

AVP SHORT TERM PROJECT BUDGET ALLOCATION

Goals	Project Name	Budget Allocation	AVP Action Item
Appearance	Creating District Identity	\$700,000.00	ED 3.1.a – Develop District Identity Theme.
	•Public Art (murals, gateway elements, and features) •Wayfinding signs and banners		ED 3.2.c - Create Gateway Signage, Banners, and Murals.
			ED 1.2.c – Promote Art in Privately-Owned Spaces.
			YAP 4.2.d – Identify and Develop a Variety of Art Spaces for Training, Display, and Performance.
			YAP 4.2.a – Commission Culturally-Relevant Art in Public Spaces.
			YAP 4.4.a – Promote Alisal’s Public Art Installations.
			YAP 4.4.b – Brand Alisal as an Arts and Cultural Hub.
	Tree Trimming & Tree Planting	\$75,000.00	TI 3.3.a – Plant Street Trees.
			TI 3.3 – Increase Street Tree Coverage Throughout The Alisal.
		Total: \$775,000.00	
Cleanliness	Trash/Recycle Receptacles	\$250,000.00	YAP 6.3.a – Improve Park Maintenance.
	•Installation along E. Alisal corridor and at parks		ED 1.1.a – Expand Trash Pick-up and Street Sweeping Schedules.
	Leverage Amor Salinas in the "Alisal" & other clean-ups	\$15,000.00	ED 1.1.c – Increase Number of Organized Community Clean-Ups.
	•Leverage “Amor Salinas” volunteer efforts		HS 3.1.d – Launch an “I Heart Salinas” Campaign.
	General Landscaping/Sidewalk Cleanliness	\$300,000.00	YAP 5.4.c – Organize Community Beautification Events and Ongoing Volunteer Stewardship.
	•Ongoing landscape and sidewalk maintenance (volunteer/contract)		ED 1.4.a – Build Corridor Maintenance Capacity of Community and Business Organizations
			TI 1.2.b – Complete Sidewalk Network and Keep Sidewalks in Good Repair.
			TI 3.2.b – Incorporate Green Infrastructure Into Pedestrian Improvements.
		Total: \$565,000.00	
Safety/Infrastructure	Crosswalk visual enhancement markings - Safe to School demonstration pop-up	\$50,000.00	
	•Enhance intersection and crosswalk visibility		TI 1.1.a – Reduce Crossing Distances.
	•Install permanent crosswalk striping enhancements using thermoplastic paint		TI 1.1.b – Improve Pedestrian Visibility at Intersections.
	Funding for planning and corridor assessment for road/street infrastructure improvements	\$250,000.00	TI 1.3.a – Prioritize Protected or Separated bikeways, Paths Shared with Pedestrians, and Buffered Bike Lanes.
	•Undertake engagement to build consensus for corridor plan that services all users		TI 1.4.a – Design Street Improvements to Encourage Safe Vehicle Speeds and Calm Traffic.
	•Based on community vision, complete technical studies and develop plan for design and construction (improvements)		TI 1.1.c – Provide More Frequent Signalized Crossings and Evaluate Midblock Crossings in High Demand Locations.
	Conduct Lighting needs assessment (Corridor & Parks)	\$50,000.00	TI 2.1.f – Implement Complete Streets Improvements.
	•Hire/enter into contract with consultant for lighting assessment (could be volunteer based effort)		HS 1.1.a – Complete a Lighting Needs Survey.
			HS 1.1.b – Remove “Dark Spots.”
			HS 1.1.c – Install Light Poles.
			HS 1.1.d – Improve Park Lighting.
		Total: \$350,000.00	
Parks & Open Space	Park Improvements	\$550,000.00	
	•Leverage current/proposed facility/park improvements at: -Cesar Chavez Park -Gabilan Park -Closter park		YAP 6.1.g – Improve Park Playgrounds.
	•Develop properties to improve trails, equipment, and amenities		
	•Enhance open spaces		YAP 6.2.b – Install Park Fitness Equipment and Amenities.
			HS 2.1.d – Construct Exercise Equipment in Public Parks.
		Total: \$550,000.00	
Economic Development	Micro-Grants & Loans	\$675,000.00	ED 1.3.a – Establish a Façade Improvement Program.
	•Façade improvement loans/grants		
	•Social media and online presence support grants		ED 1.3.b – Identify Blighted Properties to Benefit From Façade Program.
	•Business plan support		ED 2.2.c – Activate Existing Loan Programs and Identify Funding Gaps. Establish a Microloan Program.
	Youth Ambassador Program	\$100,000.00	
	•Create a Youth Works Ambassador summer program		
	•Pair youth with small business for online, marketing and business plan support		ED 1.1.d – Establish a Youth Works Ambassador Program.
		Total: \$775,000.00	
		Grand Total: \$3,015,000.00	