



CITY OF SALINAS PLANNING COMMISSION REPORT

DATE: SEPTEMBER 15, 2021
TO: PLANNING COMMISSION
FROM: STEVEN S. CARRIGAN, CITY MANAGER
BY: JOSÉ ARREOLA, COMMUNITY SAFETY ADMINISTRATOR
TITLE: AMOR SALINAS LAUNCH

RECOMMENDED MOTION:

No motion required. For information only and direction to staff.

BACKGROUND:

Over the last year, there have been increasing concerns regarding the amount of litter and debris present throughout the City. In February, Salinas Mayor Kimbley Craig established a Litter & Debris Subcommittee and appointed Councilmembers McShane, Osornio and González. The City Manager appointed a team of staff from Administration, Library & Community Services, Public Works, and Community Development to support the Subcommittee in its effort to establish partnerships with community stakeholders and develop creative solutions to clean up the City.

DISCUSSION:

The Litter & Debris Subcommittee has met five times on March 23, April 23, May 21, June 25, and August 20. During this time, a list of stakeholders to include local businesses and the faith community leaders was identified.

A series of key initiatives have been developed through these collaborative efforts as the framework for the Amor Salinas Movement. Maintaining a healthy, safe, and vibrant Salinas is at the heart of this new initiative. It is built on the pillars of community restoration and community resiliency.

Staff is currently working on guiding principles and a marketing campaign for Amor Salinas with a focus on community restoration and resiliency. The guiding principles will incorporate key performance measures to evaluate the impact of Amor Salinas. Staff is also planning for public service announcements and educational opportunities to engage youth and community in working together to keep Salinas clean.

The Public Works Department continues on going litter and debris pickup throughout the City of Salinas utilizing the Inmate Crew Coordinator Position/Work Alternative Program. This position responds to SalinasConnect concerns for debris pick up at various locations throughout the City. After the SalinasConnect service requests are completed, they fall back on their regular route for litter and debris pick up. The route locations are: Bridge St., Sanborn Bridge, Sherwood Bridge, Williams Rd., Old Stage Rd., Rogge Rd., N. Main St., Natividad Rd., Soledad St., Grandhaven Street, Bellhaven Street, Laurel Ext., California Alley, Greenfield Alley, Gonzales Alley, N. Davis Median, Garner/Rider to the dead end, and Gee St.

Below is some of the debris encountered on a monthly average:

Mattresses - 10
Tires - 13
Shopping Carts - 21
Trash bags - 411

All of these initiatives will lead up to a City-wide service day for Earth Day 2022.

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

STRATEGIC PLAN INITIATIVE:

Initiatives of the Litter & Debris Subcommittee support the City Council goals of:

- Investment Strategies/Risk Management
- Public Safety

DEPARTMENTAL COORDINATION

Throughout this effort, Administration, Library & Community Services, Public Works, and Community Development have worked together with the community in support of improving the overall cleanliness of Salinas.