

Alisal Vibrancy Plan

Existing Conditions Review
Steering Committee & Working Groups

September 28, 2017

Tonight's meeting....

Meeting Objectives

- Provide an overview of the Alisal Vibrancy Plan and Corridor project
- Discuss the Existing Conditions data
- Identify key findings

Agenda

Welcome + Icebreaker (6:30 pm - 6:45 pm)

- *Welcome from Steering Committee*
- *Icebreaker*
- *Purpose of the AVP and of Meeting*

Existing Conditions Overview (6:45 pm - 7:00 pm)

Transition / Break

Discussion - Small Group (7:05 pm - 7:35 pm)

Report Back (Large Group) (7:35 pm – 7:55 pm)

Closing + Next Steps – (7:55 – 8:00 pm)

Welcome + Icebreaker

About Raimi + Associates

Existing Conditions Overview

1. Project Area
2. People of the Alisal
3. Housing and Land Use
4. Quality of Life
5. Community Health and Safety
6. Economic Development
7. Infrastructure / Mobility



Project Area

AVP Project Area

- Alisal Neighborhood Revitalization Strategy Area AND
- Alisal Marketplace

East Alisal Street Corridor Segments



Alisal Street Corridor Project Boundaries

- West Segment
- Central Segment
- East Segment

- Alisal Strategy Area
- Parcels
- Highways
- Railroad
- Streets
- Alisal Marketplace
- Parks

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



East Alisal Street Segments



West Segment – Front St to the 101



Central Segment – The 101 to Sanborn

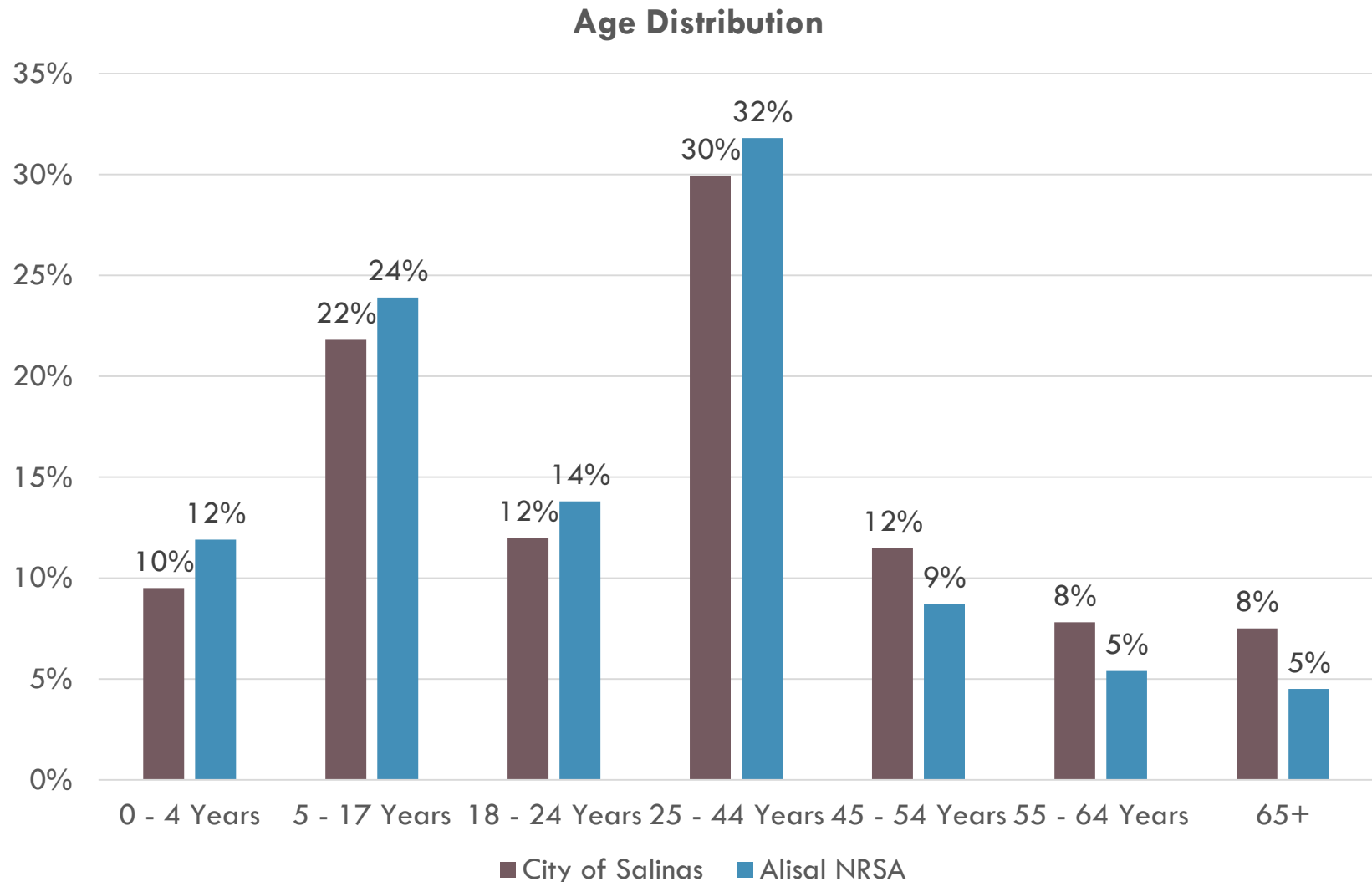


East Segment – Sanborn to Bardin

The People of Alisal

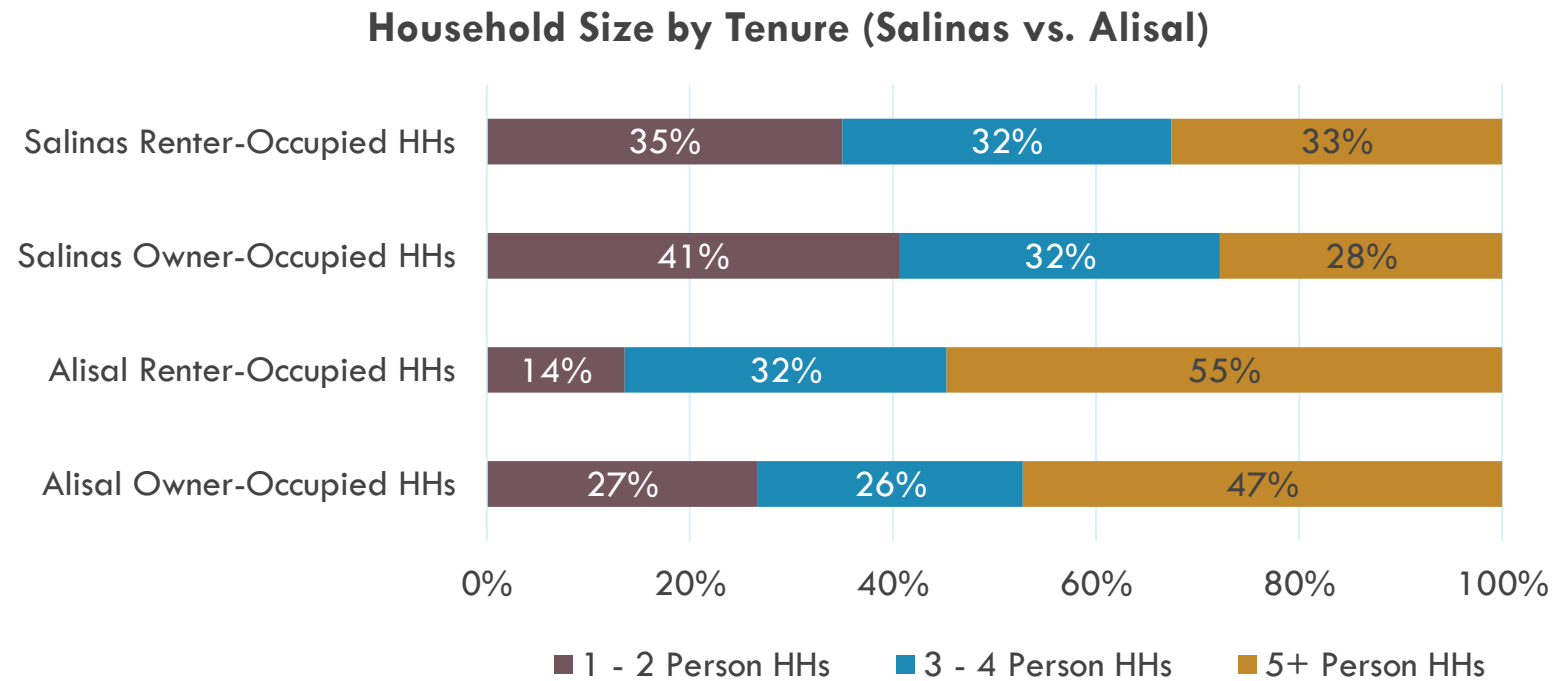
Age Distribution

- 1/2 of Alisal residents are under 25 years old
- Only 10% of Alisal residents are 55 or older, compared to 15% of Salinas residents



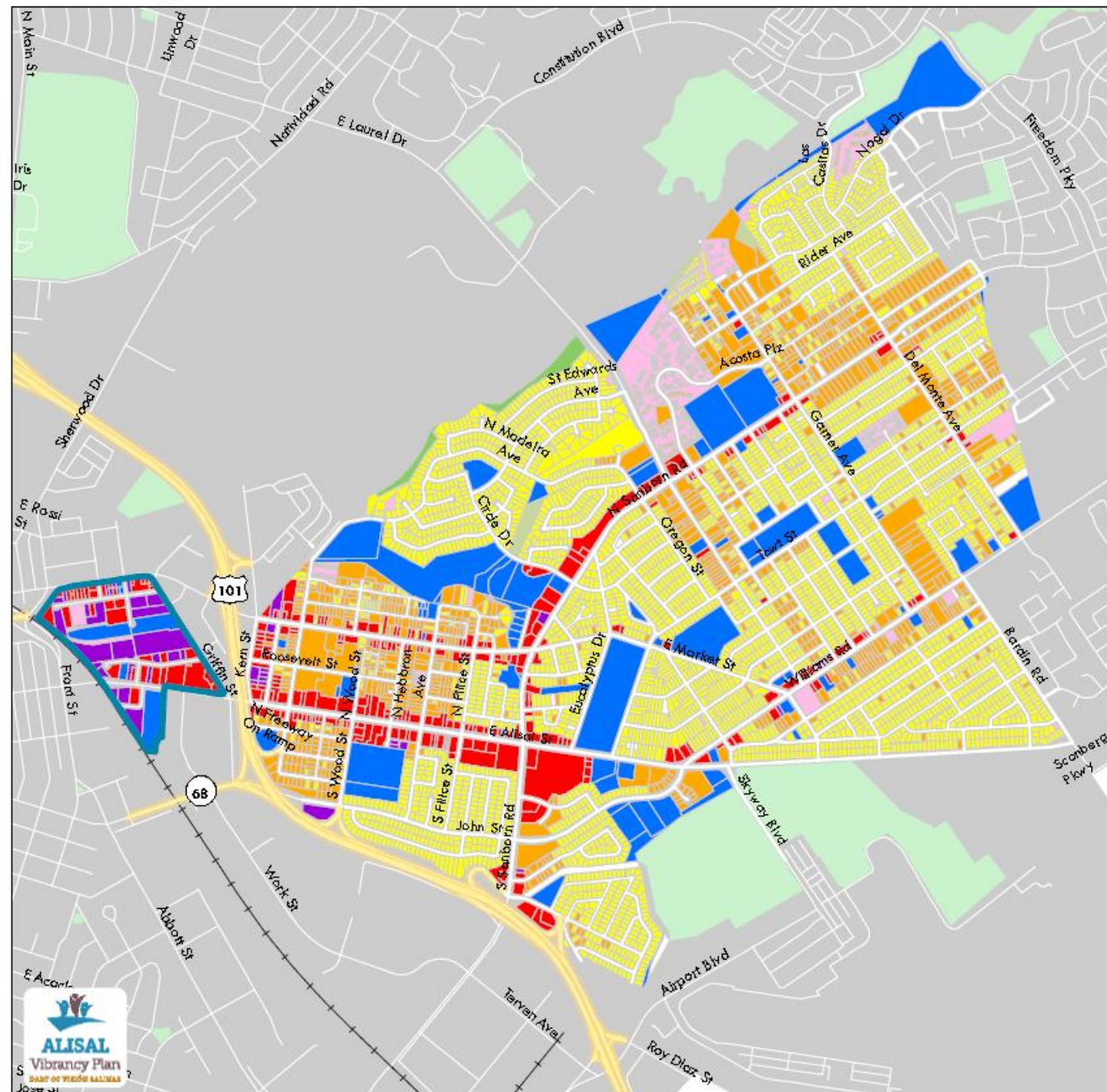
Household Size

- 70% of households in Alisal are families with children vs. 46% of households citywide
- 52% of Alisal Households have 5 or more people compared to less than 1/3 citywide



Housing

Existing Land Use



County Existing Use Categories

- Residential
- Multi-Family
- Agricultural
- Rural
- Commercial
- Industrial
- Institutional
- Miscellaneous
- Not identified

Highways

Railroad

Streets

Alisal Marketplace

Parks

City of Salinas

Produced by Raini + Associates, July 2017.

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

Note: Monterey County Assessor Land Use Categories.



Housing Unit and Population Density

- The Alisal has 2.8 times the population per square mile compared to citywide, but it only has 2.1 times as many housing units per square mile compared to the city as a whole

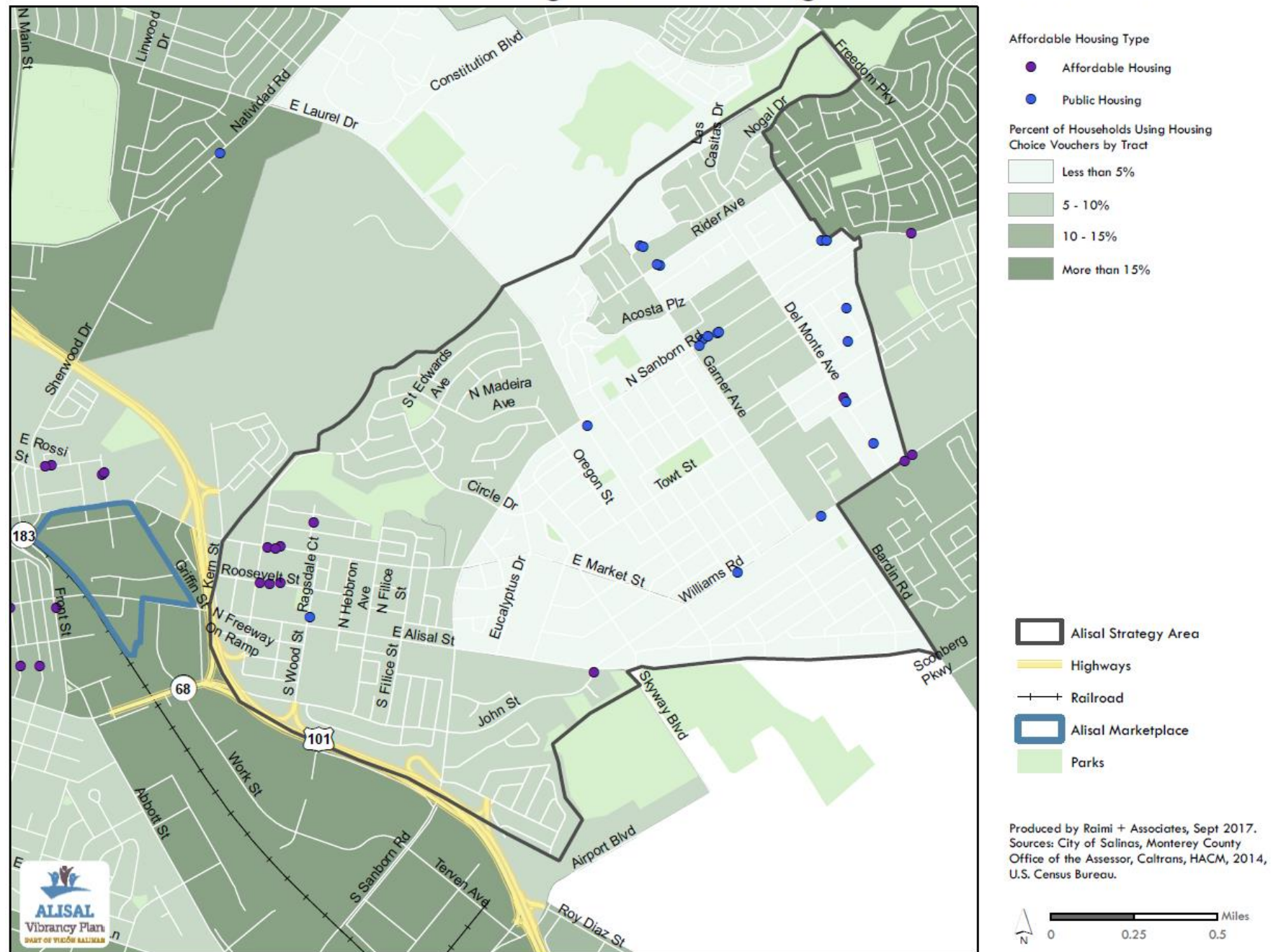
City/Area	Population Density (Persons per Sq Mile)	Housing Density (Units per Square Mile)
Manhattan NYC	69,468	37,345
Alisal	17,975	3,782
San Francisco	17,246	7,421
Los Angeles	8,092	2,813
Salinas	6,480	1,837
Fresno	4,098	1,525
Seaside	3,523	1,160

Housing Facts

- 67.6% of Alisal households are renter-occupied vs. 45.1% citywide
- Alisal households are twice as likely to live in overcrowded conditions compared to households in Salinas
- 46% of units in the Alisal are single family homes compared to 55% citywide

- 54% of the County's Housing Authority units are in the Alisal
- 792 public or affordable housing units in the Alisal
- As of January 2015, there were 4,235 households on the waiting list for public housing (citywide)

Public & Affordable Housing and Housing Choice Vouchers



Quality of Life

ALISAL
Vibrancy Plan
CITY OF SALINAS

0 0.25 0.5 Miles

A detailed map of the Alisal Community Center area. The map shows a network of streets including N Main St, E Rossi St, Front St, Kern St, Roosevelt St, N Wood St, N Hobbs Ave, N Filice St, S Filice St, John St, S Sanborn Rd, Terven Ave, Roy Diaz St, Airport Blvd, Williams Rd, E Alisal St, Eucalyptus Dr, E Market St, Oregon St, N Sanborn Rd, N Madalita Ave, St Edwards Ave, Acosta Plz, Garner Ave, Del Monte Ave, Rider Ave, Nogal Dr, Los Gatos Dr, and Freedom Pkwy. Major roads like Highway 101 and Highway 68 are highlighted. A blue line indicates a transit route. Various landmarks are marked with icons: green flags, red flags, orange flags, black dots, and a blue 'L' icon. The map also shows green spaces and a body of water on the right side. The ALISAL Vibrancy Plan logo is in the bottom left corner.

Youth Engagement



Examples include:

- BHC develops youth capacity through CPTED internships, the youth-led Ciclovía, and other programs.
- The Alisal Union School District Resource Centers
- Bread Box Rec Center and Alisal Center for the Fine Arts, Firehouse, Cesar Chavez Library, Hebbbron Heights Recreation Center

Arts and Culture



- Marching band students through the Alisal center for the Fine Arts help celebrate the opening of two new AUSD Family Resource Centers



- UAC, Tunas de Nopal, Baktun 12 and other artists and groups support a strong arts culture



- The east side is home to beautiful murals depicting the history and present of the community

Need for More Childcare Centers

- The Alisal has a very young population and a lack of childcare centers
- Childcare centers that are affordable allow parents to work or go to school while their children are safe and learn



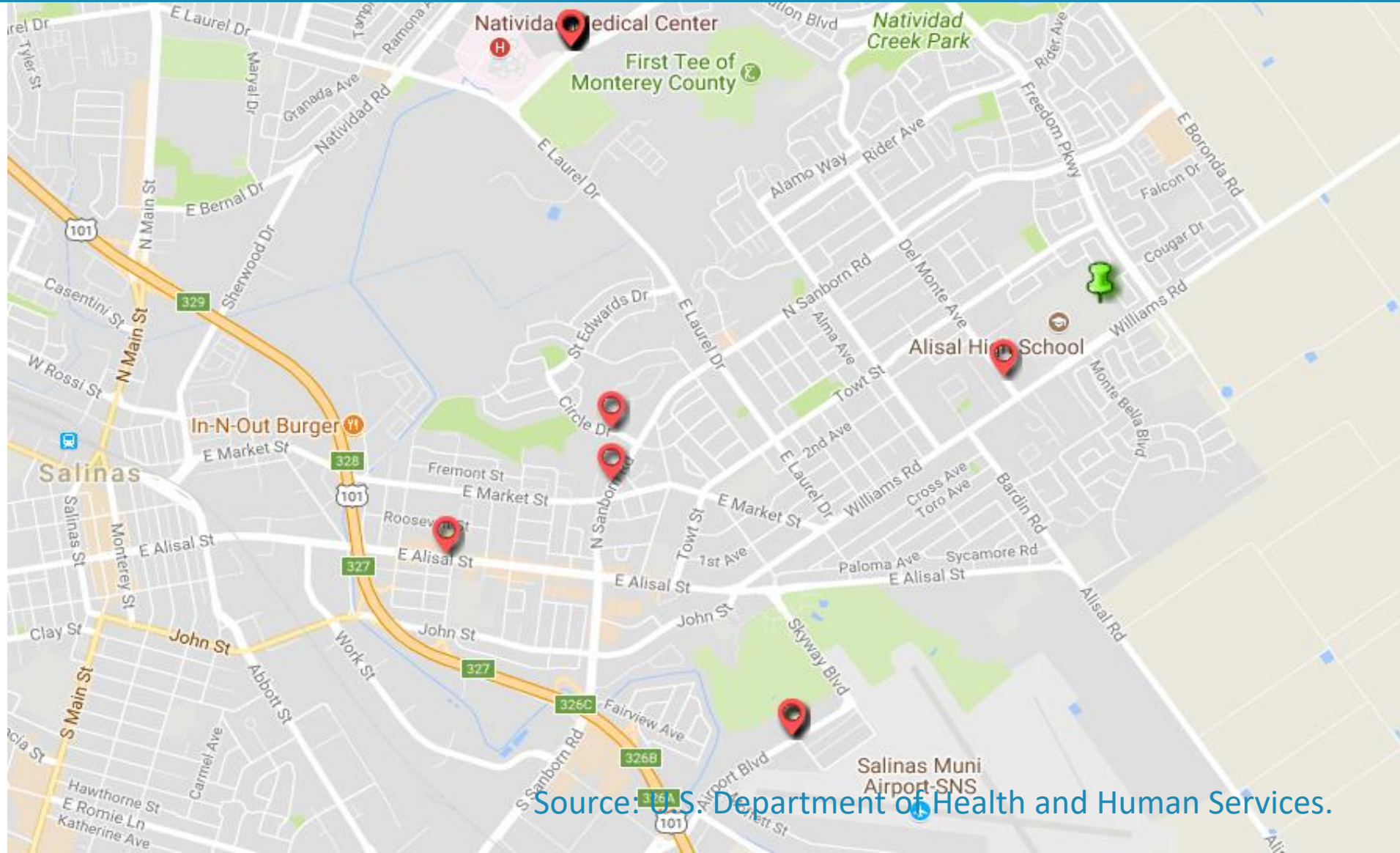
Community Health and Safety

Life Expectancy

- A baby born in the **Alisal, 93905** is estimated to live, on average **80 YEARS**
- A baby born in **Salinas, CA 93906** is estimated to live, on average **85 YEARS**
- A baby born in **California** is estimated to live, on average **77 YEARS**

Source: The California Endowment. <http://www.calendow.org/news/your-zip-code-lifetime/>

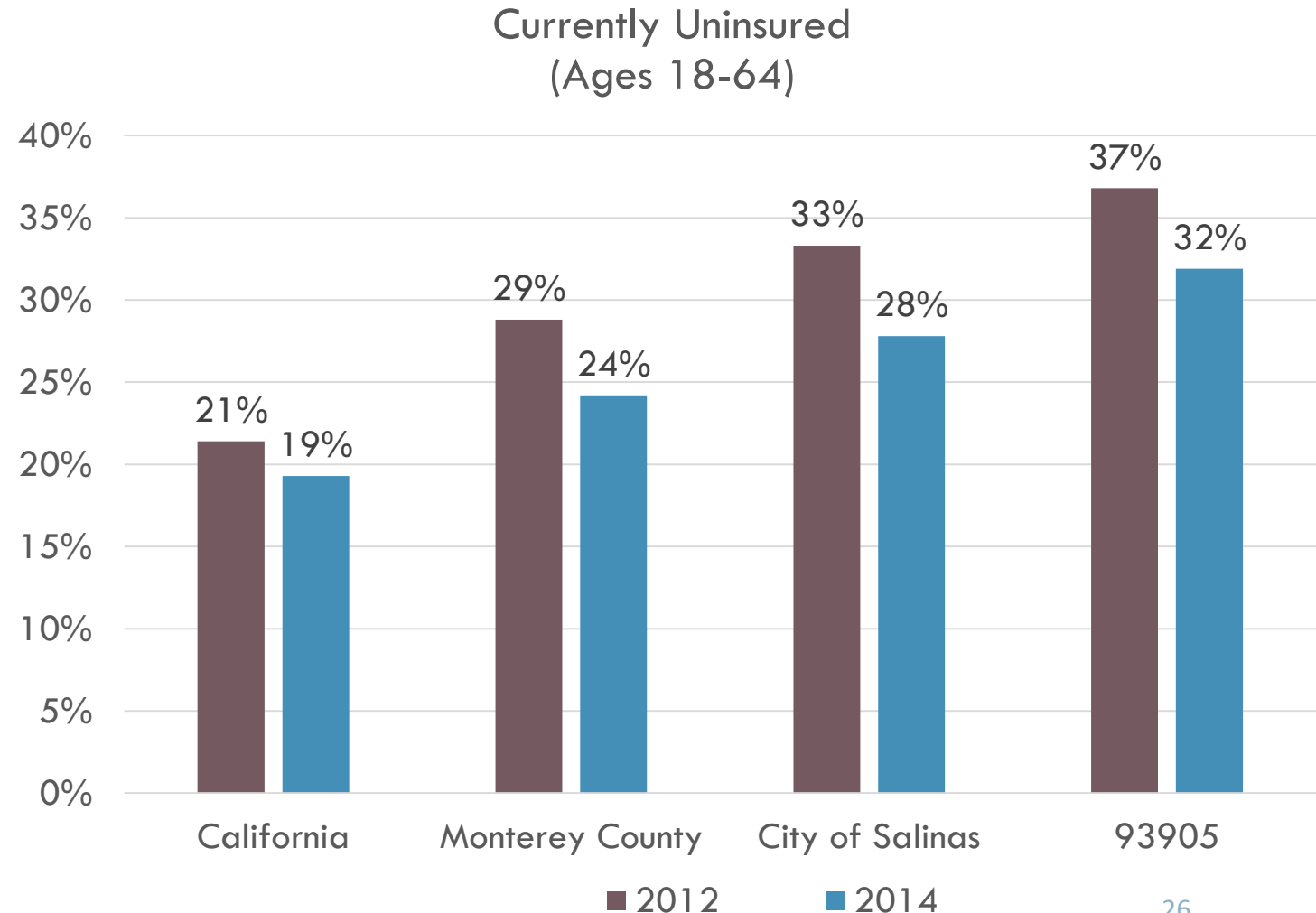
Location/Services of Healthcare Facilities



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

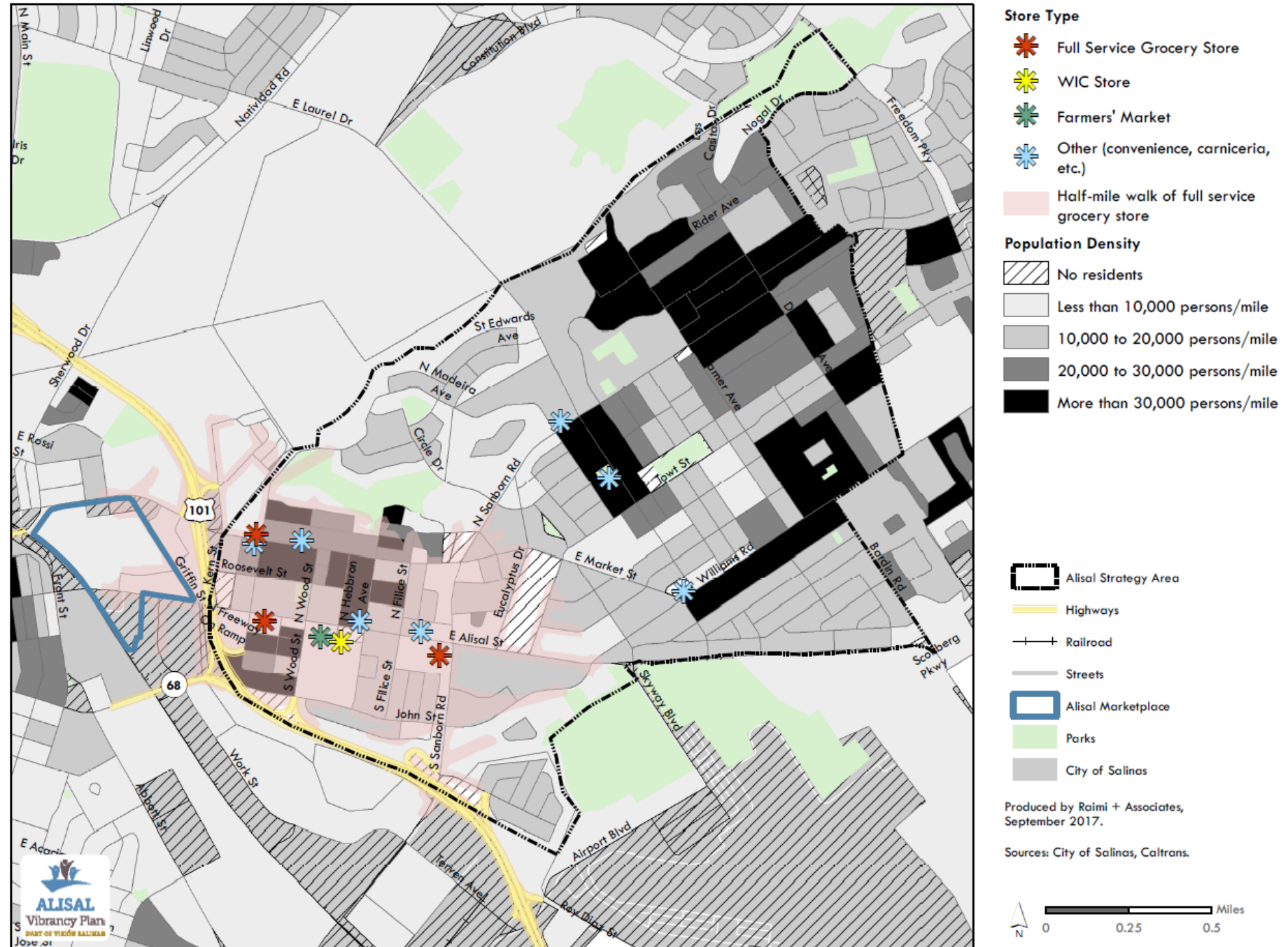
Medical Insurance Coverage

- 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*

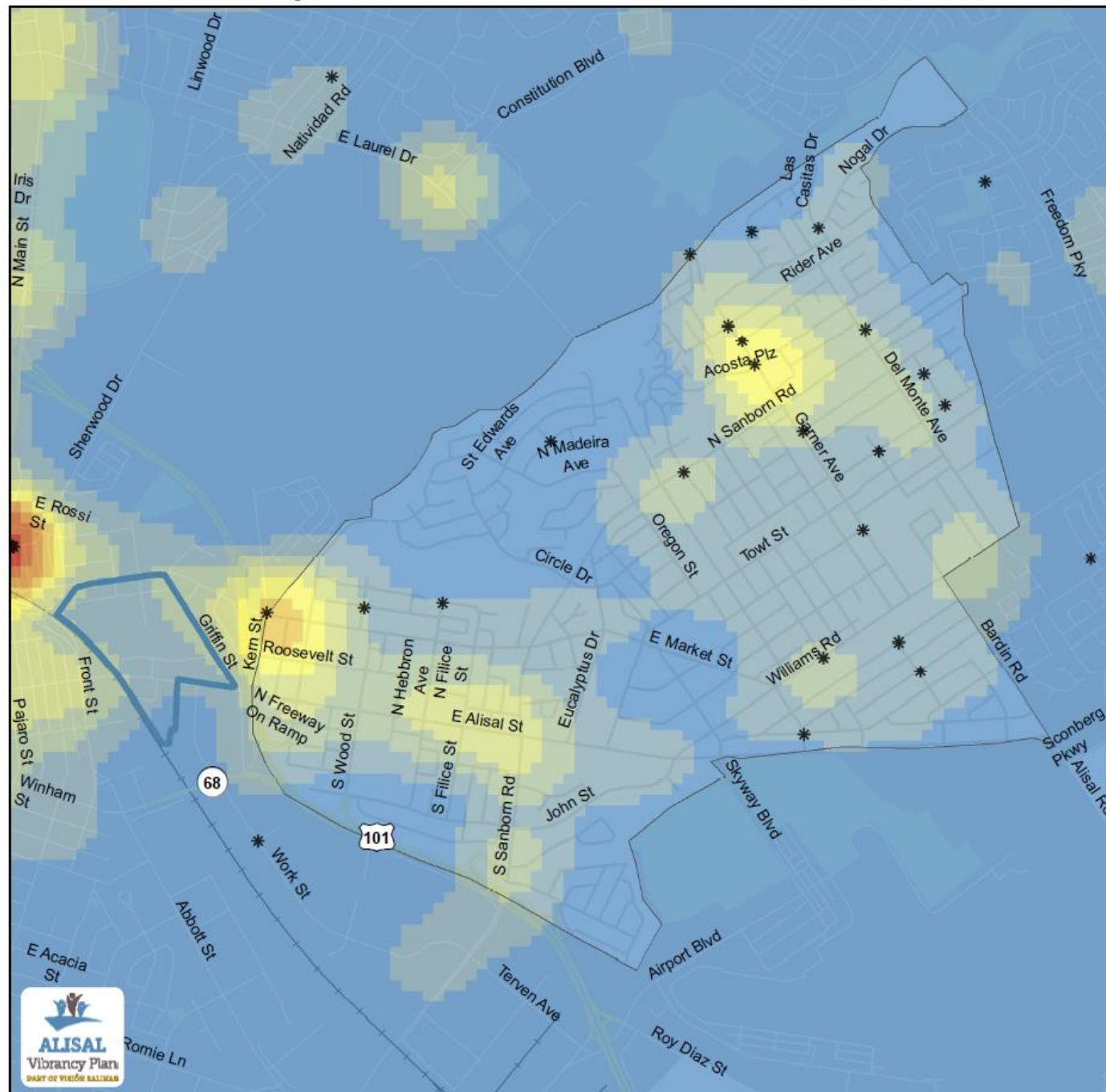


Healthy Food Retail Access

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



Crime Density and Homicides



* Homicides

Crime Density

Low

Medium

High

High

High

High

High

High

High

Alisal Strategy Area

Highways

Railroad

Streets

Alisal Marketplace

Parks

City of Salinas

Crime density analysis excluded "non-crimes" (e.g., missing person reports, information requests) or psychiatric detentions. Crimes occurred between January 1, 2016 and July 16, 2017. Points represent the approximate location of crimes, but have been rounded to the nearest 100th address.

Produced by Raimi + Associates,
September 2017.

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

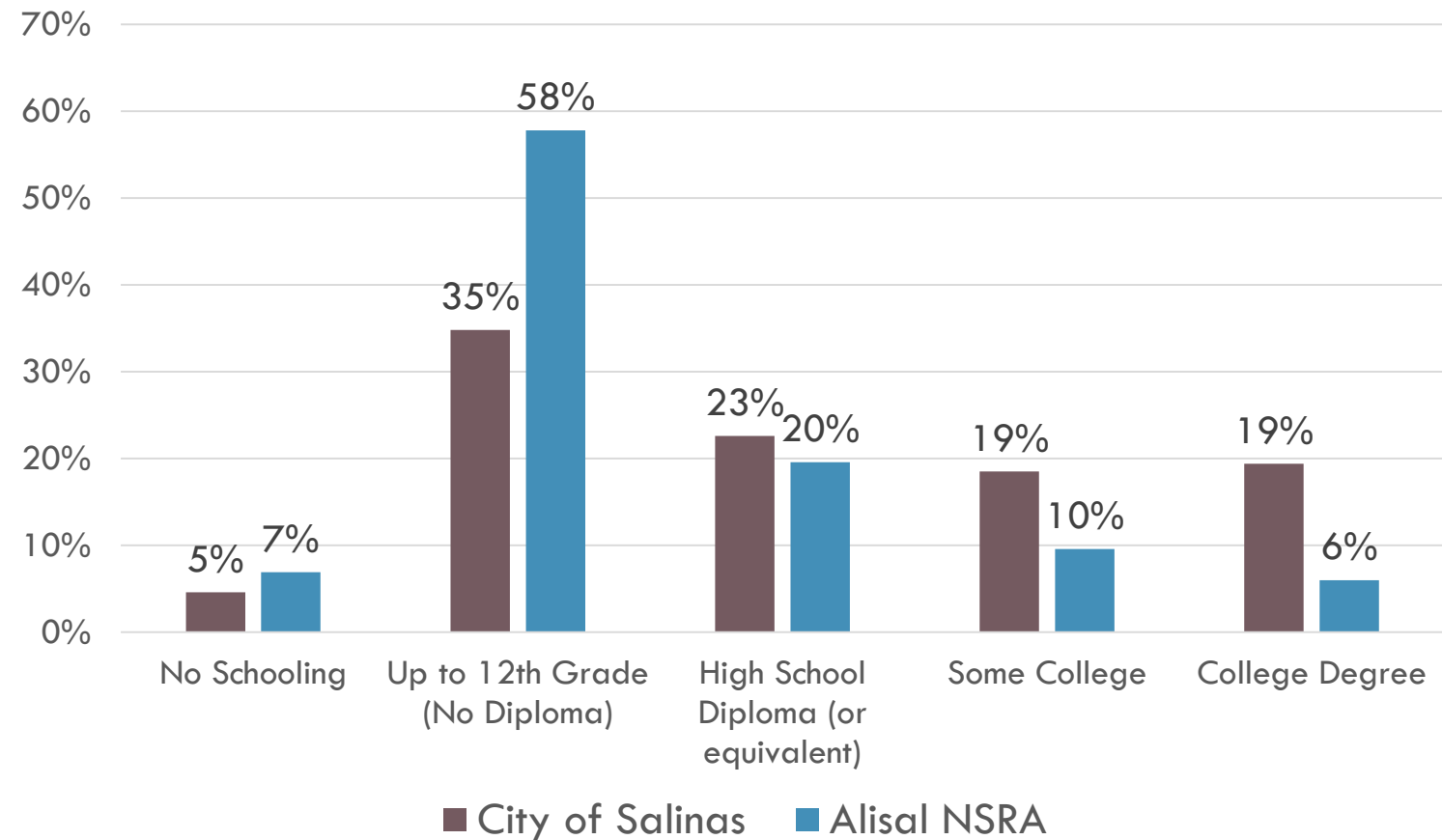


Economic Development

Educational Attainment

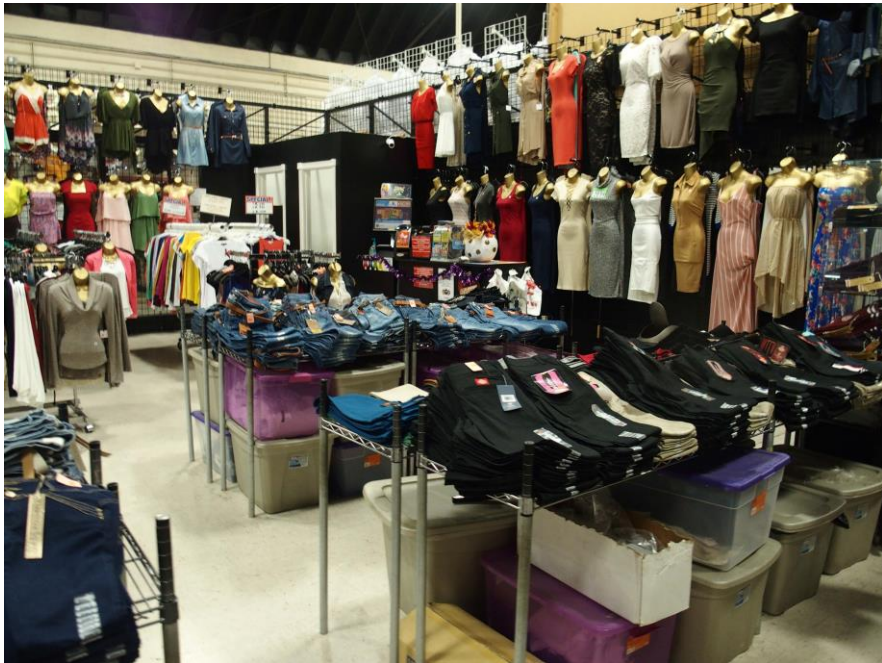
- 65% Alisal adults have not obtained a high school diploma or equivalent
- 19% of Salinas adults graduated from college, compared to only 6% of Alisal adults

Educational Attainment for Residents 25 Years and Older



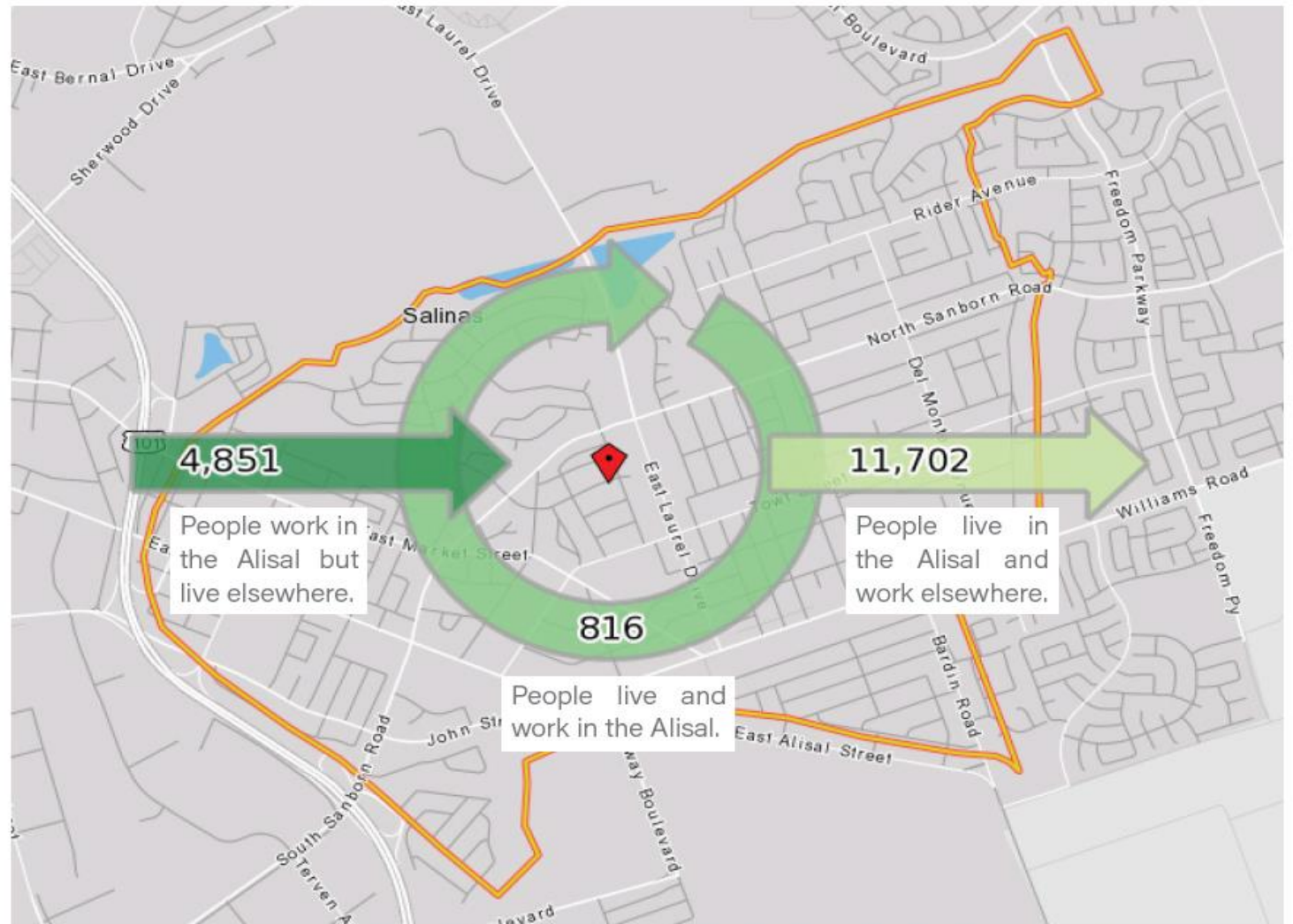
Retail Demand and Supply

- Estimated annual retail spending by Alisal households is about \$204.6 million.
- Alisal is the city's second largest sales tax generator behind only the auto center in Northwest Salinas



Commuting Patterns

- Most residents of the Alisal commute outside of the area for work (**93.5%**)
- Around 7% of Alisal residents work in the Alisal
- More than one quarter (27.9%) of Alisal residents work in the agriculture industry.



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

Infrastructure and Mobility

Road Conditions and Streetscape

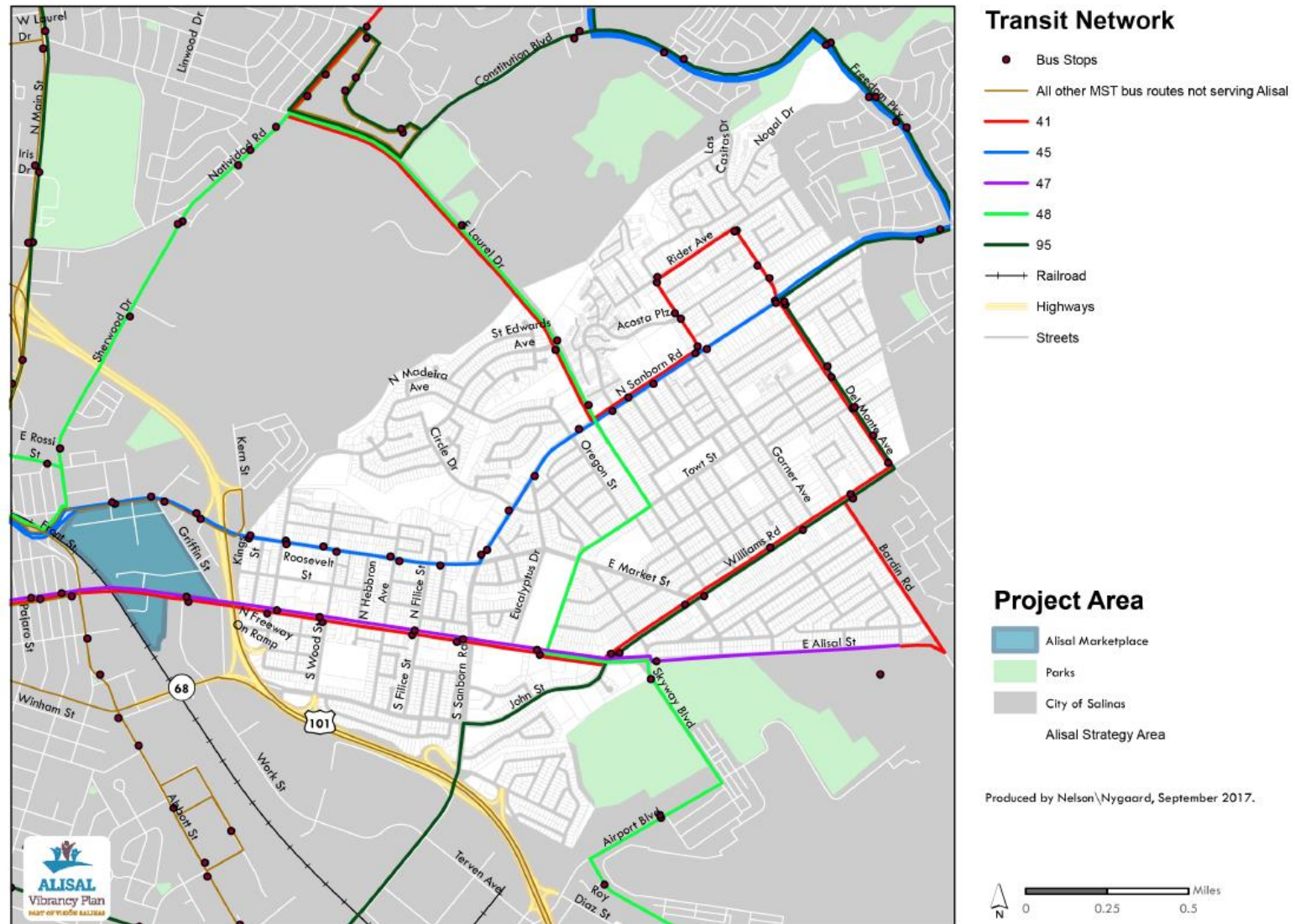


Collisions

- Vehicle, pedestrian and bicyclist-involved injuries occur throughout the Alisal.
- Between 2011 and 2016, there were
 - **266** vehicle collisions in the Alisal.
 - **5** fatalities and **23** severe injuries involving bicyclists and pedestrians.



Public Transit



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

Small Group Discussions

Discussion Questions

1. What are your impressions of the information provided for this working group topic?
2. Does this capture the key issues related to this topic? Why or why not?
3. What additional information do you need to do your work?

Also looking for resident quotes to include in the report interpreting results!

Large Group Report Back (Top 3 Takeaways)

Closing and Next Steps

Upcoming Alisal Plan Meetings:

- 10/26 Community Vision Workshop, 5:30-8 MLK Jr. Academy
- 11/16 First Working Group Meeting, 6-8 location TBD

Upcoming New Police Headquarters Meeting:

- 10/11 Town Hall, 6-8 Sherwood Hall

www.AlisalPlan.org