

# APPENDIX C-1

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## Summary of Housing and Community Needs Survey



# The City of Salinas Housing and Community Development 2014-2015 Planning Initiatives

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*Summary of Housing and Community Needs Survey*

April 2015

Consultant to the City:



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## I. Introduction

A bilingual housing and community needs survey was conducted from November 2014 through early March 2015 to solicit input from residents, workers, and other stakeholders from the City of Salinas. The survey was one complementary component of a broader outreach process that included community workshops and stakeholder interviews. The survey provided an optional platform of participation for individuals who did not attend the community workshops. Respondents were informed that the survey results would be incorporated into updates to several housing and community development plans.

English and Spanish versions of the survey were produced and distributed in both digital and paper forms.<sup>1</sup> An invitation and hyperlink to a digital version of the survey on Survey Monkey was distributed through eight group emails (e-Blasts) sent to a list of over 1,000 addresses provided by City staff. E-blast reminders to complete the survey were sent prior to the five workshops. Paper surveys were also available at all City libraries, at the Department of Community and Economic Development City Hall, and at the five community workshops. Collection of completed surveys at City libraries was coordinated with library staff. Additionally, Communities Organized for Power in Action (COPA) and Building Healthy Communities (BHC) distributed print surveys within their communities. Results from paper surveys were manually entered into the digital survey for a complete data set.

Community improvements were categorized into the following five topic areas: Housing, Community Facilities, Community Programs, Economic Development, and Neighborhood Improvements. For subsets of these topic areas, respondents were asked to rate the level of need from 0 through 3, indicating whether there is “no such need-0,” “low need-1,” “medium need-2,” or “high need-3.” The survey also collected key demographic information.

The City made an emphasis to provide as many people as possible with the opportunity to complete the survey to share their opinions and concerns. In that regard, the survey results are not a statistically representative sample of the City’s population. Instead, the survey results should be viewed as representing the respondents’ opinions.

## II. Respondent Profile

A total of 362 surveys were collected, including 161 collected electronically and 201 collected on paper. Forty-nine percent (49%) of survey respondents identified as Latino<sup>2</sup>, and 39% identified as White (see Table 1). Approximately 26% were 65 years of age or older and about 38% of survey respondents indicated either they or a member of their household is disabled.

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<sup>1</sup> Print copies were in English or Spanish. The online survey had questions in both language but did not distinguish whether a respondent was undertaking the survey in English vs. Spanish.

<sup>2</sup> Includes respondents who identified as Mexican, Mexican-American, Chicano/a, or Hispanic.

Table 1: Race and Ethnicity of Survey Respondents

| Race and/or Ethnicity                 | Number of Respondents | Percent from Total* |
|---------------------------------------|-----------------------|---------------------|
| Latino                                | 169                   | 49%                 |
| White                                 | 137                   | 39%                 |
| Asian                                 | 16                    | 5%                  |
| Black/ African American               | 11                    | 3%                  |
| Hawaiian/ Pacific Islander            | 7                     | 2%                  |
| Native American or Alaska Native      | 7                     | 2%                  |
| Decline to Answer or question skipped | 18                    | 5%                  |
| <b>Total</b>                          | 362                   | 105%**              |

\*Rounded to the nearest whole number

\*\*Total percentage does not add up to 100. Some respondents identify with one or more race.

### III. Overall Needs

The housing and community needs survey asked respondents to rate the level of need for 63 specific improvements within five topic areas. The five topic areas include Housing, Community Facilities, Community Programs, Economic Development, and Neighborhood Improvements. Table 2 depicts the top four improvements within each of the five categories based on a weighted average for each response.<sup>3</sup>

- **Need for Rental Housing** – Affordable rental housing was the number one housing priority for survey respondents and mirrors the workshop activity results.
- **Addressing Homelessness is a Priority** – Homeless issues are a major concern for Salinas’ residents, as permanent supportive housing for the homeless, homeless shelters, and homeless services all made the list of top priorities within the housing, community facilities and community programs categories, respectively.
- **Youth Development is Important** – Youth development issues are also a significant community concern; youth centers and youth programs made the priority list together with parks, sports fields, and playgrounds.
- **Lighting Improvements** – Lighting improvements made the top four improvements and reflects conversations with the Latino population during the workshops.

Some notable similarities and differences arose between priority results from the workshops and the survey results.

- **Overcrowding Concerns Validated** – While the issue of overcrowding was heavily discussed in the workshops, participants did not “vote” on this issue during the HUD Bucks activity. However, the issue was among the top four housing improvement priorities for survey respondents.
- **Mixed Results for Public Space Improvements** - Tree planting and community gardens, and public gathering spaces were issues that made the top priority list for neighborhood improvements during the workshops but did not make the top priority list from the survey responses.

<sup>3</sup> Rating Scale questions calculate a weighted average based on the weight assigned to each answer choice -No such need (0,) low need (1) medium need (2) or high need (3).

**Table 2: Top Four Priority Improvements of each Topic Area based on Weighted Average**

| <b>Improvement Issue</b>                              | <b>Total Response Count</b> | <b>Weighted Average</b> |
|---|-----------------------------|-------------------------|
| <b>Housing</b>  |                             |                         |
| Affordable rental housing                             | 314                         | 2.64                    |
| Permanent supportive housing for the homeless         | 291                         | 2.48                    |
| Overcrowding  | 284                         | 2.46                    |
| Senior housing  | 284                         | 2.42                    |
| <b>Community Facilities</b>                           |                             |                         |
| Homeless shelters                                     | 309                         | 2.62                    |
| Youth centers   | 301                         | 2.61                    |
| Recreation centers                                    | 301                         | 2.54                    |
| Parks, sports fields, playgrounds                     | 298                         | 2.49                    |
| Child care centers                                    | 298                         | 2.49                    |
| <b>Community Programs</b>                             |                             |                         |
| Youth activities and programs                         | 294                         | 2.67                    |
| Crime prevention programs                             | 291                         | 2.62                    |
| Homeless services                                     | 291                         | 2.57                    |
| Neighborhood cleanups (trash, graffiti, etc.)         | 284                         | 2.52                    |
| <b>Economic Development</b>                           |                             |                         |
| Job creation  | 287                         | 2.60                    |
| Job training  | 289                         | 2.46                    |
| Business mentoring                                    | 274                         | 2.22                    |
| Store-front improvements for low-income neighborhoods | 275                         | 2.20                    |
| <b>Neighborhood Improvements</b>                      |                             |                         |
| Sidewalk improvements                                 | 295                         | 2.55                    |
| Road improvements                                     | 287                         | 2.54                    |
| Handicapped accessibility for sidewalks and buildings | 288                         | 2.36                    |
| Pedestrian improvements                               | 281                         | 2.33                    |
| Lighting Improvements                                 | 281                         | 2.33                    |

Table 3 reports the overall top 10 priority improvements. The majority of priority improvements fall within the community program and the community facility topic areas.

**Table 3: Top Ten Priority Improvements based on Weighted Average**

| Top Ten Priority Improvements | Total Response Count | Weighted Average |
|-------------------------------|----------------------|------------------|
| Youth Activities and Programs | 294                  | 2.67             |
| Affordable Rental Housing     | 314                  | 2.64             |
| Homeless Shelters             | 309                  | 2.62             |
| Crime Prevention Programs     | 291                  | 2.62             |
| Youth Center                  | 301                  | 2.61             |
| Job creation                  | 287                  | 2.60             |
| Homeless Services             | 291                  | 2.57             |
| Sidewalk Improvements         | 295                  | 2.55             |
| Recreation Center             | 301                  | 2.54             |
| Road Improvements             | 287                  | 2.54             |

#### IV. Priority Improvements of Specific Populations

The two largest racial and ethnic groups to take the survey were persons who identified as Latino or White. According to the 2010 census, 75% of Salinas residents identify as Latino, while 15.5% of the population identify as White, non-Latino. Due to the disproportionate number of White survey respondents, it is important to understand the different needs of the Latino and White survey respondent populations. Table 4 compares the top priority improvement results of Latino and White survey respondents. Several top priorities within each ethnic group are not reflected in the overall top priority results.

##### Latino Community Concerns

Latino survey respondents are concerned with housing for large families and homeownership assistance.

- **Housing for Multigenerational** – While Latino participants in the workshops were concerned with overcrowding, the survey results indicate that this community sees the need for housing to accommodate large families as a means to address overcrowding issues.
- **Homeownership Assistance** – Similar to Spanish language workshop participants, Latino survey respondents expressed a desire for homeownership assistance. As the participants explained during small group discussions, this priority arises especially because of multigenerational housing arrangements. Many felt this goal could not be achieved in Salinas given income levels and the high cost of housing. Still, they tended to view homeownership as a goal and strategy for building family wealth.
- **Access to Healthy Food Options** – Latino respondents prioritized the need for access to fresh and health foods, suggesting that these residents live in neighborhoods without access to supermarkets and where food “deserts” were identified.
- **Public Space Improvements** – Lighting improvements and the creation of plazas and other public gathering spaces made the top priority list for Latinos in the category of neighborhood improvements. These results reflected conversations and input with Spanish-speaking residents at the community

Table 4: Top Priority Improvement Comparison of Latino and White Survey Respondents

| Latino Survey Respondents' Results                    | White Survey Respondents' Results                            |
|---|--|
| <b>Housing</b>  | <b>Housing</b>   |
| Affordable Rental Housing                             | Affordable Rental Housing                                    |
| <b>Housing for Large Families*</b>                    | Senior Housing   |
| Permanent Supportive Housing for the Homeless         | Overcrowding   |
| <b>Homeownership assistance</b>                       | Permanent Supportive Housing for the Homeless                |
| <b>Community Facilities</b>                           | <b>Community Facilities</b>                                  |
| Youth Centers   | Homeless Shelters  |
| Homeless Shelters                                     | Youth Center   |
| Parks, sports fields, playgrounds                     | <b>Senior Center</b>   |
| Recreation center                                     | <b>Substance abuse clinic / Mental health clinic</b>         |
| <b>Community Programs</b>                             | <b>Community Programs</b>                                    |
| Youth Activities and Programs                         | Crime Prevention Programs                                    |
| Crime Prevention Programs                             | Youth Activities and Programs                                |
| Homeless Services                                     | Homeless Services  |
| <b>Access to Fresh and Healthy Foods</b>              | Mental Health Services                                       |
| <b>Economic Development</b>                           | <b>Economic Development</b>                                  |
| Job creation  | Job creation   |
| Job training  | Job training   |
| Store-front improvements for low-income neighborhoods | <b>Small business loans</b>                                  |
| Business Mentoring                                    | Business Mentoring   |
| <b>Neighborhood Improvements</b>                      | <b>Neighborhood Improvements</b>                             |
| Sidewalk Improvements                                 | Road improvements  |
| Road improvements                                     | Sidewalk Improvements  |
| Lighting Improvements                                 | <b>Handicapped accessibility for sidewalks and buildings</b> |
| <b>Plaza and other public gathering spaces</b>        | <b>Water/Sewer improvements</b>                              |

\*Bold indicates a priority improvement that is not reflected in the overall top priority improvement results.

workshops where lighting improvements were expressed as a major concern for public safety reasons. Lighting improvements made the top priority list in both Spanish-speaking workshops, including the Alisal Neighborhood workshop. Members from this community felt unsafe given the deficient lighting in their neighborhoods and felt the situation facilitated crime. These same residents expressed frustration that landlords or property managers do not allow children or youth to play in the common areas of the apartment complexes. Given overcrowding in their homes, young people often seek but do not have a place where they can engage in positive activities.

### White Community Concerns

- **Senior Issues** – The seniors who responded to the survey were disproportionately White. This likely explains the reason why this demographic group prioritized senior centers and senior housing. Additionally, the general demographics of Salinas indicate that White community is generally older. During workshops and stakeholder interviews, concerns were expressed about the realities of housing, care, and activities of the senior community. Salinas lacks housing that is both affordable and designed for physical limitations. Although community centers do offer some activities for seniors and the City would like to build a center expressly for seniors, current needs are not being met.

- **Small Business Assistance** – While Latino respondents wanted to see storefront improvements in low-income neighborhoods, White respondents ranked small business loans as a greater need.
- **Neighborhood Infrastructure** – White respondents prioritized accessibility for sidewalks and building and water/sewer improvements for neighborhood improvements.

## Age

Based on the priority outcomes, youth and senior issues are of significant concern for Salinas residents. It is therefore important to consider how these populations prioritize their own needs.

Respondents 24 years of age or younger ranked the following as top priority improvements that are not represented in the overall results:

**Table 5: Issues Not Represented in Overall Results but Ranked High by Respondents 24 and younger**

| Priorities of Young People               |
|--|
| Health Services                          |
| Access to Fresh and Healthy Foods        |
| Plazas and Other Public Gathering Spaces |
| Bicycle Lanes and Bike Parking           |
| Housing for Large Families               |

In addition, job training ranked as a higher priority than job creation, reflecting workshop discussions with youth and their desire for the City to provide paid internships. Other issues directly affecting youth were also prioritized, such as youth centers, youth activities and programs, recreation centers, parks, sport fields, and playgrounds. In conversations with residents at workshops, parks were described as unsafe for children due to gang activity. Additionally, parents explained they are unable to pay for costly afterschool activities that would allow their children to engage in sports. These priorities likely reflect the need for safe places that allow youth to be more active in their community through extracurricular activities.

Senior housing, senior centers, and senior activities and programs were all prioritized by survey respondents of 65 years of age and older. Handicapped accessibility for sidewalks and buildings came in as the top priority for neighborhood improvements. Seniors expressed the need for a senior facility in Salinas to build community and provide activities for seniors.

## People with Disabilities

People with disabilities have unique needs and challenges that should be evaluated in regards to housing and community concerns. The following priority improvements are not reflected in the overall results but were ranked by respondents who identified as having a disability or lived in household where a household member had a disability.

Sidewalk accessibility was repeatedly brought up by workshop participants, including those with disabilities. The survey results describe the need for funding to provide rehabilitation for not only sidewalks, but for housing as well. Workshop participants expressed concern about the age of the current housing stock. Many felt homes are in poor conditions and need to be rehabilitated to remedy general safety concerns. The survey results suggest that building conditions are also unsuitable or inhospitable for residents with disabilities.



**Table 6: Issues Not Represented in Overall Results but Ranked High by Disabled Respondents**

| Priorities of Disabled  |
|---|
| Housing for large families                                      |
| Building code enforcement                                       |
| Housing accessibility improvements for people with disabilities |
| Substance abuse clinic / mental health clinic and services      |
| Disability services   |
| Handicapped accessibility for sidewalks and buildings           |

## Farm Workers

The City of Salinas has a large farm worker population; it is important to evaluate the needs of a workforce population with seasonal employment and nonconventional work hours. The following are the top priority needs of individuals who indicated they live with a person who works in an agricultural-related occupation (i.e. agricultural processing in addition to field work).

**Table 7: Issues Not Represented in Overall Results but Ranked High by Farm Workers**

| Priorities of Farm-working Community |
|--------------------------------------|
| Community health clinics             |
| Child care centers                   |
| Health services                      |
| Lighting improvements                |
| Public art                           |

Farm Worker childcare needs was a heavily discussed issue at the workshops, including the Alisal Neighborhood needs assessment workshop. Formal and subsidized child care reportedly is not open during farm worker employment hours, which tend start very early. Many residents explained that they needed to drop off their children in the very early hours between 3:00 and 4:00 A.M. to be at work by 5:00 or 6:00 A.M. The childcare that is available is informal and expensive, and parents are concerned about the quality of care. Childcare advocates expressed similar concerns. They explained that the Family, Friends, and Neighbor Caregiver model can effectively improve this situation since it relies on these informal caregivers who are exempt from licensing. However, they urged assistance to this program in the form of caregiver training and capacity building, materials, and possibly subsidies.

In addition, residents from neighborhoods such as Alisal reported a lack of accessible health care. No health facilities exist in immediate vicinity. Many residents do not have health insurance and rely on urgent or emergency care for treatment that is typically more expensive. This may also explain why farm worker respondents—many of whom live in the Alisal—ranked community health clinic as a priority.

## V. Fair Housing and Housing Conditions

### Fair Housing

Approximately 23% of survey respondents reported experiencing housing discrimination. Respondents reported experiencing discrimination from a landlord or property manager. The second-most common housing discrimination was experienced due to a City or County staff person. The top five reported reasons for housing discrimination were:

**Table 8: Top Housing Discrimination Issues**

| Reasons for Housing Discrimination |
|------------------------------------|
| Race                               |
| Source of Income                   |
| Ethnicity                          |
| Age                                |
| Family Status                      |

Comments written by survey respondents elaborated on these results. Respondents explained they did not have proof of income and therefore they were denied housing. Many indicated that having many children disqualified them from housing. Finally, a few felt discriminated against for being mono-linguistic Spanish speakers.

The majority of respondents did not report the incident (85.5%). Most respondents indicated the reason they failed to report the incident was they believed it would not make a difference or that they did not know where to report the incident (54.4% and 40.1%, respectively).

### Housing Conditions

Respondents were asked to rate the physical condition of their home. Nearly 50% of respondents indicated their housing was generally in good condition. About 12% of respondents indicated their housing was in poor or terrible conditions.

**Table 9: Housing Conditions Results**

| Housing Condition                           |         |
|---|---------|
| Rating                                      | Results |
| Terrible: Unsafe Living Conditions          | 3%      |
| Poor: Major repairs needed                  | 9.4%    |
| Fair: Needs minor improvements (e.g. paint) | 27.3%   |
| Good: Generally in good condition           | 49.7%   |
| Excellent: Completely new or remodeled      | 10.6%   |

## VI. Priority Results Tables by Category

**Table 10: Housing Priority Results by Weighted Average**

| Housing Improvement Issue                     | "High Need" Percent<br>Response Count | Response<br>Count | Weighted<br>Average |
|---|---------------------------------------|-------------------|---------------------|
| Affordable rental housing                     | 75%                                   | 314               | 2.64                |
| Permanent supportive housing for the homeless | 68%                                   | 291               | 2.48                |
| Overcrowding                                  | 65%                                   | 284               | 2.46                |
| Senior housing                                | 56%                                   | 295               | 2.42                |
| Building Code Enforcement                     | 62%                                   | 284               | 2.41                |
| Housing for Large Families                    | 58%                                   | 288               | 2.38                |
| Rental Housing Rehabilitation                 | 55%                                   | 291               | 2.34                |
| Housing for the Disabled                      | 51%                                   | 285               | 2.31                |
| Energy Efficient                              | 54%                                   | 286               | 2.30                |
| Homeownership                                 | 50%                                   | 292               | 2.30                |
| Housing Accessibility Improvement             | 50%                                   | 278               | 2.30                |
| Ownership Housing Rehabilitation              | 43%                                   | 281               | 2.13                |
| Emergency Home Repair                         | 42%                                   | 283               | 2.11                |

**Table 11: Community Facilities Priority Results by Weighted Average**

| Community Facilities<br>Improvement Issue       | "High Need" Percent<br>Response Count | Response<br>Count | Weighted<br>Average |
|---|---------------------------------------|-------------------|---------------------|
| Homeless shelters                               | 70.9%                                 | 309               | 2.62                |
| Youth centers                                   | 70.8%                                 | 301               | 2.61                |
| Recreation centers                              | 67.8%                                 | 301               | 2.54                |
| Parks, sports fields, playgrounds               | 61.3%                                 | 315               | 2.49                |
| Child care centers                              | 65.1%                                 | 298               | 2.49                |
| Substance abuse clinics / Mental health clinics | 61.9%                                 | 294               | 2.48                |
| Domestic abuse shelters                         | 58.4%                                 | 296               | 2.47                |
| Food pantry                                     | 54.9%                                 | 295               | 2.44                |
| Community health clinics                        | 55.0%                                 | 300               | 2.41                |
| Libraries                                       | 54.0%                                 | 298               | 2.38                |

**Table 12: Community Programs Priority Results by Weighted Average**

| Community Programs Improvement Issue          | "High Need" Percent Response Count | Response Count | Weighted Average |
|---|------------------------------------|----------------|------------------|
| Youth activities and programs                 | 75.2%                              | 294            | 2.67             |
| Crime prevention programs                     | 73.2%                              | 291            | 2.62             |
| Homeless services                             | 68.7%                              | 291            | 2.57             |
| Neighborhood cleanups (trash, graffiti, etc.) | 65.1%                              | 284            | 2.52             |
| Mental health services                        | 59.5%                              | 284            | 2.49             |
| Neglected / Abused children services          | 59.9%                              | 277            | 2.48             |
| Senior activities and programs                | 57.7%                              | 305            | 2.45             |
| Access to fresh and health foods              | 59.5%                              | 284            | 2.44             |
| Child care services                           | 58.1%                              | 284            | 2.44             |
| Health services                               | 56.2%                              | 290            | 2.43             |
| Domestic abuse services                       | 57.1%                              | 282            | 2.43             |
| Disability services                           | 55.7%                              | 289            | 2.41             |
| Transportation Services                       | 55.2%                              | 286            | 2.41             |
| Emergency rental/utility housing assistance   | 55.0%                              | 280            | 2.33             |
| Financial literacy services                   | 47.8%                              | 278            | 2.27             |
| Legal services                                | 45.5%                              | 286            | 2.19             |
| Landlord/tenant dispute counseling            | 38.1%                              | 281            | 2.10             |

**Table 13: Economic Development Priority Results by Weighted Average**

| Economic Development Improvement Issue   | "High Need" Percent Response Count | Response Count | Weighted Average |
|--|------------------------------------|----------------|------------------|
| Job creation                             | 72.1%                              | 207            | 2.60             |
| Job training                             | 56.7%                              | 164            | 2.46             |
| Business Mentoring                       | 44.2%                              | 121            | 2.22             |
| Store-front improvements                 | 43.3%                              | 119            | 2.20             |
| Small business                           | 42.1%                              | 117            | 2.18             |
| Green energy upgrade                     | 41.4%                              | 113            | 2.15             |
| Start-up assistance for small businesses | 39.3%                              | 110            | 2.12             |
| Small business incubators                | 33.5%                              | 89             | 2.00             |

**Table 14: Neighborhood Improvements Priority Results by Weighted Average**

| Neighborhood Improvements<br>Improvement Issue          | “High Need” Percent<br>Response Count | Response<br>Count | Weighted<br>Average |
|---|---------------------------------------|-------------------|---------------------|
| Sidewalk Improvements                                   | 62%                                   | 2.55              | 2.55                |
| Road improvements                                       | 61%                                   | 2.54              | 2.54                |
| Handicapped accessibility for sidewalks and buildings   | 56%                                   | 2.36              | 2.36                |
| Pedestrian Improvements (example: slowing down traffic) | 52%                                   | 2.33              | 2.33                |
| Lighting improvements                                   | 52%                                   | 2.33              | 2.33                |
| Bicycle lanes and bike parking                          | 51%                                   | 2.25              | 2.25                |
| Clean up contaminated sites                             | 45%                                   | 2.23              | 2.23                |
| Neighborhood Signage (stop signs, etc.)                 | 43%                                   | 2.17              | 2.17                |
| Tree Planting   | 45%                                   | 2.17              | 2.17                |
| Plazas and other public gathering spaces                | 48%                                   | 2.17              | 2.17                |
| Water/Sewer improvements                                | 43%                                   | 2.17              | 2.17                |
| Community gardens                                       | 44%                                   | 2.15              | 2.15                |
| Stormwater and drainage improvements                    | 41%                                   | 2.15              | 2.15                |
| Public art  | 41%                                   | 2.01              | 2.01                |



## **VI. Appendices**

**Survey Invitation Email Messages**

**Survey (English)**

**Survey (Spanish)**

## Survey Invitation Email Messages



*Mensaje en español debajo.*

# WHAT DO YOU HAVE TO SAY ABOUT HOUSING AND COMMUNITY PROGRAMS IN SALINAS?



The City of Salinas is updating several housing and community development plans and wants your input! You are cordially invited to complete this online survey and share your community knowledge to help identify and prioritize community investments and programs. Please click on the following link to launch the survey:

## [Housing and Community Needs Survey](#)

If you prefer to complete complete this survey in person, paper surveys are available at all City libraries and at the Community and Economic Development Department at 65 W. Alisal Street, 2nd Floor. Survey is open through March 12, 2015.



# ¿QUÉ OPINIÓN TIENE SOBRE ASUNTOS DE VIVIENDA Y PROGRAMAS COMUNITARIOS EN SALINAS?



La ciudad de Salinas está actualizando varios planes y desea sus opiniones. Se le invita cordialmente a completar esta encuesta por internet para así compartir su conocimiento de la comunidad. Sus respuestas ayudarán a priorizar las inversiones y programas en Salinas. Para iniciar la encuesta haga clic aquí:

## [Encuesta Sobre Necesidades Comunitarias y de la Vivienda](#)

Si prefiere completar la encuesta en persona, encuestas en papel están disponibles en todas las bibliotecas de la ciudad y en el Departamento de Desarrollo Comunitario y Económico en 65 W. Alisal Street, 2o piso. La encuesta permanecerá abierta hasta marzo 12, 2015.



## Survey (English)



# City of Salinas Housing and Community Needs Survey

The City of Salinas is updating several plans and wants your input! Please complete this survey and **share your community knowledge**. Your responses are confidential and anonymous but will help prioritize community investments and programs. If you prefer to complete this survey online, please visit: <https://www.surveymonkey.com/s/Salinas2015>. Please return by **March 12, 2015**.

1. **What is your gender?**  Female  Male  Other (Please specify): \_\_\_\_\_
2. **How old are you?**

|                                   |                                   |                                   |  |
|-----------------------------------|-----------------------------------|-----------------------------------|--|
| <input type="checkbox"/> Under 18 | <input type="checkbox"/> 25 to 34 | <input type="checkbox"/> 51 to 64 | <input type="checkbox"/> 75 and above      |
| <input type="checkbox"/> 18 to 24 | <input type="checkbox"/> 35 to 50 | <input type="checkbox"/> 65 to 74 | <input type="checkbox"/> Decline to answer |
3. **What race or ethnicity do you identify with? Check all that apply.**

|                                 |  |   |  |
|---------------------------------|--|---|--|
| <input type="checkbox"/> Asian  | <input type="checkbox"/> Hawaiian / Pacific Islander | <input type="checkbox"/> Native American or Alaska Native | <input type="checkbox"/> Decline to Answer |
| <input type="checkbox"/> Latino | <input type="checkbox"/> Black / African American    | <input type="checkbox"/> White                            | <input type="checkbox"/> Other _____       |
4. **Do you own or rent?**  Rent  Own  Other (Please explain) \_\_\_\_\_
5. **Which of the following describes your housing situation and household composition? Check all that apply.**

|   |   |   |
|---|---|---|
| <input type="checkbox"/> Single-parent household          | <input type="checkbox"/> Includes farm worker(s)    | <input type="checkbox"/> Includes extended family (e.g. aunts, cousins, etc.) |
| <input type="checkbox"/> Female-headed household          | <input type="checkbox"/> Includes children under 12 | <input type="checkbox"/> I am Homeless  |
| <input type="checkbox"/> Household with elderly person(s) | <input type="checkbox"/> Disabled family member(s)  | <input type="checkbox"/> Temporary (Please Explain) _____                     |
6. **How would you rate the physical condition of your home?**

|                                       |   |
|---------------------------------------|---|
| <input type="checkbox"/> 1 Terrible:  | Unsafe living conditions  |
| <input type="checkbox"/> 2 Poor:      | Major repairs needed  |
| <input type="checkbox"/> 3 Fair:      | Could use minor maintenance improvements (fresh coat of paint, new tiles, etc.) |
| <input type="checkbox"/> 4 Good:      | Overall in good conditions  |
| <input type="checkbox"/> 5 Excellent: | Completely new or remodeled   |
7. **Have you needed to do any of the following as a result of the cost of living?**

|  | Yes                      | No                       | Do not know              |
|--|--------------------------|--------------------------|--------------------------|
| Live temporarily with family or friends                                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Share housing with other families                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Rent out rooms in your house   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Move when you didn't want to   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Live in an overcrowded unit  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Experience a foreclosure   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Live in a housing unit without adequate plumbing, heat, or electricity | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Live in emergency/temporary housing                                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other  |                          |                          |                          |
8. **If you have a disability or mobility issues, have you ever been denied a request to relax or modify housing rules or practices to accommodate your disability?**  Yes  No  Does Not Apply
9. **Have you personally ever experienced housing discrimination by any of the following? Check all that apply.**

|  |   |   |
|--|---|---|
| <input type="checkbox"/> Landlord / property manager | <input type="checkbox"/> A real estate agent / broker | <input type="checkbox"/> Other (Please specify) _____ |
| <input type="checkbox"/> Mortgage lender             | <input type="checkbox"/> A city / county staff person | <input type="checkbox"/> Does not apply               |
10. **If yes, what do you believe was the reason for the housing discrimination? Check all that apply.**

|   |   |   |
|---|---|---|
| <input type="checkbox"/> Race               | <input type="checkbox"/> Sexual Orientation | <input type="checkbox"/> Disability/Medical Conditions  |
| <input type="checkbox"/> Ethnicity          | <input type="checkbox"/> Sex/Gender         | <input type="checkbox"/> Family Status (e.g. children in family, single parent with child; expecting child) |
| <input type="checkbox"/> Color              | <input type="checkbox"/> Religion           | <input type="checkbox"/> Source of Income (e.g. welfare, unemployment insurance)                            |
| <input type="checkbox"/> National Origin    | <input type="checkbox"/> Age                | <input type="checkbox"/> Other (Please Specify) _____   |
| <input type="checkbox"/> Immigration Status | <input type="checkbox"/> Marital Status     |   |
11. **Briefly describe how you were discriminated against:** \_\_\_\_\_
12. **If you were discriminated against, did you report the incident?**

No  Yes, **When and whom did you report it to?** \_\_\_\_\_
13. **If you said you did not report the incident, what was the reason you did not?**

|  |   |
|--|---|
| <input type="checkbox"/> Don't know where to report          | <input type="checkbox"/> Too much trouble             |
| <input type="checkbox"/> Don't believe it makes a difference | <input type="checkbox"/> Didn't know my rights        |
| <input type="checkbox"/> Afraid of retaliation               | <input type="checkbox"/> Other (Please Specify) _____ |

Please **RATE** the level of need in regards to **HOUSING** and **HOUSING PROGRAMS** in Salinas.

A rating of **0** indicates there is **No Such Need**; a rating of **3** indicates there is a **High Need**.

| 14. Housing   | No Such Need<br>0        | Low Need<br>1            | Medium Need<br>2         | High Need<br>3           |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| Affordable rental housing                                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Rental housing rehabilitation                                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Overcrowding  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Ownership housing rehabilitation                                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Homeownership assistance  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Energy efficient improvements                                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Housing for the Disabled  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Housing accessibility improvements for people with disabilities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Senior housing  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Housing for large families                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Building code enforcement (poor maintenance or construction)    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Emergency home repair   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Permanent supportive housing for the homeless                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Please **RATE** the level of need in regards to categories in Salinas.

A rating of **0** indicates there is **No Such Need**; a rating of **3** indicates there is a **High Need**.

| <b>15. Community Facilities</b>                             | <b>No Such Need<br/>0</b> | <b>Low Need<br/>1</b>    | <b>Medium Need<br/>2</b> | <b>High Need<br/>3</b>   |
|---|---------------------------|--------------------------|--------------------------|--------------------------|
| Senior Center   | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Youth Center  | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Child Care center   | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Community health clinic                                     | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Substance abuse clinic / mental health clinic               | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Homeless shelters   | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Food pantry   | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Domestic abuse shelters                                     | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Parks, sports field, playgrounds                            | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Recreation center   | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Libraries   | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>16. Community Programs</b>                               | <b>No Such Need<br/>0</b> | <b>Low Need<br/>1</b>    | <b>Medium Need<br/>2</b> | <b>High Need<br/>3</b>   |
| Senior activities and programs                              | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Youth activities and programs                               | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Child care services   | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Public transportation services                              | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Community safety / crime prevention programs                | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Health services   | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Substance abuse / mental health services                    | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Disability services   | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Homeless services   | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Domestic abuse services                                     | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Neglected/abused children services                          | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Access to fresh and healthy foods                           | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Neighborhood cleanups (trash, graffiti, etc.)               | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Legal services  | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Landlord/tenant dispute counseling                          | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Emergency rental/utility housing assistance                 | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Financial literacy services (classes, credit counseling)    | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>17. Economic Development</b>                             | <b>No Such Need<br/>0</b> | <b>Low Need<br/>1</b>    | <b>Medium Need<br/>2</b> | <b>High Need<br/>3</b>   |
| Start-up assistance for small businesses                    | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Small business incubators                                   | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Job training  | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Store-front improvements for low-income areas               | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Small Business Loans  | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Job creation  | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Small business education and training                       | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Green Energy Upgrade Assistance for Small Businesses        | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>18. Neighborhood Improvements</b>                        | <b>No Such Need<br/>0</b> | <b>Low Need<br/>1</b>    | <b>Medium Need<br/>2</b> | <b>High Need<br/>3</b>   |
| Sidewalk Improvements                                       | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Handicapped accessibility for sidewalks and buildings       | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Road improvements   | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Neighborhood Signage (stop signs, etc.)                     | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Clean up contaminated sites                                 | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Lighting Improvements                                       | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Tree Planting / public greenery                             | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Community Gardens   | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Public Art  | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Plazas and other public gathering spaces                    | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Storm water and drainage improvements (street flooding)     | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sewer improvements  | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Pedestrian safety improvements (e.g., slowing down traffic) | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Bicycle lanes and bike parking                              | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**19. Do you have any other concerns or needs related to housing or community programs in Salinas?**

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**20. What the nearest intersection to your home?**

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**21. What is your home Zip code?**     93901     93905     93906     93907

Thank you for taking this survey! Please **return this survey in person** by **March 12, 2015** to either the Department of Community & Economic Development or to any Salinas Public Library.

|   |  |   |  |
|---|--|---|--|
| <b>City of Salinas</b><br>Community & Economic<br>Development Department<br>65 W. Alisal St. 2 <sup>nd</sup> floor<br>Salinas, CA 93901 | <b>John Steinbeck Library</b><br>350 Lincoln Avenue<br>Salinas, CA 93901<br>(831) 758-7311 | <b>Chavez Library</b><br>615 Williams Road<br>Salinas, CA 93905<br>(831) 758-7345 | <b>El Gabilan Library</b><br>1400 North Main Street<br>Salinas, CA 93906<br>(831) 758-7302 |
|---|--|---|--|

If you prefer to complete this survey online in Spanish or English, please visit: <https://www.surveymonkey.com/s/Salinas2015>

## Survey (Spanish)



# Encuesta Sobre Necesidades Comunitarias y de la Vivienda en Salinas

La ciudad de Salinas está actualizando varios planes y queremos su opinión. Por favor llene esta encuesta. Sus respuestas son confidenciales y anónimas y ayudarán a priorizar las inversiones en la comunidad. Si prefiere completar la encuesta por internet, por favor visite: [www.surveymonkey.com/s/Salinas2015](http://www.surveymonkey.com/s/Salinas2015). Por favor devuelva su encuesta completada antes del **12 de marzo, 2015**.

**1. ¿Que es su sexo/género?**

- Mujer  Hombre  Otro (Por favor explique) \_\_\_\_\_

**2. ¿Cuántos años tiene?**

- Menos de 18  25 a 34  51 a 64  75 o mayor  
 18 a 24  35 a 50  65 a 74  Prefiero no responder

**3. ¿Cómo se identifica de raza o etnicidad? Marque lo que corresponda.**

- Asiático  Hawaiano / de las islas del Pacífico  Latino(a)  Prefiero no responder  
 Blanco  Indígena o nativo de Alaska  Negro /Afro-Americano  Otro \_\_\_\_\_

**4. ¿Es dueño de su vivienda o alquila?  Soy dueño  Alquilo  Otro (Por favor indique)\_\_\_\_\_**

**5. ¿Cuál de las siguientes opciones caracteriza su situación en su hogar? Marque todo lo que corresponde.**

- Padre o madre soltero(a)  Incluye trabajador(es) agricultor(es)  Incluye familia extendida (abuelos, tíos, primos)  
 Hogar encabezado por mujer  Incluye menores de 12 años  Soy Persona(s) sin hogar  
 Incluye personas en la tercera edad  Incluye persona discapacitadas  Temporario (Por favor explique)\_\_\_\_\_

**6. ¿Cómo calificaría la condición de su hogar?**

- 1 Terrible: En condición peligrosa  
 2 Malo: Necesita inmensas reparaciones  
 3 Suficiente: Necesita pequeñas mejoras (pintura, nuevo piso, etc.)  
 4 Bueno: En buenas condiciones  
 5 Excelente: Nuevo o recientemente renovado

**7. ¿Ha tenido usted alguna de estas experiencias debido al costo de vida?**

|   | Sí                       | No                       | No sé                    |
|---|--------------------------|--------------------------|--------------------------|
| Vivido temporalmente con familia o amigos                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Compartido una vivienda con otra(s) familia(s)                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Alquilado cuartos de su casa a otras personas                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Mudado de su hogar forzosamente                                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Hacinamiento (demasiada gente para la vivienda)                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Ejecución hipotecaria ( "foreclosure" , pérdida de una propiedad) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Vivido en un hogar sin agua, electricidad u otros servicios       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Vivido en alojamiento temporal / de emergencia                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Otro  |                          |                          |                          |

**8. ¿Se le ha negado alguna vez una solicitud para modificar o disminuir reglamentos de vivienda para acomodar una discapacidad o limitación física?  Sí  No  No tengo discapacidad**

**9. ¿Ha enfrentado personalmente discriminación de vivienda por parte de algún(as) de las siguientes personas? Marque todo que corresponde.**

- Propietario/administrador de la propiedad  Agente de bienes raíces  Otra persona: \_\_\_\_\_  
 Prestamista de hipotecas  Empleado de la ciudad/del condado  No aplica

**10. ¿Si enfrente discriminación de vivienda, cuál fue el motivo de la discriminación? Marque todo que corresponde.**

- Raza  Orientación sexual  Estado Civil  
 Etnicidad  Sexo/genero  Situación familiar (hijos)  
 Color  Religión  La fuente de ingresos (ejemplo: asistencia pública)  
 País de origen  Edad  Otro (Por favor explique) \_\_\_\_\_  
 Estatus de inmigración  Discapacidad/ Enfermedad

**11. Por favor explique brevemente la manera en que fue discriminado(a):** \_\_\_\_\_

**12. Si usted fue víctima de discriminación, ¿denunció el incidente?**

- No  Sí **¿Cuándo y con quien lo denunció?:** \_\_\_\_\_

**13. Si no lo denunció, ¿cuál fue la razón por la que no denunció el incidente?**

- No sé donde debo hacer la denuncia  No vale la pena / Es una molestia demasiado grande  
 No creo que lograría cambiar la situación  No sabía cuáles eran mis derechos  
 Tengo miedo de la retaliación  Otra razón (Por favor explique) \_\_\_\_\_

**Por favor califique el nivel de necesidad con respecto a la VIVIENDA y los PROGRAMAS DE VIVIENDA en Salinas.**

**0** significa que **no hay** necesidad, **3** significa que **hay gran** necesidad.

| 14. Vivienda  | No hay Necesidad<br>0    | Poca Necesidad<br>1      | Mediana Necesidad<br>2   | Gran Necesidad<br>3      |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| Viviendas asequibles para rentar                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Rehabilitación de viviendas rentadas                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Hacinamiento (demasiada gente para la vivienda)                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Rehabilitación de casas por propietario                               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Asistencia para comprar una casa                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Mejoras para ahorrar energía en casa                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Viviendas para personas con discapacidad                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Mejoras de vivienda para personas con discapacidad                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Viviendas para personas de la tercera edad                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Viviendas para familias grandes                                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| La aplicación del Código de Construcción para viviendas en mal estado | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Reparaciones urgentes de casas  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Vivienda permanente con servicios para las personas sin hogar         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Por favor califique el nivel de necesidad con respecto a las siguientes categorías en Salinas.

0 significa que **no hay** necesidad, 3 significa que **hay gran** necesidad.

| <b>15. Instalaciones Públicas</b>                | <b>No hay Necesidad<br/>0</b> | <b>Poca Necesidad<br/>1</b> | <b>Mediana Necesidad<br/>2</b> | <b>Gran Necesidad<br/>3</b> |
|--|-------------------------------|-----------------------------|--------------------------------|-----------------------------|
| Centros para personas en la tercera edad         | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Centros para jóvenes                             | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Centros para cuidado infantil                    | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Clínicas de salud                                | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Clínicas para el abuso de drogas/de salud mental | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Refugios para personas sin hogar                 | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Dispensas de alimentos                           | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Refugios para víctimas de abuso doméstico        | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Parques, campos deportivos, patios de recreo     | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Centros de recreación                            | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Bibliotecas                                      | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |

| <b>16. Programas Comunitarios</b>                        | <b>No Hay Necesidad<br/>0</b> | <b>Poca Necesidad<br/>1</b> | <b>Mediana Necesidad<br/>2</b> | <b>Gran Necesidad<br/>3</b> |
|--|-------------------------------|-----------------------------|--------------------------------|-----------------------------|
| Programas y actividades para personas en la tercera edad | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Programas y actividades para jóvenes                     | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Servicios de cuidado de niños                            | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Servicios de transporte público                          | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Programas para la prevención del crimen                  | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Servicios de salud                                       | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Servicios para abuso de drogas / de salud mental         | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Servicios para personas con discapacidad                 | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Servicios para personas sin hogar                        | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Servicios para víctimas de violencia doméstica           | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Servicios para niños abusados o abandonados              | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Programas para acceso a alimentos saludables             | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Limpieza del barrio (basura, grafiti, etc.)              | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Servicios legales  | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Mediación de conflicto entre propietario e inquilino     | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Asistencia urgente para pagos de renta y servicios       | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Educación sobre finanzas (clases, consejería de crédito) | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |

| <b>17. Desarrollo Económico</b>                          | <b>No Hay Necesidad<br/>0</b> | <b>Poca Necesidad<br/>1</b> | <b>Mediana Necesidad<br/>2</b> | <b>Gran Necesidad<br/>3</b> |
|--|-------------------------------|-----------------------------|--------------------------------|-----------------------------|
| Asistencia inicial para empresas pequeñas                | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Incubadoras de empresas pequeñas                         | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Capacitación de empleo                                   | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Mejoras a fachadas de tiendas en áreas de bajos ingresos | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Préstamos para empresas pequeñas                         | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Fomentación de nuevos empleos                            | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Tutoría y capacitación para dueños de empresas pequeñas  | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Mejoras para ahorrar energía para empresas pequeñas      | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |

| <b>18. Mejoras del Vecindario</b>                       | <b>No hay necesidad<br/>0</b> | <b>Poca necesidad<br/>1</b> | <b>Mediana Necesidad<br/>2</b> | <b>Gran Necesidad<br/>3</b> |
|---|-------------------------------|-----------------------------|--------------------------------|-----------------------------|
| Mejoras de las banquetas/veredas                        | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Accesibilidad a banquetas/edificios para discapacidades | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Mejoras a las calles                                    | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Mejoras en la señalización de las calles                | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Descontaminación de sitios tóxicos                      | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Mejoras a la iluminación de las calles                  | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Siembra de árboles y plantas en la vía pública          | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Huertas comunitarias                                    | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Arte pública  | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Plazas y espacios públicos                              | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Mejoras al drenaje de calles                            | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Mejoras al sistema de aguas y alcantarilla              | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Mejoras para seguridad de pedestres                     | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |
| Carriles y estacionamiento para bicicletas              | <input type="checkbox"/>      | <input type="checkbox"/>    | <input type="checkbox"/>       | <input type="checkbox"/>    |

19. ¿Tiene cualquier otro comentario o necesidad relacionada a vivienda o programas comunitarios en Salinas?

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20. ¿Cuál es la intersección de calles más cercana a su casa? \_\_\_\_\_

21. ¿Cuál es su código postal?     93901     93905     93906     93907

¡Gracias por completar la encuesta! Por favor **devuelva la encuesta en persona** antes del **12 de marzo, 2015** al Departamento de Desarrollo Comunitario y Económico de la Ciudad de Salinas o, a una de las tres bibliotecas en Salinas.

|   |  |   |  |
|---|--|---|--|
| <b>Departamento de Desarrollo Comunitario y Económico</b> de la Ciudad de Salinas<br>200 Lincoln Avenue Salinas, CA 93901 | <b>Biblioteca de John Steinbeck</b><br>350 Lincoln Avenue<br>Salinas, CA 93901<br>(831) 758-7311 | <b>Biblioteca de Chavez</b><br>615 Williams Road<br>Salinas, CA 93905<br>(831) 758-7345 | <b>Biblioteca de El Gabilan</b><br>1400 North Main Street<br>Salinas, CA 93906<br>(831) 758-7302 |
|---|--|---|--|

Si prefiere completar la encuesta por **internet** en **ingles** o en **español**, por favor visite: [www.surveymonkey.com/s/Salinas2015](http://www.surveymonkey.com/s/Salinas2015)



## APPENDIX C-2

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Summary of Housing and Community Needs Workshops



# City of Salinas Housing and Community Development 2014-2015 Planning Initiatives

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*Summary of Housing and Community Needs Workshops*

March 2015

Prepared by:



800 Hearst Avenue  
Berkeley, CA 94710

## Introduction

Between December 2014 and March 2015, MIG Inc., a planning and public engagement firm, conducted a variety of outreach activities to gather feedback from constituents and residents about housing and community development needs in the City of Salinas. The outreach activities were designed to promote awareness of the Housing and Community Development 2014-2015 Planning Initiatives and to inform the public of the opportunities to provide input. The input will assist in updating five housing and community development planning documents:

1. Housing Element of the City's General Plan
2. Consolidated Plan (in compliance with regulations of the federal Department of Housing and Urban Development, or HUD)
3. Analysis to Impediments to Fair Housing (also to comply with HUD regulations)
4. Alisal Homeownership Neighborhood Revitalization Strategy Area
5. Inclusionary Housing Ordinance Update

In collaboration with the City of Salinas Department of Community and Economic Development and various community partners, MIG developed and implemented a robust outreach program to publicize the community workshops. It included distribution and posting of flyers in targeted locations, email flyers (e-blasts) to a list of over 1,000 email addresses, and notices (display ads) in local newspapers, and the City's website, announcements on radio stations and the City's Facebook and Twitter pages. Importantly, outreach was conducted through partner entities Communities Organized for Relational Power in Action (COPA) and Building Healthy Communities (BHC). Each organization made direct calls to residents and their constituencies. All outreach materials and activities were created in both Spanish and English. The workshops were held in four locations throughout Salinas, as described in the flyers below.

**WHAT DO YOU HAVE TO SAY ABOUT HOUSING AND COMMUNITY PROGRAMS IN SALINAS?**

Please join other community members to share your thoughts:

**Community Workshops**

|  |  |
|--|--|
| <p>1. <b>Thursday, January 15, 2015</b><br/> <b>Outreach Kick Off</b><br/>         (In English with Spanish Translation)<br/>         Salinas Community Center / Sherwood Hall<br/>         Santa Lucia Rooms, 940 North Main Street</p> | <p>4. <b>Thursday, February 26, 2015</b><br/> <b>Housing Policies and Needs</b><br/>         (In Spanish with English translation)<br/>         National Sherbrooke Center<br/>         1 Main Street</p>                                      |
| <p>2. <b>Thursday, January 29, 2015</b><br/> <b>Alisal Needs Assessment</b><br/>         (In Spanish with English translation)<br/>         Maria J. Torres-Gil Community Center<br/>         245 Calle Obispo</p>                       | <p>3. <b>Thursday, March 12, 2015</b><br/> <b>Citywide Needs Assessment</b><br/>         (In English with Spanish translation)<br/>         Salinas Community Center / Sherwood Hall<br/>         Santa Lucia Rooms, 940 North Main Street</p> |

All workshops times are 8:00 p.m. to 8:00 p.m. Venues are transit accessible. Childcare, light refreshments, and parking provided at all workshops.

**Survey**  
 To take an online survey, [www.surveymonkey.com/s/Salinas2015](http://www.surveymonkey.com/s/Salinas2015)  
 Paper surveys available at all City libraries.

[www.ci.salinas.ca.us](http://www.ci.salinas.ca.us)  
 Contact: Jennifer Cole at [jennifer.cole@ci.salinas.ca.us](mailto:jennifer.cole@ci.salinas.ca.us) or  
 Department of Community and Economic Development at (831) 758-7206  
 65 W. Alisal Street, second floor

**¿QUÉ OPINIÓN TIENE SOBRE ASUNTOS DE VIVIENDA Y PROGRAMAS COMUNITARIOS EN SALINAS?**

Únase con otros miembros de la comunidad para compartir sus opiniones:

**Talleres Comunitarios**

|  |   |
|--|---|
| <p>1. <b>Jueves, 15 de enero, 2015</b><br/> <b>Taller Inicial</b><br/>         (En Inglés con traducción al Español)<br/>         Centro Comunitario de Salinas / Sherwood Hall<br/>         Sala Santa Lucia, 940 North Main Street</p>     | <p>4. <b>Jueves, 26 de febrero, 2015</b><br/> <b>Políticas y Necesidades de la Vivienda</b><br/>         (En Español con traducción al Inglés)<br/>         Centro Nacional Sherbrooke<br/>         1 Main Street</p>   |
| <p>2. <b>Jueves, 29 de enero, 2015</b><br/> <b>Evaluación de Necesidades Comunitarias en Alisal</b><br/>         (En Español con traducción al Inglés)<br/>         Centro Comunitario Maria J. Torres-Gil<br/>         245 Calle Obispo</p> | <p>3. <b>Jueves, 12 de marzo, 2015</b><br/> <b>Evaluación de Necesidades de Toda la Ciudad</b><br/>         (En Inglés con traducción al Español)<br/>         Centro Comunitario de Salinas / Sherwood Hall<br/>         Sala Santa Lucia, 940 North Main Street</p> |

Todos los talleres se llevarán a cabo de 8-8 p.m. Lugares son accesibles por tránsito. Se proporcionarán cuidado de niños, aperitivos, y estacionamiento en todos eventos.

**Encuesta**  
 Para tomar una encuesta por internet, visite: [www.surveymonkey.com/s/Salinas2015](http://www.surveymonkey.com/s/Salinas2015)  
 Encuestas en papel disponibles en todas las bibliotecas de la ciudad.

[www.ci.salinas.ca.us](http://www.ci.salinas.ca.us)  
 Contacto: Jennifer Cole, [jennifer.cole@ci.salinas.ca.us](mailto:jennifer.cole@ci.salinas.ca.us) o Departamento de Desarrollo Comunitario y Económico al número (831) 758-7206  
 65 W. Alisal Street, second floor

Image 1: Bilingual Outreach Flyers

This summary describes the outreach efforts and results in the following sections:

- I. Community Workshop Formats
- II. HUD BUCKS Activity: Summary and Results
- III. Citywide and Alisal Needs Assessment: Small Group Discussions
- IV. Housing Needs and Policies: Small Group Discussions
- V. Comment Cards

## I. Community Workshop Formats

MIG planned and coordinated five interactive, two-hour community workshops that focused on accomplishing three major objectives: (1) to gather feedback from constituents and residents about the housing and community development needs in Salinas, (2) to provide information about the planning process and inform the public of the 2014-15 planning initiatives outreach schedule, and (3) to promote participation via several feedback points.



**Community Workshops**

|   |   |
|---|---|
| <b>1 Thursday, January 15, 2015</b><br><b>Outreach Kick Off</b><br>(in English with Spanish Translation)<br>Salinas Community Center / Sherwood Hall<br>Santa Lucia Room, 940 North Main Street | <b>4 Thursday, February 26, 2015</b><br><b>Housing Policies and Needs</b><br>(in Spanish with English translation)<br>National Steinbeck Center<br>1 Main Street                                      |
| <b>2 Thursday, January 29, 2015</b><br><b>Alisal Needs Assessment</b><br>(in Spanish with English translation)<br>Maria J. Torres-Gil Community Center<br>245 Calle Cebu                        | <b>5 Thursday, March 12, 2015</b><br><b>Citywide Needs Assessment</b><br>(in English with Spanish translation)<br>Salinas Community Center / Sherwood Hall<br>Santa Lucia Room, 940 North Main Street |
| <b>3 Wednesday, February 11, 2015</b><br><b>Housing Policies and Needs</b><br>(in English with Spanish translation)<br>Northminster Presbyterian Church<br>315 E. Alvin Drive                   | All workshops times are 6:00 p.m. to 8:00 p.m.<br>Venues are transit accessible. Childcare,<br>light refreshments, and parking provided at<br>all workshops.  |

**Image 2: Workshop Schedule**

Although all workshops were related, each was designed with different activities and customized to provide or gather specific information.

- Project Kickoff - Workshop 1 functioned as a general Outreach Kickoff and included an outreach overview, presentation, and introductory group discussion.
- Needs Assessments – Workshop 2, conducted in Spanish, was fashioned as a needs assessment specifically of the Alisal neighborhood, while Workshop 5, conducted in English, mirrored the format but assessed the needs of the entire City.
- Housing Needs and Policies – Workshop 3, conducted in English, and Workshop 4, conducted in Spanish, focused specifically on issues related to housing programs and conditions in Salinas.

After signing in, participants were invited to walk around the room to review posters with data and maps of Salinas and to participate in the “HUD Bucks” activity, described in greater detail in Section II of this summary. After a welcome by Mayor Joe Gunther or Councilmember Gloria De La Rosa, MIG and City staff briefly presented the purpose of the workshops and described the general context of housing programs. Participants learned of various plans, funding sources and the type of projects that could be funded, examples of past projects, and demographic and housing information pertaining to Salinas.

The presentation was tailored for each workshop topic to provide customized information. For instance, for the Housing Needs and Policies workshop, the issues of overcrowding and homelessness in Salinas were discussed in greater detail, while in the Citywide Needs Assessment workshop, the presentation focused on both housing and community development needs. Most of the activity, however, was devoted to small group facilitated discussions focused on understanding general housing and community needs and brainstorming possible solutions. Facilitators included representatives from the City of Salinas Community and Economic Development Department, Building Healthy Communities (BHC), COPA, Raimi + Associates, and MIG.

## II. HUD Bucks Activity: Summary and Results

### Format

At all workshops, residents were welcomed and invited to participate in a gallery walk of the HUD Bucks display boards. Each participant received \$200 in HUD Bucks to spend in five broad categories, with a \$40 spending limit in each. These included:

- (1) housing
- (2) community facilities
- (3) community programs
- (4) economic development
- (5) neighborhood improvements



Image 3: Housing HUD Bucks Board

Each board contained several subcategories, with HUD Bucks collection bags affixed directly underneath where participants could “spend” their HUD Bucks. The exercise was intended primarily to understand community priorities, but it also exposed participants to the challenges of prioritizing funds among the various programs, projects, and needs. Table 1, below, depicts the top three spending priorities for all workshops. Table 2 depicts the cumulative top three spending priorities for each individual workshop. The complete HUD Bucks results and categories can be found in the Appendix.

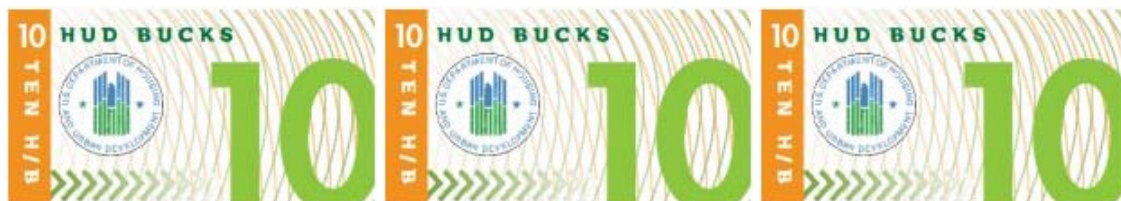


Image 4: HUD Bucks

## Key Findings

Some crucial similarities and differences were revealed through the various workshop activities.

- **Affordable Rental Housing** - Under the Housing priority issue area, affordable rental housing was voted as the top spending priority in every workshop. This result is indicative of the great need for affordable housing in Salinas given the relatively high cost of living in relation to income. This need was also emphasized prominently in the group discussions during all the workshops, as well as the other outreach activities.
- **Emphasis on Youth** – Within the Community Programs category, youth-related programs were voted as a top priority in three of the five workshops. The emphasis on youth development was also evident throughout all outreach activities.
- **Jobs** - Job creation and job training were the top two issues within Economic Development issue area throughout all the workshops. In many of the workshops, residents explained that part of the issue with housing was not only that it was unaffordable but the lack of well-paying jobs made the cost of housing more unbearable.



Image 5: HUD Bucks Activity Boards

Some notable differences arose from the Spanish-speaking workshops where the attendees were primarily monolingual Latino residents. These highlight the distinct needs of cultural groups in Salinas.

- **Housing for Large Families in Alisal** - Participants in the Alisal Needs Assessment workshop were the only group that indicated housing for large families as an important housing priority. This trend reflects the small group discussions, during which many residents described overcrowding and high density in the Alisal neighborhood.
- **Health Priorities in Alisal** - For community facilities, residents from Alisal voted health care clinics as their number one community facilities priority. Access to healthy foods and health care services were voted as the second and third top spending priorities for community programs. These results indicate that improved health conditions are an important priority for Alisal residents.
- **Lighting for Safety** - Finally, lighting improvements came in as a number one neighborhood improvement priority in both of the Spanish-language workshops, suggesting that residents from Alisal in particular have street lighting concerns.<sup>1</sup>

Table 1: HUD BUCKS Activity Results: Overall Top Three\* Spending Priorities by Issue Area

|            | Housing                                       | Community Facilities | Community Programs        | Economic Development | Neighborhood Improvements  |
|------------|---|----------------------|---------------------------|----------------------|--|
| <b>1st</b> | Affordable Rental Housing                     | Senior Centers       | Youth Programs            | Job Creation         | Road Improvements  |
| <b>2nd</b> | Homeownership Assistance                      | Homeless Shelters    | Homeless Services         | Job Training         | Lighting Improvements  |
| <b>3rd</b> | Permanent Supportive Housing for the Homeless | Youth Centers        | Crime Prevention Programs | Small Business Loans | <i>Tree Planting and Community Gardens; Plazas and Public Gathering Spaces</i> |

\*Those in Italics indicate where two or more issues tied

<sup>1</sup> In the Spanish Housing Needs and Policies workshop lighting improvements tied with road improvements for the number one neighborhood improvement priority.

**Table 2: HUD BUCKS Activity Results: Top Three\* Spending Priorities per Workshop**

|            | <b>Workshop # 1: In English<br/>Citywide Needs Assessment</b> | <b>Workshop # 2: In Spanish<br/>Alisal Needs Assessment</b>   | <b>Workshop # 3: In English<br/>Housing Needs and Policies</b> | <b>Workshop # 4: In Spanish<br/>Housing Needs and Policies</b> | <b>Workshop # 5: In English<br/>Citywide Needs Assessment</b> |
|------------|---|---|--|--|---|
|            | <b>Housing</b>  |   |  |  |   |
| <b>1st</b> | Affordable Rental Housing                                     | Affordable Rental Housing   | Affordable Rental Housing                                      | Affordable Rental Housing                                      | Affordable Rental Housing                                     |
| <b>2nd</b> | Homeownership Assistance                                      | Housing For Large Families  | Permanent Supportive Housing for the Homeless                  | Homeownership Assistance                                       | Senior Housing  |
| <b>3rd</b> | Permanent Supportive Housing for the Homeless                 | <i>Senior Housing;<br/>Building Code Enforcement due to Poor Maintenance</i>                                      | Emergency Home Repair  | Senior Housing   | Building Code Enforcement due to Poor Maintenance             |
|            | <b>Community Facilities</b>                                   |   |  |  |   |
| <b>1st</b> | Senior Centers  | Health Care Clinics   | Youth Center   | Youth Centers  | Senior Centers  |
| <b>2nd</b> | Homeless Shelters   | <i>Child Care; Food Pantries; Libraries</i>   | Homeless Shelters  | Homeless Shelters  | Youth Centers   |
| <b>3rd</b> | Parks and Recreation  | Parks and Recreation  | Parks and Recreation   | Parks and Recreation   | <i>Libraries; Health Care Clinics</i>                         |
|            | <b>Community Programs</b>                                     |   |  |  |   |
| <b>1st</b> | Homeless Services   | Emergency Rental / Utility Assistance   | Youth Programs   | Youth Programs   | Youth Programs  |
| <b>2nd</b> | Senior Programs   | Access To Healthy Foods   | Emergency Rental / Utility Assistance                          | Crime Prevention Programs                                      | Homeless Services   |
| <b>3rd</b> | Youth Programs  | Health Care Services  | Crime Prevention Programs                                      | Services for Abused or Neglected Children                      | Crime Prevention Programs                                     |
|            | <b>Economic Development</b>                                   |   |  |  |   |
| <b>1st</b> | Job Training  | Job Creation  | N/A**  | Job Creation   | Job Creation  |
| <b>2nd</b> | Job Creation  | Job Trainings   | N/A**  | Job Training   | Job Training  |
| <b>3rd</b> | Start Up Assistance For Small Businesses                      | Green Energy Upgrade Assistance For Small Businesses  | N/A**  | Small Business Loans   | Store-Front Improvements for Low-Income Areas                 |
|            | <b>Neighborhood Improvements</b>                              |   |  |  |   |
| <b>1st</b> | Road Improvements   | Lighting Improvements   | Tree Planting And Community Gardens                            | Road Improvements and Lighting Improvements                    | <i>Sidewalk Improvements;<br/>Road Improvements</i>           |
| <b>2nd</b> | Sidewalk Improvements   | <i>Tree Planting And Community Gardens;<br/>Plazas And Public Gatherings Spaces;<br/>Water/Sewer Improvements</i> | Plazas And Public Gatherings Spaces                            | Accessibility Improvements For Persons With Disabilities       | Plazas And Public Gatherings Spaces                           |
| <b>3rd</b> | Tree Planting And Community Gardens                           | Sidewalk Improvements   | <i>Road Improvements; Water/Sewer Improvements</i>             | Water/Sewer Improvements                                       | <i>Lighting Improvements;<br/>Water/Sewer Improvements</i>    |

\*Those in Italics indicates where two or more issues tied.

\*\*Results were lost due to board adhesive failure.

### III. Citywide and Alisal Needs Assessments: Small Group Discussions

The Alisal (Workshop 2) and Citywide (Workshop 5) Needs Assessments were formatted similarly, although the Alisal Needs Assessment focused primarily on the Alisal neighborhood. After a presentation, participants were divided into six to eight small facilitated discussion groups. Each group was provided materials to guide discussing the following questions:



Image 6: Participants Completing Small Group Needs Assessment Exercises

1. What are the Housing Priorities?
2. What are the most urgent community problems?
3. What projects, programs, and policy ideas do you have to address these needs?
4. Where are these priorities/problems and their respective solutions located?
5. What one word that best describes your vision for housing and community programs in Salinas?

After the small group discussion, each group reported back summarizing the discussion and important topics. Below are key themes and findings based on frequently discussed needs and priorities.

#### Key Findings

##### *Housing Priorities*

- ❖ **Overcrowding** due to **lack of affordable housing** and poor wages, particularly in East Salinas
- ❖ The need for **senior housing** and **supportive living facilities** for seniors and the **disabled**
- ❖ Investment and construction of **homeless shelters** and **transitional housing** for all types of populations (single, women and children, families)
- ❖ Housing for **agriculture workers**
- ❖ Poor and **dangerous rental housing conditions**
- ❖ The need for an **affordable inclusionary housing ordinance**
- ❖ **Public spaces** and **playgrounds** for youth and children **on apartment complexes (Alisal)**





**Image 7: Participants Completing Small Group Needs Assessment Exercises**

### ***Urgent Community Needs and Issues***

- ❖ **Supportive services** for the **chronically homeless** and the **mentally ill**
- ❖ **Job training** through partnerships with schools and businesses
- ❖ **Youth programs** and a **youth recreation center** (*Alisal*)
- ❖ Free or subsidized, quality **childcare** that accommodates **farm workers' early schedules** (*Alisal*)
- ❖ **Tenants are afraid to report poor housing conditions** due to perceived retaliation (*Alisal*)
- ❖ **Low wages** and the **lack of job and industry diversity** (*Alisal*)
- ❖ The need for **rehabilitation centers** for **drug addicts** (*Alisal*)
- ❖ **Anti-gang programs** and **violence prevention programs** (*Alisal*)
- ❖ The **lack of affordable health care** and **health clinics** (*Alisal*)
- ❖ **Park and street maintenance** (*Alisal*)
- ❖ Improve **street lighting**; do not just replace bulbs but add additional and better street lights (*Alisal*)
- ❖ There are **not enough parking spots**
- ❖ **Parks are too dangerous** for children to play in (examples: Cluster Park, Natividad)

### ***Solutions***

- ❖ **Build more affordable housing**
- ❖ **Code enforcement** of **housing conditions** and streets (*Alisal*)
- ❖ **Increase the minimum wage** (*Alisal*)
- ❖ Impose an **inclusionary housing ordinance** for new development
- ❖ Develop a **tenants-know-your-rights campaign** (*Alisal*)
- ❖ **Pedestrian crosswalks** in busy streets
- ❖ Provide **subsidies for childcare** that **accommodate farm workers' schedules**
- ❖ Provide **park maintenance** (examples: Natividad, Center)

- ❖ Start a **community watch program** (*Alisal*)
- ❖ **Build health clinics** that also provide **valuable mental health services** (*Alisal*)
- ❖ **Youth internships**
- ❖ Build **affordable community rooms** accessible to the public
- ❖ **Conduct a street lighting study** to assess vulnerable areas
- ❖ Build **short-term housing** for **seasonal farm workers**
- ❖ Build **community gardens**
- ❖ Fund **landlord tenant mediation services** and other **legal housing services**

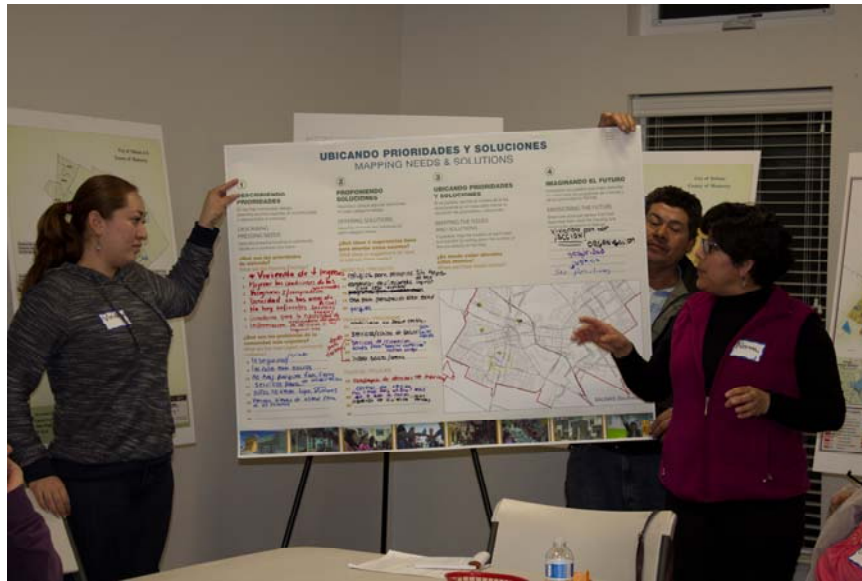


Image 8: Participants Reporting Out from Small Group Exercises

**One Word Visioning Exercise\***

- |  |                                |                    |
|--|--------------------------------|--------------------|
| ❖ <b>A healthy community</b>             | ❖ <b>Educated</b>              | ❖ Organized        |
| ❖ A higher priority than law enforcement | ❖ Equality                     | ❖ <b>Peaceful</b>  |
| ❖ Accomplished                           | ❖ <b>Family/youth friendly</b> | ❖ Perfect          |
| ❖ Action                                 | ❖ Fun                          | ❖ Progressive      |
| ❖ Adequate                               | ❖ Helpful                      | ❖ Proud            |
| ❖ <b>Affordable</b>                      | ❖ <b>Housing for all</b>       | ❖ <b>Safe</b>      |
| ❖ Be nice/friendly                       | ❖ Integrity                    | ❖ Successful       |
| ❖ Be positive                            | ❖ <b>Job opportunities</b>     | ❖ <b>United</b>    |
| ❖ Caring                                 | ❖ Justice                      | ❖ Urgent           |
| ❖ <b>Clean</b>                           | ❖ Liberty/freedom              | ❖ Volunteer-driven |
| ❖ Community                              | ❖ Mix                          |                    |
| ❖ Dignity                                | ❖ More available               |                    |
| ❖ Diverse                                | ❖ More effective/integrated    |                    |

*\*bold indicates frequent words*

## IV. Housing Needs and Policies Workshops

The Housing Needs and Policies workshops sought specific input about overcrowding, homelessness, and inclusionary housing needs. As participants signed in, they were divided into four groups by color-coded dots. After a brief presentation, participants were asked to divide into groups based on dot color. Each group was assigned to an initial station. The four stations included:

- Station 1 – Talk to a Housing Developer to discuss housing needs and preferences.
- Station 2 – Talk to a Code Enforcement officer about housing conditions.
- Station 3 – Talk to a Housing Planner to map out where housing can or should be built.
- Station 4 – Talk to a Homeless Services Provider to talk about perceptions and solutions to homelessness.

Facilitators and City staff then rotated from group to group with an activity poster and easel to record the discussion. Each round lasted approximately 20 minutes. This section provides a brief description and the general results of each activity station, as well as key themes from the small group discussion.



Image 9: Housing Policies Workshop

### Station 1. Housing Developer: What types of housing units are needed?

Residents were asked to imagine what type of housing they would want to see developed in Salinas and to imagine speaking to a housing developer about their needs. Participants were asked to vote with dots to answer the following five questions:

1. *What types of housing would you like to see developed?*
2. *How many bedrooms?*
3. *What percent of affordable units do you suggest in new developments?*
4. *What are the most important amenities?*
5. *What population needs should be the focus?*

#### **Housing Developer activity results:**

- ❖ **Desire for Homeownership Opportunities** – Despite the substantial portion of renters in the discussion groups and in Salinas, the majority of participants wanted to see more homeownership opportunities

(62%). Participants expressed that homeownership is a goal for many since it is a viable route for building a family’s wealth. Currently, they felt there are few opportunities to own a home in Salinas.

- ❖ **Need for Larger Homes** – When presented with the options to create multifamily and/or single family homes, a substantial majority (70%) also voted for single family homes to be built. Additionally, 63% of participants wanted to see three or more bedrooms in a unit, and 15% wanted two or more bedrooms built.
- ❖ **Safety and Families a Priority** – Participants encouraged developers to build more playgrounds for children and to be sure to include sufficient lighting as a safety mechanism.
- ❖ **Housing Vulnerable Populations** – Participants prioritized housing to suit the needs of families with children, farm workers, and seniors (See Table 3).

**Table 3: Housing Amenities and Needs Priority Results**

| Most important Amenities |     | Population Housing Needs |     |
|--------------------------|-----|--------------------------|-----|
| Playgrounds              | 24% | Families with children   | 29% |
| Sufficient Lighting      | 21% | Farm worker housing      | 22% |
| Community Room           | 18% | Senior Housing           | 21% |
| Common Space             | 18% | Housing for the Homeless | 11% |
| Ample parking            | 13% | Housing for the disabled | 10% |
| Other                    | 1%  | Housing for youth        | 3%  |
|                          |     | Other                    | 2%  |

## Station 2. Code Enforcement: What should code enforcement focus on?

In this exercise, residents were asked to rate the quality of housing in Salinas and to prioritize code enforcement issues. Participants were asked to vote with dots to answer the following four questions:

1. *What is the general condition of the housing stock in Salinas?*
2. *How effective is the enforcement of housing and building codes?*
3. *How should it be?*
4. *What are the major priorities for code enforcement?*

### Code enforcement activity results:

- ❖ **Poor Housing Conditions** – 68% of the votes indicated that the general condition of the housing stock in Salinas is bad.
- ❖ **Ineffective Housing Code Enforcement** – 95% of the votes indicated that code enforcement of housing and building standards was completely ineffective, and people unanimously voted that enforcement needed to “be more stringent.”
- ❖ **Overcrowding and Safety** – The top two code enforcement priorities were overcrowding (32% of votes), unsafe living conditions (18%).

**Table 4: Code Enforcement Activity: Priorities Results**

| Code Enforcement Issue          | Percentage | Code Enforcement Issue  | Percentage |
|---------------------------------|------------|-------------------------|------------|
| Exposed Lead Paint              | 4%         | Lack of Heating         | 1%         |
| Vacant Properties               | 3%         | Faulty Electrical       | 11%        |
| <b>Overcrowding</b>             | 32%        | Insufficient Parking    | 16%        |
| <b>Unsafe Living Conditions</b> | 18%        | Residential Auto Repair | 10%        |
| Lack of Hot Water               | 1%         | Other issues            | 3%         |

Table 4 above summarizes the results of the code enforcement prioritization activity. In addition to voting with color dots, participants were also given Post-it notes to include comments on the “other issues” option for code enforcement priorities. Direct comments on relevant code enforcement activities included:

- ❖ Housing for disabled; regulate HOAs (Homeowner Associations)
- ❖ Sidewalk repairs to maintain accessibility for strollers and wheelchair users
- ❖ More public parking
- ❖ Water conservation
- ❖ Maintenance and clean up of branches that fall in the parks
- ❖ Enforcement of landlords and housing managers to provide recycling services to apartment residents
- ❖ Install a traffic light and pedestrian crossing on Alvin street to increase safety to students crossing the street to attend North Salinas High School
- ❖ Install safety features or remove boilers (hot water heaters) in kitchens and other public spaces in apartment units

***Key Discussion Themes:***

- ❖ Auto repair shops take up street parking and increase the demand of parking. As a result, residents park on sidewalks and block accessibility for wheelchair and stroller users.
- ❖ Unsafe and outdated boilers (hot water heaters) located in open areas are an issue with older multifamily housing in Salinas.
- ❖ Residents noted that the quality and maintenance of “garage conversions” or secondary dwelling units (SDUs) varied. They wanted to see the City assist in the possible legal conversion and regulation of SDUs.



**Image 10: Participants in Housing Policies Workshop, Small Group Activities**

### Station 3. Housing Planner: What kind of housing should we build and where?

Participants were asked to describe the most pressing housing issues and to write the issue on the numbered row. Then participants were asked to map the location of the issue by writing down the row number on the map of Salinas (see Image 2).

- 1) Re-name N. Main Street to "El Camino Real Boulevard"
- 2) Senior Recreation Centers—one in each of the 7 districts
- 3) Bike lanes connecting S. Salinas to E. Salinas
- 4) Public areas to rest/relax (sitting)
- 5) Teen centers
- 6) Teen centers
- 7) Teen centers
- 8) Chinatown streets and sidewalks
- 9) Women's shelter
- 10) Redevelop old buildings/vacant buildings
- 11) Granny units/secondary units where lots are big enough
- 12) Explore for increased housing (industrial/residential?)
- 13) Workforce housing (low wage retail/services)
- 14) Youth centers as part of housing developments
- 15) Smaller grocery stores/walkable and within neighborhoods
- 16) Permanent farmers' markets in areas with seniors and children
- 17) Sidewalk/sewer maintenance for proper drainage
- 18) Redevelop properties with no amenities or too high density
- 19) Salinas minimum wage
- 20) \$16.00 per hour
- 21) New soccer fields – 8 grass and 2 turf
- 22) Day care (affordable) – Citywide (north part)
- 23) Low-income housing: de-concentrate (decrease density) (south part)
- 24) Redevelop abandoned buildings
- 25) Bike lane
- 26) Housing units over shopping center
- 27) Improve lighting in Central Park; fix sidewalks
- 28) Public bathrooms in East Salinas
- 29) Improve street lighting on California Street
- 30) Housing for first-time homebuyers
- 31) Improve the bridge on Natividad Road
- 32) Install water fountains in La Paz Park
- 33) Rehabilitate Cesar Chavez Park
- 34) Build a community room in Acosta Plaza
- 35) Build recreation, art and music centers throughout Salinas
- 36) Build a pedestrian walkway for the children that cross Cebu (put bus stop for the bus on Calle Cebu)
- 37) Playground (Cebu Street)
- 38) Senior housing
- 39) Build affordable housing units where residents only pay 20% of their salary
- 40) Self-help housing
- 41) Low-income condos amenities with pool community centers
- 42) Handicap housing
- 43) Mix-used developments accessible to health centers, transportation, and schools
- 44) Regulate pesticide use near residential homes
- 45) More recreation in Salinas
- 46) Fewer liquor stores and more farmers' markets in East Salinas
- 47) More accessible public transportation
- 48) Opportunities for education in community centers
- 49) More inclusive neighborhoods and recreational centers
- 50) Community gardens
- 51) Family counseling



Image 11: Mapping Housing and Community Needs

## Station 4. Homeless Provider: What are the perceptions about and solutions to homelessness?

Participants were provided Post-it notes and pens to write down their thoughts and perceptions and respond to four questions regarding homelessness in Salinas. This section includes the comments and perceptions of participants.

### *Homeless Needs and Solutions activity results:*

#### 1. What causes homelessness in Salinas?

**Table 5: Perceptions of the Causes of Homelessness in Salinas**

| Causes of Homelessness                             | Percentage |
|--|------------|
| Job loss / Lack of available jobs                  | 29%        |
| Low wages  | 18%        |
| Drug use   | 12%        |
| The high cost of rent / Lack of affordable housing | 9%         |
| Mental health problems / depression                | 7%         |
| Discrimination                                     | 6%         |
| Health problems                                    | 4%         |
| Domestic violence / family issues                  | 3%         |
| Seasonal jobs                                      | 3%         |
| Crime / Gangs                                      | 3%         |
| Lifestyle  | 1%         |
| Not enough housing for large families              | 1%         |
| Lack of supportive housing for the homeless        | 1%         |
| Divorce  | 1%         |

#### 2. What is the primary impact?

- ❖ An increase in violence
- ❖ A negative image of the City
- ❖ Economic instability
- ❖ Social instability
- ❖ More crime and increased confrontation with police
- ❖ Health issue

#### 3. What policy, programs, or project solution do you suggest?

- ❖ Rent control
- ❖ Build low-income housing
- ❖ Tenants rights information to prevent unlawful evictions
- ❖ Build more housing
- ❖ Compassion
- ❖ Match wages to the cost of living in Salinas
- ❖ Build shelters for the homeless
- ❖ Financial education

4. What can individuals or the community at-large do to help the most?

- ❖ Create employment offices
- ❖ Community and social support
- ❖ Develop a social services center to house people and help provide individuals with stability
- ❖ Create special jobs for the homeless to help them transition
- ❖ Create a center to provide information on resources



Image 12: Housing Policies Workshop, Small Group Activities

## V. Comment Cards

Comment cards were provided at each workshop to allow residents and participants to provide additional feedback. Below are comments regarding the workshop format or comments that provided additional ideas.

| Comments  |
|---|
| "This workshop was very informative and helpful to help my community and family. Please don't stop providing these workshops and thank you!!"   |
| "Great opportunity + format to encourage participation! Please improve outreach plan to let Salinas residents know about these workshops."  |
| "A program to support single mothers so they do not have to rely on public benefits."   |
| "Salinas is a good place to live. We have to make an even better place to live. "   |
| "Thank you for providing this workshop in regards to our needs and our opinions. We need dignified housing for ourselves but especially for our children."  |
| "The information that I received today is helpful in what my community needs about community, but the County needs to get more assistance and help prioritize families that have children with a disability." |
| "Dignified housing for low-income people. Security. Equality. Thank you for this workshop."   |
| "It is important that a department exists to resolve disputes between neighbors. That way residents can identify and report drug dealers."  |
| "Great job. Please pay attention to the benefits of start-up neighborhood watch/association & networking efforts to grow & protect quality of life & safety."   |
| "There are not enough safe places for young people and teenagers to engage in extracurricular activities. We need to (do) a neighborhood clean-up, more housing, and improved sidewalks."                     |



## **VI. Appendices**

**Workshop Flyers**

**Sample e-Blast (email announcement)**

**Fact Sheet**

**HUD Bucks Boards**

**HUD Bucks Compiled Results**

**Workshop Sign-In Sheets**

## Workshop Flyers

# WHAT DO YOU HAVE TO SAY ABOUT HOUSING AND COMMUNITY PROGRAMS IN SALINAS?



Please join other community members to share your thoughts:

## Community Workshops

- 1 Thursday, January 15, 2015  
Outreach Kick Off**  
(in English with Spanish Translation)  
Salinas Community Center / Sherwood Hall  
Santa Lucia Room, 940 North Main Street
- 2 Thursday, January 29, 2015  
Alisal Needs Assessment**  
(in Spanish with English translation)  
Maria J. Torres-Gil Community Center  
245 Calle Cebu
- 3 Wednesday, February 11, 2015  
Housing Policies and Needs**  
(in English with Spanish translation)  
Northminster Presbyterian Church  
315 E. Alvin Drive
- 4 Thursday, February 26, 2015  
Housing Policies and Needs**  
(in Spanish with English translation)  
National Steinbeck Center  
1 Main Street
- 5 Thursday, March 12, 2015  
Citywide Needs Assessment**  
(in English with Spanish translation)  
Salinas Community Center / Sherwood Hall  
Santa Lucia Room, 940 North Main Street

All workshops times are **6:00 p.m. to 8:00 p.m.**  
Venues are transit accessible. Childcare,  
light refreshments, and parking provided at  
all workshops.

## Survey

To take an online survey: [www.surveymonkey.com/s/Salinas2015](http://www.surveymonkey.com/s/Salinas2015)

Paper surveys available at all City libraries.

[www.ci.salinas.ca.us](http://www.ci.salinas.ca.us)

Contact: Jennifer Coile at [jennifer.coile@ci.salinas.ca.us](mailto:jennifer.coile@ci.salinas.ca.us) or  
Department of Community and Economic Development at (831) 758-7206  
65 W. Alisal Street, second floor



# ¿QUÉ OPINIÓN TIENE SOBRE ASUNTOS DE VIVIENDA Y PROGRAMAS COMUNITARIOS EN SALINAS?



Únase con otros miembros de la comunidad para compartir sus opiniones:

## Talleres Comunitarios

- 1 Jueves, 15 de enero, 2015**  
**Taller Inicial**  
(En Inglés con traducción al Español)  
Centro Comunitario de Salinas / Sherwood Hall  
Sala Santa Lucia, 940 North Main Street
- 2 Jueves, 29 de enero, 2015**  
**Evaluación de Necesidades Comunitarias en Alisal**  
(En Español con traducción al Inglés)  
Centro Comunitario Maria J. Torres-Gil  
245 Calle Cebu
- 3 Miércoles, 11 de febrero, 2015**  
**Políticas y Necesidades de la Vivienda**  
(En Inglés con traducción al Español)  
Iglesia Presbiteriana de Northminster  
315 E. Alvin Drive
- 4 Jueves, 26 de febrero, 2015**  
**Políticas y Necesidades de la Vivienda**  
(En Español con traducción al Inglés)  
Centro Nacional Steinbeck  
1 Main Street
- 5 Jueves, 12 de marzo, 2015**  
**Evaluación de Necesidades de Toda la Ciudad**  
(En Inglés con traducción al Español)  
Centro Comunitario de Salinas / Sherwood Hall  
Sala Santa Lucia, 940 North Main Street

Todos los talleres se llevaran a cabo de **6-8 p.m.**  
Lugares son accesibles por tránsito. Se proporcionarán cuidado de niños, aperitivos, y estacionamiento en todos eventos.

## Encuesta

Para tomar una encuesta por internet, visite: [www.surveymonkey.com/s/Salinas2015](http://www.surveymonkey.com/s/Salinas2015)

Encuestas en papel disponibles en todas las bibliotecas de la ciudad.

[www.ci.salinas.ca.us](http://www.ci.salinas.ca.us)

Contacto: Jennifer Coile, [jennifer.coile@ci.salinas.ca.us](mailto:jennifer.coile@ci.salinas.ca.us) o Departamento de Desarrollo Comunitario y Económico al número (831) 758-7206  
65 W. Alisal Street, second floor



**Sample e-Blast (email announcement)**

Versión en Español por debajo.

# WHAT DO YOU HAVE TO SAY ABOUT HOUSING AND COMMUNITY PROGRAMS IN SALINAS?



Reminder: Community Workshop

**Thursday, January 15, 2015**

**6:00 - 8:00 pm**

Salinas Community Center / Sherwood Hall, Santa Lucia room  
940 North Main Street, Salinas

The City of Salinas is inviting residents and neighbors like you to help City staff and policy makers identify needs and priorities across all neighborhoods. Active community participation can ensure that challenges and obstacles facing the community of Salinas are addressed. The City will be listening to community ideas through a coordinated and multi-level public engagement process through early 2015. The first of these events will be a Kick Off Workshop next Thursday, January 15. We hope you can attend!

## Community Workshops

- 1 Thursday, January 15, 2015**  
**Outreach Kick Off**  
(in English with Spanish Translation)  
Salinas Community Center / Sherwood Hall  
Santa Lucia Room, 940 North Main Street
  - 2 Thursday, January 29, 2015**  
**Alisal Needs Assessment**  
(in Spanish with English translation)  
Maria J. Torres-Gil Community Center  
245 Calle Cebu
  - 3 Wednesday, February 11, 2015**  
**Housing Policies and Needs**  
(in English with Spanish translation)  
Northminster Presbyterian Church  
315 E. Alvin Drive
  - 4 Thursday, February 26, 2015**  
**Housing Policies and Needs**  
(in Spanish with English translation)  
National Steinbeck Center  
1 Main Street
  - 5 Thursday, March 12, 2015**  
**Citywide Needs Assessment**  
(in English with Spanish translation)  
Salinas Community Center / Sherwood Hall  
Santa Lucia Room, 940 North Main Street
- All workshops times are 6:00 p.m. to 8:00 p.m.  
Venues are transit accessible. Childcare, light refreshments, and parking provided at all workshops.

For more information about the housing initiatives and/or disabled persons requiring accommodation in order to participate in the meeting, please contact the Community and Economic Development Department, City of Salinas, 65 West Alisal Street, Salinas, CA 93901, (831) 758-7206 or email to [jennifer.coile@ci.salinas.ca.us](mailto:jennifer.coile@ci.salinas.ca.us). Hearingimpaired or TTY/TDD text telephone users may contact the City by dialing 711 for the California Relay Service (CRS) or by telephoning any other service providers' CRS telephone number.



# ¿QUÉ OPINIÓN TIENE SOBRE ASUNTOS DE VIVIENDA Y PROGRAMAS COMUNITARIOS EN SALINAS?



Recordatorio: Taller Comunitario

**Jueves, 15 de enero, 2015**

**6:00 - 8:00 pm**

Salinas Community Center / Sherwood Hall, Santa Lucia room  
940 North Main Street, Salinas

La Ciudad de Salinas invita a residentes y miembros de la comunidad a ayudar al personal de la Ciudad, a identificar las necesidades y prioridades de todos los vecindarios. La participación activa del público asegura que los retos y obstáculos que enfrenta la comunidad de Salinas sean abordados. La Ciudad estará escuchando ideas de la comunidad a través de un proceso de participación público durante el principio de 2015. El primero de los eventos será un Taller Inicial que se llevará a cabo el Jueves 15 de enero. Esperamos contar con su asistencia.

## Talleres Comunitarios

- |   |  |
|---|--|
| <p><b>1 Jueves, 15 de enero, 2015</b><br/><b>Taller Inicial</b><br/>(En Inglés con traducción al Español)<br/>Centro Comunitario de Salinas / Sherwood Hall<br/>Sala Santa Lucia, 940 North Main Street</p>   | <p><b>4 Jueves, 26 de febrero, 2015</b><br/><b>Políticas y Necesidades de la Vivienda</b><br/>(En Español con traducción al Inglés)<br/>Centro Nacional Steinbeck<br/>1 Main Street</p>  |
| <p><b>2 Jueves, 29 de enero, 2015</b><br/><b>Evaluación de Necesidades Comunitarias en Alisal</b><br/>(En Español con traducción al Inglés)<br/>Centro Comunitario Maria J. Torres-Gil<br/>245 Calle Cebu</p> | <p><b>5 Jueves, 12 de marzo, 2015</b><br/><b>Evaluación de Necesidades de Toda la Ciudad</b><br/>(En Inglés con traducción al Español)<br/>Centro Comunitario de Salinas / Sherwood Hall<br/>Sala Santa Lucia, 940 North Main Street</p> |
- 3 Miércoles, 11 de febrero, 2015**  
**Políticas y Necesidades de la Vivienda**  
(En Inglés con traducción al Español)  
Iglesia Presbiteriana de Northminster  
315 E. Alvin Drive
- Todos los talleres se llevaran a cabo de 6-8 p.m.  
Lugares son accesibles por tránsito. Se proporcionarán cuidado de niños, aperitivos, y estacionamiento en todos eventos.

Para mayor información sobre estas iniciativas y/o para personas con limitaciones físicas que requieran acomodación especial para asistir a la reunión, favor de comunicarse con el Departamento de Desarrollo Comunitario y Económico de la Ciudad de Salinas, 65 West Alisal Street, Salinas, CA 93901, (831) 758-7206 o por medio de un correo electrónico dirigido a [jennifer.coile@ci.salinas.ca.us](mailto:jennifer.coile@ci.salinas.ca.us). Las personas con discapacidad auditiva o usuarios de texto teléfono TTY/TDD pueden contactar a la Ciudad marcando 711 para ser conectados con el Servicio de Retransmisión de California (CRS), o llamando a cualquier otro proveedor de servicios CRS.



## Fact Sheet



# WHAT DO YOU HAVE TO SAY ABOUT **HOUSING** AND **COMMUNITY PROGRAMS** IN SALINAS?



The City of Salinas is inviting residents and neighbors to help identify housing and community program needs and priorities across all neighborhoods. Active community participation can ensure that challenges and obstacles facing low and moderate income communities are addressed. The City will be listening to community ideas through a public engagement process from December 2014 through the spring of 2015.

## Planning Schedule



## Housing & Community Development 2014-15 Planning Initiatives

The community dialogue will help in updating various housing and community development planning documents, including:

- **Housing Element of the General Plan:** The state of California requires every City to analyze its housing inventory in relation to its housing needs, and to address those needs.
- **Consolidated Plan:** Identifies goals and projects for federal community development grants that fund services for youth, seniors, homeless and targeted neighborhood improvement projects
- **Analysis to Impediments to Fair Housing (AI):** Part of the federal grant requirements requires the City to identify patterns of discrimination and to address any obstacles to housing access.
- **Alisal Homeownership Neighborhood Revitalization Strategy Area:** Focused program to increase homeownership, stimulate economic development, and generally improve the Alisal neighborhood.
- **Inclusionary Housing:** Amendment of the City Municipal Code that requires that a portion of new housing units be affordable to low and moderate income households.

## Community Workshops

The workshop schedule is as follows:

### Thursday, Jan. 15, 2015

(in English with Spanish translation)

#### Outreach Kick Off

Salinas Community Center / Sherwood Hall  
Santa Lucia Room, 940 North Main Street

### Thursday, Jan. 29, 2015

(in Spanish with English translation)

#### Alisal Needs Assessment

Maria J. Torres-Gil Community Center  
245 Calle Cebu

### Wednesday, Feb. 11, 2015

(in English with Spanish translation)

#### Housing Policies and Needs

Northminster Presbyterian Church  
315 E. Alvin Drive

### Thursday, Feb. 26, 2015

(in Spanish with English translation)

#### Housing Policies and Needs

National Steinbeck Center, 1 Main Street

### Thursday, March 12, 2015

(in English with Spanish translation)

#### Citywide Needs Assessment

Salinas Community Center / Sherwood Hall  
Santa Lucia Room, 940 North Main Street

All workshops times are 6:00 p.m. to 8:00 p.m.

## Survey

To take an online survey:

[www.surveymonkey.com/s/Salinas2015](http://www.surveymonkey.com/s/Salinas2015)

## Contact

To join the e-mail list, receive future notifications and information, file special needs requests, ask specific project questions, email:

[Jennifer.coile@ci.salinas.ca.us](mailto:Jennifer.coile@ci.salinas.ca.us)



# ¿QUÉ OPINIÓN TIENE SOBRE ASUNTOS DE VIVIENDA Y SERVICIOS COMUNITARIOS EN SALINAS?



La Ciudad de Salinas invita a residentes y miembros de la comunidad a ayudar a identificar las necesidades y prioridades de todos los vecindarios. La participación activa del público asegura que los retos y obstáculos que enfrenta la comunidad de Salinas sean abordados. La Ciudad estará escuchando las ideas de la comunidad a través de un proceso de participación público empezando en el mes de Diciembre 2014 hasta la primavera del 2015.

## Programa de Planificación



## Iniciativas de la Vivienda y Desarrollo Comunitario 2014-2015

El dialogo comunal ayudara a actualizar varios documentos de planificación comunitaria y de la vivienda, los cuales incluyen:

- **El Elemento de Vivienda del Plan General de la Ciudad:** El Estado requiere que cada ciudad analice el inventario de viviendas en la comunidad y enfrenta las necesidades.
- **Plan Consolidado:** Identifica metas relacionadas a los programas de desarrollo comunitario federales que financian a varios programas para jóvenes, personas de la tercera edad, personas sin hogar, y mejoras para la vecindad.
- **Análisis de Impedimentos para la Vivienda Justa:** Parte de un subsidio federal requiere que se identifiquen condiciones de discriminación y obstáculos al acceso a la vivienda.
- **Área de Estrategia para La Revitalización del Barrio Alisal:** Programa para aumentar el número de propietarios de vivienda y estimular el desarrollo económico del barrio Alisal.
- **Iniciativa de Vivienda Inclusiva:** Enmienda al Código Municipal de Salinas requiere que una parte de las nuevas unidades de vivienda sean asequibles para familias de bajos y moderados ingresos.

## Talleres Comunitarios

El calendario de los talleres está organizado de la siguiente manera:

### Jueves, 15 de enero, 2015

(En Inglés con traducción al Español)

#### Taller Inicial

Centro Comunitario de Salinas / Sherwood Hall  
Sala Santa Lucia, 940 North Main Street

### Jueves, 29 de enero, 2015

(En Español con traducción al Inglés)

#### Evaluación de Necesidades Comunitarias en Alisal

Centro Comunitario Maria J. Torres-Gil  
245 Calle Cebu

### Miércoles, 11 de febrero, 2015

(En Inglés con traducción al Español)

#### Políticas y Necesidades de la Vivienda

Iglesia Presbiteriana de Northminster  
315 E. Alvin Drive

### Jueves, 26 de febrero, 2015

(En Español con traducción al Inglés)

#### Políticas y Necesidades de la Vivienda

Centro Nacional Steinbeck, 1 Main Street

### Jueves, 12 de marzo, 2015

(En Inglés con traducción al Español)

#### Evaluación de Necesidades de Toda la Ciudad

Centro Comunitario de Salinas / Sherwood Hall  
Sala Santa Lucia, 940 North Main Street

Todos los talleres se llevaran a cabo de 6-8 p.m.

## Encuesta

Para tomar la encuesta por internet, visite:

[www.surveymonkey.com/s/Salinas2015](http://www.surveymonkey.com/s/Salinas2015)

## Contact

Para recibir correo electrónico, recibir notificaciones e información, solicitar ayuda especial, o hacer cualquier pregunta sobre el proyecto, mande un correo electrónico a:

[Jennifer.coile@ci.salinas.ca.us](mailto:Jennifer.coile@ci.salinas.ca.us)



## HUD Bucks Boards



## COMMUNITY FACILITIES | INSTALACIONES PÚBLICAS

UP TO 30 HUD BUCKS

HASTA 30 DOLARES



Senior Centers  
*Centros para Personas  
en la Tercera Edad*



Youth Centers  
*Centros para Jóvenes*



Child Care Centers  
*Centros para Cuidado  
de Niños*



Health Care Clinics  
*Clínicas de Salud*



Mental Health Clinics  
*Clínicas de  
Salud Mental*



Homeless Shelters  
*Refugios para Personas  
Sin Hogar*



Food Pantries  
*Dispensas de  
Alimentos*



Domestic Abuse  
Shelters  
*Refugios para Víctimas de  
Violencia Doméstica*



Parks and Recreation  
*Parques y Centros de  
Recreación*



Libraries  
*Bibliotecas*





## #1 COMMUNITY PROGRAMS | PROGRAMAS COMUNITARIOS

UP TO 40 HUD BUCKS TOTAL (#1 & #2)

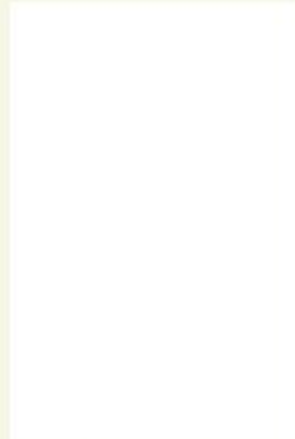
HASTA 40 DOLARES TOTAL (TABLERO #1 Y #2)



Senior Programs  
*Programas para Personas en  
la Tercer Edad*



Youth Programs  
*Programas para Jóvenes*



Child Care Services  
*Servicios de Cuidado  
de Niños*



Transportation Services  
*Servicios de Transporte*



Crime Prevention Programs  
*Programas para la  
Prevención del Crimen*



Health Care Services  
*Servicios de Salud*



Mental Health Services  
*Servicios de  
Salud Mental*



Disability Services  
*Servicios para  
Personas Incapacitadas*



Homeless Services  
*Servicios para  
Personas sin Hogar*



Programs for Domestic  
Violence Victims  
*Programas para Víctimas de  
Violencia Doméstica*





## #2 COMMUNITY PROGRAMS | PROGRAMAS COMUNITARIOS

UP TO 40 HUD BUCKS TOTAL (#1 & #2)

HASTA 40 DOLARES TOTAL (TABLERO #1 Y #2)



Services for Abused or Neglected Children  
*Servicios para Niños Abusados o Abandonados*



Access to Healthy Foods  
*Programas de Acceso a Comida Saludable*



Neighborhood Cleanups  
*Limpieza del Barrio*



Legal Services  
*Servicios Legales*



Landlord-Tenant Dispute Counseling  
*Mediación de Conflicto Entre Propietario e Inquilino*



Emergency Rental/Utility Assistance  
*Asistencia Urgente con Pagos de Renta y Servicios*



Financial Literary Education  
*Educación sobre finanzas*



# ECONOMIC DEVELOPMENT | DESAROLLO ECONÓMICO

UP TO 40 HUD BUCKS

HASTA 40 DOLARES



Start up Assistance for  
Small Businesses  
*Asistencia Inicial para  
Empresas Pequeñas*



Job Training  
*Capacitación de Empleo*



Store-front improvements  
for low-income areas  
*Mejorar la Fachada de Tiendas  
en Áreas de Bajos Ingresos*



Small Business Loans  
*Préstamos para  
Empresas Pequeñas*



Job Creation  
*Fomentación de Nuevos  
Empleos*



Business Mentoring  
*Tutoría para Empresas*



Green Energy Upgrade Assistance  
for Small Businesses  
*Mejoras para Ahorrar Energía  
para Empresas Pequeñas*





HOUSING | VIVIENDAS  
UP TO 40 HUD BUCKS HASTA 40 DOLARES



Affordable Rental Housing  
*Viviendas Asequibles para Rentar*



Rental Housing Rehab  
*Rehabilitación de Viviendas Rentadas*



Homeownership Assistance  
*Asistencia para Comprar una Casa*



Energy Efficient Improvements  
*Mejoras para Ahorrar Energía en Casa*



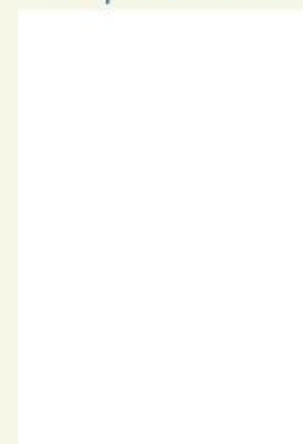
Housing for the Disabled  
*Viviendas para Personas Incapacitadas*



Senior Housing  
*Vivienda Para Personas de la Tercer Edad*



Housing for Large Families  
*Viviendas para Familias Grandes*



Building Code Enforcement due to Poor Maintenance  
*La Aplicación del Código de Construcción a Viviendas (para viviendas en mal Estado)*



Emergency Home Repair  
*Reparaciones Urgentes de Casas*



Permanent Supportive Housing for the Homeless  
*Viviendas Permanentes con Servicios para Personas sin Hogar*







## NEIGHBORHOOD IMPROVEMENTS | MEJORAS A LA VECINDAD

UP TO 40 HUD BUCKS

HASTA 40 DOLARES



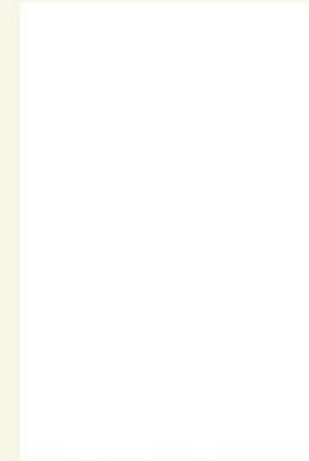
Sidewalk Improvements  
*Mejoras a Banquetas/  
Veredas*



Accesibility Improvements  
for Persons with Disabilities  
*Accesibilidad para  
Personas Incapacitados*



Road Improvements  
*Mejoras a la Calles*



Neighborhood Signage  
*Mejoras en la Señalización  
de las Calles*



Clean Up of  
Contaminated Sites  
*Descontaminación de  
Sitios Tóxicos*



Lighting Improvements  
*Mejoras a la Iluminación de  
Calles*



Tree Planting and  
Community Gardens  
*Árboles Públicos y  
Jardines Comunitarios*



Plazas and  
Public Gathering Spaces  
*Plazas y Espacios Públicos*



Stormwater and Drainage  
Improvements  
*Mejoras del Drenaje de Aguas  
Pluviales y Calles*



Water / Sewer Improvements  
*Mejoras al Sistema de Agua y  
Alcantarillas*



## HUD Bucks Compiled Results

HUDBUCKS RESULTS

|   | 15-Jan          | 29-Jan          | 11-Feb        | 26-Feb          | 12-Mar          | Total           |
|---|-----------------|-----------------|---------------|-----------------|-----------------|-----------------|
| <b>Housing</b>                                    |                 |                 |               |                 |                 |                 |
| Affordable Rental Housing                         | 370             | 370             | 170           | 500             | 160             | \$ 1,570        |
| Rental Housing Rehab                              | 50              | 50              | 20            | 20              | 20              | \$ 160          |
| Homeownership Assistance                          | 210             | 40              | 40            | 380             | 60              | \$ 730          |
| Energy Efficient Improvements                     | 50              | 40              | 20            | 100             | 30              | \$ 240          |
| Housing for the Disabled                          | 100             | 60              | 20            | 190             | 0               | \$ 370          |
| Senior Housing                                    | 80              | 70              | 0             | 360             | 100             | \$ 610          |
| Housing for Large Families                        | 90              | 110             | 20            | 240             | 50              | \$ 510          |
| Building Code Enforcement due to poor maintenance | 130             | 70              | 40            | 100             | 80              | \$ 420          |
| Emergency Home Repair                             | 90              | 60              | 50            | 50              | 40              | \$ 290          |
| Permanent Supportive Housing for the Homeless     | 190             | 40              | 140           | 230             | 70              | \$ 670          |
| <b>Sub-Total</b>                                  | <b>\$ 1,360</b> | <b>\$ 910</b>   | <b>520</b>    | <b>2170</b>     | <b>610</b>      | <b>\$ 5,570</b> |
| <b>Community Facilities</b>                       |                 |                 |               |                 |                 |                 |
| Senior Centers                                    | 360             | 70              | 20            | 240             | 260             | \$ 950          |
| Youth Centers                                     | 30              | 80              | 140           | 400             | 140             | \$ 790          |
| Child care centers                                | 70              | 230             | 20            | 170             | 70              | \$ 560          |
| health care clinics                               | 50              | 270             | 0             | 260             | 130             | \$ 710          |
| Mental Health Clinics                             | 40              | 160             | 10            | 200             | 40              | \$ 450          |
| Homeless Shelters                                 | 280             | 80              | 90            | 350             | 60              | \$ 860          |
| Food Pantries                                     | 120             | 230             | 0             | 150             | 60              | \$ 560          |
| Domestic Abuse Shelters                           | 70              | 110             | 0             | 210             | 10              | \$ 400          |
| Parks and Recreation                              | 220             | 180             | 40            | 280             | 80              | \$ 800          |
| Libraries   | 188             | 230             | 20            | 160             | 130             | \$ 728          |
| <b>Sub-Total</b>                                  | <b>\$ 1,428</b> | <b>\$ 1,640</b> | <b>\$ 340</b> | <b>\$ 2,420</b> | <b>\$ 980</b>   | <b>\$ 6,808</b> |
| <b>Community Programs</b>                         |                 |                 |               |                 |                 |                 |
| Senior Programs                                   | 300             | 60              | 0             | 250             | 50              | \$ 660          |
| Youth Programs                                    | 270             | 110             | 120           | 390             | 310             | \$ 1,200        |
| Child Care services                               | 120             | 40              | 40            | 230             | 50              | \$ 480          |
| Transportation Services                           | 60              | 10              | 0             | 60              | 60              | \$ 190          |
| Crime Prevention Programs                         | 140             | 110             | 90            | 310             | 110             | \$ 760          |
| Health Care Services                              | 120             | 140             | 50            | 200             | 70              | \$ 580          |
| Mental Health Care Services                       | 160             | 100             | 20            | 60              | 60              | \$ 400          |
| Disability Services                               | 60              | 100             | 0             | 120             | 80              | \$ 360          |
| Homeless Services                                 | 400             | 120             | 70            | 110             | 140             | \$ 840          |
| Programs for Domestic Violence Victims            | 130             | 120             | 40            | 180             | 40              | \$ 510          |
| Services for Abused or Neglected Children         | 110             | 110             | 20            | 280             | 60              | \$ 580          |
| Access to health foods                            | 120             | 150             | 70            | 130             | 80              | \$ 550          |
| Neighborhood Cleanups                             | 130             | 100             | 40            | 170             | 80              | \$ 520          |
| Legal Services                                    | 100             | 50              | 0             | 140             | 40              | \$ 330          |
| Landlord Tenant Dispute Counseling                | 130             | 60              | 0             | 40              | 50              | \$ 280          |
| Emergency Rental / Utility Assistance             | 100             | 220             | 100           | 190             | 50              | \$ 660          |
| Financial Literary Education                      | 50              | 80              | 10            | 130             | 40              | \$ 310          |
| <b>Sub-Total</b>                                  | <b>\$ 2,500</b> | <b>\$ 1,680</b> | <b>\$ 670</b> | <b>\$ 2,990</b> | <b>\$ 1,370</b> | <b>\$ 9,210</b> |

| <b>Economic Development</b>                              |                 |                 |                 |                  |                 |    |               |
|--|-----------------|-----------------|-----------------|------------------|-----------------|----|---------------|
| Start up assistance for small businesses                 | 100             | 10              | x               | 140              | 30              | \$ | <b>280</b>    |
| Job training   | 240             | 100             | x               | 410              | 150             | \$ | <b>900</b>    |
| Store-front improvements for low-income areas            | 60              | 0               | x               | 20               | 70              | \$ | <b>150</b>    |
| Small business loans                                     | 50              | 0               | x               | 230              | 50              | \$ | <b>330</b>    |
| Job creation   | 230             | 180             | x               | 520              | 220             | \$ | <b>1,150</b>  |
| Business Mentoring                                       | 20              | 10              | x               | 100              | 10              | \$ | <b>140</b>    |
| Green energy upgrade assistance for Small Businesses     | 30              | 50              | x               | 130              | 10              | \$ | <b>220</b>    |
| <b>Sub-Total</b>   | <b>730</b>      | <b>350</b>      | <b>0</b>        | <b>1550</b>      | <b>540</b>      | \$ | <b>3,170</b>  |
| <b>Neighborhood Improvements</b>                         |                 |                 |                 |                  |                 |    |               |
| Sidewalk improvements                                    | 150             | 80              | 10              | 70               | 120             | \$ | <b>430</b>    |
| Accessability Improvements for persons with disabilities | 50              | 50              | 0               | 180              | 40              | \$ | <b>320</b>    |
| Road improvements  | 210             | 60              | 20              | 270              | 120             | \$ | <b>680</b>    |
| Neighborhood Signage                                     | 0               | 20              | 10              | 40               | 30              | \$ | <b>100</b>    |
| Clean up of contaminated sites                           | 30              | 60              | 0               | 170              | 30              | \$ | <b>290</b>    |
| Lighting Improvements                                    | 80              | 150             | 0               | 270              | 60              | \$ | <b>560</b>    |
| Tree planting and community gardens                      | 90              | 120             | 50              | 150              | 30              | \$ | <b>440</b>    |
| Plazas and public gatherings spaces                      | 70              | 120             | 40              | 140              | 70              | \$ | <b>440</b>    |
| Stormwater and drainage improvements                     | 10              | 70              | 20              | 70               | 30              | \$ | <b>200</b>    |
| Water/Sewer Improvements                                 | 50              | 120             | 10              | 170              | 60              | \$ | <b>410</b>    |
| <b>Sub-Total</b>   | <b>\$ 740</b>   | <b>\$ 850</b>   | <b>\$ 160</b>   | <b>\$ 1,530</b>  | <b>\$ 590</b>   | \$ | <b>3,870</b>  |
| <b>Total</b>   | <b>\$ 6,758</b> | <b>\$ 5,430</b> | <b>\$ 1,690</b> | <b>\$ 10,660</b> | <b>\$ 4,090</b> | \$ | <b>28,628</b> |

## Workshop Sign-In Sheets

**Salinas Housing and Community Development 2014-2015 Planning Initiatives**  
**Vivienda y Desarrollo Comunitario de Salinas Iniciativas de Planificación 2014-2015**

1/15

January 15, 2015

| Name / Nombre     | Affiliation if any (community organization, church, etc.)<br>Si perteneces a algun organización por favor indica (iglesia, organización comunitario, etc.) | E-mail address / Correo electrónico                 | Phone / Teléfono | Resident/ Service Provider/ Other<br>Residente / Proveedor de Servicios / Otro |
|-------------------|--|---|------------------|--|
| Roberto Garcia    | Alliance on Aging  | rgarcia@AllianceonAging.org                         |                  | Resident of Salinas (VET) <i>[Handwritten signature]</i>                       |
| Bonnie Tellison   | Housing Resource ctr.  | vltprograms@hrcmc.org                               |                  |  |
| AL ESPINDOLA      | CHISPA Resident)   | almp490@cs.com                                      |                  | Resident -   |
| Gloria J. Moore   |  | gloria.jean.moore@att.net                           |                  |  |
| Luis Preciado     | MIDPEN HOUSING CORP  | lpreciado@midpen-housing.org                        |                  |  |
| Jorge Sanchez     |  | namesjorge@gmail.com                                |                  | Resident   |
| Jyl               | Salinas City Council   |   |                  | Resident   |
| Cirovanni Napoles | BHC  | Cnapoles1@gmail.com                                 |                  | Resident   |
| Antonio Martinez  | BHC  | tony866@gmail.com                                   |                  | Resident   |
| Madany Villareal  | BHC  | emilyv8d@gmail.com<br><del>emilyv8d@gmail.com</del> |                  | Resident   |
| Peg Stanford      | COLA   |   |                  | Resident   |
| Juan Uranga       | CCA  | juranga@cca-viva.org                                |                  |  |
| Glorietta Rowland | DSS  | rowland@co.monterey.ca.us                           |                  |  |
| Jill Allen        | FWJS   | jill.allen@dorothysplace.org                        |                  | SERVICE PROVIDER   |



**Salinas Housing and Community Development 2014-2015 Planning Initiatives**  
**Vivienda y Desarrollo Comunitario de Salinas Iniciativas de Planificación 2014-2015**

January 15, 2015

| Name<br>Nombre      | Are you affiliated with an organization?<br>(community organization, church, etc.)<br>¿Pertenece a algún organización?<br>(iglesia, organización comunitario, etc.) | Email Address<br>Correo Electrónico | Phone<br>Teléfono | Resident,<br>Service Provider, Other<br>Residente, Proveedor<br>de Servicios, Otro |
|---------------------|---|-------------------------------------|-------------------|--|
| Maria G Muñoz Muñoz | Enlace.   |                                     |                   | 40 peach DR AP 12<br>Salinas 93901   |
| Nicolás Ledesma     | /   |                                     |                   | 40 peach DR AP 12  |
| Guadalupe Castillo  | NO  |                                     |                   |  |
| Juanita Hernandez   | NO  |                                     |                   | 541 Roosevelt B<br>Salinas, Ca 93905   |
| Juanita Hernandez   | NO  |                                     |                   | 205 Calle Cebera #202<br>Salinas CA  |
| Jesus Narez         | No  | Narez09@gmail.com                   |                   | 218 Bardin Rd<br>Salinas CA, 93905   |
| Claudia Narez       | No  |                                     |                   |  |
| Irma Narez          | No  |                                     |                   | ↓  |
| Elsa Arroyo         | EPD   | Elsa.Arroyo@epd.ca.gov              |                   |  |
| Rosario Corona      | NO  |                                     |                   | 807 Elkington ave<br>Apt 5   |
| Juana Ramirez       | no  |                                     |                   | 817 Elkington Av Apt #E  |
| José P. Gamon       | no  |                                     |                   |  |
| Viridiana Ruiz      | no  | Viridianaruiz82@gmail.com           |                   | Bulla st # 22  |
| Norma Ahedo         | CCA   | nahedo@cca-viva.org                 |                   |  |
| Janie Hernandez     |   | hernandezj.rn03@yahoo.com           |                   |  |



**Salinas Housing and Community Development 2014-2015 Planning Initiatives**  
**Vivienda y Desarrollo Comunitario de Salinas Iniciativas de Planificación 2014-2015**

January 15, 2015

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|------------------|---|-------------------------------------|-------------------|--|
| Veronica Aguilar |   |                                     |                   |  |
| Fernando Vera    |   | mastervera777@yahoo.com             |                   |  |
| Armando Ascencio | CCA   |                                     |                   |  |
| David Arqueta    | NO  |                                     |                   |  |
| Lupe ZAVALA      | NO  | LupesZAVALA27@gmail                 |                   | Yes  |
| Cesar Lara       | MBCLC / COPA  |                                     |                   |  |
| JESUS VALENZUELA |   | HEALTH@MBCLC.ORG                    |                   | Yes  |
| BRANDON Hill     | Planning Commission   |                                     |                   |  |
| Maria Cristobal  |   |                                     |                   |  |
| Francisco Ortiz  |   | Ortizsalinas@gmail.com              |                   |  |
| Sofia Ramirez    |   |                                     |                   |  |
| Flora cristobal  | 817 Elkinton AV # E   |                                     |                   |  |
| LAURA GAMÓN      |   | lauragamon@yahoo.com                |                   | yes.   |
| Ma Luisa Muñoz   |   |                                     |                   | yes  |
| Maria Dominguez  | NO  | mldomich@me.com                     |                   | Resident.  |

**Salinas Housing and Community Development 2014-2015 Planning Initiatives**  
**Vivienda y Desarrollo Comunitario de Salinas Iniciativas de Planificación 2014-2015**

January 29, 2015

| Name<br>Nombre      | Are you affiliated with an organization?<br>(community organization, church, etc.)<br>¿Pertenece a algún organización?<br>(iglesia, organización comunitario, etc.) | Email Address<br>Correo Electrónico | Phone<br>Teléfono | Resident,<br>Service Provider, Other<br>Residente, Proveedor<br>de Servicios, Otro |
|---------------------|---|-------------------------------------|-------------------|--|
| Maria G Muñoz Muñoz | Enlace.   |                                     |                   | 40 peach DR AP 12<br>Salinas 93901<br>40 peach DR AP 12                            |
| Nicolas Ledesma     | /   |                                     |                   |  |
| Guadalupe Castillo  | NO  |                                     |                   | 541 Roosevelt B<br>Salinas, CA 93905   |
| Juanita Hernandez   | NO  |                                     |                   | 205 Calle Ceber #202<br>Salinas CA   |
| Juanita Hernandez   | NO  |                                     |                   | 218 Bordin St<br>Salinas CA, 93905   |
| Jesus Narez         | No  | Narez09@gmail.com                   |                   |  |
| Claudia Narez       | No  |                                     |                   | ↓  |
| Irma Narez          | No  |                                     |                   |  |
| Elsa Arroyo         | EDD   | Elsa.Arroyo@edd.ca.gov              |                   | 807 Elkington ave<br>Apt 5   |
| Rosario Corona      | NO  |                                     |                   | 817 Elkington Av Apt #E  |
| Juana Ramirez       | no  |                                     |                   |  |
| José A. Gamon       | no  |                                     |                   |  |
| Viridiana Ruiz      | no  | Viridianaruiz82@gmail.com           |                   | Bulla st # 27  |
| Norma Ahedo         | CCA   | nahedo@cca-viva.com                 |                   |  |
| Janie Hernandez     |   | hernandezj.rn03@yahoo.com           |                   |  |

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**Salinas Housing and Community Development 2014-2015 Planning Initiatives**  
**Vivienda y Desarrollo Comunitario de Salinas Iniciativas de Planificación 2014-2015**

January 29, 2015

| <b>Name</b><br><br><b>Nombre</b> | <b>Are you affiliated with an organization?</b><br><small>(community organization, church, etc.)</small><br><br><b>¿Pertenece a algún organización?</b><br><small>(iglesia, organización comunitario, etc.)</small> | <b>Email Address</b><br><br><b>Correo Electrónico</b> | <b>Phone</b><br><br><b>Teléfono</b> | <b>Resident, Service Provider, Other</b><br><br><b>Residente, Proveedor de Servicios, Otro</b> |
|----------------------------------|---|---|-------------------------------------|--|
| MARIA SOSA                       | ~   | ~   |                                     | 229 calle cebu #10   |
| Katherine Ramirez                |   |   |                                     |  |
|                                  |   |   |                                     |  |
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**Salinas Housing and Community Development 2014-2015 Planning Initiatives**  
**Vivienda y Desarrollo Comunitario de Salinas Iniciativas de Planificación 2014-2015**

| Name<br>Nombre   | Are you affiliated with an organization?<br>(community organization, church, etc.)<br>¿Pertenece a algún organización?<br>(iglesia, organización comunitario, etc.) | Email Address<br>Correo Electrónico | Phone<br>Teléfono | Resident,<br>Service Provider, Other<br>Residente, Proveedor<br>de Servicios, Otro |
|------------------|---|-------------------------------------|-------------------|--|
| Veronica Aguilar |   |                                     |                   |  |
| Fernando Vera    |   | mastervera777@yahoo.com             |                   |  |
| Armando Ascencio | CCA   |                                     |                   |  |
| David Argueta    | NO  |                                     |                   |  |
| Lupe ZAVALA      | NO  | LupesZAVALA27@gmail                 |                   | Yes  |
| Cesar Lara       | MBCLC / COPA  |                                     |                   |  |
| JESUS VALENZUELA |   | HEALTH@MBCLC.ORG                    |                   | Yes  |
| BRANDON Hill     | Planning Commission   |                                     |                   |  |
| Maria Cristobal  |   |                                     |                   |  |
| Francisco Ortiz  |   | Ortizsalinas@gmail.com              |                   |  |
| Sofia Ramirez    |   |                                     |                   |  |
| Flora cristobal  | 817 Elkinton AV # E   |                                     |                   |  |
| LAURA GAMÓN      |   | lauragamon@yahoo.com                |                   | yes.   |
| Ma Luisa Muñoz   |   |                                     |                   | yes  |
| Maria Dominguez  | NO  | mldomich@me.com                     |                   | Resident.  |

**Salinas Housing and Community Development 2014-2015 Planning Initiatives**  
**Vivienda y Desarrollo Comunitario de Salinas Iniciativas de Planificación 2014-2015**

January 29, 2015

| <b>Name</b><br><b>Nombre</b> | <b>Are you affiliated with an organization?</b><br>(community organization, church, etc.)<br><b>¿Pertenece a algún organización?</b><br>(iglesia, organización comunitario, etc.) | <b>Email Address</b><br><b>Correo Electrónico</b> | <b>Phone</b><br><b>Teléfono</b> | <b>Resident, Service Provider, Other</b><br><b>Residente, Proveedor de Servicios, Otro</b> |
|------------------------------|---|---|---------------------------------|--|
| Esperanza Serrano            | Hacienda  | Apt. 105  |                                 | Yes  |
| TERESA GARCÍA                |   |   |                                 | yes.   |
| Steve Eklund                 |   |   |                                 | Yes  |
| Juicyta Reyes                |   |   |                                 |  |
|                              |   |   |                                 |  |
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**Salinas Housing and Community Development 2014-2015 Planning Initiatives**  
**Vivienda y Desarrollo Comunitario de Salinas Iniciativas de Planificación 2014-2015**

February 11, 2015

| <b>Name</b><br><br><b>Nombre</b>          | <b>Are you affiliated with an organization?</b><br>(community organization, church, etc.)<br><br><b>¿Pertenece a algún organización?</b><br>(iglesia, organización comunitario, etc.) | <b>Email Address</b><br><br><b>Correo Electrónico</b> | <b>Phone</b><br><br><b>Teléfono</b> | <b>Resident,<br/>Service Provider, Other</b><br><br><b>Residente, Proveedor<br/>de Servicios, Otro</b> |
|---|---|---|-------------------------------------|--|
| Gloria J. Moore                           |   | gloria.jean.moore@att.net                             |                                     | Resident   |
| JOHN WAS HERE <sup>(CITIZEN 13,000)</sup> |   |   |                                     |  |
| STEVE MCSUANE                             |   | stere@mshaheshursey.com                               |                                     | Res. Dent  |
|   |   |   |                                     |  |
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**Salinas Housing and Community Development 2014-2015 Planning Initiatives**  
**Vivienda y Desarrollo Comunitario de Salinas Iniciativas de Planificación 2014-2015**

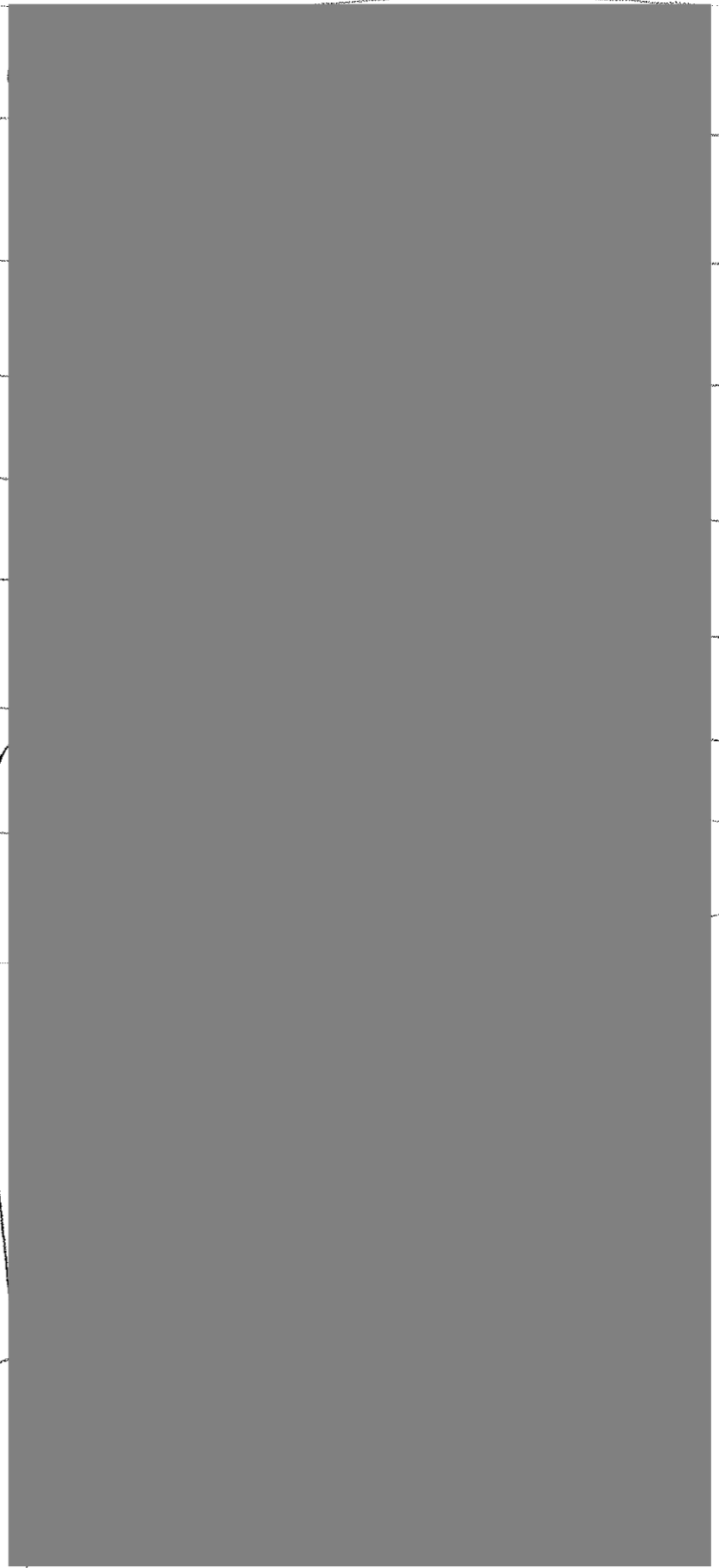
| Name<br>Nombre        | Are you affiliated with an organization?<br>(community organization, church, etc.)<br>¿Pertenece a algún organización?<br>(iglesia, organización comunitario, etc.) | Email Address<br>Correo Electrónico        | Phone<br>Teléfono | Resident,<br>Service Provider, Other<br>Residente, Proveedor<br>de Servicios, Otro |
|-----------------------|---|--|-------------------|--|
| Cruz M                | C.C.A   |  |                   | Residente  |
| Graciela Vega Marquez | C.C.A   |  |                   | Residente  |
| Adam De Leon          | -   |  |                   | Resident   |
| Alberto Villa         | comunit   |  |                   |  |
| Graciela Tidwell      |   |  |                   | Residente.   |
| Frank Tidwell         |   |  |                   | Resident   |
| Kuei Villa            |   |  |                   | Resident   |
| Angelica Salazar      | NO  | NO   |                   | Resident   |
| Luis Preciado         | MIDPEN HOUSING  | lpreciado@midpen-housing.org               |                   | RESIDENT.  |
| WISER FOFONDA         | C.C.A   |  |                   | ✓  |
| Bulmaro Martinez      | NO  | Bulmaromartinez <sup>1986</sup> @gmail.com |                   |  |
| Andres Martinez       | NO  |  |                   |  |
| YOLANDA CASA          | NO  |  |                   | Residente  |
| JANETH MARTINEZ       | CCA   | _____                                      |                   | _____  |
| Abram Martinez        | CCA   | _____                                      |                   | _____  |



**Salinas Housing and Community Development 2014-2015 Planning Initiatives**  
**Vivienda y Desarrollo Comunitario de Salinas Iniciativas de Planificación 2014-2015**

| Name<br>Nombre      | Are you affiliated with an organization?<br>(community organization, church, etc.)<br>¿Pertenece a algún organización?<br>(iglesia, organización comunitario, etc.) | Email Address<br>Correo Electrónico | Phone<br>Teléfono | Resident,<br>Service Provider, Other<br>Residente, Proveedor<br>de Servicios, Otro |
|---------------------|---|-------------------------------------|-------------------|--|
| Maria Elena Manzo   | COPA  | memanzo@sbcglobal.net               |                   |  |
| Peg Stanford        | COPA  | pegstanford@sbcglobal.net           |                   |  |
| Gloria J. Moore     |   | gloria.jean.moore@att.net           |                   |  |
| Julietta Vigo       |   | juliperales@hotmail.com             |                   |  |
| Ana Ambriz          | MCHD  | ambriza1@co.monterey.ca.us          |                   |  |
| Bertha Maxo         |   |                                     |                   |  |
| David Valencia      | Tremont School Parent <sup>Council</sup>  | vvalencio@rocketmail.com            |                   |  |
| LEO/Gloria DelRosso | CITY  | LEOD1827@ATT.NET                    |                   |  |
| Liliana Ramos       | KHDC  | ramosilliana3@gmail.com             |                   |  |
| Martin Mancillas    | KHDC  | martin.mancillas28@gmail.com        |                   |  |
| Antonio Bruceno     | CCA   | a.bruceno@hotmail.com               |                   |  |
| Monica Barrios      | KHDC  | monibarrias@gmail.com               |                   |  |
| Agustín Romo        |   | toribiosantos2@gmail.com            |                   |  |
| Segundo Vigo        |   | vigote48@hotmail.com                |                   |  |
| Michael Ricker      | CITY  | Mikeki@ci-salinas.ca.gov            |                   |  |

| Name / Nombre             | Are you affiliated with an organization? | Email / Correo electrónico     |  |
|---------------------------|--|--------------------------------|--|
| JANETH FARFAN             | C.C.A.                                   |                                |  |
| Shaina Fink               | COPA                                     | sfink@csumb.edu                |  |
| Celeste Gonzalez          | COPA                                     | cegonzalez@csumb.edu           |  |
| Spencer Harnett           | COPA                                     | sharnett@csumb.edu             |  |
| Brenda m Ace              | /  | jayabee1992@gmail.com          |  |
| Hilda muniz               | /  |                                |  |
| IRIS RODRIGUEZ            |  | IrisRod2011@yahoo.com          |  |
| JOHN DOE 13,000           | PUBLIC SAFETY COMMITTEE                  | ONE OF MANY@ACCOUNTABILITY.ORG |  |
| Julio & Teresa C. Jimenez |  | jimenezjulio93@yahoo.com       |  |
| Joel H                    | CCA                                      |                                |  |
| Rocio Medina              | CCA                                      |                                |  |
| Brittany Trejo            | CCA                                      |                                |  |



maria Meza (831) -

ISRAEL MARTINEZ V. (831)

MAGDALENA S.S.

Donaciano Pastrano

Maria Altamirano

Omar Gomez

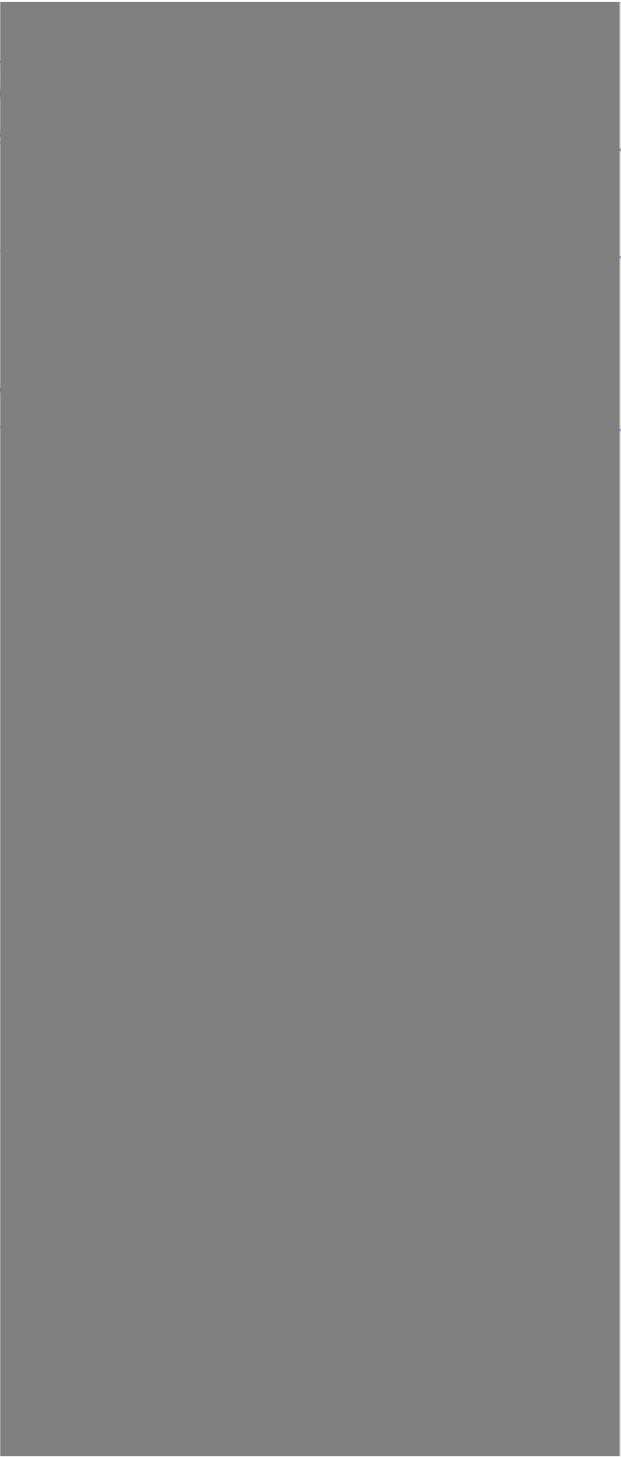
Colomba Rios

Merced Rios

Mirna Castro

MARITZA DIVERDIZ

ARTEMIA TAPIA.



maria 8587.ma@gmail.com.

3/12

Salinas Housing and Community Development 2014-2015 Planning Initiatives  
 Vivienda y Desarrollo Comunitario de Salinas Iniciativas de Planificación 2014-2015

| Name<br>Nombre              | Are you affiliated with an organization?<br>(community organization, church, etc.)<br>¿Pertenece a algún organización?<br>(iglesia, organización comunitario, etc.) | Email Address<br>Correo Electrónico | Phone<br>Teléfono | Resident,<br>Service Provider, Other<br>Residente, Proveedor<br>de Servicios, Otro |
|-----------------------------|---|-------------------------------------|-------------------|--|
| CITIZEN \$3,000             | COMMUNITY ENTHUSIAST  | johndoe13k@outlook.com              |                   | RESIDENT   |
| Rafael Garcia               | MOPH, VA. organizations   |                                     |                   | Resident   |
| Jose Martinez-Saldana       | SUBA  | subadirector@subasalinas.com        |                   | Business Association   |
| Brian Finegan               |   | brian@bfinegan.com                  |                   | Resident   |
| LA MAXIMIANA CANIZAL BERNAL |   |                                     |                   | Resident.  |
| Audolinda Roque             | NO  |                                     |                   | Residente  |
| Bertha Mayo                 |   |                                     |                   | Residente  |
| Rosemary Soto               | Monterey County / resident  | rosary1@co.monterey.ca.us           |                   | Resident   |
| John J Flores               | Monterey CD   | John J Flores 64-@ycho              |                   | Resident   |
|                             |   |                                     |                   |  |
|                             |   |                                     |                   |  |
|                             |   |                                     |                   |  |
|                             |   |                                     |                   |  |
|                             |   |                                     |                   |  |
|                             |   |                                     |                   |  |

3/12

Salinas Housing and Community Development 2014-2015 Planning Initiatives  
 Vivienda y Desarrollo Comunitario de Salinas Iniciativas de Planificación 2014-2015

| Name<br>Nombre        | Are you affiliated with an organization?<br>(community organization, church, etc.)<br>¿Pertenece a algún organización?<br>(iglesia, organización comunitario, etc.) | Email Address<br>Correo Electrónico | Phone<br>Teléfono | Resident,<br>Service Provider, Other<br>Residente, Proveedor<br>de Servicios, Otro |
|-----------------------|---|-------------------------------------|-------------------|--|
| Luis Diaz-Infante Jr. |   | diazinfante.luis@yahoo.com          |                   |  |
| Guillermo Gutierrez   |   | ggutierrez317@gmail.com             |                   |  |
| Gardenia Casillas     | Health Department / CPTED   | gardeniacasillas@gmail.com          |                   | Resident.  |
| Gloria J. Moore       |   | gloria.jean.moore@atl.net           |                   | Resident   |
| Bill Larkin           |   | Bill@Quarrydog.com                  |                   | Resident   |
| Gloria Raynaga        |   |                                     |                   | Resident   |
| AL ESPINDOLA          |   | acm9490@cs.com                      |                   | Resident   |
| CHRISTIAN Mendelsohn  | Loaves, Fishes + Computers  |                                     |                   | Service Provider   |
| Marcela Garduno       |   |                                     |                   |  |
| Monica Garduno        |   |                                     |                   |  |
| Aram Nino             |   |                                     |                   |  |
|                       |   |                                     |                   |  |
|                       |   |                                     |                   |  |
|                       |   |                                     |                   |  |
|                       |   |                                     |                   |  |

Salinas Housing and Community Development 2014-2015 Planning Initiatives  
 Vivienda y Desarrollo Comunitario de Salinas Iniciativas de Planificación 2014-2015

3/12

March 12, 2015

| Name<br>Nombre   | Are you affiliated with an organization?<br>(community organization, church, etc.)<br>¿Pertenece a algún organización?<br>(iglesia, organización comunitario, etc.) | Email Address<br>Correo Electrónico | Phone<br>Teléfono | Resident,<br>Service Provider, Other<br>Residente, Proveedor<br>de Servicios, Otro |
|------------------|---|-------------------------------------|-------------------|--|
| Maria Garduno    |   |                                     |                   |  |
| Juan Antonio de  |   |                                     |                   |  |
| Arcadio Quiarbas |   |                                     |                   |  |
| Luz Quiarbas     |   |                                     |                   |  |
| Andrea Manzo     | BHE   |                                     |                   |  |
| Alan Stumpf      |   |                                     |                   |  |
|                  |   |                                     |                   |  |
|                  |   |                                     |                   |  |
|                  |   |                                     |                   |  |
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|                  |   |                                     |                   |  |

## APPENDIX C-3

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### Summary of Stakeholder Interviews



# City of Salinas Housing and Community Development 2014-2015 Planning Initiatives

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*Summary of Stakeholder Interviews*

March 2015

Consultant to the City:



800 Hearst Avenue  
Berkeley, CA 94710



## I. Introduction

In November 2014, the City of Salinas began a public outreach process to solicit input from residents and stakeholders about the Community and Economic Development Department's 2014-2015 Planning Initiatives. MIG Inc., a planning and public engagement firm, was contracted by the City to develop and implement a robust outreach process. As part of that process, interviews were conducted with 18 stakeholders representing a variety of interests, including developers, realtors, land use organizations, advocacy groups, and service providers working in the City of Salinas.

### Methodology

The purpose of these interviews was to capture recommendations about needs and issues the City should prioritize. A stakeholder interview protocol and set of questions was developed by MIG in collaboration with City staff to guide the discussions. Participants were asked to describe the work of their organization, their organizational or community needs, and the priority needs of their clients. Finally, participants were asked what policies or practices the City could pursue to assist the organization in furthering its goals and pursuits.

Group stakeholder interviews were conducted over a two-day period on February 4-5, 2015. Approximately 45 individuals from 15 groups representing community, business, and government interests in Salinas were invited to participate. Approximately 18 individuals were interviewed during this initial round, and one individual was later interviewed by telephone. Each interview lasted approximately one hour and was led by MIG. City staff also participated in some of the interviews, generally as observers. Participants were selected from recommendations provided by the City.

The key findings of the stakeholder interviews are organized into four general categories: 1) Homelessness, Health, and Safety Issues; 2) Housing and Housing Advocacy Issues; 3) Services for Youth, Seniors, and Persons with Disabilities; and 4) Farm Worker Issues. The summaries below describe the understanding of stakeholders of the current conditions and needs of the Salinas. The changes to policies and programs suggested below are also paraphrased to reflect statements expressed by the stakeholders.

## II. Homelessness, Health and Safety Issues

### Key Findings and Themes

- **Assist providers financially and programmatically with implementation of "Housing First"** – Stakeholders explained that HUD funding policy is shifting to a "housing first" model that emphasizes placement into affordable and permanent housing of individuals and families experiencing homelessness prior to provision of services. Affordable housing providers will no longer be able to require residents to remain sober from alcohol or drugs. This new model will require more resources that individually house fewer residents. As one stakeholder explained, "The hardest to serve will take a disproportionate amount of housing." Service providers of transitional and permanent affordable housing said they would need guidance and assistance in implementing this policy change.
- **Find methods for allowing motel/hotel conversion to permanent supportive housing** – Policy restrictions outside of the City's control impede creation of supportive residential uses. A County policy, for instance, prevents affordable developers from converting hotels and motels into transitional or permanent supportive housing. Housing providers encouraged the City to identify similar federal, State, and County policy impediments to affordable housing production, and then create potential regulatory solutions to address these obstacles.

- **Invest in homeless shelters and implement related code enforcement strategies** – Stakeholders agreed that in order for the City to encourage successful investment in projects in the downtown, code enforcement to encourage the homeless to seek shelter and resources had to come first. As one stakeholder put it, “You can’t build a parking structure and expect people to use it without curb parking enforcement.” In other words, if you want the homeless to seek shelter and take advantage of resources, you have to enforce codes and regulations that forbid homeless encampments.

Before enforcement of regulations, however, additional resources must be focused to house the homeless. Currently, only 145 shelter beds exist for the estimated 600 un-housed homeless individuals living in Salinas, as of 2013. Even so, one stakeholder believed this estimate to be an undercount. Stakeholders stressed the allocation of resources to expand homeless shelters and health services before implementation of code enforcement can be effective.

- **Focus on the young adult homeless population** – Many young adults from 18 to 26 reportedly are homeless. They do not receive support from their families and they generally do not qualify for HUD youth supportive services targeted at individuals emerging from the foster care system. Additionally, discrepancies in the methodologies for categorizing and counting the young homeless individuals mean that the full extent of the problem is not well presented. For instance, a relatively recent survey of city high school students found that approximately 7,000 youth are considered homeless by school district standards. However, HUD homeless count methodology does not account for this group because they are temporarily sheltered by a relative, “couch-surfing” with friends, or in other temporary housing arrangements. These young people, it was explained, are unlikely to have familial support due to their transitional home situations. If they become street homeless at the age of 18, they are then unlikely to qualify for youth homeless services.
- **Prioritize timely disbursement of grant funds** – The federal government has continued to decrease funding for CDBG, HOME, and ESG, and reporting requirements have become a lengthy and complicated process. Program recipients of federal funding acknowledge the City is doing the best it could with limited staffing resources. However, they found the delay in receiving grant money from the City a substantial burden on their operations. Stakeholders encouraged the City to prioritize timely process and disbursement of grant funds to alleviate financial burdens on grassroots and community organizations.
- **Address City staff turnover to maintain highly qualified staff and institutional knowledge** – Stakeholders were sympathetic to the City’s financial difficulties but lamented the high turnover of City staff. While interviewees felt that the City workers are dedicated and effective despite limited resources, stakeholders strongly felt the issue of high turnover needed to be addressed to create sustainable relationships and to effectively coordinate with the City.
- **Commit to a focus on public health** – Public health programs and efforts largely have been relegated to the County. Salinas needs to ensure health is a focus in government operations and policy. As one stakeholder emphasized, health is an overarching theme that can be applied to all community and housing needs. One way the City is already doing this is by the creation of a Homeless Service Coordinator position that focuses on comprehensive solutions to homelessness. This investment is one example of how the City can begin to make decisions from a public health perspective.

### III. Housing and Housing Advocacy Issues

#### Key Findings and Themes

- **Align City goals with State goals for competitive funding opportunities** – Stakeholders acknowledge the City’s difficulties of addressing the wide variety of pressing needs with limited resources. However, providers and advocates suggested the City could pursue funds more aggressively, including, for instance, the State of California’s cap-and-trade fund.

- The Affordable Housing and Sustainable Communities (AHSC) Program, under the cap-and-trade program, funds “land-use, housing, transportation, and land preservation projects to support infill and compact development that reduces greenhouse gas (GHG) emissions.”
- A recommendation was made for the City review and plan for grant opportunities, particularly for grants to fund feasibility studies and cost estimates. This would lay the foundation for the City to later apply for grants to fund these potential projects.
- **Remove or revise the in-lieu fee policy** – According to some interviewees, providing developers the option to pay a fee into a local housing fund functions as disincentive for production of affordable housing units. Stakeholders were clear in their belief that affordable housing production would increase if the in-lieu fee option (currently option 3 in the Inclusionary Housing Ordinance) was removed as an alternative to actually building affordable housing units.
  - Affordable housing is built faster and more efficiently when market-rate developers build it as a part of their projects. The production of affordable housing through in-lieu fees requires the City to take additional steps that impede timely and efficient housing production, such as identifying viable properties, enlisting an affordable housing developer, and finding matching funds to help complete the project.
  - One interviewee emphasized how “in-lieu fees exacerbate racial and economic segregation.” Off-site construction of affordable housing funded by in-lieu fees (rather than integrating affordable units with market-rate units within the same complex) will typically focus on areas where land is inexpensive and likely in neighborhoods with higher poverty concentrations. If developers are required to build affordable housing in conjunction with market-rate housing, tenants have readier access to amenities and resources more commonly available in less impoverished neighborhoods.
- **Create “transit proximity zones”** – The City can encourage affordable housing and transit-oriented development by formally establishing transit proximity zones near existing or future transit options. Various templates exist but can generally include reduced parking requirements per unit and increased allowable densities. To promote the creation of affordable housing, density bonuses can allow for an increase over established maximum allowable residential density. These zones become designated transportation hubs and incentivize affordable and market rate development near transit by reducing the cost of development per unit.
- **Promote a landlord responsibility and tenants rights training** – While owners/managers of larger developments or companies generally require their staff to undergo landlord education trainings to avoid liability issues, owners and landlords with less property or organizational sophistication may not have such resources. A requirement or incentive for smaller and mid-range property owners to undergo a training may prevent property owners from unknowingly breaking housing and tenant laws. One service provider suggested the City make this a requirement for landlords by tying to business license requirements, for instance.

Legal service organizations are already providing landlord education training at no cost, but many small property owners may be unaware. The City could require that landlords take this training with a legal service provider or at minimum promote awareness of the service. It was suggested that this partnership would likely improve the relationship between advocacy organizations and landlords, which would prove beneficial for future interactions.

- **Address the bedbug problem** – Bedbug infestations in housing complexes are reported to be a significant issue in Salinas. The interviewees suggested that the City help coordinate or assist landlords with mass fumigation efforts. Stakeholders explained that landlords often claim that tenants are responsible for bringing bedbugs to a property, thereby justifying inaction. In larger multiunit properties, bedbug infestations are particularly difficult because they spread rapidly and because of the difficulty identifying a source of origin. The City could assist tenants by passing a bedbug ordinance that clearly defines bedbugs

as a public nuisance and enforces a property owner's obligation to provide tenants a home free of bed bugs.

- **Continue to compensate community organizations for outreach efforts** – Several stakeholders agreed that the City has improved its efforts in recent years to include and engage the community in planning efforts. In particular, it was noted that the City should continue to financially compensate community organizations for their outreach efforts. Nonprofits have often built strong relationships with their community and are often more successful at recruiting members of their constituencies to attend a workshop or to complete a survey. Outreach grants fairly compensate community organizations for their efforts, and they also work to strengthen collaborative relationships between City staff and community organizations.
- **Address overcrowding through affordable housing production and a secondary dwelling unit amnesty ordinance** – Many stakeholders interviewed perceived overcrowding as a substantial and important issue the City needs to address. It was explained that there are legal questions related to limits on occupancy of residential units but that the City can tackle overcrowding by encouraging affordable housing production. Another stakeholder indicated the city could do more to encourage or legalize secondary dwelling units (SDUs), also known as “granny units.” The City should review templates in other cities that have implemented amnesty projects—such as Daly City—to successfully increase unit legalization and safety concerns.

## IV. Services for the Youth, Seniors, and Persons with Disabilities

### Key Findings and Themes

- **Consider housing development aimed at young adults** – An overall shortage of housing was reported in Salinas. However, one stakeholder indicated the importance of a diversified housing stock for attracting and retaining young adults. In particular, smaller studio or one-bedroom apartments are reportedly scarce in areas with amenities and entertainment. As a result, young people interested in moving out of their parents' home for the first time or moving back after college find themselves unable to find suitable housing to meet their personal needs.
- **Prioritize the construction of housing with supportive services for persons with disabilities and/or with mental health conditions** – Salinas has no permanent housing with supportive services specific to people with physical disabilities. One stakeholder indicated that Interim, a county-wide organization, offers 20 affordable housing units in Salinas with supportive services for people with mental health issues, but the facility does not house individuals with physical disabilities. A substantial need in Salinas to provide housing for this population was reported.
- **Launch a know-your-rights educational campaign** – Low-income parents with children with disabilities do not know their rights or the possible resources available to them. The City can possibly coordinate with the schools to reach out to parents with children with disabilities.
- **Support the Family Friend & Neighbor (FFN) child care model** – Family, friend and neighbor providers (FFN) include grandparents, aunts and uncles, elders, older siblings, friends, neighbors, and others who help families take care of their young children on an informal basis. FFN providers are exempt from licensing and not regulated by the state. FFN care is very common type of child care in Salinas for infants and toddlers. Although some FFN providers receive subsidies, the City is encouraged to coordinate and support learning opportunities, help create resources and distribute child development materials, and assist in building networks among FFN providers.

## V. Farm Worker Issues

### Key Findings and Themes

- **Facilitate a partnership for agricultural growers to contribute to farm worker housing** – The shortage of available and affordable farm worker housing is impacting operations of agricultural growers. In some sectors of the agricultural industry in Salinas, a shortage of labor is reportedly due to high cost of living in the area. Workers choose to relocate to other farming areas where rents are more affordable. It was reported that agricultural growers are willing to financially contribute to addressing the housing need of their workers but would prefer an affordable housing developer to develop and manage housing sites. Housing development and management is not their business line of business, they say. A housing trust fund or similar structure has been discussed as a possible solution. The City might help facilitate such an opportunity for growers to address the housing shortage for farm workers by mediating or convening negotiations, by researching possible trust fund structures, or by working to provide matching or seed funds.
- **Childcare for shift schedules** – The nature of some employment, like that of farm workers or workers in agricultural processing plants, means that schedules are irregular, often starting as early as 4AM or into the evening as late as midnight. For workers with young children, this challenge becomes a source of anxiety since it is often difficult to arranging child-care during off hours. The result is that parents have to rely on childcare that is informal and unlicensed. It was recommended that the City encourage or incentivize existing centers to analyze and respond to the needs of parents with atypical work schedules.

## **VI. Appendices**

**Stakeholder Invitation List**

**Sample Invitation Email Message**

**Stakeholder Interview Protocol**

**Stakeholder Interview List and Schedule**

**Stakeholder Invitation List**

| Stakeholder Interest                          | Names               | Title                              | Organization   |
|---|---------------------|------------------------------------|--|
| <b>Affordable Housing Developers/Managers</b> | Alfred Diaz Infante | Executive Director                 | CHISPA   |
|   | Betsy Wilson        | MidPen Housing                     | Watsonville Housing  |
|   | Starla Warren       | Executive director                 | Monterey Co Housing Authority Development Corp                       |
|   | Jean Goebel         | Executive Director                 | Housing Authority of County of Monterey                              |
| <b>Market Housing Developers/FGA</b>          | Hugh Bikle          |                                    | Creekbridge Homes  |
|   | Brian Finegan       | Attorney                           |  |
|   | Ray Harrod Jr.      |                                    | Harrod Construction  |
|   | Brad Smith          |                                    | Monte Bella Homes  |
| <b>Disabled Services</b>                      | Olivia Quezada      | Program manager                    | Central Coast Center for Independent Living                          |
|   | Laura Contreras     | Housing Assistant, Monterey County | Housing Choices Coalition for People with Developmental Disabilities |
| <b>Fair Housing</b>                           | Stephanie Rabiner   |                                    | Project Sentinel   |
|   | Elena Dineen        | Directing Attorney                 | CRLA   |
|   | Jane Barr           |                                    | Monterey Co Office of Housing and Economic Development               |
|   | Nancy DeSerpa       | Constituent Housing Issues aide    | Office of Congressman Sam Farr                                       |
| <b>Homebuyers/ Housing Counseling</b>         | Sandy Haney         | CEO                                | Monterey Co Assoc of Realtors  |
|   | Socorro Bernal      | Housing Counselor                  | Housing Resource Center  |
|   | Leila Emadin        | Executive Director                 | Housing Resource Center  |



| Stakeholder Interest                        | Names                 | Title   | Organization  |
|---|-----------------------|---|---|
| <b>Low Income Tenants/Poverty</b>           | Tim McManus           | Lead Organizer                                | COPA  |
|   | Jeanette Pantoja      |   | BHC   |
|   | Lee Hulquist          | Executive Director                            | Food Bank of Monterey County                            |
| <b>Senior Services</b>                      | Theresa Sullivan      | Director                                      | Alliance on Aging                                       |
|   | Kalah Bumba           | Board Chair                                   | Salinas Senior Center                                   |
|   | Philip M. Geiger      | Development Director                          | Legal Services for Seniors                              |
| <b>Homeless Issues/Transitional Housing</b> | Kathy Theomi          |   | Monterey County Coalition of Homeless Service Providers |
|   | Glorietta Rowland     | Monterey County Homeless Services Coordinator | Dept. of Social Services (formerly County C of C)       |
|   | Jill Allen            | Executive Director                            | Dorothy's Place, Franciscan Workers of Junipero Sera    |
|   | Barbara Mitchell      | Executive Director                            | Interim Inc.  |
|   | Reyes Bonilla         | Director                                      | Shelter Outreach Plus                                   |
|   | Steven Duran          | Director of Programs                          | Peacock Acres   |
|   | Brian Contreras       | Director                                      | Second Chance   |
|   | Don Reynolds          |   | Dept. of Pub Works                                      |
| <b>Alisal Area</b>                          | Maria Orozco          | Economic Development Specialist               | City of Salinas   |
|   | Lorie Chamberland     | Executive Director                            | Alisal Family Resource Center                           |
|   | Jose Martinez-Saldana | Executive Director                            | Salinas United Business Association                     |

| Stakeholder Interest                                   | Names                | Title                              | Organization                             |
|--|----------------------|------------------------------------|--|
| <b>Alisal Area</b>                                     | Juan Carlos Gonzales |                                    | Urban Arts Collaborative                 |
|  | Luis Suarez          |                                    | Baktun 12 (East Salinas Community Group) |
| <b>Economic Development/business community/Lenders</b> | Peter Kasavan        |                                    | SPARC                                    |
|  | Jessica McKillip     | Executive Director                 | Oldtown Salinas Association              |
|  | Andrea Neid          | Executive Dir                      | CSUMB Small Business Development Center  |
|  | Paul Farmer          | President                          | Salinas Valley Chamber of Commerce       |
| <b>Farmworker Housing Issues</b>                       | Martin Alvarez       | United Farm Workers of America     |  |
|  | Juan Uranga          | Center for Community Advocacy      | Executive Director                       |
| <b>Children and Youth Services</b>                     | ?                    | City Youth Advisory Commission rep |  |
|  | Kristan Lundquist    | Recreation Centers Supervisor      | Dept. of Parks and Community Services    |
|  | Francine Rodd        | Executive Director                 | First 5 Monterey County                  |
|  | Jim Rear             | Executive Director                 | Sunrise House                            |
| <b>Persons with AIDS</b>                               | Kim Keefer           | Executive Director                 | Central Coast HIV/AIDS Services          |
| <b>Land Use Policy Organizations</b>                   | Amy White            | Executive Director                 | Land Watch                               |
|  | Sherwood Darington   | Managing Director                  | Agricultural Land Trust                  |

| Stakeholder Interest                    | Names                    | Title                               | Organization                        |
|---|--------------------------|-------------------------------------|-------------------------------------|
| <b>Real estate professionals</b>        | Christie Cromeenes       | Executive Director                  | Central Coast Builders Association  |
|   | Tivisay Rodriguez-Gracia | Resident manager                    | Pointe at Hardin Ranch              |
|   | Gloria Moore             |                                     | Gloria Moore Realtors               |
|   | John McCormack           |                                     | JNM Real Estate Co.                 |
|   |                          |                                     |                                     |
| <b>Agricultural Interests (Growers)</b> | Norm Groot               | Executive Director                  | Monterey County Farm Bureau         |
|   | Jim Bogart               | Monterey Grower-Shipper Association | Monterey Grower-Shipper Association |
|   |                          |                                     |                                     |
|   |                          |                                     |                                     |

**Total Number of People Invited**

**57**

## Sample Invitation Email Message

# WHAT DO YOU HAVE TO SAY ABOUT HOUSING AND COMMUNITY PROGRAMS IN SALINAS?



Group Interview Invitation: Farm & Agricultural Community in Salinas

**Thursday, February 5, 2015**  
**8:30 am to 9:15 am**

Community and Economic Development Department  
65 W. Alisal Street, 2nd Floor, Salinas

Dear Stakeholder,

The City of Salinas is updating several plans and policies regarding the City's housing and community needs. These include the 5-year Consolidated Plan, the Housing Element, the Analysis to Fair Housing, the Alisal Homeownership and Neighborhood Revitalization Strategy Area (AHNRSA), and the Inclusionary Housing ordinance. The City is interested in obtaining community input from a diverse constituency. MIG, a planning firm specializing in community engagement, is assisting the City in reaching out to community, business, nonprofit, and governmental leaders. Given your knowledge and experience of Salinas, we would like to invite you to participate in a stakeholder discussion coordinated by MIG and related to the *Farm & Agricultural Community in Salinas*.

This specific stakeholder discussion related to the *Farm & Agricultural Community in Salinas* will take place at the Office of Community and Economic Development at 65 W. Alisal Street, Second Floor, in Salinas. The discussion will only include participants identified by City staff. The discussion will be confidential and input gathered will be reported in an aggregate form. If you are interested in participating, please reply to this email or call (510) 845-7549 to notify Noé Noyola, MIG's Project Manager, to confirm your attendance or to ask any questions about the interview. Should you have any concerns please contact our staff contact for this effort at [jennifer.coile@ci.salinas.ca.us](mailto:jennifer.coile@ci.salinas.ca.us).

Thank you for your time. We look forward to hearing from you.

Doug Yount

Interim Director, Community and Economic Development Department

*For more information about the housing initiatives and/or disabled persons requiring accommodation in order to participate in the meeting, please contact the Community and Economic Development Department, City of Salinas, 65 West Alisal Street, Salinas, CA 93901, (831) 758-7206 or email to [jennifer.coile@ci.salinas.ca.us](mailto:jennifer.coile@ci.salinas.ca.us). Hearing impaired or TTY/TDD text telephone users may contact the City by dialing 711 for the California Relay Service (CRS) or by telephoning any other service providers' CRS telephone number.*



**Stakeholder Interview Protocol**

## Salinas Housing and Community Development Planning Initiatives

Stakeholder Group Interviews - Protocol

February 4-5, 2015,

City Offices, Salinas, CA

### I. **WELCOME AND INTRODUCTIONS (5 Min)**

- a. **Welcome** - Facilitator welcomes group or individual and introduces MIG staff
  
- b. **CEDD Housing Initiatives Overview** – Facilitator reviews the HCD Housing Initiatives Project, its underlying goals to update the five documents as required by law, and the essential structure of the process [hand them the fact sheet which describes the documents and shows the overall calendar of the process in addition to the five workshops].
  
- c. **Evaluation Overview**
  - i. **Goals** – Facilitator explains the purpose of the assessment process; to understand how efficiently the Housing and Community Programs work and to understand program needs of Salinas residents and communities.
  
  - ii. **Methods** – Facilitator explains the overall method of MIG evaluation, including interviews, survey, workshops, and Group Interviews, reports.
  
- d. **Group Interview Purpose** – Facilitator explains that the purpose of the Group Interview is to identify and record community issues and needs from stakeholders identified by the City of Salinas; review effectiveness of current programs, policies and/or projects; and to help propose possible solutions.
  
- e. **Group Interview Process**
  - i. **Style** - Informal conversation with guiding questions
  
  - ii. **Questions** – A mix of questions including those that elicit individual or organizational examples, some follow up questions, and some that may be hypothetical questions.
  
  - iii. **Answers** – Honest and constructive feedback about conditions and needs of Salinas, about how to improve the overall programs as well as to help managers get a sense of what the impact of the program has been.

- iv. **Process** – (10-15) questions, some only for specific categories, 45 minutes to 1 hour duration. The questions are divided into the following general sections:
  - 1. **Question about the Organization(s)**
  - 2. **Existing Programs**
  - 3. **Priority Housing Needs**
  - 4. **Long-term Community Solutions**

## **QUESTIONS ABOUT THE ORGANIZATION(S)**

- f. **Participant(s) Intro** – (1.) Please tell us a little bit about your organization/business and your role in the organization?
- g. **Organizational Priorities** – (2.) What are the current projects that your organization/business is working on? What are the organizational priorities?

## **II. QUESTIONS ABOUT EXISTING PROGRAMS**

- a. **Program Reliance** – (3.) To what extent does your organization rely on funding from the Department of Community and Economic Development? (i.e. CDBG, HOME, ESG) What programs/efforts from your organization do these grants fund?
- b. **Program Quality** – (4.) Generally, how effective have Housing and Community Development programs been at improving the quality of life in the City? How, if at all, have they created more opportunities for low/mod families?
- c. **Program Feedback** – (5.) If you could provide some feedback to staff, what, if any, administrative or programmatic changes would you suggest?

## **III. QUESTIONS ABOUT PRIORITY HOUSING NEEDS**

- a. **Most Underserved Groups** – (6.) Which categories of people do you consider the most at risk in for achieving safe and decent housing? What are their primary obstacles?
- b. **Housing Conditions** – (7.) Overcrowding and Substandard conditions have been reported as key issues in Salinas, what is your perspective on this? What solutions might you suggest?



- c. **Homelessness** – (8.) How would you characterize the impact that the homeless issue is having on Salinas? What approach, if any, would you suggest for confronting the issue?

#### IV. **QUESTIONS ABOUT LONG TERM COMMUNITY SOLUTIONS**

- a. **Long term Impact** – (9.) Beyond housing related issues, what are the primary community issues in Salinas? What interventions would you encourage the city to implement for producing the most long term impacts?
- b. **Youth Issues** – (10.) Addressing youth development has been reported as root solutions to addressing a variety of city conditions (particularly crime and gang activity), what specific approaches would you suggest concerning young people?
- c. **Opportunities** – (11) What other community opportunities do you see emerging that the city should try to leverage?
- d. **Regional Context**-(#) How do you see Salinas' location as a determination of its destiny, i.e. economy servicing the more robust economies of the Monterey Peninsula and Carmel Valley? *Example: Habitat for Humanity wants to work in Salinas – high need and lower priced properties to build/repair houses, but its volunteer base in the wealthy areas won't come to Salinas because of security fears*

#### V. **QUESTIONS ABOUT HOUSING DEVELOPMENT**

- a. **Types of Housing** – (12.) What type of housing does the Salinas market need?
- b. **Large Family Units** – (13.) What, if any, reasons limit production of units larger than 2 bedrooms?
- c. **Development Obstacles** – (14) What are the primary obstacles keeping you from developing housing?
- d. **Development Incentives** – (15) Given limited resources, what incentives might the City use or leverage to stimulate development, particularly for low and moderate income families?
- e. **Special Needs groups** – (#) Any comments on the housing situation of special needs groups such as people with AIDS, seniors, single parent households, farmworkers?

**Stakeholder Interview List and Schedule**

| <b>Stakeholder Interest</b>                         | <b>Stakeholder</b>  | <b>Organization</b>  |
|---|---|--|
| <b>2/4 at 9:30 AM</b>                               |   |  |
| <b>Fair Housing</b>                                 | Stephanie Rabiner<br>Elena Dineen, Directing Attorney   | Project Sentinel<br>CRLA   |
| <b>2/4 at 10:30 AM</b>                              |   |  |
| <b>Homebuyers/ Housing Counseling</b>               | Kevin T. Stone  | Monterey County Association of Realtors                                  |
| <b>2/4 at 11:30 AM</b>                              |   |  |
| <b>Low Income Tenants/Poverty</b>                   | Jeanette Pantoja  | Building Healthy Communities   |
| <b>2/4 at 1:30 PM</b>                               |   |  |
| <b>Disabled Services</b>                            | Olivia Quezada, Program manager   | Central Coast Center for Independent Living                              |
| <b>2/4 at 2:45 PM</b>                               |   |  |
| <b>Persons with AIDS</b>                            | Kim Keefer, Executive Director  | Central Coast HIV/AIDS Services  |
| <b>2/4 at 3:30 PM</b>                               |   |  |
| <b>Senior Services</b>                              | Teresa Sullivan, Director<br>Kalah Bumba, Board Chair<br>Philip M. Geiger, Development Director | Alliance on Aging<br>Salinas Senior Center<br>Legal Services for Seniors |
| <b>2/4 at 4:30 PM</b>                               |   |  |
| <b>Homeless Issues/Transitional Housing</b>         | Reyes Bonilla, Director<br>Allen Balinsky<br>Steven Duran, Director of Programs                 | Shelter Outreach Plus<br>Interim Inc.<br>Peacock Acres                   |
| <b>Stakeholder Interest</b>                         | <b>Stakeholder</b>  | <b>Organization</b>  |
| <b>2/5 at 9:30 AM</b>                               |   |  |
| <b>Affordable Housing Development</b>               | Luis Preciado   | MidPen Housing   |
| <b>2/5 at 11:00 AM</b>                              |   |  |
| <b>Farmworker Housing Issues</b>                    | Juan Uranga, Executive Director<br>Alfred Diaz Infante, Executive Director                      | Center for Community Advocacy (CCA)<br>CHISPA                            |
| <b>2/5 at 12:30 PM</b>                              |   |  |
| <b>Homelessness Issues / Health/ Safety/ Policy</b> | Don Reynolds  | Salinas Public Works Department  |
| <b>2/5 at 3:00 PM</b>                               |   |  |
| <b>Land Use Policy Organization</b>                 | Sherwood Darington  | Agricultural Land Trust  |
| <b>2/5 at 4:00 PM</b>                               |   |  |
| <b>Real Estate Professionals</b>                    | Gloria Moore  | Gloria Moore Realtors  |
| <b>3/10 at 9:30 AM by telephone</b>                 |   |  |
| <b>Children</b>                                     | Francine Rodd   | First 5 Monterey County  |



## APPENDIX C-4

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City of Salinas Housing Initiatives COPA Engagement Report



**City of Salinas Housing Initiatives  
COPA Engagement Report #1**

**House Meetings at St. Mary’s Catholic Church, Los Padres School, Sacred Heart Catholic Church, Christo Rey Catholic Church and Hartnell College – February & March 2015**

**Participants:**

| <b>#</b> | <b>Name</b>       |
|----------|-------------------|
| 1        | Laura             |
| 2        | Maricruz Cuevas   |
| 3        | Leticia           |
| 4        | Blanca            |
| 5        | Griselda          |
| 6        | Maria S           |
| 7        | Esperanza M       |
| 8        | Socorro S         |
| 9        | Leticia Morales   |
| 10       | Alma Lopez        |
| 11       | Matilde           |
| 12       | Abundio Vasquez   |
| 13       | Maria R. Diaz     |
| 14       | Celestino Cruz    |
| 15       | Antonia Figueroa  |
| 16       | Susana Blanca     |
| 17       | Luz Maria         |
| 18       | Araceli Cazares   |
| 19       | Maria Ruiz        |
| 20       | Matilde de Lazaro |
| 21       | Linda Oliveros    |
| 22       | Mayra Jaime       |
| 23       | Norma Areliz      |
| 24       | Consuelo Jimenez  |
| 25       | Celeste Marquez   |
| 26       | Rosa De La Cruz   |
| 27       | Trinidad Mendoza  |
| 28       | Jaime Andrade     |
| 29       | Delfino Garcia    |
| 30       | Mario Sanchez     |
| 31       | Seferino Rosas    |



|    |                     |
|----|---------------------|
| 32 | Grabriela A         |
| 33 | Josefina Iniguez    |
| 34 | Ricardo             |
| 35 | Cristino Diaz       |
| 36 | Maria S             |
| 37 | Enrique Pacheco     |
| 38 | Marina Rodriguez    |
| 39 | Paty Murillo        |
| 40 | Irma Ramirez        |
| 41 | Julieta Mar         |
| 42 | Ana Cortez          |
| 43 | Racardo Gutierrez   |
| 44 | Maria Ceja          |
| 45 | Cindy Ramirez       |
| 46 | Jose Armenta        |
| 47 | Luis Contreras      |
| 48 | Martha Montez       |
| 49 | Cecilio Suarez      |
| 50 | Nayeli Hernandez    |
| 51 | Silvestre Mondragon |
| 52 | Pablo Enriquez      |
| 53 | Silvia Aguilar      |
| 54 | Ana Maria Oropeza   |
| 55 | Karla Franco        |
| 56 | Jaqueline Cruz      |
| 57 | Flor Garcia         |
| 58 | Francisco Cruz      |
| 59 | Cruzito Sanchez     |
| 60 | Lupita Montejano    |
| 61 | Crystal Rivera      |
| 62 | Yolanda Perez       |
| 63 | Trinidad Alvarez    |
| 64 | Grabriela A         |
| 65 | Jacinto Ramirez     |
| 66 | Jesus Alcantar      |
| 67 | Betty Campos        |
| 68 | Mirella Bautista    |
| 69 | Amilcar Lara        |



|    |                     |
|----|---------------------|
| 70 | Jasmin Perez        |
| 71 | Yadira Martinez     |
| 72 | Mauricio Juarez     |
| 73 | Estefania Hernandez |
| 74 | Maria A. Aguilar    |
| 75 | Ana Ledesma         |

53 of the participants were monolingual Spanish speakers  
4 of the participants were monolingual English speakers  
18 of the participants were bilingual in Spanish and English  
42 participants shared that their primary employment was agricultural workers  
10 participants shared that they are full-time students at Hartnell College

Guadalupe Flores led the house meeting and meeting was held in Spanish.

### **Agenda**

- I. Opening (10 minutes)
  - a. Welcome
  - b. Introductions
  - c. Focus
    - i. To find new leaders to become part of COPA's core team.
    - ii. To identify key stories regarding housing that can inform the city's policy updates.
    - iii. Teach them how to organize a house meeting
- II. Conversation (45 minutes)
  - a. Question #1: What concerns do you have regarding your living situation here in Salinas?
  - b. Question #2: What stories do you have regarding your housing situation?
  - c. Question #3: What improvements do you need to the housing situation in Salinas in order for your family to thrive?
- III. Next Steps (5 minutes)
  - a. Participate in COPA Housing Strategy Team?
  - b. Attend a City of Salinas Housing Workshop (various dates)
- IV. Closing





**Response to Question #1:** What concerns do you have regarding your living situation here in Salinas?

| #  | Name              | Response                                      |
|----|-------------------|---|
| 1  | Laura             | Rent is too high                              |
| 2  | Maricruz Cuevas   | Old houses in poor conditions                 |
| 3  | Leticia           | Not enough parking spaces in streets          |
| 4  | Blanca            | Trash every where                             |
| 5  | Griselda          | Houses are too expensive                      |
| 6  | Maria S           | Rent is too high                              |
| 7  | Esperanza M       | Not enough activities for youth               |
| 8  | Socorro S         | Not enough activities for youth               |
| 9  | Leticia Morales   | Gang problems                                 |
| 10 | Alma Lopez        | Lots of violence                              |
| 11 | Matilde           | Health insurance is too high                  |
| 12 | Abundio Vasquez   | Not enough resources for undocumented people  |
| 13 | Maria R. Diaz     | Not too many after school activities for kids |
| 14 | Celestino Cruz    | Not well paid jobs                            |
| 15 | Antonia Figueroa  | More jobs                                     |
| 16 | Susana Blanca     | Pollution is bad                              |
| 17 | Luz Maria         | Parking space not enough                      |
| 18 | Araceli Cazares   | Not enough recreational centers               |
| 19 | Maria Ruiz        | Rent too high                                 |
| 20 | Matilde de Lazaro | Old buildings                                 |
| 21 | Linda Oliveros    | Old apartments                                |
| 22 | Mayra Jaime       | Expensive houses                              |
| 23 | Norma Areliz      | Discrimination against undocumented people    |
| 24 | Consuelo Jimenez  | Minimum wage is not enough                    |
| 25 | Celeste Marquez   | Not enough parks for kids to play             |
| 26 | Rosa De La Cruz   | Education system very poor                    |
| 27 | Trinidad Mendoza  | Childcare too high                            |
| 28 | Jaime Andrade     | Side walks in bad condition                   |
| 29 | Delfino Garcia    | Bad Pollution                                 |
| 30 | Mario Sanchez     | Rent is too high                              |
| 31 | Seferino Rosas    | Discrimination                                |



|    |                     |  |
|----|---------------------|--|
| 32 | Hermelinda marez    | Too much crime                             |
| 33 | Josefina Iniguez    | Shootings everywhere                       |
| 34 | Ricardo             | Not enough art programs for kids           |
| 35 | Cristino Diaz       | Not enough schools                         |
| 36 | Maria S             | Streets need lights, its too dark at night |
| 37 | Enrique Pacheco     | Drugs in schools                           |
| 38 | Marina Rodriguez    | Not enough jobs                            |
| 39 | Paty Murillo        | Homeless is increasing                     |
| 40 | Irma Ramirez        | Not affordable houses                      |
| 41 | Julieta Mar         | Houses are too expensive                   |
| 42 | Ana Cortez          | Not enough sports activities for kids      |
| 43 | Racardo Gutierrez   | Services not in Spanish                    |
| 44 | Maria Ceja          | Lack of transportation                     |
| 45 | Cindy Ramirez       | Poor living conditions                     |
| 46 | Jose Armenta        | Too much violence                          |
| 47 | Luis Contreras      | Violence everywhere                        |
| 48 | Martha Montez       | Teen Pregnancy                             |
| 49 | Cecilio Suarez      | Rent is too high                           |
| 50 | Nayeli Hernandez    | Hard to find houses for rent               |
| 51 | Silvestre Mondragon | Large families living in a small apartment |
| 52 | Pablo Enriquez      | We need affordable housing                 |
| 53 | Silvia Aguilar      | Not enough sports                          |
| 54 | Ana Maria Oropeza   | The living cost is too high                |
| 55 | Karla Franco        | Number of homeless is increasing           |
| 56 | Jaqueline Cruz      | More healthy food programs                 |
| 57 | Flor Garcia         | We need sports for youth                   |
| 58 | Francisco Cruz      | More recreational centers                  |
| 59 | Cruzito Sanchez     | Streets need t be repair                   |
| 60 | Lupita Montejano    | Lack of transportation                     |
| 61 | Crystal Rivera      | Not enough educational programs            |
| 62 | Yolanda Perez       | Not enough parent participation in schools |
| 63 | Trinidad Alvarez    | Art and culture programs                   |
| 64 | Grabriela A         | Rent is too high                           |
| 65 | Jacinto Ramirez     | Not enough jobs                            |
| 66 | Jesus Alcantar      | Poor living conditions                     |
| 67 | Betty Campos        | Parking spaces not enough                  |
| 68 | Mirella Bautista    | More parks                                 |
| 69 | Amilcar Lara        | More activities for kids                   |
| 70 | Jasmin Perez        | Not enough sports for kids                 |



|    |                     |                                    |
|----|---------------------|------------------------------------|
| 71 | Yadira Martinez     | Rent is too expensive              |
| 72 | Maruricio Perez     | Discrimination against farmworkers |
| 73 | Estefania Hernandez | Gang violence                      |
| 74 | Maria A. Aguilar    | Drugs in schools                   |
| 75 | Ana Ledesma         | Lack of transportation             |

**Responses to Question #2:** What stories do you have regarding your housing situation?

| #  | Name             | Response   |
|----|------------------|--|
| 1  | Laura            | “Inadequate housing conditions and dangerous neighborhoods”.   |
| 2  | Maricruz Cuevas  | “We work long hours in the fields, but not enough money to pay the rent of a 2 bedroom apartment”.   |
| 3  | Leticia          | “Undocumented children and parents have less access to resources”.                                   |
| 4  | Blanca           | “I live in a small messy garage without electricity and water and sleep on a cement floor”           |
| 5  | Griselda         | No response  |
| 6  | Maria S          | “Every family deserves a safe home”.   |
| 7  | Esperanza M      | “I’m stuck in this apartment and they won’t fix anything”.   |
| 8  | Socorro S        | “My heart has been busted since I moved in two years ago”.   |
| 9  | Leticia Morales  | “I moved to Salinas thinking for possible job opportunities”.  |
| 10 | Alma Lopez       | “I desperately need a bigger place that would fit all my family”.                                    |
| 11 | Matilde          | “Spending long hours at work are causing issues in my family”.                                       |
| 12 | Abundio Vasquez  | “My kids have to sleep in the living room because I can only afford to pay a one bedroom apartment”. |
| 13 | Maria R. Diaz    | “I need an affordable house for my kids”.  |
| 14 | Celestino Cruz   | “As a single mother, I need to work two jobs in order to support my three kids”.                     |
| 15 | Antonia Figueroa | “Being a low income parent makes it harder to afford to buy a house”.                                |



|    |                   |  |
|----|-------------------|--|
| 16 | Susana Blanca     | “Denying access to normal bathroom”  |
| 17 | Luz Maria         | “Renting an apartment with no heater is terrible during the winter, too cold”.   |
| 18 | Araceli Cazares   | “Sometime I feel like a prisoner in my own home”.  |
| 19 | Maria Ruiz        | “I still live with my parents because I can’t afford to pay a house”.  |
| 20 | Matilde de Lazaro | “I can’t afford anymore to live in a place like Salinas”.  |
| 21 | Linda Oliveros    | “Work opportunities are poor”.   |
| 22 | Mayra Jaime       | “Lack of availability of suitable housing for me”.   |
| 23 | Norma Areliz      | “The landlord just increased my rent payment and the house need some repair”.  |
| 24 | Consuelo Jimenez  | “My husband and I were denied a home loan last year due to my being on maternity leave and now renting a house garage is what I called my home”. |
| 25 | Celeste Marquez   | “Last year we lost our house because the house payments were too high, my income was not enough.”  |
| 26 | Rosa De La Cruz   | “I refuse to move to a different area in Salinas because I am afraid that renting will be more”.   |
| 27 | Trinidad Mendoza  | “I had a hard time renting a house because some landlords don’t like children and I have 4 kids”.  |
| 28 | Jaime Andrade     | “It took us 6 months to find an apartment with 2 kids due to discrimination”.  |
| 29 | Delfino Garcia    | “I was also discriminated because of my marital status”.   |
| 30 | Mario Sanchez     | “When I was looking for my first apartment I had people tell me that they wouldn’t rent me because I had an elderly person with me”.             |
| 31 | Seferino Rosas    | No response  |
| 32 | Hermelinda marez  | “I have worked 2 jobs my entire adult life and still not enough to provide a decent home to my kids”.  |
| 33 | Josefina Iniguez  | “We just want affordable housing for me and family, and stop stressing me out for not spending quality time with my kids                         |



|    |                   |   |
|----|-------------------|---|
|    |                   | with me working 2 jobs right now”.  |
| 34 | Ricardo           | “The cost of a house is just too much, I rather stay living in a 2 bedroom apartment sharing it with multiple families”.  |
| 35 | Cristino Diaz     | No response   |
| 36 | Maria S           | “People of color get different treatment then white people when buyig or renting homes”.  |
| 37 | Enrique Pacheco   | “We had to go out and buy a heater and its still pretty cold at night”.   |
| 38 | Marina Rodriguez  | “My room’s window has been broken for months and the landlord will never fix it, he told me”.   |
| 39 | Paty Murillo      | “Due to our bad living conditions my family and I haven’t been able to afford our needs such as food, so we only eat one meal per day”.   |
| 40 | Irma Ramirez      | “My daughter is working 3 jobs to support her 2 daughters and me and I help her with the girls and taking care of the house since I can’t work anymore”.                          |
| 41 | Julieta Mar       | No response   |
| 42 | Ana Cortez        | “I’m stuck here in this apartment, they won’t fix anything”.  |
| 43 | Racardo Gutierrez | “My heater has been busted since I moved in two years ago”.   |
| 44 | Maria Ceja        | “The main reason why I decided to live in Salinas was because of the multiple job opportunities in agriculture, but the cost for rent is increasing and my salary is not enough”. |
| 45 | Cindy Ramirez     | “The cost for rent is to pricey and working minimum age is not eough”.  |
| 46 | Jose Armenta      | No response   |
| 47 | Luis Contreras    | No response   |
| 48 | Martha Montez     | “I need an affordable house that would fit all my children”   |
| 49 | Cecilio Suarez    | “Renting a house for entire family came with a big financial cost”.   |
| 50 | Nayeli Hernandez  | “I’m currently having issues with my high school student about gangs due to long hours I spent working”.  |



|    |                     |  |
|----|---------------------|--|
| 51 | Silvestre Mondragon | "I could only rent a room because that's all I can afford".  |
| 52 | Pablo Enriquez      | "I have suffered discrimination while living in Salinas because I feel that the landlord is taking advantage of my lack of education and language barrier. |
| 53 | Silvia Aguilar      | No response  |
| 54 | Ana Maria Oropeza   | "I even have to deal with rats, cockroach, ants, etc because the landlord is not responding to our complaint".   |
| 55 | Karla Franco        | "The landlord has been increasing the rent month by month now".  |
| 56 | Jaqueline Cruz      | "I classify my living condition as poor".  |
| 57 | Flor Garcia         | No response  |
| 58 | Francisco Cruz      | "They were refusing a home loan because I have children with disabilities".  |
| 59 | Cruzito Sanchez     | "Due to working long hours and not having communication with my children has led them to misbehave in school and getting in trouble".                      |
| 60 | Lupita Montejano    | No response  |
| 61 | Crystal Rivera      | "I can't afford to only work one job".   |
| 62 | Yolanda Perez       | "I wish that someone could help us providing us with information on afterschool programs or day cares for my children".                                    |
| 63 | Trinidad Alvarez    | "It has been extremely hard for me to go to the hospital everytime I feel sick because I don't know English".  |
| 64 | Grabriela A         | "I don't know where to obtain help for a health insurance and I'm afraid to get deported to Mexico if I do so".  |
| 65 | Jacinto Ramirez     | No response  |
| 66 | Jesus Alcantar      | "My family and I feel scared because we don't know how to approach the problem and get the right help".  |
| 67 | Betty Campos        | "There is a huge need of educational services for our youth".  |
| 68 | Mirella Bautista    | "We ask for recreational center to help youth stay away from gangs or drugs".  |
| 69 | Amilcar Lara        | Response   |
| 70 | Jasmin Perez        | "More adult English classes are needed to  |



|    |                     |  |
|----|---------------------|--|
|    |                     | help parents get involve because it's a problem when communicating with my childrens' teachers".                     |
| 71 | Yadira Martinez     | No response  |
| 72 | Maruricio Perez     | "English classes to help parents translate important documents and other important documents".                       |
| 73 | Estefania Hernandez | "Living in the East side of Salinas has been hard because we hardly have resources center or programs for our kids". |
| 74 | Maria A. Aguilar    | No response  |
| 75 | Ana Ledesma         | No response  |

**Responses to Question #3:** What improvements do you need to the housing situation in Salinas in order for your family to thrive?

| #  | Name             | Response   |
|----|------------------|--|
| 1  | Laura            | Families receive rental assistance at no cost.       |
| 2  | Maricruz Cuevas  | Homeless services                                    |
| 3  | Leticia          | Housing assistance                                   |
| 4  | Blanca           | Public computer assistance for parents               |
| 5  | Griselda         | Refugee assistance                                   |
| 6  | Maria S          | Rental housing assistance                            |
| 7  | Esperanza M      | Home ownership assistance                            |
| 8  | Socorro S        | Energy saving programs                               |
| 9  | Leticia Morales  | Foreclosure prevention assistance                    |
| 10 | Alma Lopez       | Increasing quality, affordable after school programs |
| 11 | Matilde          | Overcoming language and cultural barriers            |
| 12 | Abundio Vasquez  | Preventing homelessness among high risk populations  |
| 13 | Maria R. Diaz    | Improvements for community facilities                |
| 14 | Celestino Cruz   | Senior centers                                       |
| 15 | Antonia Figueroa | Parks and playgrounds                                |
| 16 | Susana Blanca    | Water and sewer systems, rental housing assistance   |
| 17 | Luz Maria        | Foreclosure prevention                               |
| 18 | Araceli Cazares  | Daycare at no cost/ low cost /affordable             |
| 19 | Maria Ruiz       | Affordable childcare                                 |



|    |                     |  |
|----|---------------------|--|
| 20 | Matilde de Lazaro   | Youth center services                                    |
| 21 | Linda Oliveros      | Medical services   |
| 22 | Mayra Jaime         | Homeless services  |
| 23 | Norma Areliz        | Domestic violence programs                               |
| 24 | Consuelo Jimenez    | Senior services  |
| 25 | Celeste Marquez     | Legal services   |
| 26 | Rosa De La Cruz     | Job assistance   |
| 27 | Trinidad Mendoza    | Homelessness prevention                                  |
| 28 | Jaime Andrade       | Rental housing assistance                                |
| 29 | Delfino Garcia      | Home ownership assistance                                |
| 30 | Mario Sanchez       | Rental housing assistance                                |
| 31 | Seferino Rosas      | Provide education and services to residents              |
| 32 | Hermelinda marez    | Build and enhance communities                            |
| 33 | Josefina Iniguez    | Construct affordable apartment housing                   |
| 34 | Ricardo             | Construct housing and affordable multi family apartments |
| 35 | Cristino Diaz       | To build family apartments and rental homes              |
| 36 | Maria S             | Build senior apartments                                  |
| 37 | Enrique Pacheco     | Affordable 24 hr childcare                               |
| 38 | Marina Rodriguez    | Improve health services                                  |
| 39 | Paty Murillo        | Housing improvements                                     |
| 40 | Irma Ramirez        | Housing improvements                                     |
| 41 | Julieta Mar         | More health services                                     |
| 42 | Ana Cortez          | Education on agriculture                                 |
| 43 | Racardo Gutierrez   | Provide services on culture                              |
| 44 | Maria Ceja          | Develop youth services                                   |
| 45 | Cindy Ramirez       | Assistance on housing                                    |
| 46 | Jose Armenta        | Assistance on saving energy at home                      |
| 47 | Luis Contreras      | Provide transportation services at low cost              |
| 48 | Martha Montez       | Water safety   |
| 49 | Cecilio Suarez      | Provide senior resource centers                          |
| 50 | Nayeli Hernandez    | Youth activities   |
| 51 | Silvestre Mondragon | Housing assistance                                       |
| 52 | Pablo Enriquez      | Services for landlords and tenants                       |
| 53 | Silvia Aguilar      | Assistance on housing                                    |
| 54 | Ana Maria Oropeza   | Foreclosure prevention                                   |
| 55 | Karla Franco        | Homelessness prevention                                  |
| 56 | Jaqueline Cruz      | More schools for our kids                                |
| 57 | Flor Garcia         | Loan program assistance                                  |





|    |                     |                                 |
|----|---------------------|---------------------------------|
| 58 | Francisco Cruz      | Repair program assistance       |
| 59 | Cruzito Sanchez     | Housing assistance              |
| 60 | Lupita Montejano    | Education on different services |
| 61 | Crystal Rivera      | Housing assistance program      |
| 62 | Yolanda Perez       | Homeless services               |
| 63 | Trinidad Alvarez    | Housing improvement programs    |
| 64 | Grabriela A         | Housing programs                |
| 65 | Jacinto Ramirez     | Neighborhood program            |
| 66 | Jesus Alcantar      | Section 8 housing program       |
| 67 | Betty Campos        | Domestic violence programs      |
| 68 | Mirella Bautista    | Housing assistance              |
| 69 | Amilcar Lara        | Homelessness prevention         |
| 70 | Jasmin Perez        | Housing programs                |
| 71 | Yadira Martinez     | Housing services                |
| 72 | Mauricio Juarez     | Housing eligibility assistance  |
| 73 | Estefania Hernandez | Build senior apartments         |
| 74 | Maria A. Aguilar    | Improve healthcare services     |
| 75 | Ana Ledesma         | Affordable childcare programs   |

Participants were put in small groups and each of them had to share one thing for each answer and at the end of the house meeting the note taker of each group had to summarize what their answers were.



**City of Salinas Housing Initiatives  
COPA Engagement Report #2**

*House Meetings at St. Mary's Catholic Church & Sherwood Townhomes – 4/14/15*

***Participants:***

| <b>#</b> | <b>Name</b>        |
|----------|--------------------|
| 1        | Maricela Rojas     |
| 2        | Maria Aguilar      |
| 3        | Elena Gonzales     |
| 4        | Armando Ruiz       |
| 5        | Moises Bernardino  |
| 6        | Macrina Ruiz       |
| 7        | Melanie Cruz       |
| 8        | Emily Gutierrez    |
| 9        | Ana Pacheco        |
| 10       | Fabiola Rios       |
| 11       | Guadalupe Mancera  |
| 12       | Gabriel Castro     |
| 13       | Miguel Angel Ponce |
| 14       | Juan Garcia        |
| 15       | Grecia Hernandez   |
| 16       | Gregorio Alaniz    |
| 17       | Alfonso Martinez   |
| 18       | Claudia Mendoza    |
| 19       | Sabino Michaca     |
| 20       | Eva Mireles        |
| 21       | Martha Sanchez     |
| 22       | Elvira Sandoval    |
| 23       | Carlos Mendez      |

15 of the participants are monolingual Spanish speakers.  
8 are bilingual in Spanish and English.



Guadalupe Flores led the house meeting and meeting was held in Spanish.

***Agenda***

- I. Opening (10 minutes)
  - a. Welcome
  - b. Introductions
  - c. Focus
    - i. To find new leaders to become part of COPA's core team.
    - ii. To identify key stories regarding housing that can inform the city's policy updates.
    - iii. Teach them how to organize a house meeting
- II. Conversation (45 minutes)
  - a. Question #1: What is your current living situation?
  - b. Question #2: What are the housing challenges in the city of Salinas?
  - c. Question #3: What are the opportunities to improve housing in the City?
- III. Next Steps (5 minutes)
  - a. Participate in COPA Housing Strategy Team?
  - b. June 10<sup>th</sup> Salinas Housing Workshop
- IV. Closing



***Response to Question #1: What is your current living situation?***

| <b>#</b> | <b>Name</b>        | <b>Response</b>                      |
|----------|--------------------|--------------------------------------|
| 1        | Maricela Rojas     | With my parents                      |
| 2        | Maria Aguilar      | With family / House                  |
| 3        | Elena Gonzales     | With partner/ Apartment              |
| 4        | Armando Ruiz       | With partner/Apartment               |
| 5        | Moises Bernardino  | Live alone/ Apartment                |
| 6        | Macrina Ruiz       | With parents/ House                  |
| 7        | Melanie Cruz       | With family and spouse/ Apartment    |
| 8        | Emily Gutierrez    | With my children/ Apartment          |
| 9        | Ana Pacheco        | With family/ House                   |
| 10       | Fabiola Ceja       | With family / Apartment              |
| 11       | Guadalupe Heras    | Live Alone/ Low income apartments    |
| 12       | Gabriel Castro     | Live Alone/ Low income apartments    |
| 13       | Miguel Angel Ponce | With spouse/ Low income apartments   |
| 14       | Juan Garcia        | With spouse/ Low income apartments   |
| 15       | Grecia Hernandez   | Live Alone / Low income apartments   |
| 16       | Gregorio Alaniz    | With partner / Low income apartments |
| 17       | Alfonso Martinez   | With partner / Low income apartments |
| 18       | Claudia Mendoza    | Live Alone / Low income apartments   |
| 19       | Sabino Michaca     | Live Alone / Low income apartments   |
| 20       | Eva Mireles        | Live Alone / Low income apartments   |
| 21       | Martha Sanchez     | With spouse/ Low income apartments   |
| 22       | Elvira Sandoval    | With spouse / Low income apartments  |
| 23       | Carlos Mendez      | Live Alone / Low income apartments   |



***Responses to Question #2: What are the housing challenges in the city of Salinas?***

| #  | Name               | Response   |
|----|--------------------|--|
| 1  | Maricela Rojas     | Not enough affordable housing                              |
| 2  | Maria Aguilar      | Not too many youth programs                                |
| 3  | Elena Gonzales     | Not too many good schools                                  |
| 4  | Armando Ruiz       | Housing is too expensive                                   |
| 5  | Moises Bernardino  | We do not have access to local parks                       |
| 6  | Macrina Ruiz       | Not enough parks   |
| 7  | Melanie Cruz       | Lack of childcare  |
| 8  | Emily Gutierrez    | Not enough affordable housing for large families           |
| 9  | Ana Pacheco        | Not too many senior centers                                |
| 10 | Fabiola Ceja       | Not enough services for housing programs                   |
| 11 | Guadalupe Heras    | Not enough education to healthy food                       |
| 12 | Gabriel Castro     | There is a lot of descrimination on language and ethnicity |
| 13 | Miguel Angel Ponce | Gangs in the streets                                       |
| 14 | Juan Garcia        | Lots of shootings everyday                                 |
| 15 | Grecia Hernandez   | Not affordable houses                                      |
| 16 | Gregorio Alaniz    | Rent is too expensive                                      |
| 17 | Alfonso Martinez   | Rent is too expensive                                      |
| 18 | Claudia Mendoza    | Not enought senior centers                                 |
| 19 | Sabino Michaca     | People with disabilities need help                         |
| 20 | Eva Mireles        | Too many homeless people in the streets                    |
| 21 | Martha Sanchez     | Houses too high and earning minimum salary                 |
| 22 | Elvira Sandoval    | Not too many jobs  |
| 23 | Carlos Mendez      | Lots of gangs  |



***Responses to Question #3: What are the opportunities to improve housing in the City?***

| #  | Name               | Response  |
|----|--------------------|---|
| 1  | Maricela Rojas     | Develop more buildings for affordable housing             |
| 2  | Maria Aguilar      | Develop access to health services                         |
| 3  | Elena Gonzales     | Provide affordable housing for people                     |
| 4  | Armando Ruiz       | Access to affordable child care                           |
| 5  | Moises Bernardino  | Access to affordable housing                              |
| 6  | Macrina Ruiz       | Affordable housing for farmworkers                        |
| 7  | Melanie Cruz       | More education on housing programs                        |
| 8  | Emily Gutierrez    | Develop access to healthy food                            |
| 9  | Ana Pacheco        | Bilingual programs  |
| 10 | Fabiola Ceja       | Repair streets/ sidewalks                                 |
| 11 | Guadalupe Heras    | Build more homeless shelters                              |
| 12 | Gabriel Castro     | Develop programs to help seniors                          |
| 13 | Miguel Angel Ponce | Promote equal access to housing                           |
| 14 | Juan Garcia        | Provide opportunities for new construction                |
| 15 | Grecia Hernandez   | Provide affordable rental housing                         |
| 16 | Gregorio Alaniz    | Provide affordable rental housing                         |
| 17 | Alfonso Martinez   | Construction opportunities                                |
| 18 | Claudia Mendoza    | Develop programs for youth                                |
| 19 | Sabino Michaca     | Develop affordable child care for farmworkers/ low income |
| 20 | Eva Mireles        | Develop programs for our youth                            |
| 21 | Martha Sanchez     | Develop centers for seniors                               |
| 22 | Elvira Sandoval    | Develop shelters for homeless                             |
| 23 | Carlos Mendez      | Develop healthy food programs in schools/ parents         |

Participants were put in small groups and each of them had to share one thing for each answer and at the end of the house meeting the note taker of each group had to summarize what their answers were.

## APPENDIX C-5

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Coalition of Homeless Service Providers – Consolidated Plan Input



# Coalition of Homeless Services Providers

Martinez Hall, 220 12<sup>th</sup> Street, Marina, CA 93933 Ph: (831) 883-3080 Fx: (831) 883-3085  
E-Mail: chspmontry@aol.com

## *Member Agencies*

Central Coast HIV/AIDS Services

Community Human Services

Franciscan Workers of Junipero Serra

Homeless Coalition of San Benito County

Housing Authority County of Monterey

Housing Resource Center Monterey County

Interim, Inc.

The Salvation Army Monterey Peninsula Corps

Shelter Outreach Plus

Sun Street Centers

Veterans Transition Center

## *Associate Members*

Food Bank for Monterey County

MidPen Housing Corporation

CSU Monterey Bay

Veterans Resource Centers of America

## *Community Advisors*

Monterey County Department of Social Services/CAP

Monterey County Office of Education

City of Marina

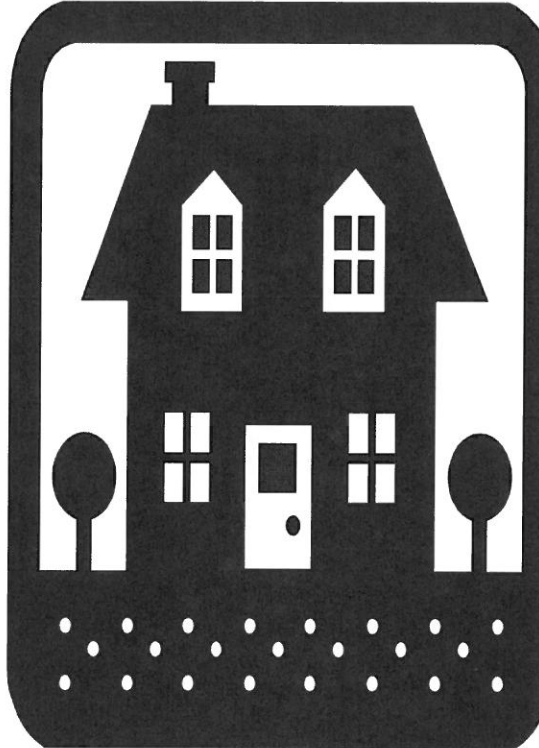
Sand City

City of Salinas

U.S. Department of Veterans Affairs

San Benito County Health and Human Services

## CONSOLIDATED PLAN INPUT



**Submitted by:  
The Coalition of Homeless Services Providers**





# Coalition of Homeless Services Providers

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Sand City

City of Salinas

U.S. Department of Veterans Affairs

San Benito County Health and Human Services

## INPUT INTO CONSOLIDATED PLAN

The Coalition of Homeless Services Providers (Coalition or CHSP) approved the following position on March 17, 2015 to inform the Consolidated Plan process in Monterey and San Benito Counties. Incorporated as a nonprofit in 1994, the Coalition has a mission of ending homelessness by helping coordinate, support and fund our local Continuum of Care shelter/housing and service programs. To accomplish this, the Coalition strategically partners with other community stakeholders to implement *Lead Me Home*, the 10 Year Plan to End Homelessness in Monterey & San Benito Counties. Further, the Coalition fully supports the Federal HEARTH (*Homeless Emergency Assistance, Rapid Transition to Housing*) Act, with its focus on Prevention/Rapid-Rehousing, Permanent Supportive Housing, and regional, cross-system, multi-jurisdictional planning as the best strategies to reduce and end homelessness in our communities.

The Coalition of Homeless Services Providers offers the attached recommendations for consideration in the Consolidated Plan process:

1. Key recommendations as approved by the Coalition Board of Directors on March 17, 2015
2. Position on Homeless Encampments as approved by the Coalition Board of Directors on August 19, 2015.

Thank you in advance for your attention to this important community issue. I remain available to answer any questions or provide additional information as needed.

Sincerely,

Katherine Thoeni  
Executive Officer

# Coalition of Homeless Services Providers (CHSP)



Martinez Hall, 220 12<sup>th</sup> Street, Marina, CA 93933 Ph: (831) 883-3080 Fx: (831) 883-3085  
E-Mail: [chspmontry@aol.com](mailto:chspmontry@aol.com)

## INPUT INTO THE CONSOLIDATED PLAN PROCESS

### GENERAL PRINCIPALS

#### **Prevent Homelessness:**

The best way to address the challenge of homelessness is to ensure that households at-risk of becoming homeless remain housed. Homelessness prevention services including eviction prevention, coordinated discharge planning, and ongoing housing supports are priorities.

#### **Supporting the transition to housing:**

CHSP supports a range of emergency and transitional services to individuals and families experiencing homelessness to ensure that everyone has access to at least temporary accommodation and can meet their basic needs. Going forward, additional emphasis should be focused on supporting a transition to permanent, stable housing.

#### **Creating housing opportunities:**

Whether it is the persistently high share of Monterey County households that reside in unaffordable, unsuitable or inadequate housing, or the ever increasing applicants on the public housing authority waiting list, there are clear indications that Monterey County faces a housing *opportunity* challenge.

#### **Fostering system stewardship and innovation:**

Moving from a system that is somewhat focused on emergency responses to one that is focused on long-term innovative solutions will improve the housing stability of homeless individuals and families. But changes need to be made gradually so as not to destabilize the current service sector. CHSP recommends the pursuit of opportunities for system innovation, review and implement appropriate

### COALITION OF HOMELESS SERVICES PROVIDERS SPECIFIC RECOMMENDATIONS

- ~Cities and the County should coordinate with the Continuum of Care to address the needs of homeless persons and persons (especially chronically homeless individuals and families, families with children, veterans, disabled, and unaccompanied youth.)
- ~City and County government agencies should dedicate local and/or locally-controlled funds toward the development of extremely affordable housing (0-30% of AMI-Area Median Income) and engage other stakeholders to commit funds.

- ~Cities and the County should provide incentives for developers to dedicate units to extremely low income (0-30% AMI-Area Median Income) unhoused people by targeting jurisdictional revenue to activities which help to sustain affordability of the units such as debt reduction, rental subsidies, long-term leases with rental caps.
- ~Cities and the County should work together on a regional basis to convene government and potential third-party investors (such as foundations) to explore the feasibility of developing a Social Investment Bond Structure as the system to support permanent supportive housing development. The exploration should be conducted in partnership with the Continuum of Care.
- ~Designate preventing and ending homelessness as a joint mission of all relevant County and City agencies. All public agencies in the County and Cities must work together in this effort.
- ~Review development fees annually to ensure that fees do not unduly constrain the production and maintenance of affordable housing.
- ~When feasible, consider reducing, subsidizing, or deferring development fees to facilitate the provision of affordable housing.
- ~Provide flexibility in development standards to accommodate alternative approaches to provide affordable housing.
- ~Whenever possible, provide funding for supportive services needed to maximize long-term housing stability for homeless individuals and families.
- ~Whenever possible, prioritize use of available water credits for housing activities for very-low and extremely-low income individuals and families.
- ~If a jurisdiction receives HOME funds, it is recommended that provision of tenant-based rental assistance contracts of up to 2 years. *Participating jurisdictions may use HOME funds for this activity if such assistance is consistent with their Consolidated Plan and justified under local conditions. This assistance may be renewable.*
- ~Although redevelopment agencies were dissolved in early 2012, most of the State Community Redevelopment Law was not repealed. Of particular importance is making sure that existing redevelopment-assisted housing remains in compliance with long-term restrictions on rents and tenant incomes. CHSP recommends the following in keeping with RDA protections and continued RDA compliance:
  - ~Clear description of policies and procedures for ongoing redevelopment-assisted units.
  - ~Require one-for-one replacement in redevelopment areas, with displaced households having first priority for occupancy in replacement units and new affordable units.
- ~Dedication of Boomerang funds to Affordable Housing: With the dissolution of Redevelopment Agencies (RDA), the State of California deprived local jurisdictions of their largest and most significant source of local funding for affordable homes. Across the state redevelopment was responsible for over \$1 billion in direct funding for affordable housing with its 20% tax increment set-aside. These local funds often served as “first in” money that could be leveraged to acquire other sources of funding. A portion of those former tax increment funds come back to local jurisdictions as both a one-time lump sum from their former Low and Moderate Income Housing Fund (LMIHF) and an ongoing bump to their property tax. Counties receive such funds from each former redevelopment agency within the county. These have been referred to as “Boomerang Funds.”
  - ~Consider dedication of 100% of any surplus remaining from the one-time lump sum distribution of former Low and Moderate Income Housing Fund money back into funding for affordable housing with 50% dedicated to housing for extremely low-income households.

Attached: Coalition of Homeless Services Providers Position on Homeless Encampments



# Coalition of Homeless Services Providers

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Sand City

City of Salinas

U.S. Department of Veterans Affairs

San Benito County Health and Human Services

## POSITION ON TEMPORARY HOMELESS ENCAMPMENTS

The Coalition of Homeless Services Providers (Coalition) approved the following position on August 19, 2014 regarding homeless encampments in Monterey and San Benito Counties. Incorporated as a nonprofit in 1994, the Coalition has a mission of ending homelessness by helping coordinate, support and fund our local Continuum of Care shelter/housing and service programs. To accomplish this, the Coalition strategically partners with other community stake holders to implement *Lead Me Home*, the 10 Year Plan to End Homelessness in Monterey & San Benito Counties. Further, the Coalition fully supports the Federal HEARTH (*Homeless Emergency Assistance, Rapid Transition to Housing*) Act, with its focus on Prevention/Rapid-Rehousing, Permanent Supportive Housing, and regional, cross-system, multi-jurisdictional planning as the best strategies to reduce and end homelessness in our communities.

Temporary accommodations built by homeless people in public spaces are far from ideal solutions. As such, the Coalition does not endorse temporary homeless encampments. It is the position of the Coalition that permanent housing is the only lasting solution for homelessness. Without suitable shelter combined with supportive services, the fundamental needs of the homeless will remain unmet and the frustrations in our communities will increase.

To end homelessness, long-term plans for affordable housing are essential. Homeless encampments are at best, a short-term response to the immediate crisis of individuals living on the streets, in the woods, on the beach and elsewhere in our communities. The increased capacity for shelter, housing, and service opportunities is our most critical recommendation as articulated in the *Lead Me Home* Plan to End Homelessness in Monterey and San Benito Counties. Until the local stock of recommended housing solutions meets demand, homeless people will continue to live on the streets in Monterey and San Benito Counties.

The Coalition recognizes that city and county officials may choose to endorse homeless encampments on a temporary basis. The Coalition offers the attached recommendations for temporary homeless encampments should a jurisdiction choose to develop a policy adopting temporary homeless encampments.

For additional information:

Katherine Thoeni/Executive Officer  
Coalition of Homeless Services Providers  
831-883-3080 [chspmontry@aol.com](mailto:chspmontry@aol.com)

# Coalition of Homeless Services Providers

## TEMPORARY HOMELESS ENCAMPMENTS

### Definitions

Temporary Homeless Encampment: means a transient or interim gathering or community residing out of doors on a site with services provided and supervised by a Sponsor or Managing Agency comprised of temporary enclosures (tents and other forms of portable shelter that are not permanently attached to the ground), which may include common areas designed to provide food, living and sanitary services to the occupants of the encampment. The definition of “Temporary Homeless Encampment” will also apply to Nighttime Safe Parking Programs.

Managing Agency: means an organization that organizes and manages a Temporary Homeless Encampment. A Managing Agency may be the same entity as the Sponsor.

Sponsor: means a local, community based organization(s), faith community or other organized network that has a written agreement with the Managing Agency to provide basic services and support for the residents of a Temporary Homeless Encampment. A Sponsor may be the same entity as the Managing Agency.

Tent: means a temporary structure, enclosure or shelter constructed of fabric or pliable material.

Safe Parking Program: means a program that provides overnight parking accommodations in designated public or private lots for homeless individuals and families who are living in their campers, cars or other vehicles.

Resident Council: means a group of Temporary Homeless Encampment occupants that participate in decision making activities, in an advisory capacity, with the Managing Agency and Sponsor on matters directly affecting the interests, well-being and safety of occupants.

### Recommended Standards

The Coalition of Homeless Services Providers recommends the following Temporary Homeless Encampment standard should a city or county jurisdiction approve a temporary homeless encampment to be located within its geographic boundaries.

- A. Jurisdictions should consider shelter bed capacity within the locality to determine the fundamental need for Temporary Homeless Encampments.
- B. Jurisdictions should consider establishing a Temporary Homeless Encampment permit process to memorialize standards, time-frames and agreements. Public hearings should be considered prior to issuing permits. Jurisdictions should not grant a Temporary Homeless Encampment permit for the same location more frequently than once in every 365-day period. Temporary Homeless Encampment activities should be limited to a six (6) to twelve (12) month duration. Temporary Homeless Encampments must be restored to its pre-encampment conditions within one-week after the permit expires.
- C. Jurisdictions should consider and formalize liability, indemnification and/or hold harmless requirements between locality, Managing Agency and Sponsor.

## Not Considered Complete without Accompanying Cover Letter

- D. No part of Temporary Homeless Encampments should encroach on setbacks between properties, or into a critical area or critical area buffer. Any tent, canopy or membrane structure must be located a reasonably safe distance away for any building, fence, or internal combustion engine.
- E. Exterior lighting should be directed downward and contained within the Temporary Homeless Encampment.
- F. The maximum number of occupants within a Temporary Homeless Encampment should be determined by taking into consideration the size and conditions of the proposed site; however, it should not exceed 100 regardless of size or condition.
- G. The Temporary Homeless Encampment should be located within one half mile of public transit service.
- H. The Managing Agency and Sponsor should not permit children under the age of 18 to stay overnight in the Temporary Homeless Encampment, unless circumstances prevent a more suitable overnight accommodation for the child and parent or guardian. If a child under the age of 18, either alone or accompanied by a parent or guardian, attempts to stay overnight, the Managing Agency and should endeavor to find alternatives shelter for the child and any accompanying parent or guardian. No children under 18 that are not accompanied by a parent or guardian should be allowed in the Temporary Homeless Encampment. This standard may be waived with Safe Parking Programs if the child under the age of 18 is in direct custody and supervision of a parent or guardian. No children under the age of 18 that are not accompanied by a parent or guardian are allowed in the Safe Parking Program.
- I. The Managing Agency, Sponsor and Temporary Homeless Encampment residents should ensure compliance with applicable state statutes and regulations and local ordinances concerning, but not limited to, drinking water connections, solid waste disposal, human waste, and outdoor fire or burning, electrical systems, and fire resistant materials.
- J. The Managing Agency and Sponsor should actively participate in the established CA-506 Continuum of Care Homeless Management Information System (HMIS.) The Managing Agency and Sponsor should submit quarterly reports to the jurisdiction. Failure to submit reports may lead to the revocation of Temporary Encampment permits.
- K. The Managing Agency and Sponsor should provide sanitary portable toilets in the number required to meet capacity guidelines by the manufacturer, self-contained hand washing stations by the portable toilets and by any area where food is either dispensed or consumed communally, sufficient refuse receptacles, adequate number of fire extinguishers with appropriate rating and adequate source of water for both sanitation and drinking.
- L. The Managing Agency and Sponsor should appoint a member to serve as a point of contact for the local Police Department. At least one member should be on duty at all times at the Temporary Homeless Encampment. The names of the on-duty members should be posted daily.
- M. The Managing Agency and Sponsor should actively solicit and permit inspections of the temporary homeless encampment by the local health district, and timely implement all directives of the health district within the time period specified by the health district. They should immediately report to the health district suspected food poisoning, unusual prevalence of fever, diarrhea, sore throat, vomiting, jaundice, productive cough, or when significant weight loss is a prominent symptom among occupants
- N. The Managing Agency and Sponsor should immediately contact the local Police Department if someone is rejected or ejected from the Temporary Homeless Encampment in the reasonable opinion of the on-duty member or on-duty security staff, the rejected/ejected person is a potential threat to the community.
- O. The Managing Agency and Sponsor should permit reasonable inspections of the Temporary Homeless Encampment by the city/county code enforcement officers, building officials, fire marshal or their designee. The Managing Agency and Sponsor should implement all directives within the time period specified by the city/county code enforcement officer, building official, fire marshal or their designee.

Not Considered Complete without Accompanying Cover Letter

- P. The Temporary Homeless Encampment should not be materially detrimental to the public welfare or injurious to the property or improvements in its vicinity.
- Q. The Managing Agency and Sponsor should establish a Resident Council minimally comprised of a Chair, Vice-Chair and Secretary. A Resident Council handbook should be developed to articulate resident council roles and responsibilities.
- R. The Managing Agency and Sponsor should conduct a standard assessment prior to approving an occupant of the Temporary Homeless Encampment. It is suggested that members of the Resident Council participate in the assessment and approval process.
- S. The Managing Agency and Sponsor should provide and enforce within said Encampment a written Code of Conduct, which provides for the health, safety and welfare of the temporary homeless encampment residents, but also mitigates impacts to neighbors and the community. All Temporary Homeless Encampment occupants should sign an agreement to abide by the code of conduct and failure to do so may result in a corrective action plan or the noncompliant occupant's immediate expulsion from the property. It is suggested that members of the Resident Council participate in corrective action process.
- T. The Managing Agency and Sponsor should ensure that Temporary Homeless Encampment occupants have access to supportive services to include, but not be limited to; mental health, primary medical services, employment readiness, financial literacy, benefit coordination, recovery programs and affordable housing opportunities.
- U. The Managing Agency and Sponsor should actively participate in CA-506 Continuum of Care Coordinated Referral and Assessment activities with a documented priority to transition Temporary Homeless Encampment occupants into permanent or permanent supportive housing.
- V. The Managing Agency and Sponsor should keep a log of all people who stay overnight in the temporary homeless encampment, including names and birth dates. Logs shall be kept for a minimum of one (1) year.
- W. The Managing Agency and Sponsor should manage Temporary Homeless Encampment occupants and prohibit alcohol, drugs, weapons, fighting, and abuse of any kind while located on the property.
- X. Because each Temporary Homeless Encampment has unique characteristics, including but not limited to size, duration, uses, number of occupants and composition, the jurisdiction should have the authority to impose the conditions to the issuance of the permit for Temporary Homeless Encampments to mitigate effects on the community upon finding that said effects are materially detrimental to the public welfare or injurious to the property or improvements in the vicinity. Conditions, if imposed, should relate to findings and be calculated to minimize nuisance generating features in the matters of noise, waste, air quality, unsightliness, traffic, physical hazards and other similar matters that the Temporary Homeless Encampment does not meet the requirements and standards or adequate mitigation may not be feasible or possible, the city/county may deny issuance of a temporary homeless encampment permit.

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End of Document





## APPENDIX C-6

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East Salinas Building Healthy Communities – Consolidated Plan Input



# Building Healthy Communities - East Salinas

606 Williams Road • Salinas, CA 93905 • P (831) 717-1384 • Fax (831) 975-4768

April 1, 2015

*Re: Comments on the Con Plan, Strategic Plan, AI, and Alisal NRSA*

To The City of Salinas Housing Planning Team:

BHC sincerely appreciates VTA and City staff's openness in allowing us to review these documents prior to their release as public draft documents. However, we were only able to do a cursory overview of the documents given the short notice, limited time, and our already full work load.

As a collaborative, BHC has a responsibility to ensure understanding and buy-in of our members. BHC convened a Housing Workgroup at the start of the housing initiatives process, and it's this workgroup that has been instrumental in our community outreach and education efforts. We did not circulate these documents to workgroup members (as requested by the City), but we do plan to engage them in review of the Public Draft Documents upon release. We will work with the BHC Housing Workgroup to submit a more thorough response to each document at that time that is more representative of our coalition.

Each of the documents includes track changes edits and comments, however we have some global comments that we would like to express here.

1. We understand that the timeline to complete these documents was very tight, however we hope that in future community processes, the consultant / City is able to analyze and present existing conditions before / during the community workshops so that the data can help inform the discussions.
2. We commend the City's (and VTA / MIG's) efforts related to the community workshops. The City is moving in the right direction towards more equitable engagement and we're happy we have been able to support the process. Our credibility here at BHC is grounded in our representation of real community input and buy-in. We are frustrated that the consultant has not provided raw meeting notes or summaries after each meeting (or one summary at the end of all of the meetings). It's a bit troubling to review these documents without being able to reference the workshop summaries. It's also worrisome to know that VTA wrote these documents without the workshop summaries as well. We would like to remain true to the priorities, needs, and solutions identified by community members during this process, so ***we are requesting access to the detailed meeting notes, dot exercise results, HUD Bucks results for each meeting, COPA meeting summaries, stakeholder interview summaries, and survey results.*** This will greatly help us ensure that the document recommendations align with the community input. BHC / Raimi + Associates staff and Ciclovía interns provided dozens of in-kind labor to the City during the community workshops and prep/debrief calls. Being able to see the engagement results will help us feel that our time was well spent.
3. In the NRSA, the data from the HUD Bucks exercise is used to establish community priorities. This is problematic as the format and uneven participation levels make this an unreliable resource. Because there were SO many voting options, community members often spent all of their HUD bucks before finishing reading all of the options. If the actual interests of the community are accurately reflected in the HUD bucks exercise, they do not appear to have been considered in the development of planning priorities. For example, health care is listed at the third most important area while crime prevention is tenth, yet dealing with health, information about health or improving health outcomes is not mentioned anywhere, while crime reduction and violence prevention are incorporated into the plan at multiple points.



# Building Healthy Communities - East Salinas

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4. Without the notes, we can't back up these statements, but we recall a few key priorities from workshops that did not seem to rise to the level of priority in the documents. These include: free / affordable community meeting / gathering spaces; more affordable and flexible childcare (day, evening, and weekends due to non-traditional work schedules); the creation and implementation of an "Alisal Vibrancy Plan"; support for existing and new small businesses, increased park space and youth programs; and improved facilities for safe walking and bicycling. These are items that were also highlighted in the EDE.
5. I am also attaching an Excel spreadsheet with some cost burden data by tenure and income level. The second tab includes a graph and some of the "findings". I think this visual is helpful in further understanding the context. We give the City permission to use this data for any of the Plans.
6. The documents talk about the high density of the Alisal (more persons per square mile) compared to the City and it mentions the larger household size /overcrowding in the Alisal. I wanted to make the connection between housing unit density and population density. In the third tab of my excel sheet you'll see some simple calculations to come to the conclusion that The Alisal NRSA has **2.67 times the population per square mile** compared to the City as a whole while it only has 2.07 **times as many units per square mile** compared to the city as a whole. This helps us understand that the extra density is partly from the multifamily housing, but also due to the larger household sizes and overcrowding.

We are proud that BHC's name is listed as a community partner, however for us to fully feel comfortable with your name on this document we want to ensure that the community input is sufficiently incorporated into the document.

The community members see the positive changes in the City's community engagement approach and hope the trend continues to grow. Thank you again for all of your hard work on this process.

Sincerely,

Jeanette Pantoja, Building Health Communities – East Salinas  
Beth Altshuler and Saneta deVuono powell, Raimi + Associates



# Building Healthy Communities - East Salinas

606 Williams Road • Salinas, CA 93905 • P (831) 717-1384 • Fax (831) 975-4768

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May 8, 2015

Re: Comments on the Draft Consolidated Plan, Strategic Plan, Analysis of Impediments, and Alisal Neighborhood Revitalization Strategy Area

To The City of Salinas Housing Planning Team:

Building Healthy Communities (BHC) is a collaborative of organizations, public agencies, and residents working to improve health outcomes in East Salinas. BHC and its partners place great emphasis on the importance of the built environment's influence on the health of East Salinas residents. Lack of safe, accessible, and affordable housing constitutes a significant barrier preventing individuals from leading a healthy lifestyle. Early in the Housing Initiatives process, BHC convened a Housing Workgroup consisting of local housing and health equity advocates. This Workgroup has been meeting consistently to assist with and provide input on outreach efforts, monitor the progress of the housing initiatives work, and more recently review draft documents and provide input as laid out in this letter.

The BHC Housing Workgroup commends the City of Salinas's pro-active approach, having engaged BHC and other community partners early in this Housing Initiatives process. BHC and its partners have invested considerable time conducting outreach and education activities to engage residents and other community stakeholders in this process.

## **Draft Consolidated Plan Overview**

The Draft Consolidated Plan (ConPlan) is still not reflective of all community input. Results from the online/paper surveys are missing including any accompanying list of top ranking needs. ConPlan priorities must be based firmly on community input and we reiterate our concern that these documents and their respective recommendations were written prior to the dissemination of survey and workshop results.

## **Draft Consolidated Plan Strategic Plan**

The Draft ConPlan Strategic Plan is not clear as to who qualifies for proposed services and programs. Undocumented individuals are disproportionately represented in the lowest paying jobs, and are thus at great risk of the same social maladies that plague many low income disenfranchised individuals such as lack of affordable housing, substandard housing, overcrowding, and even homelessness. As a collaborative of organizations grounded in the community, we would like to be partners with the City in advertising available programs and services. However, we are wary of possibly misleading segments of the community into thinking



## Building Healthy Communities - East Salinas

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they are eligible for certain services when in fact they are not. **We advise the City of Salinas to clearly communicate eligibility criteria in describing ConPlan related services and programs, and also to work with community-based organizations to ensure that this criteria is well understood.**

### High Priority Needs

*New Affordable Rental Housing Opportunities:* Include “farmworkers” as a segment of population in need of affordable housing.

*Public Services:* Many youth engaged in Ciclovía Salinas and Youth for Change participated in the Housing Initiatives public workshops demonstrating strong support of for programming and services directed at youth. Specifically, Ciclovía Salinas envisioned support for visual and performing arts activities, athletics, job training, apprenticeships/mentorships, public events, etc. – all activities, which can be interpreted as “prevention.” However, youth interns are concerned that a specific reference in this priority to “programs focusing on youth and children, *particularly gang diversion and violence reduction activities*” may exclude the types of investments they had envisioned and/or could exclude them from being able to participate if a program is limited to “at-risk” youth. **We recommend removal of the “*particularly gang diversion and violence reduction activities*” language.**

### Low Priority Needs

*Homeownership Opportunities:* We understand that reductions in funding and other barriers have severely restrained the City’s First-Time Homebuyer Assistance (FTHA) program. **Regardless, we insist that the City maintain Homeownership Opportunities a high priority.**

Homeownership Assistance was the second highest HUD Bucks housing priority at two workshops (those with the greatest attendance by residents) and came up multiple times during group break out sessions, yet not reflected in list of ten priority needs. Clearly, homeownership is still a strong priority among residents. Using its limited remaining funds, the City should refocus Homeownership Assistance/Opportunities investment in homeownership counseling and education, financial literacy training, outreach regarding affordable homeownership opportunities, etc. While not providing actual financial assistance, the City’s FTHA program could still be effective in guiding currently eligible homebuyers and helping perspective homebuyers prepare.



# Building Healthy Communities - East Salinas

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## **Alisal Neighborhood Revitalization Strategy Area (NRSA)**

### Strategies & Objectives

*Public Services:* We encourage the City to partner with BHC and other community based organizations on outreach to potential CBDO entities. One way in which we could collaborate includes partnering on a workshop for local non-profits to educate them on the CDBO criteria and process.

*Neighborhood Improvements:* BHC partners are greatly encouraged by the City's proposal to develop a child care center and will be strong supporters of such a project as it moves forward. In our experience, one of the greatest challenges to the sustainability of childcare centers is funding for ongoing programming. We encourage the City to work in collaboration with local childcare stakeholders experienced in such programming (e.g. First 5, Hartnell College Early Childhood Education program) as the City pursues the development of this Center.

## **Analysis of Impediments to Fair Housing (AI)**

### Fair Housing Action Plan

#### *Linguistic Isolation*

Many of Salinas's community based non-profits have been working with linguistically isolated populations for years and can leverage relationships and local knowledge to specifically target hard to reach individuals.

*Additional Recommendation:* Coordinate with Salinas community-based non-profits to ensure City outreach materials and programs reach linguistically isolated populations.

#### *Affordable Housing Concentrated in Alisal and Downtown*

While much of the existing City footprint is built-out, greater income diversity in other parts of the City could be accomplished through increased acceptance of Section 8 vouchers in neighborhoods outside of the Alisal Downtown. Some studies suggest that landlords discriminate against Section 8 voucher holders as a pretext for discriminating against minorities, disabled individuals, and families with children. These populations are over represented in the Section 8 program as compared to the general population. At least half of voucher holders in Salinas are Hispanic. We encourage specific actions by the City to ease the inclusion of Section 8 voucher holders into other parts of the City.



# Building Healthy Communities - East Salinas

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*Additional Recommendation:* Provide education to landlords and explore incentives to encourage widespread acceptance of Section 8 vouchers in other areas of the City, in order to promote increasingly mixed income neighborhoods.

*Additional Recommendation:* Adopt a City ordinance that prohibits housing discrimination based on a tenant's source of income, specifically Section 8 vouchers.

## *Housing Discrimination Persists in Salinas*

*Additional Recommendation:* Coordinate with local Fair Housing Service providers and school districts on a Know-Your-Rights-Campaign.

## **General Comments**

### Community Engagement Process

As we mentioned in our April 1<sup>st</sup>, 2015 comment letter, BHC's credibility is grounded in our representation of real community input and buy-in. The next couple of comments regarding community input restate some of the concerns we articulated in that letter. First, we appreciate the release of community workshop summaries, stakeholder interview summaries, and COPA meeting summaries. Our comments on the draft documents are strongly grounded on these summaries as well as our own observations at the various community forums. However, we hoped that the Housing Planning Team would have gone further by sharing detailed meeting notes, dot exercise results, survey results, and HUD Bucks results (not summaries) for each meeting with specifics about number of participants. Specifically, we are concerned that the summary of HUD Bucks results presented outside the context of number of participants misleads the public into thinking all five meetings had comparable participation. Attendance varied greatly from meeting to meeting, and HUD Bucks priorities should be weighted accordingly.

### Crime Prevention Priority

The "Crime Prevention" priority is listed and/or described in several documents. BHC encourages the City to not narrow its consideration of this priority to just issues of violence crime. Community outreach uncovered several first person accounts of ongoing foreclosure scams targeted at the Latino community. This sort of non-violent crime is also of great concern to the community, specifically when individuals with limited language proficiency and financial literacy are being disproportionately targeted. If possible, please conform the "crime prevention"



# Building Healthy Communities - East Salinas

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narrative in these documents to better reflect mortgage, loan, lending, foreclosure schemes and related fraud. Investment in a sort of Know-Your-Rights campaign and financial literacy training for residents and institutional leaders, including churches, could better prepare individuals to identify and protect against potential scams.

Residents frequently brought up “rent control” as a mechanism to promote affordability? Where does this fit? Does it? Hold until Housing element?

Closing statement

Sincerely,

Add Signatures



## APPENDIX C-7

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Proof of Publication

*This space is for the County Clerk's Filing Stamp*

# PROOF OF PUBLICATION

(2015.5 C.C.P.)

STATE OF CALIFORNIA

County of Monterey

I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the printer of *The Salinas Californian*, a newspaper of general circulation, printed and published daily except Sunday in the City of Salinas, County of Monterey and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of Monterey, State of California; that the notice, of which the annexed is a printed copy (set in type no smaller than nonpareil), has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

November 26, 2014

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Executed January 14, 2015

at Salinas, California.



Signature

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**City of Salinas**

**Public Workshop**

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Paste Clipping  
of No  
Securely  
In This Space

# Demonstrators rally across nation for second day

Marches over Mo. decision mostly peaceful

By Sadie Gurman  
Associated Press

People protesting the Ferguson, Mo., grand jury decision took to the streets in cities across the U.S. for a second day Tuesday, showing the racially charged case has inflamed tensions even hundreds of miles from the predominantly black St. Louis suburb.

Peaceful demonstrators marched in Seattle and disrupted traffic in St. Louis and Cleveland. Rallies also formed in New Jersey, Maine, Maryland and elsewhere.

In Washington, D.C., one group lay on the ground to stage a "die-in"

in front of Metro police headquarters. The protesters planned to occupy various buildings in the district over 28 hours.

For many, the shooting of 18-year-old Michael Brown by Officer Darren Wilson recalled other troubling encounters with law enforcement. The refrain "hands up, don't shoot" became a rallying cry over police killings nationwide.

Here is a look at some of Tuesday's demonstrations:

### Oakland

Cleanup continued after scores of people hurled bottles, broke win-

dows, set small fires and vandalized a police car Monday night with more expected Tuesday.

Forty-three people were arrested in the melee that escalated after some protesters shut down traffic on a major highway, police Chief Sean Whent said.

He said three officers were injured.

### Minneapolis

A rally in Minneapolis turned scary when a car hit and then drove through several protesters.

Several hundred people gathered Tuesday afternoon near the 3rd Pre-

dict police outpost to show solidarity with Brown. Helicopter footage from KSTP-TV showed the car pushing through protesters and driving over at least one. A woman suffered minor injuries.

### Seattle

Hundreds of Seattle high school students walked out of classes and rallied at the University of Washington or marched to the downtown federal courthouse.

The protest came a day after demonstrators threw canned food, bottles and rocks, and police responded with pepper spray and flash-bang grenades. Five people were arrested. Demonstrators included the rapper Macklemore.



Demonstrators protest Tuesday in Philadelphia, the day after a grand jury's decision not to indict a white Ferguson, Mo., police officer who killed 18-year-old black Michael Brown.

### St. Louis

Protesters disrupted downtown traffic for several hours by blocking major intersections, an interstate highway and a Mississippi River bridge connecting the city to Illi-

nois. Riot police arrested several demonstrators who sat in the middle of Interstate 44 near the Edward Jones Dome. They used pepper spray to disperse the crowd.

## Around

Continued from Page 3A

ing locations. Please call to insure someone will be available to accept the donation.

» Coastal Station – Monterey, 1200 Aguarito Road, Room 002, Monterey, 8 a.m. to 4:30 p.m. Donna Galletti, 831-647-7702.

» Central Station – Salinas, 1414 Natividad Road, Salinas, 8 a.m. to 5 p.m. Dave Crozier, 831-755-3700.

» Castroville – Field Office, 10680 Merritt St., Castroville, 8 a.m. to 5 p.m. 831-759-6675.

» South County Station – King City, 250 Francis- can Way, King City, 8 a.m. to 4:30 p.m. Donna Galletti, 831-385-8312.

Cash donations are also accepted to purchase new teddy bears. Checks should be made

payable to Sheriff's Advisory Council and note Teddy Bears in the memo portion.

### Assemblyman hosting Holiday Open House

Assemblyman Luis Alejo, D-Salinas, is holding a Holiday Open House from 5:30-7:30 p.m. Dec. 2 at his Watsonville office, 275 Main St., Suite 104.

Alejo and staff will be available to discuss upcoming legislation and services the office provides. He will be joined by members of TCALEO, Watsonville Forward and featuring civil rights photo exhibit by photojournalist Bob Fitch.

To RSVP or for more information, call Javier Gomez at 831-759-8676 or via email at Javier.Gomez@asm.ca.gov.

### Home for Holidays pet adoptions under way

Monterey County Animal Services at 160 Hitchcock Road, Salinas, is holding a Home for the Holidays pet adoption special through Dec. 31.

The goal of the holiday adoption promotion is to increase adoptions and to find new homes for homeless animals.

During Home for the Holidays special, adoption fees for cats are \$40 and dogs are \$75. The price include the pet's spay/neuter, vaccinations, a free wellness exam, and a microchip.

This special is made possible by a donation from the Friends of County Animal Services. Information: www.myhd.org/pets, or come in and see all our wonderful pets at 160 Hitchcock Road Salinas, CA 93908.

## CENTURY 21 A Property Shoppe

2033 North Main St. NATIONAL 805-543-5559 443-2121

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|--|--|---|
| <p><b>NEW LISTING!</b> Great family home – 5BR/2BA in Soledad. Exterior freshly painted. Lrg yard at end of cul-de-sac. Close to schools &amp; shopping. \$260,000</p> | <p><b>GREAT LOCATION!</b> 3 Bedroom / 2.5 Bath home with fireplace in North Salinas. MBR suite w/sunken tub. Tile counters in open kitchen. \$385,000</p>    | <p><b>GOOD OPPORTUNITY!</b> Super clean N. Salinas 4BR/2BA home with fireplace. Beautiful interior paint. tile flooring throughout. \$349,000</p>                 |
| <p><b>NEW LISTING!</b> 1st time buyers or investors 2BR home w/large backyard w/lots of potential! Six yrs ago work was done on entire property. \$250,000</p>         | <p><b>CUSTOM BUILT!</b> Italian tile entry, new carpet. Master BR with walk-in closet. 3BR/3BA home with fireplace in old town Gonzales. \$375,000</p>       | <p><b>SPACIOUS!</b> North Salinas 3BR/2BA front house with attached 1BR/1BA with separate entrance. Fireplace. Front porch &amp; rear patio. \$360,000</p>        |
| <p><b>SOUTH SALINAS!</b> Gorgeous 5BR/2BA with 2287 Sq. Ft. Fireplace. Hardwood floors throughout. Remodeled kitchen w/granite counter tops \$585,000</p>              | <p><b>CHARMING!</b> Desirable Mission Park neighborhood 3BR/2BA home w/cozy fireplace. Breakfast nook w/seating bench &amp; table. A must see! \$399,000</p> | <p><b>NORTH COUNTY!</b> 3.82 acres. Beautiful 2 story, 3BR/2BA home with fireplace. Land is very usable. Great horse property w/stalls &amp; arena. \$510,000</p> |

**AGENT OF THE WEEK** **JEFF ANADON**  
CALBRE# 01709893

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## REMINDER PROPERTY TAX DELINQUENCY DATE

The deadline for payment of the first installment of 2014-2015 Monterey County Property Tax is:

**Wednesday, December 10, 2014**

Be sure to mail your tax payments postmarked by the United States Post Office on or before the December 10, 2014 delinquent date, in order to avoid a 10% penalty. Payments can also be made by telephone 800-491-8003 and via internet [www.co.monterey.ca.us/taxcollector](http://www.co.monterey.ca.us/taxcollector).

### SPECIAL ANNOUNCEMENT

OUR OFFICE WILL BE CLOSED WEDNESDAY DECEMBER 24, 2014 THROUGH THURSDAY JANUARY 1, 2015. OUR OFFICE WILL RE-OPEN AT 8:00 ON FRIDAY JANUARY 2, 2015.

Payment options during the closure include: lobby drop-off, mail, telephone or via the internet. For mailed payments, the postmark will determine the date of payment.

Thank you  
*Mary A. Zeeb*  
Mary A. Zeeb  
Treasurer-Tax Collector  
Monterey County

Executed at Salinas, County of Monterey, California November 14, 2014  
Published in the Californian, November 26, and December 3, 2014

## Public Workshop Notice

### Housing and Community Development Planning Initiatives

Thursday, December 11, 2014  
6:00pm - 8:00pm  
Salinas Community Center / Sherwood Hall  
Santa Lucia Room  
940 North Main Street, Salinas

What do you have to say about housing in Salinas? Do you know what community services are most needed in the City? Please let us know!

The City of Salinas is undertaking a series of planning initiatives related to housing and community development. These efforts help City staff and policy makers identify needs and priorities across all neighborhoods and help support the City's role in directing resources to address those needs. The planning documents to be updated include:

- The Housing Element of the General Plan:** State law requires the City to analyze the community's housing inventory in relation to housing needs, and to address those needs.
- Consolidated Plan:** The five-year "Con Plan" helps the City identify goals and track program performance related to the four community development grants (HOME, CDBG, ESG, HOPWA) of the U.S. Department of Housing and Urban Development (HUD).
- Analysis to Impediments to Fair Housing (AI):** Requires the City to identify patterns of discrimination and address any obstacles to housing access.
- Alisal Homeownership Neighborhood Revitalization Strategy Area:** Focused program to increase homeownership, stimulate economic development, and generally improve the Alisal neighborhood.
- Inclusionary Housing Initiative:** Amendment of the City Code that requires a portion of new housing units to be affordable to low and moderate income households.

Public participation is crucial for these planning processes. Your feedback can help the City ensure that the resulting documents and priorities best reflect the challenges and obstacles facing the community of Salinas. To hear community ideas, a coordinated and multi-prong public engagement process will be undertaken beginning in December 2014 and going through the spring of 2015. Events will include a series of workshops, on-line and other surveys, interviews, and public review of the draft documents.

To launch the planning and community engagement process, the City of Salinas is holding a Kick-Off Meeting on December 11 from 6:00 to 8:00 p.m. at the Salinas Community Center at 940 N. Main, Santa Lucia Room. At the meeting, City staff will review key components of each planning document and review progress to date, and invite the community to participate. We hope you can attend.

Further information on this matter may be obtained by contacting Jennifer Colle, Housing Element Project Manager of the City of Salinas, Community and Economic Development Department, 65 West Alisal Street, (831) 758-7387.

Disabled persons requiring accommodation in order to participate in the public hearing may contact Community and Economic Development Department, City of Salinas, 65 West Alisal Street, Salinas, CA 93901, (831) 758-7206. Hearing impaired or TTY/TDD text telephone users may contact the City by dialing 711 for the California Relay Service (CRS) or by telephoning any other service providers' CRS telephone number.

**AVISO IMPORTANTE, SI DESEA UNA TRADUCCION DE ESTE AVISO, FAVOR DE LLAMAR AL NUMERO (831) 758-7241 DENTRO LAS HORAS DE 8:00 a.m. Y 5:30 p.m., De Lunes A Jueves**

This space is for the County Clerk's Filing Stamp

# PROOF OF PUBLICATION

(2015.5 C.C.P.)

STATE OF CALIFORNIA

County of Monterey

I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the printer of *The Salinas Californian*, a newspaper of general circulation, printed and published daily except Sunday in the City of Salinas, County of Monterey and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of Monterey, State of California; that the notice, of which the annexed is a printed copy (set in type no smaller than nonpareil), has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

November 29, 2014

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Executed January 14, 2015

at Salinas, California.

  
Signature

City of Salinas

Public Workshop (El Sol)



## Aviso Público Taller

### Vivienda y Desarrollo Comunitario Iniciativas de Planificación

Jueves, 11 de diciembre 2014

18:00-20:00

Salinas Community Center / Sherwood Salón  
Salón Santa Lucía

940 North Main Street, Salinas

¿Qué tienes que decir acerca de la vivienda en Salinas? ¿Sabes cuáles son los problemas de la comunidad que más se necesitan en la Ciudad? Por favor, háganos saber!

La Ciudad de Salinas está llevando a cabo una serie de iniciativas de planificación relacionadas con la vivienda y el desarrollo comunitario. Estos esfuerzos ayudan a la Ciudad y los responsables políticos identificar las necesidades y prioridades de los barrios y ayudan a apoyar el papel de la ciudad en la dirección de recursos frente a esas necesidades. Los documentos de planificación que se actualizan

- **El Elemento de Vivienda del Plan General:** La ley estatal requiere que analizar el inventario de vivienda de la comunidad en relación con las necesidades, y para hacer frente a esas necesidades.
- **Plan Consolidado:** Tque cinco años "Plan Con" ayuda a la Ciudad a identificar y resultados de los programas pista relacionados con las cuatro subver desarrollo comunitario (HOME, CDBG, ESG, HOPWA) del Department y Desarrollo Urbano (HUD).
- **Análisis de Impedimentos para la Vivienda Justa (AI):** Requiere la Ciudad identificar patrones de discriminación y abordar los obstáculos al acceso vivienda.
- **Área Alisal Propiedad de Vivienda Barrio Estrategia de Revitalización** para aumentar la propiedad de vivienda, estimular el desarrollo económico general, mejorar el barrio Alisal Centrado.
- **Inclusiva Iniciativa de Vivienda:** Modificación del Código de la Ciudad para una parte de las nuevas unidades de vivienda sea asequible para las familias de moderados ingresos.

La participación del público es crucial para estos procesos de planificación. Su ayuda a la Ciudad a garantizar que los documentos y las prioridades mejores reflejan los retos y obstáculos que enfrenta la comunidad de Salinas. Para escuchar de la comunidad, se llevará a cabo un proceso de participación pública de múltiples coordinada ya partir de diciembre de 2014 y va hasta la primavera de 2015. Los talleres incluirán una serie de talleres, en línea y otras encuestas, entrevistas y revisión de proyectos de documentos.

Para iniciar el proceso de participación de la planificación y de la comunidad, la Ciudad de Salinas es la celebración de una reunión de lanzamiento el 11 de diciembre 6:00 p.m. en el Centro Comunitario de Salinas en 940 N° Principal, Salón Santa Lucía. En la reunión de la Ciudad revisará los componentes principales de cada documento de planificación y examinar los progresos hasta la fecha, e invitar a la comunidad a participar. Esperamos que puedan asistir.

Para más información sobre este asunto se puede obtener contactando Jennifer Rodriguez, Elemento de Vivienda Gerente de Proyecto de la Ciudad de Salinas, Comunidad Económica, 65 West Alisal Street, (831) 758-7387.

Las personas con discapacidad que requieren alojamiento con el fin de participar en la audiencia pública pueden comunicarse Comunidad y Desarrollo Económico, Departamento, Ciudad de Salinas, 65 West Alisal Street, Salinas, CA 93901. (831) 758-7387. Los usuarios de teléfonos de texto TTY / TDD pueden comunicarse marcando el 711 para el Servicio de Retransmisión de California (CRS) o llame al número de teléfono CRS de cualquier otro proveedor de servicios.

**AVISO IMPORTANTE, SI DESEA UNA TRADUCCION DE ESTE AVISO, FAVOR LLAMAR AL NUMERO (831) 758-7241 DENTRO LAS HORAS DE 8:00 a.m. Y 5:30 p.m.,**

Jueves  
VS-0000191782

This space is for the County Clerk's Filing Stamp

# PROOF OF PUBLICATION

(2015.5 C.C.P.)

STATE OF CALIFORNIA

County of Monterey

I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the printer of *The Salinas Californian*, a newspaper of general circulation, printed and published daily except Sunday in the City of Salinas, County of Monterey and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of Monterey, State of California; that the notice, of which the annexed is a printed copy (set in type no smaller than nonpareil), has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

December 6, 2014

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Executed January 14, 2015

at Salinas, California.

  
Signature

City of Salinas

Public Workshop (El Sol)



## Aviso de Taller Público

**Iniciativas de Vivienda y Desarrollo Comunitario  
2014-15**

Jueves, 11 de diciembre 2014

6:00-8:00 pm

Salinas Community Center / Sherwood Hall  
Salón Santa Lucia

940 North Main Street, Salinas

¿Qué opinión tiene sobre asuntos de vivienda en Salinas? ¿Sabe cuáles son los programas comunitarios que más se necesitan en la ciudad? Por favor, ¡háganos saber!

La Ciudad de Salinas está llevando a cabo una serie de iniciativas de planificación relacionados con la vivienda y el desarrollo comunitario. Estos esfuerzos ayudan al personal de la Ciudad y los encargados de la creación de políticas a identificar las necesidades y prioridades de todos los barrios, y ayudan a apoyar el papel de la ciudad en la dirigir recursos para abordar esas necesidades. Los documentos de planificación que se actualizan incluyen:

- **El Elemento de Vivienda del Plan General de la Ciudad:** La ley estatal requiere que la Ciudad analice su inventario de vivienda de la comunidad en relación con las necesidades de vivienda, y para hacer frente a esas necesidades.
- **Plan Consolidado:** El Plan Consolidado se realiza cada cinco años y ayuda a la Ciudad a identificar metas y resultados relacionados con los cuatro programas federales de desarrollo comunitario (HOME, CDBG, ESG, HOPWA) del Departamento de Vivienda y Desarrollo Urbano (HUD).
- **Análisis de Impedimentos para la Vivienda Justa:** Requiere que la Ciudad para Identifique condiciones de discriminación y enfrente los obstáculos al acceso a la vivienda
- **Área de Estrategia para La Revitalización del Barrio Alisal:** Programa para aumentar el número de dueños de vivienda, estimular el desarrollo económico, y en general, mejorar el barrio Alisal.
- **Iniciativa de Vivienda Inclusiva:** Modificación del Código la Ciudad que requiere que una parte de nuevas unidades de vivienda sea asequible para familias de ingresos bajos y moderados.

La participación del público es esencial para estos procesos de planificación. Sus opiniones puede ayudar a la Ciudad a asegurar que los documentos y las prioridades adecuadamente reflejan los retos y obstáculos que enfrenta la comunidad de Salinas. La Ciudad estará escuchando las ideas de la comunidad a través de un proceso de participación pública de varios niveles empezando el mes de diciembre 2014 hasta la primavera de 2015. Los eventos incluirán una serie de talleres, encuestas, entrevistas, y revisión pública de los planes y documentos.

Para iniciar el proceso de participación pública, se llevará a cabo un Taller Comunitario el 11 de diciembre 2014 de 6:00-8:00 pm en el Centro Comunitario de Salinas. En el taller, persona de la Ciudad repasará los componentes principales y el progreso de las iniciativas de vivienda y desarrollo comunitario. También, se invitara a la comunidad a proporcionar sus opiniones. Esperamos contar con su asistencia.

Por favor comparta este aviso ampliamente a cualquier grupo o individuos que estén interesados en este proceso. Para mayor información haga contacto con Jennifer Coile, Directora del Proyecto, Departamento de Desarrollo Comunitario y Económico, Ciudad de Salinas, 65 West Alisal Street (831) 758-7387.

Las personas con incapacitadas que requieran acomodación especial para asistir la reunión pueden comunicarse con el Departamento de Desarrollo Comunitario y Económico, Ciudad de Salinas, 65 West Alisal Street, Salinas, CA 93901, (831) 758-7206. Las personas con discapacidad auditiva o de los usuarios de teléfonos de texto TTY / TDD pueden comunicarse con la Ciudad marcando 711 para ser conectados con el Servicio de Retransmisión de California (CRS), o llamando a cualquier otro proveedor de servicios CRS.

This space is for the County Clerk's Filing Stamp

# PROOF OF PUBLICATION

(2015.5 C.C.P.)

STATE OF CALIFORNIA

County of Monterey

I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the printer of *The Salinas Californian*, a newspaper of general circulation, printed and published daily except Sunday in the City of Salinas, County of Monterey and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of Monterey, State of California; that the notice, of which the annexed is a printed copy (set in type no smaller than nonpareil), has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

December 31, 2014

I certify (or declare) under penalty of perjury that the foregoing is true and correct.






Executed January 14, 2015

at Salinas, California.

  
Signature

City of Salinas

Public Workshop



## Public Workshop Notice

### Housing and Community Development Planning Initiative

**RESCHEDULED**  
Thursday, January 15, 2015 - 6:00pm - 8:00pm

Salinas Community Center / Sherwood Hall  
Santa Lucia Room - 940 North Main Street, Salinas

What do you have to say about housing in Salinas? Do you know what community service most needed in the City? Please let us know!

The City of Salinas is undertaking a series of planning initiatives related to housing and community development. These efforts help City staff and policy makers identify need priorities across all neighborhoods and help support the City's role in directing resources to address those needs. The planning documents to be updated include:

- **The Housing Element of the General Plan:** State law requires the City to analyze the community's housing inventory in relation to housing needs, and to address those needs.
- **Consolidated Plan:** The five-year "Con Plan" helps the City identify goals and track performance related to the four community development grants (HOME, CDBG, ESG, HC) of the U.S. Department of Housing and Urban Development (HUD).
- **Analysis of Impediments to Fair Housing (AI):** Requires the City to identify patterns of discrimination and address any obstacles to housing access.
- **Alisal Homeownership Neighborhood Revitalization Strategy Area:** Focuses on a program to increase homeownership, stimulate economic development, and generally improve the Alisal neighborhood.
- **Inclusionary Housing Initiative:** Amendment of the City Code that requires a portion of new housing units to be affordable to low- and moderate-income households.

Public participation is crucial for these planning processes. Your feedback can help them ensure that the resulting documents and priorities best reflect the challenges and obstacles facing the community of Salinas. To hear community ideas, a coordinated and multi-pronged engagement process will be undertaken beginning in December 2014 and going through the spring of 2015. Events will include a series of workshops, on-line and other surveys, interviews, and public review of the draft documents.

To launch the planning and community engagement process, the City of Salinas is holding a Kick-Off Meeting on **January 15 from 6:00 to 8:00 p.m.** at the Salinas Community Center at 940 No. Main, Santa Lucia Room. This meeting was scheduled for December 15 but cancelled due to the storm. At the meeting, City staff will review key components of the planning document and review progress to date, and invite the community to participate. We hope you can attend.

**Survey:** A bilingual community survey is available online at [www.surveymonkey.com/salinas2015](http://www.surveymonkey.com/salinas2015), or paper copies at the three City libraries and the office of the Community and Economic Development Department.

Further information on this matter may be obtained by contacting Jennifer Coile, Housing Element Project Manager of the City of Salinas, Community and Economic Development Department, 65 West Alisal Street, (831) 758-7387.

Disabled persons requiring accommodation in order to participate in the public hearing should contact the Community and Economic Development Department, City of Salinas, 65 West Alisal Street, second floor, Salinas, CA 93901, (831) 758-7206. Hearing impaired or TTY/TDD telephone users may contact the City by dialing 711 for the California Relay Service (CRS) or by telephoning any other service providers' CRS telephone number.

**AVISO IMPORTANTE, SI DESEA UNA TRADUCCION DE ESTE AVISO, FAVOR DE LLAMAR AL NUMERO (831) 758-7241 DENTRO LAS HORAS DE 8:00 a.m. Y 5:30 p.m., De Lunes A Viernes.**

*This space is for the County Clerk's Filing Stamp*

# PROOF OF PUBLICATION

(2015.5 C.C.P.)

STATE OF CALIFORNIA

County of Monterey

I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the printer of *The Salinas Californian*, a newspaper of general circulation, printed and published daily except Sunday in the City of Salinas, County of Monterey and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of Monterey, State of California; that the notice, of which the annexed is a printed copy (set in type no smaller than nonpareil), has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

January 3, 2015

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Executed January 14, 2015

at Salinas, California.

  
\_\_\_\_\_  
*Signature*

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**City of Salinas**

**Public Workshop (El Sol)**

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# Layún deja el América; se va a Granada

THE ASSOCIATED PRESS

MÉXICO — Miguel Layún dijo adiós al club América, flamante campeón del fútbol mexicano, que concretó su venta al Granada de España, aunque en lo que resta de la temporada el lateral jugará para el Watford de la segunda división inglesa.

“El Club América se despide de uno de sus últimos ídolos de la institución americanista”, informó el martes en un comunicado el equipo mexicano.

“Miguel Layún dejará los colores azulcremas en la búsqueda de un sueño más y una nueva aventura en el fútbol europeo”, agregó la institución.

No se dieron detalles finan-

cieros sobre la transferencia, pero Yon de Luisa, presidente del Comité de Fútbol de Televisa —empresa dueña del América— dijo a medios locales que Layún no fue cedido a préstamo sino en “venta definitiva”.

El Granada está actualmente amenazado por el descenso, al ubicarse en el 18vo lugar de la tabla. Uno de sus accionistas, el empresario italiano Giampaolo Pizzini, es también propietario del Watford, para el que Layún jugará en los partidos restantes de esta campaña.

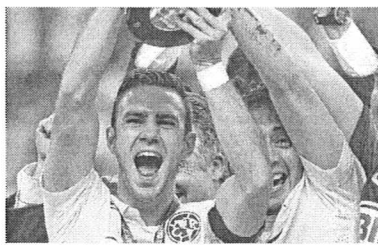
“Oficial: la primera parada para @MiguelLayun será @watfordfcays, donde pasará a préstamo el resto de la temporada 2014-15”, informó el Granada

mediante su cuenta oficial de Twitter en inglés.

Watford marcha 5o. en la tabla de la Championship League, con 41 puntos, a 7 del puntero Bournemouth. El 4 de enero, se medirá al Chelsea de la Liga Premier, en la Copa de la FA.

Layún, quien debutó en la liga mexicana con el Veracruz, tuvo un paso fugaz por el Atalanta italiano en 2009. Regresó al América un año después, y su desempeño con las Águilas le valió su convocatoria a la selección mexicana, con la que fue titular en la Copa del Mundo 2014.

Las Águilas lograron hace unas semanas el 12no título en su historia y se convirtieron en el máximo campeón en México.



El capitán del América Miguel Layún, izquierda, sostiene el trofeo de la liga mexicana, en la Ciudad de México, el 14 de diciembre de 2014.

# Cálida bienvenida a Harbaugh, en su regreso a Michigan

POR NOAH TRISTER | AP

ANN ARBOR — La Universidad de Michigan hizo oficial el martes que había nombrado a Jim Harbaugh como nuevo entrenador de su equipo de fútbol americano.



El ex-Entrenador de los 49s de San Francisco Jim Harbaugh en el estadio de Santa Clara, Calif., el 28 de diciembre de 2014.

Harbaugh entró a la cancha, durante el medio tiempo de un partido de basquetbol de Michigan, y pronunció un mensaje a un público jubiloso.

“Les prometo que haremos lo mejor posible para continuar con la gran tradición de Michigan, excelencia en toda la línea”, afirmó el nuevo entrenador de los Wolverines ante los estudiantes que lo aclamaban en el Crisler Center, donde el conjunto de basquetbol venció el martes a Illinois en tiempo de prórroga.

“Ustedes saben cómo hacer que alguien se sienta en casa”, añadió Harbaugh a los gritos y aplausos que lo rodeaban.

“Fue un toro complicado que aprendí muy rápido, empecé a

nes por las que ha pasado en los últimos días.

Harbaugh está de regreso, para beneplácito de muchos seguidores, quienes desean que salve al equipo de fútbol americano en el que destacó como quarterback hace 30 años. Ese equipo se ha sumado en la mediocridad dentro de la Conferencia de los 10 Grandes.

# Etíopes ganan carrera de San Silvestre

THE ASSOCIATED PRESS

SAO PAULO — El etíope Dawit Admasu ganó la carrera de San Silvestre en Brasil el miércoles con un 2o. de ventaja sobre el keniano Stanley Koech.

Admasu recorrió el tramo de 15 kilómetros a través de la ciudad más grande de Sudamérica en 45 minutos, 4 segundos, con lo cual obtuvo su primer triunfo en la tradicional carrera de la víspera de Año Nuevo.

Entre las mujeres, la también etíope Ymer Ayalew ganó su segundo título después de 2008, al terminar en 50:43. Su compatriota Netsanet Kebede llegó segunda a tres segundos, seguida por la keniana Priscah Jeptoo, ganadora en 2011.

Los competidoras kenianas habían ganado las 5 últimas ediciones de la San Silvestre.

El keniano Edwin Kipsang Rotich había ganado dos títulos masculinos consecutivos.



Dawit Admasu de Etiopía celebra la Carrera de San Silvestre, en Sao Paulo, Brasil, el 31 de Dic. de 2014.

# Torera y dos monosabios heridos por un toro

POR MARK STEVENSON | AP

MÉXICO — Karla Sánchez San Martín, dijo el martes que regresaría a los ruedos a mediados de enero, 2 días después de ser cogida por un toro al que definió como “truy inminente”. La diestra, de 26 años, que lidia bajo el nombre de “Karla de los Angeles”, sufrió un par de cornadas en el muslo y una de las nalgas cuando fue embestida en dos ocasiones por Gaumustino, una res de 495 kilos.



Karla S. San Martín, posa en un hospital de la Cd. de Méx.

probarme, a la hora de entrar a matar ya había aprendido, ya

me tenía cazada, creo que me estaba puntando”, dijo Sánchez desde la habitación de hospital en la que se recuperaba de una cornada de 24 centímetros en el muslo y otra de 15 en una nalga.

“Fue una de esas tardes en las que un accidente tras otro dejó un mal sabor de boca en todos los presentes”, puede leerse en la página web de la Plaza de Toros de México.

“La verdad es que me duele un poco”, dijo la torera. Pero añadió que “esto no me desanimó... tengo un compromiso el 18 de enero y allí estaré”.

## COMPASIVA

CUANDO EL TIEMPO LO ES TODO

**Delphine Engel, MD**  
Cirujana de Traumatología

- Beca de investigación en Trauma/ Cuidados Críticos Quirúrgicos en University of California, Irvine Medical Center.
- Miembro de Pacific Surgical P.C. afiliado con Legacy Emanuel Medical Center que es un Centro de Traumatología Nivel I.
- Certificada por el consejo de Cirugía General y Cirugía de Cuidados Críticos.
- Sus estudios en atenciones traumológicas han sido publicados.

**Natividad MEDICAL CENTER**

Los especialistas en traumatología de Natividad Medical Center son los más altamente capacitados quirúrgicos de cuidados críticos del condado de Monterey.

[www.natividad.com/trauma](http://www.natividad.com/trauma)

### Aviso de Taller Público

Iniciativas de Vivienda y Desarrollo Comunitario 2014-15

**NUEVA FECHA**  
Jueves, 15 de enero 2015 - 6:00pm-8:00pm

Salinas Community Center / Sherwood Hall  
Salón Santa Lucia - 940 North Main Street, Salinas

¿Qué opinión tiene sobre asuntos de vivienda en Salinas? ¿Sabe cuáles son los servicios comunitarios que más se necesitan en la ciudad? Por favor, ¡háganos saber!

La Ciudad de Salinas está llevando a cabo una serie de iniciativas de planificación relacionadas con la vivienda y el desarrollo comunitario. Estos esfuerzos ayudan al personal de la Ciudad y los encargados de la creación de políticas a identificar las necesidades y prioridades de todos los barrios, y ayudan a apoyar el papel de la ciudad en la dirigir recursos para abordar esas necesidades. Los documentos de planificación que se actualizan incluyen:

- **El Elemento de Vivienda del Plan General de la Ciudad:** La ley estatal requiere que la Ciudad analice su inventario de vivienda de la comunidad en relación con las necesidades de vivienda, y para hacer frente a esas necesidades.
- **Plan Consolidado:** El Plan Consolidado se realiza cada cinco años y ayuda a la Ciudad a identificar metas y resultados relacionados con los cuatro programas federales de desarrollo comunitario (HOME, CDBG, ESG, HOPEWA) del Departamento de Vivienda y Desarrollo Urbano (HUD).
- **Análisis de Impedimentos para la Vivienda Justa:** Requiere que la Ciudad identifique condiciones de discriminación y enfrente los obstáculos al acceso a la vivienda.
- **Área de Estrategia para la Revitalización del Barrio Alisal:** Programa para aumentar el número de dueños de vivienda, estimular el desarrollo económico, y en general, mejorar el barrio Alisal.
- **Iniciativa de Vivienda Inclusiva:** Modificación del Código de Zonificación de la Ciudad que requiere que una parte de unidades nuevas de vivienda sea accesible para familias de ingresos bajos y moderados.

La participación del público es esencial para este proceso de planificación. Sus opiniones pueden ayudar a la Ciudad a asegurar que los documentos y las prioridades reflejen adecuadamente los retos y obstáculos que enfrenta la comunidad de Salinas. La Ciudad estará escuchando las ideas de la comunidad a través de un proceso de participación pública de varios niveles empezando el mes de diciembre 2014 hasta la primavera de 2015. Los eventos incluirán una serie de talleres, encuestas, entrevistas, y revisión pública de los planes y documentos.

Para iniciar el proceso de participación pública, se llevará a cabo un Taller Comunitario el **16 de enero 2015 de 6:00-9:00pm** en el Centro Comunitario de Salinas. Este Taller inicialmente fue cancelado el 11 de diciembre por la tormenta de esa día. En el taller, personal de la Ciudad repasará los componentes principales y el progreso de las iniciativas de vivienda y desarrollo comunitario. También, se invitara a la comunidad a proporcionar sus opiniones. Esperamos contar con su asistencia.

**Encuesta:** Una encuesta comunitaria está disponible en línea en [www.surveymonkey.com/s/Salinas2015](http://www.surveymonkey.com/s/Salinas2015), o en papel en las bibliotecas de la Ciudad.

Por favor comparta este aviso ampliamente con cualquier grupo o individuos que estén interesados en este proceso. Para mayor información haga contacto con Jennifer Cole, Directora del Proyecto, Departamento de Desarrollo Comunitario y Económico, Ciudad de Salinas, 65 West Alisal Street (831) 758-7387.

Las personas con incapacidades que requieran acomodación especial para asistir la reunión pueden comunicarse con el Departamento de Desarrollo Comunitario y Económico, Ciudad de Salinas, 65 West Alisal Street, Salinas, CA 93901, (831) 758-7206. Las personas con discapacidad auditiva o de los usuarios de teléfonos de texto TTY / TDD pueden comunicarse con la Ciudad marcando 711 para ser conectados con el Servicio de Retransmisión de California (CRS), o llamando a cualquier otro proveedor de servicios CRS.



359D

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# PROOF OF PUBLICATION

(2015.5 C.C.P.)

STATE OF CALIFORNIA

County of Monterey

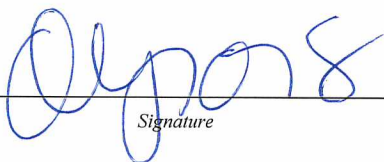
I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the printer of *The Salinas Californian*, a newspaper of general circulation, printed and published daily except Sunday in the City of Salinas, County of Monterey and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of Monterey, State of California; that the notice, of which the annexed is a printed copy (set in type no smaller than nonpareil), has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

January 17, 2015

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Executed March 5, 2015

at Salinas, California.

  
Signature

City of Salinas

## Public Workshop Notice

ALISAL HOUSING AND COMMUNITY DEVELOPMENT NEEDS

Thursday, January 29, 2015

6:00 pm - 8:00 pm

Maria J. Torres-Gil Community Center, 245 Calle Cebu, Salinas

The City of Salinas is undertaking a series of planning initiatives related to housing and community development. We are holding five community workshops to help City staff and policy makers identify needs and priorities across all neighborhoods and help support the City's role in directing resources to address those needs.

The second workshop of the five community workshops will be held **January 29 from 6:00 to 8:00 p.m.** at the Maria J. Torres-Gil Community Center, 245 Calle Cebu. The topic is **Housing and Community Development Needs in the Alisal neighborhood**. The workshop will be held in Spanish with English translation. Childcare, light refreshments, and parking will be available.

Planning documents to be updated include:

- **Alisal Homeownership Neighborhood Revitalization Strategy Area:** Focused program to increase homeownership, stimulate economic development, and generally improve the Alisal neighborhood.
- **Consolidated Plan:** The five-year "Con Plan" helps the City identify goals and track program performance related to the four community development grants (HOME, CDBG, ESG, HOPWA) of the U.S. Department of Housing and Urban Development (HUD). The Alisal neighborhood is one of the target areas of the plan.
- **Analysis of Impediments to Fair Housing (AI):** Requires the City to identify patterns of discrimination and address any obstacles to housing access.

**Survey:** A bilingual community survey is available online at [www.surveymonkey.com/s/Salinas2015](http://www.surveymonkey.com/s/Salinas2015), or paper copies at the three City libraries and the office of the Community and Economic Development Department. Deadline to complete the survey is March 12, 2015.

For further information, contact Jennifer Coile, Housing Element Project Manager of the City of Salinas, Community and Economic Development Department, 65 West Alisal Street, (831) 758-7387 or [jennifer.coile@ci.salinas.ca.us](mailto:jennifer.coile@ci.salinas.ca.us).

Disabled persons requiring accommodation in order to participate in the workshop may contact Community and Economic Development Department, City of Salinas, 65 West Alisal Street, second floor, Salinas, CA 93901, (831) 758-7206. Hearing impaired or TTY/TDD text telephone users may contact the City by dialing 711 for the California Relay Service (CRS) or by telephoning any other service providers' CRS telephone number.

**AVISO IMPORTANTE, SI DESEA UNA TRADUCCION DE ESTE AVISO, FAVOR DE LLAMAR AL NUMERO (831) 758-7241 DENTRO LAS HORAS DE 8:00 a.m. Y 5:30 p.m., De Lunes A Jueves.**

VS-9000183211

3590

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**PROOF OF PUBLICATION**  
(2015.5 C.C.P.)

STATE OF CALIFORNIA

County of Monterey

I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the printer of *The Salinas Californian*, a newspaper of general circulation, printed and published daily except Sunday in the City of Salinas, County of Monterey and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of Monterey, State of California; that the notice, of which the annexed is a printed copy (set in type no smaller than nonpareil), has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

January 24, 2015

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Executed March 5, 2015

at Salinas, California.

*[Handwritten Signature]*

Signature

City of Salinas  
(El Sol)

**Aviso de Taller Público**  
NECESIDADES DE LA VIVIENDA Y DESARROLLO COMUNITARIO EN EL BARRIO ALISAL

jueves, 29 de enero 2015 • 6:00-8:00 pm  
Maria J. Torres-Gil Community Center/Haciendas Plaza • 345 Calle Cebu

La Ciudad de Salinas está llevando a cabo una serie de iniciativas de planeación relacionadas con la vivienda y el desarrollo comunitario. Estos esfuerzos se apoyan en el personal de la Ciudad y los encargados de la creación de políticas a identificar las necesidades y prioridades de todos los barrios, y ayudan a apoyar el papel de la ciudad en la dirigir recursos para abordar esas necesidades.

El taller Segundo de cinco talleres comunitarios se llevará a cabo el 15 de enero de 6:00-8:00 pm en el Centro Comunitario Maria J. Torres-Gil, 245 Calle Cebu. Los temas a tratar son Necesidades de la Vivienda y de Desarrollo Comunitario en el barrio Alisal. El taller se llevará a cabo en español con traducción al inglés. Se proporcionaran ciudades aperitivos, y estacionamiento.

Los documentos de planificación que se actualizan incluyen:

- **Área de Estrategia para La Revitalización del Barrio Alisal:** Proponemos aumentar el número de dueños de vivienda, estimular el desarrollo económico general, mejorar el barrio Alisal.
- **Plan Consolidado:** El Plan Consolidado se realiza cada cinco años y la Ciudad a identificar metas y resultados relacionados con las cuatro programas de desarrollo comunitario (HOME, CDBG, ESG, HOPWA) del Departamento de Desarrollo Comunitario y Económico y Desarrollo Urbano (HUD).
- **Análisis de Impedimentos para la Vivienda Justa:** Requiere que la Ciudad identifique condiciones de discriminación y enfrente los obstáculos al acceso a la vivienda.

**Encuesta:** Una encuesta comunitaria bilingüe está disponible en línea en [surveymonkey.com/s/Salinas2015](http://surveymonkey.com/s/Salinas2015), o en papel en las bibliotecas de la Ciudad de Salinas y del Departamento de Desarrollo Comunitario y Económico. Fecha límite para la encuesta es 12 de marzo, 2015.

Por favor comparta este aviso ampliamente con cualquier grupo o individuo interesado en este proceso. Para mayor información haga contacto con Jennifer Coile, Directora del Proyecto, Departamento de Desarrollo Comunitario y Económico de Salinas, 65 West Alisal Street (831) 758-7387 o [Jennifer.coile@ci.salinas.ca.gov](mailto:Jennifer.coile@ci.salinas.ca.gov)

Las personas con discapacidades que requieran acomodación especial para asistir a la reunión pueden comunicarse con el Departamento de Desarrollo Comunitario y Económico, Ciudad de Salinas, 65 West Alisal Street, Salinas, CA 93901-7206. Las personas con discapacidad auditiva o de los usuarios de teléfono por voz pueden comunicarse con la Ciudad marcando 711 para ser conectados con el Servicio de Retransmisión de California (CRS), o llamando a cualquier otro número de servicios CRS.

9701

This space is for the County Clerk's Filing Stamp

# PROOF OF PUBLICATION

(2015.5 C.C.P.)

STATE OF CALIFORNIA

County of Monterey

I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the printer of *The Salinas Californian*, a newspaper of general circulation, printed and published daily except Sunday in the City of Salinas, County of Monterey and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of Monterey, State of California; that the notice, of which the annexed is a printed copy (set in type no smaller than nonpareil), has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

January 30, 2015

I certify (or declare) under penalty of perjury that the foregoing is true and correct.


Executed March 5, 2015

at Salinas, California.



Signature

City of Salinas



## Public Workshop Notice HOUSING POLICIES AND NEEDS

Wednesday, February 11, 2015 • 6:00 pm - 8:00 pm  
Northminster Church, 315 E. Alvin Drive, Salinas

The City of Salinas is undertaking a series of planning initiatives related to housing and community development. We are holding five community workshops to help City staff and policy makers identify needs and priorities across all neighborhoods and help support the City's role in directing resources to address those needs.

The third of the five community workshops will be held February 11 from **6:00 to 8:00 p.m.** at the Northminster Presbyterian Church, 315 E. Alvin Drive. The topic is **Housing Policies and Needs** in the City of Salinas. The workshop will be held in English with Spanish translation. Childcare, light refreshments, and parking will be available.

Planning documents to be updated include:

- **The Housing Element of the General Plan:** State law requires the City to analyze the community's housing inventory in relation to housing needs, and to address those needs.
- **Analysis of Impediments to Fair Housing (AI):** Requires the City to identify patterns of discrimination and address any obstacles to housing access.
- **Inclusionary Housing Initiative:** Amendment of the City Code that requires a portion of new housing units to be affordable to low- and moderate-income households.
- **Consolidated Plan:** The five-year "Con Plan" helps the City identify goals and program performance related to the four community development grants (HOME, CDBG, ESG, HOPWA) of the U.S. Department of Housing and Urban Development (HUD). The Alisal neighborhood is one of the target areas of the plan.

**Survey:** A bilingual community survey is available online at [www.surveymonkey.com/Salinas2015](http://www.surveymonkey.com/Salinas2015), or paper copies at the three City libraries and the office of the Community and Economic Development Department. **Deadline to complete the survey March 12, 2015.**

For further information, contact Jennifer Coile, Housing Element Project Manager of the City of Salinas, Community and Economic Development Department, 65 West Alisal Street, (831) 758-7387 or [jennifer.coile@ci.salinas.ca.us](mailto:jennifer.coile@ci.salinas.ca.us).

Disabled persons requiring accommodation in order to participate in the workshop may contact Community and Economic Development Department, City of Salinas, 65 West Alisal Street, second floor, Salinas, CA 93901, (831) 758-7206. Hearing impaired or TDD text telephone users may contact the City by dialing 711 for the California Relay Service (CRS) or by telephoning any other service providers' CRS telephone number.

**AVISO IMPORTANTE, SI DESEA UNA TRADUCCION DE ESTE AVISO, FAVOR LLAMAR AL NUMERO (831) 758-7241 DENTRO LAS HORAS DE 8:00 a.m. Y 5:30 p.m. De Lunes A Jueves.**

This space is for the County Clerk's Filing Stamp

# PROOF OF PUBLICATION

(2015.5 C.C.P.)

STATE OF CALIFORNIA

County of Monterey


I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the printer of *The Salinas Californian*, a newspaper of general circulation, printed and published daily except Sunday in the City of Salinas, County of Monterey and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of Monterey, State of California; that the notice, of which the annexed is a printed copy (set in type no smaller than nonpareil), has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

January 31, 2015

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

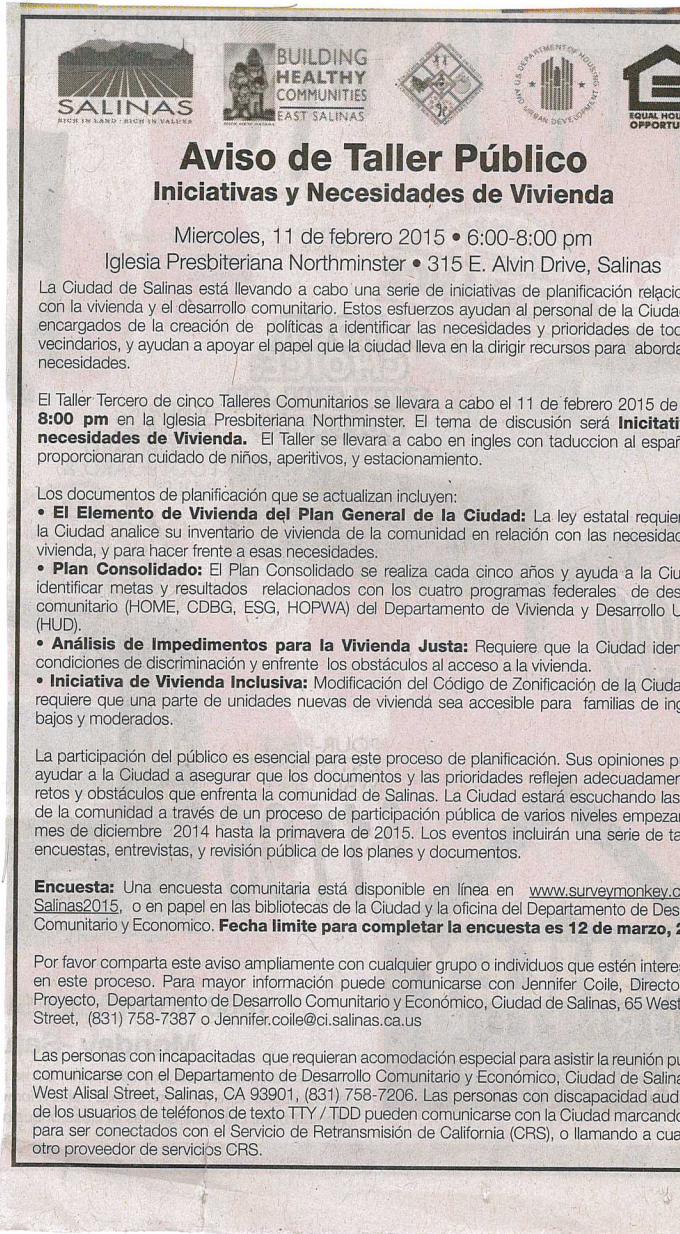
Executed March 5, 2015

at Salinas, California.

  
Signature

City of Salinas

(El Sol)



**Aviso de Taller Público**  
**Iniciativas y Necesidades de Vivienda**

Miercoles, 11 de febrero 2015 • 6:00-8:00 pm  
Iglesia Presbiteriana Northminster • 315 E. Alvin Drive, Salinas

La Ciudad de Salinas está llevando a cabo una serie de iniciativas de planificación relaciona con la vivienda y el desarrollo comunitario. Estos esfuerzos ayudan al personal de la Ciudad encargados de la creación de políticas a identificar las necesidades y prioridades de todos los vecinos, y ayudan a apoyar el papel que la ciudad lleva en la dirigir recursos para abordar las necesidades.

El Taller Tercero de cinco Talleres Comunitarios se llevara a cabo el 11 de febrero 2015 de 6:00 pm en la Iglesia Presbiteriana Northminster. El tema de discusión será **Iniciativas y Necesidades de Vivienda**. El Taller se llevara a cabo en ingles con taducción al español proporcionaran cuidado de niños, aperitivos, y estacionamiento.

Los documentos de planificación que se actualizan incluyen:

- **El Elemento de Vivienda del Plan General de la Ciudad:** La ley estatal requiere que la Ciudad analice su inventario de vivienda de la comunidad en relación con las necesidades de vivienda, y para hacer frente a esas necesidades.
- **Plan Consolidado:** El Plan Consolidado se realiza cada cinco años y ayuda a la Ciudad a identificar metas y resultados relacionados con los cuatro programas federales de desarrollo comunitario (HOME, CDBG, ESG, HOPWA) del Departamento de Vivienda y Desarrollo Urbano (HUD).
- **Análisis de Impedimentos para la Vivienda Justa:** Requiere que la Ciudad identifique las condiciones de discriminación y enfrente los obstáculos al acceso a la vivienda.
- **Iniciativa de Vivienda Inclusiva:** Modificación del Código de Zonificación de la Ciudad requiere que una parte de unidades nuevas de vivienda sea accesible para familias de ingresos bajos y moderados.

La participación del público es esencial para este proceso de planificación. Sus opiniones pueden ayudar a la Ciudad a asegurar que los documentos y las prioridades reflejen adecuadamente los retos y obstáculos que enfrenta la comunidad de Salinas. La Ciudad estará escuchando las ideas de la comunidad a través de un proceso de participación pública de varios niveles empezando en diciembre 2014 hasta la primavera de 2015. Los eventos incluirán una serie de talleres, encuestas, entrevistas, y revisión pública de los planes y documentos.

**Encuesta:** Una encuesta comunitaria está disponible en línea en [www.surveymonkey.com/salinas2015](http://www.surveymonkey.com/salinas2015), o en papel en las bibliotecas de la Ciudad y la oficina del Departamento de Desarrollo Comunitario y Económico. **Fecha limite para completar la encuesta es 12 de marzo, 2015.**

Por favor comparta este aviso ampliamente con cualquier grupo o individuos que estén interesados en este proceso. Para mayor información puede comunicarse con Jennifer Coile, Directora de Proyecto, Departamento de Desarrollo Comunitario y Económico, Ciudad de Salinas, 65 West / Street, (831) 758-7387 o Jennifer.coile@ci.salinas.ca.us

Las personas con discapacidades que requieran acomodación especial para asistir la reunión pueden comunicarse con el Departamento de Desarrollo Comunitario y Económico, Ciudad de Salinas, West Alisal Street, Salinas, CA 93901, (831) 758-7206. Las personas con discapacidad auditiva de los usuarios de teléfonos de texto TTY / TDD pueden comunicarse con la Ciudad marcando para ser conectados con el Servicio de Retransmisión de California (CRS), o llamando a cualquier proveedor de servicios CRS.

This space is for the County Clerk's Filing Stamp

# PROOF OF PUBLICATION

(2015.5 C.C.P.)

STATE OF CALIFORNIA

County of Monterey

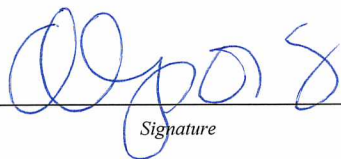
I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the printer of *The Salinas Californian*, a newspaper of general circulation, printed and published daily except Sunday in the City of Salinas, County of Monterey and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of Monterey, State of California; that the notice, of which the annexed is a printed copy (set in type no smaller than nonpareil), has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

February 13, 2015






I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Executed March 5, 2015

at Salinas, California.

  
Signature

City of Salinas



## Public Workshop Notice HOUSING POLICIES AND NEEDS

**WORKSHOP NO. 4 IN SPANISH WITH ENGLISH TRANSLATION**  
Thursday, February 26, 2015 • 6:00 pm - 8:00 pm  
National Steinbeck Center, 1 Main Street, Salinas

The City of Salinas is undertaking a series of planning initiatives related to housing and community development. We are holding five community workshops to help City staff and policy makers identify needs and priorities across all neighborhoods and help support the City's role in directing resources to address those needs.

The fourth of the five community workshops will be held **February 26 from 6:00 to 8:00 pm** at the National Steinbeck Center, 1 Main Street. The topic is **Housing Policies and Needs** in the City of Salinas, similar to the third workshop except that the workshop will be held in **Spanish with English translation**. Childcare, refreshments, and **free parking in the City's parking garage adjacent to the National Steinbeck Center** will be available.

Planning documents to be updated include:

- **The Housing Element of the General Plan:** State law requires the City to analyze the community's housing inventory in relation to housing needs, and to address those needs.
- **Analysis of Impediments to Fair Housing (AI):** Requires the City to identify patterns of discrimination and address any obstacles to housing access.
- **Inclusionary Housing Initiative:** Amendment of the City Code that requires a portion of new housing units to be affordable to low- and moderate-income households.
- **Consolidated Plan:** The five-year "Con Plan" helps the City identify goals and track performance related to the four community development grants (HOME, CDBG, ESG, HUD) of the U.S. Department of Housing and Urban Development (HUD). The Alisal neighborhood is one of the target areas of the plan.

**Survey:** A bilingual community survey is available online at [www.surveymonkey.com/s/Salinas2015](http://www.surveymonkey.com/s/Salinas2015), or paper copies at the three City libraries and the office of the Community and Economic Development Department. Deadline to complete the survey is March 12, 2015.

For further information, contact Jennifer Coile, Housing Element Project Manager of the City of Salinas, Community and Economic Development Department, 65 West Alisal Street, (831) 7387 or [jennifer.coile@ci.salinas.ca.us](mailto:jennifer.coile@ci.salinas.ca.us).

Disabled persons requiring accommodation in order to participate in the workshop may contact the Community and Economic Development Department, City of Salinas, 65 West Alisal Street, second floor, Salinas, CA 93901, (831) 758-7206. Hearing impaired or TTY/TDD text teleusers may contact the City by dialing 711 for the California Relay Service (CRS) or by telephoning any other service providers' CRS telephone number.

**AVISO IMPORTANTE, SI DESEA UNA TRADUCCION DE ESTE AVISO, FAVOR DE LLAMAR AL NUMERO (831) 758-7241 DENTRO LAS HORAS DE 8:00 a.m. Y 5:30 p.m., De Lunes A Jueves.**

This space is for the County Clerk's Filing Stamp

**PROOF OF  
PUBLICATION**  
(2015.5 C.C.P.)

STATE OF CALIFORNIA

County of Monterey

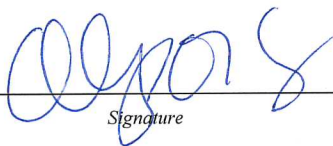
I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the printer of *The Salinas Californian*, a newspaper of general circulation, printed and published daily except Sunday in the City of Salinas, County of Monterey and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of Monterey, State of California; that the notice, of which the annexed is a printed copy (set in type no smaller than nonpareil), has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

February 14, 2015

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

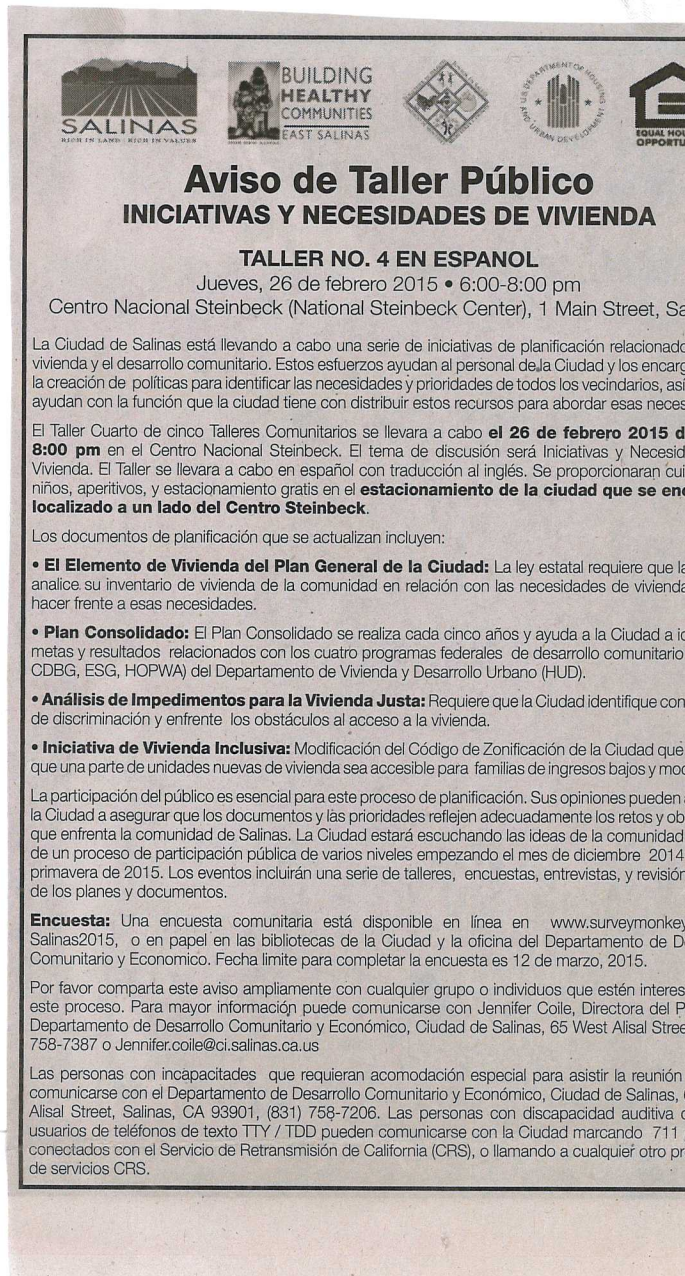
Executed March 5, 2015

at Salinas, California.

  
Signature

City of Salinas

(El Sol)



**Aviso de Taller Público**  
**INICIATIVAS Y NECESIDADES DE VIVIENDA**

**TALLER NO. 4 EN ESPAÑOL**  
Jueves, 26 de febrero 2015 • 6:00-8:00 pm  
Centro Nacional Steinbeck (National Steinbeck Center), 1 Main Street, Salinas, CA 93901

La Ciudad de Salinas está llevando a cabo una serie de iniciativas de planificación relacionadas con vivienda y el desarrollo comunitario. Estos esfuerzos ayudan al personal de la Ciudad y los encargados de la creación de políticas para identificar las necesidades y prioridades de todos los vecindarios, así como ayudan con la función que la ciudad tiene con distribuir estos recursos para abordar esas necesidades.

El Taller Cuarto de cinco Talleres Comunitarios se llevará a cabo **el 26 de febrero 2015 de 8:00 pm** en el Centro Nacional Steinbeck. El tema de discusión será **Iniciativas y Necesidades de Vivienda**. El Taller se llevará a cabo en español con traducción al inglés. Se proporcionarán **bebidas, aperitivos, y estacionamiento gratis en el estacionamiento de la ciudad que se encuentra localizado a un lado del Centro Steinbeck.**

Los documentos de planificación que se actualizan incluyen:

- **El Elemento de Vivienda del Plan General de la Ciudad:** La ley estatal requiere que la Ciudad analice su inventario de vivienda de la comunidad en relación con las necesidades de vivienda, hacer frente a esas necesidades.
- **Plan Consolidado:** El Plan Consolidado se realiza cada cinco años y ayuda a la Ciudad a identificar metas y resultados relacionados con los cuatro programas federales de desarrollo comunitario (CDBG, ESG, HOPWA) del Departamento de Vivienda y Desarrollo Urbano (HUD).
- **Análisis de Impedimentos para la Vivienda Justa:** Requiere que la Ciudad identifique condiciones de discriminación y enfrente los obstáculos al acceso a la vivienda.
- **Iniciativa de Vivienda Inclusiva:** Modificación del Código de Zonificación de la Ciudad que requiere que una parte de unidades nuevas de vivienda sea accesible para familias de ingresos bajos y moderados.

La participación del público es esencial para este proceso de planificación. Sus opiniones pueden ayudar a la Ciudad a asegurar que los documentos y las prioridades reflejen adecuadamente los retos y obstáculos que enfrenta la comunidad de Salinas. La Ciudad estará escuchando las ideas de la comunidad a través de un proceso de participación pública de varios niveles empezando el mes de diciembre 2014 hasta la primavera de 2015. Los eventos incluirán una serie de talleres, encuestas, entrevistas, y revisión de los planes y documentos.

**Encuesta:** Una encuesta comunitaria está disponible en línea en [www.surveymonkey.com](http://www.surveymonkey.com), Salinas2015, o en papel en las bibliotecas de la Ciudad y la oficina del Departamento de Desarrollo Comunitario y Económico. Fecha límite para completar la encuesta es 12 de marzo, 2015.

Por favor comparta este aviso ampliamente con cualquier grupo o individuos que estén interesados en este proceso. Para mayor información puede comunicarse con Jennifer Coile, Directora del Programa de Desarrollo Comunitario y Económico, Ciudad de Salinas, 65 West Alisal Street, Salinas, CA 93901, 758-7387 o [Jennifer.coile@ci.salinas.ca.us](mailto:Jennifer.coile@ci.salinas.ca.us)

Las personas con discapacidades que requieran acomodación especial para asistir a la reunión pueden comunicarse con el Departamento de Desarrollo Comunitario y Económico, Ciudad de Salinas, 65 West Alisal Street, Salinas, CA 93901, (831) 758-7206. Las personas con discapacidad auditiva o usuarios de teléfonos de texto TTY / TDD pueden comunicarse con la Ciudad marcando 711 o conectados con el Servicio de Retransmisión de California (CRS), o llamando a cualquier otro proveedor de servicios CRS.

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# PROOF OF PUBLICATION

(2015.5 C.C.P.)

STATE OF CALIFORNIA

County of Monterey

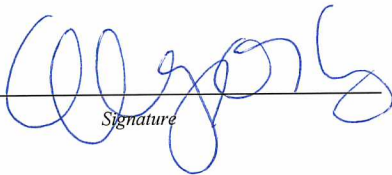
I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the printer of *The Salinas Californian*, a newspaper of general circulation, printed and published daily except Sunday in the City of Salinas, County of Monterey and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of Monterey, State of California; that the notice, of which the annexed is a printed copy (set in type no smaller than nonpareil), has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

February 27, 2015






I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Executed March 5, 2015

at Salinas, California.

  
Signature

City of Salinas



## Public Workshop Notice

### CITY HOUSING NEEDS ASSESSMENT

Thursday, March 12, 2015  
6:00 pm - 8:00 pm  
Salinas Community Center / Sherwood Hall / Santa Lucia Room  
940 North Main Street, Salinas

The City of Salinas is undertaking a series of planning initiatives related to housing community development. We are holding five community workshops to help City staff and policy makers identify needs and priorities across all neighborhoods and help support the City's role in directing resources to address those needs.

The last of five community workshops will be held March 12 from 6:00 to 8:00 p.m. at the Salinas Community Center, Sherwood Hall, Santa Lucia Room, 940 No. Main Street. The topic is Citywide Housing Needs Assessment in the City of Salinas. The workshop will be held in English with Spanish translation. Childcare, refreshments, and parking will be available.

Planning documents to be updated include:

- **The Housing Element of the General Plan:** State law requires the City to analyze the community's housing inventory in relation to housing needs, and to address those needs.
- **Analysis of Impediments to Fair Housing (AI):** Requires the City to identify and address any obstacles to housing access.
- **Inclusionary Housing Initiative:** Amendment of the City Code that requires a percentage of new housing units to be affordable to low- and moderate-income households.
- **Consolidated Plan:** The five-year "Con Plan" helps the City identify goals and program performance related to the four community development grants (HOME, CDBG, ESG, HOPWA) of the U.S. Department of Housing and Urban Development (HUD). The Alisal neighborhood is one of the target areas of the plan.

**Survey:** A bilingual community survey is available online at [www.surveymonkey.com](http://www.surveymonkey.com) (Salinas2015), or paper copies at the three City libraries and the office of the Community and Economic Development Department. Deadline to complete the survey is March 12, 2015.

For further information, contact Jennifer Coile, Housing Element Project Manager, City of Salinas, Community and Economic Development Department, 65 West Alisal Street, Salinas, CA 93901, (831) 758-7206 or [jennifer.coile@ci.salinas.ca.us](mailto:jennifer.coile@ci.salinas.ca.us), (831) 758-7387.

Disabled persons requiring accommodation in order to participate in the workshop should contact Community and Economic Development Department, City of Salinas, 65 West Alisal Street, second floor, Salinas, CA 93901, (831) 758-7206. Hearing impaired or TDD text telephone users may contact the City by dialing 711 for the California Relay Service (CRS) or by telephoning any other service providers' CRS telephone number.

**AVISO IMPORTANTE, SI DESEA UNA TRADUCCION DE ESTE AVISO, FAVOR DE LLAMAR AL NUMERO (831) 758-7241 DENTRO LAS HORAS DE 8:00 a.m. Y 5:30 p.m., De Lunes A Viernes.**

This space is for the County Clerk's Filing Stamp

# PROOF OF PUBLICATION

(2015.5 C.C.P.)

STATE OF CALIFORNIA

County of Monterey

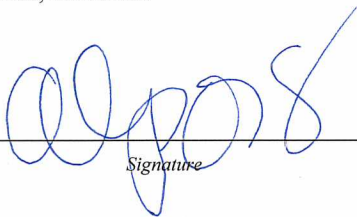
I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the printer of *The Salinas Californian*, a newspaper of general circulation, printed and published daily except Sunday in the City of Salinas, County of Monterey and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of Monterey, State of California; that the notice, of which the annexed is a printed copy (set in type no smaller than nonpareil), has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

February 28, 2015

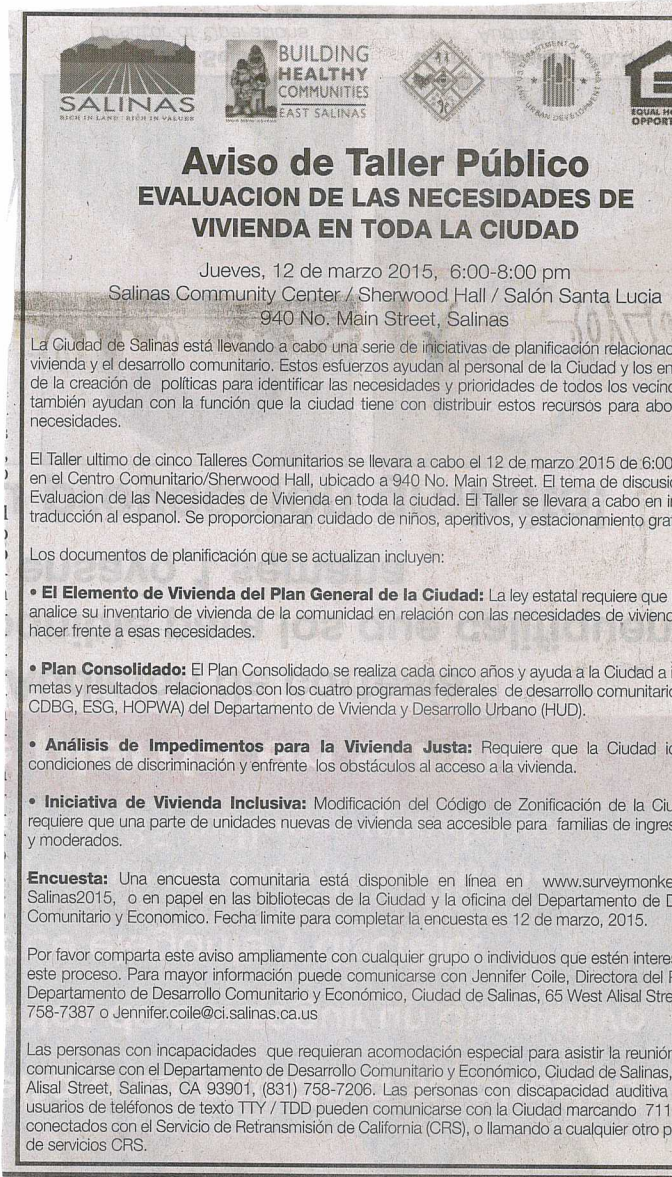
I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Executed March 5, 2015

at Salinas, California.

  
Signature

City of Salinas  
(El Sol)



**Aviso de Taller Público**  
**EVALUACION DE LAS NECESIDADES DE VIVIENDA EN TODA LA CIUDAD**

Jueves, 12 de marzo 2015, 6:00-8:00 pm  
Salinas Community Center / Sherwood Hall / Salón Santa Lucia  
940 No. Main Street, Salinas

La Ciudad de Salinas está llevando a cabo una serie de iniciativas de planificación relacionadas con la vivienda y el desarrollo comunitario. Estos esfuerzos ayudan al personal de la Ciudad y los empleados de la creación de políticas para identificar las necesidades y prioridades de todos los vecindarios. También ayudan con la función que la ciudad tiene con distribuir estos recursos para abordar las necesidades.

El Taller último de cinco Talleres Comunitarios se llevara a cabo el 12 de marzo 2015 de 6:00-8:00 pm en el Centro Comunitario/Sherwood Hall, ubicado a 940 No. Main Street. El tema de discusión es la Evaluación de las Necesidades de Vivienda en toda la ciudad. El Taller se llevara a cabo en inglés y tendrá traducción al español. Se proporcionaran cuidado de niños, aperitivos, y estacionamiento gratuito.

Los documentos de planificación que se actualizan incluyen:

- **El Elemento de Vivienda del Plan General de la Ciudad:** La ley estatal requiere que la Ciudad realice un inventario de vivienda de la comunidad en relación con las necesidades de vivienda y hacer frente a esas necesidades.
- **Plan Consolidado:** El Plan Consolidado se realiza cada cinco años y ayuda a la Ciudad a identificar metas y resultados relacionados con los cuatro programas federales de desarrollo comunitario: CDBG, ESG, HOPWA) del Departamento de Vivienda y Desarrollo Urbano (HUD).
- **Análisis de Impedimentos para la Vivienda Justa:** Requiere que la Ciudad identifique las condiciones de discriminación y enfrente los obstáculos al acceso a la vivienda.
- **Iniciativa de Vivienda Inclusiva:** Modificación del Código de Zonificación de la Ciudad requiere que una parte de unidades nuevas de vivienda sea accesible para familias de ingresos bajos y moderados.

**Encuesta:** Una encuesta comunitaria está disponible en línea en [www.surveymonkey.com/salinas2015](http://www.surveymonkey.com/salinas2015), o en papel en las bibliotecas de la Ciudad y la oficina del Departamento de Desarrollo Comunitario y Económico. Fecha límite para completar la encuesta es 12 de marzo, 2015.

Por favor comparta este aviso ampliamente con cualquier grupo o individuos que estén interesados en este proceso. Para mayor información puede comunicarse con Jennifer Coile, Directora del Departamento de Desarrollo Comunitario y Económico, Ciudad de Salinas, 65 West Alisal Street, Salinas, CA 93901, (831) 758-7206. Las personas con discapacidad auditiva o usuarios de teléfonos de texto TTY / TDD pueden comunicarse con la Ciudad marcando 711 o conectados con el Servicio de Retransmisión de California (CRS), o llamando a cualquier otro proveedor de servicios CRS.

Las personas con incapacidades que requieran acomodación especial para asistir la reunión pueden comunicarse con el Departamento de Desarrollo Comunitario y Económico, Ciudad de Salinas, 65 West Alisal Street, Salinas, CA 93901, (831) 758-7206. Las personas con discapacidad auditiva o usuarios de teléfonos de texto TTY / TDD pueden comunicarse con la Ciudad marcando 711 o conectados con el Servicio de Retransmisión de California (CRS), o llamando a cualquier otro proveedor de servicios CRS.



# PROOF OF PUBLICATION

(2015.5 C.C.P.)

STATE OF CALIFORNIA

County of Monterey


I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the printer of *The Salinas Californian*, a newspaper of general circulation, printed and published daily except Sunday in the City of Salinas, County of Monterey and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of Monterey, State of California; that the notice, of which the annexed is a printed copy (set in type no smaller than nonpareil), has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

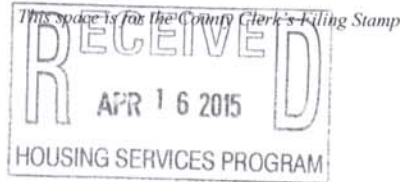
April 4, 2015

I certify (or declare) under penalty of perjury that the foregoing is true and correct.


Executed April 10, 2015

at Salinas, California.

  
Signature



Salinas, City Of  
(El Sol)



### City of Salinas AUDENCIA PUBLICA

PLAN CONSOLIDADO DE CINCO AÑOS PARA LOS FONDOS DE HUD (CONPL  
ANÁLISIS DE IMPEDIMENTOS A LA ELECCIÓN DE VIVIENDA JUSTA (AI)  
ÁREA ESTRATÉGICA DE REVITALIZACIÓN DE VECINDARIOS (NRSA)  
Y  
PLAN DE ACCIÓN PARA EL AÑO FISCAL 2015-2016

La Ciudad de Salinas, como una jurisdicción de derecho bajo el Departamento Federal de Vivienda y Desarrollo Urbano (HUD), anticipa recibir \$2.7 millones de dólares por año, durante los próximos cinco años. Estos fondos vienen de tres programas administrados por HUD: Fondos para el Desarrollo Comunitario (Community Development Block Grant - CDBG), Programa de Consorcios de Inversión para la Vivienda (HOME); Fondos para Soluciones de Emergencia (Emergency Solutions Grant - ESG). Además, la Ciudad podría participar en el Programa de Fondos de Prestamos de Sección 108 que permite pedir prestado hasta cinco veces los fondos CDBG que se reciben anualmente. Estos fondos de HUD se utilizan para llevar a cabo actividades para mejoras de la comunidad. Estos programas están designados para beneficiar primordialmente a personas de ingresos bajos-moderados que exceden el 80% del ingreso medio del área. Como parte de la planificación para el uso de estos fondos, la Ciudad prepara un plan a cinco años donde describe las necesidades de la comunidad y establece prioridades para la asignación de fondos.

Los reglamentos de los programas CDBG y HOME contienen un requisito reglamentario para avanzar la equidad de vivienda, ampliar la movilidad, y ampliar la elección de vivienda. El AI evalúa las necesidades de vivienda de la comunidad, y la disponibilidad de opciones de vivienda. El AI también estudia las políticas y prácticas que potencialmente limitan la habilidad de encontrar vivienda en un ambiente libre de discriminación y planea acciones para sobrepasar los impedimentos identificados que limiten la opción de vivienda o impidan el acceso a la vivienda.

La Ciudad estableció su NRSA para el área de Alisal (AHNRSA) el 1ro de octubre de 1991. El propósito primordial para esta área es complementar los esfuerzos existentes recomendados por acciones específicas que ayuden a incrementar la compra de viviendas, desarrollo económico, y mejoras a la comunidad. La Ciudad ha preparado un NRSA actualizada y alineada de manera más apropiada las estrategias de revitalización con las necesidades y condiciones actuales. La Ciudad también desea renovar el plazo del acuerdo NRSA que es más de acuerdo con el ConPlan de cinco años.

La Ciudad espera recibir \$1,979,589 en fondos CDBG, \$543,081 en fondos HOME y \$177,842 en fondos ESG por parte de HUD para el año programado del 2015. Las actividades que se proponen para los fondos del Plan de Acción el año fiscal 2015-2016 incluyen vivienda, servicios públicos, desarrollo económico, mejoras a infraestructura pública, y servicios a los desamparados.

El Concilio de la Ciudad de Salinas llevara a cabo una audiencia publica para obtener comentarios públicos para los planes propuestos el martes 12 de mayo del 2015, a las 4:00 p.m. en la Rotunda del Concilio, localizado en el 200 Lincoln Avenue en Salinas. Comentarios de los ciudadanos acerca del tema son bienvenidos y pueden ser dirigidos a Anastacia Wyatt en la dirección antes mencionada, o llamar al (831) 758-7334, o enviar correo electrónico a [anastacia.wyatt@ci.salinas.ca.us](mailto:anastacia.wyatt@ci.salinas.ca.us).

Copies de los planes en borrador estan disponibles en Community and Economic Development Department, 65 W. Alisal St., 2nd Floor, Salinas; la oficina de City Clerk en 200 Lincoln Avenue; las bibliotecas John Steinbeck, Cesar Chavez, y El Gabilan. Los planes están también disponibles en la pagina web de la Ciudad en [www.ci.salinas.ca.us](http://www.ci.salinas.ca.us).

**Persona con discapacidades que requieran algún servicio para poder atender**

**PROOF OF PUBLICATION**  
(2015.5 C.C.P.)

STATE OF CALIFORNIA

County of Monterey

I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the printer of *The Salinas Californian*, a newspaper of general circulation, printed and published daily except Sunday in the City of Salinas, County of Monterey and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of Monterey, State of California; that the notice, of which the annexed is a printed copy (set in type no smaller than nonpareil), has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

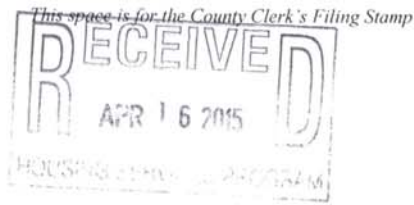
April 9, 2015

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

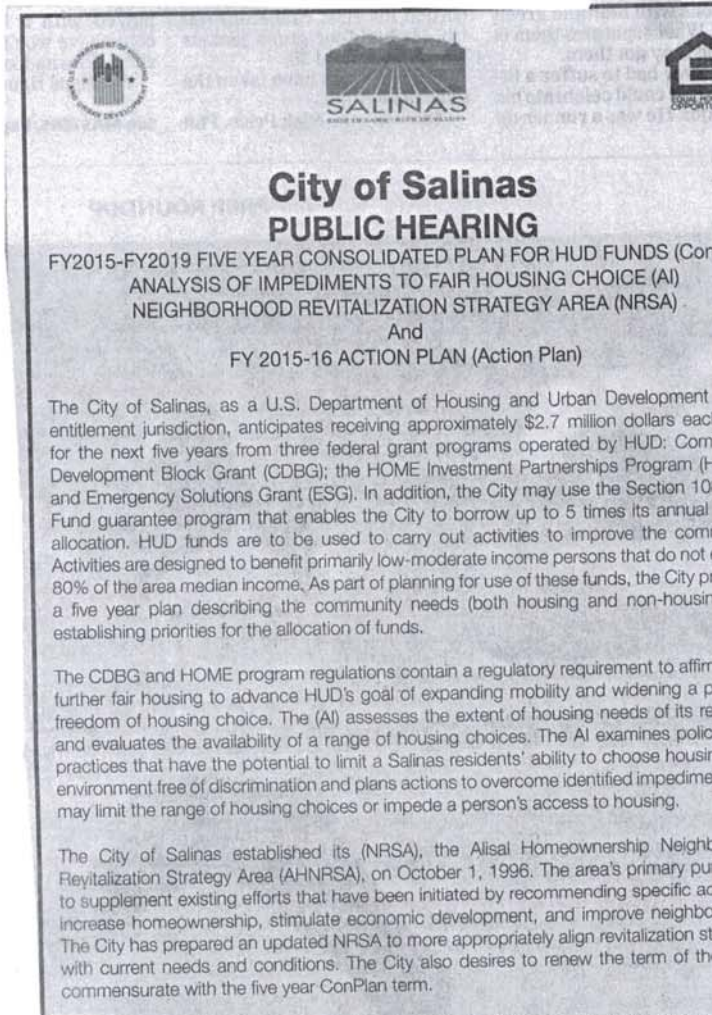
Executed April 10, 2015

at Salinas, California.

  
Signature



Salinas, City Of  
(Californian)



**City of Salinas PUBLIC HEARING**  
FY2015-FY2019 FIVE YEAR CONSOLIDATED PLAN FOR HUD FUNDS (ConPlan)  
ANALYSIS OF IMPEDIMENTS TO FAIR HOUSING CHOICE (AI)  
NEIGHBORHOOD REVITALIZATION STRATEGY AREA (NRSA)  
And  
FY 2015-16 ACTION PLAN (Action Plan)

The City of Salinas, as a U.S. Department of Housing and Urban Development entitlement jurisdiction, anticipates receiving approximately \$2.7 million dollars each for the next five years from three federal grant programs operated by HUD: Community Development Block Grant (CDBG); the HOME Investment Partnerships Program (HOME); and Emergency Solutions Grant (ESG). In addition, the City may use the Section 108 Fund guarantee program that enables the City to borrow up to 5 times its annual allocation. HUD funds are to be used to carry out activities to improve the community. Activities are designed to benefit primarily low-moderate income persons that do not exceed 80% of the area median income. As part of planning for use of these funds, the City prepared a five year plan describing the community needs (both housing and non-housing) and establishing priorities for the allocation of funds.

The CDBG and HOME program regulations contain a regulatory requirement to affirmatively further fair housing to advance HUD's goal of expanding mobility and widening a person's freedom of housing choice. The AI assesses the extent of housing needs of its residents and evaluates the availability of a range of housing choices. The AI examines public policies and practices that have the potential to limit a Salinas residents' ability to choose housing in an environment free of discrimination and plans actions to overcome identified impediments that may limit the range of housing choices or impede a person's access to housing.

The City of Salinas established its (NRSA), the Alisal Homeownership Neighborhood Revitalization Strategy Area (AHNRSAs), on October 1, 1996. The area's primary purpose is to supplement existing efforts that have been initiated by recommending specific actions to increase homeownership, stimulate economic development, and improve neighborhood conditions. The City has prepared an updated NRSA to more appropriately align revitalization strategy with current needs and conditions. The City also desires to renew the term of the NRSA commensurate with the five year ConPlan term.

Proof of Publication

The City of Salinas expects to receive \$1,979,589 in CDBG funds; \$543,081 in HOME funds; and \$177,842 in ESG funds from HUD for the program year 2015. Activities proposed in the FY 2015-16 Action Plan include housing, public services, economic development, and homeless services.

The Salinas City Council will hold a public hearing to obtain comments on the proposed PLANS at a **public hearing scheduled for Tuesday, May 12, 2015, at 4:00 PM** in the **Council Rotunda, 200 Lincoln Avenue Salinas**. Citizen comments are welcome and may be directed to: Anastacia Wyatt, at the address above or call 831-758-7300; e-mail to: Anastacia.wyatt@ci.salinas.ca.us. There is a thirty (30) day comment period for the PLANS, from April 9 to May 9, 2015.

Copies of the draft PLANS may be reviewed at the Community and Economic Development office, Housing Division, 65 W. Alisal St., 2nd Floor, Salinas; the City Clerk's office at 200 Lincoln Avenue; the John Steinbeck Library; the Cesar Chavez Library; and the Public Library. The PLANS may also be viewed on the City's website [www.ci.salinas.ca.us](http://www.ci.salinas.ca.us). A translation of the above documents is available upon request.

**DISABLED PERSONS REQUIRING ACCOMMODATION IN ORDER TO PARTICIPATE IN THE MEETING SHOULD CONTACT CITY CLERK AT (831) 758-7300 ON MAY 7, 2015. THE CITY COUNCIL ROTUNDA IS ACCESSIBLE.**

## APPENDIX C-8

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Outreach Mailing List



## Outreach Mailing List

| Organization                              | Contact & Title                          | Address                                   | City          | State | Zip Code |
|---|--|---|---------------|-------|----------|
| <b>Service/Housing Providers</b>          |  |   |               |       |          |
| Action Council of Monterey Bay            | Larry Imwalle, Executive Director        | 295 Main St., Suite 300                   | Salinas       | CA    | 93901    |
| Active Seniors, Inc.                      | Bob McGregor, President                  | 100 Harvest St.                           | Salinas       | CA    | 93901    |
| Alliance on Aging of Monterey County      | Teresa Sullivan, Executive Director      | 247 Main St                               | Salinas       | CA    | 93901    |
| Alzheimer's Association - Monterey County | Sherry Williams, Regional Director       | 21 Lower Ragsdale Dr.                     | Monterey      | CA    | 93940    |
| American Red Cross, Monterey Chapter      | Timothy Duncan, Chief Executive Director | Eighth Ave. at Dolores St.<br>P.O. Box AR | Carmel        | CA    | 93921    |
| Apostolic Assembly                        | Rev. Jose Medina                         | P.O. Box 787                              | Gonzales      | CA    | 93926    |
| Barrios Unidos Salinas                    | Daniel Alejandrez, Executive Director    | 683 Fremont St.                           | Salinas       | CA    | 93905    |
| Beacon House                              | Phyllis Meagher, Executive Director      | P.O. Box 301                              | Pacific Grove | CA    | 93950    |
| Blind & Visually Impaired Center          | Gail Garcia, President                   | 225 Laurel Avenue                         | Pacific Grove | CA    | 93950    |
| Bridge Restoration Ministry               |  | P.O. Box 113                              | Pacific Grove | CA    | 93950    |

| Organization                                | Contact & Title                   | Address                       | City        | State | Zip Code |
|---|-----------------------------------|-------------------------------|-------------|-------|----------|
| Breathe California Central Coast            | Richard Stedman, President        | 971 N. Main Street, Suite 7A, | Salinas     | CA    | 93906    |
| California Rural Legal Assistance, Inc.     | Jose Padilla, Executive Director  | 3 Williams Road               | Salinas     | CA    | 93905    |
| Casa de la Cultura                          |                                   | 225 Salinas Road, 4A          | Watsonville | CA    | 95076    |
| Catholic Charities - Diocese of Monterey    | Terrie Lacino, Executive Director | 1705 Second Ave.              | Salinas     | CA    | 93905    |
| Center for Employment Training              | Diana Carillo, Regional Director  | 421 Monterey St.              | Salinas     | CA    | 93901    |
| Center for Community Advocacy               | Juan Uranga, Executive Director   | 22 West Gabilan Street        | Salinas     | CA    | 93901    |
| Central California Alliance for Health      | Alan McKay, Executive Director    | 339 Pajaro Street, Suite E    | Salinas     | CA    | 93901    |
| Central Coast Center for Independent Living | Elsa Quezada, Executive Director  | 318 Cayuga St., Suite 208     | Salinas     | CA    | 93901    |
| Central Coast Citizenship Project           | Cesar Lara, Executive Director    | 931 E. Market St              | Salinas     | CA    | 93905    |
| Central Coast Energy Services               |                                   | P.O. BOX 2707                 | Watsonville | CA    | 95077    |
| Central Coast HIV/AIDS Services             | Kim Keefer, Executive Director    | P.O. Box 1931                 | Monterey    | CA    | 93942    |
| CHISPA, Inc                                 | Alfred Diaz-Infante               | 295 Main St., Suite 100       | Salinas     | CA    | 93901    |

| Organization   | Contact & Title                      | Address                             | City         | State | Zip Code |
|--|--------------------------------------|-------------------------------------|--------------|-------|----------|
| Clinica De Salud Del Valle De Salinas                              | Max Cuevas, MD                       | 440 Airport Blvd                    | Salinas      | CA    | 93905    |
| Citizenship Project  |                                      | 931 E. Market St                    | Salinas      | CA    | 93905    |
| Coalition of Homeless Services Providers                           | Katherine Thoeni, Executive Officer  | Martinez Hall<br>220 12th Street    | Marina       | CA    | 93933    |
| Community Foundation of Monterey County                            | Dan Baldwin, President and CEO       | 2354 Garden Road                    | Monterey     | CA    | 93940    |
| Community Hospital of the Monterey Peninsula - The Recovery Center | Steven J. Packer, President/CEO      | 23625 Pacific Grove-Carmel Hwy      | Monterey     | CA    | 93942    |
| Community Human Services, JPA                                      | Robin McCrae, Executive Director     | P.O. Box 3076                       | Monterey     | CA    | 93942    |
| Compassionate Care Alliance  | Vicki Nelson, Executive Director     | P.O. Box 1785                       | Monterey     | CA    | 93942    |
| Deaf & Hard of Hearing Center, Inc.                                | Michelle Bronson, Executive Director | 339 Pajaro Street Suite B           | Salinas      | CA    | 93901    |
| Del Mar Caregiver Resource Center                                  |                                      | 21 West Alisal Street, Suite 104    | Salinas      | CA    | 93901    |
| Door to Hope   | Chris Shannon, Executive Director    | 130 W. Gabilan Street               | Salinas      | CA    | 93901    |
| Episcopal Senior Communities                                       | Kevin J. Gerber, President/CEO       | 2185 N. California Blvd., Suite 575 | Walnut Creek | CA    | 94596    |
| Family Service Agency of the Central Coast                         | David A. Bianchi, Executive Director | 104 Walnut Avenue, Suite 208        | Santa Cruz   | CA    | 95060    |

| Organization  | Contact & Title                      | Address   | City          | State | Zip Code |
|---|--------------------------------------|---|---------------|-------|----------|
| Firehouse Senior Program                              | Elaine Benadom                       | 1330 E. Alisal Street                                   | Salinas       | CA    | 93905    |
| First Community Housing                               | Jeff Oberdorfer, Executive Director  | 75 East Santa Clara Street, Suite 1300                  | San Jose      | CA    | 95113    |
| First United Methodist Church                         |                                      | 404 Lincoln Avenue                                      | Salinas       | CA    | 93901    |
| Food Bank for Monterey County                         | Melissa Kendrick, Executive Director | 815 W. Market, #5                                       | Salinas       | CA    | 93901    |
| Franciscan Workers of Junipero Serra                  | Jill Allen, Executive Director       | Dorothy's Place Hospitality Center<br>30 Soledad Street | Salinas       | CA    | 93901    |
| Gabilan Plaza Apartments                              |                                      | 730 Williams Rd   | Salinas       | CA    | 93905    |
| Gateway Center  | Stephanie Lyon, Executive Director   | 850 Congress Ave.                                       | Pacific Grove | CA    | 93950    |
| Good Samaritan Center- Transitional Housing Sand City | Anthony Lopes, Director              | 800 Scott Street  | Sand City     | CA    | 93955    |
| Goodwill Industries                                   | Michael J. Paul, CEO-President       | 350 Encinal Street                                      | Santa Cruz    | CA    | 95060    |
| Greater Victory Temple                                | Bishop Wilburn Hamilton              | 1620 Broadway Avenue                                    | Seaside       | CA    | 93955    |
| Habitat for Humanity                                  | Pat Canada, President                | 215 W Franklin St, Suite 305                            | Monterey      | CA    | 93940    |
| Health Projects Center                                | John Beleutz, Executive Director     | 1537 Pacific Avenue, Suite 300                          | Santa Cruz    | CA    | 95060    |



| Organization                               | Contact & Title                          | Address                        | City        | State | Zip Code |
|--|--|--------------------------------|-------------|-------|----------|
| Holy Assembly Missionary Baptist           |  | 3305 Abdy Way                  | Marina      | CA    | 93933    |
| Hope Center Food Pantry of Monterey County | Kim Lemaire                              | 241 B Dela Vina                | Monterey    | CA    | 93940    |
| Hope Services                              | Rosemary Frazier                         | 30 Las Colinas Lane            | San Jose    | CA    | 95119    |
| Housing Choices Coalition                  | Jan Stokley, Executive Director          | 21 Brennan Street, #18         | Watsonville | CA    | 95076    |
| Housing Resource Center                    | Leila Emadin, Executive Director         | 201 A John Street              | Salinas     | CA    | 93901    |
| Holy Trinity Church                        | Fr. Antonio Cortez                       | 27 S. El Camino Real           | Greenfield  | CA    | 93927    |
| INTERIM, Inc                               | Barbara L. Mitchell, Executive Director  | P.O. Box 3222                  | Monterey    | CA    | 93942    |
| ITN Monterey County                        | Nancy Budd, Executive Director           | 5 Harris Court, Building A     | Monterey    | CA    | 93940    |
| Kinship Center                             | Carol Biddle, Executive Director         | 2214 N. Main St.               | Salinas     | CA    | 93906    |
| Land Watch Monterey County                 | Amy White                                | P.O. Box                       | Salinas     | CA    | 93902    |
| Legal Services for Seniors                 | Kellie Morgantini, Executive Director    | 21 West Laurel Drive, Suite 83 | Salinas     | CA    | 93906    |
| Loaves, Fishes, & Computers, Inc.          | Christian Mendelsohn, Executive Director | 348 Roberts Ave.               | Seaside     | CA    | 93955    |

| Organization  | Contact & Title  | Address                        | City          | State | Zip Code |
|---|--|--------------------------------|---------------|-------|----------|
| Meals on Wheels of the Salinas Valley, INC.                   | Janine Nuñez Robinette, Executive Director               | 40 Clark Street, Suite C       | Salinas       | CA    | 93901    |
| Mid-Bay Emergency And Referral Center, Inc.                   |  | 10351 Merritt Street #6        | Castroville   | CA    | 95012    |
| Monterey Bay Area Council, BSA                                | Jason Stein, Scout Executive                             | 970 W. Julian                  | San Jose      | CA    | 95126    |
| Monterey County Housing Incorporated                          | Tony Caldwell, President and Housing Authority Appointee | 123 Rico St                    | Salinas       | CA    | 39307    |
| Multiple Sclerosis Quality of Life Project                    | Andrew Dowdall, Program Supervisor                       | 519-B Hartnell St.             | Monterey      | CA    | 93904    |
| Natividad Medical Center                                      | Kelly O'Keefe, Chief Executive Officer                   | 1441 Constitution Blvd.        | Salinas       | CA    | 93906    |
| Non-profit Alliance of Monterey County                        | Sue Parris, Project Coordinator                          | P.O. Box 602                   | Pacific Grove | CA    | 93950    |
| North County Christian Center                                 |  | 11299 Poole Street             | Castroville   | CA    | 95012    |
| Our Lady of Mt. Carmel Church                                 |  | 9 El Caminito Road             | Carmel Valley | CA    | 93924    |
| Neighborhood Housing Services Silicon Valley - Salinas Branch | Matthew Huerta, Executive Director                       | 31 North 2nd Street, Suite 300 | San Jose      | CA    | 95113    |
| Peacock Acres   |  | 838 S Main St                  | Salinas       | CA    | 93901    |
| Pajaro Rescue Mission   |  | 111 Railroad Ave.              | Watsonville   | CA    | 95076    |

| Organization                                   | Contact & Title                                  | Address                       | City          | State | Zip Code |
|--|--|-------------------------------|---------------|-------|----------|
| Poder Popular                                  | Eduardo Rico, JD, Director                       | 22 W. Gabilan Street          | Salinas       | CA    | 93901    |
| Prunedale Senior Center                        | Joe McCarthy, President                          | 8300 Prunedale North Road     | Salinas       | CA    | 93907    |
| Rebuilding Together- Monterey/Salinas          | Charley Shimanski,<br>President & CEO            | PO Box 3323                   | Monterey      | CA    | 93942    |
| RotaCare Clinic                                |  | 1150 Fremont                  | Seaside       | CA    | 93955    |
| Rehabilitation Services of No. CA              | Debbie Toth, Chief<br>Executive Officer          | 490 Golf Club Road            | Pleasant Hill | CA    | 94523    |
| Salinas Circle for Children                    | Kelli Hemenway, President                        | P. O. Box 2064                | Salinas       | CA    | 93902    |
| Salinas Valley Memorial Hospital<br>Foundation | Kendra Howell, Executive<br>Director             | P.O. Box 4760                 | Salinas       | CA    | 93912    |
| Salvation Army - Monterey Peninsula            | Lts. Jennifer and Paul<br>Swain                  | 1491 Contra Costa             | Seaside       | CA    | 93955    |
| Salvation Army - Salinas Corps                 | Captain Kris & Camie<br>Potter, Pastors/Officers | 2460 North Main Street        | Salinas       | CA    | 93906    |
| San Andreas Regional Center                    | Mary Lu Gonzalez,<br>President                   | 344 Salinas Street, Suite 207 | Salinas       | CA    | 93901    |
| Shelter Outreach Plus                          | Reyes Bonilla, Executive<br>Director             | P.O. Box 1340                 | Marina        | CA    | 93933    |
| Shoreline Community Church                     | Kevin Harney, Lead Pastor                        | 2500 Garden Road              | Monterey      | CA    | 93940    |

| Organization  | Contact & Title                        | Address                       | City          | State | Zip Code |
|---|--|-------------------------------|---------------|-------|----------|
| Shoreline Workforce Development Services, Inc. - Salinas Neighborhood Career Center | John T. Collins, Senior Vice President | 1325 N. Main                  | Salinas       | CA    | 93906    |
| Social Vocational Services  |  | 757 Front Street              | Soledad       | CA    | 93960    |
| South County OutReach Effort  | Debby Thraikill, President             | PO Box 1233                   | Greenfield    | CA    | 93927    |
| St. Mary's by the Sea Episcopal Church  | Rev. Richard B. Leslie, Rector         | 146 12Th Street               | Pacific Grove | CA    | 93950    |
| St. Vincent de Paul, St. Judes Parish   | Reverend Paul Valdez, Pastor           | 303 Hillcrest                 | Marina        | CA    | 93933    |
| Sun Street Centers  | Anna Foglia, Chief Executive Officer   | 37 Central Avenue             | Salinas       | CA    | 93901    |
| Sunrise House, JPA  | Jim Rear, Executive Director           | 119 Capitol St.               | Salinas       | CA    | 93901    |
| The Carmel Foundation   | Jill Sheffield, President/CEO          | P.O. Box 1050                 | Carmel        | CA    | 93921    |
| The Village Project   | Mel Mason, Executive Director          | 1069 Broadway, #201           | Seaside       | CA    | 93955    |
| The Pacific Companies   |  | 430 E. State Street, Ste. 100 | Eagle         | ID    | 83616    |
| Thomas Carman Food Pantry   | Robert Muñoz, Chair                    | 425 Carmel Ave.               | Marina        | CA    | 93933    |
| Trucha, Inc.  |  | 725 E Market St               | Salinas       | CA    | 93905    |

| Organization                        | Contact & Title                       | Address                      | City     | State | Zip Code   |
|-------------------------------------|---------------------------------------|------------------------------|----------|-------|------------|
| Turning Point of Central California | J. Jeff Sly, Chief Executive Officer  | P.O. Box 7447                | Visalia  | CA    | 93277      |
| United Way of Monterey County       | Mary Adams, CEO                       | 60 Garden Court, Suite 350   | Monterey | CA    | 93940      |
| Valley Health Associates            |                                       | 338 Monterey Street          | Salinas  | CA    | 93901      |
| Veterans Transition Center          | Terry Bare, Executive Director        | 220 12th Street              | Marina   | CA    | 93933      |
| Veteran's Resource Center           | Emily Smith, Site Director            | 40 Bonifacio Plaza           | Monterey | CA    | 93940      |
| Victory Mission                     |                                       | 43 Soledad St.               | Salinas  | CA    | 93901      |
| Visiting Angels                     | Jeanette Pagliaro, Executive Director | 229 Reindollar Ave., Suite E | Marina   | CA    | 93933      |
| VNA Community Services              | Mary Claypool, Chair                  | P.O. Box 2480                | Monterey | CA    | 93942-2480 |
| YWCA Monterey County                | Cheryl McCormick, Executive Director  | 236 Monterey Street          | Salinas  | CA    | 93901      |
| <b>Univ./School Districts</b>       |                                       |                              |          |       |            |
| Alisal Union School District        | John Ramirez, Superintendent          | 1205 E Market St             | Salinas  | CA    | 93905      |
| Big Sur Unified School District     | Gordon Piffero, Superintendent        | 69325 Highway 1              | Big Sur  | CA    | 93920      |

| Organization                          | Contact & Title                           | Address               | City          | State | Zip Code   |
|---------------------------------------|---|-----------------------|---------------|-------|------------|
| Bradley Union School District         | Ian Trejo, Superintendent                 | PO Box 60             | Bradley       | CA    | 93426-0060 |
| Carmel Unified School District        | Marvin Biasotti,<br>Superintendent        | PO Box 222700         | Carmel        | CA    | 93922      |
| Chualar Union School District         | Roberto Rios,<br>Superintendent           | PO Box 188            | Chualar       | CA    | 93925      |
| Gonzales Unified School District      | Elizabeth A. Modena,<br>Superintendent    | PO Box G              | Gonzales      | CA    | 93926      |
| Graves School District                | Rosemarie Grounds,<br>Superintendent      | 15 McFadden Rd        | Salinas       | CA    | 93908      |
| Greenfield Union School District      | Harry "Doc" Ervin,<br>Superintendent      | 493 El Camino Real    | Greenfield    | CA    | 93927      |
| King City Union School District       | Dr. Theresa Rouse,<br>Superintendent      | 435 Pearl St          | King City     | CA    | 93930      |
| Lagunita School District              | Nadene Dermody,<br>Superintendent         | 975 San Juan Grade Rd | Salinas       | CA    | 93907      |
| Mission Union School District         | Tim Ryan, Superintendent                  | 36825 Foothill Rd     | Soledad       | CA    | 93906      |
| Monterey Peninsula Unified Sch Dist   | Dr. PK Diffenbaugh,<br>Superintendent     | PO Box 1031           | Monterey      | CA    | 93942      |
| North Monterey County Unified SD      | Kari Yeater, Superintendent               | 8142 Moss Landing Rd  | Moss Landing  | CA    | 95039      |
| Pacific Grove Unified School District | Dr. Ralph Gómez Porras,<br>Superintendent | 435 Hillcrest Avenue  | Pacific Grove | CA    | 93950      |

| Organization                          | Contact & Title                           | Address            | City      | State | Zip Code |
|---------------------------------------|---|--------------------|-----------|-------|----------|
| Salinas City Elementary School Dist   | Dr. Juvenal Luza,<br>Superintendent       | 840 S Main St      | Salinas   | CA    | 93901    |
| Salinas Union High School District    | Tim Vanoli, Superintendent                | 431 W Alisal St    | Salinas   | CA    | 93901    |
| San Antonio Union School District     | Eli Johnson, Superintendent               | PO Box 5000        | Lockwood  | CA    | 93932    |
| San Ardo Union School District        | Dr. Catherine Reimer,<br>Superintendent   | PO Box 170         | San Ardo  | CA    | 93450    |
| San Lucas Union School District       | Nicole Hester,<br>Superintendent          | PO Box 310         | San Lucas | CA    | 93954    |
| Santa Rita Union School District      | Dr. Shelly Morr,<br>Superintendent        | 57 Russell Rd      | Salinas   | CA    | 93906    |
| Soledad Unified School District       | Dr. Rupi Boyd,<br>Superintendent          | 1261 Metz Road     | Soledad   | CA    | 93960    |
| South Monterey County Joint USD       | Dr. Daniel Moirao, State<br>Administrator | 800 Broadway St    | King City | CA    | 93930    |
| Spreckels Union School District       | Eric Tarallo, Superintendent              | PO Box 7362        | Spreckels | CA    | 93962    |
| Washington Union School District      | Dee Baker, Superintendent                 | 43 San Benancio Rd | Salinas   | CA    | 93908    |
| California State University, Monterey | Dr. Eduardo M. Ochoa                      | 100 Campus Center  | Seaside   | CA    | 93955    |
| Hartnell Community College            | Dr. Willard Clark Lewallen                | 411 Central Avenue | Salinas   | CA    | 93901    |

| Organization   | Contact & Title                   | Address                        | City         | State | Zip Code |
|--|-----------------------------------|--------------------------------|--------------|-------|----------|
| Monterey Peninsula College   | Dr. Walter Tribley                | 980 Fremont St.                | Monterey     | CA    | 93940    |
| <b>County Departments</b>  |                                   |                                |              |       |          |
| Housing Authority of the County of Monterey                            | Jean Goebel, Executive Director   | 123 Rico Street                | Salinas      | CA    | 93907    |
| Monterey County Health Department - Environmental Health Department    | John Ramirez, Director            | 1270 Natividad Road            | Salinas      | CA    | 93906    |
| Monterey County Health Department - Woman, Infants, and Children (WIC) |                                   | 632 E. Alisal St., Ste. 120    | Salinas      | CA    | 93905    |
| Monterey County Military & Veterans Affairs Office                     | Tom Griffin, Director             | 1000 S. Main St, Suite 107     | Salinas      | CA    | 93901    |
| Monterey County One-Stop Career Center                                 | Joyce Aldrich, Director           | 70 La Guardia Street           | Salinas      | CA    | 93905    |
| Monterey County Economic Development Department                        | Dave Spaur, Director              | 168 West Alisal St., 3rd Floor | Salinas      | CA    | 93901    |
| Monterey County Social and Employment Services                         | Elliott Robinson, Director        | 1000 S. Main St., Ste. 208     | Salinas      | CA    | 93901    |
| Monterey-Salinas Transit District                                      | Carl Sedoryk, General Manager/CEO | 150 Del Monte Avenue           | Monterey     | CA    | 93940    |
| <b>Consultation With Neighboring Cities</b>                            |                                   |                                |              |       |          |
| City of Del Rey Oaks   | Daniel Dawson, City Manager       | 650 Canyon Del Rey             | Del Rey Oaks | CA    | 93940    |



| Organization                                 | Contact & Title                     | Address  | City              | State | Zip Code |
|--|-------------------------------------|--|-------------------|-------|----------|
| Association of Monterey Bay Area Governments | Maura F. Twomey, Executive Director | 445 Reservation Road, Suite G, P.O. Box 809      | Marina            | CA    | 93933    |
| City of Carmel-by-the-Sea                    | Doug Schmitz, City Manager          | P.O. Box CC                                      | Carmel-by-the-Sea | CA    | 93921    |
| City of Gonzales                             | Rene Mendez, City Manager           | PO Box 647, 147 Fourth Street                    | Gonzales          | CA    | 93926    |
| Cit of Greenfield                            | Susan Stanton, City Manager         | Greenfield City Hall<br>599 El Camino Real       | Greenfield        | CA    | 93927    |
| City of King City                            | Michael Powers, City Manager        | King City City Hall<br>212 So. Vanderhurst Ave.  | King City         | CA    | 93930    |
| City of Marina                               | Layne Long                          | 211 Hillcrest Avenue                             | Marina            | CA    | 93933    |
| City of Monterey                             | Mike McCarthy                       | City Hall<br>580 Pacific Street                  | Monterey          | CA    | 93940    |
| City of Pacific Grove                        | Thomas Frutchey, City Manager       | City Manger's Office<br>300 Forest Ave., 2nd Fl. | Pacific Grove     | CA    | 93950    |
| City of Salinas                              | Ray Corpuz, City Manger             | 200 Lincoln Ave.                                 | Salinas           | CA    | 93901    |
| City of Sand City                            | Todd Bodem, City Manager            | City Hall : 1 Sylvan Park                        | Sand City         | CA    | 93955    |
| City of Seaside                              | John Dunn, City Manager             | City Manager's Office<br>440 Harcourt Avenue     | Seaside           | CA    | 93955    |
| City of Soledad                              | Adela P. Gonzalez, City Manager     | 248 Main St.<br>P.O. Box 156                     | Soledad           | CA    | 93960    |

| Organization                                    | Contact & Title                                      | Address                                     | City              | State | Zip Code |
|---|--|---|-------------------|-------|----------|
| <b>Economic Development</b>                     |  |   |                   |       |          |
| Big Sur Chamber of Commerce                     |  | P.O. Box 87                                 | Big Sur           | CA    | 93920    |
| Carmel Chamber of Commerce                      | Monta M. Potter, Chief Executive Officer             | P.O. Box 4444                               | Carmel            | CA    | 93921    |
| Carmel Valley Chamber of Commerce               | Christina Gray, President                            | P.O. Box 288                                | Carmel Valley, CA | CA    | 93924    |
| Central Coast Small Business Development Center |  | SBDC<br>Cabrillo College<br>6500 Soquel Dr. | Aptos             | CA    | 95003    |
| Greenfield Chamber of Commerce                  | Paul Muga, Economic Development and Housing Director | 45 El Camino Real, P.O. Box 127             | Greenfield        | CA    | 93927    |
| Hispanic Chamber of Commerce of Monterey County | Carlos Garcia, Chair                                 | 319 Salinas Street                          | Salinas           | CA    | 93901    |
| King City Chamber of Commerce & Agriculture     | Gerry Ramirez, President                             | 200 Broadway St., Suite 40                  | King City         | CA    | 93930    |
| Marina Chamber of Commerce                      | Jessica McKillip, President                          | P.O. Box 425                                | Marina            | CA    | 93933    |
| Monterey County Business Council                | Nancy Martin, Executive Director                     | P.O. Box 2746                               | Monterey          | CA    | 93942    |
| Monterey Peninsula Chamber of Commerce          | Jody Hansen, President/CEO                           | 30 Ragsdale Drive, Suite 200                | Monterey          | CA    | 93940    |
| Moss Landing Chamber of Commerce                | Jean Kester, President                               | 8071 Moss Landing Rd                        | Moss Landing      | CA    | 95039    |

| Organization                             | Contact & Title                        | Address                              | City          | State | Zip Code   |
|--|--|--------------------------------------|---------------|-------|------------|
| North Monterey Chamber of Commerce       | Denise Amerison, Executive Director    | 10700 Merritt Street                 | Castroville   | CA    | 95012      |
| Oldtown Salinas Association              |  | 10B Midtown Ln.                      | Salinas       | CA    | 93091-3405 |
| Pacific Grove Chamber of Commerce        | Moe Ammar, President                   | P.O. Box 167                         | Pacific Grove | CA    | 93950      |
| Salinas Valley Chamber of Commerce       | Paul Farmer, President & CEO           | 119 East Alisal St.<br>P.O. Box 1170 | Salinas       | CA    | 93901      |
| Salinas Valley Enterprise Zone           | Andrew Myrick, Enterprise Zone Manager | 65 West Alisal St., 2nd Floor        | Salinas       | CA    | 93901      |
| Seaside-Sand City Chamber of Commerce    | Jim Vossen, President                  | 505 Broadway Ave.                    | Seaside       | CA    | 93955      |
| Soledad-Mission Chamber of Commerce      | Catherine Lindstrom, Preident          | 641 Front Street                     | Soledad       | CA    | 93960      |
| Salinas United Business Association      | Jose Martinez-Saldana                  | 546 E. Market St                     | Salinas       | CA    | 93905      |
| <b>AI Consultation</b>                   |  |                                      |               |       |            |
| <b>Housing Associations</b>              |  |                                      |               |       |            |
| Apartment Association of Monterey County | Steven Romberg                         | 975 Cass St.                         | Monterey      | CA    | 93940      |
| Monterey County Association of REALTORS  | Sandy Haney, Chief Executive Officer   | 201 A Calle Del Oaks                 | Del Rey Oaks  | CA    | 93940      |

| Organization                                    | Contact & Title                    | Address                | City      | State | Zip Code |
|---|------------------------------------|------------------------|-----------|-------|----------|
| Monterey Commercial Property Owners Association | Bob Massaro, Executive Director    | P.O. Box 1953          | Monterey  | CA    | 93942    |
| <b>Affordable Housing Developments</b>          |                                    |                        |           |       |          |
| Benito Street Affordable                        | Leticia Esparza, Property Manager  | 425 Benito Street      | Soledad   | CA    | 93960    |
| Benito Farm Labor Center                        | Leticia Esparza, Property Manager  | 425 Benito Street      | Soledad   | CA    | 93960    |
| Casanova Plaza                                  | Sheila Buchand, Property Manager   | 800 Casanova Ave.      | Monterey  | CA    | 93940    |
| Catalyst  |                                    | 235 Martella St.       | Salinas   | CA    | 93901    |
| El Estero Senior                                |                                    | 151 Park Ave.          | Monterey  | CA    | 93940    |
| El-Gin Village                                  | Jose Acosta, Property Manager      | 350 Casentini St.      | Salinas   | CA    | 93907    |
| Fanoe Vista                                     | Marissa Saucedo, Area Manager      | 550 Fanoe Rd.          | Gonzales  | CA    | 93926    |
| Gabian Plaza                                    |                                    | 730 & 736 Williams Rd. | Salinas   | CA    | 93905    |
| King City Migrant                               | Araceli Trujillo, Property Manager | 440 Jayne St.          | King City | CA    | 93930    |
| Lakeview Towers                                 |                                    | 58 Natividad Rd.       | Salinas   | CA    | 93906    |

| Organization  | Contact & Title                    | Address                    | City        | State | Zip Code |
|---|------------------------------------|----------------------------|-------------|-------|----------|
| Las Casas De Madera                                       |                                    | 510 E Market St.           | Salinas     | CA    | 93905    |
| Leo Meyer Senior Plaza                                    | Sandra Rosales, Property Manager   | 425 Queen St.              | King City   | CA    | 93930    |
| Los Ositos  | Sandra Rosales, Property Manager   | 1083 Elm Ave.              | Greenfield  | CA    | 93927    |
| Mchi Affordable Acquisitions, Inc.                        |                                    | 123 Rico St.               | Salinas     | CA    | 93907    |
| MidPen Housing  | Betsy Wilson                       | 275 Main Street, Suite 204 | Watsonville | CA    | 95076    |
| Monterey County Housing Authority Development Corporation | Starla Warren, President           | 134 East Rossi St.         | Salinas     | CA    | 93901    |
| Monterey Street Affordable                                | Elva Kellenbeck, Property Manager  | 266 1st St.                | Soledad     | CA    | 93960    |
| Parkside Manor  | Socorro Vasquez, Property Manager  | 1112 Parkside St.          | Salinas     | CA    | 93906    |
|   |                                    |                            |             |       |          |
| Portola Vista   | Diana DeSales, Property Manager    | 20 Del Monte Ave.          | Monterey    | CA    | 93940    |
| Pueblo Del Mar  | Carisma Gonzales, Property Manager | 3043 MacArthur Drive.      | Marina      | CA    | 93933    |
| Steinbeck Commons   |                                    | 10 Lincoln Ave.            | Salinas     | CA    | 93901    |

| Organization                 | Contact & Title                 | Address                  | City        | State | Zip Code   |
|------------------------------|---------------------------------|--------------------------|-------------|-------|------------|
| Tesoro Del Campo             | Lucila Vera, Property Manger    | 42 La Posada Dr.         | Salinas     | CA    | 93906      |
| Tynan Village, Inc.          | Sally Adams, Property Manager   | 323 Front St.            | Salinas     | CA    | 93901      |
| <b>Lenders</b>               |                                 |                          |             |       |            |
| Academy Mortgage Corporation | Darius Livian, Branch Manager   | 659 Abrego St.           | Monterey    | CA    | 93940      |
| Bank of America Home Loans   |                                 | 200 E Franklin St., 200  | Monterey    | CA    | 93940      |
| Blue Adobe Mortgage          | Wendy Bartz, Loan Manager       | 26390 Carmel Rancho Lane | Carmel      | CA    | 93923      |
| Diversified Capital Funding  | Dan Divine, Mortgage Consultant | 30 Whitney Street        | Los Altos   | CA    | 94022      |
| Guild Mortgage Company       | Jayson Stebbing, Branch Manager | 350 Woodview Ave. #300   | Morgan Hill | CA    | 95037-8104 |
| Mortgage California          |                                 | 16780 Lark Ave.          | Los Gatos   | CA    | 95032      |
| Neighbor' Financial          | Janet Tejada                    | P.O. Box 909             | Gonzales    | CA    | 93926      |
| Pacific Home Lending         |                                 | 536 Pearl St.            | Monterey    | CA    | 93940      |
| Princeton Capital            |                                 | 16780 Lark Ave.          | Los Gatos   | CA    | 95032      |

| Organization                            | Contact & Title                              | Address                       | City       | State | Zip Code |
|---|--|-------------------------------|------------|-------|----------|
| RPM Mortgage Company                    | Steve Rammel, Branch Manager                 | 60 Garden Court, Suite 110    | Monterey   | CA    | 93940    |
| Treehouse Mortgage Group                | Heidi Daunt, Branch Manager/Mortgage Planner | 451 Washington St.            | Monterey   | CA    | 93940    |
| Wells Fargo Home Mortgage               |  | 26619 Carmel Center Pl., #101 | Carmel     | CA    | 93923    |
| Wells Fargo Home Mortgage Builders      |  | 50 Ragsdal Dr., Suite 150     | Monterey   | CA    | 93940    |
| <b>Realtors</b>                         |  |                               |            |       |          |
| A&D Property Management and Real Estate |  | P.O. Box 4018                 | Monterey   | CA    | 93940    |
| Affinity Properties - The Phinney Group |  | 341 Main St.                  | Salinas CA | CA    | 93901    |
| A.G. Davi Property Management           |  | 484 Washington St.            | Monterey   | CA    | 93940    |
| Alain Pinel Realtors                    |  | P.O. Box 7249                 | Carmel     | CA    | 93921    |
| Bailey Properties                       |  | 9119 Soquel Dr.               | Aptos      | CA    | 95003    |
| Century 21 A Property Shoppe            |  | 2033 N Main St.               | Salinas    | CA    | 93906    |
| Century 212 Advantage                   |  | 10 Katherina Avenue           | Salinas    | CA    | 93901    |

| Organization                         | Contact & Title            | Address                             | City      | State | Zip Code   |
|--------------------------------------|----------------------------|-------------------------------------|-----------|-------|------------|
| Century 21 Scenic Bay Properties     |                            | 496 Pearl St.                       | Monterey  | CA    | 93940      |
| Coldwell Banker American Home Realty |                            | 17571 Vierra Canyon Rd.             | Prunedale | CA    | 93907      |
| Coldwell Banker Northern California  |                            | 3375 Nona Marie<br>P.O. Box 22070   | Carmel    | CA    | 93922      |
| Keller Williams Realty               |                            | 26200 Carmel Rancho Blvd.           | Carmel    | CA    | 93923      |
| Legacy Real Estate Group             |                            | 24571 Silver Cloud Court, Suite 101 | Monterey  | CA    | 93940      |
| Mariner Real Estate                  |                            | 933 W Alisal St.                    | Salinas   | CA    | 93901      |
| Mid Coast Investments                |                            | San Carlos 3NW of 8th               | Carmel    | CA    | 93921      |
| Mont Grove Realty                    |                            | 800 Lighthouse Ave., Suite C        | Monterey  | CA    | 93940      |
| Monterey Bay Property Manegment      |                            | 816 Wave Street                     | Monterey  | CA    | 93940      |
| Pacific Street Real Esate, Inc.      |                            | 799 Pacific Street                  | Monterey  | CA    | 93940      |
| Jose Palma Countywide Real Estate    |                            | 300 Mesa Rd.                        | Salinas   | CA    | 93906-9621 |
| Regency Management Group, Inc.       | William A Silva, President | 24571 Silver Cloud Court #101       | Monterey  | CA    | 93940      |



| Organization   | Contact & Title                          | Address                            | City     | State | Zip Code |
|--|--|------------------------------------|----------|-------|----------|
| Roger Powers Realty  |  | 1000 Pajaro, Suite C               | Salinas  | CA    | 93901    |
| Segal Real Estate  |  | 820 Park Row Suite #6              | Salinas  | CA    | 93901    |
| Shankle Real Estate  |  | 261 Weebster St.                   | Monterey | CA    | 93940    |
| Smith Realty Salinas, Inc.   |  | 911 Padre Drive                    | Salinas  | CA    | 93901    |
| Sotheby's Internatoin Realty - Monterey Peninsula, Northern California |  | 200 Clocktower Place               | Carmel   | CA    | 93923    |
| Steinbeck Real Estate  |  | 307 Main St., Suite 130            | Salinas  | CA    | 93901    |
| Tom Redfern & Associated, Realtors                                     |  | 26485 Carmel Rancho Blvd., Suite 7 | Carmel   | CA    | 93923    |
| Valley Pride Realty  | Alma Valladares,<br>Broker/Agent         | 1096 Monterey St.                  | Soledad  | CA    | 93960    |
| <b>Government</b>  |  |                                    |          |       |          |
| Local Agency Formation Commission                                      | Kate McKenna, AICP,<br>Executive Officer | 132 W. Gabilan St, Suite 102       | Salinas  | CA    | 93901    |



# APPENDIX C-9

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Public Review Draft Housing Element

## Flyer and Email Message

# WHAT DO YOU HAVE TO SAY ABOUT THE CITY OF SALINAS **DRAFT HOUSING ELEMENT?**



Please join other community members to share your thoughts at a public workshop on the **DRAFT HOUSING ELEMENT** :

The Draft Housing Element analyzes housing conditions and needs in the City and proposes programs and policies to address those needs for 2015-2023. The Draft Housing Element reflects community input from an outreach process that included a survey and five community workshops and other engagement activities held January to March 2015.

## Public Workshop

Opportunity to provide comments on the Draft Housing Element!

**Thursday, July 9, 2015** | 6:00–8:00 pm

Cesar Chavez Library, Community Room  
615 Williams Road, Salinas

The workshop will be held in English with Spanish translation available.  
Free childcare, refreshments and parking provided.

[www.ci.salinas.ca.us](http://www.ci.salinas.ca.us)

Contact: Jennifer Coile at [jennifer.coile@ci.salinas.ca.us](mailto:jennifer.coile@ci.salinas.ca.us) or  
Department of Community Development at (831) 758-7206



# ¿QUÉ OPINIÓN TIENE SOBRE EL **ELEMENTO** **DE VIVIENDA** DE LA CIUDAD DE SALINAS?



Únase con otros miembros de la comunidad para compartir sus opiniones en un taller comunitario sobre el Elemento de Vivienda :

El Elemento de Vivienda del Plan General analiza condiciones de vivienda y necesidades en la ciudad, e igual propone programas y políticas para abordar esas necesidades entre el periodo 2015-2023. El Elemento de Vivienda en borrador final refleja comentarios recibidos por medio de una encuesta, cinco talleres comunitarios, y otras actividades llevadas a cabo de enero a marzo 2015.

## Taller Comunitario

¡Oportunidad para ofrecer sus comentarios sobre el Elemento de Vivienda!

**Jueves, 9 de Julio, 2015** | 6:00–8:00 pm

Biblioteca Cesar Chavez, Salón Comunitario  
615 Williams Road, Salinas

El Taller se llevara a cabo en inglés con traducción al español disponible.  
Se proporcionara cuidado de niños, aperitivos, y estacionamiento gratuito.

[www.ci.salinas.ca.us](http://www.ci.salinas.ca.us)

Contacto: Jennifer Coile, [jennifer.coile@ci.salinas.ca.us](mailto:jennifer.coile@ci.salinas.ca.us) o  
Departamento de Desarrollo Comunitario al número (831) 758-7206



Versión en Español por debajo.

# WHAT DO YOU HAVE TO SAY ABOUT THE CITY OF SALINAS DRAFT HOUSING ELEMENT?



The Draft Housing Element analyzes housing conditions and needs in the City and proposes programs and policies to address those needs for 2015-2023. The Draft Housing Element reflects community input from an outreach process that included a survey and five community workshops and other engagement activities held January to March 2015. Please join other community members to share your thoughts at a public workshop on the DRAFT HOUSING ELEMENT :

## Public Workshop Thursday, July 9, 2015 6:00 - 8:00 pm

Cesar Chavez Library, Community Room  
615 Williams Road, Salinas

The workshop will be held in English with Spanish translation available.  
Free childcare, refreshments and parking provided.

**Public Comment:** The Draft Housing Element was released June 25, 2015. Copies of the Draft Housing Element may be reviewed at: the Community Development Department office, 65 West Alisal Street, 2<sup>nd</sup> floor; the City Clerk's office at 200 Lincoln Avenue; the John Steinbeck Library; the Cesar Chavez Library; and El Gabilan Library. The Draft Element may also be viewed on the City's website [www.ci.salinas.ca.us](http://www.ci.salinas.ca.us) under "Announcements." To obtain copies, please contact (831) 758-7206.

The Public Workshop offers an opportunity to review highlights of the 2015-2023 proposed housing programs and projects. Additional dates to learn about the HE and offer comments, oral and written:

- Planning Commission: Public Hearing on August 5, 2015
- Salinas City Council: Public Hearing on August 18, 2015

For further information or to submit written comments, please contact Jennifer Coile, Housing Element Project Manager of the City of Salinas, Community and Economic Development Department, 65 West Alisal Street, 2<sup>nd</sup> floor, Salinas, CA 93901, [jennifer.coile@ci.salinas.ca.us](mailto:jennifer.coile@ci.salinas.ca.us), (831) 758-7206.

For disabled persons requiring accommodation in order to participate in the meeting, please contact the Community Development Department, City of Salinas, 65 West Alisal Street, Salinas, CA 93901, (831) 758-7206 or email to [jennifer.coile@ci.salinas.ca.us](mailto:jennifer.coile@ci.salinas.ca.us). Hearing impaired or TTY/TDD text telephone users may contact the City by dialing 711 for the California Relay Service (CRS) or by telephoning any other service providers' CRS telephone number.



# ¿QUÉ OPINIÓN TIENE SOBRE EL ELEMENTO DE VIVIENDA DE LA CIUDAD DE SALINAS?



El Elemento de Vivienda del Plan General analiza condiciones de vivienda y necesidades en la ciudad, e igual propone programas y políticas para abordar esas necesidades entre el periodo 2015-2023. El Elemento de Vivienda en borrador final refleja comentarios recibidos por medio de una encuesta, cinco talleres comunitarios, y otras actividades llevadas a cabo de enero a marzo 2015. Únase con otros miembros de la comunidad para compartir sus opiniones en un taller comunitario sobre el Elemento de Vivienda :

## Taller Comunitario Jueves, 9 de julio, 2015 6:00 - 8:00 pm

Biblioteca Cesar Chavez, Salón Comunitario  
615 Williams Road, Salinas

El Taller se llevara a cabo en inglés con traducción al español disponible.  
Se proporcionara cuidado de niños, aperitivos, y estacionamiento gratuito.

**Comentarios:** El Elemento de Vivienda fue publicado el 25 de junio de 2015. Copias de este estarán disponibles en: la oficina del Departamento de Desarrollo Comunitario, 65 West Alisal Street, segundo piso; la oficina de la Secretaria Municipal en 200 Lincoln Avenue; la Biblioteca John Steinbeck; la Biblioteca César Chávez; y la Biblioteca El Gavilán. El Elemento de Vivienda también se puede acceder por el sitio de internet de la Ciudad ([www.ci.salinas.ca.us](http://www.ci.salinas.ca.us)) bajo "Noticias". Para obtener copias, comuníquese al (831) 758-7206.

El Taller público ofrece la oportunidad de revisar los aspectos más destacados de 2015-2023 y los programas y proyectos de vivienda propuestos. Fechas adicionales para repasar el Elemento de Vivienda y ofrecer comentarios, oral y por escrito:

- \* Comisión de Planificación: Audiencia Pública el 5 de agosto 2015
- \* El Consejo de la Ciudad de Salinas: Audiencia Pública el 18 de agosto 2015

Para mayor información o para presentar comentarios por escrito, por favor póngase en contacto con Jennifer Coile, Gerente de Proyecto del Elemento de Vivienda de la Ciudad de Salinas, Departamento de Desarrollo Comunitario, 65 West Alisal Street, segundo piso, Salinas, CA 93901, correo electrónico; [jennifer.coile@ci.salinas.ca.us](mailto:jennifer.coile@ci.salinas.ca.us), (831) 758-



7206.

Para mayor información para personas con limitaciones físicas que requieran acomodación especial para asistir a la reunión, favor de comunicarse con el Departamento de Desarrollo Comunitario de la Ciudad de Salinas, 65 West Alisal Street, Salinas, CA 93901, (831) 758-7206 o por medio de un correo electrónico dirigido a [jennifer.coile@ci.salinass.ca.us](mailto:jennifer.coile@ci.salinass.ca.us). Las personas con discapacidad auditiva o usuarios de texto teléfono TTY/TDD pueden contactar a la Ciudad marcando 711 para ser conectados con el Servicio de Retransmisión de California (CRS), o llamando a cualquier otro proveedor de servicios CRS.



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# PROOF OF PUBLICATION

(2015.5 C.C.P.)

STATE OF CALIFORNIA

County of Monterey

I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the printer of *The Salinas Californian*, a newspaper of general circulation, printed and published daily except Sunday in the City of Salinas, County of Monterey and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of Monterey, State of California; that the notice, of which the annexed is a printed copy (set in type no smaller than nonpareil), has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

June 25, 2015

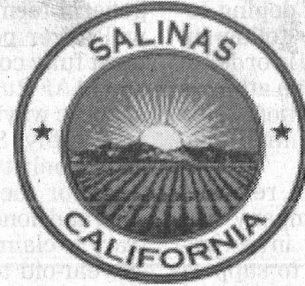
I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Executed June 25, 2015

at Salinas, California.



Signature



## Notice of Community Workshop and Availability of Draft

### Draft Housing Element Update of the City General Plan

Thursday, July 9, 2015 • 6:00 pm - 8:00 pm

Cesar Chavez Library Community Room

615 Williams Road, Salinas

The Draft Housing Element analyzes housing conditions and needs in the City and proposes programs and policies to address those needs for 2015-2023. The Draft Housing Element (HE) reflects community input from an outreach process that included a survey, five community workshops, and other engagement activities held January to March 2015.

The Draft HE was released June 25, 2015. Copies of the Draft HE may be reviewed at: the Community Development Department office, 65 West Alisal Street, 2nd floor; the City Clerk's office at 200 Lincoln Avenue; the John Steinbeck Library; the Cesar Chavez Library; and El Gabilan Library. The Draft Element may also be viewed on the City's website [www.ci.salinas.ca.us](http://www.ci.salinas.ca.us) under "Announcements". To obtain copies, please contact the number below.

Free childcare, refreshments and parking will be provided at the workshop. The workshop will be held in English with Spanish translation available.

The Public Workshop offers an opportunity to review highlights of the 2015-2023 proposed housing programs and projects. Additional dates to learn about the HE and offer comments, oral and written:

- Planning Commission: Public Hearing on August 5, 2015
- Salinas City Council: Public Hearing on August 18, 2015

For further information or to submit written comments, please contact Jennifer Coile, Housing Element Project Manager of the City of Salinas, Community Development Department, 65 West Alisal Street, 2nd floor, Salinas, CA 93901, email; [jennifer.coile@ci.salinas.ca.us](mailto:jennifer.coile@ci.salinas.ca.us), (831) 758-7206.

Disabled persons requiring accommodation in order to participate in the workshop may contact Community Development Department, City of Salinas, 65 West Alisal Street, 2nd floor, Salinas, CA 93901, (831) 758-7206. Hearing impaired or TTY/TDD text telephone users may contact the City by dialing 711 for the California Relay Service (CRS) or by telephoning any other service providers' CRS telephone number.

# EL SOL

## PROOF OF PUBLICATION (2015.5 C.C.P.)

STATE OF CALIFORNIA

County of Monterey

I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the printer of *El Sol*, a newspaper of general circulation, printed and published every Tuesday and Saturday in the City of Salinas, County of Monterey and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of Monterey, State of California; that the notice, of which the annexed is a printed copy (set in type no smaller than nonpareil), has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

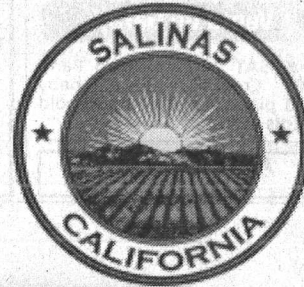
Pub dates, June 20, 2015

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Executed on (June 20), 2015

at Salinas, California.

  
Signature



## Aviso de Taller Publico Y Disponibilidad

El Elemento de Vivienda del Plan General de la Ciudad

Jueves, 9 de julio 2015 • 6:00-8:00 pm  
Biblioteca Cesar Chavez, Salón Comunitario  
615 Williams Road, Salinas

La versión en Borrador del Elemento de Vivienda del Plan General de la Ciudad muestra las condiciones de vivienda y necesidades en la ciudad, e igual propone programas y políticas para abordar esas necesidades entre el periodo 2015-2023. El Elemento de Vivienda en borrador final refleja comentarios de la comunidad de un proceso que incluyo una encuesta, cinco talleres comunitarios y otras actividades llevados a cabo de enero a marzo 2015.

El Elemento de Vivienda en Borrador, será publicado junio 25, 2015, podrá ser revisado en la página web de la Ciudad de Salinas [www.ci.salinas.ca.us](http://www.ci.salinas.ca.us) "Announcements" y en la oficina del Departamento de Desarrollo Comunitario, ubicado en 65 W. Alisal Street, segundo piso; en la oficina de la Registro Municipal ubicado en 200 Lincoln Avenue, Salinas; y en las bibliotecas de John Steinbeck, Cesar Chavez, y El Gabilan. Para obtener copias del documento, por favor llame a (831) 758-7206.

El Taller se llevara a cabo en Inglés con traducción al español disponible. Se proporcionara cuidado de niños, aperitivos, y estacionamiento gratuito.

El taller, presentada en formato de Puertas Abiertas, ofrece una oportunidad para repasar puntos resaltantes de programas y proyectos propuestos para el periodo 2015-2023. Fechas adicionales para ofrecer comentarios escritos o en forma oral incluyen:

- Comisión de Planificación: Audiencia Pública, agosto 5, 2015
- Consejo Municipal de Salinas: Audiencia Pública, agosto 18, 2015

Se invita a enviar comentarios por escrito sobre el Elemento de Vivienda Borrador. Por favor comparta este aviso ampliamente con cualquier grupo de individuos que estén interesados en este proceso. Para mayor información o para enviar comentarios, puede comunicarse con Jennifer Coile, Directora del Proyecto, Departamento de Desarrollo Comunitario, Ciudad de Salinas, 65 West Alisal Street, 2º piso, Salinas, CA 93901 (831) 758-7206 o [Jennifer Coile](mailto:jcoile@ci.salinas.ca.us).

Versión en Español por debajo.

# OPPORTUNITIES FOR PUBLIC COMMENTS DRAFT HOUSING ELEMENT

The Draft Housing Element analyzes housing conditions and needs in the City and proposes programs and policies to address those needs for 2015-2023. The Draft Housing Element [will be considered by the City of Salinas Planning Commission](#):

## Public Hearing – Planning Commission meeting Wednesday, August 5, 2015

3:30 pm

City Council Chambers  
200 Lincoln Avenue, Salinas

**Public Comment:** The Draft Housing Element was released June 25, 2015. Copies of the Draft Housing Element may be reviewed at: the Community Development Department office, 65 West Alisal Street, 2<sup>nd</sup> floor; the City Clerk's office at 200 Lincoln Avenue; the John Steinbeck Library; the Cesar Chavez Library; and El Gabilan Library. The Draft Element may also be viewed on the City's website [www.ci.salinass.ca.us](http://www.ci.salinass.ca.us) under "Announcements." Fact sheets in English and Spanish that summarize highlights of the HE are available in the same locations and online. To obtain copies of the HE, please contact (831) 758-7206.

The Salinas City Council will also hold a public hearing on August 5, 2015 at 4:00 p.m., an additional opportunity to learn about the HE and offer comments, oral and written

For further information or to submit written comments, please contact Jennifer Coile, Housing Element Project Manager of the City of Salinas, Community and Economic Development Department, 65 West Alisal Street, 2<sup>nd</sup> floor, Salinas, CA 93901, [jennifer.coile@ci.salinass.ca.us](mailto:jennifer.coile@ci.salinass.ca.us), (831) 758-7206.

For disabled persons requiring accommodation in order to participate in the meeting, please contact the Community Development Department, City of Salinas, 65 West Alisal Street, Salinas, CA 93901, (831) 758-7206 or email to [jennifer.coile@ci.salinass.ca.us](mailto:jennifer.coile@ci.salinass.ca.us). Hearing impaired or TTY/TDD text telephone users

may contact the City by dialing 711 for the California Relay Service (CRS) or by telephoning any other service providers' CRS telephone number.



# **OPORTUNIDADES PARA COMENTAR SOBRE EL BORRADOR DEL ELEMENTO DE VIVIENDA DE LA CIUDAD DE SALINAS**



El Borrador del Elemento de Vivienda del Plan General analiza condiciones de vivienda y necesidades en la ciudad, e igual propone programas y políticas para abordar esas necesidades entre el periodo 2015-2023.

## **Audiencia Publica – Reunion de Comision de Planificacion**

**Miercoles , el 5 de agosto, 2015  
3:30 pm**

## Camara del Concejo de la Ciudad 200 Lincoln Avenue, Salinas

**Comentarios:** El Borrador del Elemento de Vivienda (EV) fue publicado el 25 de junio de 2015. Copias de este estan disponibles en: la oficina del Departamento de Desarrollo Comunitario, 65 West Alisal Street, segundo piso; la oficina de la Secretaria Municipal en 200 Lincoln Avenue; la Biblioteca John Steinbeck; la Biblioteca César Chávez; y la Biblioteca El Gavilán. El Elemento de Vivienda también se puede acceder por el sitio de internet de la Ciudad ([www.ci.salinas.ca.us](http://www.ci.salinas.ca.us)) bajo "Noticias". **Ademas, hay Hojas del Hechos disponibles, en ingles e español, en los mismos lugares.** Para obtener copias del EV, comuníquese al (831) 758-7206.

Otra oportunidad para repasar el Elemento de Vivienda y ofrecer comentarios, oral y por escrito será una audiencia publica del Consejo de la Ciudad de Salinas el 18 de agosto 2015.

Para mayor información o para presentar comentarios por escrito, por favor póngase en contacto con Jennifer Coile, Gerente de Proyecto del Elemento de Vivienda de la Ciudad de Salinas, Departamento de Desarrollo Comunitario, 65 West Alisal Street, segundo piso, Salinas, CA 93901, correo electrónico; [jennifer.coile@ci.salinas.ca.us](mailto:jennifer.coile@ci.salinas.ca.us), (831) 758-7206.

Para mayor información para personas con limitaciones físicas que requieran acomodación especial para asistir a la reunión, favor de comunicarse con el Departamento de Desarrollo Comunitario de la Ciudad de Salinas, 65 West Alisal Street, Salinas, CA 93901, (831) 758-7206 o por medio de un correo electrónico dirigido a [jennifer.coile@ci.salinas.ca.us](mailto:jennifer.coile@ci.salinas.ca.us). Las personas con discapacidad auditiva o usuarios de texto teléfono TTY/TDD pueden contactar a la Ciudad marcando 711 para ser conectados con el Servicio de Retransmisión de California (CRS), o llamando a cualquier otro proveedor de servicios CRS.



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**Proof of Publication**

(2015.5 C.C.P.)

**Salinas Newspapers, Inc.**  
123 W. Alisal St.  
Salinas, CA 93901  
831-754-4138/Fax: 831-754-7156

**State Of California ss:**  
**County of Monterey**

*Denise Ledesma*

**Advertiser:** SALINAS CITY COMMUNITY PLANNING  
65 W ALISAL ST  
SALINAS, CA 93901

**RE:** Public Hearing Notice Salinas Planning Commission  
8/5 Hearing

I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I hereby certify that the attached advertisement appeared in said newspaper on the following dates:

**Newspaper: SNA-The Salinas Californian**  
**7/24/2015**


I acknowledge that I am a principal clerk of the printer of said paper, which is published in the City of Salinas, County of Monterey, State of California. The Salinas Californian is printed and published daily, except Sunday and has been adjudged a newspaper of general circulation by the Superior Court of the County of Monterey, State of California. El Sol is printed and published weekly on Saturday and has been adjudged a newspaper of general circulation by the Superior Court of Monterey, State of California.

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Executed on this 24 day of July, 2015 at Salinas, California.

*C. Clark*

**Declarant**



**Public Hearing Notice**  
**Salinas Planning Commission**

**SALINAS GENERAL PLAN:**  
**DRAFT HOUSING ELEMENT 2015-2023**

**Wednesday, August 5, 2015, 3:30 p.m.**  
**Salinas City Council Chamber Rotunda**  
**200 Lincoln Avenue, Salinas, CA**

The City of Salinas has prepared a draft update of the Salinas General Plan Housing Element (HE). The update (City of Salinas Draft Housing Element 2015-2023) is necessary to comply with State law regarding Housing Elements, and to adopt local policy options to meet the documented housing needs. The Draft Housing Element describes the housing needs of residents of all income levels and includes discussion of housing needs of specific groups such as seniors, persons with disabilities, and the homeless.

A public hearing will be held before the Salinas Planning Commission on Wednesday, August 5, 2015 at 3:30 p.m. in the Council Chamber Rotunda, 200 Lincoln Avenue, Salinas, to receive a presentation from City staff regarding the goals, policies, and programs in the Draft Housing Element; to receive public comments on the Draft Housing Element, and for the Commission to consider and make a recommendation to the Salinas City Council to forward the Draft Housing Element to the California Department of Housing and Community Development (HCD) for compliance review.

Following HCD consideration, the City Planning Commission and City Council will consider approval of the Final Housing Element and the associated environmental documentation at later public hearings. The future dates and times of those hearings will be noticed.

Copies of the Draft HE may be reviewed at: the Community Development Department office, 65 West Alisal Street, 2nd floor; the City Clerk's office at 200 Lincoln Avenue; the John Steinbeck Library; the Cesar Chavez Library; and El Gabilan Library. The Draft Element may also be viewed on the City's website [www.ci.salinas.ca.us](http://www.ci.salinas.ca.us). To purchase copies, please contact the number below.

Written comments on the draft HE may be submitted in advance of the public hearing to the Community Development Department, Special Projects Division, 65 West Alisal Street, Salinas, CA 93901.

For further information on this matter, contact **Jennifer Coile**, City of Salinas, Community Development Department, 65 West Alisal Street, 2nd floor, (831) 758-7206.

Disabled persons requiring accommodation in order to participate in the public hearing may contact the Community Development Department, City of Salinas, 65 West Alisal Street, Salinas, CA 93901, (831) 758-7206. Hearing impaired or TTY/TDD text telephone users may contact the City by dialing 711 for the California Relay Service (CRS) or by telephoning any other service providers' CRS telephone number.

**COURTNEY GROSSMAN**  
Planning Manager

**AVISO IMPORTANTE, SI DESEA UNA TRADUCCION DE ESTE AVISO,**  
**FAVOR DE LLAMAR AL NUMERO (831) 758-7206 DENTRO**  
**LAS HORAS DE 8:00 A.M. Y 5:00 P.M. LUNES A VIERNES**  
July 24, 2015 (604859)

**Proof of Publication**

(2015.5 C.C.P.)

**RECEIVED**

**AUG 14 2015**

**COMMUNITY & ECONOMIC  
DEVELOPMENT DEPARTMENT**

**Salinas Newspapers, Inc.**  
123 W. Alisal St.  
Salinas, CA 93901  
831-754-4138/Fax: 831-754-7156

**State Of California ss:  
County of Monterey**

*Jennifer Coile*

**Advertiser:** SALINAS, CITY COMMUNITY PLANNING  
65 W ALISAL ST  
SALINAS, CA 93901

**RE:** Public Hearing Notice Salinas City Council S.  
8/18 Hrg

I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I hereby certify that the attached advertisement appeared in said newspaper on the following dates:

**Newspaper: SNA-The Salinas Californian**

**8/7/2015**


I acknowledge that I am a principal clerk of the printer of said paper, which is published in the City of Salinas, County of Monterey, State of California. The Salinas Californian is printed and published daily, except Sunday and has been adjudged a newspaper of general circulation by the Superior Court of the County of Monterey, State of California. El Sol is printed and published weekly on Saturday and has been adjudged a newspaper of general circulation by the Superior Court of Monterey, State of California.

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Executed on this 7 day of Aug., 2015 at Salinas, California.

*C. Clark*

**Declarant**

  
**Public Hearing Notice  
Salinas City Council**

**SALINAS GENERAL PLAN:  
DRAFT HOUSING ELEMENT 2015-2023**

**Tuesday, August 18, 2015, 4 p.m.  
Salinas City Council Chamber Rotunda  
200 Lincoln Avenue, Salinas, CA**

The City of Salinas has prepared a draft update of the Salinas General Plan Housing Element (HE). The update (City of Salinas Draft Housing Element 2015-2023) is necessary to comply with State law regarding Housing Elements, and to adopt local policy options to meet the documented housing needs. The Draft Housing Element describes the housing needs of residents of all income levels and includes discussion of housing needs of specific groups such as seniors, persons with disabilities, and the homeless.

A public hearing will be held before the Salinas City Council on Tuesday, August 18, 2015 at 4:00 p.m. in the Council Chamber Rotunda, 200 Lincoln Avenue, Salinas, to receive a presentation from City staff regarding the goals, policies, and programs in the Draft Housing Element; to receive public comments on the Draft Housing Element, and for the Salinas City Council to consider authorizing the submittal of the Draft Housing Element 2015-2023 to the California Department of Housing and Community Development (HCD) for compliance review.

Following HCD consideration, the City of Salinas Planning Commission and City Council will consider approval of the Final Housing Element and the associated environmental documentation at later public hearings. The future dates and times of those hearings will be noticed.

Copies of the Draft HE may be reviewed at: the Community Development Department office, 65 West Alisal Street, 2nd floor; the City Clerk's office at 200 Lincoln Avenue; the John Steinbeck Library; the Cesar Chavez Library; and El Gabilan Library. The Draft Element may also be viewed on the City's website [www.ci.salinas.ca.us](http://www.ci.salinas.ca.us). To purchase copies, please contact the number below.

Written comments on the draft HE may be submitted in advance of the public hearing to the Community Development Department, Special Projects Division, 65 West Alisal Street, 2nd floor, Salinas, CA 93901.

Disabled persons requiring accommodation in order to participate in the August 18 meeting should contact the City Clerk at 758-7381 by 3 p.m. on August 14, 2015.

The City Council Rotunda is accessible to those with mobility impairments. Spanish language translation is available at the meeting. For more information, please contact Jennifer Coile, Project Manager, Department of Community Development at 758-7206 or e-mail [jennifer.coile@ci.salinas.ca.us](mailto:jennifer.coile@ci.salinas.ca.us).

Hearing impaired or TTY/TDD text telephone users may contact the City by dialing 711 for the California Relay Service (CRS) or by telephoning any other service providers' CRS telephone number.

**AVISO IMPORTANTE, SI DESEA UNA TRADUCCION DE ESTE AVISO, FAVOR DE LLAMAR AL NUMERO (831) 758-7206 DENTRO LAS HORAS DE 8:00 A.M. Y 5:00 P.M. LUNES A VIERNES**  
August 7, 2015 (632993)



# Proof of Publication

(2015.5 C.C.P.)

Salinas Newspapers, Inc.  
123 W. Alisal St.  
Salinas, CA 93901  
831-754-4138/Fax: 831-754-7156

State Of California ss:  
County of Monterey

*Jennifer Coile*

Advertiser: SALINAS CITY COMMUNITY PLANNING  
65 W ALISAL ST  
SALINAS, CA 93901

RE: Aviso de Audiencia Publica Concilio de la Ciudad de Salinas  
8/18 Hrg Spanish

I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I hereby certify that the attached advertisement appeared in said newspaper on the following dates:

Newspaper: SNA-El Sol

8/8/2015

I acknowledge that I am a principal clerk of the printer of said paper, which is published in the City of Salinas, County of Monterey, State of California. The Salinas Californian is printed and published daily, except Sunday and has been adjudged a newspaper of general circulation by the Superior Court of the County of Monterey, State of California. El Sol is printed and published weekly on Saturday and has been adjudged a newspaper of general circulation by the Superior Court of Monterey, State of California.

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Executed on this 8 day of Aug., 2015 at Salinas, California.

*C. Clark*

Declarant



Aviso de Audiencia Publica  
Concilio de la Ciudad de Salinas

BORRADOR DEL ELEMENTO DE VIVIENDA 2015-2023  
DEL PLAN GENERAL DE LA CIUDAD DE SALINAS

Martes, 18 de Agosto, 2015, a las 4 p.m.  
Camara del Concilio de la Ciudad de Salinas Rotonda  
200 Lincoln Avenue, Salinas, CA

La Ciudad de Salinas ha preparado el Borrador del Elemento de Vivienda (EV) del Plan General de la Ciudad. La versión actualizada (Borrador del Elemento de Vivienda 2015-2023 de la Ciudad de Salinas) es necesario para conformidad con la ley estatal sobre Elementos de Vivienda y para aprobar opciones de políticas locales para satisfacer las necesidades de viviendas de la comunidad. El Borrador del EV describe las necesidades de vivienda de la población de Salinas de todos los sectores económicos y incluye discusión de las necesidades de vivienda para grupos específicos como personas de la tercera edad, personas con discapacidad, y personas sin hogar.

Una Audiencia Publica se llevara a cabo por el Concilio de la Ciudad de Salinas el Martes, 18 de Agosto, 2015 a las 4 pm en la cámara del concilio (Rotonda), 200 Lincoln Avenue, Salinas, para: una presentación del personal de la Ciudad sobre metas, políticas y programas en el Borrador EV; recibir comentarios públicos sobre el Borrador EV; y la consideración del Concilio de la Ciudad de Salinas sobre autorización de someter el Borrador EV 2015-2023 al Departamento de la Vivienda y Desarrollo Comunitario (VDC) del estado de California para repasar conformidad con los reglamentos del estado.

Despues del repaso del Departamento VDC, la Comision de Planification y el Concilio de la Ciudad de Salinas considera la aprobación del Elemento de Vivienda Final y la documentación ambiental en audiencias publicas en el futuro. Habra comunicación publica con las fechas y horario de esas audiencias publicas.

Copias del Borrador del Elemento de Vivienda (EV) estan disponibles para repasar en: la oficina del Departamento de Desarrollo Comunitario, 65 West Alisal Street, segundo piso; la oficina de la Secretaria Municipal en 200 Lincoln Avenue; la Biblioteca John Steinbeck; la Biblioteca César Chávez; y la Biblioteca El Gavilán. El Elemento de Vivienda también se puede acceder por el sitio de internet de la Ciudad ([www.ci.salinas.ca.us](http://www.ci.salinas.ca.us)) bajo "Noticias". Además, hay Hojas del Hechos disponibles, en ingles e español, en los mismos lugares. Para obtener copias del EV, comuníquese al (831) 758-7206.

Se invita a enviar comentarios escritos sobre el Borrador del Elemento de Vivienda antes que la Audiencia Publica al Departamento de Desarrollo Comunitario, Ciudad de Salinas, 65 West Alisal Street, segundo piso, Salinas, 93901.

Para mayor información para personas con limitaciones físicas que requieran acomodación especial para participar en la reunión del 18 de Agosto, favor de comunicarse con la Secretaria Municipal al (831) 758-7381 antes que las 3 pm el 14 de Agosto, 2015.

La Camera del Concilio Rotonda esta accesible a las personas con discapacidad de movilidad. Interpretacion en español esta disponible en la reunión. Para mayor información puede comunicarse con Jennifer Coile, Gerente del Proyecto del Elemento de Vivienda, Departamento de Desarrollo Comunitario, Ciudad de Salinas, 65 West Alisal Street, (831) 758-7206 o correo electrónico [Jennifer.coile@ci.salinas.ca.us](mailto:Jennifer.coile@ci.salinas.ca.us)

Las personas con discapacidad auditiva o usuarios de texto teléfono TTY/TDD pueden contactar a la Ciudad marcando 711 para ser conectados con el Servicio de Retransmisión de California (CRS), o llamando a cualquier otro proveedor de servicios CRS.  
August 8, 2015 (633055)



## Sign-In Sheets

City of Salinas – Housing Element Update 2015-2023  
Public Workshop, July 9, 2015

| Name<br>Nombre       | Are you affiliated with an organization?<br>(community organization, church, etc.)<br>¿Pertenece a algún organización?<br>(iglesia, organización comunitario, etc.) | Email Address<br>Correo Electrónico | Phone<br>Teléfono | Resident,<br>Service Provider, Other<br>Residente, Proveedor<br>de Servicios, Otro |
|----------------------|---|-------------------------------------|-------------------|--|
| Jesus Iturbide       | youth academy   |                                     |                   | resident   |
| Alfred Diaz-Infante  | CHISPA  | alfredd@chispahousing.org           | 757-6251          |  |
| Bill Carrothers      | Every Breath you Take...  | cin5102@earthlink.net               | 831.754.3697      |  |
| Ray Harold JR        | Resident  | rayharold1@comcast.net              | 758.4368          |  |
| Raúl Ernesto Flores  | Resident  | 63manzanillo63@live.com.mx          | 831 455 6576      |  |
| Beth Atskuler        | BHC / Raimi Associates  | beth@raimiasociates.com             | 510.200.0522      | other  |
| Lucana Navarro       | BHC / Raimi + Associates  | lucina@raimiasociates.com           |                   | Resident   |
| Celso Ortega         |   |                                     |                   | Resident   |
| Floisa               |   |                                     |                   |  |
| Guadalupe Flores     | COPA  | sosag-87@yahoo.com                  | (831) 776-5110    | Resident   |
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| Jess Nantz           | Santa Maria   | Nantz09@gmail.com                   | (831) 759-2176    | Resident.  |
| Edith Mester Jimenez | Mujeres en Accion   |                                     | 831 998 5396      | Resident   |
| Monica Garduño       |   |                                     | (831) 776-0255    |  |
|                      |   |                                     |                   |  |



City of Salinas – Housing Element Update 2015-2023  
Public Workshop, July 9, 2015

| Name<br>Nombre     | Are you affiliated with an organization?<br>(community organization, church, etc.)<br>¿Pertenece a algún organización?<br>(iglesia, organización comunitario, etc.) | Email Address<br>Correo Electrónico | Phone<br>Teléfono | Resident,<br>Service Provider, Other<br>Residente, Proveedor<br>de Servicios, Otro |
|--------------------|---|-------------------------------------|-------------------|--|
| Gloria J. Moore    |   |                                     | 831-753-0131      | Resident   |
| Al Espindola       | Resident  | almq490@cs.com                      | 905-1588          | Resident   |
| Janet              | Resident / Housing Choices Coalition.   | janethd@housingchoices.org          | 254-2602          | Resident / HCC   |
| Guilherme Santiago |   | ggutierrez317@gmail                 |                   | Resident   |
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| Bonnie Jellison    | HRC   | vstprograms@hrcmc.org               | 424-9186          | Resident   |
| Carolina Roman Mtz |   | romancarolina09@gmail.com           | (831) 775 9348    | Residente.   |
| Rubi Galarza       | BHC intern  |                                     |                   | Resident   |
| Jennifer Hernandez | Youth Academy Intern  |                                     |                   | Resident   |
| Brian Inejen       | Resident  | brian@btinejen.com                  |                   |  |
| Silvia Rodriguez   | COPA  | Silvia 2813@aol.com                 | (831) 809-4359    |  |
| Roberto Epitacio   |   |                                     | 444-2512          |  |
| Jeanette Pantoja   | BHC   | jeanettebhc@actioncouncil.org       | (831) 717-1384    | Non-profit rep.  |

**East Salinas Building Healthy Communities – Housing Element Input**



# Building Healthy Communities - East Salinas

606 Williams Road • Salinas, CA 93905 • P (831) 717-1384 • Fax (831) 975-4768

July 22, 2015

## Re: Draft Housing Element of the City of Salinas

To: City of Salinas Housing Planning Team, Planning Commissioners, and City Council:

Building Healthy Communities – East Salinas (BHC) is a collaborative of organizations, public agencies, and residents working to improve health outcomes in East Salinas. BHC and its partners place great emphasis on the importance of the built environment’s influence on the health of East Salinas residents. Lack of safe, accessible, and affordable housing and the safe infrastructure and community amenities that support residential communities, constitutes a significant barrier preventing individuals from leading a healthy lifestyle. Early in the Housing Initiatives process, BHC convened a Housing Workgroup consisting of local housing and health equity advocates and Ciclovía Youth housing interns. This Workgroup has been meeting consistently to assist with and provide input on outreach efforts, to monitor the progress of the housing initiatives work, to review draft documents, and to provide input to the City.

This comment letter on the Public Draft of the City of Salinas Housing Element contains information on the following sections:

- Housing Sites Inventory
- Farmworker Housing Needs
- Undocumented Housing Needs
- Overcrowding and Residential Segregation
- Suggested Edits to the Housing Plan Goals, Policies, and Implementing Actions

## Housing Sites Inventory

The Housing Workgroup was interested in reviewing the sites proposed in Appendix B of the Housing Element. To review the sites, we used GIS to map the proposed parcels by capacity, income level, and vacant/underutilized site status. Once that was complete, we exported the data into Google Earth and published publicly so that Workgroup members could explore the sites on their own and/or with community members (<http://tinyurl.com/SalinasHousingElement>).

Over the course of two meetings, the Housing Workgroup reviewed all of the vacant and underutilized sites that have a capacity for five or more units. We have attached spreadsheet (in pdf and an Excel workbook) that details the group’s observations for many of the parcels. Some of the common observations of site notes include:

- Some of the “underutilized” sites have existing uses unlikely to be discontinued and/or replaced within the Housing Element Planning period (e.g., busy shopping center with no vacancies, existing affordable housing, newer housing development, etc.);
- Some vacant sites lack adequate street frontage and/or access;
- Some sites would only be feasible to develop if combined with adjacent parcels;



- Some vacant sites would require high levels of infrastructure work, environmental mitigation, and water/topography engineering, which would be cost prohibitive for affordable housing development;
- Finally, the Sites Inventory contains some moderate and above moderate sites that might be appropriate for below moderate-income housing.

**Recommendation:** Either identify additional vacant and underutilized sites and/or reclassify moderate and/or above moderate sites to meet the need for very low and low-income housing. Consult with affordable housing developers to identify any additional sites, which may be considered appropriate for affordable housing development.

## Farmworker Housing Needs

At an average annual full-time wage of \$19,290, many farmworkers are forced to endure the City’s worst housing challenges: high cost burden, substandard living conditions, overcrowding, and even homelessness. This Housing Element provides the City of Salinas with a clear opportunity to set a high bar with respect to addressing the housing needs of farmworkers. It is imperative that the City conduct a rigorous analysis of farmworker housing needs in to develop adequate policies and actions.

The City makes an assumption in the Draft Housing Element that the housing needs of farmworker household are not physically different than those of other low-income households. Thus, the City concludes, “*activities designed to create and preserve affordable housing in general will benefit households primarily dependent on agriculture for their income.*” We feel that a more thorough analysis of farmworker housing needs will shed light on the distinct needs of certain farmworker households, specifically those of seasonal and unaccompanied farmworkers. For example, it is common knowledge that some of the City’s motels double as seasonal farmworker housing. Some farmworker advocates even report some farming operations are currently using Salinas’ motels to house H2A guest workers.

The Draft Housing Element’s analysis of farmworker housing needs fails to provide:

- (1) A quantification of the total number of farmworker households, in addition to the already provided estimate of farmworker individuals;
- (2) An estimate of seasonal farmworkers that would help to distinguish between the specific needs of permanent and seasonal farmworkers; and
- (3) A quantitative description of farmworkers’ housing need, including an assessment of unmet needs.

The Public Interest Law Project [Housing Element Manual \(3<sup>rd</sup> Edition\)](#) and [HCD’s Housing Element Building Blocks](#) guidance point to additional sources of information that cities can use to bolster their analysis of farmworker housing needs (e.g., farmworker employment data collected by growers’ organizations, school districts, and county agricultural commissioner).

Moreover, we have consulted with many experts and have concluded that the City has a *separate and additional* obligation to identify sites for farmworker housing that is beyond the

obligation to identify sites to fulfill the RHNA allocation (see below). A more precise estimate of the number of farmworker households and their unmet need for housing should be used to establish the number of sites adequate to accommodate the need for farmworker housing.

### **Sites for Farmworker Housing (§65583(c)(1)(C))**

*(C) Where the inventory of sites pursuant to paragraph (3) of subdivision*

*(a) does not identify adequate sites to accommodate the need for farmworker housing, the program shall provide for sufficient sites to meet the need with zoning that permits farmworker housing use by right, including density and development standards that could accommodate and facilitate the feasibility of the development of farmworker housing for low- and very low income households.*

*...As with sites for very low and low-income housing, the sites identified for farmworker housing must be zoned at densities that make the development of housing for low and very low income farmworker households feasible... The sites should be appropriate in terms of location and development standards to facilitate housing for farmworkers. The program should identify zones where housing for permanent and if needed migrant farmworker housing is permitted. See HCD Building Blocks 3.C.v and 5.B.ii.<sup>1</sup>*

**Recommendation:** Conduct a more rigorous inventory of farmworker households by type to inform a more rigorous analysis of farmworker housing needs, including the needs of seasonal farmworkers. Identify adequate sites and standards for building health-supporting housing to meet the need for farmworker housing.

## Undocumented Housing Needs

California Housing Element law specifically requires analysis of the special housing needs of the elderly, the disabled, female-headed households, large families, and homeless persons and families. However, the law also provides cities with the flexibility to analyze the needs of any other group deemed appropriate by the city. We ask that the City of Salinas amend the Draft Housing Element to consider the special needs of undocumented individuals.

A 2011 study by the Public Policy Institute of California estimated that around 62,000 undocumented individuals live in Monterey and San Benito Counties, constituting about 13.5% of the Counties' combined population. Additionally a study by Marcelli & Pastor, *Unauthorized and Uninsured 2008-2012 Population Profile*<sup>2</sup> estimates that Monterey County is home to 54,009 undocumented immigrants, which is 13.5% of the population. This study also estimated that 8,778 people or 18% of East Salinas residents are undocumented. The Marcelli & Pastor study also estimates that approximately 40% (or 6,284) of East Salinas children under 18 are residing with at least one undocumented immigrant parent. Although high quality, valid data on the total number of undocumented individuals in Salinas is not available, other jurisdictions have used linguistic isolation in determining the scale of the need. According to the City's

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<sup>1</sup> See Public Interest Law Project California Housing Element Manual (November 2013) pgs. 59-60.

<http://pilpca.org/wp-content/uploads/2010/10/California-Housing-Element-Manual-3rd-Ed.-Law-Advocacy-and-Litigation-June-2013.pdf>

<sup>2</sup> [http://dornsife.usc.edu/assets/sites/731/docs/Web\\_08\\_East\\_Salinas\\_Monterey\\_Cnty\\_Final.pdf](http://dornsife.usc.edu/assets/sites/731/docs/Web_08_East_Salinas_Monterey_Cnty_Final.pdf)

Analysis of Impediments to Fair Housing (AI), approximately 37.3% of households in the City speak English “less than very well.” Many of these undocumented individuals need low cost housing as well as linguistically and culturally relevant support services.

Furthermore, it is important that undocumented individuals receive accurate information about their rights and the services for which they are actually eligible. Many undocumented individuals do not know their rights and fear deportation, making them more susceptible to discrimination by landlords and property managers even though undocumented individuals are equally protected under the Fair Housing Act. Less understood is the fact that undocumented individuals and their families *do* have a right to some federally funded housing programs. For example, non-profit charitable organizations that provide federal public benefits do not have to verify the eligibility of program participants. And with respect to public housing and Section 8, not all members of the household *nor* the head of household need to be eligible for housing assistance. If at least one member of a household is a US citizen or an eligible immigrant (including children), the family can live in public housing or Section 8. The rent subsidy is pro-rated based on the number of eligible persons in the household.

Additionally, undocumented individuals are also eligible for a number of other federally funded programs, including:<sup>3</sup>

- McKinney homeless programs
- Low Income Housing Tax Credit (LIHTC)
- Section 202 Supportive Housing for the Elderly
- Section 811 Supportive Housing for the Disabled
- Community Development Block Grant\*
- HOME
- HOPWA

***Recommendation:*** Analyze the special housing needs of undocumented individuals and their families. Develop policies and implementing actions to address those housing needs.

## Overcrowding & Residential Segregation

While reviewing the Draft Housing Element Sites Inventory, some members of the BHC Housing Workgroup expressed concern about the identification of additional high-density (30-40 du/acre) sites in the Alisal Street/Market Street Focused Growth Overlay area. BHC partners are strongly in support of additional affordable housing. However, Workgroup members are concerned that East Salinas lacks adequate infrastructure (e.g., parks, libraries, schools, and parking) to accommodate the needs of our existing population and to support further expansion of high-density housing.

Moreover, the AI reported that 19 of the City’s 22 affordable housing developments exist within East Salinas. Such concentration of affordable housing in one part of the City perpetuates patterns of segregation that places even greater strains on infrastructure. The AI goes further in describing housing segregation in the City by employing a tool called the *dissimilarity index* to describe patterns of segregation in the City of Salinas.

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<sup>3</sup> Nagendra, Cynthia. (2014). *Housing and Serving Undocumented Immigrants* [powerpoint slides] Retrieved from <http://www.endhomelessness.org/library/entry/2.10-housing-and-serving-undocumented-immigrants>

*“The dissimilarity index is the most commonly used measure of segregation between two groups, reflecting their relative distributions across neighborhoods (as defined by census tracts). The index represents the percentage of the minority group that would have to move to new neighborhoods to achieve perfect integration of that group. An index score can range in value from 0 percent, indicating complete integration, to 100 percent, indicating complete segregation. An index number above 60 is considered high similarity and segregated.”*

The dissimilarity index between White and Hispanics in Salinas has been growing over the last 30 years to an index score of 60.9, which is above what is considered “high similarity and segregated” and only three points behind Los Angeles-Long Beach-Glendale, the most segregated metro area among the top 50 in the US with the largest Hispanic populations.

**Recommendation:** Take more proactive steps to reverse patterns of segregation and invest in neighborhoods with a high concentration of affordable housing to ensure they have adequate infrastructure to meet the populations’ current and future needs as more housing is built.

## BHC Comments on Housing Plan Goals, Policies, and Implementing Actions

BHC’s suggested edits and additions are marked in track changes. Additions are underlined in blue and deletions are crossed out in red.

### Goals and Policies

**Goal H-1:** Provide a range of housing types and a variety of affordability levels to address existing and projected housing construction needs in Salinas.

**Policy H-1.1:** Encourage a variety of housing types, designs, and prices throughout the City to maintain housing choice and enable households of all types and income levels the opportunity to find suitable ownership or rental housing that supports healthy living. Support the development of cost effective innovations such as micro units, smaller houses on smaller sites, co-living/cohousing, and Single Room Occupancy (SRO) units.

**Policy H-1.5:** Encourage diverse, mixed-income neighborhoods throughout the City through the geographic dispersal of units affordable to lower and moderate income households, increased location choice for voucher recipients, and more effective incorporation of fair housing priorities and goals into housing, and community development decision-making.

**Policy H-1.8:** Encourage the development of affordable higher density apartments, townhouses and condominiums in locations that are served by major transit corridors and have good pedestrian and bicyclist facilities, use Crime Prevention Through Environmental Design principles as part of housing design and construction, and/or are within walking distance to neighborhood-serving retail and key destinations (parks, schools, childcare, stores with healthy food options, employment, social services, and health care, etc.).

**Policy H-1.9:** Promote the development of mixed-use neighborhoods designed to encourage travel by walking, bicycling, and mass transit by coordinating with the City’s Public Works Department, MST, and TAMC to better align the development of high quality transit and future housing.

**Policy H-1.10:** In Future Growth Areas, ensure that each Specific Plan includes a range of housing types by requiring new residential developments of over 1,000 units to include a mix of densities. [Evaluate applying this requirement when new residential developments of fewer than 1,000 units are proposed.](#)

*Additional Policy Suggestions:*

**Policy H-1.12:** [Identify and advocate for new and creative financing solutions at the local, state and federal policy levels to support the development of a range of options for affordable housing.](#)

**Policy H-1.13:** [Work with community stakeholders to research and implement a range of anti-displacement strategies to help residents and businesses in underutilized sites relocate as sites are targeted for redevelopment.](#)

## **Goal H-2: Maintain and improve existing neighborhoods and housing units.**

**Policy H-2.4:** Through public-private partnerships and collaborative efforts, rehabilitate substandard housing where feasible. [Support education of tenants and landlords to address and/or prevent substandard housing issues.](#)

**Policy H-2.7:** Support public education programs that promote property maintenance and energy [and water](#) conservation. [Leverage services and programs that provide homeowners and tenants with low-cost or free energy and water efficiency improvements for existing housing developments.](#)

*Additional Policy Suggestions:*

**Policy H-2.8:** Support and encourage the collaboration between code enforcement officers and community partners including housing advocates, public health professionals, immigrant and refugee service providers, social workers, and tenant organizations, to be part of the code enforcement planning process.

## **Goal H-3: Ensure that all segments of the community have access to safe and decent housing that meets their diverse needs.**

**Policy H-3.1:** Assist in the production and conservation of housing affordable to extremely low, very low, low, and moderate income households, with a focus on the need for housing for the local workforce.

**Policy H-3.4:** Encourage [and support](#) the provision of safe and decent housing for lower income households and those with special needs [within proximity of public transportation and services.](#)

**Policy H-3.5:** Encourage [and support](#) the provision of housing and services for homeless individuals and families [in addition to individuals experiencing mental illness](#) through the use of state and federal programs, through public-private partnerships, and [through](#) local collaborative efforts.

**Policy H-3.6:** Work to ensure [property owners and managers are not discriminating against current tenants and](#) individuals and families seeking housing in Salinas on the basis of special characteristics as protected by state and federal fair housing laws.

**Policy H-3.9:** Support activities and participate in planning of initiatives such as Monterey County's Health in All Policies (HiAP), Building Healthy Communities (BHC) – East Salinas, [Monterey County's Crime Prevention Through Environmental Design \(CPTED\) program](#), AMBAG's Sustainable Communities Strategy, and the City's Urban Greening Plan that contribute to the quality of community and neighborhood environments.

*Additional Policy Suggestions:*

[Policy H-3.10:](#) Create more emergency and transitional shelters, independent living programs, and affordable permanent housing programs for homeless youth, and ensure access to existing programs.

[Policy H-3.11:](#) Collaborate with school districts and increase support for programs that make schools and recreation centers safe and welcoming for groups of over-represented homeless youth, including young people who are lesbian, gay, bisexual and/or transgender, pregnant or parenting, older than traditional high school age, recovering from trauma, or recently returned to school after a period of non-attendance.

[Policy H-3.12:](#) Encourage the development of housing and mixed uses that foster supportive environments for single parent female-headed households, such as on-site childcare and after-school programs.

### **Implementing Actions**

*In general, please revise implementing actions to ensure they contain specific implementation timeframes and quantifiable, measurable objectives.*

## **6.2.2 Improved Neighborhoods and Existing Housing**

### **Action H-3: Housing Services Program**

BHC Comment:

While we are aware of the City's funding constraints for this Program, we are concerned that the annual objectives for these services, specifically for Housing Accessibility Assistance, are low considering the need. There are several programs available through other government agencies and/or through private utilities that the City can and should leverage to supplement options provided through the Housing Services Program (HSP). These other programs include:

- PG&E Energy Savings Assistance Program – Provides free energy-savings improvements to qualified customers, both renters and homeowners;
- HERO Program - a residential and commercial property assessed clean energy (PACE) Program that allows jurisdictions to offer financing to property owners for the purchase and installation of energy efficiency, renewable energy and water conservation;
- Central Coast Energy Services (CCES) – Provides weatherization services and one time per calendar year energy bill payment assistance to renters and homeowners;

- CalWater Conservation – offers water conservation rebates and programs;
- Veterans Affairs Specially Adapted Housing (SAH) and Special Housing Adaptation (SHA) grants – Provides grants to Service members and Veterans with certain permanent and total service-connected disabilities to help purchase or construct an adapted home, or modify an existing home to accommodate a disability.

Objectives and Timeframe:

- [Continue to advertise the program through various media, including brochures, bilingual public service announcements on radio, inclusion in service directories, the City website, and postings at the City libraries and Permit Center.](#)
- [Leverage auxiliary programs that compliment HSP services by coordinating with program providers and integrating those programs into HSP outreach](#)
- [Educate community partners, including housing and disability advocates, about HSP available services and engage them in outreach efforts](#)
- Annual objectives:
  - Housing Rehabilitation Loans – five households
  - Housing Accessibility Assistance Grants – three households
  - Energy Efficiency Improvements – ten households

**Action H-4: Code Enforcement**

Objectives and Timeframe:

- [Continue to operate an effective Code Enforcement Program, with the objective of transitioning to comprehensive code enforcement by 2020, subject to availability of resources.](#)
- [Establish process to engage community partner and residents in development of comprehensive code enforcement strategy.](#)
- [Collect and analyze code enforcement data regularly to better understand the program’s strengths and weaknesses.](#)
- Refer potentially income-qualified property owners to the City’s Housing Services Program for rehabilitation assistance.

**Action H-9: Affordable Housing Development**

Funding Source: CDBG; HOME; [Cap and Trade Affordable Housing Program](#)

Objectives and Timeframe:

- Continue to promote density bonus, inclusionary units, and other incentives to facilitate affordable housing development.
- Encourage developers to assist in site identification.
- Work closely with qualified Community Housing Development Organizations (CHDOs) and other nonprofit housing developers to expand affordable housing opportunities. Assist in gap-financing and funding applications for affordable housing.
- Prioritize funding allocation to affordable housing projects that include units affordable to extremely low income households.
- Continue to seek unique partnerships and regularly meet with other agencies and housing developers to discuss opportunities for providing affordable housing and improving community and neighborhood conditions.
- Participate in regional/multi-jurisdictional agreements and activities to facilitate housing development in the region.

- Monitor the State Department of Housing and Community Development's Notices of Funding Availability (NOFA) and, where appropriate, prepare or support applications for funding for affordable housing for the lower income households (especially those with extremely low incomes), farmworkers, persons with disabilities (including those with developmental disabilities), seniors, elderly, large households, and the homeless.
- Continue current efforts to streamline and improve efficiencies in planning and permit approval and building inspection service. [Create comprehensive checklist for affordable housing developments.](#)
- [Coordinate with the Public Works Department, TAMC, and MST to target funding for public transit, bike, and pedestrian infrastructure investment for the development of high quality transit corridors in order to leverage new Cap and Trade Affordable Housing funding.](#)
- [Revise zoning and permitting requirements and establish framework that facilitates innovative housing solutions \(e.g. transit-oriented development, SRO motel conversions for seasonal farmworker housing, co-housing/co-living, etc.\)](#)
- Expand the City's affordable housing inventory by 700 units (50 extremely low, 100 very low, 150 low, and 400 moderate income units) by 2023.

#### **Action H-10: Rental Assistance**

Objectives and Timeframe:

- Refer people seeking information the Housing Choice Voucher program to HACM
- Collaborate with HACM to promote program to property owners to increase participation of rental properties in the program and expand locational choices for voucher recipients.
- Support HACM's petition to HUD for increased Section 8 funding as requested.
- [Adopt a City ordinance that prohibits housing discrimination based on a tenant's source of income, specifically Section 8 vouchers.](#)

#### **Action H-11: Homebuyer Resources**

Objectives and Timeframe:

- Refer information about the CalFHA homebuyer assistance programs as requested.
- Promote CalFHA programs to local loan officers to increase participation in these programs.
- Work with the Housing Resource Center or other agencies in annual monitoring to ensure the homebuyer education program(s) meet CalFHA requirements.
- [Continue to support first-time homebuyer education and foreclosure prevention services](#)

#### **Action H-13: Housing for Local Workforce**

Objectives and Timeframe:

- Annually, outreach to large employers to discuss the housing needs of their employees [and facilitate a partnership for agricultural employers to contribute to farmworker housing.](#)
- Assist in identifying potential funding sources for employee housing.
- As funding permits, assist in gap-financing of employee housing that benefits lower income households.
- Periodically review City codes and regulations to promote alternative housing types that may be appropriate for accommodating seasonal [farmworkers and laborers, including motel conversions to SRO housing.](#)

#### **Action H-15: Fair Housing**

Objectives and Timeframe:



- Provide fair housing resources information on City website, at public counters, and through public service agencies.
- Through the annual planning process of the CDBG funds, evaluate and allocate funding for fair housing services as a continued priority.
- [Coordinate with Salinas community-based non-profits to ensure City outreach materials and programs reach linguistically isolated populations.](#)
- [Coordinate with local Fair Housing Service providers and school districts on a Know-Your-Rights-Campaign for tenants and landlords.](#)

## Conclusion

The BHC Housing Workgroup commends the City of Salinas’s pro-active approach, having engaged BHC and other community partners early in this Housing Initiatives process. BHC and its partners have invested considerable pro bono staff time conducting outreach and education activities to engage residents and other community stakeholders in this process. Thank you again for including BHC in this work. We look forward to continued partnerships in the future to make Salinas an even greater City.

Sincerely,



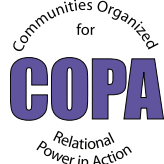
Jeanette Pantoja, Land Use Project Coordinator  
 Beth Altshuler, Urban Planning and Public Health Specialist  
 Building Healthy Communities – East Salinas



Juan Uranga, Executive Director  
 Center for Community Advocacy



Alfred Diaz-Infante, Executive Director  
 Community Housing Improvement Systems and Planning Association, Inc.



Tim McManus, Lead Organizer  
 COPA-IAF



Cesar Lara, Executive Director  
 Monterey Bay Central Labor Council



Krista Hanni, Planning, Evaluation, and Policy Manager  
 Carmen Gil, Health in All Policies Manager  
 Monterey County Health Department

Gardenia Casillas, Resident & Housing Workgroup Member



# Building Healthy Communities East Salinas

606 Williams Road • Salinas, CA 93905 • P (831) 717-1384 •

August 17, 2015

Re: Draft Housing Element of the City of Salinas

To: City of Salinas Housing Planning Team and City Council:

The Building Healthy Communities (BHC) Housing Workgroup, consisting of local housing and health equity advocates, submitted comments on the Draft City of Salinas Housing Element on July 22, 2015. City staff responded to that comment letter on July 31, 2015. The BHC Housing Workgroup appreciates City staff's swift and thorough response to our comments. Moreover, we appreciate the receptiveness with which staff incorporated many of our recommendations by either editing and/or adding policies and actions to reflect our input.

The July 22, 2015, letter highlighted five priorities for the Housing Workgroup:

1. Housing for Farmworkers
2. Housing for the Undocumented
3. Reduced Patterns of Housing Segregation
4. A Community-based Code Enforcement Strategy
5. Tenant's Rights Education

In response to our request for a more rigorous analysis of Farmworker Housing needs, staff suggested, "In the future, the City Council could decide to allocate additional funding for a special study that would require a scientific community survey and/or a survey of agricultural employers in the county to determine housing needs of the farm labor workforce and their current residency, and if appropriate and necessary, then amend the [Housing Element] according to findings in additional analysis."

The Housing Workgroup requests that this suggestion be incorporated as an Implementing Action in the Draft Housing Element Housing Plan:

## **Action H-13: Housing for Local Workforce**

**ADD Objective: Allocate funding for and conduct a special study that requires a scientific community survey and/or a survey of agricultural employers in the county to further define housing needs of farm labor workforce, financing constraints and opportunities, and best practices by FY 2017.**

Analysis of the special needs of farmworker is not just a statutory Housing Element requirement. Farmworker households are the foundation of our community and local economy. It is imperative that the City of Salinas goes above and beyond to accurately define the housing needs of all farmworkers to ultimately identify and implement creative, sustainable, and health promoting housing solutions.

Sincerely,



Jeanette Pantoja, Land Use Project Coordinator  
Building Healthy Communities – East Salinas  
On Behalf of BHC Housing Workgroup

**Brian Finegan Attorney's at Law - Housing Element Input**

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RECEIVED

AUG 12 2015

COMMUNITY & ECONOMIC  
DEVELOPMENT DEPARTMENT

August 12, 2015

Salinas City Council  
200 Lincoln Avenue  
Salinas, California 93901

Re: 2015 – 2023 Housing Element

Dear Council Members:

The owners and developers of the Future Growth Area have asked me to express two areas of concern about the draft 2015– 2023 Housing Element.<sup>1</sup> Those two areas of concern are:

1. Inclusionary Ordinance credit for minimum 30 dwelling units per acre (dua) housing units; and
2. Feasibility of the inclusionary housing program, specifically the 30 dua minimum density issue (referred to in the Staff Report as “Metropolitan Densities”).

### **Inclusionary Housing Credit for 30+ dua Housing**

Page 106 of the Draft Housing Element explains the source of this concern:

*“In 2013, the City established a minimum density of 30 units/acre and a maximum density of 40 units/acre for MX parcels one acre in size or larger.”*

That action was taken by the City in response to direction from the State of California, as reflected at page 102 of the Draft Housing Element:

*“The capacity of sites that allow development densities of at least 30 units per acre are credited toward the lower income RHNA based on State law.”*

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<sup>1</sup> Although the FGA will provide most of the new housing for the City during the life of the 2015 – 2023 Housing Element, the FGA owners and developers are not listed among the “stakeholders” interviewed for the Housing Element. (See Stakeholder Interviews, p. 10.)

*The California Government Code states that if a local government has adopted density standards consistent with the population based criteria set by State law (at least 30 units/acre for Salinas), HCD is obligated to accept sites with those density standards (30 units/acre or higher) as appropriate for accommodating the jurisdiction's share of regional housing need for lower income households."*

In other words, the trade-off is that in return for accepting the State-mandated minimum 30 duu zoning, the City gets automatic credit for those units against its Regional Housing Needs Allocation (RHNA) obligation, because these high density units are presumed to be affordable by design, i.e., they are "deemed affordable" without rent or resale restrictions.

It is our contention that the builders who undertake the obligation to build these State-mandated high-density units should get the same consideration that the City receives for imposing the minimum 30 duu requirement- that the units when built will be deemed affordable, and thus credited against the builder's inclusionary housing obligation on a unit-for-unit basis. Fairness requires such treatment: "What's good for the goose is good for the gander."

Although you are not considering the update of the Inclusionary Housing Ordinance at this time, you are being asked to adopt policies in the Housing Element related to the Inclusionary Housing Ordinance. (See, e.g., Policy H-3.7 on page 117.) We respectfully request that the City Council add another policy to the Housing Element reading as follows:

*"Residential units built at a minimum 30 dwelling units per acre shall be deemed affordable without rent or resale restriction, and shall be credited toward the builder's requirements under the Inclusionary Ordinance on a one-for-one basis."*

### **Feasibility of Inclusionary Housing Program**

The City's current inclusionary housing program was adopted in 2005, near the peak of the pre-recession housing "bubble." Since its adoption no market-rate housing projects have been approved, so there has been no opportunity to test the feasibility of the program. So the statement contained on page 89 of the Draft Housing Element- "*The City has reviewed all development to date subject to inclusionary housing requirements, and no projects have been deemed to be infeasible due to these requirements*"- is misleading by omission, certainly with respect to market-rate housing projects.<sup>2</sup>

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<sup>2</sup> In his September 2012 housing report to the City Council, Alan Stumpf reported that there had been no new market-rate housing projects in the City of Salinas for over eight years (i.e., since 2004), and that the only recent housing projects have been subsidized projects.

The statement is apparently predicated on seven housing projects, all of which were subsidized, and six of the seven are non-profit housing providers: La Gloria Senior Apartments, Sherwood Village Senior Apartments, and Wesley Oaks, all by CHISPA; Gateway Senior Apartments by 1<sup>st</sup> Community Housing; Sunflower Gardens by Interim, Inc.; Tynan Village by the Housing Authority; and Tresor Apartments, by Pacific Communities.<sup>3</sup>

This comment is most certainly not intended to discredit or minimize in any way the importance of these non-profit companies and their projects. They have been the housing life-line for the City during this long and punishing housing drought. The point is that their successful projects are not an accurate template from which to draw conclusions about the feasibility of the current inclusionary housing program. Nor is it accurate to include all of the ±750 subsidized units produced by these non-profits as "inclusionary" units.<sup>4</sup>

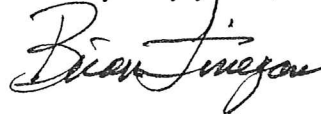
The City right now has a consultant engaged to review the current inclusionary program. The Scope of Work for the consultant includes an assessment of the financial feasibility of the inclusionary program (Task 4, Subtask A).

The first paragraph of Section 4.1.8.C of the Draft Housing Element (p. 89) should be deleted or re-written to present a more accurate representation of the experience (or lack of it) with the current inclusionary program.

The Draft Housing Element emphasizes the daunting "affordability gap" between the cost of homes in Salinas, and the low incomes of the City's households. The gap is not just a policy problem for the City- it is a critical economic reality that the FGA owners and developers are wrestling with. If they can't build homes that the local people can afford, they will fail. They urgently ask the City to join in their effort to avoid burdening new housing with costs that make it impossible to bridge the affordability gap.

Thank you for consideration of these comments and requests.

Very truly yours,



Brian Finegan

cc: Alan Stumpf  
Jennifer Coile  
FGA Team

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<sup>3</sup> While Pacific Communities is technically not a non-profit company, the Tresor project was financed with Federal Housing Financing, specifically Section 515 and Rural Development Rental Assistance

<sup>4</sup> "This policy has resulted in over 900 inclusionary units being constructed to date." (Draft Housing Element, p. 89.)

## Comment Cards

## Draft Housing Element Comments

### Community Workshop – July 9, 2015 – PUBLIC COMMENTS

Hay muchos personas rentando. *A lot of people are renting.*  
Se necesitan muchas casas económicas. *We need many affordable houses.*  
Por favor apoyen a los ciudadanos. *Please support the citizens.*

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¡Gracias por informar a la comunidad! Deceamos que se tomen en cuenta las necesidades de hogar de las personas del campo y especialmente las indocumentadas que tanto aportan a la economía de Salinas.

*Thank you for informing the community! We hope that you will take into account the housing needs of farm workers and especially those of undocumented individuals that so strongly support the Salinas economy.*

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I would like to see more spaces for recreational areas. We didn't hear about it!  
Also, what about the houses for migrants without papers?

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Where is the educational community? School Districts – PTA – Teacher unions

---

---

While determining the housing “needs” of Salinas is a valid endeavor, without a sustainable water supply this exercise is an academic waste of time.

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### Comment Card Summaries:

Among the written comments received during the July 9<sup>th</sup> workshop, the majority elaborated on the need for affordable housing, specifically making note of the housing needs of undocumented farm workers in the City of Salinas.





City of Salinas

2015-2023 Housing Element/Elemento de Vivienda

Comment Card/Forma para Comentarios

Thank you for your participation in today's workshop! Please share any comments below:

¡Gracias por su participación en el taller público de hoy! Por favor, comparte sus comentarios:

Hay Muchas Personas Rentando.

Se Necesitan MUCHAS CASAS ECONOMICAS.

Por Favor Apoyen a los Ciudadanos.

Affiliation/Afilación: \_\_\_\_\_

**OPTIONAL/OPCIONAL**

Name/Nombre Rosel Ernesto Flores A. Contact/Contacto 831 455 6576



City of Salinas

2015-2023 Housing Element/Elemento de Vivienda

Comment Card/ *Forma para Comentarios*

Thank you for your participation in today's workshop! Please share any comments below:

*¡Gracias por su participación en el taller público de hoy! Por favor, comparte sus comentarios:*

*¡ Gracias por informar a la comunidad!*

*Deceamos que se tomen en cuenta las necesidades de hogar de las personas del campo y especialmente las indocumentadas que tanto aportan a la economía de Salinas.*

Affiliation/Afilación \_\_\_\_\_

**OPTIONAL/OPCIONAL**

Name/Nombre \_\_\_\_\_

Contact/Contacto: \_\_\_\_\_



City of Salinas

2015-2023 Housing Element/Elemento de Vivienda

Comment Card/Forma para Comentarios

Thank you for your participation in today's workshop! Please share any comments below:

¡Gracias por su participación en el taller público de hoy! Por favor, comparte sus comentarios:

I would like to see more spaces for recreational  
areas. We didn't ~~we~~ hear about it!

Also, what about ~~the~~ houses for migrants  
with out papers?

Affiliation/Afilación: EOPA

OPTIONAL/OPCIONAL

Name/Nombre Silvia Rodriguez Contact/Contacto \_\_\_\_\_



City of Salinas

2015-2023 Housing Element/Elemento de Vivienda

Comment Card/ Forma para Comentarios

Thank you for your participation in today's workshop! Please share any comments below:

¡Gracias por su participación en el taller público de hoy! Por favor, comparta sus comentarios:

Where is the Educational Community?  
~~State~~ School Districts - PTA - Teacher Unions

Affiliation/Afilación \_\_\_\_\_

OPTIONAL/OPCIONAL

Name/Nombre \_\_\_\_\_

*Peg Stanford*

Contact/Contacto: \_\_\_\_\_



City of Salinas

2015-2023 Housing Element/Elemento de Vivienda

Comment Card/ Forma para Comentarios

Thank you for your participation in today's workshop! Please share any comments below:

¡Gracias por su participación en el taller público de hoy! Por favor, comparte sus comentarios:

While determining the housing "needs" of Salinas is a valid endeavor, without a sustainable water supply this exercise is an academic waste of time.

Affiliation/Afilación \_\_\_\_\_

OPTIONAL/OPCIONAL

Name/Nombre Bill Carrothers

Contact/Contacto: cih5102@earthlink.net



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**City of Salinas Inclusionary Housing Ordinance Amendment**  
Resource Group Meeting  
Meeting 1 - February 18<sup>th</sup>, 2015

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**SUMMARY**

**Resource Group Members Present:** Hugh Bikle, Brain Finegan, Ray Harrod, Jr, Bill Shaw, John McCormack, Hugh Walker

**City Staff Present:** Alan Stumpf, Joel Alvarez

**Consultants Present:** Joshua Abrams, Baird + Driskell Community Planning; Jeffery Baird, Baird + Driskell Community Planning; Marian Wolfe, Vernazza Wolfe Associates, Inc.

**Overview of the Meeting Purposes**

Members of the Resource Group met to offer information for the Inclusionary Housing update/Affordable Housing Impact Fee study.

The goals of the Resource Group meeting were:

- (1) Meet developers / allow developers to meet the project team
- (2) Learn about the Inclusionary Zoning update schedule and process
- (3) Discuss development patterns, opportunities and challenges

**General Discussion**

The meeting began with an overview of the update process. After a discussion about the responsibilities of different parties to provide affordable housing, the Resource Group offered insight into the specifics of the development climate and process in Salinas. The exchange of ideas and information during the meeting was valuable and Resource Group members agreed to be available for follow-up conversations.

**Inclusionary Housing Policy Considerations**

The meeting attendees offered comments about the Inclusionary Housing Ordinance. Key points are summarized below:

- There were questions if the current ordinance applies to rental developments. It does not. It will be important to ensure that all stakeholders are aware of current court cases. (The most relevant case was later resolved in San Jose's favor, protecting the rights of cities to implement affordable housing programs. The limitations on rental programs continue to exist.)
- There was concern expressed that the affordable housing ordinance does not provide enough flexibility for developers and may be constraining the development.
- Generally, the City has not scored well for Low Income Housing Tax Credits.

## **Current Market Conditions**

There was a discussion about current market conditions. Meeting participants expressed the following thoughts:

- The market is still recovering. One estimate is that it is half as strong as before the crash. However, the market is recovering from north to south. The San Jose, Gilroy and Morgan Hill markets are very strong. More recently, the Hollister market has strengthened as well.
- Aside from the 77 lots that remain to be developed in Monte Bella, there are no large empty tracts of land left in the city, aside from the Future Growth Areas.
- Infill remains challenging with a lack of large lots. Additionally, many of these lots have existing uses and it is not profitable enough to knock down these uses to build new multi-family housing.
- Density bonuses are not a significant incentive for infill in Salinas because the market is not building to the maximum envelope as is.
- Vacancy rates are low, implying there is inadequate supply of housing. Often there are multiple offers on housing in desirable neighborhoods, and they sell for above asking price.
- There may be the potential to offer decreased parking as an incentive.
- New storm water rules are adding to the cost of multifamily development.
- The strongest demand is for ownership units. Rentals serve mainly a local population and the prices are less high.
- It is difficult to find market comparable and absorption rates. In fact, Monte Bella had to build and sell three model homes to establish comparables.

## **Future Growth Area**

Most of the new housing in Salinas will happen in the Future Growth Areas. While there has been considerable planning, according to developers there has not been a market study. Generally, Salinas does not attract national developers, rather it is local and regional entities. Developers expressed concerns that because landowners need to pay other impact fees, it would be difficult to provide affordable homes or pay affordable housing impact fees.



## Fact Sheet





# City of Salinas Housing Element Update 2015-2023

## What is a Housing Element?

- One of the seven mandated elements of the City’s General Plan - a blueprint for the future.
- Reviewed by the State Department of Housing and Community Development (HCD) for compliance with State law.
- The Housing Element is a comprehensive planning document, requiring the community to plan for the existing and projected housing needs of all economic segments of the community.
- City of Salinas’ current Housing Element (2007-2014) was adopted in 2011.
- This Housing Element update covers the planning period of:

December 31, 2015 through December 31, 2023

## Housing Element Contents



*Note: Also includes the Introduction (Section 1). See appendices for past accomplishments, detailed analysis and public outreach.*

# Introduction

Section 1 provides an overview of the document, state law requirements, consistency with the General Plan and a Definition Section.

# Community Participation

The City of Salinas implemented an extensive bi-lingual community outreach program in support of several planning initiatives. The outreach program included:

- Community Workshops
- Stakeholder Interviews
- Housing and Community Needs Survey
- Public Meetings and Hearings

Results of the outreach program are summarized in Section 2 of the Housing Element and detailed in Appendix C.

# Community Profile and Needs Assessment

Section 3 of the Housing Element provides detailed information on the demographic and housing characteristics that influence the demand for and availability of housing in Salinas. It looks at housing problems such as cost burden and overcrowding. This section also discusses the housing needs of “special needs” populations. These include: the elderly; disabled; large households (with five or more members), female-headed households, farmworkers, and the homeless.

## Household Income

### Median Household Income

According to the 2009-2013 ACS, the median household income for the City of Salinas was **\$49,264**.

- Median income for owner-occupied households was **nearly double** that of renter-occupied households.

## Housing Needs

### Cost Burden

**Cost burden** is the fraction of a household's total gross income spent on housing costs.

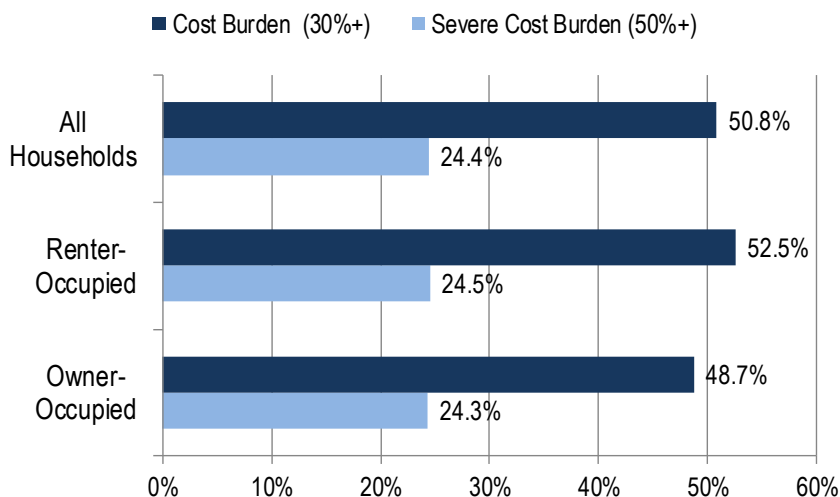
Among Salinas renter households:

- **53 percent** paid more than 30 percent of income.
- **25 percent** paid more than 50 percent of income.

Among Salinas homeowner households:

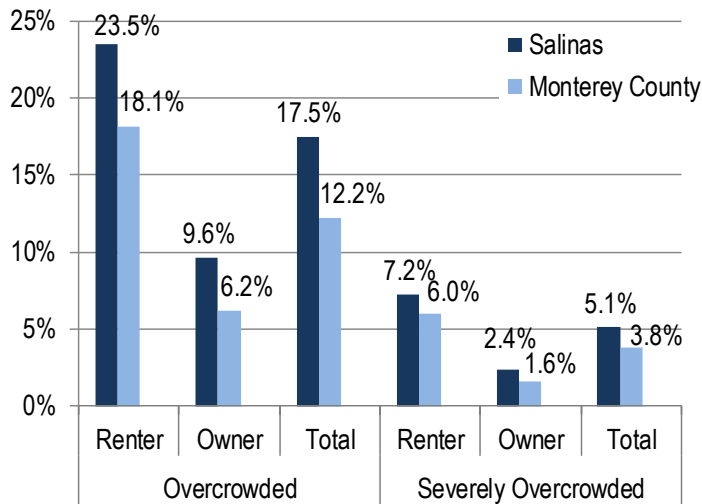
- **49 percent** paid more than 30 percent of income.
- **24 percent** paid more than 50 percent of income.

**Housing Cost Burden by Tenure**



## Overcrowding

### Overcrowding by Tenure



**Overcrowded housing** describes units with more than one person per room, including dining and living rooms.

**Severe overcrowding** describes households with more than 1.5 persons per room.

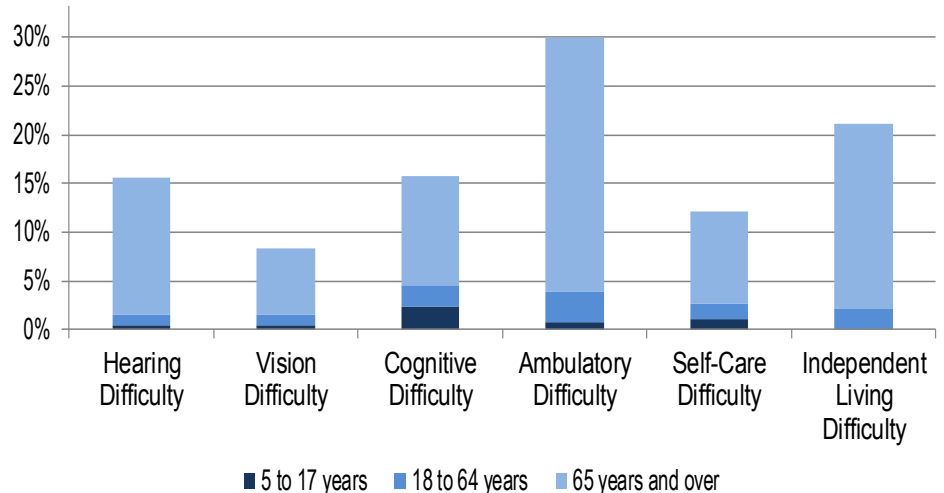
- **17.5 percent** of all households are overcrowded
- **5.1 percent** are severely overcrowded.
- Overcrowding occurs more among **renter-households** than owner-households.
- Overcrowding occurs more often **in Salinas** compared with the County as a whole.

## Special Needs Groups

### Persons with Disabilities

- **7.2 percent** of the population has one or more disabilities.
- Cognitive, ambulatory, and independent living disabilities were the most common.
- The elderly population had a larger percentage of all disabilities.

### Disability Characteristics



## Large Households

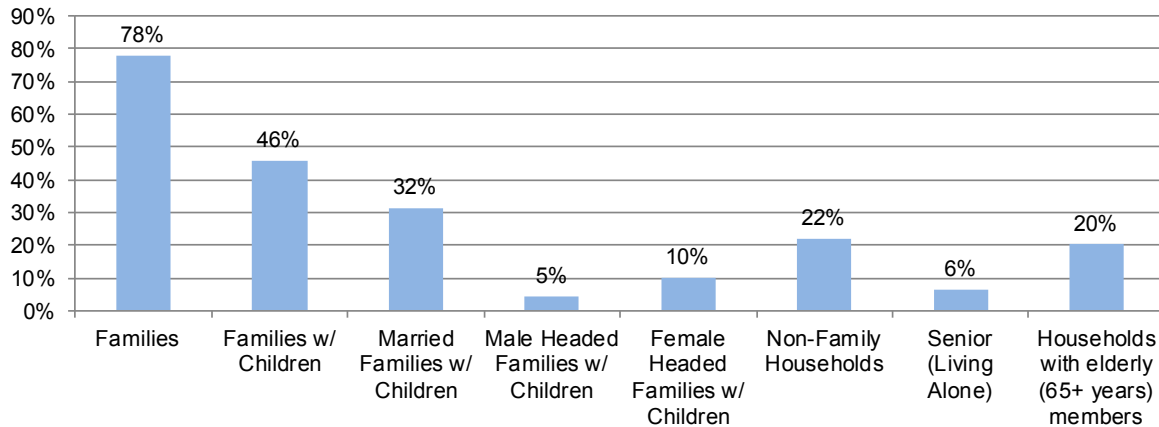
**Large households** are defined as those with five or more members.

**30 percent** of all households in Salinas had five or more members:

- **28 percent** of owner-households
- **33 percent** of renter-households

## Special Needs Groups (continued)

### Household Type



## Seniors

In Salinas . . .

In 2010:

- **7.5 percent** of all residents were ages 65 and over.

According to the 2011-2013 ACS:

- **12 percent** of all seniors were living in **poverty**.
- **16 percent** of the elderly population had at least one disability.

## Homeless Persons

The 2013 Monterey County Homeless Census and Survey counted **2,950** homeless individuals during their one night point-in-time count.

In Salinas . . .

**128 sheltered** and **404 unsheltered** homeless individuals (532 total).

- **19 percent** lower than in 2011
- **21 percent** of the total count for Monterey County.

The Homeless Census and Survey estimates that over **6,400** individuals in Monterey County experienced homelessness in 2013.

## Families with Children and Single-Parent Households

In Salinas . . .

In 2010:

- **5,885** single-parent households (14.6 percent of City's households).
- **4,066** female-headed, single-parent households with children under age 18 (10 percent of all City's households).

According to the 2011-2013 ACS:

- **37.3 percent** (2,703 households) of female-headed households were **below the poverty level**.

## Farm Workers

- The 2007 USDA Census of Farmworkers reported 634 farms, employing **32,872 farmworkers in the County**.
- According to 2011-2013 ACS, there were **11,461 agricultural workers** living in Salinas (18 percent of the City's total labor force).

## Housing Constraints

Section 4 of the Housing Element examines various potential constraints to the development and improvement of housing in Salinas. Governmental, environmental, infrastructure, and market constraints are discussed.

- Salinas has a comprehensive land use plan that accommodates a variety of housing types.
- A significant constraint to affordable housing development is the diminishing affordable housing funds available at the local, state, and federal levels.
- The City’s Inclusionary Housing Program is an important tool for creating affordable housing.

## Housing Resources

Section 5 provides an overview of the City’s capacity for future housing growth and financial resources available for facilitating affordable housing production.

### *Regional Housing Needs Allocation (RHNA)*

- A critical component – How much additional housing to accommodate?
- Quantifies the need for housing by Income Category.

- Must demonstrate adequate land capacity to accommodate new units.
- The RHNA is a planning goal, NOT a construction obligation.

### Regional Housing Needs Allocation

|                         | Total Construction Need | Extremely Low Income <sup>1</sup> | Very Low Income | Low Income | Moderate Income | Above-Moderate Income |
|-------------------------|-------------------------|-----------------------------------|-----------------|------------|-----------------|-----------------------|
| Number of Housing Units | 2,229                   | 269                               | 269             | 350        | 406             | 935                   |

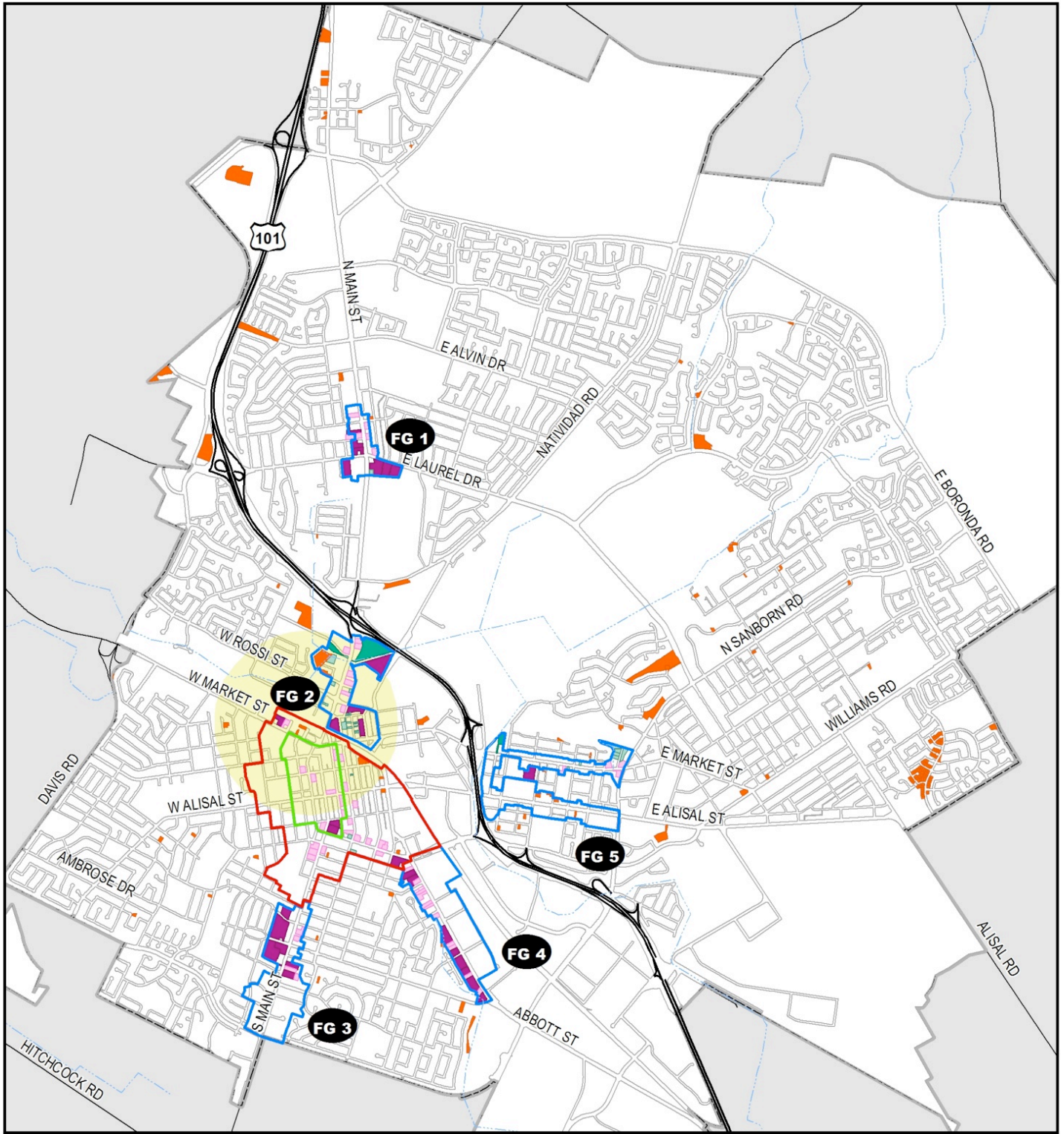
Note 1: The City’s allocation for very low income units (538 units) is evenly split between extremely low and very low income groups.  
Source: Regional Housing Needs Allocation, AMBAG 2014-2023

## Residential Land Inventory

The Housing Element must show that the City can accommodate the region’s projected growth through its land inventory:

- **vacant residential sites**
- **vacant mixed-use sites**
- **underutilized mixed-use sites**

# Residential Land Inventory



- |  |   |  |
|--|---|--|
| <span style="color: orange;">■</span> Vacant Residential Sites     | <span style="color: green;">■</span> Downtown Core Overlay                                    | <span style="color: blue;">---</span> Water Features       |
| <b>Vacant Mixed Use Sites</b>                                      | <span style="color: red;">■</span> Central City Overlay                                       | <span style="color: black;">---</span> Freeway             |
| <span style="color: lightgreen;">■</span> Less than 1 acre parcels | <span style="color: blue;">■</span> Focused Growth Overlays                                   | <span style="border: 1px solid grey;"> </span> City Limits |
| <span style="color: darkgreen;">■</span> 1+ acre parcels           | <span style="color: yellow;">■</span> 2500 ft. from ITC<br>(Intermodal Transportation Center) | <span style="color: black;">---</span> Major Roads         |
| <b>Underutilized Mixed Use Sites</b>                               |   |  |
| <span style="color: pink;">■</span> 0.5 - 0.99 acre parcels        |   |  |
| <span style="color: purple;">■</span> 1+ acre parcels              |   |  |



# Housing Plan

## Programs and Goals of Housing Plan

This Housing Plan in Section 6 is the centerpiece of the Housing Element. It includes a set of goals and policies that are carried forward from the City's General Plan and a series of implementing actions. The goals, policies, and actions address the following topics:

- Range of housing types and affordability levels
- Improved neighborhoods and existing housing
- Safe and decent housing

### Programs and Goals

| Program   | Goal H-1:<br>Provide a range of housing types and a variety of affordability levels to address existing and projected housing construction need in Salinas. | Goal H-2:<br>Maintain and improve existing neighborhoods and housing units. | Goal H-3:<br>Ensure that all segments of the community have access to safe and decent housing that meets their diverse needs. |
|---|---|---|---|
| Action H-1 (Adequate Sites for Housing)             | ✓   | ✓   |   |
| Action H-2 (Development Fees)                       | ✓   | ✓   | ✓   |
| Action H-3 (Housing Services)                       | ✓   | ✓   | ✓   |
| Action H-4 (Code Enforcement)                       | ✓   | ✓   | ✓   |
| Action H-5 (Alisal NRSA)                            | ✓   | ✓   | ✓   |
| Action H-6 (At-Risk Housing)                        | ✓   | ✓   | ✓   |
| Action H-7 (Historic Resources)                     |   | ✓   |   |
| Action H-8 (Inclusionary Housing)                   | ✓   |   | ✓   |
| Action H-9 (Affordable Housing)                     | ✓   |   | ✓   |
| Action H-10 (Rental Assistance)                     | ✓   |   | ✓   |
| Action H-11 (Homebuyer Resources)                   | ✓   | ✓   |   |
| Action H-12 (Housing for Persons with Disabilities) | ✓   | ✓   | ✓   |
| Action H-13 (Housing for the Local Workforce)       | ✓   |   | ✓   |
| Action H-14 (Continuum of Care for the Homeless)    | ✓   | ✓   | ✓   |
| Action H-15 (Fair Housing)                          | ✓   |   | ✓   |

### The Draft (HE) may be reviewed :

- Online at <http://www.ci.salinas.ca.us/news.cfm#Comments>
- Public review copies are also available at the Community Development Department office at: 65 West Alisal Street, 2nd floor; the City Clerk's office at 200 Lincoln Avenue; the John Steinbeck Library; the Cesar Chavez Library; and El Gabilan Library





# City of Salinas

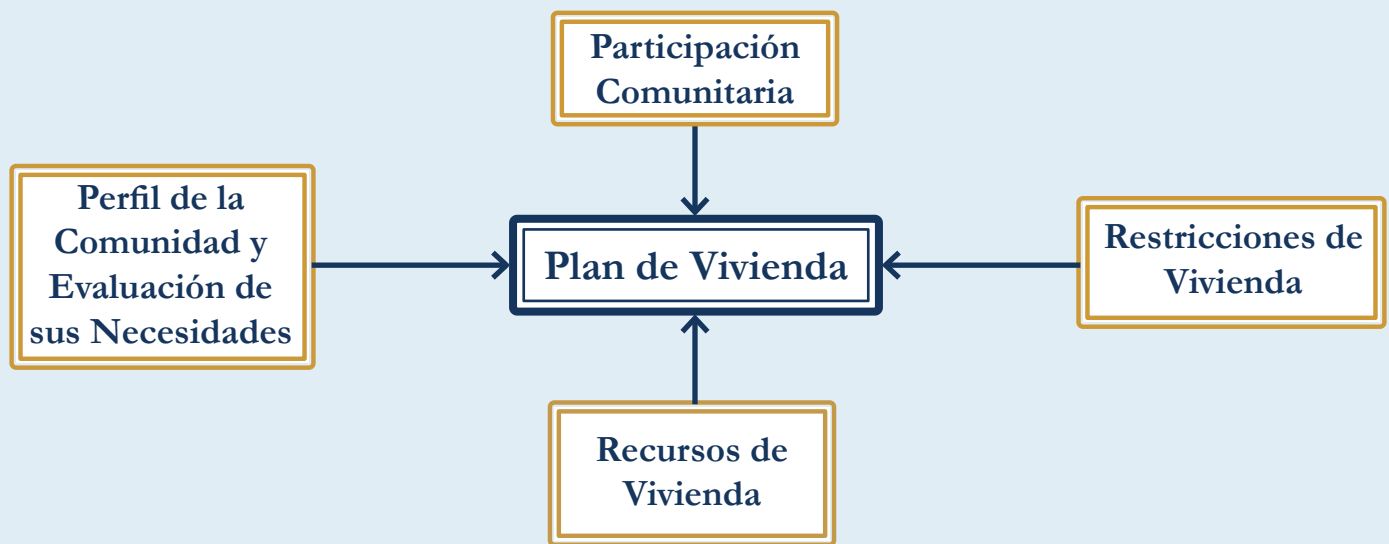
## Actualización del Elemento de Vivienda 2015-2023



### ¿Qué es un Elemento de Vivienda?

- Uno de los siete elementos del mandato del Plan General de la Ciudad - un modelo para el futuro.
- Analizado por el Departamento de Vivienda y Desarrollo Comunitario (HCD) del Estado para conformidad con la ley estatal.
- El Elemento de Vivienda es un documento de planificación integral que requiere que la comunidad planeé para las necesidades de viviendas existentes y proyectadas de todos los sectores económicos de la comunidad.
- El actual Elemento de Vivienda de la Ciudad de Salinas (2007-2014) fue aprobado en el año 2011.
- Esta actualización al Elemento de Vivienda cubre el período de planificación del:  
31 de diciembre del 2015 al 31 de diciembre del 2023

### Contenido del Elemento de Vivienda



*Nota: También incluye la Introducción (Sección 1). Vea los apéndices para los logros del pasado, el análisis detallado y la difusión pública.*

## Introducción

Sección 1 ofrece un resumen del documento, los requisitos de la ley estatal, la coherencia con el Plan General y una sección de definiciones.

## Participación Comunitaria

La Ciudad de Salinas puso en marcha un amplio programa de difusión para la comunidad bilingüe en apoyo de varias iniciativas de planificación. El programa de difusión incluyó:

- Talleres Comunitarios
- Entrevistas con Grupos Interesados
- Encuestas acerca de Vivienda y Necesidades de la Comunidad
- Reuniones y Audiencias Públicas

Los resultados del programa de difusión se resumen en la Sección 2 del Elemento de Vivienda y están detallados en el Apéndice C.

## Perfil de la Comunidad y Evaluación de Sus Necesidades

La Sección 3 del Elemento de Vivienda ofrece información detallada sobre las características demográficas y de vivienda que influyen en la demanda y la disponibilidad de viviendas en Salinas. Esta sección habla sobre los problemas de vivienda, tales como los de costo y hacinamiento. También discute las necesidades de vivienda para la población con “necesidades especiales.” Estos incluyen: personas de la tercera edad; personas con discapacidad; familias numerosas (con cinco o más miembros), hogares encabezados por mujeres, trabajadores agrícolas y personas sin hogar.

### Ingreso del Hogar

#### Ingreso Medio del Hogar

De acuerdo con la ACS 2009-2013, el ingreso medio de los hogares de la Ciudad de Salinas era **\$49,264**.

- El ingreso medio de los hogares ocupados por sus propietarios fue casi el **doblo** que la de los hogares ocupados por inquilinos.

### Necesidades de Vivienda

#### Carga de Costo

**Carga de costo** es la fracción de los ingresos brutos totales de un hogar que se gasta en gastos de vivienda.

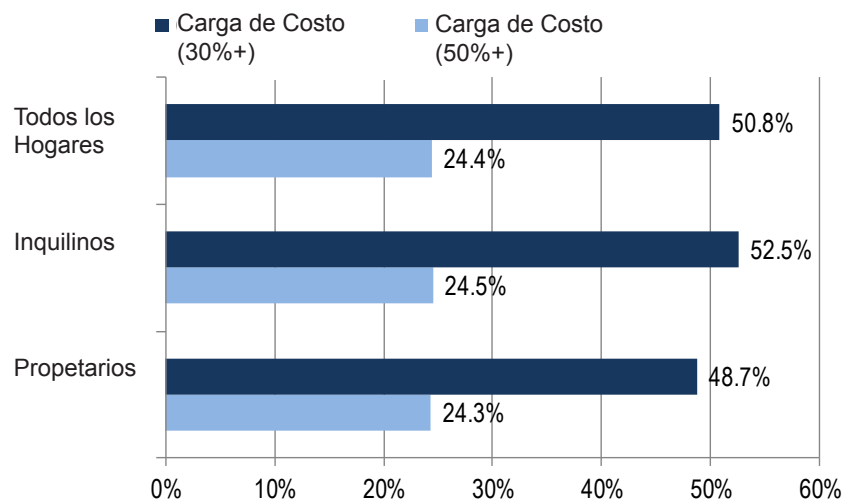
Entre los hogares de inquilinos en Salinas:

- **53%** pagaron más del 30% de sus ingresos.
- **25%** pagaron más del 50% de sus ingresos.

Entre los hogares propietarios de Salinas:

- **49%** pagaron más del 30% de sus ingresos.
- **24%** pagaron más del 50% de sus ingresos.

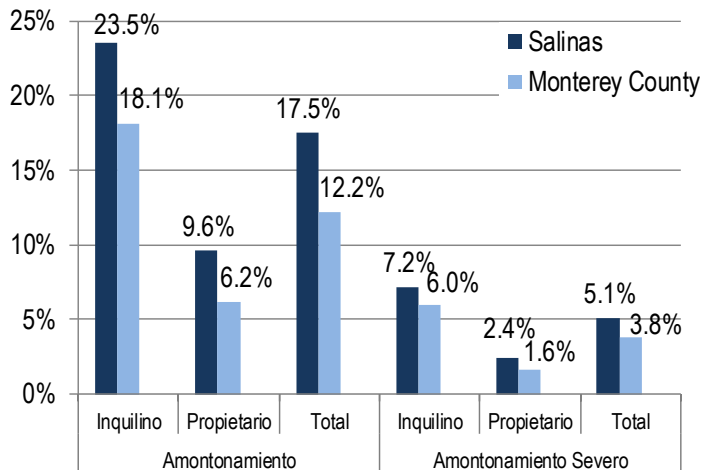
#### Carga de Costo de Vivienda por Tenencia



Ciudad de Salinas

## Amontonamiento

### Amontonamiento por Tenencia



**Amontonamiento** describe unidades con más de una persona por habitación, incluyendo salas y comedores.

**Amontonamiento severo** describe los hogares con más de 1.5 personas por habitación.

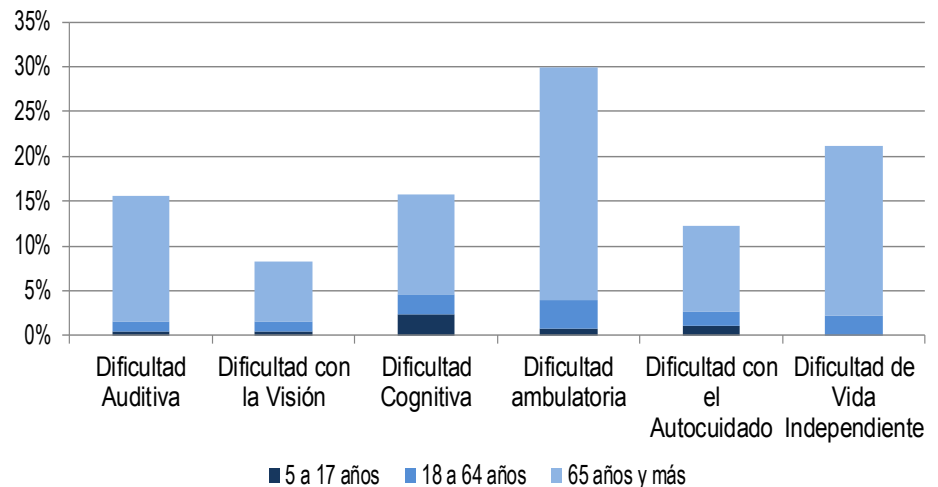
- **17.5%** de todos los hogares tienen problemas de amontonamiento.
- **5.1%** de hogares tiene problemas de amontonamiento severo.
- Amontonamiento ocurre más frecuentemente en hogares **rentados** que en hogares de propietarios.
- El amontonamiento se produce con más frecuencia **en Salinas** en comparación con el Condado.

## Grupos con Necesidades Especiales

### Personas con Discapacidad

- **7.2%** de la población tiene una o más discapacidades.
- Dificultades cognitivas, ambulatorias, y discapacidades de vida independiente fueron las más comunes.
- La población de edad avanzada tenía un mayor porcentaje de todas las discapacidades.

### Características de Discapacidad



## Hogares Grandes

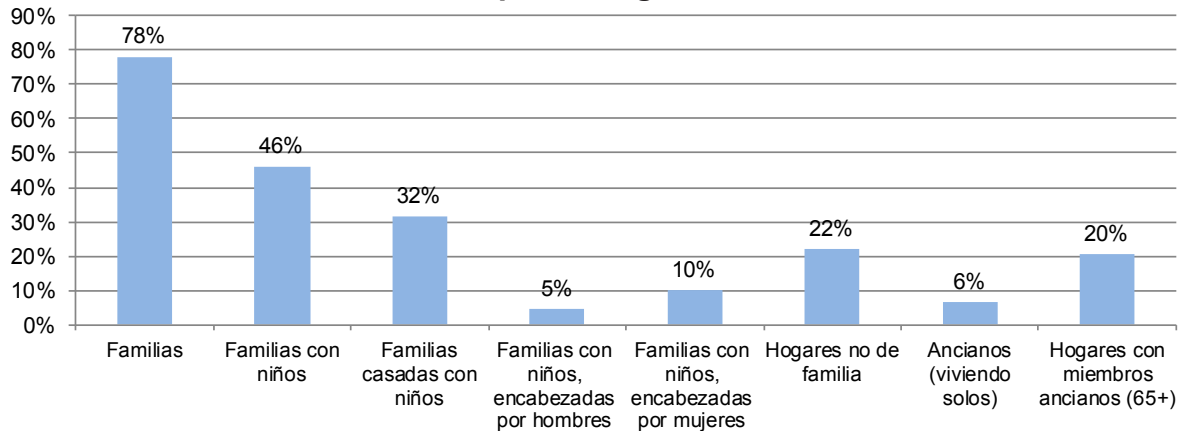
**Hogares grandes** se definen como esos que tengan cinco o más miembros.

**30%** de todos los hogares en Salinas tiene 5 o más miembros.

- **28%** son hogares de propietarios.
- **33%** son hogares de inquilinos.

## Grupos con Necesidades Especiales (continuado)

### Tipo de Hogar



### Personas de la Tercera Edad

En Salinas . . .

En el 2010:

- **7.5%** de todos los residentes eran mayores de 65 años en adelante.

Según el 2011-2013 ACS:

- **12%** de todas las personas mayores vivían en la **pobreza**.
- **16%** de la población de edad avanzada tenía al menos una discapacidad.

### Personas sin Hogar

El 2013 Censo y Encuesta del Condado de Monterey contó **2,950** individuales sin hogar durante una noche de conteo.

En Salinas . . .

Se encontraron **128 personas con albergue** y **404 personas sin albergue** (532 en total).

- **19%** menos que en el 2011
- **21%** de la cuenta total para el Condado de Monterey.

El Censo y Encuesta de personas sin hogar estima que más de **6,400** personas en el Condado de Monterey experimentaron la falta de vivienda en el 2013.

### Familias con niños y Hogares Monoparentales

En Salinas . . .

En el 2010:

- Hubieron **5,885** hogares monoparentales; 14.6% de todos los hogares en la Ciudad.
- Hubieron **4,066** hogares monoparentales encabezados por mujeres, con niños menores de 18 años; 10% de todos los hogares en la Ciudad.

Según el 2011-2013 ACS:

- **37.3%** (2,703 hogares) de los hogares encabezados por mujeres estaban **por debajo del nivel de pobreza**.

### Trabajadores Agrícolas

- El 2007 USDA Censo de Trabajadores Agrícolas reportó 634 granjas, empleando **32,872 trabajadores agrícolas en el Condado de Monterey**.
- De acuerdo con el 2011-2013 ACS, hubieron **11,461 trabajadores agrícolas** que vivieron en Salinas (18% de la fuerza laboral total de la Ciudad).

## Restricciones de Viviendas

Sección 4 del Elemento de Vivienda examina varias limitaciones potenciales para el desarrollo y la mejoría de la vivienda en Salinas. Se discuten limitaciones gubernamentales, infraestructurales, de mercado, y ambientales.

- Salinas tiene un plan integral de uso de terreno que se adapta a una gran variedad de tipos de vivienda.
- Una limitación importante para el desarrollo de vivienda asequible es la disminución de los fondos de vivienda asequible que están disponible en los niveles locales, estatales y federales
- El programa de Vivienda Inclusiva de la Ciudad es una herramienta importante para la creación de viviendas asequibles.

## Recursos de Vivienda

Sección 5 ofrece una visión general de la capacidad de la Ciudad para el futuro crecimiento de la vivienda y habla sobre los recursos financieros disponibles para facilitar la producción de vivienda asequible.

### Asignación de Necesidades de Vivienda (RHNA)

- Es un componente crítico - ¿Cuánta vivienda adicional para abastecer?
- Cuantifica la necesidad de vivienda por Categoría de Ingresos.

- Debe demostrar la capacidad de terreno adecuado para dar cabida a nuevas unidades de vivienda.
- El RHNA es una meta de planificación, NO es una obligación de construcción.

### Asignación de Necesidades de Vivienda

|                                | Necesidad Total de Construcción | Extremadamente Bajos Ingresos | Muy Bajos Ingresos | Bajos Ingresos | Ingresos Moderados | Arriba de Ingresos Moderados |
|--------------------------------|---------------------------------|-------------------------------|--------------------|----------------|--------------------|------------------------------|
| Número de Unidades de Vivienda | 2,229                           | 269                           | 269                | 350            | 406                | 935                          |

Nota : La asignación de la Ciudad para las unidades de ingresos muy bajos (538 unidades) se divide en partes iguales entre los grupos de extremadamente bajos ingresos y de muy bajos ingresos.

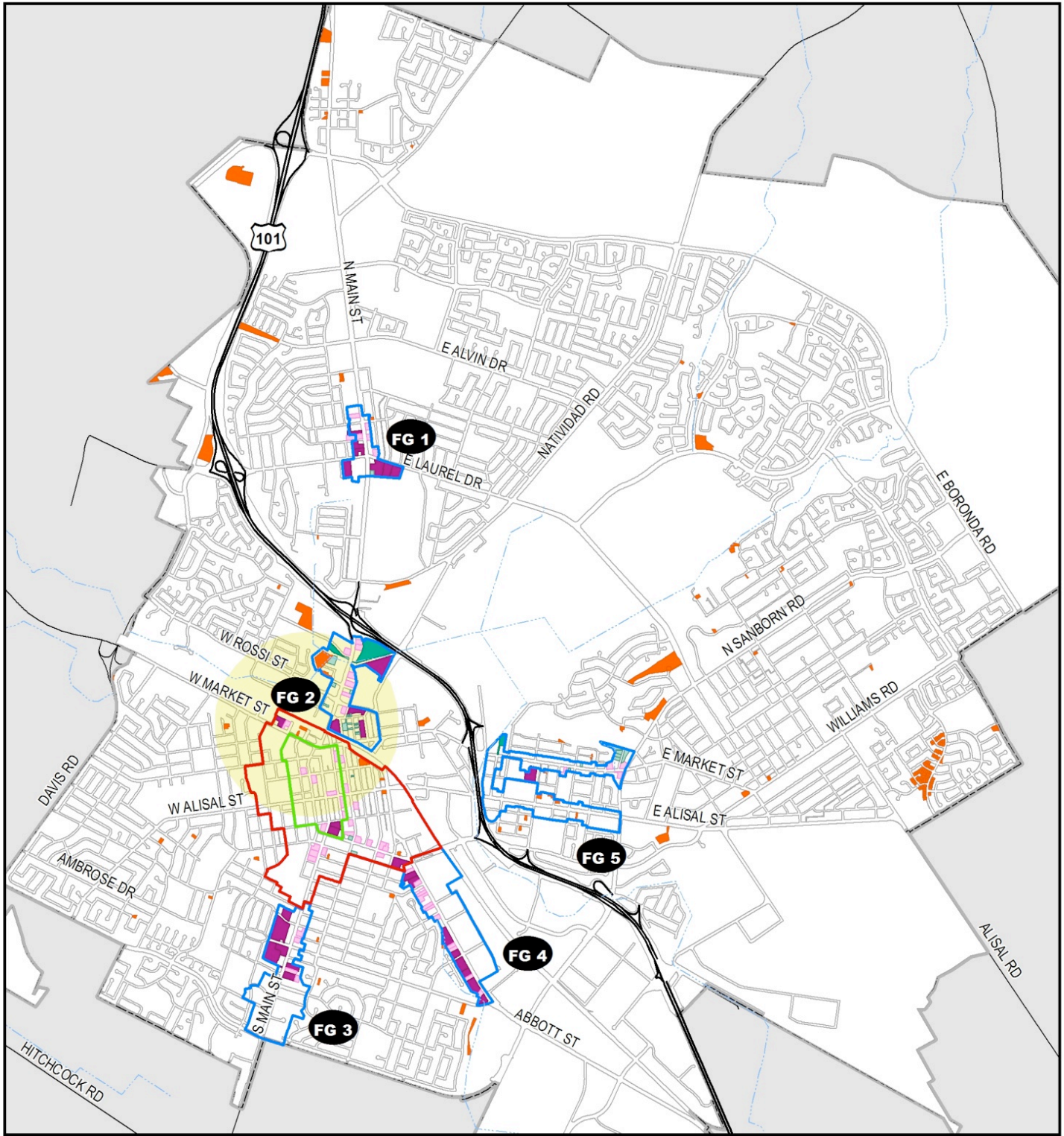
Fuente de datos: Asignación de Necesidades de Vivienda Regional (Regional Housing Needs Allocation) AMBAG 2014-2023

### Inventario de Terrenos Residenciales

El Elemento de Vivienda debe demostrar que la Ciudad pueda acomodar el crecimiento proyectado de la región a través de su inventario de terrenos:

- **sitios residenciales vacantes**
- **sitios vacantes de uso mixto**
- **sitios de uso mixto subutilizados**

# Inventario de Terrenos Residenciales



- |   |   |  |
|---|---|--|
| <span style="color: orange;">■</span> Sitios Residenciales Vacantes | <span style="border: 1px solid green; display: inline-block; width: 15px; height: 10px;"></span> Superposición del Centro de la Ciudad                  | <span style="border-bottom: 1px dashed blue; width: 20px; display: inline-block;"></span> Características de Agua    |
| <b>Sitios de Uso Mixto Vacantes</b>                                 | <span style="border: 1px solid red; display: inline-block; width: 15px; height: 10px;"></span> Superposición del área Central de la Ciudad              | <span style="border-bottom: 2px solid black; width: 20px; display: inline-block;"></span> Freeway                    |
| <span style="color: lightgreen;">■</span> Parcelas menos de 1 acre  | <span style="border: 1px solid blue; display: inline-block; width: 15px; height: 10px;"></span> Superposiciones de Crecimiento Enfocado                 | <span style="border: 1px solid grey; display: inline-block; width: 15px; height: 10px;"></span> Limites de la Ciudad |
| <span style="color: darkgreen;">■</span> Parcelas de 1 acre o más   | <span style="background-color: yellow; display: inline-block; width: 15px; height: 10px;"></span> 2500 ft. de ITC (Centro de Transportación Intermodal) | <span style="border-bottom: 1px solid black; width: 20px; display: inline-block;"></span> Carreteras Principales     |
| <b>Sitios de Uso Mixto Subutilizados</b>                            |   |  |
| <span style="color: pink;">■</span> Parcelas entre 0.5-0.99 acres   |   |  |
| <span style="color: darkpink;">■</span> Parcelas de 1 acre o más    |   |  |



# Plan de Vivienda

## Programas y Objetivos del Plan de Vivienda

La Sección 6 del Plan de Vivienda es la pieza central del Elemento de Vivienda. Incluye un conjunto de metas y políticas que se llevan adelante desde el Plan General de la Ciudad y contiene una serie de acciones para implementar. Los objetivos, las políticas, y acciones, abordan los siguientes temas:

- Variedad de tipo de vivienda y niveles de accesibilidad
- El mejoramiento de los barrios y las viviendas existentes
- Vivienda segura y decente

### Programas y Metas

| Program   | Meta H-1:<br>Proporcionar una amplia variedad de tipo de vivienda y una variedad de niveles de asequibilidad para abordar necesidad existente y proyectada. | Meta H-2:<br>Mantener y mejorar los barrios y unidades de vivienda existentes. | Meta H-3:<br>Asegurar de que todos los segmentos de la comunidad tengan acceso a una vivienda segura y decente que satisfaga sus necesidades. |
|---|---|--|---|
| Acción H-1 (Sitios Adequados para la Vivienda)              | ✓   | ✓  |   |
| Acción H-2 (Tarifas de Desarrollo)                          | ✓   | ✓  | ✓   |
| Acción H-3 (Servicios de Vivienda)                          | ✓   | ✓  | ✓   |
| Acción H-4 (Código de Vivienda)                             | ✓   | ✓  | ✓   |
| Acción H-5 (Alisal NRSA)                                    | ✓   | ✓  | ✓   |
| Acción H-6 (Vivienda en Riesgo)                             | ✓   | ✓  | ✓   |
| Acción H-7 (Recursos Históricos)                            |   | ✓  |   |
| Acción H-8 (Vivienda Inclusiva)                             | ✓   |  | ✓   |
| Acción H-9 (Vivienda Asequible)                             | ✓   |  | ✓   |
| Acción H-10 (Asistencia de Alquiler)                        | ✓   |  | ✓   |
| Acción H-11 (Recursos Para Compradores de Vivienda)         | ✓   | ✓  |   |
| Acción H-12 (Vivienda para Personas con Discapacidad)       | ✓   | ✓  | ✓   |
| Acción H-13 (Vivienda para la Local Fuerza Laboral)         | ✓   |  | ✓   |
| Acción H-14 (Continuo de Atención a las Personas sin Hogar) | ✓   | ✓  | ✓   |
| Acción H-15 (Vivienda Justa)                                | ✓   |  | ✓   |

### El borrador (HE) puede ser revisado :

- En línea en <http://www.ci.salinas.ca.us/news.cfm#Comments>
- Copias para el reviso público también están disponibles en la oficina del Departamento de Desarrollo Comunitario en: 65 West Alisal Street, 2 ° piso; en la Oficina de la Secretaría Municipal al 200 Lincoln Avenue; la Biblioteca John Steinbeck; la Biblioteca Cesar Chavez; y la Biblioteca El Gabilan

