



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: OCTOBER 12, 2021

DEPARTMENT: COMMUNITY DEVELOPMENT

FROM: MEGAN HUNTER, DIRECTOR

BY: LISA BRINTON, PLANNING MANAGER
OSCAR RESENDIZ, ASSOCIATE PLANNER

TITLE: ADMINISTRATIVE REPORT ON ALISAL VIBRANCY PLAN
(AVP) IMPLEMENTATION

RECOMMENDED MOTION:

A motion to receive and accept an administrative report on the AVP Implementation Plan. No further action is required.

RECOMMENDATION:

It is recommended that the City Council receive and accept an administrative report on the AVP Implementation Plan.

EXECUTIVE SUMMARY:

In November 2019, the City Council unanimously accepted the Alisal Vibrancy Plan (AVP) as a strategic planning document. The AVP is an action-oriented, comprehensive strategy for Salinas' Alisal (East Salinas) neighborhoods. The Plan's purpose is to communicate the collective vision, goals and desires of those who live, work, worship, and shop in the Alisal. In June 2021, the City Council demonstrated its commitment to AVP implementation by appropriating approximately \$3 million dollars in the FY 2021-2022 Capital Improvement Project (CIP) Budget for immediate and short-term implementation activities. This administrative report summarizes AVP implementation activities to date and outlines prioritized short-term activities to improve the cleanliness, appearance, safety and infrastructure, and parks and open space in the Alisal, and to promote economic development of the Alisal. An updated Chapter 10 Short-Term Priority Tasks Matrix and AVP Implementation Plan are provided as attachments to this report.

BACKGROUND:

Over 2,000 residents and community stakeholders participated in a community-led engagement process that resulted in the identification of more than 150 strategies and community recommendations that evolved into goals, policies and actions that are the "heart" of the AVP.

During the FY 2021-2022 budget process, City Council received an AVP implementation update and staff identified immediate and short-term projects based on community-identified priorities in the Plan. Staff's May 25, 2021 presentation is attached to this report. That same month, AVP Steering Committee and Working Group members were invited to form an AVP Implementation Committee (Committee). The Committee's primary objectives are to maintain community at the center of AVP implementation and to develop an action plan and budget for the \$3 million City Council appropriated to jump start Plan implementation. Since May 2021, Committee members met six (6) times. Meeting topics included implementation updates and refinement of primary focus areas and corresponding activities. Community Development, Public Works, and Library and Community Services staff provided the Committee information and support to develop its recommendations. Implementation Update and Plan summaries are provided below.

DISCUSSION:

Chapter 10 Short-Term Priority Tasks Matrix Update Summary

AVP Chapter 10: *Next Steps & Plan Implementation* aligns emerging priorities identified at the end of each topic chapter with existing opportunities and resources to facilitate implementation of priority actions items in the short-term (1-2 years). Staff have updated the Short-Term Priority Tasks Matrix at the end of Chapter 10 to include an implementation status column (Implementation Matrix). Highlighted accomplishments are listed below, and the Implementation Matrix is provided as an attachment to this report.

AVP Accomplishments	
<i>Land Use & Urban Design</i>	<ul style="list-style-type: none"> Released RFQ seeking developer for Division Street Released RFQ for technical support to evaluate re-zoning of other identified Opportunity Sites to MX use.
<i>Housing and Neighborhood</i>	<ul style="list-style-type: none"> 24 ADU's permitted in 93905 \$200,000 PLHA funds (2021) allocated to establish a revolving loan fund for ADU development. Montebella Phase 5 inclusionary Lottery conducted in 2019 for 8 Low/Mod units.
<i>Economic and Workforce Development</i>	<ul style="list-style-type: none"> Hired Business Navigator. Launched Small Business Webpage and Bilingual Small Business Hotline. \$600K of grants were distributed to businesses in the Alisal area.
<i>Community Health & Safety</i>	<ul style="list-style-type: none"> Resumed Coffee with a Cop events. New County Behavior Health Clinic (of N. Sanborn Street and Circle Drive) is under design.
<i>Transportation and Infrastructure</i>	<ul style="list-style-type: none"> E. Laurel Drive Pedestrian Improvements Project Safe Routes to School <ul style="list-style-type: none"> Bardin Road

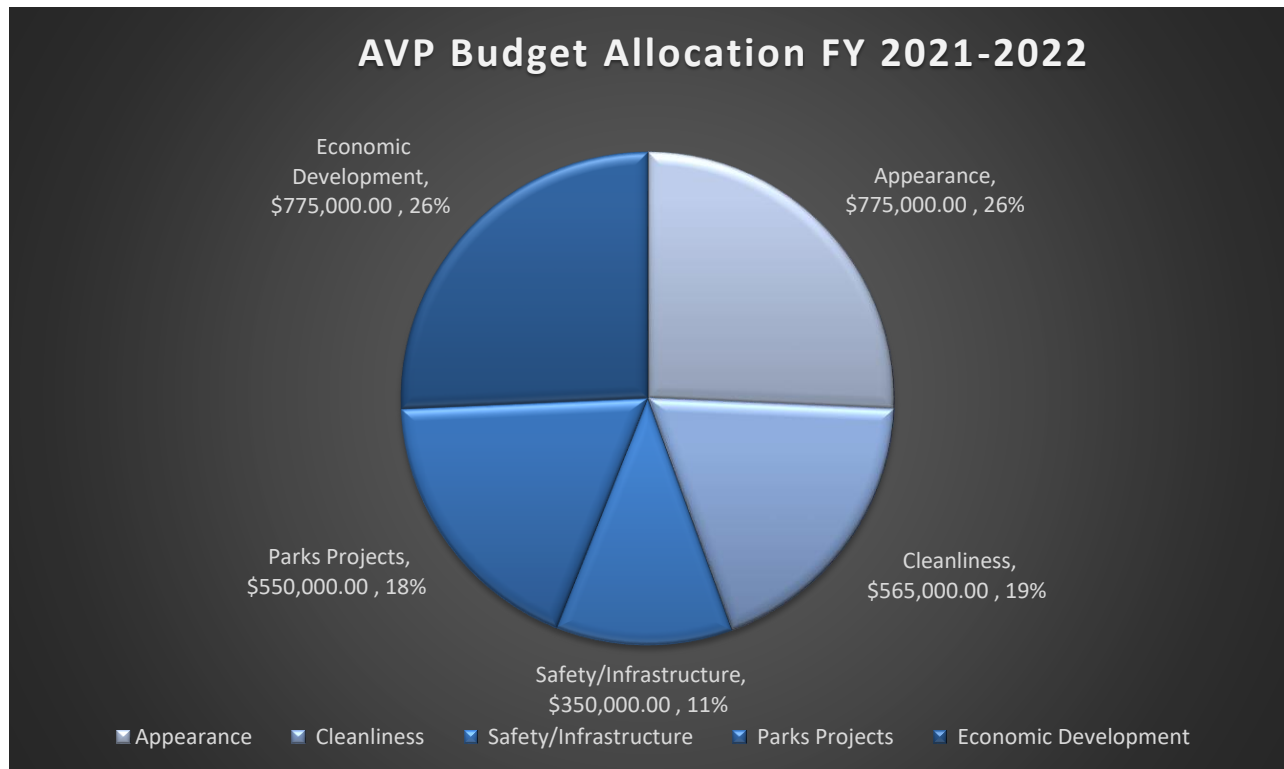
	<ul style="list-style-type: none"> ○ Demonstration project along E. Alisal Street
<i>Youth, Art, Parks, Recreation & Enrichment</i>	<ul style="list-style-type: none"> ● Launched Amor Salinas September 2021 ● Assembly Robert Rivas secured \$8.1 million of state funding to rebuild Hebbbron Family Center.

Implementation Plan and Budget Summary

The Committee identified five priority areas with multiple projects and activities, building off the focus areas of the E. Alisal Corridor, Youth: Parks and Recreation, and Economic Development.

Priority Areas	
Appearance	<ul style="list-style-type: none"> ● Creating district identity ● Tree planting and trimming
Cleanliness	<ul style="list-style-type: none"> ● Installation of trash and recycle receptacles ● Maintain landscaping/sidewalk cleanliness
Safety and Infrastructure	<ul style="list-style-type: none"> ● Increase crosswalk visibility ● Based on community vision, complete technical studies and develop plan for design and construction (improvements) ● Conduct lighting needs assessment (Corridor & Parks)
Parks and Open Space	<ul style="list-style-type: none"> ● Leverage current/proposed facility/park improvements ● Improve trails, equipment, and amenities ● Enhance open spaces
Economic Development	<ul style="list-style-type: none"> ● Provide micro-grants & loans for façade improvement, establishing online presence and working capital. ● Develop youth ambassador programs

The AVP Implementation Plan Budget below is organized by priority “buckets”. Similar to the ARPA funding, this proposed budget is presented at a high level to provide flexibility to take advantage of emerging opportunities that meet the Plan’s identified priority actions. Going forward staff will meet with the AVP Implementation Committee on a quarterly basis, at minimum, to coordinate broader community engagement in project and activity development and execution. A more detailed breakdown of proposed projects and activities list and estimated budget is provided as an attachment to this report.



CEQA CONSIDERATION:

The Alisal Vibrancy Plan and Implementation Plan are strategic planning documents. The action of receiving this administrative report is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines section 15378). If recommended AVP policies or actions progress to a “project” level further CEQA analysis will be required to address potential environmental impacts of the proposed project.

STRATEGIC PLAN INITIATIVE:

This staff report and AVP implementation recommendations align with the following City Council strategic plan initiatives:

- Investment Strategies/ Risk Management
- Operational Efficiencies
- Public Safety

DEPARTMENTAL COORDINATION:

The Community Development Department’s Advance Planning and Project Implementation (APPI) Division led AVP preparation and are leading coordination of Plan implementation. APPI coordinated with Public Works and Library and Community Services staff to provide the Committee with AVP implementation updates, identify areas of opportunity, refine proposed activities and develop preliminary budget estimates.

FISCAL AND SUSTAINABILITY IMPACT:

There is no direct fiscal impact from receiving this administrative report. In June 2021, the City Council demonstrated its commitment to AVP implementation by appropriating approximately \$3 million dollars in the FY 2021-2022 Capital Improvement Project (CIP) Budget for immediate and short-term implementation activities. The AVP Implementation Plan summarized above and attached to this report describes recommended activities to be undertaken with the \$3 million appropriated for AVP short-term activities.

ATTACHMENTS:

FY 2021-2022 AVP Budget Presentation (05.25.21)

AVP Chapter 10: Short-Term Priority Tasks Implementation Matrix

AVP Implementation Plan and Budget