



Alisal Vibrancy Plan Roadshow 2018

September 16:

Mexico's Independence El Grito Event

- East Salinas
- 12:00-6:00 PM
- Economic Development and Quality of Life Pop-Up

On Sunday September 16, The Salinas community came together to celebrate Mexican independence at the El Grito Festival at Alisal Street. There were a variety of community organizations that shared and handed out information. Among the many organizations the City of Salinas Development Department staff was there to engage the community to participate in a few activities that focused on the Economic Development and Quality of Life topics for the Alisal Vibrancy Plan. Among the 166 participants that participated, 102 participants picked East Alisal and Sanborn as their ideal location for a plaza to be built while 28 participants picked East Alisal and Murphy as their second ideal location. 100 participants picked places to sit while play area and water features were a tie at 91 participants picked as their top amenities they want in a plaza. Many thanks to all the 166 participants that participated, including our staff and especially to the organizers the event demonstrated great community spirit and brought together many of those who work in the area.

September 17:

Ciclovistas: Firehouse Recreation Center / Centro de Recreación de Bombores

- 1330 East Alisal Street Salinas, CA 93905
- 5:00-6:00 PM
- Quality of Life and Transportation and Infrastructure Pop-Activity

On Monday September 17 the City of Salinas Community Development Department staff held a pop-up activity for the Building Healthy Communities ciclovistas, at the Firehouse Recreation Center in Salinas. The pop-up activity focused on two topics Quality of Life and Transportation and Infrastructure. During the pop-up activity the participants had the opportunity to choose among various questions relating to Quality of Life and Transportation and Infrastructure topics. Among the 20 participants that participated 13 participants picked East Alisal and Sanborn as a location they would like to see a plaza built. 15 participants picked food and vendors and 12 participants picked places to sit in the plaza as their favorite amenities they would like to see in a plaza. 6 participants voiced that would to see the city fix the road pavement on Bardin Road and add a pedestrian crosswalk. Many thanks to the participants that participated in the pop-up activities. We appreciated all their feedback.

October 7:

Ciclovia Event

- East Salinas
- 9 AM-1PM
- Transportation and Infrastructure and Quality of Life
- 114 participants participated / 114 participantes participaron

On Sunday October 7 the City of Salinas Development Department staff was there to engage the community in two visual surveys that focused on Transportation & Infrastructure and Quality of Life for the Alisal Vibrancy Plan. The visual surveys asked participants “What would help you access City recreational facilities and libraries?” and “What would encourage you to use the bus or other alternative modes of transportation?”. Participants could select from several options on the survey or write their own comments. “More equipment for all ages” and “better lighting in parks” were the most popular choices for the first question, receiving 81 and 79 votes respectively. “Improved pedestrian lighting” and “protected bike lanes” received the most tallies on the transportation survey, with 96 and 83 votes. More frequent bus service also scored highly, receiving 70 votes. Thank you to the estimated 114 people who participated in our activities, and everyone who made this event possible, including our staff and Building Healthy Communities (BHC) for hosting the event.

October 8:

Community Alliance for Safety & Peace / Alianza Comunitaria por la Seguridad y la Paz

- 200 Lincoln Avenue, Salinas, CA 93901 (Inside City Hall)
- 6:30 PM-7:30 PM

- Housing (Group discussion)
- 7 participants participated / 7 participantes participaron

The Community Alliance for Safety & Peace (CASP) group was the first group to be engaged utilizing our toolkit. The toolkit focused on the five plan topics and the group was given the option to choose which topics to discuss. The ‘Housing’ topic on the toolkit was discussed. For the first question, ‘What housing types should be built and what features should it have?’, attendees wanted mixed-used housing and referred to the ones on ‘Pajaro/Williams’ but all types are a priority. They prioritized the characteristics as follows: parking for renters and to accommodate visitors, playground area, then a gathering area. During this conversation, most of the issues faced by renters primarily stemmed from not knowing about their rights as renters and housing managers not receiving the necessary training to address situations that arise. Many group members have experienced situations where they rent a recent remodeled home, thinking its in great conditions but after living there they have to deal with costly issues (i.e. plumbing) that was not disclosed by the owners initially. From this, group members suggested having a form of inspection to verify the housing conditions before renting.

October 9:

WIC (Women, Infants and Children) Spanish Classes / Classes de español WIC Mujeres, Bebés y Niños

- 632 East Alisal Street Salinas, CA 93905
- 4 PM-6 PM
- Community Health and Safety (Survey)
- 39 participants participated / 39 participantes participaron

City staff had the opportunity to attend two meetings at the Women, Infants and Children(WIC) facility to do quick surveys focused on Community Health and Safety. We had a list of questions for the 39 participants and the answers ranged from strongly agree, agree, neutral, disagree or strongly disagree. Most individuals AGREED that there is a very good and acceptable quality/availability of health services, there is a good quality of health services in the Alisal, there is an availability of fresh foods and vegetables in the Alisal, Alisal area is secure and secure of crime. When asked what places in the Alisal support young people and healthy families people mentioned spaces like WIC, Churches, the food bank, schools, counseling, having healthier restaurants options, recreational parks, zumba and the police station. To help address the violence in Alisal people mainly suggested having more security, positive outlets for children (sports), open/green spaces, parenting classes and creating more resources.

October 17:

Natividad Medical Center Farmer Market / Centro de Natividad del Mercado de Agricultores

- 1441 Constitution Blvd Salinas, CA 93906
- 11 AM-1 PM
- Community Health and Safety & Quality of Life (Pop-Up)
- 22 participants participated / 22 participantes participaron

Staff had the opportunity to do a pop-up at the Natividad Medical Farmer's Market where they asked questions surrounding Community Health & Safety and Quality of Life. Passerby's were asked if they worked/lived or are familiar with the Alisal area, if so they were able to complete our questions. They were asked what they think contributes to the violence in East Salinas and some people said

October 18:

Cesar Chavez Library / Biblioteca Cesar Chavez

- 615 Williams Road Salinas, CA 93905
- 6 PM-7:30 PM
- Quality Life & Transportation and Mobility (Pop-Up)
- 32 participants participated / 32 participantes participaron

On Thursday October 18 the Community Development staff held a pop-up survey activity that focused on Quality of Life and Transportation and Infrastructure topics for the Alisal Vibrancy Plan. The visual survey asked "What would help you access City recreational facilities and libraries?" and "Where would you like to see a plaza in the Alisal?" and "What amenities do you want in a plaza?". We received 10 votes for "More low-cost or free programs and equipment for all ages." We received 7 votes on "Transportation to facilities. There were 8 votes for East Alisal and Sanborn as a location they would like to see a plaza built, with 11 votes on wanting a water fountain in a plaza. We appreciate all the 32 participants that participated in the pop-up activity as well as their additional comments.

October 19:

Alisal Family Resource Center / Centro de Recursos para la Familia Alisal

- 1441 Del Monte Avenue Salinas CA, 93905
- 1 PM-2 PM

- Community Health and Safety (Group Activity)
- 18 participants participated / 18 participantes participaron

The City of Salinas Community Development staff had the opportunity to present to the Alisal Family Resource Center staff on Friday October 19 at the Alisal Family Resource Center office located in Salinas. During the presentation we gave a brief introduction of the Alisal Vibrancy plan and introduced components of the toolkit. After the presentation, the staff divided into four groups and we passed out an activity sheet with three questions that were focused on Community Health and Safety for the Alisal Vibrancy Plan. The question that was chosen by all four groups was “What do you think contributes to violence in East Salinas?” All four groups mentioned poverty, lack of parental support and supervision, lack of income, and peer pressure were main factors that contribute to violence in East Salinas. Thank you to the 18 staff members that participated in the activities.

October 23:

Cesar Chavez Library / Biblioteca Cesar Chavez

- 615 Williams Road Salinas, CA 93905
- 6 PM-7:30 PM
- Housing & Community Health and Safety (Pop-Up)
- 22 participants participated / 22 participantes participaron

The City of Salinas Community Development staff held a pop-up activity at the Cesar Chavez Library on October 23 where the topics of housing and community health and safety were discussed. For housing, people that participated in the activity said they would prioritize mixed-use housing first, townhomes second and multi-family housing third. When asked about what features should housing provide they would prioritize parking first, a playground second and a gathering area third. For Community Health and Safety, we had open ended questions asking what residents thought contributed to violence in East Salinas. Residents’ answers mainly focused on not having enough security, not having after school programs for youth and not having family services available. To address the violence in East Salinas residents’ suggested having safer streets, creating more positive outlets for children to keep them busy after school and having counseling services available for families to address mental health issues. It was also suggested to have parents give children the attention and security they need. Thank you to all 22 participants for your input.

October 24:

Senior Firehouse Recreation Center / Centro de Recreación de Bombores

- 1330 East Alisal Street Salinas, CA 93905

- 9 AM-11:00 AM
- Transportation and Mobility & Community Health and Safety (Pop-Up)
- 10 participants participated / 10 participantes participaron

On Wednesday October 24 the City of Salinas Community Development staff held a pop-up for the senior citizens during their Halloween costume party at the Firehouse Recreation located in Salinas. The City of Salinas Community Development staff was there to interact residents in participating in our two survey activities that focused on Transportation and Infrastructure and Community Health and Safety in the Alisal Vibrancy Plan. The survey activity asked “What would encourage you to use the bus or other alternative modes of transportation” and “What do you think contributes to violence in East Salinas?”. “Pedestrian lighting” and “More frequent bus service” were the most popular choices for the first question, receiving 8 and 5 votes, respectively. In regard to the Community Health and Safety which asked “What do you think contributes to violence in east Salinas?” Many thanks to all the 10 participants that participated.

WIC (Women Infant and Children) Conference Room / Sala de conferencia WIC (Infantes, Bebés y Niños)

- 632 East Alisal Street Salinas, CA 93905
- 9 AM-12 PM
- Economic Development (Pop-Up)
- 3 participants participated / 3 participantes participaron

On Wednesday October 24 the City of Salinas Community Development Department staff held a pop-up survey activity at the WIC conference room. Our goal was to receive feedback from local Alisal business owners regarding East Alisal Corridor Complete Plan Draft concepts, and the Economic Development Strategies. One participant advocated for sidewalk extension with lights, trees and amenities and one participant advocated to create a (bilingual, culturally relevant) city staff position that can help current and future Alisal business owners navigate permitting, licenses, building, etc. new curb extensions to improve safety for pedestrians. Thank you to the 3 participants who attended our pop-up at the WIC conference room.

October 25:

WIC (Women Infant and Children) English Classes

- 632 East Alisal Street Salinas, CA 93905
- 4 PM-5 PM
- Community Health and Safety (Survey)

- 8 participants participated / 8 participantes participaron

On Thursday October 25 the City of Salinas Community Development staff conducted a survey focused on Community Health and Safety to the participants of the WIC program at the Salinas WIC facility. Respondents were asked to evaluate different aspects of community and health questions on a five point scale: Excellent, Very Good, Acceptable, Bad and Very Bad. From all the questions 5 respondents agreed that the Alisal area has good quality health services and 5 respondents agreed that the Alisal has fresh and healthy foods. 4 respondents were neutral that Alisal area is crime-safe. The survey also asked individuals “What places in the Alisal help support young people and healthy families? Participant mentioned WIC and the Food Bank. Many of the participants weren’t aware of the many organizations located in the Alisal. Thank you to all the 8 participants that participated in the survey. We received valuable feedback regarding their needs.

WIC (Women Infant and Children) Conference Room / Sala de conferencia WIC (Infantes, Bebés y Niños)

- 632 East Alisal Street Salinas, CA 93905
- 3:30 PM-5:30 PM
- Economic Development (Pop-Up)
- 0 participants / 0 participantes participaron

October 26

WIC (Women, Infant and Children) Conference Room / Sala de conferencia WIC (Mujeres, Bebés y Niños)

- 632 East Alisal Street Salinas, CA 93905
- 9 AM-12 PM
- Economic Development (Pop-Up)
- 6 participants participated / 6 participantes participaron

On Friday October 26 the City of Salinas Community Development Department staff held a pop-up survey activity at the WIC conference room. Our goal was to receive feedback from local Alisal business owners regarding East Alisal Corridor Complete Plan Draft concepts, and the Quality of Life topic in the Alisal Vibrancy Plan. Five participants advocated for new high-visibility crosswalks to increase visibility of crossing pedestrians and 3 participants advocated for new curb extensions to improve safety for pedestrians. Thank you of the 6 participants that participated in our activities.

November 6

Community Alliance for Safety and Peace / Alianza comunitaria por la seguridad y la paz

- Hebron Heights Recreation Center
- 683 Fremont Street Salinas, CA 93905
- 7:30-8:00 PM
- Housing and Quality of life (Pop-Up)
- 8 Participants participated / 8 participantes participaron

On Tuesday November 6 the City of Salinas Community Development Department staff held a pop-up activity for the Community Alliance for Safety and Peace Community Leadership Academy Alumni at the Hebron Heights Recreation Center in Salinas. The visual surveys asked participants “What type of housing should be built and what features should it have?” and “What features should it have? Participants could select from several options on the survey or write their own comments. “Townhomes and mixed-use housing” were the most popular choices for the first question, receiving 6 and 2 votes respectively. “Parking and playground” received the most tallies on the housing survey, with 8 and 3 votes. Thank you to the 8 participants that participated in our activities.

November 18

Alisal Family Resource Fair

- Dr. Martin Luther King Jr. Elementary School
- 925 North Sanborn Road, Salinas, CA 93905
- Economic Development and Quality of Life Pop-Up Activity
- 41 Participants participated / 41 participantes participaron

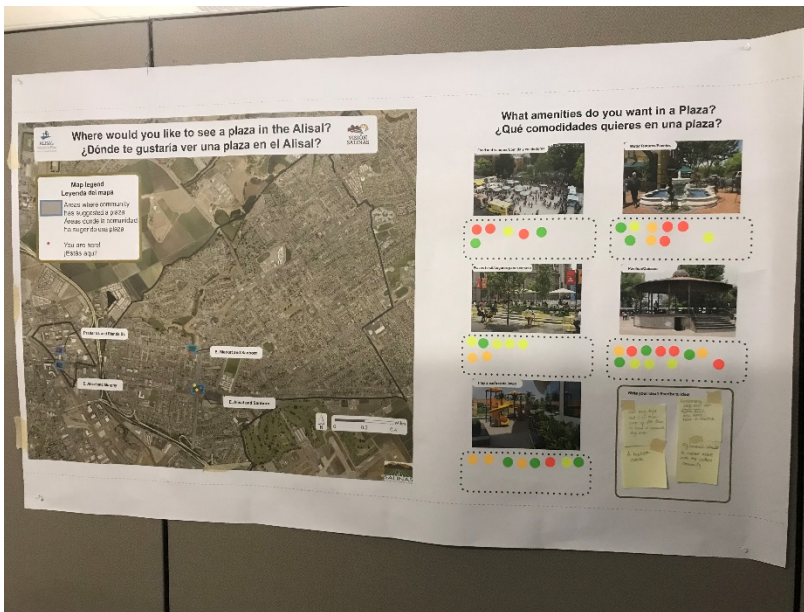
The Alisal Family Resource Fair hosted its second annual “Resources Fair” on Sunday October 18 which gave families opportunities to interact with community agencies while children participated in activities. The City of Salinas Community Development staff was there to interact residents in participating in our two survey activities that focused on Economic Development and Quality of Life. We also encouraged the participants to fill out our online Alisal Vibrancy Toolkit survey which is located on www.alisalvibrancy.org/toolkit. The survey activity asked “What type of business would you like to see more of in the Alisal?” “Different type of restaurants and coffee shops” were the most popular choices for the first question, receiving 31 and 22 votes, respectively. In regard quality of life question which asked “Where would you like to see a plaza in the Alisal?” “East Market and Sanborn” and East Alisal and Sanborn” received the most tallies, receiving 23 and 16 votes. Many thanks to all who participated, including our staff and especially to the organizers –the event demonstrated great community spirit and brought together many of those who work in the area.

Appendix

Photo Gallery



Local residents who came to the El Grito event were able to participate in the Alisal Vibrancy Plan feedback process. In this picture, a family chooses what type of businesses they would like to see more of in the Alisal.



CASP Alumni had the opportunity to participate in an activity about where a gathering space should be located and what amenities should it have.



Staff from the Community Development Department participated in the Ciclovía event where they had the opportunity to engage local residents in transportation & quality of life activities.

Thank you to everyone who participated in our roadshow, especially the families in the Alisal!