

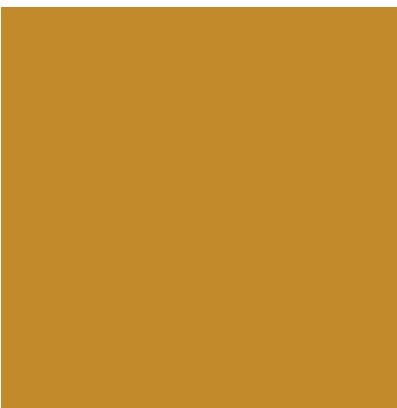


ALISAL Vibrancy Plan

PART OF VISIÓN SALINAS

COMMUNITY PROFILE

NOVEMBER 2017



Acknowledgements

Coming soon.....

Table of Contents

| | |
|-------------------------------------|----|
| 1. Introduction..... | 1 |
| 2. The People of the Alisal..... | 7 |
| 3. Land Use and Housing..... | 15 |
| 4. Community Character..... | 25 |
| 5. Quality of Life..... | 51 |
| 6. Health..... | 57 |
| 7. Economic Development..... | 71 |
| 8. Infrastructure and Mobility..... | 81 |

This page was intentionally left blank.



chapter one

INTRODUCTION

The Alisal Vibrancy Plan

Plan Overview

The Alisal community and the City of Salinas are undertaking an exciting planning process. Since 2013, residents and community organizers have advocated for a community-driven plan to ensure a bright future for East Salinas.

The Alisal is an eastern neighborhood in the City of Salinas, generally bounded by Highway 101 to the southwest, Madeira Avenue and St Augustine Drive to the northwest, E Alisal Street to the southeast, and Freedom Parkway to the northeast.

The purpose of the Plan is to communicate the collective vision of those who live and work in the Alisal and to implement community-created solutions for strengthening its neighborhoods.

The Alisal Vibrancy Plan is an opportunity to improve the quality of life for East Salinas families by creating a more vibrant, equitable, and healthy community in a way that builds upon the social and cultural wealth of the Alisal.

The Plan will be an action-oriented and comprehensive strategy for East Salinas, led by the community in close collaboration with the City. This plan is a first of its kind undertaking between the City of Salinas and the residents of East Salinas, who, with assistance from the Building Health Communities coalition, advocated for a plan of their own when the

City was drafting its Downtown Vibrancy Plan and Economic Development Element in 2013. Through relationship building and partnerships with residents, other community groups, City staff, and elected officials, City Council allocated the initial funding for a plan for the Alisal.

Through the Plan, the Alisal community will generate their vision for a thriving, safe, and sustainable future, and strategies for getting there.

Community participation and empowerment are critical to ensure the Plan is responsive to the Alisal's current and future needs. The City is committed to a public engagement process that builds the capacity of residents, businesses, and organizations to fully participate in the development of the Plan.

What We Want to Achieve

- Create a road map to a healthy and environmentally sustainable Salinas for all residents
- Confirm the community's vision for the future
- Commit additional resources in areas of historic disinvestment that are in alignment with the community's goals to ensure social equity
- Empower residents by building their capacity to fully collaborate in the development of the Alisal Vibrancy Plan
- Strengthen neighborhoods and create ladders of opportunity for residents
- Support the implementation of Economic Development Element actions at the neighborhood level
- Lay the foundation for collective action to transform the Alisal
- Continue to build the relationship between local government and the community by following the principles of Governing for Racial Equity

About this Report

Alisal Neighborhood Revitalization Strategy Area

Since 1993, the federal government's Department of Housing and Urban Development (HUD) recognized the Alisal as a Neighborhood Revitalization Strategy Area (NRSA). This special NRSA designation allows the City of Salinas to utilize funding for revitalization activities related to economic development, housing, and public service.

The Alisal Vibrancy Plan and this community profile report use the Alisal NRSA boundaries as the focus area.

Report Structure

This Community Profile presents a picture of the Alisal. It includes a snapshot of demographics, the urban landscape, and key issues in the community. This Profile is organized into short sections with complementary maps and graphics.

- Introduction
- The People of the Alisal
- Land Use and Housing
- Community Character
- Quality of Life
- Community Health
- Economic Development / Workforce
- Mobility and Infrastructure

We used local knowledge and past community input to select priority topics covered in this report.

The maps on the following two pages show an aerial photograph of the City of Salinas and the surrounding environment. The City and the Alisal are both highlighted on the map. You can see from this Alisal Contact Map that the City of Salinas is almost completely surrounded by agricultural lands.

The second map zooms into the Alisal Strategy Area. Both maps also highlight the Alisal Marketplace. While this grouping of

parcels is just outside the project boundary, its redevelopment will be integrated with the Alisal planning process. The Alisal Marketplace is a redevelopment project spearheaded by the City. More than 50 acres of land will be redeveloped into a mixed-use environment for:

- Residential
- Retail
- Services
- Commercial
- Office space
- Municipal use

While the Alisal Marketplace is technically outside of the Alisal plan area, it will be considered and integrated into Vibrancy planning conversations.

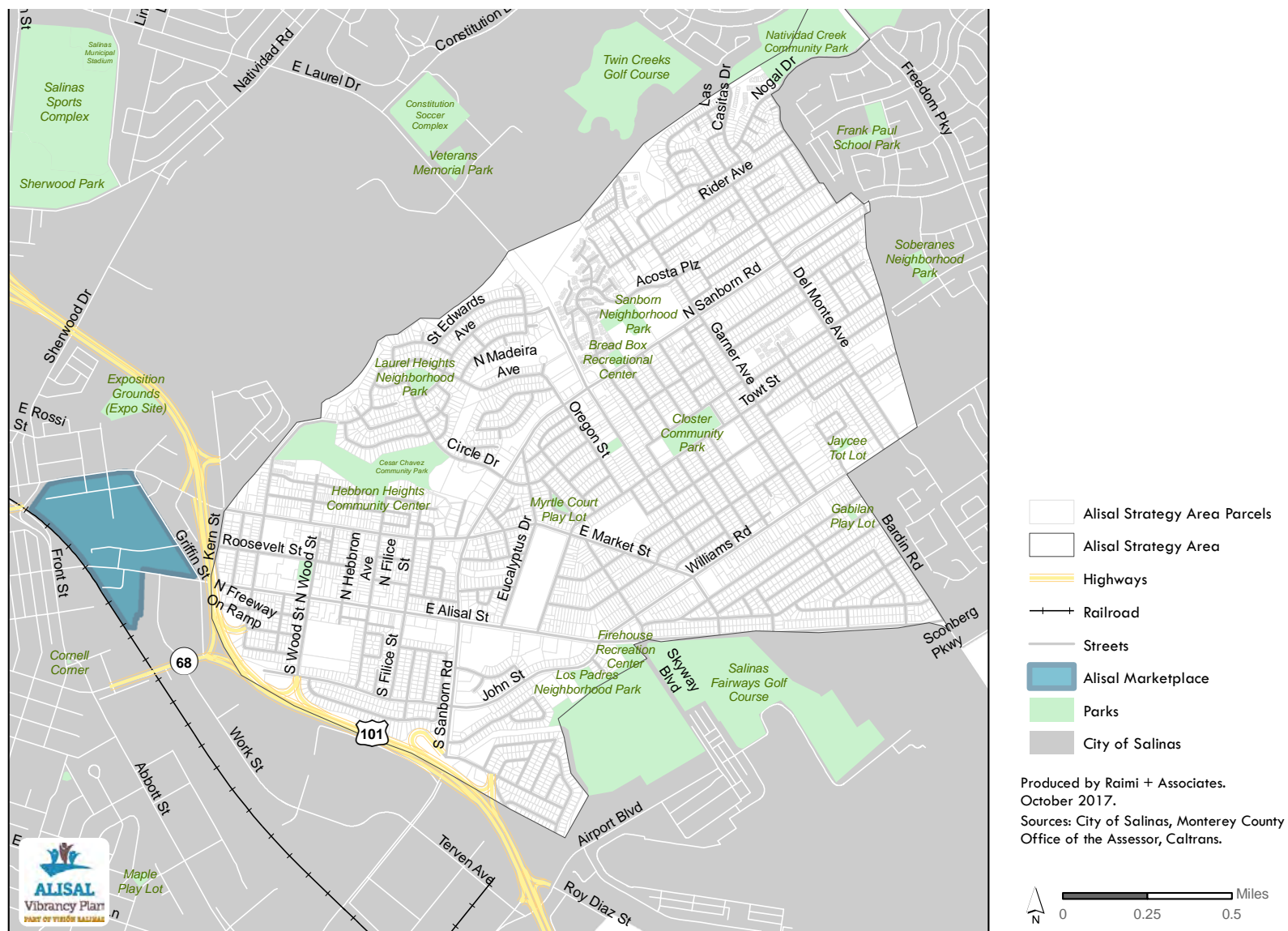
When possible, we mapped data and presented the summary data in tables and/or graphs with the City, Monterey County, and/or California as comparisons.

Additionally, the Alisal Vibrancy Plan Steering Committee and Working Groups discussed existing conditions data at a workshop on September 28, 2017. When appropriate, we included quotes from workshop participants to provide their interpretation of the data and Alisal's community conditions.

The Alisal in Context



Alisal Vibrancy Plan Area



Alisal History

In the early 20th century, Salinas was characterized by its transformation from a town into a small city. The railroad and agriculture played a formative role in the city's landscape and its growth. By the 1930s, the physical landscape of the City dramatically transformed with the arrival of diverse waves of immigrants, changes in agricultural production, and new economic opportunities.

Immigration shaped the expansion of Salinas to the east. The Alisal (Spanish for grove of Alder trees) became home to many migrants that lived in camps and trailers and worked in the local agricultural industry. While migrants were not always welcome, the Alisal included a diverse community of agricultural laborers. Migrants in the Salinas Valley included Dust Bowl refugees, Filipino field laborers, Japanese flower growers, Chinese and Korean merchants, Italian and Portuguese fisherman, and East Coast refugees. For many, the West held a dream of new opportunity. The diversity of Salinas made it a unique place to live, work, and organize.

Tensions between farm laborers and management led to strikes over work conditions and pay, but also the beginnings of California's first farm labor unions. At the neighborhood scale, the development of an East Salinas Improvement Club in 1938 led to a beautification movement that included building sidewalks, planting trees, and improving both housing and sewage in the

Alisal. By 1940, the Alisal also included a branch of the Monterey County Free Libraries. The City of Salinas was incorporated in 1874, while the Alisal remained unincorporated until 1963. Even after incorporation, improvements seldom arrived to the new east side of town.

The war effort in the 1940s took many young men in uniform away from the City. At that time many fieldhands came to the Alisal from Mexico through the Bracero program. Following the war, a wave of state and federal funding went toward Highway 101, a public works plan, and a parks and recreation plan.

Many of the investments focused on downtown, transforming the look and feel using modern design. Phillip Tabera, longtime Alisal resident, professor, and Salinas Union High School District board member, remembers the highly racialized separation between the land allotments: "In the 30's or 40's, there was a city ordinance that said if you were colored, that you couldn't cross the 101 bridge on Sundays. And if you were caught, you were brought back to the east side." The

separation of the Alisal from Salinas was not only a geographic barrier, but a political hurdle for change.

In the Alisal, political representation did not increase and neither did economic opportunity. Public Works Director Petersen, who came into his position in 2005, describes: "When the East Side became incorporated in the 1960s, it hadn't really been planned. The City has never really had the resources to make all the necessary changes." Its oversight fell on Monterey County, whose codes generally weren't as strict as the City codes. Massive overcrowding occurred, the streets were not laid out properly, lighting was poor, and maintenance was neglected. The differences between Salinas and Alisal became strikingly obvious.

Over the last few years, the City has invested in Alisal infrastructure upgrades and programs. This Plan will continue to pave the way towards improved physical, social, and economic community conditions.





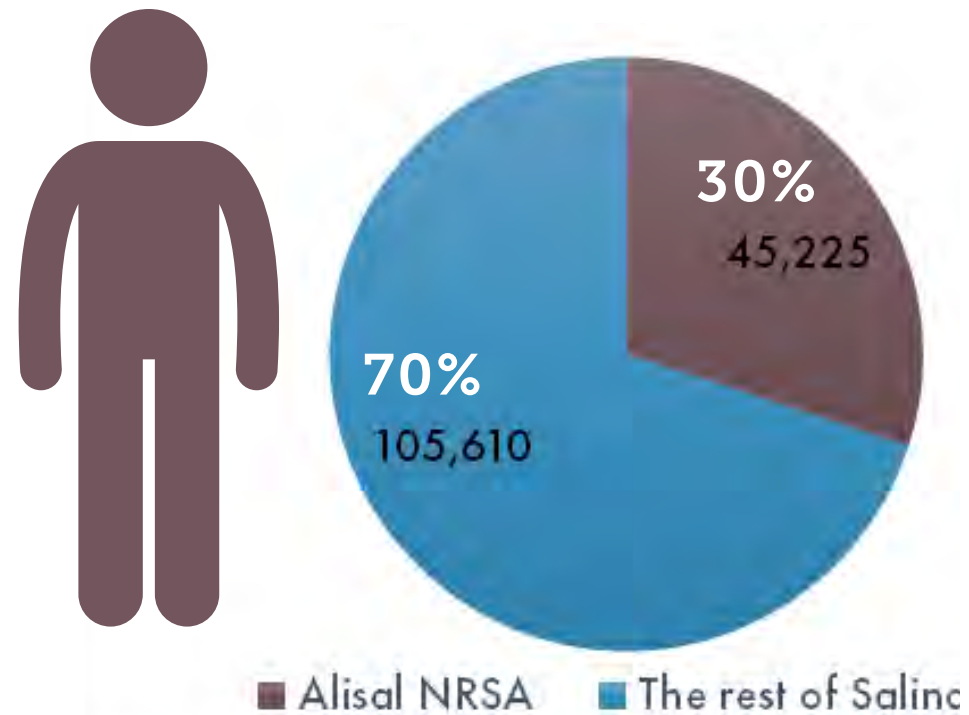
chapter two

THE PEOPLE OF ALISAL

Population

Salinas is home to 150,835 people. Approximately 45,225 (30%) of Salinas' residents live in the Alisal. While the population in Salinas increased by 5.4% in the period between 2000-2010, the Alisal population declined by 8.8% in the same period.

30% of Salinas' total population lives in the Alisal.



Source: American Community Survey, 2011-2015

Note: The 2000 Census block groups for the Alisal NRSA do not correspond exactly to the updated NRSA boundary. The 2000 block groups include a small residential area that is not included in the 2010 block groups. The reduction in population is reflected across the entire area and are not due to the changed boundary.

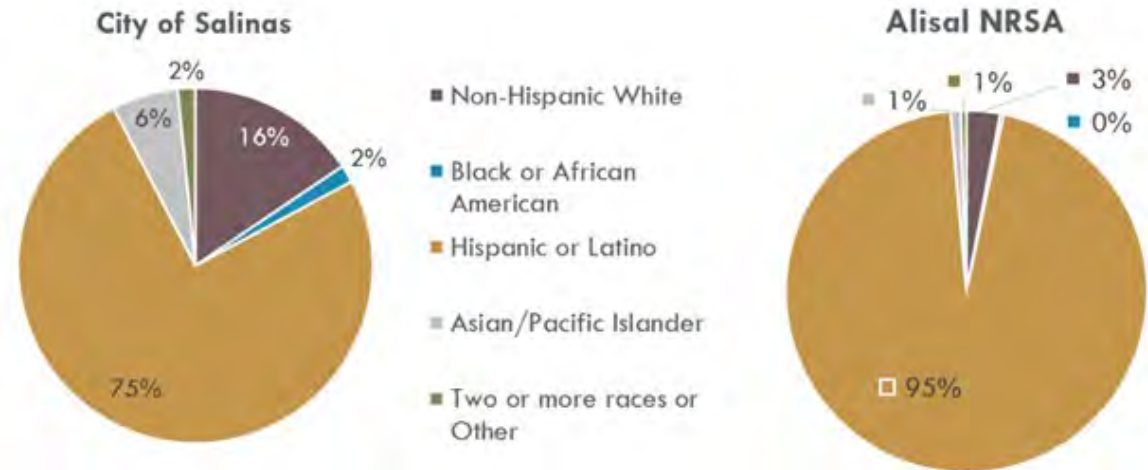
Source: Bureau of the Census, 2000 and 2010.

"Population census data is wrong. People are scared to admit how many people live in their homes especially if some family members are undocumented immigrants."

-Alisal resident

Race/Ethnicity

The racial composition of residents in the Alisal is predominantly Hispanic/Latino (95%), followed by Non-Hispanic White (3%) and Asian/Pacific Islander (1%). The Latino share of the population is much higher than in the City overall, where 75% of all residents identify as Hispanic/Latino, 16% identify as Non-Hispanic White, 6% identify as Asian/Pacific Islander, and 2% identify as Black or African American.



Source: American Community Survey (ACS), 2009-2013

Language

Close to 90% of Alisal residents over the age of five speak Spanish at home compared with 64% of residents citywide. Among Spanish speakers in the Alisal area, 62% speak English "less than very well." Linguistic isolation can hamper access to employment, transportation, medical and social services, public participation, and schooling.

Source: ACS, 2009-2013.



Income and Poverty

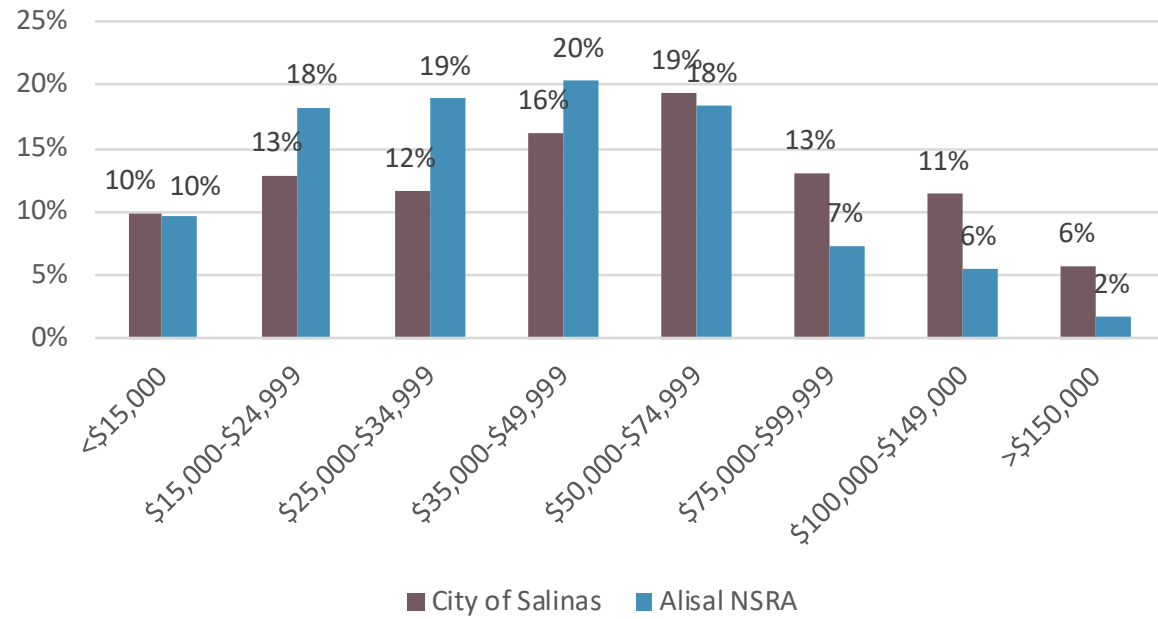
Almost half of Alisal households (47%) have total annual incomes BELOW \$35,000.

Only 15% of Alisal households have an annual income of \$75,000 or higher, compared to 30% of households across Salinas.

In the Alisal NRSA, a third of residents (33%) live in poverty. In contrast, 21% of Salinas residents live in poverty. In two areas of the NRSA, more than 40% of residents live in poverty. The highest concentration of Alisal NRSA residents in poverty live east of Garner Avenue and along Alisal Avenue, between North Madera Avenue and North Sanborn Road.

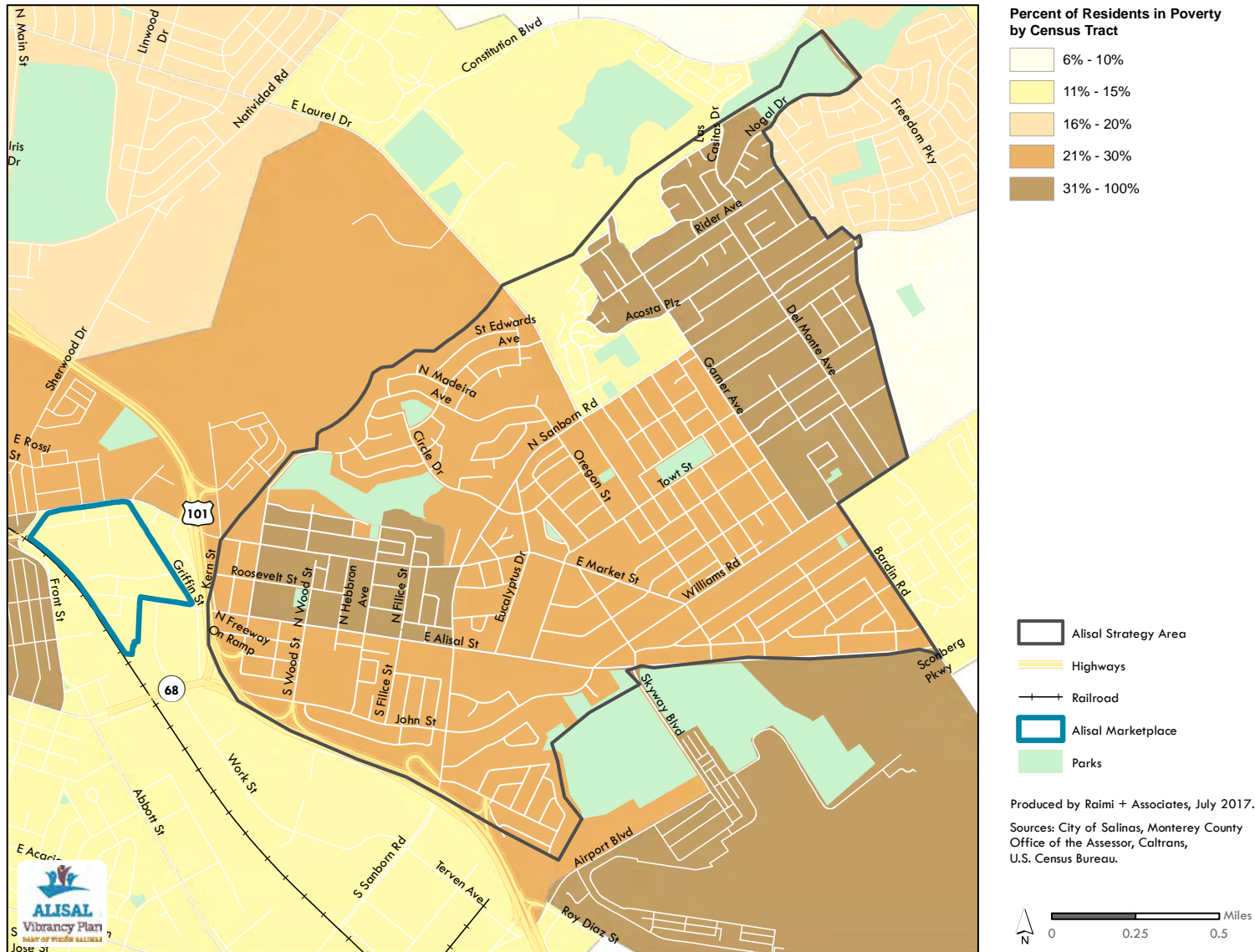
1/3 of all residents in the Alisal live in poverty.

Household Income Distribution



Source: American Community Survey, 2009-2013.

Percent of Residents in Poverty



Age Distribution

The age distribution of Alisal residents is similar to the rest of the City of Salinas. Half of Alisal residents are under 25 years old. Almost one-third of Alisal residents are between 25 and 44 years old. Only 10% of Alisal residents are 55 or older, compared to 15% of Salinas residents.

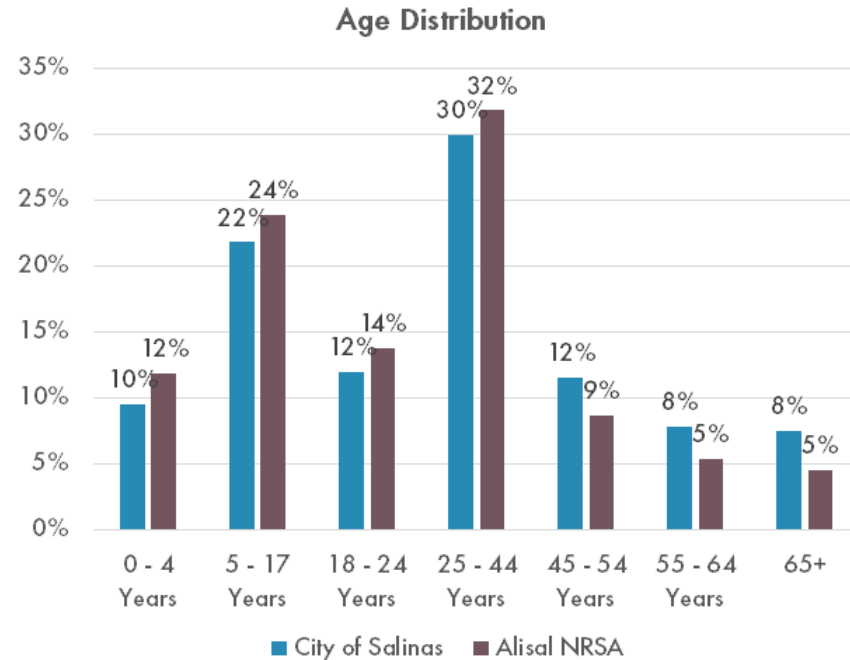
Household Type

Most households in Alisal (70%) are families with children. This is significantly higher than Salinas overall, where families with children represent 46% of households.

Single-parent households often require special consideration and assistance as a result of their greater need for affordable housing, as well as accessible day care, health care, and other supportive services. In the Alisal NRSA, 23% of families with children were headed by single parents.

Although Alisal has a lower proportion of senior residents compared to Salinas, 17% of households in Alisal have at least one household member who is 65 or older.

70% of Alisal households have children.



Source: Bureau of the Census, 2010

"It's true that a majority of the population is young, but there aren't spaces for them to play and enjoy."

- Alisal resident

| Household Type | City of Salinas | Alisal NRSA |
|--------------------------------------|-----------------|-------------|
| Families | 78% | 89% |
| Families with Children | 46% | 70% |
| Married Families With Children | 32% | 47% |
| Male Headed Families with Children | 5% | 9% |
| Female Headed Families with Children | 10% | 14% |
| Non Family Households | 22% | 11% |

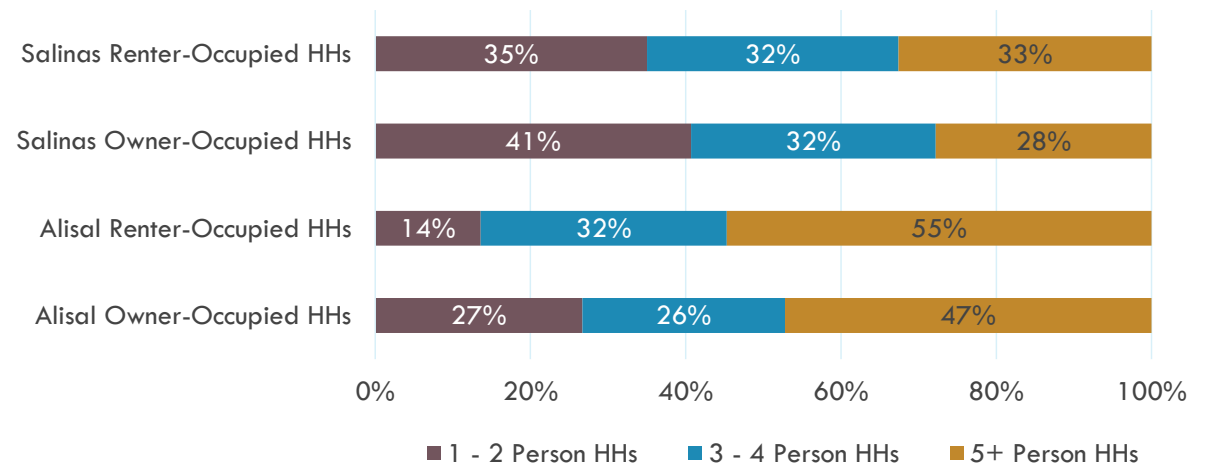
Household Size

The majority of households in the Alisal NRSA (52%) include five or more members. Households with five or more members are considered large households. These households are usually families with two or more children or families with extended family members such as in-laws or grandparents. It can also include multiple families living in one housing unit in order to save on housing costs.

Less than 20% of Alisal households are made up of one or two people, compared to 38% of households in Salinas. Larger households in Alisal tend to be renter-occupied.

More than **half** of the households in the Alisal have **five or more** people, compared to less than a third of the households citywide.

Household Size by Tenure (Salinas vs. Alisal)



| Household (HH) Size | Alisal NRSA | | | City of Salinas | | |
|---------------------|--------------------|---------------------|---------|--------------------|---------------------|---------|
| | Owner-Occupied HHs | Renter-Occupied HHs | All HHs | Owner-Occupied HHs | Renter-Occupied HHs | All HHs |
| 1 - 2 Person HHs | 26.7% | 13.6% | 17.8% | 40.7% | 35.0% | 37.6% |
| 3 - 4 Person HHs | 26.1% | 31.7% | 29.9% | 31.5% | 32.4% | 32.0% |
| 5+ Person HHs | 47.2% | 54.7% | 52.3% | 27.8% | 32.6% | 30.4% |

Source: Bureau of the Census, 2010.

This page was intentionally left blank.



chapter three

LAND USE & HOUSING

Existing Land Use

Land use involves the management and modification of the natural and built environment. City planners maintain maps that document existing land use by parcel to track how existing uses align with the city's desired uses.

The Alisal NRSA is approximately 1,688 acres or 2.64 square miles in size. The following tables and maps show the Alisal Strategy Area and Alisal Marketplace's existing land use. The total acreage in the tables excludes streets and right-of-ways. The predominate uses in the area are residential and institutional, further described below:

- Almost half the Plan area is composed of single-family residential neighborhoods
- Multifamily housing makes up another 22% of the land area
- 16% of the area is institutional (schools and other public facilities)
- Commercial areas make up less than 8% of the area and are concentrated along E Alisal Street, E Market Street, and parts of N Sanborn and Williams Road

The Alisal Marketplace is approximately 60 acres in size. The majority of the land area is industrial (41%), with the remaining parcels split between commercial (33%) and institutional (22%) uses.

Existing land use: Alisal Strategy Area

| Existing Land Use | Acres | Percent of Total |
|------------------------------------|-------|------------------|
| <i>Residential (Single-Family)</i> | 629.0 | 48.3% |
| <i>Residential (Multi-Family)</i> | 284.4 | 21.8% |
| <i>Institutional</i> | 208.7 | 16.0% |
| <i>Commercial</i> | 99.6 | 7.7% |
| <i>Miscellaneous</i> | 49.0 | 3.8% |
| <i>Unidentified Use</i> | 11.9 | 0.9% |
| <i>Agricultural</i> | 7.7 | 0.6% |
| <i>Industrial</i> | 5.9 | 0.5% |
| <i>Rural</i> | 5.8 | 0.4% |

Existing land use: Alisal Marketplace

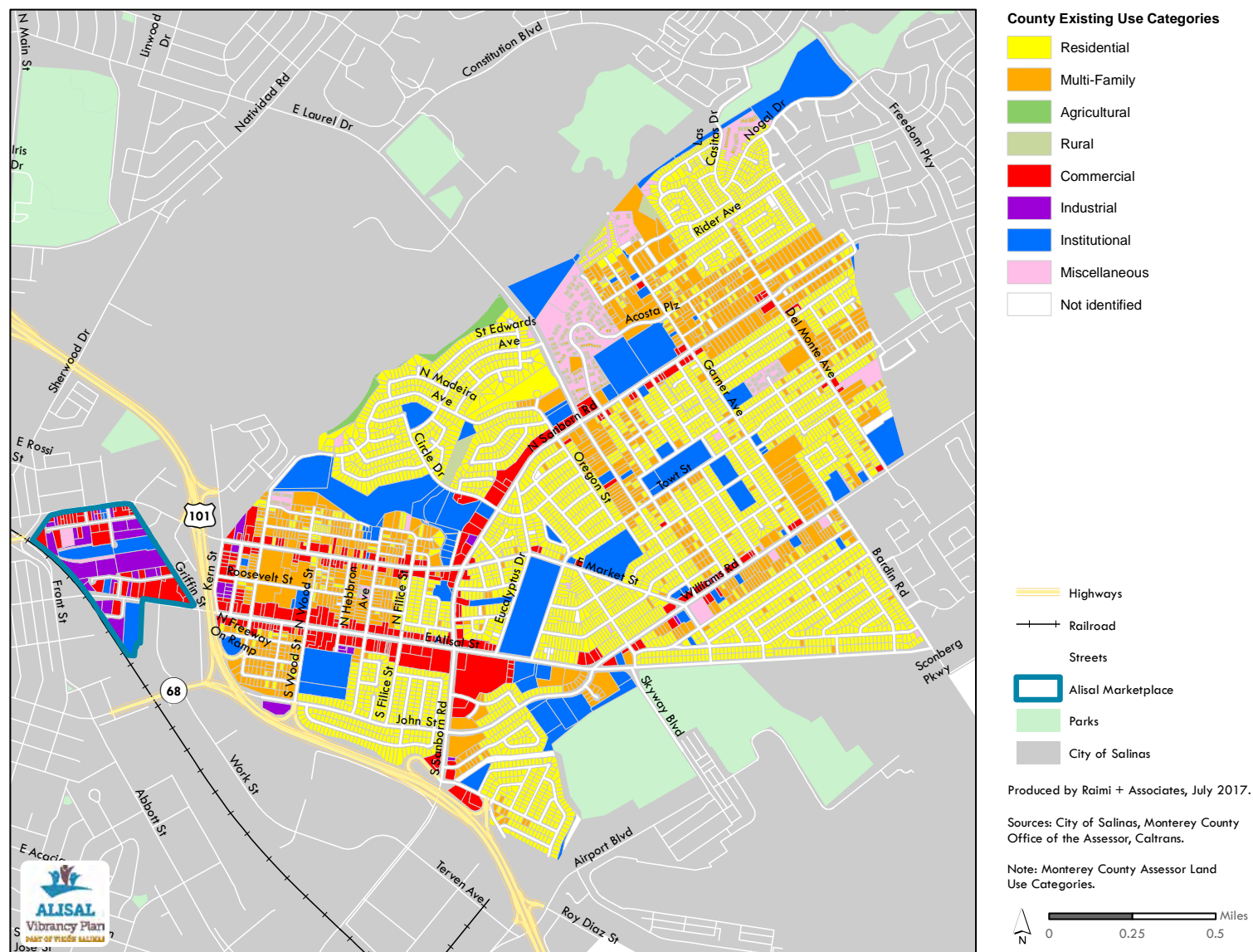
| Existing Land Use | Acres | Percent of Total |
|-------------------------|-------|------------------|
| <i>Industrial</i> | 23.0 | 40.5% |
| <i>Commercial</i> | 18.8 | 33.1% |
| <i>Institutional</i> | 12.4 | 21.8% |
| <i>Miscellaneous</i> | 2.6 | 4.6% |
| <i>Unidentified Use</i> | 0.004 | 0.0% |

Age of Buildings

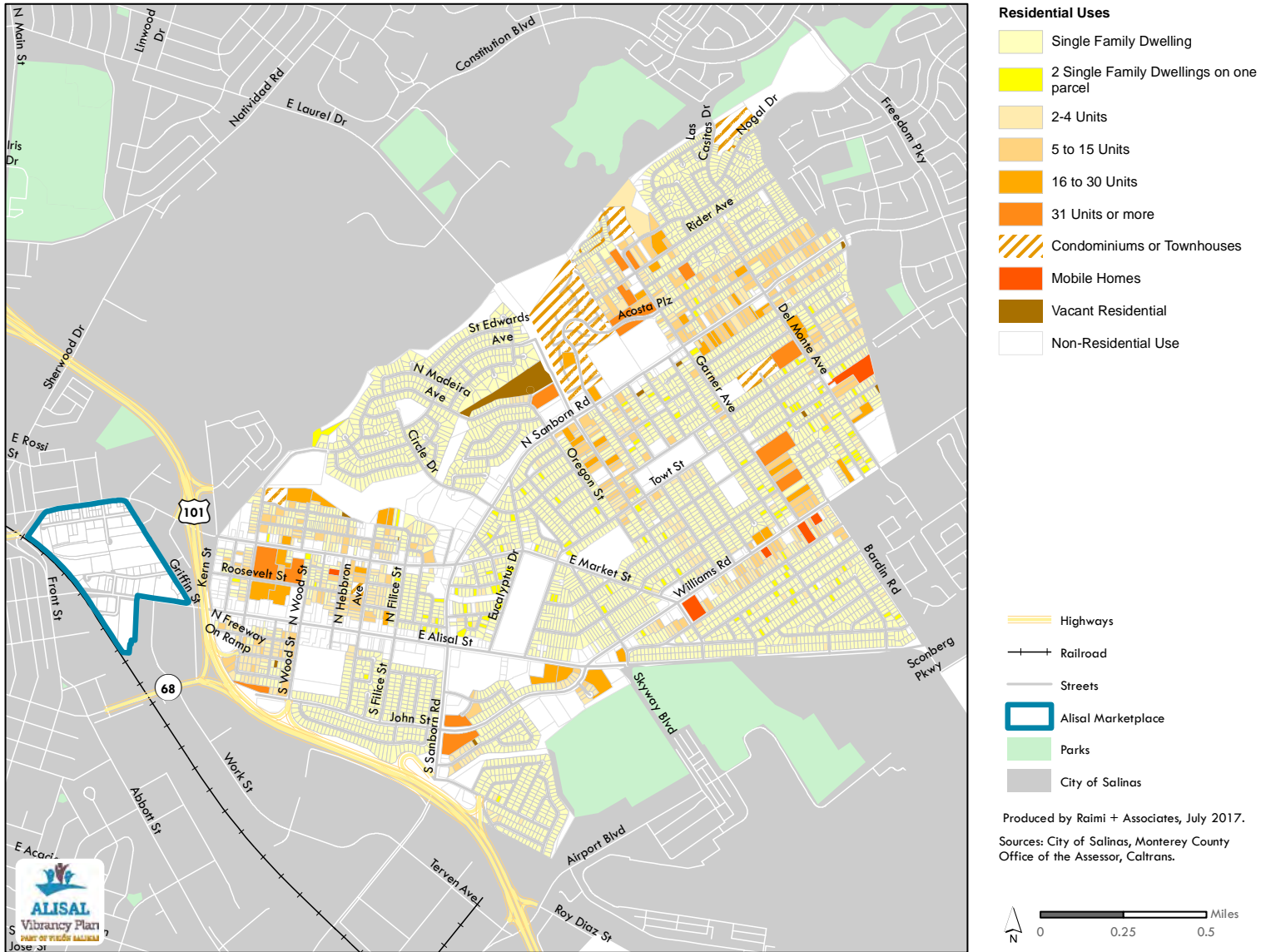
The oldest structures in the Alisal were built pre-1940 and they are primarily located in the southwest portion of the area. The majority of homes in the Alisal were built in the 1940s and 1950s. There are two distinct clusters of homes built in the 1960s and 1970s in the northeast tip of the Alisal and surrounding Laurel Park. Very few structures in the Alisal were built after 2000.



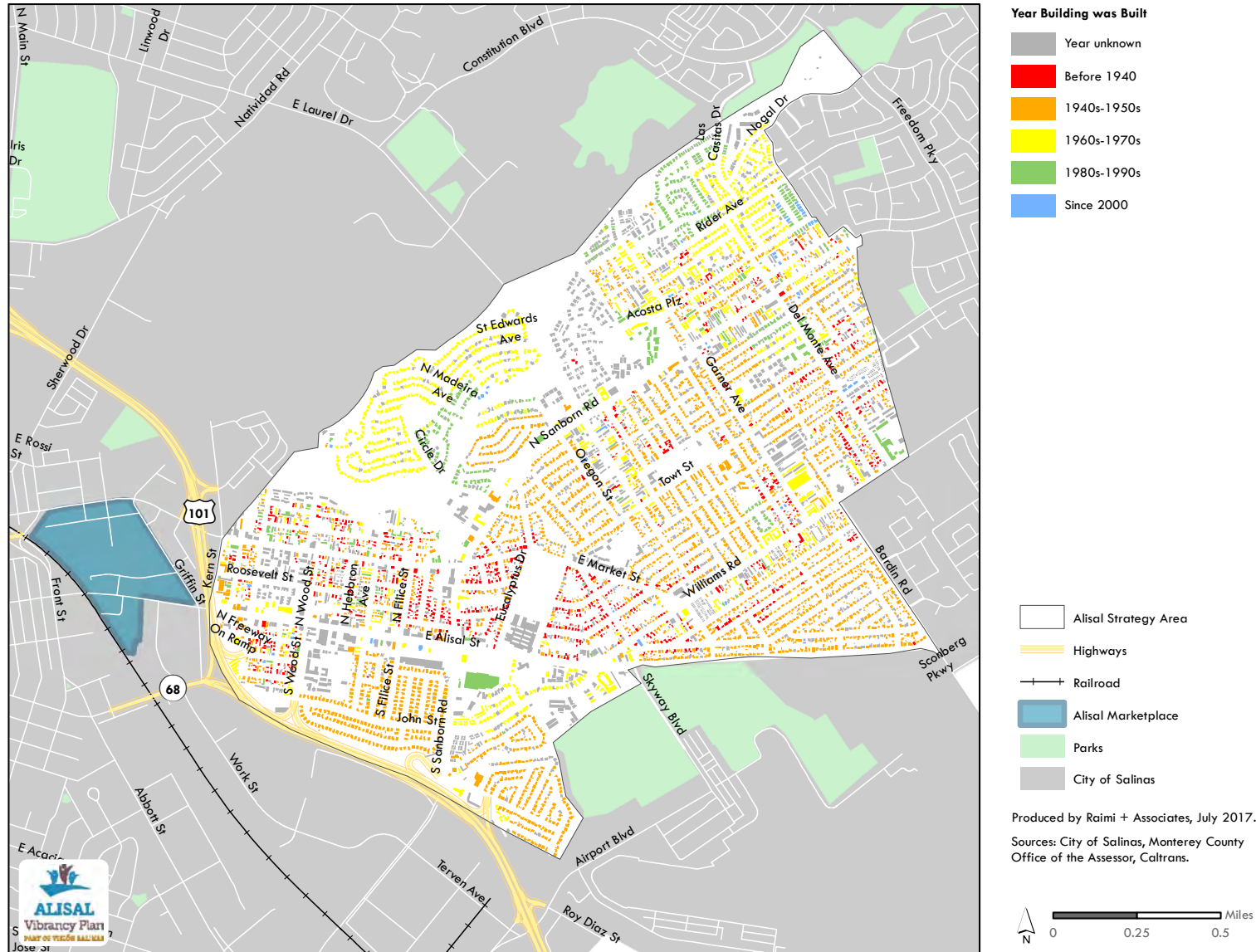
Existing Land Use



Existing Residential Land Uses



Age of Buildings



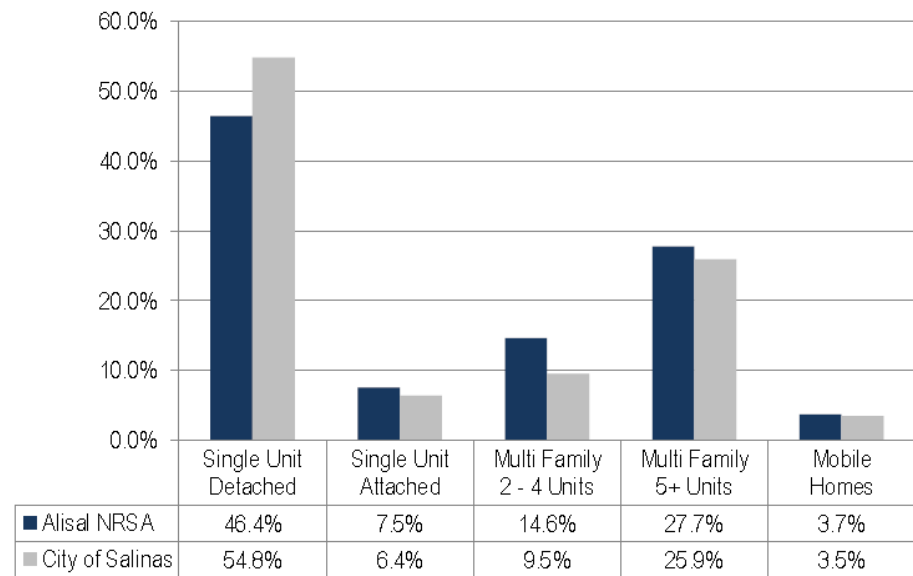
Housing Stock

Almost half (46%) of the residential land in the Alisal consists of single family detached homes. This is slightly lower than the City of Salinas, at 55%. The majority of multi family housing stock in the Alisal are apartments and condos with more than 5 units. Alisal has a higher percentage of two-to-four unit multi family developments (15%) than the City overall (10%).

Housing Tenure

Compared to the City, the Alisal NRSA has more multifamily housing. Correspondingly, there is a higher proportion of renter-households in the NRSA compared to the City as a whole. Approximately 68% of households in Alisal are renter-occupied while 32% of households are owner-occupied (compared to 45% and 55%, respectively, in the City of Salinas). Citywide, a substantial income and housing disparity exists between owner and renter households. HUD data indicate that Salinas renters are more likely to be lower and moderate income and are more likely to experience housing problems such as cost burden and substandard housing conditions.

Housing Unit Types (Alisal vs. Salinas)



Source: American Community Survey, 2009-2013

| Housing Unit Type | Number of Residential Parcels | % of Residential Parcels |
|---|-------------------------------|--------------------------|
| Single Family Homes | 3880 | 73.3% |
| 2 Single Family Homes on One Parcel (238 Units Total) | 126 | 2.4% |
| Townhome or Condo | 518 | 9.8% |
| 2 Units | 243 | 4.6% |
| 3 or 4 Units | 248 | 4.7% |
| 5 to 15 Units | 201 | 3.8% |
| 16 to 30 Units | 41 | 0.8% |
| 31 or More Units | 16 | 0.3% |
| Mobile Home Parks (178 Units Total) | 6 | 0.1% |
| Vacant Residential | 11 | 0.2% |

Source: City of Salinas existing land use data.

Population + Housing Density

Population density is calculated as the number of people per square mile. Housing unit density is the number of housing units (e.g., houses, apartment units, mobile homes, etc.) in a given area (usually per acre or square mile). The Alisal has low housing density as a result of a predominantly single family house pattern of development, but high population density because of large household sizes, and in some cases, overcrowding. The Alisal's population density is 17,975 persons per square mile; more than twice the population density of the City of Salinas (6,500 persons per square mile). Population density appears highest in the southwestern and northeastern parts of Alisal.

The Alisal NRSA has 2.8 times the population per square mile compared to the City, but it only has 2.1 times as many housing units per square mile compared to the City as a whole.

Population Density and Housing Unit Density Comparisons

| City | Population Density (Persons per Sq Mile) | Housing Density (Units per Square Mile) |
|-----------------------|---|--|
| <i>Manhattan, NYC</i> | 69,468 | 37,345 |
| <i>Alisal</i> | 17,975 | 3,782 |
| <i>San Francisco</i> | 17,246 | 7,421 |
| <i>Los Angeles</i> | 8,092 | 2,813 |
| <i>Salinas</i> | 6,480 | 1,837 |
| <i>Fresno</i> | 4,098 | 1,525 |
| <i>Seaside</i> | 3,523 | 1,160 |

Overcrowding

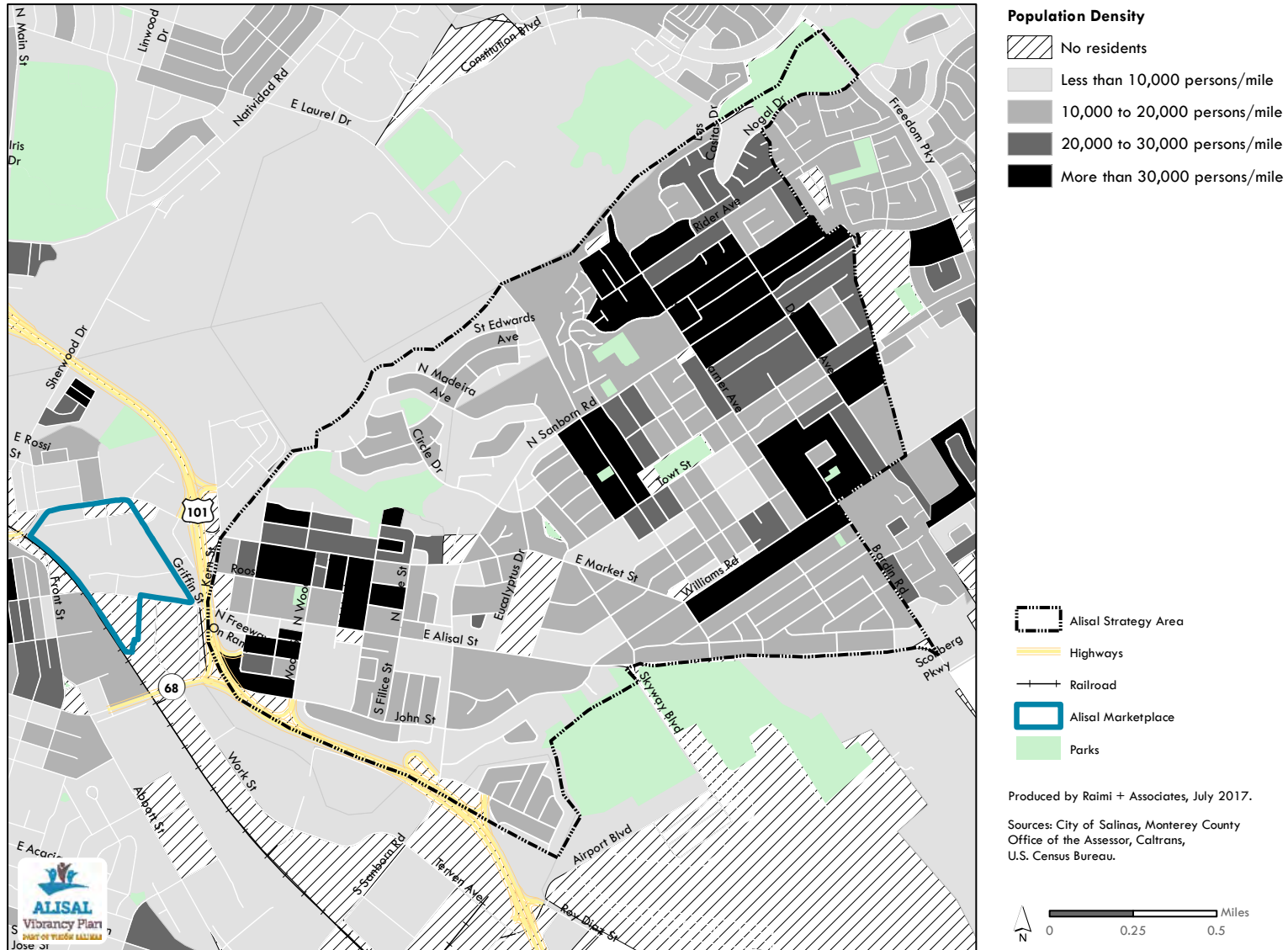
Households in the Alisal NRSA are twice as likely to live in overcrowded conditions compared to households in Salinas overall. Renter households are the most likely to live in overcrowded conditions. Nearly half of renter households in the Alisal (45%) have at least one occupant in each room within their housing unit, compared to 24% of renter households in Salinas. That said, owner-occupied households in Alisal are also more likely to be overcrowded than in Salinas (18% in Alisal compared to 10% in Salinas).

“How do we solve this overcrowding issue without displacing people from their homes?”

- Alisal resident

Alisal households are twice as likely to live in overcrowded conditions compared to households in Salinas

Population Density



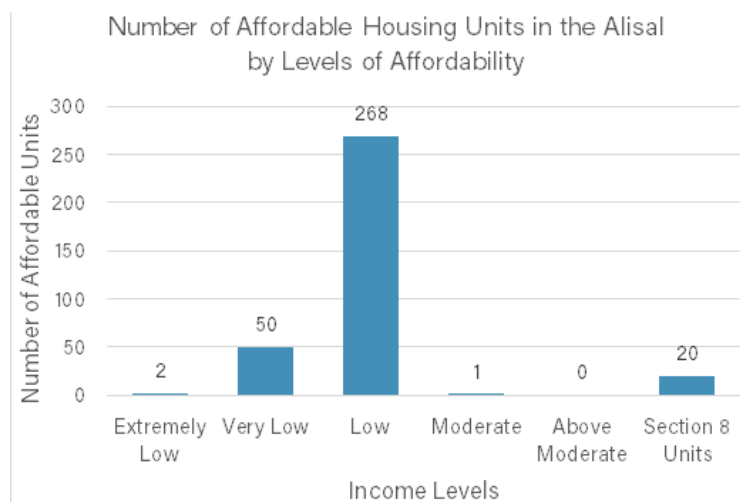
Affordable Housing

Alisal NSRA contains a substantial number of affordable housing developments, with a total of 589 units. Affordable and public housing units in Alisal account for over a quarter of all affordable units in the City of Salinas. Approximately 54% of the County's Housing Authority units are located in Alisal. While the City of Salinas contains 2,287 affordable units, this number does not come close to meeting citywide needs. As of January 2015, there were 4,235 households on the waiting list for public housing (citywide).

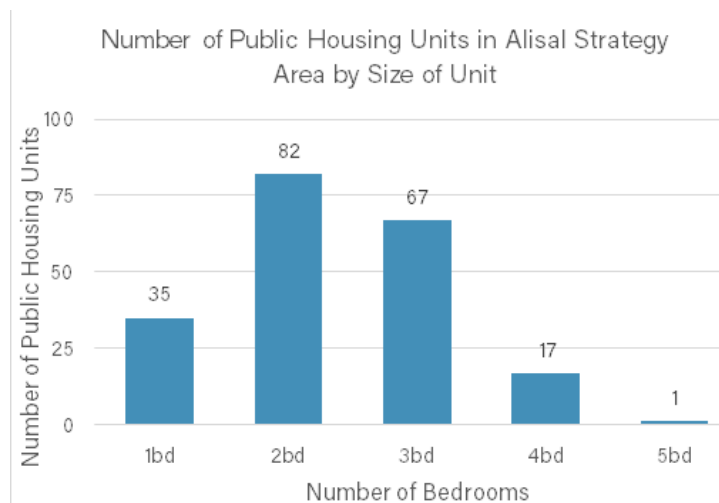
Of affordable units within Alisal, the majority are two and three-bedroom units designated for households at the "low" income level of affordability (50% of Area Median Income). Public and affordable housing units are predominately located around Alisal Marketplace and in the northeastern part of the community.

| | Salinas | Alisal | % within Alisal |
|--------------------------|--------------|------------|-----------------|
| Affordable Housing Units | 1,915 | 387 | 20% |
| Public Housing Units | 372 | 202 | 54% |
| Total | 2,287 | 589 | 26% |

Source: City of Salinas

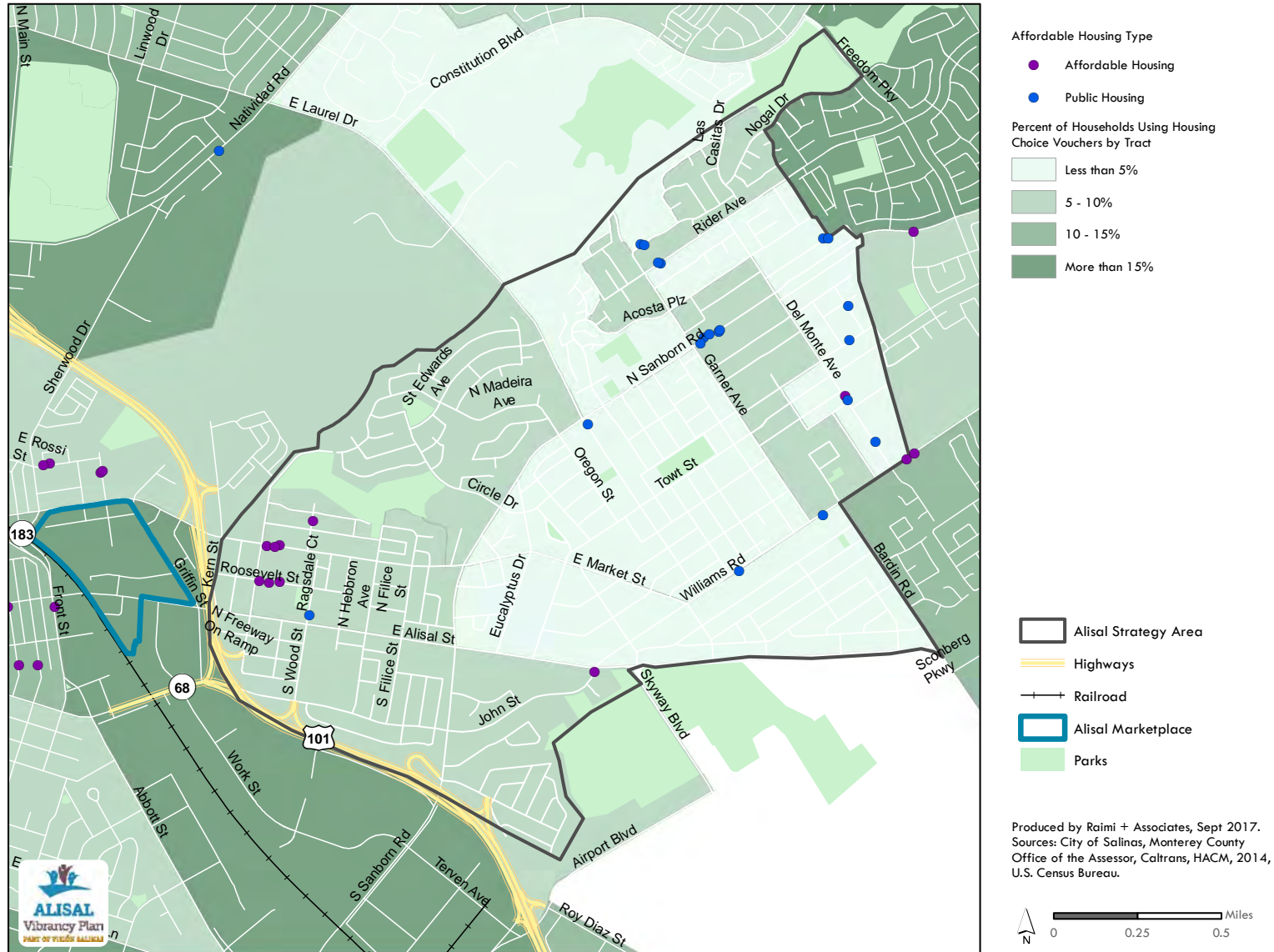


Source: City of Salinas



Source: City of Salinas

Public and Affordable Housing and Housing Choice Vouchers





chapter four

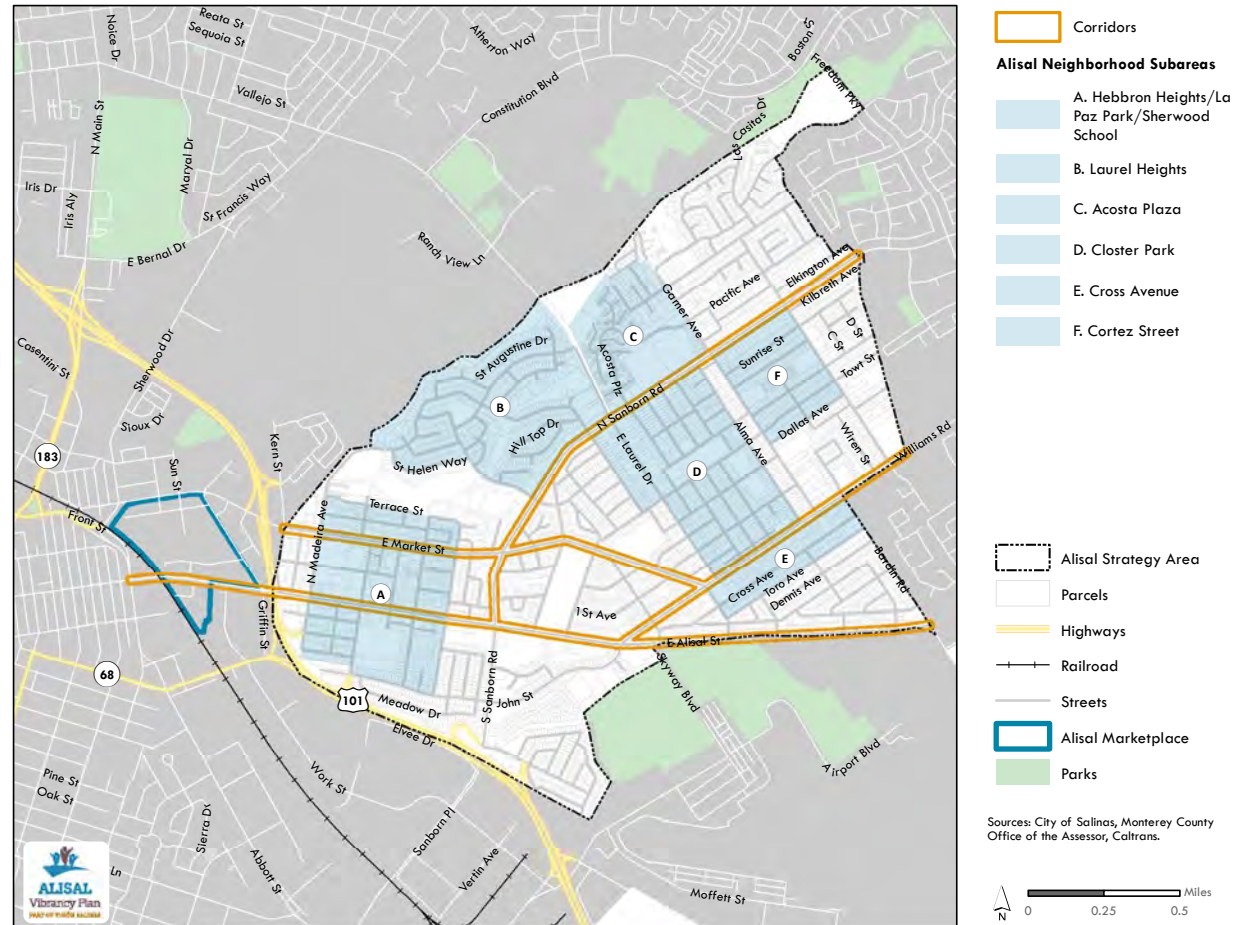
COMMUNITY CHARACTER

Introduction

The community character of the Alisal Vibrancy Plan Area is made up of many neighborhoods, which are physically defined and linked together by four prominent street corridors. Community character refers to the quality of a neighborhood or area based on built and natural features that contribute to the area's identity, such as land uses (e.g., residential, commercial, public facilities, and parks/open space), development densities, building types, streetscape features, and roadway configurations.

This chapter focuses on four corridors and six distinct neighborhood subareas. The Alisal Vibrancy Plan project will give special attention to the East Alisal Street corridor. This chapter also provides an overview of the character along three secondary corridors: Sanborn Road, Market Street, and Williams Road.

Additionally, community character is described for six neighborhood subareas: Hebbro Heights/La Paz Park/Sherwood School, Laurel Heights, Acosta Plaza, Closter Park, Cross Avenue, and Cortez Street.



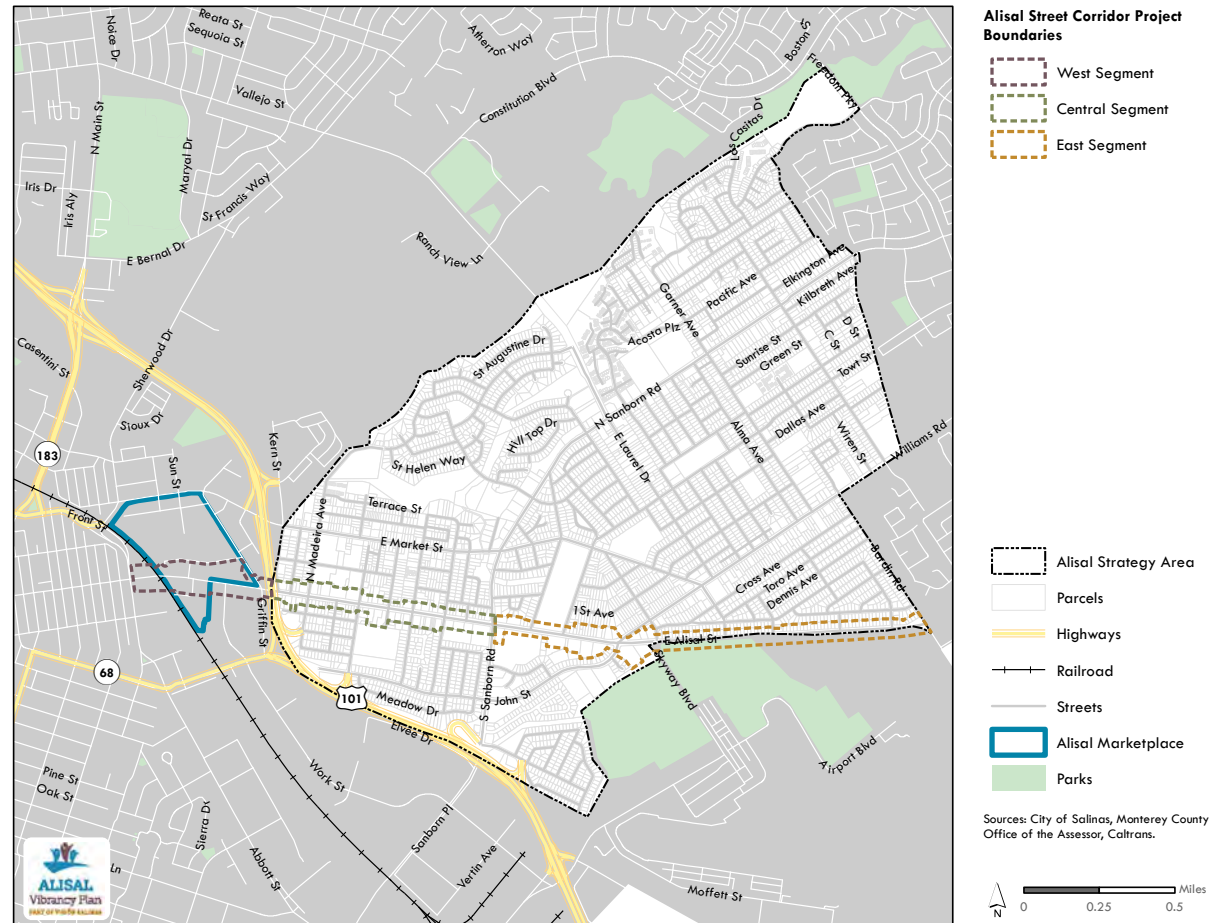
The Alisal area's community character is made up of many neighborhoods, which are physically defined and linked together by four prominent street corridors. East Alisal Street is the primary east-west corridor and will be an important focus in the Alisal Vibrancy Plan project.

East Alisal Street Corridor

- **Land Uses.** The East Alisal Street Corridor extends from Front Street to Bardin Road along E. Alisal Street. Moving from west to east, land uses transition from light industrial to retail, commercial, and public facilities, to detached single-family residential.
- **Public Transit.** Monterey-Salinas Transit (MST) buses serve this corridor, providing amenities such as benches and bus shelters in certain areas.
- **Streetscape.** The street is generally well-lit with new LED lights, but there is inconsistent tree coverage along the corridor. Areas with tree cover are more inviting than others.

The corridor can be divided into three distinct segments, which are described in further detail in the following pages:

- **West Segment: Front Street to Highway 101.** A mix of light industrial, auto-related, and retail uses.
- **Central Segment: Highway 101 to Sanborn Road.** Primarily retail uses such as restaurants, supermarkets and other commercial uses, but also includes schools.
- **East Segment: Sanborn Road to Bardin Road.** Miscellaneous commercial uses, restaurants, churches, and a supermarket are located between South Sanborn Road and Skyway Boulevard, while single-family residences are located along the north side between Skyway Boulevard and Bardin Road, facing parks, a college and agricultural land on the north side of the corridor.



East Alisal Street Corridor: West Segment

Urban Form



Streetscape Amenities



Building Footprints

Streetscape Amenities

- Bus Stops
- Streetlights
- Existing Tree Cover

Corridor Project Boundary

Parcels

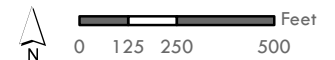
Highways

Railroad

Alisal Marketplace

Parks

Sources: City of Salinas, Monterey County Office of the Assessor, Caltrans.



The west segment has a relatively low development density due to its primarily industrial, auto-related, and retail uses. Streetscape amenities along this corridor segment are limited.



This shopping center at Work Street has anchor uses and is serviced by a bus stop.



Light industrial uses include auto repair and tire installation shops.

West Segment Front Street to Highway 101

- Consists of a mix of light industrial, auto-related, and retail uses.
- The majority of buildings are single-story auto-oriented uses, including large-scale shopping centers, set back from the street with parking lots in the front setbacks. In addition, many buildings have entrances facing away or perpendicular to the street.
- Auto-oriented uses are focused primarily near Highway 101, while buildings are generally closer to the street around Front Street and the railroad tracks.
- The undercrossing beneath the railroad tracks serves as a barrier separating the corridor into two areas of different character.



In front of this auto-oriented commercial building, pedestrian amenities on the street include landscaping and seating.



Proximity to Highway 101 supports auto-oriented uses such as gas stations.

East Alisal Street Corridor: Central Segment

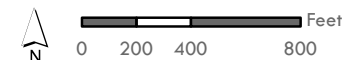
Urban Form



Streetscape Amenities



Sources: City of Salinas, Monterey County Office of the Assessor, Caltrans.



The central segment has primarily retail uses. The majority of commercial buildings directly face the sidewalk and are of older construction.



The majority of commercial buildings along the corridor are of older construction, single-story, have brick and stucco facades, and are simple in massing with minimal architectural detail.



Most storefronts have awnings and signs that are prominent, but not visually consistent. Signage is the main visual characteristic.



Newer commercial buildings are limited, but have more variation in materials and architectural details with landscaping in the front.



Auto-oriented buildings located near the Wood Street/ East Alisal Street intersection with a parking lot in the front setback.

Central Segment Highway 101 to Sanborn Road

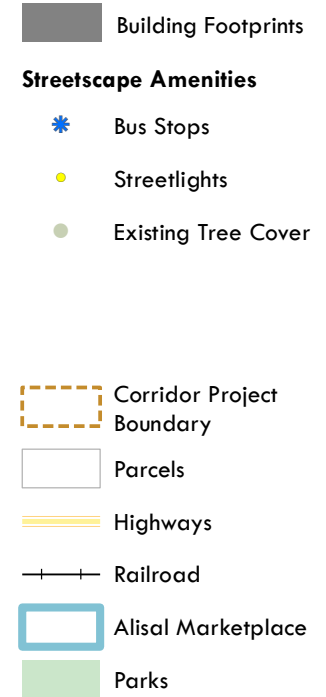
- Consists of primarily retail (e.g., restaurants and supermarkets), schools, and other commercial uses.
- Buildings typically face directly onto the sidewalk, with parking located at the side or rear.
- Buildings located near major intersections have parking lots in the front setback which create large gaps between buildings and inactive frontages along the sidewalk.
- Newer buildings are typically set back with parking between the building and street.
- A high level of pedestrian activity in this section creates a sense of vitality.

East Alisal Street Corridor: East Segment

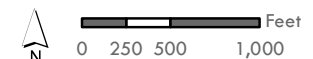
Urban Form



Streetscape Amenities



Sources: City of Salinas, Monterey County Office of the Assessor, Caltrans.



The east segment has a variety of land uses including commercial, agricultural, recreational, and residential. Residential areas primarily consist of single-family houses on small parcels.



Salinas Fairway Golf Course fronts the south side of the street for approximately 1/4 mile.



Many buildings are single-family residences oriented towards the street, which maintain a shallow setback from the street. Most houses are well maintained and show evidence of owner pride.



Agricultural uses front the south side from the golf course to Bardin Road. Hartnell College can be seen behind the agricultural fields.



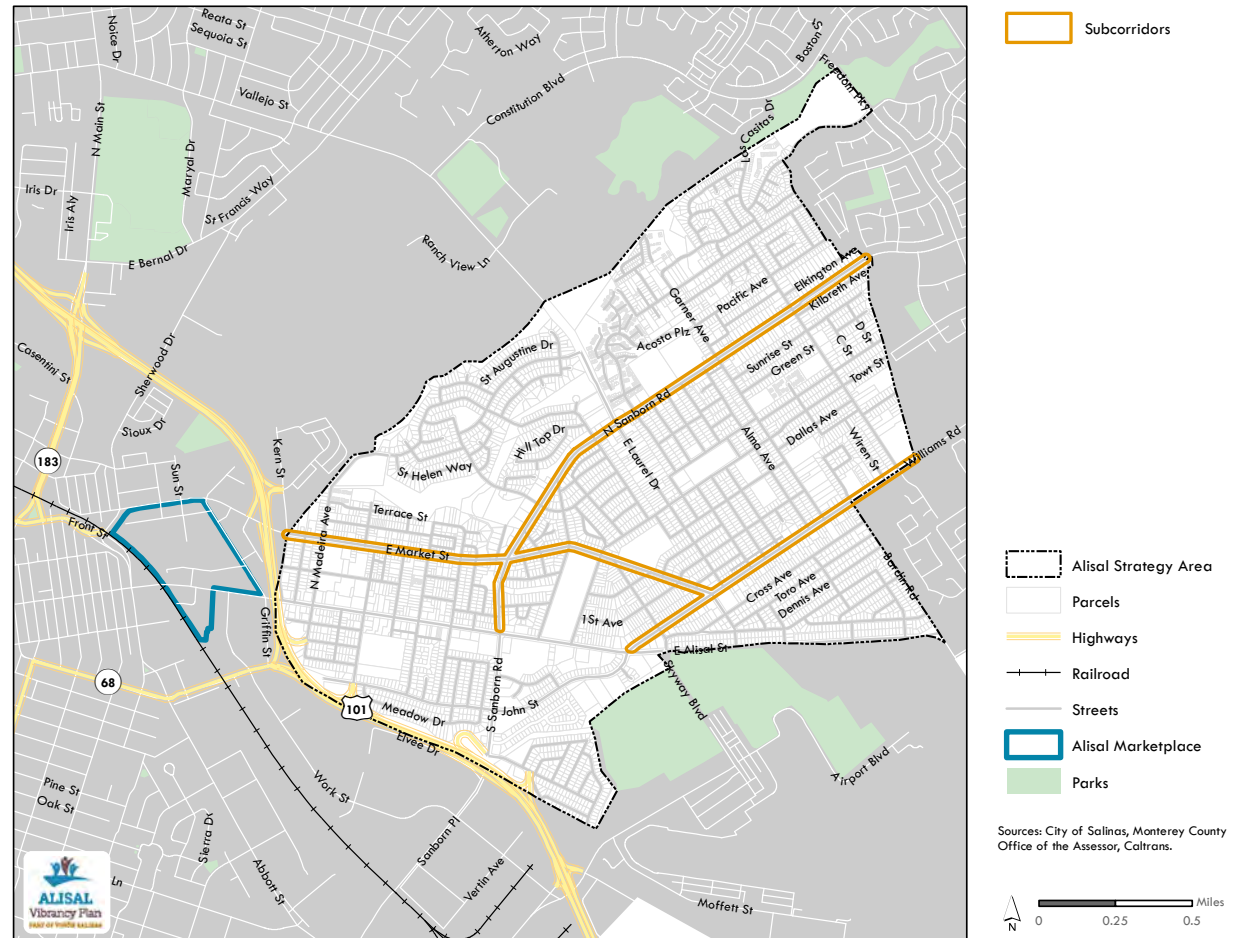
Hartnell College is located on the south side of the street. There are no sidewalks or other pedestrian amenities on this section.

East Segment Sanborn Road to Bardin Road

- Consists of miscellaneous commercial uses, restaurants, churches, and a supermarket located between South Sanborn Road and Skyward Boulevard, while single-family residences are located between Skyward Boulevard and Bardin Road.
- Residential properties along the north side of East Alisal Street face open space uses (e.g., golf course, agriculture, or college) on the south side, east of Skyward Boulevard.
- Long block lengths (generally over 1,000 feet) reduce connectivity to residential areas.
- A new well-landscaped roundabout is evidence of recent investment.

Alisal Subcorridors

Market Street, Sanborn Road, and Williams Road also serve as important corridors within the Alisal Strategy Area. These subcorridors provide throughways of travel and are lined with higher density uses, such as commercial and institutional uses. Additionally, these subcorridors act as boundaries for the neighborhood subareas. Each of the subcorridors is described in more detail in the following pages.



Sanborn Road Subcorridor

- Sanborn Road has a variety of uses and is an important connector adjacent to four neighborhood subareas: Laurel Heights, Acosta Plaza, Closter Park, and Cortez Street.
- Between East Alisal Street and Garner Avenue, the corridor has commercial uses with auto-oriented development patterns on the northwest side, along with two schools. The southeast side primarily consists of single-family dwellings close to the street.
- Between Garner Avenue and Del Monte Avenue, the corridor contains primarily residential uses, with a mix of multifamily apartment buildings and older single-family houses. Most buildings are close to the street, but additional multifamily dwelling units are often located behind street-facing single-family houses.
- North of Del Monte Avenue, the streetfront consists of continuous concrete walls that block views and prevent connectivity to the single-family residences behind them.
- The character of the pedestrian realm varies depending on the adjacent land uses and landscaping. There is not a sufficient amount of pedestrian-oriented retail to provide human activity, and walking comfort and safety is reduced by narrow sidewalks, inconsistent shade, unenhanced crossings, and long stretches between marked crossings.



Single-family residences of older construction and varying degrees of maintenance are located along the south segment of the corridor. They are generally located close to the street.



Multifamily buildings represent a broad mix of eras and styles, including small structures of older construction mixed with large contemporary apartment buildings.



Commercial buildings are generally auto-oriented, often containing a mix of neighborhood-serving retail.



Sanchez Elementary School and the adjacent Martin Luther King Jr. Academy take up large land areas and contribute to pedestrian activity before and after school.

Market Street Subcorridor

- Market Street is a four-lane arterial roadway with a relatively high level of vehicular traffic traveling at moderate speeds.
- West of Sanborn Road, uses are primarily commercial, with a variety of small one- or two-story commercial buildings of generally older construction. Older buildings mostly face the street, while new buildings are usually set back from the street.
- Pedestrian activity is somewhat light, although sidewalk-oriented retail buildings provide some street activity.
- Parallel to East Alisal Street, the Market Street corridor serves the neighborhood with local commercial businesses. The corridor has smaller-scale buildings and less activity than Alisal Street.
- East of Sanborn Road, the corridor acts as a connection between two schools and residential neighborhoods.
- Comfort and safety for people walking east of Sanborn Road along Market Street are limited due to narrow sidewalks, unenhanced crossings, and lack of shade.



West of Sanborn Road, the commercial district is primarily composed of older buildings with minimal or no setbacks from the street.



Single-family residences of both pre- and post-war construction are located near schools along the corridor's east segment.



The commercial area has streetscape enhancements and pedestrian amenities such as decorative crosswalks and pedestrian-scale lighting.



A few auto-oriented commercial buildings of contemporary construction are located along the corridor's west segment.

Williams Road Subcorridor

- Williams Road is a four-lane arterial roadway with a mix of adjacent land uses including commercial, residential, and a school.
- Southwest of Market Street, primary uses include single-family residences and some auto-oriented commercial buildings.
- Williams Road splits off from East Alisal Street at an angle and serves as a connecting corridor to the Closter Park and Cross Avenue neighborhood subareas.
- To the northeast, land uses include a combination of neighborhood commercial, multifamily dwellings, mobile home parks, and single-family houses.
- The pedestrian realm lacks shade and pedestrian amenities such as pedestrian-scale lighting and seating. Sidewalks are generally narrow and lack landscaping, and crossings are unenhanced.
- In general, protection from vehicular traffic is provided by parked vehicles. Some residential sections contain narrow planting strips providing an additional buffer from the roadway.
- While pedestrian traffic is generally light, students at Alisal High School use Williams Road for walking and bicycling to and from school.



Residential buildings are a combination of multifamily and single-family residences of various types, styles, and eras.



Many commercial uses along the corridor have auto-oriented uses and development patterns.



The Mountain Valley Shopping Center at Bardin Road contains a mix of national-, regional-, and local-based retail.



The southwest corridor segment contains many early- to mid-20th century houses with small front setbacks.

This Page Intentionally Left Blank

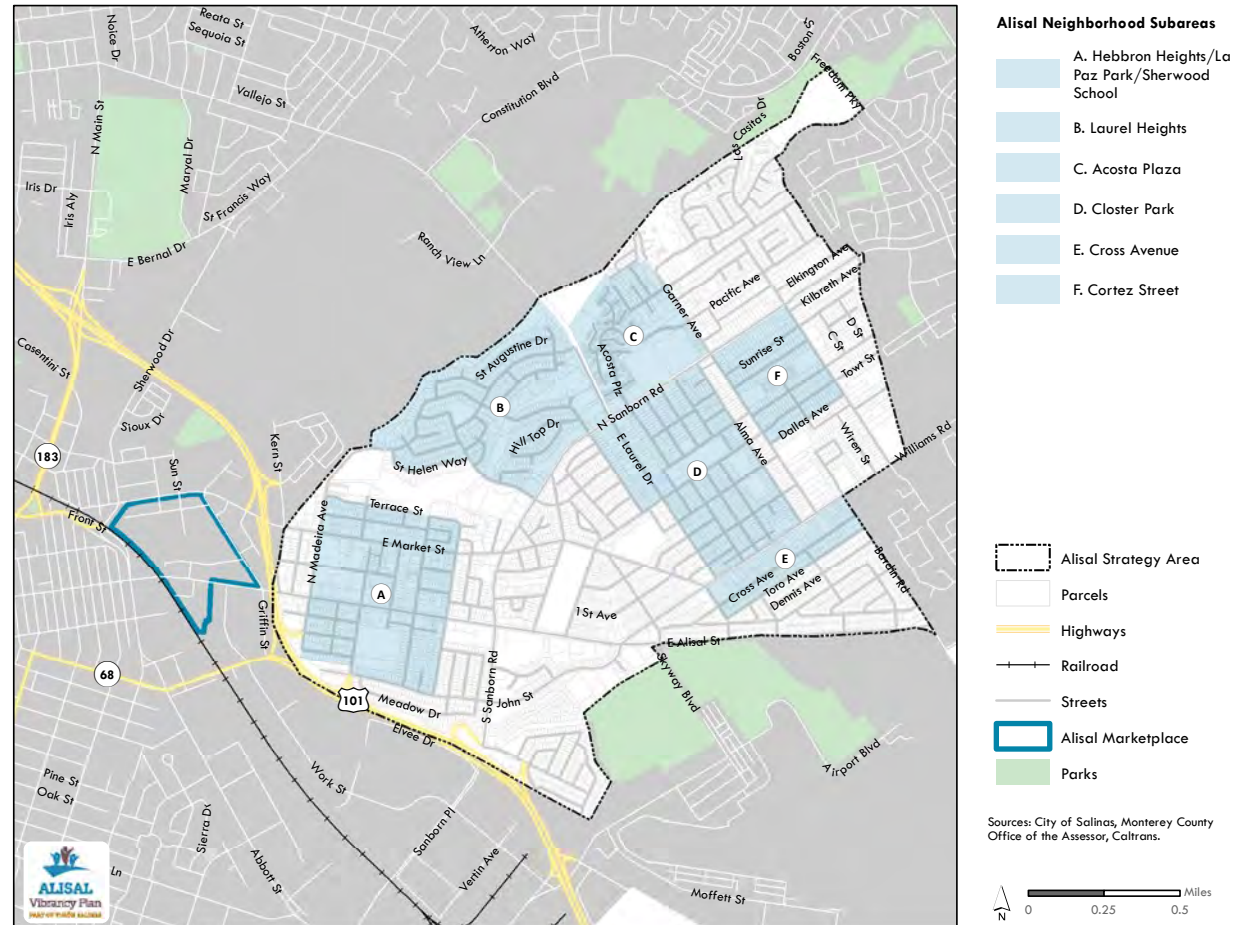
Neighborhood Subareas

This chapter describes six neighborhood subareas:

- Hebbbron Heights/La Paz Park/Sherwood School
- Laurel Heights
- Acosta Plaza
- Closter Park
- Cross Avenue
- Cortez Street

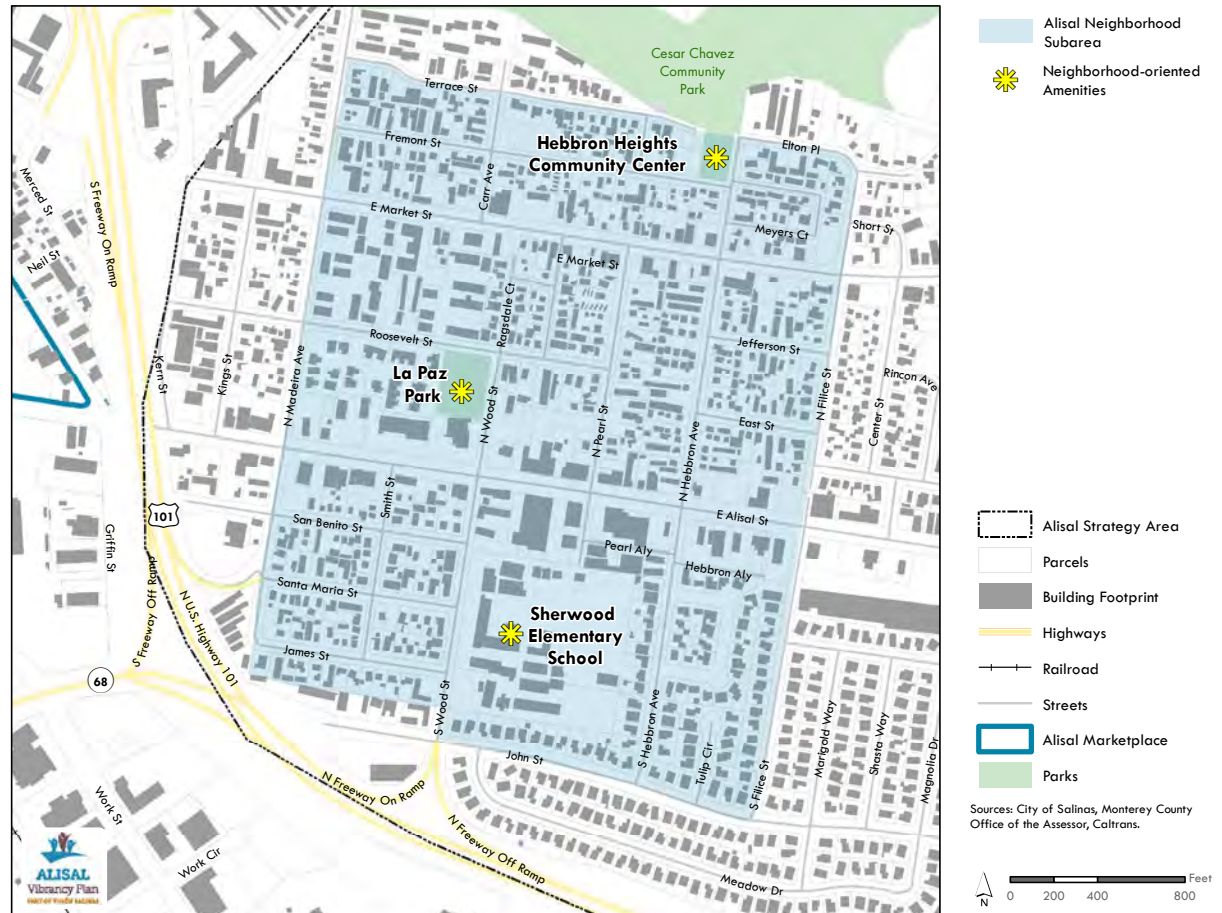
Each neighborhood subarea has a unique community character influenced by a variety of factors such as land uses, building types, development densities, and street characteristics (e.g., trees, pedestrian amenities, and roadway widths).

The following pages provide an overview of each neighborhood subarea's built environment, including its general characteristics, key elements, and neighborhood amenities.



Neighborhood Subarea A: Hebbron/La Paz Park/Sherwood School

- This subarea is roughly bounded by Cesar Chavez Community Park, Filice Street, and Highway 101. It is composed of compact, mixed-density residential neighborhoods adjacent to two busy commercial corridors (Market Street and East Alisal Street).
- Sherwood Elementary School and La Paz Park provide neighborhood amenities.
- Rectangular street grid and attractive residential streets generally provide walkable blocks and good connectivity.
- Some block lengths are very long, making those streets less friendly to pedestrians.





Many parcels to the north of Market Street contain multiple dwelling units, with multifamily buildings located behind single-family residences.



The residential neighborhood south of Market Street has post-war era and contemporary single-family houses along attractive neighborhood-scale streets.



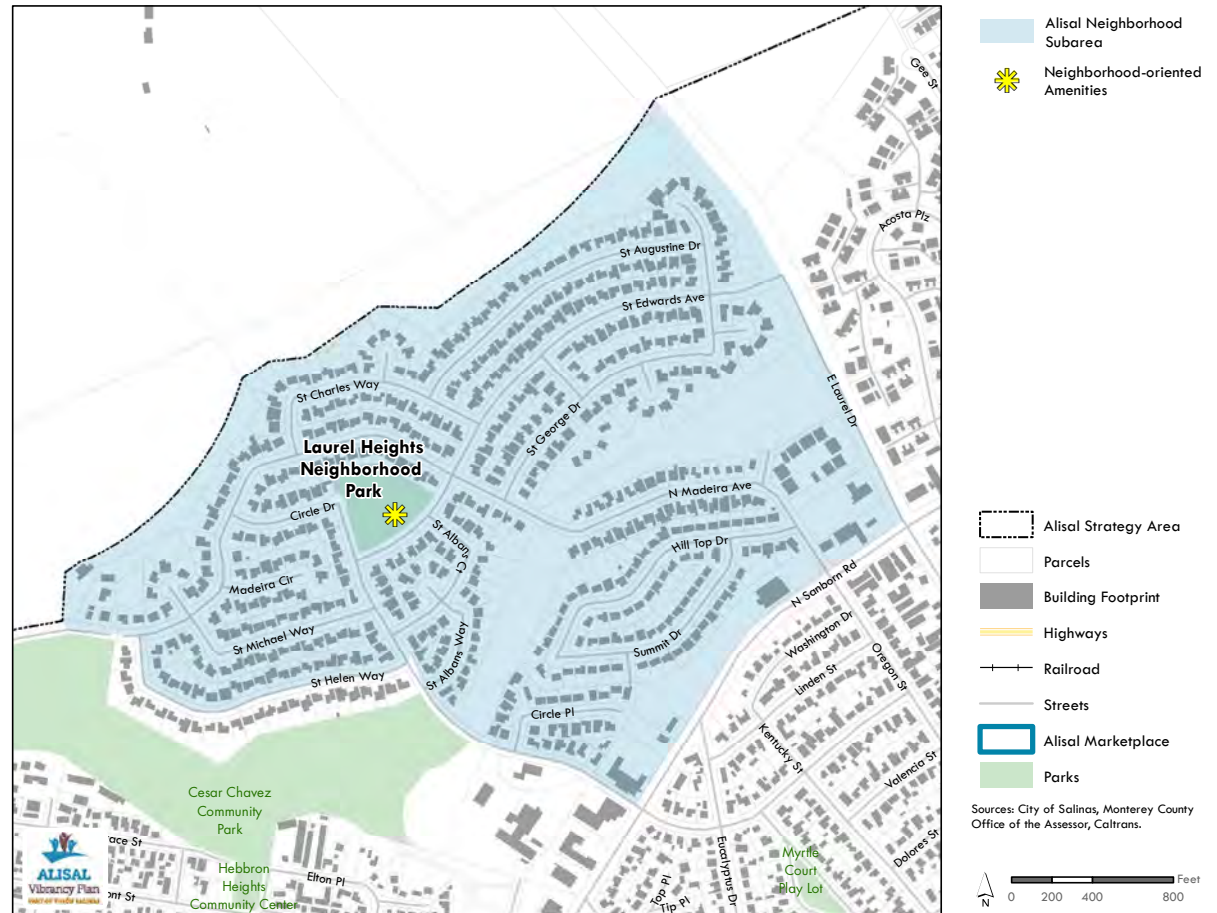
La Paz Park provides a central focal point, recreational resource, and a neighborhood gathering place.



North of Market Street, medium-density apartment complexes of contemporary construction are mixed in with older single-family residences.

Neighborhood Subarea B: Laurel Heights

- This subarea is a suburban residential subdivision roughly bounded by Laurel Drive, Sanborn Road, Cesar Chavez Community Park, and agricultural fields to the northwest.
- The residential neighborhood is composed of curvilinear streets and a typical suburban development pattern of one-story single-family residences with driveways and street-facing garages.
- The area is less friendly for walking compared to other parts of the Alisal Plan Area because of long uninterrupted streets. In addition, hilly streets makes walking less pleasant and more challenging for some.





The subdivision contains single-family houses generally dating from the 1970s, resulting in a streetscape dominated by street-facing garages.



Houses are relatively small and are built in a variety of architectural styles. They have small yards in front of entries set back from the street.



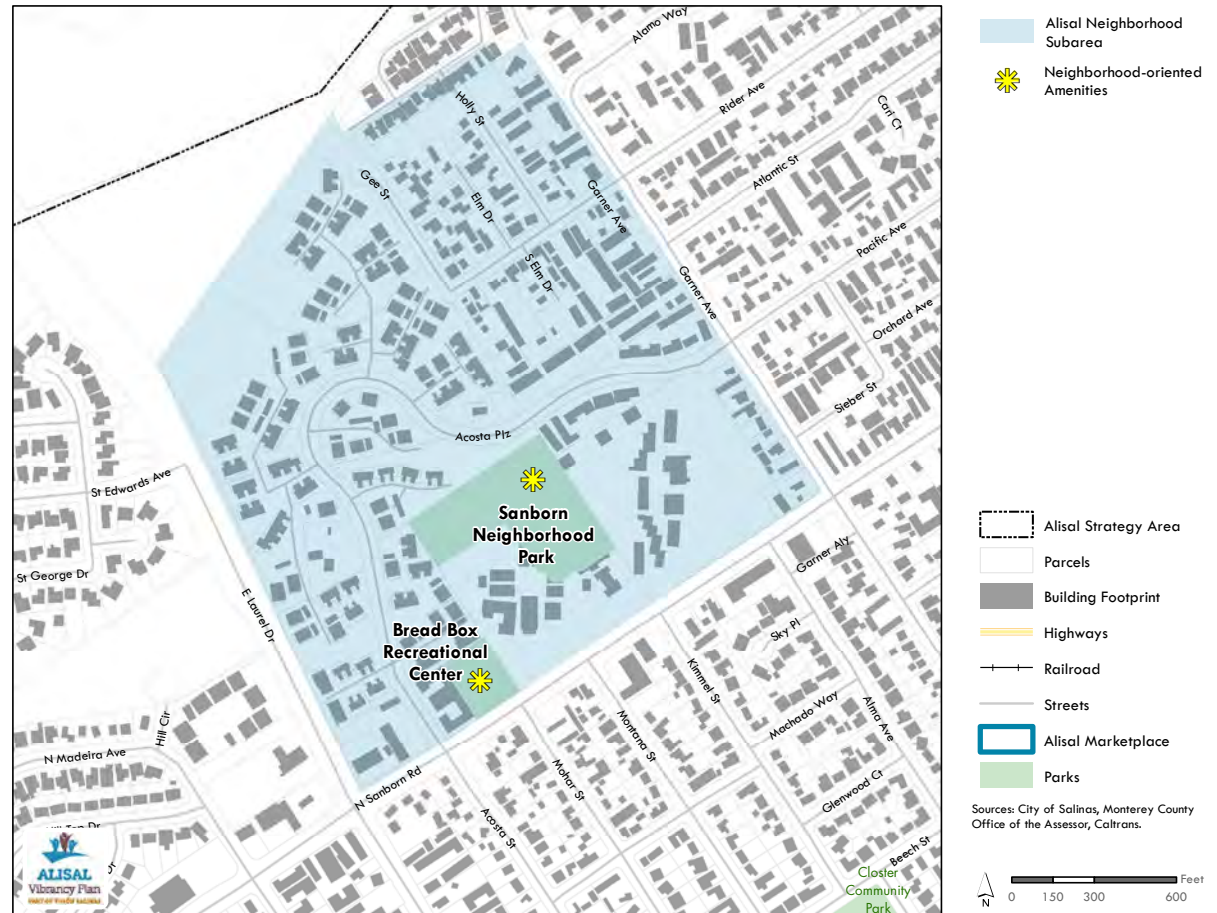
Laurel Heights Park has a large open area and a playground. The open area does not have any programmed uses such as sports fields or courts.



A protected open space corridor runs along the center of the neighborhood, providing natural habitat and stormwater retention.

Neighborhood Subarea C: Acosta Plaza

- This subarea is primarily composed of the developer-built Acosta Plaza residential community and an adjacent older residential neighborhood. There are also some commercial and institutional uses along Sanborn Road and Garner Avenue.
- The neighborhood has a limited number of access points from Sanborn Road and Garner Avenue, making it feel more isolated than other parts of the Alisal Strategy Area.





The master-planned apartment community on the subarea's west side has two-story buildings situated around landscaped areas.



Some neighborhood-oriented retail is located on Garner Avenue, such as this older commercial building fronting the sidewalk.



Many houses in the older residential neighborhood date from the 1920s and 1930s, in a variety of vernacular architectural styles. They are built on small lots and have shallow setbacks.



Contemporary one- and two-story apartment buildings are mixed in with the older single-family residences.

Neighborhood Subarea D: Closter Park

- This subarea is a primarily residential neighborhood with a rectangular street grid pattern. It is bounded by commercial corridors to the northwest (Sanborn Road) and southeast (Williams Road).
- The well-maintained neighborhood has generally attractive streets, some with established shade trees.
- Closter Park provides a neighborhood focal point and gathering place.





Closter Park provides a neighborhood focal point, gathering place, and recreational space.



Post-war housing makes up a majority of the Kloster Park neighborhood. Many residences are small, spaced closely together, and have shallow setbacks.



Several contemporary two-story apartment buildings are located on Laurel Drive. With front-facing parking lots and minimal landscaping, they often do not contribute positively to the pedestrian realm.



Many residential streets are well maintained, nicely landscaped, and shaded by mature trees.

Neighborhood Subarea E: Cross Avenue

- This subarea consists of primarily commercial and multifamily residential uses along Williams Road, along with multifamily and single-family residential uses in the adjacent neighborhood.
- The residential community has very limited access to Williams Road due to long blocks and limited access routes, so walking and bicycling to commercial uses is inconvenient.





Some parcels on Cross Street contain multiple dwelling units. Accessory units are usually located behind single-family residences.



Medium-density apartment complexes are located on Williams Road. They are generally contemporary in form and style, with shallow setbacks from the street.



Some contemporary single-family houses are interspersed amongst the older houses, such as this post-war ranch-style residence with a small front yard.



This is another example of an older residence set back from the street, with the garage recessed from the main house.

Neighborhood Subarea F: Cortez Street

- This subarea is almost entirely residential, with limited commercial uses on Sanborn Road.
- The well-maintained neighborhood has generally attractive streets, some with established shade trees.
- Multifamily housing on Sanborn Road is of various styles and eras, including several large apartment complexes dating from the 1970s and 1980s.
- In contrast to higher-density multifamily residential on Sanborn Road, the interior residential neighborhood is primarily composed of small, detached single-family houses dating from pre-war and post-war eras.





Many residences date from the post-war housing boom. They are typically small and designed in simple vernacular styles, with small setbacks.



A few interior blocks contain apartment complexes of contemporary construction. They are usually set back from the street, and many have interior courtyards.



There are a variety of pre-war and post-war single-family house styles, most with small front yards. Because of single-car garages, parked vehicles are often visually prominent.



This church, located along Garner Avenue, is one of the only non-residential land uses.

This page was intentionally left blank.



chapter five

QUALITY OF LIFE

Introduction

While economic and material conditions impact individual and family well-being, there are a number of other factors that contribute to community quality of life. These include access to community facilities such as parks and open space, educational opportunities, availability of social activities and care for youth and senior populations, and arts and culture.

Parks & Recreation

| Alisal Park and Recreation Facilities | | |
|---|--------------------------|-------------|
| Park Name | Facility Type | Acres |
| <i>Natividad Creek Community Park</i> | <i>Community Park</i> | <i>33.5</i> |
| <i>Closter Community Park</i> | <i>Community Park</i> | <i>7.0</i> |
| <i>Cesar Chavez Community Park</i> | <i>Community Park</i> | <i>28.8</i> |
| <i>Sanborn Neighborhood Park</i> | <i>Neighborhood Park</i> | <i>4.5</i> |
| <i>La Paz Neighborhood Park</i> | <i>Neighborhood Park</i> | <i>1.5</i> |
| <i>Los Padres Neighborhood Park</i> | <i>Neighborhood Park</i> | <i>2.7</i> |
| <i>Laurel Heights Neighborhood Park</i> | <i>Neighborhood Park</i> | <i>3.0</i> |
| <i>Jaycee Tot Lot</i> | <i>Small Park</i> | <i>0.7</i> |
| <i>Myrtle Court Play Lot</i> | <i>Small Park</i> | <i>0.7</i> |
| <i>Gabilan Play Lot</i> | <i>Small Park</i> | <i>0.5</i> |
| <i>Azahel Cruz Park</i> | <i>Small Park</i> | <i>0.8</i> |
| <i>Bread Box Recreational Center</i> | <i>Recreation</i> | <i>1.0</i> |
| <i>Hebbron Heights Community Center</i> | <i>Recreation</i> | <i>0.7</i> |
| <i>Firehouse Recreation Center</i> | <i>Recreation</i> | <i>1.2</i> |

Source: City of Salinas

Facilities and Access

There are 14 park and recreational facilities in the Alisal — three community parks, four neighborhood parks, four small/pocket parks, and three recreation centers, as listed in the table below. The two largest park spaces in the Alisal are Navidad Creek and Cesar Chavez Community Parks, both of which are about 30 acres in size. Small and neighborhood parks are scattered throughout the area.

Just over half of Alisal residents (62.7%) live within a quarter mile walk of a public park or recreation facility. Areas that lack park access are generally located just north of Highway 101 and around Del Monte Avenue.

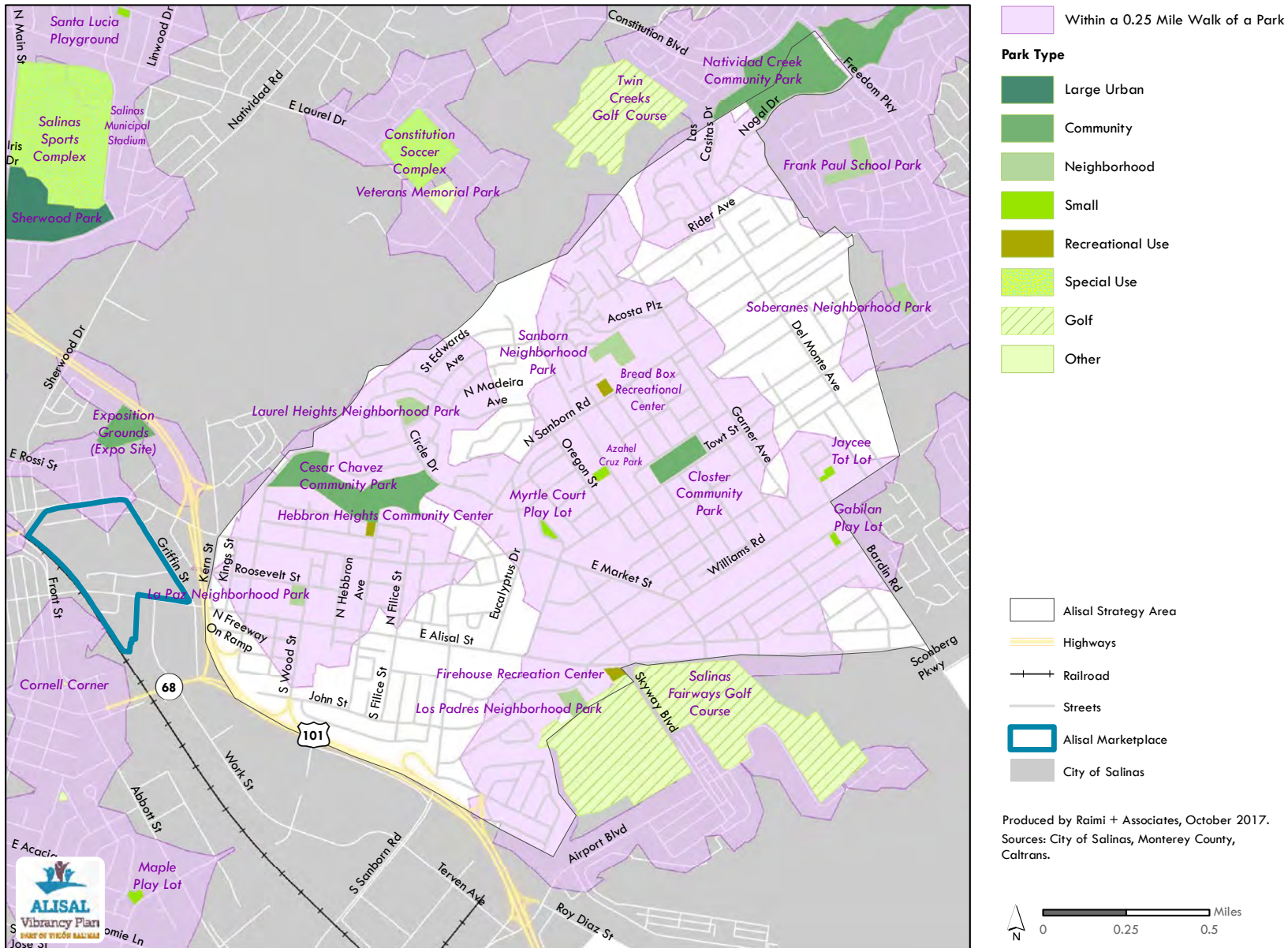
Park Level of Service

There are 83.6 acres of park land within the Alisal, with a ratio of 1.85 parks per 1,000 residents. This well below the standard or recommended park level of service (LOS) of 3 acres per 1,000 residents. To bring the Alisal up to this standard would require an additional 52.1 acres of park land.

| Alisal Park Level of Service | |
|---|---------------|
| <i>Total Alisal Park Acres</i> | <i>83.6</i> |
| <i>Total Alisal Residents</i> | <i>45,225</i> |
| <i>Park Level of Service (LOS) (acres of park land per 1,000 residents)</i> | <i>1.85</i> |
| <i>Park LOS Standard</i> | <i>3</i> |
| <i>Additional Acres Needed to Meet Standard</i> | <i>52.1</i> |

Source: City of Salinas

Residents with Park Access



Youth Engagement/Programming

While there is a need to add more youth programming, the Alisal is home to a number of wonderful youth programs.

- Bread Box Rec Center, the Alisal Center for the Fine Arts, Firehouse, Cesar Chavez Library, Hebborn Heights Recreation Center provide youth safe spaces to play, learn, and be creative.
- Building Healthy Communities - East Salinas (BHC) develops youth capacity through the youth-led annual Ciclovía event, engaging youth in planning processes and community research (CPTED internships), and other programs.
- Parks in the area offer a variety of youth sports and recreation programs year round.
- The Alisal Union School District has a Family Resource Center to support parents in raising healthy and happy children.

"We need a strong group to advocate for our community's needs."

- Alisal Resident



Child Care

The Alisal has a very young population which many working parents. Because of this, there are not enough slots in licensed child care centers to meet the demand.

From residents, we have heard that this is a lack of affordable or subsidized childcare that is open beyond "normal" working hours (Monday through Friday 8am - 6pm). Many families in the Alisal work very early in the morning, later in the evening, and/or on the weekends. If childcare is not available during these times, this puts the family's financial stability at risk. Often a parent or other family member will stop doing paid work in order to care for the young child.

When high quality affordable childcare centers are available, parents and guardians are able to work or go to school while their children are safe and learn.

The Alisal has:

- 7 County Headstart programs
- 7 preschools
- 3 Mexican American Opportunity Foundation Centers
- Many licensed and unlicensed home facilities, but few organizations or centers

First 5 of Monterey County and the Monterey County Children's Council are working hard to expand childcare options in the Alisal and throughout the County.

Arts and Culture

The Alisal is a very culturally rich community. With numerous formal and informal dance, music, theater, visual arts, and other creative spaces and groups for people of all ages. Some of these include:

- Alisal Center for Fine Arts in the Bread Box Recreation Center offers theater, visual arts, and music programs.
- The Urban Arts Collaborative is a group of young diverse artists who support each other's artistic development and the artistic development of youth for healing and positive community transformation.
- Baktun 12 is a local theater company that produces original plays that reflect life in and history of the Alisal.
- Tunas de Nopal Art Collective is an initiative of a group of multiple media artists working together to making art for all the people.
- The Alisal is also home to beautiful murals depicting the history and present of the community.
- Folklórico and Aztec dance groups.



This page was intentionally left blank.



chapter six

HEALTH

Safety and Violence

Crime Density and Homicides

Almost half of homicides in Salinas that occurred between January 1, 2016 and July 16, 2017 (46%) took place in the Alisal Strategy Area. Six homicides occurred along Garner Avenue within the Alisal Strategy Area. The closest homicide to E Alisal Street occurred one block from E Alisal Street and E Market Street.

Within the Alisal, crime density is highest around Kern and Roosevelt Streets, E Alisal and S Felice Streets, and Garner Avenue and Acosta Plaza.

| | Alisal Strategy Area | City of Salinas | % of crimes that occurred within the Alisal Strategy Area |
|--|----------------------|-----------------|---|
| <i>Violent crimes (all)</i> | 642 | 2,351 | 27% |
| <i>Homicides</i> | 21 | 46 | 46% |
| <i>Non-violent crimes*</i> | 904 | 4,198 | 22% |
| <i>Total*</i> | 1,546 | 6,549 | 24% |
| <i>*Excludes psychiatric detention and "non-crimes" like missing person reports and information requests.</i> | | | |
| <i>Source: Salinas Police Department. Counts represent crimes that occurred between January 1, 2016 and July 16, 2017.</i> | | | |

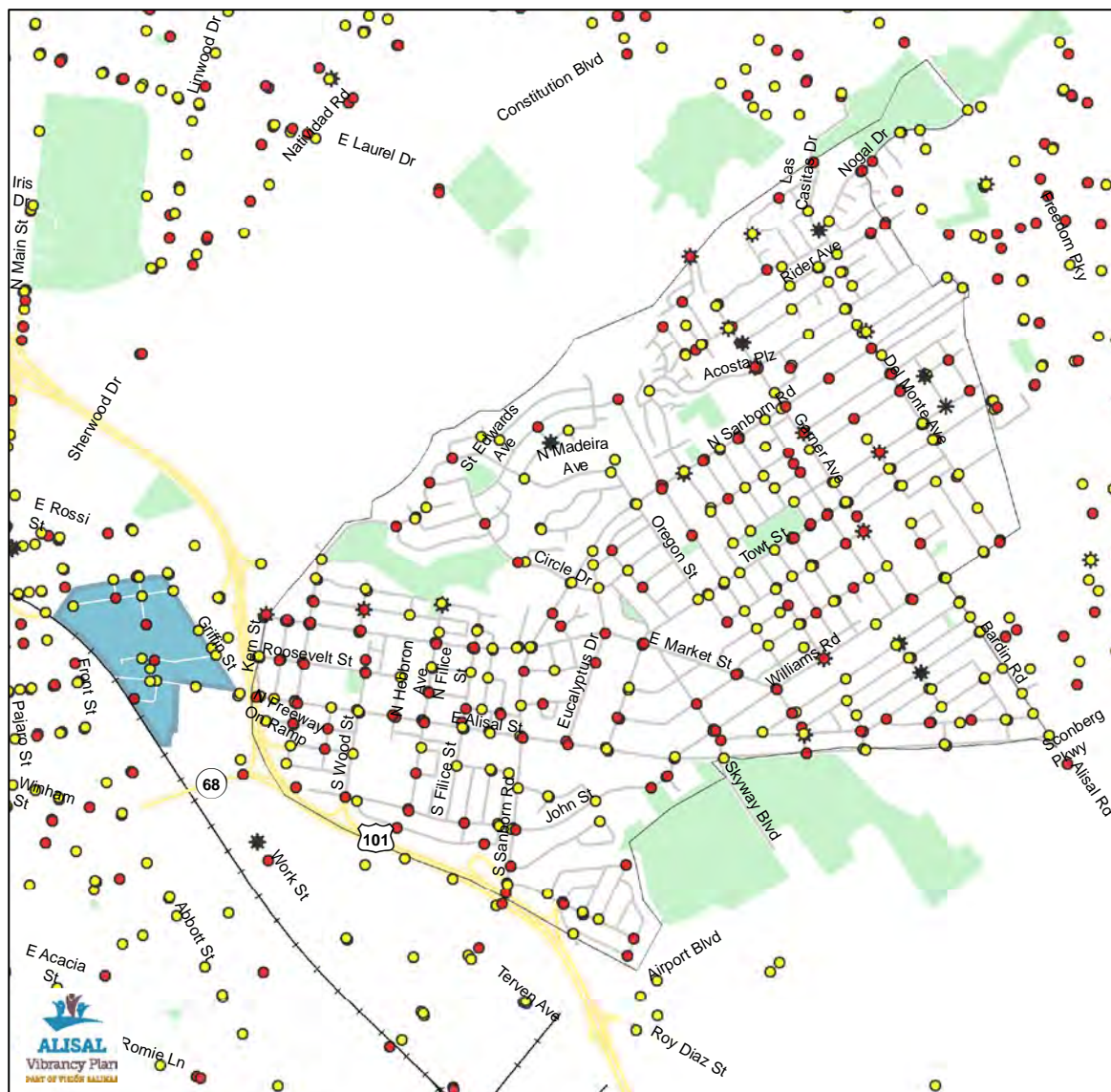
"Some places feel unsafe at night because they are dark."

- Alisal Resident

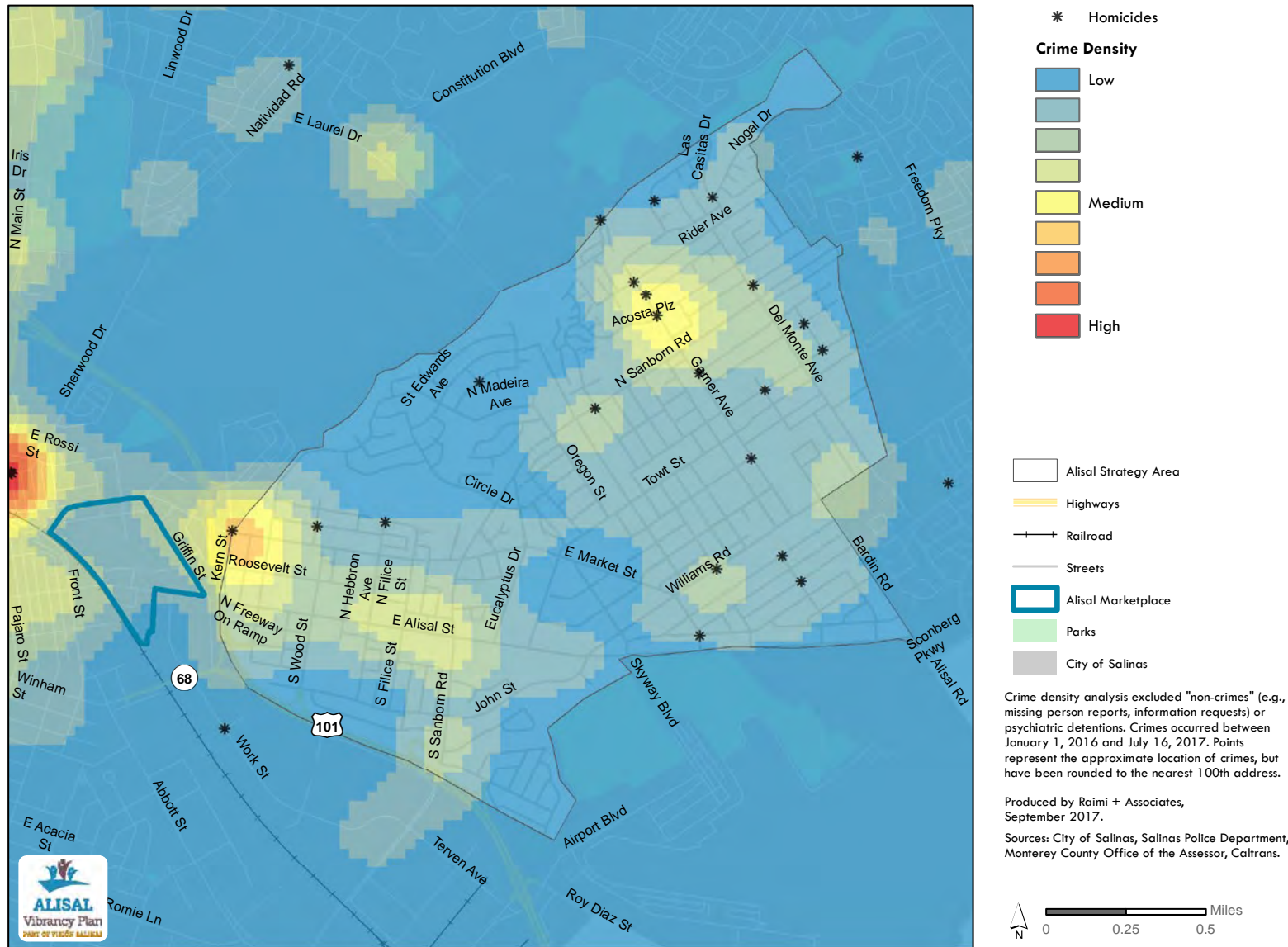
"Crime might be correlated to these horrible living conditions that people are forced to live in."

- Alisal Resident

Crimes by Type



Crime Density and Homicides



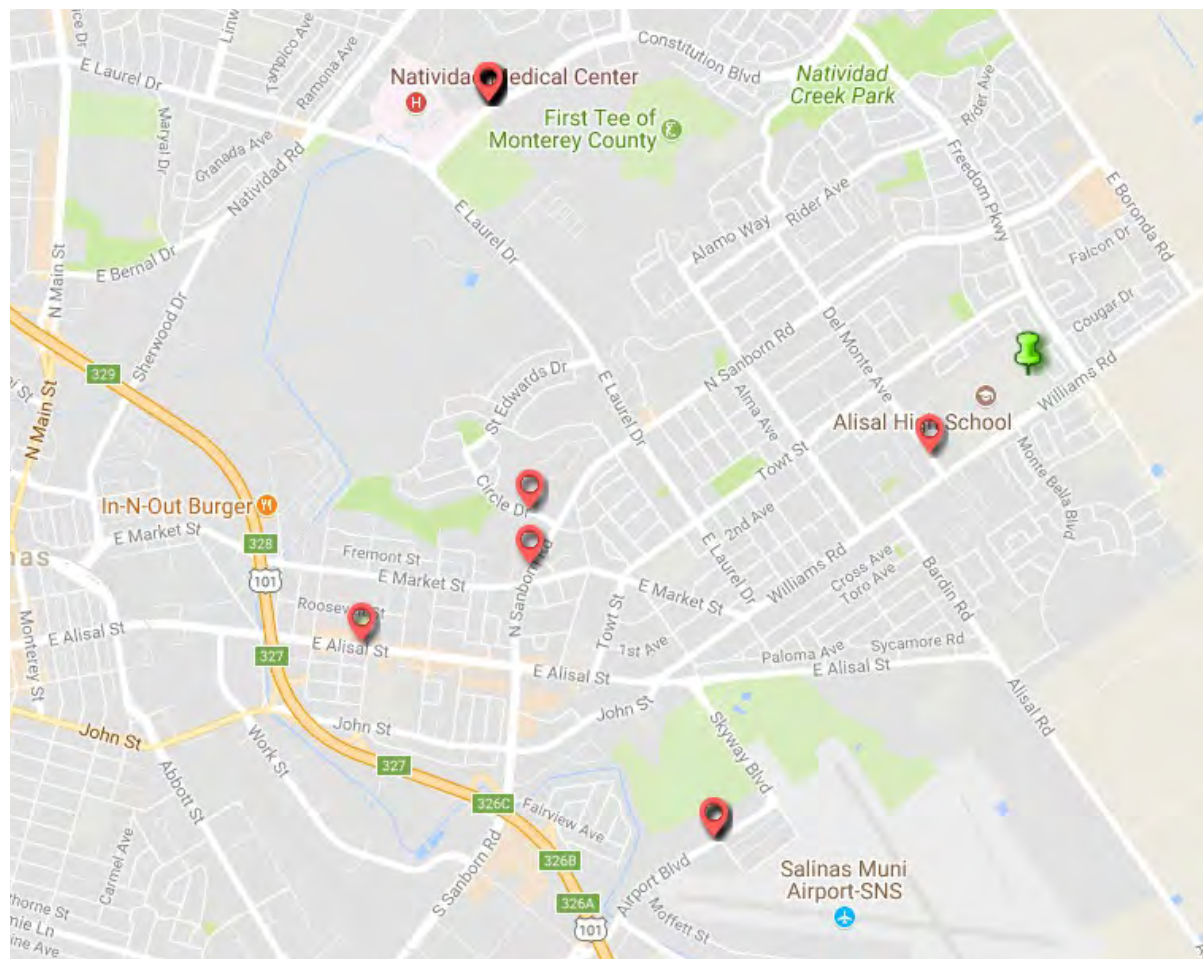
Access to Healthcare

There are three brick-and-mortar and one mobile federally qualified health centers located within the Alisal Strategy Area:

- Alisal Health Center, 559 E Alisal St Ste 201, Salinas, CA 93905-2516
- CSVS Circle Clinic (operated by Clinica de Salus del Valle de Salinas), 950 Circle Dr, Salinas, CA 93905-2150
- CSVS Sanborn Clinic (operated by Clinica de Salus del Valle de Salinas), 219 N Sanborn Rd, Salinas, CA 93905-2218
- Dental Mobile Clinic (operated by Salud Para la Gente) 1440 Del Monte Ave, Salinas, CA 93905-1903

"Let's make health accessible."

- Alisal Resident



Source: U.S. Department of Health and Human Services.

Life Expectancy

Life expectancy is the average time a person born in a specific area is expected to live. According to The California Endowment's life expectancy look up tool, people born in the Alisal (93905 zip code) have a life expectancy of 80 years; this is 3 years longer than the statewide average of 77. However, people in Salinas, on average have a life expectancy of 85 years old; five years longer than Alisal residents.

People in all these geographies will live longer and shorter than the average life expectancy. Factors believed to influence life expectancy include neighborhood conditions, environmental exposures, wealth, sex and other demographic factors, healthy and unhealthy behaviors, genetics, and mental and physical illnesses.

| Life Expectancy (years) | |
|---|----|
| Alisal * (93905) | 80 |
| Salinas | 85 |
| California | 77 |
| * Data is for the 93905 zip code Source: The California Endowment. http://www.calendow.org/news/your-zip-code-lifetime/ | |

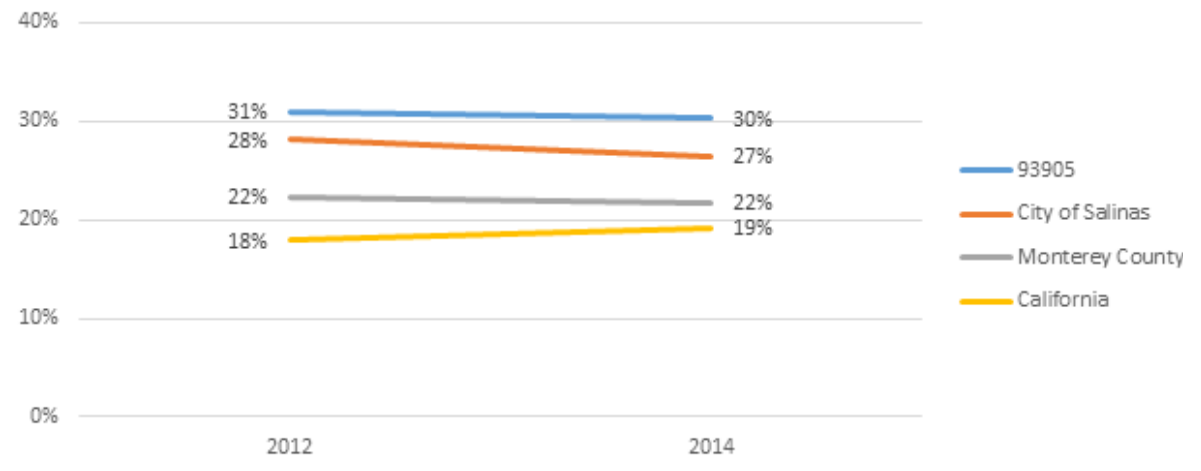
Health Status

Alisal residents between 18 and 64 are significantly more likely to report having fair or poor health compared to adults 18-64 in California. They are also consistently more likely to report fair or poor health than the 18-64 population of Salinas or Monterey County.

Note: No change between 2012 and 2014 percentages is statistically significant beyond a 95% confidence interval.

"I want to LIVE more."
- Alisal resident

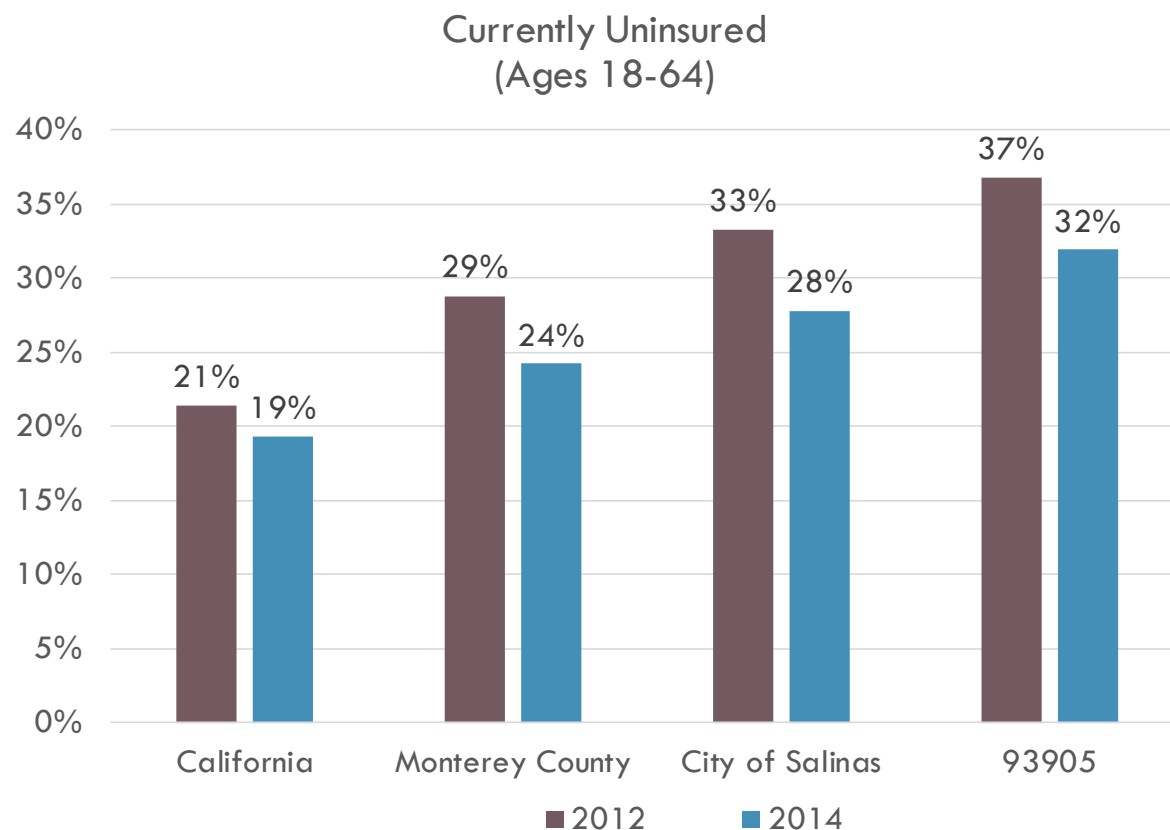
Self-Reported Health Status is Fair or Poor (Ages 18-64)



Source: California Health Interview Survey, Neighborhood Edition.

Medical Insurance Coverage

- The percent of currently uninsured residents between the ages of 18-64 has steadily decreased since 2012, a pattern that is also evident at the City, County, and State levels
- 61% of working unauthorized immigrant adults (18-64) in the Alisal did not have health insurance as of 2014.
- County Health Department has worked extensively at increasing enrollment over the past few years



Access to Healthy Food

The three full service grocery stores located within or near the Alisal Planning Area are located near East Alisal Street west of South Sanborn Road. This area also has the one WIC store and one farmers' market (632 E. Alisal Street) located in the Alisal Planning Area, as well as four other shops where residents can purchase food (e.g., convenience stores, carnicerías). The other three shops (convenience stores or similar) that sell food within the Alisal Strategy Area are located along East Laurel Drive.

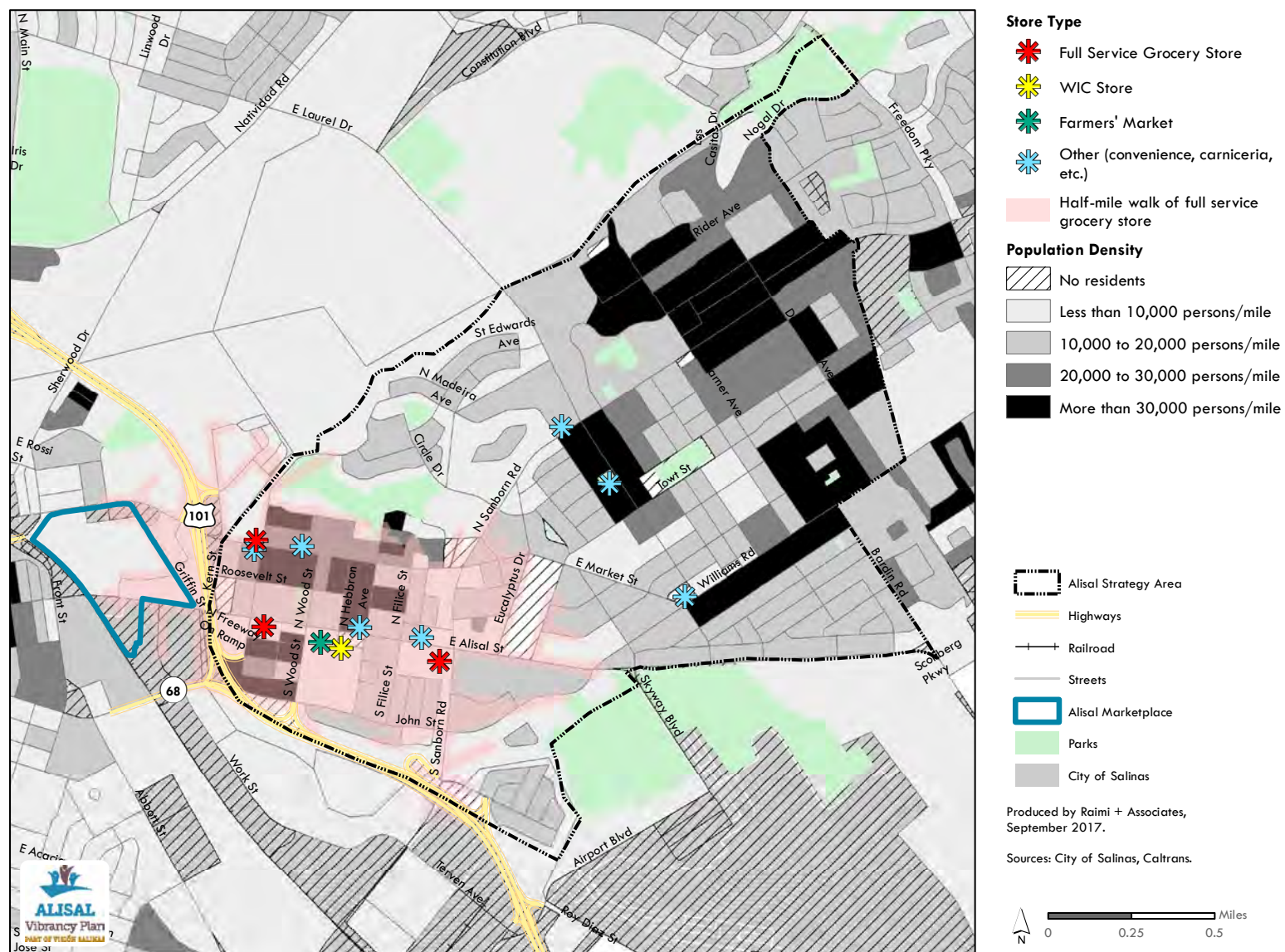
Only 18% of Alisal residents live within a half-mile walk of a full-service grocery store.

"This map is correct. The Alisal needs more healthy food stores."

- Alisal resident



Access to Grocery Stores



Environment

Tree Coverage

Of all public trees in Salinas (trees maintained by the City), 13% are located within the Alisal Strategy Area. Nearly all public trees in Alisal are in good or fair condition (96%), which is consistent for the condition of public trees citywide. There are very few public trees located on in the northeast and southeast sections of the. Additionally, there are few public trees on East Laurel Drive south of Saint Edwards Avenue, on East Market Street east of North Sanborn Road, on East Alisal Street between Eucalyptus Drive and Skyway Boulevard, on Garner Avenue north of Beech Street, North Hebron Avenue between East Alisal Street and Meyers Court, on South Wood Street and Ragsdale Court.

CalEnviro Screen 3.0

Cal EnviroScreen 3.0 overall:

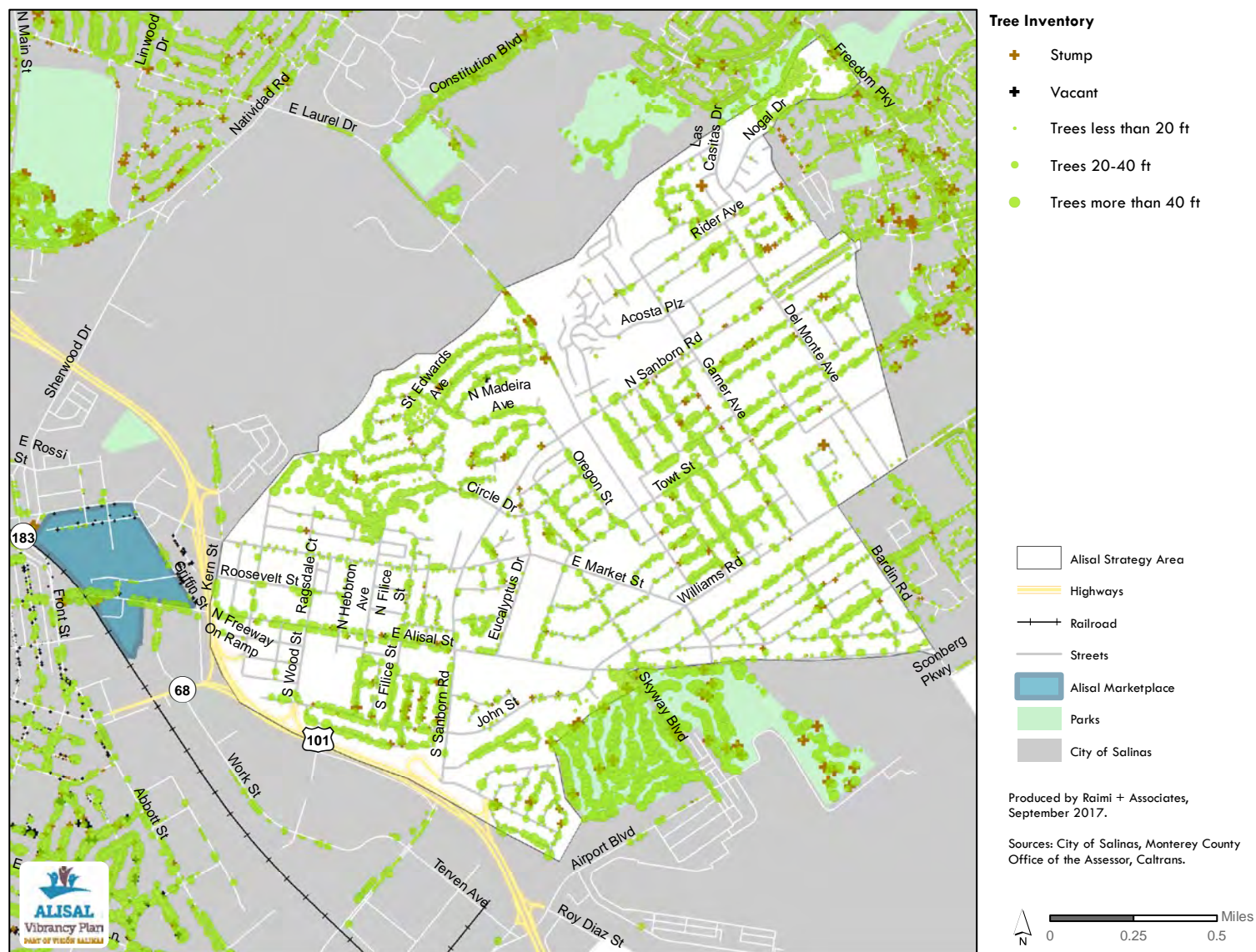
Based on the CalEnviroScreen 3.0 ranking of pollution burden for all census tracts in California, four of the census tracts within the Alisal Strategy Area are in the lowest quartile for the state, meaning they have a low pollution burden. The other five census tracts that make up the Alisal are ranked between 25% and 50% of census tracts in California for their pollution burden, which is still fairly low. CalEnviroScreen 3.0 is used to identify communities that experience high levels of pollution, factoring in multiple sources and types of pollution that result in cumulative impacts. The model considers the exposures to and environmental effects of the pollution burden, as well as sensitive populations and socioeconomic factors.

Drinking water contaminants index:

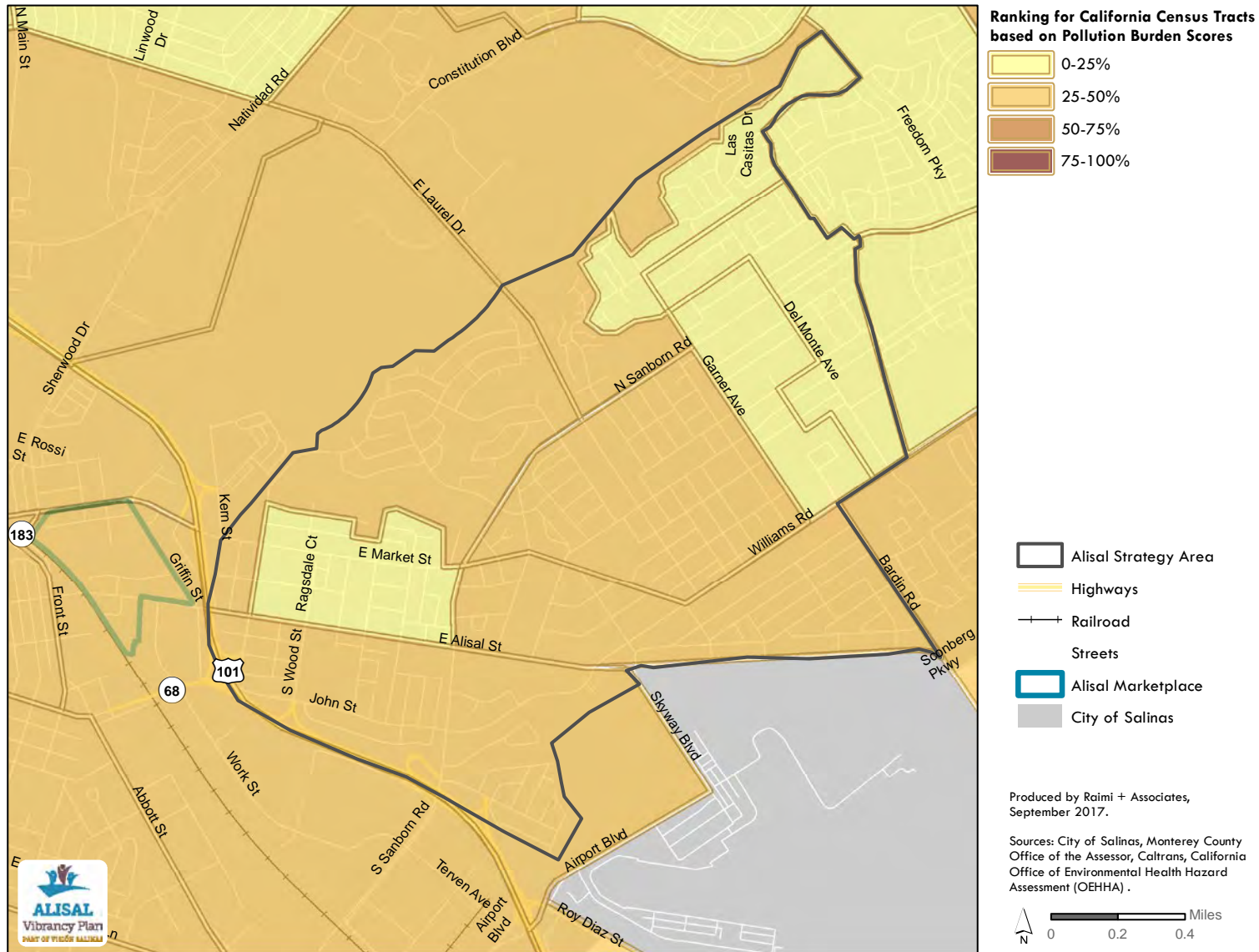
One component of the CalEnviroScreen 3.0 model is the Drinking Water Contaminants Index. No census tracts in the Alisal Strategy Area are in the lowest quintile (20%) for California, which would reflect the lowest levels of contamination. Two of the census tracts in the Alisal Strategy Area are in the highest quintile level for the state, reflecting relatively high levels of contaminants in the drinking water.

Note: The drinking water contaminant index used in CalEnviroScreen 3.0 is not a measure of compliance with state or federal standards for drinking water. The drinking water contaminant index is a combination of contaminant data that takes into account the relative concentrations of different contaminants and whether multiple contaminants are present. The indicator does not indicate whether water is safe to drink.

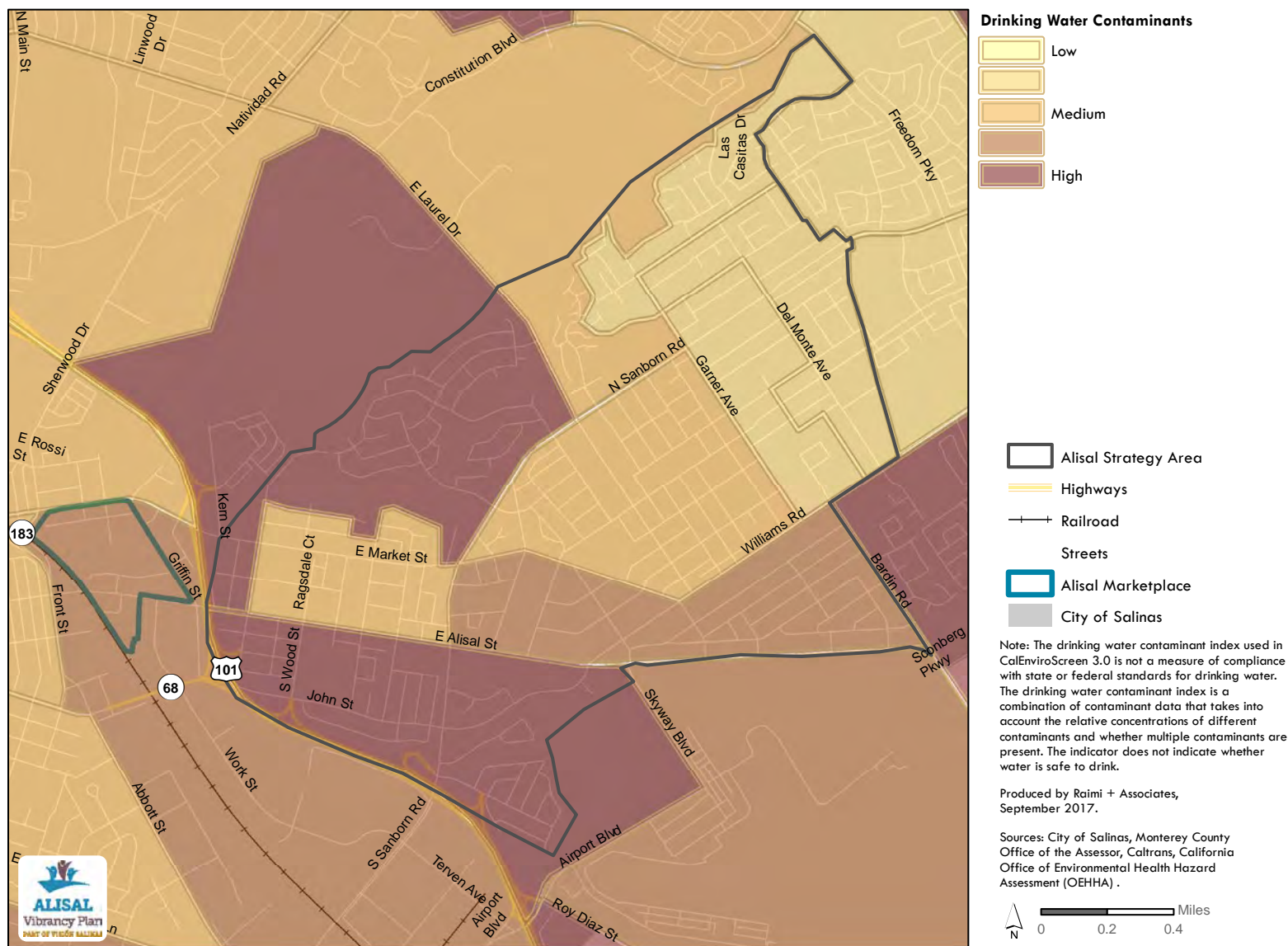
Public Trees Coverage



Cal EnviroScreen 3.0 Scores



Cal EnviroScreen Water Contamination Index



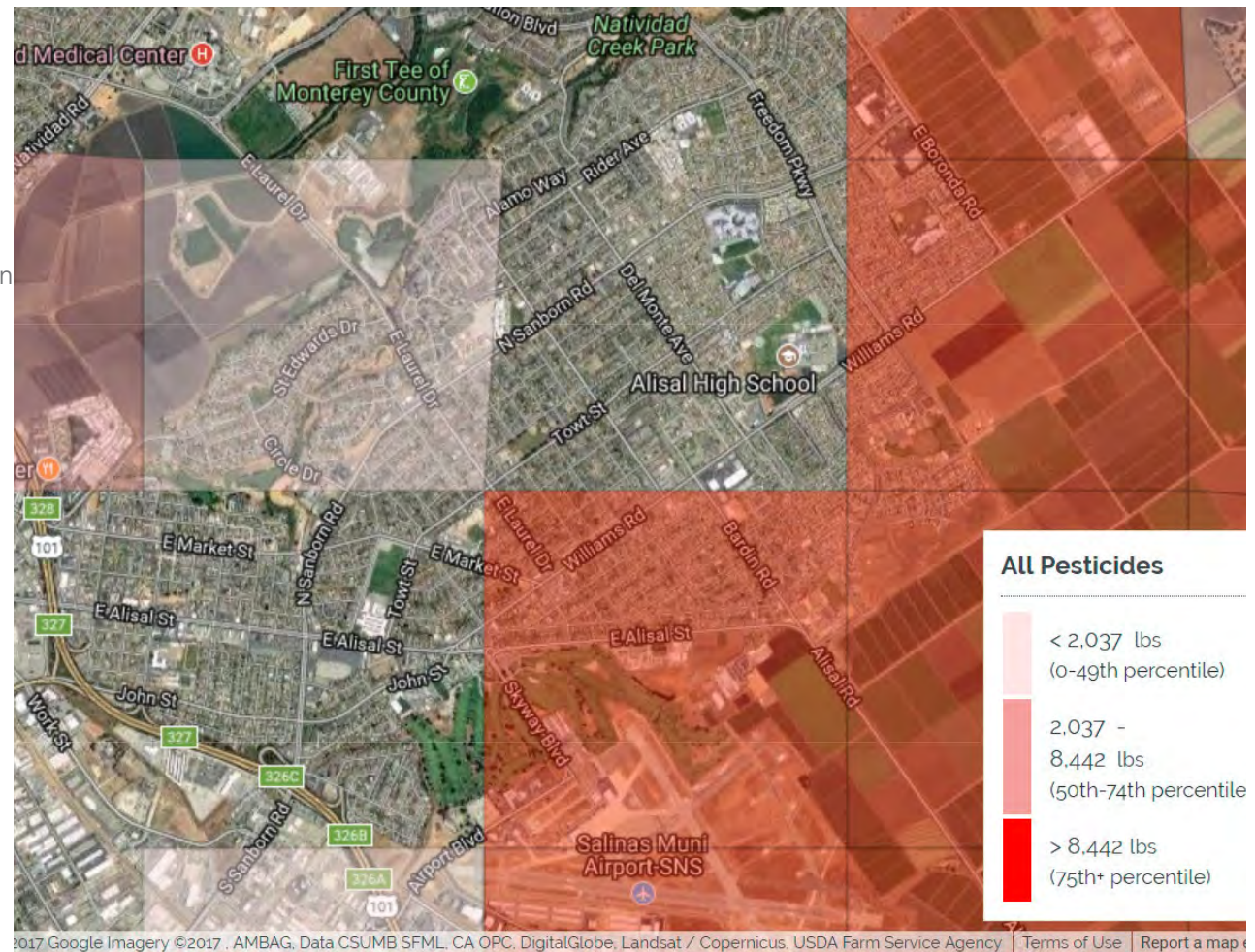
Pesticides in the Alisal

The California Environmental Health Tracking program tracks the spatial patterns of pesticide use in California. The online mapping tool documents the intensity of pesticide use by weight in one square mile sections. The agricultural areas surrounding the south and eastern borders of the Alisal are in the states 75th percentile for pesticide use.

While numerous pesticides have no known negative human health impacts, many others have well documented health impacts. Residents living near farms may have chronic exposure over time, which has been associated with some cancers, problems during pregnancy and birth, abnormal reflexes, and poor brain development.

More information in (English and Spanish) is available from the California Department of Pesticide Regulation:

http://cehtp.org/page/pesticides/health_effects_of_pesticides



Source: California Environmental Health Tracking Program. Agricultural Pesticide Use in California.
http://cehtp.org/page/pesticides/agricultural_pesticide_use_in_california



chapter seven

ECONOMIC DEVELOPMENT

Introduction

Salinas is poised to realize the vision of an economy that is prosperous, healthy, and environmentally sustainable. Opportunities abound from investment and promotion of Alisal as a cultural district that celebrates and recognizes Spanish speaking cultures as a community and regional asset. Salinas taps into its rich traditional agricultural economy, combining it with innovative twenty-first century technology. There are few vacant storefronts as there is strong demand for businesses in Alisal. Unfortunately these low vacancies also mean high commercial rents.

"Alisal is the heart and driver of the Salinas economy."

-Alisal resident

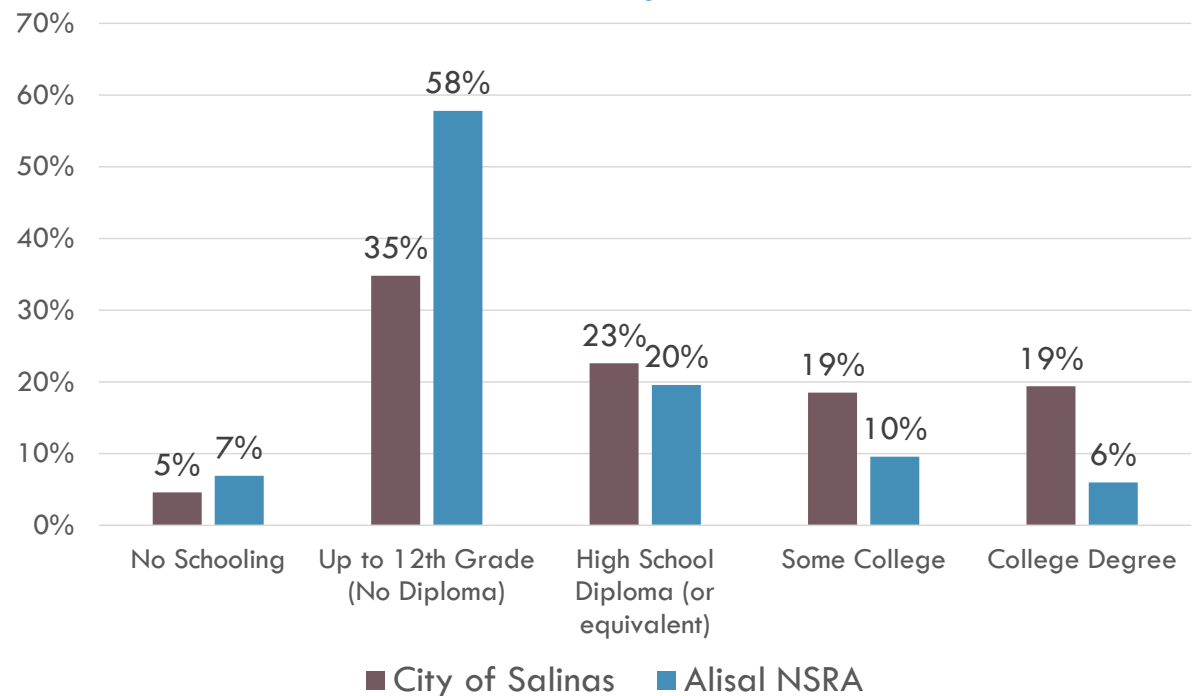
65% Alisal adults have not obtained a high school diploma or equivalent.

Educational Attainment

People who live in Alisal have lower levels of educational attainment compared to Salinas residents overall. More than half of Alisal residents who are 25 years or older (58%) have attended school but not obtained a high school diploma or equivalent, compared to 35% for Salinas residents who are 25 years or older. While 19% of Salinas residents (25 and older) have a college degree, only 6% of Alisal residents (25 and older) do.

19% of Salinas adults graduated from college, compared to 6% of Alisal adults.

Educational attainment for residents 25 years and older



Workforce Development

The City of Salinas has developed partnerships with business, education, and government to build on its traditional strengths in agriculture while leveraging emerging trends in technology. The City has worked with other agencies, educational institutions, and the business community to develop an overall strategy to grow the Salinas Valley's AgTech ecosystem, based on its rich roots in agriculture. These homegrown initiatives hope to keep residents working in Salinas instead of driving to work opportunities elsewhere. The City is also committed to luring Salinas-raised college students back to the city after graduation.

Digital Next @ the Cesar Chavez Library

- High Tech for Young Minds, Digital NEST provides youth and young adults, high school to age 24, with free access to computers, software, Wi-Fi, and a full range of state-of-the-art digital tools and classes. This program brings a bit of Silicon Valley to Salinas.
- Boosts tech familiarity and strengthens local tech skills so youth can compete in an increasingly technological world where all jobs rely on differing degrees of automation.
- This program is funded by agricultural companies, foundations, and the City of Salinas.



Young Innovators Challenge (hosted by Thrive Foundation)

- Young Teams develop unique approaches to address big problems, formulating well-thought solutions during a one-day event competition for middle and high school teams.
- Most recent competition theme: "Feeding 9 Billion People by the Year 2030"
- Empowers local youth to become the next generation of entrepreneurs
- Winners visit Intel and Google Headquarters

"Brain drain is a problem. I know a lot of college grads who left Salinas."

- Alisal Resident



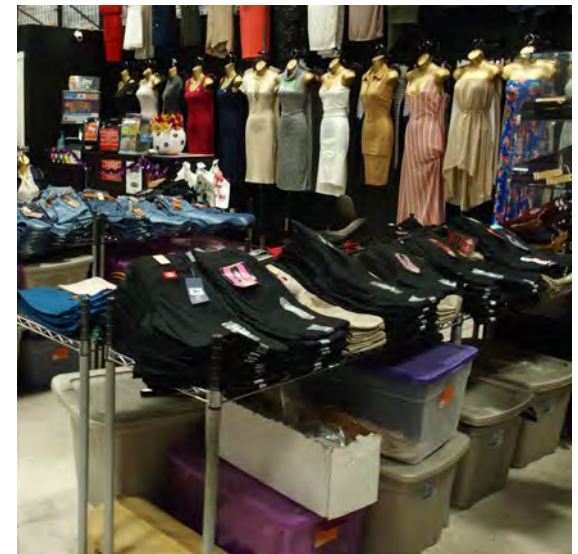
Employment Training Partnership

- This is a comprehensive program with Hartnell College and other institutions including CSUMB. It incorporates Salinas Valley cities: Salinas, Soledad, Gonzales, Greenfield, and King City, as a first-time five city collaboration. The goal is to develop training programs and identify skills important to Salinas Valley's AgTech workforce and the healthcare field for high wage, high skill, and high demand careers.
- The Salinas Health Pathway Partnership kindergarten - employer pathway to train and grow the number of qualified healthcare workers in the Salinas Valley.
- Focused on allied health careers with the knowledge that the field of healthcare generates upward income mobility for individuals looking to better their lives and their community



The Salinas Valley Adult Education Consortium

- Fosters the expansion, improvement, and accessibility of adult education services in the Salinas Valley.
- A fulltime staff added to customize programs, and certificate programs, as needed to fit requisitions of local employers
- The program targets training for K-12 and universities, and provides retraining for older employees.
- Salinas hopes to turn farm workers' children into scientists through \$2 million Andy Matsui scholarship STEM fund initiative.
- CSUMB collaborating with Hartnell College on several academic programs, including nursing, the CS-in-3 computer science program, and agriculture technology, with classes offered at a new campus in East Salinas.



Alisal Retail

This is a summary of the Retail Report compiled by Applied Development Economics as part of the Alisal's Vibrancy Plan in August 2017. The retail sector benefits a community's quality of life by selling goods and services for local consumption, and serves as a major source of tax revenues to support local municipal services. The complete Applied Development Economics retail market analysis includes an estimate of retail spending in the Alisal, and a comparison of overall spending potential and sales by Alisal retail establishments.

The following chart demonstrates that the Alisal generates a purchasing surplus, as shoppers from Salinas Valley visit Alisal to shop for its unique Latino shopping opportunities.

- Alisal draws customers from around the Salinas Valley for certain specialized items like food, bridal, western work clothes, communion supplies and others.
- Alisal retail businesses draw in sales of \$90.6 million from outside shoppers including, used car sales and auto parts account for \$65 million of surplus sales activity.
- \$61.0 million, (30%), of local household retail demand is spent outside of the Alisal neighborhood, for household appliances and electronics, new cars and general merchandise.

Alisal could add about 44,000 sq. ft. of new retail space based on existing spending leakages.

Key store opportunities include:

- Apparel and shoe stores
- Specialty retail, including florists, jewelry, sporting goods, hobby/toy stores, office supplies, pet shops and beauty supplies
- Household appliances and electronics
- Hardware and building materials
- Health services
- Child care/day care/preschool
- Opportunities may exist for restaurant variety, particularly those that provide table service and diverse cuisine

"High rents create economic issues - families have less money to spend at local businesses."

- Alisal Resident

| | | |
|-----------------------------------|---|-------------------|
| Alisal Retail Businesses Sales | = | \$234.2 million |
| Alisal households Retail Spending | = | - \$204.6 million |
| <hr/> | | |
| Retail sales exceed local demand | = | \$29.6 million |
| <hr/> | | |

Business Retention and Attraction Strategies

The City of Salinas partners with El Pajaro Community Development Corporation, providing services in English and Spanish to promote the development of micro enterprises. Pajaro assists in the creation economic opportunities for minority individuals with limited resources, providing instruction, bilingual/bicultural business training, business incubation, professional consulting and coaching.

- One-on-one Business Technical Assistance.
- Start-up workshops for residents and to existing business; Instruction includes understanding the importance of reporting sales and taxes.
- Business Education Loan Program training workshops (Grow Salinas Loan Fund) provide low interest loans.
- Pajaro is looking into a commercial kitchen to assist with technical assistance

- The Salinas United Business Association (SUBA) Business Improvement District (BID) was established for the purpose of improving the business environment in the Alisal by providing local business with the support and resources they need to be successful. It relies on diverse stakeholder volunteers to carry out its mission.
- SUBA had suffered turnover in leadership but now has a steady part time director.
- SUBA is implementing a community-driven, comprehensive Main Street™ style approach management strategy that includes Design, Organization, Promotion, and Economic Vitality.
- The merchant based Business Improvement District has had challenges collecting assessment fees since formation. It maintains a high delinquency rate of 45% (only \$85,000



The flyer is for El Pajaro CDC and promotes business workshops. At the top, it says "El PAJARO" with a logo. Below that, it asks "Do you want to make your business dream come true?" and encourages attending a free class to learn how to start a business. It lists two workshop locations: Watsonville (August 21, 6 pm, 15 E. Beach St., Room 216) and Salinas (August 24, 6 pm, 1752 E. Alisal Rd., Room C, 107). It provides contact information for El Pajaro CDC (831-722-1224) and notes that classes are taught in Spanish. Logos for various partner organizations like USDA and local government entities are at the bottom.

of \$143,000 is collected). Merchants don't always see the value of the services being provided. The services sometimes target illegal vendors and homeless issues. The City collects the business license fees and assessments in two different processes.

- The collected fees go primarily to pay staff and cleaning services. Funds are raised through grants for other beautification and promotional activities.
- SUBA is tackling code enforcement issues that makes them a good cop in some stakeholders' eyes and bad cop in others.
- Planter project/banner project in progress, to beautify commercial district
- With only one part-time staff, SUBA lacks the capacity to do more, particularly in the events area. It handled El Grito previously but relinquished it. The event does not generate positive revenues.
- Staff is encouraging existing businesses to explore buying their buildings, whenever possible.

"The Alisal is missing night life. We could use a bar with windows. Local artists needs music venues to perform in. It would be nice to see some family-friendly nightlife as well."

- Alisal Resident



This page was intentionally left blank.



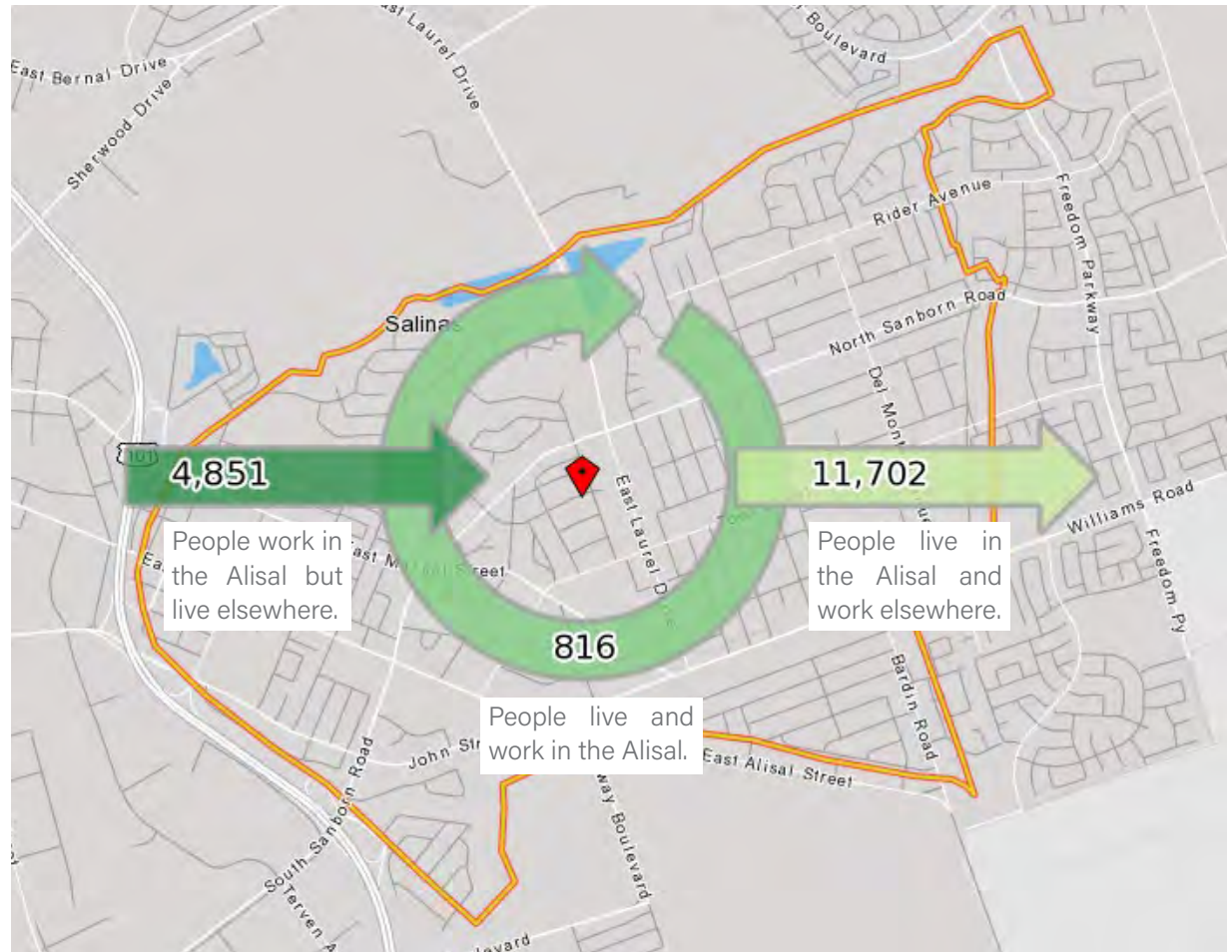
chapter eight

INFRASTRUCTURE & MOBILITY

Alisal Strategy Area Home-Work Flows

There are strong regional travel patterns between the Alisal and the surrounding area. The majority of Alisal residents work outside of the Alisal and most people working in the Alisal come from Salinas and beyond. Around 7% of Alisal residents work in the Alisal, approximately one-fourth (26.3%) work elsewhere in Salinas, and the remainder work in Monterey County and beyond. People commute from elsewhere in Salinas and beyond to work in the Alisal, with Alisal residents only holding around 15% of Alisal jobs. Mobility both within the Alisal, and connecting to the Alisal from other parts of the region, are both important to supporting community growth and vibrancy.

The figure to the right illustrates the number of people traveling to and from the Alisal for work. As shown, 4,851 people work in the Alisal but live elsewhere, while 11,702 people live in the Alisal but work elsewhere; 816 people live and work in the Alisal. More than one quarter (27.9%) of Alisal residents work in the agriculture industry, far more than any other industry. Because the jobs are spread out on farms throughout the region and car ownership rates are low, agricultural workers in the Alisal often rely on informal buses. These buses are provided by employers or other intermediaries, and fill gaps in the transit network.



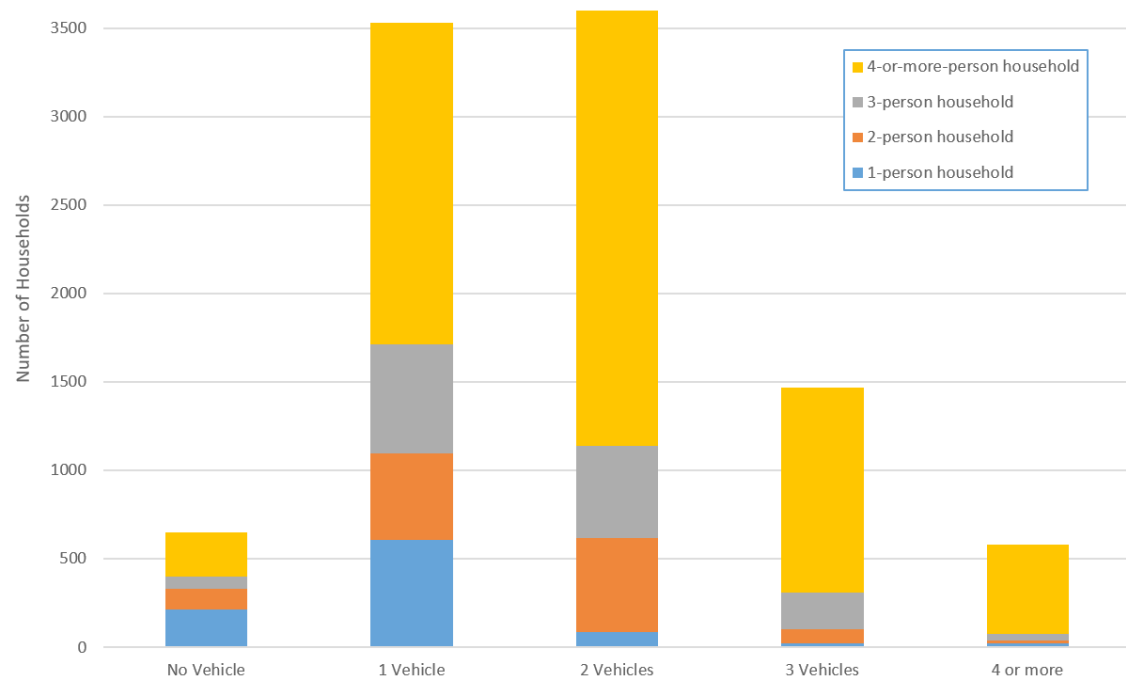
Source: U.S. Census Bureau. 2016. OnTheMap Application. Longitudinal-Employer Household Dynamics Program. <http://onthemap.ces.census.gov/>

Most residents of the Alisal commute outside of the area for work (**93.5%**).

Alisal Strategy Area Vehicle Ownership

This section describes the travel patterns of Alisal residents and workers and the condition of transportation infrastructure and environment, including existing transit service and parking supply. Based on this information, the transportation infrastructure within the East Alisal study area present a variety of opportunities to enhance and capitalize on existing networks. East Alisal Street is served by multiple bus routes, and pedestrian infrastructure within the Alisal is relatively robust, with consistent sidewalks and curb ramps.

Despite the large quantities of available parking, commuters in the Alisal are less likely to drive alone to work than in the rest of Salinas. About 54% of Alisal commuters drive to work and 15% carpool, while 71% of Salinas commuters drive to work, and only 0.5% carpool. The substantially higher carpool rates – especially carpools with more than two people – is likely related to the fact that Alisal households generally have more adults sharing fewer cars than in the rest of the city. Relatively low rates of vehicle ownership and of people driving alone to work also indicate an opportunity to expand mobility choices and develop innovative solutions.



Source: ACS 2015 5-Year Estimates, Census Tracts 5.01, 5.02, 6, 7.01, 7.02, 8, 9, 106.07, 106.08

"Abandoned cars are a problem. They sit on the street taking up parking and people rob the stereos."

- Alisal Resident

62.7% of 4-or-more-person households share 2 vehicles, share 1 vehicle, or have no vehicles at home.

Monterey-Salinas Transit Frequency

Monterey-Salinas Transit (MST) serves the Alisal district, including the East Alisal corridor, with bus connections between the Alisal and destinations in Salinas, Northridge, and Monterey. Out of the five routes that serve the Alisal (shown in the table to the right), transit service is concentrated along East Alisal Street; these MST bus routes – Routes 41, 47, and 48 – come through every 30 to 90 minutes on weekdays, whereas only Route 41 operates on weekends. Route 45 along North Sanborn Road and East Market Street buses arrive every 15 minutes during weekday commute hours. Route 95 serves a loop through the Alisal, Northridge, and downtown Salinas similar to the alignments of Lines 41 and 45, but with two hours between buses. Although there are many factors behind why people use transit (i.e. convenience, cost, reliability, etc.), people are most likely to use transit that comes frequently, or that arrives consistently at the same time each day. Even if the bus service is infrequent, people are often willing to wait if the bus service is reliable and predictable.

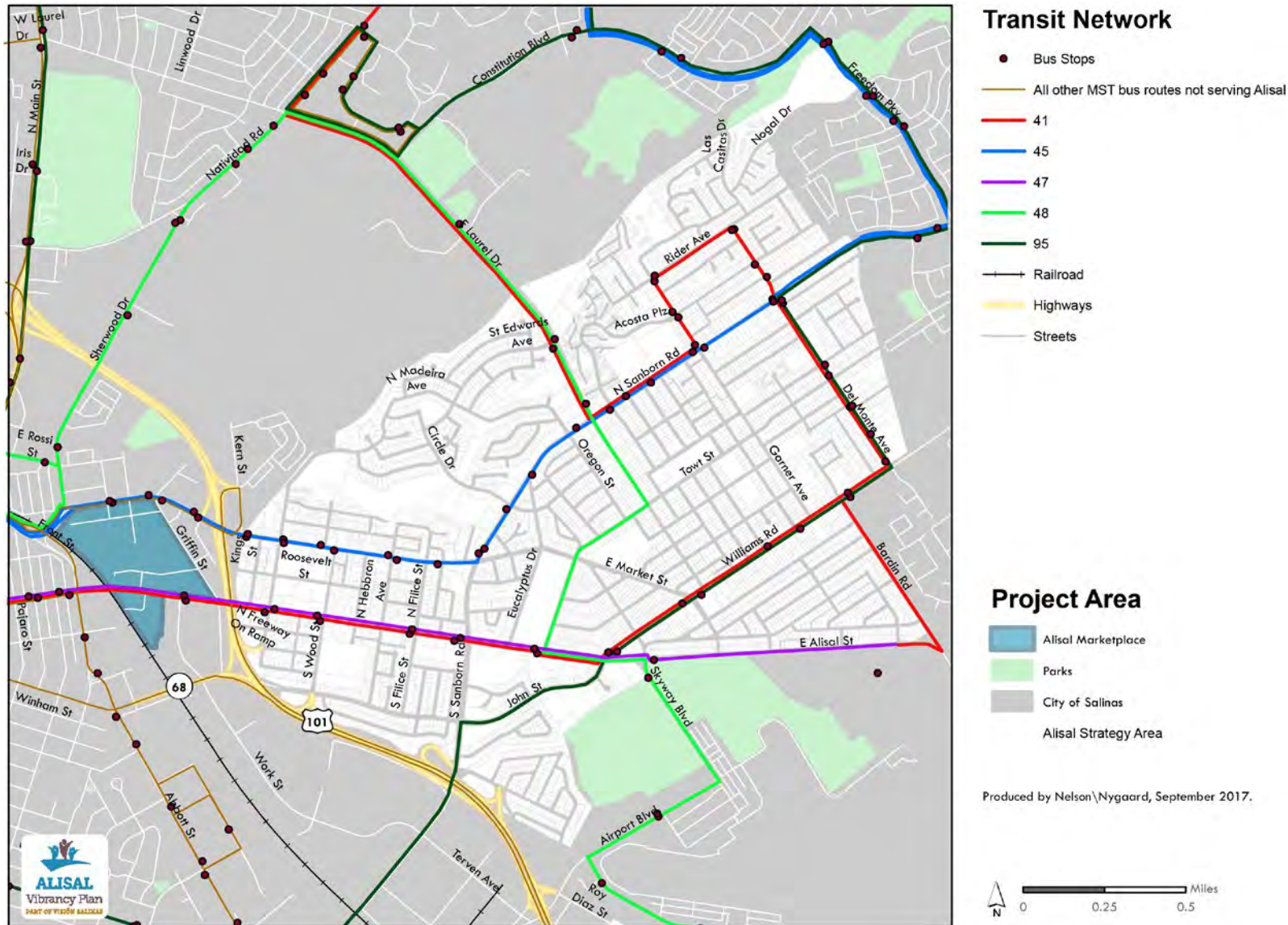
| Route | Weekday Frequency (min) | Evening Frequency (min) | Weekday Span | Weekend Frequency (min) | Weekend Span |
|--|-------------------------|-------------------------|------------------------|-------------------------|------------------------|
| 41 Northridge - Salinas | 30 | 30 | 5:20 a.m. - 10:29 p.m. | 20 | 5:55 a.m. - 10:14 p.m. |
| 45 Northridge - Salinas | 15 | 15 | 7:00 a.m. - 6:57 p.m. | 75 | 8:15 a.m. - 6:57 p.m. |
| 47 Hartnell - Alisal Campus | 60 | 60 | 7:00 a.m. - 6:54 p.m. | -- | -- |
| 48 Salinas - Salinas Airport Business Center | 90 | 90 | 7:30 a.m. - 6:50 p.m. | -- | -- |
| 95 Williams Ranch - Northridge | 120 | 120 | 7:02 a.m. - 5:20 p.m. | 120 | 7:30 a.m. - 5:20 p.m. |

Source: Monterey-Salinas Transit, <http://mst.org/maps-schedules/route-list/>, August 2017

All the buses serving East Alisal provide local connections within Salinas. For regional transit access, East Alisal residents must transfer at the Salinas Transit Center downtown, at the Northridge Mall, or at another major transfer point.

Most transit service is concentrated on East Alisal Street, East Market Street, and North Sanborn Road, and connects to local Salinas destinations.

Monterey-Salinas Transit Network



Source: Monterey-Salinas Transit, <https://mst.org/maps-schedules/route-list/>, August 2017



Photos from Google Streetview, August 2017

About 1% of Alisal residents (0.96%) take public transportation to work. This is comparable to public transit usage in Salinas overall (0.5%). Despite low vehicle ownership, transit use in the Alisal and Salinas is lower than that of Monterey County overall, where approximately 2% of residents take public transportation to work.

Bus stops amenities vary, with benches at most stops, and shelters and trash bins at some. Most bus stops are marked with signs, but do not include schedule and route details.

Transit usage data comes from ACS 2015 5-Year Estimates, Salinas City and Census Tracts 5.01, 5.02, 6, 7.01, 8, 9, 106.07, and 106.08.

"The Alisal's bus schedules do not serve the public needs."

- Alisal resident

Roadway Conditions

Roadways in the commercial area are characterized by their wide widths and large curb radii at the corners, which create longer crossing distances for pedestrians, encouraging drivers to turn at higher speeds and increasing the potential for more pedestrian-vehicle collisions. For example, East Alisal Street is 80 feet wide with six lanes at North Sanborn Road, while North Sanborn Road at Garner Avenue is 70 feet wide with five lanes; both streets often also have on-street parking, adding to the overall street width. In contrast, most neighborhood connector streets are approximately 40 feet wide with one travel lane in each direction and one lane of on-street parking on each side.

Throughout the Alisal, the streets reflect patching and surface improvements, but many of the lane markings, stop lines, and crosswalks are faded and less visible. Lane markings and stop lines are more faded or missing to a greater degree on connecting streets in residential areas. These streets are generally one lane in each direction, often with on-street parking on both sides.

East Alisal roadways fall within three categories:



(1) Wide corridors with high levels of commercial activity, such as E. Alisal Street (above).



(2) Wide corridors with medium levels of commercial activity, such as North Sanborn Road near Garner Avenue (above).



(3) Narrow neighborhood connector streets located in predominantly residential areas, such as Del Monte Avenue (above).

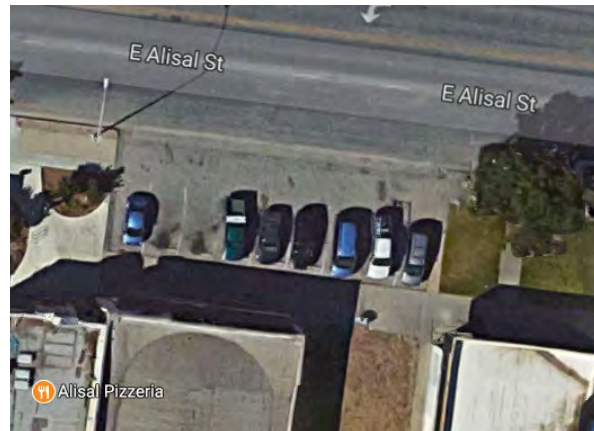
Streets in the Alisal are wide and accommodate high vehicle speeds.

Photos from Google Streetview, August 2017

Parking

When the Alisal district is considered as a whole, there is an abundance of both on-street and off-street parking. Off-street parking is concentrated in commercial areas, such as along the East Alisal corridor, while residential streets include ample on-street parking. Many houses have driveways wide enough for three or more vehicles, or other off-street paved areas for storing vehicles. However, many Alisal residents and workers perceive a parking shortage, especially in the core commercial areas. On-street parking in the Alisal is mostly unregulated, with few time restrictions and no fees. This encourages drivers to park for long periods, even in the highest demand areas. The City does have a residential parking permit program where residents can apply to limit parking permits for a given neighborhood, but it has not been implemented in the Alisal.

Along East Alisal Street, most off-street parking is in commercial parking lots, accessed via driveways (far right image). There are also a few locations of perpendicular off-street parking (immediate right image), where drivers can pull into a perpendicular parking space directly from the street. The unclear separation between vehicle parking and the offset sidewalk within these perpendicular off-street areas creates an unwelcome and unsafe pedestrian environment with multiple opportunities for conflicts between pedestrians and drivers (top image).



Photos from Google Maps and Google Streetview, August 2017

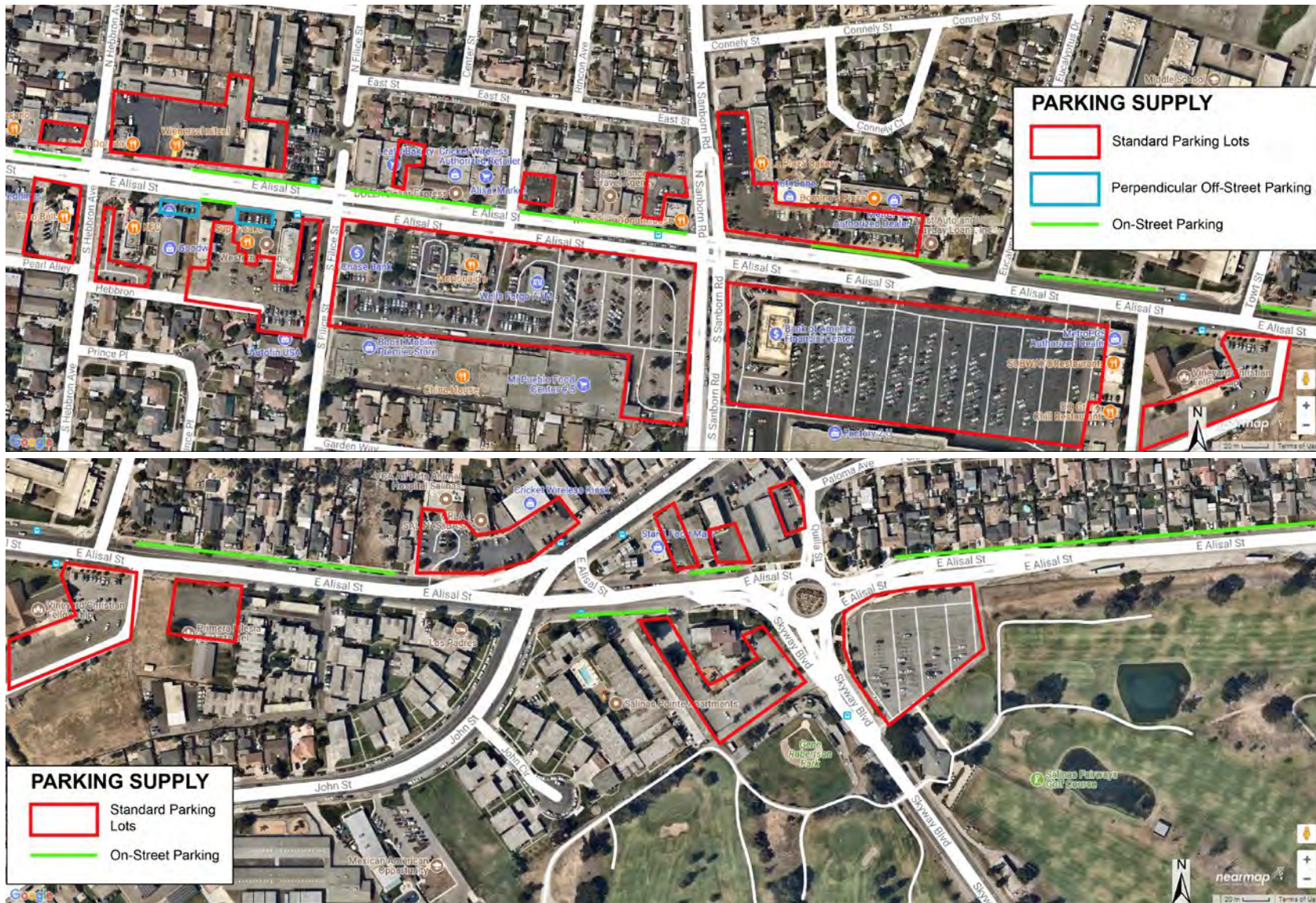
Parking in the Alisal includes commercial parking lots, perpendicular off-street parking, parallel on-street parking, and residential off-street parking.

Alisal Street Corridor Parking Supply, Section 1



The parking supply includes off-street lots on every block with commercial development, and on-street parking on most blocks where curbs lengths accommodate it. This vehicle-oriented land development reinforces the dominance of driving in the Alisal, and where vast parking lots are present, creates a challenging pedestrian environment.

Alisal Street Corridor Parking Supply, Sections 2 & 3



Alisal Street Corridor Parking Supply, Sections 4 & 5



Pedestrian Environment

The commercial activity on East Alisal Street provides multiple destinations and contributes to a vibrant street environment. In many locations along the corridor, the sidewalks are approximately 10 feet wide, enough to accommodate people walking side by side and the occasional bus stop furniture. However, the streets are wide, intersections are designed for fast turns, many intersections do not have marked crosswalks or pedestrian signals, and many blocks have several driveways within a few hundred feet. These elements reinforce the dominance of vehicles and create uninviting walking conditions, especially at street and driveway crossings. The pedestrian experience on residential streets is more welcoming, with shorter crossing distances and landscaping strips and trees between the sidewalk and the street in many locations. However, intersections still accommodate fast vehicle turns and most street lighting is very tall and vehicle-oriented rather than at the pedestrian scale.

Most sidewalks in the Alisal are in very good condition, with minimal sloping, heaving, and other obstructions and barriers. Almost all the intersections with high pedestrian crossing volumes have curb ramps, and many of them are ADA-compliant. Sidewalks in residential areas are in better condition than those along commercial corridors, such as East Alisal and Williams Streets. East Market Street is notable in that almost every intersection has ADA-

compliant ramps at all corners. There are fewer curb ramps at intersections in residential areas, although the adjacent sidewalks are in good condition.

Pedestrian volumes at intersections on Williams Road and North Sanborn Road are substantially higher than volumes on East Alisal Road. Approximately 1% of Alisal residents walk to work, which is comparable with Salinas residents (1.2%).

The Alisal has a higher proportion of children than other parts of the city. As such, it is very common to see families or other childcare providers walking with strollers and young children through the neighborhoods. Many sidewalks on residential streets in the Alisal are not wide enough to accommodate side-by-side travel or passing space around a person pushing a stroller. Sidewalks in commercial areas such as East Alisal Street are typically wider, as shown in this image.

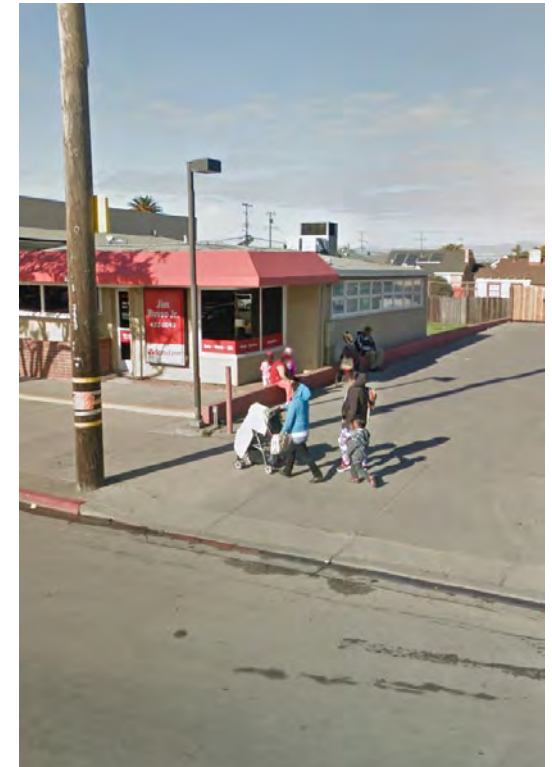
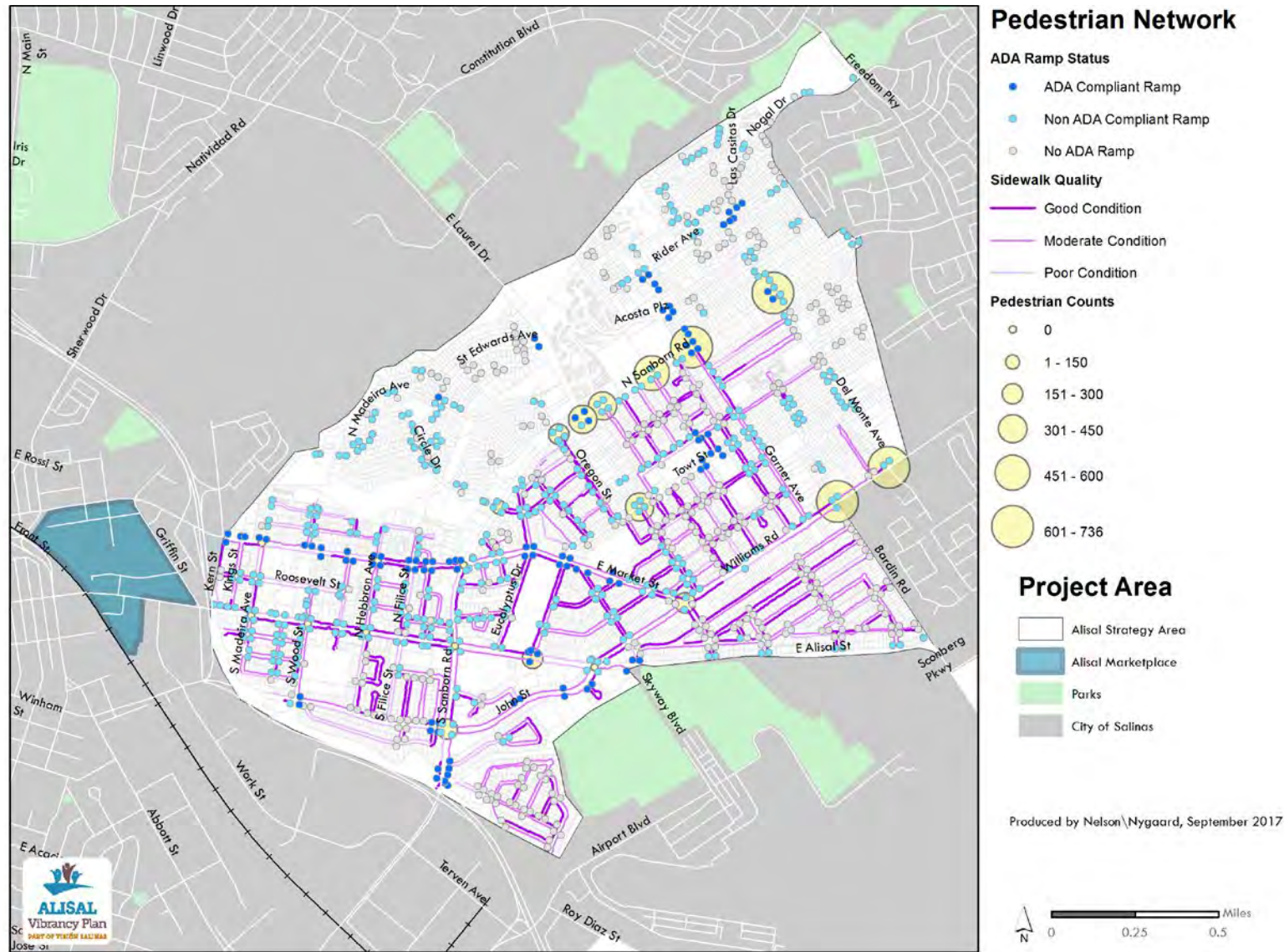


Photo from Google Streetview, August 2017

Sidewalks are widest on commercial streets, but residential streets have more trees and landscaping.

Data for population of Salinas residents that walk comes from ACS 2015 5-Year Estimates, Salinas City.

Pedestrian Volumes and Infrastructure



Source: City of Salinas

Bicycle Infrastructure

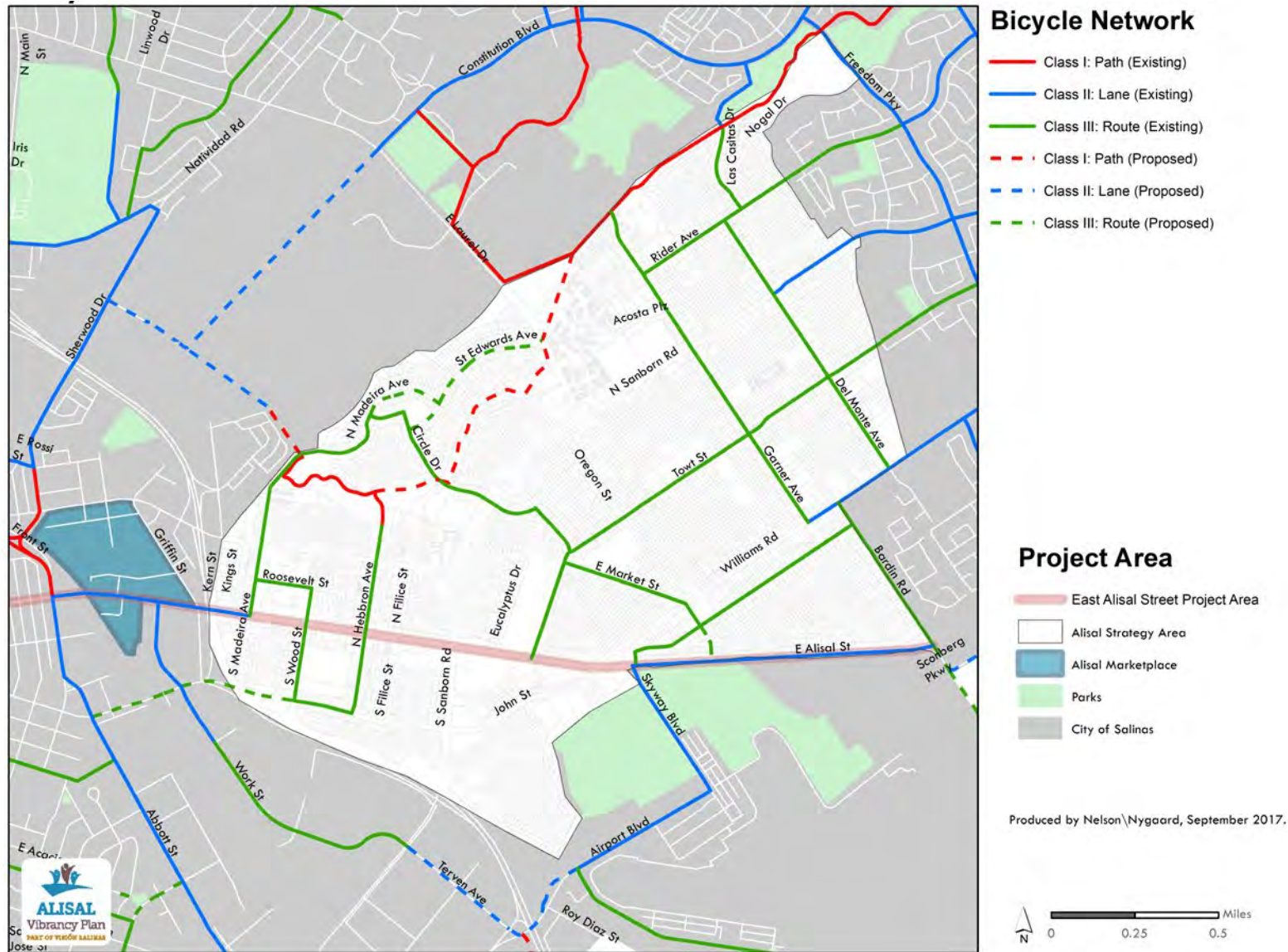
Gaps in the network of bike paths and designated bike lanes can discourage all but the most fearless from bicycling, especially for links between important destinations like schools, parks, commercial corridors, and downtown Salinas. The bicycle network coverage in the study area is limited. Class I bike paths are present only in Cesar Chavez Community Park and Natividad Creek Park, and Class II designated bike lanes are present on a few segments of East Alisal Street and Williams Roads. Most bicycle facilities in the area are Class III, which are designated bicycle routes where bicyclists and drivers share the street. Class III routes are often marked with signs, which may raise drivers' awareness about people riding bikes, but these routes do not provide a designated right-of-way and are often not comfortable or inviting for bicyclists of all skill levels and ages unless they are on low volume, low speed streets.



Photo from Google Streetview, August 2017

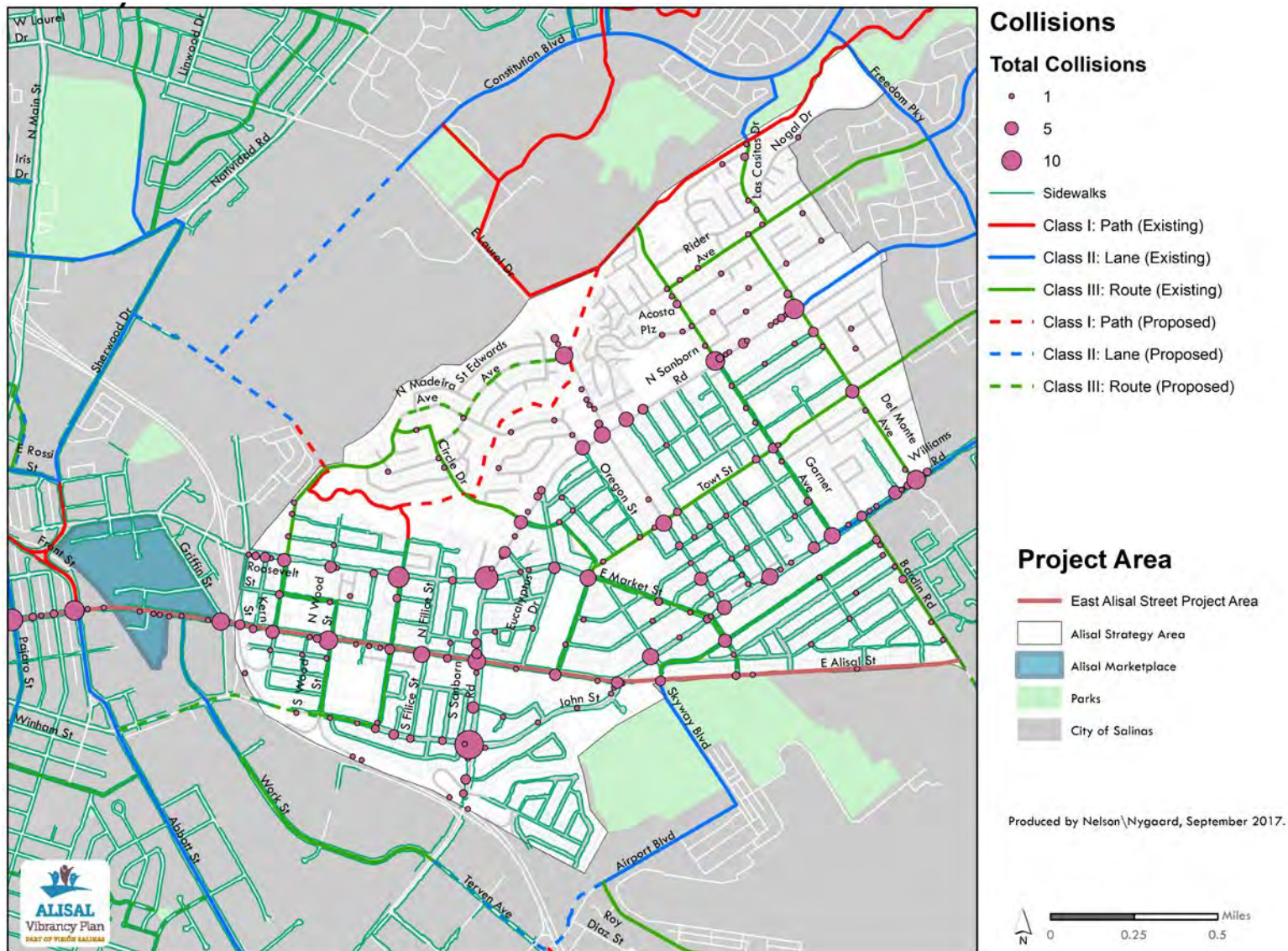
The bicycle network in the Alisal is mostly made up of routes on streets shared with drivers; very few streets in the Alisal have designated bike lanes.

Bicycle Circulation



Source: City of Salinas. NOTE: Class II lanes include marked bike lanes designating bike-only facility on road, may be adjacent to or separated from vehicle lanes; Class III routes include unmarked routes on lanes shared with vehicles.

Vehicle Collision Analysis, 2011-2016



Source: City of Salinas; SWITRS – Collision records from 2011-2016

The Statewide Integrated Traffic Record System (SWITRS) logs all pedestrian, bicycle, and vehicle related collisions that were reported to local police or California Highway Patrol. The figure to the right shows all reported crashes in and around the Alisal between 2011 and 2016.

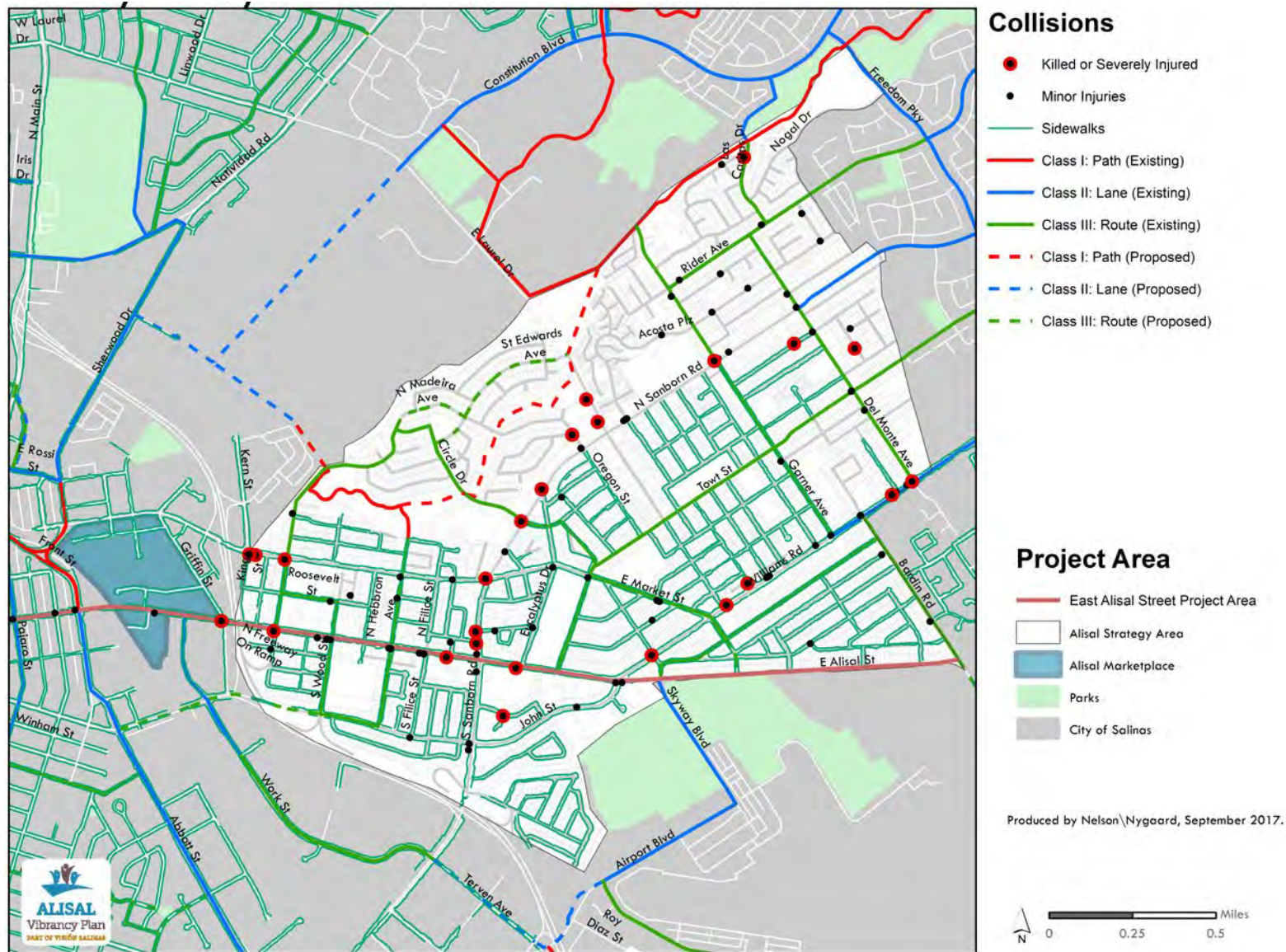
Vehicle collisions have occurred at most intersections throughout the Alisal, including large signalized intersections on primary corridors and smaller intersections on residential connecting streets.

Between 2011 and 2016, there were **266** vehicle collisions in the Alisal.

"Today's urban problems are due to poor infrastructure."

- Alisal resident

Bicycle and Pedestrian Collisions, 2011-2016



Source: City of Salinas; SWITRS – Collision records from 2011-2016

The same conditions that make the largest arterial intersections challenging for drivers – such as wide lanes, large curb radii, faded or missing lane markings – also present safety concerns for pedestrians and bicyclists. Most collisions involving pedestrians and bicyclists occur at these intersections. The figure to the right shows pedestrian and bicyclist-involved injuries in relation to the existing sidewalk and bicycle network.

Pedestrian and bicyclist-involved injuries occur throughout the Alisal, and 28 collisions within the study area resulted in severe injury or death during 2011 through 2016. Most of the severe collisions are concentrated on the widest streets: East Alisal Street, North Sanborn Road, East Market Street, and Williams Road. Severe or minor injury collisions occurred at most East Alisal Street intersections, indicating that there are safety concerns throughout the corridor despite fewer people walking across the street at these locations. Fewer collisions occurred on local connecting streets in the residential areas of the Alisal, where narrower travel lanes and more frequent stop signs keep vehicle speeds lower than on the main arterials.

Between 2011 and 2016, there were **5** fatalities and **23** severe injuries involving bicyclists and pedestrians.

“There’s no nice place to walk in the Alisal.”

- Alisal resident



ALISAL Vibrancy Plan

PART OF VISIÓN SALINAS

COMMUNITY PROFILE

NOVEMBER 2017

