



# **FY 2025 - 2029 Consolidated Plan**

## **FY 2025- 2026 Annual Action Plan**

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Community Development Department, Housing Division  
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# City of Salinas

## 2025-2029 Consolidated Plan

### 2025-2026 Action Plan

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## TABLE OF CONTENTS

<b>Executive Summary.....</b>	<b>1</b>
ES-05 Executive Summary - 24 CFR 91.200(c), 91.220(b) .....	1
<b>The Process .....</b>	<b>5</b>
PR-05 Lead & Responsible Agencies 24 CFR 91.200(b) .....	5
PR-10 Consultation – 91.100, 91.110, 91.200(b), 91.300(b), 91.215(l) and 91.315(l) .....	6
PR-15 Citizen Participation – 91.105, 91.115, 91.200(c) and 91.300(c) .....	14
<b>Needs Assessment.....</b>	<b>18</b>
NA-05 Overview .....	18
NA-10 Housing Needs Assessment - 24 CFR 91.205 (a,b,c) .....	18
NA-15 Disproportionately Greater Need: Housing Problems – 91.205 (b)(2) .....	24
NA-20 Disproportionately Greater Need: Severe Housing Problems – 91.205 (b)(2) .....	26
NA-25 Disproportionately Greater Need: Housing Cost Burdens – 91.205 (b)(2) .....	28
NA-30 Disproportionately Greater Need: Discussion – 91.205(b)(2) .....	29
NA-35 Public Housing – 91.205(b) .....	33
NA-40 Homeless Needs Assessment – 91.205(c).....	35
NA-45 Non-Homeless Special Needs Assessment - 91.205 (b,d) .....	38
NA-50 Non-Housing Community Development Needs – 91.215 (f) .....	41
<b>Housing Market Analysis .....</b>	<b>42</b>
MA-05 Overview .....	42
MA-10 Number of Housing Units – 91.210(a)&(b)(2).....	43
MA-15 Housing Market Analysis: Cost of Housing - 91.210(a) .....	45
MA-20 Housing Market Analysis: Condition of Housing – 91.210(a) .....	46
MA-25 Public and Assisted Housing – 91.210(b).....	49
MA-30 Homeless Facilities and Services – 91.210(c).....	50
MA-35 Special Needs Facilities and Services – 91.210(d) .....	53
MA-40 Barriers to Affordable Housing – 91.210(e) .....	55
MA-45 Non-Housing Community Development Assets – 91.215 (f) .....	56
MA-50 Needs and Market Analysis Discussion .....	63
MA-60 Broadband Needs of Housing occupied by Low- and Moderate-Income Households - 91.210(a)(4), 91.310(a)(2) .....	65
MA-65 Hazard Mitigation - 91.210(a)(5), 91.310(a)(3) .....	65
<b>Strategic Plan.....</b>	<b>67</b>
SP-05 Overview.....	67
SP-10 Geographic Priorities – 91.215 (a)(1).....	67
SP-25 Priority Needs - 91.215(a)(2) .....	71
SP-30 Influence of Market Conditions – 91.215 (b) .....	75
SP-35 Anticipated Resources - 91.215(a)(4), 91.220(c)(1,2) .....	76
SP-40 Institutional Delivery Structure – 91.215(k) .....	80
SP-45 Goals Summary – 91.215(a)(4) .....	83
SP-50 Public Housing Accessibility and Involvement – 91.215(c) .....	86
SP-55 Barriers to affordable housing – 91.215(h).....	86
SP-60 Homelessness Strategy – 91.215(d).....	87
SP-65 Lead based paint Hazards – 91.215(i) .....	89



SP-70 Anti-Poverty Strategy – 91.215(j) .....	90
SP-80 Monitoring – 91.230 .....	92
<b>Annual Action Plan.....</b>	<b>93</b>
AP-15 Expected Resources – 91.220(c)(1,2) .....	93
AP-20 Annual Goals and Objectives.....	97
AP-35 Projects – 91.220(d) .....	100
AP-38 Project Summary .....	101
AP-50 Geographic Distribution – 91.220(f) .....	105
AP-55 Affordable Housing – 91.220(g) .....	105
AP-60 Public Housing – 91.220(h).....	106
AP-65 Homeless and Other Special Needs Activities – 91.220(i) .....	106
AP-75 Barriers to affordable housing – 91.220(j).....	108
AP-85 Other Actions – 91.220(k).....	109
AP-90 Program Specific Requirements – 91.220(l)(1,2,4) .....	111
Appendix - Alternate/Local Data Sources .....	116

# Executive Summary

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## ES-05 Executive Summary - 24 CFR 91.200(c), 91.220(b)

### 1. Introduction

Salinas is a compact urban community within a unique agricultural setting. Unlike the vaguely defined boundaries and sprawl that characterize so much of urban California, the highly productive agricultural lands surrounding Salinas create a distinct urban-agricultural edge that serves as a reminder of the source of the area's economic well-being. The City lies at the north end of the Salinas Valley, known as "The Salad Bowl of the World," and is the processing and shipping point for lettuce, broccoli, mushrooms, and strawberries, along with numerous other crops. With its mild climate and fertile soil, Salinas has become the processing and shipping point for one of the world's largest agricultural centers. Although agriculture forms its economic base, the economy has diversified substantially over the last 20 to 30 years.

This Fiscal Year (FY) 2025-2029 Consolidated Plan (CP) serves as the official application to the United States Department of Housing and Urban Development (HUD) for Community Development Block Grant (CDBG), HOME Investment Partnership Program (HOME), and Emergency Solutions Grants (ESG) funds for the City of Salinas (City). The CP identifies the housing and community development needs in the City and sets forth a strategic plan for addressing the identified needs within the context of these three programs. It also satisfies the minimum statutory requirements of the CDBG, HOME, and ESG programs. The CP covers the planning period of FY 2025-2029 which is from July 1, 2025, through June 30, 2030.

This CP was prepared using the eCon Planning Suite system developed and mandated by HUD. The system prescribes the structure and contents of this document, following the Federal CP regulations. A companion document to this CP is the Alisal Neighborhood Revitalization Strategy Area (ANRSA). The ANRSA is included as an appendix to this CP and includes specific demographic and housing market conditions within the Alisal neighborhood.

### 2. Summary of the objectives and outcomes identified in the Plan Needs Assessment Overview

This CP incorporates the following Performance Measure Objectives/ Outcomes to be associated with each activity funded:

General Objective Categories- Activities will meet one of the following:

- Decent Housing (DH)
- A Suitable Living Environment (SL)
- Economic Opportunity (EO) General

Outcome Categories- Activities will meet one of the following:

- Availability/Accessibility (1)
- Affordability (2)
- Sustainability (3)

The strategies in this CP are intended to coordinate with and build upon other established City plans and policies, particularly those set forth in the Salinas General Plan Housing Element (HE); Economic Development Element (EDE); Alisal Vibrancy Plan (AVP); Chinatown Revitalization Plan (CRP); Salinas Broadband Master Plan (SBMP); and Parks, Recreation and Libraries Master Plan (PRLMP). Strategies also reflect input from residents, service providers, community stakeholders, staff and City officials. Ranking of needs is based upon multiple factors, including:

- Goals, policies and objectives from the City's HE, EDE, AVP, CRP, SBMP and PRLMP;

- Findings from the assessment of demographic and housing market conditions (detailed analyses contained in the ANRSA);
- Staffing resources, both for the City and for relevant providers;
- The severity of need among the identified groups and subgroups, including relative needs between income groups;
- Input received from the community via Community Workshops, public outreach and Needs Survey;
- Likely availability of funds over the coming five years for various housing and community development activities, combined with consideration for the most effective use of the limited funds that fall under the purview of the City's CP.

The City's goals and priorities for the FY 2025-2029 CP are identified below:

- Increased Decent and Affordable Housing
  - Affordable Rental Housing Opportunities
  - Assistance to Homeowners for Rehabilitation
  - Homeownership Opportunities
  - Enhanced Homeless Prevention, Services and Facilities
  - Enhanced Neighborhood Conditions
  - Public Services
  - Economic Development
  - Planning and Program Administration

### 3. Evaluation of past performance

During the previous CP period, the City undertook a range of housing and community development activities to benefit primarily low- and moderate-income residents. This section only highlights some of the key accomplishments. For more detailed information, please refer to the Consolidated Annual Performance and Evaluation Reports (CAPERS) available at City Hall and on City website.

#### Affordable Housing

- **Parkside Manor Housing Development Project – Phase I:** The Parkside Manor Housing Development Project – Phase I is located at 1112 Parkside Street in the City of Salinas. This project consisted of demolishing an existing 48-unit senior housing development and the construction of a new 80-unit affordable senior residential development, along with supporting improved infrastructure and amenities. The project received a total of \$1,017,540 of HOME funds for construction of the development and had its grand opening on January 19, 2023.
- **Sun Rose Apartments Project:** The Sun Rose Apartments, a new construction project, developed by Interim Inc. included an 11-unit transitional and permanent housing unit with supportive services for 18 very low-income individuals with mental health disabilities who are homeless, chronically homeless, or at-risk of homelessness. The project was awarded \$547,860 in CDBG funds for construction and activity delivery costs. In conjunction with the CDBG funds, the City extended its support by providing an additional \$500,000 in the form of a loan using Housing Successor Agency (HSA) Funds. All construction activities concluded with the issuance of the Certificate of Occupancy on September 13, 2023.

#### HOME American Rescue Plan

The Allocation Plan (AP) for the HOME American Rescue Plan (ARP) was submitted to HUD for final review and approval in October of 2022. By January 2023, HUD granted its final approval and awarded a total of \$2,918,774. These sites will collectively create 101 affordable rental housing units to house persons experiencing homelessness and provide wrap around supportive services. The supportive services for participants of the program will include, but are not limited to financial assistance for housing-related costs. It is anticipated that the financial allocation for these

services will be sustained for approximately two years with an estimated annual budget of at least \$1,200,000. In FY 2023-24, there was a change in ownership in both Homekey projects and the City will be collaborating with the new owners to keep these projects within the intended use and purpose.

#### Homeless Facilities and Services

- **Salinas Outreach and Response Team (SORT):** SORT was developed during FY 2021-22, to provide outreach and engagement services to unsheltered encampments. In FY 2020-25 a total of 339 persons were enrolled and engaged in case management services through ESG. A total of 87 positive housing outcomes, 29 persons were successfully housed through street-based coordination and support. A total of 15 transitioned to temporary situations (family and friends). A total of 39 persons successfully entered into an emergency shelter program and 5 were placed in Institutional Situations (Psychiatric & or Substance Abuse Treatment).
- **Rapid Rehousing Programs:** Through various partners the City assisted 35 persons with rapid rehousing services, including one veteran. The rapid rehousing partner includes Community Homeless Solutions.
- **Emergency Shelters:** During the COVID pandemic the City was able to fund two housing navigation and emergency shelters, the Salinas Housing Advancement, Resources & Education (SHARE) center and the Chinatown Navigation Center (CNC), through funding received from ESG-CV. These two centers were able to provide 150 shelter beds. Additionally, Central Coast Center for Independent Living (CCCIL) was funded to provide motel vouchers to unhoused households during the pandemic.

#### Neighborhood Conditions

- **Fair Housing and Tenant/Landlord Services Program:** Eden Council for Hope and Opportunity (ECHO) provides fair housing counseling and investigation and tenant/landlord counseling and conciliation regarding rental housing rights and responsibilities and the protections available regarding laws and ordinances. ECHO assisted 155 households during this fiscal year.

#### Public Facilities and Improvements:

- **Hebbron Family Center Project:** The project consists of demolishing the original Hebbron Family Center (HFC) building, which was demolished in April 2023, and the construction of a brand-new, 7,965 square feet modern facility. The total project cost is estimated to be \$16,107,115 of that, \$3,057,115 in Community Development Block Grant (CDBG). Once complete, the facility will continue to offer a wide range of City-sponsored programs for people of all ages, including after-school recreation, homework help, a teen lounge, food distribution and more. These programs are designed to support youth, families, seniors, and everyone in between. Construction began in September 2024, and is expected to be completed by December 2025.
- **Sherwood Recreation Center Project – Phase IV:** The Sherwood Recreation Center is a capital improvement project (CIP No. 9535) that is retrofitting the old Municipal Swimming Pool Building for the purpose of converting the facility to a recreation center to provide City sponsored youth sports programs. The project was broken down into four phases with the first three being completed. The final phase (IV) will mainly consist of improving the façade, landscaping, replacement of siding, and roof renovation. The project is 100% funded using federal CDBG funds cost with an estimated cost of \$3,951,795. The City is expecting to put the project out to bid in late May/early June and begin construction by late July/early August 2025.
- **Chinatown Neighborhood Improvements:** The Chinatown Neighborhood Improvements includes the entire Chinatown neighborhood as highlighted in the City's Chinatown Revitalization Plan (CRP). In FY 2022-23, City staff collaborated with the Salinas Downtown Community Board and other stakeholders from the neighborhood to identify priority activities from the CRP and feedback included strong support for infrastructure, sanitation, and beautification projects. To achieve this, the project will be divided into various phases. Through a collaboration between the City's Public Works and Community Development departments, the allocated \$607,980 in CDBG funds and approximately \$1.1 million to carry out infrastructure activities identified in the CRP. This phase of the project will focus on ADA curb cuts, sidewalk repairs, street repairs,

and lighting improvements throughout the neighborhood. Currently, the City is working on the predevelopment activities of the project, which include the environmental review, and design. This particular phase of the project is estimated to be completed in FY 2026-27.

- **First United Methodist Church Kitchen Rehabilitation:** The First United Methodist Church (FUMC) is located at 404 Lincoln Avenue. The project was managed by the Salinas FUMC. The project was awarded \$561,182 of CDBG funds to rehabilitate its existing kitchen and bring the parking lot to ADA standards. FUMC has been providing meals prepared in their kitchen and other essential services to the unhoused population. All construction activities were completed on June 10, 2024. The project was officially closed in IDIS in September 2024.
- **Early Childhood Development Center (ECDC):** The ECDC project is located at 1018 Buckhorn Drive. This project was managed by the Alisal Union School District (AUSD) and the project received \$880,000 of CDBG funds for the construction of the project for a center that will accommodate up to 90 preschool children and employ 15 staff and faculty members. The project was completed in January 2025 and had a grand opening ceremony on February 3, 2025. The facility will be fully occupied and operational at the beginning of the next school year in August 2025.
- **Natividad Creek Restroom Rehabilitation Project:** This project is located on 1395 Nogal Drive and is being managed by City's Community Development Department in collaboration with the Public Works and the Library and Community Services Departments. The rehabilitation activities of this project included ADA upgrades inside and outside the restroom as well as new ADA parking stalls. The City awarded \$442,070 in CDBG funds to the project and as of FY 2024-25, construction was 75 percent complete and is expected to be fully completed by end of the calendar year 2025.

#### 4. Summary of citizen participation process and consultation process

In preparation of its FY 2025-2029 CP, FY 2025-2026 AAP, and ANRSA Update the City conducted several community outreach efforts. A summary is provided below. Appendix A includes the outreach materials.

**Stakeholder consultation:** Two virtual stakeholder workshops were held in December 2024. Participants were public service organizations, nonprofits and other interested parties. The workshops included a presentation of the Consolidated Plan's purpose, contents and requirements. The majority of the time was spent conducting a Mentimeter poll where all participants were able to answer questions on a digital device and the answers were shown on the screen. This allowed participants to see answers in real time as well as spurring discussions.

**Community meeting:** An in-person community meeting was held on January 23, 2025, at the El Gabilan Library. It is estimated that 53 people were in attendance. Community members had an opportunity to vote on the housing and community priorities important to them including streets and neighborhood improvements, community facilities, community services, economic development, housing and special needs housing. Voting was done by placing dots on posters with different topics and programs.

**Pop-Up events:** the City had several pop-up events in December 2024 and January 2025 to discuss the Consolidated Plan with residents and have them fill out the Housing and Community Development Survey. The locations included:

- Chinatown Resource Fair
- Food Bank Event – Bread Box
- Downtown Outreach
- Laundry Mat Postings
- City Council Meeting Pop-up
- Cesar Chavez Library – meeting was available in Spanish through translation services

**Survey:** A housing and community development survey was open between December 9, 2024, and January 31, 2025. The survey, available in English and Spanish, could be completed via online (SurveyMonkey) or paper. The weblinks

and QR codes were advertised on the City's website, social media, in community meetings and on flyers. Paper surveys were also available at City Hall and the pop-up and community events.

A total of 127 responses were received 80 in English and 47 in Spanish. The survey included demographic and household income information; broadband internet usage; rankings for community services, community facilities, streets and neighborhood needs, economic development needs, housing needs and special housing needs; and fair housing questions. Respondents were asked to rank housing and community needs in order of importance to them.

**Public Noticing:** Public noticing of Consolidated Plan outreach activities was done through a variety of formats including the City website, emailing stakeholders, distributing flyers throughout the City and social media posts.

A 30-day public review period of the draft Consolidated Plan occurred from May 16, 2025, to June 17, 2025. Copies of the draft CP, AAP and ANRSA were made available for the public at the following locations, in conformance with the City's CDBG Citizen Participation Plan (CPP):

- John Steinbeck Library, 350 Lincoln Avenue, Salinas;
- Cesar Chavez Library, 615 Williams Road, Salinas;
- El Gabilan Library, 1400 North Main Street, Salinas;
- Housing Division, Community Development Department, 65 W. Alisal Street, 2nd Floor, Salinas;
- City Clerk's Office, City Hall, 200 Lincoln Avenue, Salinas, and
- On-line at the City of Salinas website: <http://www.cityofsalinas.org/>.

**Public Hearings:** The City conducted the following public meetings regarding the CP, APP and ANRSA:

- Community Workshop: El Gabilan Library on January 23, 2025
- City Housing and Land Use Committee Meeting – June 10, 2025
- City Council (Public Hearing) – June 17, 2025, published public notice in The Monterey Herald in English and Spanish

## 5. Summary of public comments

A summary of the public comments received is provided in Appendix A.

## 6. Summary of comments or views not accepted and the reasons for not accepting them

All comments were received.

## 7. Summary

The City has undertaken diligent and good faith efforts in outreaching to all segments of the community that may benefit from the City's CDBG, HOME, and ESG programs.

# The Process

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## PR-05 Lead & Responsible Agencies 24 CFR 91.200(b)

### 1. Describe agency/entity responsible for preparing the Consolidated Plan and those responsible for administration of each grant program and funding source

The following are the agencies/entities responsible for preparing the Consolidated Plan and those responsible for administration of each grant program and funding source.



Agency Role	Name	Department/Agency
Lead Agency	SALINAS	Community Development Department Housing Division
CDBG Administrator	SALINAS	Community Development Department Housing Division
HOME Administrator	SALINAS	Community Development Department Housing Division
ESG Administrator	SALINAS	Community Development Department Housing Division

**Table 1 – Responsible Agencies**

## **Narrative**

The City's Housing and Community Development Division of the City's Community Development Department is responsible for the implementation and administration of the CP, as well as activities identified in the AAP. In addition, staff also collaborates with other governmental agencies and non-profit organization to facilitate strategic planning and implementation of goal and objectives identified in the CP.

## **Consolidated Plan Public Contact Information**

For matters concerning the City's Consolidated Plan, and CDBG, HOME and ESG programs, please contact Vincent Montgomery, Planning Manager, City Community Development Department, Housing Division, 65 W. Alisal Street, Salinas, CA 93901, (831) 758-7334 or vincentmo@ci.salinas.ca.us.

## **PR-10 Consultation – 91.100, 91.110, 91.200(b), 91.300(b), 91.215(l) and 91.315(l)**

### **1. Introduction**

As part of the development of this CP, the City undertook an extensive outreach program to consult and coordinate with non-profit agencies, affordable housing providers, and government agencies regarding the needs of the low- and moderate-income community. The outreach program has been summarized in the Executive Summary and Citizen Participation sections of this CP and provided in Appendix A to this CP.

**Provide a concise summary of the jurisdiction's activities to enhance coordination between public and assisted housing providers and private and governmental health, mental health and service agencies (91.215(l)).**

To outreach various agencies and organizations, the City compiled an outreach list consisting of more than 200 representatives from agencies and organizations, including:

- Non-profit service providers that cater to the needs of low- and moderate-income households and persons with special needs;
- Local churches and religious groups;
- Groups addressing the needs of individuals exiting institutions;
- Schools;
- Affordable housing providers;
- Housing advocates;
- Housing professionals;
- Public agencies (such as school districts, health services, public works);
- Economic development and employment organizations; and
- Community and neighborhood groups.

These agencies were contacted and notified of the CP development process and community workshops. Specific agencies were also contacted to obtain data in preparation of this CP. For example, the State Developmental Services Department and State Social Services Department were contacted to obtain data and housing resources for persons

with disabilities. The Housing Authority of the County of Monterey (HACM) was also contacted to obtain information on Housing Choice Vouchers.

On an ongoing basis, City staff communicates with various nonprofits and public agencies that serve the City's low- and moderate-income residents and special needs groups to identify needs and plans for future activities. The City has established a Housing and Land Use Committee and Technical Advisory Committee for Housing Policies and Programs to provide an additional forum for residents, agencies, and organizations to discuss housing and community development needs and plans.

**Describe coordination with the Continuum of Care and efforts to address the needs of homeless persons (particularly chronically homeless individuals and families, families with children, veterans, and unaccompanied youth) and persons at risk of homelessness**

The City's Mayor is a member of the Continuum of Care (CoC) Leadership Council and on an ongoing basis, City staff participates in the CoC Leadership Council meeting. Additionally, City staff also attends and participates in the CoC Coalition of Homeless Service Providers (CHSP), Salinas Downtown Community Board (SDCB) for the Chinatown Area, and CoC Ten-Year Plan to End Homelessness (Lead Me Home Plan) meetings, to identify housing and supportive service needs of the homeless and develop solutions.

The City is also the Administrative Entity (AE) for the California Department of Housing and Community Development (HCD) Emergency Solutions Grants (ESG). As the AE City utilizes HCD ESG funding to support the operations of the CNC, and other emergency shelter, street outreach, homeless prevention, rapid re-housing services and the Homeless Management Information System (HMIS) activities.

The City also attends the local CoC Point-in-Time Count (PIT), Lead Me Home Plan, CARS, HMIS and Rapid Rehousing meetings and receives updates on initiatives to end homelessness in Monterey County.

The County is the lead agency for coordinating housing, employment, and services for this population. The City also makes an effort to coordinate with the County of Monterey and their work with the City Police Department to address homelessness, including those who have been released from correctional programs and institutions. The Salinas Valley State Prison is located in the City of Soledad, but the County Jail is located in Salinas.

**Describe consultation with the Continuum(s) of Care that serves the jurisdiction's area in determining how to allocate ESG funds, develop performance standards and evaluate outcomes, and develop funding, policies and procedures for the administration of HMIS**

The Coalition of Homeless Service Providers (CHSP) is a group of private non-profit and public organizations working together to address the complex issues of homelessness throughout Monterey and San Benito Counties. CHSP is the local lead HMIS agency for the CoC service area (Monterey and San Benito Counties). In addition, CHSP organizes and coordinates a series of ongoing, highly targeted, HMIS related meetings and trainings designed to enhance data quality, refine policy and streamline activities at an agency and CoC level. The CoC Leadership Council approved the City to be the Administrative Entity (AE) for the HCD ESG Program. The HCD ESG program funding is to leverage other federal and local funding.

CHSP updated the Lead Me Home Plan, their regional plan to reduce homelessness in 2021. This update includes priorities for the five-year time period between 2021 and 2026. The updated plan has a goal of reducing homelessness by 50 percent utilizing the following overarching strategies:

- Increase participation in homelessness solutions by leaders and key stakeholders from across the region;
- Improve the performance of the homelessness response system; and
- Expand service-oriented responses to unsheltered homelessness.

This Consolidated Plan includes a priority to reduce homelessness in Salinas. The City has been working with several agencies to provide outreach, shelter, homeless prevention, and rapid re-housing services to the homeless. These programs have been highly successful, and the City continues to demonstrate a tremendous and continued need for these services.

**Describe Agencies, groups, organizations and others who participated in the process and describe the jurisdictions consultations with housing, social service agencies and other entities**

As part of the CP, AAP and ANRSA development process, the City developed an outreach list of more than 200 representatives from agencies and organizations, as well as individuals. The outreach list includes County and neighboring cities which were invited to participate in the community workshops and public hearings, or provide comments on the City's CP, AAP and ANRSA. The list also included hospitals and medical centers that may discharge people into homelessness.

Agencies and organizations attended the Community Workshops and/or public meetings in include:

Agency/Group/Organization	Agency/Group/Organization Type	What section of the Plan was addressed by Consultation?	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?
Library and Community Services Department	Other-Government	Non-Homeless Special Needs Community Facilities	Agency attended various outreach events conducted for the CP, including community workshops, popup events, and/or public hearings.
Jacana	Other – Housing Development	Housing	Agency attended Community Workshop #1 on December 11, 2024, and provided input on housing and service needs.
East Salinas-Building Healthy Communities	Services - Housing Services-Health	Housing Need Assessment Non-Homeless Special Needs	Agency attended Community Workshop #1 and #2 on December 11, 2024, and December 18, 2024, and provided input on housing and service needs.
Franciscan Workers of Junipero Serra	Services-Homeless	Housing Need Assessment Homelessness Strategy Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth	Agency attended various outreach events conducted for the CP, including community workshops, popup events, and/or public hearings.
Gloria Moore Realtors	Housing	Housing Needs Assessment	Agency attended Community Workshop #2 on December 18, 2024, and provided input on housing and service needs.
Housing Authority of the County of Monterey (HACM)	Housing Public Housing Agency	Housing Need Assessment Public Housing Needs	Agency provided data and attended various outreach events conducted for the CP, including community workshops, popup events, and/or public hearings.

Agency/Group/Organization	Agency/Group/Organization Type	What section of the Plan was addressed by Consultation?	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?
Salinas Downtown Community Board (SDCB)	Other - Neighborhood Organization	Housing Need Assessment Non-Homeless Special Needs	Agency attended Community Workshop #2 on December 18, 2024, and provided input on housing and service needs.
Asian Cultural Experience (ACE)	Other – Neighborhood Organization	Housing Need Assessment Non-Homeless Special Needs	Agency attended Community Workshop #2 on December 18, 2024, and provided input on housing and service needs.
Community Homeless Solutions (CHS)	Services-Homeless	Housing Need Assessment Homelessness Strategy Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth	Agency attended various outreach events conducted for the CP, including community workshops, popup events, and/or public hearings.
Downtown Streets Team (DST)	Services-Homeless	Housing Need Assessment Homelessness Strategy Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth	Agency attended various outreach events conducted for the CP, including community workshops, popup events, and/or public hearings.
Eden Council for Hope and Opportunity (ECHO)	Services-Fair Housing Services-Housing	Housing Needs Assessment Non-Homeless Special Needs	Agency attended various outreach events conducted for the CP, including community workshops, popup events, and/or public hearings.
California Rural Legal Assistance, Inc. (CRLA)	Services - Legal	Housing Need Assessment Non-Homeless Special Needs	Agency attended Community Workshop #2 on December 18, 2024, and provided input on housing and service needs.
Housing Choices	Services-Housing Services-Health	Housing Need Assessment Non-Homeless Special Needs	Agency attended Community Workshop #2 on December 18, 2024, and provided input on housing and service needs.

Agency/Group/Organization	Agency/Group/Organization Type	What section of the Plan was addressed by Consultation?	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?
Community Housing Improvement Systems and Planning Association, Inc. (CHISPA)	Other – Nonprofit Developer	Housing Need Assessment Services- Housing	Agency attended Community Workshop #1 on December 11, 2024, and provided input on housing and service needs.
Digital Nest	Other – Non-Profit Organization	Other-Broadband Needs	Agency attended Community Workshop #2 on December 18, 2024, and provided input on housing and service needs.
Alisal Vibrancy Plan Implementation Committee	Civic Leaders Neighborhood Organization	Housing Needs Assessment Market Analysis Economic Development	The Department coordinates with Agency on tasks related to the ANRSA.
Public Works Department	Other Government-Local	Other-Emergency Management/Operations	The City is responsible for overseeing its own Emergency Operations. The Department internally coordinates with the key members of the EOC team: Police, Fire, and Public Works. The Public Works Department who was consulted in the Con Plan oversees the City's administration of FEMA flood regulations.
PG&E (Power/Gas)	Other-Utility Company	Other-Emergency Management/Operations	The City is responsible for overseeing its own Emergency Operations. The Department coordinates with Agency on tasks related to emergency operations. City constantly consults Agency on various City projects that are CDBG funded and coordinate with Agency on larger planning processes.
ALCO Water	Other-Utility Company	Other-Emergency Management/Operations	The City is responsible for overseeing its own Emergency Operations. The Department coordinates with Agency on tasks related to emergency operations. City constantly consults Agency on various City projects that are CDBG funded and coordinate with Agency on larger planning processes.

Agency/Group/Organization	Agency/Group/ Organization Type	What section of the Plan was addressed by Consultation?	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?
California Water Services	Other-Utility Company	Other-Emergency Management/Operations	The City is responsible for overseeing its own Emergency Operations. The Department coordinates with Agency on tasks related to emergency operations. City constantly consults Agency on various City projects that are CDBG funded and coordinate with Agency on larger planning processes.
Monterey Bay Air Resources District	Other Government-Federal	Other-Emergency Management/Operations	The City is responsible for overseeing its own Emergency Operations. The Department coordinates with Agency on tasks related to emergency operations. City constantly consults Agency on various City projects that are CDBG funded and coordinate with Agency on larger planning processes.
Monterey County Resource Management Agency	Other Government-County	Other-Emergency Management/Operations	The City is responsible for overseeing its own Emergency Operations. The Department coordinates with Agency on tasks related to emergency operations. City constantly consults Agency on various City projects that are CDBG funded and coordinate with Agency on larger planning processes.
Monterey County Health Department	Health Agency Other Government-County	Other-Emergency Management/Operations	The City is responsible for overseeing its own Emergency Operations. City constantly consults Agency on various City projects that are CDBG funded and coordinate with Agency on larger planning processes.
Monterey County Department of Social Services	Other Government-County	Other-Emergency Management/Operations	The City is responsible for overseeing its own Emergency Operations. The Department coordinated with Agency on tasks related to emergency operations. City constantly consults Agency on various City projects that are CDBG funded and coordinate with Agency on larger planning processes.

**Table 2 – Agencies, groups, organizations who participated**

**Identify any Agency Types not consulted and provide rationale for not consulting**

The City distributed information about the community workshops and public meetings to over 200 agencies and organizations as part of the outreach process for this CP. All applicable agencies and agency types were consulted.



**Other local/regional/state/federal planning efforts considered when preparing the Plan**

Name of Plan	Lead Organization	How do the goals of your Strategic Plan overlap with the goals of each plan?
City of Salinas 2023-2031 Housing Element	City	Potential funding allocations to address housing needs in Salinas will be consistent with the Housing Element programs.
Continuum of Care (CoC)	The Coalition of Homeless Services Providers (CHSP)	Potential funding allocations to address homeless needs will complement the CoC Strategy.
Salinas Broadband Master Plan	City	Potential funding allocations will be consistent with the priority areas identified in the Broadband Master Plan.
Lead Me Home Plan Update (July 2021-June 2026)	The Coalition of Homeless Services Providers (CHSP)	Potential funding allocations to address homeless needs will be consistent with the Lead Me Home Plan.
City of Salinas General Plan Update	City	The City is currently updating the General Plan, including a new Environmental Justice Element. Potential funding allocations will be consistent with the General Plan policies and programs, including those related to environmental justice and economic development.
Chinatown Revitalization Plan (CRP)	City	Sets forth recommendations and implementation strategies to address the housing, access, mobility, and socioeconomic needs of the neighborhood.
Alisal Vibrancy Plan (AVP)	City	Communicates the collective vision of those who live and work in the Alisal and implement community-created solutions for strengthening its neighborhoods.
Active Transportation Plan (ATP)	City	Potential funding allocations for street improvements will be consistent with the priorities in the ATP.
Farmworker Housing Study and Action Plan for Salinas Valley and Pajaro Valley	California Institute for Rural Studies	Includes objectives for housing types specifically for the farmworker community.
Climate Action Plan (CAP)	City	The City is preparing its first CAP. Potential funding allocations will be consistent with the goals of the plan.

Name of Plan	Lead Organization	How do the goals of your Strategic Plan overlap with the goals of each plan?
Parks, Recreation & Libraries Master Plan (PRLMP)	City	This Plan focuses on the system of parks, open space, and recreational facilities and programs, which promotes quality of life and healthy lifestyles.

**Table 3 – Other local / regional / federal planning efforts**

**Describe cooperation and coordination with other public entities, including the State and any adjacent units of general local government, in the implementation of the Consolidated Plan (91.215(l))**

The City will continue to promote and participate in regional efforts to address housing, community development, and economic development issues, and to enhance coordination between public and private agencies, social service and housing agencies, and the development community, including:

**Monterey County CDBG Program** - The City and County both utilize City Data Systems (CDS), an online grant management system. A joint online application was developed so that agencies applying for CDBG public services funds to both the City and the County could simplify their applications. The City continues to modify the application process to improve the information collected for administering the program.

**Coalition of Homeless Services Providers (CHSP)** - CHSP is the lead agency for the CoC network and HMIS coordinator. Part of the Coalition's role within the CoC is to assess gaps in service and develop programs, creating a web of services that leaves no local need unmet. The City is a community advisor to CHSP.

**State HCD Continuum of Care (CoC) Programs** - The City is the AE for the HCD ESG program.

**Transportation Agency for Monterey County (TAMC)** - TAMC exists to provide regional planning and coordination of transportation issues and funding. The City actively participates in the oversight of TAMC activities and coordinates its own transportation improvement program with that of this regional agency.

**Association of Monterey Bay Area Governments (AMBAG)** - AMBAG is the designated Metropolitan Planning Organization (MPO), and Council of Governments (COG) organized to serve as a permanent forum for collaboration, planning and study of regional issues of mutual interest to the counties and cities in Monterey, San Benito, and Santa Cruz counties. The City is an active participant in the governance of AMBAG.

**Fair Housing and Tenant-Landlord Services** - The City contracts with Eden Council for Hope and Opportunity (ECHO) to provide fair housing and tenant-landlord services. ECHO assisted in the community outreach process for the Regional AI.

**Chinatown Revitalization Plan (CRP)**: The City and its Chinatown neighborhood partners have undertaken a community-led planning process to continue the revitalization of this critical neighborhood located near the Intermodal Transportation Center (ITC) and Salinas Downtown. The process builds on the extensive work from the 2007 and 2010 Plans to develop updated recommendations and implementation strategies to address the housing, access, mobility, and socioeconomic needs of the neighborhood. Economic conditions slowed the implementation of strategies detailed in prior planning efforts. New economic conditions required an updated study to meet the current needs of the neighborhood.

The updated CRP will support the social, environmental and economic health of Salinas' historic Chinatown district. The strategies, recommendations, and concepts developed through this planning process will guide both future private, public, and social investment. Short and long-term strategies will help identify priorities that will support City staff and partners in proactively managing neighborhood land and resources.

**Alisal Vibrancy Plan (AVP):** The Alisal community and the City are working on a planning process. Since 2013, residents and community organizers have advocated for a community-driven plan focused on East Salinas. The purpose of the plan is to communicate the collective vision of those who live and work in the Alisal and implement community-created solutions for strengthening its neighborhoods. The AVP is an opportunity to improve the quality of life for East Salinas families by creating a more vibrant, equitable and healthy community in a way that builds upon the social and cultural wealth of the Alisal. The AVP was adopted in November 2019. Goals, programs, and objectives in the AVP have been incorporated into this CP and ANRSA.

**Active Transportation Plan (ATP)** – This 2024 citywide plan evaluates and prioritizes infrastructure improvements in the City. The ATP includes recommendations for bicycles and trails, pedestrian networks, traffic calming measures as well as prioritizing projects based on performance measures. Potential funding allocations will be consistent with the priorities identified in the ATP.

**Farmworker Housing Study and Action Plan for Salinas Valley and Pajaro Valley** – This study and action plan focuses on the housing needs of farmworkers in the Salinas and Pajaro Valleys. The plan includes 57 actions divided into four categories: housing types, suitable sites, financing and regulatory reform. Potential funding allocations for farmworker housing will be consistent with the study and action plan.

**Climate Action Plan (CAP)** – The City is currently preparing its first CAP. It is anticipated that this plan will be adopted in late 2025/early 2026. Goals are anticipated to include, among others: reducing energy use in buildings, development that supports public transit, reducing vehicle dependency, water conservation, sustainable waste practices and sustainable agricultural practices.

**Alisal Neighborhood Revitalization Strategy Area (ANRSA)** – Concurrent with the CP preparation, the City is updating the ANRSA. The ANRSA is consistent with and serves as an implementation tool for the Alisal Vibrancy Plan.

**Parks, Recreation & Libraries Master Plan (PRLMP)** – This Master Plan is a city-wide plan that focuses on updating the vision for Salinas' system of parks, open space, and recreational facilities and programs. CDBG funds may be used to implement the improvements outlined in the Master Plan.

## **PR-15 Citizen Participation – 91.105, 91.115, 91.200(c) and 91.300(c)**

### **1. Summary of citizen participation process/Efforts made to broaden citizen participation**

<b>Summarize citizen participation process and how it impacted goal setting</b>
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In preparation of its FY 2025-2029 CP, FY 2025-2026 AAP, and ANRSA Update the City conducted several community outreach efforts. A summary is provided below. Appendix A includes the outreach materials.

**Stakeholder consultation:** Two virtual stakeholder workshops were held in December 2024. Participants were public service organizations, nonprofits and other interested parties. The workshops included a presentation of the Consolidated Plan's purpose, contents and requirements. The majority of the time was spent conducting a Mentimeter poll where all participants were able to answer questions on a digital device and the answers were shown on the screen. This allowed participants to see answers in real time as well as spurring discussions.

**Community meeting:** An in-person community meeting was held on January 23, 2025 at the El Gabilan Library. It is estimated that 53 people were in attendance. Community members with an opportunity to vote on the housing and community priorities important to them including streets and neighborhood improvements, community facilities, community services, economic development, housing and special needs housing. Voting was done by placing dots on posters with different topics and programs.

**Pop-Up events:** the City had several pop-up events in December 2024 and January 2025 to discuss the Consolidated Plan with residents and have them fill out the Housing and Community Development Survey. The locations included:

- Chinatown Resource Fair
- Food Bank Event – Bread Box
- Downtown Outreach
- Laundry Mat Postings
- City Council Meeting Pop-up
- Cesar Chavez Library – meeting was available in Spanish through translation services

**Survey:** A housing and community development survey was open between December 9, 2024 and January 31, 2025. The survey, available in English and Spanish, could be completed via online (SurveyMonkey) or paper. The weblinks and QR codes were advertised on the City's website, social media, in community meetings and on flyers. Paper surveys were also available at City Hall and the pop-up and community events.

A total of 127 responses were received (80 in English and 47 in Spanish). Survey questions included demographic and household income information; broadband internet usage; rankings for community services, community facilities, streets and neighborhood needs, economic development needs, housing needs and special housing needs; and fair housing questions. Respondents were asked to rank housing and community needs in order of importance to them.

**Public Noticing:** Public noticing of Consolidated Plan outreach activities was done through a variety of formats including the City website, emailing stakeholders, advertisements in The Monterey Herald newspaper, distributing flyers throughout the City and social media posts.

A 30-day public review period of the draft Consolidated Plan occurred from May 16, 2025 to June 17, 2025. Copies of the draft CP, AAP and ANRSA were made available for the public at the following locations, in conformance with the City's CDBG Citizen Participation Plan (CPP):

- John Steinbeck Library, 350 Lincoln Avenue, Salinas;
- Cesar Chavez Library, 615 Williams Road, Salinas;
- El Gabilan Library, 1400 North Main Street, Salinas;
- Housing Division, Community Development Department, 65 W. Alisal Street, 2nd Floor, Salinas;
- City Clerk's Office, City Hall, 200 Lincoln Avenue, Salinas, and
- On-line at the City of Salinas website: <http://www.cityofsalinas.org/>.

**Public Hearings:** The City conducted the following public meetings regarding the CP, APP and ANRSA:

- Community Workshop: El Gabilan Library on January 23, 2025
- City Housing and Land Use Committee Meeting – June 10, 2025
- City Council (Public Hearing) – June 17, 2025, published public notice in The Monterey Herald newspaper.

#### Citizen Participation Outreach

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/ attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (If applicable)
1	Stakeholder Meetings	Regional and local service providers and nonprofit	A total of 30 community stakeholders and the public	Comments are summarized in Appendix A	All comments were accepted	

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/ attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (If applicable)
		organizations, City and County Departments	attended virtual workshops on December 11 and December 18, 2025.			
2	Community Meeting	Minorities Non-English Speaking: Spanish Non-Targeted/ Broad Community	A total of 53 people attended the in-person event at the El Gabilan Library	Comments are summarized in Appendix A	All comments were accepted	
3	Community Pop-Up Events	Minorities Non-English Speaking: Spanish Non-Targeted/ Broad Community	It is estimated that at least 300 people participated in the six pop-up events that occurred throughout the City in December 2024 and January 2025. Participants were asked to fill out the survey	Comments are summarized in Appendix A	All comments were accepted	
4	Housing and Community Development Survey	Minorities Non-English Speaking: Spanish Non-Targeted/ Broad Community	An online survey in English and Spanish was conducted from December 9, 2024, to January 31, 2025. There were 127 responses received. Paper copies were also available at community	Survey results are included in Appendix A.	All comments were accepted	

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/ attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (If applicable)
			events and the City's libraries.			
5	Public Noticing	Minorities  Non-English Speaking: Spanish  Non-Targeted/ Broad Community	Public noticing of Consolidated Plan outreach activities was done through a variety of formats including the City website, emailing stakeholders, distributing flyers throughout the City and social media posts.			
6	Public Meeting	Non-Targeted/ Broad Community	The City conducted a meeting before the Housing and Land Use Committee on June 10, 2025. An informational presentation on the Con Plan was presented.	Fill in after meeting	Fill in after meeting	
7	Public Hearing	Non-Targeted/ Broad Community	On June 17, 2025, a public hearing was conducted before the City Council to adopt the FY 2025-2029 Con Plan and 2025-2026 Action Plan.	Fill in after meeting	Fill in after meeting	

Table 4 – Citizen Participation Outreach



# Needs Assessment

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## NA-05 Overview

### Needs Assessment Overview

The Needs Assessment of the Consolidated Plan, in conjunction with information gathered through consultations and the citizen participation process, is intended to provide a clearer picture of the City of Salinas' needs related to affordable housing, community development, and homelessness. From this Needs Assessment, the City identified the highest priority needs, which will form the basis for the Strategic Plan and the programs and projects to be administered.

The Needs Assessment relies on a variety of statistical data to inform Consolidated Plan priorities. Municipalities often use a template provided by the U.S. Department of Housing and Urban Development (HUD) to structure their Consolidated Plans. This HUD template includes tables with demographic information from the 2016-2020 American Community Survey (ACS), which the City uses to analyze trends and develop narratives related to housing, economic conditions, and population demographics.

When the template does not provide specific data, the City supplements with the most current information available, which may lead to variations in data periods and consistency. The data sources utilized include:

- 2018-2022 American Community Survey Five-Year Estimates
- 2016-2020 Comprehensive Housing Affordability Strategy (CHAS) Data from HUD
- 2024 Monterey County Homelessness Point-In-Time Count and Survey
- December 2022 Consumer Count by California ZIP Code and Residence Type from the California Department of Developmental Services
- Salinas Continuum of Care
- Visión Salinas Existing Conditions Report

HUD typically defines low- and moderate-income households as those earning up to 80 percent of the Area Median Income (AMI) for the Metropolitan Statistical Area (MSA). However, some data sources may define low-income households as those earning up to 100 percent of AMI.

## NA-10 Housing Needs Assessment - 24 CFR 91.205 (a,b,c)

### Summary of Housing Needs

In 2020, Salinas' population was 156,175 persons and 41,295 households (Table 4). Both the total population and the number of households slightly increased (by one percent) since 2009. During the same time period, the median income for Salinas residents increased 36 percent, from nearly \$50,000 annually to almost \$68,000. According to the most recent CHAS data (2016-2020) approximately 53 percent of Salinas households (21,915) qualify as low-to-moderate income based on HUD guidelines (<80 percent AMI) (Table 5). Of these households, approximately 68 percent are renter households (15,005) and 32 percent are owner occupied (6,905).

Small households (defined as a 3- to 4-person household, or a 2-person household when neither is over age 62) represented the most prevalent type of household in Salinas at 46 percent (19,035 households, Table 5). About 49 percent of small households have an annual income less than 80 percent AMI.

To help dissect the housing problems facing Salinas, the following tables provide details:

- Table 4 presents the population and household growth between 2009 and 2020.
- Table 5 presents the number of households by special characteristics.

- Table 6 presents the number of households with one or more housing problem (inadequate housing, overcrowding, cost burden of 50 percent, or cost burden of 30 percent) by income and tenure.
- Table 7 summarizes the number of households with more than one or more severe housing problem by income and tenure. Severe housing problems are inadequate housing; severe overcrowding (1.51 persons or more per room); and housing cost burden of 50 percent.
- Table 8 isolates those households with housing cost burden of over 30 percent (inclusive of those with cost burden of over 50 percent) by income and tenure.
- Table 9 further isolates those households with cost burden of over 50 percent.
- Table 10 presents overcrowding by household type.
- Table 11 is intended to show overcrowding for households with children. However, the American Community Survey provides no data for the City.

As previously mentioned, for the Community Development Block Grant (CDBG), a person is considered to be of low income only if he or she is a member of a family whose income would qualify as "very low income" under the Section 8 Housing Assistance Payments program. Unrelated individuals are considered as one-person families for this purpose. Generally, these Section 8 limits are based on 50 percent of area median income (AMI). Similarly, CDBG moderate income relies on Section 8 "lower income" limits, which are generally tied to 80 percent of AMI.

As defined by HUD in the Comprehensive Housing Affordability Strategy (CHAS) data, housing problems include:

- Units with physical defects (lacking complete kitchen or bathroom);
- Overcrowded conditions (housing units with more than one person per room);
- Housing cost burden (including utilities) exceeding 30 percent of gross income; and
- Severe housing cost burden (including utilities) exceeding 50 percent of gross income.

Demographics	Base Year: 2009	Most Recent Year: 2020	% Change
Population	155,365	156,175	1%
Households	40,890	41,295	1%
Median Income	\$49,840.00	\$67,914.00	36%

**Table 4 - Housing Needs Assessment Demographics**

*Data Source:* 2000 Census (Base Year), 2016-2020 ACS (Most Recent Year)

#### Number of Households Table

	0-30% HAMFI	>30-50% HAMFI	>50-80% HAMFI	>80-100% HAMFI	>100% HAMFI
Total Households	5,765	6,755	9,395	4,610	14,775
Small Family Households	1,975	2,845	4,470	2,275	7,470
Large Family Households	1,120	1,675	2,825	1,160	2,935
Household contains at least one person 62-74 years of age	1,295	985	1,370	845	3,545
Household contains at least one person aged 75 or older	905	735	825	505	970
Households with one or more children 6 years old or younger	1,490	2,250	2,959	903	2,235

**Table 5 - Total Households Table**

*Data Source:* 2016-2020 CHAS

## Housing Needs Summary Tables

### 1. Housing Problems (Households with one of the listed needs)

	Renter					Owner				
	0-30% AMI	>30-50% AMI	>50-80% AMI	>80-100% AMI	Total	0-30% AMI	>30-50% AMI	>50-80% AMI	>80-100% AMI	Total
NUMBER OF HOUSEHOLDS										
Substandard Housing - Lacking complete plumbing or kitchen facilities	15	60	45	0	120	0	0	4	4	8
Severely Overcrowded - With >1.51 people per room (and complete kitchen and plumbing)	450	320	595	140	1,505	10	50	115	85	260
Overcrowded - With 1.01-1.5 people per room (and none of the above problems)	640	1,315	1,420	275	3,650	75	230	375	185	865
Housing cost burden greater than 50% of income (and none of the above problems)	2,290	1,340	335	15	3,980	720	590	445	125	1,880
Housing cost burden greater than 30% of income (and none of the above problems)	485	1,175	1,640	425	3,725	220	345	1,135	565	2,265
Zero/negative Income (and none of the above problems)	150	0	0	0	150	115	0	0	0	115

Table 6 – Housing Problems Table

Data Source: 2016-2020 CHAS

**2. Housing Problems 2 (Households with one or more Severe Housing Problems: Lacks kitchen or complete plumbing, severe overcrowding, severe cost burden)**

	Renter					Owner				
	0-30% AMI	>30-50% AMI	>50-80% AMI	>80-100% AMI	Total	0-30% AMI	>30-50% AMI	>50-80% AMI	>80-100% AMI	Total
NUMBER OF HOUSEHOLDS										
Having 1 or more of four housing problems	3,400	3,030	2,400	425	9,255	800	875	940	400	3,015
Having none of four housing problems	1,055	1,865	3,255	1,805	7,980	505	985	2,800	1,975	6,265
Household has negative income, but none of the other housing problems	0	0	0	0	0	0	0	0	0	0

**Table 7 – Housing Problems 2**

*Data Source:* 2016-2020 CHAS

**3. Cost Burden > 30%**

	Renter				Owner			
	0-30% AMI	>30-50% AMI	>50-80% AMI	Total	0-30% AMI	>30-50% AMI	>50-80% AMI	Total
NUMBER OF HOUSEHOLDS								
Small Related	1,555	1,770	1,565	4,890	230	295	800	1,325
Large Related	900	1,020	695	2,615	145	375	485	1,005
Elderly	825	330	269	1,424	580	475	305	1,360
Other	555	725	235	1,515	65	15	170	250
Total need by income	3,835	3,845	2,764	10,444	1,020	1,160	1,760	3,940

**Table 8 – Cost Burden > 30%**

*Data Source:* 2016-2020 CHAS

**4. Cost Burden > 50%**

	Renter				Owner			
	0-30% AMI	>30-50% AMI	>50-80% AMI	Total	0-30% AMI	>30-50% AMI	>50-80% AMI	Total
NUMBER OF HOUSEHOLDS								
Small Related	0	0	740	740	155	165	0	320
Large Related	0	0	295	295	145	235	25	405
Elderly	615	145	135	895	445	275	90	810
Other	0	450	555	1,005	55	0	0	55
Total need by income	615	595	1,725	2,935	800	675	115	1,590

**Table 9 – Cost Burden > 50%**

*Data Source:* 2016-2020 CHAS

## 5. Crowding (More than one person per room)

	Renter					Owner				
	0-30% AMI	>30-50% AMI	>50-80% AMI	>80-100% AMI	Total	0-30% AMI	>30-50% AMI	>50-80% AMI	>80-100% AMI	Total
NUMBER OF HOUSEHOLDS										
Single family households	960	1,400	1,490	310	4,160	75	160	290	190	715
Multiple, unrelated family households	115	195	490	105	905	10	110	205	70	395
Other, non-family households	20	34	55	0	109	0	10	0	15	25
Total need by income	1,095	1,629	2,035	415	5,174	85	280	495	275	1,135

Table 10 – Crowding Information – 1/2

Data Source: 2016-2020 CHAS

## 5. Crowding Information

	Renter				Owner			
	0-30% AMI	>30-50% AMI	>50-80% AMI	Total	0-30% AMI	>30-50% AMI	>50-80% AMI	Total
Households with Children Present	NA	NA	NA	NA	NA	NA	NA	NA

Table 11 – Crowding Information – 2/2

Describe the number and type of single person households in need of housing assistance.

According to the 2018-2022 ACS, about 6,903 households (16 percent) in Salinas were single person households. About 55 percent of single person households in Salinas are renter households. The total number of single person households has decreased since 2010, when there were 7,491 single person households in Salinas (2006-2010 ACS). In 2022, about 46 percent of single-person households were persons aged 65 or older. Seniors living alone typically require additional assistance with home repairs and maintenance.

Estimate the number and type of families in need of housing assistance who are disabled or victims of domestic violence, dating violence, sexual assault and stalking.

### Persons with Disabilities

Of the 97,541 persons 18 to 64 years of age and categorized as civilian noninstitutionalized, 5,984 (6.1 percent) have disability status. This is slightly lower than in Monterey county, where 6.6 percent of persons 18 to 64 have a disability. However, 39.5 percent of seniors aged 65 and older have disability status. This percentage is significantly higher than the senior population in the County with a disability (31.8 percent).

In general, persons with disabilities require accessible and affordable housing, with easy access to supportive services and transportation services. This can include special housing design features for the physically disabled, income support for those who are unable to work, and in-home supportive services for those with medical conditions. The majority of persons with disabilities live on an income that is significantly lower than the non-disabled population.

Ambulatory difficulty is the most prevalent for Salinas residents with a disability (45 percent), followed by a cognitive difficulty and independent living difficulty (40 percent and 37 percent, respectively).

The San Andreas Regional Center serves individuals with developmental disabilities in Salinas. As of December 2021, the center supported approximately 1,734 residents within Salinas' ZIP codes. Notably, the vast majority (89 percent) of Regional Center clients were living with a parent or guardian.

## Victims of Domestic Violence

The 2024 Monterey County Point-In-Time Homeless Count found the County-wide homeless population was 2,436, with 1,216 persons identified within Salinas. While data does not exist at the City level, County-level data indicated that six percent of survey respondents reported currently experience domestic/partner violence or abuse at the time of the PIT count. This percentage has decreased since 2022 (10 percent). Additionally, 34 percent responded that they had been physically, emotionally, or sexually abused in their lifetime. Victims of domestic violence may require special services to find housing, especially single mothers who may also be responsible for childcare expenses. The 2018-2022 ACS states that approximately 32 percent of the City's female-headed households, with no spouse present and with children under 18 years of age are living below the poverty level in 2022 compared to 7 percent of married couple households.

### What are the most common housing problems?

The most common housing problem in Salinas is cost burden, followed by overcrowding. According to the 2016-2020 CHAS data presented above, the most common problem faced by low and moderate income households is severe cost burden (exceeds 50 percent of household income), impacting 26 percent of low and moderate income households (5,720 households, Table 6). Severe cost burden impacted a similar proportion of renter and owner households (26 percent and 25 percent, respectively). Severe cost burden is significantly more prevalent for extremely low income (ELI) households. Approximately 51 percent of ELI renter households and 55 percent of ELI owner households have a severe cost burden.

A total of 6,280 households in Salinas are overcrowded (15 percent). However, overcrowding disproportionately impacts low and moderate income renter households. About 32 percent of low and moderate income renter households are overcrowded, compared to 12 percent of low and moderate income owner households.

### Are any populations/household types more affected than others by these problems?

In general, renter households are more impacted by housing problems when compared to owner households (Table 7). Approximately 54 percent of renter households earning 100% of AMI or less are experiencing at least one housing problem, compared to 32 percent of owner households in the same income range. ELI renter family households are particularly impacted by cost burden, with 79 percent of small family ELI households and 80 percent of large family ELI households experiencing cost burden.

The majority of overcrowded households in the City are single family households, which make up 80 percent of overcrowded renter households and 63 percent of overcrowded owner households. Single family households make up 88 percent of overcrowded ELI renter households.

**Describe the characteristics and needs of Low-income individuals and families with children (especially extremely low-income) who are currently housed but are at imminent risk of either residing in shelters or becoming unsheltered 91.205(c)/91.305(c)). Also discuss the needs of formerly homeless families and individuals who are receiving rapid re-housing assistance and are nearing the termination of that assistance**

Approximately 14 percent (5,765 households) of Salinas households earn extremely low incomes (Table 7). Approximately 77 percent of ELI households rent their home.



About 14 percent of all Salinas households and 13 percent of family households had an income below the poverty level, according to the 2018-2022 ACS. This is slightly higher than Monterey County, where 12 percent of all households are below the poverty level. Approximately 32 percent of female headed family households have incomes below the poverty level, significantly higher than rate for all households.

Rapid re-housing helps families and individuals who are not chronically homeless obtain permanent housing immediately and to stabilize themselves as soon as possible. These households have lived independently in permanent housing in the past and are in need of temporary assistance for several months—not years. While receiving assistance, these households are able to become increasingly self-sufficient through public assistance and/or employment. They may need long-term non-monetary assistance to prevent the loss of their housing such as free or low cost clothing, food, health care, household supplies, and transportation.

The City utilizes HCD ESG, Encampment Resolution Funds (ERF), and Family Homeless Challenge Funds (FHC) for rapid re-housing services. In FY 2024-2025, Community Homeless Solutions was the recipient for funding to operate a rapid re-housing program. Additionally, the Emergency Motel Program and the Salinas Outreach and Response Team were able to provide rapid re-housing services through the use of ERF and FHC funds.

**If a jurisdiction provides estimates of the at-risk population(s), it should also include a description of the operational definition of the at-risk group and the methodology used to generate the estimates:**

The City generally defines extremely low-income households and residents living in poverty as the most at-risk of becoming homeless. These estimates are based on CHAS data provided by HUD and on ACS data by the Census Bureau, respectively.

**Specify particular housing characteristics that have been linked with instability and an increased risk of homelessness**

Extremely low-income households with a severe housing cost burden are more likely to lose their homes in the event of loss of employment or other unexpected expenses. Unemployment and underemployment have been the primary reasons for families losing their homes. In addition, overcrowding and housing displacements are contributing factors to individuals and families becoming homeless.

## NA-15 Disproportionately Greater Need: Housing Problems – 91.205 (b)(2)

**Assess the need of any racial or ethnic group that has disproportionately greater need in comparison to the needs of that category of need as a whole.**

### Introduction

A disproportionate housing need refers to any group that has a housing need, which is at least 10 percentage points higher than the total population. The following tables identify the extent of housing problems by income and race.

#### 0%-30% of Area Median Income

Housing Problems	Has one or more of four housing problems	Has none of the four housing problems	Household has no/negative income, but none of the other housing problems
Jurisdiction as a whole	4,910	855	0
White	660	115	0
Black / African American	44	20	0
Asian	150	155	0

Housing Problems	Has one or more of four housing problems	Has none of the four housing problems	Household has no/negative income, but none of the other housing problems
American Indian, Alaska Native	10	0	0
Pacific Islander	0	0	0
Hispanic	3,990	550	0

**Table 12 - Disproportionally Greater Need 0 - 30% AMI**

*Data Source:* 2016-2020 CHAS

*Notes:* \*The four housing problems are: 1. Lacks complete kitchen facilities, 2. Lacks complete plumbing facilities, 3. More than one person per room, 4. Cost Burden greater than 30%

### 30%-50% of Area Median Income

Housing Problems	Has one or more of four housing problems	Has none of the four housing problems	Household has no/negative income, but none of the other housing problems
Jurisdiction as a whole	5,425	1,330	0
White	675	315	0
Black / African American	45	10	0
Asian	310	30	0
American Indian, Alaska Native	0	0	0
Pacific Islander	20	0	0
Hispanic	4,325	910	0

**Table 13 - Disproportionally Greater Need 30 - 50% AMI**

*Data Source:* 2016-2020 CHAS

*Notes:* \*The four housing problems are: 1. Lacks complete kitchen facilities, 2. Lacks complete plumbing facilities, 3. More than one person per room, 4. Cost Burden greater than 30%

### 50%-80% of Area Median Income

Housing Problems	Has one or more of four housing problems	Has none of the four housing problems	Household has no/negative income, but none of the other housing problems
Jurisdiction as a whole	6,110	3,285	0
White	580	640	0
Black / African American	110	44	0
Asian	230	115	0
American Indian, Alaska Native	0	0	0
Pacific Islander	0	0	0
Hispanic	5,135	2,385	0

**Table 14 - Disproportionally Greater Need 50 - 80% AMI**

*Data Source:* 2016-2020 CHAS

*Notes:* \*The four housing problems are: 1. Lacks complete kitchen facilities, 2. Lacks complete plumbing facilities, 3. More than one person per room, 4. Cost Burden greater than 30%

## 80%-100% of Area Median Income

Housing Problems	Has one or more of four housing problems	Has none of the four housing problems	Household has no/negative income, but none of the other housing problems
Jurisdiction as a whole	1,820	2,790	0
White	350	570	0
Black / African American	20	160	0
Asian	65	285	0
American Indian, Alaska Native	0	0	0
Pacific Islander	0	0	0
Hispanic	1,340	1,700	0

**Table 15 - Disproportionally Greater Need 80 - 100% AMI**

*Data Source:* 2016-2020 CHAS

*Notes:* \*The four housing problems are: 1. Lacks complete kitchen facilities, 2. Lacks complete plumbing facilities, 3. More than one person per room, 4. Cost Burden greater than 30%

## Discussion

The following is a breakdown of disproportionate housing problems by race/ethnicity and income levels:

- About 85 percent of ELI households (0 percent - 30 percent of AMI) are impacted by one or more housing problem. American Indian/Alaska Native households are disproportionately impacted – 100 percent of American Indian/Alaska Native households experience one or more housing problem.
- Among low income households (31 percent to 50 percent of AMI), Asian and Pacific Islander households are disproportionately affected by housing problems. About 91 percent of Asian households and 100 percent of Pacific Islander households are impacted by at least one housing problem, compared to 80 percent of low income households citywide.
- Among moderate income households (51 percent to 80 percent AMI), 65 percent were impacted by one or more housing problem. No racial/ethnic group was disproportionately affected by housing problems.
- Among middle income households (81 percent to 100 percent of AMI), 40 percent were impacted by one or more housing problem. No racial/ethnic group was disproportionately affected by housing problems.

## NA-20 Disproportionately Greater Need: Severe Housing Problems – 91.205 (b)(2)

Assess the need of any racial or ethnic group that has disproportionately greater need in comparison to the needs of that category of need as a whole.

## Introduction

A disproportionate housing need refers to any group that has a housing need, which is at least 10 percentage points higher than the total population. The following tables identify the extent of severe housing problems by income and race.

## 0%-30% of Area Median Income

Severe Housing Problems*	Has one or more of four housing problems	Has none of the four housing problems	Household has no/negative income, but none of the other housing problems
Jurisdiction as a whole	4,200	1,560	0

Severe Housing Problems*	Has one or more of four housing problems	Has none of the four housing problems	Household has no/negative income, but none of the other housing problems
White	510	265	0
Black / African American	44	20	0
Asian	120	185	0
American Indian, Alaska Native	4	4	0
Pacific Islander	0	0	0
Hispanic	3,490	1,055	0

**Table 16 – Severe Housing Problems 0 - 30% AMI**

*Data Source:* 2016-2020 CHAS

*Notes:* \*The four severe housing problems are: 1. Lacks complete kitchen facilities, 2. Lacks complete plumbing facilities, 3. More than 1.5 persons per room, 4. Cost Burden over 50%

### 30%-50% of Area Median Income

Severe Housing Problems*	Has one or more of four housing problems	Has none of the four housing problems	Household has no/negative income, but none of the other housing problems
Jurisdiction as a whole	3,905	2,850	0
White	470	515	0
Black / African American	45	10	0
Asian	200	140	0
American Indian, Alaska Native	0	0	0
Pacific Islander	20	0	0
Hispanic	3,120	2,115	0

**Table 17 – Severe Housing Problems 30 - 50% AMI**

*Data Source:* 2016-2020 CHAS

*Notes:* \*The four severe housing problems are: 1. Lacks complete kitchen facilities, 2. Lacks complete plumbing facilities, 3. More than 1.5 persons per room, 4. Cost Burden over 50%

### 50%-80% of Area Median Income

Severe Housing Problems*	Has one or more of four housing problems	Has none of the four housing problems	Household has no/negative income, but none of the other housing problems
Jurisdiction as a whole	3,340	6,055	0
White	250	970	0
Black / African American	105	50	0
Asian	54	295	0
American Indian, Alaska Native	0	0	0
Pacific Islander	0	0	0
Hispanic	2,900	4,620	0

**Table 18 – Severe Housing Problems 50 - 80% AMI**

*Data Source:* 2016-2020 CHAS

*Notes:* \*The four severe housing problems are: 1. Lacks complete kitchen facilities, 2. Lacks complete plumbing facilities, 3. More than 1.5 persons per room, 4. Cost Burden over 50%

## 80%-100% of Area Median Income

Severe Housing Problems*	Has one or more of four housing problems	Has none of the four housing problems	Household has no/negative income, but none of the other housing problems
Jurisdiction as a whole	825	3,780	0
White	70	850	0
Black / African American	0	180	0
Asian	10	345	0
American Indian, Alaska Native	0	0	0
Pacific Islander	0	0	0
Hispanic	745	2,285	0

**Table 19 – Severe Housing Problems 80 - 100% AMI**

*Data Source:* 2016-2020 CHAS

*Notes:* \*The four severe housing problems are: 1. Lacks complete kitchen facilities, 2. Lacks complete plumbing facilities, 3. More than 1.5 persons per room, 4. Cost Burden over 50%

## Discussion

The following is a breakdown of disproportionate severe housing problems by race/ethnicity and income levels:

- About 73 percent of all extremely low income households (0 percent – 30 percent of AMI) have a severe housing problem. Among ELI households, no racial/ethnic group was disproportionately affected by severe housing problems.
- Approximately 58 percent of all low income households (31 percent to 50 percent of AMI) have a severe housing problem. Black/African American households were disproportionately affected, with 82 percent experiencing severe housing problems.
- Approximately 36 percent of all moderate income households (51 percent to 80 percent AMI) have a severe housing problem. Black/African American households were disproportionately affected, with 68 percent experiencing severe housing problems.
- Among all middle income households (81 percent to 100 percent of AMI), about 18 percent have a severe housing problem. No racial/ethnic group was disproportionately affected by severe housing problems.

## NA-25 Disproportionately Greater Need: Housing Cost Burdens – 91.205 (b)(2)

Assess the need of any racial or ethnic group that has disproportionately greater need in comparison to the needs of that category of need as a whole.

### Introduction:

A disproportionate housing need refers to any group that has a housing need, which is at least 10 percentage points higher than the total population. The following tables identify the extent of housing cost burden by race. Cost burdened means a household spends more than 30 percent of its income on housing costs. Severe cost burden means a household spends more than 50 percent of its income on housing costs.

### Housing Cost Burden

Housing Cost Burden	<=30%	30-50%	>50%	No / negative income (not computed)
Jurisdiction as a whole	24,455	9,020	7,540	285

Housing Cost Burden	<=30%	30-50%	>50%	No / negative income (not computed)
White	5,850	1,280	1,210	40
Black / African American	415	55	180	0
Asian	1,965	490	345	69
American Indian, Alaska Native	0	4	4	0
Pacific Islander	15	0	20	0
Hispanic	15,675	7,055	5,665	175

**Table 20 – Greater Need: Housing Cost Burdens AMI**

*Data Source: 2016-2020 CHAS*

### Discussion:

Approximately 40 percent of all households in Salinas experience cost burden (spend more than 30 percent of gross household income on housing). American Indian/Alaska Native and Pacific Islanders represent a small proportion of Salinas' total households; however, they are disproportionately impacted by cost burden. About 57 percent of Pacific Islander households and 100 percent of American Indian/Alaska Native households are cost burdened.

About 18 percent of Salinas households experience severe cost burden (spend more than 50 percent of gross household income on housing). Similar to above, American Indian/Alaska Native and Pacific Islanders are disproportionately impacted by severe cost burden. About 57 percent of Pacific Islander households and 50 percent of American Indian/Alaska Native households are cost burdened. Additionally, 27.7 percent of Black/African American households are severely cost burdened, nearly ten percent more than the trend citywide.

### NA-30 Disproportionately Greater Need: Discussion – 91.205(b)(2)

Are there any Income categories in which a racial or ethnic group has disproportionately greater need than the needs of that income category as a whole?

#### Extremely low income households (0 percent – 30 percent of AMI)

About 85 percent of ELI households have at least one housing problem and 73 percent are affected by at least one severe housing problem. Although American Indian/Alaska Native households represent a small proportion of households citywide, American Indian/Alaska Native ELI households are disproportionately impacted by housing problems (100 percent have at least one housing problem).

#### Low income households (31 percent to 50 percent of AMI)

Asian and Pacific Islander low income households are disproportionately impacted by housing problems compared to low income households as a whole (91 percent and 100 percent, respectively, compared to 80 percent in the City as a whole). Additionally, low income Black/African American households are disproportionately affected by severe housing problems (82 percent, compared to 58 percent in the City as a whole).

#### Moderate income households (51 percent to 80 percent AMI)

About 65 percent of moderate income households were impacted by one or more housing problem and 36 percent were impacted by one or more severe housing problems. Black/African American moderate income households were disproportionately affected by severe housing problems (68 percent).

### **Middle income households (81 percent to 100 percent of AMI)**

About 40 percent of middle income households were impacted by one or more housing problem and 18 percent were impacted by one or more severe housing problems. No racial/ethnic group was disproportionately affected.

<b>If they have needs not identified above, what are those needs?</b>
---

The analysis presented above shows the need for additional affordable housing options in Salinas, particularly for low income and extremely low income households. Additionally, programs focused on home rehab and maintenance could provide assistance to households with a lack of plumbing and kitchen facilities.

### **Are any of those racial or ethnic groups located in specific areas or neighborhoods in your community?**

Figure 1 identifies the Low- and Moderate-Income Areas in Salinas. As shown in the map, low- and moderate-income areas are located throughout the City, but generally in the center (including the entire Alisal neighborhood), the Downtown areas, and in parts of North Salinas.

A minority "concentration area" is defined as an area whose proportion of minority population is greater than the overall Monterey County average (71 percent). With the exception of a few census tracts in the southern portion of the City, the majority of Salinas is identified as a minority concentration area (see Figure 2). Most of the low and moderate income areas were also identified as minority concentration areas, an indication that certain parts of the City have a disproportionate number of lower income minority residents.



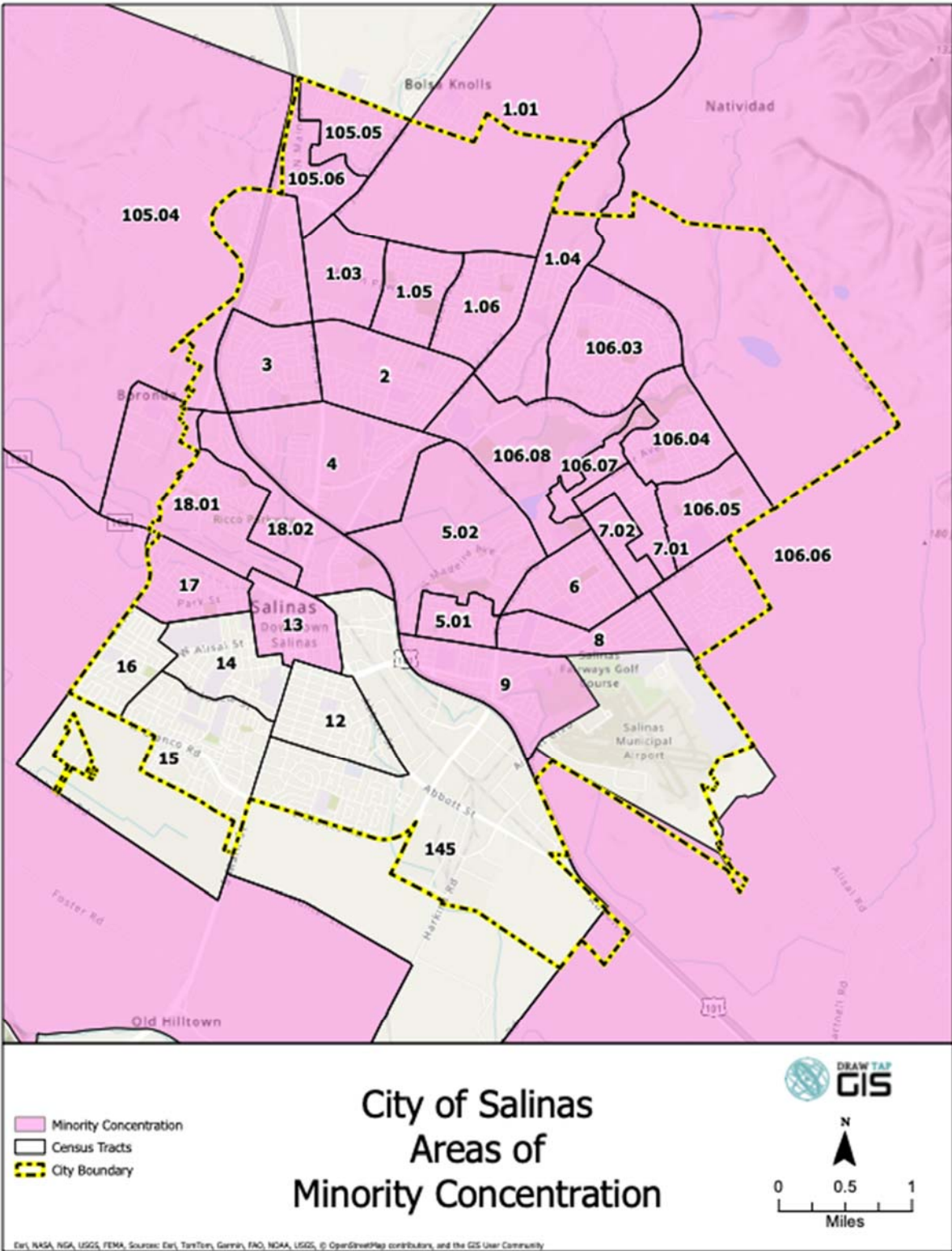
**City of Salinas**  
**Low/Moderate Income**  
**ACS 2016 - 2020**  
**Block Groups**

Legend:  
 ■ ACS 2020 Low/Mod Income  
 □ Census Block Groups  
 □ Census Tracts  
 - - - City Boundary

Scale: 0 0.5 1 Miles  
 North Arrow

Source: HUD, LMISD by Block Group, Based on 2016-2020 ACS for Entitlement CDBG Grantees.

Figure 2: Areas of Minority Concentration



## NA-35 Public Housing – 91.205(b)

### Introduction

HACM owns 26 housing developments (including scattered sites, totaling 682 units) in Salinas. Nineteen of the HACM housing complexes in Salinas are concentrated within the ANRSA. Beginning in 2015, the HACM initiated the process of converting its 22 public housing developments into project-based rental assistance units through HUD's Rental Assistance Demonstration (RAD) program. That conversion process was completed in 2019. The HACM has established the Housing Authority of the County of Monterey Development Corporation (HDC) to manage former public housing developments. The following tables represent updated information from HACM for housing vouchers being used in Salinas as of May 2020.

HACM also oversees the Housing Choice Voucher program for Salinas. As on November 2024, there were 4,023 HVC participants housed in Salinas. An additional 779 HCV applicants were looking for housing and 4,623 applicants were on the waitlist.

### Totals in Use

	Program Type								
	Certificate	Mod-Rehab	Public Housing	Vouchers					
				Total	Project-based	Tenant-based	Special Purpose Voucher		
							Veterans Affairs Supportive Housing	Family Unification Program	Disabled *
# of units vouchers in use	0	0	566	3,595	241	3,230	72	43	0

**Table 21 - Public Housing by Program Type**

*Data Source:* PIC (PIH Information Center)

*Notes:* \*includes Non-Elderly Disabled, Mainstream One-Year, Mainstream Five-year, and Nursing Home Transition

### Characteristics of Residents

	Program Type							
	Certificate	Mod-Rehab	Public Housing	Vouchers				
				Total	Project-based	Tenant-based	Special Purpose Voucher	
							Veterans Affairs Supportive Housing	Family Unification Program
Average Annual Income	0	0	17,604	15,599	14,579	15,701	11,802	15,814
Average length of stay	0	0	7	7	2	7	0	5
Average Household size	0	0	3	2	2	2	1	3
# Homeless at admission	0	0	0	0	0	0	0	0

Program Type								
	Certificate	Mod-Rehab	Public Housing	Vouchers				
				Total	Project-based	Tenant-based	Special Purpose Voucher	
							Veterans Affairs Supportive Housing	Family Unification Program
# of Elderly Program Participants (>62)	0	0	140	1,113	67	1,030	15	1
# of Disabled Families	0	0	84	916	64	816	28	8
# of Families requesting accessibility features	0	0	566	3,595	241	3,230	72	43
# of HIV/AIDS program participants	0	0	0	0	0	0	0	0
# of DV victims	0	0	0	0	0	0	0	0

**Table 22 – Characteristics of Public Housing Residents by Program Type**

*Data Source:* PIC (PIH Information Center)

## Race of Residents

Program Type									
Race	Certificate	Mod-Rehab	Public Housing	Vouchers					
				Total	Project-based	Tenant-based	Special Purpose Voucher		
							Veterans Affairs Supportive Housing	Family Unification Program	Disabled *
White	0	0	528	3,196	222	2,877	48	40	0
Black/African American	0	0	27	266	12	230	21	3	0
Asian	0	0	3	82	1	80	1	0	0
American Indian/Alaska Native	0	0	5	38	4	33	1	0	0
Pacific Islander	0	0	3	13	2	10	1	0	0
Other	0	0	0	0	0	0	0	0	0

**Table 23 – Race of Public Housing Residents by Program Type**

*Data Source:* PIC (PIH Information Center)

*Notes:* \*includes Non-Elderly Disabled, Mainstream One-Year, Mainstream Five-year, and Nursing Home Transition



## Ethnicity of Residents

Ethnicity	Certificate	Mod-Rehab	Public Housing	Program Type					
				Vouchers					
				Total	Project-based	Tenant-based	Special Purpose Voucher		
							Veterans Affairs Supportive Housing	Family Unification Program	Disabled *
Hispanic	0	0	480	2,222	138	2,036	10	29	0
Not Hispanic	0	0	86	1,373	103	1,194	62	14	0

**Table 24 – Ethnicity of Public Housing Residents by Program Type**

*Data Source:* PIC (PIH Information Center)

*Notes:* \*includes Non-Elderly Disabled, Mainstream One-Year, Mainstream Five-year, and Nursing Home Transition

### Section 504 Needs Assessment: Describe the needs of public housing tenants and applicants on the waiting list for accessible units:

HACM no longer operates any public housing developments and therefore does not maintain a waitlist for public housing.

### Most immediate needs of residents of Public Housing and Housing Choice voucher holders

HACM administers 26 housing projects (including scattered sites) with a total of 682 units in Salinas. As of November 2024, there were 4,809 households receiving Housing Choice Vouchers in the City (4,023 housed, and 779 applicants searching). An additional 4,623 households were on the waitlist. There has been a substantial increase in voucher use and need over the last four years. The number of vouchers has more than doubled since 2020, when 1,616 Salinas households were receiving vouchers. The number of households on the waitlist has similarly grown substantially (1,147 households in 2020, compared to 4,623 in 2024). The long waiting times to receive a voucher is the greatest need associated with the program.

### How do these needs compare to the housing needs of the population at large

The housing needs voucher holders generally reflect housing needs citywide (refer to discussion above), as a significant portion of the County's voucher recipients are located in Salinas.

## NA-40 Homeless Needs Assessment – 91.205(c)

### Introduction:

According to the 2024 Monterey County Homelessness Point-in-Time Count and Report, 2,436 individuals in Monterey County, including 1,216 individuals in Salinas, were homeless during the Point-in-Time (PIT) count conducted in January 2024. Countywide, the homeless population increased by 19 percent since 2022. In Salinas, the homeless population increased by about 14 percent since 2022. According to the 2024 Point-In-Time Count, 78 percent of the homeless population in Salinas is unsheltered (949 individuals).

It should be noted that annual PIT count measures the scope of homelessness on a single night; it does not represent every person who will experience homelessness throughout the year. The 2024 Monterey County Homeless Census and Survey does not include estimates of persons in rural areas who are homeless or at risk of homelessness (Table 26).

Table 25 and Table 27 represent interpolations for Salinas based on the characteristics of the homeless population in the County. No specific data is available for the City.

Population	Estimate the # of persons experiencing homelessness on a given night	
	Sheltered	Unsheltered
Persons in Households with Adult(s) and Child(ren)	100	82
Persons in Households with Only Children	NA	NA
Persons in Households with Only Adults	NA	NA
Chronically Homeless Individuals	86	323
Chronically Homeless Families	NA	NA
Veterans	33	40
Unaccompanied Child	11	101
Persons with HIV	36	

**Table 25: Individuals Experiencing Homelessness**

*Data Source: Monterey County 2024 Homelessness Point-In-Time Count & Report*

*Notes: 1. NA = Data Not Available. 2. Data for Salinas is interpolated from County-wide data. There is no demographic data available at the City level.*

### Rural Homeless Needs Assessment

Population	Estimate the # of persons experiencing homelessness on a given night		Estimate the # experiencing homelessness each year	Estimate the # becoming homeless each year	Estimate the # exiting homelessness each year	Estimate the # of days persons experience homelessness
	Sheltered	Unsheltered				
Persons in Households with Adult(s) and Child(ren)	NA	NA	NA	NA	NA	NA
Persons in Households with Only Children	NA	NA	NA	NA	NA	NA
Persons in Households with Only Adults	NA	NA	NA	NA	NA	NA
Chronically Homeless Individuals	NA	NA	NA	NA	NA	NA
Chronically Homeless Families	NA	NA	NA	NA	NA	NA
Veterans	NA	NA	NA	NA	NA	NA
Unaccompanied Youth	NA	NA	NA	NA	NA	NA
Persons with HIV	NA	NA	NA	NA	NA	NA

**Table 26: Rural Homeless Needs Assessment**

*Notes: NA = Data Not Available*

If data is not available for the categories "number of persons becoming and exiting homelessness each year," and "number of days that persons experience homelessness," describe these categories for each homeless population type (including chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth).

In Salinas, the homeless population is made up of 1,216 individuals, 78 percent (949 individuals) of which are unsheltered. The 2024 Monterey County Homeless Census and Survey identified the characteristics below in the County's homeless population. However, no similarly specific information is available for the City, so the data provided in Table 25 has been interpolated from County-wide data. Percentages are utilized in the discussion below to avoid putting too much weight on exact numbers from interpolated data.

**Chronically Homeless:** Chronically homeless individuals make up about 34 percent of the County's homeless population and the majority of chronically homeless individuals are unsheltered (79 percent). Data is not available specifically for chronically homeless families.

**Families with Children:** Approximately 15 percent of Monterey County's homeless population were individuals in households with children. About 45 percent were unsheltered and 55 percent were sheltered.

**Veterans:** Veterans comprise 6 percent of the homeless population in the County. About 55 percent of these individuals were unsheltered.

**Unaccompanied Youth:** County-wide, about 9 percent of the homeless population were unaccompanied youth (225 individuals, includes minors under 18 and transition age youth (ages 19-24)). The vast majority of unaccompanied youth are unsheltered (90 percent).

Based on the results from the 2024 Monterey County Homeless Census and Survey, 77 percent of survey respondents reported that their current episode of homelessness was not their first. The survey also found that 78 percent of survey respondents had been homeless for a year or longer and an additional 9 percent had been homeless for 7 to 11 months.

#### Nature and Extent of Homelessness: (Optional)

Race/Ethnicity:	Percent of Total Homeless Population
White only, not Hispanic	25%
Black or African American only, not Hispanic	14%
Asian only, not Hispanic	4%
American Indian or Alaska Native only, not Hispanic	2%
Pacific Islander only, not Hispanic	2%
Multi-Race only, not Hispanic	8%
Middle Eastern or North African only, not Hispanic	1%
Hispanic, any race	44%

**Table 27: Individuals Experiencing Homelessness by Race and Ethnicity, 2024**

*Data Source: Monterey County 2024 Homelessness Point-In-Time Count & Report*

*Notes: Data provided is County-wide data. There is no demographic data available at the City level.*

Estimate the number and type of families in need of housing assistance for families with children and the families of veterans.

The 2024 Monterey County Homeless Census and Survey provides information about families and veterans at the County level, but does not include city level data.



Families with Children: In Monterey County, 366 individuals were members of homeless families with children. This is a slight increase from 2022 (347 individuals), but a significant decrease from 2019 (596). Approximately 45 percent of individuals in homeless families were unsheltered. Using interpolation, an estimated 183 individuals are members of homeless families with children.

Veterans: There were 146 homeless veterans identified County-wide during the point-in-time count. This equates to approximately 73 homeless veterans in Salinas. The number of homeless veterans in the County has decreased steadily since 2019 (by 17 percent). About 55 percent of veterans were unsheltered at the time of the count.

### **Describe the Nature and Extent of Homelessness by Racial and Ethnic Group.**

As shown in Table 27, the largest proportion of individuals counted in the 2024 Homeless Count identified as White (25 percent). After White, Black or African Americans were the second most prevalent racial group (14 percent). About 8 percent of homeless individuals identified as multi-race, and 4 percent were Asian. About 44 percent of homeless individuals were Hispanic (of any race).

Black/African Americans are overrepresented among the homeless population in Monterey County. About 2 percent of the County's population is Black/African American, compared to 14 percent of the homeless population. In contrast, Hispanic/Latinos make up 60 percent of the County's population, but 44 percent of the homeless population.

### **Describe the Nature and Extent of Unsheltered and Sheltered Homelessness.**

The 2024 Homeless Census and Survey found 2,436 homeless persons in Monterey County, of which 1,216 persons were located in Salinas. Within Salinas, 267 were sheltered and 949 were unsheltered. Approximately 17 percent of the County homeless population had chronic health problems. Many homeless persons suffer from health conditions, including physical disabilities (31 percent), depression (50 percent), and PTSD (32 percent). Approximately six percent of homeless survey respondents reported currently experiencing domestic/partner abuse and 34 percent had a history of being abused.

The Homeless Census reports that 61 percent of the County homeless population were living in encampments/outdoors, 7 percent in emergency shelters and transitional housing, 18 percent in cars, 3 percent indoor areas not intended for sleeping, and 11 percent in motels and hotels.

## **NA-45 Non-Homeless Special Needs Assessment - 91.205 (b,d)**

### **Introduction:**

Certain households, because of their special characteristics and needs, may require special accommodations and may have difficulty finding housing due to their special needs. Special needs groups include the elderly, persons with disabilities, persons with HIV/AIDS, female-headed households, large households, homeless persons, and persons at-risk of homelessness.

<b>Describe the characteristics of special needs populations in your community:</b>
---

To the extent feasible, information specific to the City is provided. If specific local information is not available, regional data is used to generally depict the nature and extent of a special needs group.

### **Elderly**

According to the 2018-2022 ACS, the householder was over 65 for 8,540 households in Salinas (19 percent of all households). About 3,198 of these households were a senior (age 65 or older) living alone. Approximately 31 percent of households with an elderly householder rented and 69 percent owned their home. The prevalence of disability is an

important factor in considering housing needs for the elderly. About 27 percent of the elderly population in Salinas has at least one disability. The most common disabilities among seniors age 65 or older are ambulatory difficulties (affecting 65 percent of seniors with a disability), followed by independent living difficulties (affecting 45 percent of seniors with a disability). Additionally, the 2016-2020 CHAS data shows that 51 percent of households with at least one person age 62 or older are lower income (<80% AMI).

### **Persons with Disabilities**

According to the 2018-2022 ACS, 8 percent of the population in Salinas was affected by one or more disabilities. Among persons living with disabilities, ambulatory difficulties and cognitive difficulties were the most prevalent (each impacting 41 percent of persons with disabilities), followed by independent living difficulties (33 percent). As discussed above, disability is much more prevalent among seniors over age 65.

### **Large Households**

Large households are those with five or more members. According to the 2018-2022 ACS, approximately 30 percent of the households in Salinas were large households. The majority of large households were renter-occupied households (57 percent). The proportion of large households in Salinas is significantly higher than Monterey County as a whole, where 20 percent of households have five or more members. According to the CHAS data, 58 percent of large households in Salinas are lower income (<80% AMI).

### **Single-Parent Households**

According to the 2018-2022 ACS, there are approximately 11,909 single-parent households in Salinas. Of these households, about 69 percent are renters. The majority of single-parent households were headed by females (67 percent). Female-headed households are significantly more likely to be living below the poverty level. Approximately 32 percent of the City's female-headed households, with no spouse present and with children under 18 years of age are living below the poverty level in 2022 compared to 7 percent of married couple households.

### **Victims of Domestic Violence**

According to the California Department of Justice, the Salinas Police Department received 510 domestic violence related calls in 2023. The number of calls related to domestic violence appears to be decreasing (the Department received 619 calls in 2022 and 675 calls in 2021). According to the Monterey County 2024 Homeless Point-In-Time Count and Survey, 6 percent of respondents reported currently experiencing domestic/partner violence or abuse. Additionally, 34 percent of respondents reported having a history of being abused.

### **Farmworkers**

According to the 2018-2022 ACS, there were 9,427 farmworkers residing in Salinas. However, the 2018 Farmworker Housing Study and Action Plan for Salinas Valley and Pajaro Valley provides more detailed and localized data. The Study estimated there were 91,433 agricultural workers in the region in 2016. A survey of 420 farmworkers found that the median annual income was below \$25,000. The Study concludes an overwhelming need for affordable, permanent year-round housing for farmworker families.

Recent farmworker housing projects include:

Eden Housing Project: located at 835 E. Laurel Drive is a project which will consist of 132 units (one, two and three bedrooms) for low-income families and farmworker families with households earning between 30 percent and 60 percent AMI. The project will include recreational spaces and areas, community rooms, computer labs and after-school activity areas, among other amenities. Community engagement for this project started in Spring 2023 and the project received approval from the Board of Supervisors on March 11, 2025. Construction of Phase I (78 units) is anticipated by 2028.

## Persons with Alcohol/Substance Abuse Addictions

The 2022 Monterey County Health Need Assessment (CHNA) is a comprehensive report on the health needs in Monterey County. The CHNA reports on a number of factors related to alcohol and substance abuse. According to the CHNA, a total of 26 percent of adults in the County are excessive drinkers. The CHNA reports that 3.6 percent of Salinas adults have used an illicit drug in the past month (compared to 6.1 percent Countywide) and 7 percent of Salinas adults have used a prescription opioid in the past year (compared to 11 percent Countywide). Illicit drug and opioid use were highest among very low income and LGBTQ+ residents. Among the County's homeless population, 40 percent reported having a substance use disorder, according to the 2024 Homeless Point-In-Time Count and Survey.

## Veterans

The 2018-2022 ACS estimated that 3,329 veterans resided in Salinas (3 percent of the civilian population over age 18). Approximately 34 percent had a disability, 7.7 percent in the labor force were unemployed, and 8.1 percent were living below the poverty status. The 2024 Homeless Point-In-Time Count and Survey identified 146 veterans experiencing homelessness in the County, and 55 percent of these individuals were unsheltered.

**What are the housing and supportive service needs of these populations and how are these needs determined?**

## Elderly

The data above indicates that about half of households with an elderly member are low income. Additionally, many elderly householders own their home. This indicates a need to programs to assist with maintenance and repairs for lower income elderly homeowners. Additionally, the elderly are more likely to have disabilities such as ambulatory difficulties and independent living difficulties. Thus, programs to make accessibility improvements to homes and supportive services like health care, independent living assistance, and transportation services are needed to serve this population.

## Persons with Disabilities

Ambulatory difficulties, cognitive difficulties, and independent living difficulties were the more prevalent disability types in Salinas. Disabled persons could benefit from special modifications, adaptive equipment, or other features in their home. These individuals would also benefit from a variety of supportive services including health care and health programs, special education services, independent living assistance, and transportation services.

## Large Households

The majority of large households in Salinas are lower income. Therefore, the limited availability of affordable adequately sized units is a common problem for lower income large households.

## Single-Parent Households

Single-parent households typically have needs for affordable and quality childcare. Despite the existence of resources, it is difficult for some families to qualify for subsidized services. Many single-parent households also need support services for parenting. Often, inadequate transportation service and high transportation costs are also concerns.

## Victims of Domestic Violence

Victims of domestic violence often need transitional housing and other supportive services (such as legal, counseling, affordable childcare, and employment training) to help them leave the abusive environment and gain financial self-sufficiency. The Domestic Violence Coordinating Council of Monterey County improves coordination between

agencies/departments/the courts to better service victims of domestic violence. The Council may establish procedures, conduct reviews, develop policies, and take all other actions necessary to further the board objectives of responsiveness to domestic violence and related issues.

### **Farmworkers**

The Farmworker Housing Action Plan for Salinas Valley and Pajaro Valley (2018) was developed to understand the specific needs and barriers related to farmworker housing and identify potential solutions. Survey data associated with the Action Plan found that 89 percent of farmworker households rented, and 93 percent of farmworker households were overcrowded. The Plan identified permanent housing for year-round farmworkers is the greatest need: 80 percent of farmworkers live in the region year-round.

### **Persons with Drug/Alcohol Addictions**

Substance abuse services (such as rehabilitation) and prevention services are needed.

### **Veterans**

As noted above, disabilities are significantly more prevalent in the veteran population. Living with a disability has the potential to limit an individual's ability to earn income. Supportive services and resources that provide health care, housing, and employment are needed.

### **Other Special Needs Populations**

In consulting with City staff during the Consolidated Plan preparation process, the following supportive services are needed in Salinas:

- Respite care for caregivers
- Services for individuals recently released from incarceration
- Crisis residential services

### **Discuss the size and characteristics of the population with HIV/AIDS and their families within the Eligible Metropolitan Statistical Area:**

According to the Monterey County Health Department, there were 90 new HIV diagnoses between 2020 and 2022 in the County, 25 of which occurred in 2022 (most recent data available). The number and rate of new HIV cases among Monterey County residents has declined in recent years. In 2018 the rate was 10.5 diagnoses per 100,000 people. In 2022, the rate had dropped to 5.6 diagnoses per 100,000 people. The highest rates of diagnoses between 2016 and 2018 (most recent data available) were among male between 25 and 44 years of age (about 28 diagnoses per 100,000) and among Black or African American residents (25 diagnoses per 100,000). In Salinas, the most recent available data shows the rate was 13.9 diagnoses per 100,000 between 2016 and 2018.

### **NA-50 Non-Housing Community Development Needs – 91.215 (f)**

#### **Describe the jurisdiction's need for Public Facilities:**

According to the Visión Salinas Existing Conditions Report, there is a need for additional parkland in the City. Salinas currently has 1.52 acres of parkland per thousand residents, with a goal of increasing this to 3 acres per thousand residents. Additionally, many existing community parks are in need of maintenance and repairs. The Report also identified a need for additional arts and cultural spaces, as well as a community urban plaza for civic and cultural events. To that end, the City approved \$8 million for a new community center in 2022.

#### How were these needs determined?

These needs were determined through the Visión Salinas Existing Conditions Report, which was developed as part of the Visión Salinas 2024 General Plan Update process. The Report includes a review of existing available data as well as extensive community input.

#### Describe the jurisdiction's need for Public Improvements:

The Visión Salinas Existing Conditions Report identified a need for multimodal transportation options that are safe and convenient for residents. Additionally, it is difficult to maintain and modernize infrastructure at pace with Salinas' population growth.

Sufficient water supply is a perpetual concern in Salinas due to reliance on groundwater and recurring droughts.

#### How were these needs determined?

These needs were determined through the Visión Salinas Existing Conditions Report, which was developed as part of the Visión Salinas 2024 General Plan Update process. The Report includes a review of existing available data as well as extensive community input.

#### Describe the jurisdiction's need for Public Services:

As Salinas' population continues to grow, there is an increased demand for recreational programming. In 2022, the City of Salinas allocated \$300,000 to enhance community programs focused on community health and safety, including programs for education, recreation, social work, public health, public safety, mental health, youth development, and community building.

Salinas residents are served by the Salinas Police Department and Salinas Fire Department. Staffing issues are an ongoing concern for the Police Department. While crime has decreased over the past decade, the crime rate in Salinas remains substantially higher than the nearby City of Monterey.

#### How were these needs determined?

These needs were determined through the Visión Salinas Existing Conditions Report, which was developed as part of the Visión Salinas 2040 General Plan Update process. The Report includes a review of existing available data as well as extensive community input.

## Housing Market Analysis

### MA-05 Overview

#### Housing Market Analysis Overview:

The Housing Market Analysis section provides information on the affordability and condition of the housing market in the City. Most of the tables below were populated with data provided by HUD for preparation of the Consolidated Plan, based on the 2016-2020 Comprehensive Housing Affordability Strategy (CHAS) and the 2016-2020 American Community Survey (ACS).

## MA-10 Number of Housing Units – 91.210(a)&(b)(2)

### Introduction

The City had approximately 42,675 housing units in 2020. Overall, the housing stock was comprised of about 63 percent single-family units (detached and attached), 33 percent multi-family units, and four percent mobile homes. Approximately 48 percent of the housing units were owner-occupied, and 52 percent were renter-occupied as of 2020, according to the 2016-2020 ACS.

All residential properties by number of units

Property Type	Number	%
1-unit detached structure	24,330	57%
1-unit, attached structure	2,760	6%
2-4 units	3,645	9%
5-19 units	6,800	16%
20 or more units	3,395	8%
Mobile Home, boat, RV, van, etc.	1,745	4%
Total	42,675	100%

Table 28 – Residential Properties by Unit Number

Data Source: 2016-2020 ACS

### Unit Size by Tenure

	Owners		Renters	
	Number	%	Number	%
No bedroom	315	2%	870	4%
1 bedroom	155	1%	4,610	21%
2 bedrooms	2,895	15%	8,835	41%
3 or more bedrooms	16,400	83%	7,220	34%
Total	19,765	101%	21,535	100%

Table 29 – Unit Size by Tenure

Data Source: 2016-2020 ACS

**Describe the number and targeting (income level/type of family served) of units assisted with federal, state, and local programs.**

Housing developments utilizing federal, state, and/or local programs, including state and local bond programs, Low-Income Housing Tax Credits (LIHTC), density bonus, or direct assistance programs, are often restricted for use as low-income housing and provide another source of affordable housing for a jurisdiction. A number of developments in Salinas have been identified where some or all of the units are affordable for low to moderate income households. Together these projects provide 2,196 units of affordable housing, including 1,427 family units, 650 senior units and 119 units for disabled persons.

**Provide an assessment of units expected to be lost from the affordable housing inventory for any reason, such as expiration of Section 8 contracts.**

Overall, 778 units in 15 projects are considered at risk of converting to market-rate housing between the years 2022 and 2032 due to potential expiration of rent subsidies either by restrictions placed on the property by the City of Salinas, HCD, HUD, LIHTC, CalHFA or other funding sources. These are listed below.

Property Name	# of Affordable Units	City Affordability Period Expiring	Other Affordability Period (LIHTC/CalHFA/HCD)
California House	8	July 3, 2032	
Creekbridge Apartments	12	July 1, 2029	
Gabilan Hills Apartments	100	September 29, 2025	
Harden Ranch Apartments	95	May 6, 2026	
Jardines Del Monte	11	January 28, 2033	
Lupine Gardens	20	November 12, 2032	
Montecito At Williams Ranch	130	June 3, 2029	
Mountain View Homes	68	August 21, 2030	
Pajaro Triplex	3	October 25, 2025	May 6, 2026
Regency Court	119	December 28, 2025	2023
Salinas Bay Apartments	92	November 13, 2030	
Sun Street Apartments	2	January 28, 2030	
Plaza Club Apartments	42	N/A	2027
<b>Total</b>	<b>702</b>		

As mentioned in the Needs Assessment above there are 778 affordable housing units that are anticipated to be approved/constructed during this Consolidated Planning period. This will help to offset the potential losses of units converting to market rate.

#### Does the availability of housing units meet the needs of the population?

According to the CHAS data by HUD, mismatches in terms of supply and affordability exist in the City. Approximately 5,765 households earning less than 30 percent of AMI resided in the City; however, there were only 1,066 dwelling units affordable to those at this income level. Similarly, there were 6,755 households earning between 31 and 50 percent of AMI and only 4,135 housing units affordable to those at this income level. With approximately 13,380 housing units in Salinas that were affordable to households earning between 51 and 80 percent AMI, there were more than enough units to accommodate the 9,395 households at this income level. However, a housing unit affordable to a particular income group does not mean the unit is actually occupied by a household in that income group. Therefore, the affordability mismatches are likely to be more severe than what is presented by the CHAS data.

In addition, according to the 2016-2020 CHAS data, approximately 24 percent of the households in the City were large households (comprised of five or more persons). The limited availability of affordable adequately sized rental units is a problem faced by these households. The vast majority (83 percent) of the ownership housing in the City was comprised of larger units (i.e. with three or more bedrooms). By comparison, only 34 percent of rental housing was comprised of these larger units. This disparity may explain the larger number of overcrowded renter-households in the City.

#### Describe the need for specific types of housing:

The following types of housing are needed in the City

- Housing affordable to households that earn less than 50 percent of AMI.
- Larger rental units (i.e. with three or more bedrooms).
- Farmworker housing to alleviate existing overcrowding conditions.
- Housing for seniors and persons with disabilities.



## MA-15 Housing Market Analysis: Cost of Housing - 91.210(a)

### Introduction

One of the most important factors in evaluating a community's housing market is the cost of housing and, even more significant, whether the housing is affordable to households who live there or would like to live there. Housing problems directly relate to the cost of housing in a community. If housing costs are relatively high in comparison to household income, a correspondingly high rate of housing cost burden and overcrowding could result.

Similar to many communities in California, the cost of living in Salinas has continued to rise. The median home value increased from \$276,200 in 2015 to \$451,000 in 2020, representing a 63 percent increase over five years. Rents in Salinas increased by 30 percent over the same period, going from \$1,060 a month to \$1,374 a month.

As of February 2025, Zillow data indicates that median home values have increased by over 60 percent again since 2020 to \$728,998. Rents have also continued to rise. A rental survey in February 2025 found the following median rents in Salinas: Studio - \$1,635, 1-bedroom: \$2,044, 2-bedroom: 2,650, and 3-bedroom - \$3,300. One 4-bedroom unit was listed for \$3,750. With housing costs rising for both homeowners and renters, cost burden and overcrowding remain significant concerns, especially for lower-income residents.

### Cost of Housing

	Base Year: 2015	Most Recent Year: 2020	% Change
Median Home Value	276,200	451,000	63%
Median Contract Rent	1,060	1,374	30%

Table 30 – Cost of Housing

Data Source: 2000 Census (Base Year), 2016-2020 ACS (Most Recent Year)

### Rent Paid

Rent Paid	Number	%
Less than \$500	1,605	7.5%
\$500-999	3,565	16.6%
\$1,000-1,499	7,900	36.7%
\$1,500-1,999	6,010	27.9%
\$2,000 or more	2,455	11.4%
Total	21,535	100.0%

Table 31 - Rent Paid

Data Source: 2016-2020 ACS

### Housing Affordability

Number of Units affordable to Households earning	Renter	Owner
30% HAMFI	1,060	No Data
50% HAMFI	3,480	655
80% HAMFI	11,855	1,525
100% HAMFI	No Data	3,160
Total	16,395	5,340

Table 32 – Housing Affordability

Data Source: 2016-2020 CHAS

## Monthly Rent

Monthly Rent (\$)	Efficiency (no bedroom)	1 Bedroom	2 Bedroom	3 Bedroom	4 Bedroom
Fair Market Rent	2,340	2,367	2,879	3,990	4,400
High HOME Rent	1,486	1,594	1,914	2,204	2,439
Low HOME Rent	1,158	1,241	1,490	1,721	1,920

Table 33 – Monthly Rent

Data Source: 2024 HUD FMR and HOME Rents

### Is there sufficient housing for households at all income levels?

According to the CHAS data by HUD, mismatches in terms of supply and affordability exist in the City. Approximately 5,765 households earning less than 30 percent of AMI resided in the City; however, there were only 1,066 dwelling units affordable to those at this income level. Similarly, there were 6,755 households earning between 31 and 50 percent of AMI and only 4,135 housing units affordable to those at this income level. With approximately 13,380 housing units in Salinas that were affordable to households earning between 51 and 80 percent AMI, there were more than enough units to accommodate the 9,395 households at this income level. However, a housing unit affordable to a particular income group does not mean the unit is actually occupied by a household in that income group. Therefore, the affordability mismatches are likely to be more severe than what is presented by the CHAS data.

### How is affordability of housing likely to change considering changes to home values and/or rents?

The rises in home prices and rents, coupled with the general insufficient new construction of housing, have resulted in the current housing crisis that is characterized by severe housing problems such as cost burden, overcrowding, and other housing issues such as conditions.

### How do HOME rents / Fair Market Rent compare to Area Median Rent? How might this impact your strategy to produce or preserve affordable housing?

Comparing the rental survey results above with Table 33, the median rental rates in Salinas are lower than fair market rents but are significantly higher than HOME rents. The City should continue to work on expanding affordable rental housing options using HOME and CDBG funds for Salinas' lower-income households.

## MA-20 Housing Market Analysis: Condition of Housing – 91.210(a)

### Introduction

Assessing housing conditions in the City can provide the basis for developing policies and programs to maintain and preserve the quality of the housing stock. The ACS defines a "selected condition" as owner- or renter-occupied housing units having at least one of the following conditions: 1) lacking complete plumbing facilities; 2) lacking complete kitchen facilities; 3) more than one occupant per room; and 4) selected monthly housing costs greater than 30 percent of household income. Based on this definition, almost two-thirds of all renter-occupied households (64 percent) in Salinas had at least one selected condition between 2016 and 2020 (Table 34). A lower proportion of owner-occupied households (37 percent) had at least one selected condition.

### Describe the jurisdiction's definition of "standard condition" and "substandard condition but suitable for rehabilitation":

In the City, substandard housing conditions may consist of the following: structural hazards, poor construction, inadequate maintenance, faulty wiring, plumbing, fire hazards, and inadequate sanitation. Substandard units suitable

for rehabilitation are those units where the total rehabilitation costs do not exceed 25 percent of the after-rehabilitation value. A standard condition housing unit in Salinas is a housing unit that has none of the characteristics of substandard condition.

### Condition of Units

Condition of Units	Owner-Occupied		Renter-Occupied	
	Number	%	Number	%
With one selected Condition	6,735	34%	10,580	49%
With two selected Conditions	560	3%	3,245	15%
With three selected Conditions	10	0%	4	0%
With four selected Conditions	0	0%	0	0%
No selected Conditions	12,460	63%	7,695	36%
Total	19,765	100%	21,524	100%

Table 34 - Condition of Units

Data Source: 2016-2020 ACS

### Year Unit Built

Year Unit Built	Owner-Occupied		Renter-Occupied	
	Number	%	Number	%
2000 or later	2,250	11%	2,465	11%
1980-1999	5,555	28%	6,725	31%
1950-1979	9,115	46%	9,580	45%
Before 1950	2,840	14%	2,755	13%
Total	19,760	99%	21,525	100%

Table 35 – Year Unit Built

Data Source: 2016-2020 CHAS

### Risk of Lead-Based Paint Hazard

Risk of Lead-Based Paint Hazard	Owner-Occupied		Renter-Occupied	
	Number	%	Number	%
Total Number of Units Built Before 1980	11,955	61%	12,335	57%
Housing Units build before 1980 with children present	4,730	24%	1,660	8%

Table 36 – Risk of Lead-Based Paint

Data Source: 2016-2020 ACS (Total Units) 2016-2020 CHAS (Units with Children present)

### Vacant Units

	Suitable for Rehabilitation	Not Suitable for Rehabilitation	Total
Vacant Units	1,379	N/A	1,379
Abandoned Vacant Units	N/A	N/A	N/A
REO Properties	N/A	N/A	N/A
Abandoned REO Properties	N/A	N/A	N/A

Table 37 - Vacant Units

## Need for Owner and Rental Rehabilitation

Given the age of the housing stock in the City, the number of substandard housing units is moderate. Housing age can indicate general housing conditions within a community. Housing is subject to gradual deterioration over time. Deteriorating housing can depress neighboring property values, discourage reinvestment, and eventually impact the quality of life in a neighborhood. According to the 2016-2020 ACS data, a majority of the housing stock in Salinas was constructed prior to 1980. Approximately 61 percent of owner-occupied housing and 57 percent of renter-occupied housing in the City is over 45 years old (built before 1980). Approximately 14 percent of housing units are 70 years of age or older (built before 1950), generally considered the useful life of a building. The age of the City's housing stock suggests that a high portion of the housing stock may need significant improvements and rehabilitation.

The City provides Code Enforcement services throughout the City solely on a complaint basis. A complaint-based system may result in underreporting of code compliance issues, particularly of rental housing stock. Often tenants fear retaliation from the landlords and are therefore less willing to report an issue. Language barrier may be another obstacle for reporting code compliance issues. In April of 2023, the City approved establishing a Rental Registry Program and increasing Fair Housing Counseling services.

Most of the cases opened were related to neighborhood maintenance issues. Most typical housing condition issues concerned illegal occupancy, primarily related to garage and garden shed conversions and recreational vehicles illegally connected to the City's sewer system. Additional issues include plumbing problems, overcrowding, and electrical hazards. These housing arrangements represent some of the City's most substandard housing conditions. Housing conditions, particularly for low-income renters, are a significant concern in the community, which led to the creation of the Residential Rental Registration Ordinance, adopted in April 2023. To keep community stakeholders at the center of the development of this Ordinance, the City formed a Community Advisory Committee (TAC) comprised of community advocates, housing developers, property managers, and private sector professional organization representatives to assist in formulating an equitable, acceptable Residential Rental Registration Program. The City envisions the Residential Rental Registration serving initially as a database that the City would use to collect and track rental data on units, including affordable units, and to disseminate information and expand tenant/landlord services. However, the utility of the Residential Rental Registration could be expanded over time to incorporate additional monitoring, compliance, and enforcement activities as new programs are established and linked to it.

With this program, the City intends to facilitate abatement of on-going nuisances and increase compliance with State and local laws related to rental properties to ensure rental housing is maintained and meets minimum building, housing, fire, and nuisance standards and is safe to occupy. The Residential Rental Registration Program is intended to preserve and enhance the quality of life for residents living in rental housing, as well as the neighborhoods in which they reside.

## Estimated Number of Housing Units Occupied by Low or Moderate Income Families with LBP Hazards

Housing age is the key variable used to estimate the number of housing units with lead-based paint (LBP). Starting in 1978, the federal government prohibited the use of LBP on residential property. National studies estimate that 75 percent of all residential structures built prior to 1970 contain LBP. Housing built prior to 1940 is highly likely to contain LBP (estimated at 90 percent of housing units nationally), and in housing built between 1960 and 1979, 62 percent of units are estimated to contain LBP.

Using the 75 percent national average of potential LBP hazard and applying it to the amount of units built prior to 1980 in the City, an estimated 18,217 units (8,966 owner-occupied and 9,251 renter-occupied) may contain LBP. Furthermore, approximately 53 percent of households in the City are low and moderate income (earn less than 80 percent of AMI). This translates to approximately 16,436 housing units with potential LBP that may be occupied by low and moderate income households.

Lead poisoning also impacts children more severely, inflicting potentially permanent damage to young children, such as developmental disabilities. Approximately 24 percent of the owner-households and eight percent of the renter-households built before 1980, have children (Table 36). Therefore, the number of units with potential LBP hazards

and occupied by households with children is estimated at 4,793 units (3,548 owner-occupied units and 1,245 renter-occupied units).

## MA-25 Public and Assisted Housing – 91.210(b)

### Introduction

The Housing Authority of the County of Monterey (HACM) has converted public housing properties to project based assisted and Rental Assistance Demonstration (RAD) units. RAD is a tool to preserve and improve public housing properties and address a backlog of deferred maintenance. Public stewardship of properties is maintained through the ongoing ownership by a public or non-profit entity. The RAD program shifts funds from public housing to make more Section 8 vouchers available.

The HACM also oversees the Housing Choice Voucher program for Salinas. As on November 2024, there were 4,023 HVC participants housed in Salinas. An additional 779 HCV applicants were looking for housing and 4,623 applicants were on the waitlist throughout Monterey County.

### Totals Number of Units

	Program Type								
	Certificate	Mod-Rehab	Public Housing	Vouchers					
				Total	Project - based	Tenant - based	Special Purpose Voucher		
							Veterans Affairs Supportive Housing	Family Unification Program	Disabled *
# of units vouchers available	0	0	595	4,072	218	3,854	360	364	0
# of accessible units									
*includes Non-Elderly Disabled, Mainstream One-Year, Mainstream Five-year, and Nursing Home Transition									

**Table 38 – Total Number of Units by Program Type**

*Data Source: PIC (PIH Information Center)*

### Describe the supply of public housing developments:

As previously discussed, HACM has converted public housing properties to project based assisted and Rental Assistance Demonstration (RAD) units.

### Describe the number and physical condition of public housing units in the jurisdiction, including those that are participating in an approved Public Housing Agency Plan:

As mentioned above, the HACM no longer owns public housing and nor is information supplied on the condition of units that are formerly public housing. However, RAD gives owners of RAD converted units (formerly public housing units) three HUD "legacy" programs (Rent Supplement, Rental Assistance Payment, and Section 8 Moderate Rehabilitation), offering them the opportunity to enter into long-term contracts that facilitate the financing of improvements to housing units.

### Public Housing Condition

Public Housing Development	Average Inspection Score
N/A	N/A

Table 39 - Public Housing Condition

**Describe the restoration and revitalization needs of public housing units in the jurisdiction:**

Not applicable. There are no public housing units in the County or the City.

**Describe the public housing agency's strategy for improving the living environment of low- and moderate-income families residing in public housing:**

The HACM is represented on the Boards for the Community Alliance for Safety and Peace, Children's Council for Monterey County, Coalition of Homeless Service Providers and the Leadership Council for the Continuum of Care.

In addition, HACM coordinates activities with public service providers to serve populations and households with special needs including the elderly and disabled. HACM also collaborates with non-profit organizations and local governments in the County on specialized vouchers, for example, Voucher for Family Unification. HACM also has transitional housing programs for homeless families that are recovering from alcohol or drug abuse.

HACM assists HCV users or households in need in other ways including using marketing strategies to reach out to low income and special needs populations; HACM ensures compliance with reasonable accommodation to disabled households; and works to make HCVs portable so that HCV users can move to areas of opportunity and avoid concentrations of poverty.

**Discussion:**

Though the HACM no longer owns public housing, the City will continue to coordinate with HACM as the regional housing authority in the administration of rental assistance at RAD and project-based housing properties, as well as the Housing Choice Vouchers (Section 8).

## **MA-30 Homeless Facilities and Services – 91.210(c)**

### **Introduction**

According to the 2024 Monterey County Homeless Point-in-Time Census and Survey, the homeless population in Salinas is made up of 1,216 individuals, 78 percent (949 individuals) of which are unsheltered, and 22 percent (267 individuals) are sheltered.

The Salinas 2023-2031 Housing Element, the City's website and the 2024 Monterey County Homeless Services Resources Guide includes information about homeless facilities and services located in Salinas:

### **Emergency Shelters**

- Community Homeless Solutions – Salinas: 24-hour emergency shelter for battered and/or homeless women and their children. Access to case management, support groups, stocked and functional kitchen, donated clothing, and bilingual staff. Capacity: 32 beds.
- Victory Mission: Provides overnight shelter, food, showers, and clothing to homeless males 18 years or older: 70 beds.
- Community Homeless Solutions: Chinatown Navigation Center, Sprung Structure– Provides overnight shelter, food, showers, and clothing to adult males and females. Navigation Center and Sprung Structure Capacity: up to 50 beds.
- SHARE Center – Navigation Center for homeless men, women and families that provides meals and a 24/7 shelter. 128 beds.
- YWCA Monterey County – Domestic Violence Shelter. Confidential location in Salinas that serves victims of domestic violence with emergency shelter for women and children.

### Community Kitchens and Meals

- Food Bank for Monterey County: Provides emergency supplemental food to low-income residents of Monterey County.
- First United Methodist Church: Provides breakfast Monday through Friday from 7:00 to 8:00am and hot lunch Sunday through Friday 11:30-12:30pm.
- Franciscan Workers of Junipero Serra – Dorothy's Kitchen: Serves breakfast and lunch every day to persons in need. Provides food boxes for individuals and families during the week.
- Salvation Army Salinas Army Corps: Provides daily hot meals from 10:30 am-12:00 pm. Food Boxes are available from 1:00 pm-4:00 pm. The Center is only open from 8:30 am-12:00 pm on the 3rd Friday of each month. Daily meals are also served at the Naval Postgraduate location 11:15 am-11:45 am, Monday-Thursday.
- Victory Mission: Provides food bags, snacks, cold water, coffee, and hot meals every day from 11:00am-1:00 pm and 2:00 pm-4:00 pm. A nutritious dinner is also prepared and available at 6:30 pm to those in need 365 days a year.

### Transitional Housing

- Franciscan Workers – House of Peace: Transitional program for unaccompanied men and women (couples and families based on room availability). Emotional Support Animals and Service Animals welcome. Resident-driven case management, supportive services, and housing navigation with the goal of assistance into permanent housing. 12 to 14 beds.
- Sun Street Centers-Seven Suns: A self-supporting transitional housing facility for men with a variety of supportive services.
- Sun Street Centers-Men's Residential Program: State-licensed recovery program for men. Services include 3 meals a day, laundry facilities, planned activities, weekly after care, family counseling, and support groups.
- Interim Inc – Sun Rose Apartments: Transitional housing program for homeless adults living with severe mental health disabilities. 8 beds

### Permanent Supportive Housing

- Interim Inc – Sun Rose Apartments: Permanent units for persons with severe mental disabilities. 9 beds.
- The Housing Authority of the County of Monterey will operate the property located at 1030 Fairview Avenue as a Permanent Supportive Housing Program. This property will provide a total of 44 affordable units.

### **Facilities and Housing Targeted to Homeless Households**

	Emergency Shelter Beds		Transitional Housing Beds	Permanent Supportive Housing Beds	
	Year Round Beds (Current & New)	Voucher / Seasonal / Overflow Beds	Current & New	Current & New	Under Development
Households with Adult(s) and Child(ren)	254		14		104
Households with Only Adults	140		54	9	
Chronically Homeless Households					
Veterans					
Unaccompanied Youth					

**Table 40 - Facilities and Housing Targeted to Homeless Households**



**Describe mainstream services, such as health, mental health, and employment services to the extent those services are used to complement services targeted to homeless persons**

Mainstream resource programs include CalFresh and federally known as the Supplemental Nutrition Assistance Program (SNAP), Medicaid/Medi-Cal; Social Security Disability Income (SSDI), Supplemental Security Income (SSI), and Veteran's Benefits. The local business community, County Job and Career Centers and the local Workforce Investment Board are engaged in providing employment for persons in Salinas.

**List and describe services and facilities that meet the needs of homeless persons, particularly chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth. If the services and facilities are listed on screen SP-40 Institutional Delivery Structure or screen MA-35 Special Needs Facilities and Services, describe how these facilities and services specifically address the needs of these populations.**

CHSP is a group of private non-profit and public organizations working together to address the complex issues of homelessness throughout Monterey County. They have offered technical assistance and coordination on use of the HMIS whereby each homeless person is given a single identifier which enables each service provider to understand what services the person has accessed. As mentioned earlier, CHSP's Lead Me Home Plan Update is a five year plan (July 2021 to June 2026) to reduce homelessness in Monterey and San Benito Counties.

The Monterey County Department of Social Services (DSS) and Coalition of Homeless Services Providers (CHSP) administers an inclement weather voucher program each year from November 1st through March 31st. Motel vouchers are provided to certain nonprofit organizations to use for homeless individuals or families as needed. In advance of inclement weather season, CHSP updates the county's emergency shelter list and coordinates with DSS to distribute inclement weather voucher packets in order to support homeless service providers in preparation of their individual agency's inclement weather response.

The FWJS operate Dorothy's Place Hospitality Center in Salinas, whose services offered include a soup kitchen, hospitality that provides basic services, a transitional living program for 12 adults and a drop-in emergency shelter for homeless women. The center also includes a food bank and health clinic to provide onsite medical services. FWJC has started microenterprises in the Chinatown neighborhood with the goal of providing job training and skill development. CSUMB' Service Learning Program's Chinatown Renewal Project includes the CSUMB Learning Center which offers free broadband access to Chinatown community members and also functions as a classroom where residents can gain job readiness as well as conflict resolution skills.

The Natividad Medical Center provides discharge planning and placement assistance to consumers leaving facilities. The Natividad Medical Center Mental Health Unit works collaboratively with community agencies to find the appropriate level of care and housing. Additional organizations currently serving the City's population dealing with mental health issues include the OMNI Resource Center in Salinas, a program through Interim Inc. that provides a mental health wellness center, and NAMI Monterey County, whose services include educational outreach and providing services access.

Efforts to combat homelessness among veterans and their families include: 1) HUD-VASH in partnership with Housing Authority and VA Medical Center; 2) Supportive Services for Veterans Families (SSVF) program; 3) Monterey Bay's Veteran's Inc. hosts an annual events to connect homeless veterans with services and recreational activities; 4) Monterey County Military and Veterans Affairs Office in Salinas serves eligible Vets with a wide-range of social services; 5) and State Mental Health Services Act funding partnering with County Health Care Agency serving any Vet with a mental illness through full-service partnerships. In addition, a temporary emergency housing program for homeless veterans is located in Santa Cruz and an outpatient clinic is located in Marina.

The Monterey County Family and Children's Services provides discharge planning and placement assistance to youth leaving foster care through a Transitional Independent Living Plan beginning when the youth turn 16 years old and

Consolidated Plan SALINAS 52

every year thereafter. Through the Monterey County's Independent Living Program (ILP) and Transitional Housing Program Plus, youth receive services focused on housing, employment, education, health, and transportation. Other programs available through the Monterey County System of Care, as part of the Monterey County Children's Behavioral Health, such as the Mental Adult Transition Age Youth (TAY) program and Children's Behavioral Health Outpatient Mental Health Services. The Epicenter, located in Salinas, is a drop-in resource center for youth ages 16 to 24 years old. Services include support for housing, education, employment and health.

Two non-profit agencies in Salinas offer services to meet the needs of victims of domestic violence. CHS offers the Salinas Warming Shelter (emergency shelter), and the YWCA of Monterey County provides the Lawson Safehouse (a confidential safe house for women and their children), legal advocacy services and a school-based program for children (K-5) of domestic violence.

The Salinas Outreach and Response Team (SORT) mission is to promote the health and safety of unhoused residents of the City of Salinas by providing essential emergency services through outreach, referrals, and service coordination. SORT engages the City of Salinas unhoused population through outreach to build trust and rapport with the unhoused community. The team includes a collaboration with Peer Leaders with lived homeless experience which is necessary to reach individuals who are hesitant to work with service providers. SORT's goal is to connect the unhoused residents to resources through housing pathways, education, and referrals to other service providers who offer Rapid Rehousing and Stabilization Support. Outreach workers and Peer Leaders, represent the homeless service provider network in the Salinas, Monterey, and San Benito Continuum of Care (CoC).

## **MA-35 Special Needs Facilities and Services – 91.210(d)**

### **Introduction**

HUD requires that the City provide an overview of supportive housing currently available in the community for populations with special needs. Persons with special needs include the elderly and frail elderly; persons with disabilities; persons substance abuse disorders; and persons with HIV/AIDS,

**Including the elderly, frail elderly, persons with disabilities (mental, physical, developmental), persons with alcohol or other drug addictions, persons with HIV/AIDS and their families, public housing residents and any other categories the jurisdiction may specify, and describe their supportive housing needs**

### **Elderly:**

According to the 2018-2022 ACS, the householder was over 65 for 8,540 households in Salinas (19 percent of all households). About 3,198 of these households were a senior (age 65 or older) living alone. Approximately 31 percent of households with an elderly householder rented and 69 percent owned their home. The prevalence of disability is an important factor in considering housing needs for the elderly. About 27 percent of the elderly population in Salinas has at least one disability. The most common disabilities among seniors age 65 or older are ambulatory difficulties (affecting 65 percent of seniors with a disability), followed by independent living difficulties (affecting 45 percent of seniors with a disability).

Additionally, the 2016-2020 CHAS data shows that 51 percent of households with at least one person age 62 or older are lower income (<80% AMI). Many elderly householders own their home. This indicates a need to programs to assist with maintenance and repairs for lower income elderly homeowners. Additionally, the elderly are more likely to have disabilities such as ambulatory difficulties and independent living difficulties. Thus, programs to make accessibility improvements to homes and supportive services like health care, independent living assistance, and transportation services are needed to serve this population. Often frail elderly may be able to remain living independently in their homes with the help of services such as Meals on Wheels and Legal Services for Seniors.

### **Persons with Disabilities:**

According to the 2018-2022 ACS, 8 percent of the population in Salinas was affected by one or more disabilities. Among persons living with disabilities, ambulatory difficulties and cognitive difficulties were the most prevalent (each impacting 41 percent of persons with disabilities), followed by independent living difficulties (33 percent). As discussed above, disability is much more prevalent among seniors over age 65. Ambulatory difficulties, cognitive difficulties, and independent living difficulties were the more prevalent disability types in Salinas. Disabled persons could benefit from special modifications, adaptive equipment, or other features in their home. These individuals would also benefit from a variety of supportive services including health care and health programs, special education services, independent living assistance, and transportation services.

#### **Persons with Alcohol or Other Drug Addictions:**

The 2022 Monterey County Health Need Assessment (CHNA) is a comprehensive report on the health needs in Monterey County. The CHNA reports on a number of factors related to alcohol and substance abuse. According to the CHNA, a total of 26 percent of adults in the County are excessive drinkers. The CHNA reports that 3.6 percent of Salinas adults have used an illicit drug in the past month (compared to 6.1 percent Countywide) and 7 percent of Salinas adults have used a prescription opioid in the past year (compared to 11 percent Countywide.). Illicit drug and opioid use were highest among very low income and LGBTQ+ residents. Among the County's homeless population, 40 percent reported having a substance use disorder, according to the 2024 Homeless Point-In-Time Count and Survey.

Certain school districts have a higher prevalence of students who abuse alcohol and drugs. More needs to be done to reduce the rate of alcohol and drug use among adolescents. Additionally, sober living homes provide a safe, supportive place to live while recovering from alcohol and drug addiction.

#### **Persons with HIV/AIDS and Their Families:**

Stable, affordable housing offers the best opportunity for persons living with HIV/AIDS to access drug therapies, treatments, and supportive services that will enhance the quality of life for themselves and their families. According to the Monterey County Health Department, there were 90 new HIV diagnoses between 2020 and 2022 in the County, 25 of which occurred in 2022 (most recent data available). For many of those living with HIV/AIDS, short-term assistance with rent, mortgage, or utility costs alone will provide the necessary support to remain healthy and in stable housing. Additionally, a large majority of persons living with HIV/AIDS in Salinas have low incomes and need support in the form of financial assistance for medical care, transportation, legal services, and other general support services.

#### **Public Housing Residents:**

HACM no longer administers a public housing program.

**Describe programs for ensuring that persons returning from mental and physical health institutions receive appropriate supportive housing**

In fulfillment of State law, the County Health Care system protocols describe discharge planning as an interdisciplinary responsibility. These procedures have been adopted whether a patient is being discharged from a prolonged hospitalization or has obtained care through the Emergency Room or Ambulatory Clinic. All medical disciplines may refer persons in need of discharge planning to the County Department of Social Services which makes assessments, provides information and arranges for care, and maintains referral lists for placements for persons requiring ongoing medical care. Others, upon discharge routinely go to group homes, board and care facilities, or reunite with family or friends.

Per the Discharge Plan of Monterey and San Benito Counties, social workers in health institutions, like hospitals, will administer Coordinated Assessment and Referral System (CARS) assessments and input clients into the local CoC

coordinated entry queue. Upon entry onto the master list, the CoC will start directly working with clients to locate appropriate housing interventions through a network of providers in the region.

Residential care facilities also provide supportive housing for persons with disabilities. The following types of facilities are available in the City:

1. Adult Day Care Facilities (ADCF): Facilities of any capacity that provide programs for frail elderly and developmentally and/or mentally disabled adults in a day care setting.
2. Adult Residential Facilities (ARF): Facilities of any capacity that provide 24-hour non-medical care for adults ages 18 through 59, who are unable to provide for their own daily needs. Adults may be physically handicapped, developmentally disabled, and/or mentally disabled.
3. Group Homes: Facilities of any capacity and provide 24-hour non-medical care and supervision to children in a structured environment. Group Homes provide social, psychological, and behavioral programs for troubled youths.
4. Residential Care Facilities for the Elderly (RCFE): Facilities that provide care, supervision and assistance with activities of daily living, such as bathing and grooming. They may also provide incidental medical services under special care plans.

These facilities are regulated by the State Department of Social Services (DSS), Community Care Licensing Division. According to DSS licensing data, Community Care Licensing Division reports that in Salinas there are 21 adult residential facilities with a capacity to serve 207 residents and 19 residential care facilities for the elderly with a capacity to serve 370 residents.

Interim Inc. operates permanent supportive housing in Salinas and elsewhere in Monterey County for persons with psychiatric disabilities: Lupine Gardens (20 units), Sunflower Gardens (23 units), Sun Rose Apartments (17 units).

**Specify the activities that the jurisdiction plans to undertake during the next year to address the housing and supportive services needs identified in accordance with 91.215(e) with respect to persons who are not homeless but have other special needs. Link to one-year goals. 91.315(e)**

For FY 2025-2026, the City proposes to fund a variety of services for low- and moderate-income persons and those with special needs. These include youth programs; senior programs; fair housing services; and housing services for seniors and persons/families at risk of becoming homeless.

**For entitlement/consortia grantees: Specify the activities that the jurisdiction plans to undertake during the next year to address the housing and supportive services needs identified in accordance with 91.215(e) with respect to persons who are not homeless but have other special needs. Link to one-year goals. (91.220(2))**

See services identified above.

## **MA-40 Barriers to Affordable Housing – 91.210(e)**

### **Negative Effects of Public Policies on Affordable Housing and Residential Investment**

The City's Housing Element contains discussions on governmental, market, and environmental constraints to housing development. The following is a brief discussion on barriers that relate to the use of HUD funds.

**Lack of Affordable Housing Funds:** The availability of funding for affordable housing falls severely short of the need. In recent years, the State has passed new measures to create and expand affordable housing resources. In addition, the policy direction from the State also moves toward incentivizing affordable housing development through relaxation

of development standards and procedures. However, production of affordable housing still lags seriously behind demand. The City's 2023–2031 Housing Element includes several program actions to continue to support the development of affordable housing in the City. This includes providing gap financing, providing support for funding applications, offering technical assistance, predevelopment meetings, development incentives, maximizing use of public properties, land donation, and direct funding/zero-dollar impact fees.

**Housing Price Appreciation:** The City is dominated by two low-paying industries: agriculture and tourism. The gap between household incomes and housing prices grows larger year by year. In 2019, the State passed AB 1482, which became effective January 1, 2020. This Rent Cap law caps annual rent increases to no more than five percent plus an inflation adjustment. However, the City is looking to re-establish the First Time Homebuyer Down Payment Assistance Program.

**Environmental Protection:** State law (California Environmental Quality Act, California Endangered Species Act) and federal law (National Environmental Protection Act, Federal Endangered Species Act) regulations require environmental review of proposed discretionary projects (e.g., subdivision maps, use permits, etc.). Costs resulting from the environmental review process are also added to the cost of housing. Furthermore, opponents often use the CEQA process to block or delay housing development. However, recent changes to State law have significantly streamlined the review and approval processes (including CEQA requirements) for affordable housing. Specifically, reuse of vacant or underutilized sites in the Housing Element to meet the City's Regional Housing Needs Assessment (RHNA) will be eligible for by-right approval (CEQA exempt) if 20 percent or more of the units are set aside for lower income households.

**State Prevailing Wage Requirements:** The State Department of Industrial Relations (DIR) expanded the types of projects that require the payment of prevailing wages. Prevailing wage adds to the overall cost of development.

**Davis-Bacon Prevailing Wages:** A prevailing wage must be paid to laborers when federal funds are used to pay labor costs for any project over \$2,000 or on any multi-family project over eight units. The prevailing wage is usually higher than competitive wages, raising the cost of housing production and rehabilitation activities. Davis-Bacon also adds to housing costs by requiring documentation of the prevailing wage compliance.

**Planning and Development Fees:** Development fees and taxes charged by local governments also contribute to the cost of housing.

**Permit and Processing Procedures:** The processing time required to obtain approval of development permits is often cited as a contributing factor to the high cost of housing. Unnecessary delays add to the cost of construction by increasing land holding costs and interest payments. However, recent changes in State law require streamlined review of housing developments and establishment of objective standards for review. With the Visión Salinas 2040 General Plan Update, the City is reimagining its land use plan and Zoning Code, switching from traditional land use designations to a place-based system. These draft Place Types would offer greater flexibility and density and place less emphasis on strict use classifications. Their focus on place and form will make it easier to implement Objective and Development Design Standards and other changes to state law intended to reduce approval times for housing projects and streamline the review and approval process.

## MA-45 Non-Housing Community Development Assets – 91.215 (f)

### Introduction

The City's business and economic diversity has historically been limited to agriculturally based activity. As shown in Table 41, the City offers more agricultural jobs than the available number of workers in this sector, indicating the importing of labor during peak harvest seasons. Furthermore, agricultural-related jobs tend to provide lower wages, potentially impacting many residents' ability to afford housing and other services.

However, the City is working toward diversifying its economic base, promoting small businesses and attracting cutting-edge innovative technology. To achieve this goal, the City is focusing on education and workforce training, fostering opportunities for well-paid jobs in existing and new job sectors, infrastructure to support job growth and a safe community with amenities that can attract and retain skilled workers.

## Economic Development Market Analysis

### Business Activity

Business by Sector	Number of Workers	Number of Jobs	Share of Workers %	Share of Jobs %	Jobs less workers %
Agriculture, Mining, Oil & Gas Extraction	12,764	14,229	24	31	7
Arts, Entertainment, Accommodations	6,971	4,579	13	10	-3
Construction	3,203	1,536	6	3	-3
Education and Health Care Services	7,264	6,297	13	14	0
Finance, Insurance, and Real Estate	1,569	1,176	3	3	0
Information	563	428	1	1	0
Manufacturing	3,407	2,002	6	4	-2
Other Services	1,815	1,547	3	3	0
Professional, Scientific, Management Services	2,803	1,837	5	4	-1
Public Administration	0	0	0	0	0
Retail Trade	6,293	6,332	12	14	2
Transportation and Warehousing	1,546	1,158	3	2	0
Wholesale Trade	2,582	2,778	5	6	1
<b>Total</b>	<b>50,780</b>	<b>43,899</b>	<b>--</b>	<b>--</b>	<b>--</b>

**Table 41 - Business Activity**

*Data Source:* 2016-2020 ACS (Workers), 2020 Longitudinal Employer-Household Dynamics (Jobs)

### Labor Force

Total Population in the Civilian Labor Force	72,520
Civilian Employed Population 16 years and over	68,880
Unemployment Rate	5.02
Unemployment Rate for Ages 16-24	8.72
Unemployment Rate for Ages 25-65	3.47

**Table 42 - Labor Force**

*Data Source:* 2016-2020 ACS

### Occupation by Sector

Occupations by Sector	Number of People
Management, business and financial	9,585
Farming, fisheries and forestry occupations	5,995
Service	7,130
Sales and office	13,320
Construction, extraction, maintenance and repair	16,985

Occupations by Sector	Number of People
Production, transportation and material moving	3,995

**Table 43 – Occupations by Sector**

*Data Source: 2016-2020 ACS*

#### Travel Time

Travel Time	Number	Percentage
< 30 Minutes	47,319	72%
30-59 Minutes	14,279	22%
60 or More Minutes	3,932	6%
Total	65,530	100%

**Table 44 - Travel Time**

*Data Source: 2016-2020 ACS*

#### Education:

#### Educational Attainment by Employment Status (Population 16 and Older)

Educational Attainment	In Labor Force		Not in Labor Force
	Civilian Employed	Unemployed	
Less than high school graduate	18,685	920	9,485
High school graduate (includes equivalency)	12,935	690	4,215
Some college or Associate's degree	15,040	560	3,395
Bachelor's degree or higher	9,890	540	1,680

**Table 45 - Educational Attainment by Employment Status**

*Data Source: 2016-2020 ACS*

#### Educational Attainment by Age

	Age				
	18–24 yrs	25–34 yrs	35–44 yrs	45–65 yrs	65+ yrs
Less than 9th grade	1,165	4,340	6,795	9,295	4,635
9th to 12th grade, no diploma	2,025	2,585	2,680	3,390	680
High school graduate, GED, or alternative	5,095	6,685	5,110	6,040	3,025
Some college, no degree	6,040	4,760	3,320	4,925	2,370
Associate's degree	825	2,290	1,530	2,175	1,020
Bachelor's degree	625	3,290	1,895	3,820	1,650
Graduate or professional degree	20	655	965	1,505	1,050

**Table 46 - Educational Attainment by Age**

*Data Source: 2016-2020 ACS*

#### Educational Attainment – Median Earnings in the Past 12 Months

Educational Attainment	Median Earnings in the Past 12 Months
Less than high school graduate	22,850
High school graduate (includes equivalency)	31,896
Some college or Associate's degree	39,679
Bachelor's degree	61,375
Graduate or professional degree	82,435

**Table 47 – Median Earnings in the Past 12 Months**

*Data Source: 2016-2020 ACS*

**Based on the Business Activity table above, what are the major employment sectors within your jurisdiction?**

According to the Business Activity table above (Table 41), the following sectors employ the most residents in the City: "Agriculture, Mining, Oil & Gas Extraction", "Education and Health Care Services.", "Arts, Entertainment, Accommodations" and "Retail Trade". It should be noted that in the Arts, Entertainment, Accommodations sector, the number of there are over 2,000 more workers than jobs (6,971 versus 4,579). A concern voiced in the City is that a majority of employment sectors in Salinas do not provide high-wage employment.

The "Vision Salinas: Existing Conditions Report", lists many of the large agricultural business ins Salinas, including Dole, Driscoll's and Taylor Farms. The City is also working to grow its Agricultural Technology (AgTech) Industry.

**Describe the workforce and infrastructure needs of the business community:**

**Salinas General Plan Economic Development Element (adopted 2017, being updated in 2025):** Salinas faces major workforce development challenges in the years ahead. Demographic trends show slow labor force growth and structural shifts in employment that change the knowledge, skill, and other performance requirements of jobs. A significant impact on workforce and economic development is the aging of Salinas' large baby boomer generation, which is moving toward retirement.

In terms of infrastructure, there is a shortage in the amount of suitable, affordable housing for specialty crop farmworkers and their families throughout the region. Much of the housing currently used by farmworkers and their families is in serious need of replacement, upgrades, and/or repairs, and there are an inadequate number of new units being created. The inability of farms to provide housing for their workforce, in combination with barriers to worker travel (border control, gas prices), leaves open a large question about how to attract and retain a qualified labor force for this important industry. This is also partly the impetus for developing more agriculture-related technology solutions to growing and harvesting, as documented in the Vision 2040 Existing Conditions Report. This information, as well as key policies from the 2017 Economic Development Element will be incorporated into the new General Plan Economic Development Element, anticipated to be adopted in December 2025.

Agriculture is an important economic cluster in the City, with an economic impact that goes beyond the produce grown on farmland. There is the need for expanded and upgraded processing and distribution facilities, particularly as consumer preferences evolve and global competition changes product requirements. The viability of the Industrial Wastewater collection system and processing is critically important. The collection system that serves an industrial area focused on agriculture processing just outside the City limits is the site of thousands of jobs. The pipes are old and undersized for current needs.

Recognizing the critical need of providing adequate and affordable housing for its agricultural workforce, Salinas has established programs to help provide farmworker housing. The Farmworker Housing Action Plan for Salinas Valley and Pajaro Valley (2018) was developed to understand the specific needs and barriers related to farmworker housing and identify potential solutions. Survey data associated with the Action Plan found that 89 percent of farmworker households rented, and 93 percent of farmworker households were overcrowded. The Plan identified permanent housing for year-round farmworkers is the greatest need: 80 percent of farmworkers live in the region year-round. The



County of Monterey has recently approved three farmworker housing projects adjacent to the City in recent years. These are the Boronda Villas with housing for 600 workers, the Harvest Moon Apartments with housing for 1,200 workers, and Spreckels Crossing with housing for 800 workers. The City's Housing Element includes actions to promote alternative housing types for farmworker housing, such as the conversion of motels/hotels and ADUs, identifying suitable sites in the city, exploring financing opportunities (such as the Joe Serna Jr Farmworker Housing Grant Program and USDA Section 514, 516, 521, 523 grants), and continuing regulatory reform to streamline requirements for farmworker housing.

**Describe any major changes that may have an economic impact, such as planned local or regional public or private sector investments or initiatives that have affected or may affect job and business growth opportunities during the planning period. Describe any needs for workforce development, business support or infrastructure these changes may create.**

As mentioned above, the General Plan Update is anticipated to be adopted by the City in December 2025. As part of this update, the Economic Development Element, adopted in 2017, will be included. The draft goals and associated actions below outline the focus points for Salinas' economic development:

Goal ED-1: Cultivate a diverse and adaptive economy that aligns with future economic trends and reinforces Salinas' leadership in the agricultural industry.

- Encourage economic expansion while supporting the advancement of agricultural production and technology.
- Attract new businesses on and adjacent to the agri-business supply chain.

Goal ED-2: Encourage a thriving business environment through supporting start-ups, growing current businesses, and attracting new industry to build a dynamic economic landscape in Salinas with higher paying employment opportunities.

- Develop a business retention program and streamline licensing and permitting processes.
- Improve access to capital for all stages of business growth and support entrepreneurship and innovation.

Goal ED-3: Narrow social and economic disparities in the City of Salinas through workforce development and community support.

- Increase access to education and vocational training for youth and adults to prepare them for relevant and high-quality job opportunities.
- Support residents in improving their neighborhoods.

Goal ED-4: Enhance retail, entertainment, and tourism opportunities throughout the City.

- Promote the City and its unique neighborhoods as cultural, arts and shopping destinations.
- Develop a Citywide strategy to combat sales tax leakage and strengthen local retail.

Goal ED-5: Coordinate public and private investment along disinvested commercial corridors.

- Improve the appearance of commercial corridors through design guidelines that strengthen district identity and programs such as façade improvements.
- Support business owners with ADA compliance and increasing accessibility.

The EDE introduces "Economic Opportunity Areas" identified as destinations for future investments. These sites include existing vacant or underutilized land within the city limits and some developed and vacant potential infill areas. Many Economic Opportunity Areas are located in or adjacent to the Focused Growth Overlay Areas described in the City's General Plan. The EDE promotes the redevelopment and revitalization of the existing five General Plan "Focused

Growth Overlay Areas” (Laurel Drive at North Main Street, North Main Street/Soledad Street, South Main Street, Abbott Street, and East Alisal Street/East Market Street) to accommodate significant volume of new development capacity.

In addition to the General Plan, the City has several other efforts underway to address the economic development environment in Salinas. These include:

**Alisal Vibrancy Plan:** This plan follows the boundaries of the Alisal Neighborhood Revitalization Strategy Area (ANRSA), which has been recognized by HUD as a NRSA since 1993. The Alisal Vibrancy Plan includes goals for attracting business opportunities and increasing access to education training while also maintaining Alisal’s unique character.

**Chinatown Revitalization Plan:** This plan is built on previous efforts to revitalize and bring needed resources to the Chinatown area of Salinas, which is located immediately north of downtown. Economic development goals of this Plan include attracting new types of businesses while retaining and expanding on new opportunities and increasing access to education training, entrepreneurship programs and employment opportunities while maintaining the area as a unique cultural destination.

**Central Area and West Area Specific Plans:** These Specific Plans focus on the North of Boronda Future Growth Area (FGA), which is an area that was annexed by the City 2008. These Specific Plans includes a variety of land uses including small scale office and retail uses as well as public and semipublic facilities.

Infrastructure plans to help support economic growth and job creation in Salinas include the *East Alisal Street Corridor Plan*, the *Central Area Specific Plan*, the *West Area Specific Plan* and the *Active Transportation Plan*. The General Plan Update will include a revised *Circulation Element* to support the growth efforts described in the other General Plan Elements.

The City’s Economic Development Department is implementing a Façade Improvement Pilot Program focusing on enhancing storefronts along the commercial corridors in the Alisal area.

<b>How do the skills and education of the current workforce correspond to employment opportunities in the jurisdiction?</b>
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According to the Business Activity table above (Table 41), the following sectors employ the most residents in the City: “Agriculture, Mining, Oil & Gas Extraction”, “Education and Health Care Services.”, “Arts, Entertainment, Accommodations” and “Retail Trade”. It should be noted that in the Arts, Entertainment, Accommodations sector, the number of there are over 2,000 more workers than jobs (6,971 versus 4,579). A concern voiced in the City is that a majority of employment sectors in Salinas do not provide high-wage employment.

As shown in Table 45, over half of employees in Salinas have a high school diploma or less (56 percent). Only 18 percent of employees have a bachelor’s degree or higher. This educational attainment corresponds median income earnings: workers who do not have a high school diploma earn an average of \$22,850 a year, those with a high school diploma earn \$31,896, those with some college or an associate’s degree earn \$39,679 and those with a bachelor’s degree earn \$61,375 (Table 47). Many of these incomes make it difficult to afford housing in Salinas and the surrounding areas in the County.

As shown in Table 41, there are more workers in Salinas than jobs (50,780 workers versus 43,899 jobs). The City’s unemployment rate was 5.02 in 2020, although the rate for people ages 25 to 65 was lower, at 3.47 (Table 42). A majority of jobs are located within 30 minutes for workers (72 percent), while 22 percent of workers travel between 30 and 59 minutes and six percent commute an hour or more (Table 44).

**Describe any current workforce training initiatives, including those supported by Workforce Investment Boards, community colleges and other organizations. Describe how these efforts will support the jurisdiction's Consolidated Plan.**

**Center for Employment Training (CET):** One Stop Career Center in Salinas assists in career services such as resume writing, education and training, and online job searches. More specialized services include individual counseling and career planning, case management and training services.

**Workforce Innovation Fund:** The Monterey County Workforce Development Board offers training grants to Monterey County employers wanting to upskill their seasoned (incumbent) workers. These grants, provided through the Incumbent Worker Training Program, help qualifying firms upgrade the skills of existing employees to help the business remain competitive, increase profits, and support the growth of the business.

**Monterey County Works:** The Monterey County Workforce Development Board has a partnership with the Monterey/Santa Cruz Building and Trade Council. A pre-apprenticeship training program (10-week/350-hours), provides workers with skills needed in various trades.

**CSU Monterey Bay Small Business Development Center (CSUMB SBDC):** The regional Center is partially funded by the U.S. Small Business Administration and locally hosted in a City-owned property in downtown. Services provided include workshops/training covering the basics of start-up, marketing a product or service, financing a small business and topic specific workshops are offered as community needs are assessed. CSUMB SBDC has received a grant to help the City attract and create new jobs in the wake of the closure of Capital One, a large employer in the city. Confidential assistance, training, information and networking opportunities will be provided to new and existing businesses, helping them access resources such as wage subsidies and training grants that will facilitate the growth of jobs and skill improvement.

**Salinas Education Center:** Provides programs for basic educational services (Adult Basic Education program), academic job skills programs (ESL, GED, High School Diploma, college prep) and other enrichment education programs (parent education, Spanish for professionals, health and safety).

**Monterey County Business Council (MCBC):** MCBC created the Central Coast Career Consortium to address the skill gap in its workforce. Specifically, MCBC contracted with WorkKeys, a division of ACT, Inc., to address the job profiling and testing skills of employees and contracted with the Career Ready 101 to provide computer-based training courseware to support skill improvement.

**Monterey Bay Economic Partnership (MBEP):** MBEP consists of public, private and civic entities located throughout Monterey, San Benito and Santa Cruz counties, united in the vision to increase prosperity and enhance the quality of life for all citizens. The MBEP site was launched to brand the Monterey Bay Region as a top tier location for economic development and investment in order to create new business opportunities and a dynamic job base.

**Hartnell Community College:** Hartnell has a satellite Alisal campus in the Alisal area of Salinas with agriculture, construction, advanced technology and STEM (Science, Technology, Engineering and Mathematics) training facilities.

**Rancho Cielo:** Although physically located outside the City limits of Salinas, the majority of the Rancho Cielo participants are from Salinas. Rancho Cielo is comprehensive learning and social services center for underserved youth on 100 acres. RC offers educational opportunities to students who could not achieve their academic goals in a traditional school setting. They provide support services, vocational training (e.g. culinary, construction and horticulture) and job placement services. Most students are on probation when referred to Rancho Cielo but recommendations may also come from the juvenile court, schools or parents. Graduates receive a high school diploma or GED. The program is operated in partnership with the Monterey County Probation Department, which provides supervision, case management for students involved in the juvenile court, meals and transportation; and the Monterey County Office of Education, which provides teachers and classroom aides for Rancho Cielo's Community School. Recognizing the

difficulties of trying to build a new life and detach from former gang affiliation while residing in the neighborhood of origin, transitional housing onsite was built in 2014.

**Does your jurisdiction participate in a Comprehensive Economic Development Strategy (CEDS)?**

The City is participating in the County's 2021-2026 CEDS.

**If so, what economic development initiatives are you undertaking that may be coordinated with the Consolidated Plan? If not, describe other local/regional plans or initiatives that impact economic growth.**

The County's CEDS for 2021-2026 focuses on the Agriculture, Tourism and Hospitality and Health Care and Social Assistance industries in Monterey County and how to create a strong technology and innovation ecosystem. This is similar to the goals of the City that aim to introduce higher paying jobs in the top industries in Salinas (which mirror those of the County).

Please also see the information above about the City's economic development efforts.

## **MA-50 Needs and Market Analysis Discussion**

**Are there areas where households with multiple housing problems are concentrated? (include a definition of "concentration")**

Housing problems impact lower and moderate-income households disproportionately, compared to non-low- and moderate-income households. Therefore, areas with concentrations of low- and moderate-income households are likely to have high rates of housing problems.

The definitions of low- and moderate-income concentrations in the City are defined as block groups where 51 percent of the population is low and moderate income. Low and Moderate Income Areas are located generally in the center of the City (including the entire Alisal neighborhood), the Downtown areas, and in parts of North Salinas (Figure 1). Most of the Low- and Moderate-Income Areas were also identified as minority concentration areas (Figure 2), an indication that certain parts of the City have a disproportionate number of lower income minority residents.

**Are there any areas in the jurisdiction where racial or ethnic minorities or low-income families are concentrated? (include a definition of "concentration")**

According to the 2018-2022 ACS, the racial/ethnic composition of the population in Salinas was: 80 percent Hispanic; 12 percent White (non-Hispanic); five percent Asian and Pacific Islander; one percent African American; and two percent indicating other race/ethnic group.

A mapping of concentrations prepared for this CP illustrates the location of these block groups (Figure 2). A minority "concentration area" is defined as an area whose proportion of minority population is greater than the overall Monterey County average (71 percent). With the exception of a few census tracts in the southern portion of the City, the majority of Salinas is identified as a minority concentration area. Many of these areas correspond to Low- and Moderate-Income Areas.

Most of the poverty concentration areas were also identified as minority concentration areas. In an effort to identify racially/ethnically-concentrated areas of poverty (RECAPs), HUD defines RECAPs as Census Tracts:

- With a majority non-White population (greater than 50 percent); and
- With a poverty rate that exceeds 40 percent or is three times the average tract poverty rate for the metro/micro area (in 2010), whichever threshold is lower.

In Salinas, four RECAPs are identified by HUD. One area consists of census tract 3.00 located in Downtown. The remaining three areas include four census tracts (0.01, 5.01, 7.01 and 7.02) and are located within the ANRSA.

Reflective of the City's demographics, over 72 percent of all Salinas residents speak languages other than English at home. Approximately 28 percent of the residents living in Salinas speak only English at home. A large segment of the population speaks English less than very well. Overall, in the City, approximately 48 percent of the population speaks English less than very well.

#### **What are the characteristics of the market in these areas/neighborhoods?**

As of February 2025, Zillow data indicates that median home values have increased by over 60 percent again since 2020 to \$728,998. Rents have also continued to rise. A rental survey in February 2025 found the following median rents in Salinas: Studio - \$1,635, 1-bedroom: \$2,044, 2-bedroom: 2,650, and 3-bedroom - \$3,300. One 4-bedroom unit was listed for \$3,750. With housing costs rising for both homeowners and renters, cost burden and overcrowding remain significant concerns, especially for lower-income residents.

Approximately 5,765 households earning less than 30 percent of AMI resided in the City; however, there were only 1,066 dwelling units affordable to those at this income level. Similarly, there were 6,755 households earning between 31 and 50 percent of AMI and only 4,135 housing units affordable to those at this income level. With approximately 13,380 housing units in Salinas that were affordable to households earning between 51 and 80 percent AMI, there were more than enough units to accommodate the 9,395 households at this income level. However, a housing unit affordable to a particular income group does not mean the unit is actually occupied by a household in that income group. Therefore, the affordability mismatches are likely to be more severe than what is presented by the CHAS data.

#### **Are there any community assets in these areas/neighborhoods?**

The City has a strong network of active and dedicated non-profit organizations and community groups that work to address the housing and community development needs in the low- and moderate-income neighborhoods. CHISPA (Community Housing Improvement Systems and Planning Association, Inc.) is the largest private, non-profit housing developer based in Monterey County. Since its incorporation in 1980, CHISPA has built and renovated more than 2,000 single-family homes and apartments for low and moderate-income people in Monterey, San Benito, and Santa Cruz Counties. With its offices in downtown Salinas, CHISPA is a nonprofit Community-based Housing Development Organization (CHDO) and owns a number of properties in the ANRSA.

CHISPA offers onsite educational and recreational programs for the residents in its rental properties. The programs are offered through partnership with local community organizations and individual instructors, including YMCA, Boys and Girls Club of Monterey County, Read to Me Project, Alisal Percussion, Arts Council for Monterey County, and Alliance on Aging.

The Downtown Streets Team (DST) program includes teams in the Downtown and Alisal neighborhood area. DST is a non-profit that organizes teams for beautification and clean-up projects. Team members are unhoused persons or those at risk of becoming homeless. They receive access to case management, system navigation and employment placement services.

Other community assets in these areas include schools, community centers and parks.

#### **Are there other strategic opportunities in any of these areas?**

The City will continue to collaborate with the agencies and organizations in the City to ensure services and programs are delivered in a cost-effective manner and provide assistance to those who are most in need. The City has several strategic plans underway in the Downtown and Alisal areas, including a comprehensive General Plan Update with a new Environmental Justice Element.

## MA-60 Broadband Needs of Housing occupied by Low- and Moderate-Income Households - 91.210(a)(4), 91.310(a)(2)

Describe the need for broadband wiring and connections for households, including low- and moderate-income households and neighborhoods.

According to the 2023 Five-Year Census data, approximately 93.5 percent of households in Salinas have broadband service. However, the percentages differ based on income level. Eighty percent of households earning less than \$20,000 annually have broadband, compared to 91.3 percent of households earning between \$20,000 and \$74,999 and 96.6 percent of households earning \$75,000 or more. During the community outreach for this Consolidated Plan, the survey included questions about broadband service. Of the 127 respondents, 66 percent had high speed internet access. Of the 43 people who did not have it, 30 people (70 percent) said it was too expensive.

The Salinas Broadband Master Plan, adopted by the City in 2024, examines the broadband needs of the City and creates an actionable strategy that the City can use to achieve universal broadband access. Utilizing the California Interactive Broadband Map, areas with service gaps were identified. Large clusters were found in specific communities and are listed in the Master Plan. Based on this information, the Master Plan provides a roadmap for the deployment of a City-wide fiber optic network. This network is divided into different segments that can be developed in phases and includes collaboration with stakeholders. A total of 32 segments, for a total of 55.1 miles, were identified. Prioritization of the phases is based on the following: (1) quality and availability of current broadband, (2) available broadband options, (3) facilitates connections to public spaces, (4) facilitates economic growth, (5) percentage of K-12 age population, and (6) supports existing City operations. The Master Plan also includes funding opportunities and key stakeholders as the City implements the network phases.

Describe the need for increased competition by having more than one broadband Internet service provider serve the jurisdiction.

The following is a full list of ISPs in the region: AT&T; CENIC ;Spectrum; Comcast; Cruzio; Etheric; Frontier Communications; HughesNet (satellite); Pinnacles Telephone Company; Razzolink ; RedShift; SoMoCo (wireless); Sonic.net; Suddenlink ; Surfnet; Verizon; Viasat (satellite). The primary broadband providers are AT&T, Comcast, and Spectrum Communications. While larger ISPs have the financial ability to fund new broadband infrastructure, it can be very difficult for smaller ISPs to obtain outside funding (such as State grants) to develop additional broadband infrastructure. Smaller ISPs cannot receive state or federal funding to build modern infrastructure in the areas covered by AT&T, Comcast and Spectrum. Please refer to the discussion of the City's Broadband Master Plan above that explains the City's approach to broadband access city-wide.

## MA-65 Hazard Mitigation - 91.210(a)(5), 91.310(a)(3)

Describe the jurisdiction's increased natural hazard risks associated with climate change.

Monterey County is potentially vulnerable to a wide range of hazards. These hazards can threaten the life and safety of residents and visitors and have the potential to damage or destroy both public and private property and disrupt the local economy and overall quality of life. The Disaster Mitigation Act of 2000 (DMA 2000) makes the development of a hazard mitigation plan a specific eligibility requirement for any local government applying for federal mitigation grant funds.

Monterey County adopted its first Monterey County Multi-Jurisdictional Hazard Mitigation Plan in 2007 and updated it 2016 and 2022. In the 2022 Plan, a separate climate change hazards section was added. The highest risk hazard for

Monterey County was drought and water shortage. Drought risk is likely to increase due to future climate change scenarios.

The City is undergoing a comprehensive General Plan Update as well as adopting a new Climate Action Plan (CAP). The CAP will address potential climate related hazards as well as actions the City can support to encourage sustainable energy practices. It is anticipated that these policy documents will be adopted late 2025/early 2026.

**Describe the vulnerability to these risks of housing occupied by low- and moderate-income households based on an analysis of data, findings, and methods.**

The socially and/or economically disadvantaged, such as low- and moderate-income households are the most vulnerable to the effects of climate change as they tend to be exposed to the most severe climate-related hazards and are least able to cope with the associated impacts due to their limited adaptive capacity. In the California's Fourth Climate Change Assessment for the Central Coast Region, it was stated that the 2011-2016 multi-year drought resulted in disadvantaged communities in areas of the Central Coast region, such as the City of Salinas, being highly affected by water shortages.

In order to help disadvantaged communities with climate change impacts, the City's Climate Action Plan and General Plan updates mentioned above help to address the needs of vulnerable populations. The General Plan update includes a Health and Environmental Justice Element. This Element addresses ways to minimize impacts to vulnerable populations. Vulnerable populations include renters, the elderly, those who are less mobile, households without air conditioning, households lacking access to grocery stores, households in treeless areas, and households on impervious land cover. In addition, people in rural areas are more likely to be affected by climate change impacts, such as droughts or severe storms.

# Strategic Plan

## SP-05 Overview

### Strategic Plan Overview

The Strategic Plan is the centerpiece of the CP. The Plan describes:

- General priorities for assisting households;
- Programs to assist those households in need; and
- Five-year objectives identifying proposed accomplishments.

The Strategic Plan also addresses the following areas:

- Recertification of the Alisal area as the Neighborhood Revitalization Strategy Area;
- Identification of the Chinatown area as a local target area;
- Anti-poverty strategy;
- Lead-based paint hazard reduction;
- Reduction of barriers to affordable housing; and
- Institutional structure/coordination among agencies.

## SP-10 Geographic Priorities – 91.215 (a)(1)

Geographic Area

1	Area Name:	Alisal Neighborhood Revitalization Strategy Area (ANRSA)
	Area Type:	Strategy area
	Other Target Area Description:	
	HUD Approval Date:	5/6/1999
	% of Low/ Mod:	78.3%
	Revital Type:	
	Other Revital Description:	
	Identify the neighborhood boundaries for this target area.	<p>The City is seeking recertification of the ANRSA by HUD with the following changes:</p> <ul style="list-style-type: none"><li>• Changes in demographic and housing conditions; and</li><li>• Enhanced strategies and programs to address housing and community development needs.</li></ul> <p>The ANRSA is located in the heart of Salinas, the county seat and largest municipality in Monterey County. The ANRSA covers approximately 2.6 square miles, or about 11 percent of the whole City. The NRSA includes all or portions of the following contiguous Census tracts and block groups. These are:</p> <ul style="list-style-type: none"><li>▪ Census tract 5.01 block groups 1, 2, and 3</li><li>▪ Census tract 5.02 block groups 1 and 2</li><li>▪ Census tract 6 block groups 1, 2, 3, and 4</li><li>▪ Census tract 7.01 block groups 1, 2, and 3</li><li>▪ Census tract 7.02 block groups 1, 2, 3 and 4</li><li>▪ Census tract 8 block groups 1, 2, and 3</li><li>▪ Census tract 9 block groups 1, 2, and 3</li></ul>



	<ul style="list-style-type: none"> <li>▪ Census tract 106.07 block groups 1 and 2</li> <li>▪ Census tract 106.08 block groups 1 and 2</li> </ul> <p>The ANRSA, located just east of Highway 101, is predominately residential (76 percent), most of which is lower-density residential. Medium-density residential uses are located in the northeastern and southeastern portions of the ANRSA. Higher-density uses are located in these areas, as well as along the major corridors such as Williams Road, Sanborn Road, Laurel Drive, and Alisal Street. Commercial and mixed-use areas are located along the NRSA's three major corridors (Williams Road, Sanborn Road, and Alisal Street).</p>
<p><b>Include specific housing and commercial characteristics of this target area.</b></p>	<p>According to the American Community Survey (ACS), the ANRSA had a total population of 46,490 persons between 2019 and 2023. Approximately 78.3 percent of this population was comprised of residents with low and moderate incomes and 95 percent of the residents in this neighborhood were Hispanic. The majority of the households were families with children (64 percent) and 46 percent of the households were large households with five or more members. Approximately 23 percent of the residents were living below poverty level.</p> <p>Residents in this area also face various housing issues. The housing stock in the ANRSA is considered older, with about 70 percent built before 1979 (50 or more years old). About 27 percent of renter households spent more than 30 percent of their incomes on housing. Specifically, almost 23 percent spent more than half of their incomes on housing. Overcrowding also impacted approximately 44 percent of the households in this area.</p> <p>Public safety is also a concern in this neighborhood. While the overall crime rate in Salinas has fallen in recent years, crime rate remains high compared to statewide statistics.</p> <p>Many small, local businesses operate in the ANRSA to serve the local residents. Many businesses operate in substandard commercial buildings – with no financial means to make improvements. Many small businesses are also operating on tight cash flows and are unable to invest in equipment that would help increase their revenue and hiring capacity</p> <p>A detailed profile for the ANRSA is included as a companion document to this CP.</p>
<p><b>How did your consultation and citizen participation process help you to identify this neighborhood as a target area?</b></p>	<p>As part of the CP and ANRSA updates, the City conducted community outreach program to obtain input from neighborhood residents. The City also utilized a survey (which had the option for respondents to indicate zip code of residence). A detailed summary of the outreach program is included as an appendix to this CP.</p>
<p><b>Identify the needs in this target area.</b></p>	<p>This area has extensive housing and community development needs:</p> <ul style="list-style-type: none"> <li>• Housing rehabilitation to address housing conditions and overcrowding;</li> <li>• New affordable housing opportunities;</li> <li>• Public services, especially youth and gang diversion services;</li> <li>• Public facilities and improvements, especially parks and recreation facilities; and</li> <li>• Economic development, especially job creation and job training activities.</li> </ul>

	<b>What are the opportunities for improvement in this target area?</b>	A key strategy for the updated ANRSA is nonprofit capacity building. The City intends to work with local nonprofits to create Community Based Development Organizations (CBDOs) that would provide public services targeted to the ANRSA.
	<b>Are there barriers to improvement in this target area?</b>	A key barrier is the lack of adequate funding. The needs among ANRSA residents are extensive, far exceed the level of funding needed.
2	<b>Area Name:</b>	Chinatown Area
	<b>Area Type:</b>	Slum and Blight
	<b>Other Target Area Description:</b>	
	<b>HUD Approval Date:</b>	July 1, 2017
	<b>% of Low/ Mod:</b>	69.8%
	<b>Revital Type:</b>	
	<b>Other Revital Description:</b>	
	<b>Identify the neighborhood boundaries for this target area.</b>	<p>The neighborhood is comprised of a six-block urban area that is physically separated from the surrounding downtown communities by the railroad tracks and by the main arterials, which include East Market Street, Sherwood Drive, East Rossi Street, Monterey Street and North Main Street. The neighborhood includes the following minor streets: East Lake Street, California Street, Soledad Street, Market Way, and Bridge Street. Within the neighborhood, there are three alleys: Bridge, Rossi, and Lake.</p> <p>The six blocks that form the Chinatown Slum and Blight area are located primarily within Census Tract 18.02 BG 2. This BG has a population of about 2,193, with 69.8 percent being low and moderate income.</p>
	<b>Include specific housing and commercial characteristics of this target area.</b>	<p>Chinatown has not kept pace with the population growth that has occurred in the region and has experienced decline in the past few decades. While Chinatown was once a neighborhood with vibrant economic activities in Salinas, it now represents less than one percent of the City's population, housing units and jobs.</p> <p>The Chinatown area has a serious homeless issue, with an increasing and concentrated number of temporary encampments in the area. The amount of unreported violence, theft, drug sales and use, in Chinatown is also extensive.</p> <p>The majority of the businesses are auto related, such as auto repair shops, towing companies and taxi services, located near the main arterials, such as North Main Street, Sherwood Drive and Market Way. In addition, several light industrial/warehouse businesses are located along Lake Street and California Street.</p> <p>The neighborhood has a few eating and drinking establishments and there are also a few economy-lodging establishments on Lake Street and Market Way. The majority are small businesses employing one to just a few employees.</p>
	<b>How did your consultation and citizen participation process help you to identify this neighborhood as a target area?</b>	Between 2017 and 2019, the Working Group and Technical Advisory Committee members, including residents, business owners, religious and cultural institutions, social service providers, and other stakeholders, worked with the City towards the CRP. The CRP was completed in 2019.

<p><b>Identify the needs in this target area.</b></p>	<p>In comparison, Chinatown's population is younger, more ethnically diverse, and has lower levels of educational attainment than Salinas as a whole. It is a predominately low-income community, with families comprising the majority of households.</p> <p>The number of individuals living on the streets in Chinatown has dramatically increased over the years. Individuals experiencing homelessness camp and store personal belongings on public sidewalks throughout the area, including directly in front of and inside vacant properties, a physical condition that it impossible to avoid or ignore.</p> <p>As a result of isolation and lack of investment, the physical condition of Chinatown is in a general state of deterioration and meets the federal definition of Slum and Blight where at least 25% of properties and or infrastructure throughout the area experience physical deterioration of buildings, contamination and/or abandonment of properties, and significant declines in property values.</p> <p>In terms of land use, commercial and light industrial uses predominate in the historic core of Chinatown, however, due to the homeless encampments, there are few active businesses. While single- and multi-family residential structures encompass much of the area east of Sherwood Drive, in recent years, new affordable multi-family, senior and permanent supportive housing units have been constructed immediately adjacent to and within the Chinatown Core, bringing more residents to the neighborhood.</p>
<p><b>What are the opportunities for improvement in this target area?</b></p>	<p>A strong and dedicated network of public, quasi-public, and nonprofit agencies works in the Chinatown area. The City, CSUMB and the SDCB, comprised of stakeholders in the neighborhood, including various houses of worship, nonprofit agencies that serve the homeless, community members, property owners and businesses, are all collaborating to implement the CRP.</p>
<p><b>Are there barriers to improvement in this target area?</b></p>	<p>The Salinas Redevelopment Agency was a key champion of the Renewal project. With the dissolution of redevelopment in California, a critical tool is no longer available.</p>

**Table 48 - Geographic Priority Areas**

#### General Allocation Priorities

**Describe the basis for allocating investments geographically within the jurisdiction (or within the EMSA for HOPWA)**

The City has established the Alisal area as a Neighborhood Revitalization Strategy Area (NRSA). As part of this CP update, the City is seeking recertification of the ANRSA. The Strategic Plan for the ANRSA is included as an appendix to this CP. The City has consistently allocated significant resources to the ANRSA to address housing and community development issues.

The City's goal with services to the homeless is based on the continuation of engaging with the community regarding possible geographic consolidations of homeless services in specific neighborhoods. In the Soledad Street area, the City continues to support the work of the SDCB, property and business owners, governmental agencies, educational institutions and area homeless providers and advocates to revitalize the neighborhood in balance with other community needs. The City continues to work with the CHSP to determine the best projects that would meet the goals of the group and eliminate homelessness.

The improvement of physical and social conditions in underserved and low- and moderate-income neighborhoods is a key component of efforts to create livable communities. Resources and assistance are to be consolidated and targeted to specific neighborhoods in a coordinated, mutually reinforcing manner. Examples of such resources include additional public services programs or funding, improved park and recreation facilities, other public improvements, access to capital and housing rehabilitation. The City is also actively working to improve accessibility to public buildings.

Additional goals within the City are not based on a geographic area, but are focused on needs throughout the community, which qualifies under HUD requirements as over 51 percent of low- and moderate-income population.

## SP-25 Priority Needs - 91.215(a)(2)

### Priority Needs

1	Priority Need Name	Affordable Rental Housing Opportunities	
	Priority Level	High	
	Population	Income	Extremely Low Low Moderate
		Household Type	Large Families Families with Children Elderly
		Non-Homeless Special Needs	Elderly Frail Elderly Persons with Mental Disabilities Persons with Physical Disabilities Persons with Developmental Disabilities
	Geographic Areas Affected	Citywide with emphasis on Alisal Neighborhood Revitalization Strategy Area (ANRSA)	
	Associated Goals	Increased Decent and Affordable Housing	
	Description	The City will pursue new rental affordable housing opportunities for lower and moderate-income households and those with special needs, including seniors, persons with disabilities, large households, and farmworkers, using CDBG and HOME funds through new construction, acquisition, rehabilitation, and/or rental assistance. This is a citywide priority, with an emphasis in the ANRSA.	
Basis for Relative Priority	Housing issues disproportionately affect the City's renter-households. Approximately 54 percent of renter households earning 100% of AMI or less are experiencing at least one housing problem (such as cost burden, overcrowding, and substandard housing) compared to 32 percent of owner households in the same income range.		
2	Priority Need Name	Assistance to Homeowners for Rehabilitation	
	Priority Level	High	
	Population	Income	Extremely Low Low Moderate
Household Type		Large Families Families with Children Elderly	

		Non-Homeless Special Needs	Persons with Physical Disabilities
	<b>Geographic Areas Affected</b>	Citywide Alisal Neighborhood Revitalization Strategy Area (ANRSA)	
	<b>Associated Goals</b>	Increased Decent and Affordable Housing	
	<b>Description</b>	The City will continue to provide rehabilitation assistance to homeowners for housing rehabilitation, accessibility improvements, and installing energy conservation systems in homes. This is a citywide priority. However, the City intends to step up efforts in the ANRSA.	
	<b>Basis for Relative Priority</b>	Approximately 61 percent of owner-occupied housing and 57 percent of renter-occupied housing in the City is over 45 years old (built before 1980 and is likely to contain lead-based paint. Housing units at this age (over 30 years) tend to require rehabilitation and major improvements. Additionally, by incorporating energy efficiency features in housing projects, the City can help reduce ongoing housing costs	
3	<b>Priority Need Name</b>	Homeownership Opportunities	
	<b>Priority Level</b>	High	
	<b>Population</b>	Income	Extremely Low Low Moderate
		Household Type	Large Families Families with Children Elderly
	<b>Geographic Areas Affected</b>	Citywide	
	<b>Associated Goals</b>	Increased Decent and Affordable Housing	
	<b>Description</b>	As funding permits, the City may consider reinstating the First-Time Homebuyer Assistance Program. In addition, the City will pursue petitioning to HUD for an increase in the maximum purchase price.	
	<b>Basis for Relative Priority</b>	Rising housing costs in Salinas results in barriers to homeownership. Due to limited HOME funds, the City is pursuing funding opportunities from other funding programs to revamp its First-Time Homebuyer Assistance program.	
4	<b>Priority Need Name</b>	Enhanced Homeless Prevention, Services, and Facilities	
	<b>Priority Level</b>	High	
	<b>Population</b>	Homeless	Rural Chronic Homelessness Individuals Families with Children Mentally Ill Chronic Substance Abuse veterans Persons with HIV/AIDS Victims of Domestic Violence Unaccompanied Youth

	<b>Geographic Areas Affected</b>	Citywide Chinatown Area ANSRA	
	<b>Associated Goals</b>	Enhanced Homeless Prevention, Services, and Facilities	
	<b>Description</b>	<p>Provide a range of homeless services that complement the Regional Continuum of Care, promoting coordination of services. The City will also provide programs and services that focused on the prevention of homelessness, and on the rapid rehousing of those recently homeless or at imminent risk of becoming homeless.</p> <p>The City will support the operation of homeless shelters and other homeless facilities, as well as transitional housing for the formerly homeless, including runaway and emancipated youth. This is a citywide priority, with an emphasis in the Chinatown area. The City partners with the SDCB, Chinatown Homeless Action Team (CHAT), and CHSP to address the homeless situation in the Chinatown area, among other areas. The City is pursuing opportunities to create additional homeless facilities to better serve this population. Also, the Salinas Outreach and Response Team (SORT) will continue to work on its goal is to connect the unhoused residents to resources through housing pathways, education, and referrals to other service providers who offer Rapid Rehousing and Stabilization Support</p>	
	<b>Basis for Relative Priority</b>	<p>According to the 2024 Monterey County Homelessness Point-in-Time Count and Report, 2,436 individuals in Monterey County, including 1,216 individuals in Salinas, were homeless during the Point-in-Time (PIT) count conducted in January 2024. Countywide, the homeless population increased by 19 percent since 2022. In Salinas, the homeless population increased by about 14 percent since 2022. Approximately 78 percent of the homeless population in Salinas is unsheltered (949 individuals).</p> <p>The homeless population in Salinas is diverse, with extensive needs for a range of supportive services. The City must use its limited funding efficiently by leveraging with other resources and in a manner that coordinates services through the Regional CoC system.</p> <p>Once a person becomes homeless, significant resources are required to transition that person back to the mainstream. The trauma of being homeless usually renders many incapable of handling the situation without substantial intervention. Therefore, a critical component of the City's homeless strategy is homeless prevention and rapid re-housing.</p>	
5	<b>Priority Need Name</b>	Public Services	
	<b>Priority Level</b>	High	
	<b>Population</b>	Income	Extremely Low Low Moderate
		Non-Homeless Special Needs	Frail Elderly Other (Youth)
	<b>Geographic Areas Affected</b>	Citywide Alisal Neighborhood Revitalization Strategy Area Chinatown Area	
	<b>Associated Goals</b>	Enhanced Neighborhood Conditions	

	<b>Description</b>	The City will continue to provide a range of public services for low- and moderate-income persons and those with special needs, including but not limited to childcare and recreational programs focusing on youth and children, particularly childcare, gang diversion and violence reduction activities. This is a citywide priority, with an emphasis in the ANRSA. Specifically, the City is proposing to work with local nonprofits to establish as Community-Based Development Organizations (CBDOs) that target their services in the ANRSA. Once qualified CBDOs can be established, the City can potential increase the CDBG public service dollars in order to better serve the ANRSA. Collaboration with the County on health and mental health services should be pursued.	
	<b>Basis for Relative Priority</b>	The diverse population in Salinas has extensive needs for a range of services, particularly childcare, senior, youth programs, and gang diversion programs.	
6	<b>Priority Need Name</b>	Public Facilities and Infrastructure Improvements	
	<b>Priority Level</b>	High	
	<b>Population</b>	Income	Extremely Low Moderate
		Non-Homeless Special Needs	Non-housing Community Development
	<b>Geographic Areas Affected</b>	Citywide Alisal Neighborhood Revitalization Strategy Area (ANRSA) Chinatown Area	
	<b>Associated Goals</b>	Enhanced Neighborhood Conditions	
	<b>Description</b>	<p>The City will continue to provide public facilities and infrastructure improvements, including parks and recreation facilities, community and neighborhood centers, street improvements, and water and sewer improvements, particularly in underserved areas. This is a citywide priority, with emphasis in the ANRSA and Chinatown area.</p> <p>The Section 108 program offers the City the ability to access up to five times its annual CDBG allocation in additional loan funding that is guaranteed through the HUD CDBG program. The funds will be loaned to CDBG-eligible projects at a low interest rate and a maximum 20-year repayment term. The City had previously used this financing tool for the construction of the Industrial Wastewater Conveyance System (IWWCS) Improvements Project in 2014. Section 108 is an available financing tool to Salinas for large-scale improvement projects</p>	
	<b>Basis for Relative Priority</b>	During the community outreach process, residents identified the need for community facilities, especially childcare centers and senior centers. The AVP, CRP and PRLMP identify the needs for a variety of public facilities.	
7	<b>Priority Need Name</b>	Economic Development	
	<b>Priority Level</b>	High	
	<b>Population</b>	Income	Extremely Low Low Moderate
		Non-Homeless Special Needs	Non-housing Community Development
	<b>Geographic Areas Affected</b>	Citywide Alisal Neighborhood Revitalization Strategy Area (ANRSA)	



	<b>Associated Goals</b>	Enhanced Neighborhood Conditions	
	<b>Description</b>	The City will continue to provide economic development activities to facilitate job creation and retentions, access to capital and job training programs.	
	<b>Basis for Relative Priority</b>	This is a citywide priority. However, economic development is particularly critical in the ANRSA where residents are disproportionately impacted by lower income, unemployment, and poverty status. The ANRSA and AVP propose to support economic development programs to provide employment and services for residents and local businesses.	
8	<b>Priority Need Name</b>	Planning and Administration	
	<b>Priority Level</b>	High	
	<b>Population</b>	Income	Extremely Low Low Moderate
	<b>Geographic Areas Affected</b>	Citywide	
	<b>Associated Goals</b>	Planning and Program Administration	
	<b>Description</b>	The City will continue to implement the CDBG, HOME, and ESG programs efficiently and effectively, and comply with all applicable regulations.	
	<b>Basis for Relative Priority</b>	CDBG, HOME, and ESG funds are highly regulated with stringent planning, reporting, and monitoring requirements.	

**Table 49 – Priority Needs Summary**

### **Narrative (Optional)**

In establishing five-year priorities for assistance, the City has considered input from various sources including: the Housing and Community Needs Survey, demographic and empirical data analysis, interviews with staff and service providers, direct input by residents and stakeholders during Community Workshops and pop-up events, and coordination with City policy documents, such as the City's Housing Element, General Plan Update documents, AVP, CRP and PRLMP. Other considerations for establishing priorities include cost-effectiveness of programs; eligibility under HUD regulations; and other available resources to address the needs.

During the public outreach process, participants ranked some programs as important that are not included in **Table 49**. A brief explanation is included below:

- Street Lighting: this priority has not been included in the Consolidated Plan since additional street lighting is part of the Capital Improvement Plans in the Public Works Department.
- Homebuyer Assistance: the First Time Buyer Program has been on hiatus due to a lack of funding. However, the City plans to try and restart the program utilizing State funds.
- Housing for Large Families – the City can utilize its Inclusionary Housing Ordinance to help meet the need of larger housing units.

## **SP-30 Influence of Market Conditions – 91.215 (b)**

### **Influence of Market Conditions**

Affordable Housing Type	Market Characteristics that will influence the use of funds available for housing type
Tenant Based Rental Assistance (TBRA)	Lower income households in the City are more impacted by housing problems. About 4,200 extremely low and very low-income households in the City had severe housing problems (overcrowding, cost burden of 50 percent, and substandard housing). As funding permits, the City will continue to allocate ESG funds for Rapid Re-Housing services. HOME funds in the City are targeted for creating permanent affordable housing; the City does not anticipate using HOME funds for TBRA. Tenant Based Rental Assistance programs help bridge the gap between market rents and what lower income households can afford.
TBRA for Non-Homeless Special Needs	The City's Rapid Re-Housing is targeted to help extremely low-income and low-income households and those who have recently become homeless. This homeless prevention program is not targeted for special needs groups. Tenant Based Rental Assistance programs help bridge the gap between market rents and what lower income households can afford
New Unit Production	There is a substantial need for affordable housing in Salinas, especially affordable rental housing. Renter-households are disproportionately impacted by housing problems. The City will utilize HOME and CDBG funds to create new affordable rental opportunities through new construction.
Rehabilitation	There is a substantial need for affordable housing in Salinas, especially affordable rental housing. Renter-households are disproportionately impacted by housing problems. The City will utilize HOME and CDBG funds to create new affordable rental opportunities through substantial rehabilitation. The City has found substantial rehabilitation as a cost-effective strategy for providing long-term affordable housing and improve neighborhood conditions. In addition, the City will continue to provide emergency repair and housing rehabilitation assistance to low- and moderate-income homeowners.
Acquisition, including preservation	There is a substantial need for affordable housing in Salinas, especially affordable rental housing. Renter-households are disproportionately impacted by housing problems. The City will utilize HOME and CDBG funds to create new affordable rental opportunities through acquisition/rehabilitation. Acquisition/rehabilitation is an effective strategy for providing long-term affordable housing and improve neighborhood conditions.

Table 50 – Influence of Market Conditions

## SP-35 Anticipated Resources - 91.215(a)(4), 91.220(c)(1,2)

### Introduction

The City is an entitlement jurisdiction for CDBG, HOME, and ESG funds, and anticipates receiving \$2,024,219 in CDBG funds, \$803,851 in HOME funds, and \$179,001 in ESG funds for FY 2025-2026. In addition, the CDBG program

anticipates Program Income (PI) of \$50,000 and the HOME program anticipates PI of \$552,868. Specifically, the City anticipates receiving \$94,000 in repayments from its Residential Rehabilitation Loan Program, and a payment of \$458,868 from the multi-family Los Padres Apartment's loan payoff. The CDBG PI and HOME PI will be incorporated into the City's annual budgeting process.

DRAFT

## Anticipated Resources

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Remainder of ConPlan \$	Narrative Description
			Annual Allocation: \$	Program Income: \$	Prior Year Resources: \$	Total: \$		
CDBG	Public - Federal	Acquisition Admin and Planning Economic Development Housing Public Improvements Public Services	2,179,417	30,000	0	2,209,417	8,000,000	For planning purposes, the City estimates the availability of approximately \$2 million annually in CDBG funds for the remaining four years of the CP period.
HOME	Public - Federal	Acquisition Homebuyer assistance Homeowner rehab Multifamily rental new construction Multifamily rental rehab New construction for ownership TBRA	791,387.44	170,000	0	961,387.44	2,700,000	For planning purposes, the City estimates the availability of approximately \$700,000 in HOME funds annually for the remaining four years of the CP period.
ESG	Public - Federal	Conversion and rehab for transitional housing Financial Assistance Overnight shelter Rapid re-housing (rental assistance) Rental Assistance Services Transitional housing	188,399	0	0	188,399	670,000	For planning purposes, the City estimates the availability of approximately \$170,000 in ESG funds annually for the remaining four years of the CP period.

Table 51 - Anticipated Resources

Explain how federal funds will leverage those additional resources (private, state and local funds), including a description of how matching requirements will be satisfied

**Affordable Housing:** In Salinas' programs, the most frequent example of leveraging occurs in the development of new affordable housing projects. Due to the high cost of developing housing, it is essential for non-profit housing developers to construct new projects by leveraging and matching financial resources from a variety of sources. No matter the primary source of funding (e.g., federal Low-income Tax Credits, HUD Section 811 financing, USDA housing programs), none will finance the entire cost to develop housing. Salinas uses both CDBG and HOME funds to leverage the participation of other funders.

The flexibility inherent in CDBG rules makes it particularly appropriate for pre-development process as critical support for non-profits that often are pressed for pre-development funds. Similarly, HOME guidelines emphasize the importance of using HOME to fill in 'financing gaps' that often result when projects face more rigid requirements established either by particular loan regulations, or due to the degree of competition for other financing.

**Public Services:** For the Public Services subrecipients CDBG funding is often an essential source of funds to access other funds. None of the subrecipients' essential safety net programs are funded exclusively by CDBG.

**Public Facilities and Infrastructure Improvements:** There are other more subtle forms of leverage. Public investment in a particular neighborhood (upgrading water mains or installing traffic signals or street lighting) can be an inducement for additional investment by area property owners affected by the improvements.

**Home Match Requirements:** Pursuant to HUD regulations, all participating jurisdictions (PJs) must contribute or match 25 cents for each dollar of HOME funds spent on affordable housing. The HOME statute allows for a reduction of the matching contribution requirement under three conditions: 1) fiscal distress, 2) severe fiscal distress, and 3) for Presidentially declared major disasters. When a local jurisdiction meets one of these distress conditions, it is determined to be in fiscal distress and receives a 50 percent reduction of match. If a local jurisdiction satisfies both of the distress criteria, it is determined to be in severe fiscal distress and receives a 100 percent reduction of match. As of FY 2023, the City is considered fiscally distressed and receives a 50 percent reduction in HOME match requirement, based on the City's per capita income (\$28,813) and poverty level (14.2 percent). The City has adequate accrued match from Housing Asset Funds (former redevelopment funds) to be 'banked' against its future match requirements.

**ESG Match Requirements:** The ESG program has a dollar-for-dollar match requirement. Federal (non-ESG), state, local, and private funds may be used as a match. The City's ESG match requirement is satisfied with a variety of funding sources. Subrecipients are required to provide their planned ESG match on the funding application, with the actual match reported at the end of the program year.

If appropriate, describe publicly owned land or property located within the jurisdiction that may be used to address the needs identified in the plan

**34-38 Soledad St. and 45 Soledad St.:** These City-owned properties are located within the Chinatown area. The Advanced Planning and Project Implementation Division and the Housing Division are collaborating on advancing these projects. Both sites are designated for the development of mixed-use affordable housing. City staff have been working on gathering community input for building design as well as needed amenities for the commercial space.

**10-12 Soledad St.:** This property is currently owned by the City, which also plans to acquire adjacent parcels with the intent to combine them into a larger, contiguous site. These sites will be dedicated for future housing development.

**37-39 Soledad St:** This City-owned property, known as the Republic Café, has been designated like other sites in Chinatown for mixed-use housing development. In addition, the City is partnering with Asian Cultural Experience (ACE) for the development of a cultural museum on the ground floor.

**Division St. Properties:** This property consists of seven City-owned parcels designated for housing development. The City is collaborating with the Housing Authority of the County of Monterey on a proposal to develop a minimum of 48 housing units on the site.

**El Rey Motel:** This City-owned property was formerly a motel, acquired by the City in 2024 with the intention of developing Transitional Housing for individuals experiencing or at risk of homelessness. In the future, the City may consider converting the site into Permanent Supportive Housing, as permitted under the Zoning Code.

## SP-40 Institutional Delivery Structure – 91.215(k)

Explain the institutional structure through which the jurisdiction will carry out its consolidated plan including private industry, non-profit organizations, and public institutions.

Responsible Entity	Responsible Entity Type	Role	Geographic Area Served
SALINAS	Government	Economic Development Homelessness Non-homeless special needs Ownership Planning Rental neighborhood improvements public facilities public services	Jurisdiction

**Table 52 - Institutional Delivery Structure**

The City works closely with a range of nonprofit and government agencies, private and quasi-public housing developers (such as the Housing Authority of the County of Monterey Development Corporation), colleges, and business groups (such as the Chamber of Commerce, El Pajaro Community Development Corporation, SBDC, and SUBA) and major employers, as well as other advocacy groups to implement the CP. For example, the City prepared the AVP and the CRP to address affordable housing, homeless, and economic development needs in the ANRSA and Chinatown area, respectively. The City works closely with CHSP to identify homeless needs and priorities. The City also collaborates with a number of nonprofit and quasi-public affordable housing developers to expand affordable housing opportunities in the City. Through the City's Grow Salinas Fund (GSF) and other economic development activities, the City has identified a need for small business assistance, which includes technical assistance and access to capital.

### Assessment of Strengths and Gaps in the Institutional Delivery System

The Housing Division of the Community Development Department administers the three HUD entitlement grants (CDBG, HOME, and ESG), as well as a variety of the City's housing activities including: housing rehabilitation loan program; infill housing; multi-family affordable housing and inclusionary and density bonus housing. The City works with NDC, and El Pajaro Community Development Corporation to increase access to technical assistance and capital.

The Public Works Department of the City is responsible for implementation of the public facilities and infrastructure projects. They have specially trained staff to perform all procurement and compliance activities and to oversee construction.

### Availability of services targeted to homeless persons and persons with HIV and mainstream services

Homelessness Prevention Services	Available in the Community	Targeted to Homeless	Targeted to People with HIV
<b>Homelessness Prevention Services</b>			
Counseling/Advocacy	X	X	X
Legal Assistance	X		
Mortgage Assistance			
Rental Assistance	X	X	
Utilities Assistance	X	X	
<b>Street Outreach Services</b>			
Law Enforcement	X	X	
Mobile Clinics			
Other Street Outreach Services	X	X	
<b>Supportive Services</b>			
Alcohol & Drug Abuse	X	X	
Child Care	X		
Education	X	X	
Employment and Employment Training	X		
Healthcare	X	X	X
HIV/AIDS	X	X	X
Life Skills	X	X	
Mental Health Counseling	X	X	X
Transportation			
<b>Other</b>			

**Table 53 - Homeless Prevention Services Summary**

**Describe how the service delivery system including, but not limited to, the services listed above meet the needs of homeless persons (particularly chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth)**

The City works with various homeless service providers, quasi-public entities, and public agencies to coordinate services for the homeless.

Temporary accommodations built by homeless people in public spaces are increasing in the City and create health and safety problems for citizens within the community. As an effort to reduce encampments in the Chinatown neighborhood, the City converted a leased building and parking lot at 115-125 East Lake Street into the CNC. MidPen recently completed the construction of a 90-unit residential project (Moon Gate Plaza) in which a certain number of units are set-aside specifically for permanent supportive housing for homeless persons.

The FWJS operate Dorothy's Place Hospitality Center in Salinas, whose services offered include a soup kitchen, hospitality that provides basic services, a transitional living program for 12 adults and a drop-in emergency shelter for homeless women. The center also includes a food bank and health clinic to provide onsite medical services. FWJC has started microenterprises in the Chinatown neighborhood with the goal of providing job training and skill development. CSUMB' Service Learning Program's Chinatown Renewal Project includes the CSUMB Learning Center which offers free broadband access to Chinatown community members and also functions as a classroom where residents can gain job readiness as well as conflict resolution skills.

The Natividad Medical Center provides discharge planning and placement assistance to consumers leaving facilities. The Natividad Medical Center Mental Health Unit works collaboratively with community agencies to find the appropriate level of care and housing. Additional organizations currently serving the City's population dealing with mental health issues include the OMNI Resource Center in Salinas, a program through Interim Inc. that provides a mental health

Consolidated Plan SALINAS 81



wellness center, and NAMI Monterey County, whose services include educational outreach and providing services access.

Nido Clinic in Salinas and Opis Clinic in Monterey provide HIV Clinical care and treatment to residents in the County. In addition, the County Health Department distributes an HIV/STD Resource Guide that identifies resources for HIV, drug/alcohol, and mental health counseling services. The Monterey County HIV Planning Group meets regularly to establish policies and identify service gaps in the service delivery system.

The Interim Inc. MCHOME Program is a collaboration between Interim, Inc. and the Monterey County Department of Behavioral Health to get mentally ill adults off the street into housing and employed and/or on benefits. Counselors are able to do outreach to the homeless in the community and then work with them to assess if they fit the criteria of chronic homelessness and psychiatric disabilities by having them meet with the psychiatric social worker and psychiatrist.

**Describe the strengths and gaps of the service delivery system for special needs population and persons experiencing homelessness, including, but not limited to, the services listed above**

The City has identified several gaps in the service delivery system which include limited funding compared to needs, housing price escalation, and rising homeless population.

The continuous escalation of housing prices in the City, and region as a whole, has resulted in increased number of households experiencing housing cost burden and other housing problems such as overcrowding and inadequate housing conditions. The high costs of housing also have exacerbated the issues of homelessness.

City continues to see increased numbers of the homeless population. The funding available is not enough to build warming shelters, housing, and provide enough resources for the City to properly handle the numbers of homeless. The resources required for the homeless population also include health care, education, rapid rehousing and more. Funding and finding proper locations with the facilities necessary for the population are just scratching the surface on the needs that the City is trying to meet.

The administrative caps on HUD funds are also problematic. As HOME administration expenses are capped at 10 percent, CDBG administration funds are needed to supplement the HOME funds.

**Provide a summary of the strategy for overcoming gaps in the institutional structure and service delivery system for carrying out a strategy to address priority needs**

The City collaborates with the County of Monterey and develops a joint funding application process/system to help reduce administrative works associated with funding application and reporting. Use of City Data Services allows for more efficient and accurate management of the funds.

The City has a Housing and Land Use Committee and Technical Advisory Committee for Housing Policies and Procedures. These committees provide an additional forum for non-profits, stakeholders and members of the public to communicate with the City regarding housing and community development needs and plans for future projects. The Housing and Land Use Committee is tasked with the objective of enhancing coordination and improving the effectiveness and efficiency in using HUD funds. The Housing and Land Use Committee services as a formal recommendation body to the City Council regarding housing related items.

The City has implemented a two-year funding cycle for CDBG and ESG public services along with a competitive funding application that reduces the administration effort by the City and non-profits and allow for funding to assist in serving more clients. The City will also continue to monitor and evaluate the changing needs within the City and how best to fund various agencies to assist the low-moderate income residents with CDBG and ESG public services funds

## SP-45 Goals Summary – 91.215(a)(4)

### Goals Summary Information

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
1	Increased Decent and Affordable Housing	2025	2029	Affordable Housing	Alisal Neighborhood Revitalization Strategy Area Chinatown Area	Affordable Rental Housing Opportunities Assistance to Homeowners for Rehabilitation Homeownership Opportunities	<b>CDBG:</b> \$300,000  <b>HOME:</b> \$4,700,000	Rental units constructed: 25 Household Housing Unit  Homeowner Housing Rehabilitated: 25 Household Housing Unit
2	Enhanced Homeless Facilities and Services	2025	2029	Homeless	Citywide Chinatown Area	Enhanced Homeless Prevention, Services, and Facilities	<b>CDBG:</b> \$1,200,000 <b>ESG:</b> \$830,000	Homeless Person Overnight Shelter: 1,300 Persons Assisted  Homelessness Prevention: 25 Persons Assisted  Public service activities other than Low/Moderate Income Housing Benefit: 500 Persons Assisted  TBRA/Rapid Re-Housing: 50 Households Assisted.

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
3	Enhanced Neighborhood Conditions	2025	2029	Non-Homeless Special Needs Non-Housing Community Development	Alisal Neighborhood Revitalization Strategy Area  Chinatown	Public Services  Public Facilities and Infrastructure Improvements  Economic Development	<b>CDBG:</b> \$6,500,000	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit: 100,000 Persons Assisted  Public service activities other than Low/Moderate Income Housing Benefit: 4,000 Persons Assisted  Businesses assisted: 20 Businesses Assisted
4	Planning and Program Administration	2025	2029	Planning and Administration		Planning and Administration	<b>CDBG:</b> \$2,074,219 <b>HOME:</b> \$656,719 <b>ESG:</b> \$69,001	

Table 54 – Goals Summary

## Goal Descriptions

1	Goal Name	Increased Decent and Affordable Housing
	Goal Description	The City will pursue a range of activities to expand affordable housing opportunities for lower- and moderate-income households, including those with special needs (seniors, large households, farmworkers, disabled, homeless, etc.) Emphasis will be on affordable rental housing due to funding limitations and urgency of needs. The City will continue to provide rehabilitation assistance to homeowners for housing rehabilitation, accessibility improvements, and installing energy conservation systems in homes. In addition, the City will continue to provide assistance to individual homeowners to make necessary repairs, code corrections, energy conservation features, and accessibility improvements.
2	Goal Name	Enhanced Homeless Prevention, Services, and Facilities
	Goal Description	The City will utilize both ESG and CDBG funds to coordinate services and facilities for the homeless. This is a citywide priority with an emphasis on the Chinatown area. The City's strategy for addressing homeless needs is three-pronged: 1) homeless prevention; 2) homeless services; and 3) homeless facilities. The intent is to reduce the risk of homelessness, and address the needs of those rendered homeless using a continuum of care approach by supporting services and facilities that complement the existing Continuum of Care system.
3	Goal Name	Enhanced Neighborhood Conditions
	Goal Description	The City will provide a range of community development activities, including community and supportive services, expansion/improvement to community facilities and infrastructure, and economic development activities. The City will coordinate services and improvements in a manner that concentrate investments in specific neighborhoods in order to provide more lasting and impactful improvements.
4	Goal Name	Planning and Program Administration
	Goal Description	The City will continue to implement the CDBG, HOME, and ESG programs in compliance with all applicable regulations and requirements. The caps for program administration costs (20 percent for CDBG, 10 percent for HOME, and 7.5 percent for ESG) do not provide adequate funds to perform all the general planning, program implementation, reporting, and monitoring functions required by these programs. Therefore, as allowed by HUD, the City allocates a portion of the activity funding to delivery costs that are directly associated with implementation of specific activities or programs.

Table 55 – Goals Descriptions

**Estimate the number of extremely low-income, low-income, and moderate-income families to whom the jurisdiction will provide affordable housing as defined by HOME 91.315(b)(2)**

Rental Units Constructed:

The City anticipates using CDBG and HOME funds to expand the affordable housing inventory for extremely low, low, and moderate-income households through new construction, acquisition, and/or rehabilitation. Using an average per-unit subsidy of \$200,000, the City anticipates directly subsidizing the production of twenty-five (25) affordable units which will consist of three (3) extremely low-income, three (3) low-income, and nineteen (19) moderate-income.

Rental Units Rehabilitated:

CDBG and HOME funds will also be used to provide emergency repairs and rehabilitation assistance to existing homeowners. Approximately three (3) extremely low-income, three (3) low-income, and nineteen (19) moderate-income, for a total of twenty-five (25) households to be assisted.

Tenant-Based Rental Assistance/Rapid Rehousing:

ESG and/or HOME funds will be used to provide tenant-based rental assistance/rapid rehousing. Approximately fifty (50) extremely low-income households will be assisted with these funds.

**SP-50 Public Housing Accessibility and Involvement – 91.215(c)**

**Need to Increase the Number of Accessible Units (if Required by a Section 504 Voluntary Compliance Agreement)**

The Housing Authority of the County of Monterey (HACM) has converted public housing properties to project based assisted and Rental Assistance Demonstration (RAD) units. RAD is a tool to preserve and improve public housing properties and address a backlog of deferred maintenance. Public stewardship of properties is maintained through the ongoing ownership by a public or non-profit entity. The RAD program shifts funds from public housing to make more Section 8 vouchers available.

**Activities to Increase Resident Involvements**

Residents at HACM properties have the right to establish and operate a resident organization in accordance with 24 CFR Part 245. In addition, residents will be eligible for resident participation funding

**Is the public housing agency designated as troubled under 24 CFR part 902?**

No

**Plan to remove the 'troubled' designation**

Not applicable.

**SP-55 Barriers to affordable housing – 91.215(h)**

**Barriers to Affordable Housing**

As presented in MA-40, potential barriers to affordable housing opportunities can be related to public policies, zoning ordinances, fees and charges and other policies that affect the return on residential investment. Amending local zoning and land use laws or allocating funding for affordable housing through grants are mechanisms that can support the development of affordable units. Changes in policies can also help a community to overcome disparities in access to

opportunity by the implementation of plans that will revitalize areas with existing affordable housing by improving services, schools and other community assets, sidewalks, and other infrastructure.

Policies to guide future development and achieve a vision for the community are contained in the City's General Plan. Two of the seven State mandated General Plan elements—Housing and Land Use Elements—have direct impact on the local housing market in terms of the amount and range of housing choice. The Zoning Ordinance, which implements the Land Use Element, is an important document that influences the amount and type of housing available in a community—the availability of housing choice.

The City's 2023-2031 Housing Element was adopted by the City in December 2023 and found to be compliance with State law in February 2024. The City is currently updating the General Plan, including the Land Use Element. The City is reimagining its land use plan and Zoning Code, switching from traditional land use designations to a place-based system. These draft Place Types would offer greater flexibility and density and place less emphasis on strict use classifications. Their focus on place and form will make it easier to implement Objective and Development Design Standards and other changes to state law intended to reduce approval times for housing projects and streamline the review and approval process.

### Strategy to Remove or Ameliorate the Barriers to Affordable Housing

The City continues to utilize CDBG and HOME funds to assist in the development of affordable housing and will continue to pursue additional funding for affordable housing programs and development. In addition, the City will implement the following actions identified in its 2023-2031 Housing Element to remove barriers to affordable housing:

- **Program 2: Financial Assistance and Gap Financing:** The City will continue to facilitate the expansion of the City's affordable housing inventory through new construction, acquisition, and or rehabilitation.
- **Program 3: Prohousing Designation:** The City will maintain its Prohousing Designation Program (PDP) from the California Housing and Community Development Department (HCD). The Prohousing Designation provides incentives, in the form of additional points or preferences in the scoring of competitive applications for housing and infrastructure for City projects.
- **Program 4: Accessory Dwelling Units:** The construction of accessory dwelling units (ADUs) will continue to be promoted and facilitated in order to expand the supply of affordable housing stock within city limits.
- **Program 7: Reduce Housing Production Constraints:** The City will monitor existing development fees, including in-lieu fees, development impact fees, and processing fees, to ensure they are not a constraint to the feasibility of affordable housing development.
- **Program 16: Local Education Workforce Housing:** In 2022 the City adopted an ordinance (ZCA 2022- 002) amending chapter 37 of the Salinas Municipal code to allow a school district or community college district to acquire, construct rehabilitate, or preserve affordable rental housing for its staff or public consistent with the Teacher Act of 2016.
- **Program 17: Farmworker Housing Production & Financing:** The City will pursue the implementation actions suggested by the Farmworker Housing Study and Action Plan for Salinas Valley and Pajaro Valley in order to expand the quantity and diversity of housing available to farmworkers.

### SP-60 Homelessness Strategy – 91.215(d)

Reaching out to homeless persons (especially unsheltered persons) and assessing their individual needs
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In addition to the information provided in section MA-30, the following Housing Element programs outline strategies to reach out to homeless persons and assessing their individual needs:

- **Program 19: Implementation of the Lead Me Home Plan/Update** including expanding service-oriented responses to unsheltered homelessness.

- **Program 21 Street Outreach Program:** The City of Salinas developed an effective, comprehensive homeless services program to provide essential street outreach, navigation services, and engagement support to unsheltered residents. The City of Salinas Outreach and Response Team (SORT) engages the City's unhoused population through outreach to build trust and rapport with the unhoused community. The team includes a collaboration with Peer Leaders with lived homeless experience which is necessary to reach individuals who are hesitant to work with service providers.

#### Addressing the emergency and transitional housing needs of homeless persons

In addition to the information provided in section MA-30, the following Housing Element programs outline strategies to reach out to homeless persons and assessing their individual needs:

- **Program 22: Engage in Regional Coordination of Homeless Issues:** Engage in regional coordination on homelessness issues, with a focus on addressing disparities, emergency crisis, and winter storm evacuation orders.
- **Program 23: Housing Navigation and Stabilization Program:** The City's Housing and Community Development Division will continue to seek methods of improving homeless service response. In close collaboration with the Salinas Outreach and Response Team a new pilot Housing First Housing Navigation and Stabilization Program will be developed to assist with housing navigation, landlord engagement and retention services. Additional services include financial assistance to assist with housing subsidies, rental assistance, and landlord incentives.

**Helping homeless persons (especially chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth) make the transition to permanent housing and independent living, including shortening the period of time that individuals and families experience homelessness, facilitating access for homeless individuals and families to affordable housing units, and preventing individuals and families who were recently homeless from becoming homeless again.**

In addition to the information provided in section MA-30, the following Housing Element programs outline strategies to reach out to homeless persons and assessing their individual needs:

- **Program 24: Develop Permanent Supportive Housing Units:** Support expansion of affordable, permanent supportive housing units for homeless individuals and families. The City assembled and led an effective public/private partnership to apply to both Round 1 (2020) and Round 2 (2021) of the State's Homekey Program resulting in three awarded projects totaling \$38,700,000. Cumulatively, these projects will provide 202 new affordable permanent supportive housing units to those experiencing chronic homelessness. Rehabilitation and occupancy of these projects is currently underway with full occupancy expected in Spring of 2024. In addition, through Cal ICH Family Homeless Challenge grant award and potential additional ARPA funds the City intends to purchase and create five (5) new, affordable single-family units and the additional construction of five (5) new ADUs/JADUs for unhoused families.

**Help low-income individuals and families avoid becoming homeless, especially extremely low-income individuals and families who are likely to become homeless after being discharged from a publicly funded institution or system of care, or who are receiving assistance from public and private agencies that address housing, health, social services, employment, education or youth needs**

On May 8, 2007, the City adopted a Discharge Coordination Policy pertaining to the discharge of persons from publicly funded institutions and systems of care. As the City neither owns nor operates any such facilities, the impact was largely symbolic. The Countywide Continuum of Care organization seeks to coordinate discharge policies among publicly funded institutions and systems of care.

In 2012, state foster-care providers worked to implement a 2010 California law that extends foster care to age 21 and may help foster teens find their way to transitional-living homes. The California Fostering Connections to Success Act, or AB 12, was designed to curb the high rates of homelessness and incarceration among former foster children. AB 12 calls for the state to offer housing and support services for young adults in foster care between the ages of 18 and 21, as long as they are enrolled in school, working, or, making progress toward those goals, or, are disabled.

Foster care youth who turned 18 in 2012 were the first group under the new law, and were provided options: stay with their foster families, live with relatives, or be placed in a Supervised Independent Living Program. Counties statewide worked with the California Department of Social Services to implement a fourth housing option, a Transitional Housing Program designed specifically for former foster children ages 18 to 24, known as THP-Plus Foster Care.

In Monterey County, Peacock Acres Transitional Housing (PATH) is the provider for Monterey County's THP-Plus, which offers qualified youth up to 24 months of subsidy in a supported environment while they pursue their formalized Transitional Independent Living Plan (T.I.L.P.). PATH operates in scattered site housing and provides employment opportunities, educational support, scholarships and grants, career coaching, money management skills, social skills, and cooking, shopping, nutrition, stress reduction and life management skills.

The City also funds the Rancho Cielo's transitional housing program for at-risk youth.

In fulfillment of State law, the County Health Care system protocols describe discharge planning as an interdisciplinary responsibility. These procedures have been adopted whether a patient is being discharged from a prolonged hospitalization or has obtained care through the Emergency Room or Ambulatory Clinic. All medical disciplines may refer persons in need of discharge planning to the County Department of Social Services which makes assessments, provides information and arranges for care, and maintains referral lists for placements for persons requiring ongoing medical care. Others, upon discharge routinely go to group homes, board and care facilities, or reunite with family or friends.

Per the Discharge Plan of Monterey and San Benito Counties, social workers in health institutions, like hospitals, will administer Coordinated Assessment and Referral System (CARS) assessments and input clients into the local CoC coordinated entry queue. Upon entry onto the master list, the CoC will start directly working with clients to locate appropriate housing interventions through a network of providers in the region.

The City also makes an effort to coordinate with the County of Monterey and their work with the City Police Department to address homelessness, including those who have been released from correctional programs and institutions. The Salinas Valley State Prison is located in the City of Soledad, but the County Jail is located in Salinas.

## **SP-65 Lead based paint Hazards – 91.215(i)**

### **Actions to address LBP hazards and increase access to housing without LBP hazards**

Inspection/assessment of housing units built before 1978 by a HUD certified LBP inspector is required for units participating in the City's housing rehabilitation loan program. Before an assessment is ordered, an initial visual inspection is done by City's Housing Rehabilitation Specialist for signs of lead-based paint hazards and alerting homeowners of potential hazards. Property owners participating in the City's rehabilitation loan program are also eligible to receive grants to cover the costs of mitigation measures for standard treatment/abatement of any existing lead paint hazards.

### **How are the actions listed above related to the extent of lead poisoning and hazards?**

Housing age is the key variable used to estimate the number of housing units with lead-based paint (LBP). Starting in 1978, the federal government prohibited the use of LBP on residential property. National studies estimate that 75 percent of all residential structures built prior to 1970 contain LBP. Housing built prior to 1940 is highly likely to contain



LBP (estimated at 90 percent of housing units nationally), and in housing built between 1960 and 1979, 62 percent of units are estimated to contain LBP.

Using the 75 percent national average of potential LBP hazard and applying it to the amount of units built prior to 1980 in the City, an estimated 18,217 units (8,966 owner-occupied and 9,251 renter-occupied) may contain LBP. Furthermore, approximately 53 percent of households in the City are low and moderate income (earn less than 80 percent of AMI). This translates to approximately 16,436 housing units with potential LBP that may be occupied by low and moderate income households.

Lead poisoning also impacts children more severely, inflicting potentially permanent damage to young children, such as developmental disabilities. Approximately 24 percent of the owner-households and eight percent of the renter-households built before 1980, have children **Table 36.** Therefore, the number of units with potential LBP hazards and occupied by households with children is estimated at 4,793 units (3,548 owner-occupied units and 1,245 renter-occupied units).

#### How are the actions listed above integrated into housing policies and procedures?

The Lead Hazard Reduction Grant is part of the Housing Services Program in the City's 2023-2031 Housing Element (Program 10).

The City provides public information and facilitates training for building contractors who remodel and rehabilitate Salinas's housing. Before any project can be awarded, a current LBP certificate must be documented in the contractor file.

Property owners/renters may be relocated using the LBP grant when necessary. During the application stage of any of the City Housing programs, property owners/tenants receive EPA's "Protect Your Family from Lead in your Home" educational pamphlet, which is available in multiple languages.

## SP-70 Anti-Poverty Strategy – 91.215(j)

#### Jurisdiction Goals, Programs and Policies for reducing the number of Poverty-Level Families

The following programs, actions and policies to reduce the number of households in poverty align with the City's General Plan:

- Support the efforts of housing developers providing affordable housing opportunities in Salinas, particularly rental and multi-family housing.
- Provide housing rehabilitation programs targeting lower income homeowners and units serving lower income renter-households to correct deficiencies and improve the livability of residential property.
- Provide assistance to lower income homeowners in need of housing modifications to improve accessibility and foster continuing independent living.
- Support fair housing services.
- Support community organizations providing services to the disabled community, particularly those that assist with securing and maintaining decent, appropriate housing.
- Support increased community education regarding those with disabilities, both general and with regard to housing needs.
- Support homeless service providers in Salinas and the larger community. Continue to support the development of transitional housing, emergency shelters, and supportive services designed to address the needs of homeless and those at-risk of homelessness.
- Support City and community programs focused upon the recreational and educational needs of Salinas' youth.

- Provide assistance to local businesses through the GSF to create and retain employment for low- and moderate-income persons.

<p><b>How are the Jurisdiction poverty reducing goals, programs, and policies coordinated with this affordable housing plan</b></p>
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As mentioned above, this affordable housing plan aligns with Salinas' General Plan.

Related Housing Element programs include.

- **Program 9: Fair Housing Education, Outreach, and Services:** Provide fair housing education, outreach, mediation materials, and referral services through the CDD Housing Division and a contracted fair housing and tenant-landlord legal organizations to include information and services available in English, Spanish, and/or other languages as appropriate.
- **Program 10: Housing Services Program:** includes housing rehab grants and loans
- **Program 13: Homebuyer Resources:** Government loans, conventional loans and MyHome Assistance Program.
- **Program 14: Housing and Services for Persons with Disabilities:** Strategies include universal design, reasonable accommodations procedures, ADA transition plan, supportive services, alternative housing options and housing accessibility assistance.
- **Program 17: Farmworker Housing Production & Financing:** The City will pursue the implementation actions suggested by the Farmworker Housing Study and Action Plan for Salinas Valley and Pajaro Valley in order to expand the quantity and diversity of housing available to farmworkers.
- **Program 19: Implementation of the Lead Me Home Plan:** The Lead Me Home Update – 5 Year Plan to Reduce Homelessness in Monterey and San Benito Counties serves as an action-oriented, data-driven guide for implementing various strategies, policies, actions, and measurable goals and targets to reduce homelessness
- **Program 21: Street Outreach Program:** he City of Salinas Outreach and Response Team (SORT) engages the City's unhoused population through outreach to build trust and rapport with the unhoused community.
- **Program 23: Housing Navigation and Stabilization Program:** The City's Housing and Community Development Division will continue to seek methods of improving homeless service response. In close collaboration with the Salinas Outreach and Response Team a new pilot Housing First Housing Navigation and Stabilization Program will be developed to assist with housing navigation, landlord engagement and retention services. Additional services include financial assistance to assist with housing subsidies, rental assistance, and landlord incentives.
- **Program 24: Develop Permanent Supportive Housing Units:** Support expansion of affordable, permanent supportive housing units for homeless individuals and families. The City assembled and led an effective public/private partnership to apply to both Round 1 (2020) and Round 2 (2021) of the State's Homekey Program resulting in three awarded projects totaling \$38,700,000. Cumulatively, these projects will provide 202 new affordable permanent supportive housing units to those experiencing chronic homelessness. Rehabilitation and occupancy of these projects is currently underway with full occupancy expected in Spring of 2024. In addition, through Cal ICH Family Homeless Challenge grant award and potential additional ARPA funds the City intends to purchase and create five (5) new, affordable single-family units and the additional construction of five (5) new ADUs/JADUs for unhoused families.
- **Program 26: Invest in Disadvantaged Neighborhoods:** Recent community planning efforts have focused on bringing resources to three of the City's most disadvantaged neighborhoods, including the Downtown Vibrancy Plan, the Alisal Vibrancy Plan and the Chinatown Revitalization Plan.

As described in Section MA-45, the General Plan Update is anticipated to be adopted by the City in December 2025. As part of this update, the Economic Development Element, adopted in 2017, will be included. The draft goals and associated actions below outline the focus points for Salinas' economic development:

Goal ED-1: Cultivate a diverse and adaptive economy that aligns with future economic trends and reinforces Salinas' leadership in the agricultural industry.

- Encourage economic expansion while supporting the advancement of agricultural production and technology.
- Attract new businesses on and adjacent to the agri-business supply chain.

Goal ED-2: Encourage a thriving business environment through supporting start-ups, growing current businesses, and attracting new industry to build a dynamic economic landscape in Salinas with higher paying employment opportunities.

- Develop a business retention program and streamline licensing and permitting processes.
- Improve access to capital for all stages of business growth and support entrepreneurship and innovation.

Goal ED-3: Narrow social and economic disparities in the City of Salinas through workforce development and community support.

- Increase access to education and vocational training for youth and adults to prepare them for relevant and high-quality job opportunities.
- Support residents in improving their neighborhoods.

Goal ED-4: Enhance retail, entertainment, and tourism opportunities throughout the City.

- Promote the City and its unique neighborhoods as cultural, arts and shopping destinations.
- Develop a Citywide strategy to combat sales tax leakage and strengthen local retail.

Goal ED-5: Coordinate public and private investment along disinvested commercial corridors.

- Improve the appearance of commercial corridors through design guidelines that strengthen district identity and programs such as façade improvements.
- Support business owners with ADA compliance and increasing accessibility.

## SP-80 Monitoring – 91.230

Describe the standards and procedures that the jurisdiction will use to monitor activities carried out in furtherance of the plan and will use to ensure long-term compliance with requirements of the programs involved, including minority business outreach and the comprehensive planning requirements

The City's monitoring procedures are included as an appendix to this Consolidated Plan.

## Annual Action Plan

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### AP-15 Expected Resources – 91.220(c)(1,2)

#### Introduction

The City is an entitlement jurisdiction for CDBG, HOME, and ESG funds, and anticipates receiving \$2,179,417 in CDBG funds, \$791,387.44 in HOME funds, and \$188,399 in ESG funds for FY 2025-2026. In addition, the CDBG program anticipates Program Income (PI) of \$30,000 and the HOME program anticipates PI of \$170,000. Both CDBG PI and HOME PI are incorporated into the City's annual budgeting process.

#### Backup Projects/Potential Additional Funding

Alternate projects may be possible depending on funding levels of PI, carry over funds or additional funding from HUD. The AAP will recommend the following non-public service alternate projects:

- Housing Services Program (HSP) which includes the Housing Accessibility Assistance (HAA) grant, Lead-Based Paint (LBP) grant, emergency repairs and single-family housing rehabilitation loans;
- Energy conservation improvements;
- Predevelopment, site acquisition/improvement, and/or construction of affordable housing;
- Acquisition and rehabilitation of multi-family or single-family housing to be rented to low- and moderate-income renters in the City in conjunction with a non-profit housing developer or non-profit housing organization that provides supportive services and management; and
- Public facilities and infrastructure improvement projects.

## Anticipated Resources

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Remainder of ConPlan \$	Narrative Description
			Annual Allocation: \$	Program Income: \$	Prior Year Resources: \$	Total: \$		
CDBG	Public - Federal	Acquisition Admin and Planning Economic Development Housing Public Improvements Public Services	2,179,417	30,000	0	2,209,417	8,000,000	For planning purposes, the City estimates the availability of approximately \$2 million annually in CDBG funds for the remaining four years of the CP period.
HOME	Public - Federal	Acquisition Homebuyer assistance Homeowner rehab Multifamily rental new construction Multifamily rental rehab New construction for ownership TBRA	791,387.44	170,000	0	961,387.44	3,200,000	For planning purposes, the City estimates the availability of approximately \$800,000 in HOME funds annually for the remaining four years of the CP period.
ESG	Public - Federal	Conversion and rehab for transitional housing Financial Assistance Overnight shelter Rapid re-housing (rental assistance) Rental Assistance Services Transitional housing	188,399	0	0	188,399	720,000	For planning purposes, the City estimates the availability of approximately \$180,000 in ESG funds annually for the remaining four years of the CP period.

Table 56 - Expected Resources – Priority Table

**Explain how federal funds will leverage those additional resources (private, state and local funds), including a description of how matching requirements will be satisfied**

**Affordable Housing:** In Salinas' programs, the most frequent example of leveraging occurs in the development of new affordable housing projects. Due to the high cost of developing housing, it is essential for non-profit housing developers to construct new projects by leveraging and matching financial resources from a variety of sources. No matter the primary source of funding (e.g., federal Low-income Tax Credits, HUD Section 811 financing, USDA housing programs), none will finance the entire cost to develop housing. Salinas uses both CDBG and HOME funds to leverage the participation of other funders.

The flexibility inherent in CDBG rules makes it particularly appropriate for pre-development process as critical support for non-profits that often are pressed for pre-development funds. Similarly, HOME guidelines emphasize the importance of using HOME to fill in 'financing gaps' that often result when projects face more rigid requirements established either by particular loan regulations, or due to the degree of competition for other financing.

**Public Services:** For the Public Services subrecipients CDBG funding is often an essential source of funds to access other funds. None of the subrecipients' essential safety net programs are funded exclusively by CDBG.

**Public Facilities and Infrastructure Improvements:** There are other more subtle forms of leverage. Public investment in a particular neighborhood (upgrading water mains or installing traffic signals or street lighting) can be an inducement for additional investment by area property owners affected by the improvements.

**Home Match Requirements:** Pursuant to HUD regulations, all participating jurisdictions (PJs) must contribute or match 25 cents for each dollar of HOME funds spent on affordable housing. The HOME statute allows for a reduction of the matching contribution requirement under three conditions: 1) fiscal distress, 2) severe fiscal distress, and 3) for Presidentially declared major disasters. When a local jurisdiction meets one of these distress conditions, it is determined to be in fiscal distress and receives a 50 percent reduction of match. If a local jurisdiction satisfies both of the distress criteria, it is determined to be in severe fiscal distress and receives a 100 percent reduction of match. As of FY 2019, the City is considered fiscally distressed and receives a 50 percent reduction in HOME match requirement, based on the City's per capita income (\$18,345) and poverty level (18.86 percent). The City has adequate accrued match from Housing Asset Funds (former redevelopment funds) to be 'banked' against its future match requirements.

**ESG Match Requirements:** The ESG program has a dollar-for-dollar match requirement. Federal (non-ESG), state, local, and private funds may be used as a match. The City's ESG match requirement is satisfied with a variety of funding sources. Subrecipients are required to provide their planned ESG match on the funding application, with the actual match reported at the end of the program year.

**If appropriate, describe publicly owned land or property located within the jurisdiction that may be used to address the needs identified in the plan**

**Discussion**

**34-38 Soledad St. and 45 Soledad St.:** These City-owned properties are located within the Chinatown area. The Advanced Planning and Project Implementation Division and the Housing Division are collaborating on advancing these projects. Both sites are designated for the development of mixed-use affordable housing. City staff have been working on gathering community input for building design as well as needed amenities for the commercial space.

**10-12 Soledad St.:** This property is currently owned by the City, which also plans to acquire adjacent parcels with the intent to combine them into a larger, contiguous site. These sites will be dedicated for future housing development.

**37-39 Soledad St:** This City-owned property, known as the Republic Café, has been designated like other sites in Chinatown for mixed-use housing development. In addition, the City is partnering with Asian Cultural Experience (ACE) for the development of a cultural museum on the ground floor.

**Division St. Properties:** This property consists of seven City-owned parcels designated for housing development. The City is collaborating with the Housing Authority of the County of Monterey on a proposal to develop a minimum of 48 housing units on the site.

**El Rey Motel:** This City-owned property was formerly a motel, acquired by the City in 2024 with the intention of developing Transitional Housing for individuals experiencing or at risk of homelessness. In the future, the City may consider converting the site into Permanent Supportive Housing, as permitted under the Zoning Code.

## AP-20 Annual Goals and Objectives

### Goals Summary Information

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
1	Increased Decent and Affordable Housing	2025	2026	Affordable Housing	Alisal Neighborhood Revitalization Strategy Area Chinatown Area	Assistance to Homeowners for Rehabilitation Affordable Rental Housing Opportunities Home Ownership Opportunities	<b>CDBG: \$0</b> <b>HOME: \$865,249</b>	Rental units constructed: TBD Household Housing Unit  Homeowner Housing Rehabilitated: 0 Household Housing Unit
2	Enhanced Homeless Prevention, Services, and Facilities	2025	2026	Homeless	Citywide	Enhanced Homeless Prevention, Services, and Facilities	<b>CDBG: \$200,000</b> <b>ESG: \$174,270</b>	Homeless Person Overnight Shelter: 0 Persons Assisted  Homelessness Prevention: 0 Persons Assisted Public service activities other than Low/Moderate Income Housing Benefit: 150 Persons Assisted TBRA/Rapid Re-Housing: 25 Households Assisted.



Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
3	Enhanced Neighborhood Conditions	2025	2026	Non-Homeless Special Needs Non-Housing Community Development	Alisal Neighborhood Revitalization Strategy Area Chinatown	Public Services Public Facilities and Infrastructure Improvements Economic Development	CDBG: \$1,567,534	Public service activities other than Low/Moderate Income Housing Benefit: 100 Persons Assisted  Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit: 2,750 Persons Assisted  <b>Businesses assisted:</b> 0 Businesses Assisted
4	Planning and Program Administration	2025	2026	Planning and Administration		Planning and Administration	CDBG: \$441,883 HOME: \$96,138 ESG: \$14,129	

Table 57 – Goals Summary

## Goal Descriptions

1	Goal Name	Increased Decent and Affordable Housing
	Goal Description	The City will pursue a range of activities to expand affordable housing opportunities for lower- and moderate-income households, including those with special needs (seniors, large households, farmworkers, disabled, homeless, etc.) Emphasis will be on affordable rental housing due to funding limitations and urgency of needs. The City will continue to provide rehabilitation assistance to homeowners for housing rehabilitation, accessibility improvements, and installing energy conservation systems in homes. In addition, the City will continue to provide assistance to individual homeowners to make necessary repairs, code corrections, energy conservation features, and accessibility improvements.
2	Goal Name	Enhanced Homeless Prevention, Services, and Facilities
	Goal Description	The City will utilize both ESG and CDBG funds to coordinate services and facilities for the homeless. This is a citywide priority with an emphasis on the Chinatown area. The City's strategy for addressing homeless needs is three-pronged: 1) homeless prevention; 2) homeless services; and 3) homeless facilities. The intent is to reduce the risk of homelessness, and address the needs of those rendered homeless using a continuum of care approach by supporting services and facilities that complement the existing Continuum of Care system.
3	Goal Name	Enhanced Neighborhood Conditions
	Goal Description	The City will provide a range of community development activities, including community and supportive services, expansion/improvement to community facilities and infrastructure, and economic development activities. The City will coordinate services and improvements in a manner that concentrate investments in specific neighborhoods in order to provide more lasting and impactful improvements.
4	Goal Name	Planning and Program Administration
	Goal Description	The City will continue to implement the CDBG, HOME, and ESG programs in compliance with all applicable regulations and requirements. The caps for program administration costs (20 percent for CDBG, 10 percent for HOME, and 7.5 percent for ESG) do not provide adequate funds to perform all the general planning, program implementation, reporting, and monitoring functions required by these programs. Therefore, as allowed by HUD, the City allocates a portion of the activity funding to delivery costs that are directly associated with implementation of specific activities or programs.

## AP-35 Projects – 91.220(d)

### Introduction

During FY 2025-2026, the City will pursue a range of housing and community development activities using CDBG, HOME, and ESG funds.

### Projects

#	Project Name
1	ECHO Housing Fair Housing and Tenant/Landlord Services
2	Housing Referrals and Tenant/Landlord Services
3	Financial Empowerment Center
4	Salinas Outreach Response Team
5	Chinatown Neighborhood Improvements
6	Alisal Neighborhood Revitalization Strategy Area – Streetlights Phase 1
7	HOME Program Planning and Administration
8	ESG SALINAS - Projects and Administration
9	CDBG Program Planning and Administration
10	HOME Affordable Housing Project to be determined

**Table 58 – Project Information**

<b>Describe the reasons for allocation priorities and any obstacles to addressing underserved needs</b>
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Inadequate funding is the most significant obstacle for serving the underserved needs. The extent of needs in Salinas far exceeds the available funding from the CDBG, HOME, and ESG programs.

Most activities to be pursued by the City with CDBG, HOME, and ESG funds will be leveraged with a variety of funding sources, including grants from State, Federal, and local governments; private foundations; capital development funds; general funds; private donations of funds or services; and other various funding sources. For the provision of affordable housing, the City partners with non-profit housing developers such as MidPen, CHISPA, and HDC (Housing Authority of the County of Monterey Development Corporation), which all utilize a multi-layer approach to funding affordable housing. The City is looking to expand the number of non-profit housing developers that are operating within the City limits for FY 2025-2026. To achieve this, the City launched a Housing Forum to provide information on funding opportunities and disposition.

The HOME program requires that for every HOME dollar spent, the local jurisdiction must provide a 25 percent match with non-federal dollars. However, given the distressed conditions in Salinas, the City consistently receives a 50 percent reduction in the match requirements. HUD approved the HOME waiver which includes the CHDO set aside requirement.

Given the limited annual allocations in CDBG funds, the City may pursue the use of the Section 108 loan guarantee within the five-year CP period in order to support large-scale projects.

## AP-38 Project Summary

### Project Summary Information

1	Project Name	ECHO Housing Fair Housing and Tenant/Landlord Services
	Target Area	Citywide
	Goals Supported	Enhanced Neighborhood Conditions
	Needs Addressed	Public Services
	Funding	CDBG: \$83,300
	Description	ECHO Housing conducts a yearly fair housing audit, fair housing counseling and tenant/landlord mediation. Responds to evictions and assists with the additional demand for eviction mitigation. Matrix Code: 05J National Objective: LMC Presumed Benefit: No
	Target Date	6/30/2026
	Estimate the number and type of families that will benefit from the proposed activities	This program anticipates assisting 100 persons.
	Location Description	Services are provided citywide. ECHO Housing is located at 22551 2 <sup>nd</sup> Street Suite 200, Hayward, CA 94541.
2	Planned Activities	Services include responding to inquiries; conducting investigations of fair housing complaints; conducting a fair housing audit; providing tenant/landlord counseling; facilitating tenant/landlord conciliation and mediations; conducting outreach and quarterly trainings and check-ins with City staff.
	Project Name	Housing Referrals and Tenant/Landlord Services
	Target Area	Citywide
	Goals Supported	Enhanced Neighborhood Conditions
	Needs Addressed	Public Services
	Funding	CDBG: \$20,700
	Description	Mediation services to prevent eviction and displacement to qualified households. Matrix Code: 05K National Objective: LMC Presumed Benefit: No
	Target Date	6/30/2025
	Estimate the number and type of families that will benefit from the proposed activities	This program anticipates assisting 50 households.
3	Location Description	Services are provided Citywide.
	Planned Activities	City will identify a partner to provide stated activities.
	Project Name	Financial Empowerment Center
	Target Area	Citywide
	Goals Supported	Enhanced Neighborhood Conditions
	Needs Addressed	Public Services
	Funding	CDBG: \$30,000

	Description	Xxx Matrix Code: 05 National Objective: LMC Presumed Benefit: No
	Target Date	6/30/2025
	Estimate the number and type of families that will benefit from the proposed activities	This program anticipates assisting XX households.
	Location Description	Services are provided Citywide.
	Planned Activities	XXX
4	Project Name	Salinas Outreach and Response Team
	Target Area	Citywide
	Goals Supported	Enhanced Neighborhood Conditions
	Needs Addressed	Public Services
	Funding	CDBG: \$200,000
	Description	To conduct Street Outreach to unsheltered residents and provide essential services, including referrals, basic needs gear, and engagement to homeless encampments. Matrix Code: 03T National Objective: LMC Presumed Benefit: Yes
	Target Date	6/30/2026
	Estimate the number and type of families that will benefit from the proposed activities	This program anticipates assisting 100 persons.
	Location Description	Services are provided citywide. City Hall is located at 200 Lincoln Avenue Salinas, CA 93901
	Planned Activities	Activities include engage and case manage a minimum of 100 unsheltered individuals and corresponding entries/updates into HMIS; provide Coordinated Entry Assessments (CARS), conducting trips to distribute supplies, water, and other essentials during to foster rapport building and to increase engagement.
5	Project Name	Chinatown Neighborhood Improvements
	Target Area	Chinatown
	Goals Supported	Enhanced Neighborhood Conditions
	Needs Addressed	Public Facilities and Infrastructure Improvements
	Funding	CDBG: \$1,086,834
	Description	ADA sidewalk curb cut ramps at the Chinatown neighborhood, reconstruction of Sun St., Peach Dr., & Cherry Dr., new streetlights and other general infrastructure improvements. Matrix Code: 03K/03L National Objective: LMA Presumed Benefit: No
	Target Date	6/30/2026
	Estimate the number and type of families that will benefit from the proposed activities	This project would benefit the 1,400 low/moderate income persons in Chinatown Area

	Location Description	Chinatown Area
	Planned Activities	Activities include predevelopment, such as environmental assessments and design, installation of ADA sidewalk curb ramps and other sidewalk repairs at different locations, the reconstruction of Sun St., Peach Dr., & Cherry Dr., installation of new streetlights, and other general infrastructure improvements.
6	Project Name	Alisal Neighborhood Revitalization Strategy Area – Streetlights Phase 1
	Target Area	ANRSA
	Goals Supported	Enhanced Neighborhood Conditions
	Needs Addressed	Public Facilities and Infrastructure Improvements
	Funding	CDBG: \$300,000
	Description	Activities in Phase 1 include installing streetlights in the area bounded by Kern Street, North Madeira Avenue, Alisal Street, and Market Street  Matrix Code: 03K National Objective: LMA Presumed Benefit: No
	Target Date	6/30/2026
	Estimate the number and type of families that will benefit from the proposed activities	This project would benefit the 14,560 low/moderate income persons in ANRSA area.
	Location Description	This will target the ANRSA area.
	Planned Activities	Activities in Phase 1 include installing streetlights in the area bounded by Kern Street, North Madeira Avenue, Alisal Street, and Market Street.
7	Project Name	HOME Program Planning and Administration
	Target Area	Not applicable
	Goals Supported	Planning and Program Administration
	Needs Addressed	Planning and Administration
	Funding	HOME: \$96,138
	Description	The City is allocating 10 percent from the FY 2025-2026 allocation and program income received. This line item will provide for the planning and administration activities to implement the City's HOME program,
	Target Date	6/30/2026
	Estimate the number and type of families that will benefit from the proposed activities	The delivery of the City's various HOME-funded programs and activities will benefit the City's low and moderate income persons and those with special needs.
	Location Description	The HOME program is administered by the Housing Division of the Community and Economic Development Department.
	Planned Activities	The City will perform all planning, administration, monitoring, and review functions in compliance with HUD regulations.
8	Project Name	ESG SALINAS - Projects and Administration
	Target Area	Not applicable
	Goals Supported	Planning and Program Administration Enhanced Homeless Prevention, Services, and Facilities
	Needs Addressed	Enhanced Homeless Prevention, Services, and Facilities Planning and Administration
	Funding	ESG: \$188,399

	<b>Description</b>	The ESG Program will involve a range of activities to address homelessness. These include the provision of outreach, shelters, prevention, rapid re-housing, and HMIS services.
	<b>Target Date</b>	6/30/2026
	<b>Estimate the number and type of families that will benefit from the proposed activities</b>	The agencies funded anticipate providing assistance to homeless and at-risk homeless persons as follows: <ul style="list-style-type: none"> <li>• City – 50 persons with outreach activities</li> <li>• Community Homeless Solutions Warming Shelter – 25 homeless persons with rapid rehousing activities</li> </ul>
	<b>Location Description</b>	The City's homeless programs are being delivered by multiple agencies to assist the homeless families and individuals citywide.
	<b>Planned Activities</b>	The following activities are planned: <ul style="list-style-type: none"> <li>• City – Salinas Outreach and Response Team and ESG Administration</li> <li>• Community Homeless Solutions – Rapid Re-Housing</li> </ul>
9	<b>Project Name</b>	CDBG Program Planning and Administration
	<b>Target Area</b>	Not applicable
	<b>Goals Supported</b>	Planning and Program Administration
	<b>Needs Addressed</b>	Planning and Administration
	<b>Funding</b>	CDBG: \$441,883
	<b>Description</b>	This line item is to provide for the general program planning and administration of the CDBG program.
	<b>Target Date</b>	6/30/2026
	<b>Estimate the number and type of families that will benefit from the proposed activities</b>	The delivery of various CDBG-funded programs and activities will benefit low and moderate income persons in the City, along with persons with special needs, such as the youth, homeless, elderly, and disabled.
	<b>Location Description</b>	The CDBG program is administered by the Housing Division of the Community and Economic Development Department located at 65 West Alisal Street, Salinas.
	<b>Planned Activities</b>	The City will perform all program planning, administration, monitoring, and review functions in compliance with HUD regulations.
10	<b>Project Name</b>	HOME Affordable Housing Project to be determined
	<b>Target Area</b>	Citywide
	<b>Goals Supported</b>	Increased Decent and Affordable Housing
	<b>Needs Addressed</b>	Affordable Rental Housing Opportunities
	<b>Funding</b>	HOME: \$865,248.70
	<b>Description</b>	Project to be determined in the future to allocate HOME and CHDO funds
	<b>Target Date</b>	6/30/2026
	<b>Estimate the number and type of families that will benefit from the proposed activities</b>	To be determined
	<b>Location Description</b>	To be determined
	<b>Planned Activities</b>	To be determined

Table 59 -Project Summary

## AP-50 Geographic Distribution – 91.220(f)

Description of the geographic areas of the entitlement (including areas of low-income and minority concentration) where assistance will be directed

The City's strategy is to focus its investment in a most impactful manner by providing significant investments in two target areas, the ANRSA and Chinatown. Specifically, the City has designated the Alisal as a Neighborhood Revitalization Strategy Area (NRSA). In addition, the Chinatown area is identified as a HUD Slum and Blight designated local target area, as it is currently isolated from the rest of the City and is seeing serious issues of homelessness, unreported violence and a high percentage of low- and moderate-income residents. Most public services are available to residents citywide. However, by nature and/or location of some of the activities/programs, youth from the ANRSA and Chinatown would benefit greatly from many of these programs.

Some programs/projects are not located in any target areas nor are they available Citywide, so the geographic distribution of funds does not add up to 100%. Programs/projects that are not in target areas or available citywide are qualified by LMC, so they are not required to be located in a target area.

### Geographic Distribution

Target Area	Percentage of Funds
Alisal Neighborhood Revitalization Strategy Area	10%
Chinatown Area	36%

Table 60 - Geographic Distribution

### Rationale for the priorities for allocating investments geographically

These two areas represent the most distressed neighborhoods in the City. These areas have the highest concentration of poverty and substandard living conditions. The Alisal area includes some of the most distressed neighborhoods in Salinas. The area faces challenges such as inadequate public infrastructure, high levels of unemployment, high levels of poverty, and violent criminal activity. Within the ANRSA, 23 percent of all residents lives in poverty, a higher proportion than the City overall (19 percent).

The 12 blocks that form the Chinatown area are located primarily within Census Tract 18.02 Block Group (BG) 2. This BG has a population of about 2,193, with 69.8 percent being low and moderate income.

### Discussion

See discussions above.

## AP-55 Affordable Housing – 91.220(g)

### Introduction

Under the City's Affordable Housing Goal, the City proposes to reserve up to 90 percent of the available HOME funds for affordable housing activities to be determined in the future. For the purpose of this AAP, an estimated five rental units are assumed to be assisted with HOME funds.

One Year Goals for the Number of Households to be Supported	
Homeless	0
Non-Homeless	5
Special-Needs	0
Total	5

Table 61 - One Year Goals for Affordable Housing by Support Requirement



One Year Goals for the Number of Households Supported Through	
Rental Assistance	0
The Production of New Units	5
Rehab of Existing Units	0
Acquisition of Existing Units	0
Total	5

**Table 62 - One Year Goals for Affordable Housing by Support Type**

## Discussion

This summary includes only the uses of CDBG and HOME funds for the improvement and provision of long-term affordable housing.

## AP-60 Public Housing – 91.220(h)

### Introduction

HACM owns and manages 22 housing developments in Salinas (879 units). These developments have been converted from Public Housing to Project-Based Rental Assistance. Nineteen of the 22 HACM housing complexes in Salinas are concentrated within the ANRSA.

### Actions planned during the next year to address the needs to public housing

The City is not directly involved in the planning and development of public housing in the City. Based on the current policy direction of HUD, no new public housing will be developed. However, the City works closely with HACM to create affordable housing in the community.

### Actions to encourage public housing residents to become more involved in management and participate in homeownership

HACM's Family Self-Sufficiency (FSS) program is designed to help families with a Housing Choice Voucher (HCV) establish a savings account and find stable employment. FSS is a Federal Government program that offers the opportunity of homeownership and other options to clients that successfully complete the five-year program. Programs and services through FSS may include career counseling, job training, credit counseling and homeownership preparation. The program helps prepare residents for HACM's Homeownership Program, allowing first-time homebuyers to use their HCV to help with monthly homeownership expenses.

### If the PHA is designated as troubled, describe the manner in which financial assistance will be provided or other assistance

Not applicable.

## Discussion

See discussions above.

## AP-65 Homeless and Other Special Needs Activities – 91.220(i)

### Introduction

The City proposes utilizing CDBG and ESG funds to provide assistance to the City's homeless and special needs populations:

Homeless:

- City of Salinas – Salinas Outreach and Response Team (SORT) – Street Outreach Program
- Community Homeless Solutions – Chinatown Navigation Center (CNC) – Rapid Rehousing Program

Fair Housing:

- ECHO – Fair Housing and Tenant/Landlord Services that benefit many special needs groups such as seniors and disabled.

**Describe the jurisdictions one-year goals and actions for reducing and ending homelessness including: Reaching out to homeless persons (especially unsheltered persons) and assessing their individual needs**

The City implements outreach services with in-house staff through the Salinas Outreach and Response Team (SORT) City of Salinas by providing essential emergency services through outreach, referrals, and service coordination. SORT engages the City of Salinas unhoused population through outreach to build trust and rapport with the unhoused community. In addition, coordinates services with partner outreach agencies through to CoC Outreach Committee which includes agencies such as Downtown Streets Inc. and Interim Inc. The City provides ESG funding to Community Homeless Solutions, which operates the Chinatown Navigation Center and its Rapid Re-Housing program to transition those unhoused to permanent housing options.

**Addressing the emergency shelter and transitional housing needs of homeless persons**

For FY 2025-2026, HUD ESG will not be used to support Emergency Shelter or Transitional Shelter. However, the City utilizes other sources of funding to support emergency shelter needs through Encampment Resolution Funding and General Fund. The City will be providing support to rapid re-housing programs.

- Community Homeless Solutions – Chinatown Navigation Center (CNC)
- Community Human Services – SHARE Center

**Helping homeless persons (especially chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth) make the transition to permanent housing and independent living, including shortening the period of time that individuals and families experience homelessness, facilitating access for homeless individuals and families to affordable housing units, and preventing individuals and families who were recently homeless from becoming homeless again**

The CNC, partially funded by ESG funds and operated by Community Homeless Solutions, will include rapid rehousing services by providing rent subsidies and housing referrals for homeless households participating in their program. This program will help homeless households attain permanent housing or shorten the period of time that individuals and families experience homelessness.

**Helping low-income individuals and families avoid becoming homeless, especially extremely low-income individuals and families and those who are: being discharged from publicly funded institutions and systems of care (such as health care facilities, mental health facilities, foster care and other youth facilities, and corrections programs and institutions); or, receiving assistance from public or private agencies that address housing, health, social services, employment, education, or youth needs**

Several agencies, such as the Natividad Medical Center and the Monterey County Family and Children's Services provide discharge planning and placement assistance. The Natividad Medical Center Mental Health Unit and Salinas Valley Memorial Hospital work with community agencies to assist in finding the appropriate level of care and housing. The Monterey County Family and Children's Services provides discharge planning and placement assistance to youth

leaving foster care through a Transitional Independent Living Plan beginning when the youth turn 16 years old and every year thereafter.

## Discussion

See discussion above.

## AP-75 Barriers to affordable housing – 91.220(j)

### Introduction:

The most critical barrier to affordable housing in Salinas is the need for decent and affordable housing far exceeds the City's available resources. The City will continue to aggressively pursue funding available at the local, state, and federal levels to supplement its limited funds.

The City values its partnership with non-profit housing developers such as CHISPA, MidPen, HACM, and Interim Inc. in pursuing innovative strategies to addressing the City affordable housing needs, including providing more permanent housing options for the homeless.

**Actions it planned to remove or ameliorate the negative effects of public policies that serve as barriers to affordable housing such as land use controls, tax policies affecting land, zoning ordinances, building codes, fees and charges, growth limitations, and policies affecting the return on residential investment**

The City's Inclusionary Housing Program is an effective strategy for providing affordable housing in the community and to help achieve the goal of de-concentrating affordable housing in the ANRSA, allowing residents other locational choices. The State of California also passed SB 329 in 2019, prohibiting housing discrimination against persons using public assistance (including Housing Choice Vouchers) to pay for housing. This source of income protection could potentially open housing options for many of the City's low- and moderate-income households. The City has updated its Inclusionary Housing Ordinance to enhance the program's effectiveness. This update was completed in June 2017.

The City's 2023-2031 Housing Element was adopted by the City in December 2023 and found to be compliance with State law in February 2024. The City is currently updating the General Plan, including the Land Use Element. The City is reimagining its land use plan and Zoning Code, switching from traditional land use designations to a place-based system. These draft Place Types would offer greater flexibility and density and place less emphasis on strict use classifications. Their focus on place and form will make it easier to implement Objective and Development Design Standards and other changes to state law intended to reduce approval times for housing projects and streamline the review and approval process.

The City will implement the following actions identified in its 2023-2031 Housing Element to remove barriers to affordable housing:

- **Program 2: Financial Assistance and Gap Financing:** The City will continue to facilitate the expansion of the City's affordable housing inventory through new construction, acquisition, and/or rehabilitation.
- **Program 3: Prohousing Designation:** The City will maintain its Prohousing Designation Program (PDP) from the California Housing and Community Development Department (HCD). The Prohousing Designation provides incentives, in the form of additional points or preferences in the scoring of competitive applications for housing and infrastructure for City projects.
- **Program 4: Accessory Dwelling Units:** The construction of accessory dwelling units (ADUs) will continue to be promoted and facilitated in order to expand the supply of affordable housing stock within city limits.
- **Program 7: Reduce Housing Production Constraints:** The City will monitor existing development fees, including in-lieu fees, development impact fees, and processing fees, to ensure they are not a constraint to the feasibility of affordable housing development.

- **Program 16: Local Education Workforce Housing:** In 2022 the City adopted an ordinance (ZCA 2022- 002) amending chapter 37 of the Salinas Municipal code to allow a school district or community college district to acquire, construct rehabilitate, or preserve affordable rental housing for its staff or public consistent with the Teacher Act of 2016.
- **Program 17: Farmworker Housing Production & Financing:** The City will pursue the implementation actions suggested by the Farmworker Housing Study and Action Plan for Salinas Valley and Pajaro Valley in order to expand the quantity and diversity of housing available to farmworkers.

#### Discussion:

See discussions above.

## AP-85 Other Actions – 91.220(k)

#### Introduction:

The extent of housing and community development needs in Salinas far exceeds the City's funding capacity. To utilize its limited funding in the most cost-effective manner, the City targets its investments in the most distressed neighborhoods in the community.

#### Actions planned to address obstacles to meeting underserved needs

Unhoused city residents are among the most underserved groups in Salinas and available ESG funding continues to fall far below what is needed to address the City's homeless issues. In response, the City continues to take the lead to serve as the Administrative Entity for additional ESG allocations from HCD ESG programs for the CoC service area (Monterey and San Benito Counties). Additionally, the City is an active, collaborative partner with the local CoC on the 2021-2026 five-year update of the Regional Monterey and San Benito Counties Plan to End Homelessness (Lead Me Home Plan).

Two areas in the City – ANRSA and Chinatown – both have concentrated issues relating to disproportionate housing needs and inadequate/aging community facilities and infrastructure. By establishing these areas as target areas, the City prioritizes allocating resources to benefit these neighborhoods.

#### Actions planned to foster and maintain affordable housing

CDBG funds will be planned to be used to support the City's Housing Rehabilitation, Emergency Repairs, Lead-Based Paint Reduction, and Housing Accessibility Assistance programs.

For FY 2025-2026, the City is setting aside its HOME allocation and program income (except for 10 percent for administration) for affordable housing development, or other affordable housing activities. No specific project has been identified yet. The City will continue to pursue other affordable housing projects with non-profit partners in the County.

#### Actions planned to reduce lead-based paint hazards

Inspection/assessment of housing units built before 1978 by a HUD certified LBP inspector is required for units participating in the City's programs. Property owners participating in the City's programs are also eligible to receive grants to cover the costs of mitigation measures for standard treatment/abatement of any existing lead paint hazards as long as funding is available.

The Lead Hazard Reduction Grant is part of the Housing Services Program in the City's 2023-2031 Housing Element (Program 10).

The City provides public information and facilitates training for building contractors who remodel and rehabilitate Salinas's housing. Before any project can be awarded, a current LBP certificate must be documented in the contractor file.

Property owners/renters may be relocated using the LBP grant when necessary. During the application stage of any of the City Housing programs, property owners/tenants receive EPA's "Protect Your Family from Lead in your Home" educational pamphlet, which is available in multiple languages.

#### **Actions planned to reduce the number of poverty-level families**

The following programs, actions and policies to reduce the number of households in poverty align with the City's General Plan:

- Support the efforts of housing developers providing affordable housing opportunities in Salinas, particularly rental and multi-family housing.
- Provide housing rehabilitation programs targeting lower income homeowners and units serving lower income renter-households to correct deficiencies and improve the livability of residential property.
- Provide assistance to lower income homeowners in need of housing modifications to improve accessibility and foster continuing independent living.
- Support fair housing services.
- Support community organizations providing services to the disabled community, particularly those that assist with securing and maintaining decent, appropriate housing.
- Support increased community education regarding those with disabilities, both general and with regard to housing needs.
- Support homeless service providers in Salinas and the larger community. Continue to support the development of transitional housing, emergency shelters, and supportive services designed to address the needs of homeless and those at-risk of homelessness.
- Support City and community programs focused upon the recreational and educational needs of Salinas' youth.
- Provide assistance to local businesses through the GSF to create and retain employment for low- and moderate-income persons.

#### **Actions planned to develop institutional structure**

The City collaborates with the County of Monterey to develop a joint funding application process/system to help reduce administrative work associated with its funding application and program reporting. Use of City Data Services allows for more efficient and accurate management of the funds.

The City has established a Housing and Land Use Committee to provide an additional forum for non-profits, stakeholders, and members of the public to communicate directly with the City regarding housing and community development needs and plans for future projects. The Housing and Land Use Committee is tasked with the objective of enhancing coordination and improving the effectiveness and efficiency in the City utilizing its entitlement HUD funds. Specifically, the Housing and Land Use Committee serves as a formal recommendation body to the City Council regarding housing related items.

The City has implemented a two-year funding cycle for CDBG and ESG public services along with a competitive funding application that would yield less administration effort by the City and non-profits and allow for funding to assist in serving more clients. The City will also continue to monitor and evaluate the changing needs within the City and how best to fund various agencies to assist the low-moderate income citizens with CDBG and ESG public services funds.

Actions planned to enhance coordination between public and private housing and social service agencies

The City partners with its strong network of public and private housing and social service agencies to provide housing and community development programs in the City. Coordination efforts are ongoing.

**Discussion:**

See discussions above.

## AP-90 Program Specific Requirements – 91.220(l)(1,2,4)

**Introduction:**

This section addresses the regulatory requirements of the CDBG, HOME, and ESG programs not covered in the previous sections.

### Community Development Block Grant Program (CDBG) Reference 24 CFR 91.220(l)(1)

Projects planned with all CDBG funds expected to be available during the year are identified in the Projects Table. The following identifies program income that is available for use that is included in projects to be carried out.

1. The total amount of program income that will have been received before the start of the next program year and that has not yet been reprogrammed	0
2. The amount of proceeds from section 108 loan guarantees that will be used during the year to address the priority needs and specific objectives identified in the grantee's strategic plan	0
3. The amount of surplus funds from urban renewal settlements	0
4. The amount of any grant funds returned to the line of credit for which the planned use has not been included in a prior statement or plan.	0
5. The amount of income from float-funded activities	0
Total Program Income	0

### Other CDBG Requirements

1. The amount of urgent need activities	0
2. The estimated percentage of CDBG funds that will be used for activities that benefit persons of low and moderate income. Overall Benefit - A consecutive period of one, two or three years may be used to determine that a minimum overall benefit of 70% of CDBG funds is used to benefit persons of low and moderate income. Specify the years covered that include this Annual Action Plan.	100.00%

### HOME Investment Partnership Program (HOME) Reference 24 CFR 91.220(l)(2)

1. A description of other forms of investment being used beyond those identified in Section 92.205 is as follows:

No other forms of HOME investments beyond those previously described.

2. A description of the guidelines that will be used for resale or recapture of HOME funds when used for homebuyer activities as required in 92.254, is as follows:

The City suspended its First-Time Homebuyer Program in 2014. Existing loans will be subject to the City's recapture/resale provisions. Pursuant to HUD's HOME recapture regulations the City has chosen to recapture the entire principal loan balance (direct homebuyer subsidy) to the extent there are net proceeds after the sale of a home and repayments of the first mortgage and closing costs. This indebtedness is due and payable upon sale or transfer of the property, prior to the expiration of the period of affordability, to the extent there are sufficient "net

proceeds". Net proceeds are defined as the amount of sale proceeds remaining (if any) after payment of any superior loan(s) (Other than HOME funds) and customary closing costs. If upon the voluntary or involuntary sale of a property prior to the expiration of the period of affordability there are insufficient net proceeds to pay the balance remaining of the First-Time Homebuyer Program, the homebuyer is relieved from any further obligation to pay the indebtedness.

3. **A description of the guidelines for resale or recapture that ensures the affordability of units acquired with HOME funds. See 24 CFR 92.254(a)(4) are as follows:**

The City suspended its First-Time Homebuyer Program in 2014. Existing loans will be subject to the City's recapture/resale provisions. Pursuant to HUD's HOME recapture regulations the City has chosen to recapture the entire principal loan balance (direct homebuyer subsidy) to the extent there are net proceeds after the sale of the home and repayments of the first mortgage and closing costs. This indebtedness is due and payable upon sale or transfer of the property, prior to the expiration of the period of affordability, to the extent there are sufficient "net proceeds". Net proceeds are defined as the amount of sale proceeds remaining (if any) after payment of any superior loan(s) (Other than HOME funds) and customary closing costs. If upon the voluntary or involuntary sale of a property prior to the expiration of the period of affordability there are insufficient net proceeds to pay the balance remaining of the First-Time Homebuyer Program, the homebuyer is relieved from any further obligation to pay the indebtedness.

4. **Plans for using HOME funds to refinance existing debt secured by multifamily housing that is rehabilitated with HOME funds along with a description of the refinancing guidelines required that will be used under 24 CFR 92.206(b), are as follows:**

The City has no plan to use HOME funds to refinance existing debt.

5. **If applicable to a planned HOME TBRA activity, a description of the preference for persons with special needs or disabilities. (See 24 CFR 92.209(c)(2)(i) and CFR 91.220(l)(2)(vii)).**

N/A

6. **If applicable to a planned HOME TBRA activity, a description of how the preference for a specific category of individuals with disabilities (e.g. persons with HIV/AIDS or chronic mental illness) will narrow the gap in benefits and the preference is needed to narrow the gap in benefits and services received by such persons. (See 24 CFR 92.209(c)(2)(ii) and 91.220(l)(2)(vii)).**

N/A

7. **If applicable, a description of any preference or limitation for rental housing projects. (See 24 CFR 92.253(d)(3) and CFR 91.220(l)(2)(vi)). Note: Preferences cannot be administered in a manner that limits the opportunities of persons on any basis prohibited by the laws listed under 24 CFR 5.105(a).**

N/A

**Emergency Solutions Grant (ESG)  
Reference 91.220(l)(4)**

1. **Include written standards for providing ESG assistance (may include as attachment)**

**All subrecipients receiving funding must establish and consistently apply these written standards:**

An initial evaluation to determine program eligibility of individuals and/or families will be conducted by the agencies/service providers. It will establish the kind, and the amount of assistance needed. Evaluations will be conducted in accordance with the requirements set forth under §576.400(d) and the written standards established under §576.400(e).

Agencies/service providers will reassess the eligibility of individuals and/or families; the kind and amount of assistance needed for program participants receiving homelessness prevention services will be reassessed

monthly and quarterly for program participants receiving rapid re-housing assistance. Each reassessment of eligibility will ascertain that:

- The program participant does not have an annual income that exceeds 30% of the median family income for the area, as determined by HUD;
- The program participant lacks sufficient resources and support network necessary to retain housing without ESG assistance.

In order to be funded with ESG funds, an agency/service provider is required to be a collaborative member of the CoC. This avoids duplication of services and allows a smooth transition and/ or delivery of services rendered. In addition, the collaborative further engages and coordinate resources to improve streamlining of current programs and funding strategies and provide ongoing training as procedures and bylaws are ratified and refined.

The City will allow ESG-funded agencies that provide rapid re-housing and homelessness prevention services to determine the prioritization of eligible families. In addition, CHSP established basic registration and screening processes (intake, referral, eligibility, documentation verification, case notes, to name a few) that allow all agencies a more consistent determination on the initial risk assessment during the intake process.

ESG-funded agencies that provide rapid re-housing and homelessness prevention services may determine the share of rent and utilities costs that each participant must pay. However, if applicants show income, they must pay 30 percent of their adjusted monthly income towards rent.

ESG-funded agencies shall assist individuals and/or families for no more than 24 months, during any 3-year period – this in accordance with the general conditions under §576.103 and §576.104. Program participants receiving rapid re-housing assistance are required to be re-evaluated at least once every year and those receiving homeless prevention assistance must be re-evaluated at least once every three months. As mandated by HUD, all program participants receiving project-based rental assistance must have a lease that is for a period of one year, regardless of the length of rental assistance.

Rental assistance may be provided for short-term (up to 4 months) or medium-term (from 4 to 24 months). Rent in arrears is paid to the owner of the housing at the time the security deposit and 1st month's rent are paid. After 4 months, if program participants need additional financial assistance to remain housed, they must be evaluated for eligibility to receive up to 20 additional months of medium-term rental assistance. Case Managers will provide ongoing case management to transition program participants to independence.

**2. If the Continuum of Care has established centralized or coordinated assessment system that meets HUD requirements, describe that centralized or coordinated assessment system.**

CHSP is in the process of developing an assessment system. Due to geography and other factors, The CoC has elected “coordinated” assessment and referral system as opposed to centralized assessment and referral. The Coordinated Assessment and Referral System (CARS) is intended to offer those seeking services multiple locations from which they can access services; each agency doing intake using the same set of agreed-upon assessment and targeting tools; makes referrals using the same criteria; and has access to the same set of referrals. The CARS is designed to improve service provision and data efficiency and improvement through a standardized access and assessment process for all clients and a coordinated referral process for clients to receive prevention, housing, and/or other related services. Key CARS strategies include: 1) Tailor to local needs and systems; 2) Ensure access for all in geographic area; 3) Implement in parts/pieces; 4) Use HMIS; 5) ID available resources in system; 6) Quality assurance; and 7) Test and adjust.

**3. Identify the process for making sub-awards and describe how the ESG allocation available to private nonprofit organizations (including community and faith-based organizations).**



The City is an "Entitlement City" and as such receives a funding allocation relating to population from HUD. The funding, subject to federal budget authorization, is provided on an annual basis and coincides with the City's July 1 through June 30, fiscal year.

To distribute funds previously mentioned, the City typically conducts an annual Notice of Funding Availability (NOFA). However, for this AAP cycle the City opted to self-direct funding to better meet the needs of the community.

The NOFA process begins with published notices in the local newspapers, both in English and Spanish. Notifications are sent out to the various non-profit agencies that provide public services to the community. A workshop is held by City staff to assist with proposals and to inform applicants of changes and new regulations. The application is available online by visiting [www.citydataservices.net](http://www.citydataservices.net).

All proposals must be submitted electronically. A deadline is provided for the submission of proposals. It is normally a minimum of thirty (30) days from the day the NOFA application notice is published. Applications that are incomplete, lack required attachments, or applications submitted after the published deadline are not to be considered for funding. After the closing date, proposals are first reviewed for completeness and then evaluated against applicable HUD regulations, the City's CP, City Council goals and objectives, and other related City policy (e.g., General Plan).

Funding recommendations are developed by housing staff taking into account total available funds, applicant experience, project readiness and feasibility, leveraging of funds, track record with City (when applicable), and likelihood for timely use of HUD funds. Staff recommendations are forwarded to the Housing and Land Use Committee for a formal recommendation to City Council.

Then recommendations are taken to City Council for final approval. The City Council meets regarding the draft CP and AAP to obtain public and Councilmember comment. Advance notices are published in local newspapers to allow for a minimum thirty (30) day public review and comment period in adherence to the City's CPP. The City Council is the final local decision-making body over HUD entitlement funding and approves recommendations and authorizes the submittal of the CP and AAP and other required documents to HUD.

4. **If the jurisdiction is unable to meet the homeless participation requirement in 24 CFR 576.405(a), the jurisdiction must specify its plan for reaching out to and consulting with homeless or formerly homeless individuals in considering policies and funding decisions regarding facilities and services funded under ESG.**

Under § 576.405(a) of the Interim Rule, all subrecipients are required to meet the homeless participation requirement, which calls for not less than one homeless or formerly homeless individual on the board or other equivalent policymaking entity. All agencies currently receiving ESG funding meet the homeless participation requirement by having a formerly homeless person on its board or policymaking entity. In addition, all potential ESG applicants for funding are asked to certify meeting the homeless participation requirement under Part 11, #5 of the NOFA application. This is critical because part of our standard policies dictate that applicants not meeting this requirement will not be considered for funding.

5. **Describe performance standards for evaluating ESG.**

The following performance standards for evaluating ESG activities were developed in consultation with the CoC using the format detailed in Section 427(b) of the McKinney-Vento Act (as amended by the HEARTH Act). These standards will be used to evaluate each ESG subrecipient's effectiveness in targeting those most in need, lowering the number of homeless persons, reducing the amount of time people are homeless, and mitigating housing barriers for the participants. Staff will work closely with the CoC as well as the subrecipients this first year and over time to determine the reasonableness of these standards.

Barriers faced by individuals and families (participants), or the length of time participants remain homeless:

- extent to which participants experience repetitive homelessness
- effectiveness of subrecipient in reaching the homeless
- overall reduction in the number of homeless
- job and income growth
- success at reducing the number of participants who become homeless

Plan of the subrecipient to:

- reduce the number of participants who become homeless
- reduce the length of time participants remain homeless
- identify participants who become or remain homeless through collaboration with local education agencies
- fulfill other criteria such as: addressing the needs of all relevant subpopulations incorporating comprehensive strategies for reducing homelessness setting quantifiable performance measures setting timelines for completion of specific tasks identification of specific funding sources for planned activities identification of individual/group/agency responsible for overseeing implementation of specific strategies
- exercise authority to use funds under section 422(j)

## Discussion

See discussions above.

## Appendix - Alternate/Local Data Sources

1	<b>Data Source Name</b> HACM
	<b>List the name of the organization or individual who originated the data set.</b> HACM
	<b>Provide a brief summary of the data set.</b> HACM provided updated information for housing vouchers being used in Salinas as of November 2024
	<b>What was the purpose for developing this data set?</b>
	<b>How comprehensive is the coverage of this administrative data? Is data collection concentrated in one geographic area or among a certain population?</b>
	<b>What time period (provide the year, and optionally month, or month and day) is covered by this data set?</b> As of November 2024.
	<b>What is the status of the data set (complete, in progress, or planned)?</b>
2	<b>Data Source Name</b> 2018-2022 ACS
	<b>List the name of the organization or individual who originated the data set.</b> American Community Survey (2018-2022)
	<b>Provide a brief summary of the data set.</b>
	<b>What was the purpose for developing this data set?</b>
	<b>How comprehensive is the coverage of this administrative data? Is data collection concentrated in one geographic area or among a certain population?</b>
	<b>What time period (provide the year, and optionally month, or month and day) is covered by this data set?</b> 2018 -2022 five-year estimate
	<b>What is the status of the data set (complete, in progress, or planned)?</b>

DRAFT

**APPENDIX:**

**Public Outreach Material for the 2025-2029 Consolidated Plan**

City of Salinas Consolidated Plan 2025-2029: PR-10 Consultation

	Agency	Contact Preson
Non-Profit Service Providers: Low- and moderte-income housholds and prsons with special needs	Alliance on Aging	John McPherson
	Central Coast Center for Independent Living	Judy Cabrera
	Building Healthy Communities	Xago Juarez
	DOWntown Streets Team	
	Franciscan Workers of Junipero Serra	Jill Allen
	Housing Authority of the County of Monterey	Zulieka Boykin
	Interim Inc.	
	Housing Resource Center	Alexa Johnson
	Community Homeless Solutions	Greg Baker
	Community Human Servcices	Shawn Stone
	Downtown Streets	Jocelyn Curran
	Legal Services for Seniors	Vicky Canepa Berg
	United Way	Katy Castagna
	VTC	Bobby Merrit
	Emergency Motel Program	Jacqueie Smith
	Center for Community Advocacy (CCA)	Sabino Mendoza
	Sun Street Centers	
	The Epicenter	Lesa Rubalcava
	Monterey County Public Health	
	Valley Health Associates	
	Monterey County Calworks employment services	Cindy Leyva
	Salinas Outreach and Response Team	Kayshla Lopez
Churches and Religious Groups	Catholic Charities of the Diocese of Monterey	Brenda Romero
	First United Methodist Church	Edward Moncrief
	St. George Episcopal Church	Joan Dresser
	Salinas Police Department	Sargeant Batchelor
	Natividad Hospital	Elizabeth Mendoza
	Franciscan Workers of Junipero Serra	Jill Allen
	Victory Mission	Frank
	Turning Point - Halfway House	Deborah Carrillo

Groups addressing the needs of individuals exiting institutions	Monterey County Sherrif's Department	
	California Department of Rehabilitation	
	Goodwill	
	Monterey County Behaviorla Health Department	
	California Youth Outreach	Jose Mederos
	Salvation Army	
	MILPA Collective	Desiree Rosas
	Monterey County Probation Department	Juana Juarez
Schools	Monterey County Office of Education	Donna Smith
	Hartnell College	Marlene Tapia
	Rancho Cielo	Susie Brusa
	Santa Rita School District	Melissa Alderman
	Alisal Union School District	Jim Koenig
	Salinas Union School District	
Affordable Housing Providers	Housing Authority of the County of Monterey	Zulieka Boykin
	Monterey County Housing Inc.	Starla Warren
	Mid Pen	Grace Gomez
	Eden Housing	Louis Liss
	Building Healthy Communities	Xago Juarez
	Community Housing Improvement Systems Planning Association, Inc. (CHISPA)	Geoffrey Morgan Dana Cleary
	Intreim Inc.	Dr. Rhiyan Quiton
Housing Advocates	Housing Resource Center	Alexa Johnson
	Alliance on Aging	Brielle Bumba
	ECHO Housing	Christina Soto
	California Rural Legal Assistance Inc.	Phylis Katz
	Legal Services for Seniors	Vicky Canepa Berg
	Monterey Bay Economic Partnership	Tahr Goraya, Matt Huerta
Housing Professionals	Chris Barrera	
	Gloria Moore Realtors	
	AT&T	
	Public Wroks Department	
	PG&E	
	ExeNet	
	Montrerey Bay Power	
	ALCO Water	Tom
	CAL Water	
	Cal trans	Michael Parker
	Monterey One Water	

Public Agencies	Monterey Bay Air Resources District	Seong Kim
	Monterey County Resource Management	
	Monterey County Health Department	
	Monterey County Department of Social Services	
	Monterey County Community Development Department	Darby
	Association of Monterey Bay Governments	Board of Directors Agenda
	Salinas Union School District	
	Santa Rita School District	Melissa Alderman
	Alisal Union School District	Jim Koenig
Economic Development and Employment Organizations	Monterey Bay Economic Partnership	Matt Huerta
	Community Development Department - Economic Development	
	Digital Nest	Jacob Ayon
	Salinas Chamber of Commerce	Kevin Dayton
	Salinas United Business Association	Alejandra Chavez
	City of Salinas, Eco Dev. Division	Michale Gomez
	City of Salinas, Eco Dev. Division	Crystal Casillas
Community and Neighborhood Groups	Salinas Downtown Community Board	Larry Hirahara
	Salinas City Center Improvement Association	
	Building Healthy Communities	Xago Juarez
	Asian Cultural Experience	Larry Hirahara
	MILPA Collective	Desiree Rosas

Position	Phone Number
Executive Director	831-655-4240
Executive Director	831-757-2968 ext. 22
Neighborhood Organizer	
Executive Director	831-578-4198
Executive Director	
Executive Director	831-424-9186 ext. 170
Executive Director	(831) 276-0645
Director	831-713-3708
Homeless Services Manager	
Executive Advisor & Mentor	
Homeless Services Manager	
Director of Programs	831-373-3482
Project Representative	
	831-277-2705
Executive Director	831-578-4198



[illegible]

Air Quality Engineer II	831-647-9411
Ana Flores	(831) 883-3750
Superintendent	831-443-7200
Superintendent	(831) 753-5700 ext. 2014
Government Affairs Consultant	
Director	
Economic Development Analyst	
Community Development Analyst	
	<a href="tel:408-968-9081">408-968-9081</a>
Neighborhood Organizer	510-967-8579
	<a href="tel:408-968-9081">408-968-9081</a>

Email	Noes
<a href="mailto:jmcpherson@allianceonaging.org">jmcpherson@allianceonaging.org</a>	
<a href="mailto:jcabrera@cccil.org">jcabrera@cccil.org</a>	
<a href="mailto:xagobhc@actioncouncil.org">xagobhc@actioncouncil.org</a>	
<a href="mailto:asandoval@steetsteam.org">asandoval@steetsteam.org</a>	
<a href="mailto:jill.allen@dorothysplace.org">jill.allen@dorothysplace.org</a>	
<a href="mailto:zboykin@hamonterey.org">zboykin@hamonterey.org</a>	
<a href="mailto:wsmith@interiminc.org">wsmith@interiminc.org</a>	
<a href="mailto:alexaj@hrcmc.org">alexaj@hrcmc.org</a>	
<a href="mailto:gbaker@communityhomelessolutions.org">gbaker@communityhomelessolutions.org</a>	
<a href="mailto:sstone@chservices.org">sstone@chservices.org</a>	
<a href="mailto:jcurran@streetsteam.org">jcurran@streetsteam.org</a>	
<a href="mailto:vcaneberg@lssmc.net">vcaneberg@lssmc.net</a>	
<a href="mailto:katy.castagna@unitedwaymcca.org">katy.castagna@unitedwaymcca.org</a>	
<a href="mailto:bmerritt@vtcmonterey.org">bmerritt@vtcmonterey.org</a>	
<a href="mailto:jacquelines@ci.salinas.ca.us">jacquelines@ci.salinas.ca.us</a>	
<a href="mailto:slopez@cca-viva.org">slopez@cca-viva.org</a>	
<a href="mailto:info@cca-viva.org">info@cca-viva.org</a>	
<a href="mailto:dbeltran@sunstreet.org">dbeltran@sunstreet.org</a>	
<a href="mailto:lesa@epicentermonterey.org">lesa@epicentermonterey.org</a>	
<a href="mailto:medallej@co.monterey.ca.us">medallej@co.monterey.ca.us</a>	
<a href="mailto:linj1@co.monterey.ca.us">linj1@co.monterey.ca.us</a>	
<a href="mailto:valleyhealthsalinas@gmail.com">valleyhealthsalinas@gmail.com</a>	
<a href="mailto:leyvac@co.monterey.ca.us">leyvac@co.monterey.ca.us</a>	
<a href="mailto:kayshlal@ci.salinas.ca.us">kayshlal@ci.salinas.ca.us</a>	
<a href="mailto:bromero@catholiccharitiesdom.org">bromero@catholiccharitiesdom.org</a>	
<a href="mailto:efmoncrief@gmail.com">efmoncrief@gmail.com</a>	
<a href="mailto:jadresser2@gmail.com">jadresser2@gmail.com</a>	
<a href="mailto:michael.batchelor@ci.salinas.ca.us">michael.batchelor@ci.salinas.ca.us</a>	
<a href="mailto:mendozae@natividad.com">mendozae@natividad.com</a>	
<a href="mailto:jill.allen@dorothysplace.org">jill.allen@dorothysplace.org</a>	
<a href="mailto:frank@victorymissionsalinas.com">frank@victorymissionsalinas.com</a>	
<a href="mailto:dcarrillo@tpocc.org">dcarrillo@tpocc.org</a>	

<a href="mailto:customer@countyofmonterey.gov">customer@countyofmonterey.gov</a>	
<a href="mailto:info@ccgoodwill.org">info@ccgoodwill.org</a>	
<a href="mailto:rhodesm@countyofmonterey.gov">rhodesm@countyofmonterey.gov</a>	
<a href="mailto:jmederos@cyoutreach.org">jmederos@cyoutreach.org</a>	
<a href="mailto:david.vargas@usw.salvationarmy.org">david.vargas@usw.salvationarmy.org</a>	
<a href="mailto:yesenia.lopez-rubio@usw.salvationarmy.org">yesenia.lopez-rubio@usw.salvationarmy.org</a>	
<a href="mailto:drosas@milpacollective.org">drosas@milpacollective.org</a>	
<a href="mailto:chavez-juarezj@co.monterey.ca.us">chavez-juarezj@co.monterey.ca.us</a>	
<a href="mailto:dsmith@montereycoe.org">dsmith@montereycoe.org</a>	
<a href="mailto:mtapia@hartnell.edu">mtapia@hartnell.edu</a>	
<a href="mailto:susie@ranchocieloyc.org">susie@ranchocieloyc.org</a>	
<a href="mailto:jim.koenig@alisal.org">jim.koenig@alisal.org</a>	
<a href="mailto:zboykin@hamonterey.org">zboykin@hamonterey.org</a>	
<a href="mailto:s.warren@mcaffordablehousing.org">s.warren@mcaffordablehousing.org</a>	
<a href="mailto:graciela.gomez@midpen-housing.org">graciela.gomez@midpen-housing.org</a>	
<a href="mailto:Louis.Liss@edenhousing.org">Louis.Liss@edenhousing.org</a>	
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<a href="mailto:ChristopherBarrera@windermere.com">ChristopherBarrera@windermere.com</a>	
<a href="mailto:gloria.jean.moore@att.net">gloria.jean.moore@att.net</a>	
Adriana, David Jacobs, Cristina Gonzalez	
<a href="mailto:tom@alcowater.com">tom@alcowater.com</a>	
<a href="mailto:michael.parker@dot.ca.gov">michael.parker@dot.ca.gov</a>	

<a href="mailto:skim@mbard.org">skim@mbard.org</a>	
<a href="mailto:info@ambag.org">info@ambag.org</a> <a href="mailto:aflores@ambag.org">aflores@ambag.org</a>	
<a href="mailto:malderman@santaritaschools.org">malderman@santaritaschools.org</a>	
<a href="mailto:jim.koenig@alisal.org">jim.koenig@alisal.org</a>	
<a href="mailto:mhuerta@mbep.biz">mhuerta@mbep.biz</a>	
<a href="mailto:michaelgo@ci.salinas.ca.us">michaelgo@ci.salinas.ca.us</a> <a href="mailto:crystalc@ci.salinas.ca.us">crystalc@ci.salinas.ca.us</a>	
<a href="mailto:jacob.ayon@digitalnest.org">jacob.ayon@digitalnest.org</a>	
<a href="mailto:kevin@salinaschamber.com">kevin@salinaschamber.com</a>	
<a href="mailto:subadirector@gmail.com">subadirector@gmail.com</a>	
<a href="mailto:michaelgo@ci.salinas.ca.us">michaelgo@ci.salinas.ca.us</a> <a href="mailto:crystalc@ci.salinas.ca.us">crystalc@ci.salinas.ca.us</a>	
<a href="mailto:seedyguy@aol.com">seedyguy@aol.com</a>	
<a href="mailto:xagobhc@actioncouncil.org">xagobhc@actioncouncil.org</a>	
<a href="mailto:seedyguy@aol.com">seedyguy@aol.com</a>	
<a href="mailto:drosas@milpacollective.org">drosas@milpacollective.org</a>	



## CITY OF SALINAS

# 2025-2029 CONSOLIDATED PLAN VIRTUAL STAKEHOLDER MEETINGS

## WHAT ARE MOST THE IMPORTANT HOUSING AND COMMUNITY DEVELOPMENT NEEDS IN SALINAS?

The City of Salinas is preparing its 2025-29 CDBG Consolidated Plan, which will prioritize the housing and community development needs of the City.

The Consolidated Plan will influence the allocation of federal funds over the next five years for low- and moderate-income residents. Your input will be used to help the City develop funding priorities and allocate funds effectively to address these needs.

### WE WANT TO HEAR FROM YOU

**Wednesday, December 11, 2024, 10:00 AM-11:30 AM**

**Zoom Link:** <https://us02web.zoom.us/j/9804507823?omn=84715361054>  
Meeting ID: 980 450 7823

**Please RSVP:** <https://www.surveymonkey.com/r/StakeholderMtg1>

**-OR-**

**Wednesday, December 18, 2024, 1:30 PM-3:00 PM**

**Zoom Link:** <https://us02web.zoom.us/j/9804507823?omn=89113867375>  
Meeting ID: 980 450 7823

**Please RSVP:** <https://www.surveymonkey.com/r/StakeholderMtg2>

For additional information or for Individuals with disabilities that require reasonable accommodation please contact City of Salinas at <https://www.cityofsalinas.org/Residents/Community/Housing-Community-Development> or 831-758-7334 Monday Through Friday 8:00 a.m. to 5:00 p.m.



## CIUDAD DE SALINAS

### PLAN CONSOLIDADO 2025-2029

## REUNIONES VIRTUALES DE PARTES INTERESADAS

### ¿CUÁLES SON LAS NECESIDADES MÁS IMPORTANTES DE VIVIENDA Y DESARROLLO COMUNITARIO EN SALINAS?

La Ciudad de Salinas está preparando su Plan Consolidado de CDBG 2025-29, por medio del cual se dará prioridad a las necesidades de vivienda y desarrollo comunitario de la ciudad.

El Plan Consolidado influirá en la asignación de fondos del gobierno federal durante los próximos cinco años para los residentes de ingresos bajos y moderados. Sus comentarios se utilizarán para ayudar a la ciudad a establecer prioridades en el financiamiento y la distribución de los fondos de manera efectiva para atender estas necesidades.

### QUEREMOS ESCUCHAR SUS COMENTARIOS

**Miércoles, 11 de diciembre de 2024, 10:00 a.m. - 11:30 a.m.**

**Enlace de Zoom:** <https://us02web.zoom.us/j/9804507823?omn=84715361054>

Identificación de la reunión: 980 450 7823

**Confirme su asistencia:** <https://www.surveymonkey.com/r/StakeholderMtg1>

**- O BIEN -**

**Miércoles, 18 de diciembre de 2024, 1:30 p.m. - 3:00 p.m.**

**Enlace de Zoom::** <https://us02web.zoom.us/j/9804507823?omn=89113867375>

Identificación de la reunión: 980 450 7823

**Confirme su asistencia:** <https://www.surveymonkey.com/r/StakeholderMtg2>

Para información adicional o para personas discapacitadas que requieran modificaciones razonables, comuníquese con la Ciudad de Salinas en <https://www.cityofsalinas.org/Residents/Community/Housing-Community-Development> o 831-758-7334 de lunes a viernes de 8:00 a.m. a 5:00 p.m.



# City of Salinas Community Meeting

## The City of Salinas wants to hear from you!

The City of Salinas (City) is eligible to receive Community Development Block Grant (CDBG), HOME Investment Partnerships Program (HOME) and Emergency Solutions Grants (ESG) funds from the Department of Housing and Urban Development (HUD) for housing and community development projects. In order to access these funds, a HUD-required five-year Consolidated Plan (Con Plan) must be developed to assess housing and community development needs.

The City invites the public to attend and provide input on the Con Plan and discuss housing and community development needs in the community during the following meeting:

**Thursday, January 23<sup>rd</sup>**  
**6:00 PM**

**El Gabilan Library  
Community Room  
1400 N Main St  
Salinas, CA 93906**

You can also help by taking our online survey by going to:

**<https://www.surveymonkey.com/r/SalinasEnglish>**

Written comments may be sent to:

City of Salinas  
Community Development Department Housing Division  
65 W. Alisal Street (2nd Floor)  
Salinas, CA 93901

For additional information, please contact the City's Housing Division at [housingwebmail@ci.salinas.ca.us](mailto:housingwebmail@ci.salinas.ca.us) or 831.758.7334.





# Ciudad de Salinas

## Reunión Comunitaria

### ¡La Ciudad de Salinas quiere oír de usted!

La Ciudad de Salinas (Ciudad) es elegible para recibir fondos llamados Subvenciones en Bloque para el Desarrollo Comunitario (CDBG), Programa de Asociaciones para Inversión en Vivienda (HOME), y Subvenciones para Soluciones de Emergencia (ESG) del Departamento de Vivienda y Desarrollo Urbano (HUD) para proyectos de vivienda y desarrollo comunitario. Para acceder a estos fondos, HUD requiere que se desarrolle un plan de cinco años llamado Plan Consolidado (Con Plan) para evaluar las necesidades de vivienda y desarrollo comunitario.

La Ciudad invita al público a asistir y dar su opinión sobre el Con Plan y a discutir las necesidades de vivienda y desarrollo comunitario en la comunidad durante la siguiente reunión:

**Jueves 23 de Enero,  
6:00 PM**

**Biblioteca El Gabilan  
Sala Comunitaria  
1400 N Main St  
Salinas, CA 93906**

También puede ayudar al completar nuestra encuesta en línea yendo a:  
**<https://www.surveymonkey.com/r/SalinasSpanish>**

Se pueden enviar comentarios por escrito a:  
City of Salinas  
Community Development Department Housing Division  
65 W. Alisal Street (2nd Floor)  
Salinas, CA 93901

Para obtener información adicional, comuníquese con la División de Vivienda de la Ciudad [housingwebmail@ci.salinas.ca.us](mailto:housingwebmail@ci.salinas.ca.us) o 831.758.7334.



## CITY OF SALINAS

# WE WANT TO HEAR FROM YOU!!

### WHAT ARE THE MOST IMPORTANT HOUSING AND COMMUNITY DEVELOPMENT NEEDS IN SALINAS?

The City of Salinas is preparing its Consolidated Plan that will help decide how the City's federal funds will be spent over the next five years for low- and moderate-income residents. Potential priorities for funding include:

- More affordable rental housing
- Community centers
- Street Improvements (lighting, sidewalk improvements)
- Job creation
- Senior services
- Homeless services
- Emergency shelters
- Health services/mental health services

### PLEASE HELP US BY FILLING OUT A SURVEY:

#### Survey in English:

<https://www.surveymonkey.com/r/SalinasEnglish>



#### Encuesta en español:

<https://www.surveymonkey.com/r/SalinasSpanish>



For additional information or for individuals who would prefer a paper copy of the survey, please contact City of Salinas at [housingwebmail@ci.salinas.ci.us](mailto:housingwebmail@ci.salinas.ci.us) or by phone at 831-758-7334 Monday Through Friday 8:00 a.m. to 5:00 p.m.



# **Stakeholder Workshop**

## **FY 2025-FY2029 Consolidated Plan**

### **CDBG, ESG and HOME Programs**

City of Salinas Housing Division

# Staff Introductions

## **City of Salinas**

### **Housing and Community Development**

Vincent Montgomery, Planning Manager

Francisco Brambila, Management Analyst

Luis Ochoa, Sr. Community Development Analyst

Monica Flores-Ponce, Community Development Analyst

Luis Rodriguez, Community Development Analyst

David Vigil, Administrative Analyst

## **Veronica Tam and Associates**

Veronica Tam, Principal

Lori Parrington, Associate

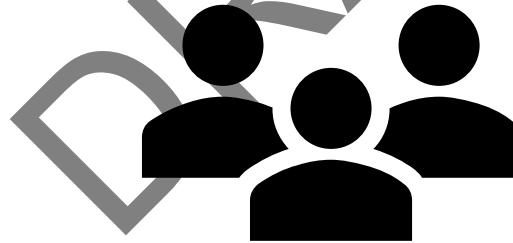
Jamie Power, Associate



# Stakeholder Introductions

**Thank you for being here!**

Please state your name and the organization you  
are representing



# Purpose of Meeting

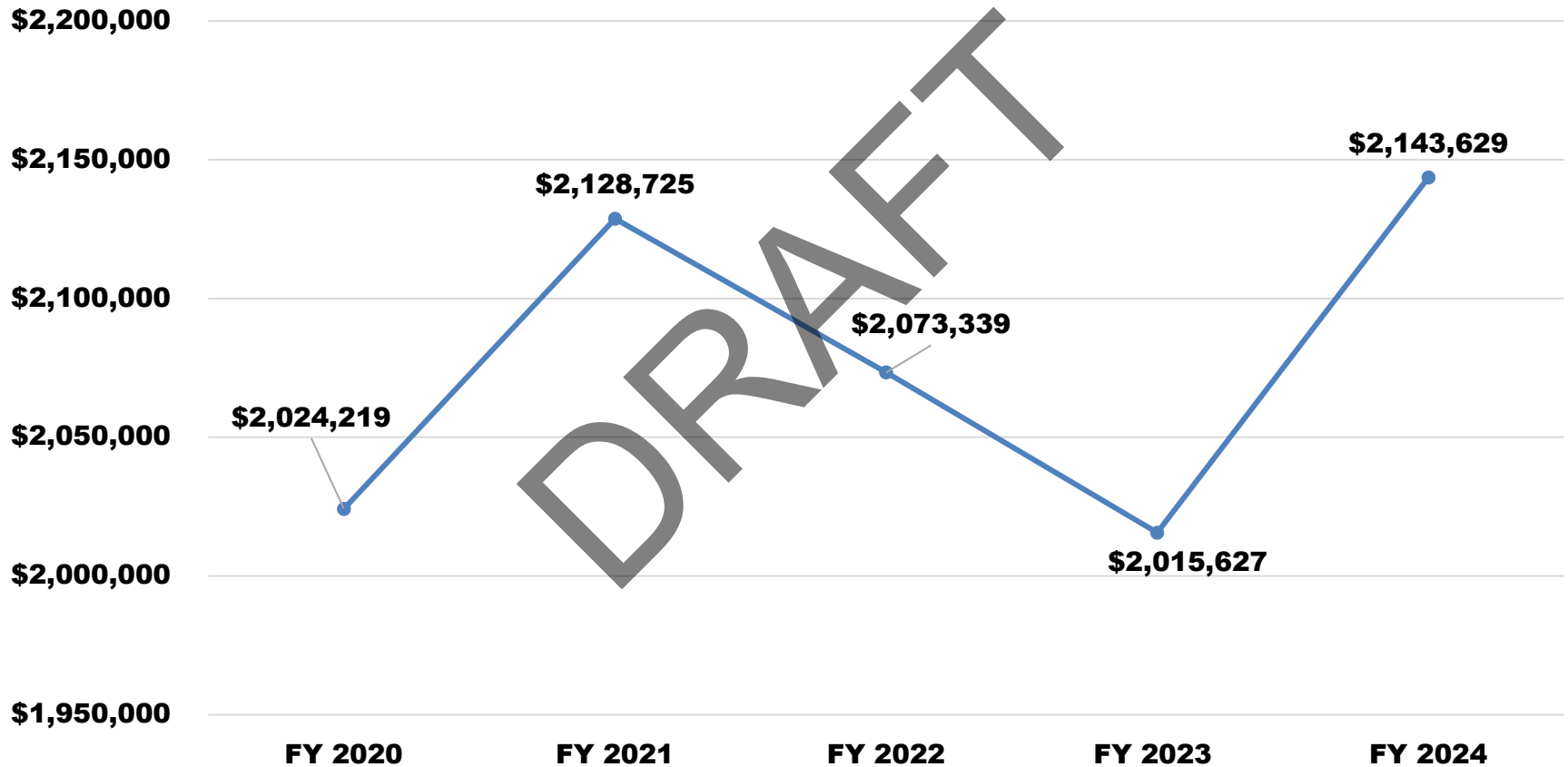
- Review objectives of the CDBG, ESG, and HOME Programs
- Contents of the Consolidated Plan
- Input on needs

# Five-Year Strategic Plan

- Requirement as an application for funding
- Must be updated every five years
- Components of five-year plan
  - Housing and community development needs assessment
  - Housing market analysis
  - Strategies to promote affordable housing, address homelessness, and reduce poverty
  - Prioritize funding for the next five years

# Salinas CDBG Allocations

**CDBG Allocation**





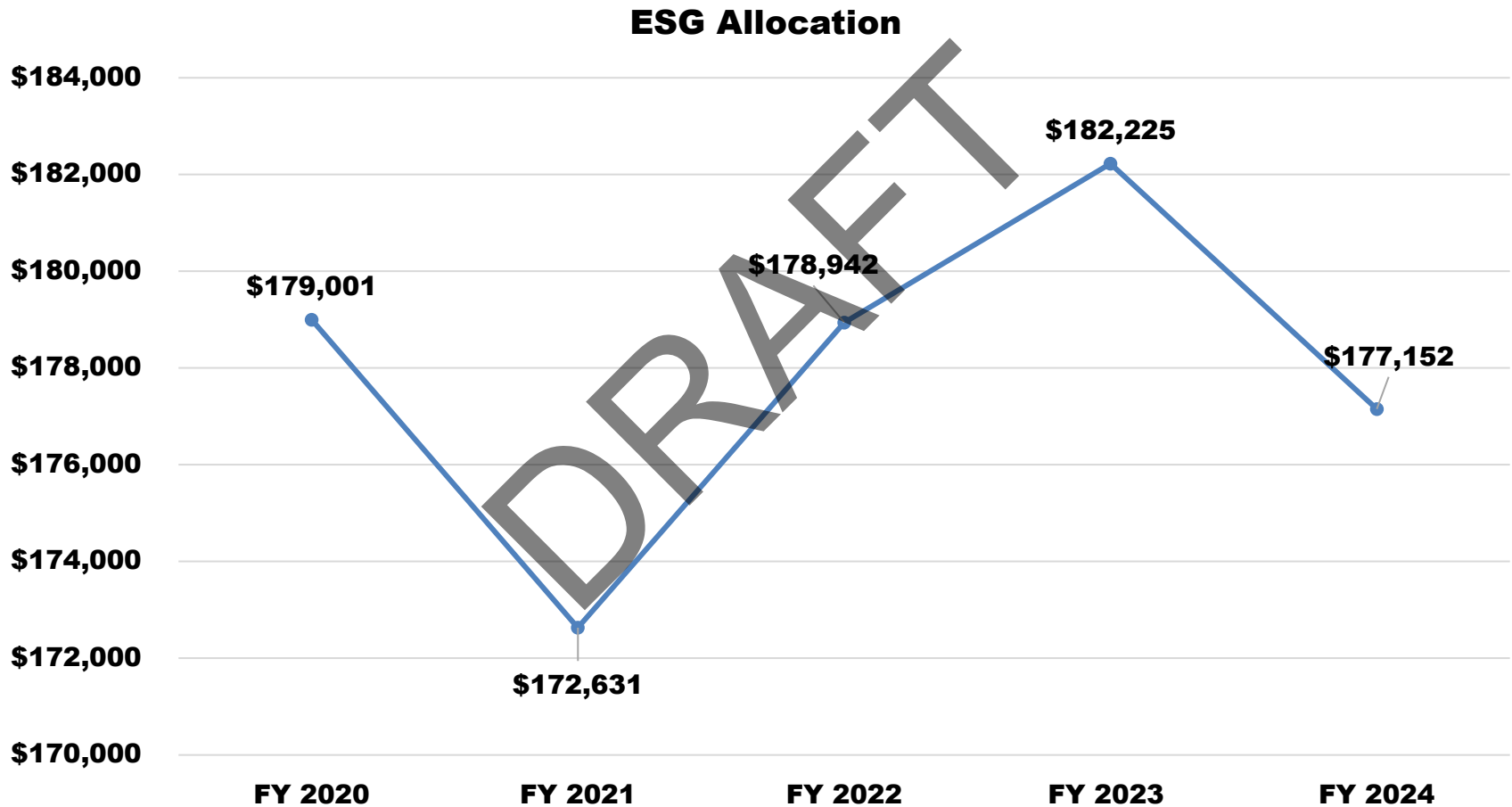
# Potential Uses for CDBG Funds

- Must meet National objectives:
  - Benefit low- and moderate-income persons
  - Eliminate slum and blight
  - Meet an urgent community need (occurred within the last 18 months that would threaten public health and safety, and that the community has no other resources to address the issue)

# Potential Uses for CDBG Funds

- Eligible activities and projects include
  - Retention of affordable housing
  - Infrastructure improvements
  - Community services
  - Community facilities
  - Special needs services
  - Economic development
- 70% of CDBG funds must be used for activities that benefit the low- and moderate-income population

# Salinas ESG Allocations



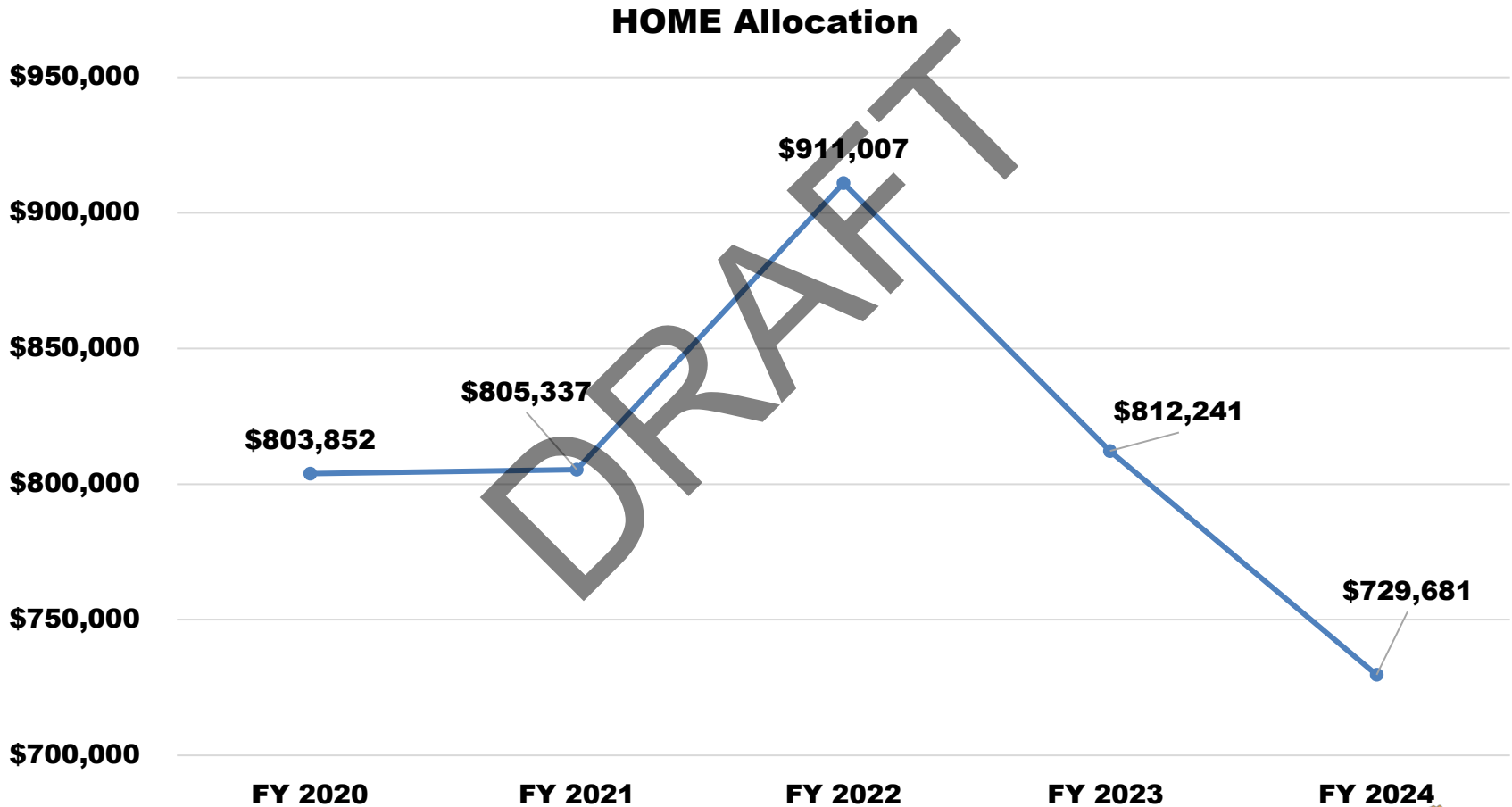
# Potential Uses for ESG Funds

- Emergency Solutions Grant (ESG) funds are used to:
  - Engage homeless individuals and families living on the street
  - Rapidly re-house homeless individuals and families
  - Help operate and provide essential services in emergency shelters
  - Prevent individuals and families from becoming homeless

# Potential Uses for ESG Funds

- Eligible activities and projects include
  - Street outreach
  - Rapid Re-Housing Assistance
  - Emergency shelter
  - Homelessness prevention

# Salinas HOME Allocations



# Potential Uses for HOME Funds

- HOME Program is designed exclusively to create affordable housing for low-income households
  - Building, buying, and/or rehabilitating affordable rental and ownership housing
  - Providing direct rental assistance to low-income individuals

# **Funding Priorities Under FY2020-FY2024 Consolidated Plan (*High Priority*)**

- Affordable housing, including for special needs populations
- Prevention of homelessness
- Emergency shelters and other facilities for runaway and emancipated youth
- Public services for special needs populations
- Infrastructure improvements in underserved areas



# **Funding Priorities Under 2020-2024 Consolidated Plan**

## ***(High Priority)***

- Public services, especially in underserved areas
- Economic development activities
- Fair Housing and tenant/landlord activities
- Planning and administration of programs

# **Funding Priorities Under 2020-2024 Consolidated Plan**

## ***(Low Priority)***

- Increased homeownership opportunities
- Energy conservation opportunities in housing

# Stakeholder Input

Needs Assessment:

Housing

Community Development

- Public Services
- Community Facilities
- Infrastructure

Economic Development

Homelessness

# What are the unmet needs in Salinas?

Please join at [menti.com](https://menti.com)

Use Code **7722 0795**

# Questions or Comments?



**Follow up questions or additional information?**

☎ (831) 758-7334

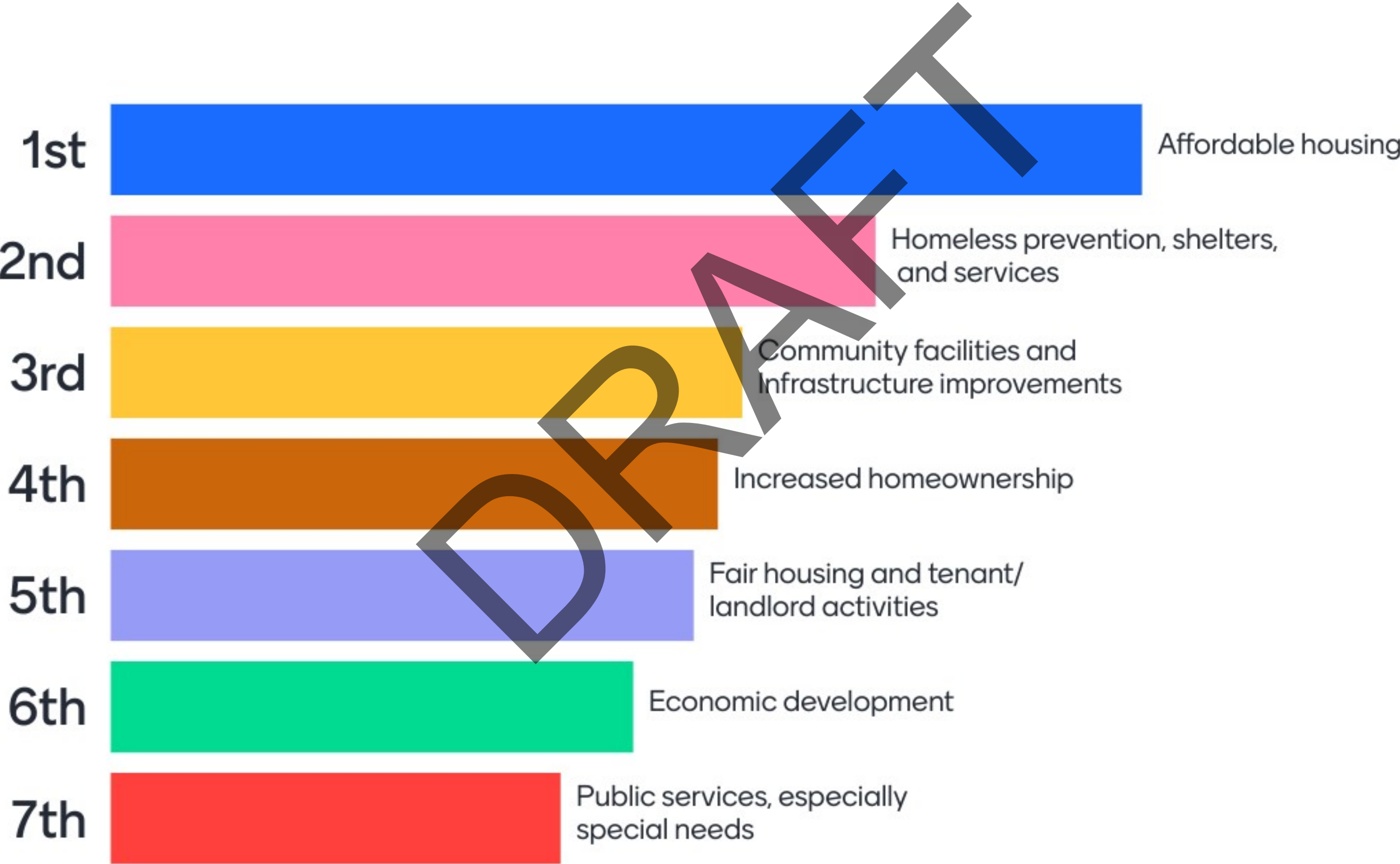
🌐 <https://www.cityofsalinas.org/Residents/Community/Housing-Community-Development>

# What are the top 3 unmet needs in Salinas?

41 responses

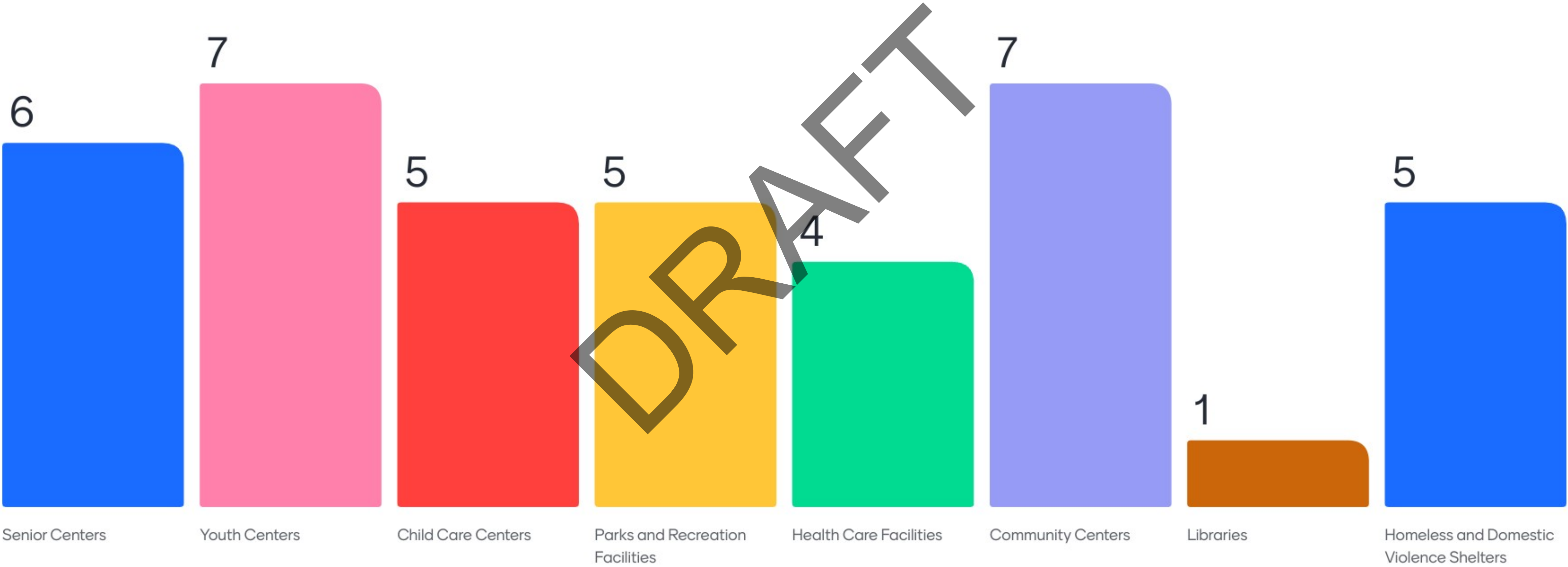


# Please rank the following priorities



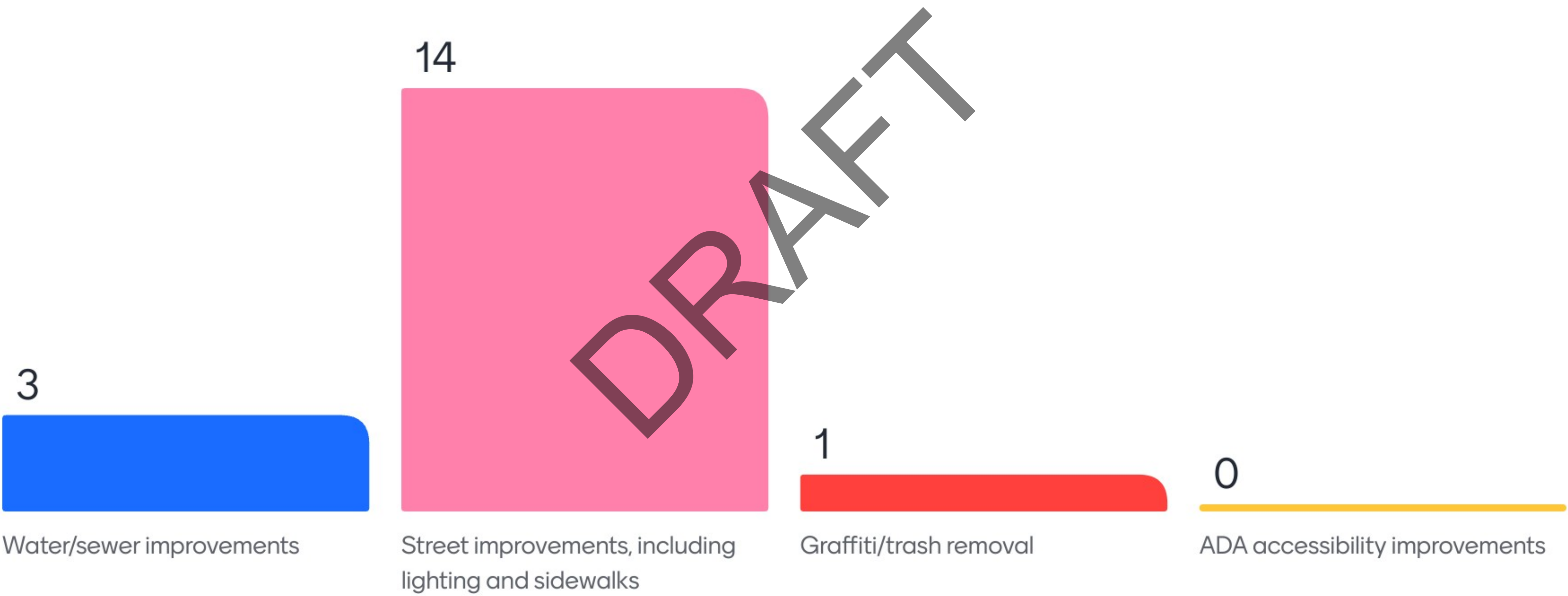


# Top 3 most important community facility needs in Salinas

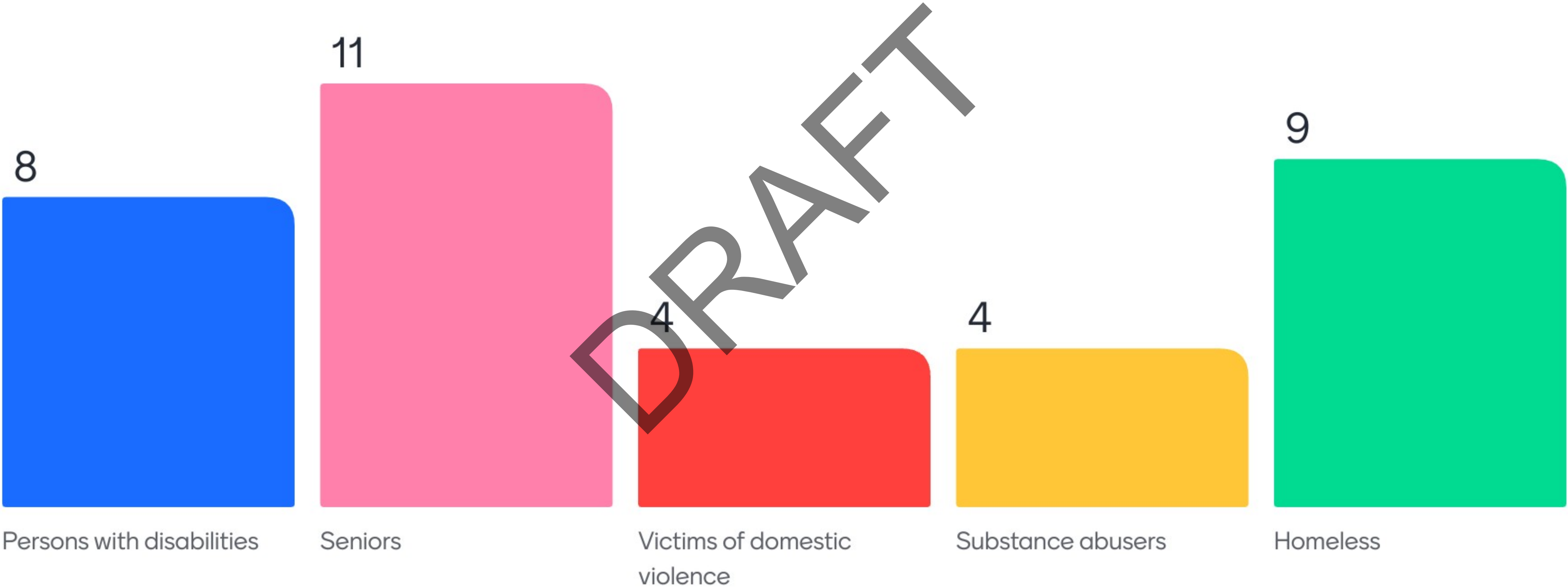




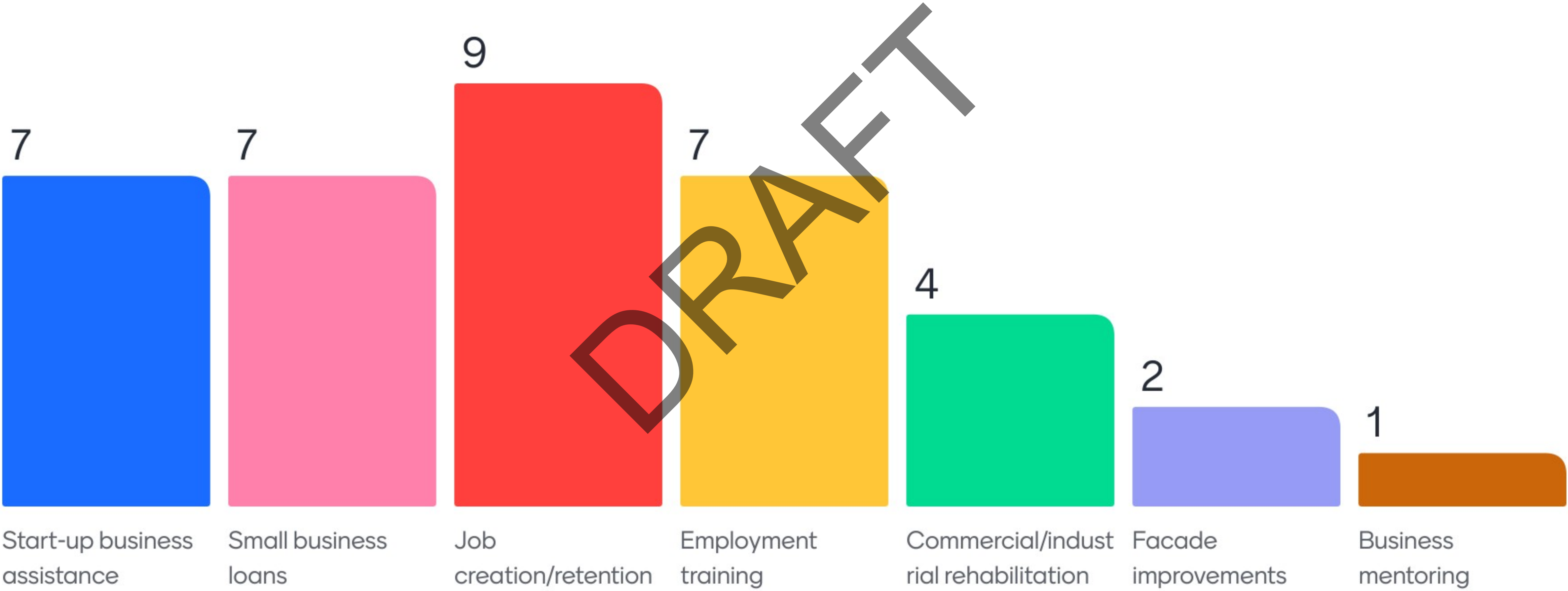
# Top street and neighborhood improvements in Salinas



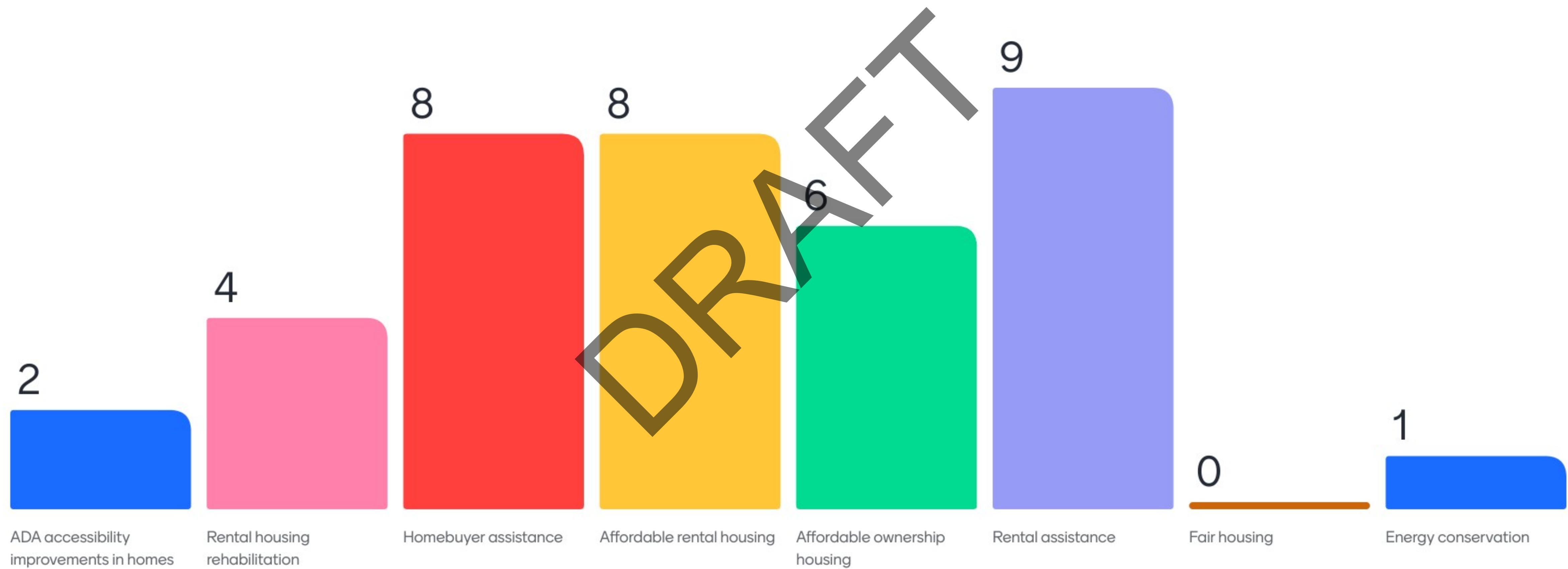
# Top 2 underserved special needs groups in Salinas



# Top 3 economic development needs in Salinas



# Top 3 unmet housing needs in Salinas





# Top 3 unmet special housing needs in Salinas



# **Meeting summary for City of Salinas CP Stakeholder Meeting #1 (12/11/2024)**

## **Quick recap**

The meeting focused on updating the city of Salinas' Consolidated Plan for 2025-2029, covering federal programs such as CDBG, ESG, and HOME funding. Stakeholders discussed priority needs in areas including affordable housing, homelessness prevention, community facilities, infrastructure improvements, and economic development. The conversation ended with discussions on resource allocation, upcoming community engagements, and the importance of prioritizing needs over the next five years.

## **Summary**

### **City's 2025-2029 Consolidated Plan Workshop**

In the meeting, Lori Parrington and Veronica Tam, along with the city staff, led a stakeholder workshop for the city's 2025-2029 Consolidated Plan. The plan covers federal programs such as CDBG, ESG, and HOME funding. The city staff introduced themselves, including Benson Montgomery, Francisco Rivila, Luis Ochoa, Monica Flores, Luis Rodriguez, David, Sandra Rosco, Michael Gomez, Kaishla Lopez, Crystal Casillas, and Karina Vasquez. Outside organizations also introduced themselves, including Randy Keller from the California Center for Cooperative Development, Jocelyn Curran from Downtown Streets Team, John Rose from Monterey County Housing, Inc., Greg Baker from Community Homeless Solutions, Alex from Interim Inc., Zago from Building Healthy Communities, Andrew Sandoval and Cindy Hyatt from Downtown Streets Team, Jessica Romero from Monterey County Housing, Inc., and Jeffrey Morgan from Chispa. The meeting aimed to discuss the types of funding the city receives and the activities eligible for funding. The current Consolidated Plan is available on the city's website for reference.

### **Salinas City Funding and Priorities**

Lori led a meeting to gather input on the needs and funding opportunities for the city of Salinas. She explained the objectives of the CDBG, ESG, and Home Programs, and the contents of the Consolidated Plan. The plan is a five-year strategic plan that covers fiscal years 2020 to 2024 and will be updated every five years. The meeting also covered the allocation of funds for the CDBG, ESG, and Home Programs over the last five years. Lori then opened the floor for participants to share their thoughts on the high and low priority items in the current plan, such as affordable housing, homelessness, emergency shelters, public services, infrastructure improvements, and economic development activities. The conversation ended with a poll to gather further input from the participants.

## **Unmet Needs in Salinas Discussed**

In the meeting, Lori and Veronica led a discussion on the top unmet needs in Salinas, using a platform called Mentim.com. The participants were asked to rank their top three unmet needs, with the majority indicating rental assistance, affordable housing, and homeless prevention as their top priorities. Veronica then asked the participants to rank the current priorities established in the 5-Year Consolidated Plan, with the majority indicating rental assistance, affordable housing, and homeless prevention as their top priorities. Xago expressed concerns about the lack of engagement with the unhoused community in the process and the need for a more direct outreach to understand their needs better.

## **Community Facility Needs in Salinas**

Veronica led a discussion about community facility needs in Salinas, focusing on low and moderate income residents. The top three needs identified were youth centers, community centers, and senior centers. Elizabeth raised concerns about prioritizing traffic flow and safety when placing these facilities, suggesting collaboration with other departments. Veronica clarified that the discussion was about needs, not guaranteed funding. Geoffrey suggested the need for childcare centers, highlighting the flexibility of in-home childcare. Elizabeth emphasized the importance of accessibility for residents, and Veronica clarified that the discussion was about Federal funds for specific facilities, not the city's overall funding.

## **Improving Programs and Neighborhood Safety**

Veronica led a discussion about improving programs and services, focusing on street and neighborhood improvements. Xago highlighted the historical issues with water and sewer sewage flow on the east side of Salinas, which posed health and safety risks. Grace Gomez emphasized the need for trash removal in Chinatown, where she manages an affordable housing complex. Elizabeth stressed the need for improvements in all neighborhoods, particularly South Salinas, due to the presence of large trucks and the safety of children crossing streets. John added that lighting issues contribute to safety concerns. Xago also mentioned that District 5 on the north side has been the most neglected area, with comparable issues to other neighborhoods.

## **CDBG Home Funds Allocation Discussion**

Veronica led a discussion on the allocation of CDBG home funds, focusing on special needs groups in Salinas. The majority of funds were to benefit low and moderate-income households, particularly those with special needs, seniors, and the disabled. Elizabeth highlighted the need for improved street safety for seniors, while Geoffrey emphasized the importance of resource referral services for seniors. John suggested that language barriers could be a significant disability for seniors. Salvador, a resident of Salinas, emphasized the importance of accessibility

and affordability of housing, noting that high rent costs could lead to homelessness. The conversation ended with a sense of urgency to address these issues and improve services for underserved populations.

### **Addressing Economic Challenges in Salinas**

In the meeting, Greg from the domestic violence shelter in Salinas highlighted the increasing demand for shelter and services due to economic downturns. Veronica then discussed economic development needs in Salinas, with job creation and retention being the top priority. Crystal, who works with small businesses in Salinas, suggested startup business assistance and facade improvements as key areas of focus. Elizabeth advocated for more small business loans, while Geoffrey emphasized the need for employment training relevant to the local economy. xago added the importance of investing in agricultural technology jobs to ensure the future development of the region.

### **Addressing Unmet Housing Needs in Salinas**

In the meeting, Veronica led a discussion about unmet housing needs in Salinas, focusing on affordability, rental assistance, and homebuyer assistance. Salvador emphasized the need for equal access to housing and resources, while Jocelyn and xago highlighted the challenges of finding landlords willing to accept housing vouchers and the importance of building landlord pipelines. The group also discussed the need for more engagement with struggling demographics and the importance of understanding rights as tenants. The conversation ended with a discussion on unmet special needs housing, with a focus on housing for the homeless, seniors, large families, and persons with disabilities.

### **Salinas Housing Resource Allocation Discussion**

Veronica led a discussion on the allocation of resources for housing and service provision in Salinas. Geoff highlighted the challenges of high construction costs, limited funding, and an uncertain federal budget due to leadership changes. He emphasized the need to concentrate resources to ensure projects are completed. Veronica agreed, noting the importance of prioritizing needs over the next five years. The team also discussed upcoming community meetings, including a stakeholder meeting and a community meeting in January. Housing mentioned plans for pop-up events and the distribution of a survey via QR codes. The results of a poll conducted during the meeting will be posted on the city website.



## **Other Notes**

### **General**

- Issues with outreach to unhoused persons and the different kinds of services needed to serve spectrum of homelessness population

### **Community Facilities**

- Concern for safety and environmental implications with new community facilities
- Lots of informal childcare facilities but could benefit from new facilities

### **Neighborhood Improvements**

- Historically conditions on east side (93905) water and sewage flow is backed up, specifically in rainy seasons
  - Standing water that is a health hazard
- Trash seems to be more of an issue Downtown/Chinatown
  - Many people applying for affordable housing are deterred by trash issues
- Need for street improvements in South Salinas, safety concerns
  - Not just condition but lighting causes issues (insufficient lighting) – traffic management and security lighting
  - District 5 in northside – most neglected with similar issues

### **Underserved Groups**

- Streets are not safe for seniors
  - Seniors are fasted growing part of population – need resource referral, many people becoming homeless
- Persons with disabilities – specifically non-English speaking seniors need resources
  - Linguistic isolation
- Accessibility is something to consider – certain communities are not able to access certain services
  - Specifically fieldworkers may need more assistance
  - Many communities need better ways to promote activities more effectively
- Victims of domestic violence shelter almost always full – there is more demand for this type of service
  - Economic issues make this issue worse

### **Economic Development**

- Need for small business loans
- Relevant employment training to support businesses that already exist
- Important to invest in ag tech jobs – make sure children of farmworkers can get a job that can speak to the future of development
  - Supporting youth with applicable work force training

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## Activities Funded with HOME, CDBG, and ESG

### HOME:

- Affordable housing development
- Potential first-time home buyer program

### CDBG:

- Capital Improvement Projects
  - o First United Methodist Church Kitchen Rehabilitation
  - o Hebbbron Center
  - o Early Childhood Development Center
  - o Natividad Creek Restroom Rehabilitation
  - o Sherwood Recreation Center
- Street Outreach Activities
- Economic Development
  - o Grow Salinas Fund
  - o Outdoor Dining
- Housing Rehabilitation Program
- Fair Housing
  - o EDEN
  - o Emergency Rental Assistance

### ESG:

- Rapi rehousing
- Street Outreach
- Emergency Shelters

### Attendees

- Randy Keller – california center cooperative developemnt – alisal country estates
- Jocelyn Curran – dst , andrew sandoval, cindy hyatt
- John rose – bord memeber monterey county housing inc
- Greg baker – community homeless solutions
- Alex – interim
- Xago – BHC
- Consuelo - ?
- Brielle bomba – aging alliance
- Jessica Romero – monterey county housng inc
- Geoffrey Morgan – CHISPA
- Grace Gomez – MidPen
- Elizabeth Lopez
- Salvador Tavares – resident
- Juanita Aguilar - BHC

#### Senior centers

- Alliance on aging
- Firehouse – hosts activities

#### Youth Centers

- Boy and girls club

#### Child Care Centers

- Early childhood development center

### Menti Meter Poll Response

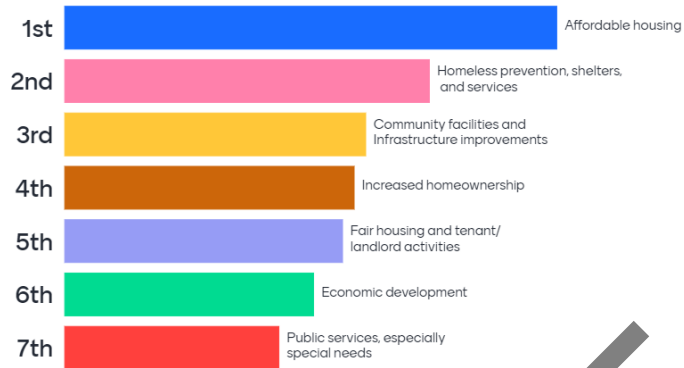
12/11/2024

### What are the top 3 unmet needs in Salinas?

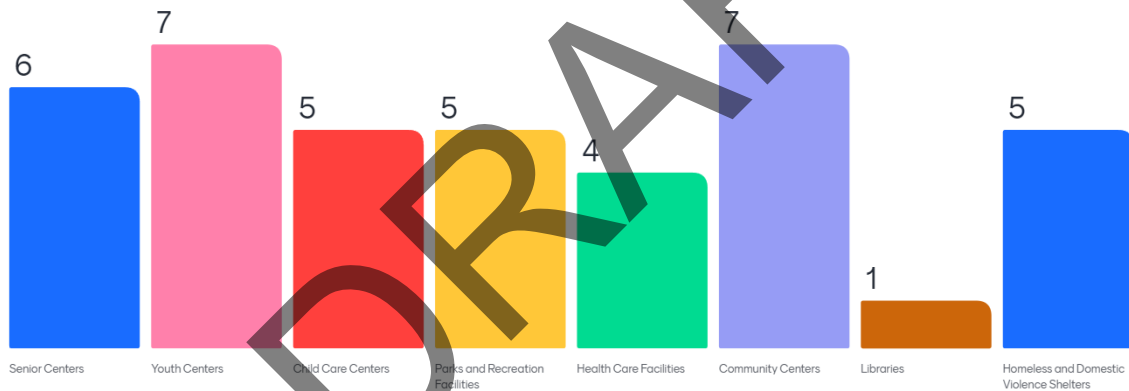
41 responses



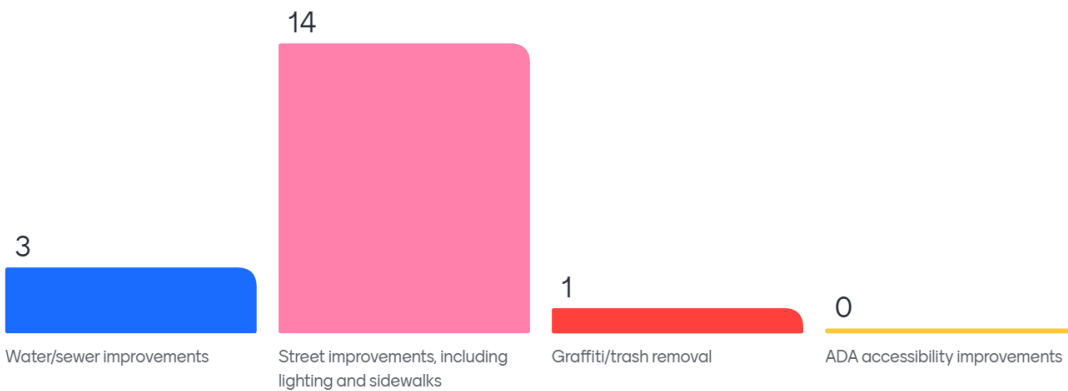
## Please rank the following priorities



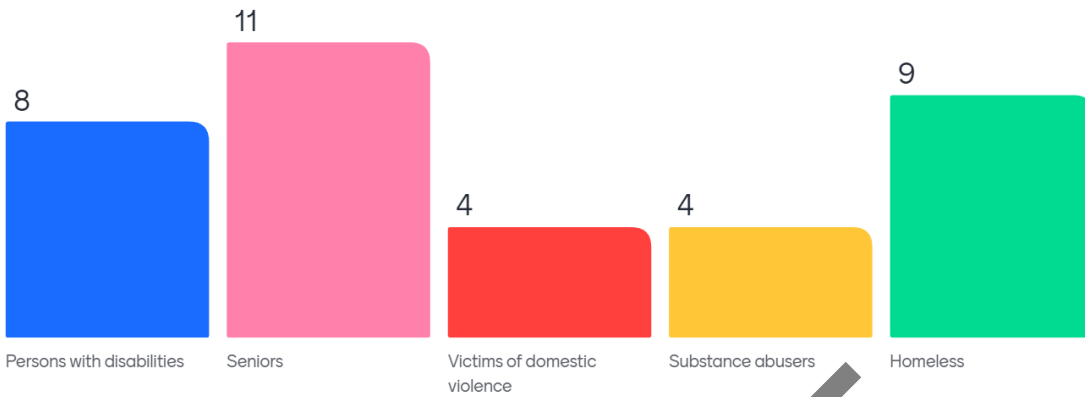
## Top 3 most important community facility needs in Salinas



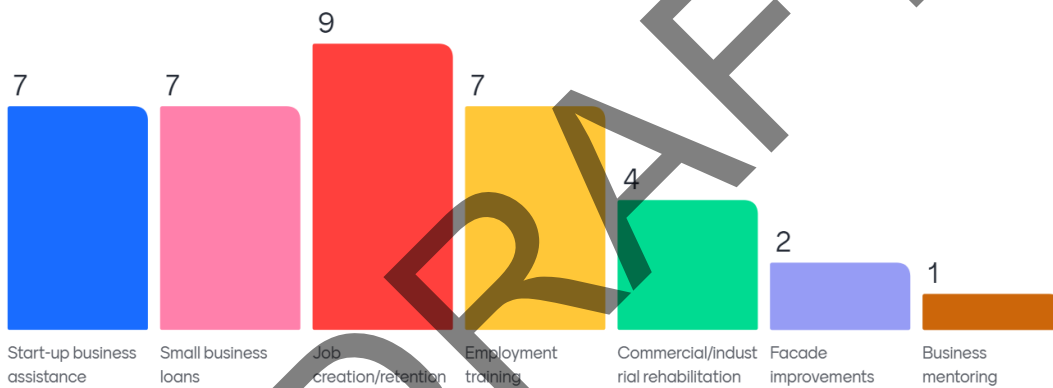
## Top street and neighborhood improvements in Salinas



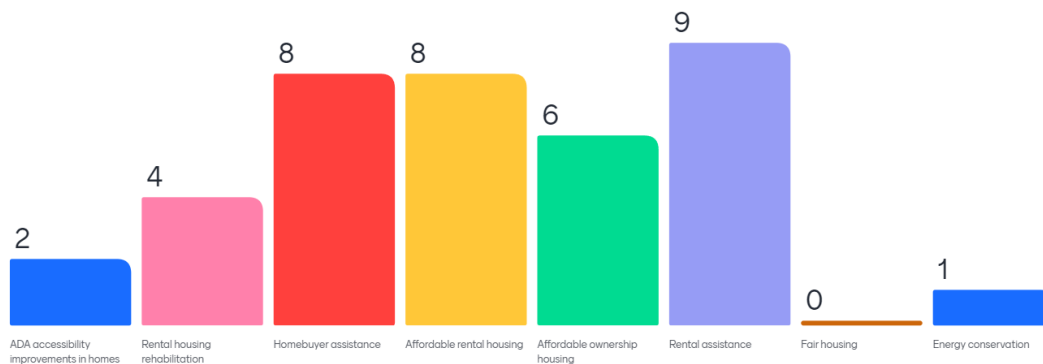
## Top 2 underserved special needs groups in Salinas



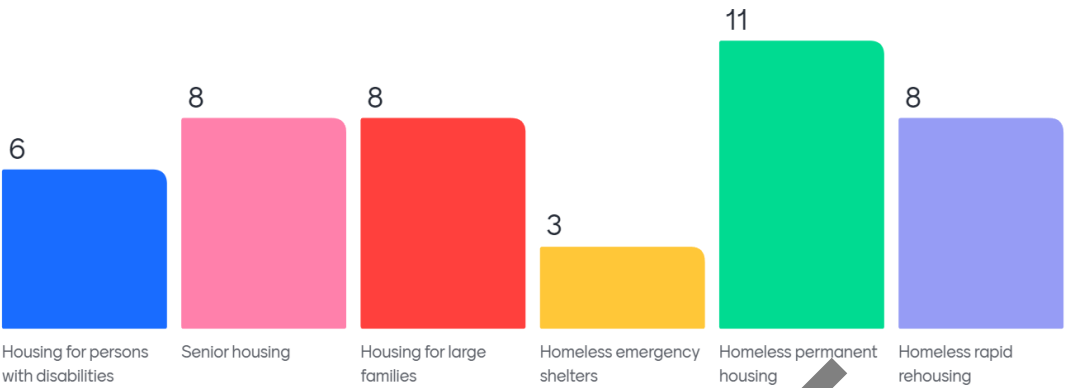
## Top 3 economic development needs in Salinas



## Top 3 unmet housing needs in Salinas





Top 3 unmet special housing needs in Salinas



Stakeholder Meeting

12/18/2024

- 
- HD** Housing Division (Me)
- VT** Veronica Tam | VTA (Host)
- LP** Lori Parrington - VTA
-  Jordi Interpreter (Interpreter)
- CM** Christina M Soto
- DV** david vigil
- EC** Eliza Costa
- GC** Gia-Housing Choices
- GJ** Gloria J Moore
-  Jacob Ayon - Digital NEST
- L** LandWatch
- LH** Larry Hirahara
- LH** Laura Harris
- LR** Luis Rodriguez
- RM** read.ai meeting notes
- SA** Stephanie Alfaro
- VM** Vincent Montgomery
- YC** Yolanda Cervantes

- services for pregnant individuals at risk of homelessness, keeping families together
- More recreational centers
- Infrastructure improvements.
- Public trash receptacle
- Public lighting
- Fix streets and sidewalk
- Job fairs in low-income communities
- Technical assistance for individuals applying for jobs
- Workforce development
- Service awareness





















- City involvement in community events

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## Stakeholder Meeting – 12/18/2024

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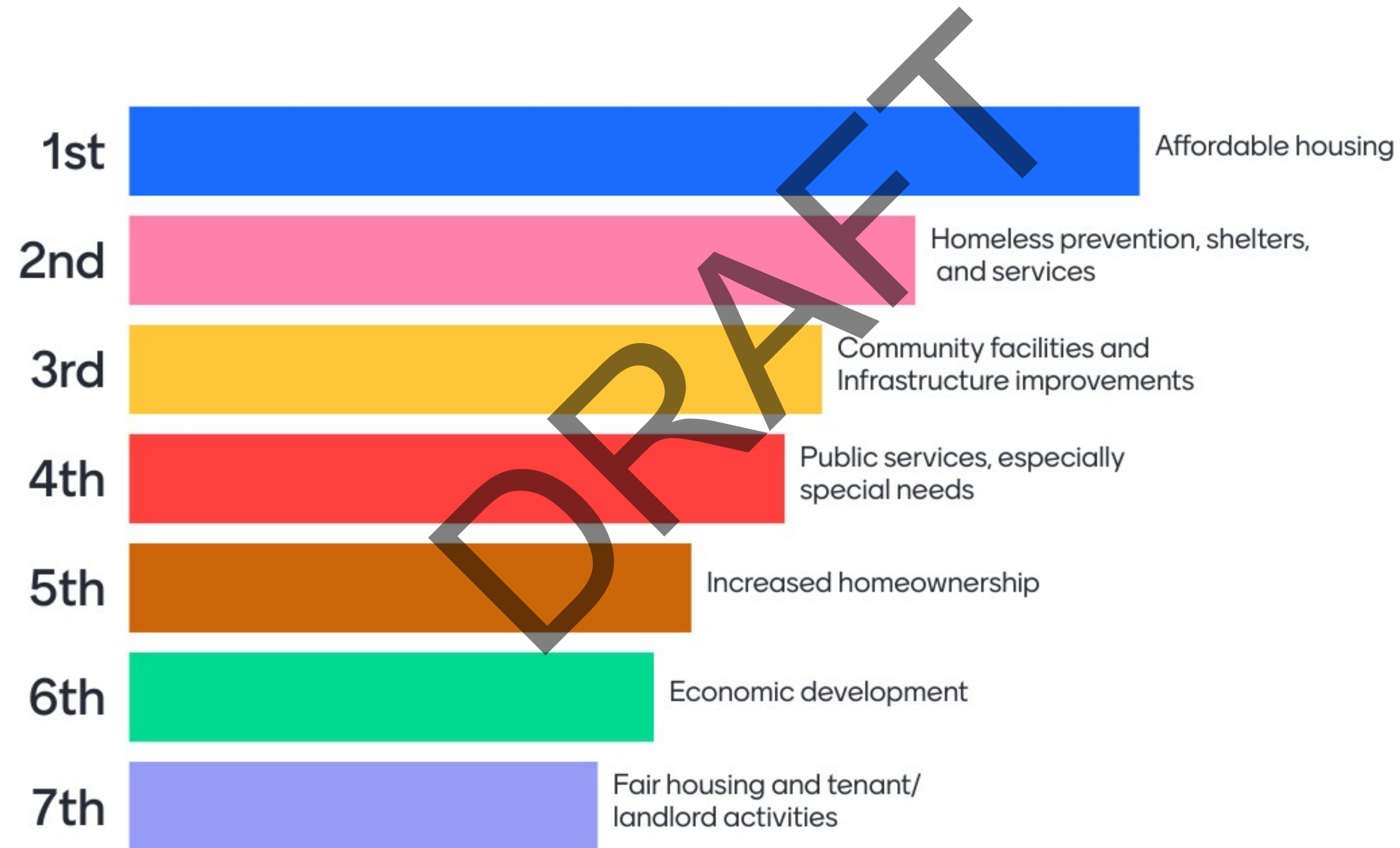
- 
-  Housing Division (Me)
  -  Veronica Tam | VTA (Host)
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  -  read.ai meeting notes
  -  Stephanie Alfaro
  -  Vincent Montgomery
  -  Yolanda Cervantes

# What are the top 3 unmet needs in Salinas?

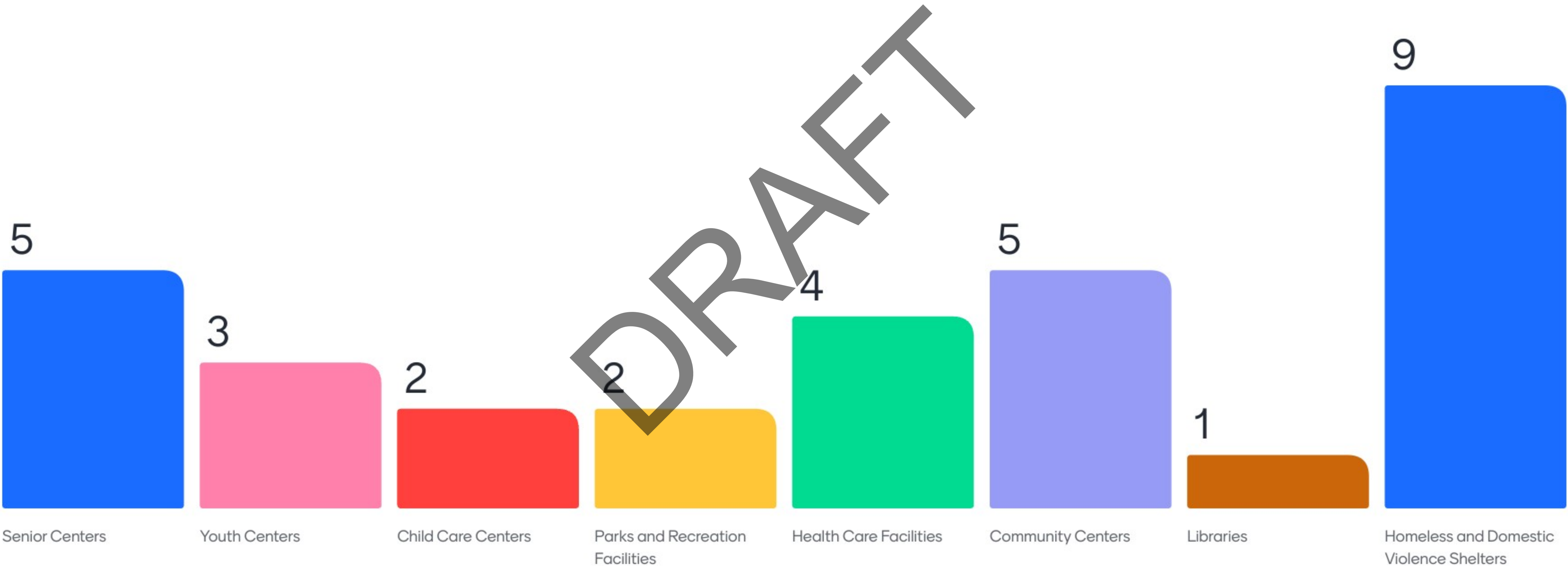
32 responses



# Please rank the following priorities

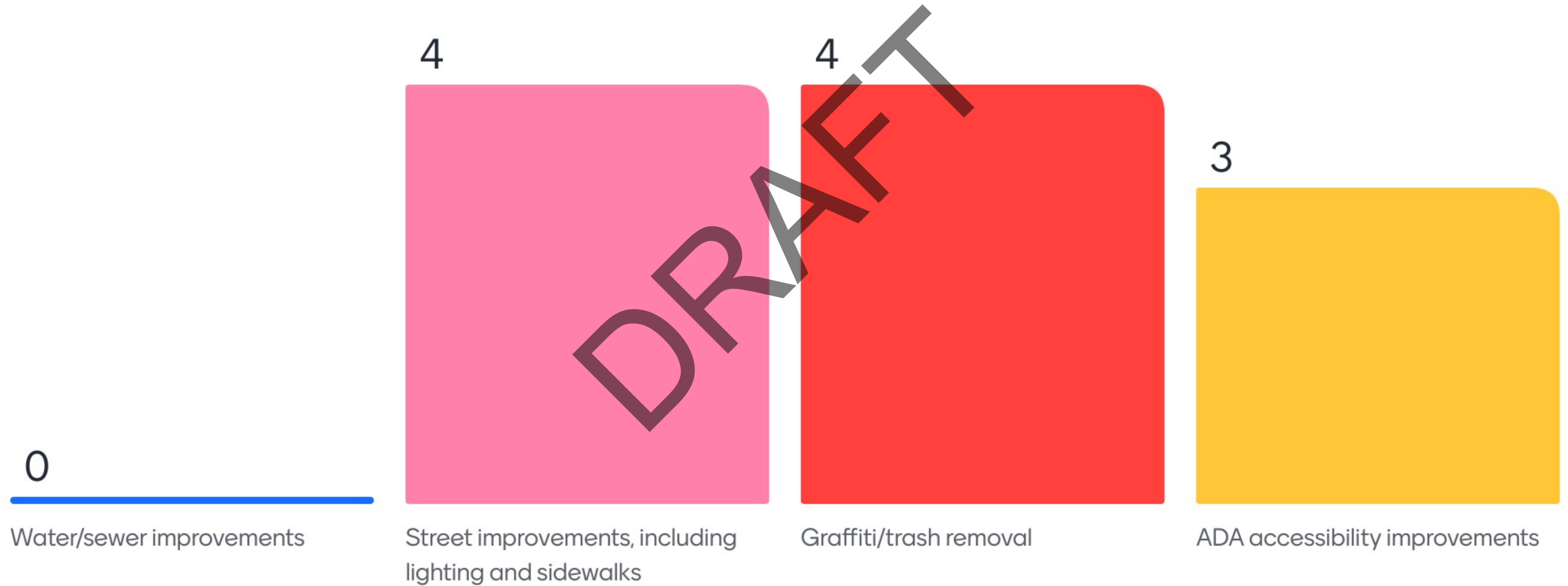


# Top 3 most important community facility needs in Salinas

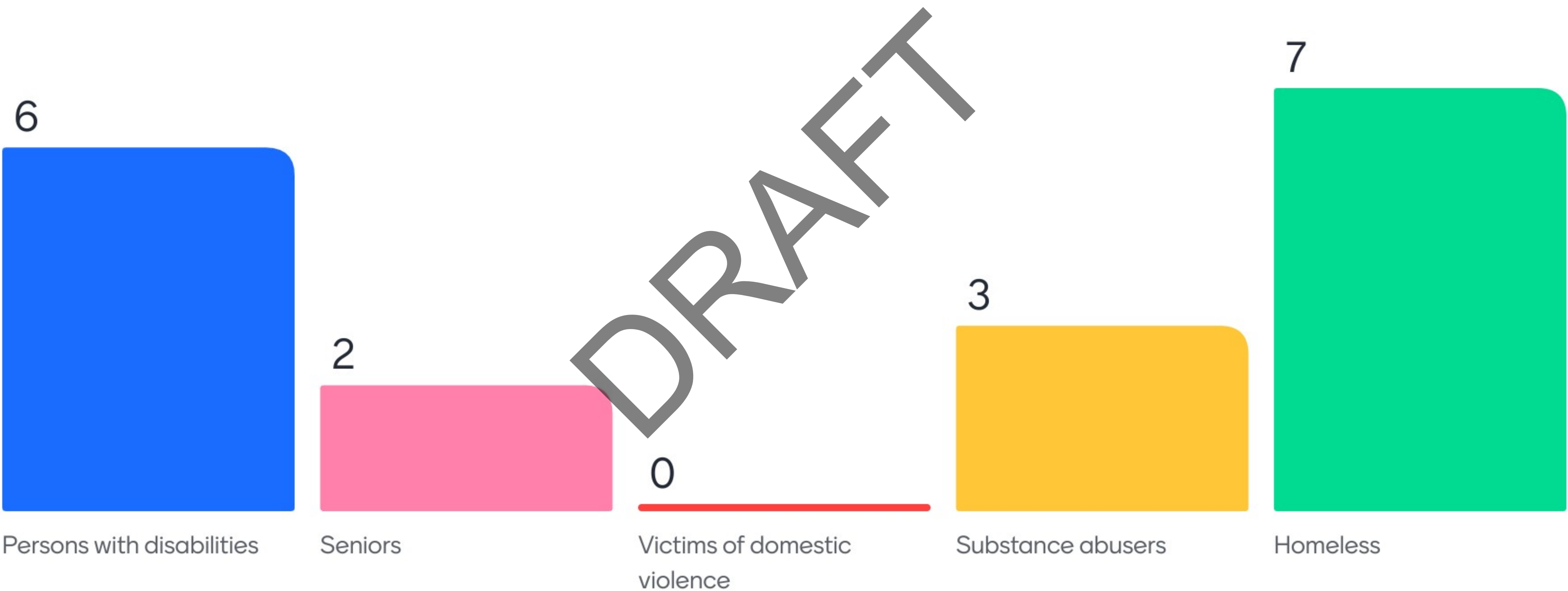




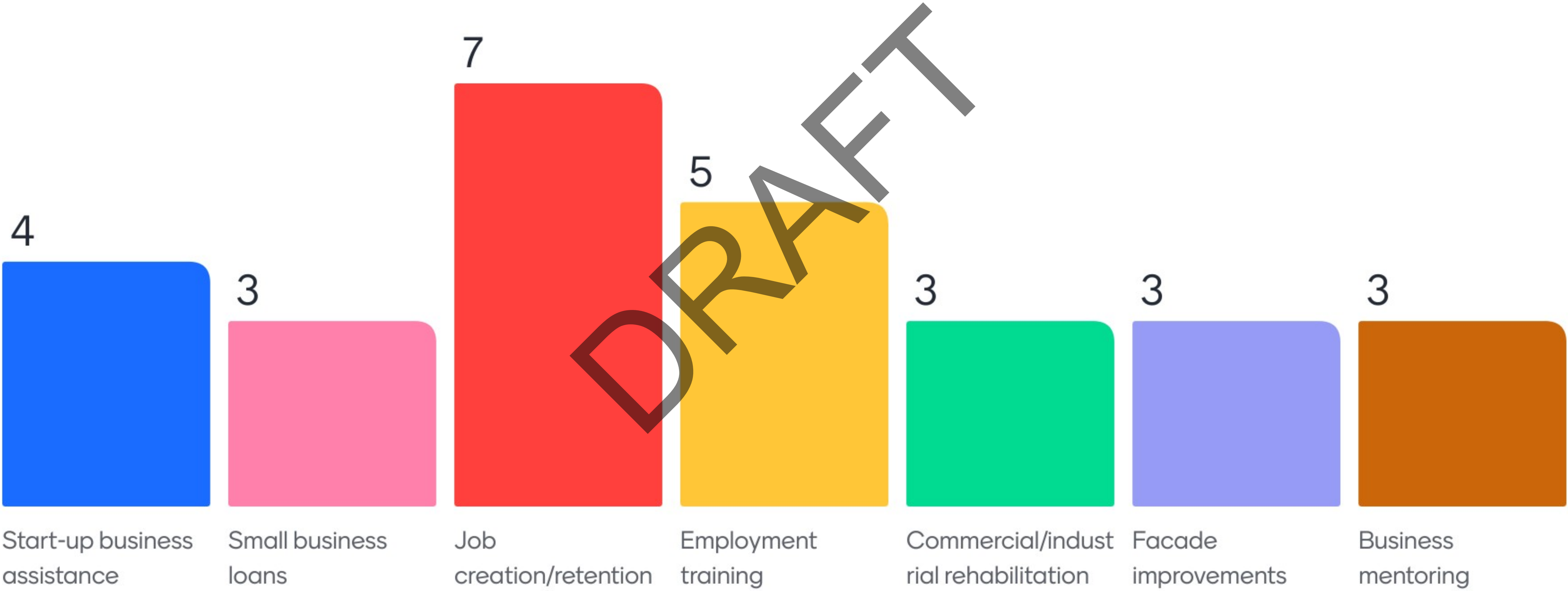
# Top street and neighborhood improvements in Salinas



# Top 2 underserved special needs groups in Salinas

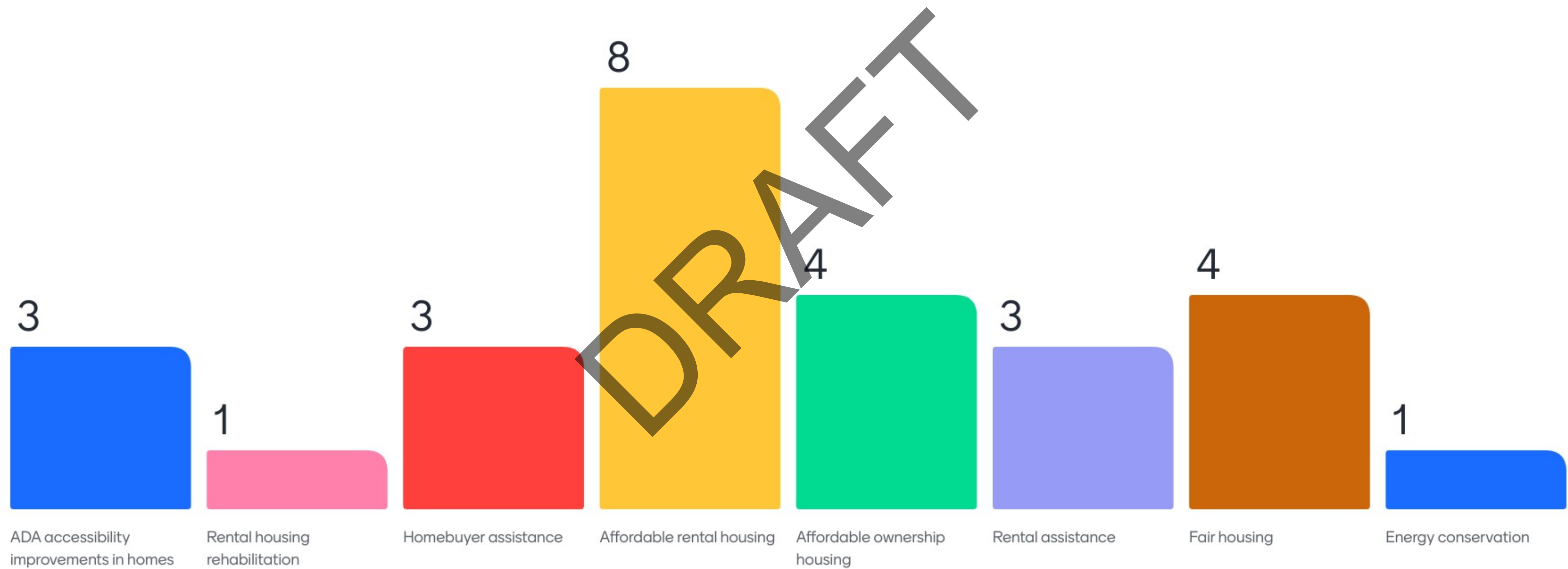


# Top 3 economic development needs in Salinas





# Top 3 unmet housing needs in Salinas



# Top 3 unmet special housing needs in Salinas



# City of Salinas

## Consolidated Plan Virtual Stakeholder Meeting #2

December 18, 2024

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### Comments

- No services for families (i.e. women who are pregnant)
- Need child care/afterschool programs
- Infrastructure needs include sidewalk and street improvements
- Homeless persons are staying in the creek area
- No community centers in Creekbridge Area (District 6)
- For community facilities – need to remember accessibility needs
- Infrastructure Needs
  - Alisal area
  - Kern Street
  - Chinatown
- Downtown Streets Team
  - Not enough trash receptacles
- Job training is needed – technical assistance, especially for the disabled
- Affordable housing is a high priority
- Challenges for ECHO housing
  - People won't reach out until they are served a notice
  - Tenants are afraid
  - People need rental assistance (not offered by ECHO)
- Digital Nest
  - Workforce development nonprofit
    - Provide technical training for young people





**SALINAS**

## **Community Meeting**

**Consolidated Plan & Alisal  
Neighborhood Revitalization  
Strategy Area  
January 23, 2025**



# Meeting Agenda

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- Introductions
- Overview of Consolidated Plan and Alisal NRSA
  - Relationship to other City planning efforts
  - Program objectives
  - Eligible uses
  - Past projects
- Group exercise
- Discussions

# Introductions



# Purpose

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1. Obtain community input on housing and community development needs
2. Align public input on needs and priorities from recent planning efforts to HUD grant programs

# Consolidated Plan

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Consolidated Plan (Con Plan) is required by HUD for receipt of funding from the following entitlement programs:

1. Community Development Block Grant (CDBG) Program
2. HOME Investment Partnerships (HOME) Program
3. Emergency Solutions Grants (ESG) Program



# Consolidated Plan (Cont...)

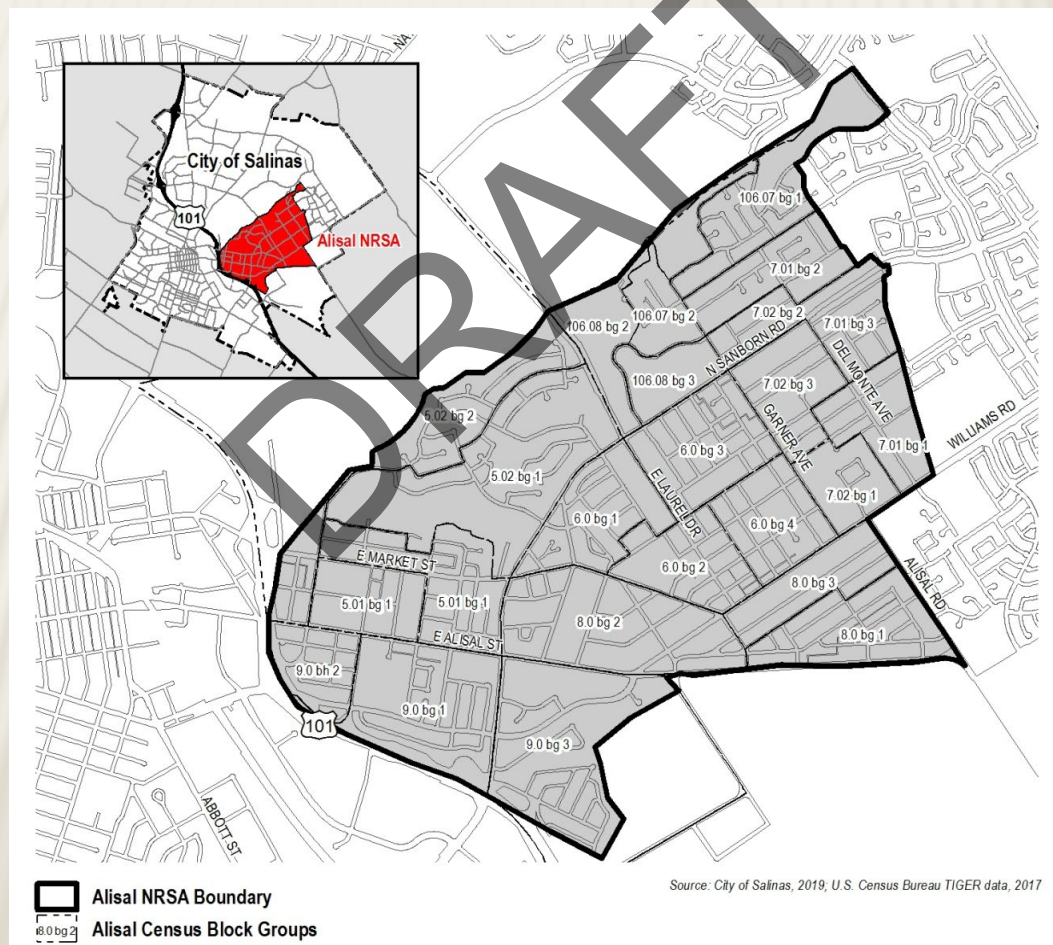
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- Five-Year HUD Required Strategic Plan
  - FY 2025-29 (July 1, 2025 – June 30, 2030)
- Includes 5 Annual Action Plans
  - 1<sup>st</sup> AAP – July 1, 2025 – June 30, 2026
- Analysis of housing and community development needs
- Strategy (projects and programs) to address those needs
- Prioritize goals, strategies and funding for HUD entitlement funding over FY 2025-29



# Neighborhood Revitalization Strategy Area

- HUD CDBG program offers a special tool to deliver focused revitalization activities



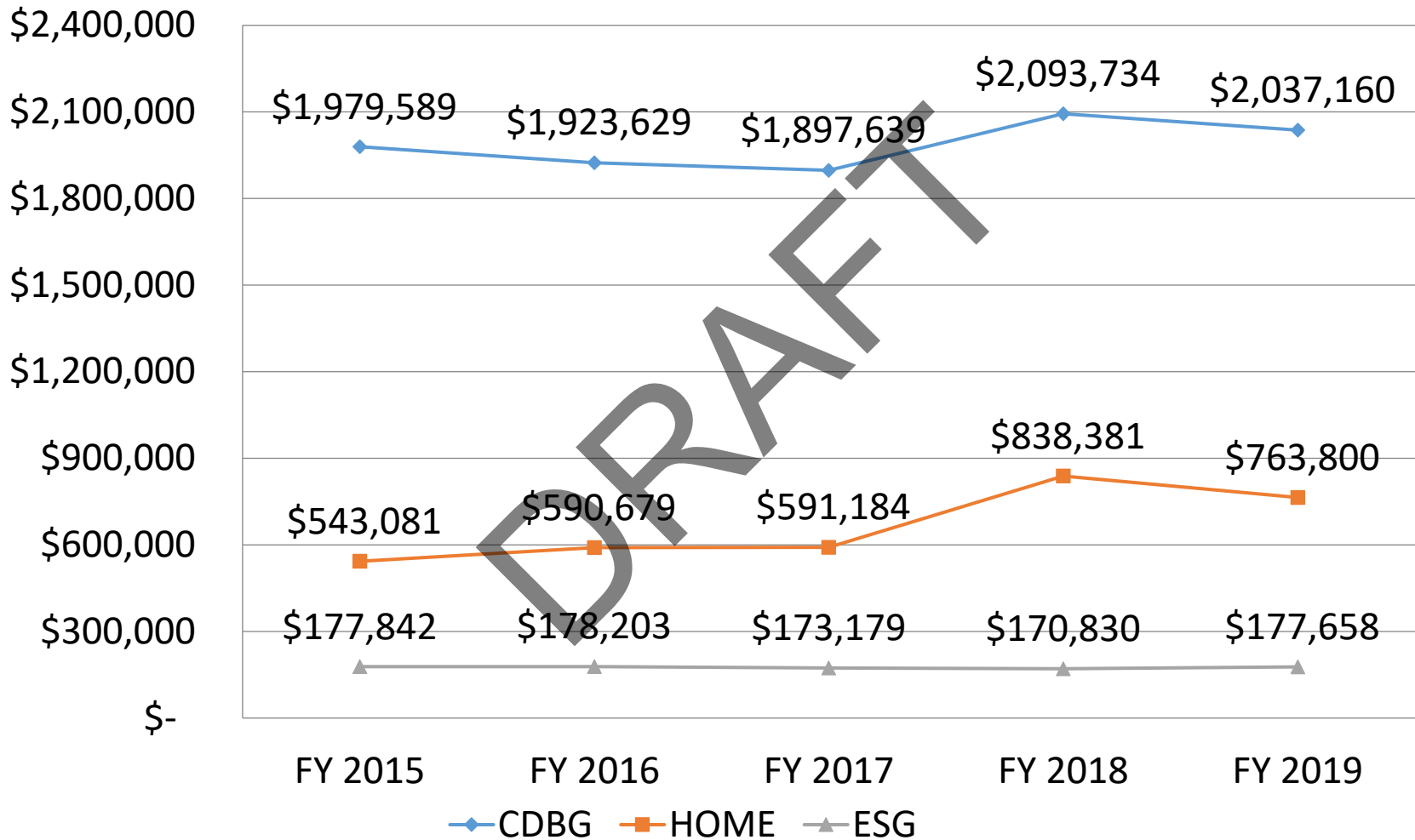
# Recent Community and Citywide Plans

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1. Vision Salinas 2040
2. Active Transportation Plan
3. Alisal Vibrancy Plan
4. Chinatown Revitalization Plan
5. Parks, Recreation, Libraries Master Plan



# Salinas Allocations



# CDBG Public Services

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Eligible activities and services may include:

- Senior
  - Persons with disabilities
  - Legal
  - Youth
  - Transportation
  - Substance Abuse
  - Victims of Domestic Violence
  - Fair Housing
  - Tenant/Landlord
  - Child Care
  - Health
  - Food Banks
  - Other
-

# CDBG Non-Public Services

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Eligible activities may include:

- Public Facilities & Improvements
  - Senior Centers, Youth Centers, Park & Rec Facilities, Neighborhood Facilities
- Economic Development
  - Microenterprise, Financial Assistance to For-Profits, Technical Assistance
- Housing
  - Homeownership Assistance, Rehab (single-unit or multi-unit residential), Energy Efficiency Improvements, Lead-Based Paint Testing/Abatement

# Home Investment Partnerships Program (HOME)

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- Eligible activities and projects include:
  - Home purchase assistance
  - Housing rehabilitation assistance
  - Construction of new housing
  - Site acquisition and/or improvement
  - Relocation expenses



# Emergency Solutions Grants (ESG)

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- Eligible activities and projects include:
  - Conversion & Rehab for Transitional Housing
  - Financial Assistance
  - Overnight Shelter
  - Rapid Re-housing (rental assistance)
  - Transitional Housing



# Past Programs And Projects



Moon Gate Plaza (90 Units)



Sherwood Recreation Center  
Rehabilitation



GRID Alternatives  
Solar Program



Public Services

# Group Exercise

DRAFT

# Closing/Questions

DRAFT



11

El Gabilan Library - Community Room

[illegible]

17

El Gabilan Library - Community Room

[illegible]

# Sign In Sheet

2025-2029 Consolidated Plan - Community Meeting

El Gabilan Library - Community Room

January 23, 2025 - 6pm

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# Sign In Sheet

2025-2029 Consolidated Plan - Community Meeting

El Gabilan Library - Community Room

January 23, 2025 - 6pm

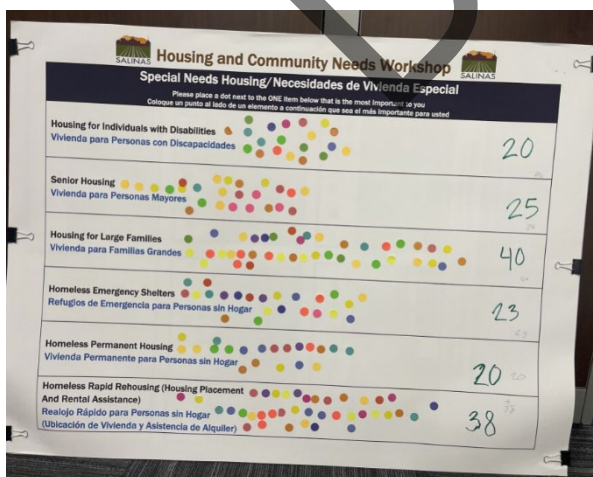
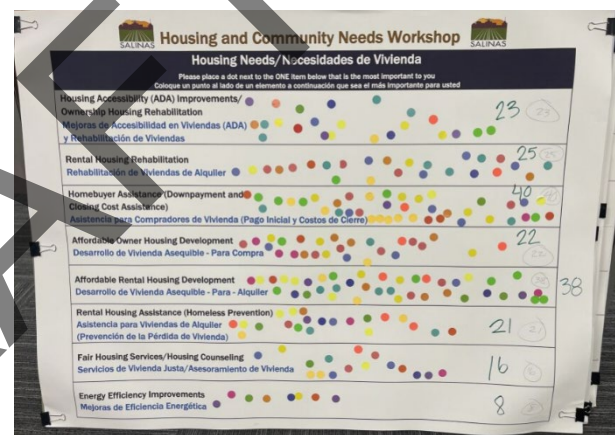
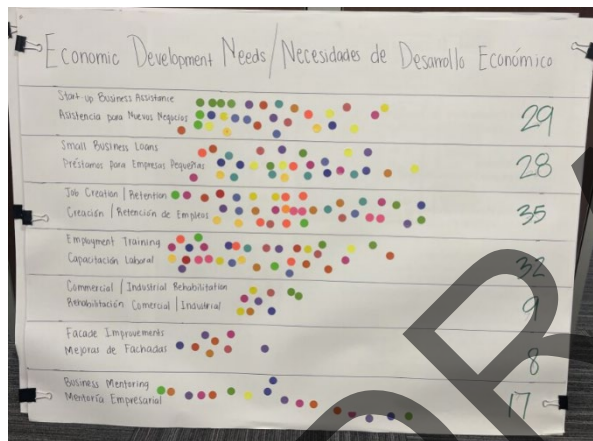
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# Consolidated Plan Community Meeting

January 23, 2025

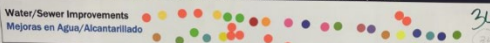
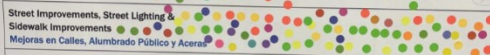
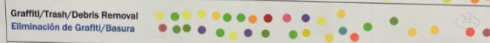

## El Gabilan Library Community Room





**Housing and Community Needs Workshop**  
**Streets and Neighborhood Improvement Needs /**  
**Necesidades de Mejoras en las Calles y Vecindarios**

Please place a dot next to the ONE item below that is the most important to you.  
Coloque un punto al lado de un elemento a continuación que sea el más importante para usted.

Water/Sewer Improvements Mejoras en Agua/Alcantarillado		34
Street Improvements, Street Lighting & Sidewalk Improvements Mejoras en Calles, Alumbrado Público y Aceras		79
Graffiti/Trash/Debris Removal Eliminación de Graffiti/Basura		32
ADA Accessibility Improvements Mejoras de Accesibilidad (ADA)		20

DRAFT

# Con Plan - Additional feedback

1/23/25

Youth: School grounds should be accessible for neighborhood kids to play baseball & etc.

Seniors:

property taxes lower for seniors.

School Children should be involved in cleaning & sweeping school grounds.

- Housing for single parents.
- Affordable Housing in general
- Animal Shelters
- Housing for Youth.
- Supporting the foodbanks
- More affordable Housing/Built Tiny Homes. (~~tiny homes~~)
- Modular Units
- At the prison, they have modeled tiny homes, tap into that to do a tiny home project.
- Provide more homeless assistance to east salinas.
- Move lightning along Boronda.
- More assistance for legal assistance.



## City of Salinas Resident Survey

### WHAT ARE THE HOUSING AND COMMUNITY DEVELOPMENT NEEDS IN YOUR NEIGHBORHOOD?

The City of Salinas receives approximately \$2 million from the U.S. Department of Housing and Community Development (HUD) in Community Development Block Grant (CDBG) funds, over \$700,000 in HOME Investment partnership Program (HOME) funds, and approximately \$170,000 in Emergency Solutions Grant (ESG) funds for housing and community development projects. The City wants you to have a voice in how the City invests this money.

**As you fill out this survey, please consider the following: 1) The needs in your neighborhood and how they can be improved; 2) The relative need level for each of the following items by checking the box that best applies. Keep in mind that only limited funding is available so prioritizing the need level is important.**

1. Please provide your Zip Code: \_\_\_\_\_

**TELL US SOMETHING ABOUT YOURSELF** (Questions 2 through 8 are optional; however, your response will allow us to better serve the community).

2. Ethnic Categories (select one): ☐ Hispanic or Latino ☐ Not-Hispanic or Latino ☐ Prefer Not to say

Racial Categories (select one):  
3. ☐ American Indian or Alaska Native ☐ Asian ☐ Black or African American  
☐ Native Hawaiian or Other Pacific Island ☐ White ☐ Other \_\_\_\_\_

What is your current housing status?

4. ☐ I own a home ☐ I rent a home/apartment ☐ I live with a friend/relative  
☐ I live in a shelter ☐ I am unhoused

5. Do you currently reside in a subsidized housing unit? ☐ YES ☐ NO

6. Age ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+

7. Do you have a disability that may impact your housing needs? ☐ YES ☐ NO

8. Do you have children under the age of 18 years old in your home? ☐ YES ☐ NO

9. Does anyone in your household regularly speak a language other than English? ☐ YES ☐ NO

☐ If yes, what language? \_\_\_\_\_

## INTERNET ACCESS SURVEY

10. Do you have high speed internet access in your home? ☐ YES ☐ NO

11. If you answered YES, who is your internet provider?

- ☐ Earthlink ☐ Hughesnet ☐ Xfinity/Comcast ☐ T-Mobile Internet  
☐ Spectrum ☐ Etheric ☐ Razzolink ☐ Surfnnet ☐ AT&T  
☐ Other \_\_\_\_\_

12. If you answered NO, please choose reason you don't access internet from home. (check all that apply)

- ☐ Not Interested ☐ Too Expensive ☐ I Connect at Work/School  
☐ I Connect at a Public Location ☐ Other \_\_\_\_\_

## HOUSING AND COMMUNITY DEVELOPMENT NEEDS SURVEY

**13. Community Facilities Needs:** Please rank **the five most important** community facilities needs in Salinas.  
Rank your answers from 1 to 5, with 1 being the most important and 5 being the least important.

	1 (most important)	2	3	4	5 (least important)
Senior Centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Youth Centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Child Care Centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks and Recreation Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health Care Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Libraries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Homeless and Domestic Violence Shelters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**14. Community Service Needs:** Please rank the following community service needs in Salinas.  
Rank your answers from 1 to 5, with 1 being the most important and 5 being the least important.

	1 (most important)	2	3	4	5 (least important)
Senior Programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Youth Programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Child Care Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health Services/Mental Health Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Legal Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**15. Streets and Neighborhood Improvement Needs:** Please rank the following neighborhood improvement needs in Salinas.

Rank your answers from 1 to 4, with 1 being the most important and 4 being the least important.

	1 (most important)	2	3	4 (least important)
Water/Sewer Improvements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street Improvements, Street Lighting, & Sidewalk Improvements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Graffiti/Trash/Debris Removal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ADA Accessibility Improvements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**16. Special Needs Services:** Please rank the following special needs services in Salinas.

**Rank your answers from 1 to 5,** with 1 being the most important and 5 being the least important.

	1 (most important)	2	3	4	5 (least important)
Services for Individuals with Disabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senior Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Domestic Violence Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Substance Abuse Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Homeless Services (including Street Outreach)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**17. Economic Development Needs:** Please rank **the five most important** economic development needs in Salinas.

**Rank your answers from 1 to 5,** with 1 being the most important and 5 being the least important.

	1 (most important)	2	3	4	5 (least important)
Start-up Business Assistance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Small Business Loans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Job Creation/Retention	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employment Training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commercial/Industrial Rehabilitation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Façade Improvements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Mentoring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**18. Housing Needs:** Please rank **the five most important** housing needs in Salinas.

**Rank your answers from 1 to 5,** with 1 being the most important and 5 being the least important.

	1 (most important)	2	3	4	5 (least important)
Housing Accessibility (ADA) Improvements and Owner Housing Rehabilitation & Lead Based Paint Test/ Abatement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rental Housing Rehabilitation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Homebuyer Assistance (Down-payment and closing costs assistance)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordable Owner Housing Development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordable Rental Housing Development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rental Housing Assistance (Homeless	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Prevention)					
Fair Housing Services/Housing Counseling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Energy Efficiency Improvements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**19. Special Housing Needs:** Please rank **the five most important** special housing needs in Salinas.  
**Rank your answers from 1 to 5**, with 1 being the most important and 5 being the least important.

	1 (most important)	2	3	4	5 (least important)
Housings for Individuals with Disabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senior Housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing for Large Families	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Homeless Emergency Shelter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Homeless Permanent Housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Homeless Rapid Rehousing (Housing Placement and Rental Assistance)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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## FAIR HOUSING SURVEY

Federal and State Fair Housing laws prohibit discrimination in all aspects of housing, including home sales, rentals, housing policies and financing. Each person is entitled to equal access to housing opportunities regardless of race, color, religion, sex, national origin, disability/medical conditions, familial status, marital status, age, ancestry, sexual orientation, gender identity, gender expression, source of income, or any other arbitrary reason.

20. Have **you** personally ever experienced discrimination in housing? ☐ YES ☐ NO

a) On what basis do you believe you were discriminated against? (check all that apply)

- ☐ Race ☐ Color ☐ Religion ☐ National Origin ☐ Age  
☐ Gender ☐ Ancestry ☐ Marital Status ☐ Sexual Orientation  
☐ Family Status (e.g. single-parent with children, family with children or expecting a child)  
☐ Source of Income (e.g. welfare, unemployment insurance, housing voucher)  
☐ Disability/Medical Conditions (either you or someone close to you)  
☐ Other (please explain): \_\_\_\_\_

b) How were you discriminated against? (check all that apply)

- ☐ Not Shown Apartment or unit for sale  
☐ Higher Security Deposit than Industry Standard  
☐ Higher Rent than Advertised  
☐ Provided Different Housing Services or Facilities  
☐ Other (please explain): \_\_\_\_\_

c) Have you reported the incident? ☐ YES ☐ NO

i. If NO – Why did you not report it?

- ☐ Don't Know Where to Report ☐ Don't Believe it Makes Any Difference  
☐ Afraid of Retaliation ☐ Too Much Trouble  
☐ Other (please explain): \_\_\_\_\_

ii. If YES, how did you report the incident?  
\_\_\_\_\_

21. Have you attended a Fair Housing Training? ☐ YES ☐ NO

a) If YES, was it free or was there a fee? ☐ Free ☐ Required a Fee

b) If YES, where was the training? ☐ Home ☐ Work ☐ City of Salinas  
☐ Other \_\_\_\_\_

22. Have you ever seen or heard a Fair Housing Public Service Announcement (PSA) on TV/Radio/Online/Flyer?

☐ YES ☐ NO

23. Please provide any comment regarding community needs or fair housing not discussed above:

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THANK YOU!

<p><b>Please return surveys no later than</b> <b><u>January 31, 2025</u> to:</b></p> <p><b>City of Salinas</b> Community Development Department Housing Division 65 W. Alisal Street (2<sup>nd</sup> Floor) Salinas, CA 93901</p>	<p><b>THIS SURVEY IS ALSO AVAILABLE ONLINE AT:</b> <a href="https://www.surveymonkey.com/r/SalinasEnglish">https://www.surveymonkey.com/r/SalinasEnglish</a></p> <p><b>Or scan the QR code below with your phone camera:</b></p> 
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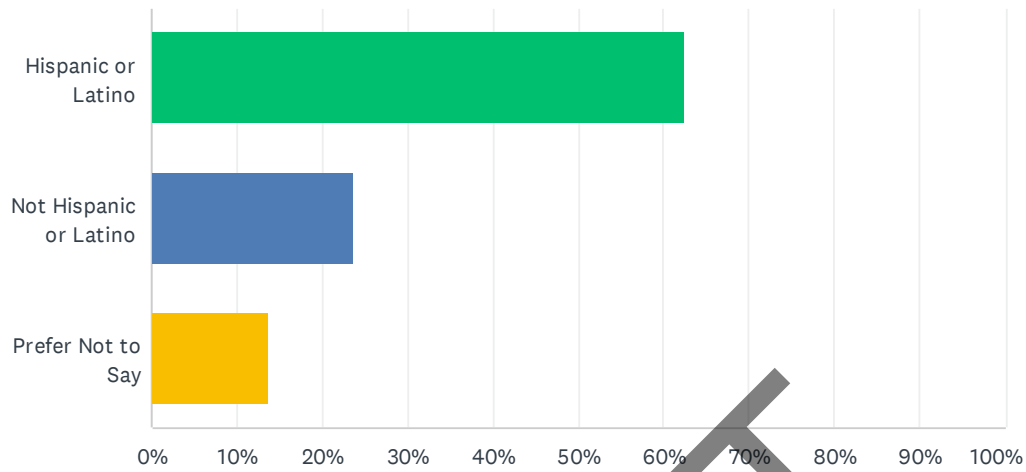
## Q1 Please provide your ZIP Code

Answered: 80 Skipped: 0

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## Q2 Ethnic Categories (select one):

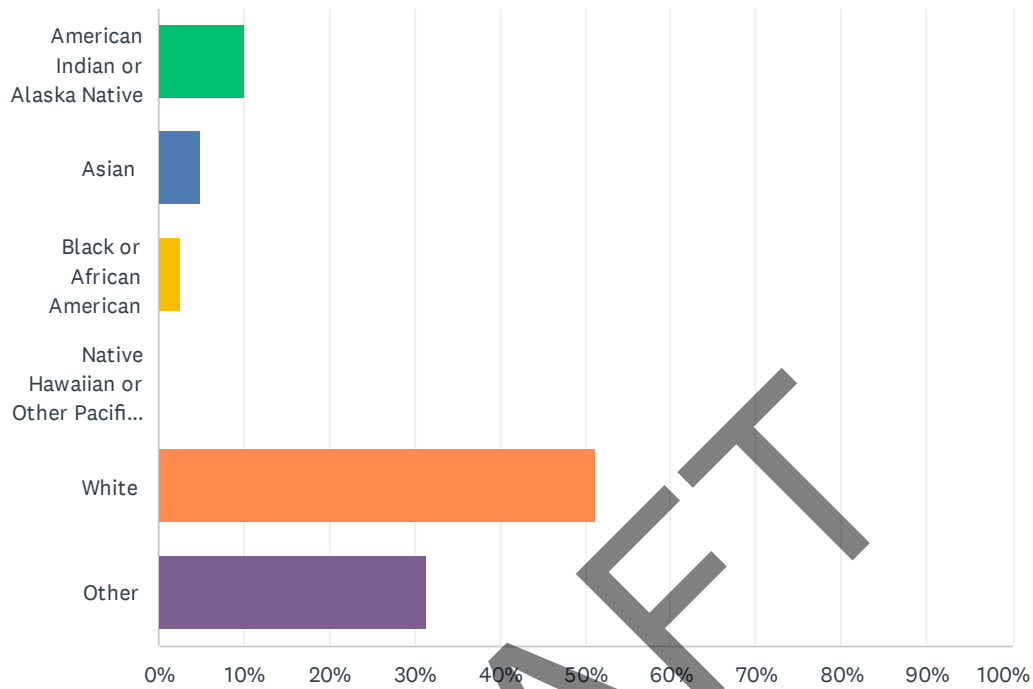
Answered: 80 Skipped: 0



ANSWER CHOICES	RESPONSES	
Hispanic or Latino	62.50%	50
Not Hispanic or Latino	23.75%	19
Prefer Not to Say	13.75%	11
TOTAL		80

## Q3 Racial Categories (select one):

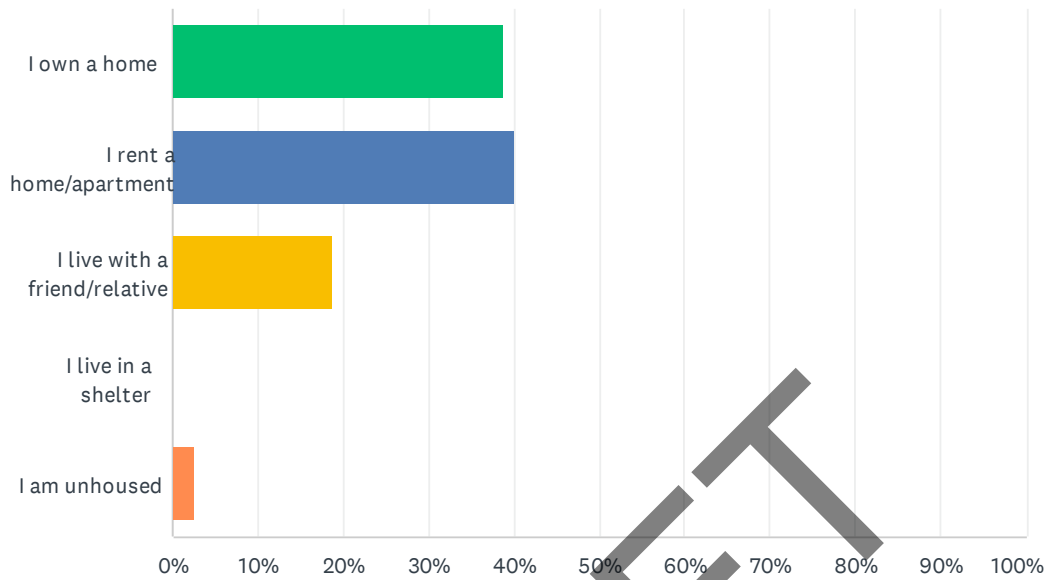
Answered: 80   Skipped: 0



ANSWER CHOICES	RESPONSES	
American Indian or Alaska Native	10.00%	8
Asian	5.00%	4
Black or African American	2.50%	2
Native Hawaiian or Other Pacific Islander	0.00%	0
White	51.25%	41
Other	31.25%	25
TOTAL		80

## Q4 What is your current housing status?

Answered: 80 Skipped: 0

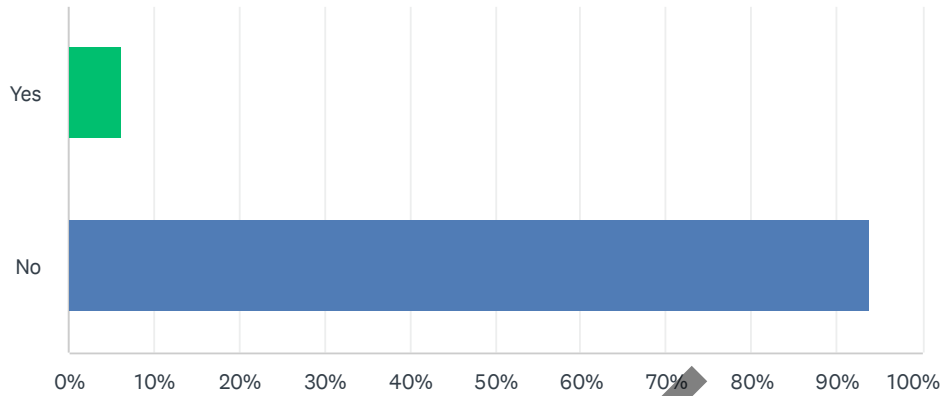


ANSWER CHOICES	RESPONSES	
I own a home	38.75%	31
I rent a home/apartment	40.00%	32
I live with a friend/relative	18.75%	15
I live in a shelter	0.00%	0
I am unhoused	2.50%	2
<b>TOTAL</b>		<b>80</b>



## Q5 Do you currently reside in a subsidized housing unit?

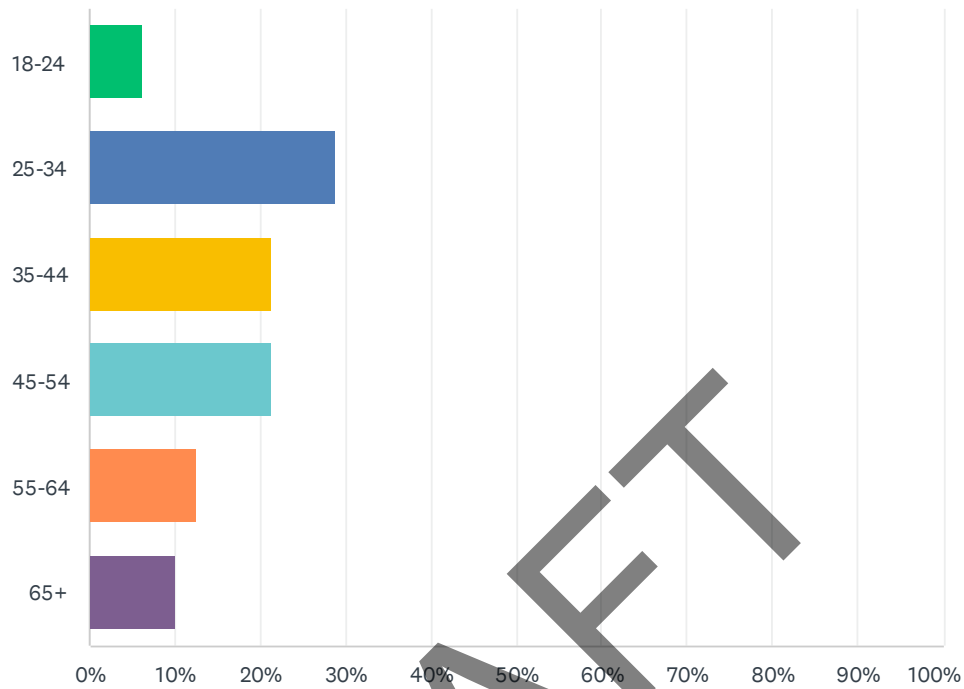
Answered: 80 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	6.25%	5
No	93.75%	75
TOTAL		80

## Q6 Age

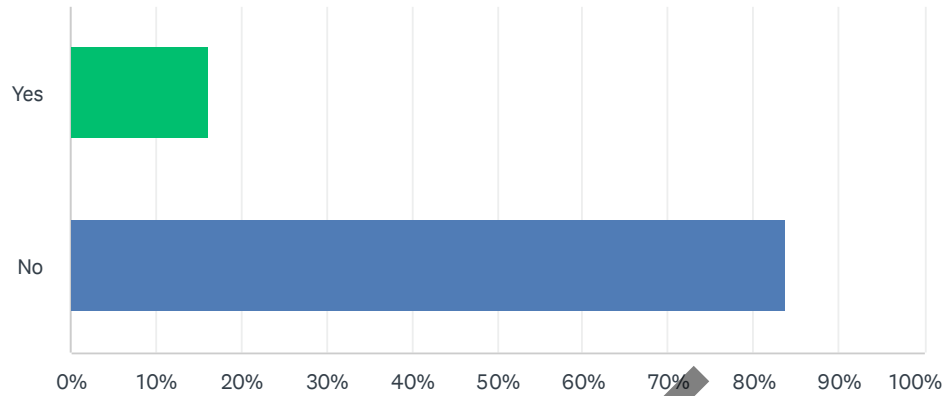
Answered: 80 Skipped: 0



ANSWER CHOICES	RESPONSES	
18-24	6.25%	5
25-34	28.75%	23
35-44	21.25%	17
45-54	21.25%	17
55-64	12.50%	10
65+	10.00%	8
TOTAL		80

## Q7 Do you have a disability that may impact your housing needs?

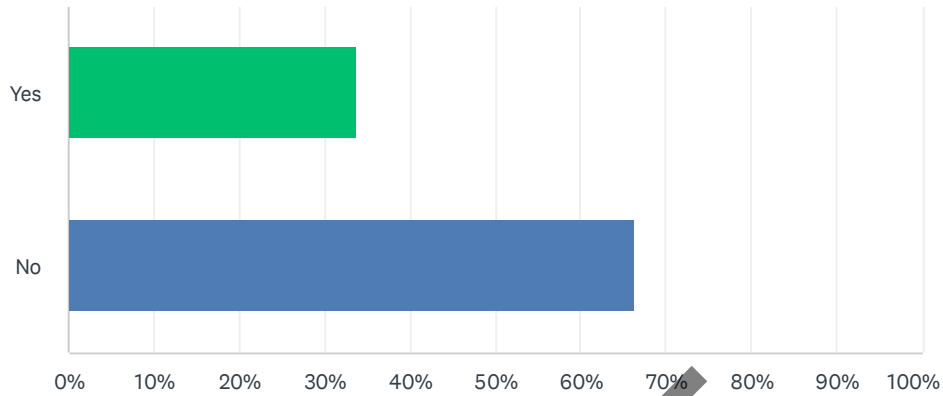
Answered: 80 Skipped: 0



ANSWER CHOICES		RESPONSES
Yes	16.25%	13
No	83.75%	67
TOTAL		80

## Q8 Do you have children under the age of 18 years old in your home?

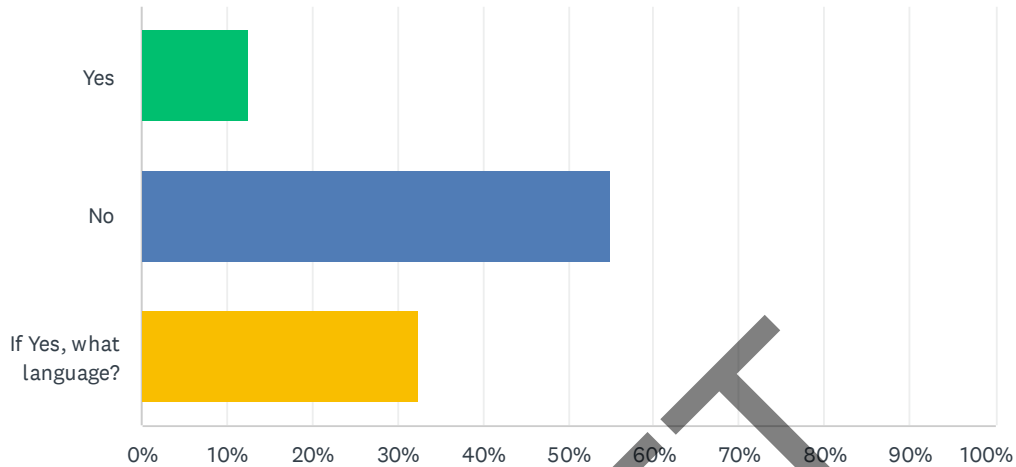
Answered: 80 Skipped: 0



ANSWER CHOICES		RESPONSES
Yes	33.75%	27
No	66.25%	53
TOTAL		80

## Q9 Does anyone in your household regularly speak a language other than English?

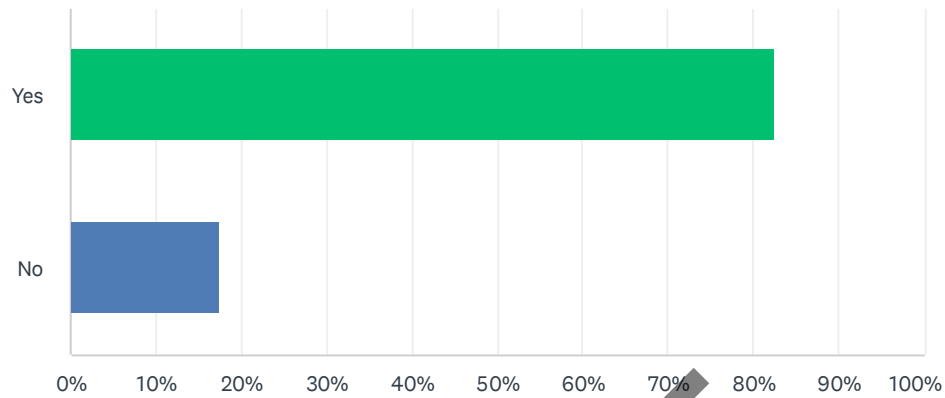
Answered: 80 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	12.50%	10
No	55.00%	44
If Yes, what language?	32.50%	26
TOTAL		80

## Q10 Do you have high speed internet access in your home?

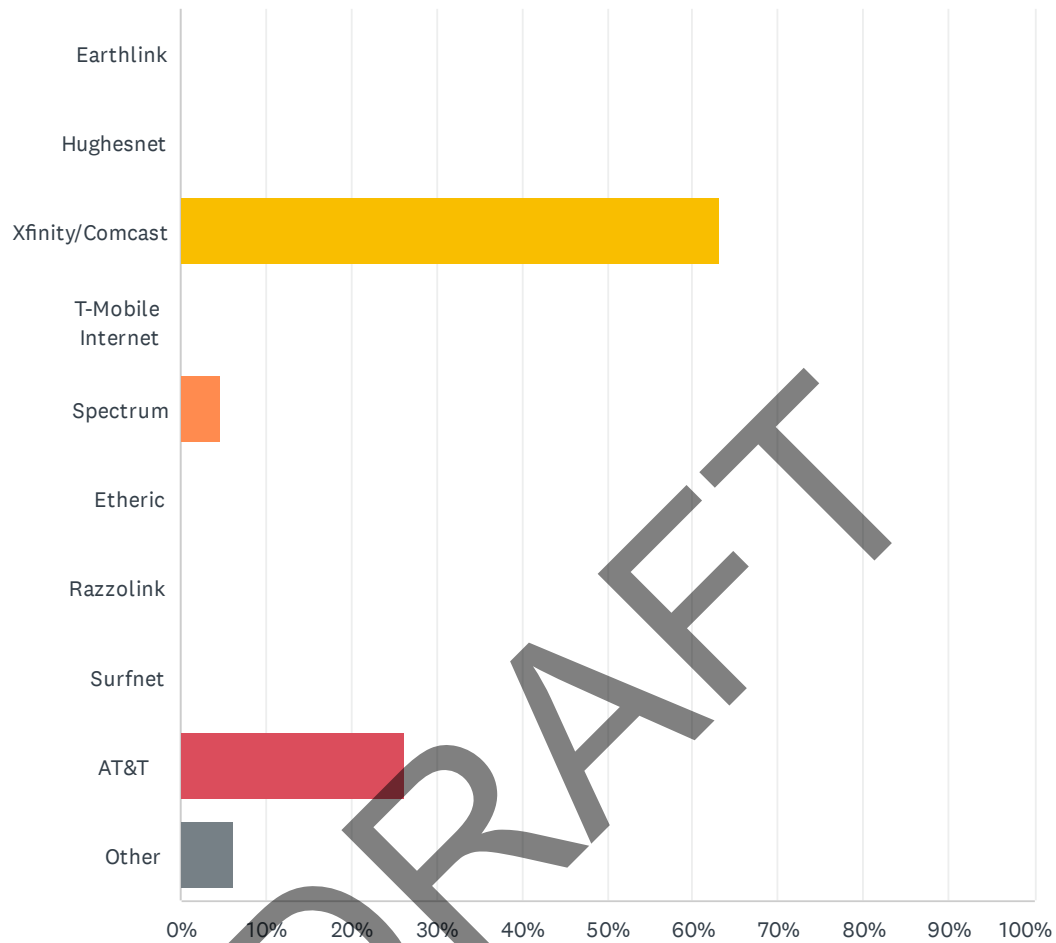
Answered: 80 Skipped: 0



ANSWER CHOICES		RESPONSES
Yes	82.50%	66
No	17.50%	14
TOTAL		80

## Q11 If you answered YES, who is your internet provider?

Answered: 65 Skipped: 15





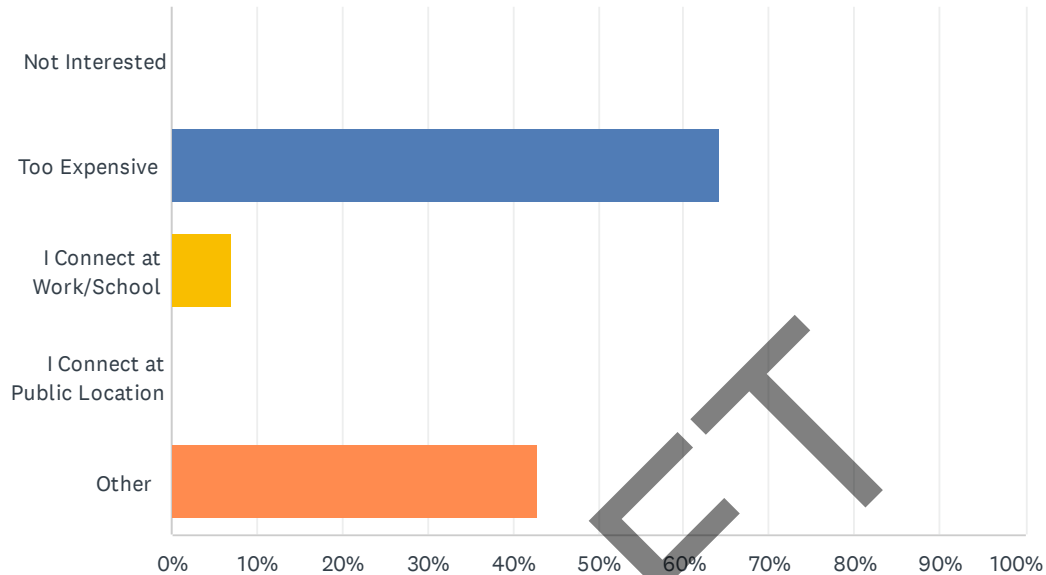
# City of Salinas - Community Survey (English)

ANSWER CHOICES	RESPONSES	
Earthlink	0.00%	0
Hughesnet	0.00%	0
Xfinity/Comcast	63.08%	41
T-Mobile Internet	0.00%	0
Spectrum	4.62%	3
Etheric	0.00%	0
Razzolink	0.00%	0
Surfnet	0.00%	0
AT&T	26.15%	17
Other	6.15%	4
TOTAL		65

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## Q12 If you answered NO, please choose reason you don't access internet from home (check all that apply)

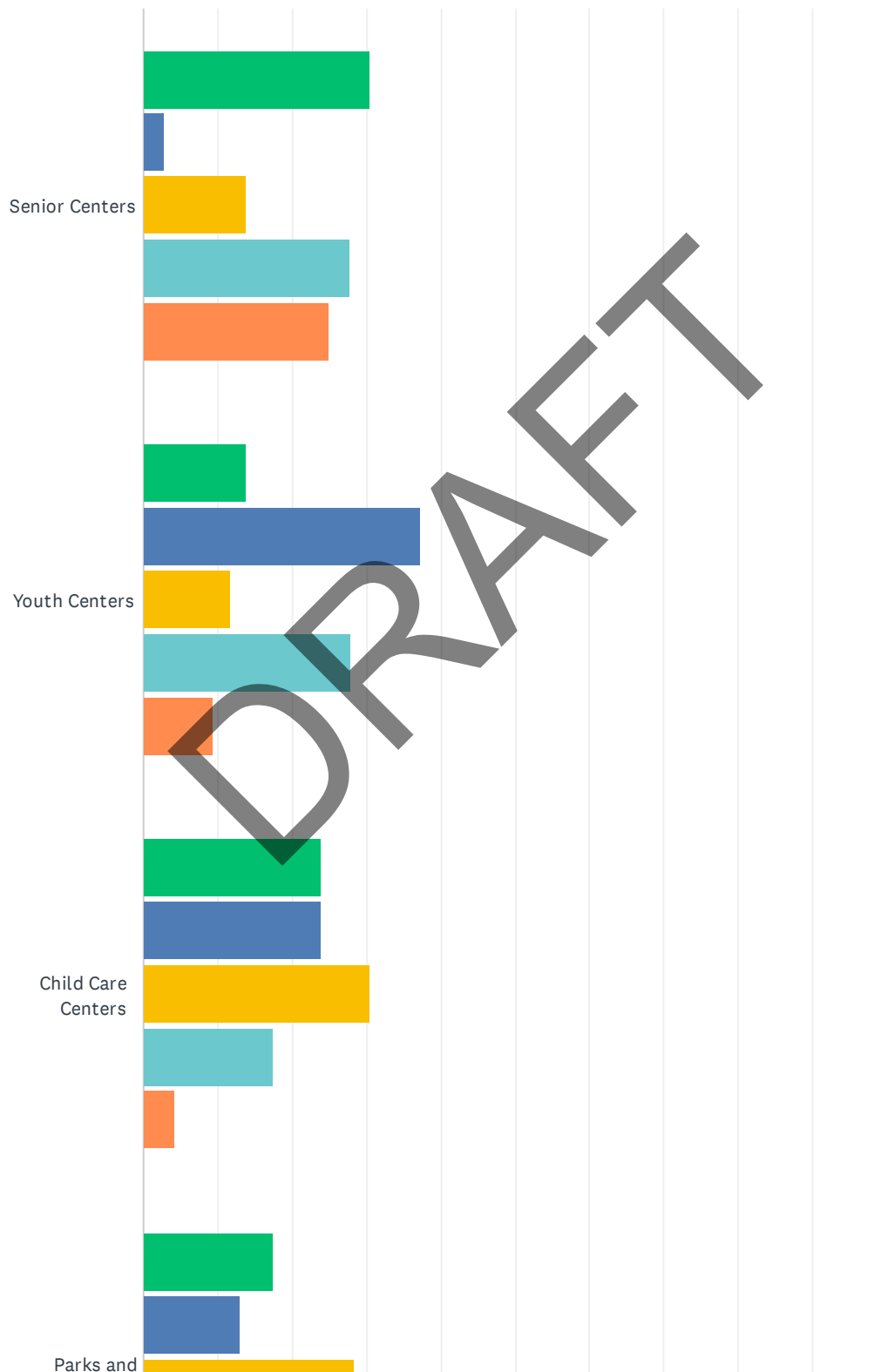
Answered: 14 Skipped: 66



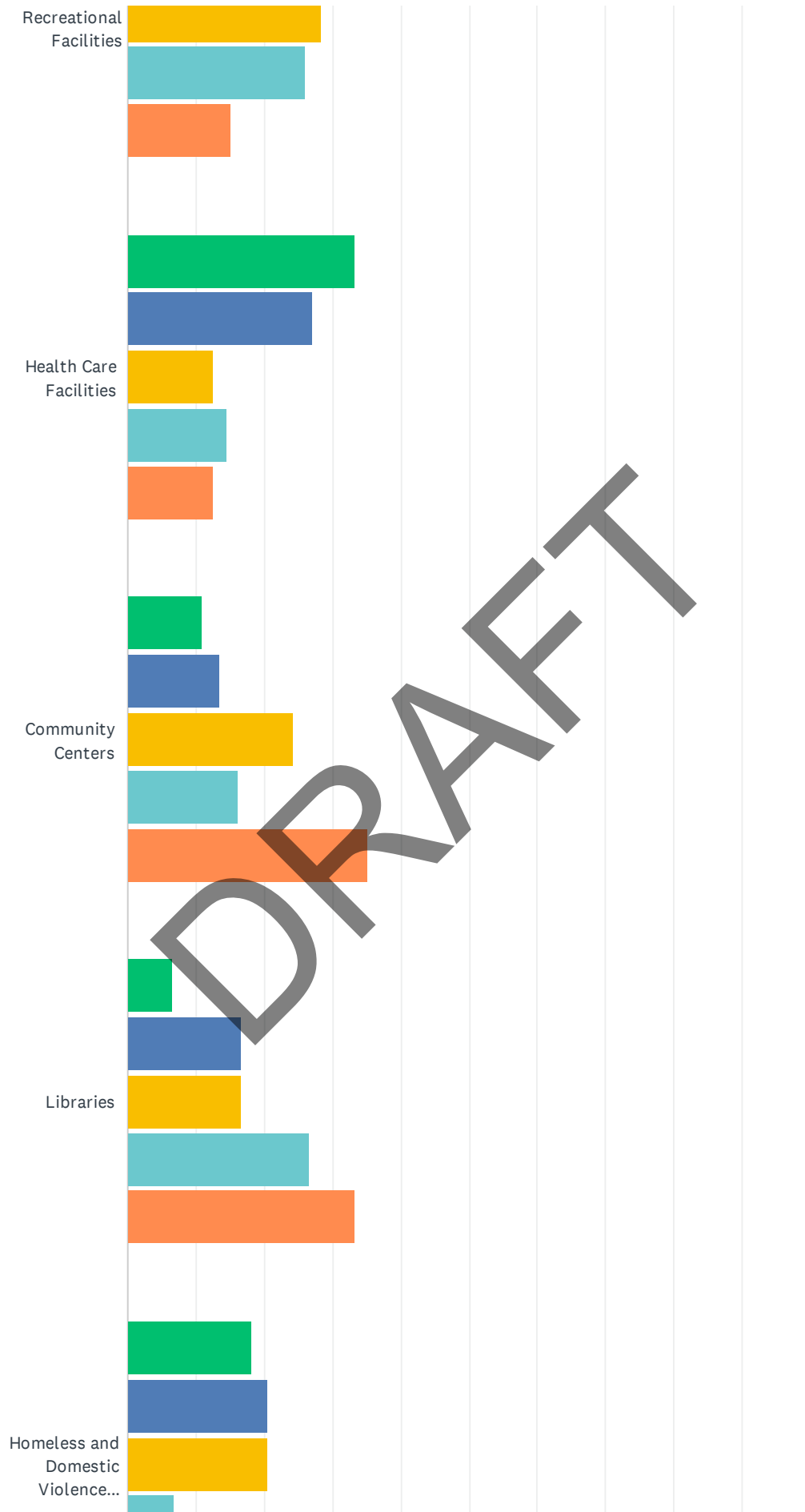
ANSWER CHOICES	RESPONSES	
Not Interested	0.00%	0
Too Expensive	64.29%	9
I Connect at Work/School	7.14%	1
I Connect at Public Location	0.00%	0
Other	42.86%	6
Total Respondents: 14		

**Q13 Community Facilities Needs: Please rank the five most important community facilities needs in Salinas. Rank your answers from 1 to 5, with 1 being the most important and 5 being the least important.**

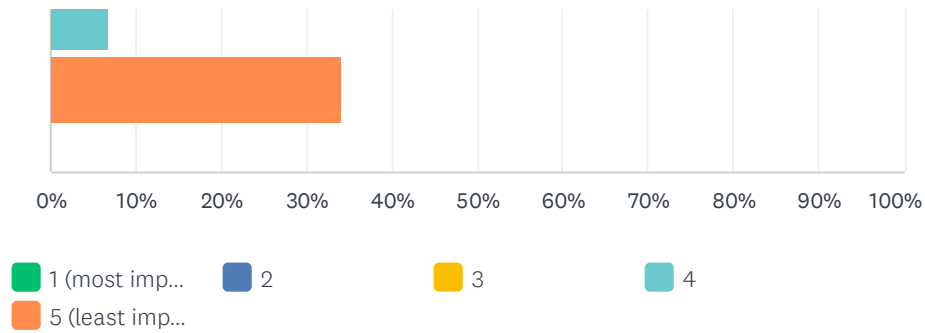
Answered: 66   Skipped: 14



# City of Salinas - Community Survey (English)



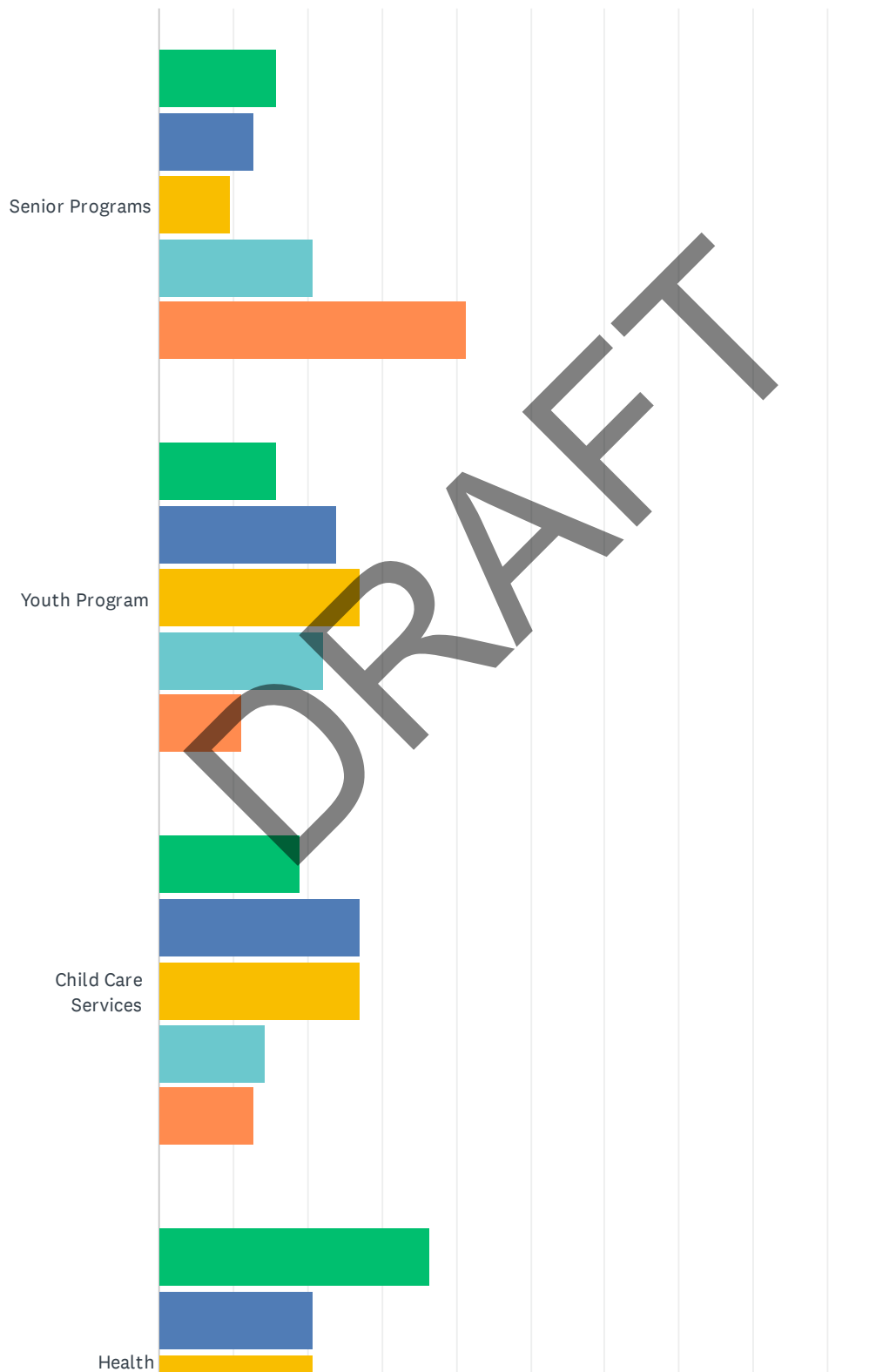
# City of Salinas - Community Survey (English)



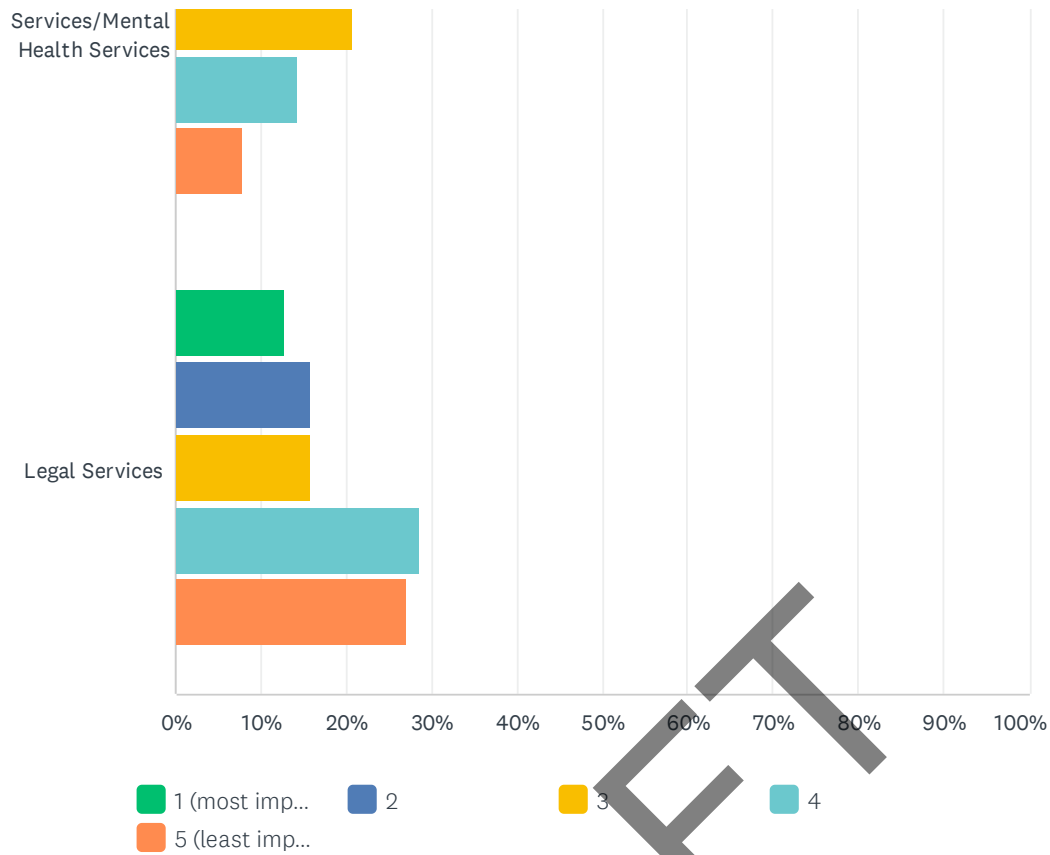
	1 (MOST IMPORTANT)	2	3	4	5 (LEAST IMPORTANT)	TOTAL	WEIGHTED AVERAGE
Senior Centers	30.56% 11	2.78% 1	13.89% 5	27.78% 10	25.00% 9	36	3.14
Youth Centers	13.95% 6	37.21% 16	11.63% 5	27.91% 12	9.30% 4	43	2.81
Child Care Centers	23.91% 11	23.91% 11	30.43% 14	17.39% 8	4.35% 2	46	2.54
Parks and Recreational Facilities	17.39% 8	13.04% 6	28.26% 13	26.09% 12	15.22% 7	46	3.09
Health Care Facilities	33.33% 16	27.08% 13	12.50% 6	14.58% 7	12.50% 6	48	2.46
Community Centers	10.81% 4	13.51% 5	24.32% 9	16.22% 6	35.14% 13	37	3.51
Libraries	6.67% 2	16.67% 5	16.67% 5	26.67% 8	33.33% 10	30	3.63
Homeless and Domestic Violence Shelters	18.18% 8	20.45% 9	20.45% 9	6.82% 3	34.09% 15	44	3.18

**Q14 Community Service Needs: Please rank the following community service needs in Salinas. Rank your answers from 1 to 5, with 1 being the most important and 5 being the least important.**

Answered: 63   Skipped: 17



# City of Salinas - Community Survey (English)



	1 (MOST IMPORTANT)	2	3	4	5 (LEAST IMPORTANT)	TOTAL	WEIGHTED AVERAGE
Senior Programs	15.87% 10	12.70% 8	9.52% 6	20.63% 13	41.27% 26	63	3.59
Youth Program	15.87% 10	23.81% 15	26.98% 17	22.22% 14	11.11% 7	63	2.89
Child Care Services	19.05% 12	26.98% 17	26.98% 17	14.29% 9	12.70% 8	63	2.75
Health Services/Mental Health Services	36.51% 23	20.63% 13	20.63% 13	14.29% 9	7.94% 5	63	2.37
Legal Services	12.70% 8	15.87% 10	15.87% 10	28.57% 18	26.98% 17	63	3.41

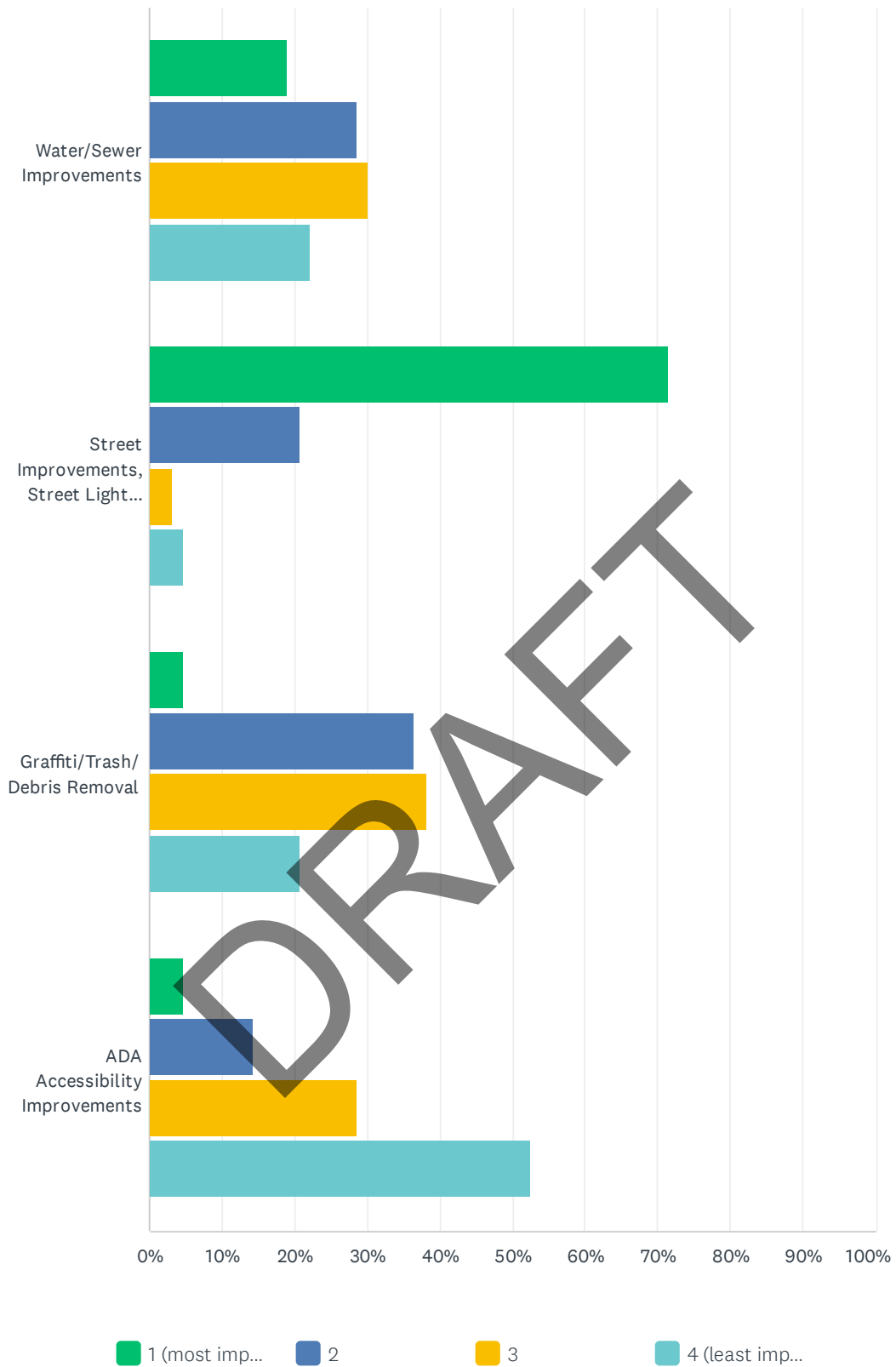
**Q15 Streets and Neighborhood Improvement Needs:** Please rank the following neighborhood improvement needs in Salinas. Rank your answers from 1 to 4, with 1 being the most important and 4 being the least important.

Answered: 63   Skipped: 17

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# City of Salinas - Community Survey (English)



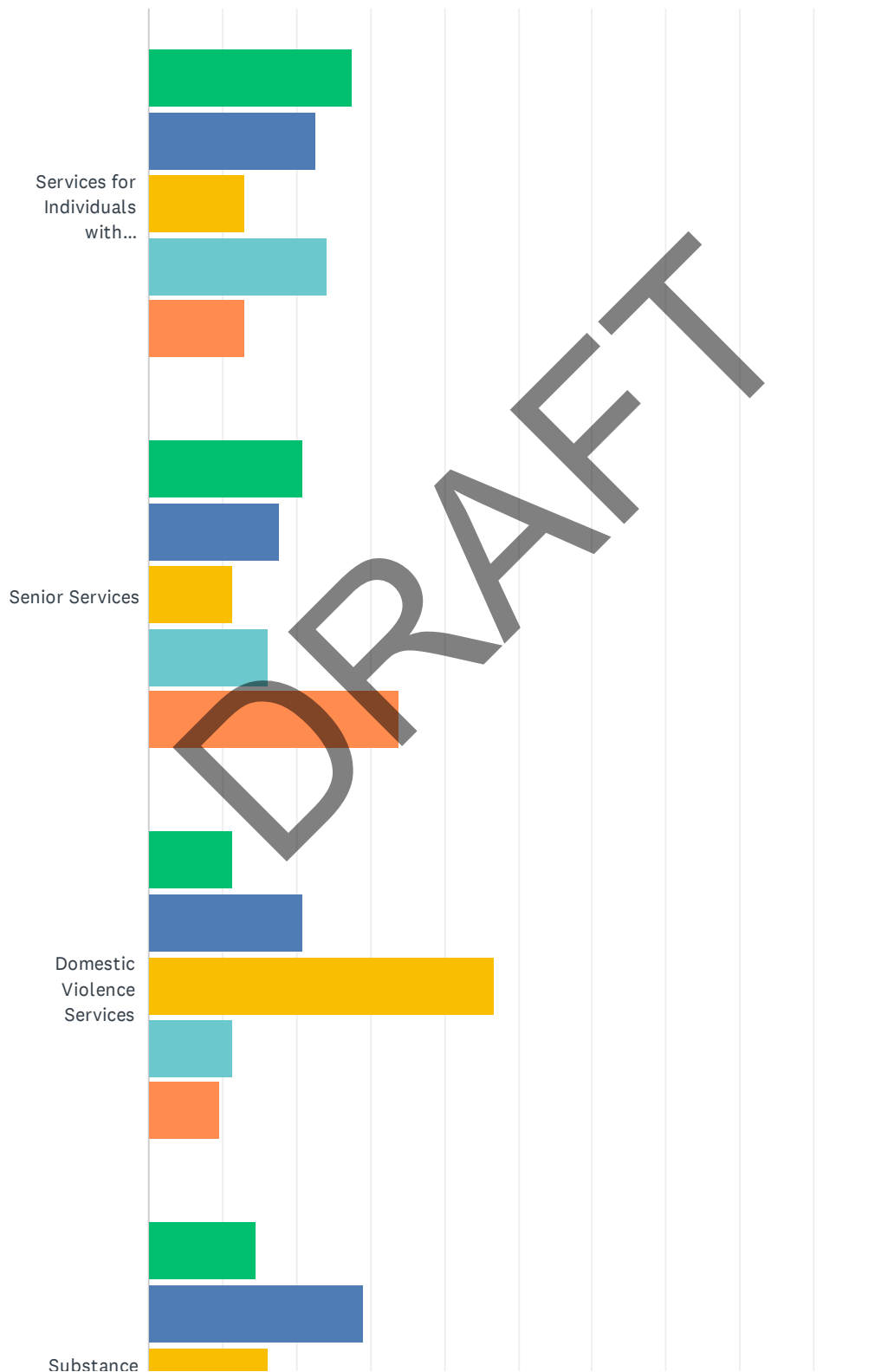
## City of Salinas - Community Survey (English)

	1 (MOST IMPORTANT)	2	3	4 (LEAST IMPORTANT)	TOTAL	WEIGHTED AVERAGE
Water/Sewer Improvements	19.05% 12	28.57% 18	30.16% 19	22.22% 14	63	3.00
Street Improvements, Street Lighting & Sidewalk Improvements	71.43% 45	20.63% 13	3.17% 2	4.76% 3	63	1.51
Graffiti/Trash/Debris Removal	4.76% 3	36.51% 23	38.10% 24	20.63% 13	63	3.16
ADA Accessibility Improvements	4.76% 3	14.29% 9	28.57% 18	52.38% 33	63	4.33

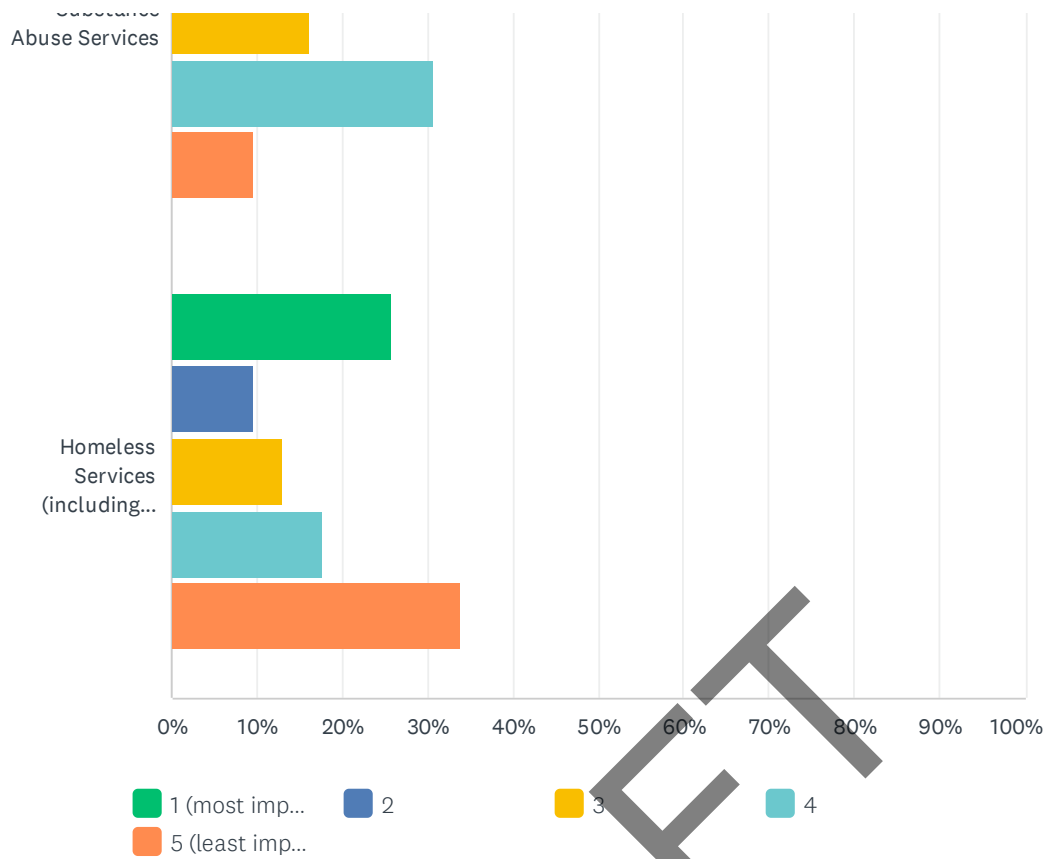
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**Q16 Special Needs Services: Please rank the following special needs services in Salinas. Rank your answers from 1 to 5, with 1 being the most important and 5 being the least important.**

Answered: 62   Skipped: 18



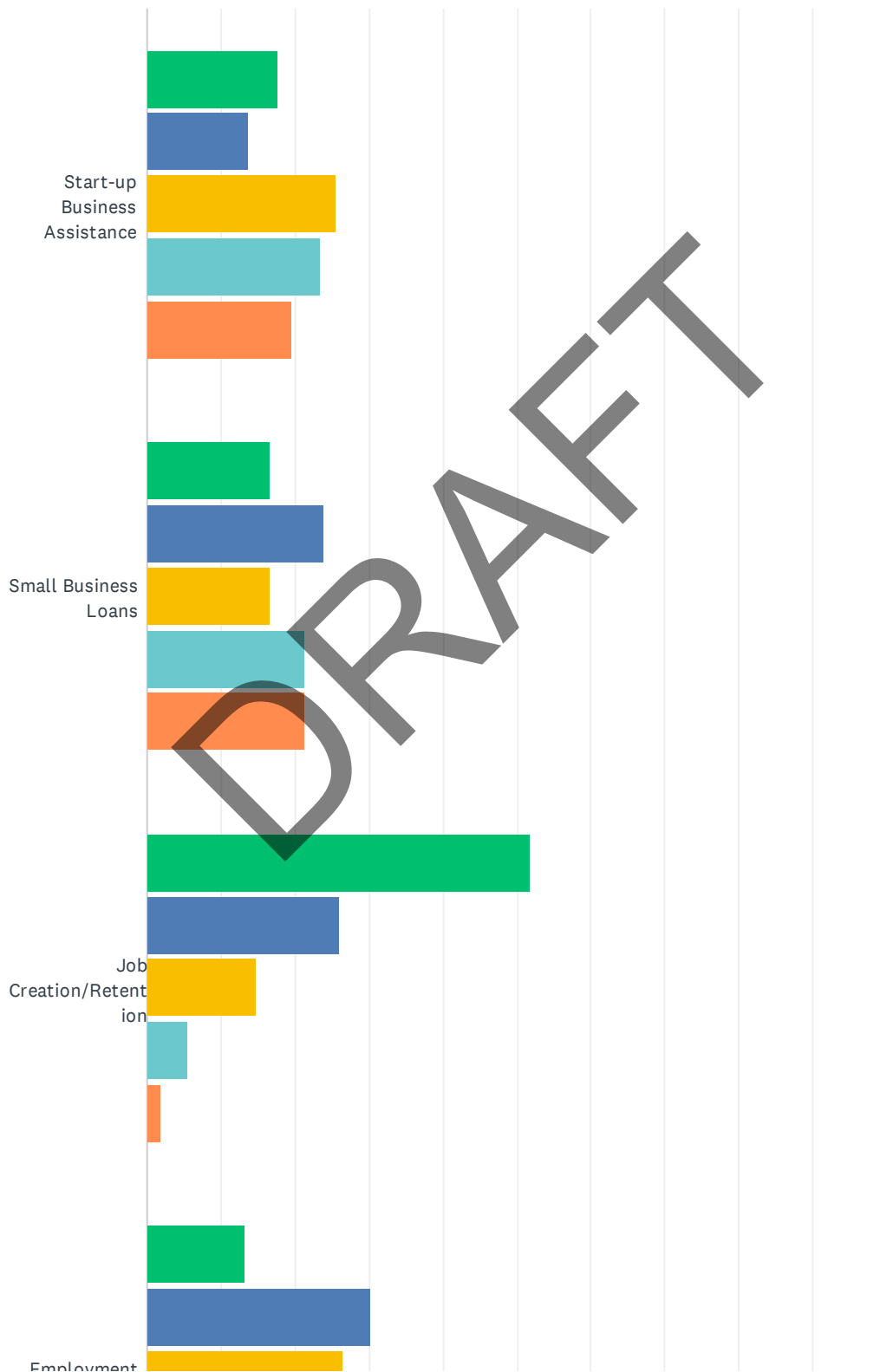
# City of Salinas - Community Survey (English)



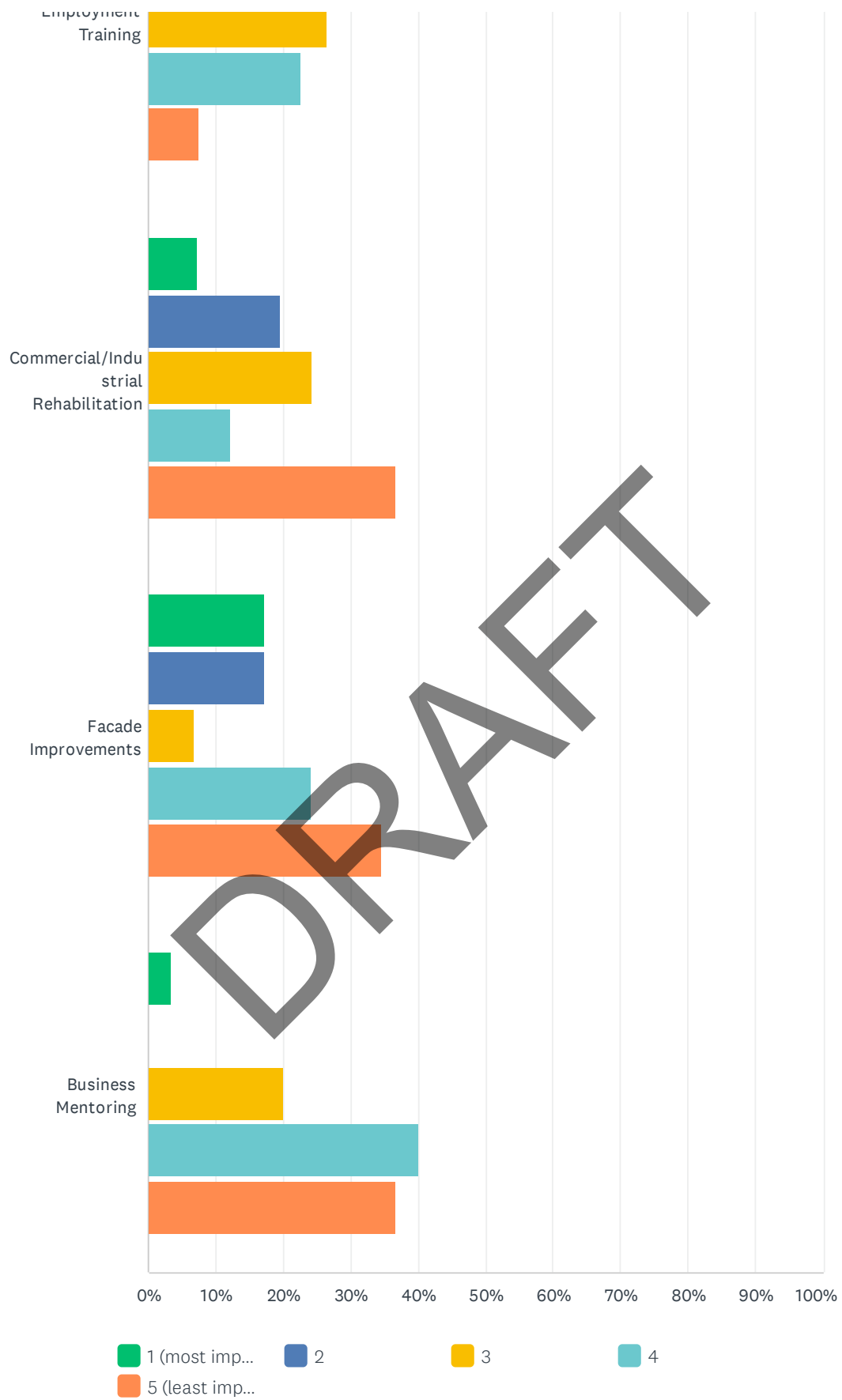
	1 (MOST IMPORTANT)	2	3	4	5 (LEAST IMPORTANT)	TOTAL	WEIGHTED AVERAGE
Services for Individuals with Disabilities	27.42% 17	22.58% 14	12.90% 8	24.19% 15	12.90% 8	62	2.73
Senior Services	20.97% 13	17.74% 11	11.29% 7	16.13% 10	33.87% 21	62	3.24
Domestic Violence Services	11.29% 7	20.97% 13	46.77% 29	11.29% 7	9.68% 6	62	2.87
Substance Abuse Services	14.52% 9	29.03% 18	16.13% 10	30.65% 19	9.68% 6	62	2.92
Homeless Services (including Street Outreach)	25.81% 16	9.68% 6	12.90% 8	17.74% 11	33.87% 21	62	3.24

Q17 Economic Development Needs: Please rank the five most important economic development needs in Salinas. Rank your answers from 1 to 5, with 1 being the most important and 5 being the least important.

Answered: 60 Skipped: 20



# City of Salinas - Community Survey (English)



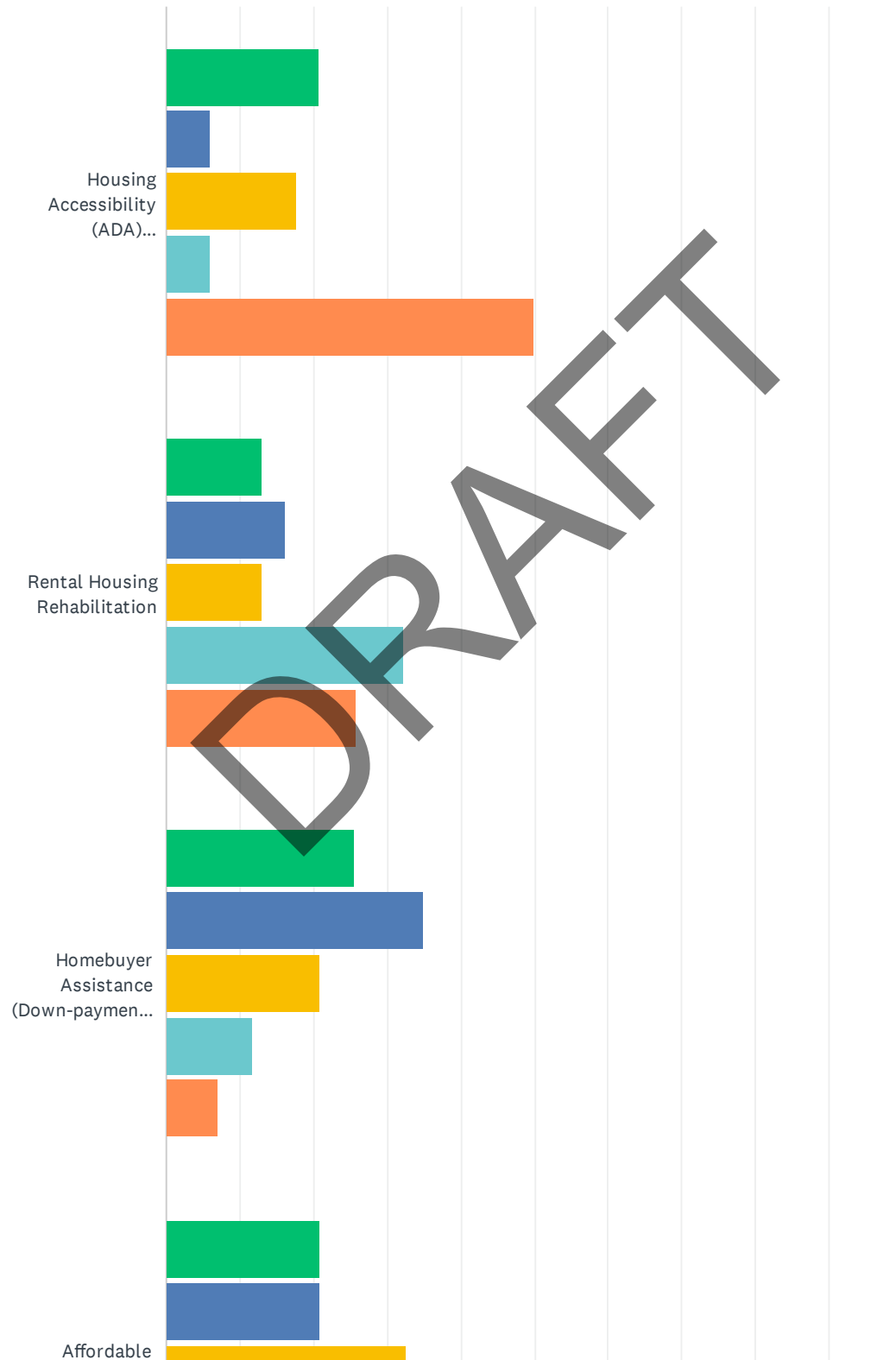
City of Salinas - Community Survey (English)

	1 (MOST IMPORTANT)	2	3	4	5 (LEAST IMPORTANT)	TOTAL	WEIGHTED AVERAGE
Start-up Business Assistance	17.65% 9	13.73% 7	25.49% 13	23.53% 12	19.61% 10	51	3.14
Small Business Loans	16.67% 7	23.81% 10	16.67% 7	21.43% 9	21.43% 9	42	3.07
Job Creation/Retention	51.85% 28	25.93% 14	14.81% 8	5.56% 3	1.85% 1	54	1.80
Employment Training	13.21% 7	30.19% 16	26.42% 14	22.64% 12	7.55% 4	53	2.81
Commercial/Industrial Rehabilitation	7.32% 3	19.51% 8	24.39% 10	12.20% 5	36.59% 15	41	3.51
Facade Improvements	17.24% 5	17.24% 5	6.90% 2	24.14% 7	34.48% 10	29	3.41
Business Mentoring	3.33% 1	0.00% 0	20.00% 6	40.00% 12	36.67% 11	30	4.07

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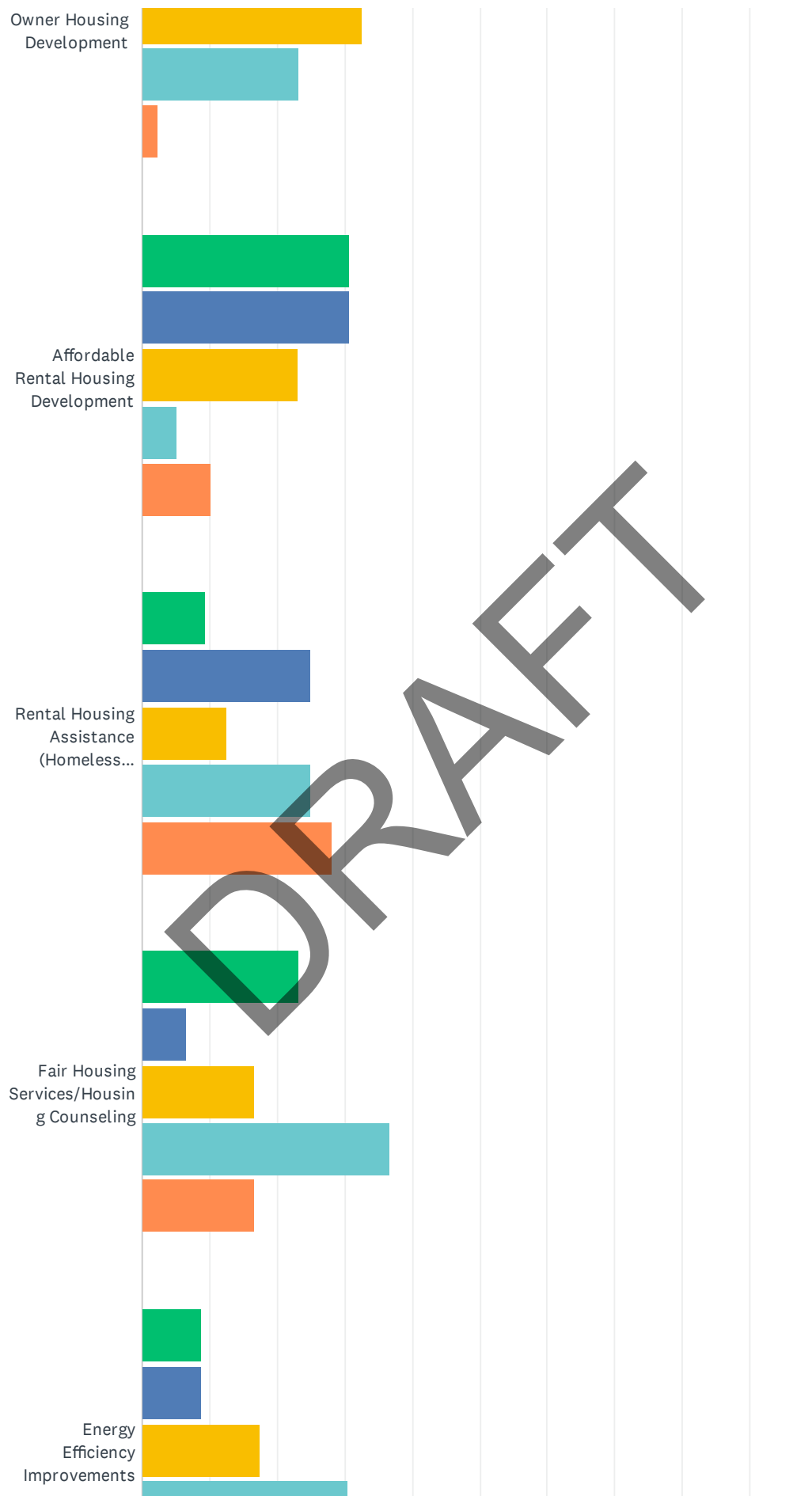
**Q18 Housing Needs: Please rank the five most important housing needs in Salinas. Rank your answers from 1 to 5, with 1 being the most important and 5 being the least important.**

Answered: 55   Skipped: 25

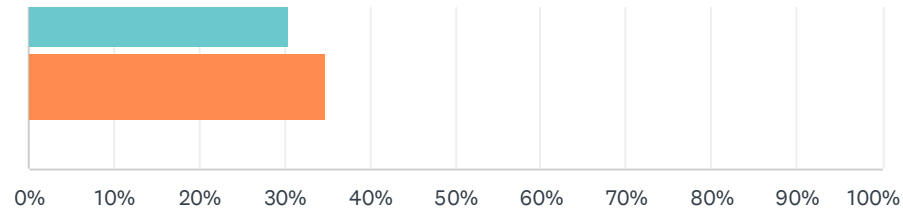




# City of Salinas - Community Survey (English)



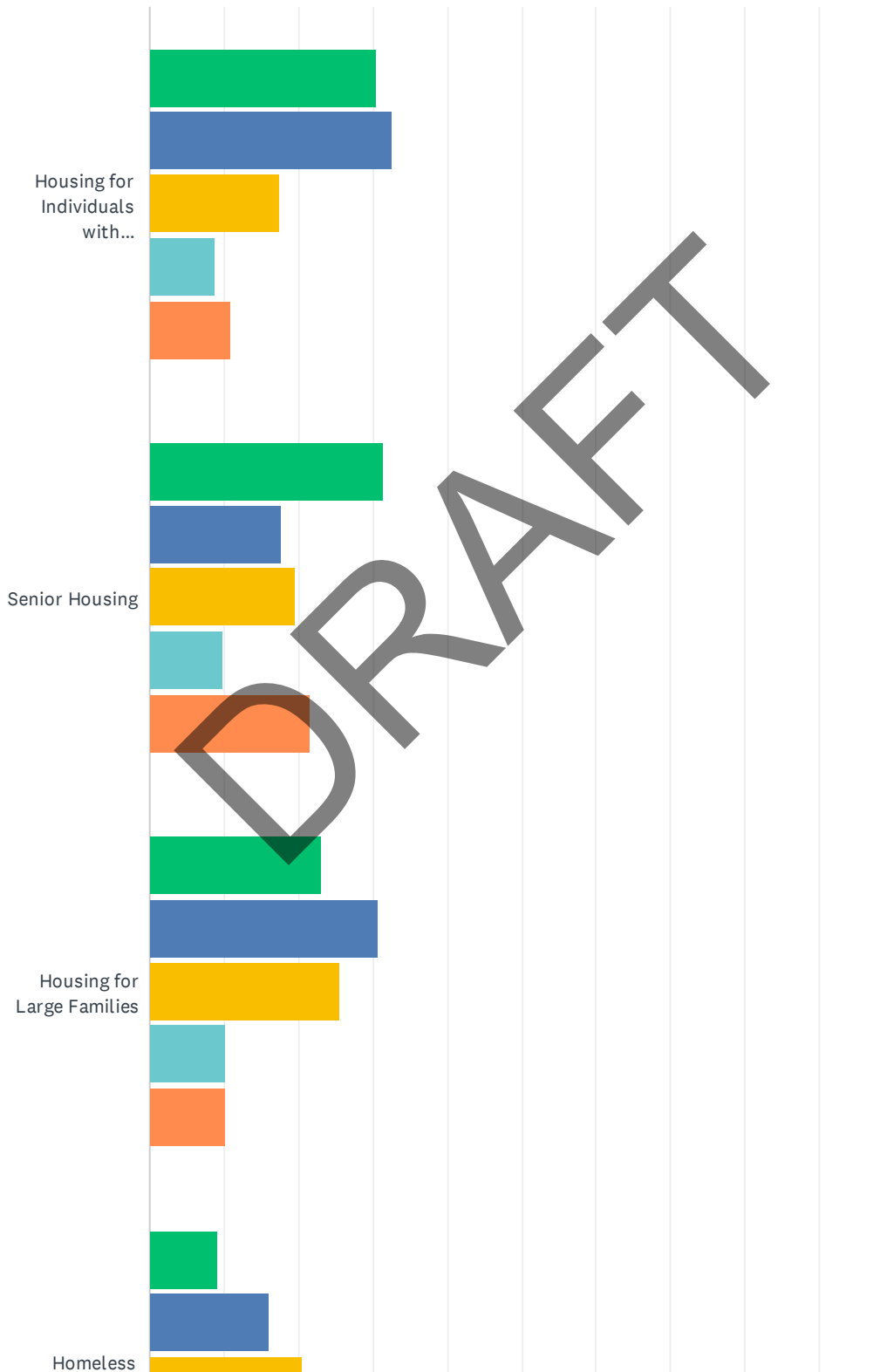
# City of Salinas - Community Survey (English)



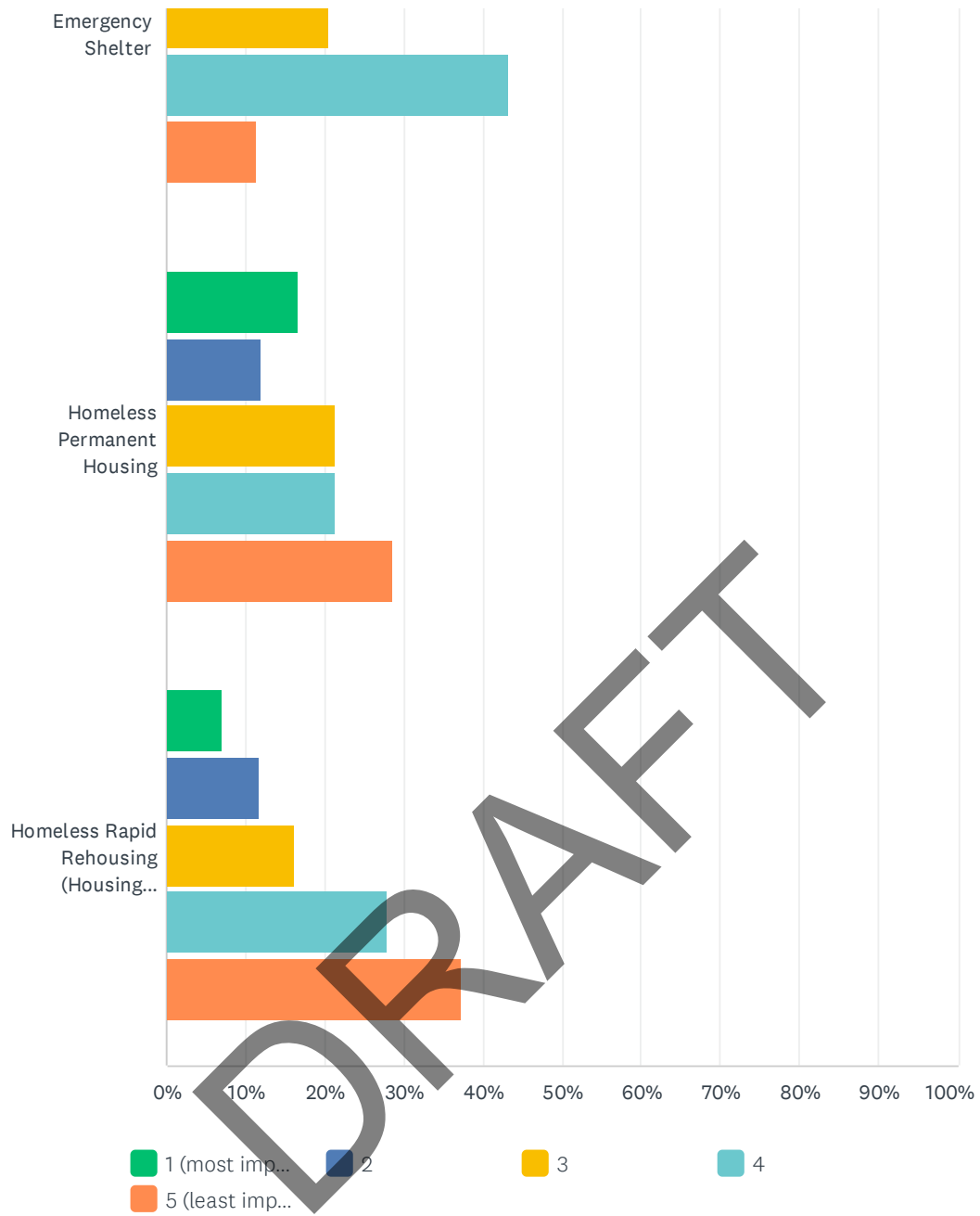
	1 (MOST IMPORTANT)	2	3	4	5 (LEAST IMPORTANT)	TOTAL	WEIGHTED AVERAGE
Housing Accessibility (ADA) Improvements, Owner Housing Rehabilitation and Lead Based Paint Test/ Abatement	20.59% 7	5.88% 2	17.65% 6	5.88% 2	50.00% 17	34	3.59
Rental Housing Rehabilitation	12.90% 4	16.13% 5	12.90% 4	32.26% 10	25.81% 8	31	3.42
Homebuyer Assistance (Down-payment and closing costs assistance)	25.58% 11	34.88% 15	20.93% 9	11.63% 5	6.98% 3	43	2.40
Affordable Owner Housing Development	20.93% 9	20.93% 9	32.56% 14	23.26% 10	2.33% 1	43	2.65
Affordable Rental Housing Development	30.77% 12	30.77% 12	23.08% 9	5.13% 2	10.26% 4	39	2.33
Rental Housing Assistance (Homeless Prevention)	9.38% 3	25.00% 8	12.50% 4	25.00% 8	28.13% 9	32	3.38
Fair Housing Services/Housing Counseling	23.33% 7	6.67% 2	16.67% 5	36.67% 11	16.67% 5	30	3.17
Energy Efficiency Improvements	8.70% 2	8.70% 2	17.39% 4	30.43% 7	34.78% 8	23	3.74

Q19 Special Needs Housing: Please rank the five most important special housing needs in Salinas. Rank your answers from 1 to 5, with 1 being the most important and 5 being the least important.

Answered: 53 Skipped: 27



# City of Salinas - Community Survey (English)



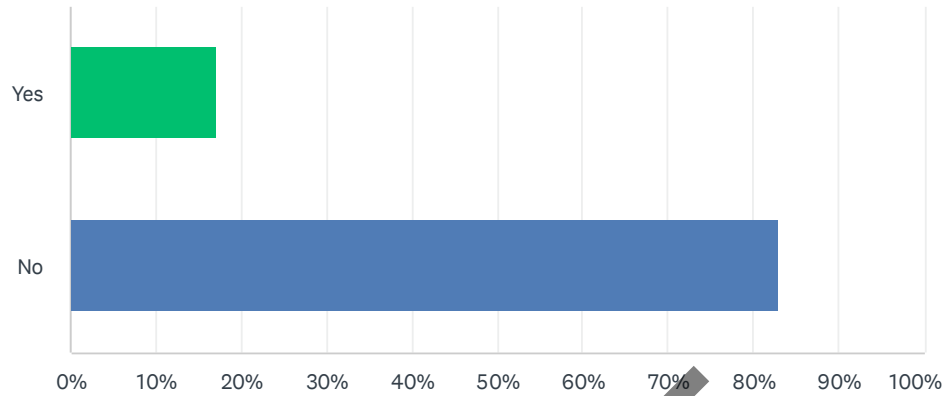
## City of Salinas - Community Survey (English)

	1 (MOST IMPORTANT)	2	3	4	5 (LEAST IMPORTANT)	TOTAL	WEIGHTED AVERAGE
Housing for Individuals with Disabilities	30.43% 14	32.61% 15	17.39% 8	8.70% 4	10.87% 5	46	2.37
Senior Housing	31.37% 16	17.65% 9	19.61% 10	9.80% 5	21.57% 11	51	2.73
Housing for Large Families	23.08% 9	30.77% 12	25.64% 10	10.26% 4	10.26% 4	39	2.54
Homeless Emergency Shelter	9.09% 4	15.91% 7	20.45% 9	43.18% 19	11.36% 5	44	3.32
Homeless Permanent Housing	16.67% 7	11.90% 5	21.43% 9	21.43% 9	28.57% 12	42	3.33
Homeless Rapid Rehousing (Housing Placement and Rental Assistance)	6.98% 3	11.63% 5	16.28% 7	27.91% 12	37.21% 16	43	3.77

DRAFT

## Q20 Have you personally ever experienced discrimination in housing?

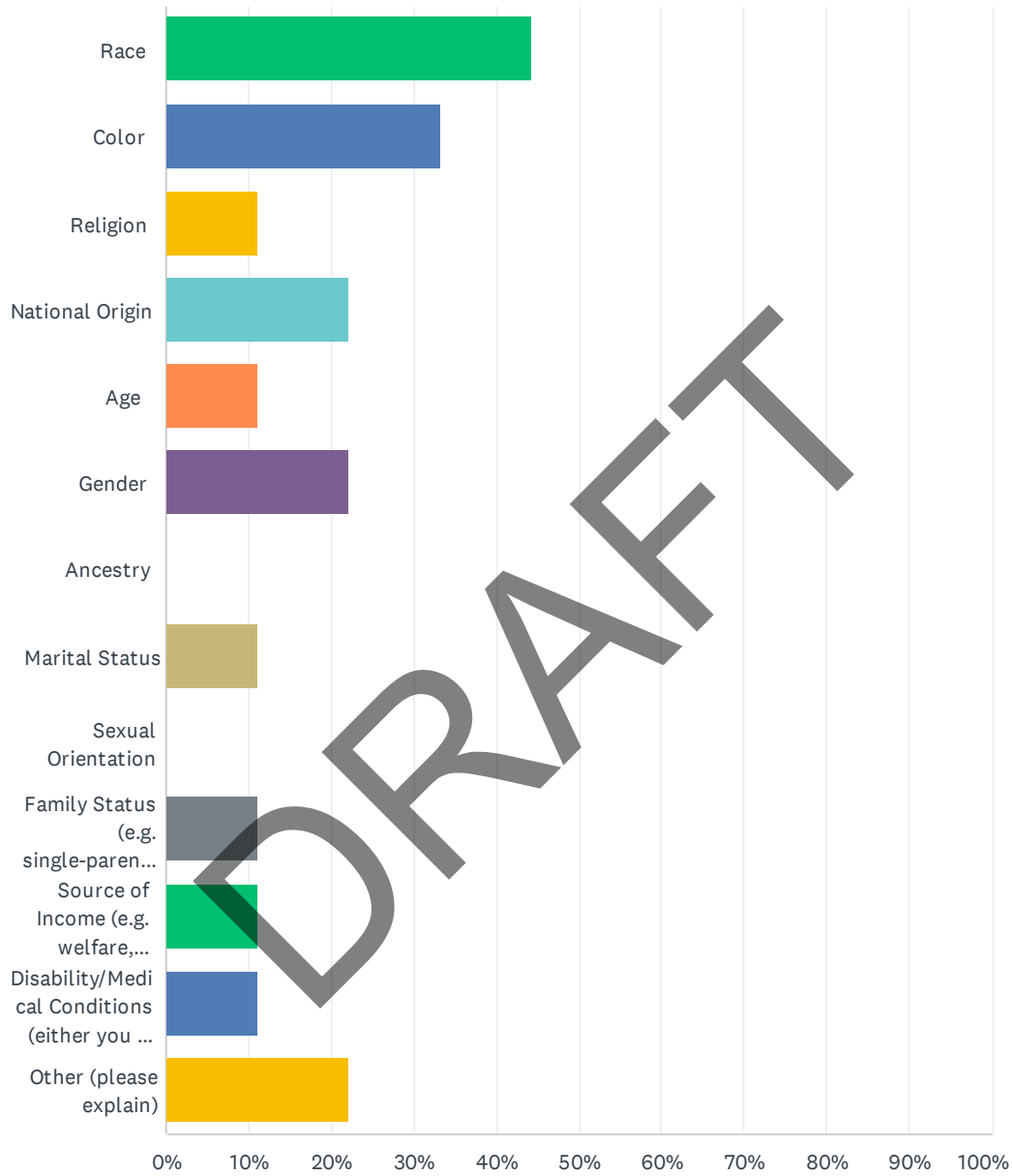
Answered: 53 Skipped: 27



ANSWER CHOICES	RESPONSES	
Yes	16.98%	9
No	83.02%	44
TOTAL		53

## Q21 On what basis do you believe you were discriminated against? (check all that apply)

Answered: 9 Skipped: 71



## City of Salinas - Community Survey (English)

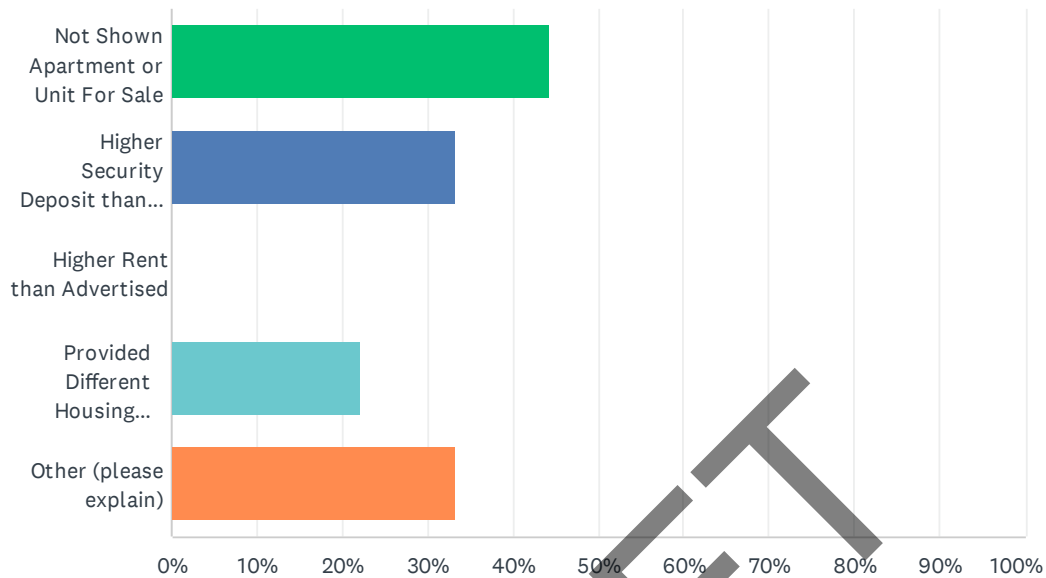
ANSWER CHOICES	RESPONSES	
Race	44.44%	4
Color	33.33%	3
Religion	11.11%	1
National Origin	22.22%	2
Age	11.11%	1
Gender	22.22%	2
Ancestry	0.00%	0
Marital Status	11.11%	1
Sexual Orientation	0.00%	0
Family Status (e.g. single-parent with children, family with children or expecting a child)	11.11%	1
Source of Income (e.g. welfare, unemployment insurance, housing voucher)	11.11%	1
Disability/Medical Conditions (either you or someone close to you)	11.11%	1
Other (please explain)	22.22%	2
Total Respondents: 9		

DRAFT



## Q22 How were you discriminated against? (check all that apply)

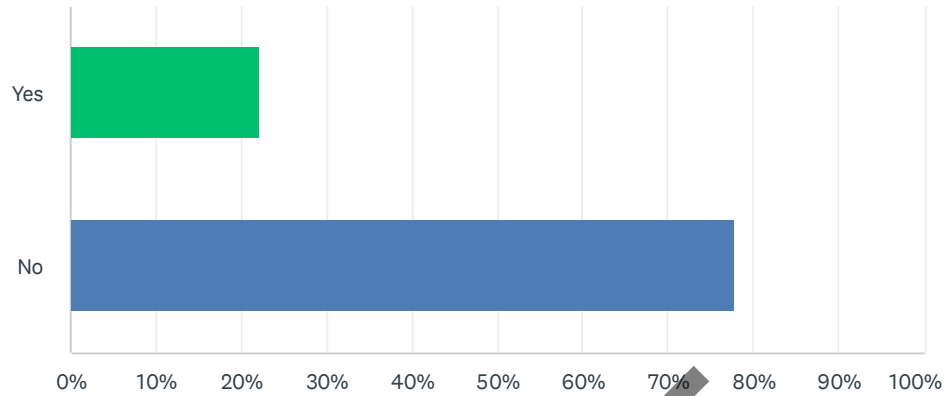
Answered: 9 Skipped: 71



ANSWER CHOICES	RESPONSES	
Not Shown Apartment or Unit For Sale	44.44%	4
Higher Security Deposit than Industry Standard	33.33%	3
Higher Rent than Advertised	0.00%	0
Provided Different Housing Services or Facilities	22.22%	2
Other (please explain)	33.33%	3
Total Respondents: 9		

## Q23 Have you reported the incident?

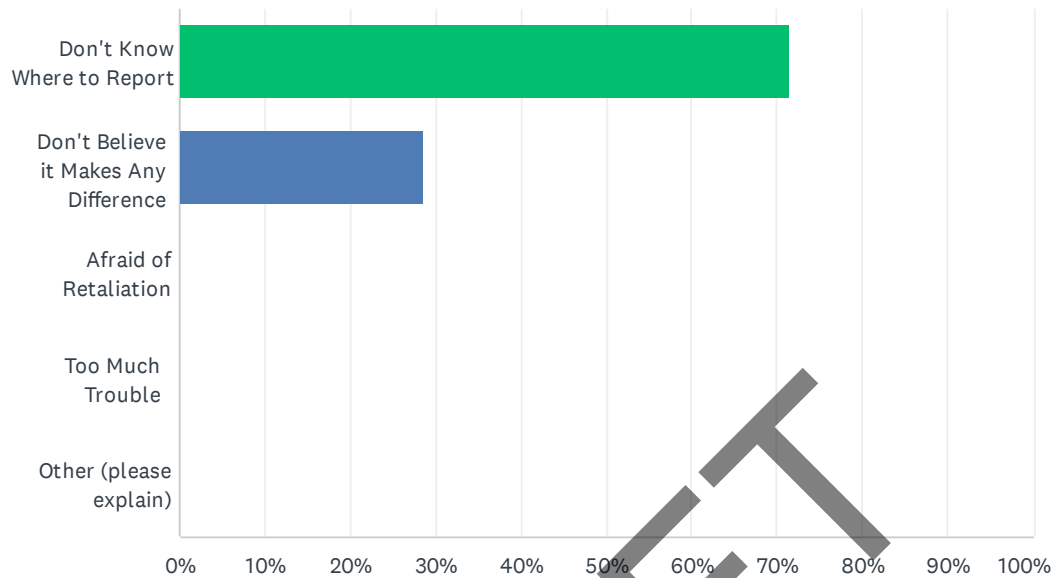
Answered: 9 Skipped: 71



ANSWER CHOICES		RESPONSES	
Yes		22.22%	2
No		77.78%	7
TOTAL			9

## Q24 If NO, Why?

Answered: 7 Skipped: 73



ANSWER CHOICES	RESPONSES	
Don't Know Where to Report	71.43%	5
Don't Believe it Makes Any Difference	28.57%	2
Afraid of Retaliation	0.00%	0
Too Much Trouble	0.00%	0
Other (please explain)	0.00%	0
<b>TOTAL</b>		<b>7</b>

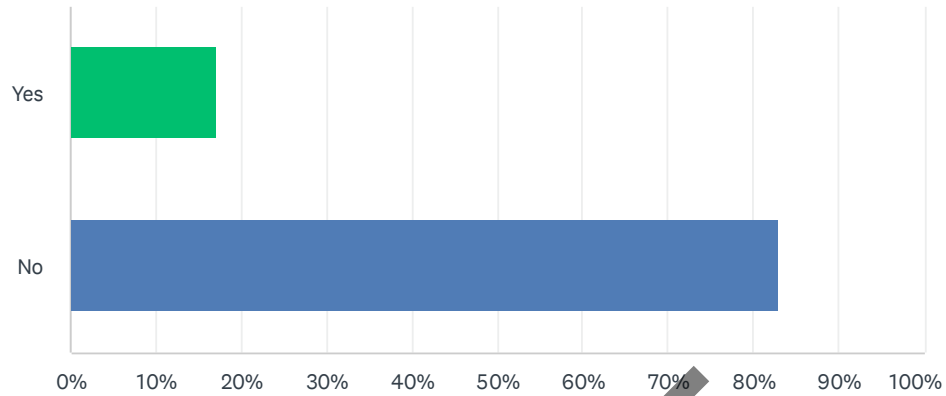
## Q25 If YES, how did you report the incident?

Answered: 2   Skipped: 78

DRAFT

## Q26 Have you attended a Fair Housing Training?

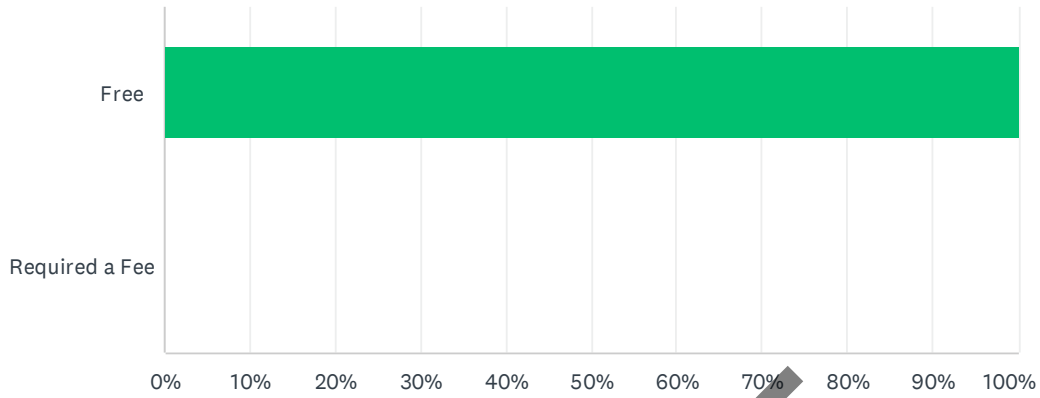
Answered: 53 Skipped: 27



ANSWER CHOICES	RESPONSES	
Yes	16.98%	9
No	83.02%	44
TOTAL		53

## Q27 If YES, was it free or was there a fee?

Answered: 10 Skipped: 70

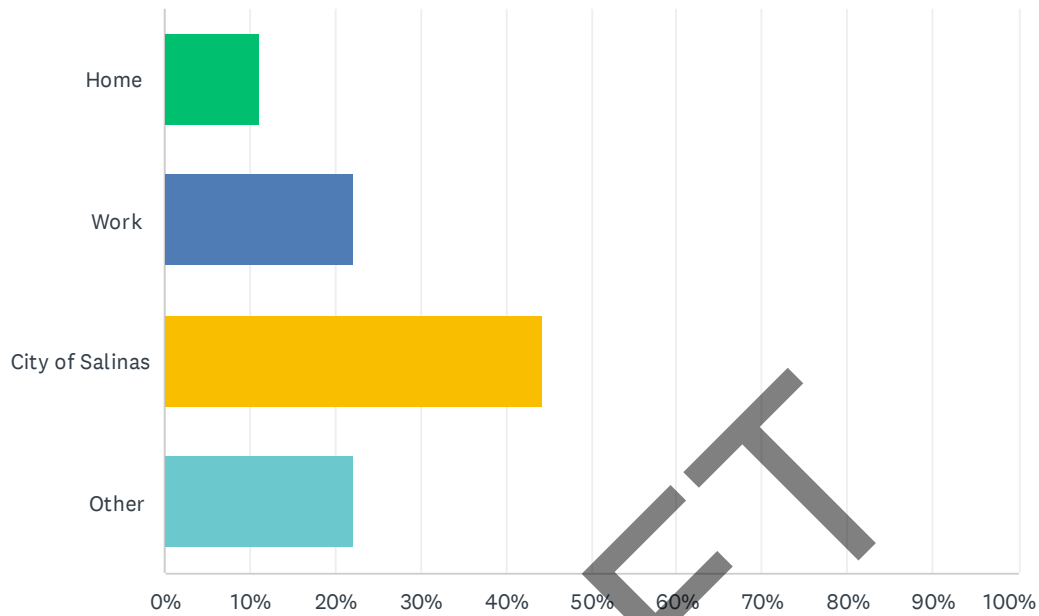


ANSWER CHOICES		RESPONSES
Free	100.00%	10
Required a Fee	0.00%	0
TOTAL		10

DRAFT

## Q28 If YES, where was the training?

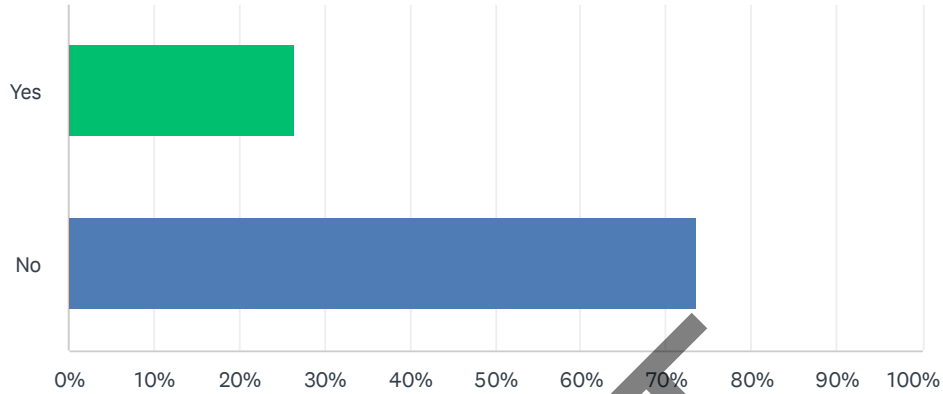
Answered: 9 Skipped: 71



ANSWER CHOICES	RESPONSES	
Home	11.11%	1
Work	22.22%	2
City of Salinas	44.44%	4
Other	22.22%	2
TOTAL		9

## Q29 Have you ever seen or heard a Fair Housing Public Service Announcement (PSA) on TV/Radio/Online/Flyer?

Answered: 53 Skipped: 27



ANSWER CHOICES	RESPONSES	
Yes	26.42%	14
No	73.58%	39
TOTAL		53



Q30 Please provide any comment regarding community needs or fair housing not discussed above:

Answered: 28 Skipped: 52

DRAFT



## Encuesta para Residentes de la Ciudad de Salinas

### ¿CUÁLES SON LAS NECESIDADES DE VIVIENDA Y DESARROLLO COMUNITARIO EN SU VECINDARIO?

La Ciudad de Salinas recibe aproximadamente \$2 millones del Departamento de Vivienda y Desarrollo Urbano de los Estados Unidos (HUD, por sus siglas en inglés) en fondos del programa de Subvención para el Desarrollo Comunitario (CDBG, por sus siglas en inglés), más de \$700,000 del Programa de Asociaciones para Inversiones en Vivienda (HOME, por sus siglas en inglés) y aproximadamente \$170,000 del Programa de Subvenciones para Soluciones de Emergencia (ESG, por sus siglas en inglés) para proyectos de vivienda y desarrollo comunitario. La Ciudad quiere que usted tenga voz en cómo se invierte este dinero.

**Cuando llene esta encuesta, por favor considere lo siguiente: 1) Las necesidades en su vecindario/comunidad y cómo pueden ser mejoradas; 2) El nivel relativo de necesidad para cada uno de los siguientes elementos marcando la casilla que mejor aplique. Tenga en cuenta que los fondos disponibles son muy limitados y priorizar sus respuestas es muy importante.**

1. Por favor, indique su código postal: \_\_\_\_\_

**CUÉNTENOS SOBRE USTED** (Las preguntas 2 a 8 son opcionales; sin embargo, sus respuestas nos permitirán servir mejor a la comunidad).

2. Categorías Étnicas (seleccione una opción):  
☐ Hispano o Latino ☐ No Hispano o Latino ☐ Prefiero No Responder

Categorías Raciales (seleccione una opción):  
3. ☐ Indígena americano(a) o Nativo de Alaska ☐ Asiático ☐ Negro/Afroamericano

☐ Nativo de Hawái u otra isla del Pacífico ☐ Blanco ☐ Otro \_\_\_\_\_

¿Cuál es su estado actual de vivienda?

4. ☐ Soy propietario(a) de una vivienda ☐ Alquilo una casa/apartamento ☐ Vivo con un amigo/pariente  
☐ Vivo en un albergue ☐ No tengo vivienda

5. ¿Vive actualmente en una vivienda de bajos recursos? ☐ SÍ ☐ NO

6. Edad ☐ 18-24 ☐ 25- ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+

7. ¿Tiene alguna discapacidad que pueda impactar sus necesidades de vivienda? ☐ Sí ☐ NO

8. ¿Tiene hijos menores de 18 años viviendo en su hogar? ☐ Sí ☐ NO

9. ¿Alguien en su hogar habla regularmente un idioma distinto al inglés? ☐ Sí ☐ NO

☐ Si respondió sí, ¿qué idioma? \_\_\_\_\_

## ENCUESTA DE ACCESO A INTERNET

10. ¿Tiene acceso a internet de alta velocidad en su hogar? ☐ Sí ☐ NO

11. Si respondió SÍ, ¿quién es su proveedor de internet?

☐ Earthlink ☐ Hughesnet ☐ Xfinity/Comcast ☐ T-Mobile Internet

☐ Spectrum ☐ Etheric ☐ Razzolink ☐ Surfnets ☐ AT&T

☐ Otro \_\_\_\_\_

12. Si respondió NO, por favor elija la razón por la que no utiliza Internet en casa:  
(marque todas las opciones que correspondan)

☐ No me interesa ☐ Demasiado Caro ☐ Me conecto en el trabajo/escuela

☐ Me conecto en un lugar público ☐ Otro \_\_\_\_\_

## ENCUESTA DE NECESIDADES DE VIVIENDA Y DESARROLLO COMUNITARIO

**13. Necesidades de Instalaciones Comunitarias:** Por favor, clasifique las cinco necesidades de instalaciones comunitarias más importantes en Salinas. Clasifique sus respuestas del 1 al 5, siendo 1 la más importante y 5 la menos importante.

	1 (más importante)	2	3	4	5 (menos importante)
Centros para Personas Mayores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Centros Juveniles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Centros de Cuidado Infantil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instalaciones de Parques y Recreación	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instalaciones de Atención Médica	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Centros Comunitarios	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bibliotecas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Refugios para Personas sin Hogar y Víctimas de Violencia Doméstica	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**14. Necesidades de Servicios Comunitarios:** Por favor, clasifique las siguientes necesidades de servicios comunitarios en Salinas. Clasifique sus respuestas del 1 al 5, siendo 1 la más importante y 5 la menos importante.

	1 (más importante)	2	3	4	5 (menos importante)
Programas para Personas Mayores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programas Juveniles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servicios de Cuidado Infantil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servicios de Salud/Salud Mental	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servicios Legales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**15. Necesidades de Mejoras en las Calles y Vecindarios:** Por favor, clasifique las siguientes necesidades de mejora en vecindarios en Salinas. Clasifique sus respuestas del 1 al 4, siendo 1 la más importante y 4 la menos importante.

	1 (más importante)	2	3	4 (menos importante)
Mejoras en Agua/Alcantarillado	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mejoras en Calles, Alumbrado Público y Aceras	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eliminación de Graffiti/Basura	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mejoras de Accesibilidad (ADA)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**16. Necesidades de Servicios Especiales:** Por favor, clasifique las siguientes necesidades de servicios especiales en Salinas. **Clasifique sus respuestas del 1 al 5**, siendo 1 la más importante y 5 la menos importante.

	1 (más importante)	2	3	4	5 (menos importante)
Servicios para Personas con Discapacidades	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servicios para Personas Mayores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servicios de Violencia Doméstica	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servicios de Abuso de Sustancias/Drogas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servicios para Personas sin Hogar (incluyendo Alcance Público)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**17. Necesidades de Desarrollo Económico:** Por favor, clasifique **las cinco necesidades** de desarrollo económico más importantes en Salinas. **Clasifique sus respuestas del 1 al 5**, siendo 1 la más importante y 5 la menos importante.

	1 (más importante)	2	3	4	5 (menos importante)
Asistencia para Nuevos Negocios	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Préstamos para Pequeñas Empresas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creación/Retención de Empleos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Capacitación Laboral	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rehabilitación Comercial/Industrial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mejoras de Fachadas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mentoría Empresarial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**18. Necesidades de Vivienda:** Por favor, clasifique **las cinco necesidades** de vivienda más importantes en Salinas. **Clasifique sus respuestas del 1 al 5**, siendo 1 la más importante y 5 la menos importante.

	1 (más importante)	2	3	4	5 (menos importante)
Mejoras de Accesibilidad en Viviendas (ADA) y Rehabilitación de Viviendas (incluye Pruebas/Eliminación de Pintura con Plomo)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rehabilitación de Viviendas de Alquiler	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asistencia para Compradores de Vivienda (Pago Inicial y Costos de Cierre)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Desarrollo de Vivienda Asequible - Para Compra	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Desarrollo de Vivienda Asequible - Para Alquiler	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asistencia para Viviendas de Alquiler (Prevención de la Pérdida de Vivienda)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servicios de Vivienda Justa/Asesoramiento de Vivienda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mejoras de Eficiencia Energética	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**19. Necesidades de Vivienda Especial:** Por favor, clasifique **las cinco necesidades** de vivienda especial más importantes en Salinas. **Clasifique sus respuestas del 1 al 5**, siendo 1 la más importante y 5 la menos importante.

	1 (más importante)	2	3	4	5 (menos importante)
Vivienda para Personas con Discapacidades	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vivienda para Personas Mayores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vivienda para Familias Grandes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Refugios de Emergencia para Personas sin Hogar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vivienda Permanente para Personas sin Hogar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Realojo Rápido para Personas sin Hogar (Ubicación de Vivienda y Asistencia de Alquiler)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## ENCUESTA DE VIVIENDA JUSTA

Las leyes federales y estatales de Vivienda Justa prohíben la discriminación en todos los aspectos de la vivienda, incluyendo la venta, alquiler, políticas de vivienda y financiamiento. Cada persona tiene derecho a un acceso equitativo a las oportunidades de vivienda, independientemente de su raza, color, religión, sexo, origen nacional, discapacidad/condiciones médicas, estado familiar, estado civil, edad, ascendencia, orientación sexual, identidad de género, expresión de género, fuente de ingresos o cualquier otra razón arbitraria.

20. ¿Ha sido usted personalmente discriminado en asuntos de la vivienda? ☐ SÍ ☐ NO

a) ¿Por qué cree que fue discriminado/a? (marque todas las opciones que correspondan):

- ☐ Raza ☐ Color ☐ Religión ☐ Origen Nacional ☐ Edad  
☐ Genero ☐ Ascendencia ☐ Estado Civil ☐ Orientación Sexual  
☐ Estado Familiar (por ejemplo, padre/madre solteros con hijos, familia con hijos o esperando un hijo)  
☐ Fuente de Ingresos (por ejemplo, asistencia social [welfare], seguro de desempleo, voucher de vivienda)  
☐ Discapacidad/Condiciones Médicas (ya sea usted o alguien cercano a usted)  
☐ Otra (por favor explique): \_\_\_\_\_

b) ¿Cómo fue discriminado/a? (marque todas las opciones que correspondan):

- ☐ No le mostraron el apartamento o unidad en venta  
☐ Depósito de seguridad más alto de lo normal  
☐ Precio/renta más alto del anunciado  
☐ Se le proporcionaron servicios o instalaciones de vivienda diferentes  
☐ Otra (por favor explique): \_\_\_\_\_

c) ¿Reportó el incidente? ☐ SÍ ☐ NO

i. Si respondió NO, ¿Por qué no lo reportó?

- ☐ No sé dónde reportarlo ☐ No creo que haga alguna diferencia  
☐ Miedo a represalias ☐ Demasiado complicado  
☐ Otro (por favor explique): \_\_\_\_\_

ii. Si respondió SÍ, ¿Cómo reportó el incidente?

\_\_\_\_\_

21. ¿Ha asistido a un entrenamiento sobre Vivienda Justa? ☐ SÍ ☐ NO

a) Si respondió SÍ, ¿fue gratuito o tuvo costo? ☐ Gratuito ☐ Requirió un costo

b) Si respondió SÍ, ¿dónde fue el entrenamiento? ☐ En casa ☐ En el trabajo ☐ En la Ciudad de Salinas

☐ Otro \_\_\_\_\_

22. ¿Ha visto o escuchado algún anuncio de servicio público sobre Vivienda Justa en la televisión, radio, internet o folletos?

☐ SÍ      ☐ NO

23. Por favor, comparta cualquier comentario sobre las necesidades comunitarias o de vivienda justa que no se hayan discutido anteriormente:

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**¡GRACIAS!**

**Por favor, devuelva las encuestas a más tardar el 31 de enero de 2025 a:**

**La Ciudad de Salinas**

Departamento de Desarrollo Comunitario,  
División de Vivienda  
65 W. Alisal Street (2do Piso)  
Salinas, CA 93901

**ESTA ENCUESTA TAMBIÉN ESTÁ DISPONIBLE EN LÍNEA EN:**

<https://www.surveymonkey.com/r/SalinasSpanish>

**O escanee el código QR a la derecha con la cámara de su teléfono:**





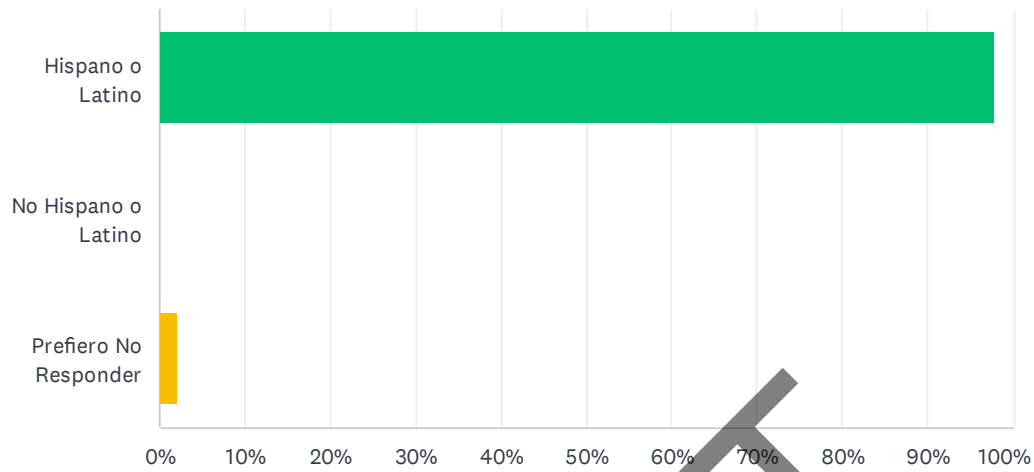
Q1 Por favor, indique su código postal:

Answered: 47 Skipped: 0

DRAFT

## Q2 Categorías Étnicas (seleccione una opción):

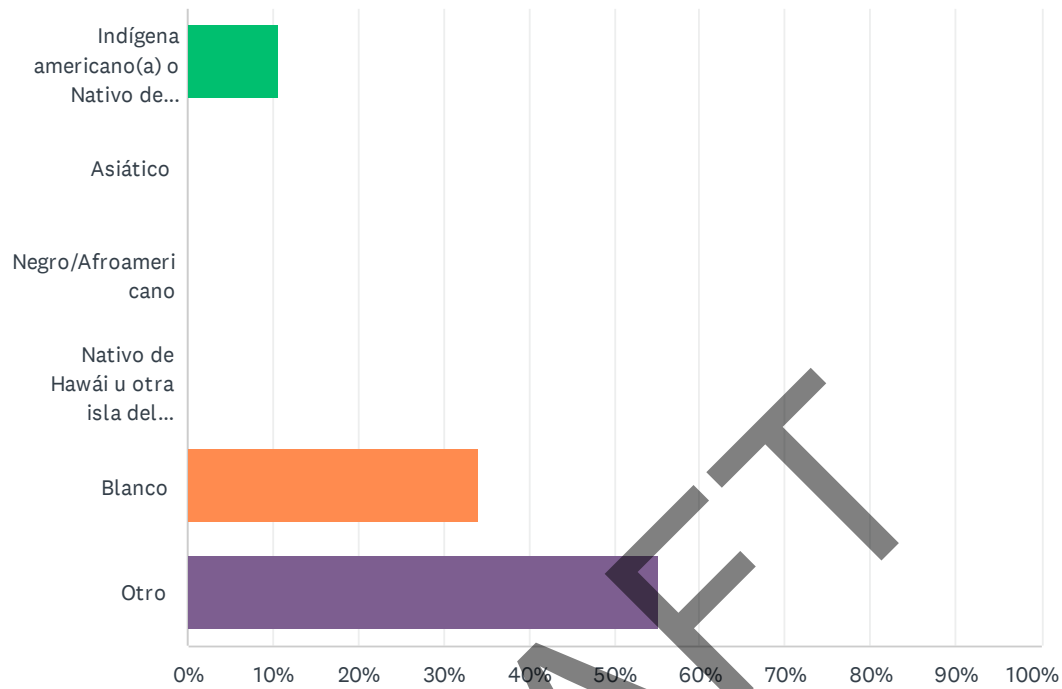
Answered: 47 Skipped: 0



ANSWER CHOICES	RESPONSES	
Hispano o Latino	97.87%	46
No Hispano o Latino	0.00%	0
Prefiero No Responder	2.13%	1
TOTAL		47

## Q3 Categorías Raciales (seleccione una opción):

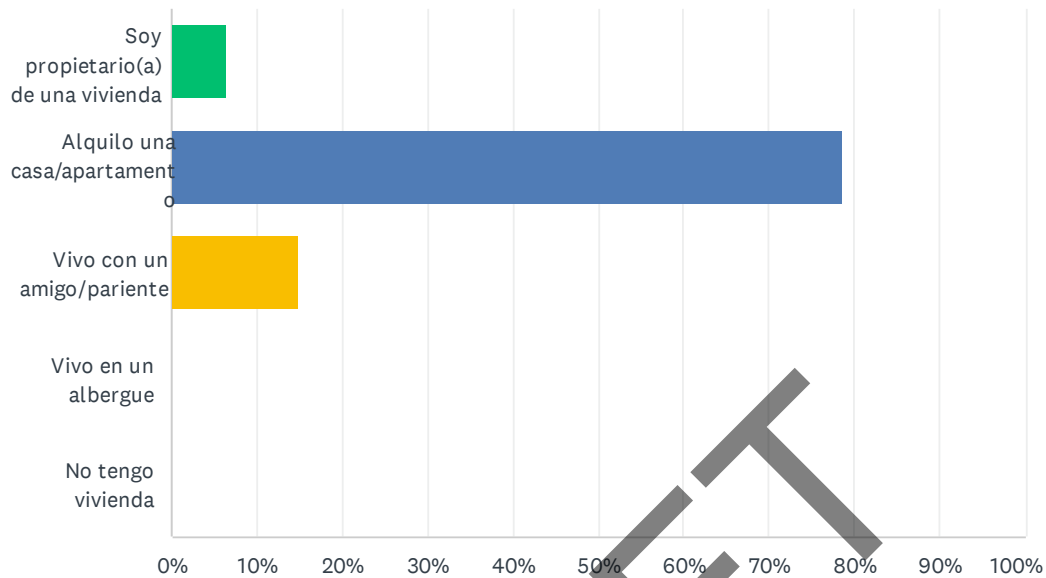
Answered: 47 Skipped: 0



ANSWER CHOICES	RESPONSES	
Indígena americano(a) o Nativo de Alaska	10.64%	5
Asiático	0.00%	0
Negro/Afroamericano	0.00%	0
Nativo de Hawái u otra isla del Pacífico	0.00%	0
Blanco	34.04%	16
Otro	55.32%	26
TOTAL		47

## Q4 ¿Cuál es su estado actual de vivienda?

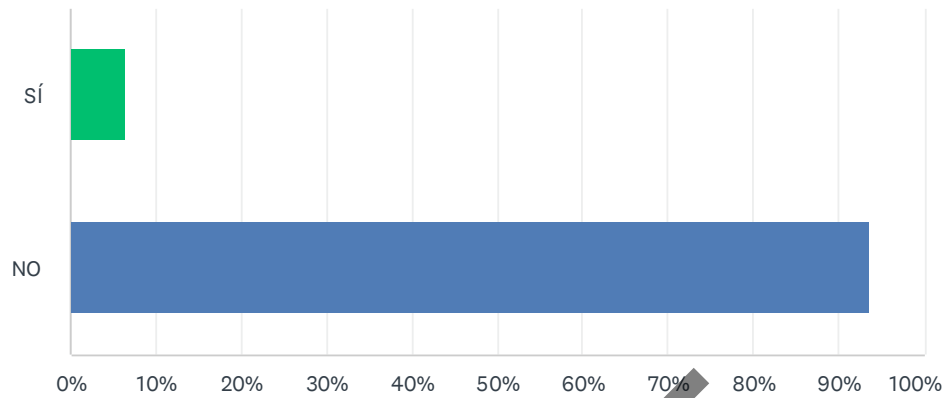
Answered: 47 Skipped: 0



ANSWER CHOICES	RESPONSES	
Soy propietario(a) de una vivienda	6.38%	3
Alquilo una casa/apartamento	78.72%	37
Vivo con un amigo/pariente	14.89%	7
Vivo en un albergue	0.00%	0
No tengo vivienda	0.00%	0
TOTAL		47

## Q5 ¿Vive actualmente en una vivienda de bajos recursos?

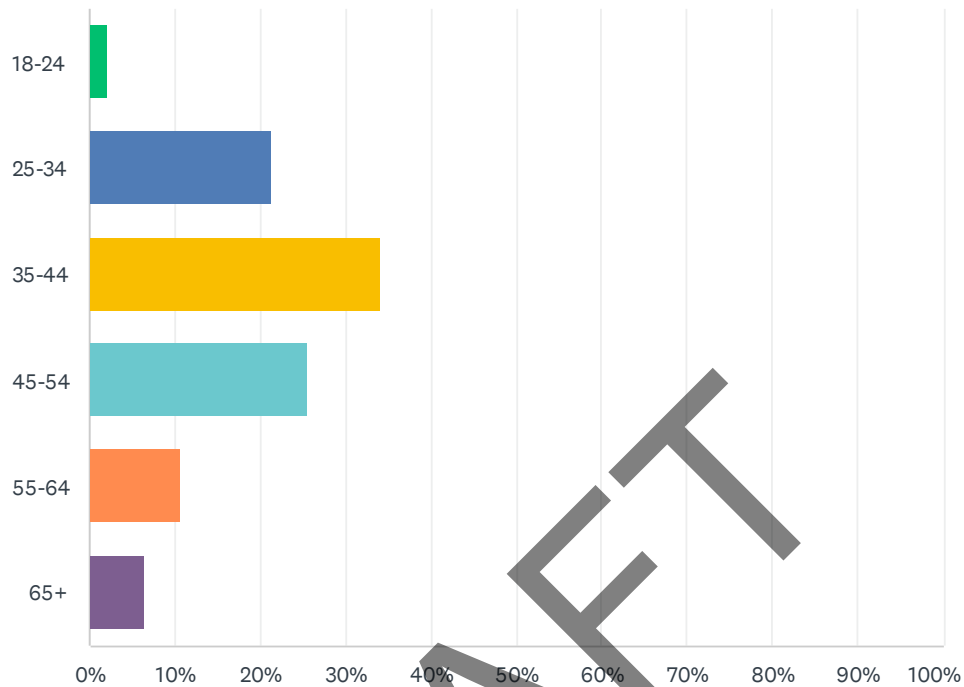
Answered: 47 Skipped: 0



ANSWER CHOICES	RESPONSES	
SÍ	6.38%	3
NO	93.62%	44
TOTAL		47

## Q6 Edad

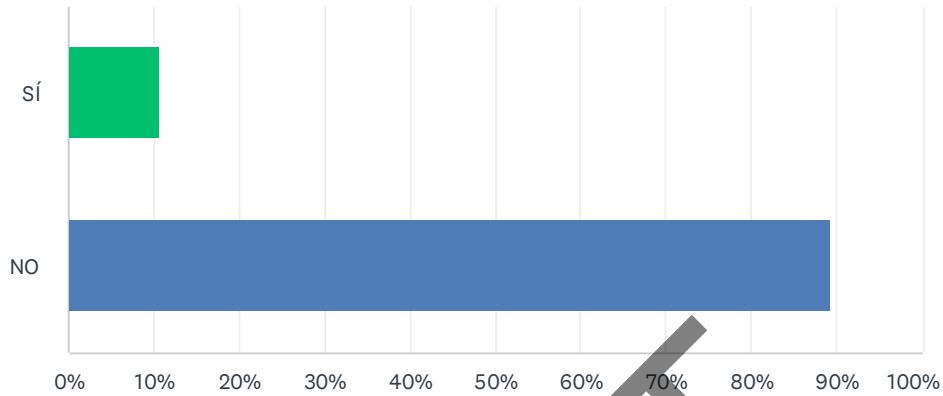
Answered: 47 Skipped: 0



ANSWER CHOICES	RESPONSES	
18-24	2.13%	1
25-34	21.28%	10
35-44	34.04%	16
45-54	25.53%	12
55-64	10.64%	5
65+	6.38%	3
TOTAL		47

## Q7 ¿Tiene alguna discapacidad que pueda impactar sus necesidades de vivienda?

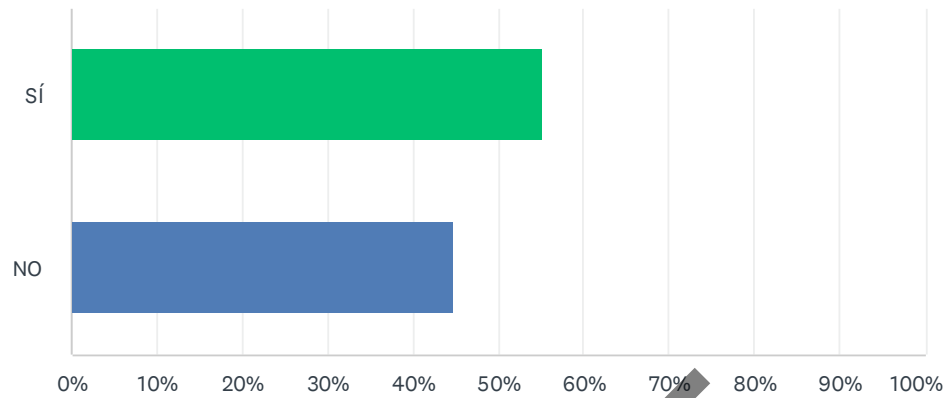
Answered: 47 Skipped: 0



ANSWER CHOICES	RESPONSES	
SÍ	10.64%	5
NO	89.36%	42
TOTAL		47

## Q8 ¿Tiene hijos menores de 18 años viviendo en su hogar?

Answered: 47 Skipped: 0

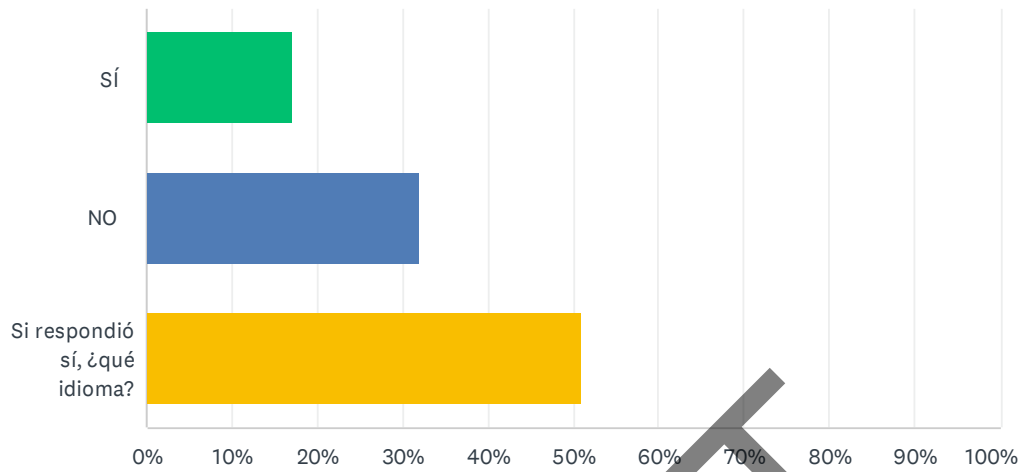


ANSWER CHOICES		RESPONSES	
SÍ		55.32%	26
NO		44.68%	21
TOTAL			47



## Q9 ¿Alguien en su hogar habla regularmente un idioma distinto al inglés?

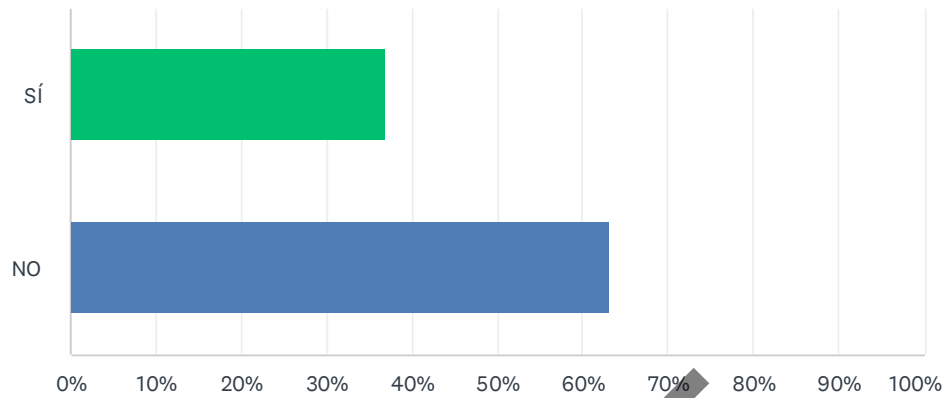
Answered: 47 Skipped: 0



ANSWER CHOICES	RESPONSES	
SÍ	17.02%	8
NO	31.91%	15
Si respondió sí, ¿qué idioma?	51.06%	24
TOTAL		47

## Q10 ¿Tiene acceso a internet de alta velocidad en su hogar?

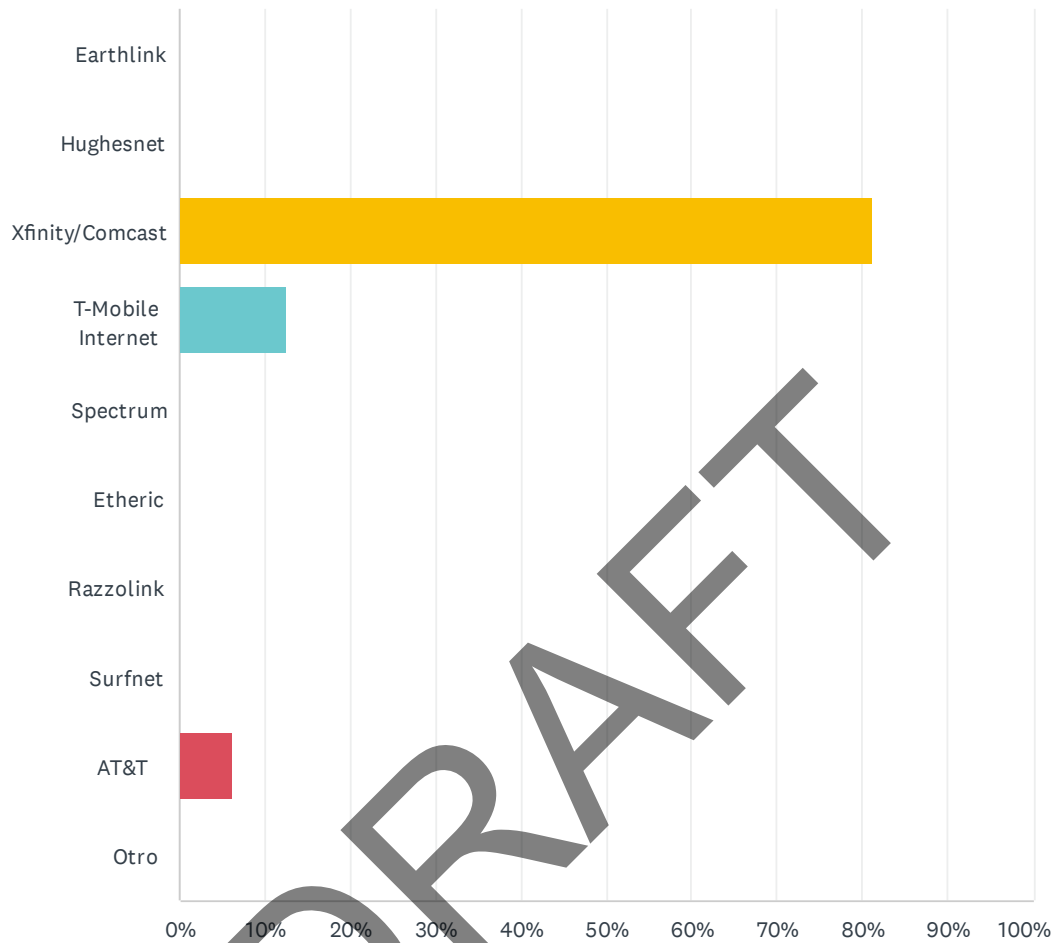
Answered: 46 Skipped: 1



ANSWER CHOICES	RESPONSES	
SÍ	36.96%	17
NO	63.04%	29
TOTAL		46

## Q11 Si respondió SÍ, ¿quién es su proveedor de internet?

Answered: 16 Skipped: 31



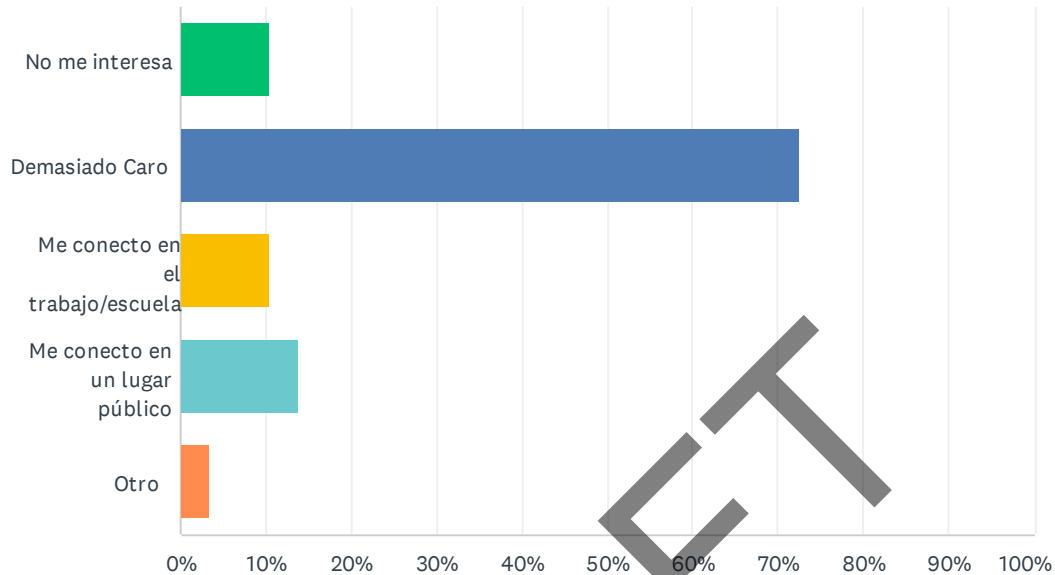
# Encuesta para Residentes de la Ciudad de Salinas

ANSWER CHOICES	RESPONSES	
Earthlink	0.00%	0
Hughesnet	0.00%	0
Xfinity/Comcast	81.25%	13
T-Mobile Internet	12.50%	2
Spectrum	0.00%	0
Etheric	0.00%	0
Razzolink	0.00%	0
Surfnet	0.00%	0
AT&T	6.25%	1
Otro	0.00%	0
TOTAL		16

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## Q12 Si respondió NO, por favor elija la razón por la que no utiliza Internet en casa:(marque todas las opciones que correspondan)

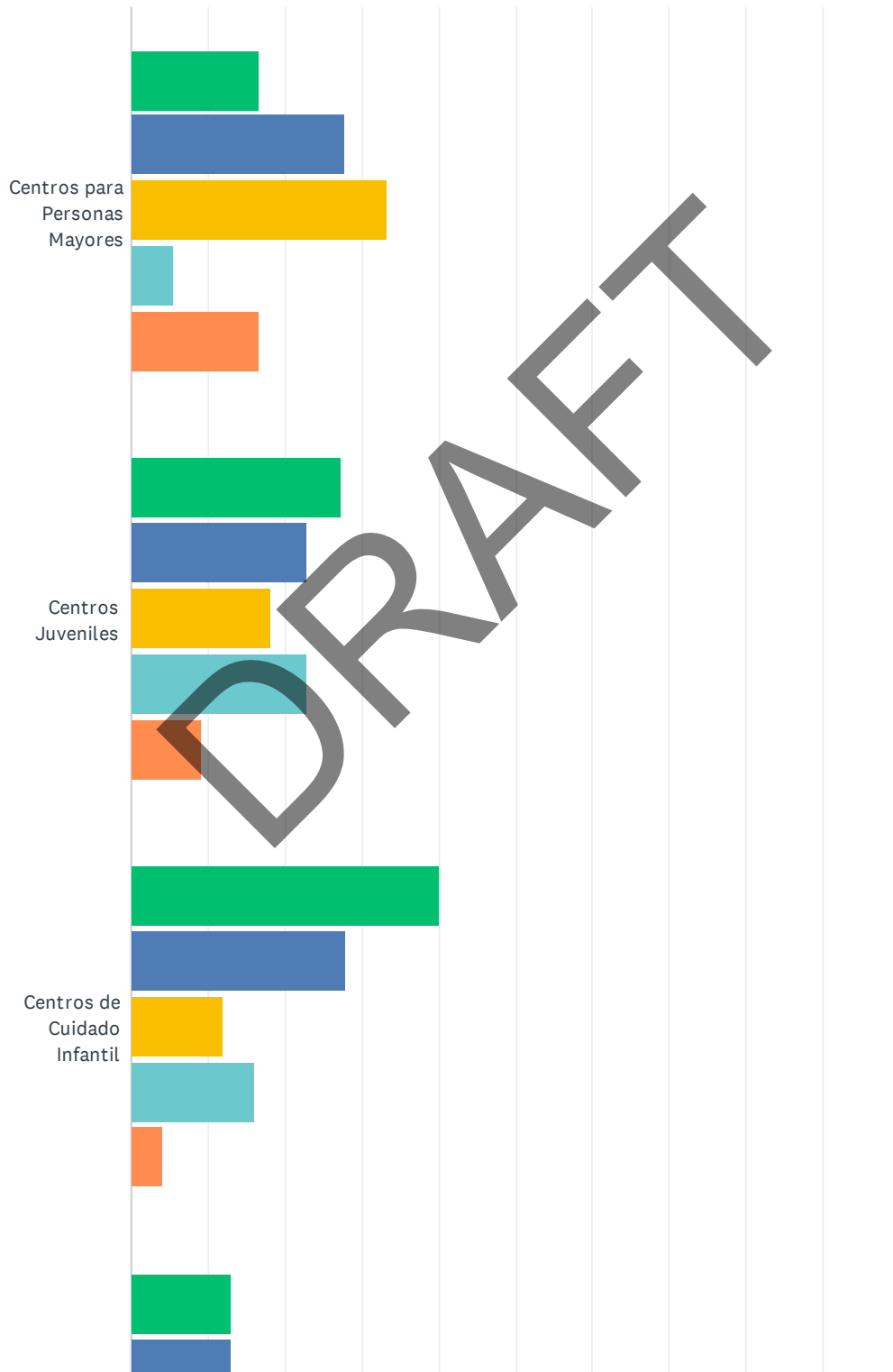
Answered: 29 Skipped: 18



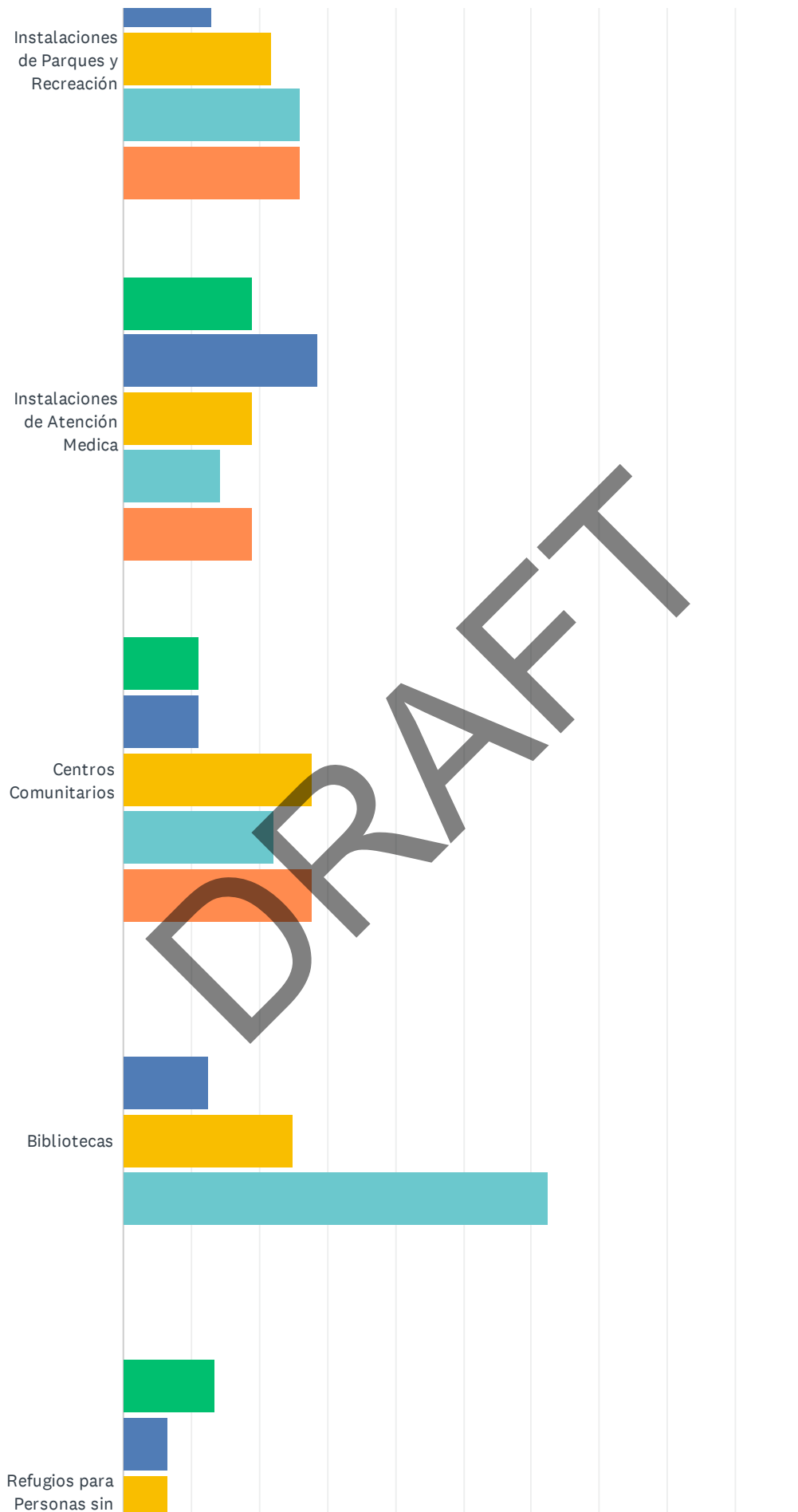
ANSWER CHOICES	RESPONSES	
No me interesa	10.34%	3
Demasiado Caro	72.41%	21
Me conecto en el trabajo/escuela	10.34%	3
Me conecto en un lugar público	13.79%	4
Otro	3.45%	1
Total Respondents: 29		

**Q13 Necesidades de Instalaciones Comunitarias:** Por favor, clasifique las cinco necesidades de instalaciones comunitarias más importantes en Salinas. Clasifique sus respuestas del 1 al 5, siendo 1 la más importante y 5 la menos importante.

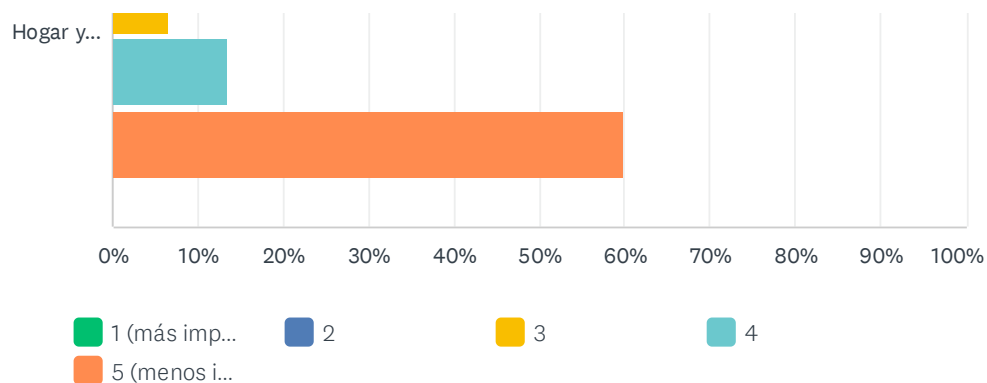
Answered: 30 Skipped: 17



## Encuesta para Residentes de la Ciudad de Salinas



## Encuesta para Residentes de la Ciudad de Salinas

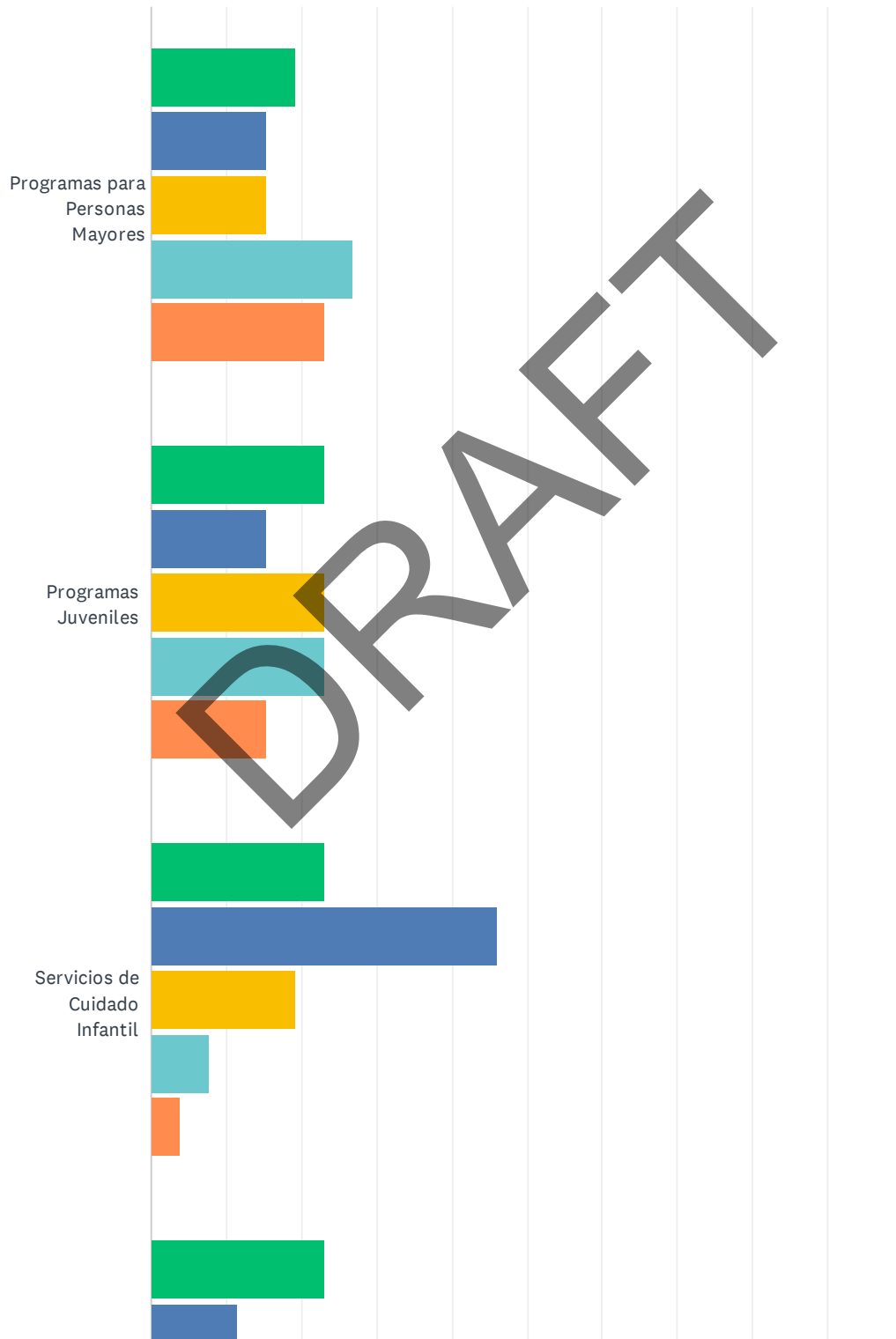


	1 (MÁS IMPORTANTE)	2	3	4	5 (MENOS IMPORTANTE)	TOTAL	WEIGHTED AVERAGE
Centros para Personas Mayores	16.67% 3	27.78% 5	33.33% 6	5.56% 1	16.67% 3	18	2.78
Centros Juveniles	27.27% 6	22.73% 5	18.18% 4	22.73% 5	9.09% 2	22	2.64
Centros de Cuidado Infantil	40.00% 10	28.00% 7	12.00% 3	16.00% 4	4.00% 1	25	2.16
Instalaciones de Parques y Recreación	13.04% 3	13.04% 3	21.74% 5	26.09% 6	26.09% 6	23	3.39
Instalaciones de Atención Medica	19.05% 4	28.57% 6	19.05% 4	14.29% 3	19.05% 4	21	2.86
Centros Comunitarios	11.11% 2	11.11% 2	27.78% 5	22.22% 4	27.78% 5	18	3.44
Bibliotecas	0.00% 0	12.50% 1	25.00% 2	62.50% 5	0.00% 0	8	3.50
Refugios para Personas sin Hogar y Víctimas de Violencia Doméstica	13.33% 2	6.67% 1	6.67% 1	13.33% 2	60.00% 9	15	4.00

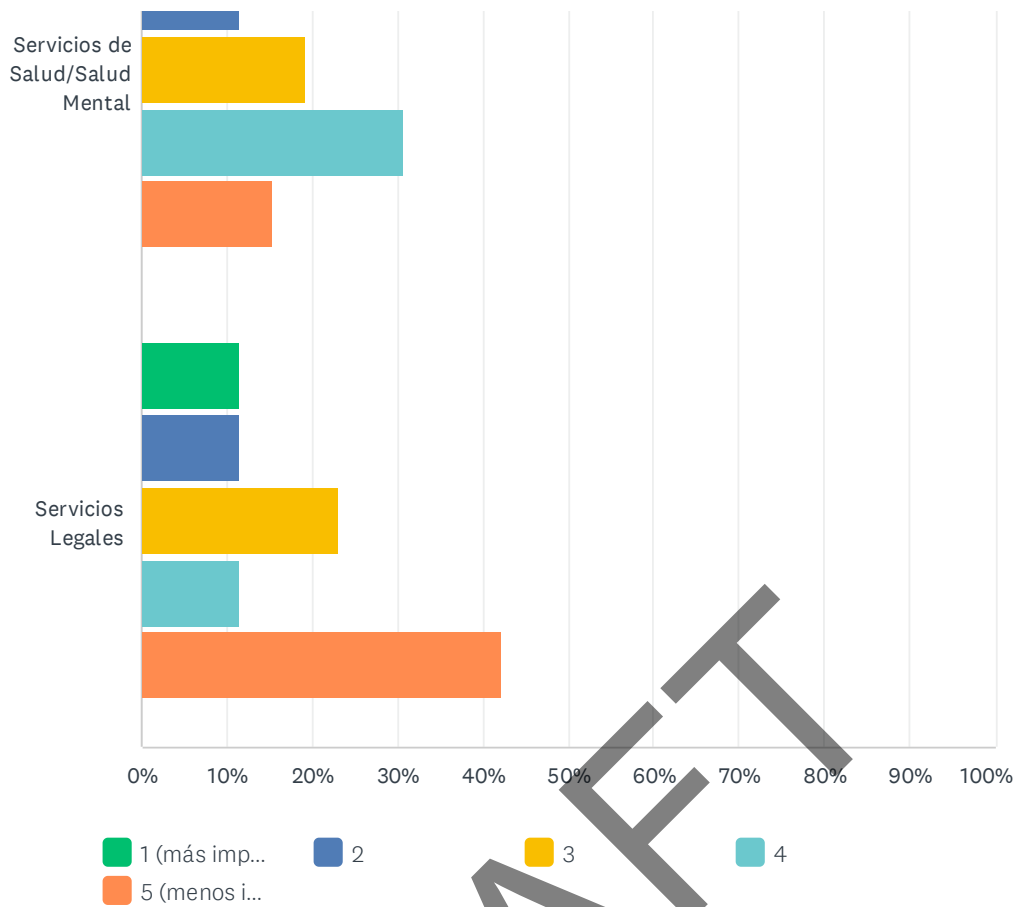


**Q14 Necesidades de Servicios Comunitarios:** Por favor, clasifique las siguientes necesidades de servicios comunitarios en Salinas. Clasifique sus respuestas del 1 al 5, siendo 1 la más importante y 5 la menos importante.

Answered: 26 Skipped: 21



## Encuesta para Residentes de la Ciudad de Salinas



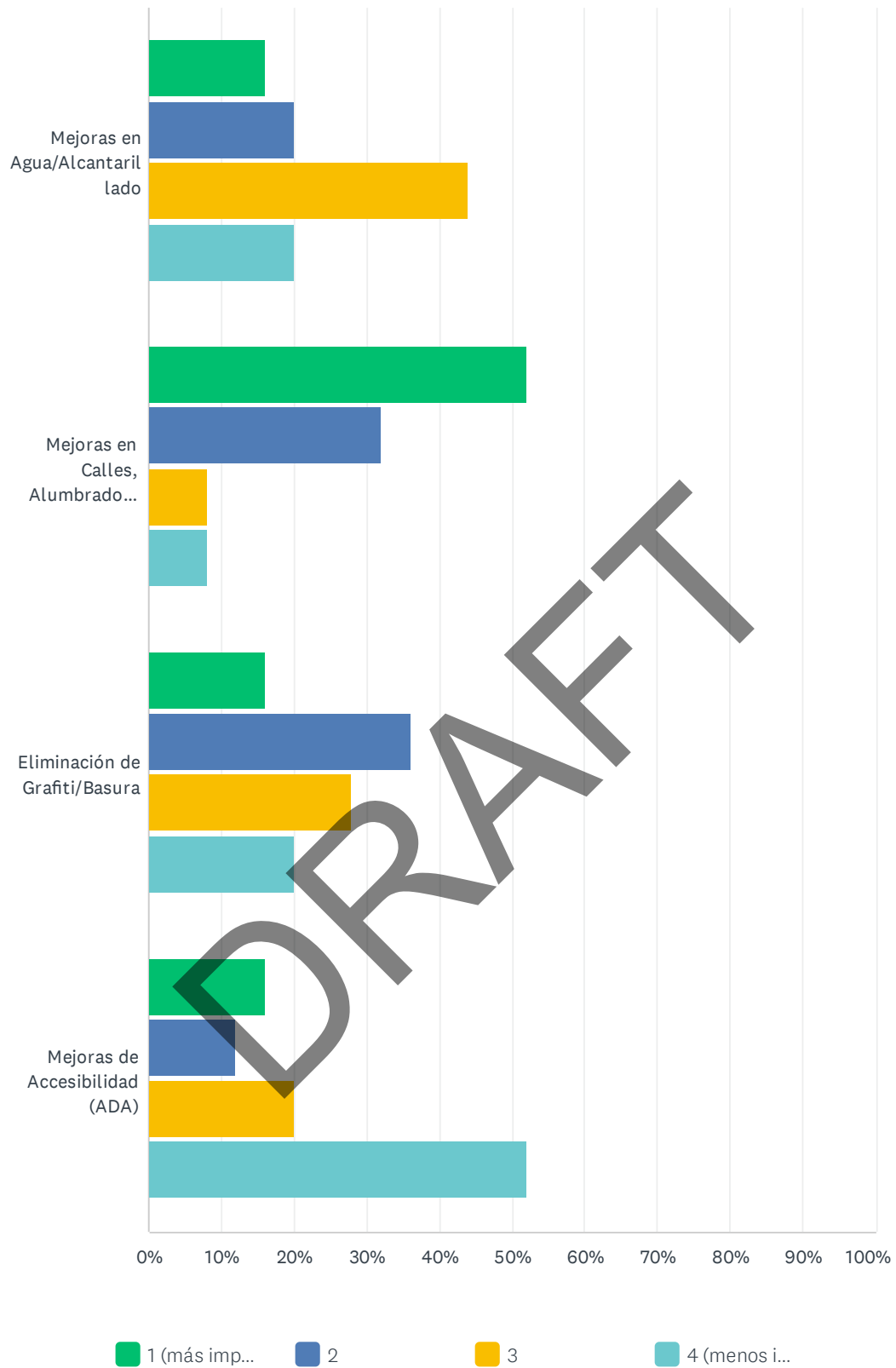
	1 (MÁS IMPORTANTE)	2	3	4	5 (MENOS IMPORTANTE)	TOTAL	WEIGHTED AVERAGE
Programas para Personas Mayores	19.23% 5	15.38% 4	15.38% 4	26.92% 7	23.08% 6	26	3.19
Programas Juveniles	23.08% 6	15.38% 4	23.08% 6	23.08% 6	15.38% 4	26	2.92
Servicios de Cuidado Infantil	23.08% 6	46.15% 12	19.23% 5	7.69% 2	3.85% 1	26	2.23
Servicios de Salud/Salud Mental	23.08% 6	11.54% 3	19.23% 5	30.77% 8	15.38% 4	26	3.04
Servicios Legales	11.54% 3	11.54% 3	23.08% 6	11.54% 3	42.31% 11	26	3.62

**Q15 Necesidades de Mejoras en las Calles y Vecindarios:** Por favor, clasifique las siguientes necesidades de mejora en vecindarios en Salinas. Clasifique sus respuestas del 1 al 4, siendo 1 la más importante y 4 la menos importante.

Answered: 25   Skipped: 22

DRAFT

## Encuesta para Residentes de la Ciudad de Salinas



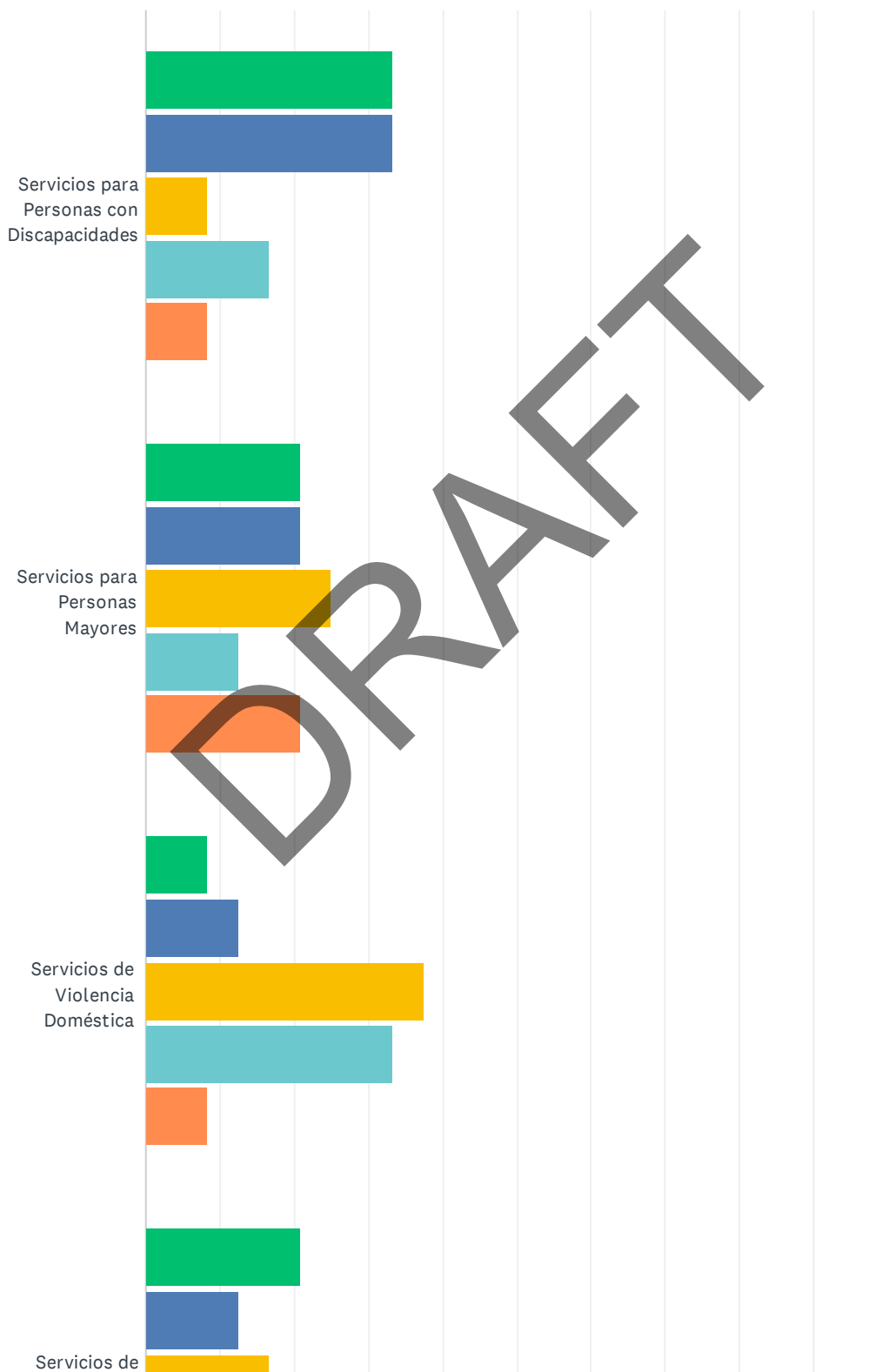
# Encuesta para Residentes de la Ciudad de Salinas

	1 (MÁS IMPORTANTE)	2	3	4 (MENOS IMPORTANTE)	TOTAL	WEIGHTED AVERAGE
Mejoras en Agua/Alcantarillado	16.00% 4	20.00% 5	44.00% 11	20.00% 5	25	3.08
Mejoras en Calles, Alumbrado Público y Aceras	52.00% 13	32.00% 8	8.00% 2	8.00% 2	25	1.88
Eliminación de Grafiti/Basura	16.00% 4	36.00% 9	28.00% 7	20.00% 5	25	2.92
Mejoras de Accesibilidad (ADA)	16.00% 4	12.00% 3	20.00% 5	52.00% 13	25	4.12

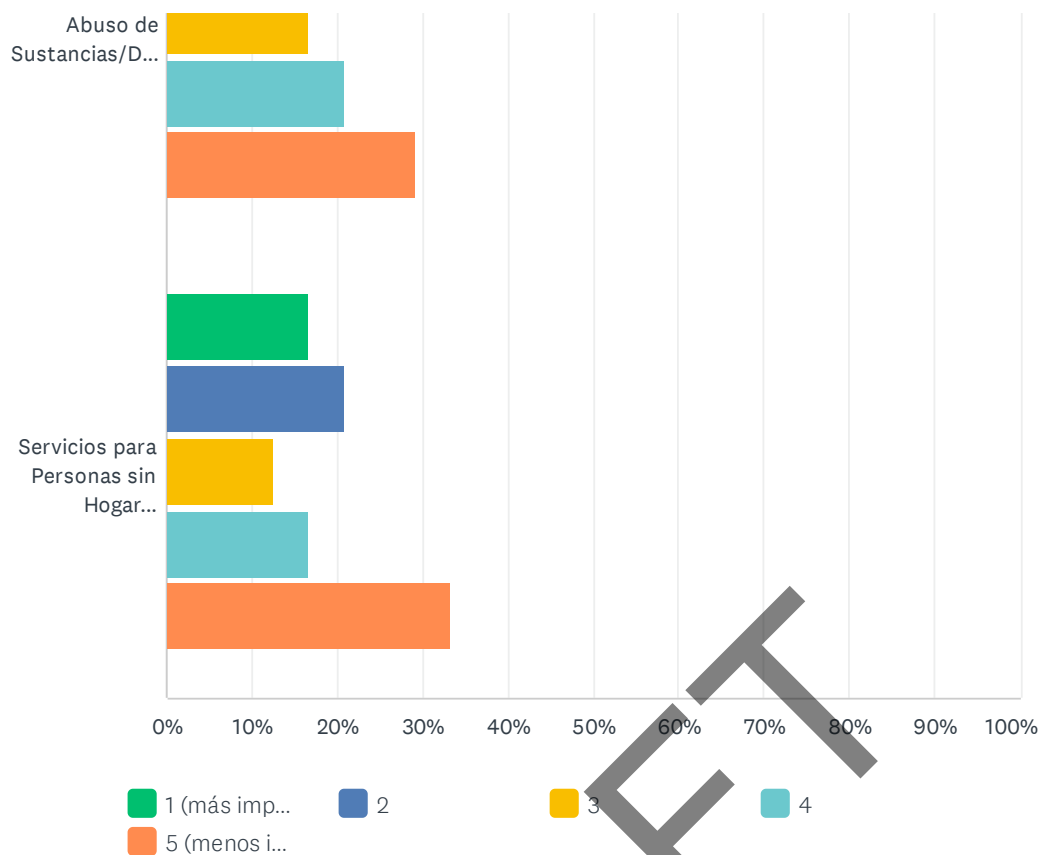
DRAFT

**Q16 Necesidades de Servicios Especiales:** Por favor, clasifique las siguientes necesidades de servicios especiales en Salinas. Clasifique sus respuestas del 1 al 5, siendo 1 la más importante y 5 la menos importante.

Answered: 24 Skipped: 23



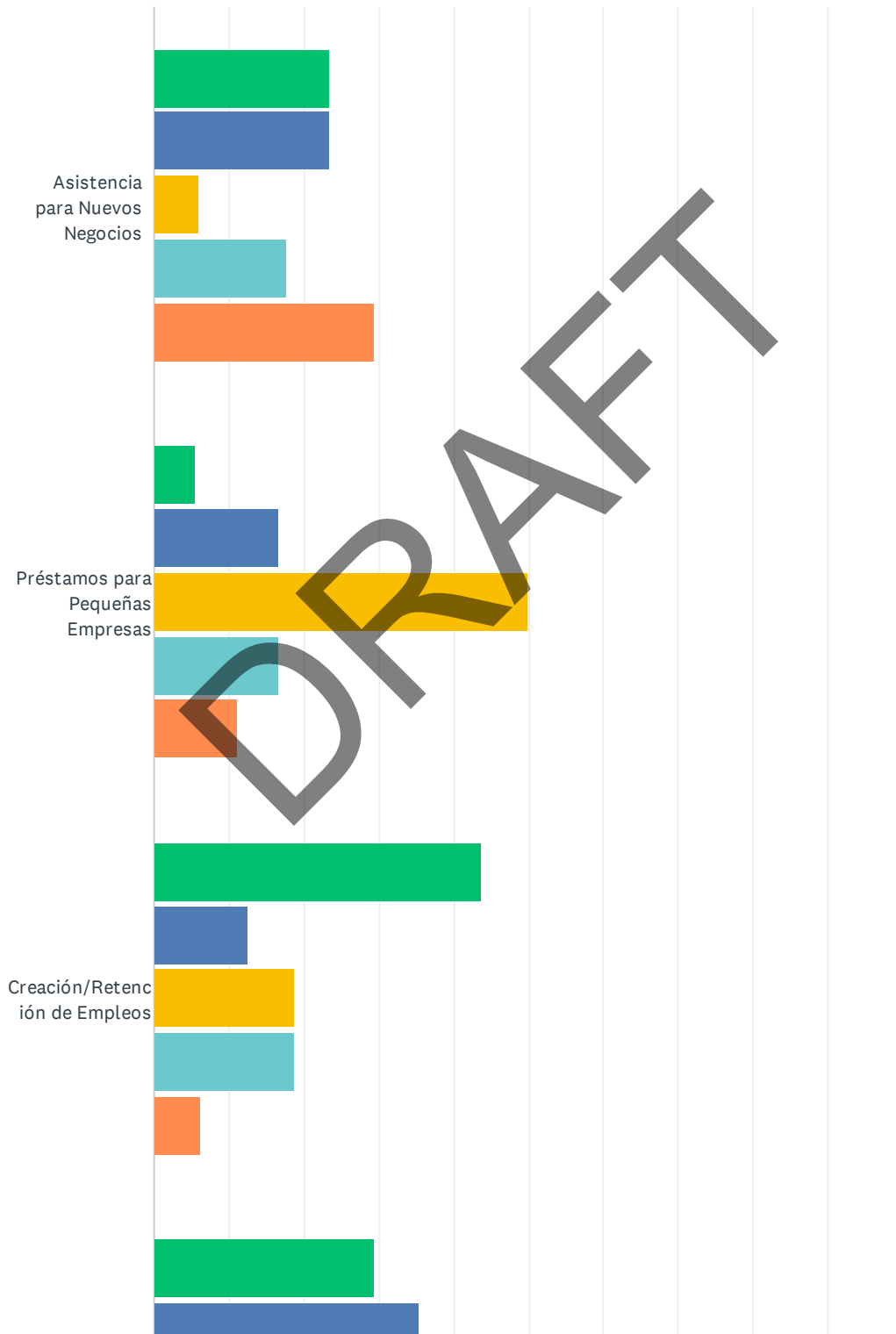
## Encuesta para Residentes de la Ciudad de Salinas



	1 (MÁS IMPORTANTE)	2	3	4	5 (MENOS IMPORTANTE)	TOTAL	WEIGHTED AVERAGE
Servicios para Personas con Discapacidades	33.33% 8	33.33% 8	8.33% 2	16.67% 4	8.33% 2	24	2.33
Servicios para Personas Mayores	20.83% 5	20.83% 5	25.00% 6	12.50% 3	20.83% 5	24	2.92
Servicios de Violencia Doméstica	8.33% 2	12.50% 3	37.50% 9	33.33% 8	8.33% 2	24	3.21
Servicios de Abuso de Sustancias/Drogas	20.83% 5	12.50% 3	16.67% 4	20.83% 5	29.17% 7	24	3.25
Servicios para Personas sin Hogar (incluyendo Alcance Público)	16.67% 4	20.83% 5	12.50% 3	16.67% 4	33.33% 8	24	3.29

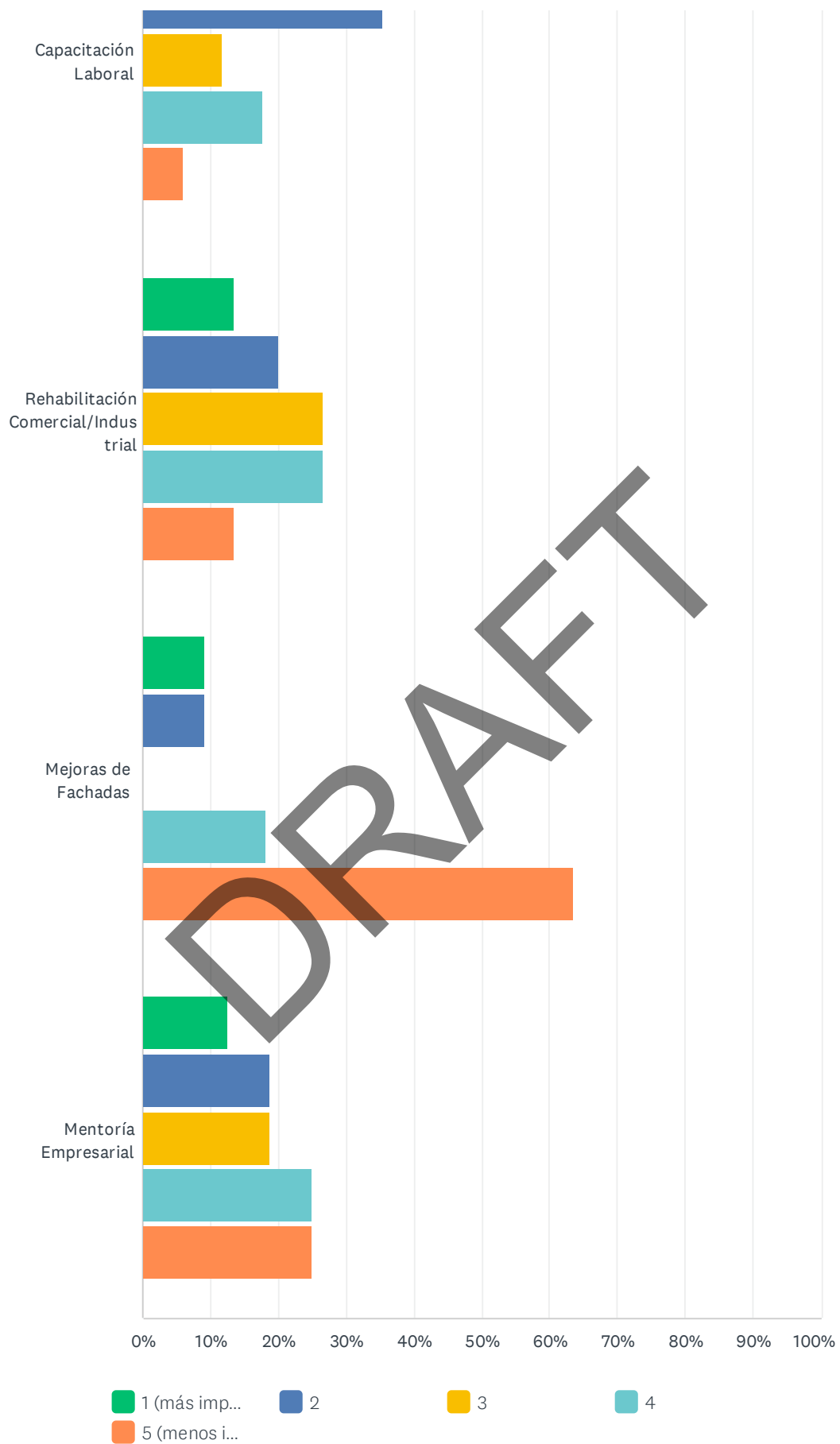
**Q17 Necesidades de Desarrollo Económico:** Por favor, clasifique las cinco necesidades de desarrollo económico más importantes en Salinas. Clasifique sus respuestas del 1 al 5, siendo 1 la más importante y 5 la menos importante.

Answered: 22 Skipped: 25





## Encuesta para Residentes de la Ciudad de Salinas



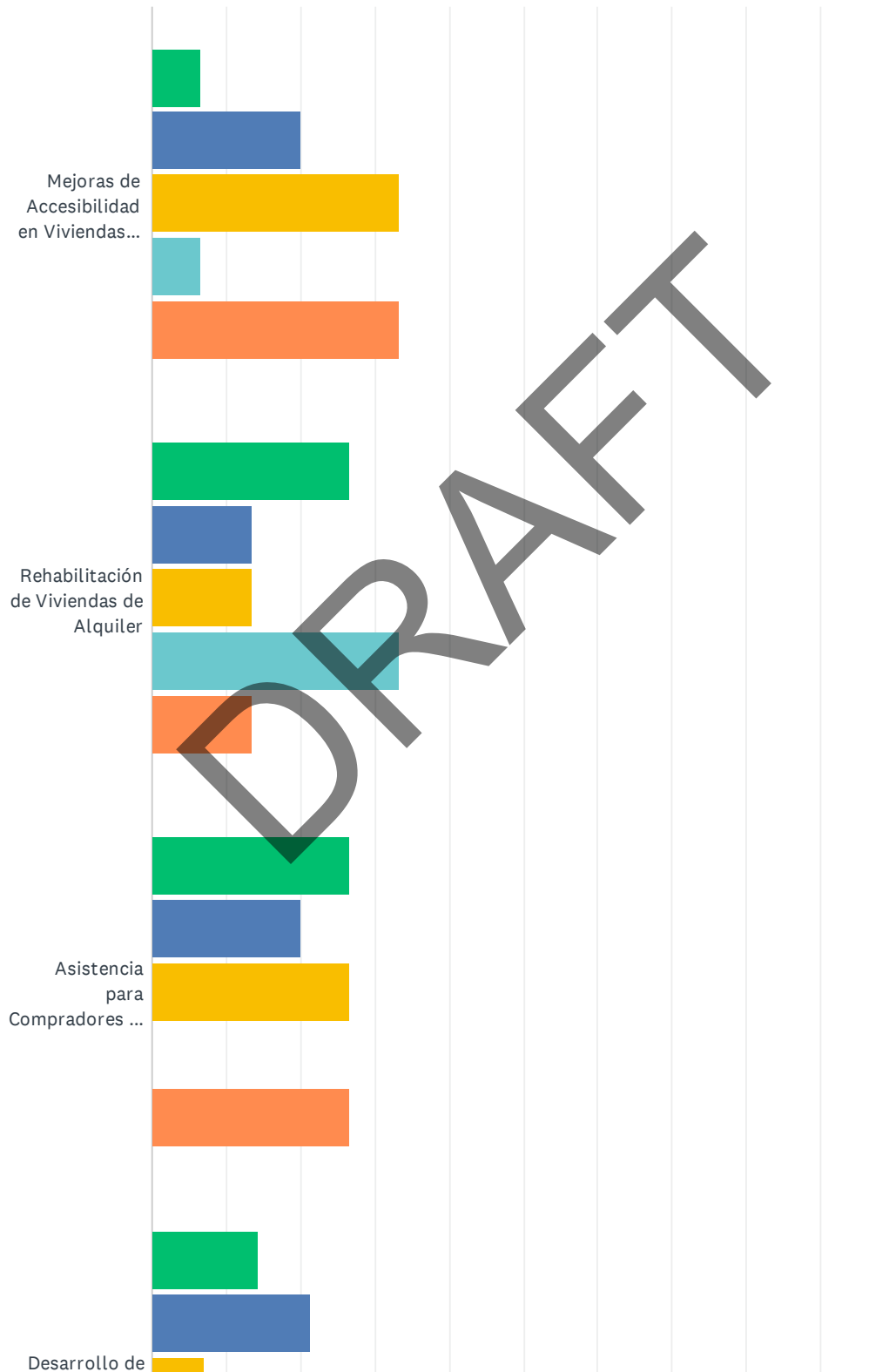
# Encuesta para Residentes de la Ciudad de Salinas

	1 (MÁS IMPORTANTE)	2	3	4	5 (MENOS IMPORTANTE)	TOTAL	WEIGHTED AVERAGE
Asistencia para Nuevos Negocios	23.53% 4	23.53% 4	5.88% 1	17.65% 3	29.41% 5	17	3.06
Préstamos para Pequeñas Empresas	5.56% 1	16.67% 3	50.00% 9	16.67% 3	11.11% 2	18	3.11
Creación/Retención de Empleos	43.75% 7	12.50% 2	18.75% 3	18.75% 3	6.25% 1	16	2.31
Capacitación Laboral	29.41% 5	35.29% 6	11.76% 2	17.65% 3	5.88% 1	17	2.35
Rehabilitación Comercial/Industrial	13.33% 2	20.00% 3	26.67% 4	26.67% 4	13.33% 2	15	3.07
Mejoras de Fachadas	9.09% 1	9.09% 1	0.00% 0	18.18% 2	63.64% 7	11	4.18
Mentoría Empresarial	12.50% 2	18.75% 3	18.75% 3	25.00% 4	25.00% 4	16	3.31

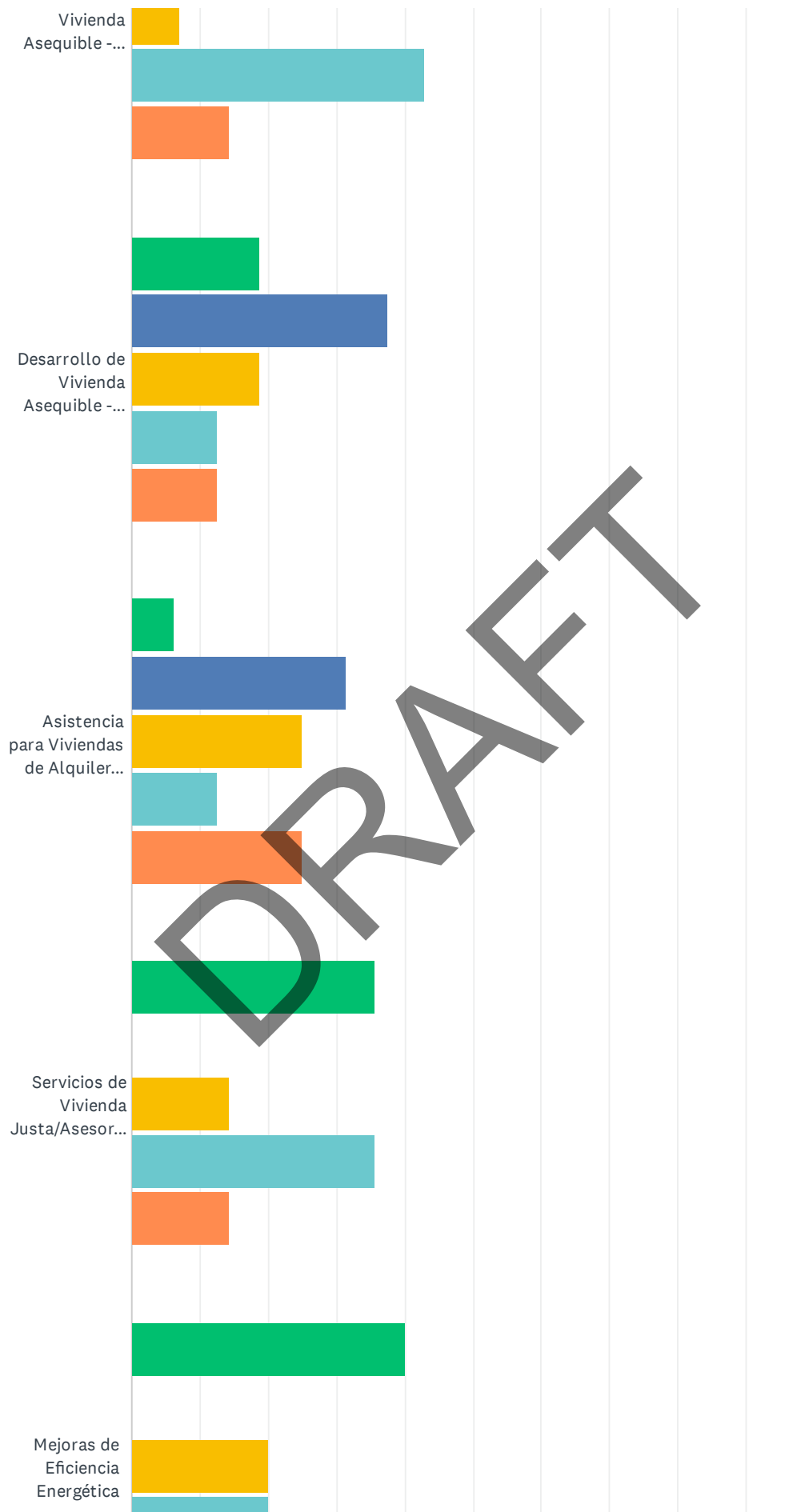
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**Q18 Necesidades de Vivienda:** Por favor, clasifique las cinco necesidades de vivienda más importantes en Salinas. Clasifique sus respuestas del 1 al 5, siendo 1 la más importante y 5 la menos importante.

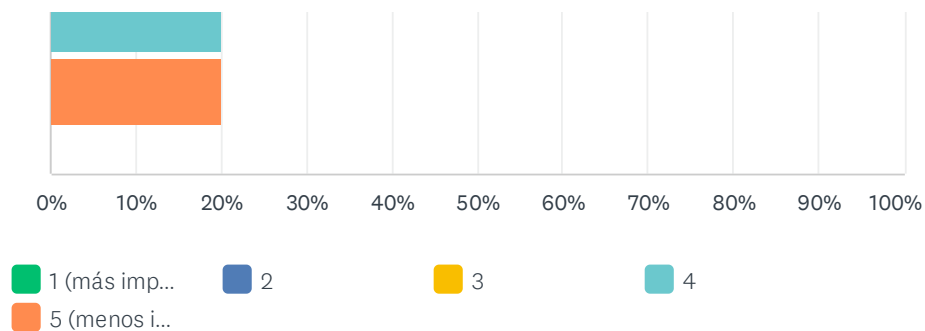
Answered: 22 Skipped: 25



## Encuesta para Residentes de la Ciudad de Salinas



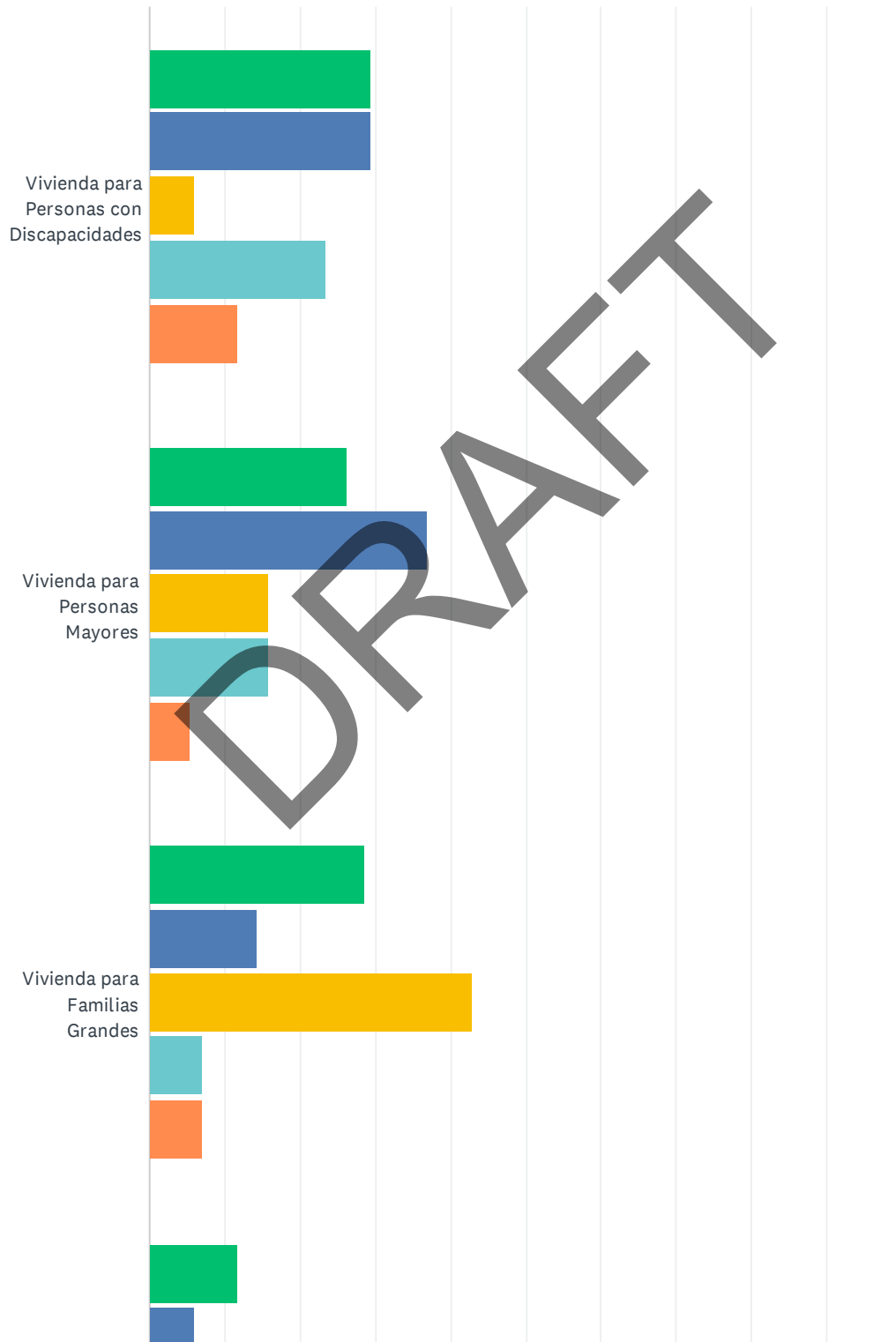
## Encuesta para Residentes de la Ciudad de Salinas



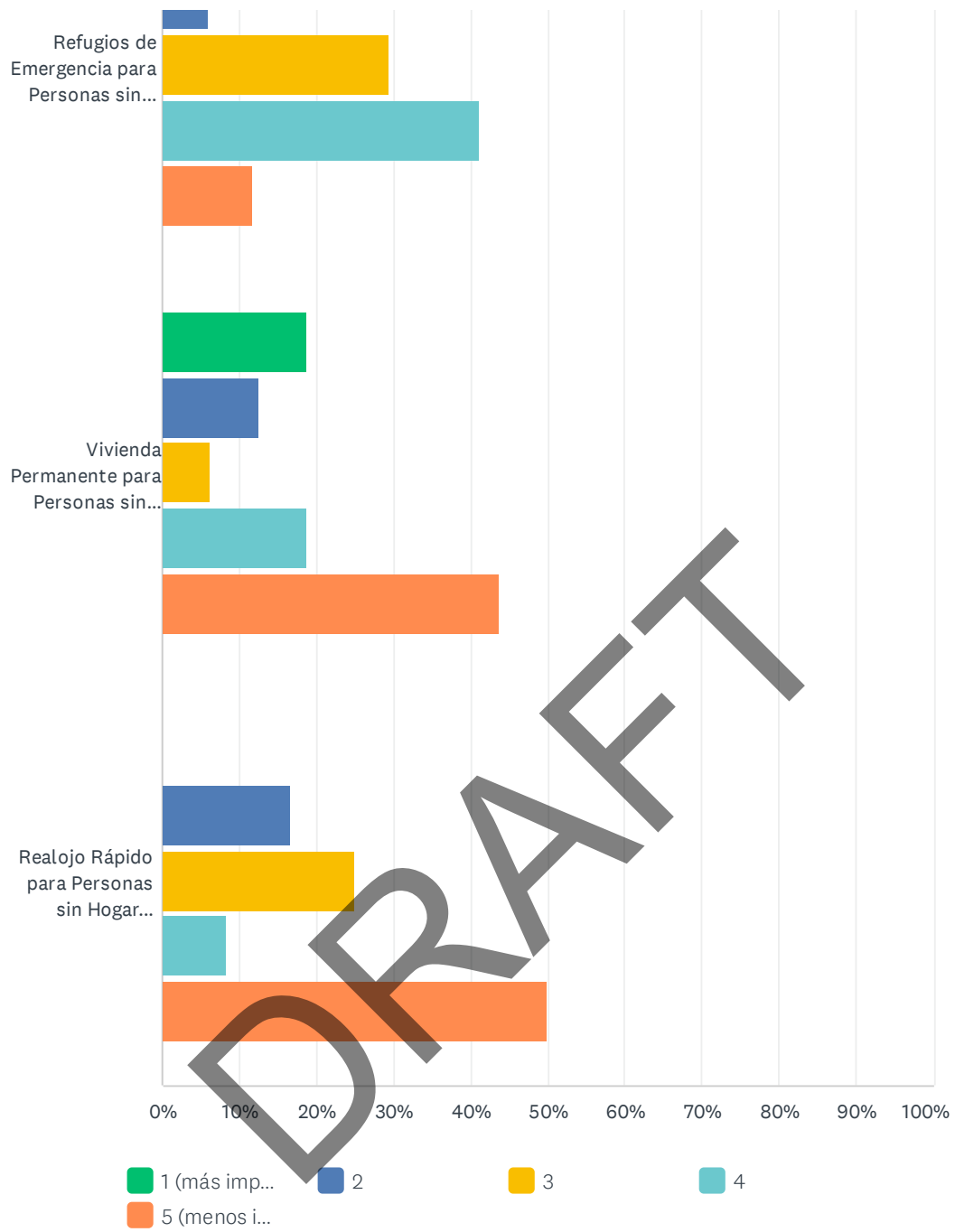
	1 (MÁS IMPORTANTE)	2	3	4	5 (MENOS IMPORTANTE)	TOTAL	WEIGHTED AVERAGE
Mejoras de Accesibilidad en Viviendas (ADA) y Rehabilitación de Viviendas (incluye Pruebas/Eliminación de Pintura con Plomo)	6.67% 1	20.00% 3	33.33% 5	6.67% 1	33.33% 5	15	3.40
Rehabilitación de Viviendas de Alquiler	26.67% 4	13.33% 2	13.33% 2	33.33% 5	13.33% 2	15	2.93
Asistencia para Compradores de Vivienda (Pago Inicial y Costos de Cierre)	26.67% 4	20.00% 3	26.67% 4	0.00% 0	26.67% 4	15	2.80
Desarrollo de Vivienda Asequible - Para Compra	14.29% 2	21.43% 3	7.14% 1	42.86% 6	14.29% 2	14	3.21
Desarrollo de Vivienda Asequible - Para - Alquiler	18.75% 3	37.50% 6	18.75% 3	12.50% 2	12.50% 2	16	2.63
Asistencia para Viviendas de Alquiler (Prevención de la Pérdida de Vivienda)	6.25% 1	31.25% 5	25.00% 4	12.50% 2	25.00% 4	16	3.19
Servicios de Vivienda Justa/Asesoramiento de Vivienda	35.71% 5	0.00% 0	14.29% 2	35.71% 5	14.29% 2	14	2.93
Mejoras de Eficiencia Energética	40.00% 2	0.00% 0	20.00% 1	20.00% 1	20.00% 1	5	2.80

**Q19 Necesidades de Vivienda Especial:** Por favor, clasifique las cinco necesidades de vivienda especial más importantes en Salinas. Clasifique sus respuestas del 1 al 5, siendo 1 la más importante y 5 la menos importante.

Answered: 19 Skipped: 28



## Encuesta para Residentes de la Ciudad de Salinas



# Encuesta para Residentes de la Ciudad de Salinas

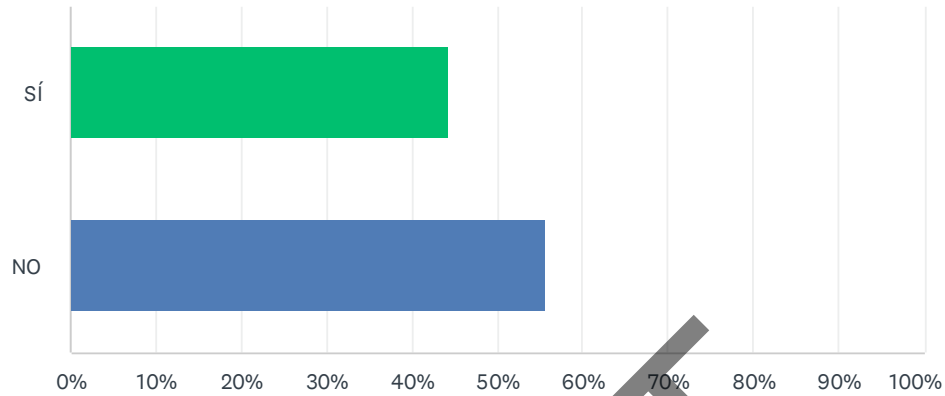
	1 (MÁS IMPORTANTE)	2	3	4	5 (MENOS IMPORTANTE)	TOTAL	WEIGHTED AVERAGE
Vivienda para Personas con Discapacidades	29.41% 5	29.41% 5	5.88% 1	23.53% 4	11.76% 2	17	2.59
Vivienda para Personas Mayores	26.32% 5	36.84% 7	15.79% 3	15.79% 3	5.26% 1	19	2.37
Vivienda para Familias Grandes	28.57% 4	14.29% 2	42.86% 6	7.14% 1	7.14% 1	14	2.50
Refugios de Emergencia para Personas sin Hogar	11.76% 2	5.88% 1	29.41% 5	41.18% 7	11.76% 2	17	3.35
Vivienda Permanente para Personas sin Hogar	18.75% 3	12.50% 2	6.25% 1	18.75% 3	43.75% 7	16	3.56
Realojo Rápido para Personas sin Hogar (Ubicación de Vivienda y Asistencia de Alquiler)	0.00% 0	16.67% 2	25.00% 3	8.33% 1	50.00% 6	12	3.92

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## Q20 ¿Ha sido usted personalmente discriminado en asuntos de la vivienda?

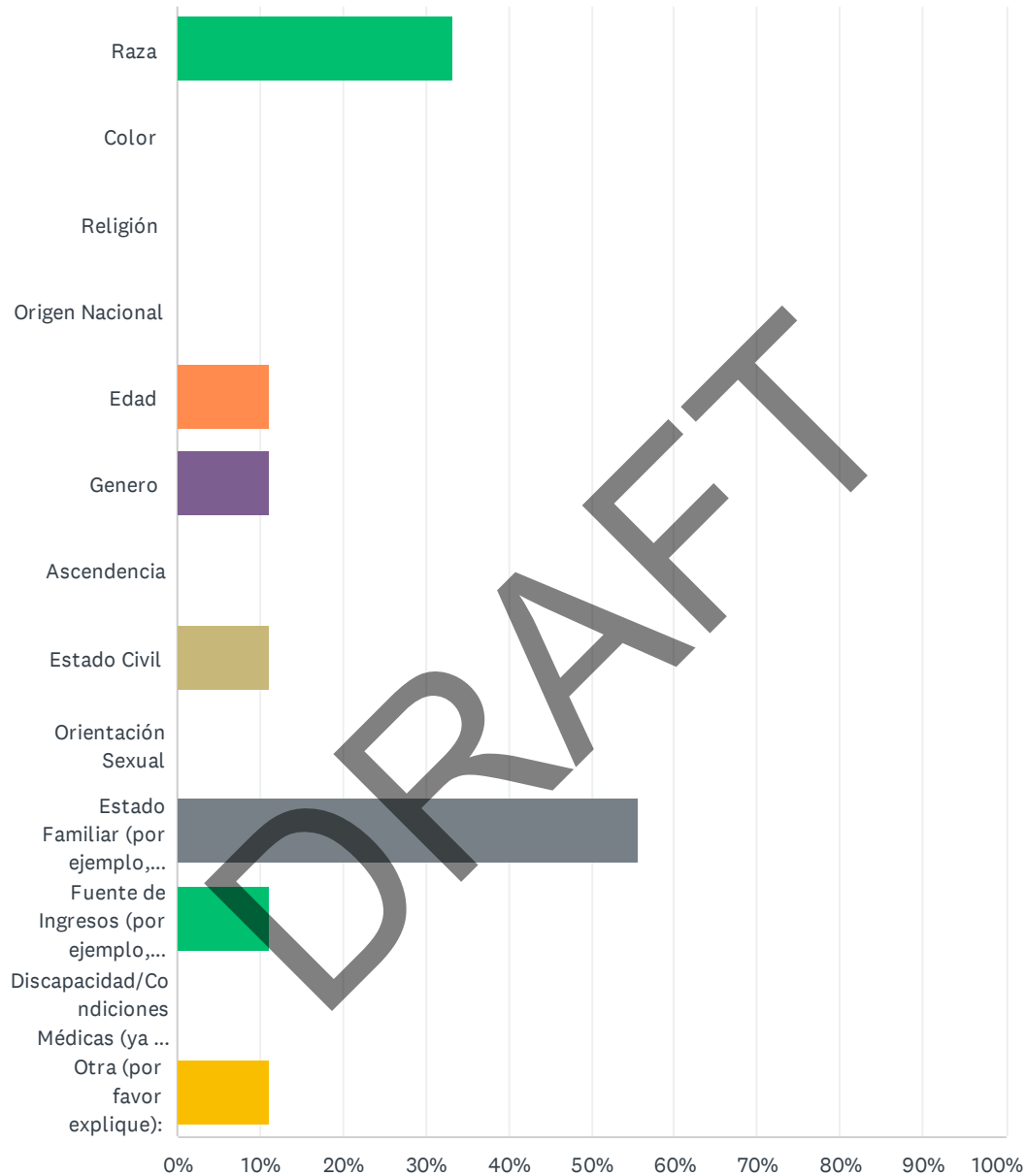
Answered: 18 Skipped: 29



ANSWER CHOICES	RESPONSES	
SÍ	44.44%	8
NO	55.56%	10
TOTAL		18

## Q21 ¿Por qué cree que fue discriminado/a? (marque todas las opciones que correspondan):

Answered: 9 Skipped: 38



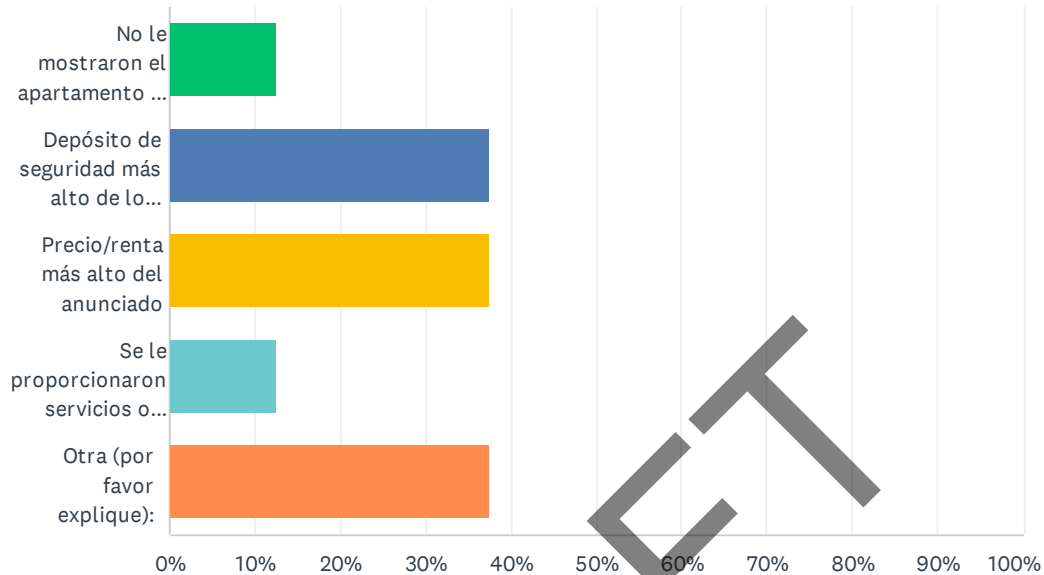
# Encuesta para Residentes de la Ciudad de Salinas

ANSWER CHOICES	RESPONSES	
Raza	33.33%	3
Color	0.00%	0
Religión	0.00%	0
Origen Nacional	0.00%	0
Edad	11.11%	1
Genero	11.11%	1
Ascendencia	0.00%	0
Estado Civil	11.11%	1
Orientación Sexual	0.00%	0
Estado Familiar (por ejemplo, padre/madre solteros con hijos, familia con hijos o esperando un hijo)	55.56%	5
Fuente de Ingresos (por ejemplo, asistencia social [welfare], seguro de desempleo, voucher de vivienda)	11.11%	1
Discapacidad/Condiciones Médicas (ya sea usted o alguien cercano a usted)	0.00%	0
Otra (por favor explique):	11.11%	1
Total Respondents: 9		

DRAFT

## Q22 ¿Cómo fue discriminado/a? (marque todas las opciones que correspondan):

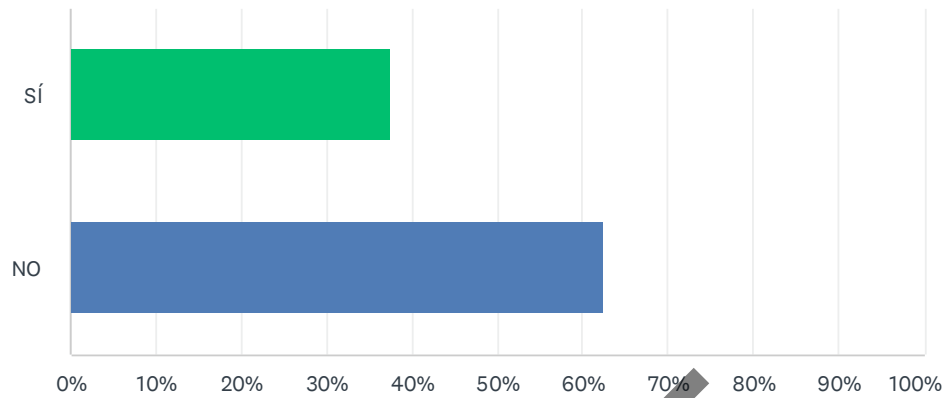
Answered: 8 Skipped: 39



ANSWER CHOICES	RESPONSES	
No le mostraron el apartamento o unidad en venta	12.50%	1
Depósito de seguridad más alto de lo normal	37.50%	3
Precio/renta más alto del anunciado	37.50%	3
Se le proporcionaron servicios o instalaciones de vivienda diferentes	12.50%	1
Otra (por favor explique):	37.50%	3
Total Respondents: 8		

## Q23 ¿Reportó el incidente?

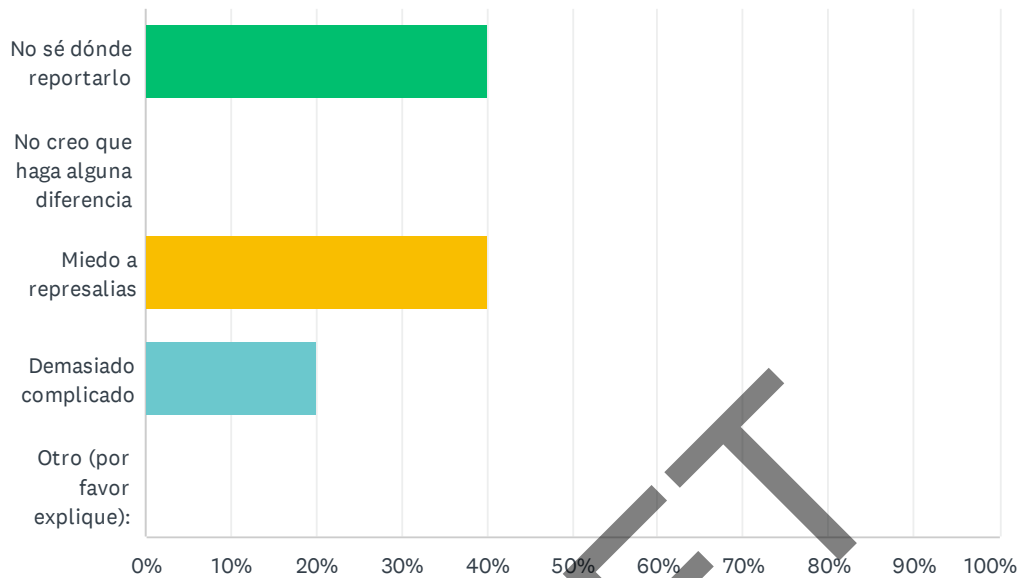
Answered: 8 Skipped: 39



ANSWER CHOICES		RESPONSES	
SÍ		37.50%	3
NO		62.50%	5
TOTAL			8

## Q24 Si respondió NO, ¿Por qué no lo reportó?

Answered: 5 Skipped: 42



ANSWER CHOICES	RESPONSES	
No sé dónde reportarlo	40.00%	2
No creo que haga alguna diferencia	0.00%	0
Miedo a represalias	40.00%	2
Demasiado complicado	20.00%	1
Otro (por favor explique):	0.00%	0
TOTAL		5

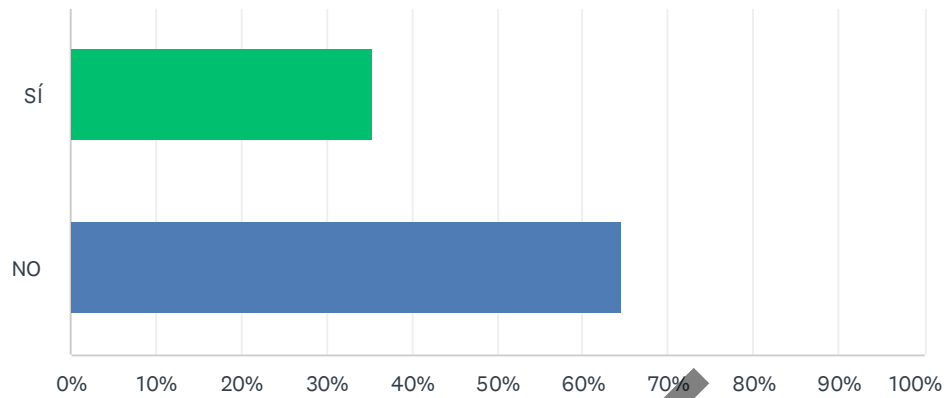
## Q25 Si respondió SÍ, ¿Cómo reportó el incidente?

Answered: 2   Skipped: 45

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## Q26 ¿Ha asistido a un entrenamiento sobre Vivienda Justa?

Answered: 17 Skipped: 30

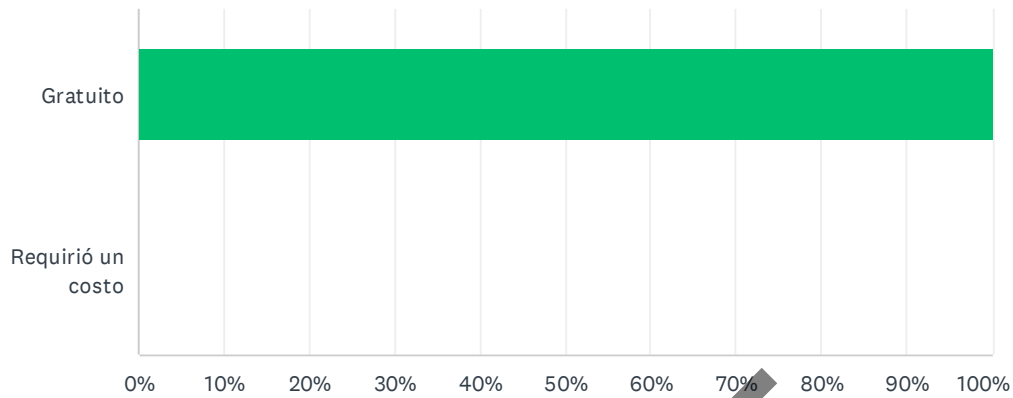


ANSWER CHOICES	RESPONSES	
SÍ	35.29%	6
NO	64.71%	11
TOTAL		17



## Q27 Si respondió SÍ, ¿fue gratuito o tuvo costo?

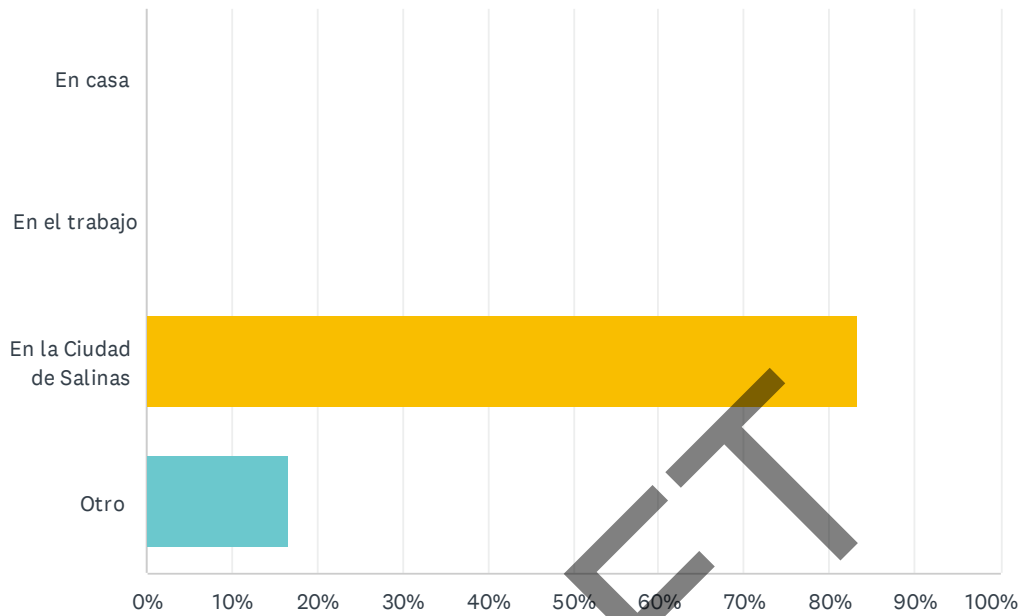
Answered: 6 Skipped: 41



ANSWER CHOICES		RESPONSES	
Gratuito		100.00%	6
Requirió un costo		0.00%	0
TOTAL			6

## Q28 Si respondió SÍ, ¿dónde fue el entrenamiento?

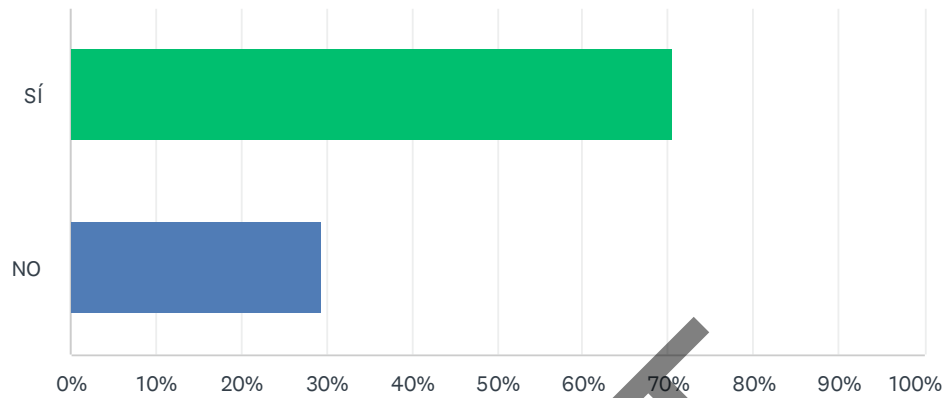
Answered: 6 Skipped: 41



ANSWER CHOICES	RESPONSES	
En casa	0.00%	0
En el trabajo	0.00%	0
En la Ciudad de Salinas	83.33%	5
Otro	16.67%	1
TOTAL		6

## Q29 ¿Ha visto o escuchado algún anuncio de servicio público sobre Vivienda Justa en la televisión, radio, internet o folletos?

Answered: 17 Skipped: 30

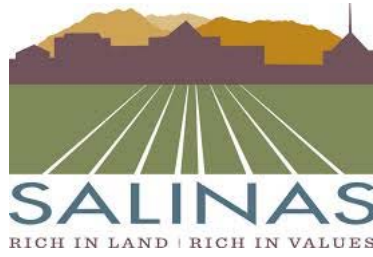


ANSWER CHOICES	RESPONSES	
SÍ	70.59%	12
NO	29.41%	5
TOTAL		17

Q30 Por favor, comparta cualquier comentario sobre las necesidades comunitarias o de vivienda justa que no se hayan discutido anteriormente:

Answered: 8   Skipped: 39

DRAFT



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# **Alisal Neighborhood Revitalization Strategy Area (ANRSA)**

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DRAFT

City of Salinas  
Community Development Department  
June 2025

DRAFT

# Table of Contents

<b>Alisal Vibrancy Plan – Planning Context .....</b>	<b>1</b>
<b>Alisal Neighborhood Revitalization Strategy Area .....</b>	<b>1</b>
Why a Neighborhood Revitalization Strategy Area (NRSA)? .....	2
What Area is Qualified as a NRSA? .....	3
Why Update the Alisal NRSA?.....	3
<b>ANRSA Geographic Area .....</b>	<b>3</b>
<b>Neighborhood Profile .....</b>	<b>5</b>
General Overview .....	5
Low- and Moderate-Income Areas.....	6
Population Profile .....	8
Income and Labor Force Profile.....	12
Housing Profile.....	17
Public Safety.....	22
<b>Community Outreach – Alisal Vibrancy Plan .....</b>	<b>22</b>
<b>Community Outreach – ANRSA.....</b>	<b>23</b>
Stakeholder Consultation .....	23
Community Meeting .....	23
Pop-Up Events .....	23
Survey.....	24
Public Noticing.....	24
Public Hearings.....	24
<b>Goals, Strategies, Objectives, and Performance Measures .....</b>	<b>25</b>
Public Services .....	25
▪ Youth and Families (Youth Leadership Development) .....	25
▪ Health and Safety (Tenant Protection) .....	25
▪ Youth and Families .....	26
▪ Health and Safety .....	26
Housing.....	26
▪ Housing/Homelessness/Neighborhood Revitalization - Affordable Housing Preservation (Housing Rehabilitation, Minor Rehabilitation, and Emergency Repairs).....	26
▪ Affordable Housing Preservation .....	27
▪ Affordable Housing Protection.....	27
Performance Measures .....	27
Economic Development .....	28
Public Facilities and Infrastructure Improvements .....	29
<b>Leveraging .....</b>	<b>29</b>
<b>Appendix A: Acronyms Guide.....</b>	<b>A-1</b>

## List of Tables

Table 1: Income Characteristics (2020-2023) .....	7
Table 2: Population Growth (2000-2023) .....	8
Table 3: Age Distribution (2010-2023) .....	8
Table 4: Race/Ethnicity (2010-2023) .....	9
Table 5: Household Type (2010-2023) .....	11
Table 6: Household Size (2023) .....	12
Table 7: Industry and Earnings (2023) .....	16
Table 8: Housing Unit Growth (2010-2023) .....	17
Table 9: Housing Cost Burden (2023) .....	20
Table 10: Overcrowding (2023) .....	20
Table 11: Affordable and Public Housing in the Alisal NRSA .....	21

## List of Figures

Figure 1: ANRSA Location .....	4
Figure 2: Low and Moderate Income Areas (2020) .....	6
Figure 3: Minority Concentration Areas (2023) .....	10
Figure 4: Income Distribution (2023) .....	12
Figure 5: Poverty Concentration (2023) .....	14
Figure 6: Educational Attainment (2023) .....	15
Figure 7: Housing Unit Type (2023) .....	18
Figure 8: Housing Unit Age (2023) .....	19



# Alisal Neighborhood Revitalization Strategy Area

## Alisal Vibrancy Plan – Planning Context

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Since 2013, residents and community organizers have advocated for a community-driven plan focused on East Salinas. The purpose of the plan is to communicate the collective vision of those who live and work in the Alisal and implement community-created solutions for strengthening its neighborhoods. The Alisal Vibrancy Plan encompasses the geographic boundaries of the Alisal Neighborhood Revitalization Strategy Area (described below) plus the Alisal Market Place. The Alisal Vibrancy Plan is an opportunity to improve the quality of life for East Salinas families by creating a more vibrant, equitable and healthy community in a way that builds upon the social and cultural wealth of the Alisal.

The Alisal Vibrancy Plan is an action-oriented and comprehensive strategy for East Salinas, led by the community in close collaboration with the City of Salinas (City). This plan is a first of its kind undertaking between the City and the residents of East Salinas. Through the plan, the Alisal community envisions a thriving, safe and sustainable future, and strategies for getting there. Community participation and empowerment is critical to ensure the plan is responsive to the Alisal's current and future needs.

Since inception of the Vibrancy Plan, the City has been diligently implementing actions in the plan and documenting its progress. A budget of \$4.5 million has been allocated (as of June 30, 2023) as follows:

- Appearance - \$1,390,340
- Cleanliness - \$400,000
- Safety/Infrastructure - \$500,000
- Parks and Open Space - \$1,800,000
- Economic Development - \$325,000
- Unprogrammed - \$34,660

Progress of various projects is documented at a public dashboard:

<https://performance.envisio.com/dashboard/cityofsalinasAVP>

## Alisal Neighborhood Revitalization Strategy Area

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The Alisal Neighborhood Revitalization Strategy Area (ANRSA) is one of the tools to implement the Alisal Vibrancy Plan. The ANRSA is updated every five year and was last updated in 2020 to improve safety, economic, and housing conditions for residents in the Alisal area of Salinas. This ANRSA represents the City of Salinas' formal request to the U.S. Department of Housing and Urban

Development (HUD) to renew the existing NRSA, allowing the City to utilize HUD Community Planning and Development funds within the neighborhood.

## Why a Neighborhood Revitalization Strategy Area (NRSA)?

Under the Community Development Block Grant (CDBG) program, HUD offers a special tool to deliver focused revitalization activities through the Neighborhood Revitalization Strategy Area (NRSA) regulations. Typically, expenditure of CDBG funds must meet strict eligibility and recordkeeping requirements. Communities with approved NRSAs are offered enhanced flexibility in undertaking economic development, housing, and public service activities with CDBG funds within the NRSAs. This flexibility is designed to promote innovative programs in economically disadvantaged areas of the community.

### **Areas of Enhanced Regulatory Flexibility**

A key flexibility offered by the NRSA designation is the ability to qualify activities for CDBG funds using area-wide benefit. Specifically:

- The City may classify job creation or retention efforts focused on the targeted neighborhood as meeting the Low and Moderate Income (LMI) Area benefit national objective requirements.
  - Businesses that receive such assistance need not track the specific income of newly hired employees to demonstrate LMI benefit.
  - This provision reduces the administrative burden to the business and is intended to provide an incentive to businesses to participate in the community's job creation/retention programs.
- The City is allowed to aggregate housing units for which CDBG funds were obligated during each program year and treat them as a single structure.
  - At least 51 percent of total number of units must be occupied by LMI households. This permits greater flexibility in applying the LMI housing national objective criteria for the housing category, instead of qualifying on a per unit basis.
  - For example, households with incomes slightly above the LMI level may also qualify for rehabilitation assistance to fix up their homes.
  - However, homeownership assistance must only be provided to households that meet the LMI limits.
- Economic development activities carried out in the NRSA may be excluded from the "aggregate public benefit" standards.<sup>1</sup> This reduces recordkeeping requirements. This affords greater flexibility in selecting and implementing economic development activities and reduces the amount and scope of information that must be collected and documented.

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<sup>1</sup> Public Benefit standards: The CDBG authorizing statute requires that activities qualifying under particular categories of eligibility must meet standards of Public Benefit established by HUD in regulations. Specifically, it requires that an activity carried out under the category of economic development must meet the standards of Public Benefit set forth in 24 CFR 570.482(f). In general, for every \$35,000 in CDBG funds expended on economic development activities, at least one full-time equivalent job must be created or retained.

- All public services offered within the NRSA and carried out as part of qualified projects under the NRSA by a Community-Based Development Organization (CBDO) are exempt from the Citywide 15-percent public services “cap.” This permits the City to offer a more intensive level of services with the targeted neighborhood, as needed to stimulate revitalization. This flexibility includes job training and other employment related services and as such, it can provide an important foundation for economic opportunity for neighborhood residents.

## What Area is Qualified as a NRSA?

In order to be designated as a NRSA, the targeted neighborhood must be a contiguous area and primarily residential. The area must also contain at least 51 percent of low and moderate income (LMI) households.

## Why Update the Alisal NRSA?

The NRSA is required by HUD to be updated at least every five years to reconfirm eligibility, reflect the changing needs of the neighborhood, and to update the community’s strategy and priorities for the area and to adjust the boundaries if necessary and appropriate.

## ANRSA Geographic Area

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The Alisal neighborhood is located in the heart of Salinas, the county seat and largest municipality in Monterey County. The specific boundaries for the ANRSA (Figure 1) were last updated in 2015 and covers approximately 2.6 square miles, or about 11 percent of the whole City. With the boundary adjustments of the 2020 Census, the ANRSA includes all or portions of the following contiguous Census tracts and block groups. These are:

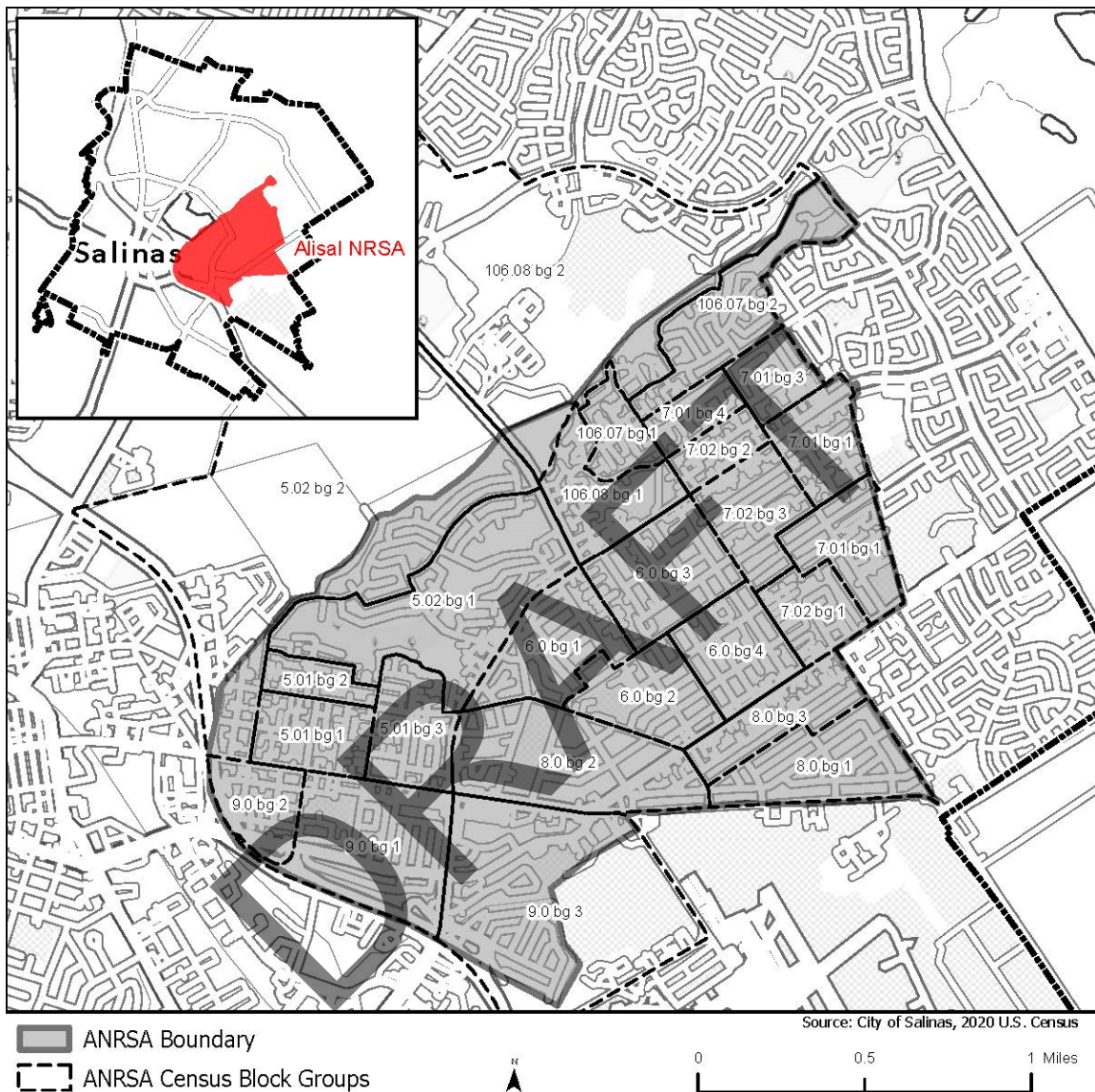
- Census tract 5.01 block groups 1, 2, and 3
- Census tract 5.02 block groups 1 and 2
- Census tract 6 block groups 1, 2, 3, and 4
- Census tract 7.01 block groups 1, 2, and 3
- Census tract 7.02 block groups 1, 2, 3 and 4
- Census tract 8 block groups 1, 2, and 3
- Census tract 9 block groups 1, 2, and 3
- Census tract 106.07 block groups 1 and 2
- Census tract 106.08 block groups 1 and 2

Because the 2020 Census has redrawn some boundaries and census tract and block group boundaries do not necessarily follow any neighborhood delineating features or streets, this list of tracts and block groups comprise a geographic area that is larger than the ANRSA in order to capture the population that partially falls within the ANRSA boundaries.

The ANRSA, located just east of Highway 101, is predominately residential, most of which is lower-density residential. Medium-density residential uses are located in the northeastern and southeastern portions of the ANRSA. Higher density uses are located in these areas, as well as along the major

corridors such as East Market Street and East Alisal Street, along with Williams Road, Sanborn Road, and East Laurel Drive.

Figure 1: ANRSA Location



# Neighborhood Profile

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## General Overview

Examination of demographic characteristics provides some insight regarding the needs in a community. The ANRSA includes some of the most distressed residential neighborhoods in the city and qualifies as a NRSA based on the high percentage of low to moderate income (LMI) residents. The ANRSA faces challenges such as inadequate public infrastructure, high levels of unemployment, high levels of poverty, and violent criminal activity. The demographic profile highlights the disparity between ANRSA and the City as a whole. This profile relies heavily on data from the U.S. Census Bureau 2019-2023 5-Year American Community Survey (ACS). ACS estimates reflect data that have been collected over a period of time rather than for a single point in time as in the decennial census, which is conducted every 10 years.

Specific findings included in this profile are highlighted below.

- The ANRSA had a much higher proportion of large households compared with the City.
- Median household income and per capita income in most block groups was lower than the Citywide figures.
- Within the ANRSA, about 23 percent of all households are living in poverty, a higher proportion than the City (14 percent).
- About half of ANRSA residents work in low paying industries.
- There is a higher proportion of renter-households in the ANRSA (68 percent) compared with the City as a whole (53 percent).
- The ANRSA's housing stock is older with 83 percent built in or before 1989 (35 or more years old) and 71 percent of the housing stock built in or before 1979 (45 or more years old).
- In the ANRSA, there is a higher incidence of severe cost burden among renters compared to all City renter-household. However, among homeowners, the incidence of cost burden is higher citywide than in the ANRSA.
- Overcrowding is significantly more prevalent in the ANRSA compared with the City as a whole. In fact, overcrowding in the ANRSA is more than twice the level of overcrowding seen citywide. The discrepancy is even more pronounced for severe overcrowding.
- Nineteen of the 22 housing complexes owned and administered by the Housing Authority of the County of Monterey (HACM) are located within the ANRSA. These properties provide project-based rent assistance to low-income households.



## Low- and Moderate-Income Areas

HUD CPD Notice 96-01 indicates that the NRSA must be primarily residential and contain a percentage of low- and moderate-income residents that is equal to the "upper quartile percentage" or 70 percent, whichever is less but, in any event, not less than 51 percent. 2020 HUD LMI data (based on 2016-2020 ACS) indicates that the area is made up of 78.3 percent low- and moderate-income residents (compared with the overall average of 57.7 percent for the City of Salinas), which exceeds the low- to moderate-income requirements of HUD CPD Notice 96-01. The LMI population by block group for the ANRSA is shown in Figure 2 and Table 1.

Figure 2: Low- and Moderate-Income Areas (2020)

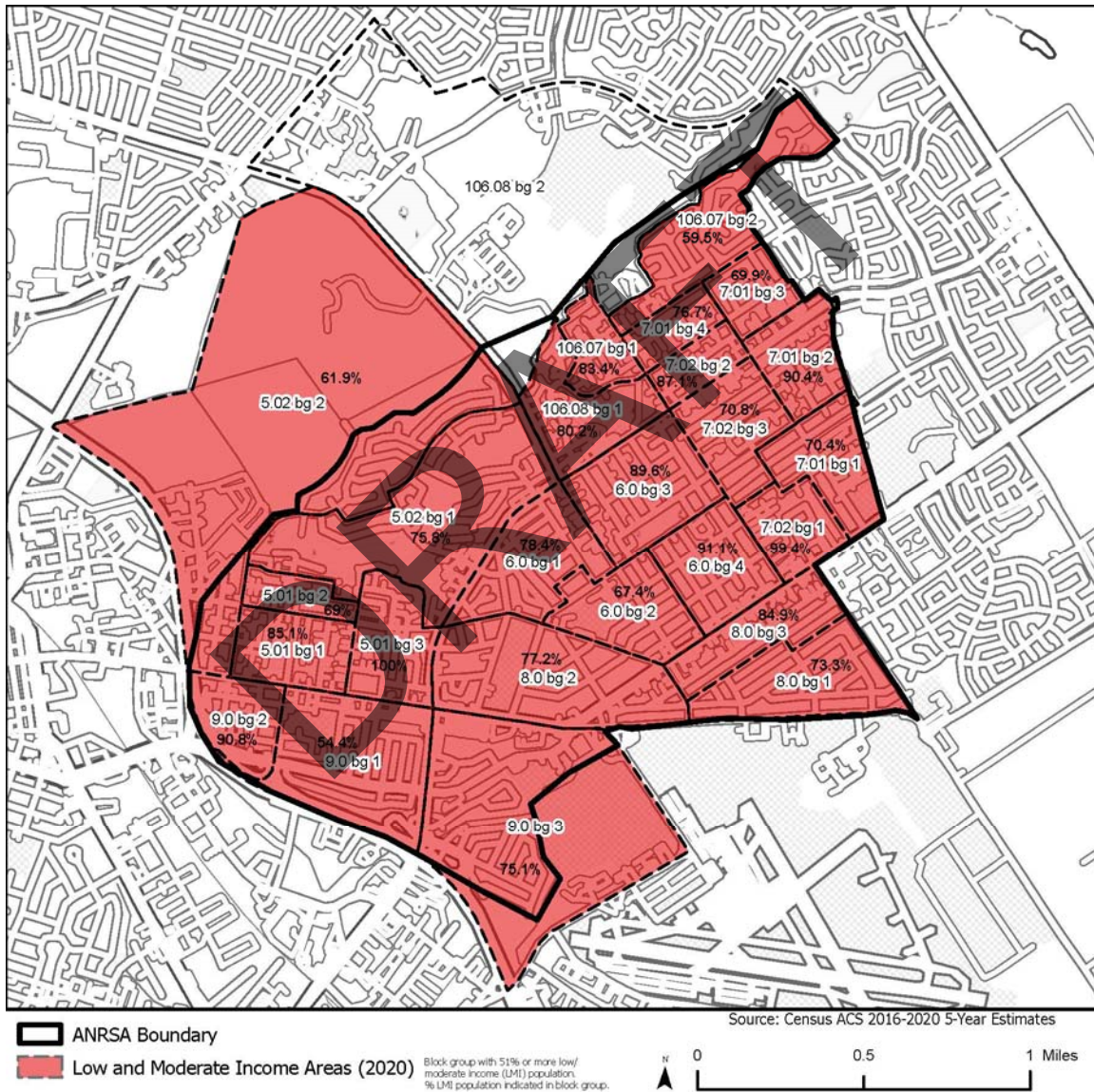


Table 1: Income Characteristics (2020-2023)

Block Group	Low and Moderate Income (LMI) Population HUD (2016-2020)	Total Population HUD (2016-2020)	% LMI Population HUD (2016-2020)	Median Household Income 2019-2023	Median Per Capita Income 2019-2023
Census Tract 5.01, BG 1	1,540	1,810	85.1%	\$41,941	\$9,954
Census Tract 5.01, BG 2	780	1,130	69.0%	\$94,223	\$18,602
Census Tract 5.01, BG 3	1,785	1,785	100.0%	\$48,458	15370
Census Tract 5.02, BG 1	1,755	2,315	75.8%	\$53,021	\$17,246
Census Tract 5.02, BG 2	1,340	2,165	61.9%	\$80,708	\$23,442
Census Tract 6, BG 1	2,110	2,690	78.4%	\$71,281	\$14,758
Census Tract 6, BG 2	445	660	67.4%	\$61,554	\$23,473
Census Tract 6, BG 3	1,770	1,975	89.6%	\$54,464	\$15,252
Census Tract 6, BG 4	1,640	1,800	91.1%	NA	\$12,002
Census Tract 7.01, BG 1	1,080	1,535	70.4%	\$74,914	\$20,399
Census Tract 7.01, BG 2	1,560	1,725	90.4%	\$58,932	\$10,669
Census Tract 7.01, BG 3	615	880	69.9%	\$70,735	\$13,276
Census Tract 7.01, BG 4	890	1,160	76.7%	\$56,964	29157
Census Tract 7.02, BG 1	1,570	1,580	99.4%	\$66,761	\$14,760
Census Tract 7.02, BG 2	2,265	2,600	87.1%	\$93,125	\$17,621
Census Tract 7.02, BG 3	1,395	1,970	70.8%	\$69,797	\$18,095
Census Tract 8, BG 1	1,540	2,100	73.3%	\$92,976	\$19,260
Census Tract 8, BG 2	1,495	1,935	77.2%	\$90,490	\$20,636
Census Tract 8, BG 3	1,410	1,660	84.9%	\$40,165	\$11,431
Census Tract 9, BG 1	645	1,185	54.4%	\$101,593	\$22,541
Census Tract 9, BG 2	1,525	1,680	90.8%	\$71,711	\$15,748
Census Tract 9, BG 3	2,160	2,875	75.1%	\$59,643	\$17,454
Census Tract 106.07, BG 1	1,840	2,205	83.4%	\$78,625	\$14,912
Census Tract 106.07, BG 2	1,285	2,160	59.5%	\$83,542	\$21,642
Census Tract 106.08, BG 1	1,415	1,765	80.2%	\$101,548	18512
Census Tract 106.08, BG 2	560	1,145	48.9%	\$149,107	\$31,333
<b>Total NRSA</b>	<b>36,415</b>	<b>46,490</b>	<b>78.3%</b>		
<b>Total City of Salinas</b>	<b>90,965</b>	<b>157,530</b>	<b>57.7%</b>	<b>\$80,580</b>	<b>\$27,492</b>

Source: U.S Department of Housing and Urban Development (HUD), 2016-2020. American Community Survey, 2019-2023 Five-Year Estimates

## Population Profile

### Population Growth

Census ACS 2019-2023 5-Year Estimates data shows that there are just below 50,000 persons living in the ANRSA. According to the Census, Salinas' population grew 1.7 percent between 2017 and 2023. However, the population increase in the ANRSA area was probably a result of the Census boundary changes. A disproportionate number of low- and moderate-income residents live in the ANRSA. While ANRSA residents make up 31 percent of the City's population, they represent 41 percent of the City's low- and moderate-income residents.

**Table 2: Population Growth (2000-2023)**

Year	City of Salinas		ANRSA	
	Population	% Change	Population	% Change
2000	142,685	--	51,222	--
2010	150,441	5.4%	46,736	-8.8%
2017	156,811	4.2%	45,010	-3.7%
2023	159,521	1.7%	49,659	10.2%

Note: Census block groups for the Alisal NRSA do not correspond exactly to the NRSA boundary.

Source: Bureau of the Census, 2000 and 2010, ACS 2013-2017, and 2019-2023 5-Year Estimates.

### Age Composition

ANRSA residents tend to be younger than residents citywide. In 2023, 75 percent of the area's residents were under 45 years of age (compared with 68 percent citywide). Conversely, the ANRSA has a lower proportion of older residents (over 55 years of age).

**Table 3: Age Distribution (2010-2023)**

Age Group	2010		2023	
	City of Salinas	ANRSA	City of Salinas	ANRSA
0 - 4 Years	9.5%	11.9%	7.3%	8.4%
5 - 17 Years	21.8%	23.9%	22.7%	27.2%
18 - 24 Years	12.0%	13.8%	11.0%	11.3%
25 - 44 Years	29.9%	31.8%	27.3%	28.1%
45 - 54 Years	11.5%	8.7%	11.2%	11.0%
55 - 64 Years	7.8%	5.4%	10.3%	7.1%
65+	7.5%	4.5%	10.4%	6.9%
Total	100.0%	100.0%	100.0%	100.0%

Source: Bureau of the Census, 2010, ACS 2019-2023 5-Year Estimates.



### **Race and Ethnicity**

Similar to the City, Alisal residents are predominately Hispanic. While 80 percent of the City's population is Hispanic, almost all (96 percent) of Alisal residents are Hispanic. The most striking difference between the racial and ethnic makeup of the City and the ANRSA is among White and Asian residents (Table 4).

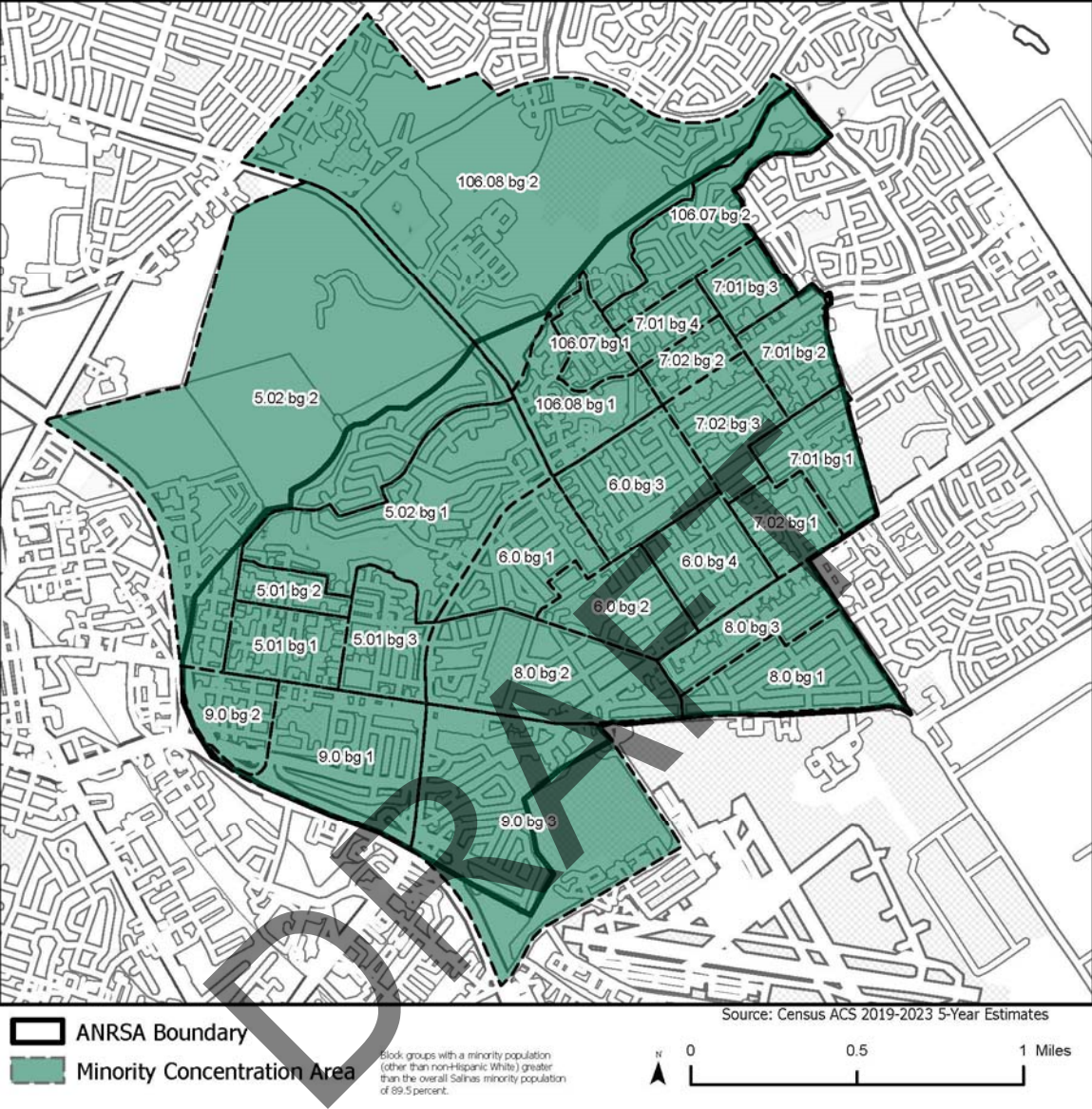
**Table 4: Race/Ethnicity (2010-2023)**

Race/Ethnicity	2010		2023	
	City of Salinas	ANRSA	City of Salinas	ANRSA
Non-Hispanic White	15.5%	3.0%	11.5%	2.2%
Black or African American	1.6%	0.3%	1.1%	0.5%
Hispanic or Latino	75.0%	95.1%	80.3%	95.6%
American Indian or Alaska Native	0.3%	0.1%	0.1%	0.1%
Asian/Pacific Islander	6.0%	0.9%	5.4%	1.2%
Other	0.1%	0.2%	0.2%	0.1%
Two or more races	1.5%	0.3%	1.4%	0.4%
Total Population	100.0%	100.0%	100.0%	100.0%

Source: Bureau of the Census, 2010, ACS 2019-2023 5-Year Estimates.

Figure 3 shows concentrations of minority households by Census block group in the ANRSA. A "concentration" is defined as a block group whose proportion of minority households is greater than the overall Salinas 2023 minority average of 89.5 percent. As shown on Figure 3, all block groups in the ANRSA have a minority population greater than 89.5 percent.

Figure 3: Minority Concentration Areas (2023)



### Household Type and Size

Different household types generally have different housing needs. In the ANRSA in 2023, households are predominantly families (90 percent), a higher proportion than the City as a whole (Table 5). Families with children account for close to 64 percent of all households in the area. In 2023 proportionally, there was less than half seniors living alone in the ANRSA (3.4 percent) compared with all City households (7.7 percent). Close to 23 percent of households in the NRSA have at least one elderly member (65+ years). In the ANRSA, the proportion of households with an elderly member and seniors living alone has increased since 2010. This expansion of the size of the older population is a trend seen nationwide. Single-parent households often require special consideration and assistance as a result of their greater need for affordable housing, as well as accessible day care, health care, and other supportive services. In the ANRSA, 32 percent of families with children were headed by single parents (most of which were headed by female householders). Between 2010 and 2023 the proportion of female headed households with children increased by ten percentage points while the proportion of married families with children decreased by 15 points.

Table 5: Household Type (2010-2023)

Household Type	2010		2023	
	ANRSA	City of Salinas	ANRSA	City of Salinas
Families	89.0%	78.0%	89.9%	78.3%
Families with Children	69.7%	46.0%	64.2%	46.7%
Married Families with Children	47.0%	31.5%	31.9%	27.4%
Male Headed Families with Children	8.5%	4.5%	8.7%	6.5%
Female Headed Families with Children	14.2%	10.1%	23.5%	12.9%
Non-Family Households	11.0%	22.0%	9.6%	21.1%
Senior Living Alone	3.9%	6.4%	3.4%	7.7%
Households with Elderly (65+ years) Members	17.3%	20.4%	22.8%	27.0%

Source: Bureau of the Census, 2010, ACS 2019-2023 5-Year Estimates.

A significantly higher proportion of households in the ANRSA include five or more members (48 percent) compared with the City (30 percent). The proportion of large households is also higher among renter-households than owner-households. Households with five or more members are considered large households. These households are usually families with two or more children or families with extended family members such as in-laws or grandparents. It can also include multiple families living in one housing unit in order to save on housing costs. Large households face more limited housing options as adequately sized, affordable housing units are often limited. To save for necessities such as food, clothing, and medical care, lower- and moderate-income large households may reside in smaller units, resulting in overcrowding. Many of these issues are exacerbated for renter households. Compared with households citywide, there were a significantly larger proportion of renter households with five or more members.

Table 6: Household Size (2023)

HH Size	ANRSA			City of Salinas		
	Owner-Occupied HHs	Renter-Occupied HHs	All HHs	Owner-Occupied HHs	Renter-Occupied HHs	All HHs
1 - 2 Person HHs	24.1%	16.5%	18.9%	41.6%	33.9%	37.5%
3 - 4 Person HHs	34.2%	33.0%	33.4%	32.8%	33.0%	32.9%
5+ Person HHs	40.7%	50.5%	47.7%	25.6%	33.2%	29.6%

Source: Source: Bureau of the Census, ACS 2019-2023 5-Year Estimates.

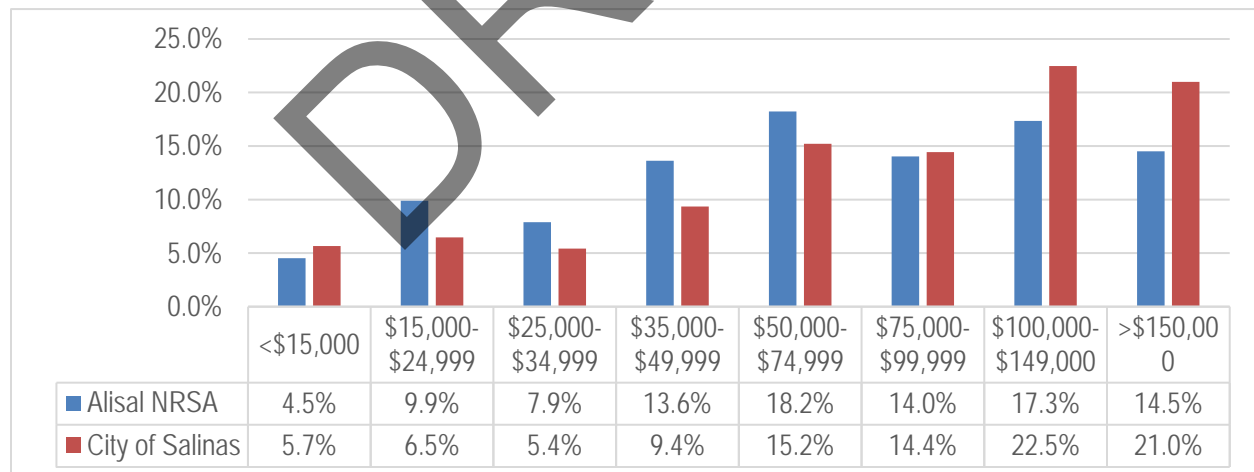
## Income and Labor Force Profile

### Income Distribution

The City's median income as shown in the ACS 2019-2023 5-Year Estimates was (\$80,580). More than half of the block groups within the Alisal NRSA had a lower median household income than the City. Among the ANRSA block groups, 36 percent had medium household incomes under \$50,000. Median income in the ANRSA ranged from a low of \$40,165 (tract 8.00 block group 3) to a high of \$149,107 (tract 106.08 block group 2) (Table 1). Per capita income in all but one of the block groups was lower than the City median per capita income of \$27,492 (Table 1).

Figure 4 shows that the distribution of income in the ANRSA is skewed toward the lower end. The ANRSA has a higher proportion of households earning under \$75,000 and a lower proportion of households earning over \$75,000. Median household citywide was approximately \$80,580.

Figure 4: Income Distribution (2023)



Source: Bureau of the Census, ACS 2019-2023 5-Year Estimates.

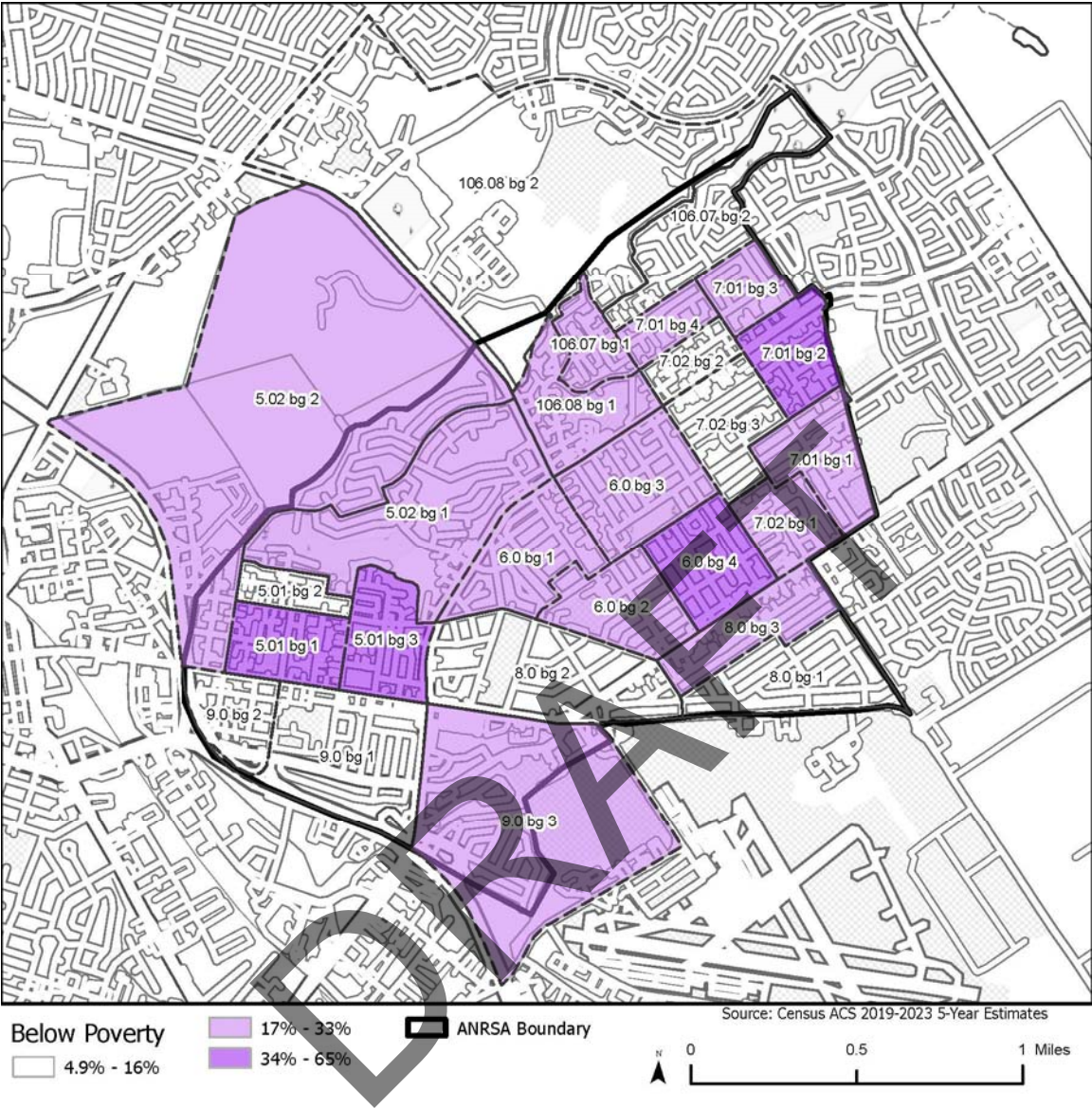
### Poverty

In Salinas, 13.9 percent of households were found to be living below the poverty level (according to 2019-2023 ACS data). In the ANRSA 22.6 percent of all households were living in poverty. Several neighborhoods within the ANRSA had proportions of households living in poverty that were more than twice the proportion citywide (13.9 percent). Identifying concentrations of poverty is important as research indicates that this concentration of poverty can result in higher crime rates, underperforming public schools, poor housing and health conditions, as well as limited access to private services and job opportunities. The consequences of poverty are particularly harmful to children. Children who grow up in densely poor neighborhoods and attend low-income schools face many barriers to academic and occupational achievement.

DRAFT



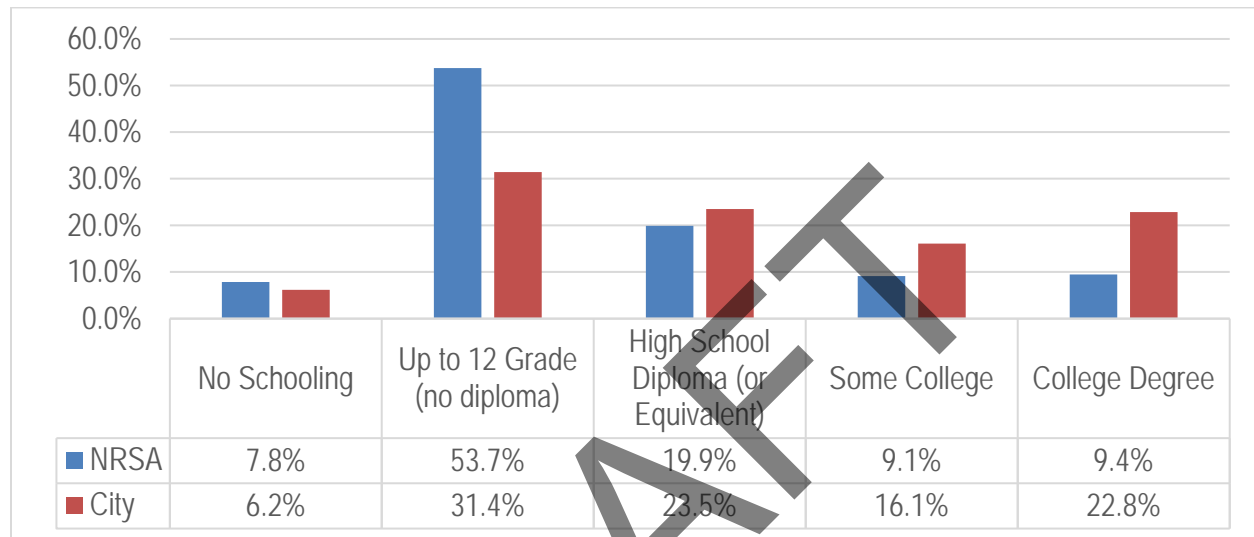
Figure 5: Poverty Concentration (2023)



### Educational Attainment

Low educational attainment may be a key contributor to low earnings for residents in the ANRSA. Figure 6 shows that in the ANRSA, more than 60 percent of residents (over the age of 25) have less than a high school degree. This proportion is very high in comparison with residents citywide (38 percent with less than a high school degree). The proportion of residents with college degrees in the ANRSA is just 41 percent of the City level.

Figure 6: Educational Attainment (2023)



Source: Bureau of the Census, ACS 2019-2023 5-Year Estimates.

## Employment

Table 7 shows the distribution of employment among different industries and median earnings for the City and the ANRSA. The City has become less reliant on agricultural jobs for employment. Just about one-third of employed residents within the ANRSA work in the agriculture industry (which also includes forestry, fishing and hunting, and mining). A little above ten percent work in retail jobs and six percent work in the arts, entertainment, and recreation, and accommodation and food services industry. All three of these industries typically offer lower compensation and benefits. This is a significant fact as this indicates that close to half of ANRSA residents work in low paying industries with limited or no benefits. The proportion of ANRSA residents employed in the industry with the highest earnings (public administration) is less than half (2.3 percent) compared with the proportion citywide (4.9 percent).

**Table 7: Industry and Earnings (2023)**

Industry	Percent of Total Employment		City Median Earnings
	City of Salinas	ANRSA	
Agriculture, Forestry, Fishing/Hunting, and Mining	19.4%	34.4%	\$29,830
Construction	7.3%	9.2%	\$51,861
Manufacturing	5.3%	4.5%	\$50,278
Wholesale Trade	3.0%	2.6%	\$43,172
Retail Trade	11.0%	10.4%	\$29,241
Transportation and Warehousing, and Utilities	4.0%	3.0%	\$51,599
Information	0.9%	0.4%	\$54,261
Finance and Insurance, and Real Estate/Rental/Leasing	2.3%	1.3%	\$68,716
Professional, Scientific, and Management, and Administrative and Waste Management Services	9.5%	8.1%	\$40,295
Educational Services, and Health Care/Social Assistance	19.5%	13.6%	\$47,761
Arts, Entertainment, Recreation, and Accommodation and Food Services	8.5%	6.4%	\$26,838
Other Services, Except Public Administration	4.3%	3.7%	\$36,339
Public Administration	4.9%	2.3%	\$77,018
Total	100.0%	100.0%	\$40,048

Source: Bureau of the Census, ACS 2019-2023 5-Year Estimates.



## Housing Profile

### Housing Growth

As shown in Table 8, housing growth in Salinas outpaced growth in the County during the last decade. Similarly, in the ANRSA, housing growth exceeded that of the City during the same period. However, some of that growth may be artificial and due to the changes in 2020 Census boundaries, which include a large geographic area than the boundaries used in the 2010 Census.

**Table 8: Housing Unit Growth (2010-2023)**

City/County	# of Units 2010	# of Units 2023	% Change 2010 to 2023
ANRSA	9,884	10,886	10.1%
Salinas	42,651	45,206	6.0%
Monterey County	139,048	144,659	4.0%

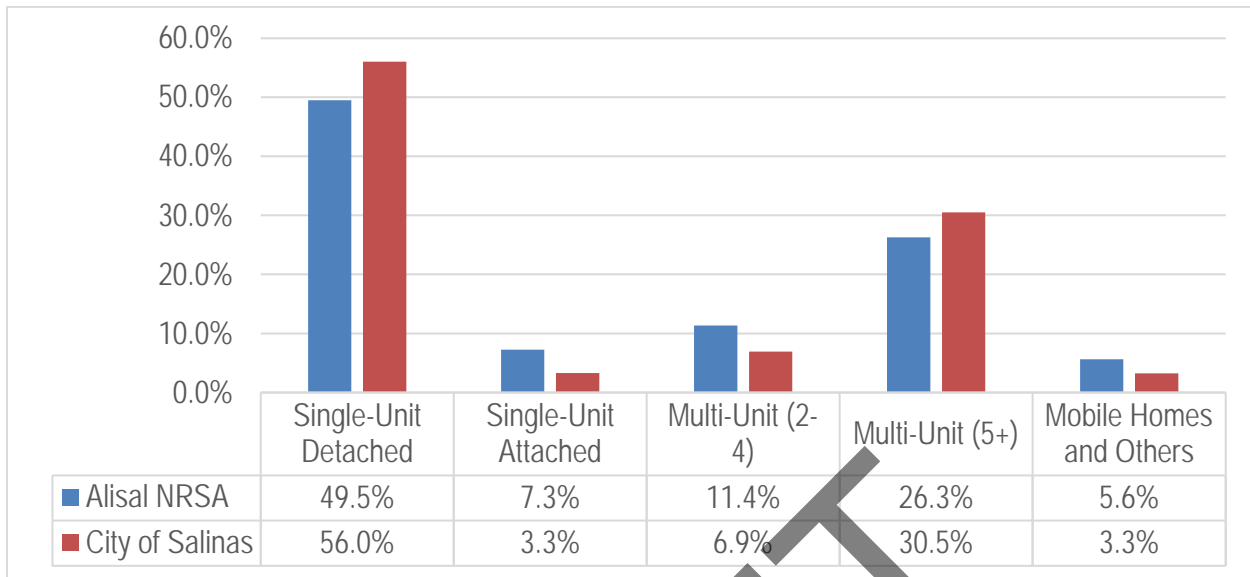
Source: Bureau of the Census, ACS 2019-2023 5-Year Estimates.

### Housing Stock Characteristics

The City and ANRSA housing stock is comprised of three categories: single-family dwelling units, multi-family dwelling units, and other types of units such as mobile homes. Single-family detached units comprise a substantial majority of the ANRSA's housing stock (50 percent) followed by multifamily developments with five or more units (Figure 7). Overall, the ANRSA has a slightly more diverse housing stock compared to the City, where there is a slightly more even distribution of different housing types

In the ANRSA, 68 percent of households are renter-occupied, and 32 percent of households are owner-occupied (compared with 53 percent and 47 percent respectively in the City). Since 2010 the proportion of single-family dwelling units in the ANRSA's housing stock has decreased (from 53.9 percent in 2010 to 51.3 percent in 2023). The proportion of owner-occupied units has increased slightly from 29 percent in 2017 to 32 percent in 2023. This may imply that the increase in multi-family units is primarily ownership units such as condos and townhomes.

Figure 7: Housing Unit Type (2023)

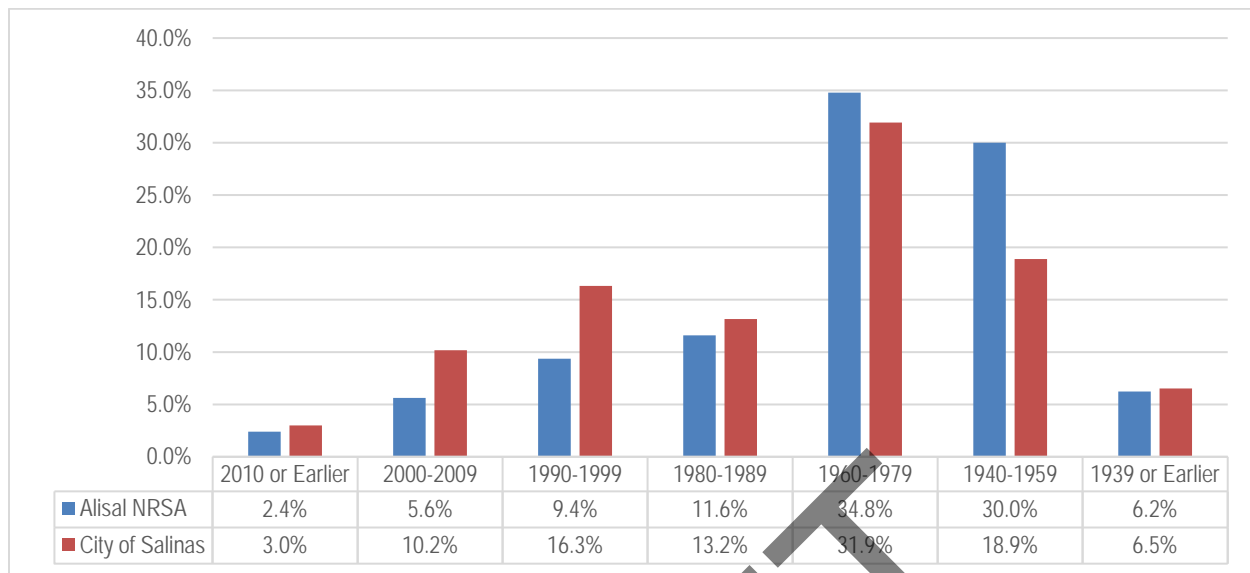


Source: Bureau of the Census, ACS 2019-2023 5-Year Estimates.

### **Housing Age and Conditions**

Housing age can indicate general housing conditions within a community. Housing is subject to gradual deterioration over time. Deteriorating housing can depress neighboring property values, discourage reinvestment, and eventually impact the quality of life in a neighborhood. In general, most homes begin to require major repairs or have significant rehabilitation needs at 30 or 40 years of age. Furthermore, housing units constructed prior to 1979 are more likely to contain lead-based paint. The ANRSA's housing stock is older with almost all housing units (83 percent) built in or before 1989 (35 or more years old) and 71 percent of the housing stock built in or before 1979 (45 or more years old) (Figure 8). Given the age of the housing stock, housing rehabilitation needs in the neighborhood will increase substantially in the upcoming decade.

Figure 8: Housing Unit Age (2023)



Source: Bureau of the Census, ACS 2019-2023 5-Year Estimates.

### Housing Cost

According to Redfin, the median home value (as of February 2025) in the 93905 (which includes the ANRSA) was \$682,500 (compared with \$735,000 for the City of Salinas). Home values in the 93905 zip code have gone up 14.7 percent over the past year. Citywide, home value increased seven percent over the same period. The average rent estimate, calculated by Rent Café for November 2024, for the 93905 zip code was \$1,969, much lower than the Salinas average of \$2,337.

### Housing Problems

#### **Cost Burden**

According to the federal government, when a household spends more than 30 percent of its income on housing, that household is considered cost burdened. A cost burden of 30 to 50 percent is considered moderate; payment in excess of 50 percent of income is considered a severe cost burden. Cost burden is an important housing issue because paying too much for housing leaves less money available for basics such as food and living expenses as well as for emergency expenditures. Housing cost burden typically is linked to income levels. The lower the income, the larger percentage of a household's income is allotted to housing costs. Cost burden by low-income households tends to occur when housing costs increase faster than income. Cost burden in the ANRSA, and citywide, was more prevalent for renter-households. In the ANRSA, there is a higher incidence of renter cost burden compared to all City renter-households, particularly for severe cost burden. Cost burden among homeowner though, was slightly more prevalent citywide than in the ANRSA, possibly due to the older housing stock and costs of homes in the ANRSA.

Table 9: Housing Cost Burden (2023)

Household	Cost Burden (30 – 50%)	Severe Cost Burden (50%+)
<b>ANRSA Households</b>		
Owner-Occupied	14.2%	9.3%
Renter-Occupied	27.0%	32.4%
<b>All City Households</b>		
Owner-Occupied	16.8%	11.4%
Renter-Occupied	27.2%	25.5%

Source: Bureau of the Census, ACS 2019-2023 5-Year Estimates.

### ***Overcrowding***

According to State and federal guidelines, an overcrowded housing unit is defined as a unit with more than one person per room, including dining and living rooms but excluding bathrooms, kitchens, hallways, and porches. Severe overcrowding is described as households with more than 1.5 persons per room. Household overcrowding is reflective of various living situations: (1) a family lives in a home that is too small; (2) a family chooses to house extended family members; or (3) unrelated individuals or families are doubling up to afford housing. However, cultural differences also contribute to the overcrowded conditions since some cultures tend to have larger household size than others due to the preference of living with extended family members. Overcrowded conditions can strain physical facilities and the delivery of public services, reduce the quality of the physical environment, contribute to a shortage of parking, and accelerate the deterioration of homes. Overcrowding is significantly more prevalent in the ANRSA compared with the City as a whole (Table 10). In fact, overcrowding in the ANRSA is almost twice the level of overcrowding seen citywide. The discrepancies between the ANRSA and City are even more pronounced regarding severe overcrowding.

Table 10: Overcrowding (2023)

Area	Overcrowded (1+ occupants per room)			Severely Overcrowded (1.5+ occupants per room)		
	Renter	Owner	Total	Renter	Owner	Total
ANRSA	53.5%	29.1%	45.7%	19.5%	9.8%	16.4%
City of Salinas	32.0%	12.8%	23.0%	2.7%	1.3%	2.1%

Source: Bureau of the Census, ACS 2019-2023 5-Year Estimates.

### ***Assisted Housing***

The Housing Authority of the County of Monterey (HACM) previously owned and administered 26 public housing complexes (682 units) in Salinas. Specifically, 19 of the complexes are in the Alisal area. Eligible residents must be senior citizens, a disabled individual, or a low-income family. Initiated in 2015 and completed in 2019, HACM converted its 22 public housing developments into project-based rental assistance units through HUD's RAD program. HACM has established Monterey County Housing Authority Development Corporation (MCHADC) to manage former public housing developments.

Housing developments utilizing federal, State, and/or local programs—including State and local bond programs, Low-Income Housing Tax Credits (LIHTC), density bonus, or direct assistance programs—are often restricted for use as low-income housing and provide another source of affordable housing. A number of developments located within the ANRSA have been identified where some or all of the units are affordable for low to moderate income households. Together, these projects provide 390 units of affordable housing.

**Table 11: Affordable and Public Housing in the Alisal NRSA**

Name	Address	Funding Source	Total Units
<b>Non-MCHADA Affordable Development</b>			
Jardines Del Monte	1253 Del Monte Avenue	HOME, SRA, Inclusionary	11
La Gloria Apartments	539 E. Market Street	HOME, SRA, Inclusionary, Density Bonus	22
Las Casas de Madera	510 East Market Street	CDBG, Salinas Housing Trust Fund	75
Loma El Paraiso	541 Roosevelt Street	CDBG	43
Los Abuelitos Senior Apartments	528 East Market Street	Low Income Housing Tax Credit	25
Roosevelt Street Townhomes II	504 Roosevelt Street	Low Income Housing Tax Credit	22
Roosevelt Townhomes	522 Roosevelt Street	Low Income Housing Tax Credit	22
Salinas Point (aka Los Padres) Apartments	1260 John Street	HOME, SRA	164
Wesley Oaks	138 Carr Ave	HOME, Salinas Housing Trust Fund, Inclusionary	6
<b>MCHADC Housing Development</b>			
Del Monte Estate	1415 Del Monte Avenue	Project-Based Rental Assistance	44
Del Monte Townhomes	1259 Del Monte Avenue	Project-Based Rental Assistance	17
Scattered Site	1011 E. Laurel Drive	Project-Based Rental Assistance	15
Scattered Site	1029 Rider Avenue	Project-Based Rental Assistance	4
Scattered Site	1111 Alamo Way	Project-Based Rental Assistance	2
Scattered Site	1112 Alamo Way	Project-Based Rental Assistance	4
Scattered Site	1062 N. Sanborn Road	Project-Based Rental Assistance	10
Scattered Site	540 Williams Road	Project-Based Rental Assistance	3
Scattered Site	312 Williams Road	Project-Based Rental Assistance	3
Scattered Site	737 Mae Avenue	Project-Based Rental Assistance	4
Scattered Site	1113 D Street	Project-Based Rental Assistance	6
Scattered Site	24 N. Wood Street	Project-Based Rental Assistance	4
Scattered Site	775 Elkington Avenue	Project-Based Rental Assistance	6
Scattered Site	780 Elkington Avenue	Project-Based Rental Assistance	7
Scattered Site	1012 N. Sanborn Road	Project-Based Rental Assistance	11
Rider Manor	1030 Rider Avenue	Project-Based Rental Assistance	18
Sanborn Arms	1058 N. Sanborn Road	Project-Based Rental Assistance	16
Sanborn Estates	1025 N. Sanborn Road	Project-Based Rental Assistance	14

**Table 11: Affordable and Public Housing in the Alisal NRSA**

Name	Address	Funding Source	Total Units
Sanborn Plaza	1039 N. Sanborn Road	Project-Based Rental Assistance	14

Sources: City of Salinas Housing Division, 2023-2031 Housing Element, November 2023.

## Public Safety

An issue of continued concern within the ANRSA is crime and violence. However, the crime reports from the FBI between 2015 and 2023 indicate that the number of violent has continued to decline, from 1,098 incidents in 2015 to 798 incidents in 2024.<sup>2</sup> The City of Salinas Police Department reported 1,668 Part 1 violent crimes in 2023, compared to 2,044 incidents in 2019. Part 1 violent crimes include murder, rape, aggravated assault, robbery, and human trafficking.

According to local law enforcement, Monterey County has an estimated 5,000 certified and affiliated gang members, with approximately 3,000 living in Salinas. There are approximately 71 gangs countywide, with 16 street gangs and two prison gangs in Salinas. Monterey County has two California State Prisons, the Salinas Valley State Prison and the Correctional Training Facility. Both are approximately 30 miles south of Salinas, which contribute to local gang problems. Gang associates and family members often move to cities like Salinas to be close to incarcerated gang members. This has led to multigenerational and intergenerational sibling gang members in communities such as East Salinas<sup>3</sup> (Alisal).

## Community Outreach – Alisal Vibrancy Plan

Development of the Alisal Vibrancy Plan involved an extensive community engagement program. Outreach events and activities were designed to engage a variety of residents, stakeholders, and decision-makers throughout the process in ways that are culturally inclusive, convenient, accessible, and relevant to participants. The engagement approach included the following tools:

- Steering Committee and Working Group Meetings
- Community Outreach Training and Toolkits for Steering Committee members, Project Ambassadors, Youth Action Team, and other volunteers
- Stakeholder & Community Group Interviews
- Community Workshops
- Business Engagement Survey
- Pop-Up Event/Non-Traditional Workshop/Temporary Installations
- Website, Social Media and Community Survey
- Workshop on Draft Plan
- City Council & Planning Commission Workshops

<sup>2</sup> <https://cde.ucr.cjis.gov/LATEST/webapp/#/pages/explorer/crime/query>, based on the Uniform Crime Reporting (UCR) Program.

<sup>3</sup> Community Alliance for Safety and Peace. “Salinas Comprehensive Strategy for Community-wide Violence Reduction 2013-2018”.

The Technical Advisory Committee included diverse member groups:

- Alisal Union School District (AUSD)
- Building Healthy Communities East Salinas (ES BHC)
- Center for Community Advocacy
- Community Alliance for Safety and Peace (CASP)
- Community Housing Improvement Systems and Planning Association, Inc. (CHISPA)
- Communities Organized for Relational Power in Action (COPA)
- Hartnell College
- Monterey Bay Central Labor Council (MBLC)
- Monterey County Health Department (MCHD)
- MILPA Collective
- Monterey-Salinas Transit (MST)
- Mujeres en Acción
- University of California, Agriculture and Natural Resources 4-H Program
- Urban Arts Collaborative (UAC)

Overall, 34 Working Group Meetings, 20 Steering Committee Meetings, eight large workshops, and 24 pop-up events engaged the participation of more than 1,500 persons and resulted in more than 150 solutions and recommendations.

## Community Outreach – ANRSA

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In preparation of its FY 2025-2029 CP, FY 2025-2026 AAP, and ANRSA Update the City conducted several community outreach efforts. A summary is provided below. Appendix A includes the Public Outreach Report.

### Stakeholder Consultation

Two virtual stakeholder workshops were held in December 2024. Participants were public service organizations, nonprofits and other interested parties. The workshops included a presentation of the Consolidated Plan's purpose, contents and requirements. The majority of the time was spent conducting a Mentimeter poll where all participants were able to answer questions on a digital device and the answers were shown on the screen. This allowed participants to see answers in real time as well as spurring discussions.

### Community Meeting

An in-person community meeting was held on January 23, 2025, at the El Gabilan Library. It is estimated that 53 people were in attendance. Community members with an opportunity to vote on the housing and community priorities important to them including streets and neighborhood improvements, community facilities, community services, economic development, housing and special needs housing. Voting was done by placing dots on posters with different topics and programs.

### Pop-Up Events

The City had several pop-up events in December 2024 and January 2025 to discuss the Consolidated Plan with residents and have them fill out the Housing and Community Development Survey. The locations included:

- SORT (Salinas Outreach Response Team) outings
- Chinatown Resource Fair
- Food Bank Event – Bread Box
- Downtown Outreach
- Laundry Mat Postings
- City Council Meeting Pop-up
- Cesar Chavez Library – meeting was available in Spanish through translation services

## Survey

A housing and community development survey was open between December 9, 2024, and January 31, 2025. The survey, available in English and Spanish, could be completed via online (SurveyMonkey) or paper. The weblinks and QR codes were advertised on the City's website, social media, in community meetings and on flyers. Paper surveys were also available at City Hall and the pop-up and community events.

A total of 127 responses were received (80 in English and 47 in Spanish). Survey questions included demographic and household income information; broadband internet usage; rankings for community services, community facilities, streets and neighborhood needs, economic development needs, housing needs and special housing needs; and fair housing questions. Respondents were asked to rank housing and community needs in order of importance to them.

## Public Noticing

Public noticing of Consolidated Plan outreach activities was done through a variety of formats including the City website, emailing stakeholders, distributing flyers throughout the City and social media posts.

A 30-day public review period of the draft Consolidated Plan occurred from May 16, 2025, to June 17, 2025. Copies of the draft CP, AAP and ANRSA were made available for the public at the following locations, in conformance with the City's CDBG Citizen Participation Plan (CPP):

- John Steinbeck Library, 350 Lincoln Avenue, Salinas
- Cesar Chavez Library, 615 Williams Road, Salinas
- El Gabilan Library, 1400 North Main Street, Salinas
- Housing Division, Community Development Department, 65 W. Alisal Street, 2nd Floor, Salinas
- City Clerk's Office, City Hall, 200 Lincoln Avenue, Salinas
- On-line at the City of Salinas website: <http://www.cityofsalinas.org/>

## Public Hearings

The City conducted the following public meetings regarding the CP, APP and ANRSA:



- Community Workshop: El Gabilan Library on January 23, 2025
- City Housing and Land Use Committee Meeting – June 10m 2025
- City Council (Public Hearing) – June 17, 2025, published public notice in the Monterey Herald in English and in Spanish.

## Goals, Strategies, Objectives, and Performance Measures

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In establishing the goals, strategies, objectives, and performance measures for the Alisal NRSA, several factors are considered:

- Goals, strategies, objectives, and performance measures are consistent with the Alisal Vibrancy Plan;
- This document provides guidance primarily for the use of CDBG funds;
- The goals, strategies, objectives, and performance measures must be realistic relative to the level of CDBG funding available; and
- Programs and activities must be consistent with the Council goals and CDBG regulations.

Alisal residents would continue to be eligible to participate in programs that are offered citywide. In addition, this updated strategy for the Alisal NRSA is designed to take full advantage of the benefits afforded by the NRSA designation. The NRSA will be implemented through the Consolidated Plan Annual Action Plan process. Upon the close of each program year, the City will provide a summary of progress in implementing the Consolidated Plan, including the NRSA. In response to the housing market conditions and issues/concerns voiced by Alisal residents, the City has identified the following goals, strategies, objectives, and performance measures for the Alisal area:

### Public Services

Support local nonprofit organizations to establish CBDO status to provide public services focused in the Alisal NRSA for the following goals:

- **Youth and Families** (Youth Leadership Development)
- **Health and Safety** (Tenant Protection)
- **Economic Development** (Micro and Small Business Support)

### ANSRA Benefit

**Public Services CAP Exemption** - The CDBG program limits the expenditure of CDBG funds on public services to 15 percent of the City's total annual allocation. However, a Community-Based Development Organization (CBDO) working in a NRSA is exempt from this 15 percent cap. In order to qualify as a CBDO, an organization must comply with the [CDBG regulations at 24 CFR Part 570.204 – Special Activities by Community-Based Development Organizations \(CBDOs\)](#). Public services carried out in an NRSA are not subject to the statutory 15 percent public service cap when such activities are carried out by a designated Community Based Development Organization (CBDO)

undertaking a neighborhood revitalization, community economic development, or energy conservation project. This benefit will apply to the following types of activities:

- Youth and Families
- Health and Safety
- Economic Development

### **Strategies**

- Improve and increase access to youth services
- Provide fair housing and tenant landlord counseling
- Expand small business counseling, education, and technical support services

### **Objectives**

- Establish a CBDO focused on youth services
- Provide funding for fair housing services and tenant/landlord counseling to a CBDO
- Establish a CBDO to provide and fund small business counseling, education, and technical assistance services

### **Performance Measures**

- Establish one (1) CBDO focused on youth services by FY 2029.
- Provide funding for fair housing services and tenant/landlord counseling to one (1) CBDO.
- Establish one (1) CBDO to provide and fund small business counseling, education and technical assistance services by FY 2029.

## **Housing**

Provide funding for affordable housing projects in the Alisal NRSA for the following goals:

- **Housing/Homelessness/Neighborhood Revitalization - Affordable Housing Preservation** (Housing Rehabilitation, Minor Rehabilitation, and Emergency Repairs)
- **Housing/Homelessness/Neighborhood Revitalization - Affordable Housing Protection** (Preservation of Affordability of Housing Units)
- **Housing/Homelessness/Neighborhood Revitalization - Affordable Housing Production** (Development of Affordable Housing)
- **Housing/Homelessness/Neighborhood Revitalization – Tenant Protection** (Fair Housing and Tenant Landlord Counseling)

### **ANSRA Benefit**

**Aggregation of Housing Units** - Housing units assisted in an approved NRSA, during each program year, may be treated as a single structure for purposes of meeting a national objective. The grantee

must maintain documentation that demonstrates 51 percent of the all the single and multi-family housing units completed in the NRSA were initially occupied by low- and moderate-income households. In contrast, outside an NRSA, 100 percent of the single-family homes must be occupied by low- and moderate-income households. This benefit will apply to the following types of activities:

- Affordable Housing Preservation
- Affordable Housing Protection
- Affordable Housing Production

### **Strategies**

- Minor Rehabilitation and Emergency Repairs Assistance
- Preserve Affordable Housing Stock (Multi Family and Single-Family Units)
- Leverage Funds from local, State, and Federal resources for Affordable Housing Development
- Development of Affordable Housing on City-owned Properties
- Research and develop a program for the rehabilitation and new construction of affordable Accessory Dwelling Units (ADUs)
- Provide fair housing and tenant landlord counseling

### **Objectives**

- Raise the qualifying income level for minor rehabilitation and emergency repairs assistance to 100 percent of the AMI (lead-based paint, HAA)
- Maintain and preserve affordable units prior to expiration of affordability agreement 30 to 55-year term
- Provide funding for housing acquisition, demolition and clearance, and new construction (CBDO). Continue to provide funding to shovel-ready projects
- Partner with qualified organizations for acquisition, demolition and clearance, new construction (CBDO) on City-owned properties
- Research and develop a program for rehabilitation and new construction of affordable ADUs
- Provide funding for fair housing services and tenant/landlord counseling to a CBDO

### **Performance Measures**

- Assist up to six (6) households by FY 2029.
- Review existing affordable housing stock and determine any expiration of affordable housing agreements. Work with property owners, non-profit developers to preserve affordable housing.
- Continue to provide funding to shovel-ready projects and fund at least one (1) project.
- Partner with at least one housing developer by FY 2029.
- Provide funding for fair housing services and tenant/landlord counseling to one (1) CBDO.

## Economic Development

Provide funding for economic development, training, and education activities in the Alisal NRSA for the following goals:

- Economic Development – Micro and Small Business Support

### ANSRA Benefit

**Public Services CAP Exemption** – This benefit will apply to the following types of activities:

- Economic Development – Micro and Small Business Support – Small business counseling, education, and technical assistance services

**Job Creation/Retention as Low/Moderate Income Area Benefit** - Job creation/retention activities undertaken in an NRSA may be qualified as meeting the area benefit national objective, thus eliminating the need for businesses to track personal income and maintain records for jobs held by or made available to low- and moderate-income persons residing within the NRSA. This benefit will apply to the following types of activities:

- Economic Development – Micro and Small Business Support

**Aggregate Public Benefit Standard Exemption** - Economic development activities carried out in an NRSA may be exempted from the aggregate public benefit standards. While the public benefit standard for individual projects still applies, exemption from the aggregate standard means that a grantee may offer more assistance to attract companies that will be able to create jobs within an NRSA. This benefit will apply to the following types of activities:

- Economic Development – Micro and Small Business Support

### Strategies

- Expand small business counseling, education, and technical support services

### Objectives

- Establish a CBDO to provide and fund small business counseling, education, and technical assistance services

### Performance Measures

- Establish one (1) CBDO to provide and fund small business counseling, education, and technical assistance services by FY 2029.

## Public Facilities and Infrastructure Improvements

Provide funding for public facility and infrastructure improvements in the Alisal NRSA for the following goals:

- Public Facilities and Infrastructure Improvements – Recreation Facilities Safety

### ANSRA Benefit

Not applicable

### Strategies

- Invest in equipment and maintenance of existing park facilities

### Objectives

- Replace aging equipment, add fitness equipment, restroom and trash/recycle facilities in parks, improve lighting, other park improvements or additions identified in Parks, Recreation and Library Master Plan, re-construct public facilities

### Performance Measures

- Improvements at three (3) parks or public facilities locations by FY 2029.

## Leveraging

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The City proposes to leverage HUD CDBG, HOME, and ESG funds with the following:

- City General Fund
- City Permanent Local Housing Allocation (PLHA) funding from the State Department of Housing and Community Development (HCD)
- City Housing Successor Agency funding
- other local and regional funding

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## Appendix A: Acronyms Guide

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<b>AMI</b>	Area Median Income
<b>ACS</b>	American Community Survey
<b>CBDO</b>	Community Based Development Organization
<b>CDBG</b>	Community Development Block Grant
<b>CPD</b>	Community and Planning Development
<b>HACM</b>	Housing Authority of the County of Monterey
<b>HOME</b>	HOME Investment Partnerships Grant
<b>HSA</b>	Housing Successor Agency
<b>HUD</b>	Housing and Urban Development (U.S. Department)
<b>LMI</b>	Low and Moderate Income
<b>MSA</b>	Metropolitan Statistical Area
<b>NRSA</b>	Neighborhood Revitalization Strategy Area
<b>PLHA</b>	Permanent Local Housing Allocation