

Alisal Vibrancy Plan Steering Committee Agenda

Agenda del Comité Directivo del Plan Alisal

September 5/5 de septiembre, 2018

6-8 PM, Firehouse Recreation Center, 1330 E Alisal St

Food and Registration/Comida y Registración

6:00 Conocimiento (5 minutes/minutos)

6:05 Announcements and public comment/anuncios y comentario publico(5 minutes/minutos)

- Toolkit – September/October/ Guía de discusión - septiembre / octubre
- Review of land use recommendations and draft Alisal Corridor Plan – October Meeting/ Revisión de las recomendaciones de uso de la terreno y borrador del Plan del Corredor Alisal - Reunión de octubre
- Vibrancy Plan first draft – November/ AVP primer borrador - noviembre

6:10 Review Community Health and Safety and Quality of Life (10 minutes to review and 15 to discuss each)/ Revisar las matrices de salud y seguridad comunitaria y calidad de vida (10 minutos para revisar y 15 para discutir cada uno)

Activity/Actividad: Steering Committee and Working Group members were asked to review the matrices for Community Health & Safety and Quality of Life and use stickers and sticky notes to highlight which concepts were most important to them or to write down if there was anything missing. Staff then asked attendees to give a summary of any additional comments or if there was anything missing./ *Se solicitó a los miembros del Comité Directivo y del Grupo de Trabajo que revisaran las tablas de regulación de Salud y Seguridad y Calidad de Vida de la Comunidad y usaran calcomanías y notas adhesivas para resaltar los conceptos más importantes para ellos o para anotar si faltaba algo. Luego, el personal pidió a los asistentes que proporcionaran un resumen de los comentarios adicionales o si faltaba algo.*

Discussion/Discusión: Staff asked members that were part of the Community Health & Safety to speak about topics that were discussed and if there was anything missing from the matrices. Members mentioned the stigma surrounding neighborhood watch programs and voiced concerns about the successfulness of existing programs like the Police Oversight Committee and asked for accountability. Members mentioned using non-traditional methods to treat mental health for example creating a community group therapy through art and normalizing mental health issues through community education. Something that was missing from the Community Health and Safety matrix was mentioning the

lack of diversity in the police force and having the police officer do community service as tutors in schools. Something that was discussed after reviewing the Quality of Life matrix was maintenance in parks, providing drinkable water, extending restroom hours, signage, park cleanups and have dispensers for dog bags and cigarette buds./ *El personal solicitó a los miembros que formaban parte de Salud y Seguridad de la Comunidad que hablaran sobre los temas que se discutieron y si faltaba algo en la tabla de regulación. Los miembros mencionaron el estigma que rodea a los programas de vigilancia del vecindario y expresaron su preocupación sobre el éxito de programas existentes como el Comité de Supervisión de la Policía y pidieron responsabilidad. Miembros mencionaron utilizar métodos no tradicionales para tratar la salud mental, por ejemplo, crear una terapia grupal comunitaria a través del arte y normalizar los problemas de salud mental a través de la educación comunitaria. Algo que faltaba en la tabla de regulación de Salud y Seguridad de la Comunidad era mencionar la falta de diversidad en la fuerza policial y hacer que los oficiales de policía hagan servicio comunitario como tutores en las escuelas. Algo que se discutió después de revisar la tabla de Calidad de Vida fue mantenimiento en parques, suministro de agua potable, ampliación de horas de baños, señalización, limpieza de parques y dispensadores para bolsas para perros y brotes de cigarrillo.*

7:00 Draft Vision Statement/ borrador de declaración de visión (50 minutes/minutos)

Activity/Actividad: Steering Committee members were given two different vision statement drafts to decide which would they prefer or what things they liked about each one. One of the statements was short and concise and the other one was more elaborative. The vision drafts were a combination of statements and comments from the 'Vision Statement Activity' the members had completed at a previous Steering Committee meeting. / *Los miembros del Comité Directivo recibieron dos borradores de declaración de visión diferentes para decidir cuál preferirían o qué cosas les gustaban de cada uno. Una de las declaraciones fue breve y concisa y la otra fue más elaborada. Los borradores de la visión fueron una combinación de declaraciones y comentarios de la 'Actividad de declaración de la visión' que los miembros habían completado en una reunión anterior del Comité Directivo.*

Discussion/Discusión: Most questions the members had was in regards to the translation on certain words. They liked the shorter draft but want to include the last sentence from Draft #2 as a last sentence for Draft #1. They mentioned having a more personalized voice in the Spanish translation "We". (i.e. "Unimos con nuestra"--> "Nos unimos") / *La mayoría de las preguntas que tenían los miembros era sobre la traducción de ciertas palabras. Les gustó el borrador más corto, pero quieren incluir la última oración del Borrador # 2 como una última oración para el Borrador # 1. Mencionaron tener una voz más personalizada en la traducción al español "Nosotros". (es decir, "Unimos con nuestra" -> "Nos unimos")*

7:50 Closing and review of previous matrices/Cierra y revisión de matrices anteriores

Community Health & safety Content Template

Topic 1: STREET AND PARK LIGHTENING

Challenges or Opportunities

- Have proper street and park lightening for communities safety (visibility #1 problem) (*Comments*): coches abandonados, falta de iluminacion/ Renewable energy/green technology infrastructure (1 Dot)
- Lack of “Active” Public Spaces that people feel safe going to (3 Dots)
- Lack of Pride of Ownership (*Comments*): Put recyclable trash cans in parks, Put “bags” poles so people can pick up dog feces! (like in Carmel), Conserve water, make sure H2O sprinkles on grass, trees, not streets or concrete. (2 Dots)
- Crossing Main Thoroughfares (2 Dots)
- Public Space dangerous at Night (1 Dot)

Concepts

- Parks are dark at night, cause crime... but parks are also closed and can't be lit as to suggest that they're open (*Comments*): Use solar lights so when lights last longer
- Light poles in neighborhoods are lacking in some places, and some are broken (2 Dots)
- In some places missing light poles in neighborhoods, and some are broken (5 Dots)
- Lack of physical safety (1 Dot)
- Invest in greenways and hiking trails at corridors (*Comments*): Connect parks and empty spaces for hiking and bicycling. (2 Dots)
- People don't maintain their community, take pride in it. People can't afford to maintain their community, don't own housing so don't maintain it (*Comments*): Create neighborhood teams to promote unity and cleanness on neighborhoods especially in parks.
- Community is not clean (2 Dots)
- Dangerous and lack of safe options (1 Dot)
- School open space isn't being used by wider community (1 Dot)
- Reclaim streets at night time, have more opportunities for community members to go outside and enjoy their neighborhood (1 Dot)

Solutions

- Have solar lightening for less expenses, less infrastructure that has motion sensors. More lighting in Cesar Chavez Park, and others with dense vegetation (*Comments*): Put fox it in large print bilingual or Use (4 Dots)
- Action QL-5.1.3- Partner with community organizations and/or the Monterey County Health Department to work with local liquor stores to improve perceived and actual neighborhood safety. Continue to enforce the Zoning Code provision keep at least 75

percent of their window area uncovered to improve “eyes on the street” visibility. Encourage the installation of internal and exterior security cameras, and improved outdoor lightening. (*Comments*): Universe signs/text/figures to know who to call to fix. (2 Dots)

- Fix broken light poles, and make sure they are more comprehensive throughout neighborhoods and public spaces in the Alisal (1 Dot)
- Install bulb outs (with bioswales), and crosswalks with flashing lights, or red lights to stop cars when pedestrians are crossing mid street or at major intersections (2 Dots)
- Repairs broken bolting or gaps in the network (2 Dots)
- Maintain existing trails, create additional greenway connections, connect the Alisal with Big Sur Land Trust’s Carr Lake Project (3 Dots)
- Wine and Paint Night, Murals and Public Art (culturally relevant), Community Gardens, Physical activities in parks-outdoor gyms, youth services for youth freedom and creativity (3 Dots)
- Stoplights for Pedestrians, bulb-outs, bigger and brighter crosswalks (2 Dots)
- Bike and scooter parades; food events; music and other expositions (2 Dots)
- Engage public schools into activating their open space facilities after school hours (6 Dots)

Actions

- Seek out grants that provide lighting for safety reasons. Seek best practices regarding lighting in neighborhoods and in parks. (1 Dot)
- Take a survey of locations where lighting is lacking and overlap these with high crime areas (*Comments*): y haga menos crimen. Salinas necesita ser mas fuerte en la aplicación de la venta de licor, cigarillos y otra droga para que nuestra juventud para que crecer sanos (2 Dots)
- Encourage the use of the Salinas Connect App to report broken sidewalks (1 Dot)
- Collaborate with Public Works to go after Active Transportation Programs Grants. Coordinate with the Alisal Corridor Plan Project. (1 Dot)
- Coordination with the Parks Master Plan and General Plan Update policies and implementation measures (1 Dot)
- Encourage residents to team up and do this themselves, look into microloan programs, whether home-equity loans are feasible, etc. (1 Dot)
- Encourage non-profits such as BHC, SUBA, the City and private businesses to host community clean-ups and “neighborhood pride” events (2 Dots)
- Create programming with adequate oversight/security on school open space sites in the Alisal (1 Dot)

Follow-up

- Info on which parks are not properly lit? (CPTED Assessment) (*Comments*): Cesar Chavez Park and Closter Park

Topic 2: NEIGHBORHOOD WATCH, CRIME PREVENTION

Challenges or Opportunities

- Crime prevention and Community Policing (5 Dots)
- Resident Empowerment for Safer Neighborhood (1 Dot)

Concepts

- Police Community Oversight Committee (*Comments*): Police personal to work in communities that have more crimes (1 Dot)
- Procedural review of police policy (1 Dot)
- Use different methods besides arresting, especially with youth (2 Dots)
- Youth need a safe place to learn about work ethic (1 Dot)
- How can community members build capacity amongst themselves to make their safer? (1 Dot)
- Lack of communication and confusion (1 Dot)

Solutions

- Explore changing “Police Advisory Committee” to “Police Oversight Committee” (1 Dot)
- Increase crime prevention programs (intervention) to help youth not to go into incarceration (3 Dots)
- Community should review and understand findings once released (1 Dot)
- Conduct community survey on what are priorities to review (1 Dot)
- To increase safety at the parks have more programs for the community (1 Dot)
- Street outreach before police— divert misdemeanors and minor infractions to alternative programs (i.e. preventative, mentorship programs (4 Dots)
- Summer jobs for youth/teens provided by local governments such as the City, School Districts, and organization such as BHC (3 Dots)
- TOOLKIT for residents to empower themselves to prevent crime and improve neighborhoods (1 Dot)
- Language liaison for Mixtec and Zapotec speakers with law enforcement (3 Dots)

Actions

- Initiate cultural sensitivity trainings, anti-bullying trainings for police officers (1 Dot)
- More mentoring, school counselors, teachers, Police Officers, a neighborhood network to improve conversations with youth at risk (3 Dots)
- Look at what worked and what did not; incorporate this with community review (1 Dot)

- Take findings into consideration when looking at other strategies having to do with community policing, community safety, etc. (1 Dot)
- More block parties, more knocking on doors (1 Dot)
- Create environment where police are advocates for change (1 Dot)
- More block parties, hos town-hall meetings, meetings in living rooms, more coffee with cops, National Night Out. Have a hotline for residents to casually call a cop, also through Salinas Connect App (*Comments*): Similar to section on “lack of trust...” (1 Dot)
- Link up street outreach program and police officers with these organizations, set up a referral system and network (1 Dot)
- Enhance Salinas Connect to provide resources that show residents what they can do. A pamphlet residents can see who to contact with a non-emergency issue, Neighborhood Watch strategies they can do on their own, other strategies they can to build community capacity (2 Dots)
- More English classes for Mixtec and Zapotec speakers with teachers from a similar background (3 Dots)

TOPIC 3: HEALTHY FOOD ACCESS & HEALTHY LIFESTYLES

Challenges or Opportunities

- Increase Consumption of Healthy and Affordable Food (*Comments*): Work with existing gardens and outdoor Ed. Programs/Work with young farmers that are unable to sell produce locally due to many regulations and restrictions

Concepts

- Tax on junk food then allow that money to go into health programs (*Comments*): No Taxes (2 Dots)
- Community gardens in Alisal/Salinas (1 Dot)
- Put fruits and vegetables in our neighborhoods. Literally. So people can pass by them and shop there (1 Dot)
- Make fresh produce more accessible to low income people (1 Dot)
- Change “narrative” on junk food and processed food consumption (1 Dot)

Solutions

- Have farmer’s market throughout the year (2 Dots)
- Having them where there are more people; fruit and vegetable Paleteros (1 Dot)
- Expand FreshRX program in Alisal (1 Dot)
- Free cooking classes-easy and cheap prices, culturally relevant recipes, easy ingredients... OR a cooking class that demonstrates how to use produce you just purchased (2 Dots)
- Have a produce truck/bus that goes around Alisal once a week. (1 Dot)

- Plant fruit trees as urban trees, free fruit! (3 Dots)
- Instead of taxing, have more resources available that combat unhealthy habits (1 Dot)
- Collaborate with school districts to have healthy eating/lifestyles workshops
(*Comments*): Fun active, support groups (1 Dot)
- Food needs to be healthy and fresh at schools (2 Dots)
- Free or reduced gym memberships for students, free or reduced prices for programs/team. Zumba or other exercise classes around neighborhood (I.e. at Farmer's Markets, or outdoor venues like parks). (*Comments*): Exercise equipment in largest parks, connect with groups doing this(4 Dots)
- Initiate a bike sharing service in the City (*Comments*): Maybe ciclovía can come up with creative solutions (2 Dots)

Actions

- Educate residents on seasonality of foods, which foods they can buy and local in winter. Possibly make a smaller farmer's market in winter to make it more economical.
(*Comments*): Identify a good location for a year-round farmers market that is convenient for community members. (3 Dots)
- Initiate a Farmer's Market behind Alisal Elementary School. Policy and permitting review regarding Paleteros in neighborhood. (1 Dot)
- Work with grocery stores and AG producers (such as Taylor Farms) to create a coupon program for ag workers or for low income people (1 Dot)

COMMUNITY HEALTH AND SAFETY CONTENT TEMPLATE

Challenges or Opportunities

- Health issues from pesticides (*Comments*): Use organic means and pest control

Solutions

- Bolster legal programs that process complaints from those affected by pesticides. Resources available need to be more clear and easy to access (2 Dots)
- Look whether or not a ban or increased protections for residential zones is feasible (1 Dot)

Actions

- Take an inventory of legal programs and what concerns were brought regarding pesticides, and how these concerns were resolved (1 Dot)
- Perhaps plant trees all over the edge of the city stop pesticide fumes from going into neighborhoods (1 Dot)

TOPIC 4: ACCESS TO PHYSICAL AND MENTAL HEALTH

Challenges or Opportunities

- Lack of understanding of mental & physical health (Comments): Doctors need to take patient seriously when it's a depression subject, Need to care about mental health in a patient, And other health related events like Ciclovía

Concepts

- Lack of mental health resources in schools (1 Dot)

Solutions

- Making Salinas a walk/jogging/biking place like Soledad (3 Dots)
- Have more opportunities for people to come together to exercise, like Ciclovía (Mexico does something alike every Sunday (Comments): Produce/submit PSA's on mental health in Spanish to local TV and radio station (2 Dots)
- Free or affordable mental resources (1 Dot)

Actions

- Free clinic example in tri-cities, Washington (Ag community) (1 Dot)
- Continue youth led program, initiate more Ciclovía events through year and throughout Salinas (1 Dot)
- Pipeline program from local university psychology programs / career programs; partner with CSUMB, increase financial support for students in this field (1 Dot)
- Bring in advisors involved in mindfulness community (yoga, mediation, tai-chi, breathing); incentivize recruitment of these people (1 Dot)
- Promote as a career pipeline for residents with low education levels (2 Dots)

Quality of Life/Calidad de Vida

Encourage use of City Parks

Challenges or Opportunities

- Improved park maintenance (*Comments*): Por favor mantener los parques con flores, arboles, iluminar camaras para que esten orgullos de nuestra ciudad.
- Encourage Family Use of Parks (**2 Dots**)
- Expand Wellness and Exercise Opportunities in Parks (**2 Dots**) (*Comments*): Encourage yoga, Chi, Zumba in parks)
- Improve Access to Parks and Open Spaces (**4 Dots**)

Concepts

- Ensure adequate park maintenance staff to park acreage ratios (**3 Dots**)
- Children have more opportunities to play (**6 Dots**)
- Increase safety and secure (**1 Dot**)

Solutions

- Park use policies that encourage family gatherings (**5 Dots**)
- Pursue grants and other funding opportunities to fund exercise equipment in parks (**4 Dots**)
- Increase funding for park maintenance (*Comments*): Financing for LED, lights and cameras in the parks (**1 Dot**)
- Pursue joint use agreements between the City and School Districts (**5 Dots**)
- Additional lighting in parks (**4 Dots**)

Actions

- Install family friendly shade covering at Cesar Chavez Park (**1 Dot**)
- Pursue grants and educate residents on caring for parks (**3 Dots**)
- Develop an annual park maintenance plan (2 Dots)
- Identify which school locations would be beneficial (1 Dot)
- Review City Ordinance that reflects parks being open from dawn to dusk (*Comments*): Con teléfono, cámaras, baños (**3 Dots**)

Arts

Challenges or Opportunities

- Increase the awareness of existing Arts programs and services (**2 Dots**)
- Increase the use of art to beautify neighborhoods and public spaces (**2 Dots**)
- Build more partnerships/relationships to increase arts programs and services (1 Dot)

Concepts

- There is a need to better promote arts programs and services available to Alisal residents (**2 Dots**)
- There needs to be a greater emphasis on creating and fostering business and Art partnerships, as a way to secure more reliable funding (**1 Dot**)
- Lack of available space for providers and limited transportation participants reduces the number of arts programs that are offered to residents across the Alisal. (**1 Dot**)

Solutions

- Increase the use of technologies to increase awareness, while also creating partnerships with the City, community and business groups/organizations to broaden outreach. (**1 Dot**)

- Add elements of art that are culturally relevant to neighborhoods and its surrounding community members. Some forms of public art include murals, statues, and adding splash of colors to common fixtures such as trash cans, utility boxes, etc. **(8 Dots)**
- Pursue formal partnerships between arts and business groups, including SUBA **(1 Dot)**

Actions

- Formalize regular conveying of arts groups and community partners to build a network **(1 Dot)**
- Pursue grants and other funding opportunities to support neighborhood beautification, including the Salinas Ars commission. **(1 Dot)**
- Formalize regular conveying of arts groups and community partners to a build a network *(Comments):* Steinbeck/CSUMB Center is doing a arts festival in Acosta Plaza for Dia De los Muertos capitalize on the collaboration
- Formalize regular conveying of arts groups and community partners to make a unified effort to determine best solution and self-appropriate funding **(1 Dot)**

Improve Youth Activities

Challenges or Opportunities

- Increase the number facilities for different types of youth programming **(3 Dots)**

Concepts

- Expand ways of reaching out to people –not just internet. (People do not know what is available to them) **(2 Dots)**
- Improve Pedestrian and Bicycle access to youth programming facilities **(3 Dots)**
- Establish partnerships with educational institutions and community partners **(2 Dots)**
- Explore establishing Kiosks for community activities (yoga, wellness, etc. **(5 Dots)**
- Better Use of Recreation Centers and other community facilities **(1 Dot)**
- Make spaces more available to different programs **(1 Dot)**

Actions

- Reach to HS Students regarding First Tee Reach out to community at attend events **(2 Dots)**

Follow-up

- Explore partnerships with hospitals, churches (St. Mary's), Frank Paul Resource Center, clinics, Mayor's House/Train Station, Sherwood Community Center, Airport, Alisal Union School District, CHISPA, Steinbeck Center **(1 Dot)**

Vision Statement Drafts/Borradores de la Declaración de Visión

[Draft #1 English]

Alisal is an attractive, welcoming, active and safe community. It has clean and beautified neighborhoods, rich in art and culture and people are proud to call it home. A community where youth flourish through recreational and educational programs and where residents have access to affordable housing and economic opportunities. Above all, it invests in green technologies and infrastructure.

[Borrador #1: Español]

Alisal es una comunidad atractiva, acogedora, activa y segura. Tiene vecindarios limpios y embellecidos, rica en arte y cultura y la gente esta orgullosa de llamarle hogar. Una comunidad donde los jovenes florezan a traves de programas recreativos y educativos y donde los residentes tienen acceso a viviendas asequibles y oportunidades economicas. Sobre todo, invierte en tecnologias verdes y infraestructura.

[Draft #2: English]

Alisal, a welcoming, clean, safe and vibrant community. Our youth flourish through recreational and educational programs and our residents have affordable housing and an abundance of jobs. We unite with our arts and with our infrastructure. We create opportunities for everyone to celebrate cultural diversity and participate in sustainable methods. We are a community that leads a healthy and prosperous life that benefits the generations of tomorrow. We are Alisal.

[Borrador #2: Español]

Alisal, una comunidad acogedora, limpia, segura y vibrante. Nuestros jovenes florezan a traves de programas recreativos y educativos y nuestros residentes tienen viviendas asequibles y abundancia de trabajos. Unimos con nuestros artes y con nuestra infraestructura. Creamos oportunidades para que todos celebren la diversidad cultural y participen en tradiciones sostenibles. Somos una comunidad que lleva una vida sana y prospera que beneficia las generaciones de manana. Somos Alisal.