**Socioeconomics System Working Group**

**March 9, 2022**

Facilitators: Lisa/ Evelyn (support)

Land Use (Goal #1 & #3) :

* How will big industries affect traffic? How is this going to be handled?
* Address the strategies to maintain a clean Salinas, especially around Carr Lake
* Instead of attracting industries, how do we promote businesses that already exist in Salinas?
* How can we focus on small businesses?
* Is there an option to enhance opportunities for small scale urban ag?
* How can we readapt existing spaces such as the mall? For example: use space for studio apartments.
* How are these cites being used? Helping economy?
* Creating walkable communities can improve economy
* Residential near shopping areas/ markets

Entrepreneurship (Goal #4, #2, & #6):

* Confusion about the difference between goal 4 &2 (similar)
* Make sure that goals are clear and differentiate from each other.
* Need to collaborate with organizations or programs that can help small business owners with their first steps.
* Guide business owners through how to find the resources that they need.
* Improve our methods for promoting Salinas’ hard work image, instead of the violence.
* Being more active on social media, ex: Monetery is very active on their twitter account
* Figure out how we can get out of the way of people starting small business.
* Easier process for business permits
* Create space for people to establish their business with parking spaces.
* Microbrands can help guide people through the process of starting a business, share resources.
* Festivals and events can help attract people to our community.
* Promote the union of all areas in Salinas with Chinatown to attract people.
* Allow people to experience the different cultures and diversity that exists in Salinas.

Workforce (Goal #5, #7, #8):

* How can we attract or promote industries that won’t eliminate businesses that already exist?
* Salinas needs a greater diversity of restaurants
* How do we promote jobs and have enough housing at the same time?
* Housing is key to encouraging industries/businesses/employees to stay in Salinas.
* Child care should be improve for people to be able to keep their jobs
* Development of Carr Lake can bring many opportunities for our community as an economic driver
* Attract activities
* Add green connections
* Create density for housing development and affordability
* Improve Downtown by making it more than 2 streets.

Investment (Goal #9, #10, #11):

* Looking at vacancy tax. Try to do something about those vacant spaces.
* Why are businesses not staying?
* How can we incorporate improvement of safety in residential neighborhoods (Goal #10)
* Improving community pride can be challenging
* Overcrowded spaces produce more trash
* Communities still have pride, how can we rephrase this goal?
* Collaborating with school districts to discuss workforce and affordable housing
* What industry do we support?

**EJ Discussion**

* Provide information on what the state requires each element to include, to obtain more knowledge and therefore know what we can include/work with.

SES WG Meeting 1 Notes\_Jon

Topics people were interested in – Economic Development, Arts, Culture, Land Use

Discussion notes -

Opportunity for public/private partnership to reopen Sherwood Hall as an arts center.

How do we include indigenous people in getting resources/financial support? Including support to languages beyond Eng/Spanish - Mixteco, Zapotec, etc.

Need to weave together arts and entrepreneurship

Cannabis tourism – one area that could help increase tourism

Need a City/Business task force to look at permitting process – not known as business friendly

Stronger internship programs, with pathways and skills for youth – example: Hartnell Pathways respiratory care program with SVMH, Ag Tech pathway

Homeless crisis also deterring business

How are we leveraging funds to attract investment?

Friendly competition around/promotion of biz and neighborhoods that keep areas clean

First “EJ” Goal – needs to be broken up

EJ example – low income development occurring in flood zones poses health and safety threats and does not allow those residents to build wealth with their home

Good jobs could help solve a lot of those problems...need to narrow social and economic disparities.

Lots of the existing goals are very aspirational

Pandemic has exacerbated other health and EJ inequities – access to care, education, food, overcrowding (inability to isolate) etc.

Need everyone at the table, the City has access to space and can bring in others to be collaborative

Pandemic also highlighted to the Health Department their own knowledge gaps and the need to break down silos

Push to have convenience stores have fresh fruit/produce. Blue Zones has been doing some of this work, how can their work become more equitable?

How can we overcome the legal/safety hurdles to provide community fridges, use food close to expiring, and reduce food waste?

Main group – Issues are all entangled. Build on younger generation’s talents.

Event permits are a barrier to community events.

Need to change the narrative of Salinas.

Socioeconomic Workshop #1

Wednesday, March 9, 2022

6:08 PM

**Economic Development Element**

**Land Use**

Goal 1:

* Update the goals to include the changes that happened during international crisis (COVID, Ukrainian Invasion)
* Look at training programs to train residents in high paying jobs and create better systems like public transportation

Goal 3:

* Groundwater Sustainability Agency, A big driver for fresh produce is water; salt water is currently spilling into water systems and in order to be sector it'll have to change.
* Look at advancements in Ag Tech to help with the issues we are now facing that allows workforce development.

Additional Comments:

* What does the future growth area on the south side of Salinas look like?
* How crucial is the Salinas watershed (Gabilan Creek, Natividad Creel and Alisal Creek) and Carr Lake to our local Ag Industry and how can engage them with respects to climate change?

**Entrepreneurship**

Goal 4:

* Finding ways to create incubator spaces aside from the food industry.

Goal 2:

* Promote entertainment acts and gives exposure to local artists, entertainers who can be opening acts for those musicians.
* Updating the parks like seaside "Blues" vendor opportunities.
* Start-Up businesses Incentives in the beginning stages for a business. Look at what other cities are doing to support upcoming business.
* Help Tourists navigate the different areas and places to go when they are visiting Salinas. Build on the Steinbeck and Rodeo events that bring in tourists.
* Incentive program to fix up entertainment spaces to encourage entertainment, historic buildings and promoting the architecture that can be reused.
* The Music Arts Summit happened in the summers of 2000 and then later in 2010, 2011 and 2013 at Natividad Creek Park.

Goal 6:

* Availability of shop space is a concern. In the future growth area is this being considered? East Area Plan can be considered to bring in those elements missing from the WASP and CASP.

Additional Comments:

**Workforce**

Goal 5:

* We need to create work places that change an environment for the young people on how they are used to working. Having businesses increase technology or other non-traditional methods of working.

Goal 7:

* Create transit models that allow for more connection between the south area and new development.
* Younger/Old-School Business owners are struggling to find a medium to help the long-term growth of companies.
* Creating Shared office spaces with different freelancers or business owners with different industries. And support collaboration.

Goal 8:

* Look at other places that have similar demographics and replicate. Following the migration traffic within Salinas and Yuma as well as other areas outside the Southern US Border.

Additional Comments:

**Investment**

Goal 9: The Airport Master Plan; increasing walkability in District 5

Goal 10:

Goal 11:

Additional Comments:

* District 5 needs to be looked at in terms of investments. Projects proposed are more on other areas of the city like East Salinas and South Salinas for example with Greenery and Demonstration Projects.

**Other Comments**:

* A resident centered investment in Chinatown can really tap into the potential of that specific area with respects to the unhoused residents of that community
* If we want to be able to throw vibrant community events that bring people together. Event permits are a barrier for community to bring events.