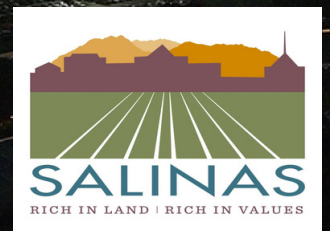




City of Salinas Strategic Plan

2025 - 2028

salinas.gov/strategicplan



Updated 07/2026

Goals



1

Economic Development

2

Housing

3

Infrastructure

4

City Services

5

Public Safety

6

Youth and Seniors

7

Environmental Sustainability & Climate Resiliency

GOAL 1 ECONOMIC DEVELOPMENT



1

Support and engage with new and established businesses, initiatives and districts to revive economic growth, job creation and innovative workforce training

2

Revitalize residential and commercial blighted areas through targeted initiatives, private investment and community partnerships

3

Strategically explore and expand economic development opportunities throughout the City

4

Maximize the use of the airport property to boost economic growth

5

Continue implementing revitalization efforts at the Intermodal Transportation Center, Chinatown and the Alisal Marketplace

GOAL 2 HOUSING



1

Continue to pursue transit-oriented housing development opportunities

2

Effectively promote health and safety of unsheltered residents through supportive services and housing with our regional partners and non-profit Community Based Organizations (CBOs)

3

Facilitate the addition of workforce, low-income, farmworker housing, ADU development, and innovative models and financing opportunities for cooperative housing while minimizing impacts to neighborhoods

4

Streamline the entitlement and permitting of residential developments by implementing efficient workflows and ensuring timely reviews and approvals

5

Explore solutions to ease residential parking congestion

GOAL 3 INFRASTRUCTURE

1

Improve the condition of the City's streets, sidewalks and lighting through proactive and creative maintenance and strategic infrastructure investments

2

Explore innovative ways using technology to improve the flow of traffic throughout the City

3

Continue to invest in recreational and public facilities to support our community

4

Evaluate capacity of City infrastructure systems in anticipation of future development

5

Leverage private / public partnerships to improve infrastructure

6

Reduce the use of pesticides and implement Integrated Pest Management (IPM) practices into City landscaping activities

7

Support collaborative efforts with regional partners to reduce seawater intrusion to protect the Salinas Valley groundwater aquifers

GOAL 4 CITY SERVICES



1

Complete the Visión Salinas 2040 General Plan

2

Promote equitable access to City services and foster inclusive development

3

Ensure fiscal responsibility and financial management

4

Provide high quality customer service

5

Expand the City's volunteer programs

6

Engage residents and improve communication with the community through the use of innovative solutions

GOAL 5 PUBLIC SAFETY



1

Invest in public safety staffing, operations, & infrastructure to improve response times, emergency preparedness & resiliency for a growing community, with a focus on developing, hiring, & maintaining a local workforce

2

Continue community policing efforts to build trust and foster collaboration between law enforcement

3

Expand code enforcement capacity to address citywide issues of blight, nuisance, parking, health and safety, and unpermitted vending

4

Increase collaboration with partner agencies and non-profit partners to address public safety, community preparedness and public health issues

GOAL 6 YOUTH & SENIORS



1

Improve, expand and develop youth and senior facilities and programs

2

Consider joint use agreements with school districts for community use of recreational space

3

Increase community events throughout the City for youth and seniors

4

Partner with regional stakeholders to improve access to the arts

GOAL 7 ENVIRONMENTAL SUSTAINABILITY & CLIMATE RESILIENCY

1

Protect our community from increasing flood risk by modernizing critical stormwater infrastructure

2

Integrate green infrastructure and increase the urban canopy

3

Enhance local water supply reliability and drought resilience by implementing water capture, recharge, recycling and reuse projects

4

Improve local water quality by reducing stormwater pollution and trash in creeks and advancing multi-benefit projects

5

Advance the city's transition toward a low-carbon energy future by promoting energy efficiency, renewable energy generation and clean mobility and transportation options

6

Promote community resource stewardship by reducing landfill waste through increased diversion of compostable and recyclable waste



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