



CITY OF SALINAS

FISCAL YEAR 2024 COMMUNITY BUDGET SURVEY

APRIL 4, 2023

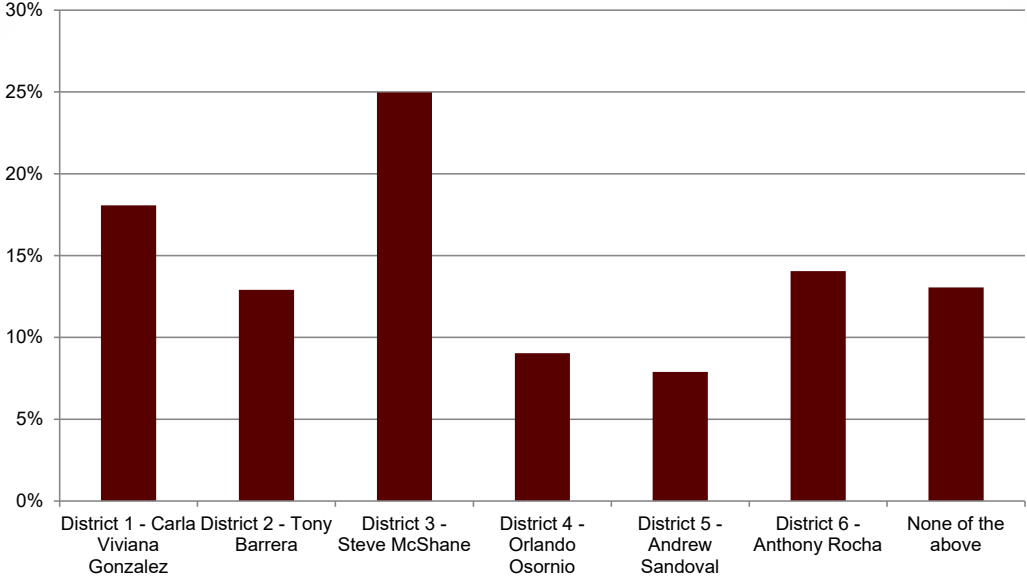


CITY OF SALINAS

MARK ROBERTS
DIRECTOR OF FINANCE

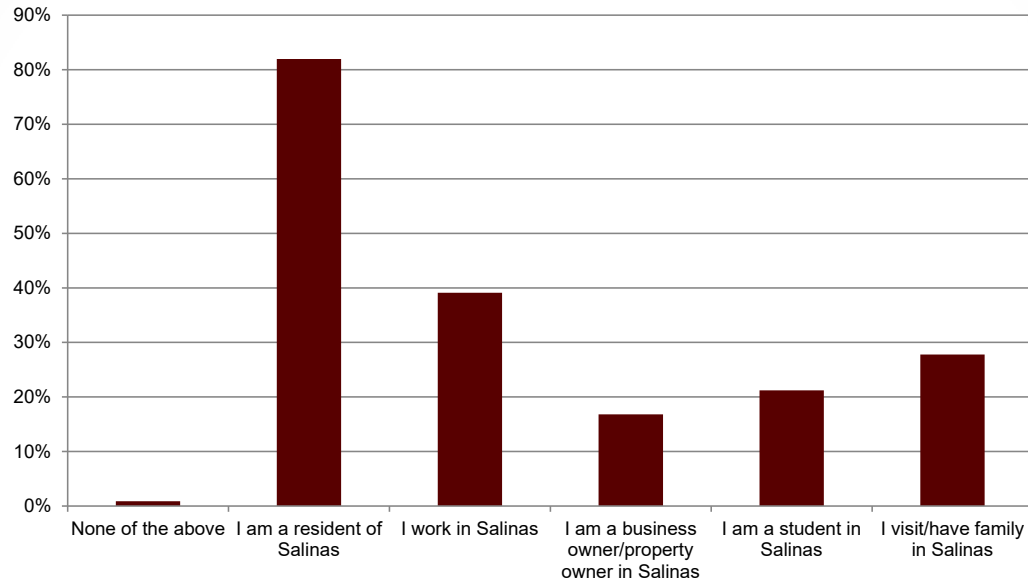
COMMUNITY BUDGET SURVEY & “POP-UP” RESULTS

Question 1: What City Council District do you live in?



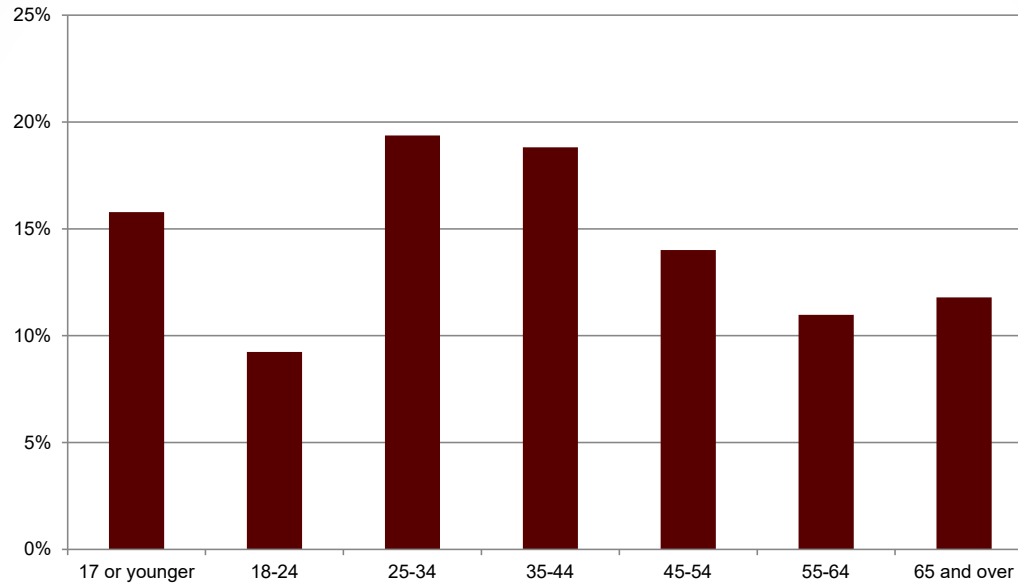
<u>Responses</u>		
District 1 - Carla Viviana Gonzalez	18%	490
District 2 - Tony Barrera	13%	350
District 3 - Steve McShane	25%	677
District 4 - Orlando Osornio	9%	245
District 5 - Andrew Sandoval	8%	214
District 6 - Anthony Rocha	14%	381
None of the above	13%	354

Question 2: About Me



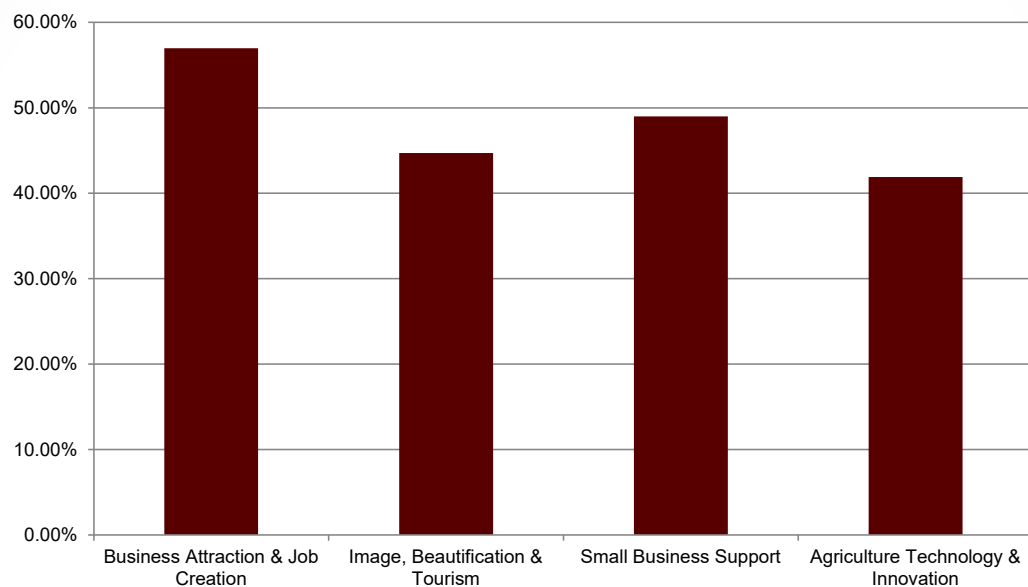
<u>Responses</u>		
None of the above	1%	24
I am a resident of Salinas	82%	2,222
I work in Salinas	39%	1,060
I am a business owner/property owner in Salinas	17%	456
I am a student in Salinas	21%	575
I visit/have family in Salinas	28%	753

Question 3: Which Category Below Includes Your Age?



Responses		
17 or younger	16%	427
18-24	9%	250
25-34	19%	524
35-44	19%	509
45-54	14%	379
55-64	11%	297
65 and over	12%	319

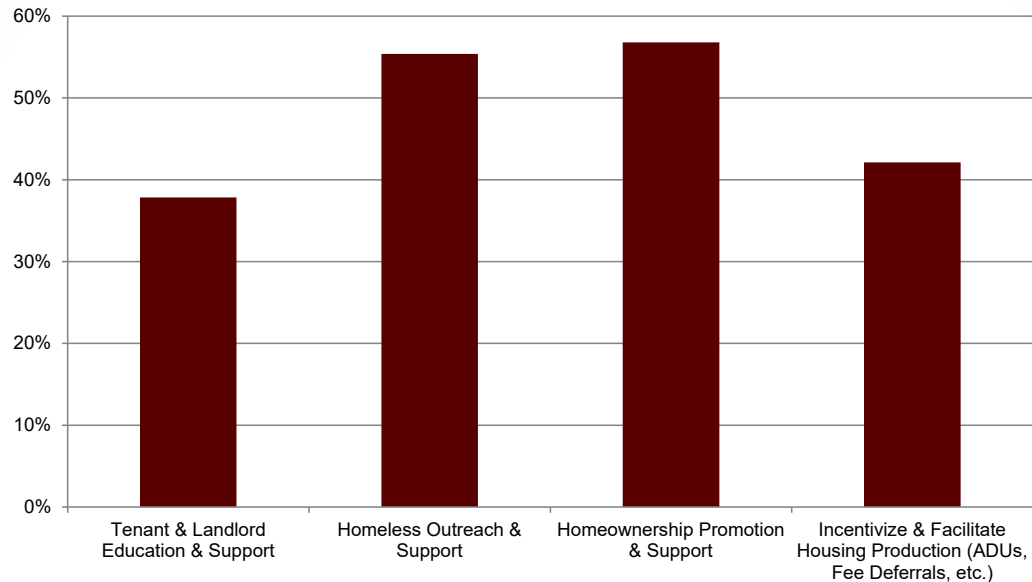
Question 4: Economic Prosperity, Equity, & Diversity



Responses		
Business Attraction & Job Creation	57%	2,350
Image, Beautification & Tourism	45%	1,844
Small Business Support	49%	2,021
Agriculture Technology & Innovation	42%	1,728

Economic Prosperity, Equity and Diversity - A City where all persons have equitable access to prosperity through a diversified economy, jobs and educational/training opportunities (small business support, grants, workforce development).

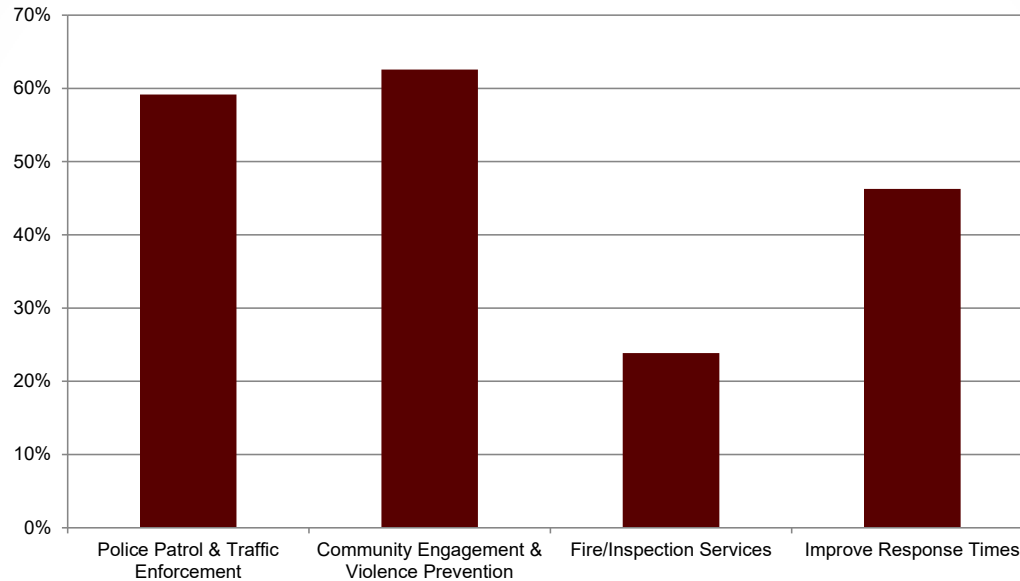
Question 5: Housing Opportunities for All



<u>Responses</u>		
Tenant & Landlord Education & Support	38%	1,561
Homeless Outreach & Support	55%	2,284
Homeownership Promotion & Support	57%	2,342
Incentivize & Facilitate Housing Production (ADUs, Fee Deferrals, etc.)	42%	1,737

Housing Opportunities for All - A City with a diversity of housing types and affordability levels for its residents (rental assistance, affordable, tenant's rights and first-time homebuyer education, homeless outreach/support).

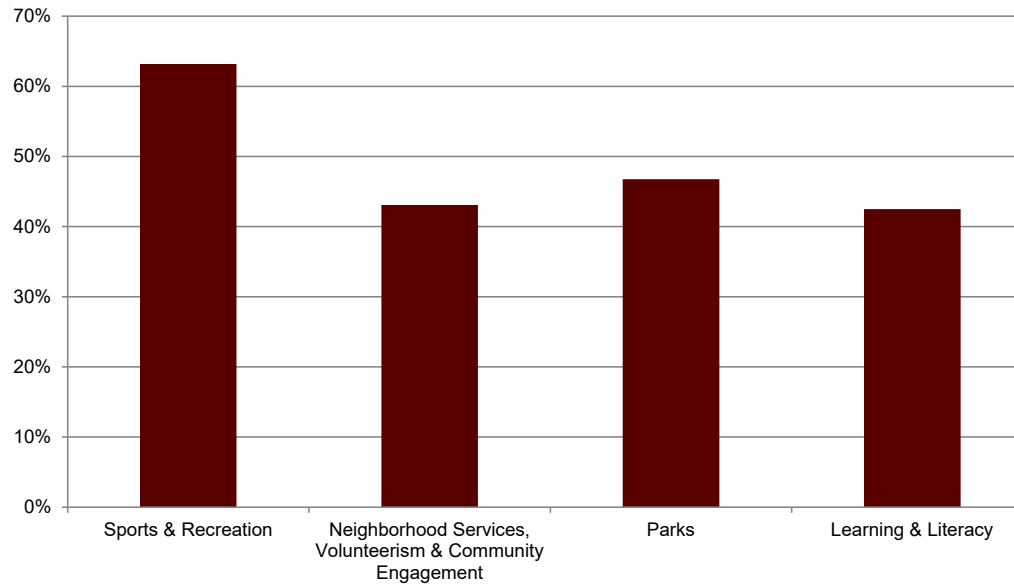
Question 6: Healthy & Safe Community



<u>Responses</u>		
Police Patrol & Traffic Enforcement	59%	2,440
Community Engagement & Violence Prevention	63%	2,580
Fire/Inspection Services	24%	984
Improve Response Times	46%	1,908

Healthy and Safe Community - A City which strives to protect and improve the personal safety, health and welfare of the people who live, work, and visit (parks, recreation, open space, lighting, youth programs, neighborhood cleanups, police services, fire services, farmer's markets).

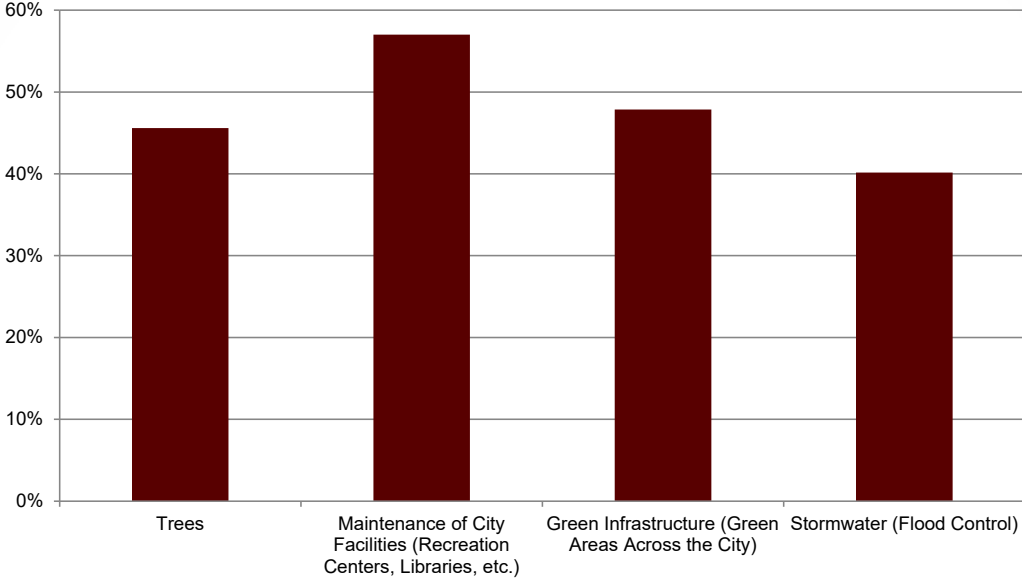
Question 7: Youth are the Future



<u>Responses</u>		
Sports & Recreation	63%	2,605
Neighborhood Services, Volunteerism & Community Engagement	43%	1,776
Parks	47%	1,927
Learning & Literacy	43%	1,752

Youth are the Future - A City where youth flourish and have equitable access to education, recreation and a healthy urban environment (sports and recreation, parks, youth enrichment programs, music and art).

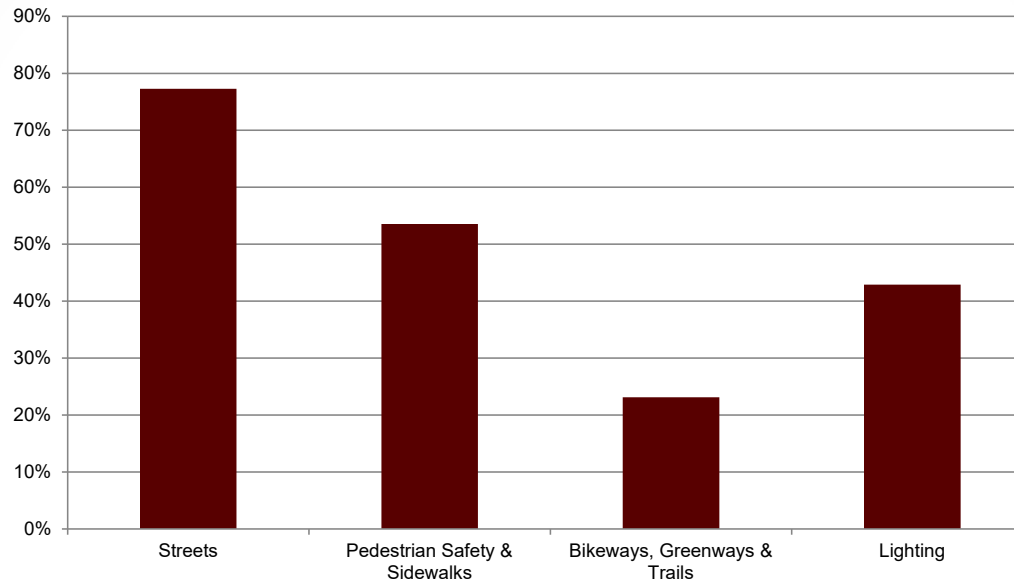
Question 8: Livable & Sustainable Community



<u>Responses</u>		
Trees	46%	1,880
Maintenance of City Facilities (Recreation Centers, Libraries, etc.)	57%	2,351
Green Infrastructure (Green Areas Across the City)	48%	1,974
Stormwater (Flood Control)	40%	1,656

Livable and Sustainable Community - A well-planned City with a thriving community core and commercial corridors, excellent infrastructure (streets, sidewalks, sewer, lighting, parks, trees and open spaces, libraries, and community facilities, etc.) that meet the unique and changing needs of the community.

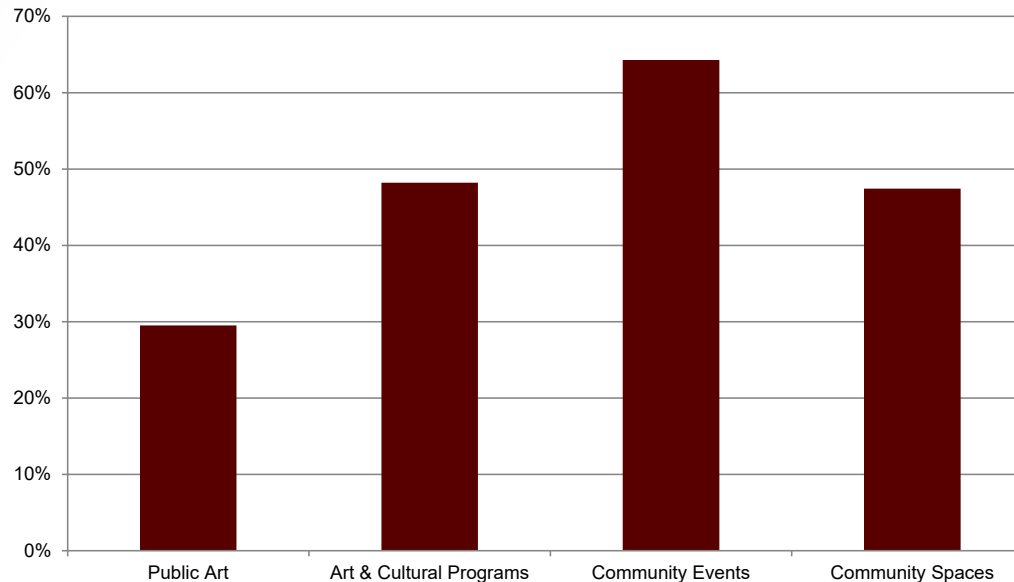
Question 9: Connectivity, Access, & Mobility



Responses		
Streets	77%	3,188
Pedestrian Safety & Sidewalks	54%	2,209
Bikeways, Greenways & Trails	23%	954
Lighting	43%	1,769

Connectivity, Access and Mobility - An active City with a well-connected, eco-friendly network of multi-modal streets, bikeways, greenways and trails, and effective public transportation options.

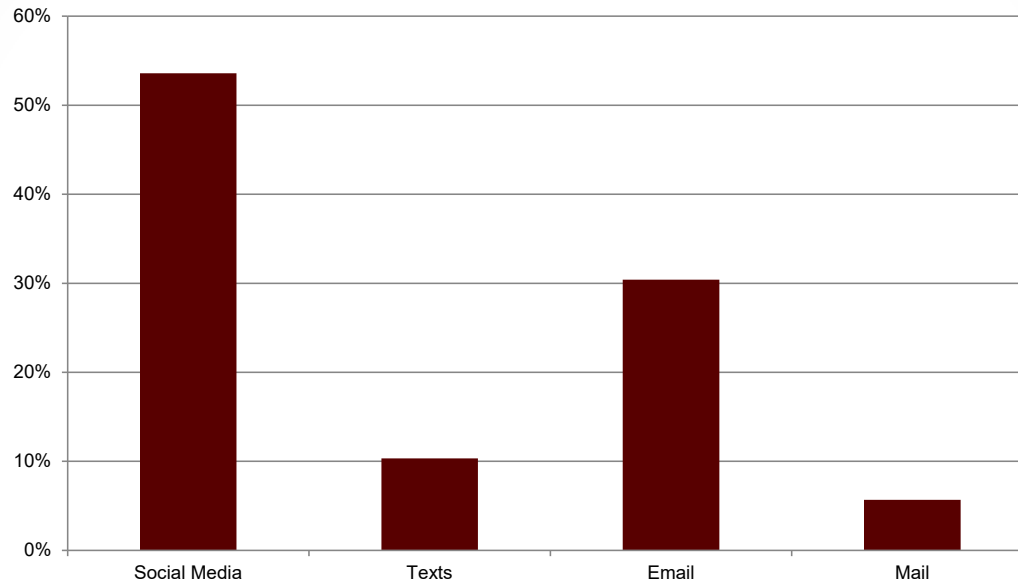
Question 10: A Community to Celebrate



<u>Responses</u>		
Public Art	30%	1,217
Art & Cultural Programs	48%	1,988
Community Events	64%	2,651
Community Spaces	47%	1,956

A Community to Celebrate - A City that celebrates, promotes, preserves and honors the diversity, history, art, and culture of its community (plaza, public art, art and cultural programs, community events).

Question 11: How do you want to stay engaged?



Responses		
Social Media	54%	1,218
Texts	10%	235
Email	30%	691
Mail	6%	129

“Salinas Bucks” Exercise



Guiding Principles	1/25/23	1/31/23	2/16/23	Total
Economic Prosperity, Equity, & Diversity	\$ 2,400	\$ 1,900	\$ 6,800	\$ 11,100
Housing Opportunities for All	\$ 3,700	\$ 8,800	\$ 12,300	\$ 24,800
Healthy & Safe Community	\$ 3,400	\$ 2,700	\$ 5,100	\$ 11,200
Youth are the Future	\$ 2,200	\$ 4,200	\$ 5,200	\$ 11,600
Livable & Sustainable Community	\$ 3,000	\$ 2,600	\$ 3,600	\$ 9,200
Connectivity, Access, & Mobility	\$ 3,200	\$ 7,000	\$ 12,700	\$ 22,900
A Community to Celebrate	\$ 1,900	\$ 2,100	\$ 3,800	\$ 7,800

REMAINING PUBLIC INPUT OPPORTUNITIES

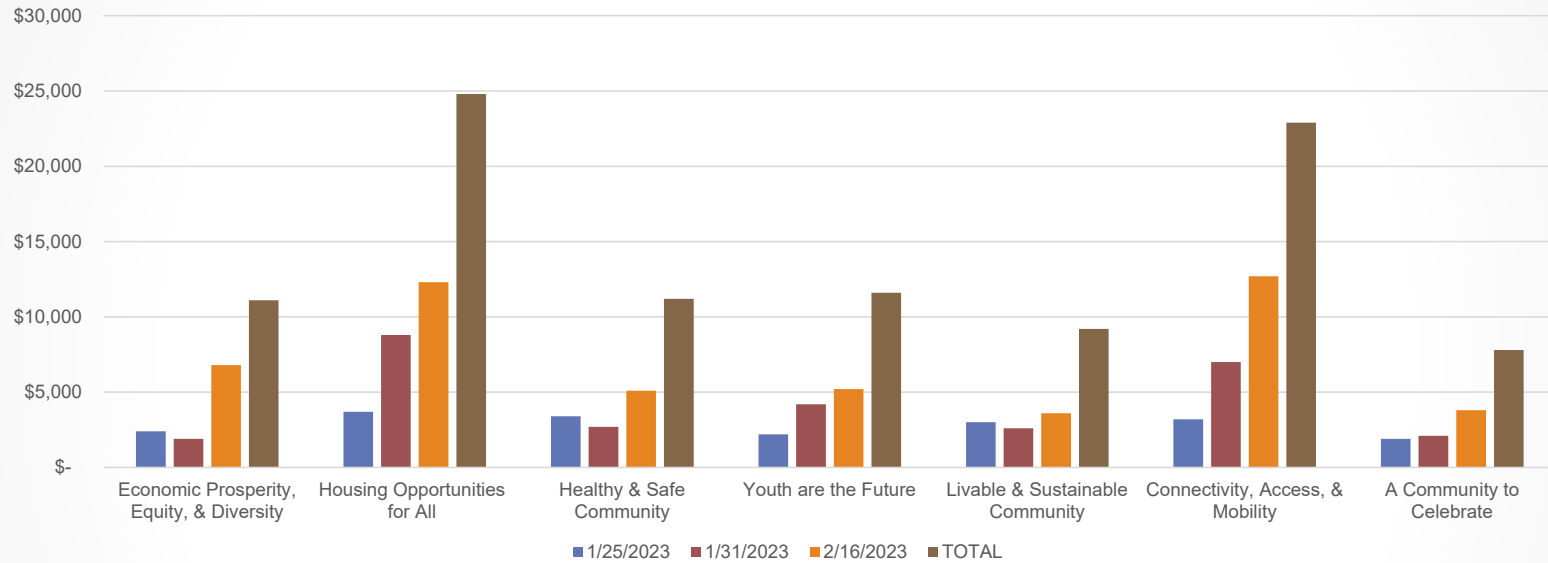
Remaining Budget Development Calendar / Opportunities for Public Input

1. April 20, 2023 – Measure E Oversight Committee (Department highlight presentation)
2. April 20, 2023 – Measure G Oversight Committee (Department highlight presentation)
3. May 23, 2023 (Regular City Council meeting, 4-6 pm) – Introduce Preliminary Operating & CIP Budget; Study Session (Department highlight presentation)
4. June 13, 2023 (Regular City Council meeting) – Adopt operating & CIP budgets

QUESTIONS?

“Salinas Bucks” Exercise

In Person Meetings - Salinas Bucks Activity



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