



*City of Salinas*

# East Alisal Street

**CORRIDOR PLAN** | January 2019





*City of Salinas*



# East Alisal Street

**CORRIDOR PLAN** | January 2019

# Acknowledgments

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Wood St

Alisal St

INCOME TAX

ALISAL  
DENTAL CARE

1-970-757

558  
Dreamers Apply Here  
For Deferred Action

PRONTO DO

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# Introduction

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*The East Alisal Street Corridor Plan is a roadmap to guide future investment into East Alisal Street and surrounding properties. It is the result of a public process that engaged residents, property owners and other stakeholders to determine the future of the corridor.*

## **PROJECT HISTORY**

In 2016, the City of Salinas, in partnership with the Local Government Commission and Building Healthy Communities, received a Caltrans Sustainable Communities grant for a Complete Streets Plan to advance the goals of social equity, health, safety and economic vitality in the East Alisal neighborhood and the East Alisal Street Corridor (Front Street to Bardin Road). The City of Salinas partnered with

community members and grassroots organizations from the greater East Alisal neighborhood to engage in a meaningful participatory process and achieve the wider goals of the grant in the East Alisal.

Prior to submission of the Caltrans grant, the initial scope for the East Alisal Street Corridor Plan included the connection between West and East Alisal corridors, which connected the two campuses of Hartnell College. However, the City



## ALISAL VIBRANCY PLAN

The Alisal Vibrancy Plan is a separate but coordinated plan for the entire Alisal Neighborhood. The two plans were developed at the same time, in collaboration with community members. While the East Alisal Street Corridor Plan focuses on transportation issues, the Alisal Vibrancy Plan has a broader scope and provides a broader set of strategies for the neighborhood, including the topics of Housing, Community Health and Safety, Economic Development, Transportation and Infrastructure, and Quality of Life.

was able to secure a Highway Safety Improvement Program grant to fund the improvements recommended on the West Alisal Corridor. Therefore, the City concluded the planning for the Downtown Vibrancy Plan prior to submitting the Caltrans Sustainable Communities grant, which included the Alisal Street west of Front Street. The East Alisal Street Corridor Plan would therefore focus on complete streets recommendations of the West Alisal corridor east of Front Street.

### Project Need

Alisal Street is a major arterial and important east-west connection between the downtown area and commercial businesses in the City, the East Alisal Campus of Hartnell College, and neighborhoods in East Salinas. A significant number of residents living near the corridor live below the federal poverty level (25.9%).<sup>1</sup> Residents also face significant accessibility issues, as many do not have access to a vehicle (12.45%),<sup>2</sup> which limits them to riding the bus, biking, walking, or carpooling. East Alisal Street also has

numerous farm-sponsored buses that transport agricultural workers from designated pick-up areas in the Alisal to the fields. The Alisal corridor is also a key route for students who walk or bike to Sherwood and Roosevelt Elementary Schools and El Sausal Middle School from the surrounding neighborhoods.

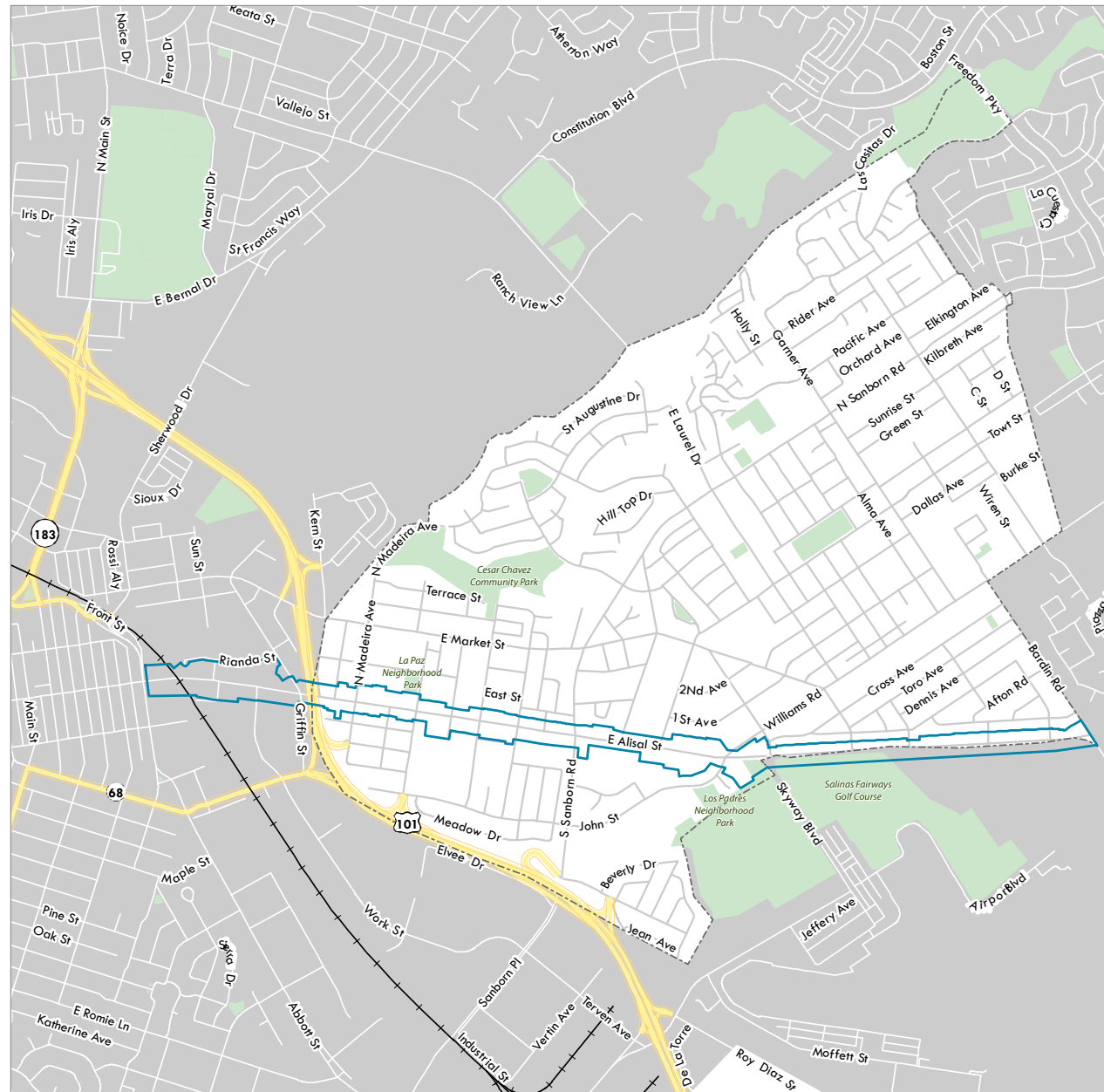
Despite the demand for more transportation choices, Alisal Street lacks adequate bicycle and pedestrian facilities connecting to transit stops, schools, parks, employment, and other community resources. The lack of facilities for bicyclists and pedestrians, wide streets, and high vehicle speeds contribute to a high rate of collisions with automobiles along the corridor. Based on data from the Transportation Injury Mapping System (TIMS), 44 pedestrians and cyclists were hit by cars along this corridor from January 2008 to December 2013. Four intersections on Alisal Street are in the top 10 intersections in Salinas with the most crashes of all types (within 50 feet of the intersection).

Not only is there a demand to improve East Alisal Street, but the need to improve traffic congestion and accommodate for future growth is felt across the East Alisal community. Greater densification and

1 2016 American Community Survey 5-year estimates, Table DP03

2 2016 American Community Survey 5-year estimates, Table B08201

**FIGURE 1.1 PROJECT AREA CONTEXT**



- Corridor Project Boundary
- Alisal Vibrancy Plan Strategy Area
- Parks
- Highways
- Streets
- Railroad
- Salinas City Boundary

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





East Alisal Street is a vital commercial corridor.



Well used bus transit stop on East Alisal Street

growth is anticipated in the East Alisal community with the development of the Focused Growth Areas along East Alisal Street and East Market Street, the Alisal Marketplace masterplan (bounded by the railroad tracks east of Front Street, Hwy 101 to the east, Market Street to the north, and John street to the south), and the Future Growth Area east of Alisal Street near Bardin Road, and the new Monte Bella Elementary School.

### Parallel Planning Efforts

A number of concurrent planning efforts have been underway to accommodate future growth and increased demand to meet transportation and community needs in the East Alisal community. Along Williams Road from East Alisal Street/ John Street to Grandhaven Street, the planning process for improvements aimed at reducing traffic congestion and greater movement for alternative transportation users is underway. A new Police Station on East Alisal and Murphy Street will include a new traffic signal at Murphy Street and new crosswalks, and a planned community

meeting facility. Construction is already underway along Sanborn Road between East Alisal Street and Freedom Parkway to upgrade traffic signals to synchronize signal timing and install pedestrian countdown signals. Having received an Active Transportation Program grant in 2016, the Bardin Safe Routes to School project, which includes improvements to a portion of East Alisal Street near Bardin Road, and Bardin Road from Williams Road past Bardin Elementary School, have focused on active transportation and complete streets improvements that are anticipated to be constructed in Summer 2019.

Encapsulating the entire East Alisal Community, the Alisal Vibrancy Plan (AVP) area aims to identify land use and mobility improvements which has occurred at the same time as this East Alisal Street Corridor Plan. The Alisal Vibrancy Plan's overarching goals would be supported by the development of a complete streets transportation plan for the East Alisal Street corridor, one of the primary corridors within the AVP planning area. The East Alisal Street Corridor Plan would be a distinct planning process for the corridor but would inform and be a component of the AVP, including the Bardin Road project (east of Alisal Street), North Sanborn Road project (bisects the eastern segment of Alisal Street), and the West Alisal Street corridor improvements to the west of the East Alisal Street corridor plan segment.

Collectively, projects in the East Alisal community have been aimed at improving conditions for active transportation and transit users, road safety, traffic flow, and accommodating compatible and compact land uses to accommodate current and future land use demands. These projects contribute to the improvement of transportation choices and also considers, where

possible, the feedback resulting from the community engagement brought by the East Alisal Street Corridor Planning process.

## OBJECTIVES OF THE PLANNING GRANT

This East Alisal Street Corridor Plan outlines improvements to mobility, safety, and access for all modes of transportation, including walking, bicycling, transit, and motor vehicles, and addresses some of the underlying socioeconomic challenges faced by residents in the East Alisal community. This East Alisal Street Corridor Plan also assists in aligning the City's transportation and development patterns with state and federal transportation goals for improving multimodal mobility, accessibility for all people, and fostering livable, healthy, and socially equitable communities. The East Alisal Street Corridor Plan addresses the following community sustainability and livability objectives identified in the Caltrans Sustainable Communities grant application:

- Engage residents, especially those that have been left out of City decision-making, in planning processes and in the City's civic life
- Improve communication between residents and the City of Salinas
- Identify transportation challenges faced by residents located along or near Alisal Street that negatively impact quality of life
- Identify transportation challenges that negatively impact businesses' economic performance
- Identify features of the corridor that are unsafe or uncomfortable for pedestrians, cyclists, transit users, and motorists
- Identify preferred routes for children to walk to and from the elementary, middle, and high schools located on or near the corridor
- Identify locations along Alisal Street that are challenging to walk or bicycle on
- Identify segments of Alisal Street that are difficult to cross
- Identify segments of Alisal Street with high speed traffic
- Identify regional destinations that residents living close to Alisal Street need to travel to
- Recommend changes that help make streets more complete

- Recommend treatments that help calm traffic, especially near schools and areas with a high concentration of pedestrians and cyclists
- Recommend engineering treatment to improve conditions for walking (e.g., separated sidewalks, curb extensions, crosswalks, shade, lighting, beacons, etc.)
- Recommend bicycle facilities and treatments along Alisal Street

## Salinas Guiding Principles

In 2017, the City initiated “Visión Salinas” to coordinate the public outreach and planning efforts of the Alisal Vibrancy Plan, the Chinatown Revitalization Plan and the Parks, Recreation Centers and Libraries Services Masterplan; and, to ensure a unified planning focus across the plans and guide the future update of the City’s General Plan in 2019.

One of the first objectives of Visión Salinas was to develop “Guiding Principles” to inform the preparation of the three plans and the subsequent update of the City’s General Plan as noted above. The Core Value and eight Guiding Principles are city-wide values that will guide the

development of each plan. The input that was received from the community as part of the initial Vision Salinas outreach, current planning efforts (including the processes of the Alisal Vibrancy and Conceptual Corridor Plans) and recently adopted City documents was compiled by staff and crafted into draft Guiding Principles reflecting those topics that the community voiced as being important to the future of the City. The City put the draft Guiding Principles through an extensive bilingual engagement process that included stakeholder meetings, nine pop-up events, and an online survey.

The Alisal Vibrancy Plan Steering Committee was one of the stakeholder groups that helped craft the final Guiding Principles. The Steering Committee focused on ensuring the principles promoted equity across Salinas and ideas that will positively shape the future of East Salinas. The final Alisal Vibrancy Plan, which will include the East Alisal Street Conceptual Corridor Plan, will incorporate the Guiding Principles to establish unique goals for the Alisal community that align with the overall vision for a better Salinas.

Though the full text of the Guiding Principles is included in this section, it

is important to realize how the Corridor Plan builds off these ideas as it lays the path towards a safer, more active, and more vibrant East Alisal Street. Adding bike lanes, improving lighting, sidewalks, and crossings supports health and safety, especially for the many youths who attend school along the corridor or visit with their families. Together with support for transit improvements, these also facilitate mobility and connectivity across Salinas for those who cannot or do not wish to travel by car, and promote a sustainable future by reducing vehicle emissions.

This plan also calls for more amenities such as street trees and plantings, new public gathering areas, and strategies to improve parking. These would bring more visitors and residents to the area, benefiting local economic prosperity. The land use recommendations, which the Alisal Vibrancy Plan will expand, would bring crucially needed housing opportunities to the neighborhood. The plan also celebrates the talent and diversity of the Alisal’s artists by recommending more support for murals and public art.

From the start of the process, the City has worked with many techniques and partners to engage in collaborative and inclusive

decision-making, and is committed to improving its dialogue with the community in the next steps of this plan.

### **THE CITY OF SALINAS OVERARCHING CORE VALUE:**

- An Inclusive, Diverse and Welcoming City where all Persons can Thrive

Salinas believes that an inclusive, diverse and welcoming environment is essential to developing and sustaining a livable City, which is working as a community to ensure that all members have equitable access to opportunities to advance their well-being regardless of their circumstances.

The City's decisions, policies and practices are rooted in the principles of social equity and sustainability so that the fundamental needs of all people are met regardless of their race, color, ethnicity, age, religion or beliefs, income or where they live, language, marital status, gender identity or sexual orientation, place of birth, citizenship status, health or disability.

This Overarching Core Value is embedded in each of the following Guiding Principles:

### **GUIDING PRINCIPLES:**

#### **Economic Prosperity, Equity and Diversity**

- A City where all persons have equitable access to prosperity through a diversified economy, jobs and educational/training opportunities:

- Attract emerging industries and support entrepreneurship, innovation and creativity, while continuing to promote Salinas as the premier center for agricultural productivity and AgTech.
- Promote the image of the City as a desirable, safe, and vital location for businesses to locate and people to live, work, and visit.
- Embrace underserved populations and provide them the resources to succeed into different sectors of the economy.
- Foster small business development and ensure that existing businesses gain access to the capital, resources and services that they need to succeed, expand and stay in the City.
- Create a workforce prepared for the future by providing educational and training pathways in specific industries to increase job opportunities and earning power.

**Housing Opportunities for All** – A City with a diversity of housing types and affordability levels for its residents:

- Facilitate the development of a variety of innovative housing types throughout the City that meet the diverse needs and income levels of the community, are energy efficient and promote healthy living.
- Ensure that affordable housing options exist for underserved populations such as seniors, the homeless, disabled persons and farmworkers.
- Remove unfair or inappropriate barriers to housing and minimize housing displacement.
- Ensure existing housing and neighborhoods are well-maintained to improve safety, reduce overcrowding, encourage social interaction and bolster community pride.
- Promote higher density mixed-use residential and transit-oriented development near public transportation, bike facilities and along major corridors.

**Healthy and Safe Community** – A City which strives to protect and improve the personal safety, health and welfare of the people who live, work, and visit:

- Build a trusting dialogue between the community and public safety to reduce violence and ensure people feel safe going about their daily activities.
- Address the root causes of violence through investment in strategies that support safe neighborhoods, youth, and families.
- Emphasize crime prevention through the design of the built environment.
- Partner with health providers and organizations to improve the mental and physical health of the community, reduce health inequities, and provide access to health care.
- Promote equitable access to healthy food, parks, recreation and other desired amenities to encourage healthier lifestyle choices.
- Ensure the protection and sustainable use of the City's air, water, land, and natural resources.
- Cultivate the preparedness of our most vulnerable population, improve the resiliency of the City's hard infrastructure, and reduce greenhouse gas emissions to ensure a better response to climate change and natural disasters.

**Youth are the Future** – A City where youth flourish and have equitable access to education, recreation and a healthy urban environment:

- Develop innovative and culturally relevant collaborations to end childhood poverty, improve literacy and prevent youth violence.
- Ensure all youth have access to quality preschools, schools, afterschool programs, libraries and recreational opportunities.
- Support educational and training pathways and opportunities for all youth so they can gain skills that will help them improve their well-being, upward mobility, secure employment and allow them to remain in the community.
- Foster access to family support services to help parents, families and caregivers fulfill their roles and provide a safe, caring and healthy atmosphere where youth can thrive and achieve their full potential.

**Collaborative, Inclusive and Engaged Decision-Making** – A transparent and responsive City Government driven by the voices of a participatory community:

- Ensure City policies promote racial equity, align with the Overarching Core Value, Guiding Principle and the General Plan.
- Encourage and engage all people (especially youth) to have an active role in driving City decisions, policies and practices.
- Form community partnerships in the City that foster transparency, effective communication, and lead to tangible outcomes.
- Catalyze and invest in community problem solving and neighborhood improvement efforts by building the capacity of, residents, partners and community groups to create change, bolster community pride, and maximize the impact of limited resources.

#### **Livable and Sustainable Community**

– A well-planned City with a thriving community core and commercial corridors, excellent infrastructure (streets, sewers, parks, trees and open spaces, libraries, and community facilities, etc.) that meet the unique and changing needs of the community:



- Promote livability by focusing on sustainable land use planning, targeted circulation and infrastructure improvements that provide equitable access and the efficient use of resources.
  - Encourage vibrant and active community gathering spaces such as libraries, community facilities, performance venues, open spaces, parks, and plazas.
  - Ensure the City's infrastructure is well-maintained, has sufficient capacity, is accessible for disabled persons, and is adaptable to emerging development patterns, changing land uses, technological advances and lifestyles.
  - Work cooperatively with the community members and others to maintain properties, promote volunteerism, ensure effective code enforcement, preserve natural and architectural assets, revitalize disinvested commercial and residential corridors and promote greening and beautification of the City.
- Facilitate community interaction by removing physical barriers and improving connectivity.
  - Create a modern, safe, sustainable and connected transportation network that provides a variety of mobility choices for all.
  - Improve access and connect pedestrian and bicycle linkages and public transit from all neighborhoods to schools, parks, open space, shopping and services, employment centers, downtown and other community core areas to promote connectivity.
  - Emphasize walking, biking, and public transit when considering new development or revitalizing existing neighborhoods.

**A Community to Celebrate** – A City that celebrates, promotes, preserves and honors the diversity, history, art, and culture of its community:

- Promote the rich diversity and culture in Salinas through art, music, festivals, parades and other community events.
- Celebrate the City's history, the architecture of its buildings, the diverse cultures of its people, and its rich immigrant history.

- Foster a sense of place by encouraging community driven transformation, initiating themed districts, and by building upon existing neighborhood identity.

### **Working Together: The Salinas Guiding Principles & Caltrans Sustainable Communities Grant Sustainability and Livability Objectives**

Collectively, the Salinas Guiding Principles and the Caltrans Sustainable Communities Grant Sustainability and Livability objectives offer a cohesive, inclusive, and responsive vision for the future of Salinas. These objectives and goals are not only reflective of Federal and State mandate, but they have been shaped and reinforced by community input that has been conducted to-date and that will continue beyond this current planning process. Nonetheless, these guiding principles, in conjunction with continued community engagement and support, will assist the City as it plans and adapts to community needs now and in the future.

#### **Connectivity, Access and Mobility** –

An active City with a well-connected, eco-friendly network of multi-modal streets, bikeways, greenways and trails, and effective public transportation options:





# Community Engagement

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***The community-driven East Alisal Street Corridor Plan is a product of a diverse engagement program that engaged the Alisal community in providing a vision for a vibrant, safe and enjoyable East Alisal Street.***

Engagement for this project included a diverse range of activities, such as pop-ups, street outreach, social media use, interviews, and workshops. The resident-led Alisal Vibrancy Plan Steering Committee, and the Transportation Working Group assisted with project outreach and provided guidance on design alternatives and the draft plan. The primary public involvement tool for the corridor project was an intensive three-day charrette and Community Design Workshop. The charrette included numerous exercises to meaningfully and sincerely engage Alisal

residents and stakeholders in crafting new ideas for the future of the East Alisal Street Corridor.

A community design charrette allows residents, users of a street, or other target populations to be the primary force behind the designs. Several partner organizations were involved in leading this project, known as the Project Team. The City of Salinas Planning and Public Works Staff provided oversight of the event; Local Government Commission (LGC) staff managed the corridor project and were

JOIN YOUR NEIGHBORS  
TO DESIGN OUR FUTURE  
ALISAL

ALISAL COMMUNITY  
DESIGN WORKSHOP

JANUARY 24  
5:30PM-8:00PM

SHERWOOD  
ELEMENTARY

JOIN US FOR INTERACTIVE  
ACTIVITIES. MEETING WILL BE  
CONDUCTED IN SPANISH AND  
ENGLISH.

FOOD • MUSIC • CHILDCARE • FUN

FOR MORE INFORMATION,  
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VISION SALINAS

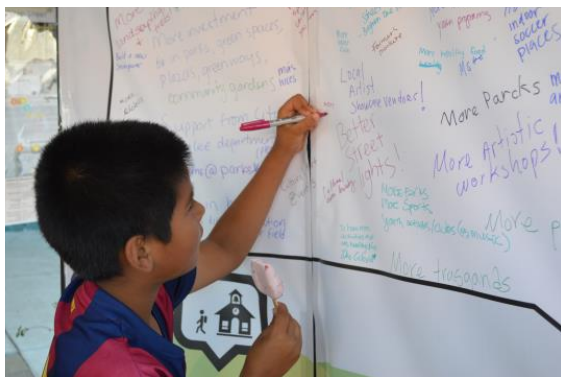
ALISAL Vibrancy Plan  
PART OF THE VISION SALINAS

SALINAS

BUILDING  
HEALTHY  
COMMUNITIES  
JUST SALINAS

WWW.ALISALPLAN.ORG

Flyer announcing an upcoming workshop.



At the Ciclovía booth, community members could fill in their hopes for a healthy, vibrant Alisal.

responsible for overseeing community engagement and facilitation; Building Healthy Communities - East Salinas (BHC) took the lead in the outreach to community members; and Raimi + Associates (R+A) is managing the overall AVP and its integration with the East Alisal Street Corridor Complete Streets Project. R+A is supported by Nelson\Nygaard's transportation planning services, PlaceWorks' urban design services, and Urban Transformation's business district revitalization services.

## PRE-CHARRETTE OUTREACH

The Project Team kicked-off engagement at BHC's Ciclovía event on October 15, 2017. Event promotion and grassroots outreach for the East Alisal Street Corridor Complete Street Project ahead of the charrette was conducted largely by BHC. BHC led a team of East Salinas residents, including youth and Steering Committee members, known as the Healthy Transportation Outreach Team, who hosted a series of pop-up community engagement events at local churches and community events; conducted focus group meetings; conducted over 100 street-intercept

surveys; advertised for the Community Design Workshop in the east Alisal community; and created a photovoice project summarizing the engagement process and outcomes. BHC disseminated flyers for the Community Design Workshop at AVP events, including working group and steering committee meetings, and the AVP Visioning Workshop on October 26, 2017. Additionally, BHC conducted street intercept surveys, surveying residents and advertising for the Community Design Workshop.

In promoting the workshop and temporary parklet installation, the City of Salinas included Spanish and English advertisements in the City newsletters, City website, and email blasts to AVP stakeholders in early 2018. Additionally, two press releases were published in early January, 2018. All engagement activities were conducted in Spanish.

In Fall 2017, R+A, Nelson\Nygaard, PlaceWorks, and Urban Transformation interviewed ten Alisal stakeholders on two different dates. Stakeholders included Salinas United Business Association (SUBA), TAMC, MST, City staff, business owners, property owners, and the Monterey County Health Department.

Prior to the charrette, the Project Team attended three AVP steering committee and/or working group meetings led by residents, organizations active in the community, school representatives, and City staff on September 28, November 16, and December 7, 2017. Community stakeholders and Ciclovía participants provided input on existing conditions and areas for improvement along the East Alisal Street Corridor and the Alisal at large, and helped shape charrette activities.

## COMMUNITY DESIGN CHARRETTE

During the three-day Community Design Charrette, the project team held a variety of events to get input from the community on ways to improve safety, livability, and health both along the East Alisal Street Corridor Complete Streets Project and within the Alisal neighborhood. The charrette included the following activities:

- Observation of Student Pick-Up at El Sausal Middle School
- Observation of Student Drop-Off at Sherwood Elementary School
- Stakeholder Interview with El Sausal Middle School & Meeting with Technical Agencies



*Students leaving El Sausal Middle School were observed crossing East Alisal Street at the intersection on Eucalyptus Drive without the benefit of a marked crosswalk or median island. During pick-up, cars were also observed double-parked on East Alisal Street in front of the school.*

- Shopper & Business Conversations
- Community Design Workshop
- Open House
- Temporary Parklet Installation

Each activity is described in more detail below.

### Observations of Student Pick-Up at El Sausal Middle School & Drop-off at Sherwood Elementary School

Staff from LGC and Nelson\Nygaard surveyed student and parent behavior on East Alisal Street during morning student drop-off at Sherwood Elementary School and afterschool pick-up at El Sausal Middle School. Walking, biking, and traffic

congestion are at their peak during student drop-off and pick-up times at schools. Behavior during drop-off and pick-up was observed for an approximately one-hour period. Multiple observation points were observed during these audits, including crosswalks, signalized intersections, parking, loading, bus zones, adjacent parking lots, and automobile traffic in the roadway. There were more concerns associated with El Sausal Middle School than Sherwood Elementary School, which included:

- Students and adults (not associated with the schools) frequently crossing from North to South of East Alisal Street without using crosswalks or signalized intersection crosswalks.
- Parents wait for their children at an adjacent parking lot that belongs to Vineyard Christian Fellowship, which causes traffic congestion at the intersection of Towt Street and East Alisal Street.
- Parents double-park along the bus stop only and loading zones along the front of El Sausal Street (North side of East Alisal Street).
- At Sherwood Elementary School, the pedestrian crosswalk on the western



*Many students and parents were seen crossing East Alisal Street at South Wood Street during the observation of morning drop-off at Sherwood Elementary School.*

- side of the signalized intersection, at South Wood Street and East Alisal Street, does not have two solid lines to clearly indicate a crosswalk.
- The pedestrian crossing signal at the northern side of the signalized intersection at South Wood Street and East Alisal Street does not have a countdown timer or signal indicating that it is safe to walk.
- Pedestrians were not observed crossing East Alisal street at Wood Street near Sherwood Elementary School. A crosswalk or signalized intersection does not exist.
- Parents were more frequently observed walking their children to Sherwood Elementary from the neighborhood to the south or west of Sherwood Elementary or crossing East Alisal Street



Students at El Sausal Middle School utilize a crosswalk at the Alisal Street/Towt Street intersection to reach a popular pick-up area across the street.

using the signalized intersection, rather than driving their children to school, thereby resulting in fewer automobile trips and no sign of unsafe congestion along East Alisal Street.



Students frequently cross East Alisal Street without using crosswalks.



Traffic congestion near El Sausal Middle School during after-school pick-up.

## Stakeholder Interview with El Sausal Middle School & Meeting with Technical Agencies

A stakeholder interview and stakeholder meeting was held as part of the community design charrette. The stakeholder interview at El Sausal Middle School took place on Tuesday, January 23, 2018. LGC, R+A, and Nelson\Nygaard Project Team members interviewed an Assistant Principal from El Sausal Middle School. The stakeholder meeting with Technical Agencies took place on Thursday, January 25, 2018 at Salinas City Hall and included: Monterey-Salinas Transit (MST), Transportation Agency for Monterey County (TAMC), City of Salinas Fire Department, Police Department, Public Works Department, Planning Department, and Recreation and Community Services Department. The technical agency stakeholder meeting was attended by all technical agencies invited. The objective of the stakeholder interview and stakeholder meeting was to get feedback from a representative sample of different interest groups on issues and recommendations for improvements for the East Alisal Street Corridor Complete Streets Project and AVP.

As a result of these conversations, key feedback includes the desire to keep Alisal Street as a major corridor (assists Fire and Police services), but address the issue of vehicle collisions with other vehicles, pedestrians, and bicycles and traffic congestion. Enforcement and upkeep of public facilities was cited as another major issue, including unpermitted vendors (it was suggested that informal vendors could be given a way to legally operate), garages and sheds being illegally converted to housing, and lack of maintenance of existing public amenities. Lastly, there is a desire for more public space for greater community social interaction and placemaking, such as more parks and play spaces, mobile programs or more space for children's after school activities, art, dance, and cultural activities.

## Shopper & Business Conversations

In advance of the charrette, Urban Transformations and R+A prepared a standard set of questions for shoppers and another set of questions for businesses. On January 23 and 24, 2018, Urban Transformation and R+A Project Team members went to the DC Fashion Mall and other businesses on Williams Road, the Mercado Shopping Center on East Alisal Street and Hartnell College-Alisal Campus to speak with shoppers, business owners, and managers. The Project Team spoke with a total of 32 businesses and 35 shoppers.

The shopper questions sought to gather input from patrons regarding their shopping experience, potential for improvements, and other places they shop and why. Business questions were directed to either the business owner or their representative and discussed how long the business had been around, reasons for choosing their present location, neighborhood improvements they would like to see, the challenges they face, and how they might work optimally with the City of Salinas.

Shoppers and businesses provided both positive feedback and concerns about their experiences on Alisal Street. Some key concerns include safety, including the perceived lack of safety due to poor lighting and lack of security on premise. Businesses have indicated that they do not have sufficient security patrol on-site, even though they pay dues to the Salinas United Business Association (SUBA) to provide this service. Businesses would like improved communication and support from the City, such as access to loans and grants, greater communication regarding up-coming events or closures (city DUI checkpoints on weekends at times that negatively impact business operations), and costs and regulations that support brick-and-mortar businesses (cite that brick-and-mortar businesses currently have more costs and regulations when compared to informal vendors). Shoppers also desire improved aesthetics and placemaking that attract other business to diversify shopping opportunities. Positive feedback includes low business turnover, close proximity of customers to businesses and shopping opportunities, low prices, ease of access on a main corridor, cultural authenticity and local business ownership.



## Community Design Workshop

A Community Design Workshop was held on Wednesday, January 24, 2018 in the Multipurpose Room at Sherwood Elementary School as an opening session for the community design charrette. This workshop was held in Spanish and English-language speakers were provided with headsets. The goal of the community design workshop was to gather input for both the East Alisal Street Corridor Complete Streets Project and the AVP. The focus of the discussion and feedback centered on East Alisal Street (Front Street to Bardin Road) and the segments of East Market Street and North Sanborn Road that intersect the AVP East Salinas neighborhood.

BHC organized youth performances by the folklorico dance group, Tonatitos, which drew in a large crowd of parents; some of whom stayed after the performances and participated in the engagement activities. Approximately 110 community members participated in three community feedback activities. A community member from the AVP steering committee welcomed participants to the workshop and gave an overview of the engagement activities. The performances and introduction



*The Folklorico dance group Tonatitos performed at the Community Design Workshop.*

were followed by three engagement activities, which were organized to lead attendees through a 3-step process: first, to think about conditions along the three streets and become familiar with possible complete streets treatments in a small group setting; second, a measurement of perceptions by voting in a large group setting; and third, a small group discussion on specific issues and recommended solutions.

The first engagement activity involved small group discussion. Attendees were seated at 15 tables with seven to nine participants at each table. Discussions were led by AVP Steering Committee and Working Group community members, who



*During the first engagement activity at the Community Design Workshop, participants provided input on ways to improve the East Alisal Street corridor.*

received training from BHC to facilitate the activities. Group discussion questions were printed on large sheets of paper and attendees provided written responses on space provided. Images and the name of complete streets treatments were shown along with the questions, which included:

- What makes a street safe for bicycling, walking, and taking the bus? (complete street images included bus shelters, curb extensions, buffered bike lanes, crosswalks with median island, crosswalks with pedestrian signal)

- What makes an attractive and fun street? (complete street images included wide sidewalk alongside benches, lights, and planters, bulb-outs, parklets with seating, tables, and bike racks, an enhanced crosswalk, and street trees)
- What do you want development to look like on our major streets? (complete street images included mixed use with higher- and lower-density development, and townhouses)

The second activity included interactive voting and a brief discussion after each vote was cast, led by LGC staff in Spanish. There were 12 voting prompts, including: one prompt intended to gauge interest on bicycle, bus, and multi-modal facilities; three prompts on pedestrian facilities; two prompts on aesthetics and beautification; and four prompts on different styles of multi-family development. As shown in Table 2.1, the voting prompts and responses included:

\* = Error with presentation slides prompted presenter to skip recording results for this question.

**Notes:** **Green cells** indicate significant positive voter response (70% or more in agreement). **Red cells** indicate some negative voter response (20% or more in disagreement). **Grey cells** indicate a mixed response among voters.

**TABLE 2.1 RESULTS OF THE LARGE GROUP VOTING ACTIVITY**

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	NEUTRAL
I would like to see safe bicycle lanes on East Alisal Street	77%	12%	4%	1%	6%
I would like to see comfortable places to wait for the bus	77%	14%	0%	3%	6%
I like pedestrian refuge islands to cross East Alisal Street	n/a*	n/a*	n/a*	n/a*	n/a*
I like pedestrian-activated signals for crossing	86%	4%	0%	1%	8%
I like wide sidewalks with benches, landscaping, and lighting	90%	7%	1%	0%	1%
I like curb extensions that shorten crossing distance	84%	10%	1%	1%	3%
I like amenities like parklets with chairs	84%	9%	3%	0%	4%
I like streets that support different transportation options	81%	10%	3%	0%	7%
I would like to see more housing above stores in shopping centers (image shows higher density housing fronting a shopping plaza)	50%	20%	3%	20%	7%
I would like to see more housing above stores on streets (image shows medium density housing fronting a street)	33%	12%	9%	22%	24%
I would like to see more townhomes (image shows rowhouses somewhat setback from the roadway)	28%	15%	25%	17%	15%
I would like to see more housing above stores on streets like this (image shows medium density housing above retail that is immediately fronting the roadway)	40%	6%	16%	24%	14%

- I would like to see safe bicycle lanes on East Alisal Street – 77% strongly agree, 12% agree
- I would like to see comfortable places to wait for the bus – 77% strongly agree, 14% agree
- I like pedestrian refuge islands to cross Alisal Street – Note: technical error with slides prompted presenter to skip recording results for this question
- I like pedestrian-activated signals for crossing – 86% strongly agree, 4% agree
- I like wide sidewalks with benches, landscaping, and lighting – 90% strongly agree, 7% agree
- I like curb extensions that shorten crossing distance – 84% strongly agree, 10% agree
- I like amenities like parklets with chairs – 84% strongly agree, 9% agree
- I like streets that support different transportation options – 81% strongly agree, 10% agree
- I would like to see more housing above stores in shopping centers (image shows higher density housing fronting a shopping plaza) – 50% strongly agree, 20% agree, 3% disagree, 20% strongly disagree

- I would like to see more housing above stores on streets (image shows medium density housing fronting a street) – 33% strongly agree, 12% agree, 9% disagree, 22% strongly disagree. 24% neutral.
- I would like to see more townhomes – 28% strongly agree, 15% agree, 25% disagree, 17% strongly disagree. 15% neutral.
- I would like to see more housing above stores on streets like this (image shows medium density housing above retail that is immediately fronting the roadway) – 40% strongly agree, 6% agree, 16% disagree, 24% strongly disagree. 14% neutral.

For the last activity, attendees worked in small groups to identify locations for the addition of complete street treatments and hazards. Groups were provided large aerial maps of East Alisal Street, East Market Street, and North Sanborn Road, in addition to stickers that had different complete streets treatments and street hazards identified. Recommendations based on this mapping activity were presented during the Open House, which is discussed below.



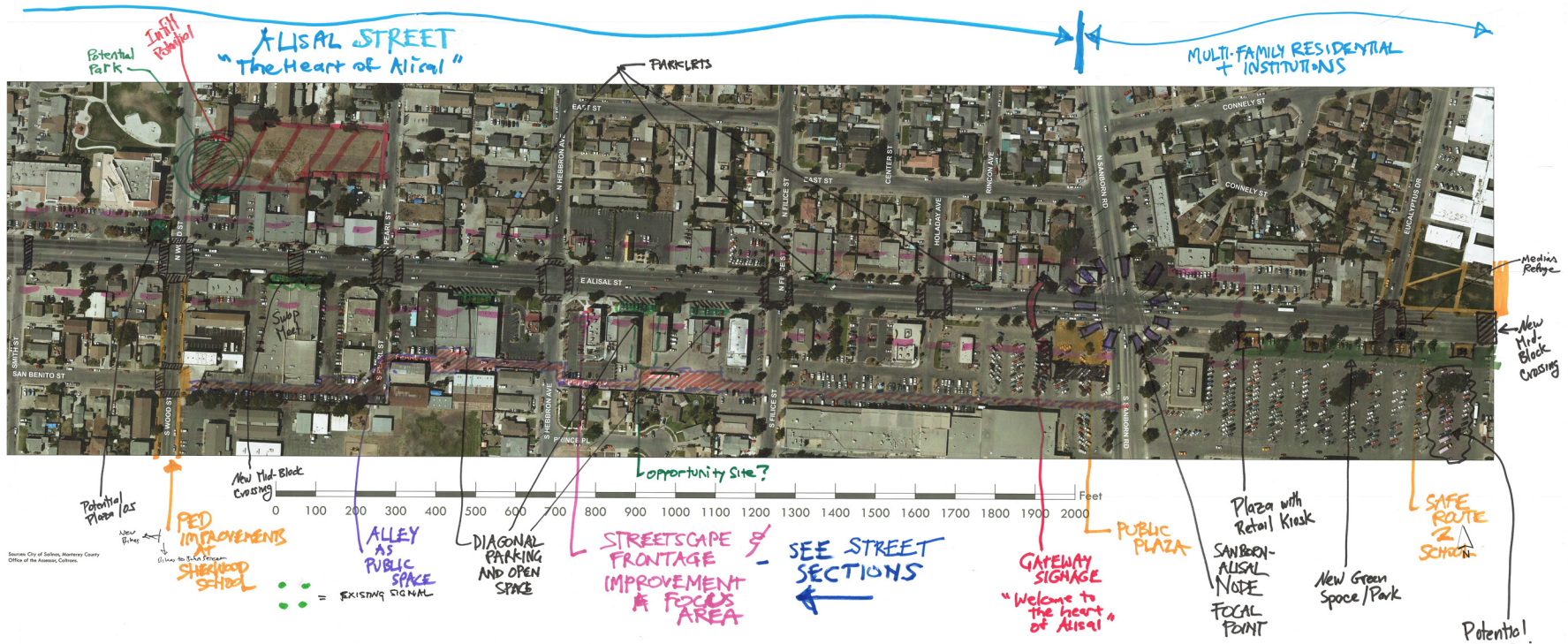
During the third engagement activity, participants provided input indicating exact locations for complete streets improvements. Participants wrote comments on maps or used stickers that had images of a variety of complete streets treatments to indicate where there are unsafe conditions and opportunities for improvements.

## Open House

The Open House was held the day after the Community Design Workshop, on January 25, 2018 at the Firehouse Community Center. The Open House was an opportunity to display and get feedback from community members on draft recommendations for the AVP and East Alisal Street Corridor Complete Streets Project based on pre-charrette and charrette community

engagement activities. Community members were asked to provide comments, suggestions, or revisions to recommendations by physically marking up visually-rich posters that consolidated community input up until the Open House, including:

- A sub area map of the Alisal neighborhoods
- Locations of gateways to distinctive neighborhoods in the Alisal, including opportunity sites for retail and housing development
- Key destinations for community members along the East Alisal Street Corridor and throughout the Alisal community
- An aerial map of consolidated input from the Community Design Workshop on January 24, 2018



At the Open House event, community members marked up maps of the Alisal Street corridor to share comments and suggestions.



Residents and passersby visited a pop-up parklet located at Leal Bakery to learn about parklets and to experience one firsthand.

R+A also provided boards with the same questions and visual prompts that were used for the second voting activity during the Community Design Workshop for additional input. The maps and posters were used by BHC to get additional input on R+A, Nelson\Nygaard, and PlaceWorks (the Consultant Team) preliminary design concepts.

### Pop-Up Temporary Installation Parklet

LGC and the City of Salinas collaborated to install a temporary parklet on the North side of Alisal Street, near Filice Street, in front of Leal's Bakery on Sunday, January 28, 2018 from 9:00 a.m. to 1:00 p.m. The parklet included tables, chairs, benches, green outdoor carpet, a children's activity, plants, and was surrounded by a white picket fence to create a sense of security and place. A "What is a Parklet" poster, in Spanish and English, with photos of temporary and permanent parklets was on exhibit. The objective of hosting a

temporary parklet was to demonstrate to community members and business owners what parklets are and how their benefits, including: creating much needed outdoor space for residents that visit East Alisal Street, contributing to placemaking and beautification, and a feeling of safety and enjoyment.

### WHAT WE HEARD

This section provides a summary of recurring issues and feedback that the Project Team heard from community members during the community design charrette (January 23-25, 2018) and the

temporary parklet installation on January 28, 2018. BHC, the City of Salinas, and R+A engaged community members using the prompts and engagement materials used during the Community Design Workshop and the Open House in the days following the community design charrette. Outcomes from the engagement activities during and after the community design charrette have been used to inform the recommendations in this report.

The community's feedback includes improving perceived and actual safety for all roadway users, enhancing public space, traffic calming, and creating more open space on East Alisal Street, East Market Street, and North Sanborn Road. The following list includes specific recommendations provided by community members:

- Add more crossings for pedestrians, particularly near El Sausal Middle School and high-activity areas, such as the Swap-Meet and WIC buildings. Preference for protected median island and flashing crossing signal crossings,
- Create a sense of place and increased desirability to visit and stay. This includes:
  - More sidewalk and street lighting
  - Local artist installations such as murals and art on utility sheds with a lens sensitive to local diversity and culture
  - Clean sidewalks
  - Consistent design guidelines for buildings, especially for storefronts (i.e., vibrant colors, more inviting spaces, tables/chairs, trees and other types of green landscaping that will be maintained)
  - Trash cans and public restrooms
  - More open space, parks, and an after school/community center facility to host a variety of community events, to visit with family and friends, and engage and support youth
- Diverse housing types for multi-generational families and singles (e.g., agricultural workers, temporary employees typically housed in substandard housing, other), with sensitivity to potential noise and traffic impacts
- Transportation/parking solutions for agricultural workers
- Improved amenities for bicyclists and buses
  - Bus shelters, including increased service in the East Alisal neighborhood
  - Bicycle lanes (preferably protected), particularly along East Alisal Street, due East of North Sanborn Road, that connect residents to the Hartnell College Campus on East Alisal Street and Bardin Road
  - Bicycle racks
- Traffic calming features, particularly along North Sanborn Road and East Alisal Street
- A majority of patrons visiting businesses along East Alisal Street travel by car. There are mixed feelings regarding whether there is sufficient parking supply for residents.
- Businesses and patrons prefer cultural authenticity, low prices, ease of access, and improved safety (e.g., lighting, art, public outdoor space, colorful and better signage). Business owners believe these issues could be resolved with improved communications with the City.

## Review of Draft Alternatives

Based on community input received during the charrette process, the Consultant Team created three options for the transformation of the East Alisal Street Corridor. Each alternative reduced the number of vehicle lanes, adopting the reclaimed space for cycling, pedestrian, and parking improvements. The Sidewalk Priority Option proposed increasing each sidewalk by five feet and adding wide buffered bike lanes between the parallel parking and travel

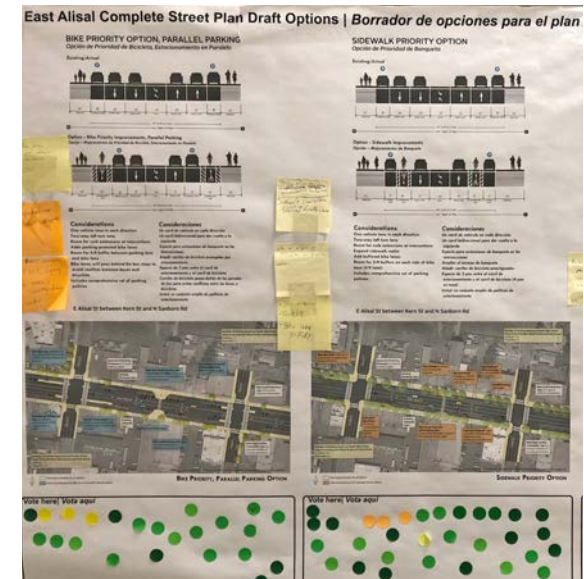
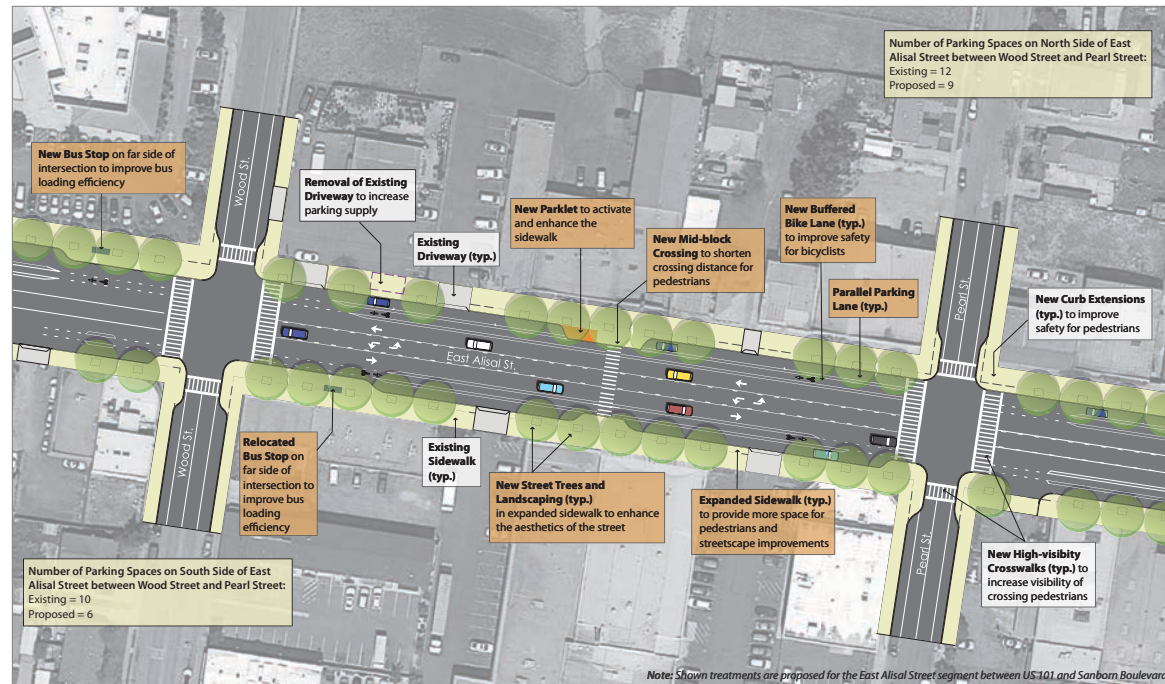
lanes. The two Bike Priority Options placed buffered bicycle lanes between the curb and parking. Option one keeps parallel parking and option 2 involves placing diagonal parking on one side of the street to add additional spaces. Each alternative also considered other safety amenities, such as curb extensions, high-visibility crosswalks, and mid-block crossings.

Using section and site plan concept images from the Consultant Team, City staff created pop-up activity boards that



Participants at the six public events viewed and discussed the three options, provided their preferences through a "dot exercise", and provided comments.

FIGURE 2.1 SIDEWALK PRIORITY OPTION

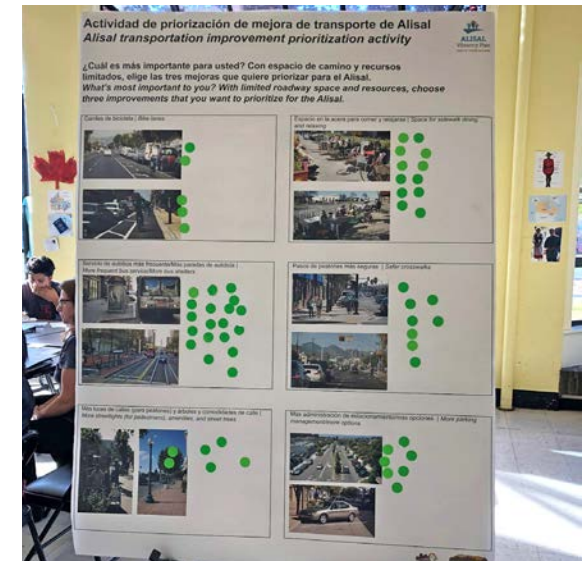
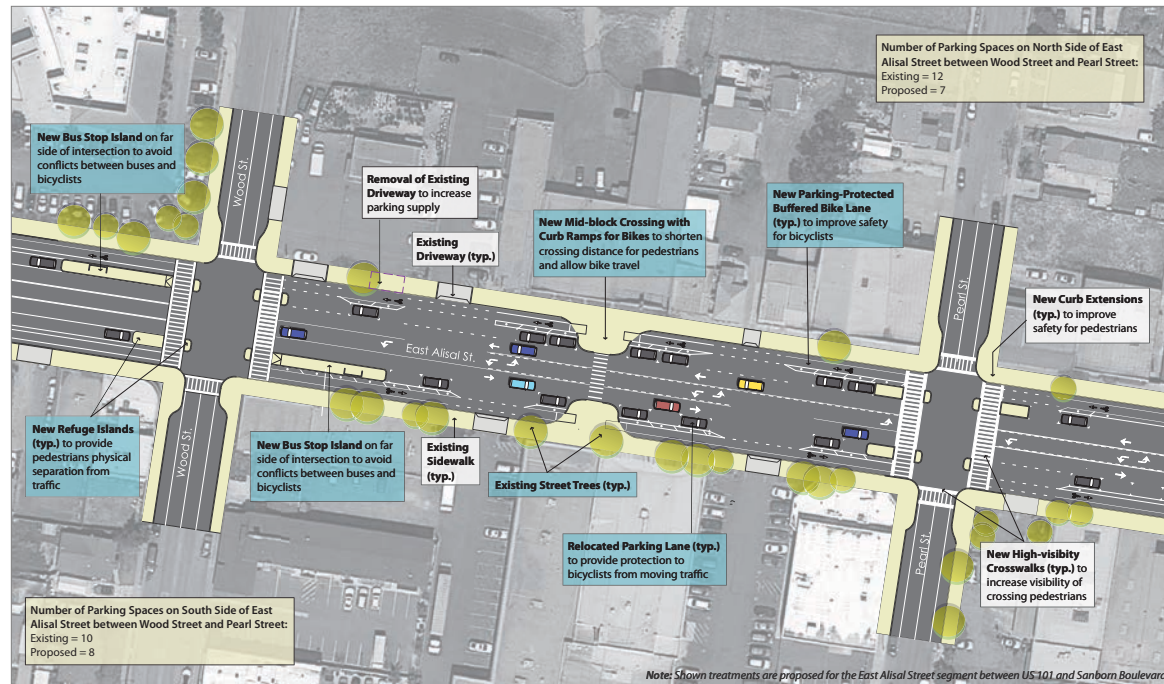


allowed community members to select which option and individual features they preferred. Staff used materials from the charrette open house to also create a visual survey Prioritization Board focused on transportation improvements. For both activities, participants were given a limited number of dot stickers to indicate their preferences, and allowed to write additional comments. City and BHC staff used these boards at six public events in May and June of 2018:

- Land Use Workshop, May 8
- Transportation Working Group meeting, May 16
- Sanborn House event at Acosta Plaza, May 19
- Economic Development Working Group meeting, June 14
- Housing and Quality of Life Working Groups meeting, June 20
- Community Health Working Group meeting, June 28

While voting numbers naturally differed from event to event, patterns definitely emerged from this outreach. The Bike Priority Option with diagonal parking was the most popular of the three design concepts, because of the protected bike lanes and increase in parking stalls. The Sidewalk Priority Option was also popular because of the expanded pedestrian space. People were supportive of safety improvements at crosswalks and mid-block

**FIGURE 2.2 BIKE PRIORITY OPTION**



Participants at the six public events also provided feedback about specific desired transportation improvements.



crossings across all the design alternatives. These results were tracked with those of the Prioritization Board survey. The community selected better parking management and improved crosswalk safety as the top priorities, with lighting, bus service/shelter improvements, and wider sidewalks as secondary priorities.

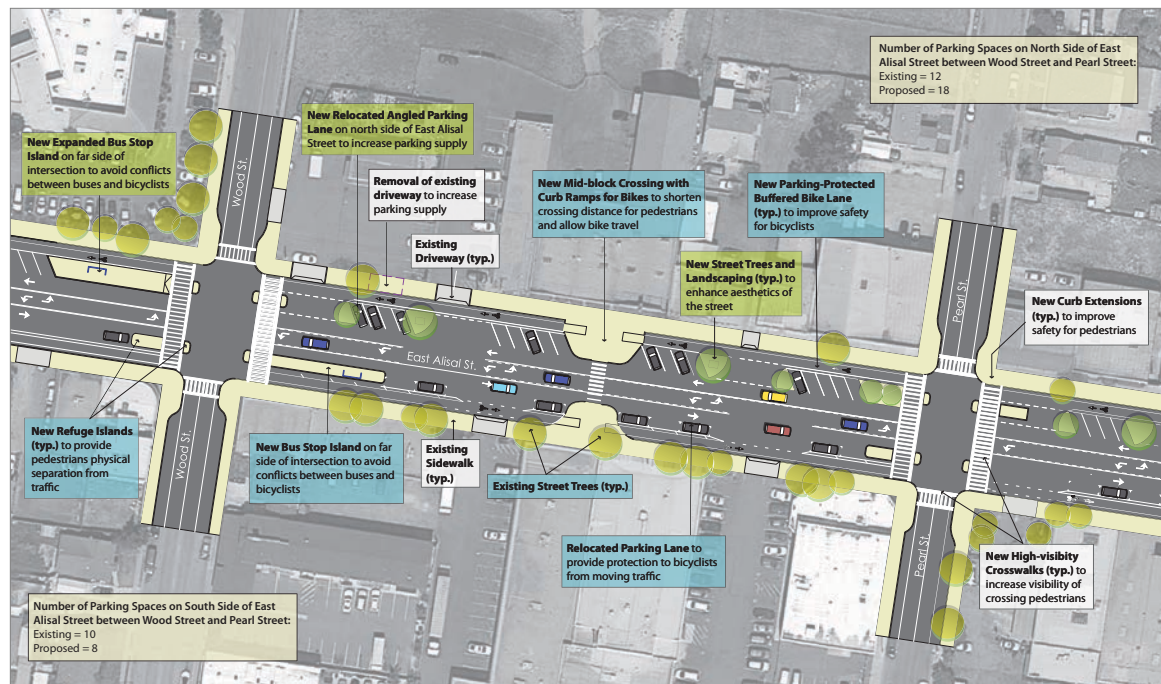
## Preferred Alternative Review

The Consultant Team used this feedback to create a combined, preferred draft alternative, that is presented in this plan. This design incorporates wider sidewalks and diagonal parking on alternating blocks, as well as other desired features such as protected bike lanes. City staff presented the results of this engagement and the first images of the new design at AVP Steering Committee Meetings on August 2, and July 26. This also included educational

segments about how to use some of the proposed features, such as back-in diagonal parking. Committee members supported the concept and using it as a basis toward a draft plan.

In October 2018, City staff continued community engagement efforts, seeking input on the draft corridor concepts. The concepts were a part of pop-up activities at Ciclovía, and staff also made a concentrated effort to reach the business community in the Alisal. Over 600 business received an informational flyer insert sent out in the Salinas United Business Association (SUBA) newsletter. The flyer outlined concerns heard through past engagement, outlined best practice strategies, and presented the corridor concept. Recipients were provided space to comment. Three pop-ups were held at the WIC Offices to allow business owners the opportunity to come in person to see and comment on the concepts. Over a three-day period, staff also walked the E. Alisal, E. Market, and N. Sanborn commercial corridors to engage business owners in person. A summary of comments received is provided as an attachment.

**FIGURE 2.3 BIKE PRIORITY, DIAGONAL PARKING OPTION**







## Existing Conditions and Opportunities/Constraints

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*East Alisal Street is the cultural heart of the Alisal neighborhood, connecting neighborhoods, bustling commercial areas, employment centers, and recreational opportunities.*

East Alisal Street is the bustling commercial center and cultural heart of the Alisal neighborhood in Salinas. For the East Alisal Street Corridor Plan, existing conditions were analyzed to gain an understanding of what gives this street its unique character, gain insights into what works well and what doesn't, and identify ways to improve the corridor.

The existing conditions analysis provides an understanding of the physical environment of East Alisal Street. It examines how the street is shaped by land uses, building character facing the street, and how pedestrians, bicyclists, motorists and transit users use the corridor today. It looks for challenges and opportunities to improve the street to make it more vibrant, enjoyable and safe.

## STUDY AREA

Alisal Street is a key east-west arterial roadway, spanning the full width of the City of Salinas, providing a citywide east-west connector. The corridor also provides important neighborhood access and an important route for local and regional public transit. The study area for the East Alisal Corridor Plan is a 2.6 mile-long segment extending from Front Street at the west to Bardin Road at the eastern end.

For this study, the East Alisal Street corridor is divided into three distinct segments based on land use patterns and roadway configurations (Figure 3-2): a west segment from Front Street to Kern Street, a central segment from Kern Street to Sanborn Road, and an east segment from Sanborn to Bardin Road. The sections below describe these segments in further detail with regard to land use and urban form, roadway configuration, and safety.

## LAND USE AND URBAN FORM

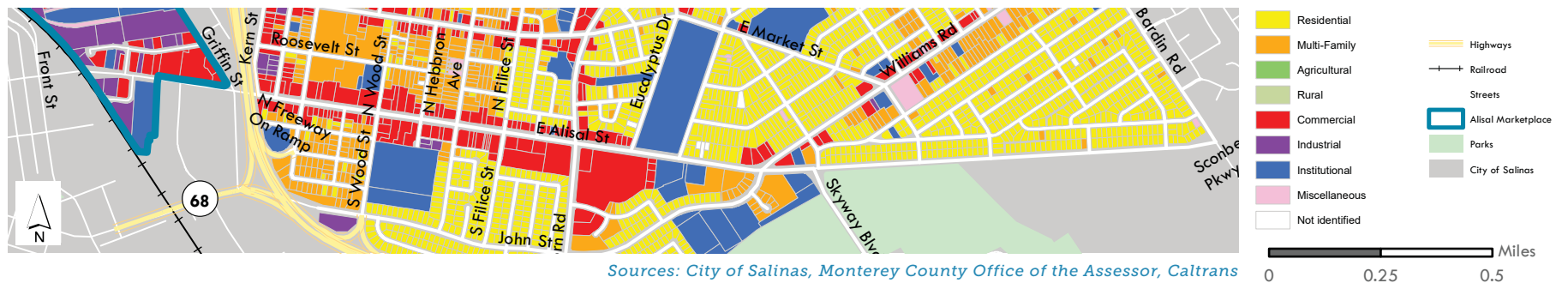
Primary land uses in the East Alisal Street corridor include commercial, industrial, residential, and open space. Along its length, the character and “feel” of the corridor changes depending on adjacent land uses, development densities, building types, streetscape features, and roadway configuration.

**FIGURE 3.1 STUDY AREA**



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

**FIGURE 3.2 CORRIDOR LAND USES (MONTEREY COUNTY ASSESSOR LAND USE CATEGORIES)**



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

## West Segment - Front Street to Kern Street

The west segment has a relatively low development density due to its primarily industrial, auto-related, and retail uses. Streetscape amenities along this corridor segment are limited. The majority of the buildings are single-story auto-oriented uses, including large-scale shopping centers set back from the street with parking lots in the front setbacks. In addition, many buildings have entrances facing away or perpendicular to the street. Auto-oriented uses are focused primarily near Highway 101, while buildings are generally closer to the street around Front Street and the railroad tracks.

FIGURE 3.3 URBAN FORM - WEST SEGMENT



*This shopping center at Work Street has anchor uses and is serviced by a bus stop.*



*Light industrial uses include auto repair and tire installation shops.*



*In front of this commercial building set back from the street, pedestrian amenities include landscaping and seating.*

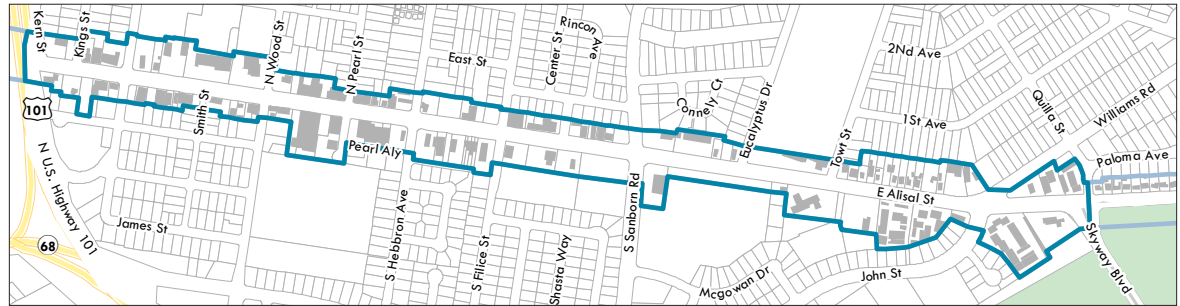


*Proximity to Highway 101 supports auto-oriented uses such as gas stations.*

## Central Segment - Kern Street to Skyway Boulevard

The central segment has primarily retail uses, schools, and other commercial uses. Buildings either face directly onto the sidewalk, with parking located at the side or rear, or are set back behind strip mall parking. The newer buildings and those located near major intersections have large parking lots in the front, which create large gaps between buildings and inactive frontages along the sidewalk. Miscellaneous commercial uses, restaurants, churches, and a supermarket with a large parking lot are located between South Sanborn Road and Skyway Boulevard. The site of the future Salinas Police Department headquarters is at Murphy Street on the west end of the segment.

FIGURE 3.4 URBAN FORM - CENTRAL SEGMENT



Most storefronts have awnings and signs that are prominent, but not visually consistent.



Auto-oriented buildings located near the Wood Street/ East Alisal Street intersection.



The majority of commercial buildings along the central corridor are of older construction, single-story, have brick and stucco facades, and have minimal architectural detail.



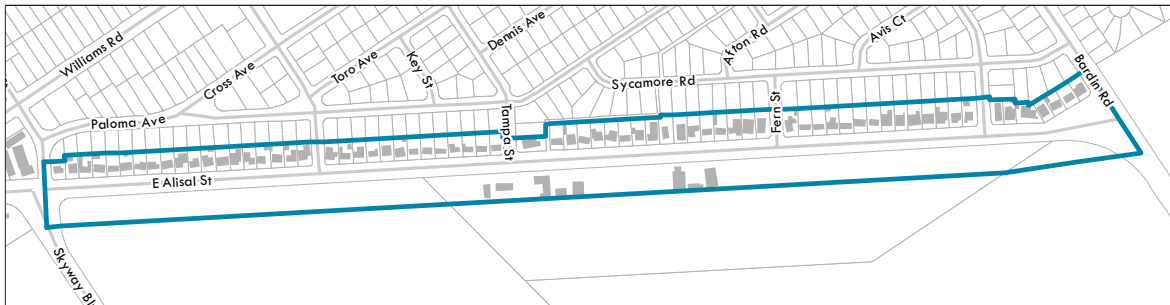
Newer commercial buildings are limited, but have more variation in materials and architectural details with landscaping in the front.

### East Segment - Skyway Boulevard to Bardin Road

The east segment has a variety of land uses including commercial, agricultural, recreational, and residential. Residential areas primarily consist of single-family houses on small parcels.

Single-family residences are located along the north side, between Skyway Boulevard and Bardin Road, facing parks, Hartnell College, and agricultural land on the south side of the corridor. Along the east segment, long block lengths (generally over 1,000 feet) reduce connectivity to residential areas.

FIGURE 3.5 URBAN FORM - EAST SEGMENT



Salinas Fairway Golf Course fronts the south side of the street for approximately 1/4 mile.



Single-family residences are oriented towards the street and maintain a shallow setback from the street.

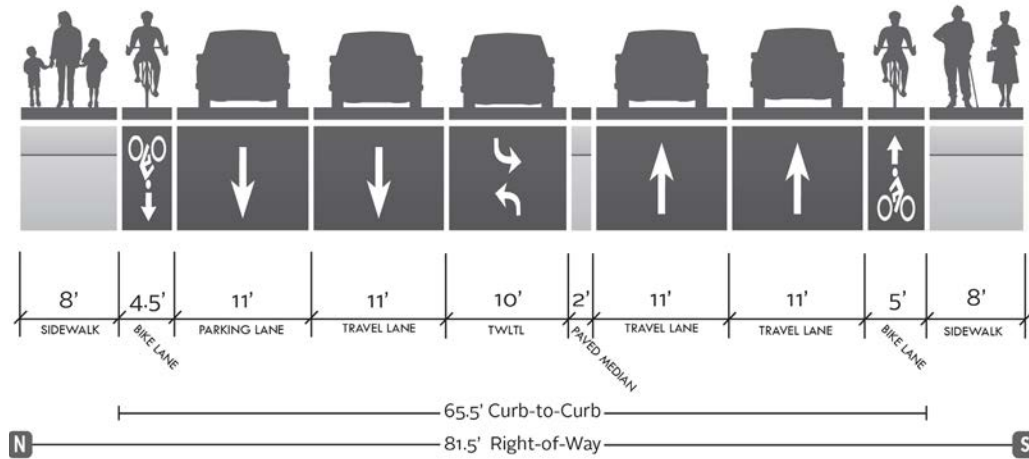


Agricultural uses front the south side from the golf course to Bardin Road. Hartnell College can be seen behind the agricultural fields.



Hartnell College is located on the south side of the street. There are no sidewalks or other pedestrian amenities on this section.

**FIGURE 3.6 WEST SEGMENT EXISTING CONFIGURATION - TYPICAL SECTION**



At Work Street looking east (above) and west (below)

## ROADWAY CONFIGURATION

### Travel Lanes

**West Segment:** East Alisal Street west of Kern street, is 65 to 70 feet wide with four travel lanes, a left turn lane, and bike lanes on both sides.

**Central Segment:** The central segment the corridor, from Kern Street to Skyway Boulevard, is approximately 75 to 80 feet wide, typically with four travel lanes, a two-way turn lane, and on-street parking on one or both sides of the street.

**East Segment:** East Alisal Street within the east segment, from Skyway Boulevard to Bardin Street, is 45 to 50 feet wide with on-street parking on the north side, two travel lanes, and standard bike lanes on both sides of the street (between the travel lane and vehicle parking on the north side). The total right-of-way, including the unpaved and paved sections, is 80 feet wide between Skyway Boulevard and Bardin Street.

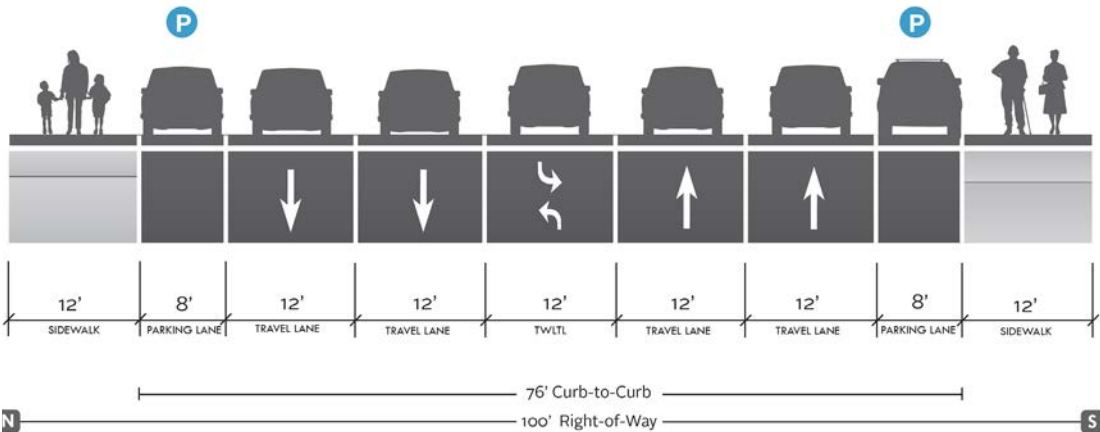
Throughout the Corridor, the streets reflect patching and surface improvements, but many of the lane markings, stop lines, bike lanes, and

**TABLE 3.1 CORRIDOR SEGMENT SUMMARY**

	WEST SEGMENT	CENTRAL SEGMENT	EAST SEGMENT
<b>Approx. Width</b>	65-70 feet	75-80 feet	45-50 feet paved; up to 80 feet including unpaved shoulder
<b>Vehicle Lanes</b>	4 travel lanes, left turn pockets	4 travel lanes, left turn pockets	2 travel lanes
<b>Parking</b>	Off-street lots	Off-street lots and on-street on one or both sides of the street as curb space allows	On-street on north side of the street; none on south side
<b>Bike Facilities</b>	Striped bike lanes on shoulder	None	Striped bike lanes on both sides

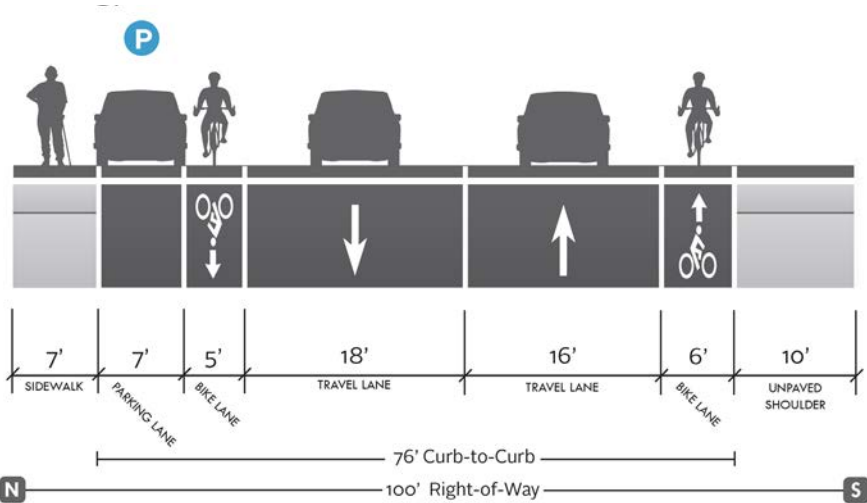


FIGURE 3.7 CENTRAL SEGMENT EXISTING CONFIGURATION - TYPICAL SECTION



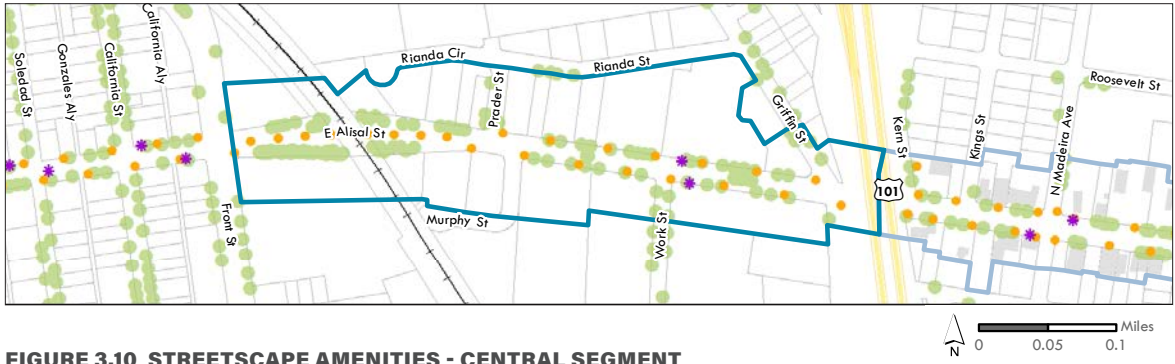
At Wood Street looking east (above) and west (below)

FIGURE 3.8 EAST SEGMENT EXISTING CONFIGURATION - TYPICAL SECTION

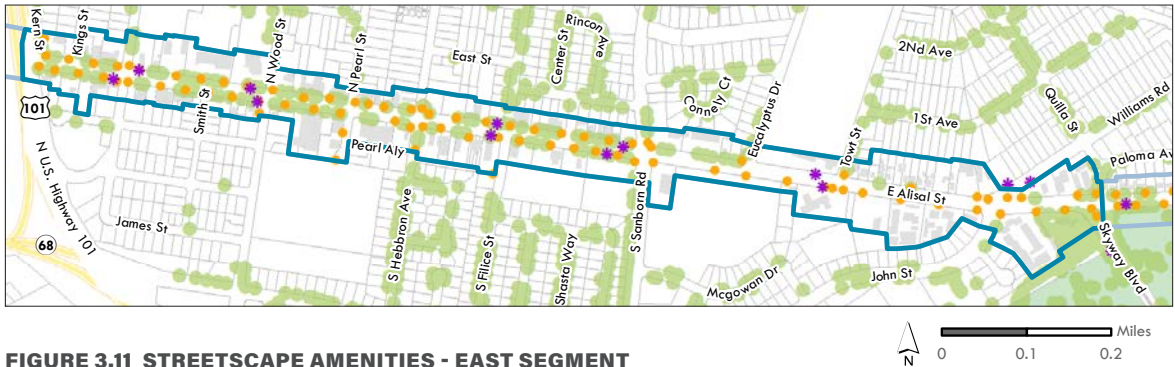


East segment looking east

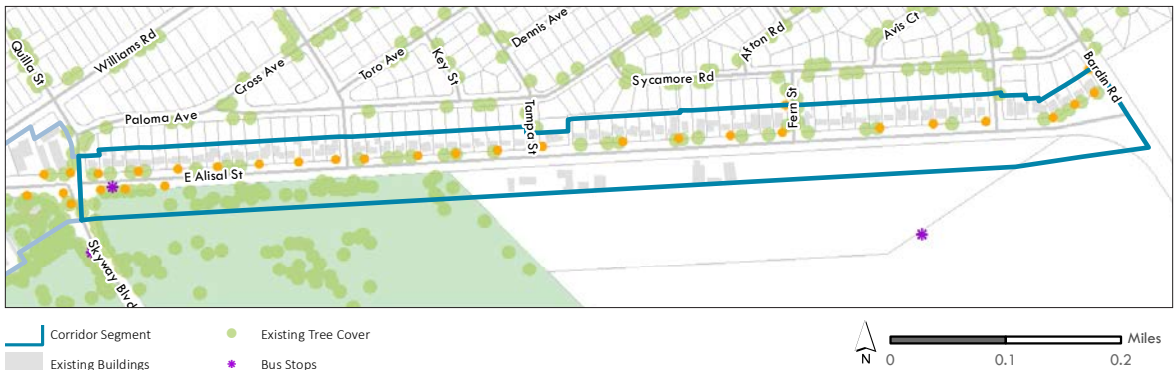
**FIGURE 3.9 STREETScape AMENITIES - WEST SEGMENT**



**FIGURE 3.10 STREETScape AMENITIES - CENTRAL SEGMENT**



**FIGURE 3.11 STREETScape AMENITIES - EAST SEGMENT**



crosswalks are faded and less visible. A new well-landscaped roundabout within the east segment, located at East Alisal Street and Skyway Boulevard is evidence of a recent investment.

**Sidewalks and the Pedestrian Realm**

Many intersections along the East Alisal Street corridor do not have marked crosswalks or pedestrian signals, and most existing pedestrian crossings lack safety enhancements, such as ADA-compliant curb ramps and high-visibility crosswalk markings. In addition, some blocks have multiple driveways within close proximity. These elements reinforce the dominance of vehicles and create uninviting walking conditions, especially at the street level and at driveway crossings.

Sidewalks are present on at least one side of the street throughout the entire corridor, and on both sides of the street throughout the central segment.

East Alisal Street is generally well-lit with new LED lights, but there is inconsistent tree coverage along the corridor. Pedestrian volumes are highest in the central segment, where a high level of pedestrian activity creates a sense of vitality.



Many pedestrian crossings consist of standard transverse-style crosswalks lacking high-visibility markings.



This sidewalk near Madeira Street is functionally narrowed by utilities, tree wells, and other features placed in the travel path.

**FIGURE 3.12 PEDESTRIAN FACILITIES**



<p>East Alisal Street Corridor</p>	<p><b>ADA Ramp Status</b></p> <ul style="list-style-type: none"> <li>● ADA Compliant Ramp</li> <li>● Non ADA Compliant Ramp</li> <li>○ No ADA Ramp</li> </ul>	<p><b>Sidewalk Quality</b></p> <ul style="list-style-type: none"> <li>— Good Condition</li> <li>— Moderate Condition</li> <li>— Poor Condition</li> </ul>
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Sources: City of Salinas, Caltrans  
 NOTE: Segments that are blank indicate areas with no data. Data is from 2015.

**West Segment:** On the western edge of the west segment, between Front Street and Prader Street, the sidewalk is present only on the south side, and is approximately 5 feet wide. East of Prader Street, where commercial uses front the street, there are sidewalks on both sides of the street, and they are approximately eight feet wide leading toward the central segment. The undercrossing beneath the railroad tracks serves as a major connectivity barrier separating the corridor into two different character areas.

**Central Segment:** Sidewalks are present on both sides of the street in the central segment, and are approximately 10 feet wide with no buffer. This is usually considered wide enough to accommodate people walking side by side and occasional bus stop furniture, though in many locations, where utilities are located in the middle of the sidewalk, the surface area is narrower and difficult to navigate for people with children, strollers, and disabilities.

**East Segment:** East of Skyway Boulevard, there is no sidewalk on the south side of the street. The sidewalk on the north side of the street is approximately seven feet wide, including a rolled curb and a narrow buffer strip that is occasionally used for landscape.

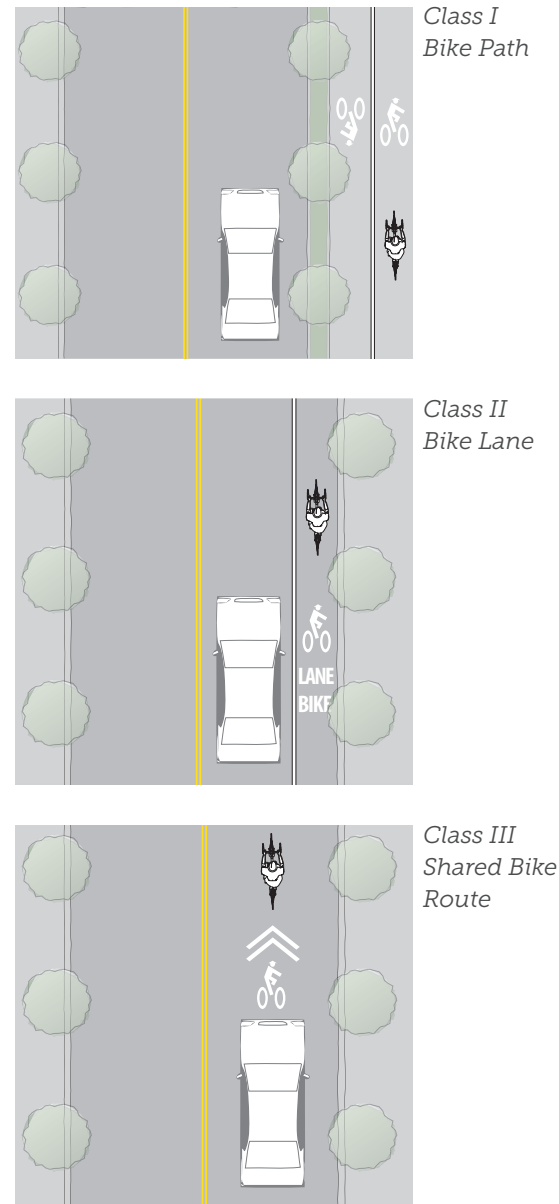
In areas where there is landscaping on the outer edge of the sidewalk, the paved sidewalk is approximately four feet wide.

The sidewalk condition transitions from good to poor moving west to east along the corridor. It is notable that most of the intersections along the central and east segments have non-ADA compliant curb ramps, except at the Towt Street and Skyway Boulevard intersections, which have ADA-complaint ramps with yellow-colored detectable warnings ("truncated domes").

### Bicycle Facilities

Bicycle facilities along East Alisal Street are limited to Class II bike lanes along two separate segments. From Front Street to Griffin Street at the west side of the corridor (spanning the west corridor segment and part of the central segment), there are narrow 4'-wide curbside bike lanes with no physical buffer between the bike lane and vehicle traffic. The bike lane's effective width is further narrowed by the gutter pan, which presents obstacles, occasionally uneven pavement, and often gathers debris.

FIGURE 3.13 BIKEWAY TYPES



**FIGURE 3.14 BICYCLE CIRCULATION**



Sources: City of Salinas.

- East Alisal Street Corridor
- Class I: Path (Existing)
- Class II: Lane (Existing)
- Class III: Route (Existing)
- Class III: Route (Proposed)

In the East Corridor segment, Class II bike lanes are on both sides of the street between Skyway Boulevard and Bardin Road. These lanes are between the vehicle travel lane and parking lane and lack any physical buffer.

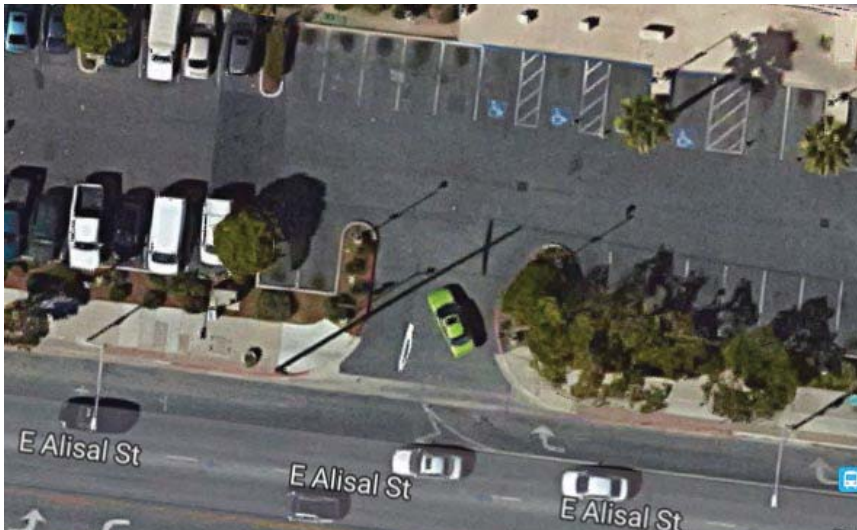
All existing bike lanes on the East Alisal corridor are poorly maintained, and striping is completely absent in many locations, where it has worn down or has not been replaced when new paving was installed. The current facilities, with a long gap through the entire central corridor, offer no buffer between the bike lane

and fast moving traffic, and no intersection treatments, meaning that people on bikes must share space with fast moving vehicles, which is risky and uninviting.

Class II bike lanes intersect with East Alisal Street at Front Street, Work Street, and Skyway Boulevard. Class III bike routes (no dedicated right of way) intersect with East Alisal Street at Madeira Avenue, Wood Street, Hennron Avenue, Towt Street, and Cross Avenue.



At locations without bicycle facilities, some bicyclists choose to ride on the sidewalk where there is a greater sense of safety. However, this results in conflict with pedestrians using the sidewalk.



Parking along East Alisal Street in the west and central segments is often off-street lots serving commercial land uses.



Perpendicular off-street parking exists at several locations along East Alisal Street, leading to potential areas of conflict between motorists and pedestrians.

## Parking

**West Segment:** Parking along East Alisal Street, in the west segment from Front Street to Highway 101, consists of large off-street lots serving commercial development fronting the street, accessible via driveways. There is no on-street parking along the West Segment.

**Central Segment:** The parking supply within the central and east segments includes off-street lots on every block with commercial development, and on-street parking on most blocks (regardless of land use), where curbs lengths accommodate it.

**East Segment:** Parking in this segment consists of on-street parking along the north side of the street adjacent to residential uses. There is no parking on the south side of the street.

Vehicle-oriented land development reinforces the dominance of driving, where vast parking lots are present, creating a challenging pedestrian environment.

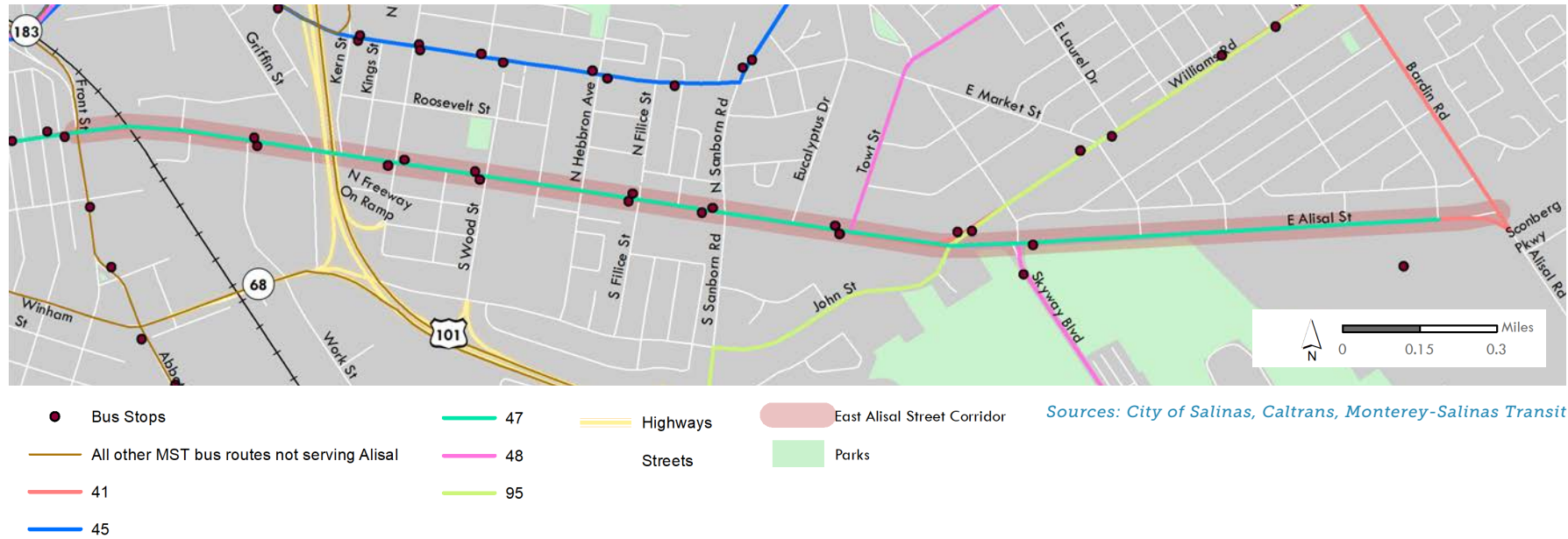
Along East Alisal Street, most off-street parking is in commercial parking lots, accessed via driveways. A few locations have perpendicular off-street parking, where drivers can pull into a perpendicular

parking space directly from the street. The unclear separation between vehicle parking and the offset sidewalk within these perpendicular off-street areas creates an unwelcome and unsafe pedestrian environment with multiple opportunities for conflicts between pedestrians and drivers.

## Public Transit

East Alisal Street is a key transit corridor in the city (Figure 3-14). Along with other key transit routes, such as East Market Street and North Sanborn Road, it connects to many local destinations within Salinas. Monterey-Salinas Transit (MST) bus

FIGURE 3.15 TRANSIT



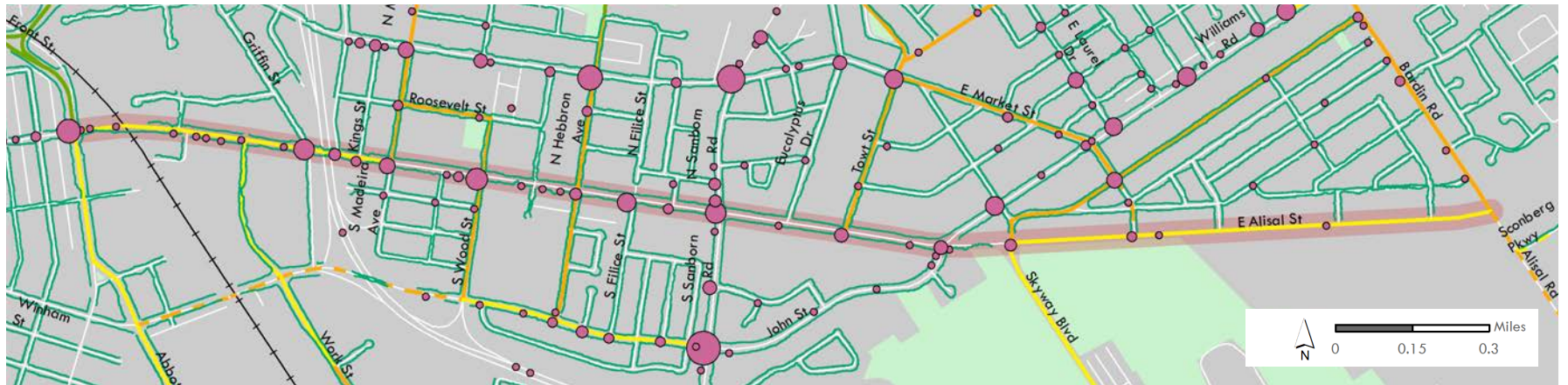
routes 41, 47, and 48 serve this corridor, and operate every 30 to 90 minutes on weekdays; Route 41 also operates on weekends. For regional transit access, East Alisal residents must transfer at the Salinas Transit Center downtown, at the Northridge Mall, or at another major transfer point. Bus stops amenities along East Alisal Street vary, with benches at most stops, and shelters and trash bins at few locations.

### Safety

Collisions involving motorists, bicyclists and/or pedestrians along the East Alisal Street corridor are most common along the west and central segments, which have higher vehicular traffic volumes and a greater number of people bicycling and walking compared to the east segment. From 2011-2016, the highest number of **vehicle-only collisions** occurred at intersections with Front Street, Griffin Street, Wood Street, Fillice Street, and Sanborn Road (Figure 3-15).

The same conditions that make the largest arterial intersections challenging for drivers – such as wide lanes, large curb radii, faded or missing lane markings – also present safety concerns for pedestrians and bicyclists. From 2011-2016, injuries and fatalities involving bicyclists and pedestrians were most common at intersections on Griffin Street, Madeira Avenue, Holaday Avenue, and Eucalyptus Drive (Figure 3-16). These collision “hot spots” correspond to commercial areas where pedestrian traffic is high compared to the west and east segments.

**FIGURE 3.16 VEHICLE COLLISION ANALYSIS, 2011-2016**



**Total Collisions**

- 1
- 5
- 10

- East Alisal Street Corridor
- Parks

Sources: City of Salinas, Caltrans, SWITRS

**FIGURE 3.17 PEDESTRIAN AND BICYCLE COLLISION ANALYSIS, 2011-2016**



- Killed or Severely Injured
- Minor Injuries
- Sidewalks
- Class I: Path (Existing)
- Class II: Lane (Existing)
- Class III: Route (Existing)
- Class I: Path (Proposed)
- Class II: Lane (Proposed)
- Class III: Route (Proposed)
- East Alisal Street Corridor
- Parks

Sources: City of Salinas, Caltrans, SWITRS





Bus stop amenities along east Alisal Street vary, with benches at most stops and shelters at a few locations.



East Alisal Street is well connected to surrounding neighborhood streets.

## OPPORTUNITIES AND CONSTRAINTS SUMMARY

As currently configured, the East Alisal corridor is vehicle-oriented and often uninviting for pedestrians, bicyclists, and transit riders. Crossing distances are long and sidewalks are inconsistent and obstructed by utilities. Pedestrian and bicyclist safety is threatened by frequent mid-block driveway and parking lot curb cuts. Additionally, speeding is common and cars do not always slow down to make

safe turns at intersections. Despite these existing conditions, the corridor is often busy with pedestrians and transit riders during the day and represents a primary commercial and cultural hub for the Alisal neighborhood and the City of Salinas. Reallocating the roadway to accommodate more multimodal infrastructure and high-comfort designs for walking and biking will better serve the people who live in, work in, and visit this neighborhood. Traffic calming, new bike lanes, better pedestrian crossings, wider sidewalks,

improved pedestrian lighting, parklets, bus waiting areas, and parking management will make the street safer and more inviting for all users.





## Corridor Concepts

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***Recommendations for improvements to East Alisal Street are intended to make it easier for people to walk, bicycle and use transit, while still accommodating vehicle travel. Use of all travel modes will make it easier to reach homes, businesses and schools.***

Recommended improvements to East Alisal Street presented in this chapter reflect the vision of community members, stakeholders and City staff obtained through the community engagement process. (See Chapter 2 for an overview of community events and meetings leading to the development of the concepts). This chapter presents recommended complete streets strategies for the entire corridor as well

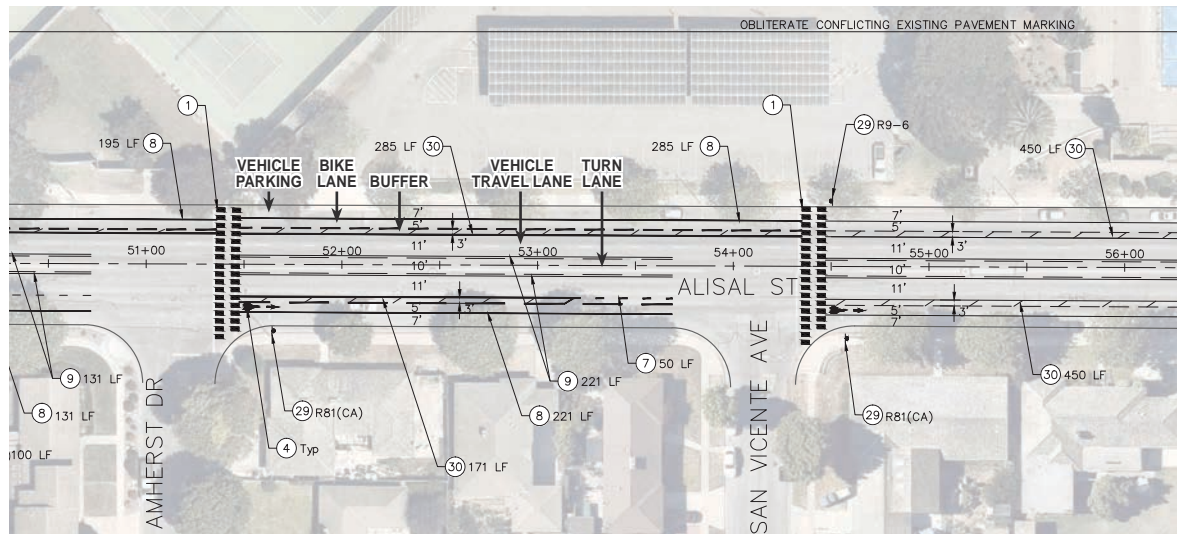
as tailored concepts for each of the three corridor segments (West, Central and East). The following diagrams illustrate recommendations that are conceptual in nature, and will be refined (and potentially changed) following feasibility studies and detailed design processes. The crucial thing is that the final design reflects the priorities of the community in creating a safe and vibrant street for all users.

## CONSISTENCY WITH OTHER TRANSPORTATION IMPROVEMENT PROJECTS

There are three local transportation projects in the planning or implementation stages that overlap with or touch the East Alisal Street corridor: West Alisal Street Road Diet and Pedestrian Crossings, Williams Road Improvement, and Bardin Road Safe Route to School.

### West Alisal Street Improvements

East Alisal Street meets West Alisal Street at the west end of the project area at Front Street. The City is currently implementing planned improvements on West Alisal, consisting of a “road diet” with a reduction of travel lanes and the addition of protected bicycle lanes. The East Alisal Street concepts presented in this Plan are consistent with the West Alisal improvements, forming a cohesive appearance, function, and community asset along the length of the corridor. The improvements will span across the entire city, from Blanco Road to Front Street, through the downtown area, and continuing from Front Street to Bardin Road through the heart of the Alisal.

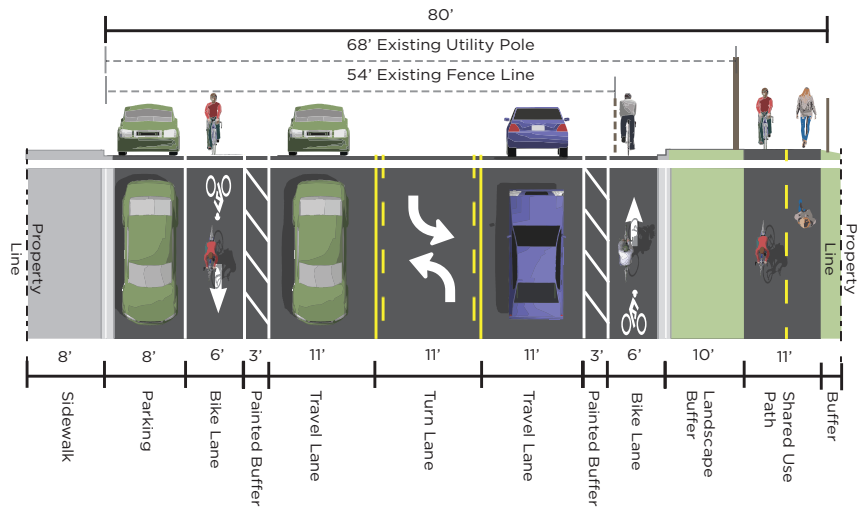


West Alisal Street planned improvements include two vehicle travel lanes, a center turn lane, and buffered bike lanes. This is consistent with proposed improvements for East Alisal Street.

### Williams Road Improvements

The Williams Road/John Street intersection is located just west of the Skyway Boulevard intersection. The City is currently developing concepts to improve Williams Road with better pedestrian and bike safety, complete streets design elements, and vehicle capacity considerations as part of a utility undergrounding project. Potential design concepts include a roundabout at the Williams Road/East Alisal Street intersection, which would be consistent with the roundabout at Skyway Boulevard. Other proposed design elements include

pedestrian crossing improvements, curb extensions, cycle tracks and traffic calming features that would complement recommended improvements for the East Alisal corridor. Preliminary concept illustrations of the Williams Road roundabout include two lanes in each direction on East Alisal Street, but could easily be updated to match the proposed lane reduction.



The Bardin Road Safe Routes to School project proposes a shared use path as well as buffered bike lanes on the roadway.



The concept for Williams Road improvements east of the East Alisal Street intersection includes a two-way protected bike lane and enhanced crossings.

### Bardin Road Improvements

The Bardin Road Safe Routes to School project proposes improvements to Bardin Road from Williams Road to Bardin Elementary School at East Alisal Street. Recommendations on East Alisal Street include pedestrian crossing improvements and a sidewalk or path connecting to Hartnell College on the south side of East Alisal Street, which are consistent with recommended improvements for the East Alisal corridor. The Bardin Road project also calls for buffered bike lanes on each side of East Alisal Street west of

Bardin Road. These could be replaced by the proposed two-way cycle track, which is recommended as a high comfort facility that minimizes exposure to vehicle traffic, or could be incorporated into the East Alisal corridor recommendations presented below. Overall, the Bardin Road project recommendations would complement the East Alisal corridor project goals and recommendations, and with adjustments to the specific recommendations for bike lanes on the east segment of the corridor, the two projects will extend the network of bicycle facilities well into the east side of the Alisal.



*Sidewalk extensions shorten crossing distances and provide room for additional pedestrian amenities.*

## CORRIDOR-WIDE RECOMMENDATIONS

The existing East Alisal Street is a vehicle-oriented corridor with at least two vehicle lanes in each direction, right turn slip lanes at many intersections, two-way center turn lanes with turning pockets at intersections, and narrowly striped bike lanes on the shoulder only at the west and east ends of the corridor. Changes to the street design can calm traffic, improve safety for all users, shorten crossing distances, improve pedestrian visibility, provide comfortable and inviting bike access, improve the transit riding experience, expand sidewalks, and create places to gather and spend time.

Corridor-wide recommendations were developed with a few key priorities in mind: improve conditions for biking and walking, maintain on-street parking, optimize transit stops where possible, and accommodate existing vehicle volumes. Therefore, the following design elements are recommended throughout the corridor:

- Right-sized vehicle right-of-way with two vehicle through lanes and one center left turn lane through the corridor, as a continuation of West Alisal
- improvements (no center turn lane east of Skyway Boulevard)
- Narrower traffic lanes to calm traffic, while still accommodating trucks and buses
- Tighter turning radii to slow right-turning vehicles and improve pedestrian visibility at intersections
- Reallocation of excess vehicle space to add bike and pedestrian amenities and more separations from moving vehicles
- Continuous bike lane extending through the entire corridor with parking-protected buffer in the commercial core where on-street parking exists
- Sidewalk extensions at intersections for shorter crossing distances
- High-visibility treatments to improve pedestrians' visibility at crosswalks
- Wider sidewalks, where possible, especially along block faces with concentrated commercial activity, to accommodate additional pedestrian space, sidewalk furniture, and landscaping
- Relocate bus stops to the far side of intersections, where possible, for better loading operations; far side bus



This image shows a roadway with two vehicle through lanes and a center turn lane, allowing sufficient width for safe bicycle facilities.



Bus stops located at the far side of intersections can reduce delays for buses and support traffic signal prioritization for transit.

stops allow buses to cross the intersection when lights are green, and then merge into the vehicle lane and continue traveling as soon as loading is complete, without any additional delay due to red lights; traffic signals can be programmed to prioritize transit operations when buses are approaching the intersection.

- Maximize on-street parking by maintaining existing parallel parking, where possible, and installing back-in diagonal parking for additional capacity on alternating block faces in the commercial core. The following sections define specific recommendations and unique design considerations for each segment of the corridor.



Crosswalk enhancements can include high visibility signage and striping.





## WEST SEGMENT CORRIDOR CONCEPT (FRONT STREET TO KERN STREET)

The preferred concepts for the west segment features a reduction of travel lanes as a continuation of the planned improvements on West Alisal Street, for the purpose of traffic calming and a reallocation of space for bicyclists and pedestrians. Recommended enhancements include a buffered bike lane on both sides of the street, expanded sidewalks, and shorter, more comfortable pedestrian crossings.

Figure 4.1 illustrates a representative diagram showing the recommended lane configuration for a specific location on the west end of the corridor. The site chosen was the block on either side of Work Street, which currently has sidewalks on both sides, and a pedestrian crossing connecting between the Work Street intersection on the south side of the corridor, to a shopping center on the north side.

FIGURE 4.1 PROPOSED CONFIGURATION AT WORK STREET



-  Sidewalk Extension
-  Bike Lane Buffer
-  Bike lane
-  Drive Lane





## Proposed Enhancements – West Segment

The following are key elements of the concept for the west segment of the corridor:

### Buffered Bike Lanes

On both sides of the street, six-foot-wide buffered bike lanes provide a continuous dedicated right of way, extending east from downtown Salinas and West Alisal Street bike lanes. The bike lanes are located between the sidewalk and the vehicle lane, with a 3 foot -wide buffer separating the bike lanes from the vehicle lanes; the painted buffer could also include physical barriers such as berms, bollards, or planters to prevent drivers from entering the bike lane.

### Widened Sidewalk

The west corridor concept proposes an expanded sidewalk along both sides of the street. The sidewalk is expanded 7 feet (from 8 feet wide to 15 feet wide) to accommodate additional pedestrian amenities, such as landscaping/green infrastructure, seating, pedestrian-scale lighting, and sidewalk dining.

### Enhanced Pedestrian Crossings

Pedestrian crossings at intersections are improved with enhanced markings, and crossing distances are shortened as a result of vehicle lane reduction, sidewalk extensions, and medians.

### Narrower Vehicle Lanes

Vehicle lanes that are ten to eleven feet wide maintain vehicle capacity, help promote slower driving speeds, reduce the severity of crashes, and reduce crossing distances.



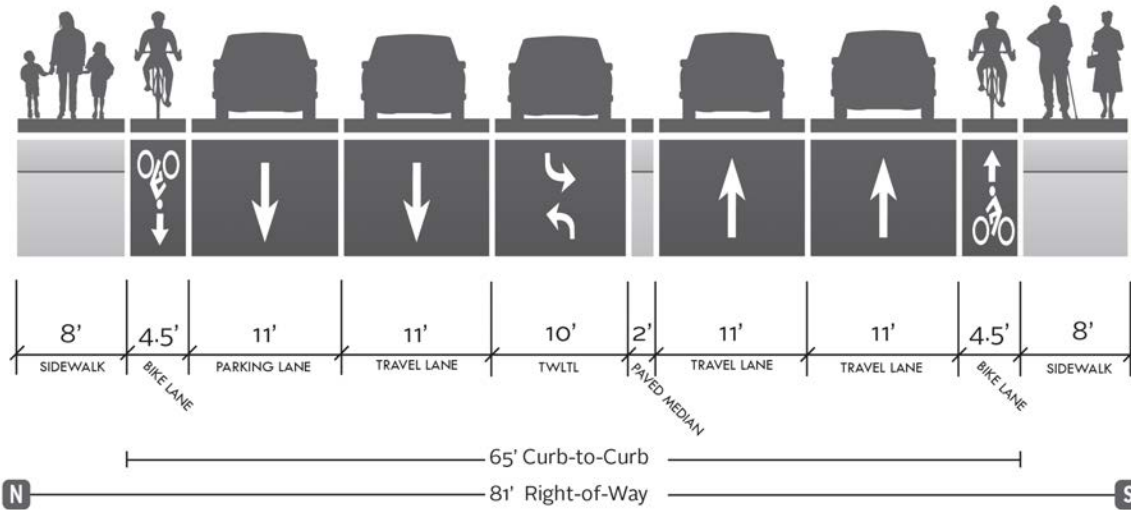
The west segment proposed improvements include buffered bike lanes on both sides of the street.



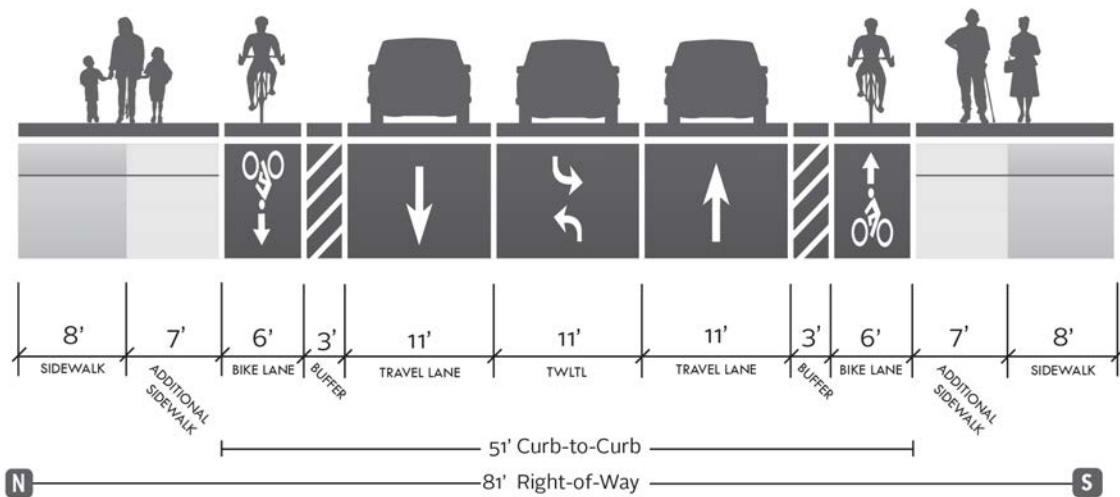
Pedestrian refuge islands provide protected spaces that reduce the exposure time experienced by people crossing the street.



**FIGURE 4.2 TYPICAL EXISTING ROADWAY CONFIGURATION - WEST CORRIDOR**



**FIGURE 4.3 PROPOSED ROADWAY CONFIGURATION - WEST CORRIDOR**



### Proposed Roadway Configuration – West Segment

Figure 4.3 illustrates how the vision for the west corridor could be executed along the segment near the Work Street intersection.

Working within the available 65' curb to curb width, the roadway configuration would consist of the following elements:

- **Buffered Bike Lanes – 9' wide (6' lane, 3' vehicle buffer)**

A 6' bike lane with painted buffer on both sides of the street is wide enough for passing room and reduces risks associated with the gutter pan (where pavement is uneven, debris can accumulate, and drainage grates may be present). The buffer is three feet wide to maintain a comfortable distance between the outside edge of the bike lane and faster moving vehicles. A physical barrier – such as a flexible post or bollard – is recommended in addition to a painted buffer. Alternatively, a raised curb could provide a more permanent barrier.



The existing roadway configuration at Work Street (looking west) includes four travel lanes, one turn lane, and curb-side bike lanes on both sides.



As seen in this example, the west segment concept includes two travel lanes and a center turn lane. However, as shown in Figure 4.3, the concept includes a buffered bike lane and no on-street parking.

- **Vehicle Travel Lanes - 11'**

An 11' travel lane in each direction allows needed space for bus and truck clearance adjacent to the bike lane, while this width also serves a traffic-calming function. Narrower lanes naturally serve to lower traffic speeds in comparison to wider lanes.

- **Center Turn Lane – 11'**

This provides a sufficient width for center turn lanes on a roadway with low to moderate traffic speeds, and provides adequate clearance for adjacent vehicles.

This recommended lane configuration provides 14 feet of additional width within the 65' right of way, which can be used to extend the sidewalk by an additional seven feet on both sides.







# CENTRAL SEGMENT CORRIDOR CONCEPT (KERN STREET TO SKYWAY BOULEVARD)

The community-preferred vision for the central segment features a reduction of travel lanes with a reallocation of space for bicyclists and pedestrians, as well as additional on-street parking for vehicles. Recommended enhancements include parking-protected bikeways on both sides of the street, back-in diagonal vehicular parking, expanded sidewalks with added amenities, and enhanced pedestrian crossings.

The representative diagram in Figure 4.4 shows the recommended lane configuration for a typical block along the central segment. Figure 4.5 illustrates a variety of complete streets strategies showing how this vision could be executed along a specific block along the corridor. The site chosen was the block between North Wood Street and North Pearl Street, which has

FIGURE 4.4 PROPOSED CONFIGURATION BETWEEN WOOD STREET AND PEARL STREET



-  Sidewalk Extension
-  Bike Lane Buffer
-  Bike lane
-  Drive Lane
-  Area of Diagonal Parking
-  Area of Parallel Parking

relatively high levels of pedestrian activity, sidewalk-oriented businesses, and Indoor Swap Meet – a popular destination for the Salinas community.



## Proposed Enhancements – Central Segment

The following are key elements of the concept for the central segment of the corridor:

### Protected Bikeways

On both sides of the street, six-foot-wide protected bike lanes are separated from vehicle traffic by painted buffers and parked vehicles. The buffer area could potentially include physical barriers, such as posts, bollards, or curbs.

On the side of the street with diagonal parking, the buffer is only 1' wide because there is not a conflict with vehicle doors due to the diagonal parking. On the side with parallel parking, the buffer is 3' wide to accommodate people entering and exiting vehicles, and to reduce hazards from open vehicle doors.

### Additional Vehicle Parking

Back-in angled or diagonal parking would be located on one side of the street, with parallel parking on the opposite side, alternating sides from block to block. Diagonal parking provides more capacity than parallel parking and also provides bicyclists with an extra-wide physical separation from vehicle traffic.

Back-in diagonal parking is being used by a growing number of cities and has safety advantages over pull-in diagonal parking. The back-in configuration means that drivers position themselves ahead of the parking space and pull into the designated angled parking space in reverse (similar to the standard maneuver for entering a parallel parking space), and then they exit the parking space into the travel lane while facing forward. This improves sight-lines for drivers at the point where they



*This protected bikeway is separated from vehicle traffic by painted buffers, flex posts, and parked vehicles.*



*Back-in diagonal parking increases parking capacity and has safety benefits over head-in diagonal parking.*





Widened sidewalks provide additional space that can be used for landscaping, seating, and other pedestrian amenities.



Sidewalk extensions narrow crossing distances, improve pedestrian sight lines for drivers, calm traffic, and provide space for additional amenities and landscaping.

enter a lane with moving traffic; whereas they are entering a simpler environment with no moving vehicles or pedestrians, while backing into the parking space. Wheel stops will ensure that vehicles are positioned correctly and do not encroach on the bikeway. Additional benefits and considerations are described in the complete streets analysis below.

Prior to the installation of back-in parking on East Alisal Street, it is recommended that the City of Salinas perform a test at a different location to gauge its feasibility and effectiveness, and to introduce the public to back-in diagonal parking. In addition,

implementation of back-in diagonal parking may require a driver education campaign and installation of permanent informational signage that clearly communicates to motorists the "how-to's" of this approach.

#### **Widened Sidewalk**

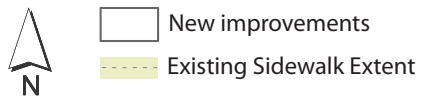
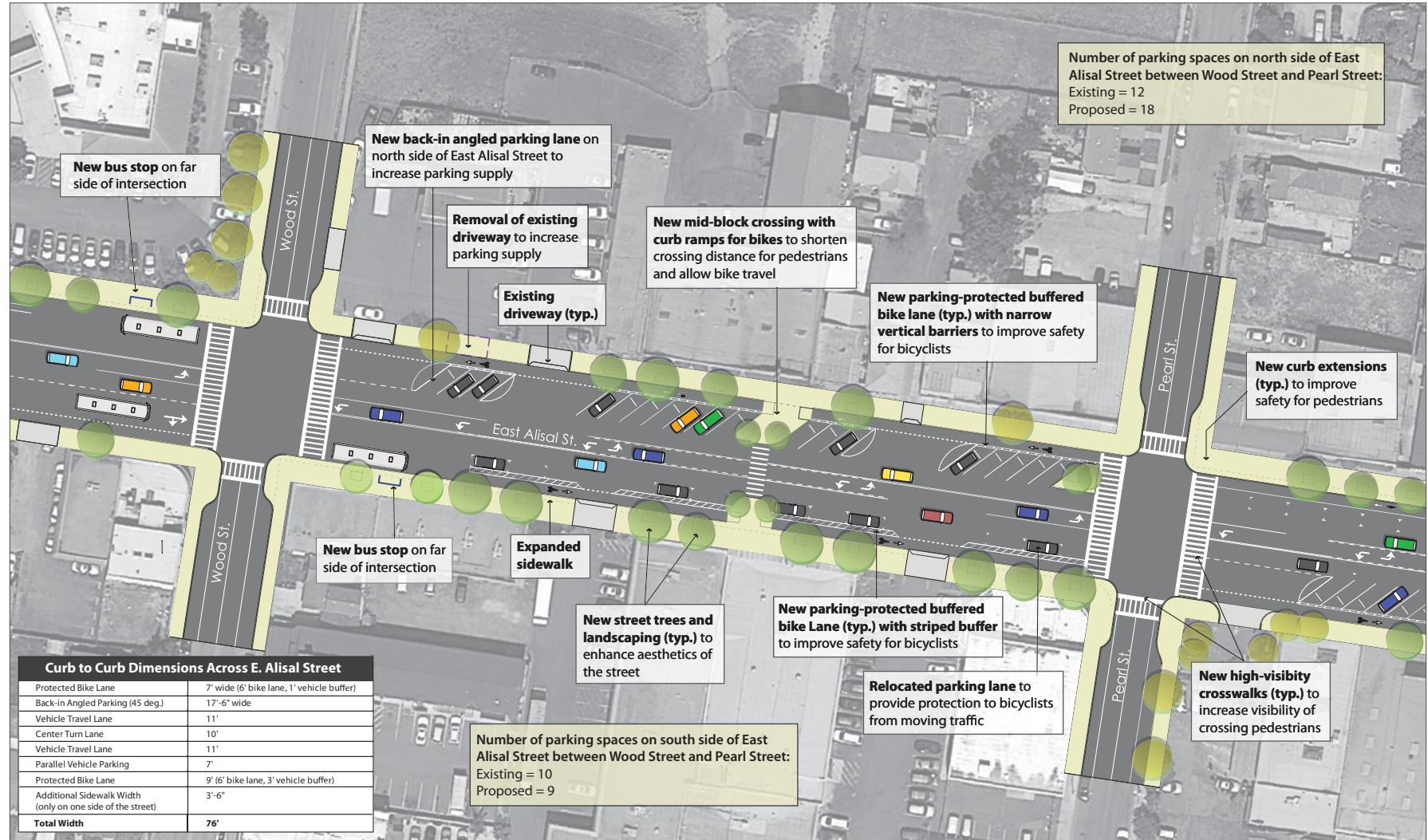
The central corridor concept proposes an expanded sidewalk along the side of the street with parallel parking (opposite the diagonal parking side). The sidewalk is expanded 3.5 feet (from 12 feet wide to 15.5 feet wide) to accommodate additional pedestrian amenities, such as landscaping/green infrastructure, seating, pedestrian-scale lighting, and sidewalk dining.

#### **Enhanced Pedestrian Crossings**

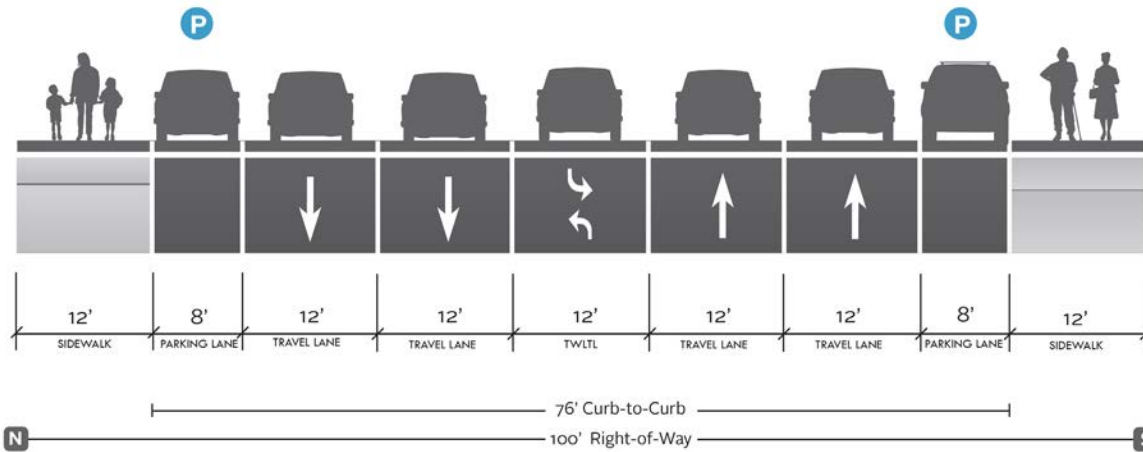
Pedestrian crossings at intersections are improved with enhanced markings, and crossing distances are shortened as a result of vehicle lane reduction, sidewalk extensions, and medians.

Midblock crossings with sidewalk extensions, like the one illustrated in Figure 4.5 between North Wood Street and North Pearl Street, significantly narrow the crossing distance for pedestrians and provide space for public realm amenities such as street furnishings and landscaping/green infrastructure. The sidewalk extensions also serve to provide a traffic calming

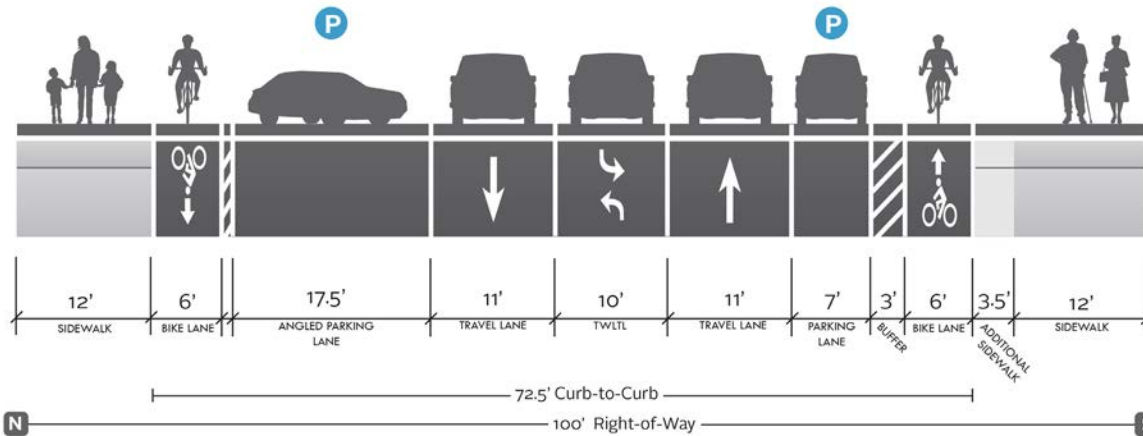
FIGURE 4.5 COMPLETE STREETS CONCEPT FOR THE CENTRAL SEGMENT



**FIGURE 4.6 TYPICAL EXISTING ROADWAY CONFIGURATION - CENTRAL CORRIDOR**



**FIGURE 4.7 CONCEPTUAL ROADWAY CONFIGURATION - CENTRAL CORRIDOR**



benefit and improve pedestrian sight lines for drivers. The addition of a midblock crossing may also benefit from additional high visibility enhancements, such as flashing beacons or raised crosswalks that ramp the road up to the sidewalk level and improve driver yielding behavior. Specific midblock crossing recommendations and design treatments would require further traffic and safety studies to determine need, constraints, traffic impacts, compatibility with transit vehicle operations, and likely effects on safety.

**Narrower Vehicle Lanes**

Vehicle lanes that are ten to eleven feet wide maintain vehicle capacity, help promote slower driving speeds, reduce the severity of crashes, and reduce crossing distances.

**Proposed Roadway Configuration – Central Segment**

Figure 4.7 illustrates how the vision for the central corridor could be executed along the segment from North Wood Street to North Pearl Street. The following description presents the allocation of bike, parking and vehicle lanes for one specific example block, and the diagonal and parallel parking



may be located on opposite sides of the street at other locations.

Working within the available 76' curb-to-curb width, the roadway configuration would consist of the following elements:

- **Protected Bike Lane – 7' wide (6' lane, 1' vehicle buffer)**

A 6' bike lane with appropriate painted buffer allows passing room and reduces risks associated with the gutter pan. The buffer is only 1' wide because there is no conflict with vehicle doors due to diagonal parking.

- **Diagonal Parking – 17'-6" wide**

Diagonal parking provides more capacity than parallel parking and also provides bicyclists with an extra-wide physical separation from vehicle traffic. Wheel stops located toward the back of each parking stall will keep vehicles from encroaching on the bike lane.

- **Vehicle Travel Lane - 11'**

An 11' travel lane allows needed space for bus and truck clearance adjacent to vehicular parking, while this width also serves a traffic-calming function. Narrower lanes naturally serve to lower traffic speeds in comparison to wider lanes.

- **Center Turn Lane – 10'**

This provides a sufficient width for center turn lanes on a roadway with low to moderate traffic speeds, and provides adequate clearance for adjacent vehicles.

- **Vehicle Travel Lane – 11'**

- **Parallel Vehicle Parking – 7'**

Some form of physical separation, in addition to painted markings, is recommended to keep vehicles from entering the buffer.

- **Protected Bike Lane – 9' wide (6' bike lane, 3' vehicle buffer)**

A 6' bike lane with 3' buffer allows passing room and reduces risks associated with open vehicle doors and the gutter pan. A vertical barrier – such as a flexible post or bollard – is recommended in addition to a painted buffer. Alternatively, a raised curb could provide a more permanent barrier.

This recommended lane configuration provides 3.5 feet of additional width within the 76' right of way, which can be used to extend the sidewalk by an additional 3.5 feet on one side.

## Balanced Benefits

The central segment concept places diagonal parking on the opposite side of the street from the expanded sidewalk, which serves to “balance” benefits by providing major enhancements to both sides of the street. In addition, benefits are further balanced because the location of the diagonal parking and expanded sidewalks would vary by block – some blocks would have the orientation shown here, while others would have an expanded sidewalk on the north side and diagonal parking on the south side. For each block, the location of the diagonal parking and expanded sidewalks would be determined by careful consideration of existing conditions and uses, including the types of businesses and other curb uses that limit parking, such as driveways and bus stops. By installing back-in diagonal parking on alternating sides of the street along the corridor, there is an opportunity to locate the diagonal parking on block faces with fewer driveways, to optimize the total number of parking spaces, and to provide additional sidewalk width on different sides of the street.

# EAST SEGMENT CORRIDOR CONCEPT

## (SKYWAY BOULEVARD TO BARDIN ROAD)







The preferred concept for the east segment features a continuation of bicycle facilities and narrower vehicle lanes connecting to the east side of the Skyway Boulevard roundabout. Through the east segment, the north side of the street is fronted by narrow residential lots and frequent driveways, and the south side of the street runs along the golf course and includes very few driveways and intersections. Therefore, a two-way cycle track along the south side of the street will provide a high-comfort facility with minimal conflict points. Recommended enhancements include a landscaped buffer separating the two-way cycle track from the eastbound vehicle lane, and a new sidewalk on the south side.

To transition from the buffered bike lanes on each side of the street west of Skyway Boulevard, to a two-way cycle track on the south side of the street east of Skyway

FIGURE 4.8 PROPOSED CONFIGURATION NEAR FERN STREET



Boulevard, that intersection would require high-visibility intersection crossing treatments designed specifically to navigate to and from the cycle track. The specific design would be developed at a later stage when other street design details are more

-  Sidewalk Extension
-  Bike Lane Buffer
-  Cycle Track
-  Drive Lane
-  Area of Parallel Parking
-  Planted Median



complete, and would be consistent with best practices for protected bike lanes at intersections. The recommended street design for the whole East Alisal corridor, with one vehicle lane in each direction on both sides of the Skyway Boulevard roundabout, will simplify the intersection and bike transition treatments, just as it makes crossings easier for pedestrians.

As noted earlier, the Bardin Road Safe Routes to School project proposes improvements on both Bardin Road and the east segment of East Alisal Street, including a separated bike path on the south side of the street and on-street bike lanes on both sides of the street. The Bardin Road project requires a wider total right of way, utilizing more of the currently unpaved shoulder. The preferred concept outlined below presents an opportunity to consolidate bicycle facilities to a separated cycle track, and to reduce the total curb to curb right of

way to a width that is consistent with the residential use and scale of this segment of the corridor.

Figure 4.8 illustrates a representative diagram showing the recommended lane configuration for a specific location on the east end of the corridor. The site chosen includes blocks on either side of Fern Street, which currently has a sidewalk on the north side, parking on the north side, and a narrow bike lane striped on each side of the street.

### Proposed Enhancements – East Segment

The following are key elements of the concept for the east segment of the corridor:

#### Two-way separated cycle track

On the south side of the street, a 20-foot-wide two-way cycle track provides



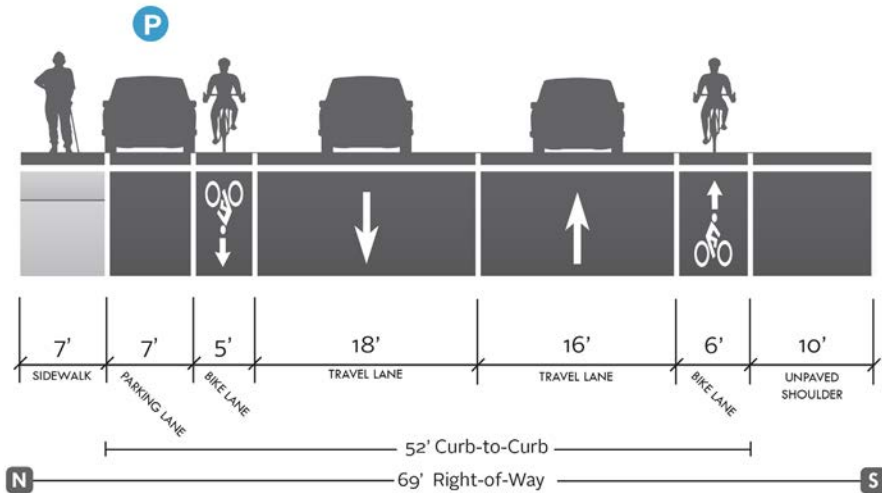
A two-way cycle track is proposed for the east segment.



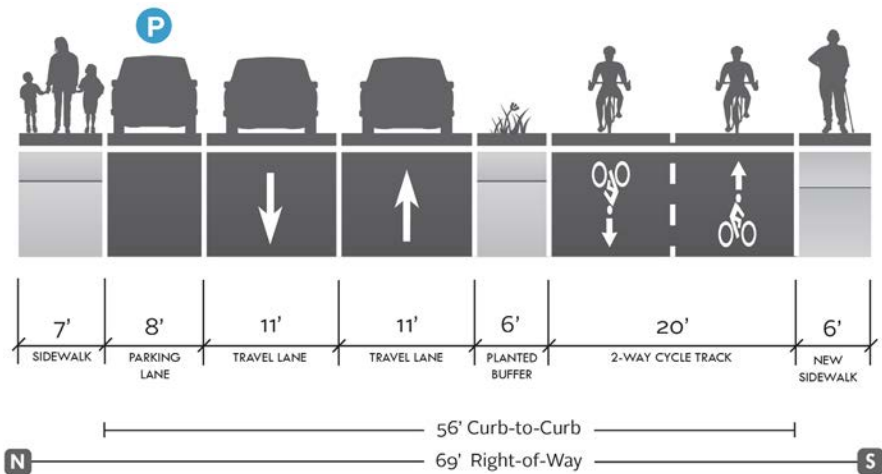
Narrow vehicle lanes promote slower driving speeds and provide additional space for non-vehicular uses of the street.



**FIGURE 4.9 TYPICAL EXISTING ROADWAY CONFIGURATION - EAST CORRIDOR**



**FIGURE 4.10 CONCEPTUAL ROADWAY CONFIGURATION - EAST CORRIDOR**



a continuous dedicated right of way, connecting from the bike lanes west of the Skyway Boulevard roundabout. The cycle track is located on the south side of the street, where there are very few driveways and cross streets, and minimal conflict points for people riding bikes. There is a planted buffer between the cycle track and the vehicle lanes. This cycle track will require intersection treatments at the Skyway Boulevard roundabout to transition the westbound bike lane on the north side of the street to the south side of the street, where it will continue east to Bardin Road.

**South Sidewalk**

The east corridor concept proposes a new sidewalk along the south side of the street. The new sidewalk is 6 feet wide to accommodate pedestrians traveling through this residential segment of the corridor (the sidewalk could be wider where the existing right of way is greater than 69 feet). This south sidewalk could be built as a curb-separated sidewalk, or as a pedestrian extension along the south edge of the cycle track.

**Narrower Vehicle Lanes**

Vehicle lanes that are ten to eleven feet wide maintain vehicle capacity, help promote slower driving speeds, reduce the severity of crashes, and reduce crossing distances.



The existing roadway configuration near Market Street (looking east) includes two travel lanes, on-street parking on the north side, an unpaved shoulder on the south side, and curb-side bike lanes on both sides.



Two-way cycle track separated from the street by a painted buffer and flex posts.

## Proposed Roadway Configuration – East Segment

Figure 4.10 illustrates how the vision for the east corridor could be executed along the segment near the Fern Street intersection.

Working within the available 62' curb to unpaved shoulder width, the roadway configuration would consist of the following elements (this represents the narrowest right of way, and there is additional space where the unpaved shoulder is wider):

- **Parallel Vehicle Parking– 8'**

Parking is located adjacent to the sidewalk on the north side of the street,

where residents and visitors park for access to homes in the neighborhood.

- **Vehicle Travel Lanes - 11'**

An 11' travel lane in each direction allows needed space for bus and truck clearance adjacent to the parking lane, while this width also serves a traffic-calming function. Narrower lanes naturally serve to lower traffic speeds in comparison to wider lanes.

- **Buffered Two-Way Cycle Track – 26' wide (6' planted buffer, 20' two-way cycle track)**

A 6' planted buffer provides a substantial physical barrier between moving traffic

and the two-way cycle track, creating a bike facility that is comfortable and inviting for people of all ages and skill levels. The cycle track is 20' wide to allow for one 10' wide bike lane in each direction, which is wide enough for passing room and comfortable distance between people riding in opposite directions.

This recommended lane configuration provides 6 feet of additional width within the 69' right of way, which can be used to establish a new sidewalk on the south side of the street.



*Unique street furnishings can enhance district identity.*



*Distinctive pavement patterns, such as this decorative crosswalk, can distinguish a district.*



*Banners are "quick and easy" ways to provide place-specific visual impact.*

## **DISTRICT IDENTITY FOR THE EAST ALISAL STREET CORRIDOR**

Proposed corridor enhancements can be implemented in coordination with a branding program to promote the identity of the corridor as the commercial and cultural heart of the Alisal neighborhood. Complete streets improvements can be custom designed to enhance a district's

unique culture and sense of place. For example, a district can be distinguished by special pavement patterns, unique street furniture, district-themed banners, custom wayfinding signage, public art, themed landscaping, and more. District branding can be integrated into the initial planning and design phases for complete streets enhancements proposed on East Alisal Street.

## DISCUSSION OF POTENTIAL LANE REDUCTIONS

The East Alisal Street corridor is an excellent candidate for a reduction in vehicle lanes, based on the current traffic counts, existing available right of way, traffic calming goals, and opportunities to improve intersection operations with signal coordination and dedicated turning lanes. According to the Federal Highway Administration's (FHWA) 2014 Road Diets Information Guide, recent studies suggest that corridors with average daily traffic (ADT) counts between 8,500 and 24,000 vehicles per day may be appropriate for "right-sizing," or reducing the number of vehicle lanes to one in each direction with left-turn pockets at intersections. Based on these studies, the FHWA recommends considering vehicle lane reductions on roadways with ADT counts of 20,000 vehicles per day or less. The most recent traffic count data for East Alisal Street indicates that the ADT ranges between 14,000 and 16,500 vehicles per day, well under the FHWA's recommended upper limit.

In addition to ADT vehicle counts, traffic operations are impacted by signal timing, cross street traffic patterns, peak hour vehicle counts, and other design considerations. Additional data collection and analysis will be conducted to ensure that the design process addresses details such as number of curb cuts, movement of emergency vehicles, and peak hour traffic.

Because the current ADT vehicle volumes are well below the recommended upper limit for lane reduction, East Alisal Street would have capacity for existing traffic even with a conversion to two vehicle through lanes and one center left turn lane. It is possible that the combination of right-sizing and other traffic calming measures will mitigate speeding, and total travel time through the corridor may increase slightly. For people driving through and/or past East Alisal, rather than to the neighborhood, higher capacity parallel streets such as John Street may be an appealing alternative. Because the narrower residential

streets surrounding the East Alisal corridor do not provide continuous parallel alternatives, these streets are only practical for short, local connections.

As a best practice, vehicle volume data should be collected during typical traffic conditions, and consider school schedules and holidays, to account for school related traffic volumes. East Alisal Street intersection turning movement data was collected on a variety of different dates throughout 2016 and 2017, both when schools were in session, and during summer months. The vehicle volume data for the East Alisal Street and Bardin Road intersection was collected in late September 2016, more than a month into Hartnell College's fall semester, and therefore represents the in-session traffic conditions. This intersection hosts some of the lowest vehicle volumes on the corridor, suggesting that there is little impact if Hartnell is in or out of session.

**TABLE 4.1 COMPLETE STREETS ANALYSIS OF ALTERNATIVES**

STREET DESIGN ELEMENT	EXISTING	PROPOSED	ADDITIONAL CONSIDERATIONS
<p><b>Pedestrian Crossings</b></p>	<ul style="list-style-type: none"> <li>■ Many unmarked crosswalks</li> <li>■ Long crossing distances</li> <li>■ Priority is given to turning vehicles</li> <li>■ Marked crosswalks only present at intersections</li> </ul>	<ul style="list-style-type: none"> <li>■ High visibility treatments</li> <li>■ Sidewalk extensions and fewer vehicle lanes reduce distance for pedestrians (at both intersections and midblock locations)</li> <li>■ Midblock crossings recommended for easier pedestrian access at high demand locations</li> </ul>	<ul style="list-style-type: none"> <li>■ Midblock crossing can be designed to improve pedestrian visibility for people riding bikes, to minimize conflicts across bike lanes</li> <li>■ Midblock crossing treatments will have to be analyzed for feasibility to address safety concerns and potential traffic impacts</li> <li>■ Pedestrian crossing distances will be shorter, and exposure to vehicles is significantly reduced; shorter crossing distances allow for less crossing time and shorter signal cycles on the cross streets</li> </ul>

## COMPLETE STREETS ANALYSIS OF ALTERNATIVES

The street design elements recommended in the above images address different components of multimodal improvements

for East Alisal. Table 4.1 compares the function and condition of each element for the existing and preferred concept, an at-a-glance summary of complete streets performance.



TABLE 4.1 (CONTINUED)

STREET DESIGN ELEMENT	EXISTING	PROPOSED	ADDITIONAL CONSIDERATIONS
<b>Sidewalk</b>	<ul style="list-style-type: none"> <li>■ Present on at least one side of the street throughout corridor</li> <li>■ Up to 12 feet wide in central segment, but often interrupted by utilities, which narrow the functional width</li> <li>■ Approximately 7-8' wide in west and east segments</li> </ul>	<ul style="list-style-type: none"> <li>■ Sidewalks on both sides of the street throughout corridor</li> <li>■ Additional width added as right of way allows, with emphasis on wider sidewalks in commercial areas where pedestrian activity is highest</li> </ul>	<ul style="list-style-type: none"> <li>■ Wider sidewalks accommodate people walking side by side, and those traveling with strollers and children</li> <li>■ Bike lanes adjacent to sidewalks provide a buffer between people walking and moving vehicles, and contribute to a greater sense of calm on the sidewalk</li> </ul>
<b>Bus Stops</b>	<ul style="list-style-type: none"> <li>■ Standard bus stops on near side of intersections</li> <li>■ Benches and shelters at some locations</li> </ul>	<ul style="list-style-type: none"> <li>■ Bus stops on far side of intersections reduce delay at red lights and optimize transit operations</li> <li>■ Additional sidewalk width provides space for street furniture such as bus shelters</li> <li>■ Shorter pedestrian crossing distances improve access to transit stops</li> </ul>	<ul style="list-style-type: none"> <li>■ Signal optimization and transit priority at intersections may also improve transit operations and rider experience</li> </ul>

**TABLE 4.1 (CONTINUED)**

STREET DESIGN ELEMENT	EXISTING	PROPOSED	ADDITIONAL CONSIDERATIONS
<p><b>Bike Lanes</b></p>	<ul style="list-style-type: none"> <li>■ Narrow bike lanes on shoulder present only at west and east edges of the corridor</li> </ul>	<ul style="list-style-type: none"> <li>■ Continuous bicycle facilities connecting from the proposed West Alisal bike lanes at Front Street to Bardin Road, designed to minimize exposure to vehicle traffic</li> <li>■ Buffered bike lanes through west segment</li> <li>■ Parking protected bike lanes through central segment</li> <li>■ Buffered two-way cycle track through east segment</li> </ul>	<ul style="list-style-type: none"> <li>■ East Alisal will provide a valuable bike connection to the rest of the city, expanding the reach of the bike network</li> <li>■ By providing high-comfort bike lanes that are physically separated from moving vehicles, travel by bike will become a more appealing option even for cautious riders, and will support mode shift away from private vehicles</li> <li>■ Reallocating right-of-way from vehicle lanes to bike lanes reduces pedestrian exposure to vehicles and presents opportunities for shorter pedestrian crossings</li> <li>■ If physical barriers, such as bollards or flex posts, are used as buffers for protected bike lanes, the ability of street sweepers to access the bikeway will be limited because most street sweepers are too wide to operate and maneuver in a typical protected bike lane. To address this challenge, many cities with protected bike lanes have acquired smaller “path-size” sweepers.</li> </ul>

TABLE 4.1 (CONTINUED)

STREET DESIGN ELEMENT	EXISTING	PROPOSED	ADDITIONAL CONSIDERATIONS
<b>Vehicle Lanes</b>	<ul style="list-style-type: none"> <li>■ Most vehicle lanes are 11-12' wide in the west and central segments, and as wide as 18' on the east end of the corridor</li> <li>■ Two vehicle lanes in each direction through the west and central segments of the corridor; one in each direction through the east segment</li> </ul>	<ul style="list-style-type: none"> <li>■ Travel lanes are 11' to calm traffic while still accommodating bus and truck traffic</li> <li>■ One vehicle lane in each direction through the entire corridor</li> </ul>	<ul style="list-style-type: none"> <li>■ Existing traffic volumes could easily be accommodated by one lane in each direction with left turn pocket at intersections</li> <li>■ The reduction in total vehicle lanes may slow overall travel time across the corridor, but slower vehicle speeds will improve conditions for people walking and biking</li> <li>■ Fewer vehicle lanes reduce the crossing distance for pedestrians which may allow for shorter signal cycles on the cross streets, and translate to less red light time for East Alisal Street</li> <li>■ To address concerns about impacts on emergency response time, the corridor's signal system can be managed to clear traffic and prioritize emergency vehicles, and a targeted education campaign can instruct drivers about how to respond when emergency vehicles are approaching.</li> </ul>

**TABLE 4.1 (CONTINUED)**

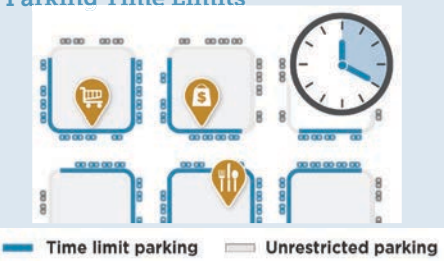


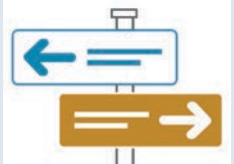
STREET DESIGN ELEMENT	EXISTING	PROPOSED	ADDITIONAL CONSIDERATIONS
<p><b>Left Turn Lanes</b></p>	<ul style="list-style-type: none"> <li>Present throughout the west and central segments of the corridor, providing access to driveways at commercial parking lots, and storage space for left-turning vehicles at intersections</li> </ul>	<ul style="list-style-type: none"> <li>Left turn pockets are maintained at intersections and where driveway access is needed</li> </ul>	<ul style="list-style-type: none"> <li>At midblock locations, or where no left turn access is necessary at three-way intersections, the middle lane can be reallocated as a center median or pedestrian refuge island</li> </ul>
<p><b>Parking</b></p>	<ul style="list-style-type: none"> <li>On-street parallel parking is present in the central segment</li> <li>Off-street parking is available in commercial parking lots throughout the west and central segment</li> </ul>	<ul style="list-style-type: none"> <li>As much on-street parking is maintained as possible, though there are some new parking-restricted areas at driveways to provide adequate sight lines between the parking protected bike lane and the vehicle through lane</li> <li>Back-in diagonal parking is added on one side of the street in the central segment where presence of driveways does not conflict, which allows for additional parking spaces on some block faces to maintain as much on-street parking as possible or even increase parking supply</li> <li>No change to off-street parking</li> </ul>	<ul style="list-style-type: none"> <li>On-street parking is highly valued and diagonal parking presents an opportunity to fit additional parking spaces on one side of the street, making up for potential reductions in parallel parking to accommodate driveway sight lines</li> <li>Buffer zones between on-street parking and the parking protected bike lane can be designed to provide additional space for ADA accessible parking spaces where necessary</li> <li>To address possible community concerns about back-in diagonal parking, the City can initiate a targeted outreach and education campaign from early planning process through implementation.</li> </ul>

## PARKING MANAGEMENT STRATEGIES

Parking is a primary concern for many residents and business owners on and around the East Alisal corridor. Nearby streets with high density residential mean there are many car owners nearby, and on-street parking is unregulated on nearly all commercial blocks on East Alisal Street. There are a number of strategies that could be considered to optimize use of on-street and off-street parking, and to incentivize more efficient distribution of long-term parking to lower demand locations. The management tools shown in Table 4.2 can make the existing parking supply easier to use, so parking is available to those who need it.

The existing parking supply in the central corridor includes on-street parking spaces and off-street parking lots. However, the off-street parking supply is ample, with excess parking available in the largest parking lots, even at peak hours. Any change in the parking supply would require an accompanying parking management program to incentivize the use the excess off-street or low-demand parking spaces for long-term visitors, and maintain easy access and consistent availability for short-term visitors at high-demand locations. A residential parking permit (RPP) program would prevent spillover into the surrounding neighborhood by restricting long-term parking on side streets; this program could build on the City of Salinas' existing RPP program, and be adapted to customize and address the specific parking needs in the Alisal.

**TABLE 4.2 PARKING MANAGEMENT STRATEGIES**

PARKING STRATEGY	PARKING STRATEGY
<p><b>Parking Time Limits</b></p> 	<p>Limits the amount of time a vehicle can park in a certain area/parking space, with shorter time limits in busier areas</p> <ul style="list-style-type: none"> <li>■ Makes it easier for drivers to find a space in popular areas by limiting the amount of time, encouraging drivers to move their cars more frequently.</li> <li>■ Installing parking meters can also help encourage turnover and increase availability effectively.</li> </ul>
<p><b>Park-and-Rides for Long-Term Parking</b></p> 	<p>Consolidates parking in a location slightly removed from the core area</p> <ul style="list-style-type: none"> <li>■ Creates more parking options for drivers by designating long-term or all-day parking in less busy areas.</li> <li>■ Sharing parking lots with vacant parking spaces with nearby retail and commercial businesses can make it easier to find a space.</li> </ul>
<p><b>Residential Parking Permit Programs</b></p> 	<p>Allows residents to be exempt from parking regulations like time limits (or payment if applicable) in certain areas</p> <ul style="list-style-type: none"> <li>■ Makes it easier for residents to find parking in their own neighborhood by exempting them from certain parking regulations.</li> <li>■ Directs non-residents and employees to specific parking areas better suited for long-term parking during the day.</li> </ul>
<p><b>Communication/Education Programs</b></p> 	<p>Targeted information to make sure locals and visitors understand parking rules and availability</p> <ul style="list-style-type: none"> <li>■ Clear visible signage to indicate parking locations and regulations will make it easier to find a parking space, reducing search time and traffic.</li> <li>■ Enforcement of new parking regulations start with education rather than penalties.</li> </ul>

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EL CHAMANGO  
GO

OPEN

Shirley's  
COOKIES

Shirley's  
COOKIES







# Development Opportunities Along the Corridor

*The East Alisal Street corridor is more than just a street. It also includes the homes, businesses, schools and parks that face onto the street. This chapter discusses the opportunities for improvements that will make the corridor even better.*

East Alisal Street is the commercial heart of the Alisal and is an economic engine for the City of Salinas. The previous chapters have addressed ways to improve the transportation function of East Alisal Street. However, there are also opportunities to encourage additional investment in properties neighboring the street right-of-way. Property improvement would have the following benefits:

- Improve the appearance and function of stores
- Increase the value and attraction to existing small business owners
- Encourage the establishment of new businesses
- Strengthen the role of East Alisal Street as a regional destination
- Provide additional opportunities for existing businesses to expandImprove the safety of existing businesses and reduce crime
- Create new opportunities for housing



Public space can provide space for community events and food markets.



Parklet in Los Angeles with exercise equipment placed along sidewalk to create interest and generate activity

This chapter is split into three sections.

First, we include potential short-term ideas to improve the corridor and attract new development. These “catalyst” ideas were initially explored during the community charrette, and have been further refined.

Second, the project team looked in detail at two opportunity sites along or near East Alisal Street. The team used input from a charrette exercise to understand the community’s desires for new development on the sites to prepare initial design

concepts. These concepts show what type and how much development would fit on those sites.

Third, any new development – or changes to existing buildings – along East Alisal Street should have guidelines to ensure that the vision of the community for a safe, vibrant and attractive corridor is respected. Design guidelines have been created and are presented in the third section.

## CATALYST PROJECTS

There were several ideas for improving and revitalizing the Alisal Corridor suggested during the community charrette. These types of ideas are sometimes called catalyst projects, since once implemented, they are likely to lead to implementation of other ideas and a general improvement of the corridor.

## Establish the Heart of East Alisal Street

There is no one place that could be considered a center of activity for East Alisal Street. A central gathering place or plaza, if safe and attractive, would be popular and help improve the Alisal neighborhood.

One potential location for such a center of activity is the parking lot on the east side of the Swap Meet at 625 East Alisal Street. This could be considered for a space for temporary or “pop-up” events. As shown in the photograph below, this space is already used for gatherings and is the location of the Alisal Certified Farmers’ Market, which has been held on Tuesdays in the summer season. The temporary pop up space would be in the front half of the parking lot, leaving the back half for parking to remain, as parking spaces are needed in this part of East Alisal Street. The parking lot behind the plaza would be accessed via Pearl Street and the alley behind. If the front half was to be used as a temporary event space, approximately 18 parking spaces would be lost.

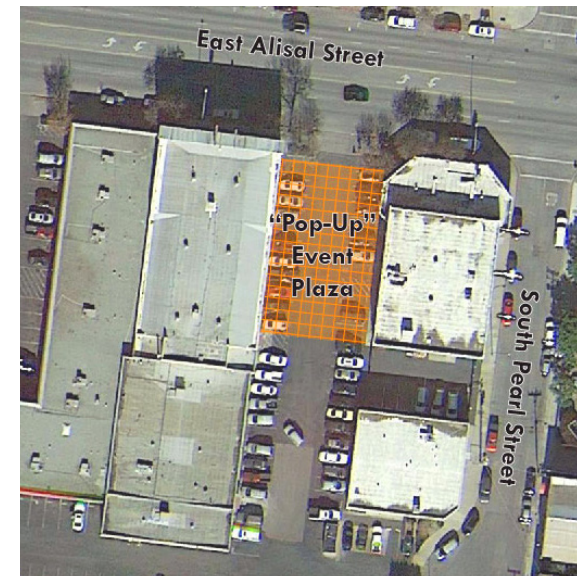


Photo showing existing Farmer’s Market at 625 East Alisal Street.

The size of the space would be about 60 feet x 100 feet. Improvements that would help this space become a successful event space could include special lighting, decorative paint on the parking lot that would look nice during events but could be used as parking at other times, customized portable “sandwich style” signage and other features.

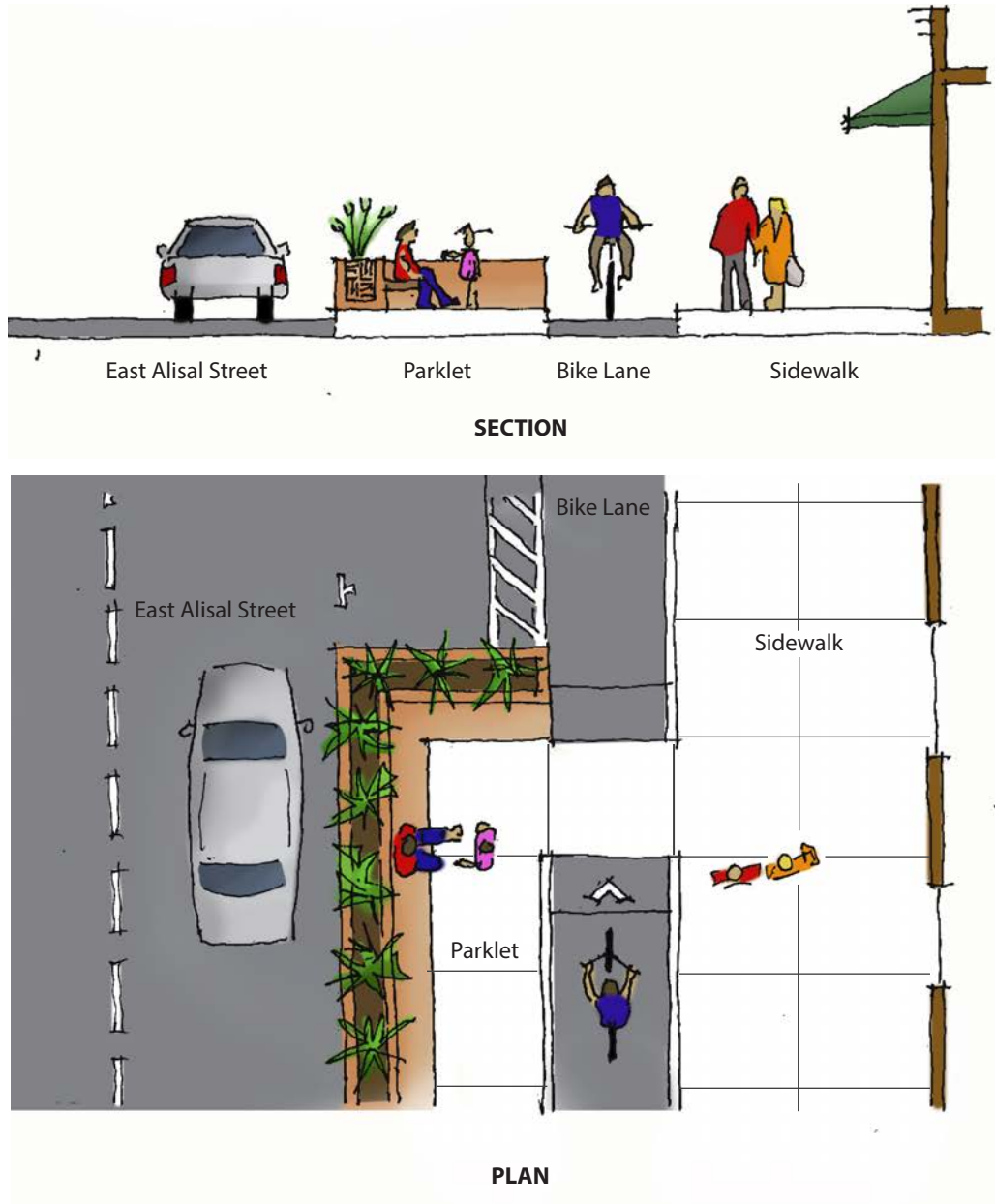


A community gathering space can provide a variety of recreational and gathering opportunities.



The parking lot at 625 East Alisal Street could be converted into a temporary event space for the Alisal community.

FIGURE 5.1 PLAN AND SECTION AT POTENTIAL PARKLET



## Parklets on East Alisal Street

Soon after the community charrette, a “pop-up” parklet was installed for a limited time at a location on East Alisal Street. A parklet is defined as a public open space that takes the place of one or two parallel parking spaces along a street. Although it does mean the loss of parking, the benefit is providing a place to gather, sit, converse with acquaintances, and people-watch. It can help turn a street into a place for people, not just cars. The temporary parklet garnered much attention and comment. It was installed near one of the bakeries on East Alisal Street and visitors thought it was a good use of the space.

Permanent parklets have been installed in many cities, and are successful in making streets friendlier for people. A permanent parklet is a fairly quick and low-cost way to improve the Alisal. Any parking spot along the East Alisal commercial corridor from Madeira to Sanborn is a good candidate for a parklet. Factors to consider when locating a parklet include:

- A stretch of roadway with existing parallel parking spaces
- Near activity-generating commercial uses like a café or restaurant



*Parklet in Los Angeles with seating area and plantings.*



*A "Pop-up" parklet in Salinas was installed for a limited time as part of the community outreach process for the East Alisal Street Corridor Plan.*

- A block where other parking spaces are available nearby

Additional factors to consider when developing plans for the parklet include:

- Use sturdy construction materials of that are long lasting and do not require ongoing maintenance
- If landscaping or plants are included, a plan for care should be determined
- Utility infrastructure must be accommodated, especially stormwater flow along the street
- As described in Chapter 3, the central section of East Alisal Street has been proposed to become a complete street that has protected bicycle lanes along the curb and parking on the street side of the bicycle lanes. With this arrangement of lanes, a parklet will need to be installed across the bicycle lane from the sidewalk, so users would cross the bike lane to get to the parklet. This would be done with an at-grade crossing of the bicycle lanes as shown in Figure 5-1.

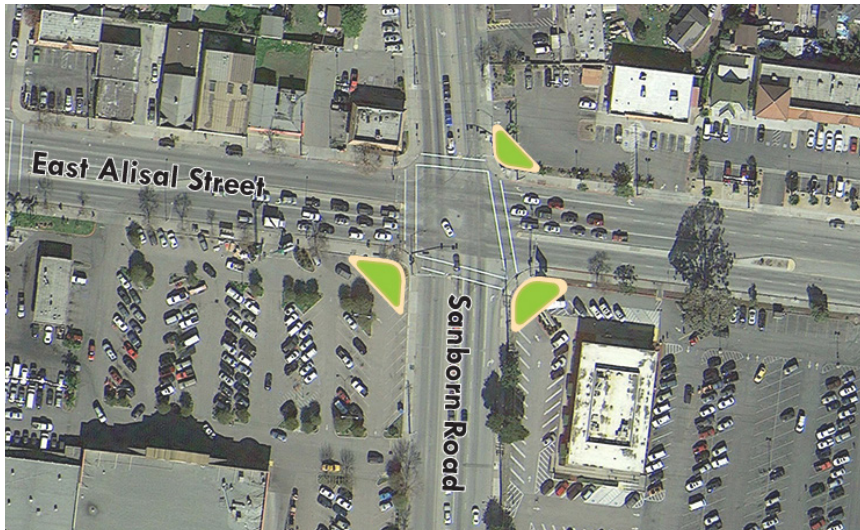


Diagram showing potential landscaped areas at Sanborn road and East Alisal Street Intersection.



The intersection of Sanborn Road and East Alisal Street can be enhanced by landscaping at the corners of existing parking lots.

## Gateway to East Alisal Street

The intersection of Sanborn Road and East Alisal Street is a very important intersection in the Alisal neighborhood. It is at the eastern edge of the retail center on East Alisal Street, an important connection for travelers from the north, east and south parts of the neighborhood.

The existing intersection has parking lots on three sides (Winchell's Donuts is on the fourth corner). If new development is proposed on any of these properties, new buildings should be sited and designed to

celebrate this important corner. This can be done with vertical elements, such as towers, or with small open spaces backed up by active fronts of buildings.

Prior to full redevelopment of the corner properties, there are other ways to enhance this intersection. A small section of the parking lots could be replaced by landscaping. These landscape improvements should be designed as parts of a greater cohesive whole. This can be done with similar plant and hardscape materials and colors.

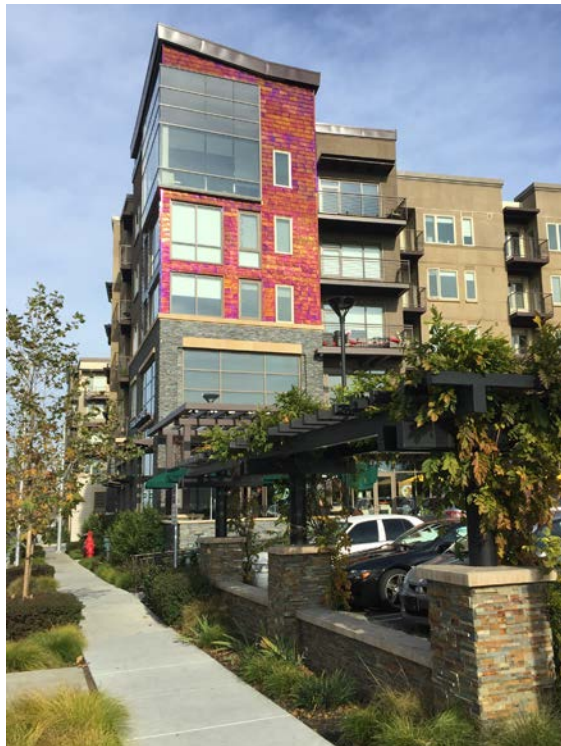
Another potential catalyst improvement would be new signage at this corner, or even overhead across East Alisal Street, announcing the commercial center of East Alisal Street. This could say: "Welcome to Historic East Alisal Street" or some other announcement determined by community members in Spanish and/or English.

## Activation of Large Parking Lot Edges

There are two very large parking lots along East Alisal Street, both near the corner of Sanborn and Alisal. One is the parking lot



Signage can announce the commercial center of East Alisal Street.



Landscaping and other features such as trellises can provide visual interest along the sidewalk at the edge of a parking lot.

for Cardenas market (previously Mi Pueblo) and the other is the parking lot for the Foods Co market. While these markets are much patronized by residents and meet a critical need for groceries at a reasonable cost, the character of East Alisal Street at these locations is not a pedestrian friendly environment. The distances are very far – from the curb of East Alisal Street to the front door of the Foods Co is between 250 and 300', or similar to an entire city block. The distance from East Alisal Street to the Cardenas market is 200', still a long distance to walk.

In other places with similar parking areas next to streets, opportunities to provide life to the street are being explored. Creative responses have included aesthetic improvements, such as landscaping, trellises or street trees, and providing spaces for street-cart vendors, food trucks, or to develop a set of retail stores or housing to line the street. The parking lot edge can also be landscaped to help with storage and treatment of stormwater runoff.

Figure 5-2 shows how a temporary Food Truck event could take place on the Cardenas Market parking lot. The parking lot is part of the store property, and as



## FOOD TRUCK SATURDAYS

One example of the reuse of a large urban parking lot is the weekly Saturday lunch market at the Willows shopping center in Concord. The event is managed by Off the Grid, a vendor that organizes food truck events in the Bay Area. At the Saturday market they have 10 food trucks offering various cuisines with live music. According to Benjamin Himlan, director of Business Development at Off the Grid, the community markets use Twitter, Facebook and a biweekly email newsletter to advertise. The markets typically draw 500 to 1,000 people, some traveling long distances to visit.

**FIGURE 5.2 POTENTIAL FOOD TRUCK EVENT SPACE**

such, any proposal for improvements will need to be implemented by the property owner with the support of their tenants. For this reason, the potential event space is carefully designed to maintain view and access to the stores and respects the need to continue to provide sufficient parking for customers. There is still good visibility to the event from East Alisal Street and Sanborn Road, and enough space to fit up to seven food trucks. There is also

opportunity for a seating area and even a live music stage.

Regarding food trucks, there are arguments for and against allowing food trucks to operate in a commercial district. They may take business from brick and mortar restaurants who pay rent and taxes and remain invested in a neighborhood. On the other hand, they do serve as new business incubators. It takes much less investment to

start and operate a business, so it is an ideal way to try out new ideas. In many places popular food truck operators have opened permanent restaurant locations. Very importantly, concentrated food trucks create people activity, which can also benefit brick and mortar stores.

## DEVELOPMENT OPPORTUNITIES

Input from the Community Design Charrette and land use workshop indicates that there is interest from the community to improve underutilized properties along East Alisal Street and elsewhere in the Alisal with new development, if it is sensitively designed to fit into the neighborhood. A few specific properties that are vacant or underutilized were discussed for improvements, and these are called “opportunity sites” in this section. In addition to these specific opportunity sites, general areas of focus for appearance and intensification of land use were identified by community members. The areas that were suggested for improvement measures along East Alisal Street were:

- The Alisal Marketplace area from the railroad tracks to Griffin Street/Highway 101 (especially near the future Police





Parking lot edges located along East Alisal Street can be activated by landscaping and other streetscape amenities.



Landscaping and other features such as trellises can provide visual interest along the sidewalk at the edge of a parking lot.



Food trucks can activate streets and provide a popular community attraction.

Station), which community members said had potential for infill housing, Mixed Use and parks;

- The central part of East Alisal Street from Madeira Avenue to Sanborn Road, which community members said should have streetscape and frontage improvements and potentially new infill retail or housing development in character with the neighborhood; and
- The large parking lots at the two grocery stores flanking Sanborn Road, to include public plazas or open space along with potential new development.

The parking lot sites were discussed for public improvements in the previous Catalyst section. Opportunity sites in or near the Alisal Marketplace area and central East Alisal Street are discussed below.

When looking at opportunity sites in the Alisal, it is useful to think about demand and funding. Even though there appears to be high demand for commercial retail sales along the center part of East Alisal Street, there are obstacles to developing new retail buildings that include cost of permitting and construction, and requirements to provide off-street parking. In

addition to these challenges, there are limited programs to assist with funding for construction of new retail buildings.

There is a high demand for housing as well. For development of housing there are resources available, including grant programs such as the state-funded Affordable Housing and Sustainable Communities Program. There may be opportunities to provide a mix of retail and housing on the same site under some of these funding programs.

Even if housing is developed without associated retail in the Alisal neighborhood,

it will bring benefits, including additional residents to shop and activate the corridor.

The project team looked at two opportunity sites on and near East Alisal Street, as described below. The proposals for new development are concepts that respond to the input of community members heard at the Community Design Charrette and other stakeholder meetings and may not match what is allowed under the current General Plan and zoning. The concepts are still being vetted through the Alisal Vibrancy Plan process and may evolve by the final Plan document. If accepted by community and stakeholders, these concepts would be used to inform the upcoming General Plan update.

### Site One: Alisal Marketplace (282 East Alisal Street)

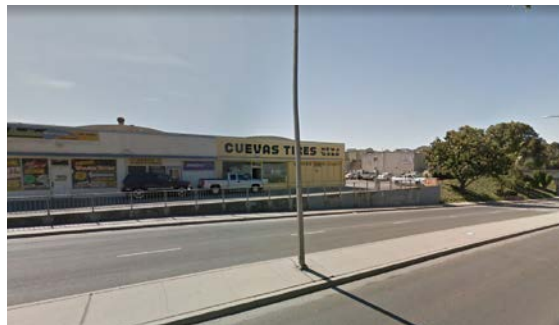
This is a site controlled by the City of Salinas (verify). It consists of several parcels on the south side of Alisal, and is next door to the proposed Public Safety building (verify). The site was identified in the community workshop as a place where housing would be good. Community members also indicated they want to see some public open space there.

### SOLUTION

This is a site where a mixed use project would be appropriate. Apartments above a store, with a public plaza, would meet the goals expressed by community members for more housing and public space. On the key corner of East Alisal Street and Murphy Street, retail would anchor the corner and open onto a public plaza. The site borders railroad tracks to the west, an edge with housing on the back side, which protects



Location of Alisal Marketplace opportunity site.



Alisal Marketplace site looking south from Alisal Street.

housing, commercial and open space from noise and dust from the railroad. Parking for residents would be under the buildings, giving an opportunity for open space on a deck above the parking area. Parking for open space and commercial would be supplied as diagonal parking along Murphy Street. Initial site concepts show a total of about 100 one- and two-bedroom apartments, 6,500 sq. ft. of public plaza and a 6,000 sq. ft. retail space.

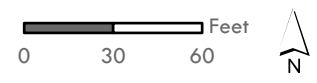
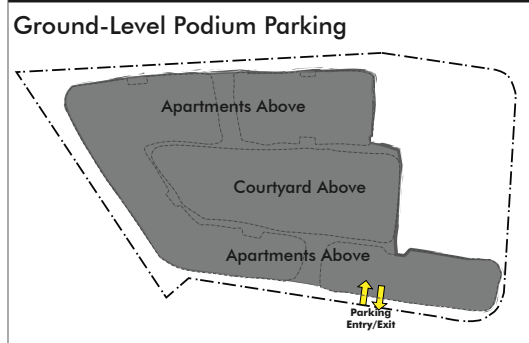
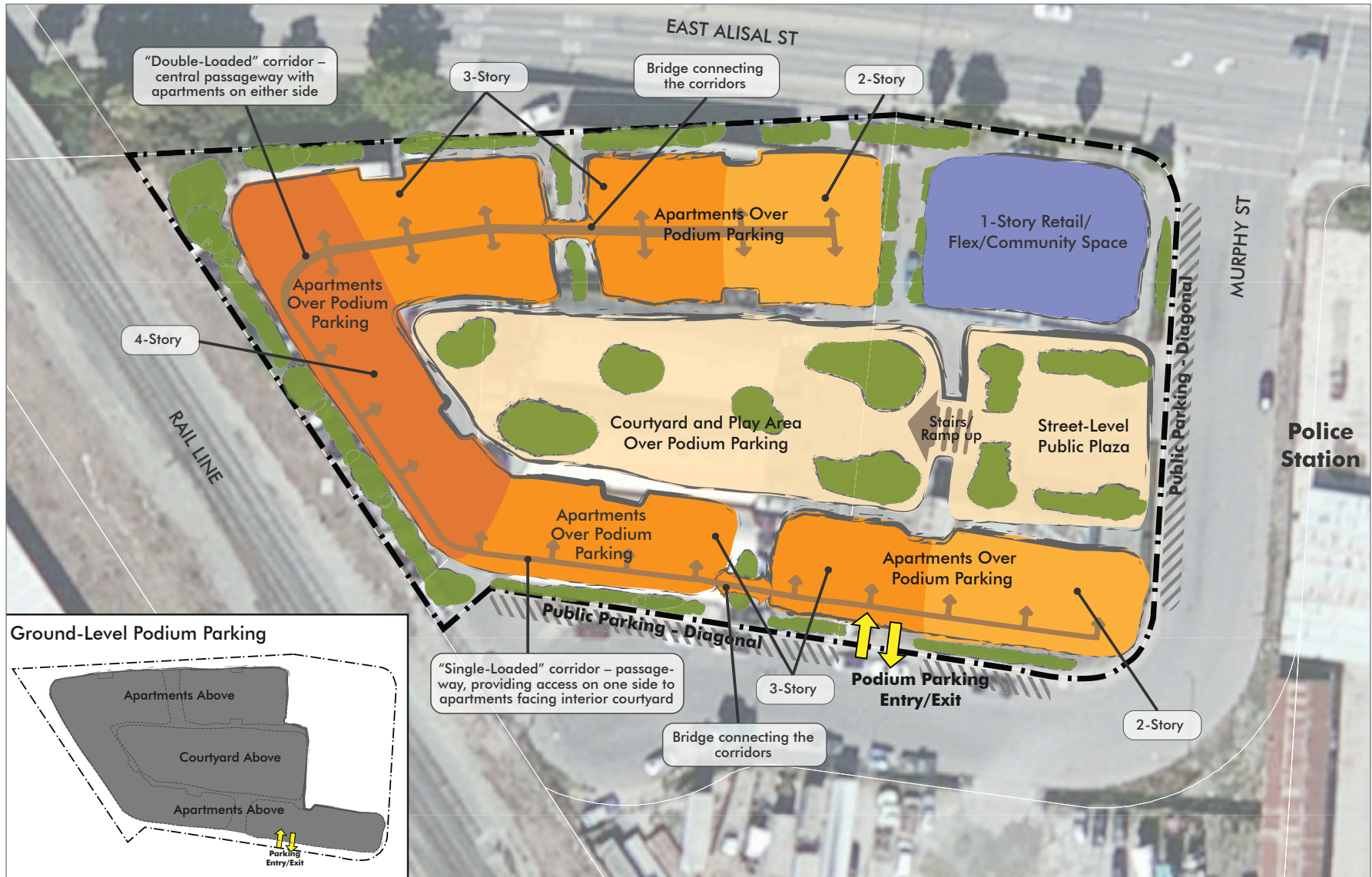


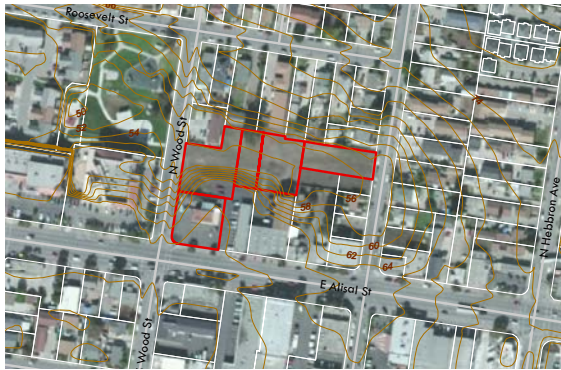
Representative image showing approximate scale of the proposed building type



Example of the type of plaza envisioned for the site.

FIGURE 5.3 ALISAL MARKETPLACE SITE CONCEPT





Location of the North Wood Street and North Pearl Street opportunity site



The site looking east from North Wood Street.



Example of the paseo envisioned for the site.

## Site 2: North Wood Street and North Pearl Street

A set of vacant properties lies behind the row of stores on East Alisal Street between Wood Street and Pearl Street. One issue regarding development of these properties is that the parcels are owned by multiple property owners. Another issue is the need to maintain a sewer main across the properties. The community has expressed an interest in having some public open space on this site.

### SOLUTION

A public access lane or paseo could be installed extending from Pearl to Wood with the sewer main underneath. The properties on both sides of this paseo would then be developed either by each

property owner separately, or together as a single project. The eastern half of the paseo would have two story buildings with two units on the ground floor and two units on the upper floor. Parking would be in small parking areas next to each building.

On the western half of the paseo, there is more space to develop a larger apartment building facing North Wood Street. Across the paseo from the apartment building, a public park with play area would serve the residents of the paseo and serve as an extension of La Paz Park across North Wood Street. Initial studies indicate that the smaller buildings would have a total of 12 one-bedroom units on the ground floors with 12 three-bedroom units on the second floors. The apartment building would have 24 one-bedroom units. The plaza would have 6,000 sq. ft. of space.

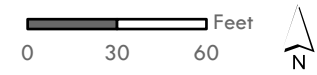


Representative image showing approximate scale of the concept's fourplex building type



Representative image showing approximate scale of the concept's apartment building type

FIGURE 5.4 NORTH WOOD STREET AND NORTH PEARL STREET SITE CONCEPT







# Implementation

*Corridor improvements should be implemented strategically to take advantage of opportunities for funding and ease of construction.*

This section outlines a preliminary approach and relative timeline to implement the corridor improvements outlined above. Potential funding sources, and opportunities for near term or high-impact/low-cost improvements are emphasized. All design details will need to be further analyzed for location-specific considerations to confirm feasibility.

## **PHASING CONSIDERATIONS**

Corridor improvements should be implemented strategically to take advantage of funding opportunities and ease of construction.

### **Near-term Improvements**

Low-cost projects that calm traffic and improve safety and comfort can have a big impact on the corridor's look and feel. For example, anything that can be installed without changing the pavement and existing curbs can be quickly completed with paint and temporary barriers, and then made more permanent when more substantial funds are available for paving and construction. Near-term opportunities may include:

- Striping changes for vehicle lanes, parking configuration, and bike lanes, especially in the central segment where no physical median is present

- Painted sidewalk extensions and temporary barriers to narrow vehicle right of way before curb work can be completed
- Painted sidewalk expansions to narrow vehicle right of way where it will be reallocated to wider sidewalks, especially at locations where bike lanes and/or parking are present between vehicle lanes and sidewalks
- Bus stop relocation to far side of intersection
- Pilot programs for farmworker shuttle/bus park and ride locations
- Pilot programs for parking management strategies
- Installation of business/community sponsored parklets

These quick, low-cost improvements not only calm traffic and introduce more complete street design elements, they also help to establish momentum and support for larger investments and more infrastructure intensive projects.

## Medium-term Improvements

Projects that may require more funding, but are located within the existing right of way between the curbs and have no impact on drainage, can be implemented on a medium-term timeline. These projects may involve some paving updates to make temporary barriers more permanent, but cost can still be low as long as they don't interfere with existing gutter and drainage, or other utility infrastructure. Medium-term opportunities may include:

- Planters or other barriers to reinforce temporary painted extensions or expansions of sidewalks, at intersections, and midblock locations
- Removal of center medians or other non-gutter pavement updates
- Installation of physical separation for two-way cycle track, if design for drainage is complementary to or does not interfere with existing curb gutters and utilities, especially non-curb barriers
- Parking management strategies
- Installation of street furniture, especially at bus stops

Medium-term projects may require more funds, additional coordination with other

City of Salinas projects, or more design details. These projects can reinforce the near-term improvements and improve the user comfort for multimodal design elements such as bike lanes and pedestrian crossings.

## Long-term Implementation

Design elements that impact the curb and gutter are more complicated because they must address drainage, and often come with a higher price tag to cover the more sensitive design and materials needs. These long-term improvements include:

- Sidewalk expansion
- Curb extensions/bulb outs at intersections and mid-block crossing locations
- Hardscaping
- Relocation of utility poles, light posts, and other sidewalk obstructions

Long-term projects are more permanent and often require a more involved design process. However, even the street improvements that are usually considered long-term projects can be implemented efficiently when corridor plans are coordinated across city departments. For example, attaching curb extension plans to utility upgrades (such as the utility



undergrounding project on Williams Road), and median hardscaping or crossing improvements to street paving schedules presents opportunities to streamline construction and reduce the total cost of materials and labor.

## Other Steps

Additional considerations and planning/design steps to support implementation include:

- Coordination across City departments
  - Public works – paving schedule, projects impacting other nearby streets
  - Traffic engineering – define feasibility questions and complete detailed analysis; build coalition of support for street design that addresses current users' safety and comfort to support multimodal access (rather than traffic operations for future projections)
- Coordination with other partners
  - Local transit operators – confirm bus stop treatments and corridor operations; educate operators about complete streets and new designs for multimodal access and safety

- Caltrans – communicate to establish shared goals and strengthen relationship as partner and champion for multimodal street design
- Full corridor design drawings
  - Complete detailed analysis/feasibility study
  - Develop full corridor plan drawings, including transitions at intersections and segment edges
  - Address design questions about pedestrian and bike treatments, such as mid-block pedestrian crossings, ADA infrastructure, and bike lanes at intersections/roundabouts

## Construction Considerations

Extensive street improvement projects such as those proposed for East Alisal Street bring concerns about impacts for residents and business owners during the construction of the project. For businesses that depend on nearby parking and pedestrian activity, the prospect of construction that could last a year to two is concerning. However, before a project like this breaks ground, the Public Works department in the City will work with merchants and residents to find ways to minimize

disruption for business. Following are some commonly used measures during streetscape improvement projects:

- Help for businesses to advertise that their doors are open during construction.
- Strategically scheduling the work so it moves quickly and affects the minimum number of businesses at one time.
- Construction information given to businesses and residents through public meetings, one-on-one meetings, small group and organizational meetings, news media, email updates and the City website.
- As much notice as possible for needed traffic rerouting, changes to utilities, etc.
- Ensuring the City's contractor will work to minimize inconveniences to businesses due to construction, for example providing business access signs for buildings/businesses in the construction zone.
- Maintaining pedestrian access during construction. Temporary sidewalks will be placed between buildings and fences bordering the construction area.

## FUNDING THE PLAN

A variety of funding sources are available to support active transportation improvements and sustainable communities:

- **Active Transportation Program (ATP)** – Caltrans: grant funds for sidewalks, bike lanes/paths, trails, Safe Routes to School programs, and pedestrian and bicycle plans; all size projects
- **Affordable Housing and Sustainable Communities Program** – Strategic Growth Council: grant funds for transportation infrastructure for active transportation and transit projects that reduce greenhouse gas emissions, and serve affordable housing; medium to large projects
- **Sustainable Transportation Planning Grant Program, Sustainable Communities Grant** – Caltrans: grant funds for plans for biking, walking and safe routes to school; small projects
- **Proposition 68** - SB5 (2018): grant funds for active transportation infrastructure to promote non-motorized access to parks and outdoor recreational areas; new program, schedule and project size to be determined
- **Better Utilizing Investments to Leverage Development (BUILD) Transportation Discretionary Grants Program** – U.S. Department of Transportation: grant funds for roads and transit projects.
- **Infrastructure State Revolving Fund (ISRF) Program** – California Infrastructure and Economic Development Bank: loans for local streets, drainage, water, sewer, transit, parks, public utilities; small, medium and large projects
- **Total Road Improvement Program (TRIP)** – California Statewide Communities Development Authority: low-interest loans leveraging future local sales tax revenues to support infrastructure costs for street reconstruction, rehabilitation, resurfacing and new construction in support of economic development; small, medium and large projects (depending on local sales tax projections)

## RECOMMENDED PROJECTS - TIMING AND FUNDING

The following matrix of design elements (Table 6.1), grouped by corridor-wide improvements and segment specific elements, provides an overview of likely phasing (near, medium and long term) and funding resources. Many of these recommendations may also be implemented directly by the City (such as parking strategies), in partnership with other departments (such as public works street and utility projects), or through partnerships with local businesses (such as farmworker shuttle park and ride, and business-sponsored parklets).

TABLE 6.1 CORRIDOR IMPROVEMENTS

CORRIDOR IMPROVEMENT	PHASING			FUNDING RESOURCES						
	NEAR TERM	MEDIUM TERM	LONG TERM	ATP	SUSTAINABLE COMMUNITIES PROGRAM	SUSTAINABLE TRANSPORTATION /COMMUNITIES GRANT (PLANS)	PROP 68	BUILD	ISRF	TRIP
<b>Corridor Wide</b>										
Detailed analysis, feasibility study	X	X		X		X				
Full corridor plan drawings	X	X		X		X				
Right size vehicle lanes, restriping/reduction of lanes – restriping	X				X					
Right size vehicle lanes, restriping/reduction of lanes – resurfacing/paving		X	X		X			X	X	X
Pedestrian crossing improvements – high visibility treatments	X			X	X				X	X
Reduce pedestrian crossing distance – painted curb extensions and medians	X			X	X				X	X
Reduce pedestrian crossing distance – structured curb extensions and medians		X	X	X	X			X	X	X
Widen sidewalk where possible/strategic – painted expansion	X	X		X	X				X	X
Widen sidewalk where possible/strategic – structured curb relocation			X	X	X			X	X	X
Bus stop relocation to far side	X	X		X	X			X		
<b>West Segment</b>										
Buffered bike lanes - painted	X	X		X	X		X		X	X
Buffered bike lanes – with structured curb updates				X	X			X	X	X
Central Segment					X					
Protected bikeways - painted	X			X			X		X	X
Protected bikeways – with structured curb updates		X		X	X		X	X	X	X
Back-in diagonal parking	X	X	X	X	X			X	X	X
Parking management strategies	X	X	X							
Farmworker shuttle park and ride coordination	X	X			X					
Parklets	X	X			X					
<b>East Segment</b>										
Two-way separated cycle track		X	X	X	X		X	X	X	X
Sidewalk on south side		X	X	X	X		X	X	X	X





*City of Salinas*



# East Alisal Street

CORRIDOR PLAN | January 2019



*City of Salinas*

# East Alisal Street

CORRIDOR PLAN | January 2019

## Appendices







# Appendices

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**Appendix A:** *List of Community Engagement Activities*

**Appendix B:** *BHC Pre-Charrette Outreach Activities*

**Appendix C:** *Technical Agency Notes*

**Appendix D:** *Community Design Workshop Mapping Activity Stickers*

**Appendix E:** *Workshop Maps*

**Appendix F:** *Business and Shopper Survey Findings and Completed Surveys*





# Appendix A

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## *List of Community Engagement Activities*

- Pre-Charrette Outreach Activities
  - AVP Steering Committee/Working Group Meeting with east Salinas Stakeholders – September 28, 2017
  - Ciclovía – October 15, 2017
  - AVP Visioning Workshop – October 26, 2017
  - AVP Steering Committee/Working Group Meeting with east Salinas Stakeholders – November 16, 2017
  - AVP Steering Committee/Working Group Meeting with east Salinas Stakeholders – December 7, 2017
  - Shopper & Business Conversations – Fall 2017
  - Healthy Transportation Outreach Team
    - Orientation – Week of November 6, 2017
    - Team Meeting – November 27, 2017
    - Photovoice Project Meeting – December 1, 2017
    - Photovoice Project Meeting – December 1, 2017
    - Community Surveys Due – January 8, 2018
    - Draft Photovoice Project Due/Meeting – January 10, 2018
  - BHC Pre-Charrette Activities
    - Pop-up Event Alisal Community Resource Festival – November 5, 2017
    - Two Focus Groups at St. Mary’s Catholic Church – November 14, 2017
    - Focus Group at Alisal Community Resource Center – November 14, 2017
    - Focus Group at Ciclovistas Movie Night – November 14, 2017
    - Outreach at Winter Festival – December 5, 2017

- Outreach at Vineyard Church – December 7, 2017
  - Pop-up Event & Focus Group Meeting at Snow Day – December 20, 2017
  - Focus Group Meetings at Acosta Plaza and Hartnell College – January 2018
  - Focus Group at MLK Jr. Academy – January 11, 2018
  - Focus Group at Vineyard Church Food Bank – January 13, 2018
  - Pop-up and Outreach St. Mary’s Catholic Church – January 14, 2018
- East Alisal Street Corridor Plan Community Design Charrette
    - Observation of Student Pick-Up at El Sausal Middle School – January 23, 2018
    - Stakeholder Interview with El Sausal Middle School – January 23, 2018
    - Shopper & Business Conversations – January 23 & 24, 2018
    - Observation of Student Drop-Off at Sherwood Elementary School – January 24, 2018
    - Community Design Workshop – January 24, 2018
    - Meeting with Technical Agencies – January 25, 2018
    - Open House – January 25, 2018
    - Temporary Parklet Installation – January 28, 2018
- Alternative Development for the Alisal Vibrancy Plan and East Alisal Street Corridor Plan
    - Working Group Meeting – February 21, 2018
    - Land Use Workshop – May 8, 2018

- Transportation Working Group meeting – May 16, 2018
- Sanborn House event at Acosta Plaza – May 19, 2018
- Economic Development Working Group meeting – June 14, 2018
- Housing and Quality of Life Working Groups meeting – June 20, 2018
- Community Health Working Group meeting – June 28, 2018
  
- Preferred Alternative Review for the East Alisal Street Corridor Plan
  - AVP Steering Committee Meeting – July 26, 2018
  - AVP Steering Committee Meeting – August 2, 2018
  - Ciclovía – October 7, 2018
  - Business Outreach
    - Flyers in Salinas United Business Association (SUBA) Newsletter – October 2017
    - Discussions with Businesses on E. Alisal, E. Market, and N. Sanborn – October 22-24, 2017
  - WIC Pop-ups – October 24-26, 2018
  
- Draft Plan Review & Approval
  - Transportation Agency for Monterey County (TAMC) Bicycle & Pedestrian Committee Meeting – November 7, 2018
  - Traffic and Transportation Commission Meeting – November 8, 2018 (reviewed concepts, did not make formal motion)
  - Planning Commission Meeting – December 5, 2018
  - City Council Consideration – January 8 or 22, 2019



# Appendix B

*BHC Pre-Charrette Outreach Activities*

**Pre-Charette Meetings**

- October 26: Alisal Vibrancy Plan- Visioning Workshop
- Week of Nov 6, 2017: Transportation Team Orientation
- November 16, 2017: 1st Working Group Meeting
- November 27, 2017: Outreach Team Meeting
- Dec 1, 2017; PhotoVoice Project meeting
- Dec 5, 2017: Outreach at Winter Festival
- Dec 7, 2017: Outreach at Vineyard Church
- Dec 7, 2017: "2nd Working Group Meeting" (Steering Group Meeting)
- January 8, 2018: Surveys are Due
- January 10, 2018: PhotoVoice Project is Due- Team Meeting
- Mid-January: Team Meeting Prep for Charrette
- January 24-26, 2018: Charrette
- January 28, 2018: Temporary Installations
- Early February: Team Meeting Prep for Final Working Group Meeting
- Late February/Early March, 2018: 3rd and Final Working Group Meeting

**Pop-Up Events**

- October 15, 2013: Pop-Up, Ciclovía
- November 5, 2017: Pop-Up Event, Alisal Community Resource Festival
- December, 20, 2017: Pop-Up, Snow Day
- January 14, 2018: Pop-Up and outreach at St. Mary's

**Focus Groups**

- November 14, 2017: Focus Groups 1 & 2, St. Mary's Catholic Church
- November 14, 2017: Focus Group 3, Alisal Family Resource Center
- December 14, 2017: Focus Group 4, Ciclovistas Movie Night
- Week of December, 20, 2017: Focus Group 5, Snow Day
- January 11, 2018: Focus Group 6, MLK
- January 13, 2018: Focus Group 7, Vineyard Church- Food Bank
- Focus Group 8: Acosta Plaza
- Focus Group 9: Hartnell



**Outreach Strategy for the Charrette:** The AVP Steering Committee/Healthy Transportation Team agreed to engage with the following organizations and businesses:

WIC: Maria Orozco, Miguel

Clinical Alisal: Veronica

Mercadito Alisal: Rafael

Sherwood School: Haydee

El Sausal School: Elizabeth

Swap-meet: Miguel

Mi Pueblo: Dario

Lavanderia: Rafael

Restaurants on Alisal: Monica & outreach team

Mercadito Alegria & tienditas: Haydee

Neighborhood flyering: Celsa, Daniel & outreach team

Cesar Chavez & Steinbeck: Dario

Jesse Sanchez School: Vero & Celsa

Los Padres: Isabel

CHISPA Alisal: Haydee

Acosta Plaza: Vero

Farmers Market & Sustainable Salinas: Leti

Panaderia Jalisco: Dario

Hartnell, Rec Center, Front Auto: Dario

Mujeres en Accion: Vero

Salud Para Todos: Maria Ambriz

Padres Unidos: Monica

Sanborn Gym: Leti

Radio: Haydee & Rafael

Churches: Monica

## Alisal Corridor Scope of Work: Outreach Team

### General Process

1. Orientation
  - a. Accept commitment
  - b. Create definition of mobility
2. Brainstorming
  - a. Creative innovation
  - b. Data collection/training methods
3. Outreach Strategy
4. Implementation
  - a. Capacity building

### Scope of Work w/General Activities

#### Estimated Hours: 40/60

1. Initial background + capacity building- 3/4 HRS
2. Outreach strategy- 4/6 HRS
3. Implementing- 20/30 HRS
  - a. Surveys
    - i. These will be completed by each team member. 20 each, 200 surveys to be completed before the 3 day charrette.
  - b. Pop up events
    - i. These will happen at community events. We will collect input on maps and also contact info for follow up calls.
  - c. House Meetings/Interviews (One on Ones)
    - i. Each team member will have one on one and/or house meetings to invite community members to charrette.
  - d. Creative data collection projects
    - i. There will be one youth-led photovoice project- they will use photos of the corridor to tell a story.
4. Outreach- 4-5 HRS
  - a. Flyering
    - i. Flyering will happen at pop-up events, house meetings and door to door outreach.
5. Co-Facilitating Meeting- 5/6 HRS
  - a. Preparation for meetings
  - b. Meeting
6. Charrette- 4/5 HRS
  - a. Preparation
  - b. Event day - temporary installation



# Appendix C

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## *Technical Agency Notes*

## CODE Enforcement

← Mi Pueblo area

- Food trucks + flower vendors need a designated legal area to congregate (w/ signage)
  - ↳ Foods Co has trouble getting them off property
  - ↳ On Sidewalks, takes up parking spaces
- Flower shops contribute to sidewalk aesthetics

## Transportation

### Market v. Allisal

- ↳ Market stops
  - ↳ Allisal is the main thoroughfare
- A lot faster though traveling on Market St, even w/ new design improvements
- Roundabout helps w/ ped visibility



Mixed ideas about Fooks Co/Mi Fooks area

WiFi / Phone charging stations

Parklets well-received

↳ throughout the Alisal

Desire for Public space (community + social interaction)

Bike facilities throughout Alisal St.

Concern for code enforcement violations

↳ who is going to manage this from City?

How Do Businesses Respond To Trade Off of ST IMPROVEMENTS VS PARKING LOSS  
MAINTENANCE OF PLANTS / AMENITIES NEEDS TO BE ADDRESSED IN PLAN

Tradeoffs between on-street parking and bulb-outs, banners, street trees

↳ business owners open to parking management

## Fire Dept.

- Changes to corridor should keep in mind delays to emergency response - alt. routes
- in general supportive + feels Allisal St's speeds too high
- Small biz should be safe - don't return if suffer fire damage
- Smart intersections for traffic to clear for emergency response

## Sanborn Rd ignored by City (community input)

- maintain access to healthcare / community-based services
- Allisal / Sanborn difficult / congested (needs better controls)
- Farm worker pickup / congested
- Allisal / Wood (car crashes)
- 559 E Allisal St. frequent stop (chime)
- Ped / vehicle crashes from ped jay-walking
- illegal garages / sheds for housing on Williams, not in high density areas
  - ↳ down / worker housing

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# Appendix D

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*Community Design Workshop  
Mapping Activity Stickers*



crosswalk  
cruce de peatones



crosswalk  
cruce de peatones



crosswalk  
cruce de peatones



Attached Townhomes  
Casa Adosada



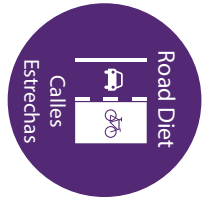
Attached Townhomes  
Casa Adosada



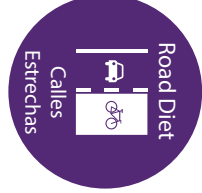
Attached Townhomes  
Casa Adosada



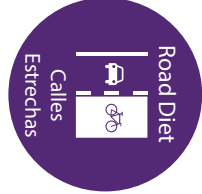
Other/Otro



Road Diet  
Calle Estrechas



Road Diet  
Calle Estrechas



Road Diet  
Calle Estrechas



Mixed-use Apartments / Condos  
Apartamentos de Uso Mixto



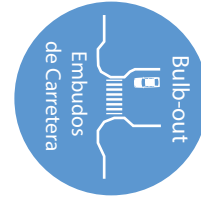
Mixed-use Apartments / Condos  
Apartamentos de Uso Mixto



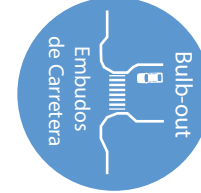
Mixed-use Apartments / Condos  
Apartamentos de Uso Mixto



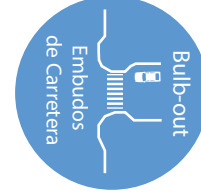
Other/Otro



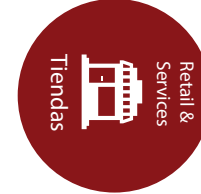
Bulb-out Embudos de Carretera



Bulb-out Embudos de Carretera



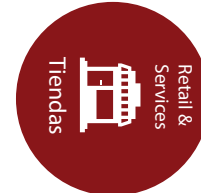
Bulb-out Embudos de Carretera



Retail & Services  
Tiendas



Retail & Services  
Tiendas



Retail & Services  
Tiendas



Other/Otro



Diagonal Parking Estacionamiento Diagonal



Diagonal Parking Estacionamiento Diagonal



Diagonal Parking Estacionamiento Diagonal



Restaurant & Entertainment  
Restaurante y Entertimiento



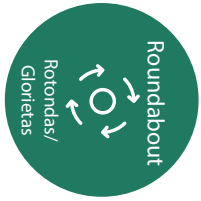
Restaurant & Entertainment  
Restaurante y Entertimiento



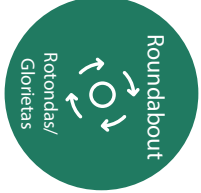
Restaurant & Entertainment  
Restaurante y Entertimiento



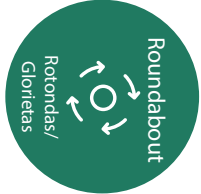
Bike Rack Estacionamiento de bici



Roundabout Rotondas/ Glorietas



Roundabout Rotondas/ Glorietas



Roundabout Rotondas/ Glorietas



Park/Plaza Parque/Plaza



Park/Plaza Parque/Plaza



Park/Plaza Parque/Plaza



Bike Rack Estacionamiento de bici



Medians Medianas Elevadas



Medians Medianas Elevadas



Medians Medianas Elevadas



Wide Sidewalk Banquetas Amplias



Wide Sidewalk Banquetas Amplias



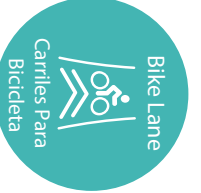
Wide Sidewalk Banquetas Amplias



Bike Rack Estacionamiento de bici



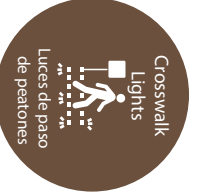
Bike Lane Carriles Para Bicicleta



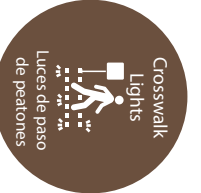
Bike Lane Carriles Para Bicicleta



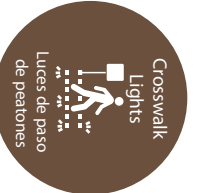
Bike Lane Carriles Para Bicicleta



Crosswalk Lights Luces de paso de peatones



Crosswalk Lights Luces de paso de peatones



Crosswalk Lights Luces de paso de peatones



Street Trees árboles de la calle



Slow Speed Zone Zonas de Baja Velocidad



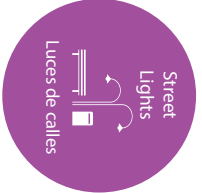
Slow Speed Zone Zonas de Baja Velocidad



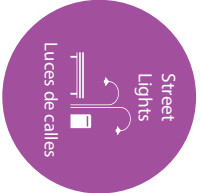
Slow Speed Zone Zonas de Baja Velocidad



Street Lights Luces de calles



Street Lights Luces de calles



Street Lights Luces de calles



Street Trees árboles de la calle



Road Humps Topes



Road Humps Topes



Road Humps Topes



Bus Stop/ Shelter Parada/refugio de autobús



Bus Stop/ Shelter Parada/refugio de autobús



Bus Stop/ Shelter Parada/refugio de autobús



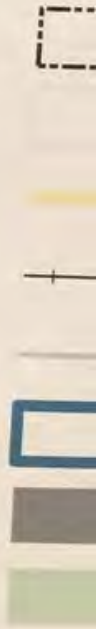
Street Trees árboles de la calle



# Appendix E

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## *Workshop Maps*



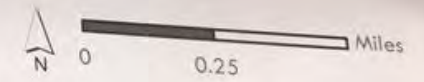
# Neighborhood Structure



-  Nodes (Entrances)
-  Multifamily Enhancements
-  Retail Cores
-  Opportunity Area for New Development
-  Gateways
-  Roundabout

-  Corridors
-  Alisal Strategy Area
-  Parcels
-  Highways
-  Railroad
-  Streets
-  Alisal Marketplace
-  Building Footprints
-  Parks

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



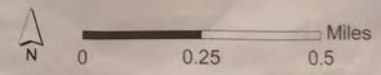
# Alisal Vibrancy Plan Area - KEY DESTINATIONS

THINGS TO ADD:  
Churches



- Alisal Strategy Area Parcels
- Alisal Strategy Area
- Highways
- Railroad
- Alisal Marketplace
- Parks
- City of Salinas
- Building/footprint\_parcels/cta\_ASA
- Main\_Water\_Bodies\_Flowline

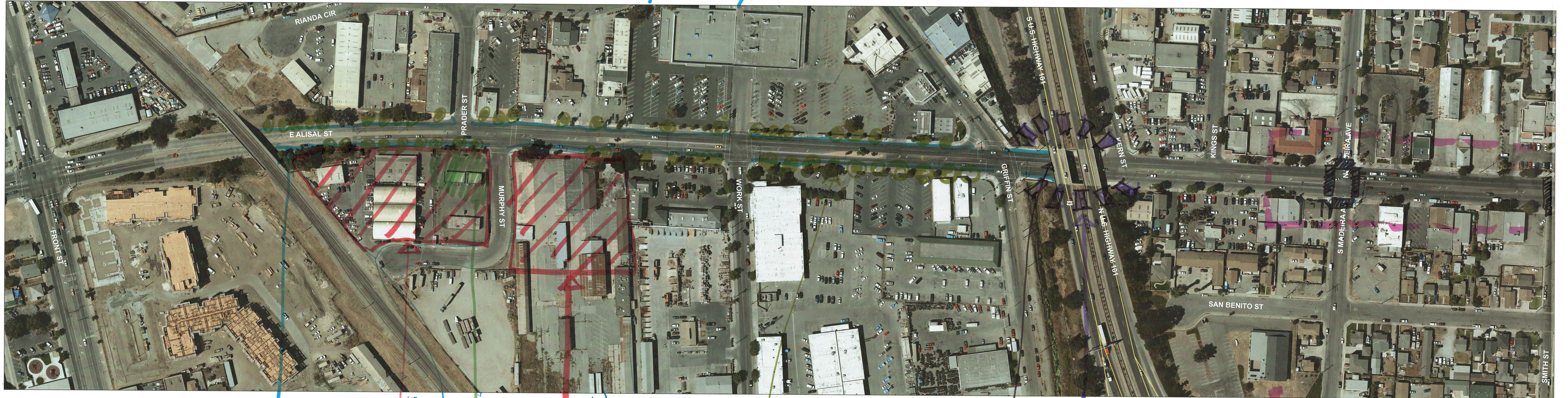
Produced by Raimi + Associates.  
January 2018.  
Sources: City of Salinas, Monterey County Office of the Assessor, Caltrans.



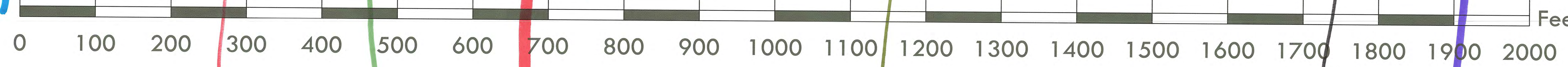
SEGMENT A

ALISAL MARKETPLACE

- POTENTIAL FOR INFILL HOUSING/MIXED USE/PARKS -



Bike Lanes



City-Owned  
Redevelopment  
Potential

PARK-  
GATHERING  
SPACE?

Future  
Police

⊙ = Street trees

Gateway  
Signage/Art

Mural with  
Signage  
"Welcome to  
the Heart of  
Alisal!"

FOOD/  
RETAIL  
CO-OPS

Enhance  
Bike Lanes ←



Handwritten notes and scribbles in green and pink at the bottom right corner.

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# Appendix F

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## *Business and Shopper Survey Findings and Completed Surveys*

# Business and Shopper Intercept Surveys

Preliminary Findings

(DC Fashion Mall & and Mercado Shopping Centers)

# Key Concerns

- Safety (i.e. loitering, homelessness, gangs) or perceptions
  - No security or presence of someone to enforce the rules
  - Alisal businesses complained about paying a SUBA supplement and promised enhanced security that hasn't materialized
- Communication with City
  - Lack support for small business owners or at least don't feel they are being supported
  - Need incentives (i.e. loans, grants, etc.)
  - Coordinate checkpoints to not impact business  
(ex. Friday or Saturday at 5-7 pm on business corner is not a good time)
- Regulate informal vendors
  - Costs + rules are different
- High rents
  - \$1,700 - \$2,200 range for <500 sq. ft.
  - Increases of 5% annually with no apparent reinvestment from property owner

# Key Assets

- Low turnover
  - Many are owners with 10+ years business
- Proximity of customers
- Local ownership
- Good business opportunity
  - Business model works

# Customers like:

- Cultural authenticity
- Low prices
- Customer service
- Proximity
- Easy access on main corridor

# Customers want to see:

- Additional parking
- Greenery (i.e. trees, flowers, etc.)
- Street lights
- More variety of goods (stylish, mainstream clothing shopping in North Salinas)

# Potential Improvements

- Streetscape Improvements
  - Color
  - Lighting
  - Hanging signs
  - Remove/replace public phones
  - Art on utility boxes
  - Plazas/outdoor seating (even in the shopping centers)
- Perceptions of Safety and actual safety concerns would be mitigated with the above enhancements
- Design Guidelines to encourage brighter colors beyond standard beige tones.
- Encourage “less is more”, covering up windows: CPTED strategy
- Shopping centers could also follow similar improvements (ex. with FoodsCo and Mi Pueblo)
- Events to draw people (especially in the winter)
- Existing improvements are a start, but consider strategic phasing (more visibility)

# Opportunities

- Year-round agriculture = year-round customer base
  - Technology to promote agriculture in winter
- Sub-dividing spaces is a popular model (i.e. swapmeets)
  - Variations in smaller spaces
  - Customers would like more variety of goods (i.e. stylish, modern)
- Business Community Liaison (Spanish and Korean speaking)
  - Information + relationship building with City
- Market Street
  - Some vacancies
  - Street improvements already started
  - Some new development



2 employees

## BUSINESS QUESTIONS - Alisal Shopping District

Alisal

We're working with the City of Salinas to create the Alisal Vibrancy Plan – an opportunity for the Alisal community to generate their vision and strategies to create a thriving, safe, and sustainable future. The City values your input. Do you have a few minutes to share your opinions as a business owner/employee?

*Estamos colaborando con la Ciudad de Salinas para crear el Plan de Vitalidad para Alisal: una oportunidad para que la comunidad de Alisal genere su propia visión y estrategias para crear un futuro próspero, seguro y sostenible. La ciudad valora tu opinión. ¿Tienes unos minutos para compartir tus ideas sobre tu experiencia en Alisal?*

Name of Business & Address: Alba's Mexican Products

Owner Mr. Alba Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager  Employee  Other

Gender: M  F  Preferred Language: English  Spanish  Other: \_\_\_\_\_

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

*Almost 2 years*

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

*lots of people*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

3. What improvements do you want to see in the Alisal? *¿Qué mejoras quieres ver en Alisal?*

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de Graffiti*

More Promotion/Special Events *Más promoción/ Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

Store Facade Improvements *Mejoras en la fachada de la*

*tienda*

More City support/Leadership *Más apoyo de la Ciudad /*

*Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

*Safety*

*Street cleaning*

*New street facade*

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

City, County permits *Permisos de la Ciudad o Condado*

Loans *Prestamos*

Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*

Legal issues *Temas Legales*

Buying the building *Comprar el edificio*

Expansion / *expansión*

Advertising / marketing *Publicidad*

Shifting or expanding offerings *Cambio o expansión de ofertas*

Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

*Asesor*

Other Comments *Otros comentarios*

Thank them for their time and invite them to the workshop on Wednesday night!  
Tell them to visit [www.AlsalPlan.org](http://www.AlsalPlan.org)

**BUSINESS QUESTIONS - Alisal Shopping District**

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Name of Business & Address: Novidades Veronica

Owner Esther Velazquez Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager \_\_\_ Employee \_\_\_ Other \_\_\_

Gender: M \_\_\_ F  Preferred Language: English \_\_\_ Spanish  Other: \_\_\_\_\_

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

*16 years*

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

*Have always lived*

*Love location*

*Lots of pedestrian traffic*

3. What improvements do you want to see in the Alisal? *¿Qué mejoras quieres ver en Alisal?*

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de Graffiti*

More Promotion/Special Events *Más promoción/ Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

~~More~~ *patrolas*

*Pedestrian safety*

*It's hot too bad*

*High cost of shopping center (i.e. rent)  
\$2200/month*

Store Façade Improvements *Mejoras en la fachada de la*

*tienda*

More City support/Leadership *Más apoyo de la Ciudad /*

*Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

2

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
  - Loans *Prestamos*
  - Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
  - Legal issues *Temas Legales*
  - Buying the building *Comprar el edificio*
  - Expansion / *expansión*
  - Advertising / marketing *Publicidad*
  - Shifting or expanding offerings *Cambio o expansión de ofertas*
  - Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*
- Post of rent*

Other Comments *Otros comentarios*

Thank them for their time and invite them to the workshop on Wednesday night!  
Tell them to visit [www.AlsaiPlan.org](http://www.AlsaiPlan.org)

**BUSINESS QUESTIONS - Alisal Shopping District**

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Name of Business & Address: SMART computer repair

Owner Raul Mendoza Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager  Employee  Other

Gender: M  F  Preferred Language: English  Spanish  Other: \_\_\_\_\_

1. How long have you been in business? 5 years *Cuanto tiempo llevas en este negocio?*

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customer's *proximidad a los clientes*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customer's *proximidad a los clientes*

*Not sure.*

3. What improvements do you want to see in the Alisal? *¿Qué mejoras quieres ver en Alisal?*

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de Graffiti*

More Promotion/Special Events *Más promoción/ Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

Store Facade Improvements *Mejoras en la fachada de la tienda*

More City support/Leadership *Más apoyo de la Ciudad / Liderazgo*

*tienda*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

*More events that draw people  
More parking (runs out)*

3

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Prestamos*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *Publicidad*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

*Waver*

Other Comments *Otros comentarios*

*Thank them for their time and invite them to the workshop on Wednesday night!  
Tell them to visit [www.AlsaiPlan.org](http://www.AlsaiPlan.org)*

## BUSINESS QUESTIONS - Alisal Shopping District

Alisal 4

We're working with the City of Salinas to create the Alisal Vibrancy Plan – an opportunity for the Alisal community to generate their vision and strategies to create a thriving, safe, and sustainable future. The City values your input. Do you have a few minutes to share your opinions as a business owner/employee?

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Name of Business & Address: Disater la Mexicana.

Owner Emira Mosqueda Email: \_\_\_\_\_

Person Responding to Survey: Owner \_\_\_ Manager \_\_\_ Employee  Other \_\_\_

Gender: M  F \_\_\_\_\_ Preferred Language: English \_\_\_ Spanish  Other: \_\_\_\_\_

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

*22 years*

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

*Central*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

3. What improvements do you want to see in the Alisal? *¿Qué mejoras quieres ver en Alisal?*

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de Graffiti*

More Promotion/Special Events *Más promoción/ Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

Store Façade Improvements *Mejoras en la fachada de la*

*tienda*

More City support/Leadership *Más apoyo de la Ciudad /*

*Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

*Preffer (more trees, more professional looking - all looks the same)*

*More business*

*Better shopping experience (want customer to be happy)*

*High cost.*

4

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Prestamos*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *Publicidad*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

*Not really. Things are working as is.*

Other Comments *Otros comentarios*

*Nope.*

Thank them for their time and invite them to the workshop on Wednesday night!  
Tell them to visit [www.AlsaiPlan.org](http://www.AlsaiPlan.org)



# BUSINESS QUESTIONS - Alisal Shopping District

Alisal (5)

We're working with the City of Salinas to create the Alisal Vibrancy Plan – an opportunity for the Alisal community to generate their vision and strategies to create a thriving, safe, and sustainable future. The City values your input. Do you have a few minutes to share your opinions as a business owner/employee?

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Name of Business & Address: Locksmith

Owner Arnado Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager  Employee  Other

Gender: M  F  Preferred Language: English  Spanish  Other: \_\_\_\_\_

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

*12 years*

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

*Opportunity*

*Pedestrian traffic*

*Safe*

*Connectivity*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

3. What improvements do you want to see in the Alisal? *¿Qué mejoras quieres ver en Alisal?*

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de Graffiti*

More Promotion/Special Events *Más promoción/ Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

*Street markings*

Store Façade Improvements *Mejoras en la fachada de la tienda*

More City support/Leadership *Más apoyo de la Ciudad / Liderazgo*

*Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Prestamos*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *Publicidad*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

*SUBA That was funtimid (no loans, no support)*

Other Comments *Otros comentarios*

Thank them for their time and invite them to the workshop on Wednesday night!  
Tell them to visit [www.AlsalPlan.org](http://www.AlsalPlan.org)

### BUSINESS QUESTIONS - AIsal Shopping District

We're working with the City of Salinas to create the AIsal Vibrancy Plan – an opportunity for the AIsal community to generate their vision and strategies to create a thriving, safe, and sustainable future. The City values your input. Do you have a few minutes to share your opinions as a business owner/employee?

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Name of Business & Address: Flowers Market

Owner Mervin Maldonado Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager  Employee  Other

Gender: M  F  Preferred Language: English  Spanish  Other: \_\_\_\_\_

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

*5-6 years*

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

*Close to home*

*Cost for location is good, but not for size*

*(outdoor stall)*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

3. What improvements do you want to see in the AIsal? *¿Qué mejoras quieres ver en AIsal?*

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de Graffiti*

More Promotion/Special Events *Más promoción/Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

Store Façade Improvements *Mejoras en la fachada de la tienda*

More City support/Leadership *Más apoyo de la Ciudad / Liderazgo*

*tienda*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Prestamos*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *Publicidad*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

Other Comments *Otros comentarios*

Thank them for their time and invite them to the workshop on Wednesday night!  
Tell them to visit [www.AllsaPlan.org](http://www.AllsaPlan.org)

## BUSINESS QUESTIONS - Alisal Shopping District

Alisal (7)

We're working with the City of Salinas to create the Alisal Vibrancy Plan – an opportunity for the Alisal community to generate their vision and strategies to create a thriving, safe, and sustainable future. The City values your input. Do you have a few minutes to share your opinions as a business owner/employee?

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Name of Business & Address: The Accessory Plaza

Owner Francisco Magallon Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager  Employee  Other

Gender: M  F  Preferred Language: English  Spanish  Other: \_\_\_\_\_

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

*6 years*

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

*Altastron traffic*

*grocery store - foot traffic*

3. What improvements do you want to see in the Alisal? *¿Qué mejoras quieres ver en Alisal?*

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de graffiti*

More Promotion/Special Events *Más promoción/ Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

Store Facade Improvements *Mejoras en la fachada de la*

*tienda*

More City support/Leadership *Más apoyo de la Ciudad /*

*Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

*parking (runs out)*

*More places to sit*

*More washrooms*

7

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Préstamos*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *PUBLICIDAD*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

*Chris West*

Other Comments *Otros comentarios*

*Thank them for their time and invite them to the workshop on Wednesday night!  
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## BUSINESS QUESTIONS - Alisal Shopping District

Alisal

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Name of Business & Address: Librería Alisal

Owner Alisa de Blum Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager  Employee  Other

Gender: M  F  Preferred Language: English  Spanish  Other: \_\_\_\_\_

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

*20+ years (2 years at this location)*

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

3. What improvements do you want to see in the Alisal? *¿Qué mejoras quieres ver en Alisal?*

EXAMPLES:

Sidewalk Clean-up *limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de Graffiti*

More Promotion/Special Events *Más promoción/ Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

Store Façade Improvements *Mejoras en la fachada de la*

*tienda*

More City support/Leadership *Más apoyo de la Ciudad /*

*Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

*Not so many no malls*

*limpieza*

*Safer (muggings)*

*Some businesses need improvements)*

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

City, County permits *Permisos de la Ciudad o Condado*

Loans *Prestamos*

Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*

Legal issues *Temas Legales*

Buying the building *Comprar el edificio*

Expansion / *expansión*

Advertising / marketing *Publicidad*

Shifting or expanding offerings *Cambio o expansión de ofertas*

Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

*business*

Other Comments *Otros comentarios*

Thank them for their time and invite them to the workshop on Wednesday night!  
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## BUSINESS QUESTIONS - Alisal Shopping District

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Name of Business & Address: Decoraciones

Owner Beth Lopez Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager  Employee  Other

Gender: M  F  Preferred Language: English  Spanish  Other: \_\_\_\_\_

1. How long have you been in business? Cuanto tiempo llevas en este negocio?

20 years

2. What prompted you to be at this location? ¿Qué te motivó a mudarte a esta ubicación?

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

*Proximity to Alisal*

*Business opportunity*

*Visible location*

3. What improvements do you want to see in the Alisal? ¿Qué mejoras quieres ver en Alisal?

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de Graffiti*

More Promotion/Special Events *Más promoción/Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

Store Façade Improvements *Mejoras en la fachada de la*

*tienda*

More City support/Leadership *Más apoyo de la Ciudad /*

*Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

*More safety (especially Sanborn St.)*

*More police presence*

*Falls unsafe at night.*

9  
4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Prestamos*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *Publicidad*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

Other Comments *Otros comentarios*

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## BUSINESS QUESTIONS - Alisal Shopping District

Alisal 19

We're working with the City of Salinas to create the Alisal Vibrancy Plan – an opportunity for the Alisal community to generate their vision and strategies to create a thriving, safe, and sustainable future. The City values your input. Do you have a few minutes to share your opinions as a business owner/employee?

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Name of Business & Address: La Barta Tienda

Owner Amrithpal Saur Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager  Employee  Other

Gender: M  F  Preferred Language: English  Spanish  Other: \_\_\_\_\_

1. How long have you been in business? Cuanto tiempo llevas en este negocio?

13-14 years

2. What prompted you to be at this location? ¿Qué te motivó a mudarte a esta ubicación?

EXAMPLES:

Good Value for Space Buena relación calidad-precio

Visible Location Ubicación visible a los clientes

Proximity to Customers proximidad a los clientes

Great Building/Space Gran edificio / espacio

Good Parking Estacionamiento bueno

Proximity to Customers proximidad a los clientes

like people in the Alisal

3. What improvements do you want to see in the Alisal? ¿Qué mejoras quieres ver en Alisal?

EXAMPLES:

Sidewalk Clean-up Limpieza de banquetas

Security Patrols Patrullas de seguridad

Graffiti Removal Eliminación de Graffiti

More Promotion/Special Events Más promoción/Eventos

*especiales*

More Trees/Planters Más árboles / macetas

Store Façade Improvements Mejoras en la fachada de la

tienda

More City support/Leadership Más apoyo de la Ciudad /

Liderazgo

Banners/Decorations Banners / Decoraciones

Safe Crosswalks Cruces peatonales seguros

like it as is

10  
4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
**¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?**

EXAMPLES:

City, County permits *Permisos de la Ciudad o Condado*

Loans *Prestamos*

Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*

Legal issues *Temas Legales*

Buying the building *Comprar el edificio*

Expansion / *expansión*

Advertising / marketing *Publicidad*

Shifting or expanding offerings *Cambio o expansión de ofertas*

Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

Other Comments *Otros comentarios*

**Thank them for their time and invite them to the workshop on Wednesday night!**  
**Tell them to visit [www.AlsalPlan.org](http://www.AlsalPlan.org)**

### BUSINESS QUESTIONS - Alisal Shopping District

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Name of Business & Address: Gifts for You

Owner Patricia de Rivera Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager  Employee  Other

Gender: M  F  Preferred Language: English  Spanish  Other: \_\_\_\_\_

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

*3 months*

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

*used to be sisters (moved from CA)*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

3. What improvements do you want to see in the Alisal? *¿Qué mejoras quieres ver en Alisal?*

EXAMPLES:

Sidewalk Clean-up *limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de Graffiti*

More Promotion/Special Events *Más promoción/ Eventos especiales*

More Trees/Planters *Más árboles / macetas*

*More respect (people park in handicap)*

*More sense of security & also community*

*Robberies in the evening*

Store Façade Improvements *Mejoras en la fachada de la tienda*

More City support/Leadership *Más apoyo de la Ciudad / Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Prestamos*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *Publicidad*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

*Shopping is best in high season (when agricultural workers arrive)*

Other Comments *Otros comentarios*

*Don't like the Atwood - it's old*

Thank them for their time and invite them to the workshop on Wednesday night!  
Tell them to visit [www.AltosPlan.org](http://www.AltosPlan.org)

## BUSINESS QUESTIONS - Ailsal Shopping District

Ailsal 12

We're working with the City of Salinas to create the Ailsal Vibrancy Plan – an opportunity for the Ailsal community to generate their vision and strategies to create a thriving, safe, and sustainable future. The City values your input. Do you have a few minutes to share your opinions as a business owner/employee?

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Name of Business & Address: Jugerie La Tropical

Owner José Aguinal Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager  Employee  Other

Gender: M  F  Preferred Language: English  Spanish  Other: \_\_\_\_\_

1. How long have you been in business? Cuanto tiempo llevas en este negocio?

10 yrs

2. What prompted you to be at this location? ¿Qué te motivó a mudarte a esta ubicación?

EXAMPLES:

Good Value for Space Buena relación calidad-precio

Visible Location Ubicación visible a los clientes

Proximity to Customers Proximidad a los clientes

Great Building/Space Gran edificio / espacio

Good Parking Estacionamiento bueno

Proximity to Customers Proximidad a los clientes

3. What improvements do you want to see in the Ailsal? ¿Qué mejoras quieres ver en Ailsal?

EXAMPLES:

Sidewalk Clean-up Limpieza de banquetas

Security Patrols Patrullas de seguridad

Graffiti Removal Eliminación de Graffiti

More Promotion/Special Events Más promoción/Eventos

*especiales*

More Trees/Planters Más árboles / macetas

Store Façade Improvements Mejoras en la fachada de la

*tienda*

More City support/Leadership Más apoyo de la Ciudad /

*Liderazgo*

Banners/Decorations Banners / Decoraciones

Safe Crosswalks Cruces peatonales seguros

hoteles

Wants to attend Workshop + get more involved

12

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Prestamos*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *Publicidad*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

None

Other Comments *Otros comentarios*

Ford Trucks too near by  
Loncheras

Thank them for their time and invite them to the workshop on Wednesday night!  
Tell them to visit [www.AlsaiPlan.org](http://www.AlsaiPlan.org)



**BUSINESS QUESTIONS - Alisal Shopping District**

Alisal

(13)

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Name of Business & Address: Chave Hoy

Owner Rosa Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager  Employee  Other

Gender: M  F  Preferred Language: English  Spanish  Other: \_\_\_\_\_

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

*40 años - 1 año*

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

*Established client*

3. What improvements do you want to see in the Alisal? *¿Qué mejoras quieres ver en Alisal?*

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de graffiti*

More Promotion/Special Events *Más promoción/Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

Store Façade Improvements *Mejoras en la fachada de la*

*tienda*

More City support/Leadership *Más apoyo de la Ciudad /*

*Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

*More Trees/Planters*  
*More Promotion/Special Events*  
*Security Patrols*  
*Graffiti Removal*  
*Sidewalk Clean-up*

*More City support/Leadership*  
*Banners/Decorations*  
*Safe Crosswalks*

13

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

City, County permits *Permisos de la Ciudad o Condado*

Loans *Prestamos*

Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*

Legal issues *Temas Legales*

Buying the building *Comprar el edificio*

Expansion / *expansión*

Advertising / marketing *Publicidad*

Shifting or expanding offerings *Cambio o expansión de ofertas*

Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

*not sure*

Other Comments *Otros comentarios*

Thank them for their time and invite them to the workshop on Wednesday night!  
Tell them to visit [www.AlsalPlan.org](http://www.AlsalPlan.org)

## BUSINESS QUESTIONS - Aisal Shopping District

Aisal

(H)

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Name of Business & Address: Fery Langelle

Owner Felipe Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager  Employee  Other

Gender: M  F  Preferred Language: English  Spanish  Other: \_\_\_\_\_

1. How long have you been in business? Cuanto tiempo llevas en este negocio?

10 años

2. What prompted you to be at this location? ¿Qué te motivó a mudarte a esta ubicación?

EXAMPLES:

Good Value for Space Buena relación calidad-precio

Visible Location Ubicación visible a los clientes

Proximity to Customers proximidad a los clientes

Great Building/Space Gran edificio / espacio

Good Parking Estacionamiento bueno

Proximity to Customers proximidad a los clientes

rent raise 570 per

per

15X21 = 315 sq. ft.

with no real improvements

3. What improvements do you want to see in the Aisal? ¿Qué mejoras quieres ver en Aisal?

EXAMPLES:

Sidewalk Clean-up Limpieza de banquetas

Security Patrols Patrullas de seguridad

Graffiti Removal Eliminación de Graffiti

More Promotion/Special Events Más promoción/Eventos

especiales

More Trees/Planters Más árboles / macetas

street plants like Exposed

Trees in medics

Store Façade Improvements Mejoras en la fachada de la tienda

More City support/Leadership Más apoyo de la Ciudad / Liderazgo

Liderazgo

Banners/Decorations Banners / Decoraciones

Safe Crosswalks Cruces peatonales seguros

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Prestamos*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *Publicidad*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

Other Comments *Otros comentarios*

Thank them for their time and invite them to the workshop on Wednesday night!  
Tell them to visit [www.AlsalPlan.org](http://www.AlsalPlan.org)

BUSINESS QUESTIONS - Alisal Shopping District

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Name of Business & Address: Deanna's Bertha

Owner Merie Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager  Employee  Other

Gender: M  F  Preferred Language: English  Spanish  Other: \_\_\_\_\_

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

*20*

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relacion calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

*Convenient to customers available at the time*

3. What improvements do you want to see in the Alisal? *¿Qué mejoras quieres ver en Alisal?*

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de Graffiti*

More Promotion/Special Events *Más promoción/ Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

*better pk*  
Store Façade Improvements *Mejoras en la fachada de la tienda*

*tienda*

More City support/Leadership *Más apoyo de la Ciudad / liderazgo*

*tienda*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

*before parking stall - they got they moved away*

*She does shopping -*

*pirátho - underwear in Alisal*

15

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Prestamos*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *Publicidad*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

Better sidewalk cleanup

Other Comments *Otros comentarios*

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### BUSINESS QUESTIONS - Alisal Shopping District

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Name of Business & Address: Primo Western

Owner Manuel Luis Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager \_\_\_ Employee \_\_\_ Other \_\_\_

Gender: M  F \_\_\_ Preferred Language: English \_\_\_ Spanish  Other: \_\_\_\_\_

1. How long have you been in business? Cuanto tiempo llevas en este negocio? 25 años

2. What prompted you to be at this location? ¿Qué te motivó a mudarte a esta ubicación?

- EXAMPLES:
- Good Value for Space *Buena relación calidad-precio*
  - Visible Location *Ubicación visible a los clientes*
  - Proximity to Customers *Proximidad a los clientes*
  - Great Building/Space *Gran edificio / espacio*
  - Good Parking *Estacionamiento bueno*
  - Proximity to Customers *Proximidad a los clientes*

Hard to buy a location although he has tried

3. What improvements do you want to see in the Alisal? ¿Qué mejoras quieres ver en Alisal?

- EXAMPLES:
- Sidewalk Clean-up *Limpieza de banquetas*
  - Security Patrols *Patrullas de seguridad*
  - Graffiti Removal *Eliminación de Graffiti*
  - More Promotion/Special Events *Más promoción/ Eventos especiales*
  - More Trees/Planters *Más árboles / macetas*
  - Store Façade Improvements *Mejoras en la fachada de la tienda*
  - More City support/Leadership *Más apoyo de la Ciudad / Liderazgo*
  - Banners/Decorations *Banners / Decoraciones*
  - Safe Crosswalks *Cruces peatonales seguros*

SUBA no ayuda

a dedicated police? NO vigilance

not good enough cleaning outskirts

stopped paying fee no super

06  
4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Prestamos* *too difficult* *to get*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *Publicidad*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

Other Comments *Otros comentarios*

Doesn't believe in any program w  
Support - disapproves

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## BUSINESS QUESTIONS - Alisal Shopping District

Alisal (17)

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Name of Business & Address: Cosmetics

Owner Sorel Araceli Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager  Employee  Other

Gender: M  F  Preferred Language: English  Spanish  Other: both

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

23

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

Everyone in the ~~best~~ building have been there  
23 years, except for one change, because of a  
heart attack.  
*availability at the time*

3. What improvements do you want to see in the Alisal? *¿Qué mejoras quieres ver en Alisal?*

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de Graffiti*

More Promotion/Special Events *Más promoción/Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

Store Façade Improvements *Mejoras en la fachada de la*

*tienda*

More City support/Leadership *Más apoyo de la Ciudad /*

*Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

homeless sin techos - more than before

open restrooms, would prefer they not  
be open to public

Promised Assigned Activities - not happening through  
SVBA

17  
4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuáles tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Prestamos*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *PUBLICIDAD*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff. *Contratación, capacitación y manejo del personal*

Need More police / patrol

NO more profits \$1745 paying now

Smith St. is unimproved \$1 per sq. ft. or small  
HST Co. \$170 sq. ft.

Chase Bank was held up recently.  
They worry about burglar in  
their premises

Thank them for their time and invite them to the workshop on Wednesday night!  
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Name of Business & Address:

Classical Store

Owner

CASHA

Email:

Person Responding to Survey: Owner  Manager  Employee  Other

Gender: M  F

Preferred Language: English  Spanish  Other:

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

12 years

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

available space

3. What improvements do you want to see in the AIsal? *¿Qué mejoras quieres ver en AIsal?*

EXAMPLES:

Sidewalk Clean-up *limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de graffiti*

More Promotion/Special Events *Más promoción/ Eventos especiales*

More Trees/Planters *Más árboles / macetas*

Store Façade Improvements *Mejoras en la fachada de la tienda*

More City support/Leadership *Más apoyo de la Ciudad / Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

city charge tax for equipment

SUBA subbill-

not done enough - don't pay

city takes \$

can't do anything for business

18

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Prestamos*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *Publicidad*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

Other Comments *Otros comentarios*

~~Pay City License~~ - ok  
 City SBA separately  
 Does nothing for us.  
 SBA - partner - non-existent

Thank them for their time and invite them to the workshop on Wednesday night!  
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## BUSINESS QUESTIONS - Alisal Shopping District

1

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Name of Business & Address:

Fiesta Immune - Williams

Owner

Wendy t prude

Email:

Person Responding to Survey:

Owner

Manager

Employee

Other

Gender: M  F

Preferred Language: English

Spanish

Other:

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

12 years

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

Great Building/Space *Gran edificio/espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

3. What improvements do you want to see in the Alisal? *¿Qué mejoras quieres ver en Alisal?*

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de Graffiti*

More Promotion/Special Events *Más promoción/ Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

Store Façade Improvements *Mejoras en la fachada de la*

*tienda*

More City support/Leadership *Más apoyo de la Ciudad /*

*Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

City, County permits *Permisos de la Ciudad o Condado*

Loans *Prestamos*

Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*

Legal issues *Temas Legales*

Buying the building *Comprar el edificio*

Expansion / *expansión*

Advertising / marketing *Publicidad* +

Shifting or expanding offerings *Cambio o expansión de ofertas*

Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

Other Comments *Otros comentarios*

Thank them for their time and invite them to the workshop on Wednesday night!  
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## BUSINESS QUESTIONS - Alisal Shopping District

(2)

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Name of Business & Address: Sue de la Cruz Nieves + Cafe - Williams

Owner \_\_\_\_\_ Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager  Employee  Other

Gender: M  F  Preferred Language: English  Spanish  Other: \_\_\_\_\_

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

6 yrs.

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *Proximidad a los clientes*

1st Ave, late SPAW

Great Building/Space *Gran edificación / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *Proximidad a los clientes*

3. What improvements do you want to see in the Alisal? *¿Qué mejoras quieres ver en Alisal?*

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de Graffiti*

More Promotion/Special Events *Más promoción/ Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

Store Façade Improvements *Mejoras en la fachada de la*

*tienda*

More City support/Leadership *Más apoyo de la Ciudad /*

*Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

Loitering -  
check cashing has security

2

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Prestamos*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *Publicidad*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

Rent is good - no increase  
Since opening

Other Comments *Otros comentarios*

Thank them for their time and invite them to the workshop on Wednesday night!  
Tell them to visit [www.AisaiPlan.org](http://www.AisaiPlan.org)



## BUSINESS QUESTIONS - Alisal Shopping District

3

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Name of Business & Address: SESIDAE - Williams

Owner \_\_\_\_\_ Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager  Employee  Other

Gender: M  F  Preferred Language: English  Spanish  Other: Korean

1. How long have you been in business? Cuanto tiempo llevas en este negocio?

14 years

2. What prompted you to be at this location? ¿Qué te motivó a mudarte a esta ubicación?

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

3. What improvements do you want to see in the Alisal? ¿Qué mejoras quieres ver en Alisal?

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de Graffiti*

More Promotion/Special Events *Más promoción/ Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

Store Façade Improvements *Mejoras en la fachada de la*

*tienda*

More City support/Leadership *Más apoyo de la Ciudad /*

*Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

Everything is OK

3

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Prestamos*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *Publicidad*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

*Everything is OK*

Other Comments *Otros comentarios*

Thank them for their time and invite them to the workshop on Wednesday night!  
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## BUSINESS QUESTIONS - Alisal Shopping District

(4)

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Name of Business & Address: Jordan - Williams DC Fed

Owner \_\_\_\_\_ Email: \_\_\_\_\_

Person Responding to Survey: Owner \_\_\_ Manager \_\_\_ Employee  Other \_\_\_

Gender: M \_\_\_ F  Preferred Language: English \_\_\_ Spanish \_\_\_ Other: \_\_\_\_\_

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

*20 years*

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

*Schools nearby*

3. What improvements do you want to see in the Alisal? *¿Qué mejoras quieres ver en Alisal?*

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de Graffiti*

More Promotion/Special Events *Más promoción/Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

Store Façade Improvements *Mejoras en la fachada de la*

*tienda*

More City support/Leadership *Más apoyo de la Ciudad /*

*Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

*too many  
streets*

*many robbers in the past*

*area needs to be safer*

4

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Prestamos*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *Publicidad*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

None

Other Comments *Otros comentarios*

Thank them for their time and invite them to the workshop on Wednesday night!  
Tell them to visit [www.AlsalPlan.org](http://www.AlsalPlan.org)

## BUSINESS QUESTIONS - Alisal Shopping District

5

We're working with the City of Salinas to create the Alisal Vibrancy Plan – an opportunity for the Alisal community to generate their vision and strategies to create a thriving, safe, and sustainable future. The City values your input. Do you have a few minutes to share your opinions as a business owner/employee?

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Name of Business & Address:

DC Badinpro Inc.

Owner

Daniel Yoo

Email:

Person Responding to Survey: Owner

Manager

Employee

Other

Gender: M  F

Preferred Language: English

Spanish

Other:

Korean

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

Since 1999

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

New bldg - no choice but see awkward  
lots of customers

3. What improvements do you want to see in the Alisal? *¿Qué mejoras quieres ver en Alisal?*

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de Graffiti*

More Promotion/Special Events *Más promoción/Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

Store Façade Improvements *Mejoras en la fachada de la tienda*

More City support/Leadership *Más apoyo de la Ciudad / Liderazgo*

*Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

5

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Prestamos*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *Publicidad*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

*nothing*

Other Comments *Otros comentarios*

Thank them for their time and invite them to the workshop on Wednesday night!  
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**BUSINESS QUESTIONS - Alisal Shopping District**

6

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Name of Business & Address: Natural Sunbiter #3 - Dr Fa Shop 1511 G

Owner Maria Perez Email: \_\_\_\_\_

Person Responding to Survey: Owner \_\_\_ Manager \_\_\_ Employee  Other \_\_\_

Gender: M \_\_\_ F  Preferred Language: English \_\_\_ Spanish  Other: \_\_\_\_\_

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

*un año*

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

*Many customers walk*

*selection of goods*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

3. What improvements do you want to see in the Alisal? *¿Qué mejoras quieres ver en Alisal?*

EXAMPLES:

Sidewalk Clean-up *Limpeza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de Graffiti*

More Promotion/Special Events *Más promoción/ Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

Store Façade Improvements *Mejoras en la fachada de la tienda*

*tienda*

More City support/Leadership *Más apoyo de la Ciudad/*

*Liderazgo*

Banners/Decorations *Banners/ Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

*District signage + wayfinding*  
*More presence from City*  
*dealing with homeless, gangs*  
*I want more of a relationship*  
*Events to call attention (especially in winter)*

6

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Prestamos*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *Publicidad*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

*More community outreach  
Should pick of this place  
Voting satety*

Other Comments *Otros comentarios*

Thank them for their time and invite them to the workshop on Wednesday night!  
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## BUSINESS QUESTIONS - Alisal Shopping District

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Name of Business & Address: De Children's (curbure) De Fashion

Owner Omur Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager  Employee  Other

Gender: M  F  Preferred Language: English  Spanish  Other: \_\_\_\_\_

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

*un año*

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

*Variety of goods*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

3. What improvements do you want to see in the Alisal? *¿Qué mejoras quieres ver en Alisal?*

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de graffiti*

More Promotion/Special Events *Más promoción/ Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

Store Façade Improvements *Mejoras en la fachada de la*

*tienda*

More City support/Leadership *Más apoyo de la Ciudad /*

*Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

*Want to see more people walking on the streets parks only in school hours*

(7)

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Prestamos*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *Publicidad*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

Other Comments *Otros comentarios*

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## BUSINESS QUESTIONS - Alisal Shopping District

8

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Name of Business & Address: Ball Sports Store DC Fashion Milliken

Owner Pedro Perez Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager  Employee  Other

Gender: M  F  Preferred Language: English  Spanish  Other: \_\_\_\_\_

1. How long have you been in business? *1 year* Cuanto tiempo llevas en este negocio?

2. What prompted you to be at this location? *More modern* ¿Qué te motivó a mudarte a esta ubicación?

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

3. What improvements do you want to see in the Alisal? ¿Qué mejoras quieres ver en Alisal?

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de Graffiti*

More Promotion/Special Events *Más promoción/ Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

Store Façade Improvements *Mejoras en la fachada de la tienda*

More City support/Leadership *Más apoyo de la Ciudad / Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

*This isn't bad. It's more on Alisal. Haven't been to Alisal in 2 years. Sidewalks too high. Would be good to have better selection of stores. Used to go with girls to access WIC services*

8

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Prestamos*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *Publicidad*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

*Unsur.*

Other Comments *Otros comentarios*

*Thank them for their time and invite them to the workshop on Wednesday night!  
Tell them to visit [www.AlsaiPlan.org](http://www.AlsaiPlan.org)*

## BUSINESS QUESTIONS - Alisal Shopping District

9

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Name of Business & Address: Super Toys De Fashion W/ Toys

Owner Carlos Castro Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager \_\_\_ Employee \_\_\_ Other \_\_\_

Gender: M  F \_\_\_ Preferred Language: English \_\_\_ Spanish  Other: \_\_\_\_\_

1. How long have you been in business? Cuanto tiempo llevas en este negocio?

5 years

2. What prompted you to be at this location? ¿Qué te motivó a mudarte a esta ubicación?

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

Opportunity.

3. What improvements do you want to see in the Alisal? ¿Qué mejoras quieres ver en Alisal?

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad* → needs to be

Graffiti Removal *Eliminación de Graffiti* priority

More Promotion/Special Events *Más promoción/ Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

Store Façade Improvements *Mejoras en la fachada de la tienda*

More City support/Leadership *Más apoyo de la Ciudad /*

*Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

— want information from city  
— stronger feeling of community support.

9  
4. What is a major challenge or constraint for your business that the City or other group could help you overcome?

*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

City, County permits *Permisos de la Ciudad o Condado*  
Loans *Prestamos*

Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*

Legal issues *Temas Legales*

Buying the building *Comprar el edificio*

Expansion / *expansión*

Advertising / marketing *Publicidad*

Shifting or expanding offerings *Cambio o expansión de ofertas*

Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

*Small business → need help & training*

*At least 2-3 times a year, businesses in this shopping center were targeted. with nearby checkpoints. Checkpoint at 5 pm on our streets, make business practically drop. City needs to better communicate and also don't close off main entrances. We lose about 90% of business at that time.*

**Other Comments** *Otros comentarios*

*Have better communication with small businesses*

**Thank them for their time and invite them to the workshop on Wednesday night!**  
**Tell them to visit [www.AlsaiPlan.org](http://www.AlsaiPlan.org)**

## BUSINESS QUESTIONS - Alisal Shopping District

(12)

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Name of Business & Address: Los Alcazars Western View N. Higgins St

Owner Debra Manilla Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager \_\_\_ Employee \_\_\_ Other \_\_\_

Gender: M \_\_\_ F  Preferred Language: English \_\_\_ Spanish  Other: \_\_\_\_\_

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

*18 years.*

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

*Plaza-1111 Ave 1*

3. What improvements do you want to see in the Alisal? *¿Qué mejoras quieres ver en Alisal?*

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de Graffiti*

More Promotion/Special Events *Más promoción/ Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

Store Façade Improvements *Mejoras en la fachada de la*

*tienda*

More City support/Leadership *Más apoyo de la Ciudad /*

*Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

*See Informal businesses on street don't make city look nice*

*Also don't pay what we pay (taxes, permits)*

12

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Prestamos*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *Publicidad*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

*All is working well.*

**Other Comments** *Otros comentarios*

*We all have rights, but informal businesses should be regulated.  
They should also have an opportunity to progress, access loans, etc.*

**Thank them for their time and invite them to the workshop on Wednesday night!**  
**Tell them to visit [www.Allsalplan.org](http://www.Allsalplan.org)**



## BUSINESS QUESTIONS - Alisal Shopping District

(11)

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Name of Business & Address: Discount Shoe Center De Espari Williams

Owner Paul Kim Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager  Employee  Other

Gender: M  F  Preferred Language: English  Spanish  Other: \_\_\_\_\_

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

*1 year*

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*  
Visible Location *Ubicación visible a los clientes*  
Proximity to Customers *proximidad a los clientes*

Great Building/Space *Gran edificio / espacio*  
Good Parking *Estacionamiento bueno*  
Proximity to Customers *proximidad a los clientes*

*Live in this area*  
*LOW cost of merchandisr*  
*High cost of rent*

3. What improvements do you want to see in the Alisal? *¿Qué mejoras quieres ver en Alisal?*

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*  
Security Patrols *Patrullas de seguridad*  
Graffiti Removal *Eliminación de graffiti*  
More Promotion/Special Events *Más promoción/ Eventos especiales*  
More Trees/Planters *Más árboles / macetas*

Store Façade Improvements *Mejoras en la fachada de la tienda*  
More City support/Leadership *Más apoyo de la Ciudad / Liderazgo*  
Banners/Decorations *Banners / Decoraciones*  
Safe Crosswalks *Cruces peatonales seguros*

*More farm workers (i.e. more customers)*

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

City, County permits *Permisos de la Ciudad o Condado*  
Loans *Prestamos*

Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*

Legal issues *Temas Legales*

Buying the building *Comprar el edificio*

Expansion / *expansión*

Advertising / marketing *Publicidad*

Shifting or expanding offerings *Cambio o expansión de ofertas*

Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

*Seasonal flux—no workers / customers in the winter.*

*Using technology to continue growing in winter.*

Other Comments *Otros comentarios*

Thank them for their time and invite them to the workshop on Wednesday night!  
Tell them to visit [www.AlsalPlan.org](http://www.AlsalPlan.org)

## BUSINESS QUESTIONS - Alisal Shopping District

12

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Name of Business & Address:

ABEL'S LUSSELL RESTAURANT

Owner

Email:

753-7754 willie

Person Responding to Survey:

Owner

Manager

Employee

Other

unwilling to give name

Gender: M  F

Preferred Language: English

Spanish

Other:

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

9 yrs.

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

Another location at Alisal

3. What improvements do you want to see in the Alisal? *¿Qué mejoras quieres ver en Alisal?*

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de graffiti*

More Promotion/Special Events *Más promoción/ Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

Store Façade Improvements *Mejoras en la fachada de la tienda*

*tienda*

More City support/Leadership *Más apoyo de la Ciudad /*

*Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

Williams, Sanborn, Laurel crosswalks

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*?Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Prestamos*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *Publicidad*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

Assistance for more Latinos to own the businesses in the building

Other Comments *Otros comentarios*

Security is most important

## BUSINESS QUESTIONS - Alisal Shopping District

13

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Name of Business & Address: Dulcerie Hidalgo De Fusha Mat

Owner Hansel Email: \_\_\_\_\_

Person Responding to Survey: Owner  Manager  Employee  Other

Gender: M  F  Preferred Language: English  Spanish  Other:

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

*4 years*

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *proximidad a los clientes*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *proximidad a los clientes*

*School traffic*

3. What improvements do you want to see in the Alisal? *¿Qué mejoras quieres ver en Alisal?*

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de Graffiti*

More Promotion/Special Events *Más promoción/ Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

Store Façade Improvements *Mejoras en la fachada de la*

*tienda*

More City support/Leadership *Más apoyo de la Ciudad /*

*Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguras*

13  
4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

City, County permits *Permisos de la Ciudad o Condado*  
Loans *Prestamos*

Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*

Legal issues *Temas Legales*

Buying the building *Comprar el edificio*

Expansion / *expansión*

Advertising / marketing *Publicidad*

Shifting or expanding offerings *Cambio o expansión de ofertas*

Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

City is very supportive

#### Other Comments *Otros comentarios*

A wirez zone is better maintained

People are more conscientious there.

I wish Williams would be

similar in maintaining the

area

Thank them for their time and invite them to the workshop on Wednesday night!  
Tell them to visit [www.AlsaiPlan.org](http://www.AlsaiPlan.org)

## BUSINESS QUESTIONS - Alisal Shopping District

(14)

We're working with the City of Salinas to create the Alisal Vibrancy Plan -- an opportunity for the Alisal community to generate their vision and strategies to create a thriving, safe, and sustainable future. The City values your input. Do you have a few minutes to share your opinions as a business owner/employee?

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Name of Business & Address:

BKM Healthy

De Estación

Millón

Owner

Julio + Cesarita - at Alisal Shopping

Email:

Person Responding to Survey:

Owner

Manager

Employee

Other

Both

Gender: M

F

Preferred Language: English

Spanish

Other:

1. How long have you been in business? *Cuanto tiempo llevas en este negocio?*

2 years

2. What prompted you to be at this location? *¿Qué te motivó a mudarte a esta ubicación?*

EXAMPLES:

Good Value for Space *Buena relación calidad-precio*

Visible Location *Ubicación visible a los clientes*

Proximity to Customers *Proximidad a los clientes*

Great Building/Space *Gran edificio / espacio*

Good Parking *Estacionamiento bueno*

Proximity to Customers *Proximidad a los clientes*

Family Biz

shows us at Alisal Shopping

me

3. What improvements do you want to see in the Alisal? *¿Qué mejoras quieres ver en Alisal?*

EXAMPLES:

Sidewalk Clean-up *Limpieza de banquetas*

Security Patrols *Patrullas de seguridad*

Graffiti Removal *Eliminación de Graffiti*

More Promotion/Special Events *Más promoción/ Eventos*

*especiales*

More Trees/Planters *Más árboles / macetas*

Store Facade Improvements *Mejoras en la fachada de la*

*tienda*

More City support/Leadership *Más apoyo de la Ciudad /*

*Liderazgo*

Banners/Decorations *Banners / Decoraciones*

Safe Crosswalks *Cruces peatonales seguros*

street signs -

Banners fell 10 years ago, not replaced, not sure who's responsible

Need better lighting in Williams

14

4. What is a major challenge or constraint for your business that the City or other group could help you overcome?  
*¿Cuál es tu principal reto que te gustaría que la Ciudad te ayudara?*

EXAMPLES:

- City, County permits *Permisos de la Ciudad o Condado*
- Loans *Prestamos*
- Learning to manage business and finances *Aprendiendo a manejar negocios y finanzas*
- Legal issues *Temas Legales*
- Buying the building *Comprar el edificio*
- Expansion / *expansión*
- Advertising / marketing *Publicidad*
- Shifting or expanding offerings *Cambio o expansión de ofertas*
- Hiring, training, and managing staff *Contratación, capacitación y manejo del personal*

*Expense \$2-\$3 per sq. ft.*

Other Comments *Otros comentarios*

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## Alisal District - SHOPPER QUESTIONS

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1. What thing(s) do like most about shopping in the Alisal? ¿Qué es lo que más te gusta de ir de compras en Alisal?

EXAMPLES:

Good selection of goods and services Selección de productos y servicios

Low prices Precios bajos  
Latino culture Cultura latina  
Dining Comida

Friendly customer service Servicio al cliente

2. What would improve your shopping experience in the Alisal?

¿Qué mejoraría tu experiencia de compras en Alisal?

EXAMPLES:

Later evening hours Horario de tienda más tarde

Consistent store hours consistente horas

Easier/Longer parking time Estacionamiento más fácil / más largo

Cleaner sidewalks and streets Banquetas y calles más limpias

Improved safety Mejor Seguridad

More greenery Más verdor/follaje

More comfortable places to sit outside Más lugares cómodos para sentarse afuera

More outside entertainment Más entretenimiento en directo afuera

Wider selection of stores Selección de tiendas más amplia

Street lights Mas vida nocturna (bares, clubs)

Nightlife (bars, dancing, etc.) Vida nocturna (bares, bailes, etc.)

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal? Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?

Lower prices stores like Marshalls or Ross

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / Manejo

Bus / Bús

Walk / Caminando

Bike/Bicicleta

Taxi/uber / Taxi

Get a ride / Alguien más me conduce

Thank them for their time and invite them to the workshop on Wednesday night!  
Tell them to visit [www.AlsalDillon.org](http://www.AlsalDillon.org)

For surveyor to complete: Location of Conversation:

Salinas

Age Range: Youth \_\_\_ Adult  Senior \_\_\_

Preferred Language:

English

Spanish

Gender: M \_\_\_

F

## Alisal District - SHOPPER QUESTIONS

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1. What thing(s) do like most about shopping in the Alisal? ¿Qué es lo que más te gusta de ir de compras en Alisal?  
EXAMPLES:

Good selection of goods and services Selección de productos y servicios  
Friendly customer service Servicio al cliente

Low prices Precios bajos  
Latino culture Cultura latina  
Dining Comida

2. What would improve your shopping experience in the Alisal?  
¿Qué mejoraría tu experiencia de compras en Alisal?

EXAMPLES:

Later evening hours Horario de tienda más tarde  
Consistent store hours consistente horas  
Easier/Longer parking time Estacionamiento más fácil / más largo  
Cleaner sidewalks and streets Banquetas y calles más limpias  
Improved safety Mejor Seguridad  
More greenery Más verdor/follaje  
More comfortable places to sit outside Más lugares cómodos para sentarse afuera  
More outside entertainment Más entretenimiento en directo afuera  
Wider selection of stores Selección de tiendas más amplio  
Street lights Mas vida nocturna (bares, clubs)  
Nightlife (bars, dancing, etc.) Vida nocturna (bares, bailes, etc.)

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal?  
Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?

Productos variados.

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / Manejo  
Bus / Bus  
Walk / Caminando

Bike/Bicicleta  
Taxi/Uber / Taxi

Get a ride / Alguien más me  
conduce

Thank them for their time and invite them to the workshop on Wednesday night!  
Tell them to visit [www.AლისalPlan.org](http://www.AლისalPlan.org)

For surveyor to complete: Location of Conversation:

Age Range: Youth

Adult

Senior

Preferred Language:

English

Spanish

Gender: M

F

## Alisal District - SHOPPER QUESTIONS

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1. What thing(s) do like most about shopping in the Alisal? ¿Qué es lo que más te gusta de ir de compras en Alisal?

EXAMPLES:

Good selection of goods and services Selección de productos y servicios  
Friendly customer service Servicio al cliente

Low prices Precios bajos  
Latino culture Cultura latina  
Dining Comida

2. What would improve your shopping experience in the Alisal?

¿Qué mejoraría tu experiencia de compras en Alisal?

EXAMPLES:

Later evening hours Horario de tienda más tarde  
Consistent store hours consistente horas  
Easier/Longer parking time Estacionamiento más fácil / más largo  
Cleaner sidewalks and streets Bonquetas y calles más limpias  
Improved safety Mejor Seguridad  
More greenery Más verdor/follaje  
More comfortable places to sit outside Más lugares cómodos para sentarse afuera  
More outside entertainment Más entretenimiento en directo afuera  
Wider selection of stores Selección de tiendas más amplio  
Street lights Mas vida nocturna (bares, clubs)  
Nightlife (bars, dancing, etc.) Vida nocturna (bares, bailes, etc.)

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal? Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?

From so que se vesecita un area de dentro para irnos  
Juegos local

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / Manejo  
Bus / Bus  
Walk / Caminando

Bike/Bicicleta  
Taxi/Uber / Taxi

Get a ride / Alguien más me conduce

Thank them for their time and invite them to the workshop on Wednesday night!  
Tell them to visit [www.Alsalplan.org](http://www.Alsalplan.org)

For surveyor to complete: Location of Conversation:

Spanish

Age Range: Youth  Adult  Senior

Preferred Language:

English  Spanish

Gender: M  F

## Alisal District - SHOPPER QUESTIONS

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1. What thing(s) do like most about shopping in the Alisal? ¿Qué es lo que más te gusta de ir de compras en Alisal?

EXAMPLES:

Good selection of goods and services Selección de productos y servicios

Friendly customer service Servicio al cliente

Combata, los Precios bajos.

Low prices Precios bajos

Latino culture Cultura latina

Dining Comida

2. What would improve your shopping experience in the Alisal?

¿Qué mejoraría tu experiencia de compras en Alisal?

EXAMPLES:

Later evening hours Horario de tienda más tarde

Consistent store hours consistente horas

Easier/Longer parking time Estacionamiento más fácil / más largo

Cleaner sidewalks and streets Banquetas y calles más limpias

Improved safety Mejor Seguridad

More greenery Más verdor/follaje

More comfortable places to sit outside Más lugares cómodos para sentarse afuera

Wider selection of stores Selección de tiendas más amplio

Street lights Mas vida nocturna (bares, clubs)

Nightlife (bars, dancing, etc.) Vida nocturna (bares, bailes, etc.)

Mejorar la seguridad.

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal?

Quando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?

Todo encuentro en Alisal.

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / Manejo

Bus / Bús

Walk / Caminando

Bike/Bicicleta

Taxi/uber / Taxi

Get a ride / Alguien más me

conduce

Thank them for their time and invite them to the workshop on Wednesday night!

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For surveyor to complete: Location of Conversation:

Gender: M \_\_\_ F \_\_\_

Age Range: Youth \_\_\_ Adult \_\_\_ Senior \_\_\_

Preferred Language:

English \_\_\_

Spanish \_\_\_

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1. What thing(s) do like most about shopping in the Alisal? ¿Qué es lo que más te gusta de ir de compras en Alisal?

EXAMPLES:

Good selection of goods and services Selección de productos y servicios  
Friendly customer service Servicio al cliente

Low prices Precios bajos  
Latino culture Cultura latina  
Dining Comida

TUDO

2. What would improve your shopping experience in the Alisal?

¿Qué mejoraría tu experiencia de compras en Alisal?

EXAMPLES:

Later evening hours Horario de tienda más tarde ✓/SI  
Consistent store hours consistente horas ✓/SI  
Easier/Longer parking time Estacionamiento más fácil / más largo ✓/SI  
Cleaner sidewalks and streets Banquetas y calles más limpias ✓/SI  
Improved safety Mejor Seguridad ✓/SI  
More greenery Más verdor/follaje  
More comfortable places to sit outside Más lugares cómodos para sentarse afuera  
More outside entertainment Más entretenimiento en directo afuera  
Wider selection of stores Selección de tiendas más amplio  
Street lights Mas vida nocturna (bares, clubs)  
Nightlife (bars, dancing, etc.) Vida nocturna (bares, bailes, etc.)

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal?

Quando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / Manejo  
Bus / Bus  
Walk / Caminando ✓

Bike/Bicicleta  
Taxi/uber / Taxi

Get a ride / Alguien más me conduce

Thank them for their time and invite them to the workshop on Wednesday night!  
Tell them to visit [www.AlisalPlan.org](http://www.AlisalPlan.org)

For surveyor to complete: Location of Conversation:

Age Range: Youth  Adult  Senior  Preferred Language: English  Spanish  Gender: M  F

## Alisal District - SHOPPER QUESTIONS

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1. What thing(s) do like most about shopping in the Alisal? ¿Qué es lo que más te gusta de ir de compras en Alisal?  
EXAMPLES:

Good selection of goods and services <i>Selección de productos y servicios</i>	Low prices <i>Precios bajos</i>
Friendly customer service <i>Servicio al cliente</i>	Latino culture <i>Cultura latina</i>
	Dining <i>Comida</i>

2. What would improve your shopping experience in the Alisal?

¿Qué mejoraría tu experiencia de compras en Alisal?

EXAMPLES:

Later evening hours  
*Horario de tienda más tarde*

Consistent store hours  
*Consistente horas*

Easier/Longer parking time  
*Estacionamiento más fácil / más largo*

Cleaner sidewalks and streets  
*Banquetas y calles más limpias*

Improved safety  
*Mejor Seguridad*

More greenery  
*Más verdor/follaje*

More comfortable places to sit outside  
*Más lugares cómodos para sentarse afuera*

More outside entertainment  
*Más entretenimiento en directo afuera*

Wider selection of stores  
*Selección de tiendas más amplio*

Street lights  
*Más vida nocturna (bares, clubs)*

Nightlife (bars, dancing, etc.)  
*Vida nocturna (bares, bailes, etc.)*

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal?  
*Quando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?*

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive/ <i>Manejo</i>	Bike/ <i>Bicicleta</i>	Get a ride / <i>Alguien más me</i>
Bus/ <i>Bus</i>	Taxi/ <i>uber / Taxi</i>	conduce
Walk/ <i>Caminando</i>		

Thank them for their time and invite them to the workshop on Wednesday night!

Tell them to visit [www.AlsalPlan.org](http://www.AlsalPlan.org)

For surveyor to complete: Location of Conversation:

Age Range: Youth \_\_\_ Adult \_\_\_ Senior \_\_\_ Preferred Language: English \_\_\_ Spanish \_\_\_ Gender: M \_\_\_ F \_\_\_

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1. What thing(s) do like most about shopping in the Alisal? ¿Qué es lo que más te gusta de ir de compras en Alisal?  
EXAMPLES:

Good selection of goods and services	Selección de productos y servicios	Low prices	Precios bajos
Friendly customer service	Servicio al cliente	Latino culture	Cultura latina
		Dining	Comida

2. What would improve your shopping experience in the Alisal?

¿Qué mejoraría tu experiencia de compras en Alisal?

EXAMPLES:

Later evening hours *Horario de tienda más tarde* X  
Consistent store hours *consistente horas*  
Easier/Longer parking time *Estacionamiento más fácil / más largo* X  
Cleaner sidewalks and streets *Banquetas y calles más limpias* X  
Improved safety *Mejor Seguridad* X  
More greenery *Más verdor/follaje* X  
More comfortable places to sit outside *Más lugares cómodos para sentarse afuera* X  
More outside entertainment *Más entretenimiento en directo afuera* X  
Wider selection of stores *Selección de tiendas más amplio* X  
Street lights *Más vida nocturna (bares, clubs)*  
Nightlife (bars, dancing, etc.) *Vida nocturna (bares, bares, etc.)*

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal?  
*Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?*

- Costco tiene buenas cosas y de mas calidad.  
- hay buen servicio.

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / Manejo	Bike/Bicicleta	Get a ride / Alguien más me
Bus /Bús	Taxi/Uber / Taxi	conduce
Walk/ Caminando		

*Thank them for their time and invite them to the workshop on Wednesday night!*  
*Tell them to visit [www.AlsalPlan.org](http://www.AlsalPlan.org)*

For surveyor to complete: Location of Conversation: \_\_\_\_\_

Age Range: Youth \_\_\_ Adult X Senior \_\_\_\_\_

Preferred Language: \_\_\_\_\_

English \_\_\_\_\_

Spanish \_\_\_\_\_

Gender: M \_\_\_\_\_

F \_\_\_\_\_

## Alisal District - SHOPPER QUESTIONS

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1. What thing(s) do like most about shopping in the Alisal? ¿Qué es lo que más te gusta de ir de compras en Alisal?

EXAMPLES:

Good selection of goods and services *Selección de productos y servicios*  
Low prices *Precios bajos*  
Friendly customer service *Servicio al cliente*  
Latino culture *Cultura latina*  
Dining *Comida*

2. What would improve your shopping experience in the Alisal?

¿Qué mejoraría tu experiencia de compras en Alisal?

EXAMPLES:

Later evening hours *Horario de tienda más tarde*  
Consistent store hours *consistente horas*  
Easier/Longer parking time *Estacionamiento más fácil / más largo*  
Cleaner sidewalks and streets *Banquetas y calles más limpias*  
Improved safety *Mejor Seguridad*  
More greenery *Más verdor/foliage*  
More comfortable places to sit outside *Más lugares cómodos para sentarse afuera*  
More outside entertainment *Más entretenimiento en directo afuera*  
Wider selection of stores *Selección de tiendas más amplio*  
Street lights *Más vida nocturna (bares, clubs)*  
Nightlife (bars, dancing, etc.) *Vida nocturna (bares, bailes, etc.)*

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal?

*Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?*

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive *Manejo* Bike/Bicicleta Get a ride / *Alguien más me*  
Bus /Bús Taxi/uber / Taxi *conduce*  
Walk/ Caminando

Thank them for their time and invite them to the workshop on Wednesday night!

Tell them to visit [www.AlsalPlan.org](http://www.AlsalPlan.org)

**For surveyor to complete:** Location of Conversation: \_\_\_\_\_

Age Range: Youth \_\_\_\_\_ Adult \_\_\_\_\_ Senior \_\_\_\_\_ Preferred Language: English \_\_\_\_\_ Spanish \_\_\_\_\_ Gender: M \_\_\_\_\_ F \_\_\_\_\_



## Alisal District - SHOPPER QUESTIONS

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1. What thing(s) do like most about shopping in the Alisal? ¿Qué es lo que más te gusta de ir de compras en Alisal?

EXAMPLES:

Good selection of goods and services <i>Selección de productos y servicios</i>	Low prices <i>Precios bajos</i>
Friendly customer service <i>Servicio al cliente</i>	Latino culture <i>Cultura latina</i>
	Dining <i>Comida</i>

2. What would improve your shopping experience in the Alisal? ¿Qué mejoraría tu experiencia de compras en Alisal?

EXAMPLES:

Later evening hours <i>Horario de tienda más tarde</i>	
Consistent store hours <i>Consistente horas</i>	
Easier/Longer parking time <i>Estacionamiento más fácil / más largo</i>	
Cleaner sidewalks and streets <i>Banquetas y calles más limpias</i>	
Improved safety <i>Mejor Seguridad</i>	
More greenery <i>Más verdor/follaje</i>	
More comfortable places to sit outside <i>Más lugares cómodos para sentarse afuera</i>	
Wider selection of stores <i>Selección de tiendas más amplio</i>	
Street lights <i>Más vida nocturna (bares, clubs)</i>	
Nightlife (bars, dancing, etc.) <i>Vida nocturna (bares, bailes, etc.)</i>	

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal? Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / Manejo	Bike/Bicicleta	Get a ride / Alguien más me
Bus / Bus	Taxi/Uber / Taxi	conduce
Walk/ Caminando		

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Friendly customer service Servicio al cliente

Low prices Precios bajos  
Latino culture Cultura latina  
Dining Comida

2. What would improve your shopping experience in the Alisal?

¿Qué mejoraría tu experiencia de compras en Alisal?

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Drive / Manejo  
Bus / Bús  
Walk/ Caminando

Bike/Bicicleta  
Taxi/uber / Taxi

Get a ride / Alguien más me  
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Friendly customer service Servicio al cliente

Low prices Precios bajos  
Latino culture Cultura latina  
Dining Comida

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Street lights Más vida nocturna (bares, clubs)  
Nightlife (bars, dancing, etc.) Vida nocturna (bares, bailes, etc.)

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal? Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?

clothing stores / tiendas de ropa /  
restaurants restaurantes

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / Manejo  
Bus / Bús  
Walk / Caminando

Bike/Bicicleta  
Taxi/uber / Taxi

Get a ride / Alguien más me conduce

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Community Workshop

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EXAMPLES:

Good selection of goods and services *Selección de productos y servicios*  
Low prices *Precios bajos*  
Friendly customer service *Servicio al cliente*  
Latino culture *Cultura Latina*  
Dining *Comida*

2. What would improve your shopping experience in the Alisal?

¿Qué mejoraría tu experiencia de compras en Alisal?

EXAMPLES:

Later evening hours *Horario de tienda más tarde*  
Consistent store hours *consistente horas*  
Easier/Longer parking time *Estacionamiento más fácil / más largo*  
Cleaner sidewalks and streets *Baquetas y calles más limpias*  
Improved safety *Mejor Seguridad*  
More greenery *Más verdor/follaje*  
More comfortable places to sit *outside Más lugares cómodos para sentarse afuera*  
More outside entertainment *Más entretenimiento en directo afuera*  
Wider selection of stores *Selección de tiendas más amplio*  
Street lights *Más vida nocturna (bares, clubs)*  
Nightlife (bars, dancing, etc.) *Vida nocturna (bares, bailes, etc.)*

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal? Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?

*Beber Cachaça.*

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / Manejo *Bike/Bicicleta*  
Bus /Bús *Taxi/Uber / Taxi*  
Walk/ Caminando *Get a ride / Alguien más me conduce*

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1. What thing(s) do like most about shopping in the Alisal? ¿Qué es lo que más te gusta de ir de compras en Alisal?  
EXAMPLES:

Good selection of goods and services Selección de productos y servicios  
Friendly customer service Servicio al cliente

Low prices Precios bajos  
Latino culture Cultura latina  
Dining Comida

Variedad de productos

2. What would improve your shopping experience in the Alisal? ¿Qué mejoraría tu experiencia de compras en Alisal?

EXAMPLES:

Later evening hours Horario de tienda más tarde  
Consistent store hours consistente horas  
Easier/Longer parking time Estacionamiento más fácil / más largo  
Cleaner sidewalks and streets Banquetas y calles más limpias  
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More greenery Más verdor/follaje  
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Streetlights Más vida nocturna (bares, clubs)  
Nightlife (bars, dancing, etc.) Vida nocturna (bares, bailes, etc.)

Less liquor stores

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal? Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?

Organic fruits/vegetables

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / Manejo  
Bus/Bús  
Walk/ Caminando

Bike/Bicicleta  
Taxi/Uber / Taxi

Get a ride / Alguien más me conduce

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For surveyor to complete: Location of Conversation: Alisal Vibrancy Plan

Age Range: Youth \_\_\_ Adult  Senior \_\_\_ Preferred Language: English  Spanish \_\_\_ Gender: M \_\_\_ F

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1. What thing(s) do like most about shopping in the Alisal? ¿Qué es lo que más te gusta de ir de compras en Alisal?

EXAMPLES:

*The Bread MAXI case*  
Good selection of goods and services Selección de

productos y servicios

Low prices Precios bajos

Latino culture Cultura latina

Friendly customer service Servicio al cliente

Dining Comida

2. What would improve your shopping experience in the Alisal?

¿Qué mejoraría tu experiencia de compras en Alisal?

EXAMPLES:

Later evening hours Horario de tienda más tarde

Consistent store hours consistente horas

Easier/Longer parking time Estacionamiento más fácil / más largo

Cleaner sidewalks and streets Banquetas y calles más limpias

Improved safety Mejor Seguridad

More greenery Más verdor/folleaje

More comfortable places to sit outside Más lugares cómodos para sentarse afuera

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Wider selection of stores Selección de tiendas más amplia

Street lights Mas vida nocturna (bares, clubs)

Nightlife (bars, dancing, etc.) Vida nocturna (bares, bailes, etc.)

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal?  
*same pies*  
Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / Manejo

Bus / Bus

Walk / Caminando

Bike/Bicicleta

Taxi/Uber / Taxi

Get a ride / Alguien más me

conduce

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English \_\_\_ Spanish \_\_\_

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Friendly customer service Servicio al cliente

Low prices Precios bajos  
Latino culture Cultura latina  
Dining Comida

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Street lights Más vida nocturna (bares, clubs)  
Nightlife (bars, dancing, etc.) Vida nocturna (bares, bailes, etc.)

Safety

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal? Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?

I don't shop there because I believe I can be unsafe there  
women if do it's for Mexican items like food & such.

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?  
Drive / Manejo Bike/Bicicleta  
Bus / Bús Taxi/Uber / Taxi  
Walk / Caminando Get a ride / Alguien más me conduce

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Friendly customer service Servicio al cliente

Low prices Precios bajos  
Latino culture Cultura latina  
Dining Comida

No compras  
Nada.

2. What would improve your shopping experience in the Alisal?  
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No me gusta este área  
Yo solo vine hoy  
a visitar.

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal?  
Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?

We si entro mas segura En North Salinas

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive Manejo  
Bus / Bus  
Walk/ Caminando

Bike/Bicicleta  
Taxi/Uber / Taxi

Get a ride / Alguien más me conduce

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Friendly customer service Servicio al cliente

Low prices Precios bajos  
Latino culture Cultura latina  
Dining Comida

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N/A

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / Manejo  
Bus / Bus  
Walk / Caminando

Bike/Bicicleta  
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Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?

N/A

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / Manejo  
Bus / Bús  
Walk / Caminando

Bike/Bicicleta  
Taxi/Uber / Taxi

Get a ride / Alguien más me conduce

*Thank them for their time and invite them to the workshop on Wednesday night!  
Tell them to visit [www.AlsalPlan.org](http://www.AlsalPlan.org)*

For surveyor to complete: Location of Conversation: \_\_\_\_\_

Age Range: Youth \_\_\_\_\_ Adult \_\_\_\_\_ Senior \_\_\_\_\_

Preferred Language: \_\_\_\_\_ English \_\_\_\_\_ Spanish \_\_\_\_\_

Gender: M \_\_\_\_\_ F \_\_\_\_\_

## Alisal District - SHOPPER QUESTIONS

We're working with the City of Salinas to create the Alisal Vibrancy Plan – an opportunity for the Alisal community to generate their vision and strategies to create a thriving, safe, and sustainable future. The City values your input. Do you have a few minutes to share your opinions about your Alisal experience?

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1. What thing(s) do like most about shopping in the Alisal? ¿Qué es lo que más te gusta de ir de compras en Alisal?  
EXAMPLES:

Good selection of goods and services Selección de productos y servicios  
Friendly customer service Servicio al cliente

Low prices Precios bajos  
Latino culture Cultura latina  
Dining Comida

2. What would improve your shopping experience in the Alisal? ¿Qué mejoraría tu experiencia de compras en Alisal?

EXAMPLES:

Later evening hours Horario de tienda más tarde  
Consistent store hours consistente horas  
Easier/Longer parking time Estacionamiento más fácil / más largo  
Cleaner sidewalks and streets Banquetas y calles más limpias  
Improved safety Mejor Seguridad  
More greenery Más verdor/follaje  
More comfortable places to sit outside Más lugares cómodos para sentarse afuera  
More outside entertainment Más entretenimiento en directo afuera  
Wider selection of stores Selección de tiendas más amplio  
Street lights Más vida nocturna (bares, clubs)  
Nightlife (bars, dancing, etc.) Vida nocturna (bares, bailes, etc.)

mas limpias

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal? Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?

Calidad

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / Manejo  
Bus / Bús  
Walk/ Caminando

Bike/Bicicleta  
Taxi/uber / Taxi

Get a ride / Alguien más me conduce

Thank them for their time and invite them to the workshop on Wednesday night!  
Tell them to visit [www.AlsalPlan.org](http://www.AlsalPlan.org)

For surveyor to complete: Location of Conversation:

Age Range: Youth \_\_\_ Adult \_\_\_ Senior \_\_\_ Preferred Language: English \_\_\_ Spanish \_\_\_ Gender: M \_\_\_ F \_\_\_

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1. What thing(s) do like most about shopping in the Alisal? ¿Qué es lo que más te gusta de ir de compras en Alisal?  
EXAMPLES:

Good selection of goods and services Selección de productos y servicios

Friendly customer service Servicio al cliente shopping in

My favorite ~~thing~~ thing about ~~the~~ Alisal

They get to know you and treat better than large stores who only see you as a customer.

Low prices Precios bajos  
Latino culture Cultura latina  
Dining Comida

is the customer service.

2. What would improve your shopping experience in the Alisal?

¿Qué mejoraría tu experiencia de compras en Alisal?

EXAMPLES:

Later evening hours Horario de tienda más tarde

Consistent store hours consistente horas

Easier/Longer parking time Estacionamiento más fácil / más largo

Cleaner sidewalks and streets Bonquetas y calles más limpias

Improved safety Mejor Seguridad

More greenery Más verdor/follaje

More comfortable places to sit outside Más lugares cómodos para sentarse afuera.

More outside entertainment Más entretenimiento en directo afuera

Wider selection of stores Selección de tiendas más amplia

Street lights Más vida nocturna (bares, clubs)

Nightlife (bars, dancing, etc.) Vida nocturna (bares, bolles, etc.)

Cleaner sidewalks would make a big improvement

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal?  
Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?

A Wider selection of clothes.

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / Manejo

Bus / Bus

Walk / Caminando

Bike/Bicicleta

Taxi/uber / Taxi

Get a ride / Alguien más me conduce

I either walk or ride my skateboard

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For surveyor to complete: Location of Conversation:

Age Range: Youth Adult Senior Preferred Language:

English

Spanish

Gender: M F

## Alisal District - SHOPPER QUESTIONS

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Friendly customer service Servicio al cliente

Low prices Precios bajos  
Latino culture Cultura latina  
Dining Comida

2. What would improve your shopping experience in the Alisal?

¿Qué mejoraría tu experiencia de compras en Alisal?

EXAMPLES:

Later evening hours Horario de tienda más tarde  
Consistent store hours Consistente horario  
Easier/Longer parking time Estacionamiento más fácil / más largo  
Cleaner sidewalks and streets Banquetas y calles más limpias  
Improved safety Mejor Seguridad  
More greenery Más verdor/follaje  
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Wider selection of stores Selección de tiendas más amplia  
Street lights Más vida nocturna (bares, clubs)  
Nightlife (bars, dancing, etc.) Vida nocturna (bares, bares, etc.)

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COSTCO

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive Manejo  
Bus / Bus  
Walk/ Caminando

Bike/Bicicleta  
Taxi/uber / Taxi

Get a ride / Alguien más me conduce

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For surveyor to complete: Location of Conversation:

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Friendly customer service Servicio al cliente

Low prices Precios bajos  
Latino culture Cultura latina  
Dining Comida

Me gusta ir a Alisal pero me siento insegura, yo compro cuando es necesario. Pero me gustaria que hubiera mas luz, banquetas limpias  
2. What would improve your shopping experience in the Alisal? ¿Qué mejoraria tu experiencia de compras en Alisal?  
EXAMPLES:

Later evening hours Horario de tienda más tarde

Semaforos con

Consistent store hours consistente horas

Easier/Longer parking time Estacionamiento más fácil / más largo

Rechea para dar

Cleaner sidewalks and streets Banquetas y calles más limpias

Improved safety Mejor Seguridad

Volta.

More greenery Más verdor/follaje

More comfortable places to sit outside Más lugares cómodos para sentarse afuera

More outside entertainment Más entretenimiento en directo afuera

Wider selection of stores Selección de tiendas más amplia

Street lights Mas vida nocturna (bares, clubs)  
Nightlife (bars, dancing, etc.) Vida nocturna (bares, bailes, etc.)

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It's Costco, Walmart, mall, Banks, Theater, Restaurants.

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / Manejo  
Bus / Bus  
Walk / Caminando

Bike/Bicicleta  
Taxi/Uber / Taxi

Get a ride / Alguien más me conduce

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Low prices Precios bajos

Latino culture Cultura latina

Dining Comida

Friendly customer service Servicio al cliente

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Easier/Longer parking time Estacionamiento más fácil / más largo

Cleaner sidewalks and streets Banquetas y calles más limpias

Improved safety Mejor Seguridad

More greenery Más verdor/follaje

More comfortable places to sit outside Más lugares cómodos para sentarse afuera

More outside entertainment Más entretenimiento en directo afuera

Wider selection of stores Selección de tiendas más amplio

Street lights Mas vida nocturna (bares, clubs)

Nightlife (bars, dancing, etc.) Vida nocturna (bares, bailes, etc.)

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal?

Quando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?

Cosho, Target

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / Manejo

Bike/Bicicleta

Get a ride / Alguien más me

Bus/Bús

Taxi/uber / Taxi

conduce

Walk/ Caminando

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For surveyor to complete: Location of Conversation: \_\_\_\_\_

Age Range: Youth \_\_\_ Adult  Senior \_\_\_\_\_ Preferred Language: \_\_\_\_\_

English  Spanish \_\_\_\_\_

Gender: M \_\_\_\_\_ F

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Friendly customer service Servicio al cliente

Low prices Precios bajos  
Latino culture Cultura latina  
Dining Comida

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Street lights Mas vida nocturna (bares, clubs)  
Nightlife (bars, dancing, etc.) Vida nocturna (bares, bailes, etc.)

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal? Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?

~~Nothing~~ Vino y comida rápida

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / Manejo  
Bus / Bús  
Walk / Caminando

Bike/Bicicleta  
Taxi/uber / Taxi

Get a ride / Alguien más me conduce

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For surveyor to complete: Location of Conversation:

Age Range: Youth \_\_\_ Adult  Senior \_\_\_

Preferred Language: \_\_\_

English \_\_\_ Spanish \_\_\_

Gender: M \_\_\_ F



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EXAMPLES:

Good selection of goods and services Selección de productos y servicios  
Low prices Precios bajos  
Friendly customer service Servicio al cliente  
Latino culture Cultura Latina  
Dining Comida

2. What would improve your shopping experience in the Alisal?

¿Qué mejoraría tu experiencia de compras en Alisal?

EXAMPLES:

Later evening hours Horario de tienda más tarde  
Consistent store hours consistente horas  
Easier/Longer parking time Estacionamiento más fácil / más largo  
Cleaner sidewalks and streets Banquetas y calles más limpias  
Improved safety Mejor Seguridad  
More greenery Más verdor/follaje  
More comfortable places to sit outside Más lugares cómodos para sentarse afuera  
More outside entertainment Más entretenimiento en directo afuera  
Wider selection of stores Selección de tiendas más amplio  
Street lights Mas vida nocturna (bares, clubs)  
Nightlife (bars, dancing, etc.) Vida nocturna (bares, bailes, etc.)

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal?

Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / Manejo Bike/Bicicleta Get a ride / Alguien más me  
Bus / Bus Taxi/uber / Taxi conduce  
Walk/ Caminando

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For surveyor to complete: Location of Conversation: \_\_\_\_\_

Age Range: Youth \_\_\_\_\_ Adult \_\_\_\_\_ Senior \_\_\_\_\_ Preferred Language: English \_\_\_\_\_ Spanish \_\_\_\_\_ Gender: M \_\_\_\_\_ F \_\_\_\_\_

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1. What thing(s) do like most about shopping in the Alisal? ¿Qué es lo que más te gusta de ir de compras en Alisal?  
EXAMPLES:

Good selection of goods and services <i>Selección de productos y servicios</i>	Low prices <i>Precios bajos</i>
Friendly customer service <i>Servicio al cliente</i>	Latino culture <i>Cultura latina</i>
	Dining <i>Comida</i>

2. What would improve your shopping experience in the Alisal?  
¿Qué mejoraría tu experiencia de compras en Alisal?

EXAMPLES:

Later evening hours <i>Horario de tienda más tarde</i>	
Consistent store hours <i>Consistente horas</i>	
Easier/Longer parking time <i>Estacionamiento más fácil / más largo</i>	
Cleaner sidewalks and streets <i>Banquetas y calles más limpias</i>	
Improved safety <i>Mejor Seguridad</i>	
More greenery <i>Más verdor/follaje</i>	
More comfortable places to sit outside <i>Más lugares cómodos para sentarse afuera</i>	
More outside entertainment <i>Más entretenimiento en directo afuera</i>	
Wider selection of stores <i>Selección de tiendas más amplio</i>	
Street lights <i>Más vida nocturna (bares, clubs)</i>	
Nightlife (bars, dancing, etc.) <i>Vida nocturna (bares, bailes, etc.)</i>	

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal?  
*Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?*

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / <i>Manejo</i>	Bike/Bicicleta	Get a ride / <i>Alguien más me</i>
Bus / <i>Bús</i>	Taxi/Uber / <i>Taxi</i>	conduce
Walk / <i>Caminando</i>		

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For surveyor to complete: Location of Conversation: \_\_\_\_\_

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EXAMPLES:

Good selection of goods and services Selección de productos y servicios  
Friendly customer service Servicio al cliente

Low prices Precios bajos  
Latino culture Cultura latina  
Dining Comida

2. What would improve your shopping experience in the Alisal?

¿Qué mejoraría tu experiencia de compras en Alisal?

EXAMPLES:

Later evening hours Horario de tienda más tarde

Consistent store hours consistente horas

Easier/Longer parking time Estacionamiento más fácil / más largo

Cleaner sidewalks and streets Banquetas y calles más limpias

Improved safety Mejor Seguridad

More greenery Más verdor/follaje

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Wider selection of stores Selección de tiendas más amplio

Street lights Mas vida nocturna (bares, clubs)

Nightlife (bars, dancing, etc.) Vida nocturna (bares, bailes, etc.)

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal? Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / Manejo  
Bus / Bús  
Walk/ Caminando

Bike/Bicicleta  
Taxi/Uber / Taxi

Get a ride / Alguien más me conduce

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For surveyor to complete: Location of Conversation: \_\_\_\_\_

Age Range: Youth \_\_\_\_\_ Adult \_\_\_\_\_ Senior \_\_\_\_\_

Preferred Language: \_\_\_\_\_

Gender: M \_\_\_\_\_ F \_\_\_\_\_  
English \_\_\_\_\_ Spanish \_\_\_\_\_

# Alisal District - SHOPPER QUESTIONS

Williams 104

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X4 participen

1. What thing(s) do like most about shopping in the Alisal? ¿Qué es lo que más te gusta de ir de compras en Alisal?

EXAMPLES:

Good selection of goods and services *Selección de productos y servicios*

Friendly customer service *Servicio al cliente*

*Ford - authentic car  
Mabel - clothes*

*Low prices Precios bajos  
Latino culture Cultura latina  
Dining Comida ybs*

2. What would improve your shopping experience in the Alisal?

¿Qué mejoraría tu experiencia de compras en Alisal?

EXAMPLES:

Later evening hours *Horario de tienda más tarde*

Consistent store hours *consistente horas*

Easier/Longer parking time *Estacionamiento más fácil / más largo*

Cleaner sidewalks and streets *Banquetas y calles más limpias*

Improved safety *Mejor Seguridad*

More greenery *Más verdor/follaje*

More comfortable places to sit outside *Más lugares cómodos para sentarse afuera*

More outside entertainment *Más entretenimiento en directo afuera*

Wider selection of stores *Selección de tiendas más amplia*

Street lights *Mas vida nocturna (bares, clubs)*

Nightlife (bars, dancing, etc.) *Vida nocturna (bares, bailes, etc.)*

*Forever 21*

*convenient to walk for one of the interviewees*

*many times*

*outside seating*

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal? *Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?*

*Travel to Monterey for*

*expens, Blumens, Veggie's, Apple store*

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

*Drive / Manejo 3  
Bus / Bús  
Walk / Caminando*

*Bike/Bicicleta  
Taxi/uber / Taxi*

*Get a ride / Alguien más me conduce*

*low prices*

*1-lives ready to walk*

Thank them for their time and invite them to the workshop on Wednesday night!

Tell them to visit [www.AlsalPlan.org](http://www.AlsalPlan.org)

For surveyor to complete: Location of Conversation: *Williams bc*

Age Range: Youth  Adult  Senior  Preferred Language: *English*  Spanish  Gender: M  F

## Alisal District - SHOPPER QUESTIONS

5

We're working with the City of Salinas to create the Alisal Vibrancy Plan – an opportunity for the Alisal community to generate their vision and strategies to create a thriving, safe, and sustainable future. The City values your input. Do you have a few minutes to share your opinions about your Alisal experience?

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1. What thing(s) do like most about shopping in the Alisal? *¿Qué es lo que más te gusta de ir de compras en Alisal?*  
EXAMPLES:

Good selection of goods and services *Selección de productos y servicios*  
Friendly customer service *Servicio al cliente*

Low prices *Precios bajos*  
Latino culture *Cultura latina*  
Dining *Comida*

*Proximity - I can walk*

2. What would improve your shopping experience in the Alisal?

*¿Qué mejoraría tu experiencia de compras en Alisal?*

EXAMPLES:

Later evening hours *Horario de tienda más tarde*  
Consistent store hours *consistente horas*  
Easier/Longer parking time *Estacionamiento más fácil / más largo*  
Cleaner sidewalks and streets *Banquetas y calles más limpias*  
Improved safety *Mejor Seguridad*  
More greenery *Más verdor/folleaje*  
More comfortable places to sit outside *Más lugares cómodos para sentarse afuera*  
More outside entertainment *Más entretenimiento en directo afuera*  
Wider selection of stores *Selección de tiendas más amplia*  
Street lights *Más vida nocturna (bares, clubs)*  
Nightlife (bars, dancing, etc.) *Vida nocturna (bares, bailes, etc.)*

*Everything is fine*

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal?  
*Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?*

4. How do you get to the Alisal? *¿Qué transporte usaste para llegar aquí?*

Drive / *Manejo*  
Bus / *Bús*  
Walk / *Caminando*

Bike/Bicicleta  
Taxi/Uber / Taxi

Get a ride / *Alguien más me conduce*

*Thank them for their time and invite them to the workshop on Wednesday night!*

*Tell them to visit [www.AlsalPlan.org](http://www.AlsalPlan.org)*

**For surveyor to complete:** Location of Conversation:

*Princesa Market*

Gender: M  F

Age Range: Youth  Adult  Senior

Preferred Language:

English

Spanish

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1. What thing(s) do like most about shopping in the Alisal? *¿Qué es lo que más te gusta de ir de compras en Alisal?*

EXAMPLES:

Good selection of goods and services *Selección de productos y servicios*  
Friendly customer service *Servicio al cliente*

Low prices *Precios bajos*  
Latino culture *Cultura latina*  
Dining *Comida*

*Proxim: H*

2. What would improve your shopping experience in the Alisal?

*¿Qué mejoraría tu experiencia de compras en Alisal?*

EXAMPLES:

Later evening hours *Horario de tienda más tarde*  
Consistent store hours *Consistente horas*  
Easier/Longer parking time *Estacionamiento más fácil / más largo*  
Cleaner sidewalks and streets *Banquetas y calles más limpias*  
Improved safety *Mejor Seguridad*  
More greenery *Más verdor/follaje*  
More comfortable places to sit outside *Más lugares cómodos para sentarse afuera*  
More outside entertainment *Más entretenimiento en directo afuera*  
Wider selection of stores *Selección de tiendas más amplia*  
Street lights *Más vida nocturna (bares, clubs)*  
Nightlife (bars, dancing, etc.) *Vida nocturna (bares, bailes, etc.)*

*Everything is fine.*

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal? *Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?*

*Prices are better, but I have take the bus*

4. How do you get to the Alisal? *¿Qué transporte usaste para llegar aquí?*

Drive / *Manejo*  
Bus / *Bús*  
Walk / *Caminando*

Bike/Bicicleta  
Taxi/uber / Taxi

Get a ride / *Alguien más me conduce*

*Thank them for their time and invite them to the workshop on Wednesday night!*

*Tell them to visit [www.AlisalPlan.org](http://www.AlisalPlan.org)*

*For surveyor to complete:* Location of Conversation: *La Phrase Market*

Age Range: Youth \_\_\_ Adult \_\_\_ Senior  Preferred Language: \_\_\_ English \_\_\_ Spanish  Gender: M \_\_\_ F

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1. What thing(s) do like most about shopping in the Alisal? ¿Qué es lo que más te gusta de ir de compras en Alisal?

EXAMPLES:

Good selection of goods and services *Selección de productos y servicios*  
Friendly customer service *Servicio al cliente*

Low prices *Precios bajos*  
Latino culture *Cultura latina*  
Dining *Comida*

*Proximity + special  
Falls safe*

2. What would improve your shopping experience in the Alisal?

¿Qué mejoraría tu experiencia de compras en Alisal?

EXAMPLES:

Later evening hours *Horario de tienda más tarde*  
Consistent store hours *consistente horas*  
Easier/Longer parking time *Estacionamiento más fácil / más largo*  
Cleaner sidewalks and streets *Banquetas y calles más limpias*  
Improved safety *Mejor Seguridad*  
More greenery *Más verdor/follaje*  
More comfortable places to sit outside *Más lugares cómodos para sentarse afuera*  
More outside entertainment *Más entretenimiento en directo afuera*  
Wider selection of stores *Selección de tiendas más amplio*  
Street lights *Más vida nocturna (bares, clubs)*  
Nightlife (bars, dancing, etc.) *Vida nocturna (bares, bailes, etc.)*

*Affordable clothing store*

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal? *clothing*  
*Quando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?*

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / *Manejo*  
Bus *BUS*  
Walk / *Caminando*

Bike/Bicicleta  
Taxi/uber / Taxi

Get a ride / *Alguien más me conduce*

*Thank them for their time and invite them to the workshop on Wednesday night!*

*Tell them to visit [www.AlsalPlan.org](http://www.AlsalPlan.org)*

**For surveyor to complete:** Location of Conversation:

*La Princess Market*

Gender: M  F

Age Range: Youth  Adult  Senior

Preferred Language:

English  Spanish

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1. What thing(s) do like most about shopping in the Alisal? *¿Qué es lo que más te gusta de ir de compras en Alisal?*  
EXAMPLES:

- Good selection of goods and services *Selección de productos y servicios*
- Friendly customer service *Servicio al cliente*

- Low prices *Precios bajos*
- Latino culture *Cultura latina*
- Dining *Comida*

2. What would improve your shopping experience in the Alisal?

*¿Qué mejoraría tu experiencia de compras en Alisal?*

EXAMPLES:

- Later evening hours *Horario de tienda más tarde*
- Consistent store hours *consistente horas*
- Easier/Longer parking time *Estacionamiento más fácil / más largo*
- Cleaner sidewalks and streets *Banquetas y calles más limpias*
- Improved safety *Mejor Seguridad*
- More greenery *Más verdor/follaje*
- More comfortable places to sit outside *Más lugares cómodos para sentarse afuera*
- More outside entertainment *Más entretenimiento en directo afuera*
- Wider selection of stores *Selección de tiendas más amplio*
- Street lights *Más vida nocturna (bares, clubs)*
- Nightlife (bars, dancing, etc.) *Vida nocturna (bares, bailes, etc.)*

*Everything is free*

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal? *Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?*

*Clothes*

4. How do you get to the Alisal? *¿Qué transporte usaste para llegar aquí?*

- Drive / *Manejo*
- Bus / *Bús*
- Walk / *Caminando*

- Bike/Bicicleta
- Taxi/uber / Taxi

Get a ride / *Alguien más me conduce*

Thank them for their time and invite them to the workshop on Wednesday night!

Tell them to visit [www.AlisalPlan.org](http://www.AlisalPlan.org)

For surveyor to complete: Location of Conversation: Willis

Age Range: Youth  Adult  Senior  Preferred Language: English

Gender: M  F



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EXAMPLES:

Good selection of goods and services *Selección de productos y servicios*  
Friendly customer service *Servicio al cliente*

Low prices *Precios bajos*  
Latino culture *Cultura latina*  
Dining *Comida*

2. What would improve your shopping experience in the Alisal?

¿Qué mejoraría tu experiencia de compras en Alisal?

EXAMPLES:

Later evening hours *Horario de tienda más tarde*  
Consistent store hours *Consistente horas*  
Easier/Longer parking time *Estacionamiento más fácil / más largo*  
Cleaner sidewalks and streets *Banquetas y calles más limpias*  
Improved safety *Mejor Seguridad*  
More greenery *Más verdor/follaje*  
More comfortable places to sit outside *Más lugares cómodos para sentarse afuera*  
More outside entertainment *Más entretenimiento en directo afuera*  
Wider selection of stores *Selección de tiendas más amplia*  
Street lights *Más vida nocturna (bares, clubs)*  
Nightlife (bars, dancing, etc.) *Vida nocturna (bares, bailes, etc.)*

Variety of stores to improve

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal? *Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?*

Big box store

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / *Manejo*  
Bus / *Bús*  
Walk / *Caminando*

Bike/Bicicleta  
Taxi/uber / Taxi

Get a ride / *Alguien más me conduce*

Thank them for their time and invite them to the workshop on Wednesday night!

Tell them to visit [www.AlisalPlan.org](http://www.AlisalPlan.org)

For surveyor to complete: Location of Conversation:

Williams X Mall

Gender: M  F

Age Range: Youth  Adult  Senior

Preferred Language:

English  Spanish

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Friendly customer service *Servicio al cliente*

Low prices *Precios bajos*  
Latino culture *Cultura latina*  
Dining *Comida*

2. What would improve your shopping experience in the Alisal?

¿Qué mejoraría tu experiencia de compras en Alisal?

EXAMPLES:

Later evening hours *Horario de tienda más tarde*  
Consistent store hours *consistente horas* *(like hours)*  
Easier/Longer parking time *Estacionamiento más fácil / más largo*  
Cleaner sidewalks and streets *Banquetas y calles más limpias*  
Improved safety *Mejor Seguridad*  
More greenery *Más verdor/follaje* *Muy peloncito*  
More comfortable places to sit outside *Más lugares cómodos para sentarse afuera*  
More outside entertainment *Más entretenimiento en directo afuera*  
Wider selection of stores *Selección de tiendas más amplia*  
Street lights *Más vida nocturna (bares, clubs)*  
Nightlife (bars, dancing, etc.) *Vida nocturna (bares, bailes, etc.)*

*Limpiar (trash)  
Flooding on streets*

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal?  
*Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?*

*Jeans & other dothings/shoes (lots of special)*

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / Manejo  
Bus / Bus  
Walk / Caminando

Bike/Bicicleta  
Taxi/Uber / Taxi

Get a ride / Alguien más me  
conduce

*Thank them for their time and invite them to the workshop on Wednesday night!*  
*Tell them to visit [www.AlsalPlan.org](http://www.AlsalPlan.org)*

**For surveyor to complete:** Location of Conversation: \_\_\_\_\_

*El Mercado*

Gender: M \_\_\_ F

Age Range: Youth \_\_\_ Adult \_\_\_ Senior

Preferred Language: \_\_\_\_\_

English \_\_\_ Spanish \_\_\_

Gender: M \_\_\_ F

Arthur (1)

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Good selection of goods and services *Selección de productos y servicios*  
Friendly customer service *Servicio al cliente*

Low prices *Precios bajos*  
Latino culture *Cultura latina*  
Dining *Comida*

*Tarjetas de regalo*

2. What would improve your shopping experience in the Alisal? ¿Qué mejoraría tu experiencia de compras en Alisal? EXAMPLES:

Later evening hours *Horario de tienda más tarde*  
Consistent store hours *consistente horas*  
Easier/Longer parking time *Estacionamiento más fácil / más largo*  
Cleaner sidewalks and streets *Banquetas y calles más limpias*  
Improved safety *Mejor Seguridad*  
More greenery *Más verdor/folleaje*  
More comfortable places to sit outside *Más lugares cómodos para sentarse afuera*  
More outside entertainment *Más entretenimiento en directo afuera*  
Wider selection of stores *Selección de tiendas más amplio*  
Street lights *Más vida nocturna (bares, clubs)*  
Nightlife (bars, dancing, etc.) *Vida nocturna (bares, bailes, etc.)*

*better parking*

3. When/if you go to North Salinas (or other cities), what do you shop for there that you can't find here in Alisal? *Cuando/si vas a North Salinas, ¿qué compras allí que no puedes encontrar aquí en Alisal?*

4. How do you get to the Alisal? ¿Qué transporte usaste para llegar aquí?

Drive / *Manejo*  
Bus / *Bus*  
Walk / *Caminando*

Bike/Bicicleta  
Taxi/uber / Taxi

Get a ride / *Alguien más me conduce*

*Thank them for their time and invite them to the workshop on Wednesday night! Tell them to visit [www.AlsalPlan.org](http://www.AlsalPlan.org)*

**For surveyor to complete:** Location of Conversation: Arthur Gender: M  F   
Age Range: Youth  Adult  Senior  Preferred Language: English  Spanish

