

Alisal Vibrancy Plan Workshop #1 Summary

Martin Luther King, Jr. Middle School Gym

925 N. Sanborn Road, Salinas, CA 93905

October 26, 2017, 5:30 PM-8:00PM

Workshop Overview

On Thursday, October 26, 2017, the City of Salinas hosted a workshop to engage with community members about the Alisal Vibrancy Plan. The workshop was held at the Martin Luther King, Jr., Academy and took place from 5:30pm to 8pm. The workshop was held in Spanish and attended by over 80 people. An English-speaking interpreter was available at the workshop and offered simultaneous interpretation services during the presentation. Also, all workshop materials were available in Spanish and English.

City of Salinas Councilmember Gloria de la Rosa opened the workshop by discussing the workshop's purpose and the importance of the community's input in contributing to the future vision of the Alisal. Councilmembers Scott Davis and Tony Barrera were also present at the workshop. Following Councilmember de la Rosa, Rafael and Dario (steering committee co-chairs) opened the workshop with an overview of the agenda, outline of plan process, icebreaker, and presentation of the ground rules. Following Rafael and Dario, Monica Guerra of Raimi + Associates provided a brief overview of the three guiding questions for the workshop. For each question, she reviewed key highlights on what the community has told us, what we have learned, and potential strategies. A small group activity followed the question overview. The full presentation and other workshop documents are available at <https://www.alisalvibrancyplan.org/documents>.

The workshop included the following primary forms of input for individuals and groups of participants:

- **Workshop Stations.** Participants were invited to provide feedback at three interactive stations. During the first half hour of the workshop (5:30-6:00pm), participants registered, assigned tables, and provided food. Additionally, participants were invited to view and participate in three interactive stations:
 - Working Group Collage: Collage board based on the five-working groups
 - Live/Work Mapping Exercise: Participants placed a star on a map of Alisal to identify where they lived (gold) or worked (silver)
 - Police Station Survey: MIG, a partner consulting firm, organized a table about the Police Headquarters and their survey.
- **Small Group Activity.** During this activity, participants worked with one facilitator at each table to discuss three guiding questions:
 1. What makes a healthy and safe community?
 2. How can we improve housing in the Alisal?
 3. What kind of opportunities do you want for youth growing up in the Alisal?

Each table included a discussion guide. The guide included each question, in addition to a summary of what we've heard (community input), what we've learned (pulled from existing conditions), and a couple sample strategies (a couple best practices/ideas from internal or external sources).

For each question, participants also had the opportunity to discuss the strengths, challenges, and use of strengths to address challenges as a small group. At the end of discussion, participants were asked to report out the group's favorite idea.

A summary of notes from facilitators, individual written comments, and verbal comments follows in the next section. In the closing of the workshop, participants were invited to provide an evaluation of the workshop on comment cards.

Small Group Discussion Summary

The following section provides a summary of the small group discussion results. Participants used large maps and response papers to record their answers. The results are presented by question and have been organized into general themes. A copy of all responses can be found in the appendix.

1. What makes a healthy and safe community?

Strengths

Community

- Community organizations
- Hard-working
- Supportive
- Unity
- Leadership potential
- Cultural richness and diversity
- Support small local businesses

Arts & culture

- Programs for adults and youth
- Ciclovía

Youth

- Energy
- Hope for future

Leadership potential

- Adults
- Youth
- Opportunities for participation
- Dedicated teachers

Recreational opportunities

- Skate park
- Recreational center
- Soccer fields
- Sports leagues

Community facilities

- School resource centers
- Health clinic
- Library
- Community space

Challenges

Lack of information

- From schools
- From City
- Limited government transparency
- Language barriers
- Limited community participation

Economic Challenges and Limitations

- Access to affordable day care
- Education
- Disinvestment
- Need for better paying jobs
- Limited Resources

- Heavy focus on agricultural technology
- Low salaries

Public programs and facilities

- Streets need maintenance
- Not enough parks
- Poor sidewalk Infrastructure
- Lack of after school activities
- Lack of recreational opportunities
- Limited transportation options

Housing Issues

- Lack of accessible housing

- Properties not up to code
- High density
- A lot of cars and lack of parking

- Physical
- Mental
- Lack of access to healthy food
- Safety / Gangs

Health

How do we build on our strengths to address our challenges?

Collaboration opportunities

- Collective ideas + efforts
- Partnerships with schools, community, local government
- Police partnership

Connect youth

- Job and education opportunities
- Mentorship programs

Food

- Education
- Farmers' markets
- Mobile food trucks
- Local food stores

Investments

- Grants
- Student scholarships
- Community-oriented investments

Community resources

- Parent workshops + education
- Free activities
- Family events
- Improved communication with school districts, community, local government
- Increase access to open space + nature
- Expand health clinic

Education

- Free courses
- English language courses

Maintenance/enforcement

- Code enforcement
- Parking enforcement
- Street lighting
- Bike lanes

2. How can we improve housing in the Alisal?

Strengths

Urban vibrancy

- Dog park
- Walkable
- Close to goods and services

Partner with great local organizations

- CHISPA
- Housing Authority
- CCA

Community

- Cultural pride
- Hard working families
- Unity
- Leadership
- Youth
- Young community
- Neighborhood unity

Housing

- Build additional housing
- Beautify new housing
- Housing programs
- Subsidize housing
- Long term residents

Improve school quality

Challenges

Overcrowding

- Too many people in one house
- High density
- Many families living together
- Safety issue
- Parking issues

Access

- Outside investors increase cost to access housing
- Housing investors that do not reside here
- Poverty
- Housing costs (public utilities, rent/buy home, gasoline, taxes)
- Old housing
- Challenge to buy housing
- Not enough housing for renters or homeowners

Limited recreation space in multifamily housing

Out-migration

Programs

- Subsidized housing
- Lack of support for community

Distrust

- Local agencies
- Landlords
- Absent landlords

Lack of information

- Renter rights
- Housing discrimination
- Pay day loans

Zoning code issues

- Poor housing conditions
- Earthquake hazards
- Unkempt yards

How do we build on our strengths to address our challenges?

Diverse housing opportunities

- Mixed-use development
- Multi-family ownership
- Commune / Co-op housing
- Affordable housing
- Senior housing shared with young adults / students (work exchange)
- Accessory dwelling units
- Farmworker housing

Education

- Advocacy
- Financial workshops
- Homeownership
- Tenant/homeowner rights
- Family planning

New parking structures

Housing policy

- Rent control policy
- Affordable seasonal housing
- Use agricultural land for housing

- Infill development
- Provide more opportunities for people to own a house
- Policies and partnerships to address farmworker housing needs
- First time homeowner programs
- Alternative financing options: grants, housing funds, community-based trust funds
- Improve permitting policy

Accountability

- Increase code enforcement
- Landlords
- Improve zoning laws
- Improved allocation of funds
- Block party competition/neighborhood challenges

Employment

- Better paying jobs
- Year-round employment opportunities

Partnerships

- CHISPA

- County and City

3. What kind of opportunities do you want for youth growing up in the Alisal?

Strengths

Arts and cultural preservation

- Music
- Fine arts
- Events for all ages
- Exposure for the young population
- Breadbox
- Alisal street
- Support of faith community

- Work
- Leadership academy
- After school programs
- Residents have diverse skill sets

Educational support

- Tutoring
- Advanced classes
- Mentorship

Recreation

- Soccer
- Ciclovía
- Dance
- Sports league
- Park facilities

Hartnell College

- Alisal campus
- Pathways to 4-year college

Opportunities

- Internships

Community

- Bilingual
- Strong work ethic and family value

Challenges

Education

- Lack of established relationships with school district
- Lack of college-going culture
- English language learners
- Lack of student and parent involvement
- Overcrowded schools
- Spiritual lectures not allowed
- Affordable education

Safety/violence

- Youth gang recruitment
- School to prison pipeline
- Gang violence
- Pills, drugs, and prostitution

Support

- Lack of mentors
- Lack of support groups
- Youth centers outside of the Alisal
- Limited access to school and community services
- Lack of places to study

Recreational facilities

- No gym
- No YMCA
- No pool
- High cost of recreation activities

Economy

- No good jobs
- Limited opportunities

Punitive policies

How do we build on our strengths to address our challenges?

Create more creative spaces

- Art
- Digital
- Murals
- Recreation (for arts and culture)
- Parks

Education

- Expose to diverse career paths / Career exploration opportunities
- Smaller class sizes
- Mentorship, internships, career fairs
- Student exchange with regional schools
- Financial planning
- Parenting assistance courses
- More licensed day care / child care centers

Family events

- Sports
- Bowling
- Swim center

- Classes (cooking, parent workshops, gardening)
- Hiking/biking

Businesses

- Teach business education
- Business startup incentives
- Stronger workforce partnerships

Community engagement

- Youth leaders
- Build community
- Committees to provide input

Support

- Emotional
- Spiritual
- Youth clinic
- Alternative school youth
- Raising awareness of resources available