

Salinas City Center Improvement Association Community Survey



Sep 8, 2023



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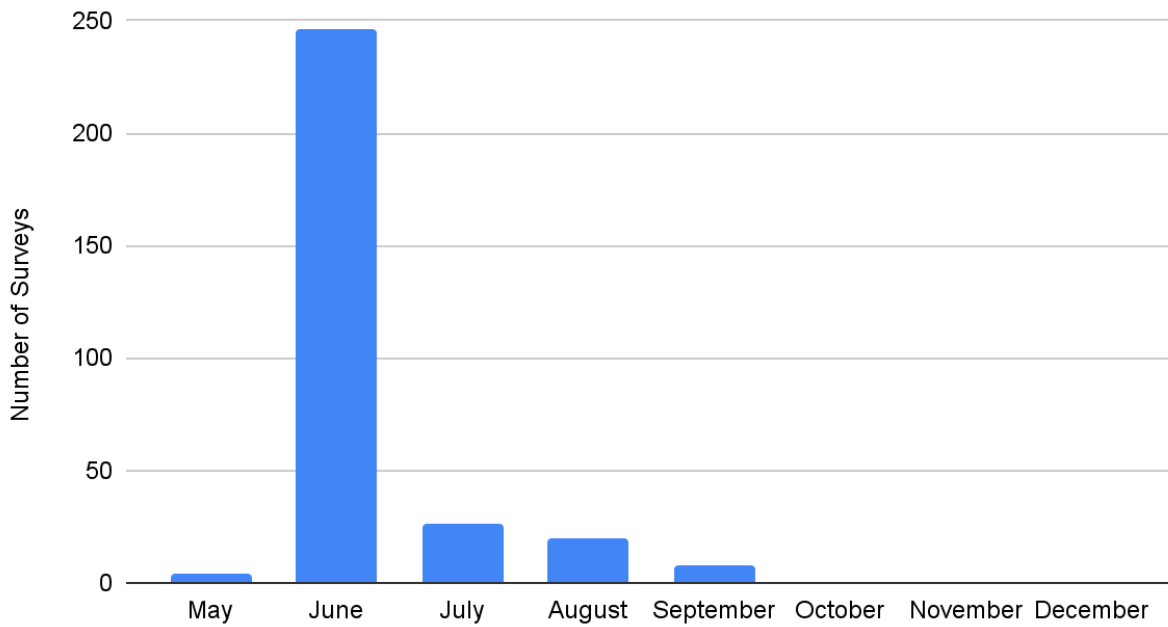
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Summary

The Salinas City Center Improvement Association developed and published a Community Survey to determine the general feelings of the public in and around the downtown core. Questions ranged from specific reasons why people were downtown, general feelings towards developments and events in the downtown core, and finally voluntary demographic information. The initial survey dates range from June 2023 to December 2023.

Completed Surveys



Total responses to date are listed in the table below. Surveys were posted at various businesses throughout the Salinas City Center. Surveys were also posted on Facebook, Twitter, and emailed to mailing lists.

Total Responses
304

The survey used questions from several sources including the Salinas Downtown Vibrancy Plan Survey initiated by the City of Salinas in December 2013 through April 2014. The intent of repeating the same

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questions from this survey was to seek clarity on how the general sentiment of the population has changed.

Where appropriate this document will highlight these questions and how the results changed over time.

The survey was separated into 3 general sections; What brings you to Salinas City Center, What do you think of Salinas City Center, and Demographic Information of the respondent.

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Why are you in Salinas City Center?

Which of the following applies to you?

The table below shows that the majority of respondents live in Salinas. We are catering to a local population that is not affected by tourism as much as the Monterey Peninsula. Compared to the Salinas Downtown Vibrancy Plan Survey Results more visitors in Salinas City Center live in Salinas than in 2014. Perhaps this is due to “downtown” being nicer and cleaner, or Salinas residents simply wanting to stay closer to home instead of driving to the peninsula for dining and entertainment due to higher costs of living. This may be explored in further surveys.

Another interesting note is that the ratio of “I work in Salinas City Center/I work in Downtown” has changed from 2014 to 2023. In 2014 more survey respondents worked in Salinas City Center than in 2023. This leads to the conclusion that more people are visiting downtown rather than working there.

Survey 2023

Responses	303	%
Live in Salinas	248	82%
Own Property in Salinas	122	40%
Live in or near Salinas City Center	88	29%
Work in Salinas City Center	83	27%
Hartnell College Student/Staff	4	1%
Seasonal Worker	0	0%
Other	21	7%

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Survey 2014

1. Which best describes where you live?

- In Downtown Salinas 8.2%
- In Salinas 49.2%
- In Monterey County 37.3%
- Other 5.3%

3. Which best applies to you?

- I work in downtown 53.9%
- I own/operate a business downtown 4.2%
- I own property in downtown 2.1%
- I am a student 0.4%
- My company plans to relocate downtown 1.0%
- None of the above 38.4%

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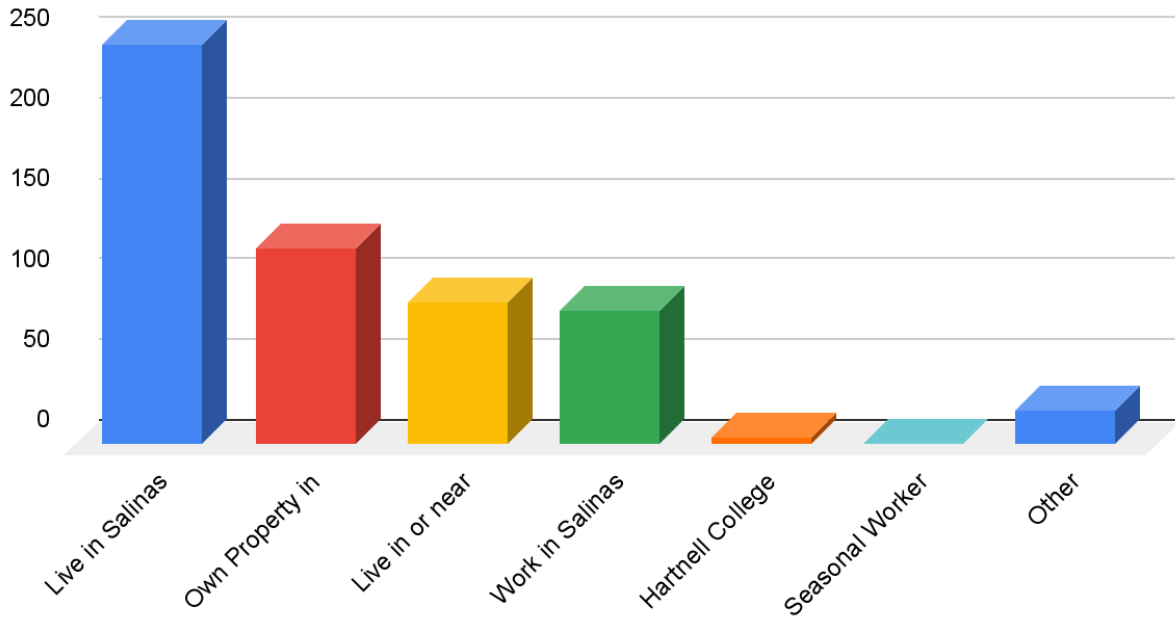
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Graph 2023

Which of the following applies to you?



Other

The question was a multiple choice with an “Other” option where respondents could fill in their own answer. All results below are copied directly from the survey. No edits have been made.

Which of the following applies to you?
I walk Oldtown at least three times a week.
Frequent visitor
Former oldtown business owner
Also work near Oldtown
Grew up in Salinas and still shop
Grew up in Salinas
Lives in Salinas
Grew up in Salinas

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Family lives and works here
I live in Prunedale
work near salinas city center
Grew up here live in nearby city work at Roosevelt School
Community Service Volunteer
Business owner city center
Tourist from Carmel
Visiting
Architect
Work in Salinas
Remote worker and work in Salinas City Center sometimes
Work for the city of Salinas
Salinas Union HS district



What brings you to Salinas City Center?

The previous graphs and tables illustrate that more visitors than workers are coming to Salinas City Center. The next question answers WHY they are coming downtown. The 2023 survey clearly shows that at this time Salinas City Center is a destination for diners! They are pairing it with Entertainment and Breweries/Bars to extend their stay in downtown. Shopping and Jobs are the other strong draws.

Survey 2023

Responses	303	%
Entertainment	109	36%
Job	84	28%
Shopping	84	28%
Breweries/Bars	104	34%
Dining	229	76%
Government Centers	20	7%
Banking/Professional Services	47	16%
Other	29	10%

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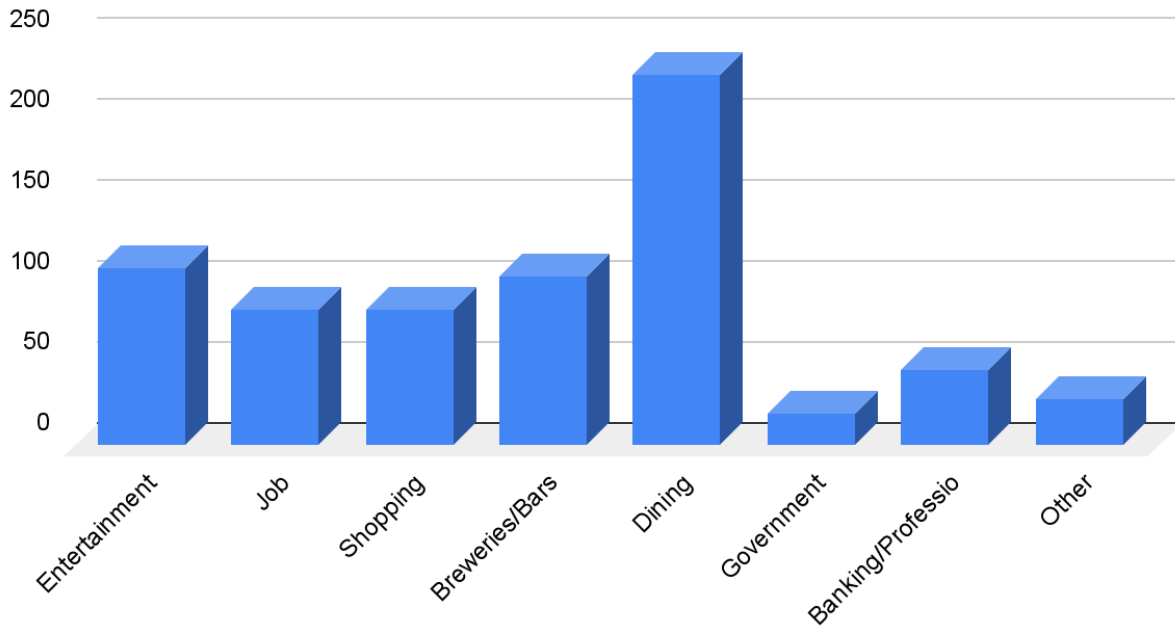
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Graph 2023

What brings you to Salinas City Center?



Other

The question was a multiple choice with an “Other” option where respondents could fill in their own answer. All results below are copied directly from the survey. No edits have been made.

What brings you to Salinas City Center?
The parking is so very limited I don't stop and shop or dine I simply pass through.
Coffee and books
Coffee shops
Farmer's market
i live in salinas
Co-Op Art Gallery
Free Family events
Utilizing other businesses

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Work
Aqua blue
coffee
Alliance on aging
Cafes
Farmers Market
Farmers Market
Day spa clothing alterations
Browsing
Library
Dance Class
Community Service Volunteer
Community service volunteer
Steinbeck Center
Events like the farmers market
Beautiful old buildings
handicap accessible
Farmers market
Family
Place to work remotely
Farmers market



Which best describes how often you visit Salinas City Center for each purpose?

How often visitors come is a direct copy of the 2014 survey. We wanted to determine how much has changed in 9 years. One piece of feedback that has been received is that we add “job” as a category as many respondents may well work in Salinas City Center every day. Job/Work is an added category, but due to the addition 1 month after the survey started, there is a lack of answers.

Survey 2023

Which best describes how often you visit Salinas City Center for each purpose?	Responses	Daily	Weekly	Monthly	Few times a Year	Almost Never	%
Restaurants or Bars	298	24	110	120	35	9	98%
Theaters Concerts or Museum	269	2	24	85	113	45	88%
Business Appointments	252	32	37	41	64	78	83%
Professional Services or Medical	243	11	23	33	67	109	80%
Civic or Religious	225	3	15	22	51	134	74%
School	221	10	6	10	32	163	73%
Events	263	2	37	65	121	38	87%
WorkJob	32	5	5	1	6	15	11%

Which best describes how often you visit Salinas City Center for each purpose?	Responses	Daily	Weekly	Monthly	Few times a Year	Almost Never	%
Restaurants or Bars	298	8%	37%	40%	12%	3%	98%
Theaters Concerts or Museum	269	1%	9%	32%	42%	17%	88%
Business Appointments	252	13%	15%	16%	25%	31%	83%
Professional Services or Medical	243	5%	9%	14%	28%	45%	80%
Civic or Religious	225	1%	7%	10%	23%	60%	74%
School	221	5%	3%	5%	14%	74%	73%

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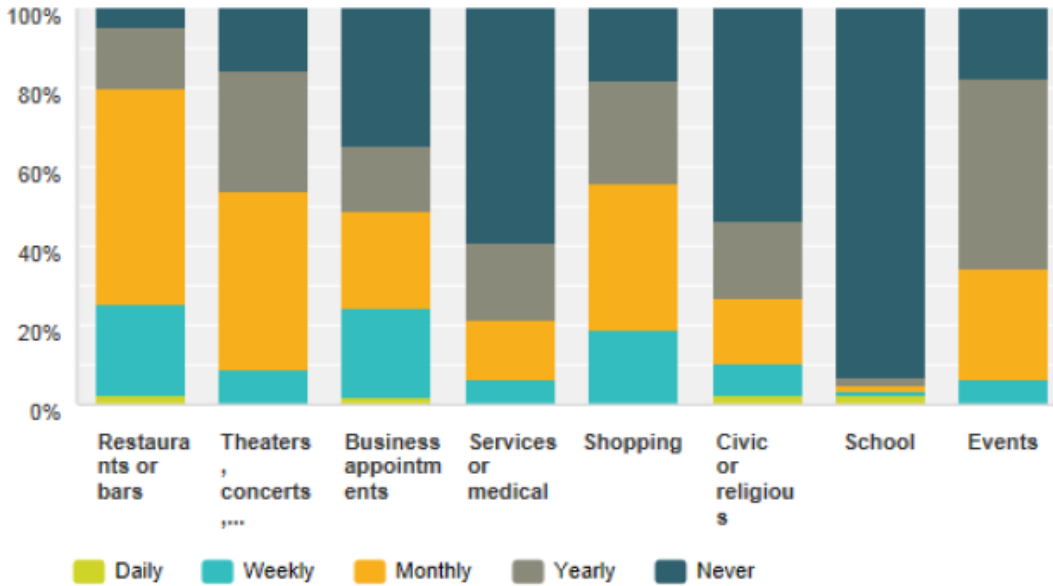


Events	263	1%	14%	25%	46%	14%	87%
WorkJob	32	0%	0%	0%	0%	0%	11%



Survey 2014

8. Which best describes how often you visit downtown Salinas for each purpose? (Responses from 212 shoppers and visitors)



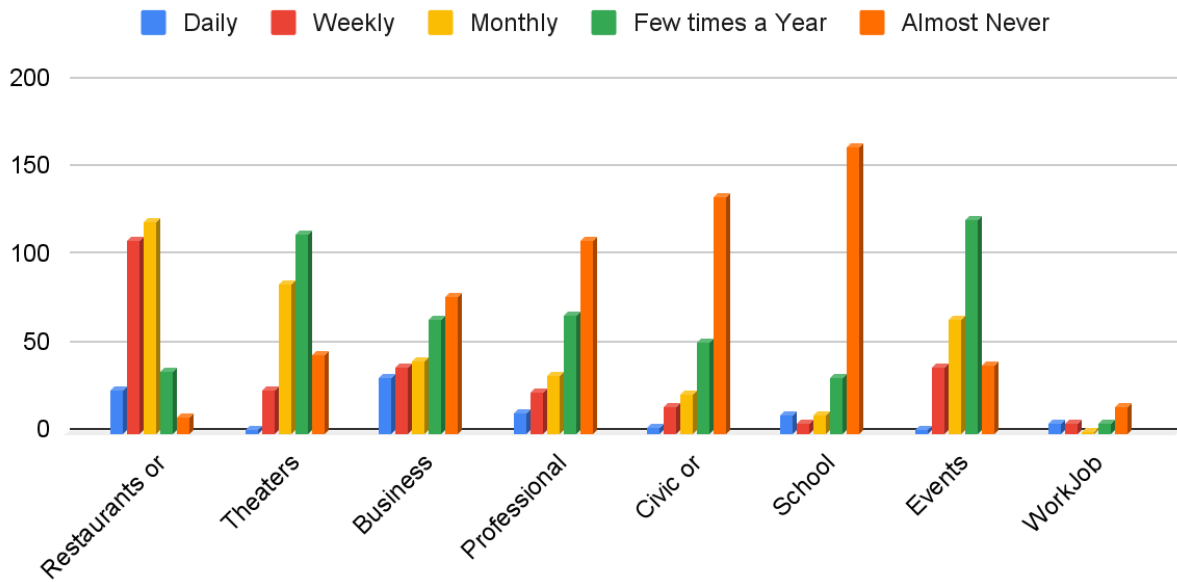
	Daily	Weekly	Monthly	Yearly	Never	Total
Restaurants or bars	2.43% 5	23.30% 48	54.37% 112	15.53% 32	4.37% 9	206
Theaters, concerts, museums	0.51% 1	8.72% 17	44.62% 87	30.77% 60	15.38% 30	195
Business appointments	2.15% 4	22.58% 42	24.19% 45	16.67% 31	34.41% 64	186
Services or medical	0.00% 0	6.51% 11	14.79% 25	19.53% 33	59.17% 100	169
Shopping	0.53% 1	18.42% 35	36.84% 70	26.32% 50	17.89% 34	190
Civic or religious	2.29% 4	8.00% 14	16.57% 29	19.43% 34	53.71% 94	175
School	2.38% 4	1.19% 2	1.19% 2	2.38% 4	92.86% 156	168
Events	0.53% 1	5.82% 11	28.04% 53	48.15% 91	17.46% 33	189

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Graph 2023

Which best describes how often you visit Salinas City Center for each purpose?



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How do you get here?

Transportation methods to get to Salinas City Center have remained fairly similar compared to 2014. There are some minor changes, but not drastic enough to show real change.

Survey 2023

How do you get here?	Responses	Always	Mostly	Sometimes	Never
Drive a car	297	61.28%	24.58%	12.46%	1.68%
Passenger in a car	198	5.56%	24.75%	55.56%	14.14%
Bike	179	1.68%	5.03%	16.20%	77.09%
Walk	209	7.66%	11.96%	38.28%	42.11%
Bus or Train	176	1.14%	7.39%	5.11%	86.36%

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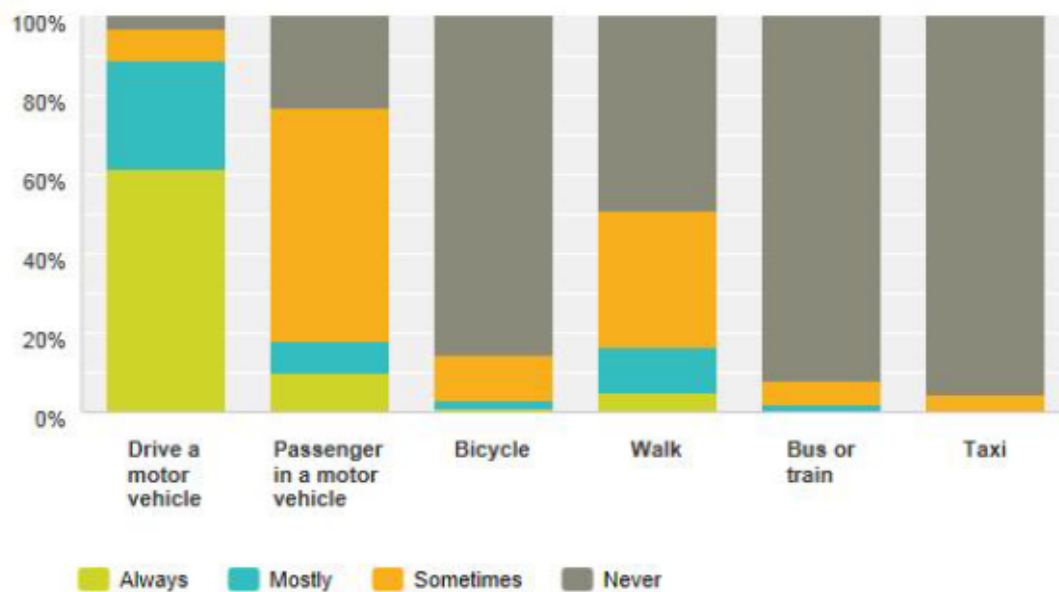
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Survey 2014

13. How do you travel to and from downtown Salinas?



	Always	Mostly	Sometimes	Never	Total
Drive a motor vehicle	61.46% 303	27.59% 136	8.11% 40	2.84% 14	493
Passenger in a motor vehicle	10.06% 34	7.69% 26	59.47% 201	22.78% 77	338
Bicycle	1.00% 3	2.00% 6	11.33% 34	85.67% 257	300
Walk	4.76% 16	11.61% 39	34.82% 117	48.81% 164	336
Bus or train	0.34% 1	1.69% 5	5.76% 17	92.20% 272	295
Taxi	0.34% 1	0.34% 1	3.75% 11	95.56% 280	293

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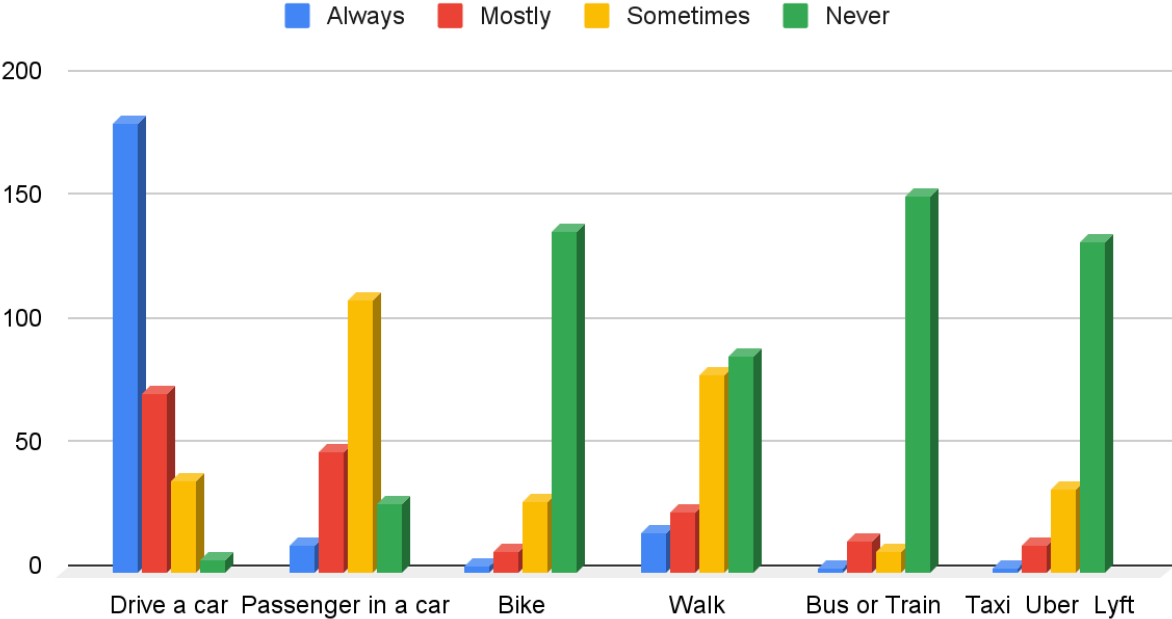
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Graph 2023

How did you get here?





If you drive, how do you park?

In 10 years the parking dynamic seems to have shifted from private employers/employees parking in private lots to the majority of visitors trying to find free parking. The numbers may be skewed because in 2014 these questions were just asked of employers/employees rather than the public at large in 2023. In 2023 there is no delineation between the visitors and employers/employees.

We do still find a large ground attempting to find parking off main street, and then most likely moving their cars to avoid ticketing. If you want to see more statistics on parking utilization, please see the SCCIA Parking Statistics study. Ultimately a more robust parking management program needs to be implemented to coordinate parking.

Survey 2023

Responses	302	%
I park in a private lot	34	11.26%
I pay to park in the same location	27	8.94%
I park for free, but I have to move my car often	32	10.60%
I find free parking off Main Street	132	43.71%
My boss pays for my parking	13	4.30%
I usually find parking on Main St.	55	18.21%
Not Applicable	7	2.32%

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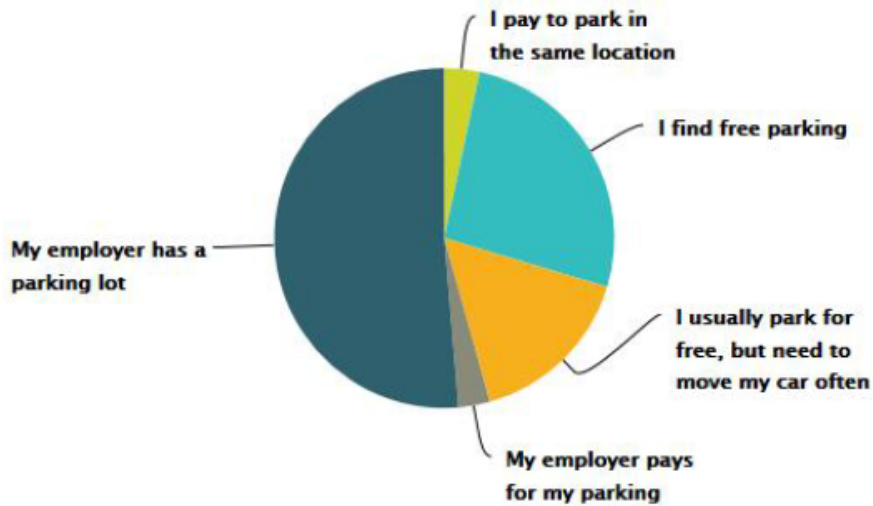
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Survey 2014

5. What best describes your parking habits? (responses from 300 downtown workers)

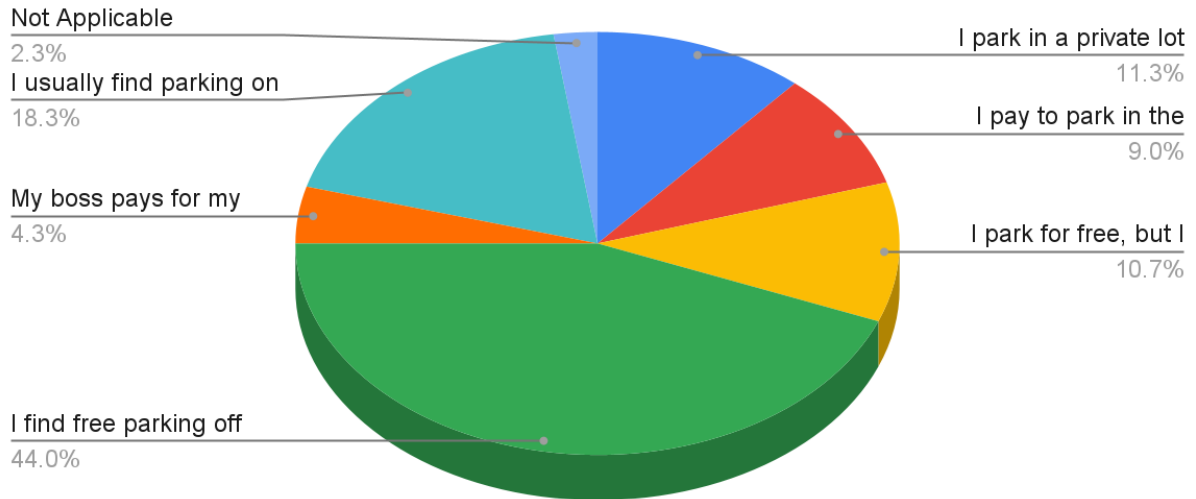


Answer Choices	Responses
I pay to park in the same location	3.33% 10
I find free parking	26.33% 79
I usually park for free, but need to move my car often	16.00% 48
My employer pays for my parking	3.00% 9
My employer has a parking lot	51.33% 154
Total	300



Graph 2023

If you drive, how do you park?



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Do you feel comfortable when traveling in the Salinas City Center?

As surveyed, Salinas City Center feels noticeably safer than in 2014. Almost unilaterally, the Yes responses are somewhat higher than before. The most noticeable change is in the No category. The level of discomfort has dropped significantly for most visitors. A safer downtown makes a sticky downtown. As long as visitors feel good, they will continue to come downtown.

Survey 2023

Do you feel comfortable when traveling in the Salinas City Center?	Responses	Yes	No	Not Applicable
Crossing a busy street	298	81.54%	17.11%	1.34%
Walking along the sidewalk	299	87.29%	11.71%	1.00%
Walking from the parking lot to shops or restaurants	292	77.74%	20.89%	1.37%
Riding a bicycle	282	18.44%	21.28%	60.28%
Walking to the bus station	279	18.64%	21.15%	60.22%

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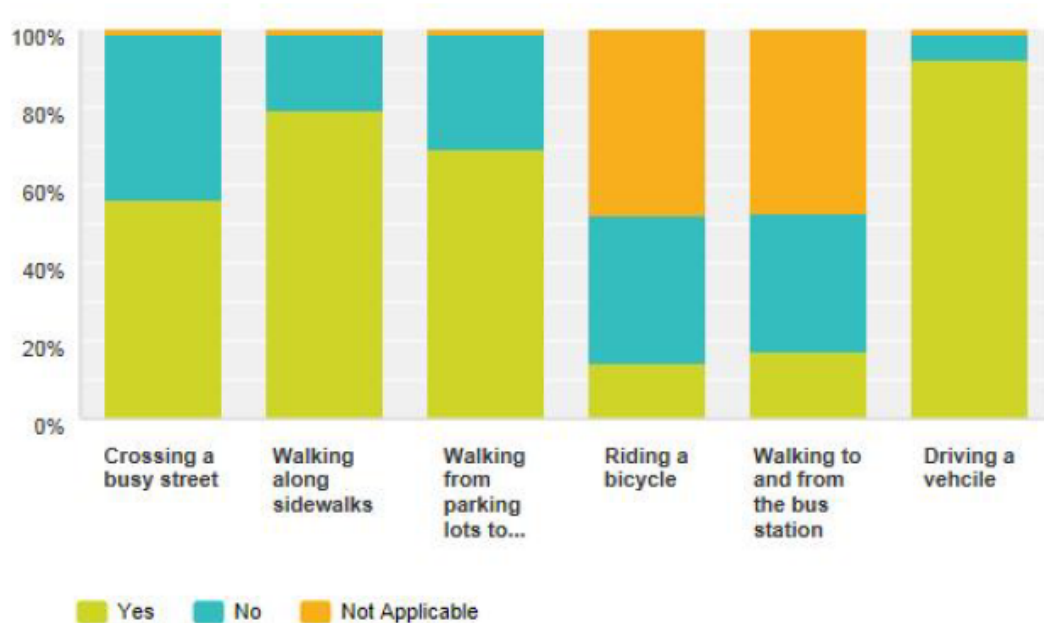
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Survey 2014

16. Do you feel comfortable when traveling in downtown Salinas?



	Yes	No	Not Applicable	Total
Crossing a busy street	56.57% 297	42.67% 224	0.76% 4	525
Walking along sidewalks	79.39% 416	19.85% 104	0.76% 4	524
Walking from parking lots to shops	69.63% 360	29.21% 151	1.16% 6	517
Riding a bicycle	14.59% 75	37.74% 194	47.67% 245	514
Walking to and from the bus station	17.74% 91	35.48% 182	46.78% 240	513
Driving a vehicle	92.41% 475	6.42% 33	1.17% 6	514

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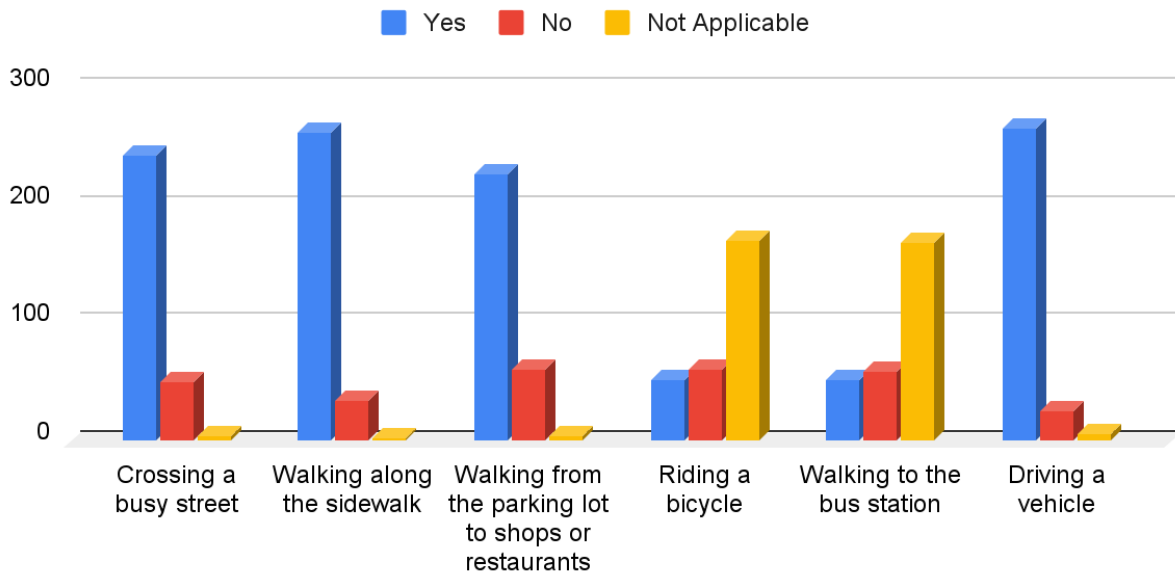
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Graph 2023

Do you feel comfortable when traveling in the Salinas City Center?



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What do you think of Salinas City Center?

What is the greatest strength of Salinas City Center or most valuable resource?

The question was a “freeform” option where respondents could fill in their own answer. All results below are copied directly from the survey. No edits have been made.

What is the greatest strength of Salinas City Center or most valuable resource?
Space to grow and expand
Improving buildings and foot traffic
New businesses constantly opening up.
Support from key businesses to ensure economic development
Starbucks
Feeling of community
The weather. Windy and chilly all year round.
Salinas sign
the diversity of storefronts in old town
The presence of Taylor Farms and the efforts of Bruce Taylor.
Local Businesses coming together for the good of all
Walkable downtown.
Growing retail and community feeling.
Availability of banks
It has a lot to offer and has grown over the last few years
Architecture
A few of the locally owned businesses however they never stay in the town Center
Entertainment.
The small local businesses
Csumb space is huge, but not being utilized by the university like it was under enids management.
History and location
Someone is now paying attention to what is going on and making changes

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My family and I believe you cater only to night-life. There are zero business we frequent.
Surveys like this one, showing people you listen and take action
Steve Ish - the man deserves an award for the connections and effort he has put into leading a revival in this community. 🙌 secondly, the local community is our greatest resources - they WANT to see businesses succeed - the city however is not supportive to small business.
Clean
Steinbeck Center
Its people.
It's HISTORY!! From it's founding, through it's rich period of grown and culture, to the days of Steinbeck, to the proud glory of it's agricultural boom in the mid 20th century and into the 1980s..... And I am NOT talking about that same old, tired, overly-repeated "abused abused Mexican migrant farmworkers, Cesar Chavez" narrative that makes it seem like only Mexicans have ever lived here. For those of us who have lived here all our lives, we are tired of that. It's been way too much and for too long. It's this false and exaggerated narrative and makes people think they have license to shit on our city, literally and figuratively.
some if the retail stores, new restaurants and housing opportunities, and banks.
Community of small independent business owners
The growth coming forward but put a focus on the future and center it on family and children.
Visual Character
The Salinas City Center's greatest strengths are it's Leaders & Merchants.
Sense of community
Main Street
Beautiful Quaint Oldtown
People
Restraunts
Opportunities
that it is on the right path to providing a mix of business, social/leisure, retail and housing
It has become a place where people can walk, eat, hang out, and have a good time
Walkability.
People
It's got history.
Cinemas for me. Would like more free parking
Unique density of business locations.

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Restaurants
History and location
Bars/restaurants/night life and Saturday farmer's market
Long time businesses still able to thrive
Did a good job with renovations, looks great at night. Need retail stores to draw more people. Night time farmers market like San Luis Obispo.
Gourley Construction remodeling buildings beautifully!
Charm
Sense of place
Im not going to lie and say convenience. Its a cultural and historic significance. My great grandfather owned a store at 17 Gabilan.
Location
Good restaurants
I enjoy the landscape and flowers.
A clean enjoyable place for people to gather and spend time
Dining and theater
It's pretty and attractive in the front but scary in the back
Small town feel
Na
Lots of food and brew options
Maya cinemas
The people
Gathering community
Location
The people and small business owners.
Food
Old buildings
Lots of nightlife
The annual Veteran's Parade
Maya Cinema and the improved look of City Center
Architecture

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MAYA & FOX
Nothing
Keeping it a clean, safe place to visit
Having Maya Cinema provides some entertainment.
Restaurant options
The Sign
There isnt really a strength with the city, its needs ALOT of improvement
The long term businesses. I am sure the new parking and steer traffic in both directions has greatly impacted businesses. Especially restaurants. A couple times is has taken me literally 15 minutes just to get through the first half of old town. It is worse now than it ever has been with the new design.
Family owned businesses
The history and architecture.
Walk ability
The beauty of the architecture. Stand back and look at the buildings. They're very pretty. The clean up is going really well.
New business
Don't have to drive to North Salinas
Small businesses, but the city bows down to Taylor, so that will never change!
My husband says "valley bikes" and furries.
The diver's variety in down town.
Good restaurants and a good outdoor area for events
Some great restaurants, coffee shops, and bars AND (I believe) they are independent businesses, so I feel like my money is helping people in our own community.
Community
My job is there, burrito king is the best Mexican food
Local businesses! I really appreciate being able to support my community when I can.
Sense of community
Variety of restaurant and outdoor seating
Location/current tenants who are vested in the community.
it's community
Alliance on aging

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Not sure
Bruce Taylor
Lots of places to eat.
Taylor Farms because it looks like they are willing to FINALLY contribute. As Herb Caen said in the SF Chronicle : the only culture is agriculture .
Salinas was once the one of the 10 wealthiest cities in the country. 3 major hotels were downtown- what the hell happened?
Ag companies kept the money rather than reinvest in downtown.
You know how much money is in Salinas? Just count the banks along Main Street.
And while you are at it fix up that ugly behemoth of a building - compass church
Looks like a prison.
bars
The reviving of the one and two-hundred blocks, soon to be 300 block. Housing addition.
Vision of Bruce Taylor :)
The diversity of the restaurants and shops
The people who work in the SCC restaurants/retails.
Community
Salinas Rodeo
International recognition for Steinbeck, Produce, and Old Town Charm
Farmers Market
The people who work and live there.
Home town atmosphere mixed with family standards working with new regentrification of the area.
The updated look and adding more variety of restaurants/bars
Environmental sustainability
Cultural character
Environmental sustainability
Environmental sustainability
Recreational opportunity
Historical preservation
Exterior of downtown Salinas
Cultural Heritage
Historic buildings, first 3 blocks, great restaurants, Salinas sign

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It is a business center, so Monday-Friday there is a convergence of people arriving in Salinas Center creating an active downtown.
I am not sure
No answer.
Safe, beautiful, boutique shopping
offers opportunity for family dining and entertainment
The family friendly community atmosphere created in the last year with the Farmer's Market
Farmers market
it is becoming a vibrant business district
Steinbeck Center/Taylor's revitalization
The attractiveness of Main St
When bad drivers aren't running red lights or nearly taking out pedestrians, it is very walkable and there are some great places to eat, see a show, and meet up with friends.
Maya Cinema
Great old architecture
Farmers market
That it has become a charming place to eat and shop. The atmosphere overall is very good.
Small Business
I would say the restaurants because I'm always able to get some food around here
Near Amtrak, MST
Place one can turn to for questions and answers.
It's business owners
The sanitation department/ Kevin.. He works to keep the streets/ sidewalks nice and clean.
Architectural identity
I like that Salinas City Center doesn't have a lot of chain restaurants/businesses. I like the community.
I would say Kevin I see him making sure it's clean picked up he really works hard to make it clean
Local artists
good places to eat
Revitalizing Oldtown
There definitely is a community in Salinas who wants to see it thrive. When I compare it to years ago like

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2014-2018 downtown was looking awful! But now it's really come alive again which I'm grateful for. I now just go to downtown just to go vs before I hated going to downtown.
Anchor of Salinas.
Its sense of community and cross-cultural appeal.
Location near transit
The more recent rise of cultural bars/dining representing, welcoming, and inviting all Latinos.
Historic buildings
Mexican food options
Small businesses supporting each other
Taylor Farms
good people
Walkability
Location!
Old town
History
Its history, events
The Salinas center feels safe and walkable.
The use of "old town" feeling.
Historical area
Night life
Near transit
Restaurants
The community
I would say the mall. It's the only distraction here
Variety of places and things to do, I think everyone can find their niche or what they are looking for.
N/A
Farmers market and dining
Artist Alley at Midtown. Amazing opportunities for artists.
There seems to be a sense of caring
Location

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Me
Its walkability. I miss Old Town though and the two-way street. It's busier and harder to navigate now, though I guess diagonal crosswalks are handy. I live a mile and a half away, so carrying produce from the farmers market is a chore on Saturdays. Wish the street wasn't closed. That market is another strength though.
Agriculture
The physical layout - wide sidewalks, beautiful buildings (old & new)
Feels nice to be there
So many strengths...I moved here to Salinas because the City Center, coffee shop, college, HS district offices, gov buildings, library, and post office are all central. (At that time it was also relatively affordable for a middle class family to buy a house nearby, sadly no more.) Anyway, walkability is key. Since then it has only improved: fast and smart city planning. I love what I see. Thank you. Going forward, obviously the most valuable resource is going to be the train station with access to San Jose.
The people committed to its success.
Taylor farms building
It's location
Lively young people.



Share a favorite experience in Salinas City Center.

The question was a “freeform” option where respondents could fill in their own answer. All results below are copied directly from the survey. No edits have been made.

Share a favorite experience in Salinas City Center.
Parade of lights
Kiddie Kapers Parade and the Festival of Lights Parade
Salinas Valley Food and Wine Festival, love the live music on the streets
Meeting friends for dinner then going to the movies
Farmers market
Fox Theatre
New year's eve
Kerries shop on Main st
Getting my dog groomed while I work at the office.
I love taking walks in Oldtown, especially to the farmers market
Meeting new people
PAL car show
Revitalization and construction of arch.
Lunch
The Saturday Farmers Market... And the bars/breweries
SVFW
I used to walk around Salinas City Center every day when I was in high school. I used to love going to Rolicks now Bearded Bean
Dining
Grabbing some food and watching a movie.
Parades have been the best experience so far.
The food and wine festival is my favorite event
Driving through only. I've lived here 40+ years, own my own business, and the "remodel" is a disaster. Poor parking, poorly timed STOP lights.
Special Kids Connect's Chocolate Walk. Passport to Cherries Car Show & Cruise Night. The night time farmers market hosted by Donna Boyster (it was incredible)

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Saturday farmers market
I love the bookstore, the shop owner is very nice and always gives my dog a treat.
My favorite experiences in OLDTOWN are the parades in the summers during the 1970's and 1980s, when people still cared about their town and loved their country. Now, even the government encourages you to hate your own country.
My office is downtown and my favorite part
My favorite experience from Old Town that I still remember to this day was being a child in the Parades and getting to ride in them as a recognize person
Oldtown Farmer's Market
My favorite experience was during last years Veteran's Parade. There was an elderly veteran sitting in a wheel chair watching the parade. He wasn't in the parade because he likes to watch the other Veteran's get honored. As the Veteran's passed him they would stop jump off their vehicle/float and come over and salute him and shake his hand. It was so overwhelming to see the honor and love they had for this sweet man. Tearful moments!
Farmers market
Monterey County Veterans Day Parade
Grabbing a coffee at cherry bean and browsing the farmers market.
Farmers market.
Veterans parade
Food and Wine / Beer festivals
Always seeing people I know in downtown, getting an opportunity to hang out and have a good time
Some of the events, like the PAL car show, where Main St. is closed
Parades
I love how the lights look at night.
Maya cinemas on a weekly basis
Enjoying the 3 block farmers market on all of main.
Food and Wine Event
Last night I sat outside villa Azteca with my partner under the patio heaters. We had an amazing meal and watched people go by on a beautiful night. I wish there was less road traffic in the city center and more street dining.
Beer festival
Veterans Day Parade
Salinas High Homecoming Parade, Rodeo Parade (Como, Lights & Kiddie Kapers) Veteran's Day Parade

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Going out for a drink with my husband after work
Farmers Market
The Filipino Heritage exhibit at the Steinbeck center
Dia de Los Muertos celebration
Wine tastings
Forbes Ag Tech conference with the tent in the street
Walking around to relax and sitting on the bench with my coffee.
Holiday and Kiddie Kaper Parade
Walking from dinner to the movies when the lights are on in the trees
Don't really have one.
Holiday Parade of Lights
We enjoy the farmers market and Ariel plays
Food and Wine
Being able to find parking because it barely exists so it sometimes is a miracle to find an open spot.
Don't have one
Saturday Farmers Market
Too many to pick 1
Farmers Market
The farmers market
Farmers market
I like The theater and the variety restaurants
Haven't been
Farmers market
Colmo parade, kids Christmas concert, live music at a bar
Meeting new people
Veterans Day Parade
Festivals
Salinas food and wine
Comedy and music at FOX
The one way street with better parking and less bars

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I love the food and wine festivals. I love seeing the amount of vendors coming out and being able to walk all of Salinas City Center and seeing so many types of food, hand crafted items and other items for sale. The parades are always fun, I have 2 little girls so that's their favorite.

New lighting

I have enjoyed the Kiddie Kapers parade ever since I was a child.

Small Business Saturday many years ago

When the Farmers Markets was on Gablin street

I found a convenient parking space near my destination without having to drive around forever

Saturday farmers market

Having somewhere to spend time with friends and family

Parades

Horse parade

The light parade and tea shop!

Riding my E-scooter through down town.

Waking around , coffe shops , library

Indy car last year

Visiting the farmers market & eating out with family

Walking and seeing world go by

Maya Cinemas

Going to a Spanish rock show at La Cantina

Hanging out and reading at the cherry bean

Dining

Learning about crossing diagonally

Alliance on aging cooking class

The Steinbeck Festival street fair

Love the Farmers Market

Farmers market every Saturday with the fam!

Friday night art walks

The new renovation in downtown Salinas

Parade of Lights

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Car shows/ farmers markets/ community events in the street.
N/A
Shopping, dining, strolling, etc
Farmers Market
Farmers market every week.
Getting to know the local business owners is my favorite thing about the City Center.
Every week at the Farmers Market talking with the vendors and watching the families come and shop and eat.
Restaurants and Breweries. An ice cream shop would be nice . More vegetarian options .
Music and Concerts
Festivals
procession
Drama and culture
Music and Concerts
Music and Concerts
procession
Earth Day Green Up
Farmers' Market, Parades, Festivals, shopping at Head Over Heels, Gifts on the Go
Food and Wine Festival
Do not have one yet
I don't have one yet.
Lunch
Maya Cinema
Every Saturday at the Farmer's Market
Food and Wine and farmers market
Kiddie Kapers parade
Walkability to my office and area services
The strolling along the new larger sidewalks
ARIEL Theatrical shows! Maya Cinemas do a great job too.
Parades
Just walking around and experiencing the old time Main Street feel of the place

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Salinas Heritage Center
I saw a play down here at Ariel Theater and it was super entertaining
Shopping for crafts supplies, as well as charity shops. Food and Wine festivals when more community
Kiddy Kappers Parade
Ease of use before you screwed up the lights, crosswalk and parking with your redesign.
Holiday parade
Enjoying conversations with the public at the new cafe chairs and talking about a positive hope for the future
Sharing Salinas Food and Wine Fest with friends from out of town
There was once a wrestling event in the Salinas Armory building. I also enjoyed the Toy Show done there often.
Getting to know not only the workers like Kevin and Greg who make us feel comfortable and welcomed but also going for the first time to the local restaurants is awesome 🍌
Shopping on a Saturday
farmers market
Farmers market on Wednesday afternoons
The annual parades, the cool coffee shops to do my homework/school work in.
Historical conservation
Finding craft supplies
Had a lemonade, walked to the antique store and browsed for an hour or two, then went to the bookstore.
Going to work
Italian festival
All the parades
fiesta italia and loving salinas communkty
Bearded Bean, parades
We like to walk main st
Farmers market
Lunch at Dudley's or The Eagle
Farmers Market, Parades,Restaurants.

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<p>There's no box for feedback! I'll use this space to say traffic worse after City made 2 way traffic. Ppl do illegal u turns for parking and need to look both ways to cross. Waste is money project. Switch back to once way, easier to cross for pedestrians, and park cars.</p>
<p>Too much ridiculous noise. Why do ppl blast music driving downtown. I've worked in downtown SF and never so much noise pollution.</p>
<p>Getting coffee at bearded bean</p>
<p>Walking and admiring the architecture</p>
<p>Farmers market</p>
<p>Ariel Theater 👍</p>
<p>Finding good crafts supplies</p>
<p>Dining at Patrias</p>
<p>First Friday art</p>
<p>I like the new arch</p>
<p>The sidewalks are really beautiful with the landscaping, benches and finishes. Local friends from the peninsula are always impressed when I take them to Main Street.</p>
<p>The Flea Market downtown Salinas is awesome!</p>
<p>Everything. I'm born and raised</p>
<p>Saturday Farmer's Market</p>
<p>Farmers market</p>
<p>Kiddie kaper parade, first Fridays</p>
<p>Artist Alley at Midtown</p>
<p>Salinas Food & Wine festival is such a great event!</p>
<p>Walking and dining at the wonderful restaurants</p>
<p>I like the farmers market!</p>
<p>Food market</p>
<p>Mocking the new S logo was fun today. Salinas City Center sounds like a snake (say that three times fast). It's been a few years before the marketing department changed the name from Old Town Salinas, but it had charm back then. I remember bringing my elderly parents to First Awakenings for brunch, the Steinbeck Center in the afternoon and La Fogata for an early dinner. We felt safe, and we were able to park close by so they didn't have to walk long distances.</p>
<p>The car show was great. I did not see many food and drink vendors.</p>
<p>Farmers Market for fruit, veg & breads</p>

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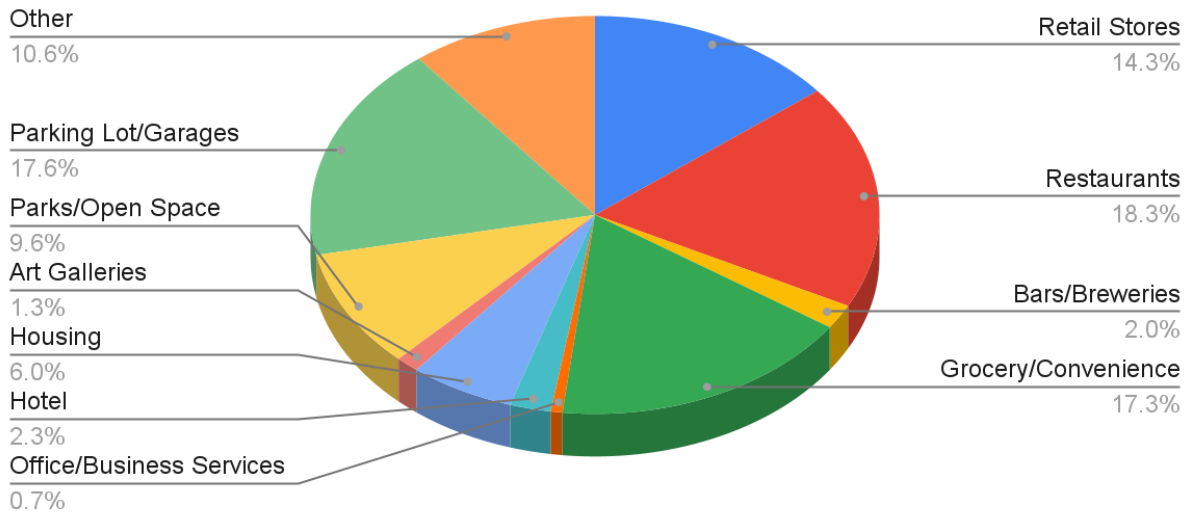


Being out with family
Farmer's market: so awesome, so impressed the City Center prioritizes it on Main now, instead of relegating it to a parking lot. It's very visible and fun, so cool to see entrepreneurs of all sorts.
Food & Wine festival
Going to farmers market
Farmers market
My absolute favorite experience of the Salinas City Center is the Farmers Market. The atmosphere is great, the people are kind, its just a wonderful event I always look forward to.



If you got your wish, what would be added to Salinas City Center?

If you got your wish, what would be added to Salinas City Center?



Other

The question was a multiple choice with an “Other” option where respondents could fill in their own answer. All results below are copied directly from the survey. No edits have been made.

If you got your wish, what would be added to Salinas City Center?
Skateboard area/park
A museum dedicated to the history of Salinas. From its founding to its peak in the 1980's, when it was still a nice city. Hopefully it will inspire people to help return the city that glory.
Family friendly type of areas for children to have fun also; NO MORE BARS/BREWERIES or clubs
Large Format Public Art
A noodle bar and a pharmacy

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unlock the seating areas at the tables. add more benches. water fountains. better landscaping with Native plants. more tables. benches seating
No paint stores.
Pool tables
Get rid of new traffic lights. Too slow and annoying
Public art installations, outdoor dining
Street entertainment
Trader Joes
TRADER JOES
Hours of operation are unrealistic for the working class for the retail shops. Also, being closed or not accessible on weekends
Kids arcade/discovery zone
Free parking
Music Venue.
Trader Joe's
Community Centers
Whole Foods/Sprouts
Outdoor dining and live music
A Trader Joe's would be awesome!
Large format public art (sculptures)
Outdoor entertainment space
Clean up the sidewalks and parking lots - so much human waste, vomit, garbage really takes away from the improvements that have occurred in Salinas City Center
We got parking tickets all the time I'm planning to move to different job
Hobby shop
handicap accessible
Running water sinks for hand washing
Security at parking lots
Trader Joe's or similar place to buy real food. Convenience stores definitely not. There are already a bunch: Clay's, 7/11, one on Monterey Street, one close to Steinbeck Center&bus station
Calisthenics Park

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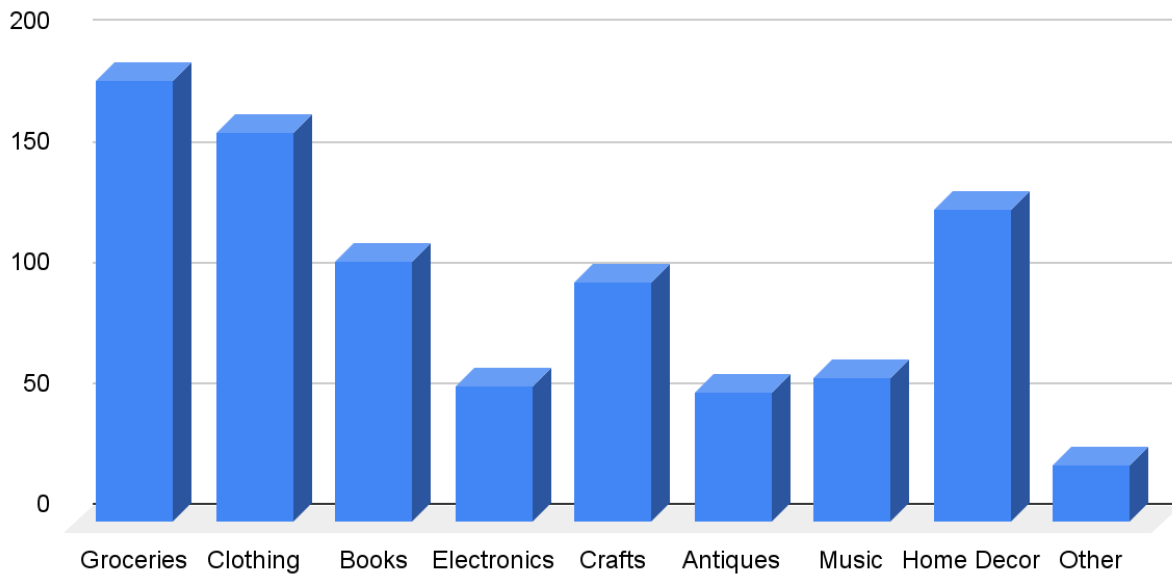


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What would you buy in Salinas City Center or what would you buy if the right store was available to you?

What would you buy in Salinas City Center or what would you buy if the right store was available to you?



Other

The question was a multiple choice with an “Other” option where respondents could fill in their own answer. All results below are copied directly from the survey. No edits have been made.

What would you buy in Salinas City Center or what would you buy if the right store was available to you?
Office Supplies
Kids Toys/Games/
Boutique Shoe store
Anything I love shopping local
Meat Hardware Skateboards Cannabis Rock gym Ninja weapons
Nothing. Parking is a problem.
Materials for arts and crafts. We miss Beverlys. Was down there 3x week.

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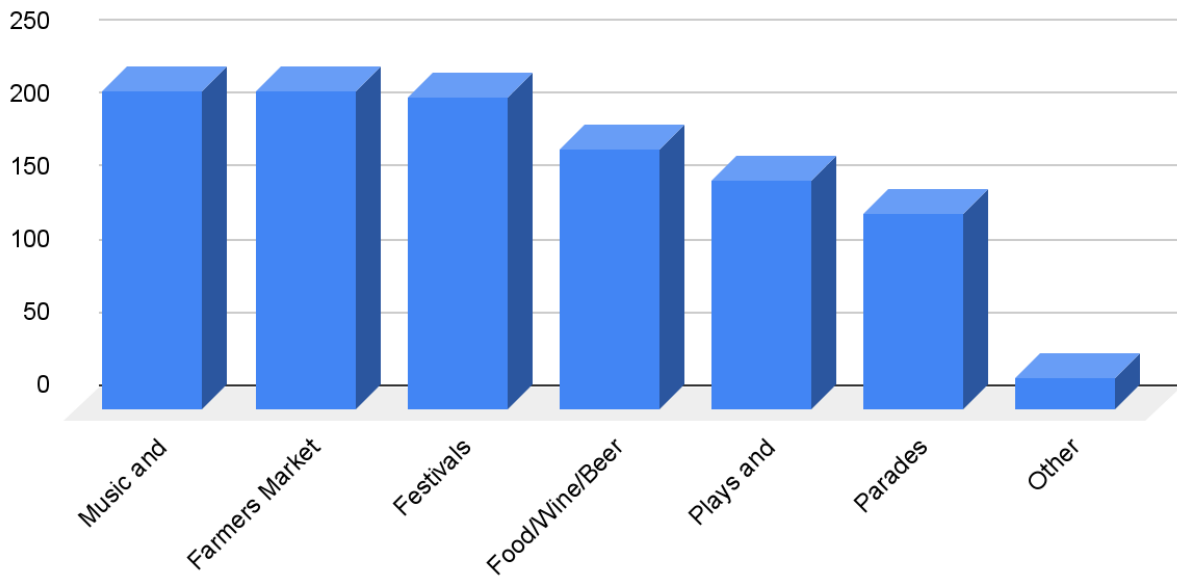


Small Business Vendors; Food Truck events at least once a month or something to support our local small business vendors
Recreational Marijuana
24 hr food and restroom
YOGA Classes
I was a frequent flier at Beverly's so a craft store would be fun.
Fabric/hobby/golf supplies
Convenience store items like meds or sundries
Good Mexican Food
???
A mid week farmers market
There's already a little of everything
artesian vendors
Ice cream shop
Gifts
N/A
Hardware
Already buy clothing books antiques art and even furniture at existing stores



What kind of events would you likely attend if they were in Salinas City Center?

What kind of events would you likely attend if they were in Salinas City Center?



Other

The question was a multiple choice with an "Other" option where respondents could fill in their own answer. All results below are copied directly from the survey. No edits have been made.

What kind of events would you likely attend if they were in Salinas City Center?
Adult Entertainment for Adults Only.
But all the above are already there
Car shows seasonal ice rink and/or snow dump country music concert series
Please with the "remodel" of downtown too few parking places.
SCC organized Holiday events!
Particularly classical more cultured types of events. NOT more of that woke-ass race-obsessed climate alarmist socialism garbage.

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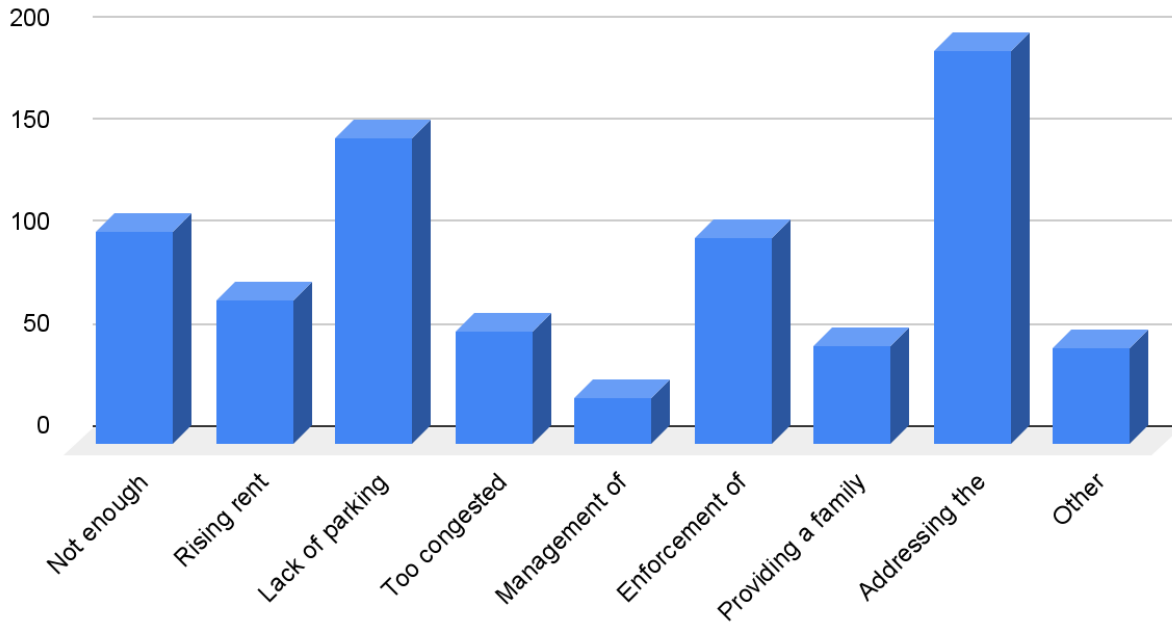


Fun experiences for the children
Food Truck Events
Events that include all three blocks.
A Quality
Holiday Celebrations closing the streets so families with little kids can enjoy and be safe.
I try to attend any event there because it always ends up being a good time!
Disc golf putting event
Please don't close Main Street any more then already closed
None of the above
A mid week farmers market
More concerts farmers market on weekday extra day
An actual farmers market. Not a food fair like they have now and pretend is a farmers market
An actual farmers market. Not a food fair like they have now and pretend is a farmers market
Allow us artesian vendors to come more often besides frusta italia
Street events like bike racing and car shows.
There is untapped opportunity in promoting SUHSD district wide events (ie student film festival spoken word events art shows music events) in City Center. City Center can be a central place where families from all HS districts gather in a neutral environment. Instead of highlighting school rivalries when these are events held at individual schools it would promote City Center as a positive place for students. Student events bring in many family members friends supporters and these events are also often celebratory so families chose to have a nice dinner go to the movies after the show window shop.



What are the top challenges facing Salinas City Center?

What are the top challenges facing Salinas City Center?



Other

The question was a multiple choice with an “Other” option where respondents could fill in their own answer. All results below are copied directly from the survey. No edits have been made.

What are the top challenges facing Salinas City Center?
More diversity in dining
We've failed to create significant foot traffic to support retail and the two way streets are gridlock and a hindrance to people coming to SCCIA.
Who is fixing the vacant trees...damn stumps are everywhere.
Never enough parking
Red lights not synchronized
Overnight Security PUBLIC RESTROOMS
Confusing stop and lengthy lights

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Homeless population makes it feel dirty and unsafe.
Not enough housing
All the drug addicted homeless garbage that our liberal tyrants in local and state government have caused and allowed to grown and fester all for the sake of globalism and appeasing the woke crowd.
Vacancies and blight.
Safe parking
too many police
We need more shops & more restaurants (esp. a vegan restaurant)
Keeping city center clean of homeless urine and fecal matter
I would say too congested with cars/people but people aren't the problem. There's too much road traffic on main. Parking lot next to Steinbeck center should be free and street parking should be paid to deter cars from circling main street
Timed parking
The lights to cross intersections downtown are incredibly long compared to the time that cars get to travel. Especially during the day there are more cars than pedestrians and it takes a few "extra long" cycles to get past a light because of the pedestrian only crossing lights.
People with mental health problems harassing pedestrians and people smoking.
shops need to ne open evening hours when peoplexare off work
Traffic. The "fix" of Alisal combined with the two way and lights that only allow a couple of cars through at a time has made it a giant cluster.
People wanting a sleepy downtown
The timing of the lights is terrible. I only drive down Monterey now and park in the back
Traffic/stop lights poor timing
The traffic/crosswalk lights
Traffic light timing is off and takes too long to get through intersections
Lack of Police presence
Having to pay for parking and when getting out of garage cars won't let you to to join in the lane so must take left turn ang go around.
Put the vagrants in jail they are blatently using drugs deficating in public lighting fires trashing the city etc. They are a health risk!
homeless and smell
Lots of homeless

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Employee parking taking up customer parking spaces
Main Street is so difficult to drive now that it is two ways. I avoid driving on it .
the complete ignorance of the situation on the 300 block of main street and the light at alisal
Business harassment and negativity from a 200 Block merchant. All of the retail Vacancies
Farmer Market/Trash/Security for businesses/parking enforcement is hateful and rude
Most stores closed on Sundays & 2-way traffic going through Main St
Appealing toilets and and sinks with running water.
I love how downtown now has a night life but we also need a mix of things for family with kids on Friday Nights and weekend nights that the whole family can attend to. It's hard for my family to go down there on Friday/weekend nights because there isn't much to do other than bars
Lack of restroom with running water sinks.
Vacant properties
Getting more people to come . Improving Steinbeck Center which is a big draw for tourist.
Nowhere to wash hands after community cleanup.
Way too many homeless people. Very depressing
Limited seating outside. The seats are always locked to the tables and inaccessible.
The flow of traffic (people and vehicles) doesn't seem right
I hear so much about parking parking parking. But there IS parking you just have to walk a block or two. City Center can provide incentives for people working downtown to park for the long-term. It is shocking to hear business and gov officials complaining about parking and then going to move their cars every 2 hours. Those spots are places customers could be using. I was shocked to attend a Blue Zones Summit and see sessions cut short so employees could go move their cars. Now Blue Zones has an office downtown and still complaining about lack of parking. Seriously we invested awesome resources to make downtown pedestrian and bike friendly. We need more leadership by example.

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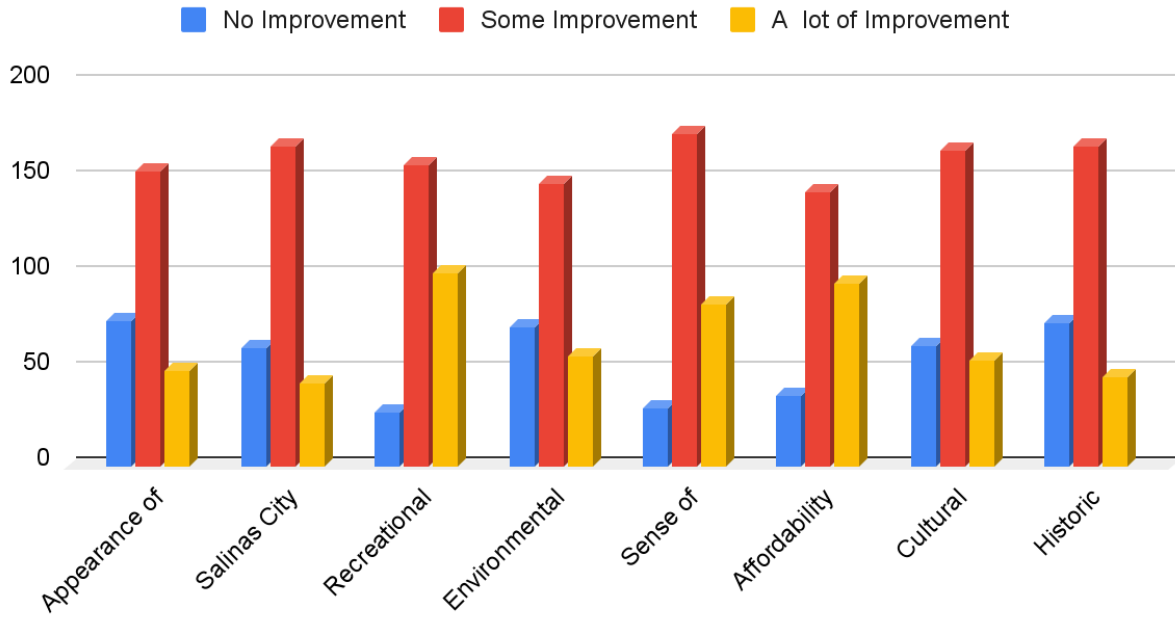
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How much improvement do we need in the following areas?

How much improvement do we need in the following areas?



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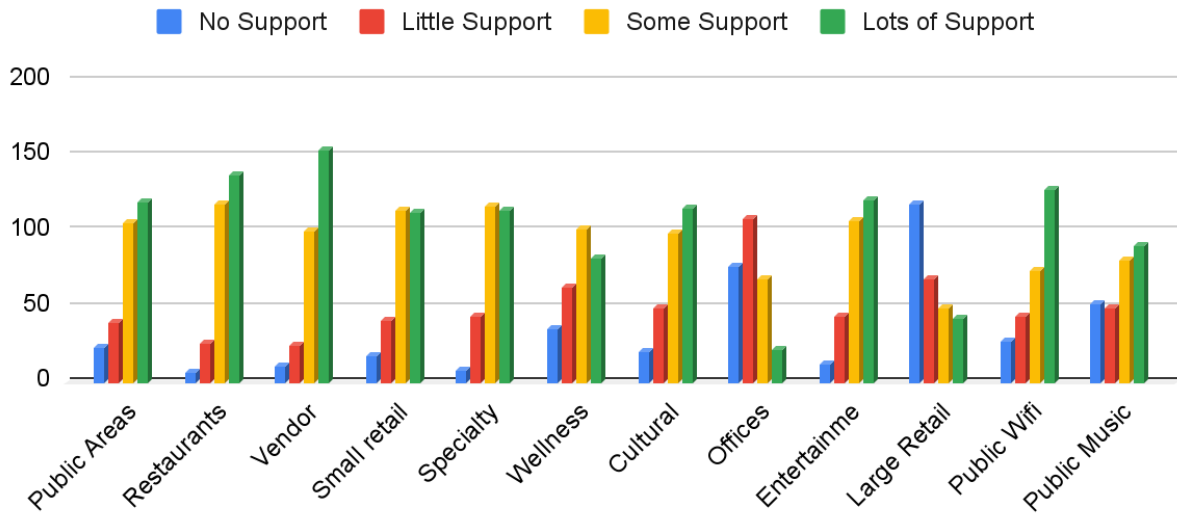
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At what level would you support the following types of development?

At what level would you support the following types of developments?



At what level would you support the following types of development?

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Demographics

This data was collected voluntarily. This data may be useful to merchants or event organizers to see “who” comes to Salinas City Center. So far, the majority of respondents are White Females from South Salinas

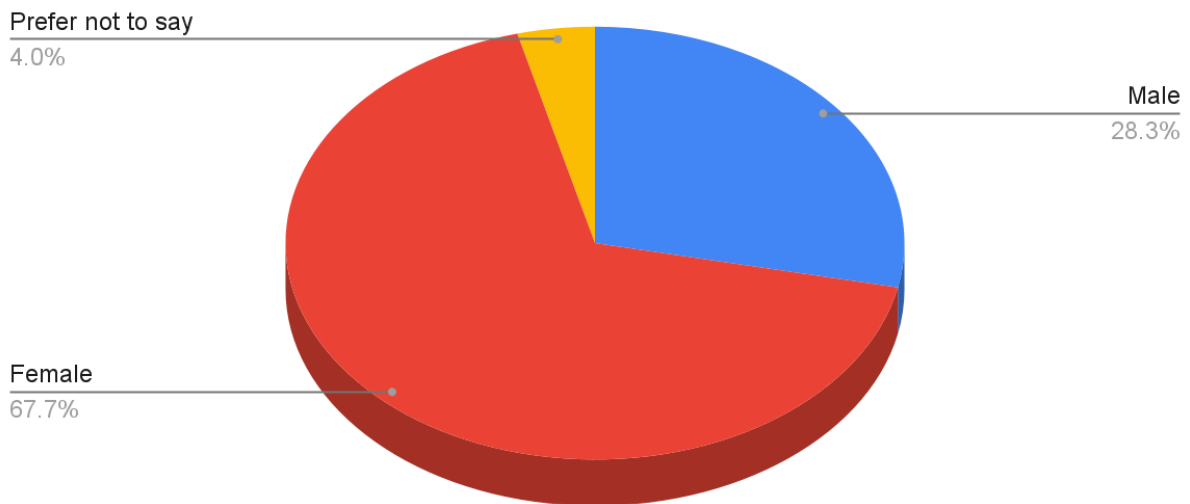
It also illustrates that Salinas City Center needs to do more to attract a more diverse demographic.

What gender do you identify?

The majority of respondents identify as Female.

Graph 2023

With what gender do you identify?



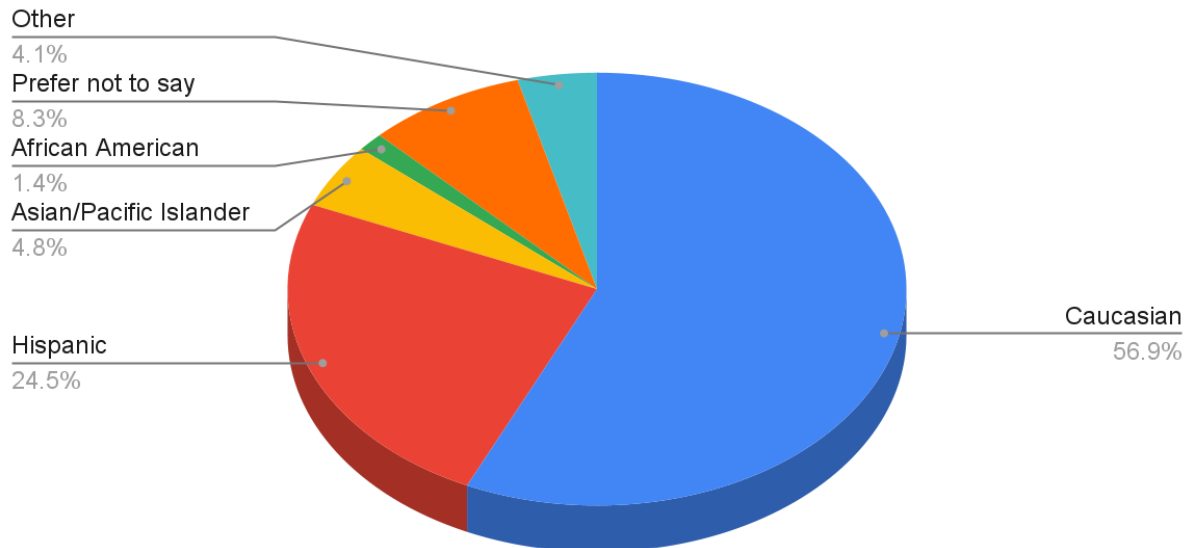


What is your race?

The majority of respondents identify as Caucasian. This does not reflect the demographic of Salinas. Additional outreach should be performed to reflect the average Salinas household.

Graph 2023

What is your race?



Other

The question was a multiple choice with an “Other” option where respondents could fill in their own answer. All results below are copied directly from the survey. No edits have been made.

What is your race?
East Indian
Indigenous (Indian)
Asian & Caucasian
mixed

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Hispanic, filipino and native American
Mexican
Other
Mixed
American
Mixed
Latina americana
Mediterranean

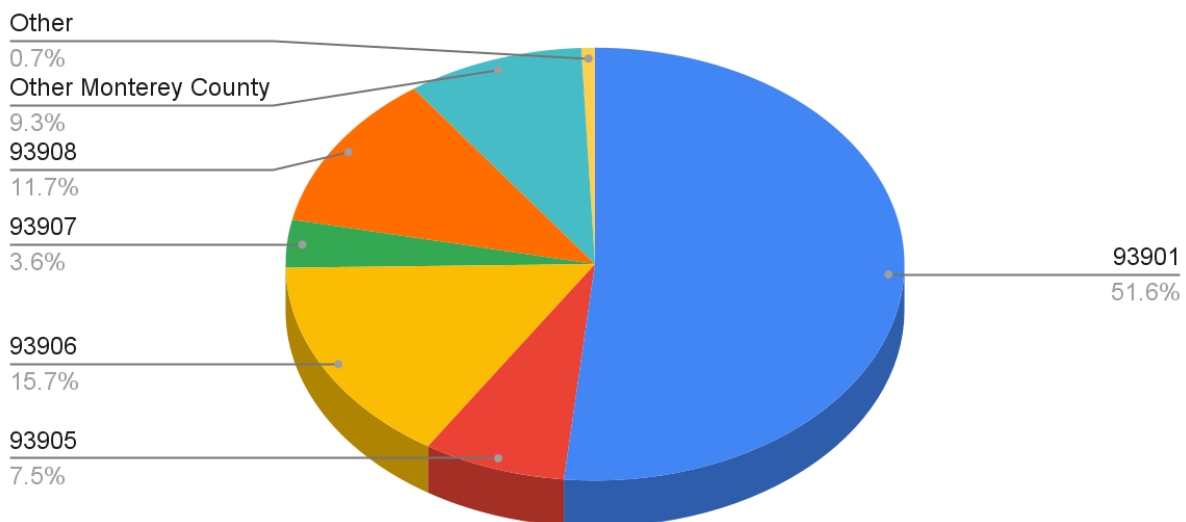


What is your ZIP code?

The majority of respondents that completed the survey are from South Salinas. Areas such as Las Palmas, Indian Springs and Toro Park also represented a large section. North Salinas is well represented, but East Salinas is noticeably absent. It is possible most of the downtown clientele is coming from more “affluent” areas, and therefore the merchants cater to that demographic. With East Salinas generally considered to be less affluent, perhaps the population there feels no reason to go “Downtown”. Maybe working with SUBA can alleviate this disparity as Salinas City Center is for all citizens.

Graph 2023

What is your ZIP code?



Other

The question was a multiple choice with an “Other” option where respondents could fill in their own answer. Most “other” visitors come from the Monterey Peninsula, Prunedale area, or South Monterey County. There are a few exceptions. The list below shows other states such as Oklahoma and Indiana.

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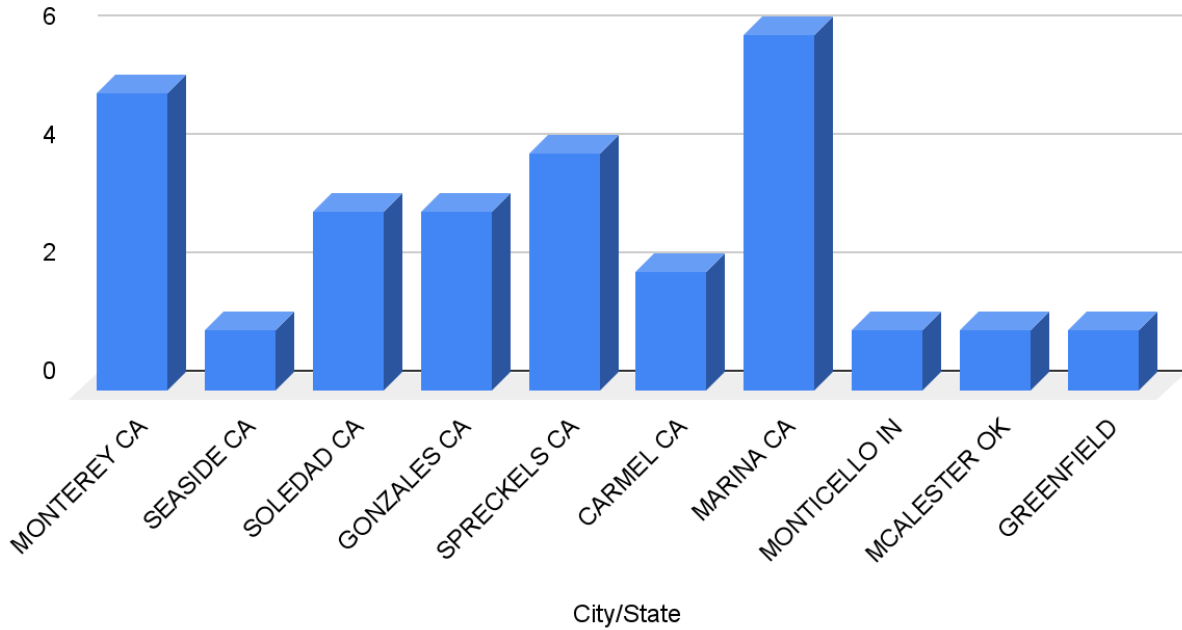
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Other ZIP codes



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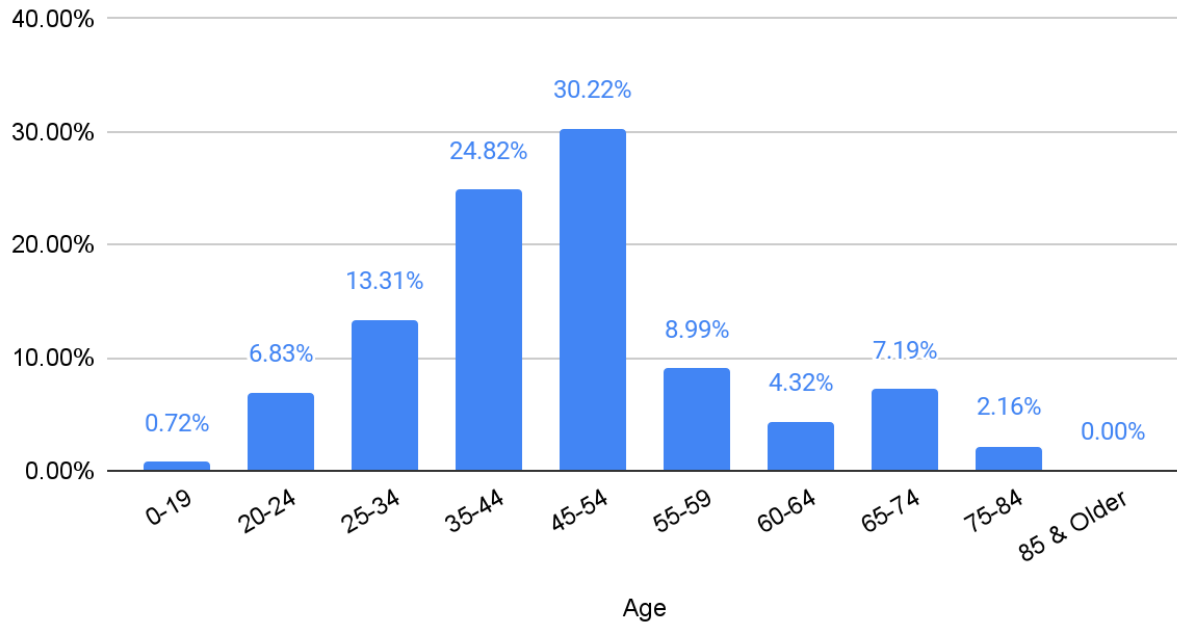
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What is your age?

Graph 2023

What is your age?



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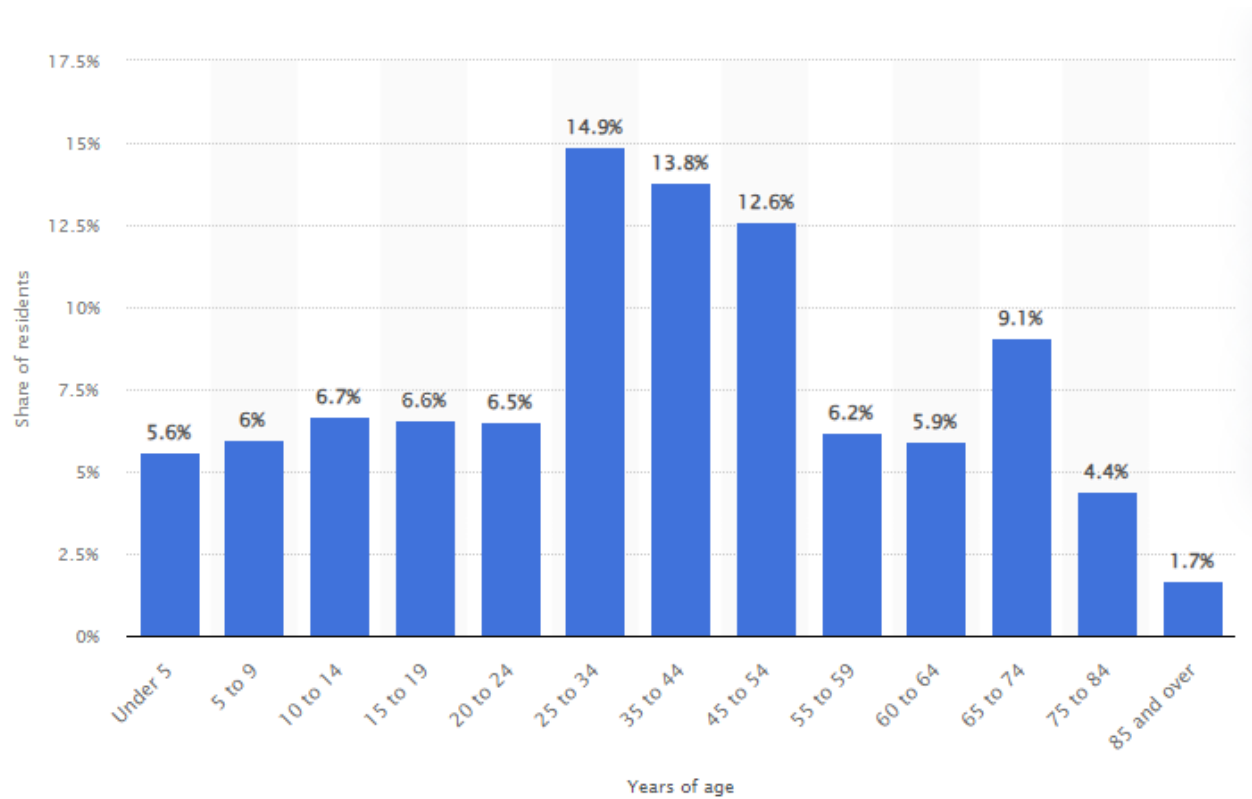
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California Average Age Demographic Graph



Source: <https://www.statista.com/statistics/912915/california-population-share-age-group/>

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