

**City Council FY 09/10 Strategic Plan**  
**Priority Goals – Engineering & Transportation Department**

**Goal: PUBLIC SAFETY**

*Strategy: Increase public safety by developing programs that prevent visual blight and fear.*

Objectives	Six Month Measurements July 1 – December 31, 2009	Twelve month Measurements January 1, 2010 – June 30, 2010	Fiscal Impact
1.CDBG (Phase 11) & East Market Street Beautification/Lighting projects.	Complete award process and begin construction.	Complete project/light installations.	Partly Funded (CIP #9047, 9377, 9085) waiting for CDBG funding
2. Identify and address the backlog of Code Enforcement cases.	50% of backlog identified and addressed/corrected.	100% of backlog identified and addressed/corrected.	Funded

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**Goal: ECONOMIC DEVELOPMENT**

*Strategy: Enhance Salinas' economy by creating an environmentally-friendly, business friendly environment and working collaboratively in the development of a high-skilled workforce.*

<b>Objectives</b>	<b>Six Month Measurements July 1 – December 31, 2009</b>	<b>Twelve month Measurements January 1, 2010 – June 30, 2010</b>	<b>Fiscal Impact</b>
1. Address water treatment issues.			
a. Complete sanitary sewer.	Complete master plans and review financing options.	To be under construction with improvements of the Industrial Waste Treatment Facility and portion of the Industrial Waste Conveyance System. Commence development fee nexus analysis.	Partly Funded (CIP #9176, 9529, 9361)
b. Industrial waste master plans.	Complete master plans and review financing options.	To be under construction with improvements of the Industrial Waste Treatment Facility and portion of the Industrial Waste Conveyance System. Commence development fee nexus analysis.	Partly Funded (CIP)
c. Industrial waste system improvements and capacity increase needed to serve UniKool, Fresh Express and other developments.	Complete master plans and review financing options.	To be under construction with improvements of the Industrial Waste Treatment Facility and portion of the Industrial Waste Conveyance System. Commence development fee nexus analysis.	Partly Funded (CIP)
2. Manage the airport Boulevard/US 101 construction project.	Approve PS&E, and process bidding.	Award project and begin construction. Construction will continue for 2 years with project completion anticipated in Summer 2012.	Partly Funded (CIP #9898) majority funded by Caltrans
3. Improving Public Transportation and Traffic Circulation in Salinas.	Report summer 2008 Traffic Monitoring Program (TMP) results to Council. Continue implementing signal timing improvements as recommended. Commence summer 2009 TMP counts.	Review and analyze 2009 Traffic Monitoring Program (TMP) counts. Prepare recommendations for improvements.	Funded