



# CITY OF SALINAS STRATEGIC PLAN 2022-2025



The City of Salinas' Strategic Plan represents the vision of the Mayor and City Council. This document serves as a roadmap to align policies, projects and initiatives with this vision. The Strategic Plan outlines measurable goals and strategies designed to guide decision-making processes in the City. These goals and strategies are built on the shared values identified by the Council.

## VISION

Salinas is a community that is recognized for its leadership by living its values. Salinas is family-friendly, fiscally sound, respectful of all residents and committed to a quality of life that affords all residents housing, jobs and safety.

## SHARED VALUES

Equity and  
Inclusion

Fiscal  
Responsibility

Integrity

Responsiveness

Service



### City Leadership

**Carla González**

*Councilmember District 1*

**Orlando Osornio**

*Councilmember District 4*

**Steven S. Carrigan**

*City Manager*

**Mayor Kimbley Craig**

**Tony Barrera**

*Councilmember District 2*

**Christie Cromeenes**

*Councilmember District 5*

**Steve McShane**

*Councilmember District 3*

**Anthony Rocha**

*Councilmember District 6*

**Christopher A. Callihan**

*City Attorney*



# STRATEGIC GOALS AND STRATEGIES

## Economic Development

Sustain, encourage, and develop a diverse and thriving economy that benefits all Salinas residents and businesses and that contributes to the community's economic health.

### Strategies for the next three years:

- Implement the Alisal Vibrancy Plan
- Develop an Agriculture Technology plan, engaging community to manage impacts to housing, community, and jobs
- Partner with the school districts, community and local colleges, workforce development board, and other key partners to ensure training for farm workers to compete for agriculture technology jobs
- Support and engage small, large, and entrepreneurial business
- Support implementation of the Arts ordinance
- Create and maintain attractive gateways at City entry points
- Promote Salinas as a desired destination for business
- Develop mural program to combat graffiti (moved from infrastructure)

## **Housing/ Affordable Housing**

Pursue housing options for residents of all income levels, including the unsheltered, that is safe and secure.

### **Strategies for the next three years:**

- Pursue housing development opportunities that align with the City's adopted specific plans
- Preserve affordable housing
- Evaluate updates to the inclusionary housing ordinance
- Partner with public and nonprofit agencies to offer housing to the unsheltered
- Examine the Rent Stabilization Plan
- Implement the Accessory Dwelling Unit (ADU) plan
- Explore options for Tiny Homes communities
- Identify opportunities for workforce, low-income, and farm worker housing
- Increase funding to programs to allow seniors to live independently
- Encourage transit-oriented housing development



## Infrastructure and Environmental Sustainability

Invest in and maintain green infrastructure that creates a vibrant City and generates community pride and improves climate resiliency.

### Strategies for the next three years:

- Improve the condition of local streets
- Invest in a sidewalk repair program
- Beautify the city with regular AMOR Salinas clean-ups that engage residents
- Improve city facilities, including lighting
- Improve the urban canopy
- Explore opportunities for electrification
- Adopt a Climate Action Plan
- Employ modern techniques to build climate resiliency



## Public Safety

Continue to improve community safety by engaging residents and using a broad range of proactive approaches that emphasize community connection and prevention programs.

### Strategies for the next three years:

- Emphasize community policing strategies and crime prevention through regular interaction with residents and business owners
- Engage neighborhoods
- Invest in prevention and intervention programs
- Enhance the abandoned vehicle abatement program
- Consider environmental design factors for improved public safety
- Invest in recreational programs and public facilities
- Evaluate staffing levels of public safety personnel (police and fire)
- Hire locally for public safety positions (police and fire)
- Maintain effective code enforcement practices



## Youth and Seniors

Provide opportunities for healthy development and social connections through recreational facilities, programs and activities.

### Strategies for the next three years:

- Ensure diverse opportunities for youth and senior recreational and supportive programs
- Strengthen the relationships with local school districts and work to develop joint-use facility agreements
- Expand the City's volunteer program
- Improve and develop youth and senior facilities
- Establish a youth commission
- Evaluate possibility of building a community/multi-use facility



## **Effective and Culturally Responsive Government**

Provide effective and culturally-responsive government programs and services in a professional, customer-oriented manner that ensures equitable solutions to community challenges.

### **Strategies for the next three years:**

- Begin the General Plan Update
- Establish an Equity Plan
- Address staffing capacity and succession planning concerns
- Apply data-driven management to decision-making
- Evaluate technology gaps
- Hire locally for city positions
- Invest in training and development opportunities to build skills and capacity
- Establish Council norms
- Provide Diversity, Equity and Inclusion (DEI) training for policy-makers
- Support effective governance for City commissions
- Improve employee wellness, recruitment and retention
- Make government services more accessible and culturally responsive for non-English speaking residents
- Offer more literature and the SalinasConnect App in Spanish