



# CITY OF SALINAS GENERAL PLAN ECONOMIC DEVELOPMENT ELEMENT: Fact Sheet - June 2014

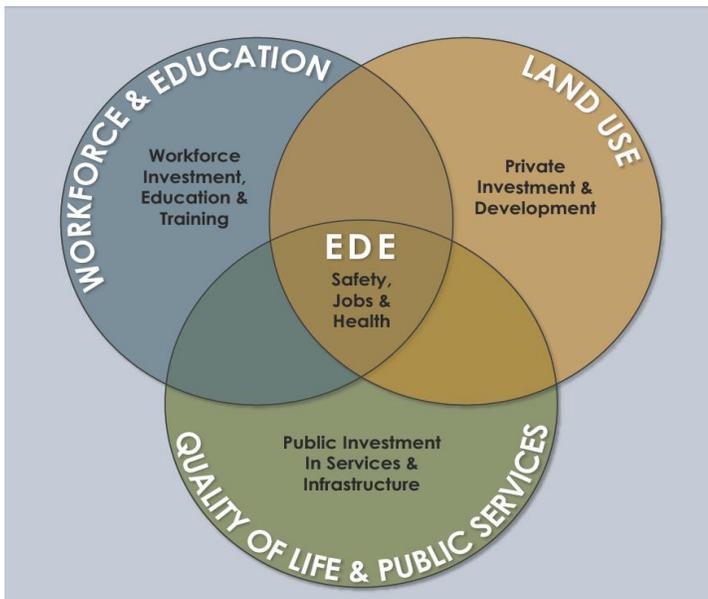
## Introduction

This fact sheet gives an overview of the Draft Economic Development Element (EDE) of the City of Salinas General Plan, organized according to:

- The EDE's Purpose;
- The Process followed in its development;
- The Outcomes of that process; and
- The Next Steps for review and adoption of the EDE.

## Purpose

The City's General Plan is the overall guide used in making policy decisions reaching from the present day to decades into the future. The EDE is a non-mandatory General Plan addition that is intended to be consistent with existing plan elements.



The EDE deals in depth with how Salinas can realize the vision of an economy that is prosperous, healthy, and environmentally sustainable: a vision summarized in the phrase *Safety, Jobs and Health*. To realize that vision it recommends goals, strategies, policies and actions, which are based on three strategic foci: (1) Workforce and Education, (2) Land Use and (3) Quality of Life and Public Services. These are designed to support synergistic policy-making, so that decisions made in each realm reinforce those made in the others.

Through implementation of the EDE, economic development is more than the sum total of actions needed for a community to create jobs and generate revenue. Economic development is fundamental to the prosperity of a community; prosperity defined as the well-

being of a community's residents and businesses that accrues from the availability of jobs and investment that provide economic livelihood, educational opportunities and a safe and healthy environment. Prosperity also comes from the generation of revenue to improve infrastructure, to sustain growth, and to fund public services that support the functions and fabric of the community.

## Process

Preparation for the creation of the EDE began in 2010 with a City decision to raise economic development priorities to a legislative and policy level. The intention was to make sure that economic development would be considered in all City Council planning and decision-making.

An EDE Team was formed, consisting of:

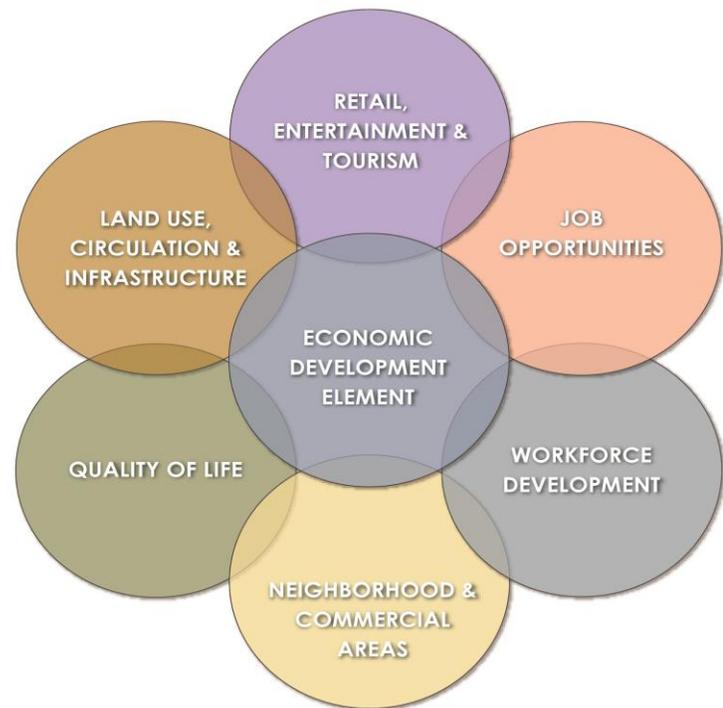
- *City Partners:* SPARC, BHC;

- *Primary City Departments:* Community and Economic Development Department (lead) and Public Works Department (support);
- *Primary Consultant:* EMC Planning Group;
- *Primary Sub-Consultants:* ADE and EPS (economics), City Design Collective (visioning), Farmhouse Communications (community outreach), and COPA (focused community outreach); and
- *Project Management:* Douglas Yount (consultant).

In addition, a *Community Resource Group* was recruited from across the City and County, its members charged with helping formulate the economic development vision, identifying opportunities and constraints, and developing and ranking strategies.

Following initial consultation and study by the team and the Resource Group, extensive public outreach was conducted throughout the second half of 2013, yielding participation by a diverse sample of the city's residents, businesses and organizations. Modalities included presentations, public meetings, email, a website, printed materials, news media coverage, interviews, and small group meetings.

Based on public input, community-wide topic areas, issues and opportunities were identified and an Economic Opportunity Areas Map developed. The map identified existing vacant or underutilized land in or near the city, as well as potential infill areas, which could satisfy the need for business location site considerations to meet the demand for creation of new jobs.

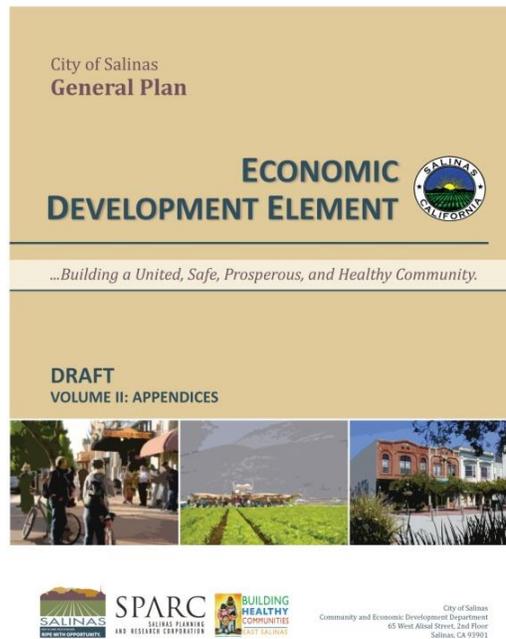
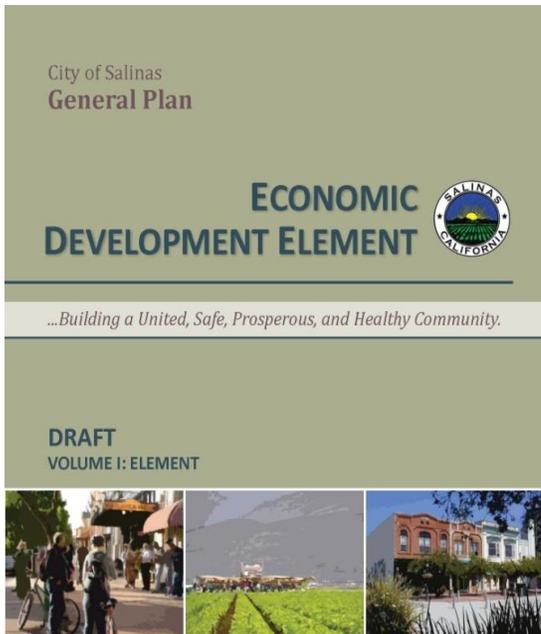


Detailed technical analyses were also conducted, identifying opportunities and constraints arising from factors such as availability of developable land, natural resources, anticipated job growth by industry, existing development plans and other factors.

## Outcome

The Draft EDE was presented to the City Council on April 8, 2014. In the course of hundreds of pages across two volumes, it presents a strategic framework for balanced and responsive economic development, summarized as follows:

*The future prosperity of Salinas is dependent on economic development both within and at the edges of the City; in the improvement of workforce skills, training, and educational opportunities; enhancement of community quality of life; and provision of supporting public services and infrastructure. Potential future Economic Opportunity Areas have been identified, and policy direction provided to catalyze their development... Balancing priorities between infill/revitalization of existing developed areas and development of vacant land is essential. Future prosperity will also be influenced by investments in creating a culture of community unity and at fostering public perception that Salinas is a community focused on safety, jobs, health, and the well-being of its residents and businesses. (Volume II, Section 2.1.2)*



The EDE recommends eight key strategies summarized from over 17 Goals, 97 Policies, and 337 Action items. It calls on the City and its public and private sector partners to:

1. **Develop and promote Salinas as the ag tech capital of the United States;**
2. **Make Salinas the recreation, entertainment, and sports destination of the central coast;**
3. **"Grow the pie," by growing from within and at its borders in all directions in a responsible but deliberate manner;**
4. **Tell the "real story" of Salinas as a safe, vibrant community;**
5. **Develop an efficient and effective circulation system to move goods, services and people;**
6. **Look beyond traditional economic development strategies to add an emphasis on improving the health of residents and the health of neighborhoods and commercial areas;**
7. **Develop key infrastructure, including innovative supplies and distribution of energy, water/waste water, rail access and communications; and**
8. **Train the workforce today for tomorrow's jobs, including those in green construction, information technology, health care, agricultural technology, communications, water and conservation technology and vehicle maintenance.**

The EDE also includes an initial Five Year Action Plan, which identifies 45 priority policy areas, many of which can be undertaken starting now. These action areas address a backlog of challenges and opportunities, and are also timed to capture a current window of opportunity, with some of the recommended policies already under way.

FIVE YEAR ACTION PLAN				
Criteria for Prioritization of Policies and Action Items				
Temporal	Economic Development Outcomes/Impact	Resource Demand	Policy/Physical Constraints	Catalyst to Economic Development
<ul style="list-style-type: none"> <li>• Short Term/Long Term</li> <li>• Affects Implementation</li> <li>• Market Driven</li> <li>• Externally Based</li> </ul>	<ul style="list-style-type: none"> <li>• Benefit</li> <li>• Outcomes of Interest</li> <li>• Economic Development Indicators</li> </ul>	<ul style="list-style-type: none"> <li>• Direct Cost</li> <li>• Staff Burden</li> <li>• Other Resources Required</li> </ul>	<ul style="list-style-type: none"> <li>• Political</li> <li>• Legal</li> <li>• Regulatory</li> <li>• Geographic</li> </ul>	<ul style="list-style-type: none"> <li>• Incentive/Enhances Other Policies or Action Items</li> </ul>

## Next Steps

Now that the Draft EDE has been submitted to the City Council for review, the next steps are:

- Consideration by the City Council of whether to accept the Draft EDE, as modified through public and Council/Commission review as a key strategy for prosperity; (June 17, 2014)
- Identification of General Plan amendments needed to accommodate the EDE, and determination of the scope of California Environmental Quality Act (CEQA) review needed to incorporate the EDE policies into the City’s General Plan, along with identification of items that can be completed without CEQA review; (July – October)
- Evaluation of the Five Year Action Plan to determine specific resource requirements; (July – October)
- Moving forward with EDE strategies and policies that do not need CEQA review. (July – on)
- Approval of the EDE as part of the City’s General Plan including adoption of CEQA review and General Plan Amendments (tbd)