Empowering Residents: Housing in the Alisal

Sustainable Cities
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Overview

- Project and Site Context
- Timeline and Methods
- HTMA Infographic
- Interviews
- Recommendations
The Alisal Team

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Setting the Stage
Purpose

This project is meant to test the **effectiveness** of the HTMA document by comparing their recommendations with the desires of Alisal residents.
Why is this project important?
1 out of 3

Alisal residents live in poverty

source: Visión Salinas
When comparing Alisal to Salinas citywide, Alisal has...

2.1x
As much housing density

2.8x
As much population density
2x as likely to live in overcrowded conditions compared to households in Salinas citywide.

source: Visión Salinas
Our Task
Context

- **Alisal Vibrancy Plan:**
  - 2013 community meeting sparked strong desire for community-driven process
  - Creation of plan added as action item in EDE
  - Advocacy groups

- **HTMA (Housing Target Market Analysis)** identifies how the Alisal Vibrancy Plan can set the stage for future housing development and establish criteria and parameters for opportunity housing sites
Our Process with the HTMA

Analyze  Summarize  Translate
# Timeline and Methods

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
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<tbody>
<tr>
<td>10/26/17</td>
<td>Visioning Session 1</td>
</tr>
<tr>
<td>10/27/17</td>
<td>HTMA Runthrough, Summary, and Infographic</td>
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<tr>
<td></td>
<td>Analyze → Summarize → Translate</td>
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<tr>
<td>11/16/17</td>
<td>Visioning Session 2</td>
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<tr>
<td></td>
<td>Presented infographic and obtained residential feedback.</td>
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<tr>
<td>11/30/17-12/3/17</td>
<td>Interviews</td>
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<td>Phone interviews were conducted. Focused on building trust and maintaining confidentiality. Conducted in native language.</td>
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Initial Questions

- What are the local needs, desires, and cultural preferences in housing for Alisal residents?
- What are the best ways to display technical information in a way that residents will be able to understand?
- Are the Alisal/East Salinas Housing Target Market Analysis (HTMA) compatible with the community needs?
Listen and Learn
¿Qué hace una comunidad saludable y segura?
What makes a healthy and safe community?
- Safe schools
- After-school programs
- Music programs that are well-funded and thriving
- Community Gardens
- Longer training for police officers
- More funding for their protection and de-escalation/mentoring skills
- Free and affordable health care that is available 24/7
- Taxis being invested into healthy food
- Taxes being invested in education
- Prevention programs for youth

¿Cómo podemos mejorar la vivienda en Alisal?
How can we improve housing in the Alisal?
- Please ensure upkeep of health codes to keep owners who won't act, even if it's private property.
- Please ensure construction safety and longevity, even if it's cheaper to use certain materials, go with the laying options.
- Please find a way to manage the price of rent according to the minimum wage, etc.
- People need more help finding a place to live, more programs to help guide that process, and especially more advertisements of these resources.

Fortalezas
- Familias fuertes
- Strong families
- Lots of small businesses places
- Hard working families
- Relatively young community

Desafíos
- Los costos de vivienda suben muy rápido
- Challenges
- Housing costs are rising too quickly
- * Low income families
- * Bad conditions on House + structures
- Lack of Affordable Housing
- A dense population
- Temporary Housing
- Demand for parking
- More renters than home owners
- Absent landlords
- Housing + business

¿Cómo elevamos nuestras fortalezas para enfrentar nuestros desafíos?
Create programs to address the latter, support the former.
- How do we build on our strengths to address our challenges?
- How do we build on our strengths to address our challenges?
Visualizing the HTMA
Housing in Alisal

Looking Back

- Alisal is high density. There are about 16,572 residents per square mile.
- Inventory is essentially stagnant. Only 23 new housing units constructed since 2007.
- >50% Homes are not affordable. Over 50% of all Alisal households are considered cost-burdened or severely cost-burdened.

Looking Forward

- Explore new ideas for housing migrant workers. Temporary housing options for traveling farmworkers need to be explored to lessen the population density per home.
- Utilizing existing land. Community and faith-based organizations often have extra land to develop housing on site.
- Introduce new programs. Consider implementing a “residential rental inspection program” to improve condition of rental units.
**ALOJAMIENTO EN ALISAL**

**MIRANDO HACIA ATRAS**

- **Alisal es de alta densidad.** Hay cerca de 16,572 residentes por milla cuadrada.
- **Las casas no son económicas.** Más del 50% de todos los hogares de Alisal son considerados cargados de costos o gravemente cargados de costos.

**MIRANDO HACIA ADELANTE**

- **El inventario está esencialmente estancado.** Sólo 23 nuevas unidades de viviendas construidas desde 2007.
- **Explorar nuevas ideas para la vivienda de trabajadores migratorios.** Las opciones de vivienda temporal para los trabajadores agrícolas que viajan necesitan ser exploradas para disminuir la densidad poblacional por hogar.
- **Utilizando la tierra existente.** Las organizaciones comunitarias y basadas en la fe a menudo tienen tierras adicionales para desarrollar viviendas en el sitio.

**Introducir nuevos programas.** Considere la posibilidad de implementar un "programa de inspección de alquileres residenciales" para mejorar las ofertas de espacios alquilados.
Making it Accessible
¿Qué relaciona con UST?
Reframing the Questions
Uncovered Questions

● How involved have residents from Alisal been in both the planning processes and in making these policies decisions?
● How successful has the City of Salinas been in engaging residents from Alisal?
● How do we encourage participation to get viewpoints of all different Alisal residents (age, language ability, race, income level)?
● In what ways is the City making information accessible to monolingual Spanish speakers from Alisal?
Interviews
Goals: Gain Resident Insight on . . .

- Their view of the housing crisis in Alisal
- What the residents believe is the most pressing issue
- Their housing preferences
- How they see Alisal in their future
- Suggested solutions
Interviewees

- Four Alisal residents
  - 3 adults who rent their homes
  - 1 teenager
- One community volunteer from Salinas
  - Provided insight on engaging with Alisal residents
- Two residents who moved out of Alisal
“Nos hace falta información para poder hacer algo. A todo el mundo les suben la renta y ahí se quedó. ...No pueden expresar lo que sienten, no saben a donde ir a quejarse. ...la ley está por parte de los dueños, no hay protección para los inquilinos.”
“There is nothing more frustrating than having an outsider coming and trying to fix the area when they don’t walk in the area, don’t live in the area, don’t work in the area and they want to give you advice . . . they don’t live those problems.”
“No estamos viendo Alisal como algo temporal. Nos queremos quedar y queremos luchar por nuestro pueblo”
We found . . .

- Residents prioritize housing prices and housing conditions
  - Accountability of landlords
- Preference for single-family homes and low density
- They care about Alisal and see their future there
- Suggestions for improving city’s engagement with community

This shifted the focus of our recommendations
This is part of the bigger housing crisis....

But we need to look at the local context

- There isn’t enough developable land
- Housing conditions are unlivable
  - Residents don’t know their rights
- Low income residents already struggling, high rent prices further disabling them to succeed
Praises

✓ Hosting Visioning Sessions with residents to give them say in the Vibrancy Plan
✓ Contributing to non-profits dedicated to affordable housing (Chispa)
✓ Making technical documents accessible by visualizing and translating them
Recommendations

+ Understand certain connotations with phrasing, and make clear the implications of policies implemented
  + “Residential rental inspection program”
+ Allow residents to have a role in the planning process and decision making
+ Continue efforts to build trust between the City and residents
  + Familiarizing oneself with the community
  + Leave more time to learn about what residents prioritize and care about

✓ Hosting Visioning Sessions with residents to give them say in the Vibrancy Plan
✓ Contributing to non-profits dedicated to affordable housing (Chispa)
✓ Making technical documents accessible by visualizing and translating them
Reflection
Thank you!

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Alisal residents

URBANST164 Classmates