City of Salinas General Plan Economic Development Element (EDE)

Adoption and Implementation Update

City Council

May 3, 2016
The EDE, as a comprehensive, strategic planning document, provides the vision, context, and focus for the community’s economic development efforts.

- Policy Driven (General Plan Chapter)
- Priority Based (Strategic)
- Action Oriented (Implementation)
City of Salinas
Economic Development Element (EDE)

Focus of Draft EDE

Vision for Economic Prosperity
City of Salinas
Economic Development Element (EDE)

Draft EDE Strategy

Strategic Policy Hierarchy

Topic Areas (8)

Issues and Opportunities

Goals (17)

Policies (Strategies) (97)

Action Items (Programs, Projects) (337)
January 2015: authorization to proceed with the formal approval process

July 2015: Agreement with EMC Planning Group for the preparation of
- Environmental Impact Report -California Environmental Quality Act (CEQA) and
- General Plan Amendment (GPA)
City of Salinas
Economic Development Element (EDE)

Next Steps

1. Complete technical studies, reports and a public review draft EIR (late 2016)

2. Prepare General Plan Amendments and Final ED Element for review and adoption (late 2016)

3. Consideration of EIR and Final ED Element by City Council (early 2017)
City of Salinas
Economic Development Element (EDE)

EDE Implementation Partners

[Image of various logos and organizations associated with the EDE Implementation Partners]
City of Salinas
Economic Development Element (EDE)

Draft EDE Implementation

Land Use, Circulation and Infrastructure

- Downtown Vibrancy Plan
- Alisal Vibrancy Plan/Alisal Market Place
- Enhanced Infrastructure Finance District
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Draft EDE Strategy

Industry Diversification – Ag Tech Ecosystem

Access to Capital
Skilled Workforce
Networking & Publicity
Industry Guidance
Tech Incubators & Accelerators
Infrastructure

AgTech Innovation Ecosystem

THrive
National Resource Network
Hartnell College
Salinas
Western Growers
California State University Monterey Bay
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Small Business Development

- El Pajaro Community Development Corporation
- Salinas Valley Chamber of Commerce
- America's SBDC California
- SUSA (Salinas United Business Association)
Education and Workforce Development

- Hartnell College Career Pathways: health care, computer programming and AgTech
- CSUMB and Hartnell College: 2+2 Agri-business & 2+1 Computer Technology degrees
City of Salinas
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Draft EDE Strategy

- Quality of Life – Investment in:
  - Neighborhood Services
  - Bicycle and Pedestrian Safety
  - Parks
  - Childcare
The EDE is to guide future decisions of the City Council and the community in all aspects of City policy and budgeting to proactively promote responsible economic development in order to achieve the vision of economic opportunity (jobs), health and safety.

- long term investment: estimated $64+ million dollars in operational and capital expenditures towards first five years of EDE implementation

- 2015-2016 Budget appropriated over $5.3 million dollars of Measure G funds for the implementation of EDE policies

- funding recommendations for priority policy and action items from the Five-Year Action Plan will be considered as part of the 2016-2017 budget.