

City Council FY 09/10 Strategic Plan
Priority Goals – Community Development Department

Goal: Economic Development

Strategy: Enhance Salinas' economy by creating environmentally friendly, business friendly environment and working collaboratively in the development of a highly skilled workforce.

Objectives	Six Month Measurements July – December 31, 2009	Twelve month Measurements January 1, 2010 – June 30, 2010	Fiscal Impact
1. Stimulus Funding for Affordable Housing (ARRA)			Funded
a. Neighborhood Stabilization Program	Prepare NOFA response; establish Guidelines/Strategy for allocated funds/Select contractor	Report on program status	
b. Homeless Prevention and Rapid Rehousing Program	Adopt amendment to Consolidated Plan /Select recipients	Report on programs status	
2. Manage downtown Revitalization			Developer Funded
a. Coordinate the Salinas Renaissance Partners activities.	Council Selection of preferred plan (August/September) Term sheet and approved plan receive tentative approval by Council (August/September)	Specific plan, redevelopment plan amendment and EIR initiated	
b. Implement Chinatown Renewal Plan	Research work to refine 2007 Renewal Plan, to include: completed social services improvement plan; completed market analysis; completed design guidelines; Asian museum performa, neon light restored; catalyst development project identified; completed traffic circulation plan.	Community forum in March 2010 to discuss the various research components; May 1 draft specific plan; develop RFP.	Grant Funded
3. Alisal Marketplace			Developer Funded
Specific Plan/GPA/Rezone/EIR	Draft Specific Plan completed/EIR process initiated	Draft EIR circulated for review	
4. Unikool Annexation			Developer Funded
Specific Plan and EIR	Specific plan, subdivision, and EIR completed and adopted	Infrastructure construction commences	

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5. Fresh Express Annex.			Developer Funded
Specific Plan and EIR	Specific Plan, EIR completed and adopted	Construction commences	