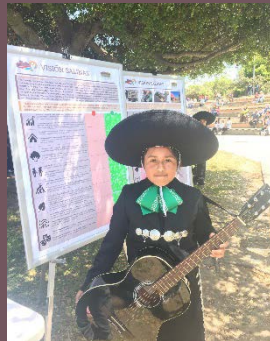
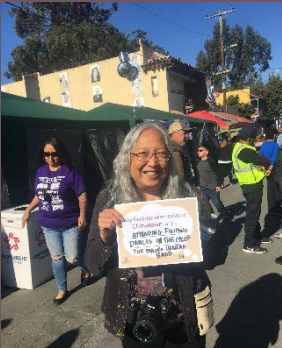




VISION SALINAS



Draft Guiding Principles Public Input Worksheet



Salinas Police Service Headquarters



These are Draft Guiding Principles for the upcoming General Plan Update in Salinas. If you have any comments or questions, please call or email Adam Garrett:

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The Guiding Principles are the values and vision of Salinas residents. They will be the guiding voice of the General Plan Update in Salinas. They were developed from what we have heard from you! These Guiding Principles were formed from outreach for the Economic Development Element, Housing Element, the Alisal Vibrancy Plan, Chinatown Plan, Parks and Libraries Master Plan, and Vision Salinas Outreach.

The City of Salinas Overarching Core Value:

- ***An Inclusive, Diverse and Welcoming City where all Persons can Thrive***

Salinas believes that an inclusive, diverse and welcoming environment is essential to developing and sustaining a livable City, which is working as a community to ensure that all members have equitable access to opportunities to advance their well-being regardless of their circumstances. The City's decisions, policies and practices are rooted in the principles of social equity and sustainability so that the fundamental needs of all people are met regardless of their race, color, ethnicity, age, religion or beliefs, income or where they live, language, marital status, gender identity or sexual orientation, place of birth, health or disability.

This Overarching Core Value is embedded in each of the following Guiding Principles:

Guiding Principles:

Economic Prosperity, Equity and Diversity - A City where all persons have equitable access to prosperity through a diversified economy, jobs and educational/training opportunities:

- *Create a diversified economy that looks to the future, attracts emerging industries, supports entrepreneurship, innovation, and creativity, and promotes the City (and the greater Salinas Valley) as the premier center for agricultural productivity and AgTech.*
- *Foster small business development and ensure that existing businesses gain access to the capital, resources and services that they need to succeed, expand and stay in the City.*
- *Create a skilled workforce by providing educational and training pathways to increase job opportunities and earning power.*
- *Promote the image of the City as a desirable, safe, and vital location for businesses to locate and people to live, work, and visit.*

Housing Opportunities for All – A City with a diversity of housing types and affordability levels for new and existing residents:

- *Facilitate the development of safe, clean and affordable housing throughout the City that meets the diverse needs of the community and supports healthy living (with emphasis on transit-oriented development, high quality rental housing and home ownership).*
- *Remove unfair or inappropriate barriers to housing, address homelessness and overcrowding, and work to ensure housing opportunities exist for the underserved and most vulnerable members of the community.*
- *Ensure existing housing and neighborhoods are well maintained to improve safety, bolster community pride, and foster social connections.*
- *Promote new higher density and mixed use residential development around key community assets, near public and active transportation and along major corridors.*

Healthy and Safe Community – A City which strives to protect and improve the personal safety, health and welfare of the people who live, work, and visit:

- *Build a trusting relationship between the community and public safety to reduce violence and ensure people feel safe going about their daily activities.*
- *Emphasize crime prevention through the provision of effective programs, focused resource allocation, partnerships with local groups, and the design of the built environment.*
- *Partner with health providers and organizations to improve the health of the community, reduce health inequities, and provide access to health care.*
- *Promote equitable access to healthy food, parks, recreation and other desired amenities to encourage healthier lifestyle choices.*
- *Ensure the protection and sustainable use of the City's air, water, land, and natural resources.*
- *Cultivate the preparedness of our most vulnerable population, improve the resiliency of the City's hard infrastructure, and reduce greenhouse gas emissions to ensure a better response to climate change and natural disasters.*

Youth are the Future – A City where youth flourish and have equitable access to education, recreation and a healthy urban environment:

- *Strive to end childhood poverty, improve literacy, and eliminate youth violence.*
- *Ensure all youth have access to quality preschools, schools, afterschool programs, libraries and recreational opportunities.*
- *Support educational and training pathways and opportunities for all youth so they can gain skills that will help them improve their well-being, upward mobility, secure employment and allow them to remain in the community.*
- *Foster access to family support services to help parents, families and caregivers fulfill their roles and provide a safe, caring and healthy atmosphere where youth can thrive and achieve their full potential.*

Collaborative, Inclusive and Engaged Decision-Making – A transparent and responsive City driven by the voices of a participatory community:

- *Encourage and engage all people (especially youth) to have an active role in driving City decisions, policies and practices.*
- *Form community partnerships in the City that foster transparency and effective communication.*
- *Encourage and invest in community problem solving and neighborhood improvement efforts by building the capacity of persons, partners and community groups to create change and maximize the impact of limited resources.*
- *Ensure City policies align with the Overarching Core Value, Guiding Principles, and the General Plan.*

Livable and Sustainable Community – A well-planned City with a thriving downtown and community core, excellent infrastructure (streets, sewers, parks, trees and open spaces, libraries, and community facilities, etc.) that meet the unique and changing needs of the community:

- *Promote livability by focusing on sustainable land use planning, targeted circulation and infrastructure improvements that provide equitable access and the efficient use of resources.*
- *Encourage vibrant and active community gathering spaces such as libraries, community facilities, open spaces, parks, and plazas.*
- *Ensure the City's infrastructure is well maintained, has sufficient capacity, and is adaptable to emerging development patterns, changing land uses, technological advances and lifestyles.*
- *Work cooperatively with the community members and others to maintain properties, ensure effective code enforcement, preserve natural and architectural assets, revitalize disinvested commercial and residential corridors and promote greening and beautification of the City.*

Connectivity, Access and Mobility – An active City with a well-connected, eco-friendly network of multi-modal streets, bikeways, greenways and trails, and effective public transportation options:

- *Create a modern, safe, sustainable and connected transportation network that provides a variety of mobility choices for all.*
- *Improve access and connect pedestrian and bicycle linkages and public transit from all neighborhoods to schools, parks, open space, shopping and services, employment centers, downtown and other community core areas to promote connectivity.*
- *Focus on walkability, cycling, and transit rather than automobiles when considering new development or revitalizing existing neighborhoods.*

A Community to Celebrate – A City that celebrates, promotes and honors the diversity, history, art, and culture of its community:

- *Promote the rich diversity and culture in Salinas through art, music, festivals, parades and other community events.*
- *Celebrate the City's history, the architecture of its buildings and the diverse culture of its people.*
- *Foster a sense of place by encouraging community driven transformation, initiating themed districts, and by building upon existing neighborhood identity.*