

855 East Laurel Drive

Community Engagement Report

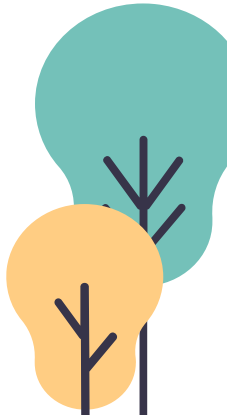
An overview of the community engagement process, findings, and corresponding design updates for an affordable housing development for households and farmworker families in Salinas, CA.





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Acknowledgements

/ Thank you!

- **Monterey County Officials**
 - Community Development Department
 - Social Services
 - Public Works
 - Environmental Services
 - Building Services
 - Chief of Planning
- **City of Salinas**
 - Planning Division
 - Public Works
 - Public Facilities
 - Fire Department
 - Community Development Department
- **Community Partners:**
 - Salinas Regional Soccer Complex
 - BACCS Share Center
 - Rancho Cielo
 - Monterey County Health Dept
 - Centro Binacional
 - Building Healthy Communities
 - COPA
 - Neighborhood Group Leaders
 - CO2 Media
 - Salinas High School District
- **Participants**
 - Soccer Complex event attendees
 - Old Town Farmers Market event attendees
 - Housing Element Workshop event attendees
 - Co-Creation Open House event attendees
- **Project Team**
 - Eden Housing
 - Dahlin Group
 - Jett Landscape Architecture
 - Carlson, Barbee & Gibson, Inc
 - Waypoint Consulting.
- **Interpretation Provider**
 - JAV Solutions

00 / Executive Summary





Executive Summary

/ Project Overview and Project Purpose

In the Spring of 2023, Engage FORA partnered with Eden Housing, Dahlin Group, Jett Landscape, City of Salinas and County of Monterey staff to kick off the community engagement process for a new affordable housing development located at 855 East Laurel Drive. The goal was to collect insights from the Salinas community members and other stakeholders to inform the design and development of a 132 unit affordable housing project serving low-income families and the farmworker community. The project includes four residential buildings, two “clubhouse” amenity buildings, outdoor spaces, and surface parking lots and is planned to be constructed in two phases. The design wraps the buildings around a large central courtyard with parking around the perimeter. The community engagement process helped develop clear priorities for the programming and placement of communal amenity spaces as well as the look and feel of the architecture and landscape design.

/ Process Overview and Highlights

The community engagement process was shaped by the information we gathered during our initial interview series with local leaders, community organizations, neighborhood group members, and government departments. We observed the hardworking culture of Salinas and adapted our approach to “meet the community where they gather.” In this spirit, we hosted pop-up tables at heavily attended cultural events including the Salinas Regional Soccer Complex and Old Town Farmers Market. Our recruitment methods were varied to ensure a wide reach, ranging from door hangers in neighborhoods near the project site, text messages and email invitations, social media posts, and an interview on a local radio station.

/ Main Takeaways

The community is very family-oriented, health conscientious, value youth as the future of their community, are deeply in tune with nature with their ties to the agricultural landscape, and appreciate the unique geography of Salinas with proximity to both the ocean and mountains. From a process perspective, we learned a range of multi-cultural considerations including language and inclusion methods, recruitment methods, and event format preferences that respect the hardworking nature of the community.

/ Community Impact

Those who participated in the process were generally excited that the project will bring much needed affordable homes to Salinas. High participation rates in each event provided tangible data for the design team to consider and incorporate into the design development. This resulted in the community having real, value-oriented impact on the design of an affordable housing project that will serve their community.

/ Design Impact

Community members guided design decisions through participation in a variety of activities. They set priorities for engaging children’s play areas in protected, visible areas, dedicated homework club spaces for youth, and spaces for parents close to and with views of children and youth spaces. Responding to cultural preferences, the design team incorporated large indoor/outdoor gathering areas with family-style dining and barbeques to host events. Responding to priorities for healthy living, the design balances places for solitude, fitness, and social connectivity.

01 / Project Overview



Context

/ Location 855 East Laurel Drive, Salinas, CA

/ Project Statistics

Site area: 5 acres (.54 FAR)

Units: 132 1-, 2-, and 3-bedroom dwellings (26.4 DUA)

Two Phases: 2x residential buildings + 1 amenity building per phase

Target Population: Farmworkers and Low-income families



/ Project Team

Developer: Eden Housing **Engagement Consultants:** Engage FORA

Architects: Dahlin Group **Landscape:** Jett Landscape Architecture

Civil: Carlson, Barbee & Gibson, Inc. **Government Partners:** City of Salinas, and County of Monterey

/ Project Overview

The goal for 855 East Laurel Drive is to provide quality affordable housing for low-income families of Salinas, including farmworkers. The vision is to create a vibrant development with homes surrounding beautiful community-focused indoor and outdoor spaces.



/ Resident Eligibility Overview

- Project will be affordable for households earning between **30%-60% AMI** (Area Median Income)
- Apartments will range from **1 bedroom to 3 bedrooms**: approximately 25% of the apartments will be 3-bedrooms, 50% will be 2-bedrooms, and 25% will be 1-bedrooms
- Many units are anticipated to focus on **low-income families** with a **preference for farmworker households** (Not H2A)



Site Context



02 / Process Overview

and inform the design of new high-quality affordable housing development on E. Laurel Drive and Veterans Way.

Thursday, August 31
6:00-8:00pm

Everett Alvarez High School | Little Theatre

→ 1900 Independence Blvd, Salinas, CA 93906, follow the event signage

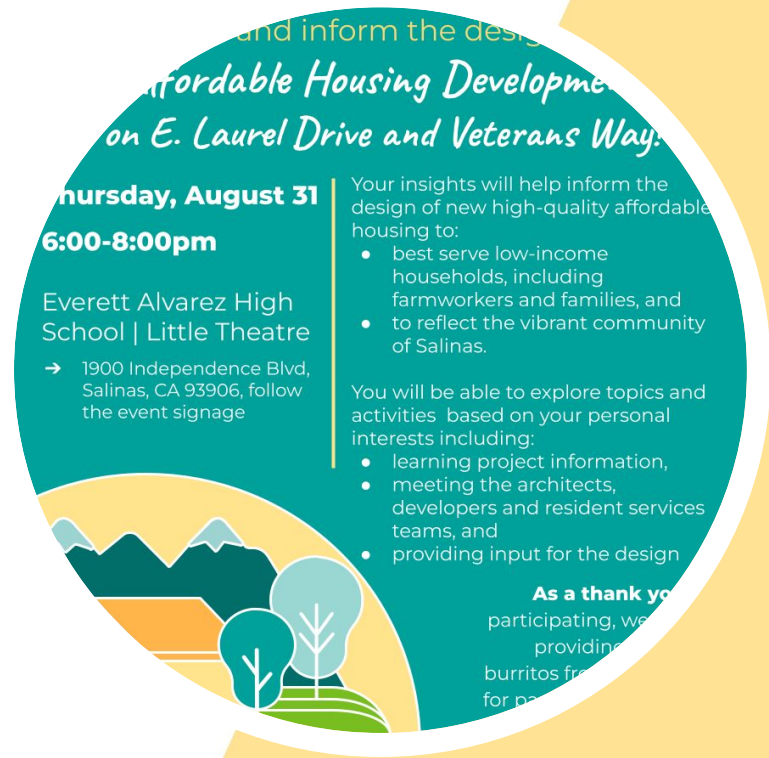
Your insights will help inform the design of new high-quality affordable housing to:

- best serve low-income households, including farmworkers and families, and
- to reflect the vibrant community of Salinas.

You will be able to explore topics and activities based on your personal interests including:

- learning project information,
- meeting the architects, developers and resident services teams, and
- providing input for the design

As a thank you for participating, we will be providing burritos free of charge for participants.



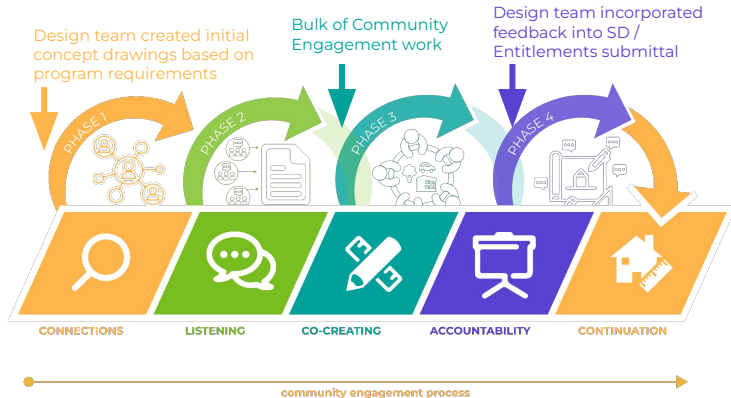
FORA Restorative Process

/ Community Engagement Process Strategy

The community engagement process for 855 East Laurel Drive was custom-crafted to serve the nuances of the Salinas community. Our goal was to create events that were easy for the hardworking Salinas community to participate in, contained educational materials to respond to commonly asked questions, and facilitated meaningful co-creation activities based on topics that were most important to the community. All communication materials were provided in both English and Spanish and incorporated easy-to-read visual graphics. All events had verbal and written communication options.

/ Community Engagement Process Vision

To build trust, excitement, project support, and feelings of ownership and pride for the project.



Phase 1 / Connections

In this initial phase we researched Salinas history, demographics, and site context. We also created a “soft launch” of the project via interviews and focus groups with community leaders. This allowed the project team to 1) gather initial reactions to the affordable housing project proposal, and 2) gather feedback on the proposed community engagement plan.

Phase 2 // Listening

Our team hosted pop-ups at culturally relevant, heavily-attended community events in order to learn more about the community, share about the project and affordable housing, and gather initial insights about the community’s values, design preferences, and programming priorities.

Phase 3 /// Co-Creation

Based on results from the Listening Phase, we created additional educational materials about commonly asked topics and developed focused design activities. We hosted an open-house style event to share about the project and gather more granular feedback on the design, using a variety of event promotion methods to recruit as much community participation as possible.

Phase 4 /// Accountability

The design team identified “Areas of Influence” where community input from prior phases could be incorporated into the design and included in the entitlements application to the County. We prepared and shared presentation materials with all participants from the community engagement process through email and text messages, as well as at a final, in-person pop-up event.

Process Summary: Connections & Listening



Phase 1: Connections

Overview: We evaluated the project site's unique opportunities and constraints as well as the surrounding context, history, and cultures. Next, we hosted interviews and focus groups with community stakeholders, project neighbors, and local leaders.

Methods: Formal Interviews and Focus Groups with a project presentation, community engagement plan introduction, and Q&A

Participants: Snowball Recruitment

Results: Our team revised our community engagement approach to make it easier to for community members to participate by "meeting the community where they gather."

HOUSING ELEMENT WORKSHOP / April 25th, 2023



INTERVIEWS WITH LOCAL LEADERS / April-June 2023

- Salinas Regional Soccer Complex
- BACCS Share Center
- Rancho Cielo
- Monterey County Health Dept
- Centro Binacional
- Building Healthy Communities
- COPA
- Neighborhood Leaders



Phase 2: Listening

Overview: We hosted pop-up events at the Old Town Salinas Farmers Market and Salinas Regional Soccer Complex to learn what makes the community special and what would be most important to consider in an affordable housing development for families and farmworker households.

Methods: Dot Voting, Supplemental Surveys

Participants: Event passersby and those invited through social media blasts on partner org's sites. Two Salinas council members also attended the farmer's market to show support for their community.

Results: Understanding of community-rooted values and communal spaces ideas that would be the most meaningful for this development.

OLD TOWN FARMERS MARKET / July 8th, 2023



of Responses:
Adults: 41
Kids: 17
Youth: 7

SALINAS REGIONAL SOCCER COMPLEX / June 5th, 2023



of Responses:
Adults: 17
Kids: 10
Youth: 6

Process Summary: Co-Creation & Accountability



Phase 3: Co-Creation

Overview: We hosted a workshop to share information and design elements of the project with the broader public. Participants gave their input on how community spaces should function, look and feel. These activities were based on values identified in previous phases.

Methods: Open-house style event with educational posters about the development with Q&A; design activities primarily utilizing dot voting

Participants: Those invited by: 1) social media posts on partner org's sites, 2) flyering and door hangers posted at homes within a ¼ mile radius of the site, 3) interview on a local radio station, 4) email invites to contacts list including previous event attendees. Press, government partners, community partners, and council members also attended.

Results: The design team gathered tangible feedback and identified "Areas of Influence" where participant input could impact the design.



Phase 4: Accountability

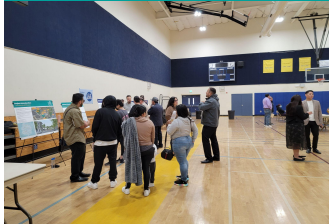
Overview: We attended a final pop-up event at the Salinas Regional Soccer Complex to share and celebrate the "Areas of Influence" and highlight the impact the community had on strengthening the design, and to continue to educate the public about the project.

Methods: Poster Presentations. Poster files were also sent to all previous event attendees and partner organizations.

Participants: 1) Event passersby, 2) those invited through social media blasts on partner org's sites, 3) flyers emailed or texted to contacts list including previous event attendees

Results: Community buy-in: those who stopped at the event expressed excitement about the design and many wanted to know if it could be built faster.

EVERETT ALVAREZ HIGH SCHOOL / August 31st, 2023



of
participants
~ 60 people,
+ Press,
council
members

SALINAS REGIONAL SOCCER COMPLEX / November 12th, 2023



03 / Main Takeaways



Process Main Takeaways: Adapting the Community Engagement Plan

Community Insights (what we heard in the Connections Phase)

People of Salinas are incredibly hardworking, often working long hours and/or multiple jobs. Be mindful of their time.

Most folks speak Spanish only or are bi-lingual in English and Spanish. Graphic-heavy communications are better for those whose primary language isn't English or Spanish (noting indigenous languages are oral, not written).

Many people in this community won't have access to technology. Flyering is very effective, to reach people where they live and interact. Using a variety of event promotion will be important to reach a broad audience.

People want to know when it is going to be built and who qualifies.

Salinas is very family-oriented.

Community Engagement Plan (Resulting Plan Actions)

- Prioritized meeting the community where they gather. Hosted pop-up events, rather than workshops where people would have to take time and go out of their way to attend.
- Translation and interpretation in Spanish and English provided at every event.
- Communication and presentation materials prioritized text in Spanish and provided a secondary translation in English.
- Outreach materials featured clear graphics (photos, diagrams, color-coding, and other illustrations) in addition to written descriptions.
- Conducted a radio broadcast interview for the co-creation event.
- Door hangers were distributed in ¼ mile radius of site.
- Worked with government and local organizations to post events on social media sites.
- Emailed and texted flyers, invites, and report-outs to contacts.
- Provided educational content at all outreach events including a timeline, income qualifications, and how funding sources affect eligibility.
- Created project interest contact list for future project updates.
- Posted community engagement reports on the project website.
- Created dedicated activities for youth and children to engage in

Project Main Takeaways: Areas of Influence

| Community-rooted Values (what we heard during <u>Listening + Co-Creation</u> phases) | Areas of Influence (alterations to design based on community input) |
|---|--|
| Respecting hardworking families / farmworkers / culture | |
| <ul style="list-style-type: none">• Spaces to meet neighbors and easily build community bonds | → Central placitas between the residential buildings |
| <ul style="list-style-type: none">• Spaces to host large gatherings | → Variety of seating areas at different scales |
| Family-oriented: Designing for Children | |
| <ul style="list-style-type: none">• Spaces for play | → Traditional play structures preferred → Flexible, open turf area |
| <ul style="list-style-type: none">• Spaces for focused homework w/ technology access | → Dedicated homework club room w/ Wi-Fi, exploring possible computer rentals |
| <ul style="list-style-type: none">• Families often have many bikes and use the trails nearby | → Increased bike parking ratio with two central bike enclosures |
| Family-oriented: Design for Parents | |
| <ul style="list-style-type: none">• Adjacencies | → Example: Fitness Center / placita near play yard |
| <ul style="list-style-type: none">• Visibility / Visual Connections | → Lots of windows so parents can watch from a distance |
| <ul style="list-style-type: none">• Technology access | → Computer lab separate from youth homework club |
| <ul style="list-style-type: none">• Resources and services | → Meeting rooms in various sizes |

Areas of Influence Examples: Shared with the Community

Actualización de diseño: La cocina del salón comunitario se abre al comedor y la parrilla al aire libre para que puedan tener reuniones que conectan las áreas interiores con exteriores.
Design update: The community room kitchen opens to the outdoor dining and barbeque so it can host indoor-outdoor gatherings.



Lo Que Escuchamos: What We Heard:

We want to have big family gatherings

Could use for healthy cooking classes and community activities

Actualización del diseño: Agregamos zonas de comedor definidas con parrillas y mesas grandes. **Design update:** We added defined dining zones with BBQs and large tables.



Lo Que Escuchamos: What We Heard:

Gives people a safer place to BBQ away from balconies/ residential spaces. (health, air quality, fire safety)

For having family + friends & festivities

Almacenamiento para bicicletas
Bike Storage

Jardín comunitario
Community Garden

Comedor al aire libre + parrilla
Outdoor Kitchen + BBQ

Salón comunitario
Community Room

Edificio Comunitario 1
AMENITY BUILDING 1

Área de juegos
Play Area

Placita
Plaza / Central Gathering Area



Actualización de diseño: Mantuvimos el área del jardín más aislada del resto del sitio.

Design Update: We kept the garden area more secluded from the rest of the site.

Lo Que Escuchamos: What We Heard:

These areas promote a sense of community and sustain the connection to the land

To teach youth about food we eat and how it grows. It is also science.

Actualización del diseño: Las áreas de juego están ubicadas junto a las plazas y áreas de descanso. Se añadirán estructuras de juego más tradicionales.

Design Update: The play areas are located next to the plazas and seating areas. More traditional play structures will be added.



Lo Que Escuchamos: What We Heard:

Very important for young people and adults to have spaces for community

A place where kids can play independently but still be watched by parents

Kids liked the traditional play structures more than modern ones

Project Main Takeaways: Areas of Influence (continued)

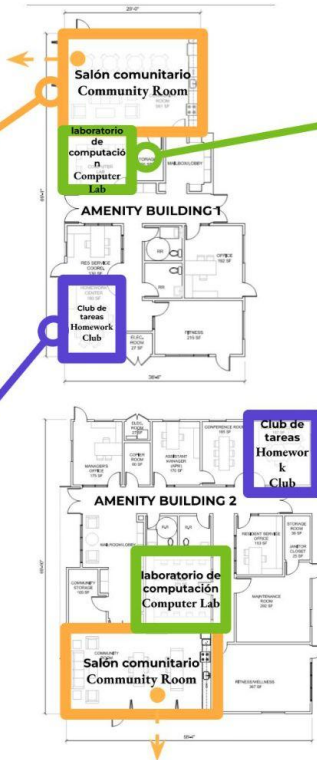
| Community-rooted Values (What we heard during <u>Listening + Co-Creation</u> phases) | Areas of Influence (alterations to design based on community input) |
|---|--|
| Site Safety & Security | |
| <ul style="list-style-type: none"> • Kids need a safe place to play | → Central courtyard ensures play areas are shielded by the buildings |
| <ul style="list-style-type: none"> • Kids need a safe way to walk to school | → Crosswalks added in vehicular zones connecting to sidewalks/trails |
| <ul style="list-style-type: none"> • Proximity to BACS and Carr Lake - concerns about homeless camps | → Entirely fenced / gated community |
| Connection to Greenspace | |
| <ul style="list-style-type: none"> • Connect to nature: proximity to beach, mountains, farmland | → Lots of trees, planters, community garden beds |
| <ul style="list-style-type: none"> • Concerns about climate change: flooding, farming | → Education (site on raised area, out of flood risk zone) |
| <ul style="list-style-type: none"> • Concerns for endangered species | → On-site rainwater gardens |
| Health | |
| <ul style="list-style-type: none"> • Physical activity - trails networks, fitness spaces | → Connection to trails, parks, fitness spaces |
| <ul style="list-style-type: none"> • Space to relax, tranquility | → Areas of respite sheltered by planters |
| <ul style="list-style-type: none"> • Color and aesthetics | → Cool, calming, homey interiors preferred with some use of pattern; modern Farmhouse style façades were enjoyed with modern, more vibrantly-colored Spanish-influenced landscape elements . |

Areas of Influence Examples: Shared with the Community

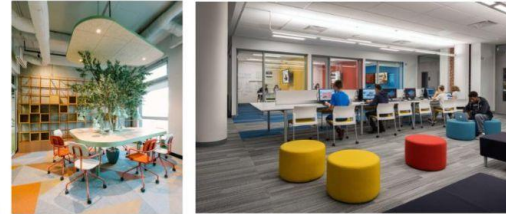
Actualización de diseño: Diseñamos los salones comunitarios como grandes espacios de reunión flexibles. Design Update: We designed the community rooms as a large flexible gathering space.



Actualización de diseño: Se agregó un laboratorio de tareas para que los niños tengan un lugar seguro para concentrarse en el trabajo escolar. Design Update: A homework lab was added so kids have a safe place to focus on school work.



Actualización del diseño: Se agregaron espacios de actividades más pequeños, tales como: salas de reuniones y un laboratorio de computación para todas las edades. Design Update: Smaller activity spaces were added such as meeting rooms and a computer lab for all ages.



Actualización de diseño: Los espacios interiores usarán colores relajantes y tendrán una sensación hogareña. Design Update: Indoor spaces will use calming colors and have a home-like feeling.



04 / Metrics for Success





Metrics of Success

/ Event Highlights

Over the course of eight focus groups with community leaders, four community pop-up outreach events, one community workshop, and continued project communications, we reached a wide variety of Salinas community members, including neighbors to the project site and relevant stakeholders. We intentionally sought to engage with community members most likely to be served by this project: low-income families and farmworkers.

Primary project goals met:

1. We educated the community about the proposed project, its goals, and affordable housing more generally. Education topics ranged from eligibility and affordability requirements to development timeline and future resident services.
2. We built trust with the community through a genuine process. We provided the community with meaningful, tangible design activities and options that were shaped by community-rooted values gathered in the first phases. The design team made real, positive changes to the final design incorporating priorities and preferences from the design activities. We communicated these areas of influence back to participants showing how their input shaped the design.

/ Participants Reached

Across the events, we spoke with with over 200 Salinas community members, as well as government and organizational partners. We reached other stakeholders via door hangers, a radio interview, social media posts and project website visits, as well as through word of mouth. By incorporating multi-lingual and graphics in our communication, we strived to create a more inclusive and accessible process for a broader audience representing the Salinas population.

/ Relationship Building

Our goal throughout the process was to build trust with the community through continued outreach and a dedication to reporting back with what we heard during each phase. We believe this demonstrated an authentic process to the government representatives who originally encouraged Eden Housing and the project team to incorporate community engagement into the project process.

/ Community Impact

By the end of the outreach, participants overwhelmingly expressed support for the quality of the design and appreciation for how it incorporates the community's feedback. In particular, participants express encouragement for how the design reflects the community and will support families. It is our hope that the full-cycle of this process allows community members a feeling of ownership and investment in the future homes on this site. We repeatedly heard that there is a deep need for more affordable housing in Salinas and concerns about the timeline necessary to deliver that housing. We were able to provide the community with education about affordable housing overall and resources in their community to access and apply for affordable housing.

/ Project Impact

The project team heard the valuable input from the community and created opportunities to honor their values within the design, for example, the importance of spaces that allow residents to build community bonds. We believe the project will better serve the future residents of 855 East Laurel Drive in large part due to the valuable insights from the Salinas community members who invested in this engagement process.

05 / Next Steps and Conclusion

Community Outreach Event
855 E. Laurel Drive
Affordable Housing Development

Join us at the soccer fields again to see how the Salinas community has positively influenced the design of the proposed housing development on 855 E. Laurel Drive.

Come see how your valuable input has helped strengthen the design of this new affordable housing development to better serve the future residents and reflect the values and culture of Salinas.

**Sunday,
November 12th**
11 am - 2 pm
**Salinas Regional Soccer
Complex**

1440 Constitution Blvd in Salinas, near
the concession stand



Conclusion

/ Next Steps: Continued Communication

FORA recommends continuing to maintain open lines of communication with the community by providing regular project updates as well as gathering additional questions and feedback as the project progresses. Methods of continued communication to include intermittent project website updates, emails, and texts to the project contacts list.

Project Website:

- Provide links on the website to view or download this community engagement summary report and reports from each phase of the process
- Provide links on the website to view or download the presentation posters from each phase of the process
- All reports and presentations to include English and Spanish translations

Project Updates:

- Email / text intermittent design and construction timeline updates to the project contacts list

Open Lines of Communication:

- Maintain and monitor an interest form on the project website for interested stakeholders to sign up for project updates and be added to project contacts list
- Answer questions in timely manner. For questions that do not yet have an answer, reply honestly and follow up when an answer is available
- Keep an FAQ list and add to website as questions arise

/ Concluding Notes

Overall, the community engagement process is proving valuable to Eden Housing, the project team, government partners, members of the Salinas community, and partner organizations. The community is excited about adding more affordable housing in Salinas. From a design perspective, the community enjoys the proposed contemporary farmhouse architectural character, site organization, central courtyard and landscape design, as well as the community spaces included in the clubhouse buildings. The community has been supportive of the project from the start, with the majority of questions focused on who will qualify for these homes and the overall timeline to design, permit and build the homes.

Highlights include: relationship building across organizations, the design and development team, and government partners; education ranging from eligibility and timeline, to safety and environmental concerns; a design that embraces and reflects the people and culture of Salinas; and a design that supports the needs of families with nuanced insights into the lives of Salinas residents.

/ Acknowledgments

We extend our gratitude to all who participated in this community engagement process and helped make it successful. Thank you to the many community leaders who helped shape our process. Thank you to the community members whose insights informed the design. Thank you to the interpreters at JAV Language Solutions. Thank you to the design teams, Dahlin and Jett, for adapting to community feedback. Thank you to Eden Housing for prioritizing engagement in your development process.

APPENDIX

Outreach Results

Overview of activities and findings
from each phase

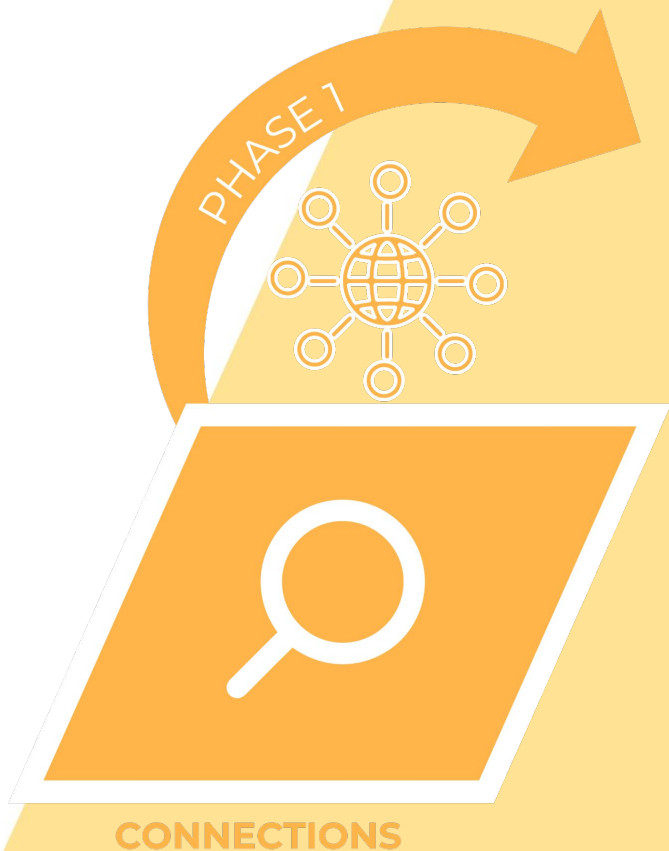


Phase 1 / Connections

Our process always begins by connecting to the local community and context.

We start by diving into the hyper-local - building our understanding of the project within it's direct site, surrounding neighborhood, specific history and culture.

We connect with local advocates, community leaders, and key project stakeholders - getting a feel for the tone around the project and building our network of project support early.



Results from Interview / Focus Group Series

Question 1: What makes Salinas a special place to live and work?

1. **The Environment: Uniqueness of Place**
 - a. The agriculture, our green valley, the fields - it's beautiful
 - b. Close to the mountains and the beach
2. **The People: Diversity and Strength**
 - a. Hardworking -
 - i. farmers, long arduous days, many working Monday-Saturday.
 - ii. hustle culture - people selling fruits and veggies on the streets, many are working more than full-time and more than one job
 - iii. We have the talent, need the opportunities. HUB of very smart people.
 - b. Diverse cultures -
 - i. It's the people: strong heritage, farmers, large families, indigenous folks (who speak many languages), and young people.
 - ii. People migrating, bringing their cultures
 - iii. BIPOC + Indigenous finding their voices, telling their stories
 - c. Close-knit community due to hardwork and rural feeling
 - i. "we keep to ourselves" "our stories are special, sacred"
 - d. Family-oriented; young community, belief in youth.
 - i. A lot of perspectives and reimagining. Our new generations are exploring and bringing.
 - ii. Many who grow up here get education and come back - strong desire to better the community
 - iii. Want enrichment opportunities to keep children busy / out of trouble
3. **The Place: "A big little city"**
 - a. Lots of amenities, sufficient opportunities for jobs, etc., but still a rural feeling
 - b. Music + life downtown,
 - c. Mixed-use neighborhoods.
 - d. Lots of amenities, recreation, opportunities
 - e. Safe, secure, clean

Question 2: What should we know about this area of town?

1. **The Environment: Gorgeous, but sensitive.**
 - a. Walk and smell the fields. Fresh cooked meals of grandmas. Toxins and pesticides. Smell and feel / touch. Senses - hard to articulate.
 - b. Rich in agriculture; unique challenges due to this work: weather, drought, impacting living conditions and sustainability of housing. Sensitive to climate change - flooding a concern
 - i. Carr Lake Project - Big Sur Land Trust - restoration project
 - ii. Environmental Protection: Red Legged Frog
 - d. "The Central Park of Salinas"
2. **Housing: Desperately needed, wanted now.**
 - a. Low-income farmers and families need housing, overcrowding of East Salinas
 - b. Will be celebrated by community, will want it now (manage expectations)
 - c. Neighborhoods segregated by incomes East Salinas / Alisal
 - d. Big Ag companies and H2A projects are not trusted housing providers
 - i. Project should prioritize local folks
 - ii. Reduce barriers to live there as much as possible (linked to funding)
 - e. Some nimby neighbors - traffic and parking concerns typ. & stereotyping
 - i. Yolanda Hayes - leader in protest of BACCS
 - ii. Holly Street Mobile Home residents / representatives, Laurel Heights residents, Acosta Plaza residents. All will be more affected by new development than Creekside residents - implied more supportive than Creekside residents.
3. **Parks and trails: "The Central Park" of Salinas**
 - a. Connect to trail network - lots of recent improvements, Carr Lake project
 - b. Consider public and active transit
 - c. Consider security, lighting on trails
 - d. Beautify trails to promote use - planting, art, plazita, etc.

Results from Interview / Focus Group Series

Question 2: What should we know about this area of town? (continued)

4. **Traffic and parking: prioritize safety for kids**
 - a. Consider traffic at Laurel Drive intersection - make safe - traffic light, crosswalks.
 - i. Safe routes to school whether via trails or road
 - ii. Crosswalks at Veterans
 - b. Neighborhoods nearby concerned with overflow parking if ratio isn't sufficient
5. **Our Neighbors: Rich in recreation and resources, but many folks unhoused**
 - c. Soccer complex - 5000 people on Saturdays - community hub
 - i. Undergoing huge 4-phase redevelopment and expansion project
 - ii. Mobile clinics (Blue Zone)
 - d. The Vet's Memorial area / trails feel similar during the soccer games
 - i. Hanging out, families around the track, the new sidewalk. People are walking a ton
 - e. BMX park, Carr Lake Plan, trail improvements
 - f. Homeless encampment at Carr Lake
 - g. Navidad Hospital nearby - more trusted by locals
 - h. BACS - transitional shelter, and other county facilities (ROP, fleets, prison etc.)
 - i. Many of schools around the area

Question 3: What have you heard about this project? What have your reactions been?

- 1 - Heard Eden bought the property
- 4 - Hadn't heard
- 4 - Heard very little
 - There were several ideas for the site, some heard housing was chosen

Question 4: Initial Project Reactions: **Average vote was 4/5 satisfaction**

Overall excitement, belief that the community will also be excited.

Aesthetics / Facade Design: A big hit

- Everyone loved the facades. Might not need to bring to the co-creation phase.
- Other things received well: colors, style, central gathering / greenspace

Amenity buildings: folks showed heavy interest

- "What uses?" was asked a lot. Ideas include:
 - Homework club (kids have hard time finding spaces to study due to overcrowding)
 - Gathering space (for people to rent for celebrations, events, education)
 - Rooms for pop-up services (distrust in services, so bring them there)

Unit Sizes: Go bigger?

- Demand for larger units will be high for farmworkers and families - consider upping percentages of 3-bedroom units and perhaps adding a few 4-beds?
- Call to max out density

Landscape Design: Greenery, Connection, Security, and the Plazita

- Love for the greenery, garden boxes, etc.
 - Idea: can all houses overlook green? Not just those facing the middle?
- Lots of references to make it more into a plazita - social connectivity, especially important for such a hardworking community - make it easy to connect
 - Glad they don't need to leave to experience, good for the kids
 - Open to just residents or nearby neighbors and broader community?
- Love for the open space, kitchen, space for children
 - Potential for children / youth to get involved in design
 - Consider more separation between drive aisles / parking and play areas
 - Clear signage
- Call for proper lighting, safe, clear signage, bus stop, crosswalks,
- Fence was well-received, especially since it's next to Carr Lake and BACCS SHare Center (a transitional shelter).
- Linkage to trails and parks - can be used for health and errands

Results from Interview / Focus Group Series

Question 4: Initial Project Reactions (continued):

Overall excitement, belief that the community will also be excited.

Location: Pros and Cons, "will bridge our communities"

- Currently feels like communities are divided, this will help stitch Salinas together
- Great location for families - many amenities for the kids while parents are at work late
- Mild concerns about adjacency to hospital (traffic) and transitional shelter / Carr Lake encampment (safety)

The Land: a Deep respect for past, present, future inhabitants

- Respect Indigenous burials / follow gov't process
- Consider flooding and other env. sensitivities. Promote climate resilience
- Work with MST and Dept of Transportation for traffic and safety
- Consider how beautification leads to gentrification (good we are more remote)

Requirements: Who is it for? Reduce barriers:

- Find paths / solutions for the undocumented
- Preference for local folks (many housing is for seasonal migrant workers)
- Eliminate credit checks if possible. Culturally, credit isn't used or trusted
- Get info out in Spanish and Indigenous languages, make it accessible
 - Most families speak / write at least English or Spanish
- Be clear on AMIs, ambiguity of word "affordable". How much will it cost?
- How to apply, when, where

Question 5: Initial CE Reactions **Average vote was 4/5 satisfaction**

Overall satisfaction:

- Love the multiple steps, inclusion of key stakeholders
- Be accountable, don't drop off once you get what you need - happens all-too-often
- Incentivize participation at events, what makes people stop?
 - Love going to events rather than asking to go to a workshop
 - Some people have done chalk walls, some way to lure them in
 - Open street event. Make them want to stop
 - Consider giveaways

Translation: Multilingual families typical

- Spanish, English, many Indigenous languages (Oaxacan languages including Triqui, Mixteco, and Zapoteco)

- Children often used as translators - provide translation services since children can't fully understand, provide childcare
- Alternating translation rather than simultaneous. Preference to host meetings in the language that the majority of the attendees speak
- Understand difference between interpretation and translation

Graphics-heavy: Makes it easier to understand across languages, literacies

- Native Languages have many dialects and therefore are more spoken and less written
- Graphics to make more inclusive communications across the languages
- Icons, pictures, graphic-heavy

Under a critical eye: Some distrust of gov't projects

- Lack of genuine engagement in past at BACCS
- Lack of trust that gov't will follow regulations such as indigenous burials
- Lack of accountability

Manage expectations: Be clear on req.s and timeline:

- When? Clear on a long timeline
- For who? Requirements and funding
- Make clear that participating in CE doesn't guarantee spot
- Perhaps create advisory board

Be respectful of people's time: They don't have much to spare

- Go to them, recognize long hard days
- Evenings or Saturdays are best
- Make activities short, fun, easy
- Reward for time? (gift card raffle?) Food

Be mindful of who's included: people who aren't included will feel hurt

- Indigenous / tribal
- Farmworkers
- Youth and families
- Neighborhood associations
- Nearby business owners, county orgs

Get the info out: Ideas on how to include

- In ways that don't rely on the internet
 - Mailers / flyers to neighbors - Ask Beatriz
 - Radio announcement - Gloria
- Email to project interest list and stakeholders, and attendees
- Let stakeholders know how project may impact them

Be accountable: Don't drop off

- Continued communications - emails, mailers, texts?
- Show clearly how they've been heard

Phase 2 / Listening

Next, we reach out to the community - prioritizing keen and receptive listening.

We never start by sharing a fully-baked design. When we initially connect with the community, we create a space for them to share their values, needs, and dreams with us - a space to tell their story.

We use the ideas, questions and concerns we've collected to identify community-rooted values that shape the rest of our engagement process.



Event Demographics



Soccer Complex

AGES

~ 75% families with their children

ETHNICITY

Predominantly Hispanic

LANGUAGE

Preferred Language:
Predominantly Spanish

Old Town Farmers Market

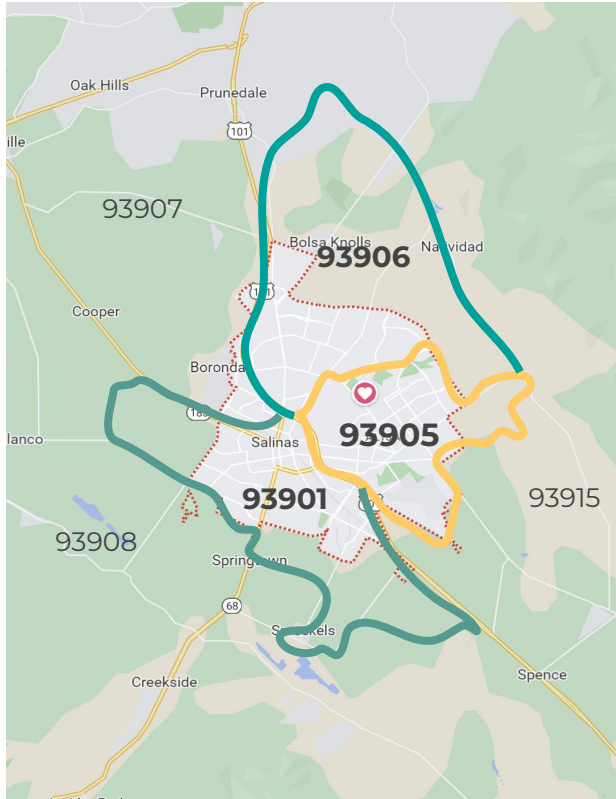
~ 33% children with their families, diverse age range

Mostly Hispanic and white, mix of other diverse ethnicities

Preferred Language:
Predominantly English

Observations: It seemed like participants at the Farmers Market on average spent a little longer with our activities than participants at the Soccer Complex. This could be because the Farmers Market is often a more leisurely event while participants at the Soccer Complex were there to watch the soccer matches.

Where Are The Respondents From?



Soccer Complex
(96% of greater Salinas)



Old Town Farmers Market
(84% of greater Salinas)



| | 93905 | 93906 | 93901 | 93907 | Other |
|--|-------|-------|-------|-------|-------|
| Soccer Complex (96% of greater Salinas) | 44% | 36% | 12% | 4% | 4% |
| Old Town Farmers Market (84% of greater Salinas) | 26% | 23% | 35% | 0% | 16% |

Activities Overview

General Project Information

- Project Location
- Project Data, Narrative
- Project Team
- Initial Landscape Site Plan
- Architectural Style Concepts
- Project Timeline
- Resident Eligibility

As a thank you for participation, we raffled off 4 \$100 gift cards: 2 to Dick's for sporting goods at the soccer complex, and 2 for Target at the farmer's market

Adult Activities

- Outdoor Amenity Top 3 and complimentary VPS
- Indoor Amenity Top 3 and complimentary VPS
- Amenity Adjacencies
- Supplemental Questions Survey
- Project Naming Ideas

Kids & Youth

- Children's Playground VPS
- Draw Ideal Playground
- Youth Art and Culture Favorites
- Cultural Inspiration Ideas

We also provided a variety of free snacks and drinks

Methods

Collecting
Community
Insights



Poster Activities

Outdoor Community Spaces: Preferences

Espacios comunitarios al aire libre: preferencias

1. Plaza / placita

2. Outdoor Private Seating / zonas de privacidad

3. Outdoor Communal Seating / asientos al aire libre

4. Outdoor Kitchen / cocina al aire libre

5. Greenspace / espacio verde

6. Garden Beds / jardineras

7. Pathways / cocina al aire libre

8. Fence Design / diseño de cercas

Participant voted for their preferred look & feel of communal spaces

Supplemental Surveys

Participants also answered questions on a survey

Common Space Preferences

Preferencias de espacios comunales



Circle your 3 favorite outdoor amenities from the poster / circule sus 3 instalaciones al aire libre favoritos del póster

1. Plaza / placita
2. Outdoor Private Seating / zonas de privacidad
3. Outdoor Communal Seating / asientos al aire libre

4. Outdoor Kitchen / cocina al aire libre
5. Greenspace / espacio verde
6. Garden Beds / camas de jardín

Why? / ¿por qué?

Circle your 3 favorite indoor amenities from the poster / circule sus 3 instalaciones interiores favoritas del póster

1. Community Room / salón comunitario
2. Homework Club / club de tareas
3. Computer Lab / laboratorio de computación

4. Meeting Rooms / salas de juntas
5. Fitness & Wellness Center / gimnasio & salón de bienestar
6. Service Provider Spaces / espacios para proveedores de servicios
7. Community Room Kitchen / cocina en salón comunitario

Why? / ¿por qué?

Additional Questions

Preguntas adicionales



Circle your answers / circule sus respuestas

How many people in your family use or would use bikes? / ¿Cuántas personas en su familia usan o usarían bicicletas?

0 1 2 3 4 More than 4 / más de 4

What types of bikes? ¿Qué tipos de bicicletas?

How large should the outdoor kitchen be? For how many people? / ¿Qué tan grande debe ser la cocina al aire libre? ¿Para cuántas personas?

1-5 people/personas 5-10 people/personas 10-20 people/personas 20+ people/personas

Should the playground be in the center of the Placita? Next to it? Separate? / ¿Debería el parque infantil estar en el centro de la Placita? ¿Al lado? ¿Separado?

In the center/ en el centro Off to the side / al lado Separate/ separado

What sidewalks and/or trails do you use to walk/bike around this area of town, if any? / ¿Qué aceras y / o senderos utiliza para caminar / andar en bicicleta alrededor de esta área de la ciudad, si los hay?

Outdoor Amenities

Synergies and
Divergences



SYNERGIES AND DIVERGENCE ANALYSIS

SYNERGIES

Top Priorities:

Outdoor Kitchen
Greenspace
Plaza

High Priorities:

Outdoor Communal Seating

Important, but Not Priority:

Garden Beds

Not Priority:

Private Outdoor Seating

DIVERGENCES

Farmers Market respondents reported more desire for **private outdoor seating** - still not top 5, but very few voted for private outdoor seating from the soccer complex.

OTHER IDEAS

Pet park / relief area (gated)
Pump track for kiddos
Water play



Community-rooted Values we heard

Relaxing,
welcoming
space

Tranquility

A place for mental and
physical health

To be outside and
connected to the land

to go out of the home and get sun

A space to socialize
with neighbors, build
a bond

A place to build
community / know
one another

A space for families

family + friends & festivities

A place for kids

teach youth about the food we
eat and how it grows

for fruits and veggies

Visual Preference Survey

Outdoor Community Spaces: Preferences

Espacios comunitarios al aire libre: preferencias



Same result at both events



Soccer field winner



Farmers market winner

Observations: In the top 3 ★ categories (Outdoor Kitchen, Greenspace, and Plaza, respondents at both events had the same favorite images

1. Plaza / placita



5. Greenspace / espacio verde



2. Outdoor Private Seating / zonas de privacidad



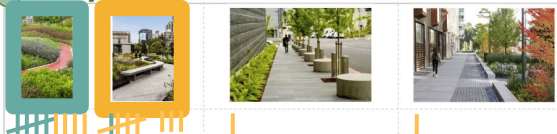
6. Garden Beds / jardineras



3. Outdoor Communal Seating / asientos al aire libre



7. Pathways / cocina al aire libre



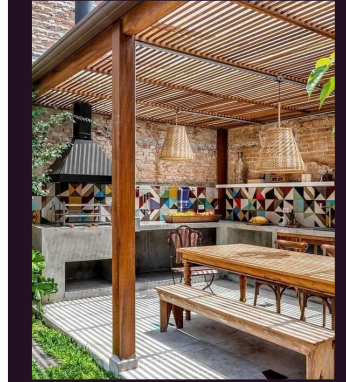
4. Outdoor Kitchen / cocina al aire libre



8. Fence Design / diseño de cercas



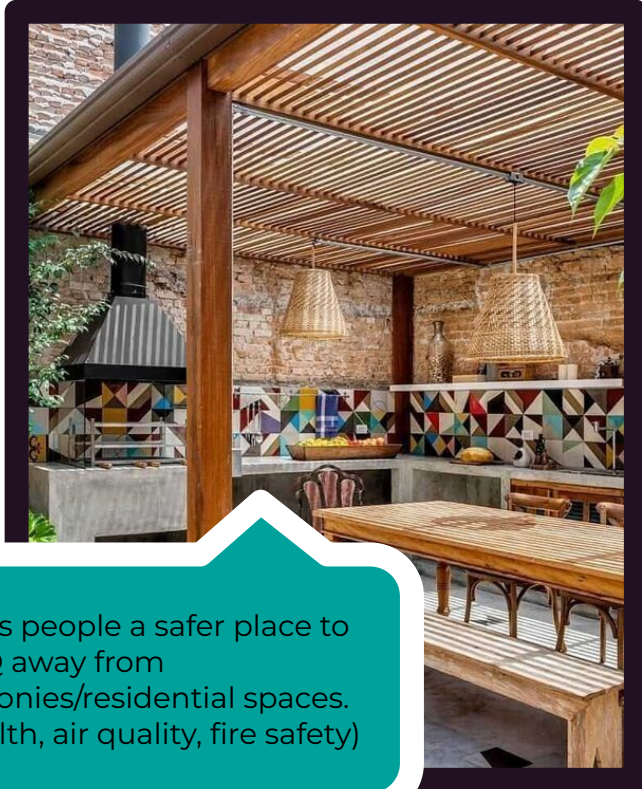
Favorites: Both Groups Agreed



Observations:

- natural materials (wood, concrete, thatched light shades)
- pops of color (ceramic tiles, table settings, background buildings,
- some black accents (canopy structure, planter, oven hood)
- homey vibe (not too modern / sterile), warm lights,
- gathering around a table + food + cooking;
- shade coverage + greenery, (greenery to delineate spaces)

How large should the outdoor community kitchen be?

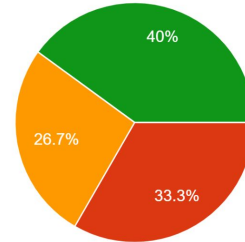


Gives people a safer place to BBQ away from balconies/residential spaces. (health, air quality, fire safety)

How large should the outdoor kitchen be? For how many people? / ¿Qué tan grande debe ser la cocina al aire libre? ¿Para cuántas personas?

15 responses

Soccer Complex

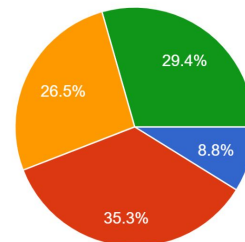


- 1-5 people/personas
- 5-10 people/personas
- 10-20 people/personas
- 20+ people/personas

Observations: Soccer Complex attendees were much more in favor of the large entertaining kitchen (20+). Farmer's Market attendees noted 5-10 people as top preference with 20+ and 10-20 close behind.

34 responses

Farmer's Market



- 1-5 people/personas
- 5-10 people/personas
- 10-20 people/personas
- 20+ people/personas

Observations: Consider adding multiple grills/cooking/dining areas at different sizes to accommodate multiple families or gatherings at once?

Bikes: A lot of them!



**Soccer
Complex**



3.5

AVERAGE
BIKES PER
HOUSEHOLD

TYPES OF
BIKES

All reported regular bikes, some families had mountain bikes

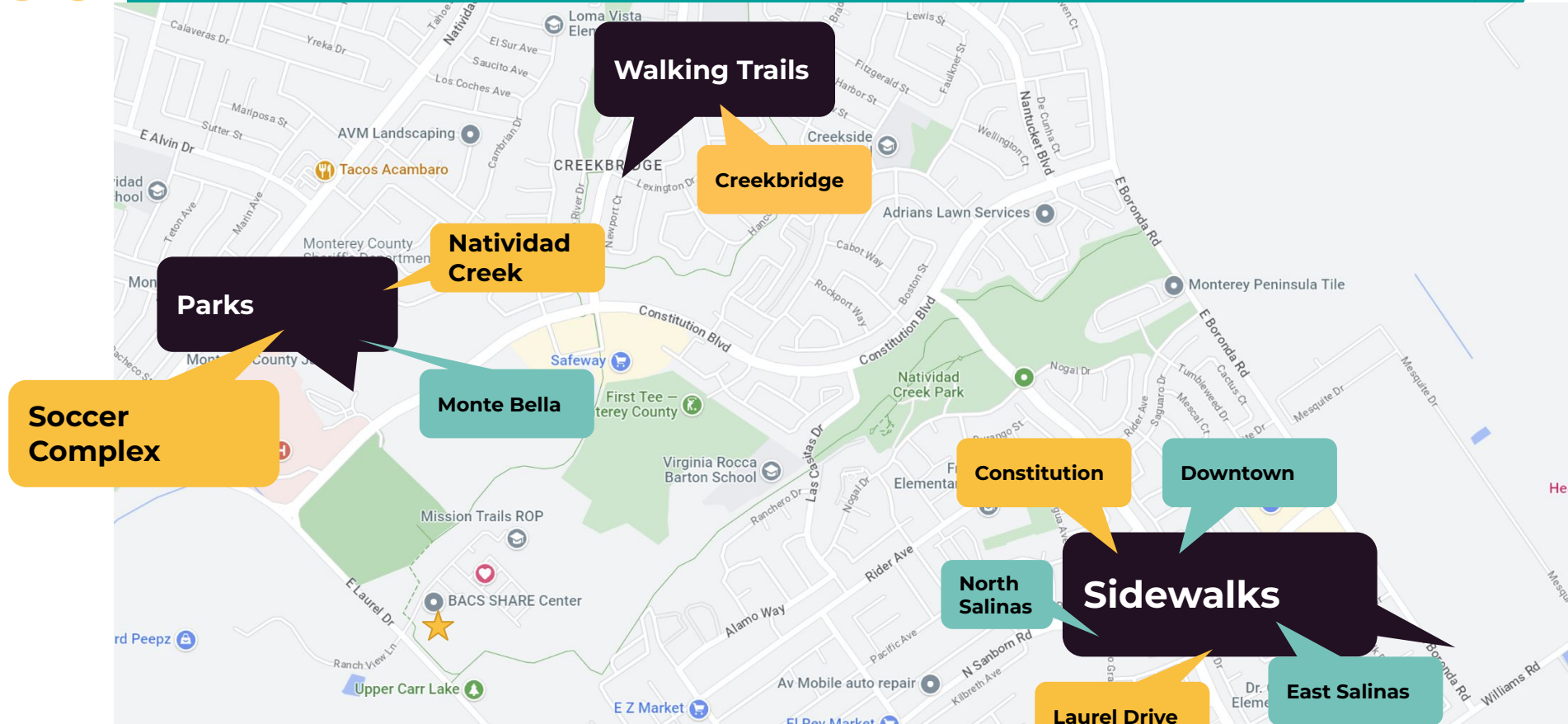
**Old Town
Farmers
Market**



2

A range of bikes, mostly regular, but also mountain, road, e-bikes, cruisers, 10-speeds, and tricycles

Do you walk on any of the sidewalks or trails near the site?

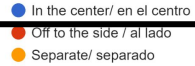
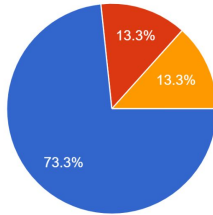


Locating the Outdoor Kitchen

Playground

Should the playground be in the center of the Placita? Next to it? Separate? / ¿Debería el parque infantil estar en el centro de la Placita? ¿Al lado? ¿Separado?

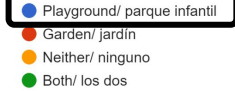
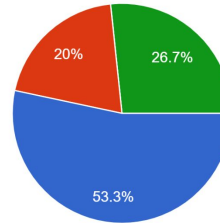
15 responses



Outdoor Kitchen

Should the kitchen be near the playground or garden? / ¿La cocina debe estar cerca del parque infantil o del jardín?

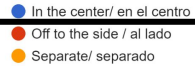
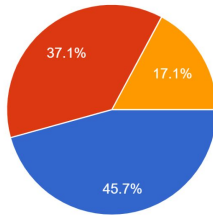
15 responses



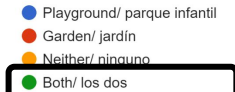
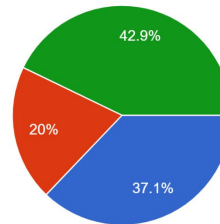
Soccer Complex

Farmer's Market

35 responses



35 responses



Indoor Amenities

Synergies and
Divergences



SYNERGIES AND DIVERGENCE ANALYSIS

SYNERGIES

Top Priorities:

Fitness & Wellness
Computer Lab

High Priorities:

Homework Club
Community Room

Important, but Not Priority:

Community Room Kitchen

OTHER IDEAS

Library / Book Exchange

DIVERGENCES

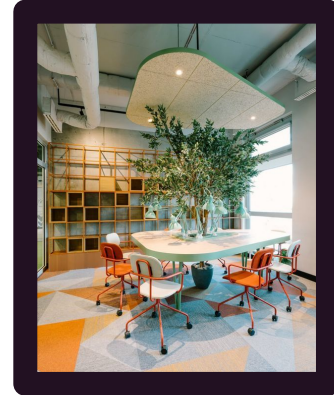
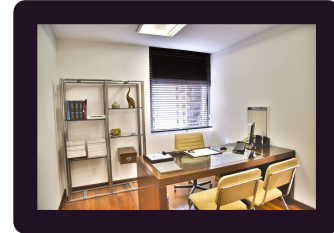
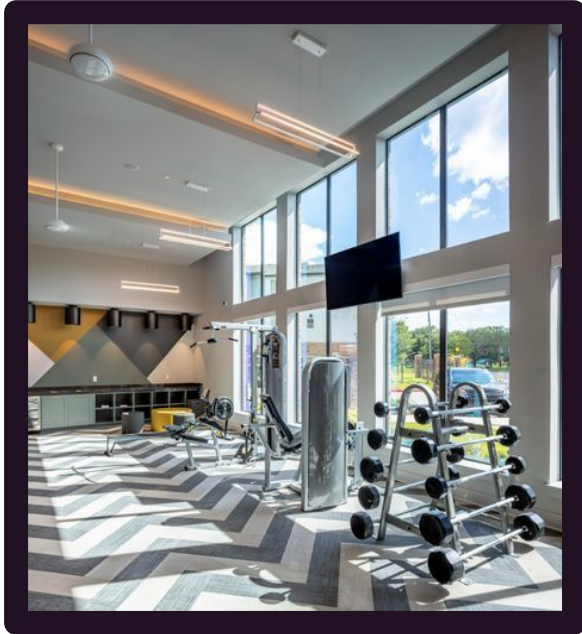
Farmers Market respondents reported more desire for a **Community Room** - very few voted for an indoor community room at the soccer complex.

Farmers market respondents saw value in a **Computer Lab** also serving adult learning, while soccer complex respondents wanted a **dedicated space for HW**.

Farmers market respondents a bit of value in the **service providers offices and meeting rooms**.

Observations: Farmworker communities are often predominantly from indigenous cultures that tend to have larger family gatherings, so small community rooms might not have resonated with them since they are often not adequately sized. Outdoor spaces can often do a better job at meeting their space needs.

Favorites: Both Groups Agreed



Observations: Mix of grays, wood. Modern geometric patterns. Color pops. Natural light. Linear pendants / track lighting. Transparency / visibility between spaces. Places where parents can watch their kids from a distance.

Children + Youth

Play, Art, and
Culture



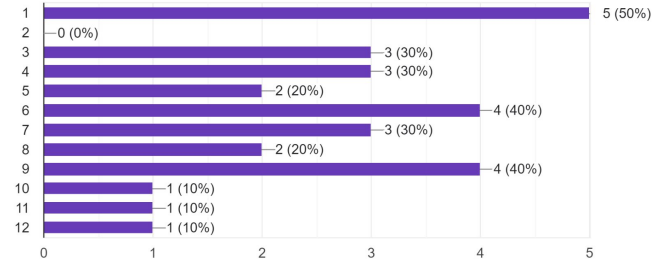
Favorite Play Areas



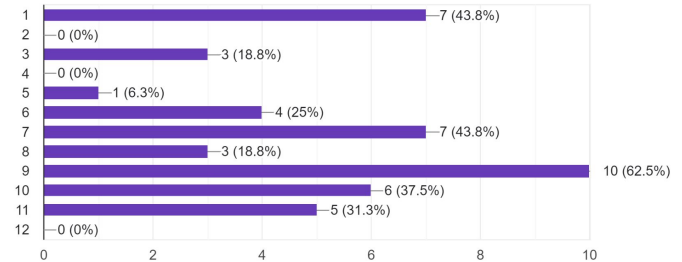
Circle your 3 favorite photos from the poster / circula tus 3 fotos favoritas del póster



Circle your 3 favorite photos from the poster / Rodea tus 3 fotos favoritos del cartel
10 responses



Circle your 3 favorite photos from the poster / Rodea tus 3 fotos favoritos del cartel
16 responses



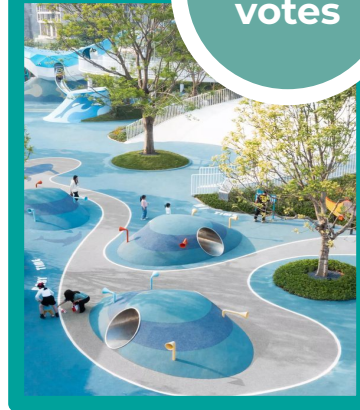
Observations: Imaginary play was the hit (Tatum's Garden is a local Salinas playground), colorful surfaces. Tracks. Natural play not popular at soccer fields, but decently popular at farmers market. Might be that kids are not very familiar with natural play.

Top Hits: Children's Play Area

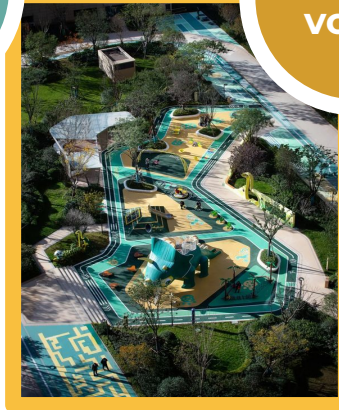
14
votes



10
votes



8
votes



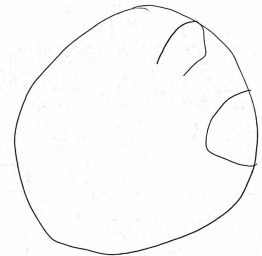
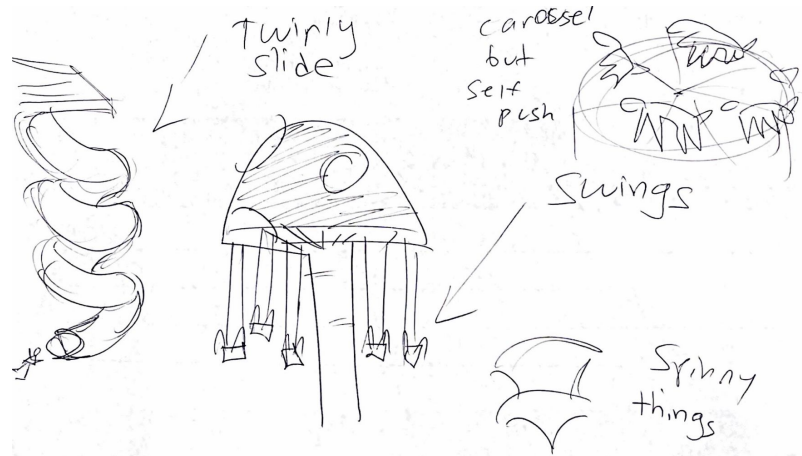
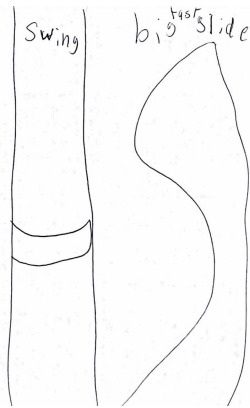
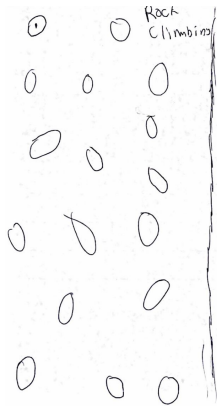
13
votes



Ideas from the kids:

- rock climbing, swing, big fast slide
- truck
- slides, trees
- house, slide, treehouse
- slides, colors
- big slide
- sand + climbing wall, mulch attracts mosquitoes

Some Inspo: Children's Sketches



Top Hits: Youth Art and Culture



Circle your 3 favorite photos from the poster
/ **circula tus 3 fotos favoritas del póster**

- 1.** Music / dance / theatre stage
Escenario de música / danza / teatro



- 2.** Art that kids can play on
Arte en el que los niños pueden jugar



- 3.** Graffiti walls / Paredes de graffiti



- 4.** Art gardens / Art in parks
Jardines de arte / Arte en parques



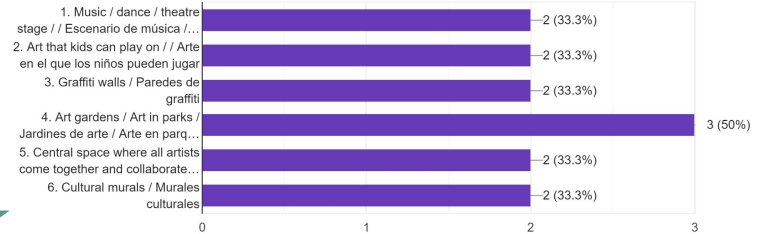
- 5.** Central space where all artists
come together and collaborate
Espacio central donde todos los artistas se
reúnen y colaboran



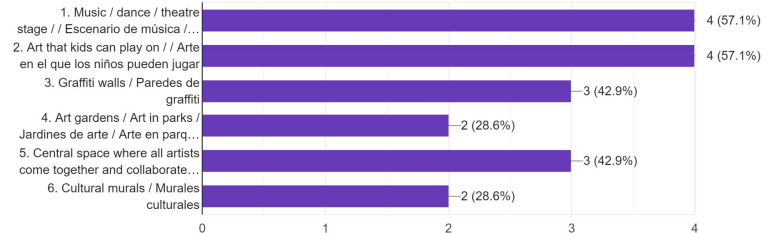
- 6.** Cultural murals / Murales culturales



Circle 3 types of art that would be nice to have in a housing community / circule sus 3 tipos de arte que considera bueno tener en una comunidad de viviendas
6 responses



Circle 3 types of art that would be nice to have in a housing community / circule sus 3 tipos de arte que considera bueno tener en una comunidad de viviendas
7 responses



Observations: There are no significant winners in the soccer complex results. Not a lot of engagement with this activity.

What things about Salinas should the art here celebrate?

- **Immigrants,**
- Immigrant and minority communities, their **contribution to the city.** Mexican, Filipino, etc.
- The **thriving indigenous communities**
- Our **produce**
- Lettuce
- **Agriculture**
- Sanborn: **fieldworkers**
- Farmworkers / field workers
- I think it should be the **landscape**, for example: the trees, flowers,
- Kittens
- Easter
- Fourth of July, Memorial Day



Phase 3 / Co-Creation

We use community-rooted values to shape our design activities.

Using the themes identified during the listening phase, we craft meaningful activities around topics of interest to the community. This step helps the community feel heard. We always present design options that are feasible for the project; transparency is key. This allows the community to actually have influence on areas of the design, promoting a sense of ownership, support, and pride.



Activities Overview

EDUCATIONAL STATIONS / Eden Housing

Project Information

- Project Location
- Project Data, Narrative
- Project Team

Development Station

- Project Timeline
- Resident Eligibility
- Affordable Housing Resources

Resident Service Station

- Eden Housing Resident Services
- Property Management

We also provided a catered dinner from a local restaurant, and drinks

To express thanks to participants, we raffled off 4 \$100 gift cards: 2 to Dick's for sporting goods at the soccer complex, and 2 for Target at the farmer's market

DESIGN ACTIVITIES / Jett + Dahlin

Amenities Function

- Dot voting for prompts regarding adjacencies, space usage, design elements

Amenities Look and Feel

- Dot voting for Favorite Interior Design Styles
- Dot voting for Favorite Landscape Design Styles

Building Colors and Naming

- Architectural Style Concepts
- Dot Voting for Facade Color Options

City's Climate Action Plan

- Guest pop-up table

Educational Materials

Resources and
information



Project Information

Project Introduction / Introducción del Proyecto

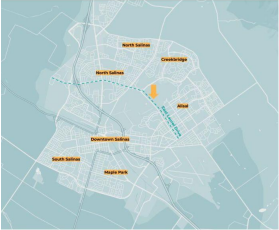


Resumen: Nuestro objetivo para 855 East Laurel Drive es proporcionar viviendas asequibles de calidad para familias y hogares de bajos ingresos de Salinas, incluidos los trabajadores agrícolas. La visión es crear un desarrollo vibrante con casas que rodeen hermosos espacios interiores y exteriores enfocados en la comunidad.

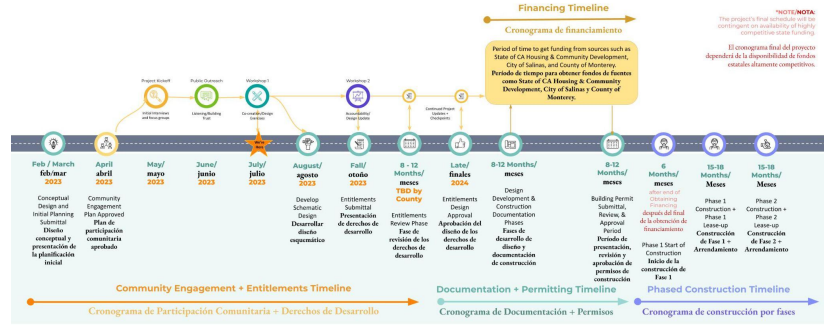
Overview: Our goal for 855 East Laurel Drive is to provide quality affordable housing for low-income families and households of Salinas including farmworkers. The vision is to create a vibrant development with homes surrounding beautiful community focused indoor and outdoor spaces.

Ubicación / Location: 845 East Laurel Drive, Salinas, CA
 Site size / 5 acres / 54 FAR
 Units / 132 / 26.4 DUA
 Two Phases
 Population / Low-income Families & Households including farmworkers

Equipo del proyecto / Project Team:
 Developer / Eden Housing
 Architects / Dahlin Group
 Landscape / Zett Landscape Architecture
 Civil / Carpio, Barbee & Gibson, Inc.
 Community Engagement / Engage PD&A



Projected Timeline Cronograma Projectado



INTERVIEWS WITH LOCAL LEADERS / April June

- Salinas Regional Soccer Complex
- BACCS Share Center
- Rancho Cielo
- Monterey County Health Dept
- Centro Binacional
- Building Healthy Communities
- CDWA
- Neighborhood Leaders

HOUSING ELEMENT WORKSHOP / April 25th

OLD TOWN FARMERS MARKET / July 8th

SALINAS REGIONAL SOCCER COMPLEX / June 25th

Stay up to date:
 Scan the QR code to visit the project website
Manténgase al día:
 Escanee este código QR para visitar el página web del proyecto

Project Information

Eden Housing: Resident Services Servicios para los residentes



1. Housing stability / Estabilidad de la vivienda



Assistance to help residents so that they remain in quality housing for the rest of their lives.
/ Asistencia para ayudar a los residentes a permanecer en vivienda de calidad por el resto de sus vidas.

2. Economic Empowerment / Empoderamiento económico



Education and programs to help residents maintain their existing income and assets, and build income where possible, tied in access of financial benefits and discounts when available.
/ Educación y programas para ayudar a los residentes a mantener sus ingresos y bienes existentes, y generar ingresos cuando sea posible, ligados al acceso a beneficios financieros y descuentos cuando están disponibles.

3. Education / Educación



Education to help residents navigate the systems in their lives such as transportation, health care, social security, etc., as well as after-school programs for elementary-aged youth.
/ Educación para ayudar a los residentes a navegar por los sistemas en sus vidas, como el transporte, la atención médica, la seguridad social, etc., así como programas extracurriculares para jóvenes de primaria.

4. Health & Wellness / Salud y bienestar



Assistance to help residents access health care and preventative care, as well as nutrition, mental and physical health.
/ Asistencia para ayudar a los residentes a acceder por sus servicios en sus vidas, como el transporte, la atención médica, la seguridad médica.

5. Community Engagement / Participación de la comunidad



Training and encouragement for residents to be involved in the property and greater community, and develop leadership and advocacy skills.
/ Capacitación a nivel local para que los residentes participen en la propiedad y en la comunidad en general, y desarrollen habilidades de liderazgo y defensa.

6. Technology Access / Acceso a la tecnología



Increase access to the internet, provide training on how to utilize technology and work towards self-identified technological goals.
/ Aumentar el acceso a Internet, proporcionar capacitación sobre cómo utilizar la tecnología y trabajar hacia objetivos tecnológicos auto-identificados.

Financing Information for this Project Información sobre el financiamiento de este proyecto



Funding Sources / fuentes de financiamiento

City of Salinas Funds + County of Monterey Land Donation / Fondos de la Ciudad de Salinas + Donación de Tierras del Condado de Monterey

CDLAC/CTCAC Bonds and Credits
Bonos y créditos CDLAC/CTCAC

Department of Housing & Community Development + Multifamily Housing Program + Farmworker Housing Program
Departamento de Vivienda y Desarrollo Comunitario + Programa de Vivienda Multifamiliar + Programa de Vivienda para Trabajadores Agrícolas

Housing Authority Section 8 Project Based Vouchers for Rental Subsidies
Vales basados en proyectos de la Sección 8 de la Autoridad de Vivienda para subsidios de alquiler

Who qualifies? ¿Quién califica?

- Project will be affordable for households earning between **30%-60% AMI** (Area Median Income)
- Apartments will range from **1 bedroom to 3 bedrooms**; approximately 25% of the apartments will be 3-bedrooms, 50% will be 2-bedrooms, and 25% will be 1-bedrooms
- Many units are anticipated to focus on low-income families with a preference for farmworker households (NOT H2A)
- El proyecto será asequible para los hogares que ganen entre el **30%-60% AMI** (ingreso promedio del área)
- Los apartamentos variarán de **1 recámaras a 3 recámaras**; aproximadamente el 25% de los apartamentos serán de 3 recámaras, el 50% serán de 2 recámaras y el 25% serán de 1 recámara.
- Se anticipa que muchas unidades se enfocarán en familias de bajos ingresos **incluyendo hogares de trabajadores agrícolas** (no H2A)

Rents are calculated as 30% of the income limit for the apartment if there is no housing authority voucher. Households with housing authority vouchers would pay only 30% of their income, whatever it may be.



Los alquileres se calculan como el 30% del límite de ingresos para el apartamento si no hay un vale de la autoridad de vivienda. Los hogares con vales de la autoridad de vivienda pagarán solo el 30% de sus ingresos, sea lo que sea.

Example Gross Rent: 2022

- 1 bedroom: **\$677** for 30% AMI to **\$1,355** for 60% AMI
- 2 bedroom: **\$813** for 30% AMI to **\$1,626** for 60% AMI
- 3 bedroom: **\$939** for 30% AMI to **\$1,878** for 60% AMI

Example of Rent: 2023

- 1 recámara: **\$677** para 30% AMI a **\$1,355** para 60% AMI
- 2 recámaras: **\$813** para 30% AMI a **\$1,626** para 60% AMI
- 3 recámaras: **\$939** para 30% AMI a **\$1,878** para 60% AMI

Example AMI (Area Median Income) and Rent Calculations Ejemplo de AMI (Ingreso promedio del área) y cálculos de alquiler

| County | One Person | Two Person | Three Person | Four Person | Five Person | Six Person | Seven Person | Eight Person |
|------------------------|------------|------------|--------------|-------------|-------------|------------|--------------|--------------|
| Monterey County | \$69,100 | \$84,000 | \$100,000 | \$116,000 | \$132,000 | \$148,000 | \$164,000 | \$180,000 |
| San Benito County | \$67,400 | \$87,100 | \$105,200 | \$123,300 | \$141,400 | \$159,500 | \$177,600 | \$195,700 |
| San Luis Obispo County | \$69,100 | \$84,000 | \$100,000 | \$116,000 | \$132,000 | \$148,000 | \$164,000 | \$180,000 |
| San Jose County | \$69,100 | \$84,000 | \$100,000 | \$116,000 | \$132,000 | \$148,000 | \$164,000 | \$180,000 |
| San Diego County | \$69,100 | \$84,000 | \$100,000 | \$116,000 | \$132,000 | \$148,000 | \$164,000 | \$180,000 |
| San Francisco County | \$69,100 | \$84,000 | \$100,000 | \$116,000 | \$132,000 | \$148,000 | \$164,000 | \$180,000 |
| San Mateo County | \$69,100 | \$84,000 | \$100,000 | \$116,000 | \$132,000 | \$148,000 | \$164,000 | \$180,000 |
| Santa Clara County | \$69,100 | \$84,000 | \$100,000 | \$116,000 | \$132,000 | \$148,000 | \$164,000 | \$180,000 |
| Stanislaus County | \$69,100 | \$84,000 | \$100,000 | \$116,000 | \$132,000 | \$148,000 | \$164,000 | \$180,000 |
| Yuba County | \$69,100 | \$84,000 | \$100,000 | \$116,000 | \$132,000 | \$148,000 | \$164,000 | \$180,000 |

Income for Family of 4:

- Monterey County 2022, 30% AMI Income Limit = **\$36,120**
- Monterey County 2022, 60% AMI Income Limit = **\$72,240**

Ingreso para una familia de 4:

- Condado de Monterey 2022, 30% Límite de ingresos AMI = **\$36,120**
- Condado de Monterey 2022, 60% Límite de ingresos AMI = **\$72,240**

Indoor Amenities

Function
and Feel



“How Spaces will Function” Preference Activity

Community Spaces: Function Espacios comunitarios interiores: función

WHAT WE HEARD: Top Outdoor Spaces / LO QUE
ESCUCHAMOS: Los mejores espacios al aire libre

1. Fitness room /
2. Computer Lab/ laboratorio de computación
3. Community Room / salon de comunidad

1. COMMUNITY ROOM/ salón comunitario

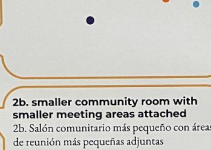
- 1a. Large open space, flexible
1a. Gran espacio abierto, flexible



- 1b. defined activity zones
1b. Zonas de actividad definidas

2. SIZE OF ROOM/ tamaño del espacio

- 2a. bigger community room
2a. Salón comunitario más grande



- 2b. smaller community room with
smaller meeting areas attached
2b. Salón comunitario más pequeño con áreas
de reunión más pequeñas adjuntas

3. COMMUNITY ROOM KITCHEN/ cocina del salón comunitario

- 3a. kitchen along back wall of community room with island
3a. Cocina a lo largo de la pared posterior del salón comunitario con isla



- 3b. kitchen that opens up to outdoor dining area
3b. La cocina se abre al comedor al aire libre

4. MEETING ROOMS / salas de juntas

- 4a. fewer large meeting rooms
4a. Una gran sala de juntas



- 4b. more smaller meeting rooms
4b. Algunas salas de juntas más pequeñas

5. HOMEWORK CLUB/ club de tareas

- 5a. collaborative homework tables
5a. Mesas para colaboración de tareas



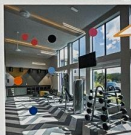
- 5b. quiet independent workspaces
5b. Espacios silenciosos para trabajo independiente

6. COMPUTER LAB/ laboratorio de computación

- 6a. computer lab as
dedicated space,
separate from
homework club

6a. Espacio dedicado como
laboratorio de computación,
separado del club de tareas

- 6b. computer lab and
homework club share a
space
6b. Laboratorio de
computación y club de tareas
comparten un espacio



7. FITNESS + WELLNESS ROOM salón de gimnasio y bienestar

- 7a. facing greenspace
7a. Viendo hacia los espacios verdes

- 7b. facing the playground
7b. Viendo hacia el patio de recreo



Participants voted
for images they
liked

And voted for
their preferred
prompt

Community Spaces: Function

Espacios comunitarios interiores: función

WHAT WE HEARD: Top Outdoor Spaces / LO QUE ESCUCHAMOS: Los mejores espacios al aire libre

1. **Fitness room /**
2. **Computer Lab/** laboratorio de computación
3. **.Community Room /** salón de comunidad

1. COMMUNITY ROOM/ salón comunitario

- 1a. Large open space, flexible**
1a. Gran espacio abierto, flexible

10



2

- 1b. defined activity zones**
1b. Zonas de actividad definidas

2. SIZE OF ROOM/ tamaño del espacio

- 2a. bigger community room**
2a. Salón comunitario más grande

3

- 2b. smaller community room with smaller meeting areas attached**
2b. Salón comunitario más pequeño con áreas de reunión más pequeñas adjuntas

0

3. COMMUNITY ROOM KITCHEN/ cocina del salón comunitario

- 3a. kitchen along back wall of community room with island**
3a. Cocina a lo largo de la pared posterior del salón comunitario con isla

6



- 3b. kitchen that opens up to outdoor dining area**
3b. La cocina se abre al comedor al aire libre

10

4. MEETING ROOMS / salas de juntas

- 4a. fewer large meeting rooms**
4a. Una gran sala de juntas

3



- 4b. more smaller meeting rooms**
4b. Algunas salas de juntas más pequeñas

1

5. HOMEWORK CLUB/ club de tareas

- 5a. collaborative homework tables**
5a. Mesas para colaboración de tareas

9



- 5b. quiet independent workspaces**
5b. Espacios silenciosos para trabajo independiente

7

6. COMPUTER LAB/ laboratorio de computación

- 6a. computer lab as dedicated space, separate from homework club**
6a. Espacio dedicado para laboratorio de computación, separado de las áreas de tareas

5

TIE

- 6b. computer lab and homework club share a space**
6b. Laboratorio de computación y club de tareas comparten un espacio

5

7. FITNESS + WELLNESS ROOM salón de gimnasio y bienestar

- 7a. facing greenspace**
7a. Viendo hacia los espacios verdes

8



- 7b. facing the playground**
7b. Viendo hacia el patio de recreo

9



Speech bubbles in bold teal= top answer per question



Smaller stars = top 3 with most stickers on the actual image

Visual Preference Activity

Indoor Community Spaces: Look & Feel Espacios comunitarios interiores: Apariencia

Rustic / Ranch / Farmhouse
Rústico / Rancho / Granja



Modern / Elegant
Moderno / Elegante



Homey / Calming Colors / Geometric
Hogareño / Colores calmantes / Geométrico



Colorful Contemporary
Colorido contemporáneo



WHAT WE HEARD: material preferences / LO QUE ESCUCHAMOS: preferencia de materiales



I like it
/ me gusta



I don't like it
/ no me gusta

I would change it
/ yo lo cambiaria



And voted for their preferred look & feel

Participants voted for images they liked

Indoor Community Spaces: Look & Feel

Espacios comunitarios interiores: Apariencia

Rustic / Ranch / Farmhouse
Rústico / Rancho / Granja

13 total



Modern / Elegant
Moderno / Elegante

15 total



Homey / Calming Colors / Geometric
Hogarero / Colores calmantes / Geométrico

24 total



Colorful Contemporary
Colorido contemporáneo

9 total



WHAT WE HEARD: material preferences / LO QUE ESCUCHAMOS: preferencia de materiales



I like it
/ me gusta



I don't like it
/ no me gusta

I would change it
/ yo lo cambiaria



Sticky note: prefer avoiding carpet (tracking in pesticides, toxins, dirt, etc)

Box in bold teal = top answer for style

Outdoor Amenities

Function
and Feel



“How Spaces will Function” Preference Activity

Community Spaces: Function

Espacios comunitarios: función

WHAT WE HEARD: Top Outdoor Spaces
LO QUE ESCUCHAMOS: Los mejores espacios al aire libre

- 1. Outdoor Dining • BBQs / comedores al aire libre • asadores
- 2. Greenspace / espacio verde
- 3. Plaza / placita

1. OUTDOOR DINING / comedores al aire libre BBQ

1a. defined dining zones with large tables
Zonas de comedor definidas con mesas grandes



1b. flexible open area with small tables and chairs
Área abierta flexible con mesas y sillas pequeñas

2. GREENSPACE / espacio verde Green walls Pet friendly spaces

2a. planters along pathways, larger open spaces
macetas a lo largo de caminos, espacios abiertos más grandes



2b. planters shelter zones of gathering, smaller spaces
Zonas de jardinería como refugio de reunión, espacios más pequeños

3. PLAZA / placita

3a. large open spaces are primarily paved
Los grandes espacios abiertos están pavimentados principalmente



3b. large open spaces are primarily turf
Los grandes espacios abiertos son principalmente césped

4. GARDEN BEDS / jardinerías

4a. sheltered zone for focused gardening
Zona protegida para jardinería enfocada



4b. gardening in the middle of a plaza
Jardinería en medio de una plaza

5. PASEO WITH SEATING / paseo con asientos

5a. outward-facing for social interaction
Mirando hacia afuera para observar a la gente



5b. inward-facing for conversations
Mirando hacia adentro para las conversaciones

6. PATHWAYS / aceras

6a. curved pathways
aceras curvas



6b. straight pathways
aceras rectas

7. PLAY AREA / área de juegos

7a. creative play, movement and climbing
Juego creativo, movimiento y escalada



7b. more traditional play structure
Estructura de juego más tradicional

Participants voted high priority spaces

Participants voted for images they liked

Community Spaces: Function

Espacios comunitarios: función

WHAT WE HEARD: Top Outdoor Spaces /
LO QUE ESCUCHAMOS: Los mejores espacios al
aire libre

1. Outdoor Dining + BBQs / comedores al aire libre y
asadores

2. Greenspace / espacio verde

3. Plaza / placita

4

1. OUTDOOR DINING / comedores al aire libre

1.a defined dining zones with large tables
Zonas de comedor definidas con mesas grandes

10



1.b. flexible open area with small tables and chairs
Área abierta flexible con mesas y sillas pequeñas

8

2. GREENSPACE / espacio verde

2.a. planters along pathways, larger open spaces
macetas a lo largo de caminos, espacios abiertos más grandes

4



2.b. planters shelter zones of gathering, smaller spaces
Zonas de jardineras como refugio de reunión, espacios más
pequeños

6

3. PLAZA / placita

3.a. large open spaces are primarily paved
Los grandes espacios abiertos están pavimentados principalmente

2



3.b. large open spaces are primarily turf
Los grandes espacios abiertos son principalmente césped

13

4. GARDEN BEDS / jardineras

4.a. sheltered zone for focused gardening
Zona protegida para jardinería enfocada

5



5

4.b. gardening in the middle of a plaza
Jardinería en medio de una plaza

5. PASEO WITH SEATING / paseo con asientos

5a. outward-facing for social interaction
Mirando hacia afuera para observar a la gente

5



5

5b. inward-facing for conversations
Mirando hacia adentro para las
conversaciones

6. PATHWAYS / aceras

6a. curved pathways
aceras curvas

5



7

6b. straight pathways
aceras rectas

7. PLAY AREA / área de juegos

7a. creative play, movement and climbing
Juego creativo, movimiento y escalada

6



9

7b. more traditional play structure
Estructura de juego más tradiciona



Speech bubbles in
bold blue = top
answer per question



Smaller stars = top 3
with most stickers on
the actual image

Visual Preference Activity

Outdoor Community Spaces: Look & Feel

Espacios comunitarios al aire libre: Apariencia

Rustic / Ranch / Farmhouse
Rústico / Rancho / Granja



Modern / Elegant
Moderno / Elegante



Spanish / Warm and Colorful
Español / Cálido y colorido



Colorful Contemporary
Colorido contemporáneo



WHAT WE HEARD: material preferences / LO QUE ESCUCHAMOS: preferencia de materiales



I like it
/ me gusta



I don't like it
/ no me gusta



I would change it
/ yo lo cambiaria



And voted for their preferred look & feel

Participants voted for images they liked

Outdoor Community Spaces: Look & Feel

Espacios comunitarios al aire libre: Apariencia

Rustic / Ranch / Farmhouse
Rústico / Rancho / Granja

9 total



WHAT WE HEARD: material preferences / LO QUE ESCUCHAMOS: preferencia de materiales



Modern / Elegant
Moderno / Elegante

16 total



I like it
/ me gusta



I don't like it
/ no me gusta

Spanish / Warm and Colorful
Español / Cálido y colorido

14 total




I would change it
/ yo lo cambiaria





Colorful Contemporary
Colorido contemporáneo

6 total



 Box in bold blue = top answer for style

 Box in bold blue = second top answer for style

 Smaller stars = top 3 with most stickers on the actual image

Facade Colors

Top Picks





Color Preference Activity

Participants voted for their preferred color collection

Exterior Color: Preferences

Colores Exteriores: preferencias *Wes this color + skat/olive*



Architectural Design Narrative:
The proposed site plan and overall design are inspired not only by the City's rich agricultural heritage and also by the site's vibrant setting surrounded by open space, parks, soccer fields, recreation trails, and a future track and skate park. The architectural vernacular is inspired by the utilitarian beauty and simple but strong forms characteristic of agrarian architecture. The proposed building massing and roof forms of the 3-story residential buildings are intended as playful silhouettes articulated by the interplay of varied north and west, bay windows, and sculptural stone elements. The single-story community buildings take on a simple but iconic barn form with a prominent central gallery and carestory windows to promote natural lighting and ventilation.

Narrativa arquitectónica:
El plan del sitio propuesto y el diseño general están inspirados no solo en el rico patrimonio agrícola de la ciudad, sino también en el entorno vibrante del sitio, rodeado de espacios abiertos, parques, campos de fútbol, senderos de recreación y pista de skate. La arquitectura vernácula que a su vez nos inspira por la sencillez, pero también por la fuerza sencilla y fuerte de las formas llanas características de la arquitectura agraria. La idea detrás de las volúmenes propuestos y las formas del techo de los edificios residenciales de 3 pisos es de silhouettes juguetonas articuladas por la interacción de edificios con aleros variados, ventanas y elementos escultóricos de piedra. Los edificios comunitarios de un solo piso adoptan una forma de granero simple pero icónica con una galería central prominente y ventanas de altura para promover la iluminación y ventilación natural.

What Colors do you prefer? / ¿Qué colores prefieres?

Colors Shown / colores en las insignias
Brighter / más brillante
Darker / más oscura
Comments / comentarios

| Building / Edificio | Colors Shown / colores en las insignias | Brighter / más brillante | Darker / más oscura | Comments / comentarios |
|-------------------------|---|--------------------------|---------------------|------------------------|
| Building 1 / Edificio 1 | | | | |
| Building 2 / Edificio 1 | | | | |
| Building 3 / Edificio 3 | | | | |
| Building 4 / Edificio 4 | | | | |

Materials: CEMENT PLASTER, METAL ROOF, ASPHALT SHINGLES
Tablas e listones, Yeso de cemento, Techos de metal

Participants voted for their preferred accent colors

Exterior Color: Preferences

Colores Exteriores: preferencias



Architectural Design Narrative:

The proposed site plan and overall design are inspired not only by the City's rich agricultural heritage and also by the site's vibrant setting surrounded by open space, parks, soccer fields, recreation trails, and a future track and skate park. The architectural vernacular is inspired by the utilitarian beauty and simple but striking forms characteristic of agrarian architecture. The proposed building massing and roof forms of the 3-story residential buildings are intended as playful silhouettes articulated by the interplay of varied roofs and eaves, bay windows, and sculptural shade elements. The single-story community buildings take on a simple but iconic barn form with a prominent central gallery and clerestory windows to promote natural lighting and ventilation.

Narrativa arquitectónica

El plan del sitio propuesto y el diseño general están inspirados no solo en el rico patrimonio agrícola de la ciudad, sino también en el entorno vibrante del sitio, rodeado de espacios abiertos, parques, campos de fútbol, senderos de recreación y una futura pista y parque de patinaje. La arquitectura vernacular que a sido bien recibida por la comunidad, está inspirada en la belleza utilitaria y simple de las formas llamativas características de la arquitectura agraria. La idea detrás de los volúmenes propuestos y las formas del techo de los edificios residenciales de 3 pisos es de siluetas juguetonas articuladas por la interacción de aleros con aleros extendidos, ventanales y elementos de sombra escultóricos. Los edificios comunitarios de un solo piso adquieren una forma de granero simple pero icónica con una galería central prominente y ventanas de triflorio para promover la iluminación y ventilación natural.

BOARD & BATTEN CEMENT PLASTER METAL ROOF ASPHALT SHINGLES



Tablas y listones



Yeso de cemento



Techos de metal



Tejas de asfalto

24 TOTAL **10 TOTAL** **6 TOTAL**

| | 8 Colors Shown / colores en las imágenes | Brighter / más brillante | 1 | Darker / más oscura | 2 | Comments / comentarios |
|-----------------------------------|--|-----------------------------|----------|------------------------|----------|---------------------------|
| Building 1 / Edificio 1 | 6 | | 3 | | | |
| Building 2 / Edificio 1 | 8 | | 3 | | 3 | |
| Building 3 Edificio 3 | 2 | | 2 | | 1 | |
| Building 4 / Edificio 4 | | | 1 | | | |

Amenity Adjacencies

Community
Preferences



Adjacencies Activity

Community Spaces: Adjacencies

Espacios comunitarios al aire libre: proximidades

Would it be better to locate the Playground next to the Plaza, or keep it separate? / ¿Qué sería más importante, ubicar el patio de recreo junto a la placita, o que este más separado?

Next to each other / juntos: 10 votes (represented by colored dots)
 Separate from each other / separados: 2 votes (represented by black dots)

Other Ideas / otras ideas: *El patio de recreo junto a la placita.*

We heard the kitchen should be near the garden and playground. / Escuchamos que la cocina debería estar cerca del jardín y el patio de recreo.

Should the Garden area move closer to the community room kitchen? Or stay more separate? / ¿Debería el área del jardín acercarse a la cocina de la sala comunitaria? ¿O permanecer más separado?

Stay secluded (as shown) / Que se mantenga aislado (como se muestra): 10 votes (represented by colored dots)
 Move to be closer to the kitchen / Que se mueva para estar más cerca de la cocina: 2 votes (represented by black dots)

We heard a variety of outdoor dining areas at different sizes are high priority. / Escuchamos que una variedad comedores al aire libre en diferentes tamaños son de alta prioridad.

Is it more important for the Plaza to be a large open gathering space (turf or paved) or be a series of spaces for outdoor dining? / ¿Es más importante que la placita sea un gran espacio abierto (césped o pavimentado), o que sea una serie de espacios para comer al aire libre?

| | | |
|---|---|--|
| Large open gathering space / Gran espacio abierto: 10 votes (represented by colored dots) | A space for outdoor dining / Un espacio para comer al aire libre: 2 votes (represented by black dots) | One plaza for each / Una plaza para cada uno: 1 vote (represented by a blue dot) |
|---|---|--|

Other Ideas / otras ideas:

Participants voted for their preferred prompt

Community Spaces: Adjacencies

Espacios comunitarios al aire libre: proximidades



Would it be better to locate the **Playground** next to the **Plaza**, or keep it separate? / ¿Qué sería más importante, ubicar el patio de recreo junto a la placita, o que este más separado?

Next to each other / juntos

12

Separate from each other / separados

5

Other Ideas / otras ideas

We heard the kitchen should be near the garden and playground. / Escuchamos que la cocina debería estar cerca del jardín y el patio de recreo.

Should the **Garden area** move closer to the community room kitchen? Or stay more separate? / ¿Debería el **área del jardín** acercarse a la cocina de la sala comunitaria? ¿O permanecer más separado?

Stay secluded (as shown) / Que se mantenga aislado (como se muestra)

8

Move to be closer to the kitchen / Que se mueva para estar más cerca de la cocina

2

We heard a variety of outdoor dining areas at different sizes are high priority. / Escuchamos que una variedad comedores al aire libre en diferentes tamaños son de alta prioridad.

Is it more important for the **Plaza** to be a large open gathering space (turf or paved) or be a series of spaces for outdoor dining? / ¿Es más importante que la **placita** sea un gran espacio abierto (césped o pavimentado), o que sea una serie de espacios para comer al aire

Large open gathering space / Gran espacio abierto

7

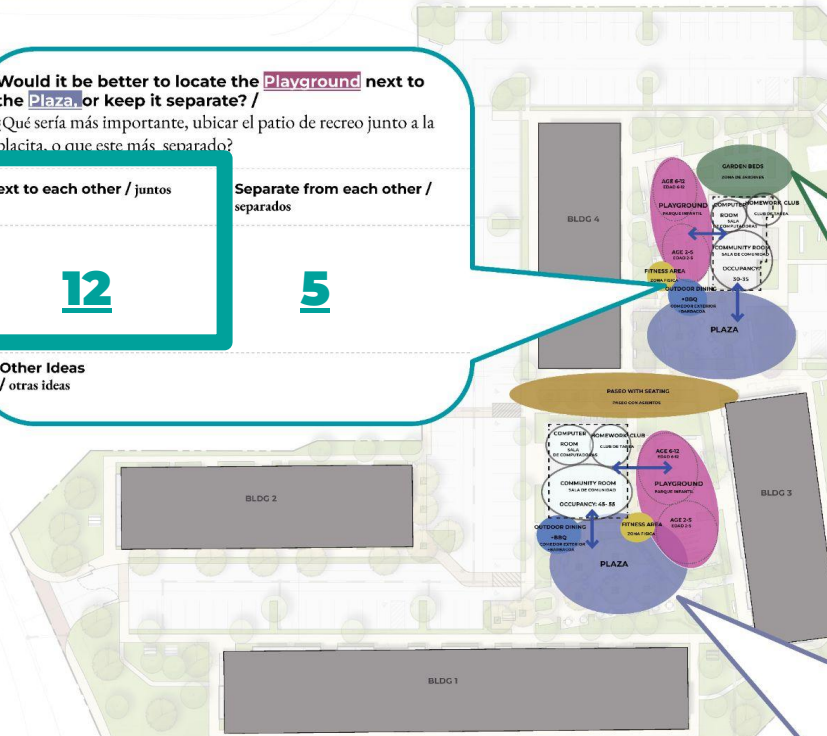
Other Ideas / otras ideas

A space for outdoor dining / Un espacio para comer al aire libre

2

One plaza for each / Una plaza para cada uno

1



Naming Ideas

Top Picks



Naming Activity

Name Ideas for this Project / ideas de nombres para este proyecto

Sticky notes:

Esperanza
(Casa
Esperanza)

| Vote for your favorite / vote por su favorito | | Other Name Ideas? / otras ideas para el nombre? | |
|---|----|---|---|
| El Sol | 4 | Local Plant Species? | |
| La Esperanza | 13 | Vista del Lago / Lakeside / Lakeview | 4 |
| Tejidas Terrace | 1 | El Sueno (the dream) | 1 |
| Los Lazos Apts | | San Martin Peras | 2 |
| Puente Place | | Las Vinas | 1 |
| Heritage Homes | | Santa Lucia | 1 |
| Valle Verde Apts | 1 | | |
| Monte Hermoso Apts | 1 | | |
| Monte Alegre Apts | 5 | | |
| Montes y Campos Apts | | | |
| Big Little City Apts | | | |
| Salinas Mountain Apts | 1 | | |
| Vistas de la Colina Apts | 2 | | |
| Las Casas en Parque Central | | | |
| Terraza Apartments | | | |

and Terraza
already exist

Affordable Housing Project Naming Ideas

Ideas de nombres para el proyecto de viviendas asequibles



"We are a close knit community. Our stories are special."

"Somos una comunidad muy unida. Nuestras historias son especiales."

"Housing here could bridge the communities of Salinas together."

"Viviendas aquí podría unir a las comunidades de Salinas."

"This location is becoming the 'Central Park' of Salinas."

"Este lugar se está convirtiendo en el 'Central Park' de Salinas."



"A community rich in recreation and amenities."

"Una comunidad rica en recreación y comodidades."

"The agriculture, our green valley, the fields - it's beautiful."

"La agricultura, nuestro valle verde, los campos - es hermoso."

Ganadores / Winners:

#1 Monte Alegre

#2 Vista del Lago

#3 El Sol

"The location - near the beach and mountains."

"La ubicación - cerca de la playa y de las montañas."



"A big little city"

"Una grande ciudad que se siente chica"

"People here are hardworking. There's a bit of a hustle culture going on."

"La gente aquí es trabajadora. Hay una cultura de mucho empuje".



"It's our heritages, the diversity of the community, the cultures."

"Son nuestros patrimonios, la diversidad de la comunidad, las culturas."

"We're family-oriented. Our younger generations are exploring and bringing new perspectives."

"Estamos orientados a la familia. Nuestras generaciones más jóvenes están explorando y aportando nuevas perspectivas".

Response from Community Engagement Interviews to the prompt: **What makes Salinas a special place to live and work?**

Respuesta de las entrevistas de participación comunitaria a la pregunta: **¿Qué hace que Salinas sea un lugar especial para vivir y trabajar?**

Phase 4 / **Accountability**

Finally, we celebrate the how much better the design is because of the community's feedback.

At our final outreach event, we share what we've heard and how community input has impacted the design.

We make space for participants to share even more feedback with us.



ACCOUNTABILITY

Plano General del Sitio / Espacios Comunitarios Favoritos

Overall Site Plan / Favorite Amenities



LO QUE ESCUCHAMOS: Los mejores espacios al aire libre / WHAT WE HEARD: Priority Outdoor Spaces:

1. Comedores al aire libre y asadores / Outdoor Dining + BBQs
2. Espacio verde / Greenspace
3. Placita / Plaza

Actualización del diseño: Preferencia por elementos paisajísticos modernos, cálidos y coloridos, con influencia española
Design Update: Preference for modern, warm and colorful landscape elements, with Spanish influence



LO QUE ESCUCHAMOS: Los mejores espacios al aire libre / WHAT WE HEARD: Priority Indoor Spaces:

1. Salón de gimnasio y bienestar / Fitness & Wellness Room
2. Laboratorio de computación / Computer Lab
3. Salón comunitario / Community Room

Espacios Comunitarios Interiores

Indoor Community Spaces

Actualización de diseño: Diseñamos los salones comunitarios como grandes espacios de reunión flexibles. Design Update: We designed the community rooms as a large flexible gathering space.



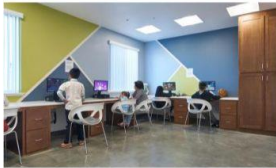
Community spaces should be multifunctional

It is very important for young people and adults to have spaces for community

Lo Que Escuchamos: What We Heard:

We need spaces to have events and host gatherings

Actualización del diseño: Se agregó un laboratorio de tareas para que los niños tengan un lugar seguro para concentrarse en el trabajo escolar. Design Update: A homework lab was added so kids have a safe place to focus on school work.



Lo Que Escuchamos: What We Heard:

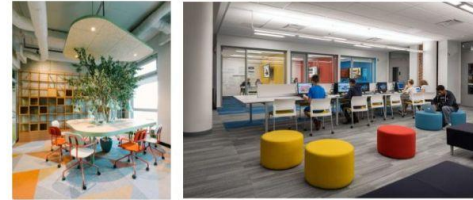
Nice, safe spaces for students to concentrate and do homework

Important for kids to have space to hangout and learn

Conexión del área de comedor y pasillos.
Connection (to dining and hallway area)



Actualización del diseño: Se agregaron espacios de actividades más pequeños, tales como: salas de reuniones y un laboratorio de computación para todas las edades. Design Update: Smaller activity spaces were added such as meeting rooms and a computer lab for all ages.



Lo Que Escuchamos: What We Heard:

Education is important

Our kids need help with homework and how to learn to use computers

Adults also need spaces to learn, access technology, and meet

Actualización de diseño: Los espacios interiores usarán colores relajantes y tendrán una sensación hogareña. Design Update: Indoor spaces will use calming colors and have a home-like feeling.



Lo Que Escuchamos: What We Heard:

Calm colors are more preferred on the interior

The inside community spaces should feel like a home

Espacios Comunitarios al Aire Libre

Outdoor Community Spaces

Actualización de diseño: La sala de fitness da a la zona de juegos al aire libre para que los padres puedan vigilar a sus hijos, pero también da la opción de dar al espacio verde para personas sin hijos.

Design Update: The fitness room faces the outdoor play area so that parents to watch their kids, but also gives the option to face the green space for people without kids.



Trying to keep the idea of blue zones with activity for all ages

The space should be designed for families

Promotes health + accessibility to machines

Lo Que Escuchamos: What We Heard:

Actualización de diseño: Ambas plazas están diseñadas como espacios de reunión grandes y abiertos con árboles para dar sombra.

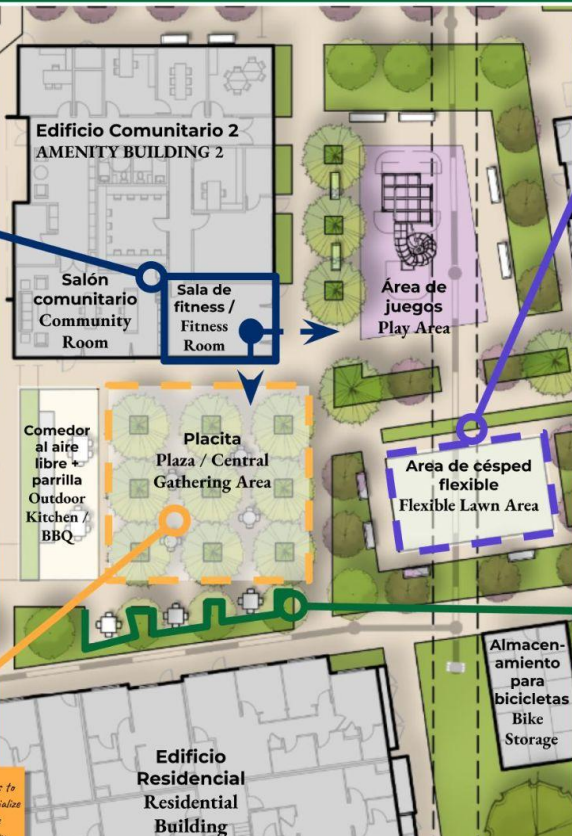
Design Update: Both Plazas are designed as large, open gathering spaces with trees for shade.



Lo Que Escuchamos: What We Heard:

A place where we meet with our neighbors to work together or build bonds

More places to gather / socialize with the community



Actualización de diseño: Agregamos un área de césped flexible. **Design Update:** We added a flexible lawn area.



Lo Que Escuchamos: What We Heard:

We want to have big family gatherings

For having family + friends & festivities

Es importante tener un área verde para los niños, ya que es importante independiente / It is important to have a green area for children, in place like this is essential

Actualización de diseño: Agregamos jardineras para crear zonas de asientos más pequeñas para reuniones más privadas.

Design Update: We added planters to create smaller zones of seating for more private gathering.



Lo Que Escuchamos: What We Heard:

Porque la naturaleza es vida, tranquilidad, etc. / Because nature is life, tranquility, etc.

Espacios Comunitarios al Aire Libre

Outdoor Community Spaces

Actualización de diseño: La cocina del salón comunitario se abre al comedor y la parrilla al aire libre para que puedan tener reuniones que conectan las áreas interiores con exteriores.
Design update: The community room kitchen opens to the outdoor dining and barbeque so it can host indoor-outdoor gatherings.



Lo Que Escuchamos: What We Heard:

We want to have big family gatherings

Could use for healthy cooking classes and community activities

Actualización del diseño: Agregamos zonas de comedor definidas con parrillas y mesas grandes.
Design update: We added defined dining zones with BBQs and large tables.



Lo Que Escuchamos:
What We Heard:

Gives people a safer place to BBQ away from balconies/residential spaces. (health, air quality, fire safety)

For having family + friends & festivities

Almacenamiento para bicicletas
Bike Storage

Jardín comunitario
Community Garden

Comedor al aire libre + parrilla
Outdoor Kitchen + BBQ

Salón comunitario
Community Room

Edificio Comunitario 1
AMENITY BUILDING 1

Área de juegos
Play Area

Placita
Plaza / Central Gathering Area

Actualización de diseño: Mantuvimos el área del jardín más aislada del resto del sitio.
Design Update: We kept the garden area more secluded from the rest of the site.



Lo Que Escuchamos: What We Heard:

These areas promote a sense of community and sustain the connection to the land

To teach youth about food we eat and how it grows. It is also science.

Actualización del diseño: Las áreas de juego están ubicadas junto a las plazas y áreas de descanso. Se añadirán estructuras de juego más tradicionales.
Design Update: The play areas are located next to the plazas and seating areas. More traditional play structures will be added.

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Lo Que Escuchamos: What We Heard:

Very important for young people and adults to have spaces for community

A place where kids can play independently but still be watched by parents

Kids liked the traditional play structures more than modern ones

Espacios Comunitarios al Aire Libre / circulation del sitio

Outdoor Community Spaces / Site Circulation

Actualización de diseño: Las áreas de juego están en el centro del sitio, protegidas de los automóviles por los edificios.
Design Update: Play areas are in the middle of the site, sheltered from cars by the buildings.

Lo Que Escuchamos: What We Heard:

It is important for kids to have a safe place to play

Actualización de diseño: Se agregaron varios cruces peatonales para aumentar la seguridad del sitio.
Design Update: Multiple crosswalks added to increase site safety.

Lo Que Escuchamos: What We Heard:

It is important for kids to get around safely

Consider adding crosswalks so kids can get to school safely

Actualización de diseño: Agregamos almacenamiento para bicicletas ya que las familias a menudo tienen varias bicicletas.
Design Update: We added bike storage since families often have multiple bikes.



Lo Que Escuchamos: What We Heard:

Families often have several bikes each

Families of Salinas like to use the trails around the soccer fields and parks nearby

Kids of Salinas need places to ride their bikes safely

Actualización del diseño: Enfatizamos los caminos rectos a través del sitio. Design Update: We emphasized straight pathways through the site.



Kids need trails at the apartment complex (safety)

Lighting through the sidewalks + bike paths is important

Lo Que Escuchamos: What We Heard:

Espacios Comunitarios al Aire Libre / circulation del sitio

Outdoor Community Spaces / Site Circulation

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**Actualiza
aumenta
Design U**

Lo Que I

[Download the Final Accountability Boards by clicking here](#)



Lo Que Escuchamos: What We Heard:

Kids need trails at the apartment complex (safety)

Lighting through the sidewalks + bike paths is important

aminos
e site.