



Summary of Initial Outreach Efforts & Project Status



Library & Community Services Commission
Wednesday, November 8, 2017
6:00 PM



- Policy & Strategy Guide
- Communications Tool
- Built on Public Process
- Goals and objectives
- Capital investment program
- Implementation strategies

The Plan will be strategic in focus to help the City respond to three important questions:

- What are our strengths?
- Where should we focus our efforts?
- How should we serve our local community?



Project Time Line





- Online/Paper Survey (English/Spanish)- 797 Responses
- 5 Community Forums (Including 1 focused on the Alisal)-
130 People Signed In
- 13 Pop- Up Activities- 519 Responses
- 19 Pop- Up Activities- 510 Responses



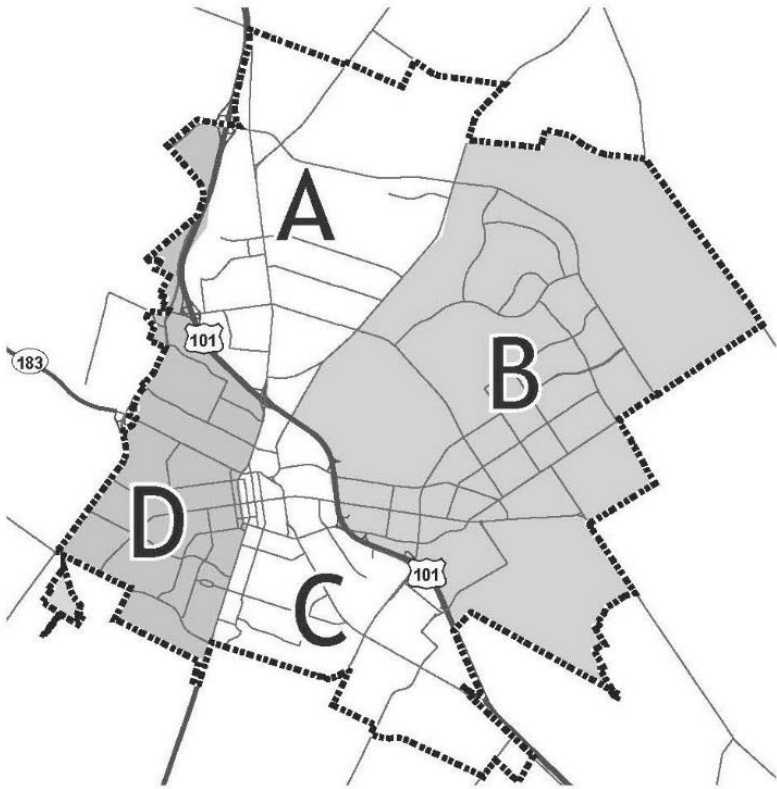
Date	Event	Location	Staff Assigned
4/20/17	Salinas United	Natividad Creek Park	Ana
4/21/17	Dia del Nino	Acosta Plaza	Vivian/Alec
4/26/17	Summer Expo	Sherwood Hall	Efrain
4/27/17	SNU Training	Steinbeck School	Ana
4/30/17	Soccer Groups	Constitution Soccer Complex	Ana
5/1/17	CLA Alumni	City Hall	Ana
5/1/17	Active Seniors	Active Seniors Facility	Kristan/Ana
5/4/17	Firehouse Seniors	Firehouse Rec Center	Sheila
5/4/17	Open House	University Park	Kristi Burns
5/7/17	Take it Outside	Natividad Creek Park	Vivian/Alec
5/11/17	Spanish MP Meeting	Bread Box	Alec
5/20/17	Teen Block Party	Cesar Chavez Park	Vivian/Sheila
5/21/17	Family Fun Day	Sherwood Park	Tony/Alec



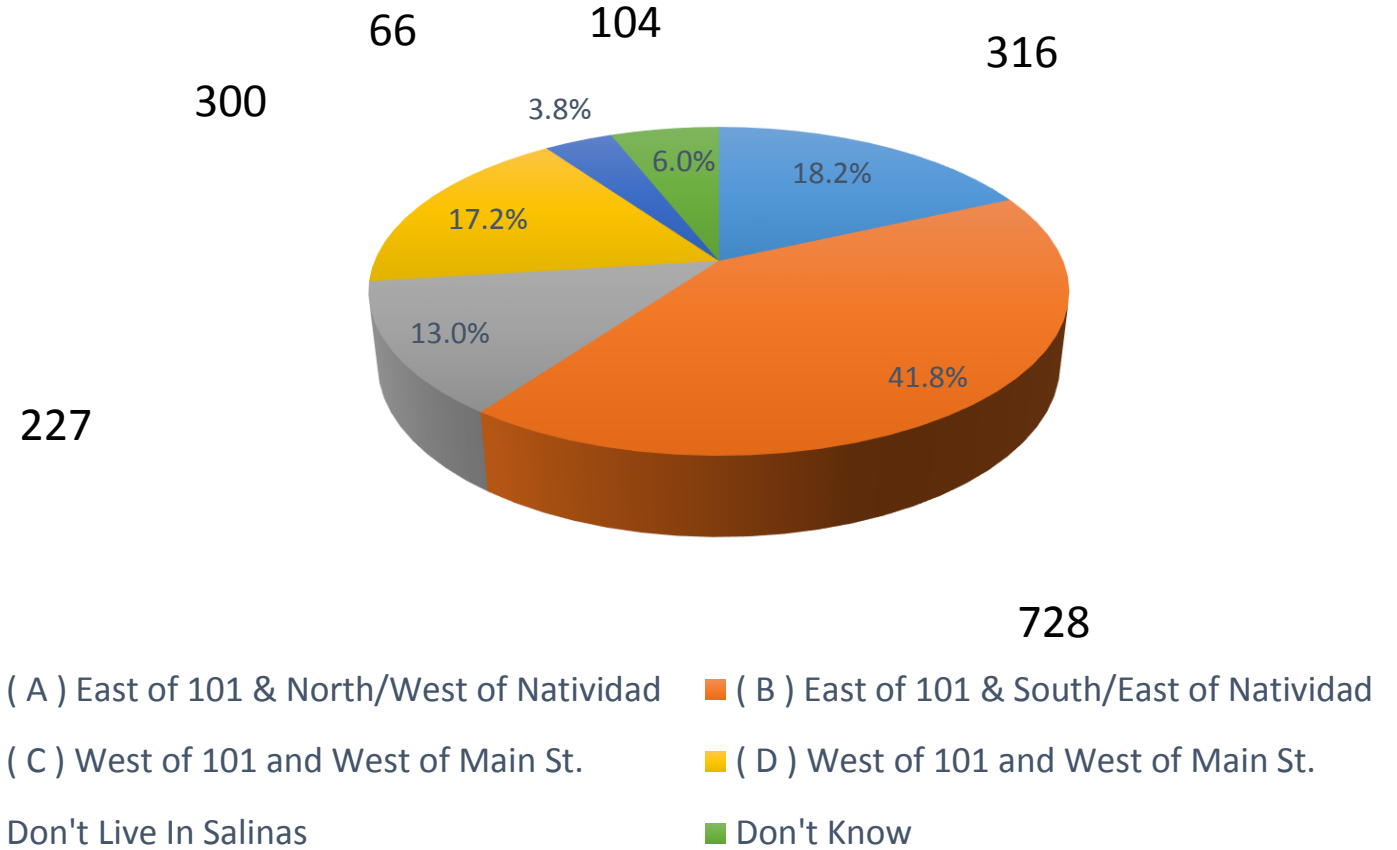
Date	Event	Location	Staff Assigned
8/24/17	Back to School Night	El Gabilan	Tony/Tyler
8/24/17	Back to School Night	Roosevelt	Alec
8/29/17	Back to School Night	Alisal	Ana
8/31/17	Back to School Night	VRB	Vivian
8/31/17	Back to School Night	Fremont	Alec
8/31/17	Adult School Class	Alisal Family Resource Center	Monica G. (BHC)
9/5/17	Adult School Class	MLK Center/St. Mary's	Monica G. (BHC)
9/9/17	D5 Clean Up	Northgate Park	Ana
9/9/17	Soccer Picture Day	Rec Center	Rudy
9/9/17	Book Fair	Cesar Chavez Library	Ernesto
9/11/17	Ciclovistas	Firehouse	Monica G. (BHC)
9/16/17	El Dorado Park	El Dorado Park	Patterson E. (Door to Hope)
9/19/17	Community Leadership Academy	City Hall	Sheila
9/24/17	Closter Park/St. Mary's Church	Closter Park	Josh A. (ACFA)
9/24/17	Salinas Community Church		Efrain
9/26/17	ACFA Afterschool Program	ACFA	Josh A. (ACFA)
9/29/17	Middle School Students	La Paz	Josh A. (ACFA)



- Geographical Location
- Age Group
- Kids At Home



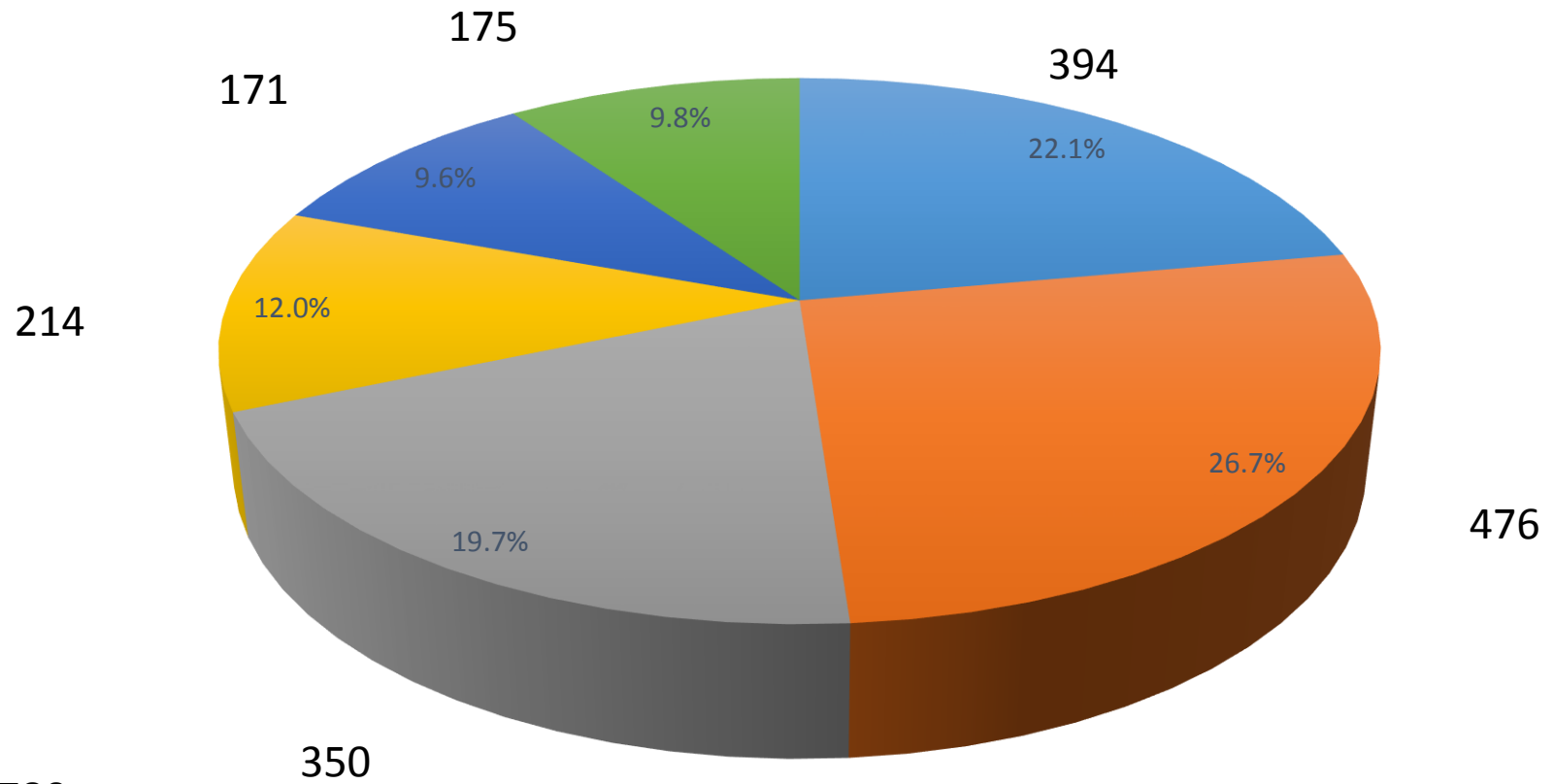
Geographical Location



Total Responses: 1741



Age Group

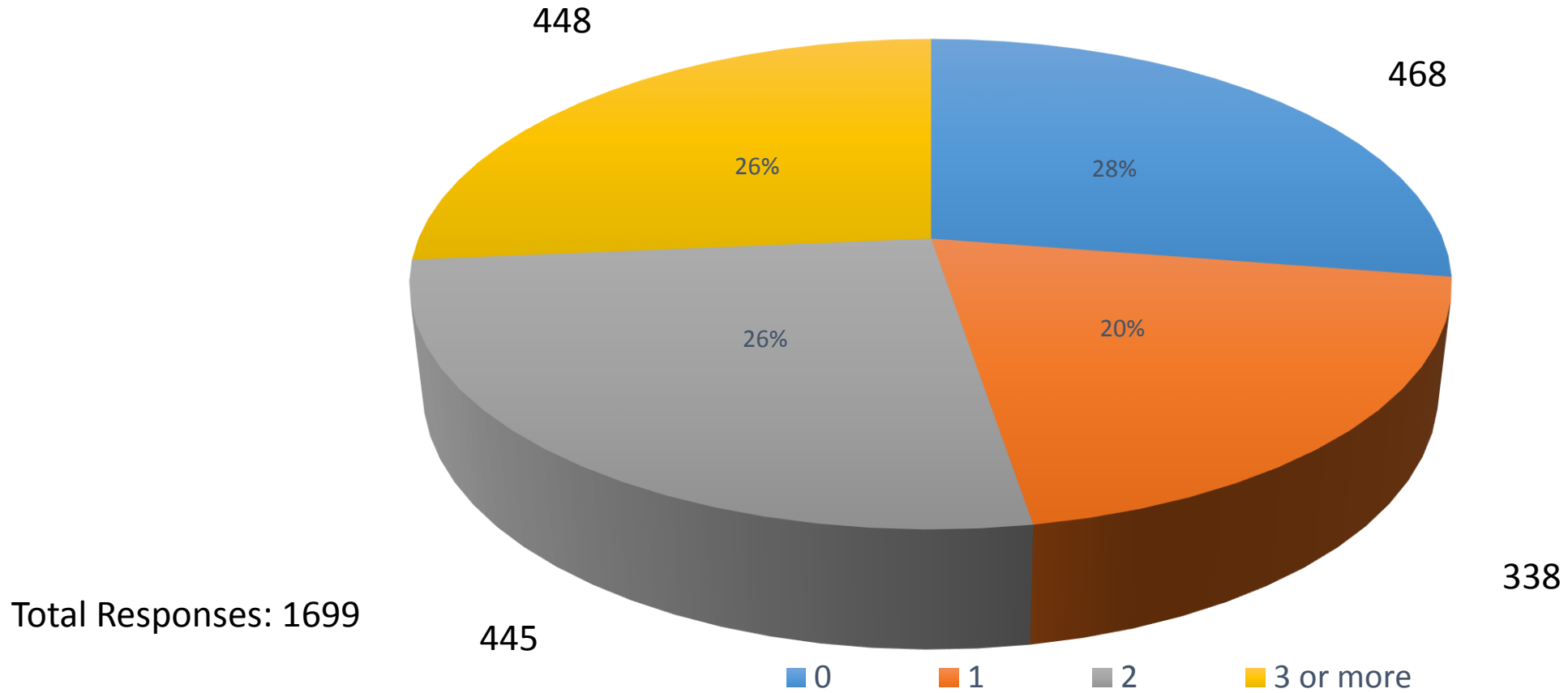


Total Responses: 1780

- Younger than 20
- 20 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 and older



Kids at Home

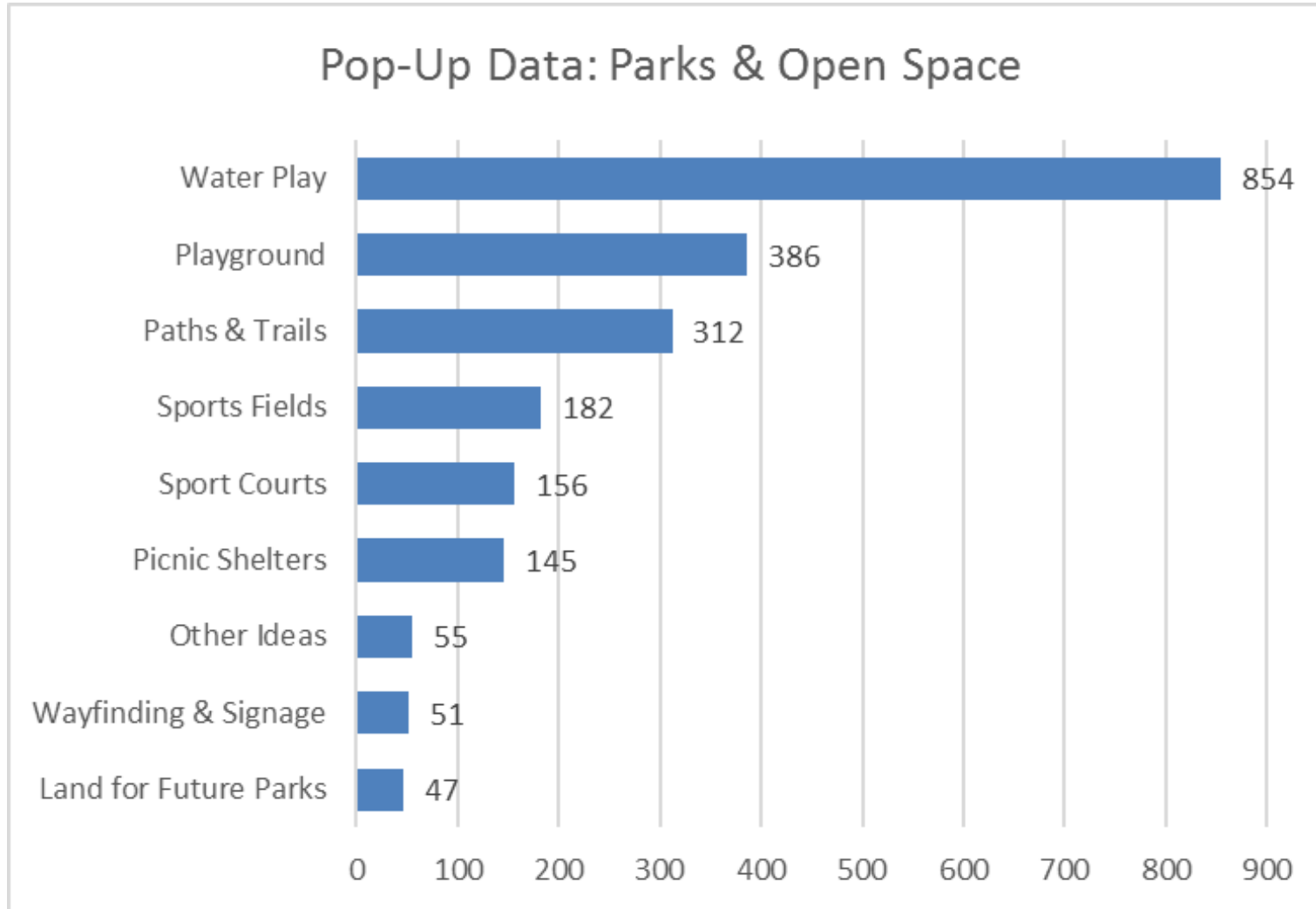




- Safety
- Expanded Programming
- Expanded Sports Facilities & Programming
- Community Gathering & Events
- More Trails
- New Specialized Facilities

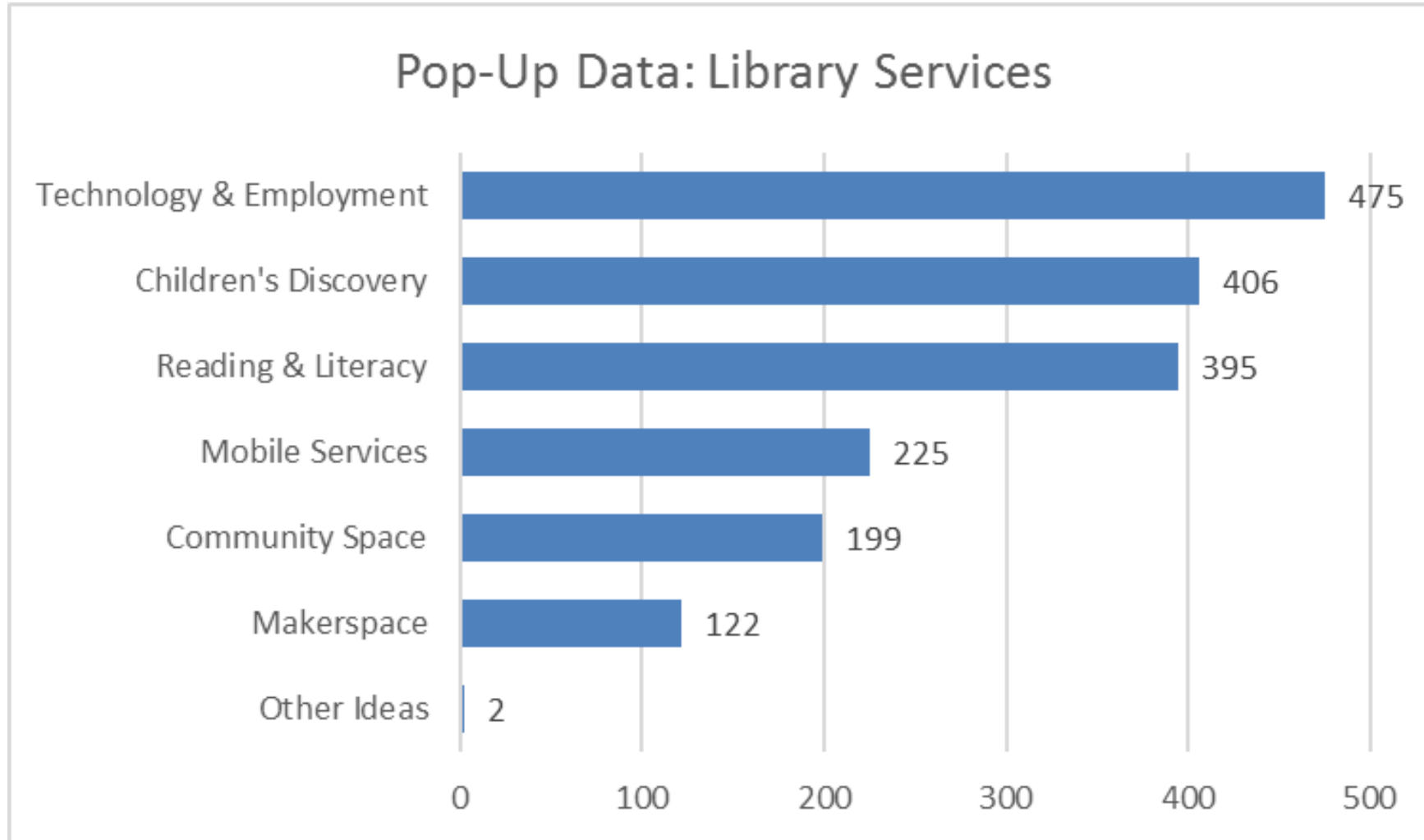


- Safety & Maintenance
- Trails for Walking & Biking
- Water Play
- Dog Parks
- Family/Social Gathering



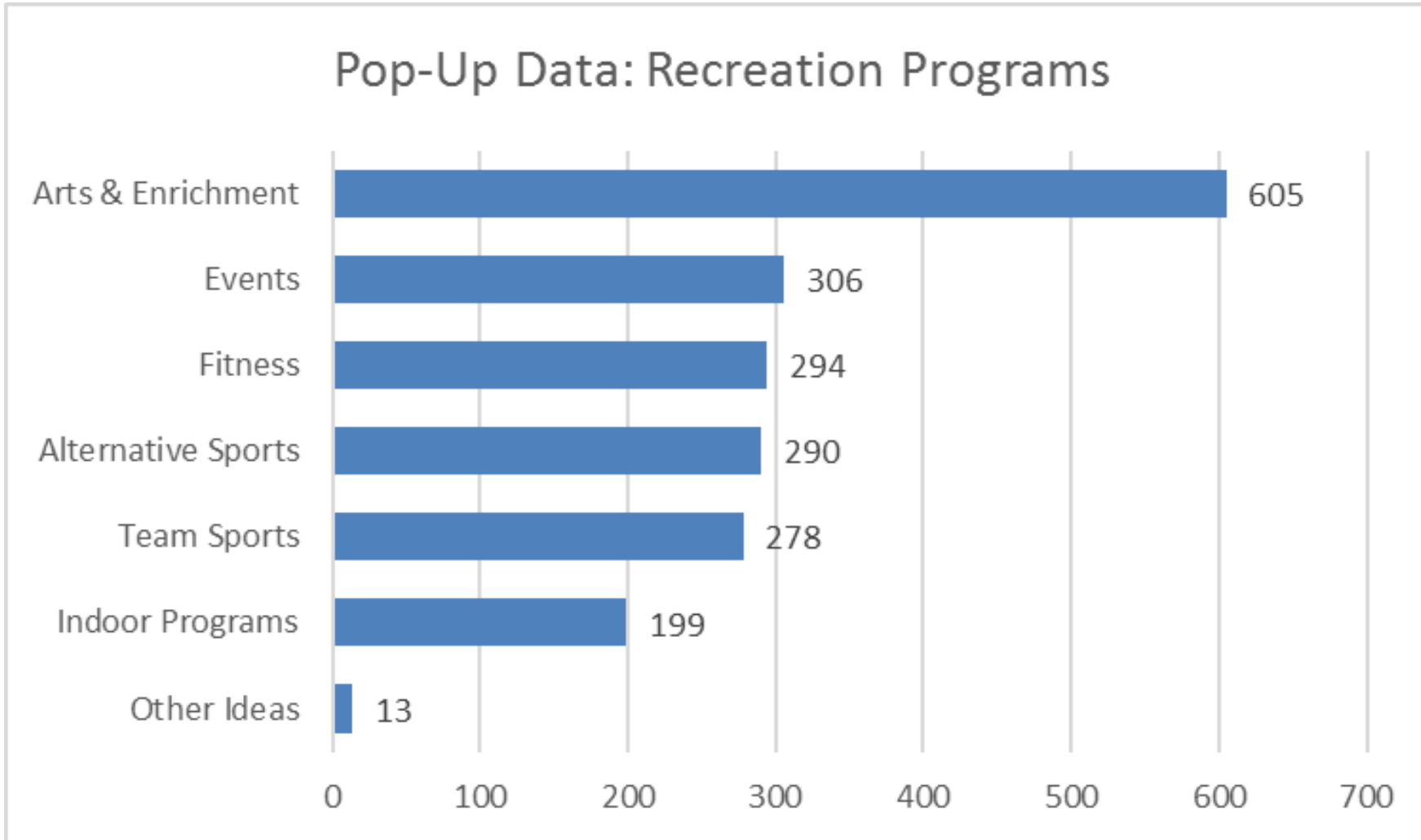


- Facilities & Community Spaces- Safety, renovation & expansion
- Technology & Employment Programs
- Children's Discovery & Literacy Services
- Collection Accessibility



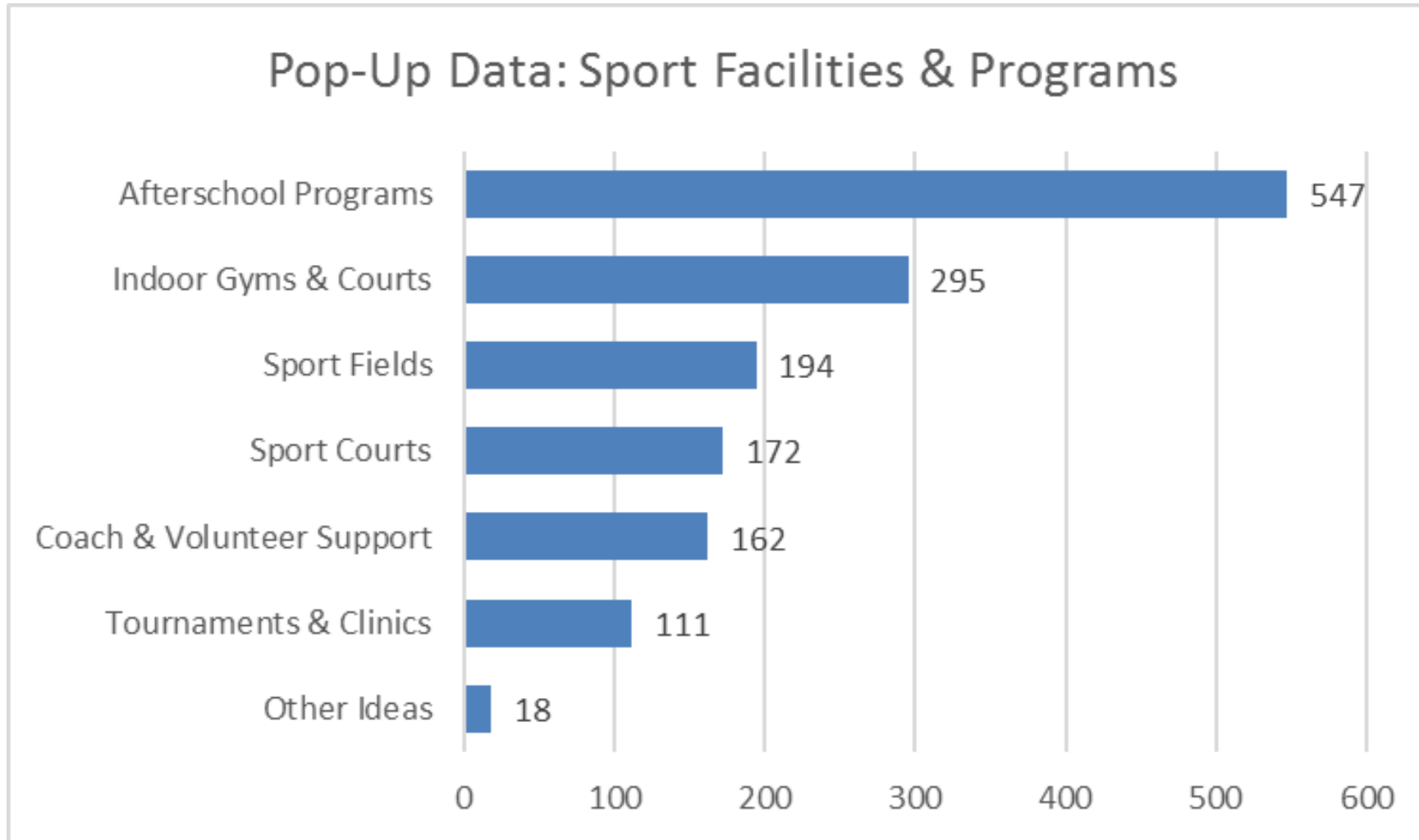


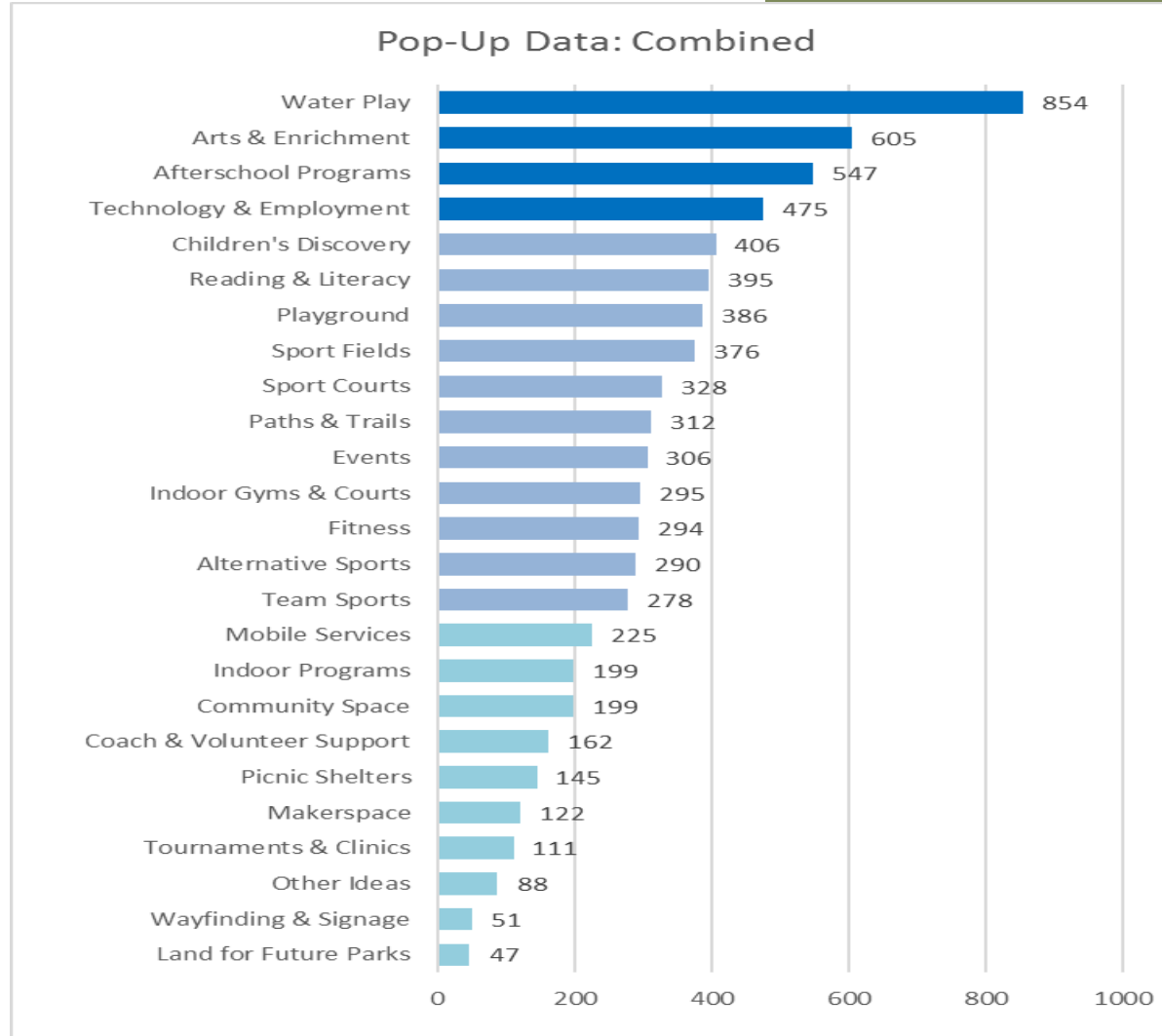
- Clean, safe, well-maintained facilities and spaces
- Arts/Enrichment Programs
- Fitness/Exercise Programs
- Welcoming Staff





- Youth/Afterschool Sports Programs
- Adult Leagues & Programs
- Indoor Gyms & Courts
- Sports Fields & Facilities
- Outreach/Communication







- Move to Priority Setting
- Steering Committee Developing Outreach Strategy for Next Phase of Outreach
- Draft Document- April/May
- Adoption of Plan- July 2018