ALISAL
Vibrancy Plan
PART OF VISIÓN SALINAS

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April 28, 2021

Planning Equity and Resident Empowerment: The Alisal Vibrancy Plan Story

The importance of building relationships...

Which best describes your agency or organization?

a. City
b. County
c. State Agency/Department
d. Private/Corporate
e. Non-Profit
f. Other

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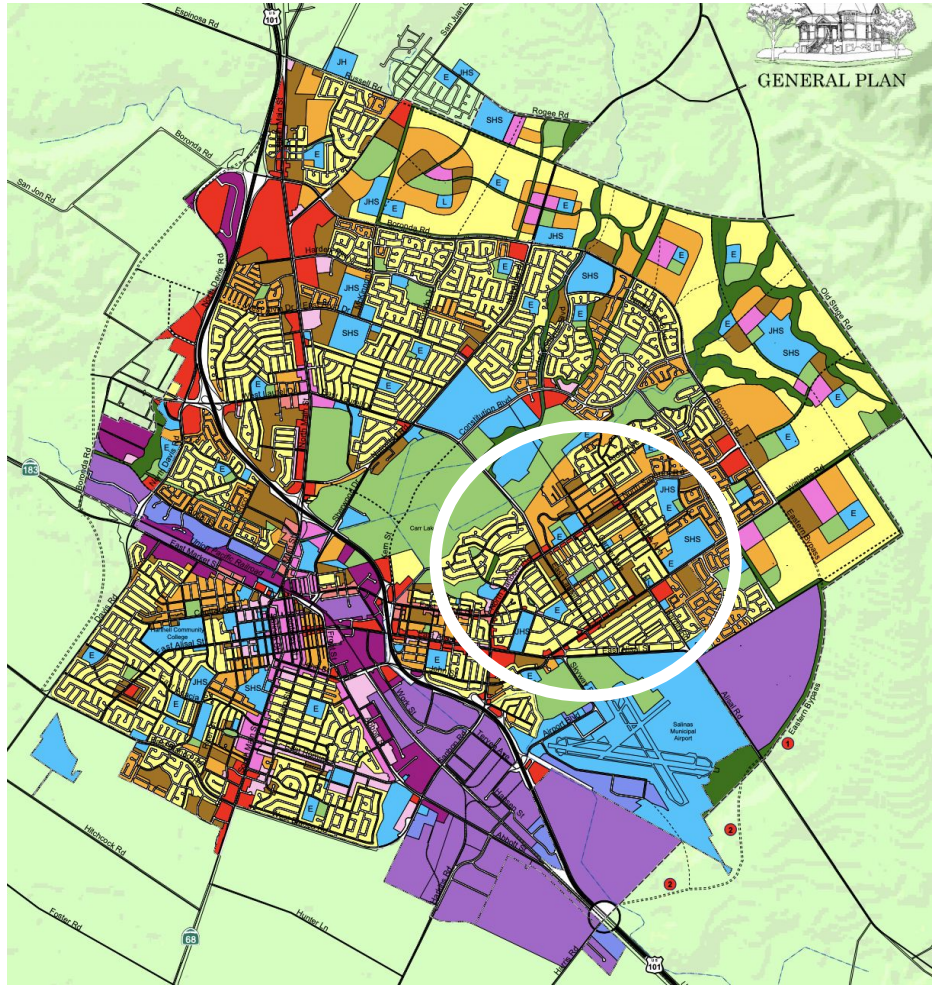
- "Salad bowl of the world"
- 100 miles south of San Francisco
- Population: 160,00
- Predominantly Spanish speaking community- 75% of all residents identify as Hispanic/Latino
- Plan focus = East Salinas



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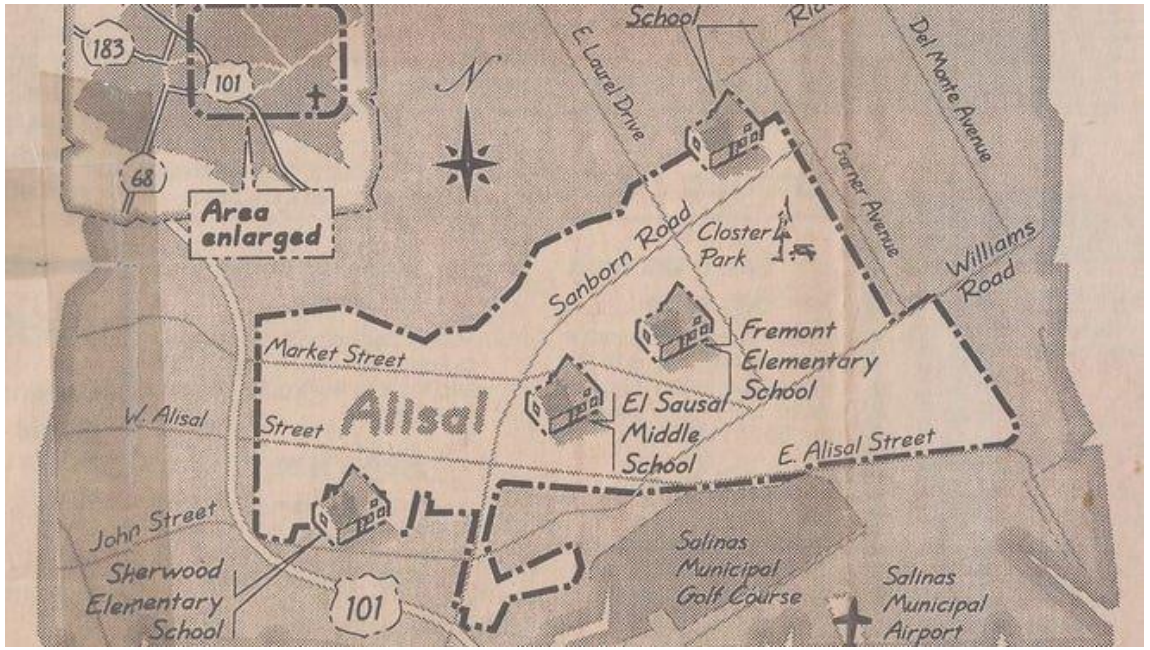
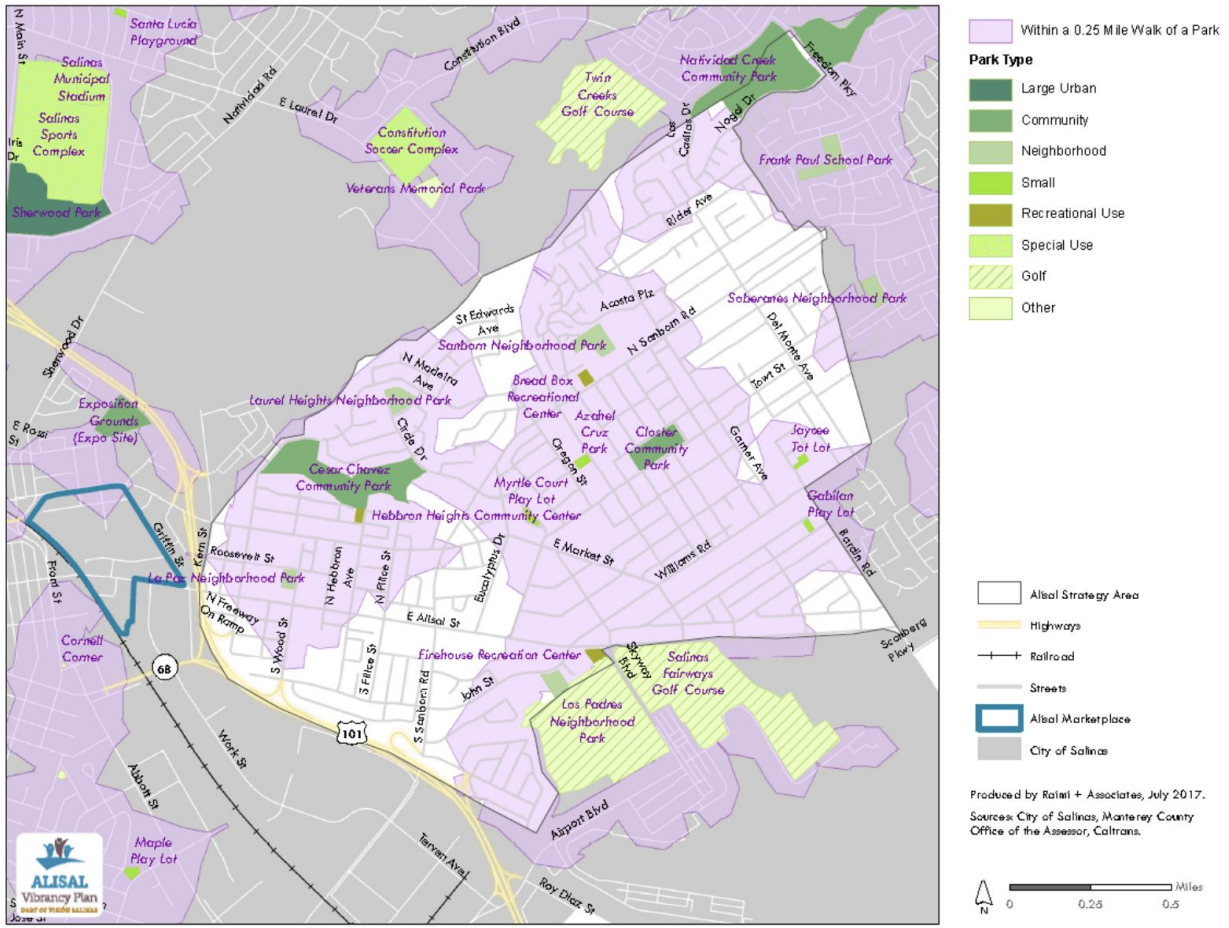


Environmental Injustice and Inequities

- Lack of affordable housing, poor housing conditions
- Limited access to parks and recreation
- Limited access to healthy foods
- Limited access to health care
- High exposure to pesticides



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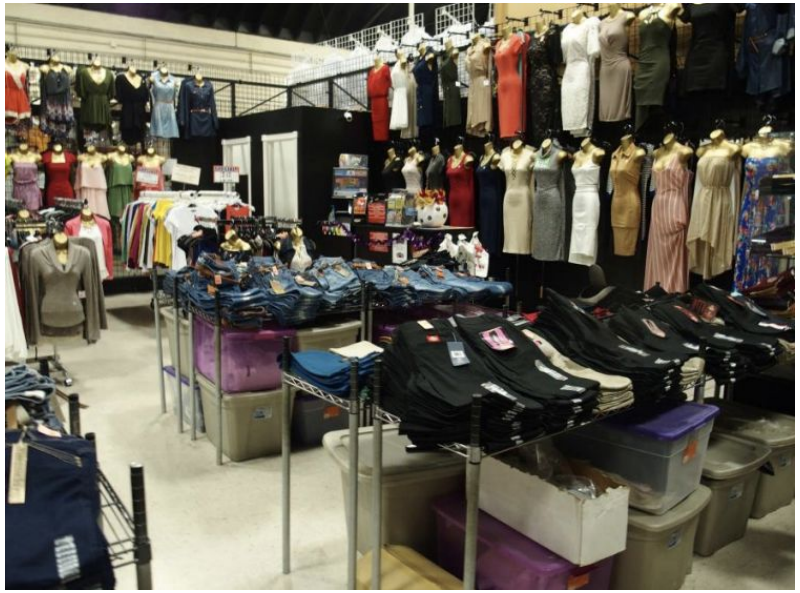
Economic Development

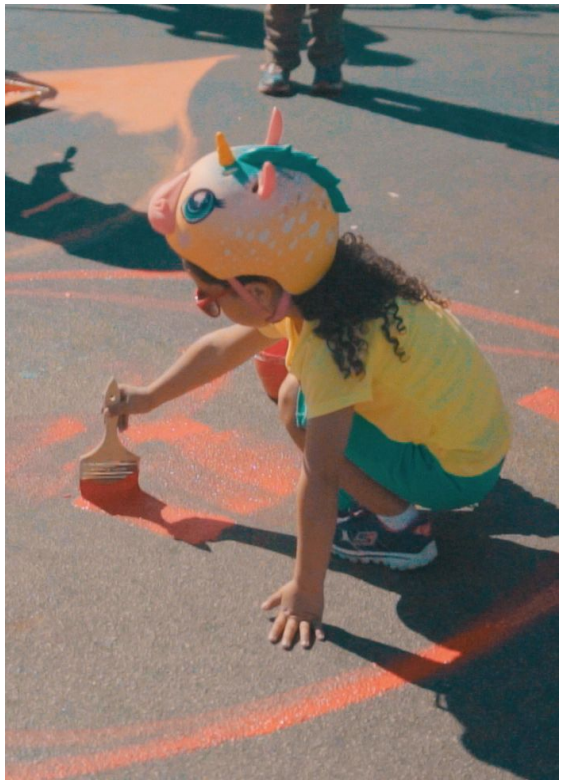
- Alisal is the city's second largest sales tax generator behind only the auto center in Northwest Salinas.



Building Healthy Communities

- North Star: To build resident voice and power for a healthy and inclusive democracy.
- Grounded in a healing-informed racial equity approach to transform systems to close equity gaps.
- Convenes the the CARE

BUILDING HEALTHY COMMUNITIES EAST SALINAS
OUR NEW ALISAL



How did it start?

- 2013 Spanish Community Meeting on the Economic development Element
- Collaborative of partners led advocacy efforts, now called the Community Alliance for Racial Equity (CARE)
- Creation of the plan added as action item in EDE

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2,000+
People engaged

34
Working Group Meetings

20
Steering Committee Meetings

150+
Solutions and recommendations created by the Working Groups and Steering Committee

100%
Bilingual process led in Spanish

24
Pop-ups at community events and public places

8
Large workshops

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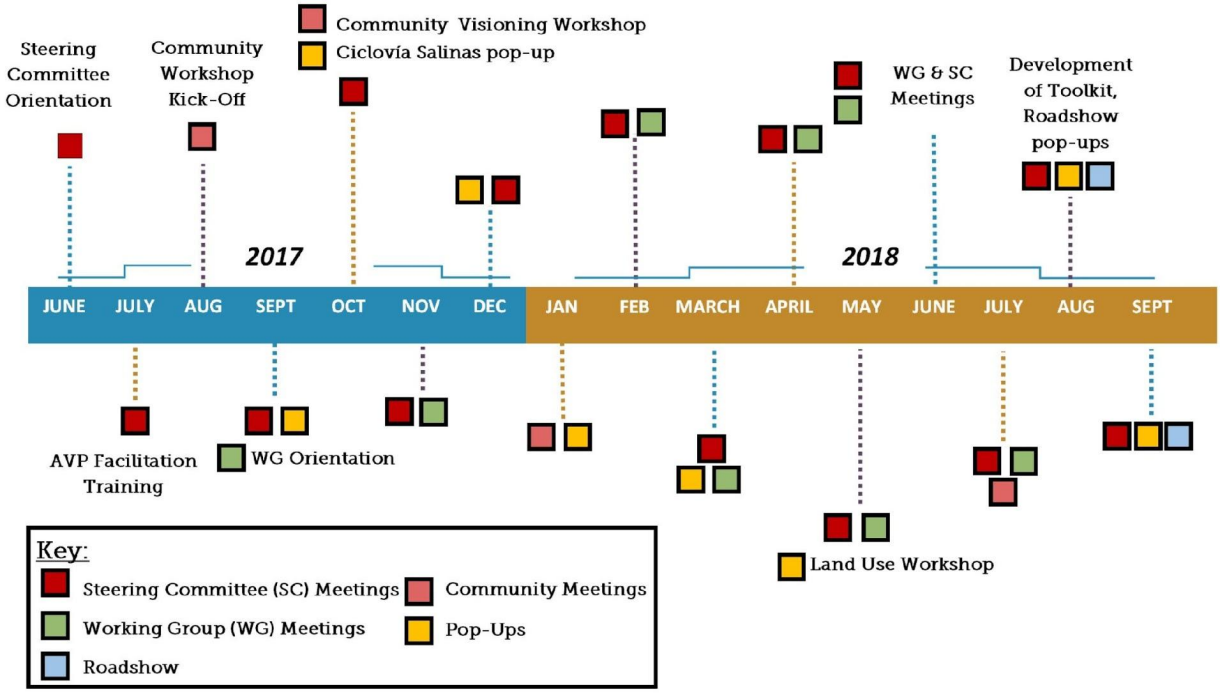
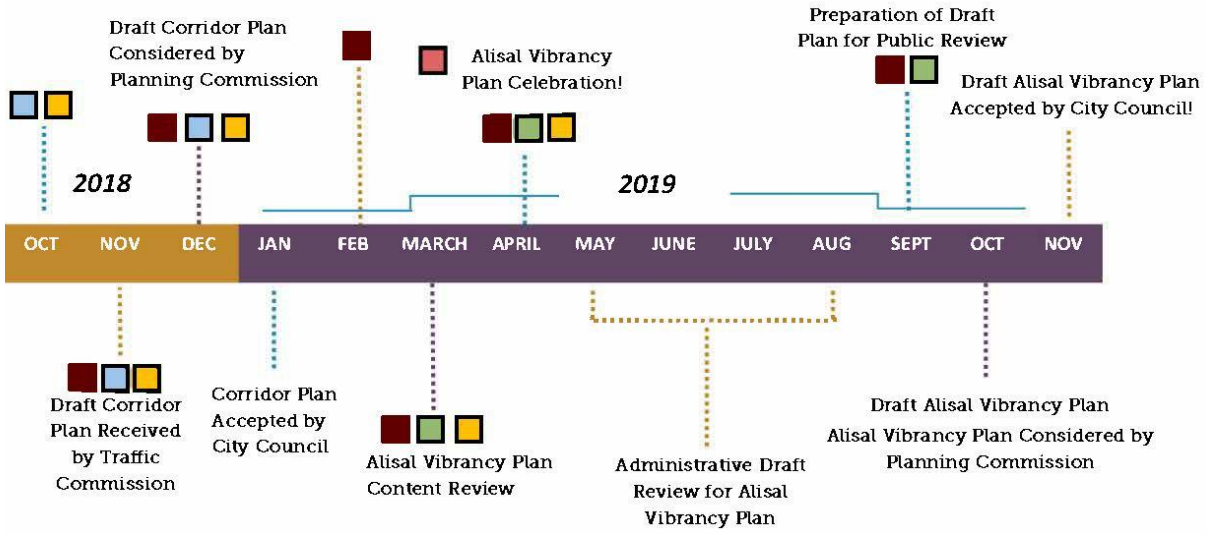
Timeline





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SPECTRUM OF COMMUNITY ENGAGEMENT TOOL

Community groups and public agencies can use this tool to assess community engagement efforts and to set goals to increase effectiveness of engagement practices to close equity gaps

Stance towards community	0 IGNORE	1 INFORM	2 CONSULT	3 INVOLVE	4 COLLABORATE	5 EMPOWER for IMPACT
Impact	*Marginalization*	*Placation*	*Tokenization*	*Voice*	*Delegated Power*	*Community Control*
Community Engagement Goals	Deny access to decision-making processes	Provide the community with relevant information	Gather input from the community	Ensure community assets, needs & concerns are integrated into process & inform planning	Ensure community capacity to play a leadership role in implementation of decisions	Foster democratic participation and equity by placing full decision- making in the hands of the community
Message to the community	*"Your voice, needs and interests do not matter"*	*"We will keep you informed"*	*"We care what you think"*	*"We can't do this well without you"*	*"Your leadership and expertise are critical"*	*"We want this to work so we support democratic and equitable processes led by community"*
Examples of tools	Closed door meetings	Fact sheets Open Houses Presentations Billboards Videos	Public comment Focus Groups Community Forums Surveys	Interactive Workshops Polling House Meetings Community forums	MOU's with Community-Based Organizations Consensus building Citizen Advisory Committees Participatory Action Research	Community-Driven Planning Community Organizing Open Planning Forums with Citizen Polling Participatory Budgeting Participatory Action Research
Resource allocation ratios	**100%** systems admin	**70-90%** to systems admin **10-30%** to promotions and publicity	**60-80%** to systems admin **20-40%** to consultation activities	**50-60%** to systems admin **40-50%** to community involvement	**20-50%** to systems admin **50-70%** to community partners	**0-20%** to systems admin **80-100%** to community partners and community-driven processes

* The 2.0 version of this tool was developed by The Action Council of Monterey building on version 1.0 developed by Movement Strategy Center, in part drawing on content from a number of public participation tools, including Arnstein's Ladder of Citizen Participation, and the Public Participation Spectrum created by the International Association for Public Participation

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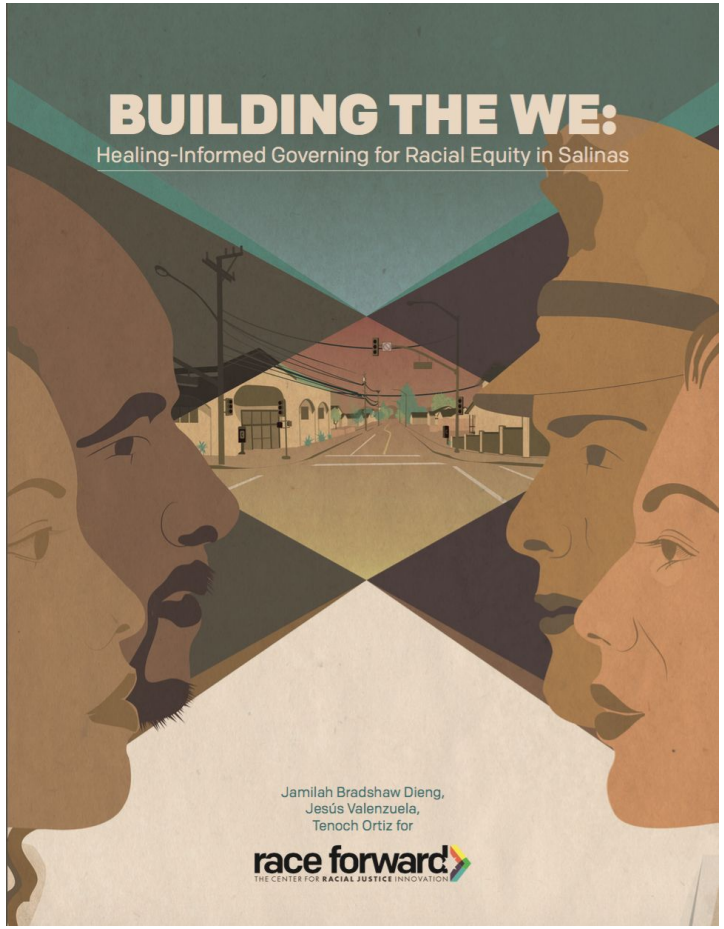
Racial Equity Practice

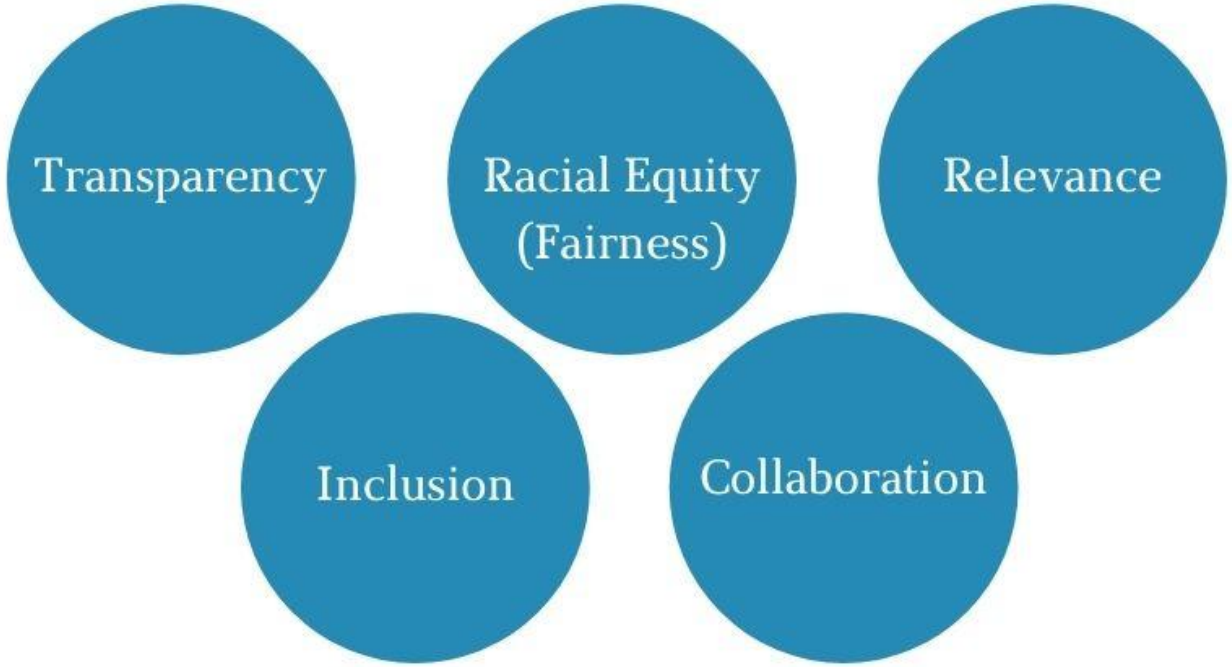
- City of Salinas engaged in Governing for Racial Equity
- The plan was an opportunity to implement racial equity practice
- Invested in a historically neglected part of the city



Technical Advisory Committee

- Working with trusted voices and creating a community engagement framework together.
- Setting core values

Inclusivity, equity and removing barriers to participation



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- Meals and childcare
- All in the Alisal
- Using existing events as engagement opportunities

"meet people where they're at"

- Pop up events, resource fairs, community events (Ciclovía, El Grito, etc.), roadshow
- Fun and interactive activities

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Community Engagement Structure

- Resident-led Steering Committee
- Created with the help of TAC and trusted community partners.
- Steering Committee chose Working Group topics
- Steering Committee and TAC supported content development in Working Groups

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Working Groups & Matrix

Housing Working Group Policy Matrix / Tablero de Regulaciones de Group de Trabajo de Vivienda

Challenges or opportunities/ Desafíos o oportunidades:	Concepts/ Conceptos:	Solutions/Soluciones:	Actions/ Acciones:	Follow-up/Seguir	Current City Polices/ Regulaciones actuales en la ciudad	Short-Long Term/ Corto-Largo Plazo
Unsafe and poor housing conditions	"Hold landlords accountable More housing rehab is needed "	"Implement a rental registration and inspection program Expand programs for housing rehabilitation. Implement rehab programs Create more self help programs like Habitat for Humanity."	"Incorporate ways to avoid rent raises or retaliation into the inspection program. Group wants to visit different types of housing to see and experience first hand what is to live in these housing types (townhomes, work/live units, low income housing units, large multifamily housing projects). (January 17, 2018 Meeting) Develop habitability regulations to minimize overcrowding. (February 21, 2018 Meeting) Determine the maximum number of persons allowed in a housing unit."	"Research programs in California and other places to see what works Find about self-help programs that exist in Salinas or Monterey County. Explore how other cities are rehabbing homes. Create a mechanism so that if the rental registration and inspection program is created in the City and is negatively affecting the community, put a temporary halt while Re-Relocation and Eviction Ordinances are being drafted."	"Policy H-1.7: Reduce municipal constraints to the production, maintenance, and development of decent, safe housing. (Housing Element 2015-2023) See Also: Action N-1.1.3 Provide rehabilitation assistance to LMI and median income households in the Alisal NRSA (Alisal Neighborhood Revitalization Strategy Area)"	Long Term
Condiciones de vivienda inseguras y pobres	"Hacer responsables a los propietarios Más rehabilitación de viviendas es necesario "	"Implementar un programa de registro e inspección de alquiler. Expandir programas para la rehabilitación de viviendas. Implementar programas de rehabilitación. Crea más programas de autoayuda como Habitat para la Humanidad. "	"Incorporar formas de evitar aumentos de alquiler o represalias en el programa de inspección. El grupo desea visitar diferentes tipos de viviendas para ver y experimentar de primera mano lo que es vivir en estos tipos de viviendas (casas adosadas, unidades de trabajo / vivienda, unidades de viviendas de bajos ingresos, grandes proyectos de viviendas multifamiliares). (Reunión del 17 de enero de 2018) Desarrollar regulaciones de habitabilidad para minimizar la sobrepoblación. (Reunión del 21 de febrero del 2018) Determinar el número máximo de	"Programas de investigación en California y otros lugares para ver qué funciona. Encontrar programas de autoayuda que existen en Salinas o en el Condado de Monterey. Explorar cómo otras ciudades están rehabilitando hogares. Crear un mecanismo para que si el programa de registro e inspecciones de alquiler se crea en la Ciudad y esta afectando negativamente a la comunidad poner un alto temporario mientras que se hacen ordenanzas de Reubicación y de Desalojos Justa"	"Regulación H-1.7: Reducir las limitaciones municipales a la producción, mantenimiento y desarrollo de viviendas decentes y seguras. (Elemento de vivienda 2015-2023). Ver también: Acción N-1.1.3 Proporcionar asistencia de rehabilitación a los hogares con Ingresos medios y bajos en el Alisal NRSA (Área de estrategia de revitalización del vecindario del Alisal - NRSA por sus siglas en Ingles)"	
Lack of housing units	"Build more housing for the residents of the city, but do not use existing units (Single family homes, apartments, motels and hotels) in the City of Salinas for workers with an H2A visa. -	"Facilitate construction of accessory dwelling units (ADUs). Generate a list of contactors, draftsman, architects, and engineers that know how to do ADUs. Develop a loan program to assist low income home owners that want to develop an ADU in their property. Waive Impact Fees (traffic, school, sewer, gas, water) (March 21, 2018 Meeting) Built more housing for moderate and low income households (May 16, 2018 Meeting) Built more housing and mix use units on the Alisal Market Place, adjacent parcel next to Walgreens and along Sanborn Street as well as the Division Street site, all of which are opportunity sites. (May 16, 2018 Meeting)"	"Determine why more people in the Alisal are not constructing units. Develop funding source to help owners finance units. Conduct educational programs about ADUs. Idea of educating property owners about what is involved in building an Accessory Dwelling Unit is a good idea- Educational workshops. (February 21, 2018 Meeting) Follow CHISPA's Mutual Self-Help Housing Program where families could built their own homes. Build more housing units"	"Find out why more people are not building these units. Research other programs that are facilitating construction of ADUs. See and explore how Santa Cruz is using the My House My Home program to allow seniors to built ADUs in the City through the collaboration between Habitat for Humanity, City of Santa Cruz and Senior Network Services. "	"Action N-1.1.4 – Support a diverse variety of housing types, including farm workers, seniors, multifamily, smaller houses on smaller sites, market-based affordable housing, secondary dwelling units and executive housing on large lots. (EDE) See Also: Policy H-1.1; Policy H-1.3; SP-25 Priority Needs - 91.215 (a)(2)"	Long Term
La falta de unidades de vivienda	"Construir más unidades para los residentes de la ciudad, pero no usar viviendas existentes (Casas individuales, Apartamentos, moteles y hoteles) en la Ciudad de Salinas para trabajadores con una visa H2A. Construir mas viviendas para los trabajadores con una visa H2A a las afueras de la Ciudad de Salinas. "	"Facilitar la construcción de unidades de viviendas accesorias. Generar una lista de contratistas, dibujantes, arquitectos e ingenieros que saben cómo construir unidad accesoria. Desarrollar un programa de préstamos para ayudar a los propietarios de viviendas de bajos ingresos que desean desarrollar una unidad accesoria en su propiedad. Eliminar las tarifas de impacto (tráfico, escuelas, alcantarillado, gas, agua) (Reunión del 21 de marzo de 2018) Construir más viviendas para familias con ingresos moderados y de bajos ingresos (Reunión del 16 de mayo de 2018) Construir más unidades de vivienda y uso mixto en el sitio de Alisal Market	"Determina por qué más personas en el Alisal no están construyendo unidades accesoria. Desarrollar una fuente de financiación para ayudar a los propietarios a financiar estas unidades. Llevar a cabo programas educativos sobre unidades accesorias. La idea de educar a los propietarios sobre lo que implica la construcción de una Unidad de Vivienda Accesoria es una buena idea: talleres educativos. (21 de febrero de 2018 Reunión) Seguir el programa de ayudar mutua de CHISPA, donde las familias podrían construir sus propias vivien-	"Descubrir por qué más personas no están construyendo estas unidades. Investigue otros programas que están facilitando la construcción de unidades accesorias. Ver y explorar cómo Santa Cruz está utilizando el programa de ""My House My Home"" para permitir que los adultos mayores construyan unidades accesorias en la Ciudad a través de la colaboración entre Habita para la Humanidad, la Ciudad de Santa Cruz y los Servicios de Red para Personas Mayores."	"Acción N-1.1.4 - Apoyar una variedad diversa de tipos de vivienda, incluidos trabajadores agrícolas, personas mayores, multifamiliares, viviendas más pequeñas en sitios más pequeños, viviendas en el mercado accesibles para personas de bajos recursos, unidades de vivienda secundarias y viviendas ejecutivas en lotes grandes. (EDE) Ver también: Política H-1.1; Política H-1.3; Necesidades de prioridad SP-25 - 91.215 (a) (2)"	Largo Plazo

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AVP Workshops

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Resident Voice Central to the Process

- Organize and build capacity of resident to engage in the process
- Build capacity of systems leaders to authentically engage community

From BHC Land Use Organizer to City of Salinas Staff

- Supported AVP development and resident organizing
- Connector for the community
- Ultimate goal was to help residents find their voice

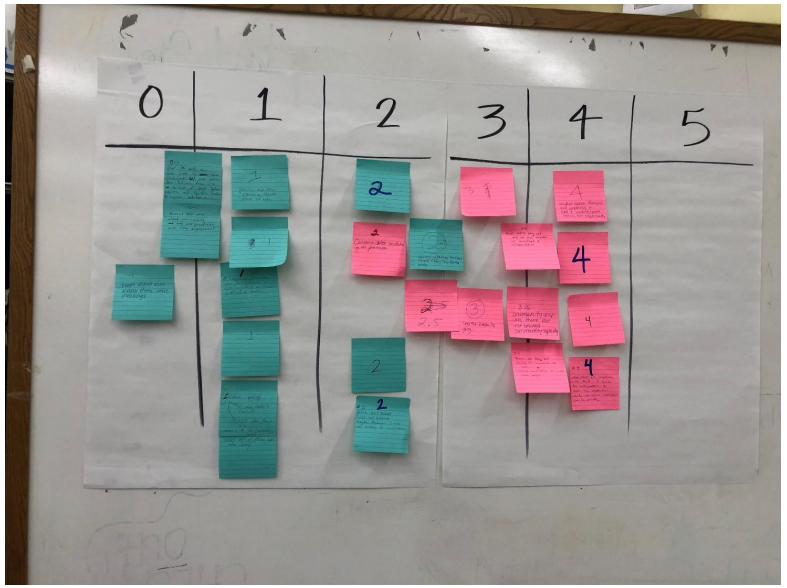
AVP Documentary

Steering Committee Perspective

- Clear difference between East side of town
- Family

Mid-Point Evaluation

- Based on spectrum



Implementation

- Mural project
- Business Navigator --------> Plan Priorities
- Housing Navigator

- Small business support
- $3 million annual proposed budget for implementation
- Plan & engagement foundation for General Plan Update

Questions

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