

SHORT TERM PRIORITY TASKS

LAND USE & URBAN DESIGN

Priority: Update regulations to create more housing that is affordable to Alisal Residents.

RELATED POLICIES OR ACTIONS	NEXT TASKS		IMPLEMENTATION STATUS
LU 1.4 - Continue to Promote Second Units on Single-Family Lots and Evaluate and Remove Regulatory Barriers to Encourage Accessory Dwelling Unit (ADU) Construction.	<ul style="list-style-type: none"> • Explore options for further reducing fees or delaying until occupancy • Eliminate conflicting parking requirements for ADUs 	City of Salinas – Community Development	<ul style="list-style-type: none"> • Past City Work <ul style="list-style-type: none"> - Development and Park Impact Fees waived - Permitting Approval Streamlining • Current City Work <ul style="list-style-type: none"> - Pre-Approved Plans - ADU Legalization - Delay of Enforcement - Public Workshops/materials • 24 ADU's permitted in 93905 • 9 ADU's permitted in 93906
LU 3.7 - Locate High-Density Housing with Increased Height in Mixed-Use Areas and Near Primary Commercial Corridors with Capacity for Transit and Alternative Modes of Transportation.	<ul style="list-style-type: none"> • Implement SB 2 grant for services to review regulations and identify suitable parcels to upzone • Upzone identified parcels to current Mixed-Use zoning code designation 	City of Salinas – Community Development	<ul style="list-style-type: none"> • Released RFQ (8/27) for planning and environmental support to analyze and process rezoning amendment. • Next step is entering into professional services agreement (10/2021). • Rezone evaluation and amendment to be completed by 3/30/2022.

Priority: Maximize affordable housing on City-owned sites.

RELATED POLICIES OR ACTIONS	NEXT TASKS	LEAD DEPARTMENT/ORGANIZATION	IMPLEMENTATION STATUS
LU 4.4 - Develop a Detailed Vision for the Opportunity Site with the Community.	<ul style="list-style-type: none"> • Collaborate with community members on developing RFPs/RFQs for East Alisal Street Marketplace Opportunity Site Include community in design process of each development 	City of Salinas – Public Works/Community Development	<ul style="list-style-type: none"> • Issued RFP October 2020 soliciting projects in line with community vision for site. • Housing Development Corporation responded. • Next steps are site preparation/remediation and discussions with surrounding property owners.

Priority: Proactively acquire underutilized sites.

RELATED POLICIES OR ACTIONS	NEXT TASKS	LEAD DEPARTMENT/ORGANIZATION	IMPLEMENTATION STATUS
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LU 4.3 - Acquire Remaining Parcels for Opportunity Site Next to the Police Services Headquarters.	<ul style="list-style-type: none"> •Acquire the remaining parcels for the East Alisal Street Marketplace Opportunity Site and assist businesses in relocating. •Seek out additional opportunities to purchase properties, or work with developers to facilitate the purchase and redevelopment of underutilized properties. 	City of Salinas – Public Works City of Salinas – Public Works/Community Development	•Property owner still not interested in selling (last checked 6-months ago) will continue to check.
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HOUSING & NEIGHBORHOODS

Priority: Advance housing affordability.

RELATED POLICIES OR ACTIONS	NEXT TASKS	LEAD DEPARTMENT/ORGANIZATION	IMPLEMENTATION STATUS
HN 4.1.a – Consider a Moratorium on Rent Increases. HN 4.1.b – Develop a Rent Stabilization Ordinance.	<ul style="list-style-type: none"> •Research best practices and outcomes in California cities that have enacted rent stabilization. •Start community discussions and education at the citywide level. •Start developing an enforcement framework for AB 1842 with the new Housing TAC. 	City of Salinas – Community Development	<ul style="list-style-type: none"> •researching other cities that executed a moratorium on rent increases program. •Develop a Rent Stabilization Ordinance – no update.
HN 4.4.b – Notify Residents of Inclusionary Housing Lotteries.	<ul style="list-style-type: none"> •Work with community partners to create an outreach strategy to increase awareness in the Alisal when there are inclusionary lottery opportunities, and include education material on how to qualify/apply. •Promote the notification list so residents can pre-register to make sure they are contacted. 	City of Salinas – Community Development	•Montibella Phase 5b lottery conducted in 2019 - 8 LMOD Units; Phase 6 doesn't have any inclusionary units.

Priority: Increase housing options

RELATED POLICIES OR ACTIONS	NEXT TASKS	LEAD DEPARTMENT/ORGANIZATION	IMPLEMENTATION STATUS
HN 1.3.b –Provide ADU Loans. HN 1.4.e – Create a Housing Tour	<ul style="list-style-type: none"> •Working with MBEP and the Housing Trust Silicon Valley, explore modifying the types of housing loans available through the Monterey Bay Housing Trust to fund additional forms of affordable housing. •Establish an ADU loan pilot program. •Create a list of housing sites in Salinas and the local region that demonstrates various community benefits and housing styles. •Poll interested residents and stakeholders on what kind of housing features they want to see in-person. 	Monterey Bay Economic Partnership (MBEP)/ City of Salinas – Community Development City of Salinas – Community Development	<ul style="list-style-type: none"> •\$200,000 PLHA funds (2021) allocated to establish a revolving loan fund for ADU development. •Once the program guidelines have been established and adopted by City Council, the City will begin the pre-qualifying process (for households at 120% of the AMI or below). •Have not pursued Housing Tour - due to COVID.

Priority: Develop tenant protections.

RELATED POLICIES OR ACTIONS	NEXT TASKS	LEAD DEPARTMENT/ORGANIZATION	IMPLEMENTATION STATUS
HN 2.2.b – Adopt a Just Cause Eviction Ordinance. HN 3.1.a – Develop a Rental Registration and Inspection Program.	<ul style="list-style-type: none"> • Explore best practices and existing ordinances for both Just Cause Eviction and Rental Registration/ Inspection. • Examine Just Cause provisions in AB 1482 with the Housing TAC and determine if there are stronger protections that could be put in place locally. • Identify ways to mitigate displacement and establish measures before implementing registration and inspection. • Work with non-profit partners to discuss options with the Alisal community. Reach out to landlords to start dialogues. 	City of Salinas – Community Development	<ul style="list-style-type: none"> • Formed Housing TAC – December 2019 • Currently working on rental registry program

ECONOMIC & WORKFORCE DEVELOPMENT

Priority: Support small businesses.

RELATED POLICIES OR ACTIONS	NEXT TASKS	LEAD DEPARTMENT/ORGANIZATION	IMPLEMENTATION STATUS
ED 2.1.d – Provide Relevant, Bilingual Business Assistance Workshops. ED 2.1.f – Hold Annual Business Assistance Event. ED 2.1.g – Promote Available Business Assistance Services. ED 3.1.c – Promote Alisal Businesses.	<ul style="list-style-type: none"> • Continue to support Dia Del Empresario Latino, an annual all-day event offering a variety of business and financial education workshops in Spanish. • Promote existing small business support services (through El Pajaro CDC, Cal Coastal SBDC, etc.) to Alisal entrepreneurs and businesses. • Partner with community based organizations and business associations to promote Alisal businesses online and provide social media training. 	El Pajaro CDC/ City of Salinas – Community Development	<ul style="list-style-type: none"> • In partnership with community business organizations, El Pajaro CDC, Monterey County Business Council, Cal Coastal SBDC and SUBA, there has been bilingual workshops for COVID reopening guidelines and state and local financial assistance. (in person annual business assistance events were cancelled due to COVID or switched to an online platform). • Next steps will be to continue to outreach to small businesses about services, permitting process requirements and new vendor requirements. • With the City's Economic Recovery Taskforce a Shop Local Initiative Campaign has launched to support the recovery process of businesses city-wide. • City is currently working with GetVirtual and Digital Nest to support building a Business directory for city corridors.

Priority: Create a Business Navigator position.

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ED 4.2.a – Create a Business Navigator Position	<ul style="list-style-type: none"> •Refine the role and duties of this position. •Dedicate staffing to this position. 	City of Salinas – Community Development	<ul style="list-style-type: none"> •Hired Business Navigator (BN) (4 year Limited Term CD Analyst (Covid Relief Funds; 11/2020). <ul style="list-style-type: none"> -The BN manages the Small Business Hotline -The BN manages the Small Business Website -BN helped with completing applications for businesses to obtain financial assistance •Next steps for the BN <ul style="list-style-type: none"> -assist with the implementation of new Street Vendor Ordinance and Zoning Code Amendment to allow Food Trucks on private property. -Continue to connect businesses with funding sources to help with recovery post-covid closures. -support shop local initiatives in the area.
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Priority: Increase access to microloans.

RELATED POLICIES OR ACTIONS	NEXT TASKS	LEAD DEPARTMENT/ORGANIZATION	IMPLEMENTATION STATUS
ED 2.2.b – Increase Access to Capital for All Stages of Business Growth. ED 2.2.c – Activate Existing Loan Programs and Identify Funding Gaps. Establish a Microloan Program	<ul style="list-style-type: none"> •Recapitalize the Grow Salinas Fund. Work with the National Development Corporation (NDC) to find institutions and foundations to contribute to recapitalization. •Expand marketing to increase Alisal business participation in existing microloan programs, such as Cal Coastal's. •Use El Pajaro CDC to provide education to local businesses on how to create successful loan applications. 	City of Salinas – Community Development CalCoastal/ City of Salinas – Community Development El Pajaro CDC	<ul style="list-style-type: none"> •Through the Grow Salinas Fund and technical assistance provided, \$600K of grants were distributed to businesses in the Alisal area. •Next steps are to recapitalize the Grow Salinas Fund and connect businesses to new local, state and federal funding opportunities. •El Pajaro CDC also created a loan program, Fondo Adelante and Alisal Program available for ITIN holders.

COMMUNITY HEALTH & SAFETY

Priority: Improve pedestrian level lighting in neighborhoods, parks and streets.

RELATED POLICIES OR ACTIONS	NEXT TASKS	LEAD DEPARTMENT/ORGANIZATION	IMPLEMENTATION STATUS
HS 1.1.a - Complete a lighting needs survey.	<ul style="list-style-type: none"> •Determine how to complete the survey and involve the community. 	City of Salinas – Public Works Department	<ul style="list-style-type: none"> •Street Light locations identified along E. Alisal and E. Market 7.2021 as part of corridor inventory. •Implementation Plan Budget includes conducting lighting study as part of Infrastructure and Safety activities.

Priority: Focus on public safety engagement with the Alisal community

RELATED POLICIES OR ACTIONS	NEXT TASKS	LEAD DEPARTMENT/ORGANIZATION	IMPLEMENTATION STATUS
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HS 3.3.b - Develop more opportunities for positive engagement between public safety officers and the Alisal community. HS 3.3.e – Conduct a series of community and neighborhood meetings.	<ul style="list-style-type: none"> •Collaborate with Alisal residents on programming and activation of the Police Services Headquarters' community room and flex plaza. •Use this process to improve communication and trust with police by creating a community benefit together. •Continue education and outreach initiatives that promote two-way dialogue with residents, including Coffee with a Cop, meetings and other community-oriented best practices. 	City of Salinas – Police Department	<ul style="list-style-type: none"> •Resumed Coffee with a Cop events about a month ago at la Plaza Bakery on Bardin Rd. •Since the re-opening after COVID, had one neighborhood watch meeting via zoom and have an upcoming meeting on October 1st.
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Priority: Increase mental health resources.

RELATED POLICIES OR ACTIONS	NEXT TASKS	LEAD DEPARTMENT/ORGANIZATION	IMPLEMENTATION STATUS
HS 5.1.h - Collaborate with the Monterey County Health Department on the Construction of a New Mental Health Clinic in the Alisal. HS 5.1.i Encourage MST to Increase Transit Access for Alisal Residents to Mental Health Services	<ul style="list-style-type: none"> •Support construction of the new County mental health clinic at Sanborn and Circle Drive. •Collaborate with MST to increase transit access to this facility and other mental health services. 	Monterey County Health Department Monterey-Salinas Transit	<ul style="list-style-type: none"> •County is designing a Behavior Health Clinic on corner of N. Sanborn Street and Circle Drive; the project Includes a community room. •City staff are working with County to ensure design is consistent with AVP recommendations. •Conversations with MST have not focused on increasing access to mental health services.

TRANSPORTATION & INFRASTRUCTURE

Priority: Support sidewalk maintenance and connectivity.

RELATED POLICIES OR ACTIONS	NEXT TASKS	LEAD DEPARTMENT/ORGANIZATION	IMPLEMENTATION STATUS
TI 1.2.b – Complete Sidewalk Network and Keep Sidewalks in Good Repair. TI 2.1.e – Implement Complete Streets Improvements.	<ul style="list-style-type: none"> •Secure funding and complete design of new sidewalks on East Laurel Drive to provide pedestrian access up to Constitution Boulevard and the soccer fields. •Promote the 50/50 Sidewalk Repair Program to Alisal homeowners and businesses. •Explore grants or other resources to cover low-income residences. •Apply for funding for full design and implementation of Complete Streets on East Alisal Street . 	City of Salinas – Public Works	<ul style="list-style-type: none"> •The estimated completion date for the E Laurel Dr Pedestrian Improvements Project is December 2, 2021. •The first pop-up demonstration event will be held for Sherwood Elementary School, on East Alisal Street between US 101 and Hebborn Avenue. <ul style="list-style-type: none"> -The proposed pop-up event plans to reduce the number of travel lanes on East Alisal Street from four to two -installed buffered bike lanes and crosswalk enhancements. -The pop-up will be in place between October 18th and November 17th. -The pop-up event plans on holding a ribbon cutting event on October 21st.

Priority: Improve transit services.

RELATED POLICIES OR ACTIONS		NEXT TASKS	LEAD DEPARTMENT/ORGANIZATION	IMPLEMENTATION STATUS
TI 2.1.a – Update Transit Routes and Schedules to Make Bus Transit Work for More Residents. TI 2.1.d – Identify Opportunities to Provide Public Transit to Farmworker Employment Locations or Encourage Private Buses and Shuttles to Use Existing Bus Stops		<ul style="list-style-type: none"> •Start a dialogue with MST about updating routes and schedules in conjunction with the General Plan update. •Collaborate with MST on Bus Rapid Transit for East Alisal Street. •Look for opportunities to add shelters, benches, and other quick improvements to existing bus stops. •Collaborate with MST and neighborhood groups to identify suitable stops. 	MST/City of Salinas – Public Works and Community Development	<ul style="list-style-type: none"> •MST currently in the planning phase for new routes, they are evaluating more stops along Main St and Alisal st. and route changes may take effect in mid-2022. •MST applied for FTA Bus Rapid Transit grant in August of 2021. •Internal workshop meetings between City staff and MST staff.
Priority: Plant street trees				
RELATED POLICIES OR ACTIONS		NEXT TASKS	LEAD DEPARTMENT/ORGANIZATION	IMPLEMENTATION STATUS
TI 3.3 – Increase Street Tree Coverage Throughout The Alisal.		<ul style="list-style-type: none"> •Ensure major street improvement plans, such as those for East Alisal Street and Williams Road, include increasing street tree numbers and other vegetation. •Partner with residents and businesses to replace street trees in areas where previously located. Develop additional temporary parklet projects to demonstrate the positive effects of greening streets.	City of Salinas – Public Works Department	<ul style="list-style-type: none"> •Identified implementation plan activity to improve corridor appearance (Adding trees and tree trimming).
YOUTH, ART, PARKS, RECREATION, & ENRICHMENT				
Priority: Support youth leadership programs.				
RELATED POLICIES OR ACTIONS		NEXT TASKS	LEAD DEPARTMENT/ORGANIZATION	IMPLEMENTATION STATUS
YAP 1.1.a – Increase Opportunities for Youth to Engage with and Lead Civic Processes. YAP 1.1.f – Remove Barriers and Support Promotion of Program Participation.		<ul style="list-style-type: none"> •Continue to fund and promote events and programs like the See Our Youth Summit (SYS), the Youth and Government Initiative (YAGI), and the Youth Leadership Academy (YLA). These programs provide internships, mentors, experiences with businesses and government, and other valuable educational services. •Collaborate with MST and school district to use a combination of City vans, school buses/vans, and public transit to provide free transportation to leadership opportunities. •Support the annual Ciclovía to continue to give dozens of youth leadership and organizational experience. 	City of Salinas – Library and Community Services City of Salinas – Library and Community Services/MST/Alisal school districts Building Healthy Communities – East Salinas	<ul style="list-style-type: none"> •A series of key initiatives have been developed including: <ul style="list-style-type: none"> -Amor Salinas - launched on September 9, 2021 -Amor Salinas Community Service Camp -Ongoing Volunteer Opportunities -Adopt-A-Park Program •Staff is also planning for public service announcements and educational opportunities to engage youth and community in working together to keep Salinas clean. •Ciclovía has been rescheduled for Spring 2022
Priority: Improve park and recreation center safety.				

RELATED POLICIES OR ACTIONS	NEXT TASKS	LEAD DEPARTMENT/ORGANIZATION	IMPLEMENTATION STATUS
<p>YAP 5.3.b - Re-construct a larger Hebbbron Family Center</p> <p>YAP 5.3.a - Improve and refurbish recreational facilities consistent with the adopted Parks and Sports Facility Standards</p>	<ul style="list-style-type: none"> •Rebuild the Hebbbron Family Center. The City has already applied for California Proposition 68 funding for this project. •Engage the community in the design of the new facility, similar to the process of the new El Gabilan Library. •Develop program schedules to keep parks active and use CPTED principles when designing new features and facilities, such as improved lighting and lines of sight. •Renovate restroom facilities in Closter Park and Natividad Creek Park using CDBG funding. 	<p>City of Salinas – Library and Community Services</p>	<ul style="list-style-type: none"> •Received funding <ul style="list-style-type: none"> - \$8.1 million from state tax surplus, to be used for community projects. - Assembly Robert Rivas secure the state funding to help rebuild Hebbbron Family Center. - \$1.5 million from American Rescue Plan Act (ARPA) to help rebuild the Hebbbron Family Center - \$2 million to from American Rescue Plan Act (ARPA) to help improve Playground, park Benches and grills in the 93905 and 93906 zip code areas of Salinas •Projects <ul style="list-style-type: none"> - Closter Park prop 68 application - Cesar Chavez – Painted tables and benches
Priority: Expand arts-based partnerships and programming.			
RELATED POLICIES OR ACTIONS	NEXT TASKS	LEAD DEPARTMENT/ORGANIZATION	IMPLEMENTATION STATUS
<p>YAP 4.1.a - Create the Alisal Arts Action Plan.</p> <p>YAP 4.1.c Increase arts and culture funding.</p>	<ul style="list-style-type: none"> •Reach out to community-based organizations and artists in the Alisal to gather support to advocate for plan to the Public Arts Commission and City Council. •Advocate to the Public Arts Commission and City Council to direct arts budget resources to the Alisal and for staff to actively pursue relevant grants. 	<p>City of Salinas - Library and Community Services/Community Development</p>	<ul style="list-style-type: none"> •Pre-Covid (fall 2019) funded 10 youth art classes at Breadbox to design community mural to be painted on facility. •Identified 3 potential buildings for additional murals. •Next step is to reach out to property & business owners. •Public art and murals are identified activity in Implementation Plan to improve appearance and district identity.