

BUS 300S Salinas

Community Scan Project
Nicole Saldana
Jessica A. Rodriguez
Ruby Reyes
Albert Brown

Slide 1

1 ok so what about the notes that she wanted do we up load that too
Ruby Reyes,

1 i hope that looks better. im going to get ready, then input survey results
Nicole Saldana,

Agenda

I. Demographic Information

North Salinas

West Salinas & South Salinas

II. Demographic Overview Comparison

III. Community Information

IV. Business in the Community

V. Community Visit

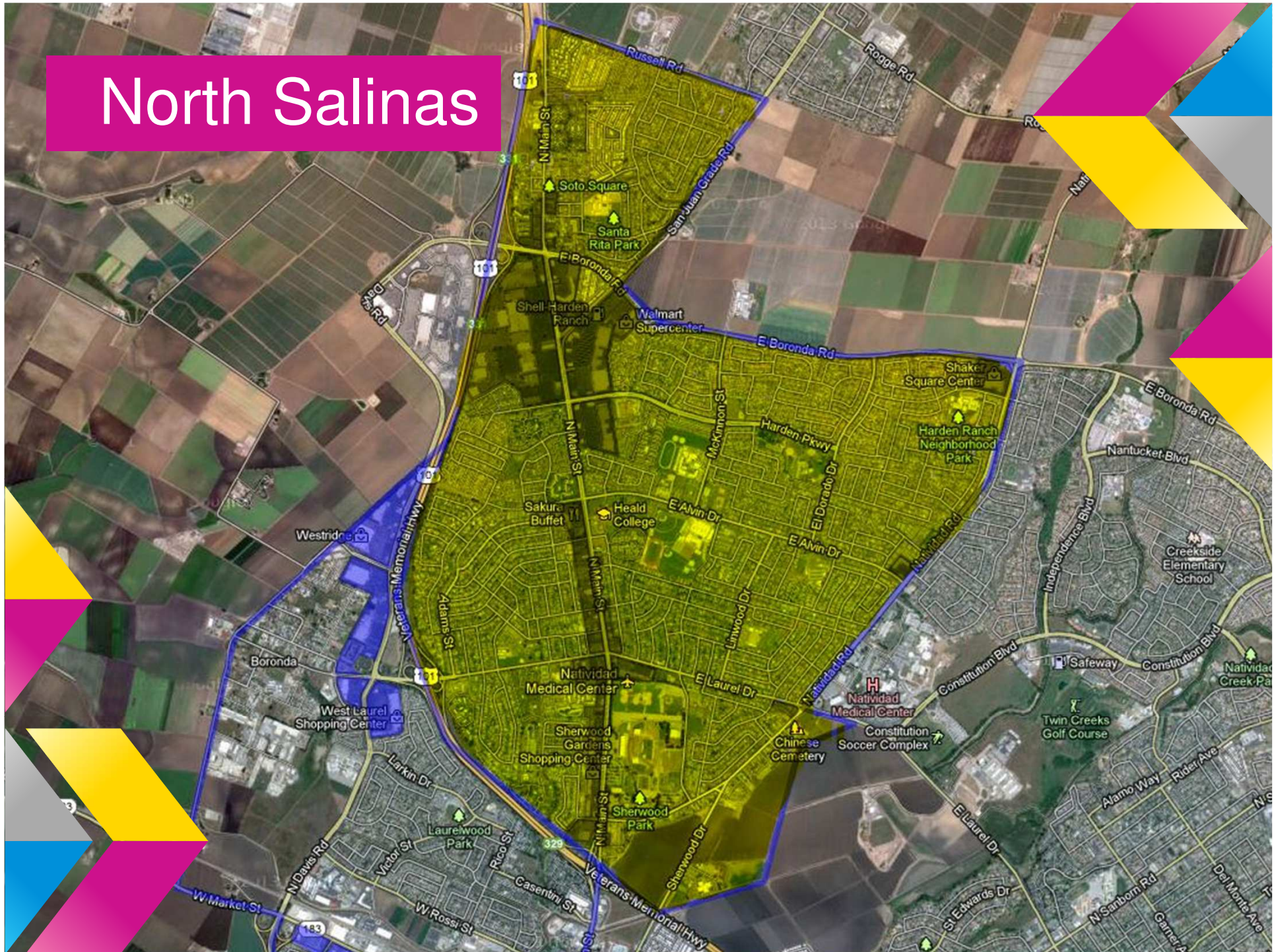
North Salinas

West Salinas & South Salinas

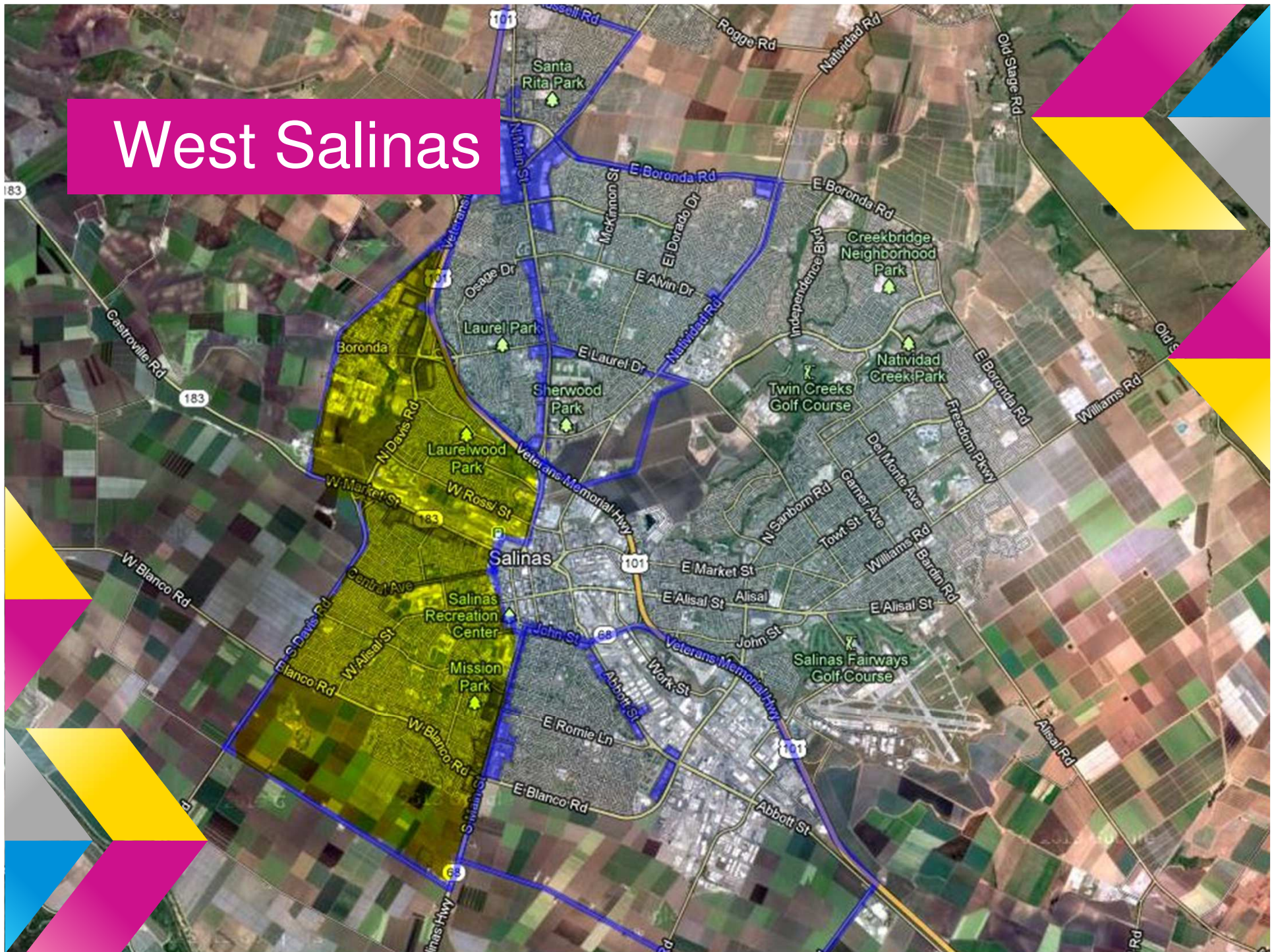
Map of Salinas



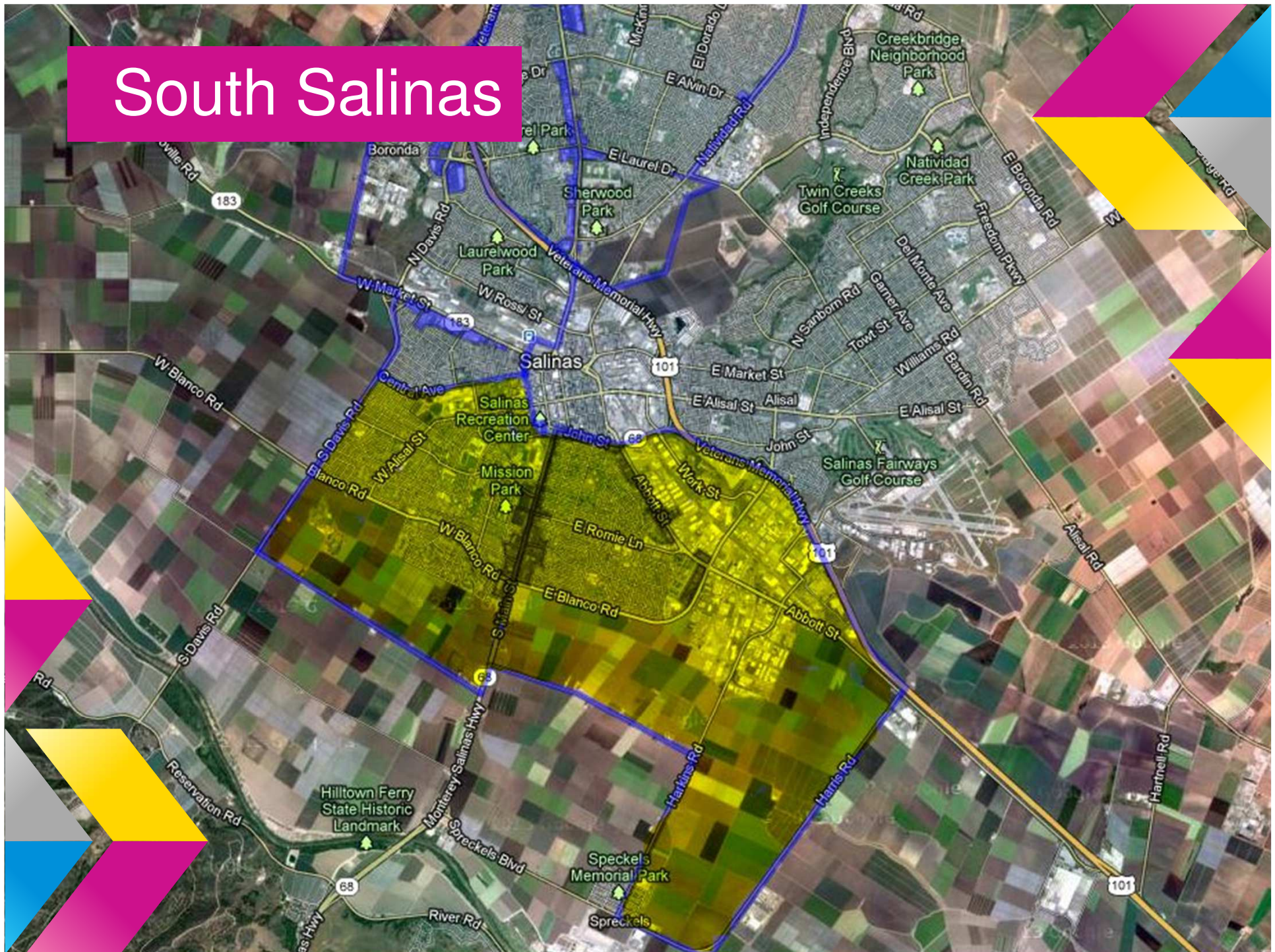
North Salinas



West Salinas



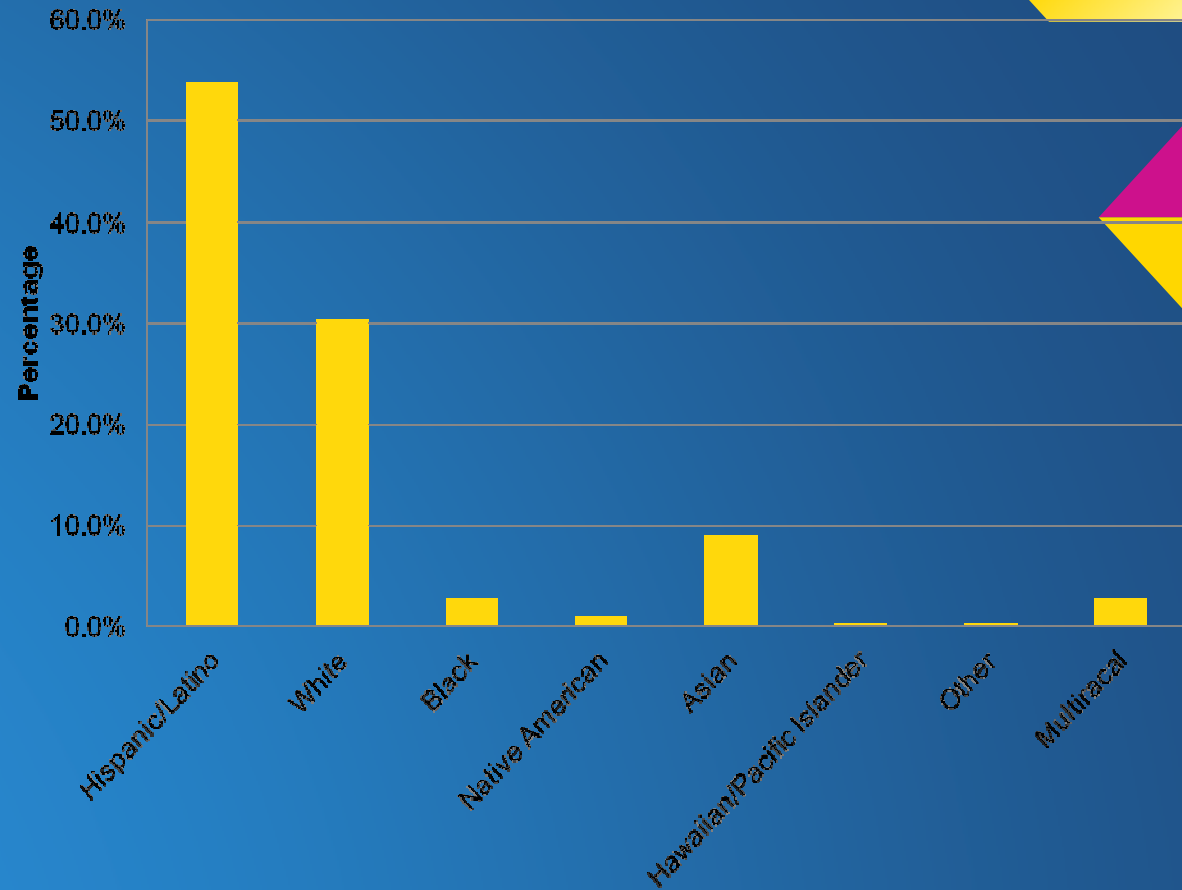
South Salinas



Demographics: North Salinas

Race	Percentage
Hispanic/Latino	53.9%
White	30.4%
Black	2.8%
Native American	1.0%
Asian	9.0%
Hawaiian/Pacific Islander	0.3%
Other	0.2%
Multiracial	2.8%

Race Percentage in 93906



Population

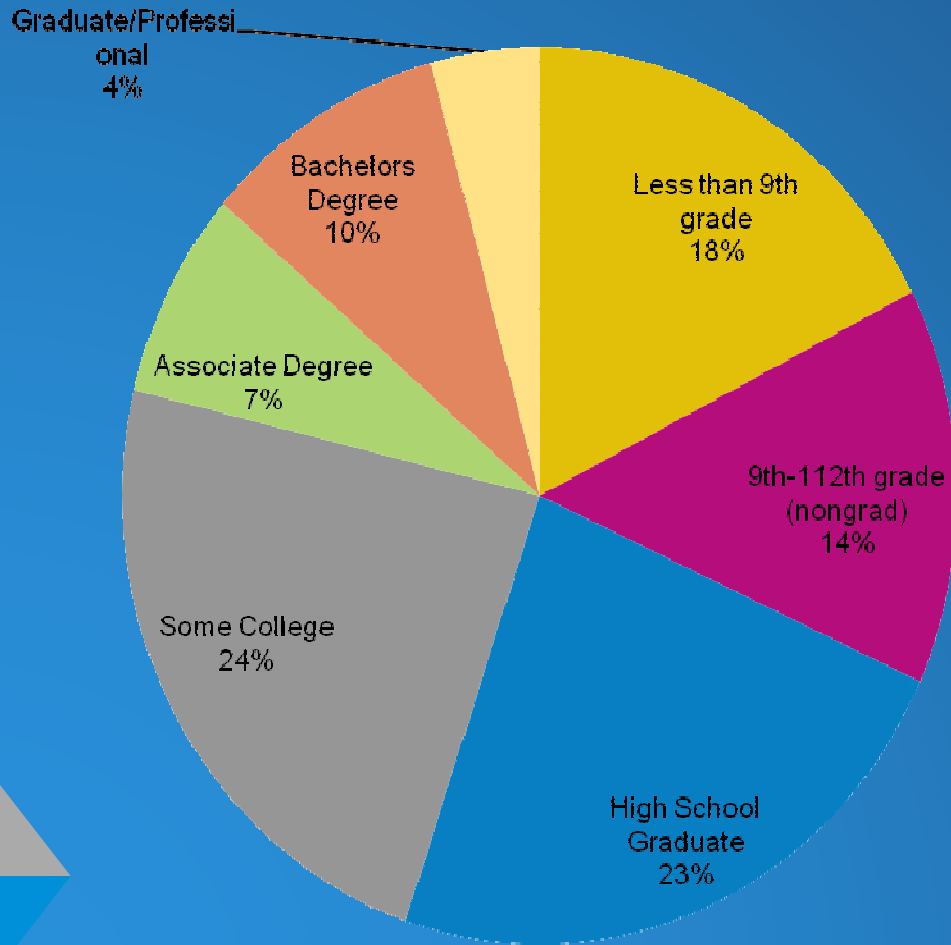
53,938

Ages- North Salinas

	Male	Female
0-9 years	19%	18.3%
10-19 years	16.8%	15.7%
20-29 years	16.6%	15%
30-39 years	17.4%	16.6%
40-49 years	13.5%	13.3%
50-59 years	8.1%	8.7%
60-69 years	4.6%	5.6%
70-79 years	2.9%	4.4%
80+ years	1.2%	2.2%
All ages	50.2%	49.8%
Median Ages	28.7 Years	30.5 Years

Education Levels - North Salinas

Education Level in 93906



Less than 9th grade	17.5%
9th-112th grade (nongrad)	14.3%
High School Graduate	23.4%
Some College	23.6%
Associate Degree	7.5%
Bachelors Degree	9.5%
Graduate/Professional	4.2%

High School or higher	68.2%
Bachelors or higher	13.7%

Household Income/Occupation - North Salinas

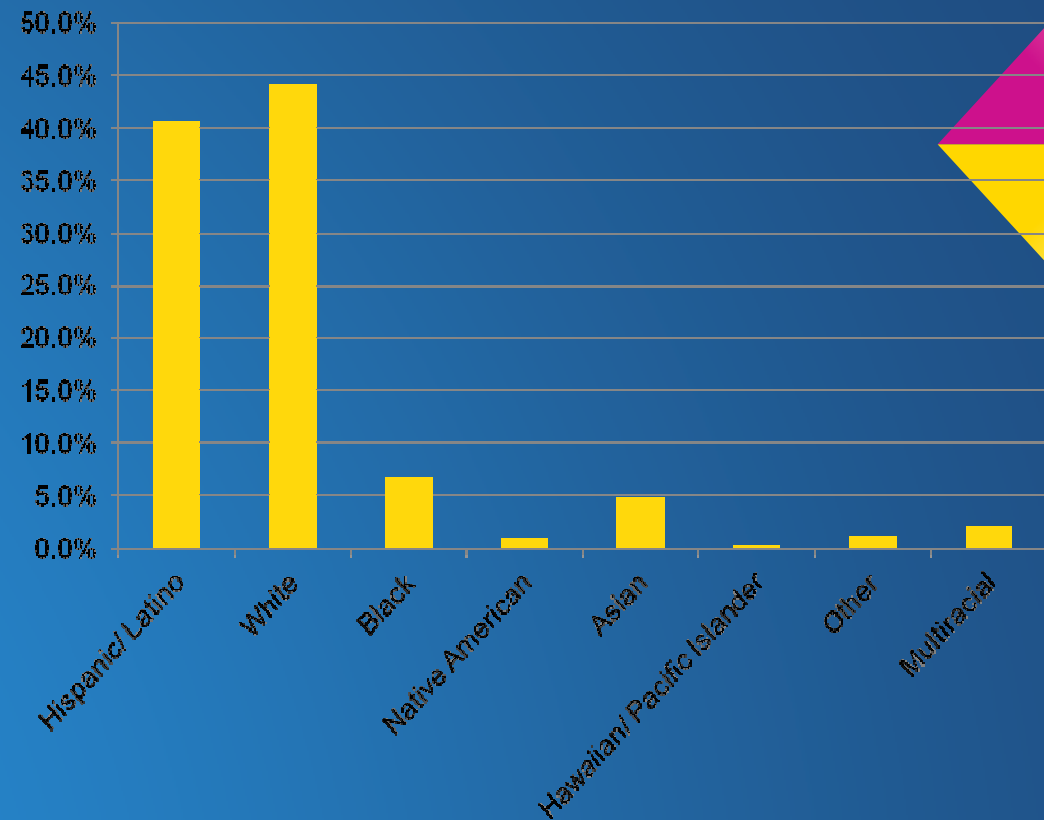
<\$10,000	4.7%
\$10,000-\$14,999	4.7%
\$15,000-\$24,999	10.7%
\$25,000-\$34,999	11.2%
\$35,000-\$49,999	19.6%
\$50,000-\$74,999	23.9%
\$75,000-\$99,999	14.1%
\$100,000-\$149,999	9%
\$150,000-\$199,999	1%
\$200,000+	0.9%
Median Household Income	\$49,124

Mgt./Professional	25.1%
Service	16%
Sales/Office	28.7%
Farm/Fishing/Forestry	8%
Construction/Extraction/Maint	9.4%
Production/Transportation	12.8%

Demographics: South/West Salinas

Race	Percentage
Hispanic/ Latino	40.6%
White	44.1%
Black	6.7%
Native American	1%
Asian	4.8%
Hawaiian/ Pacific Islander	.2%
Other	1.1%
Multiracial	2%

Race Percentage in 93901



Population

35,723

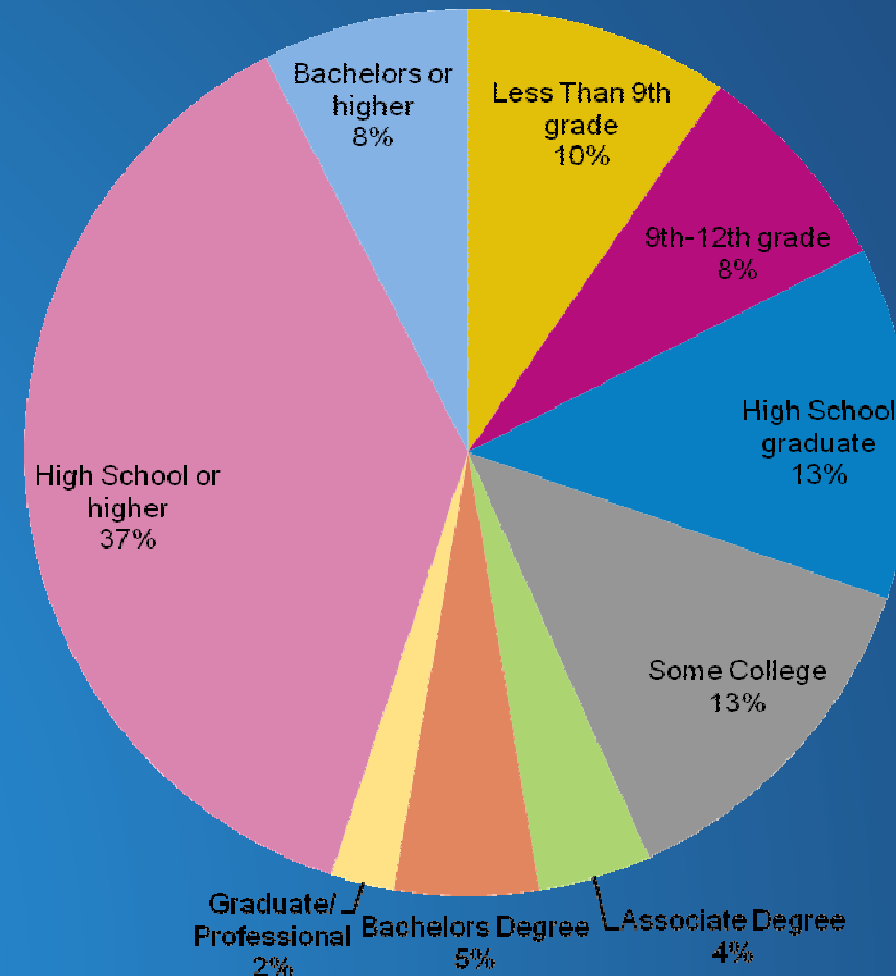
Ages - South/West Salinas

0-9 Years	12.1%
10-19 Years	11.1%
20-29 Years	16.2%
30-39% Years	19.5%
40-49 Years	17.1%
50-59 Years	9.8%
60-69 Years	5.5%
70-79 Years	5.2%
80+ Years	3.6%

Education Levels - South & West Salinas

Less Than 9th grade	17.50%
9th-12th grade	14.30%
High School graduate	23.40%
Some College	23.60%
Associate Degree	7.50%
Bachelors Degree	9.50%
Graduate/ Professional	4.20%
High School or higher	68.20%
Bachelors or higher	13.70%

Education Level in 93901



Household Income/ Occupation-South/West Salinas

<\$ 10,000	8.6%
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\$ 10,000-\$14,999	6%
\$15,000-\$ 24,999	12.1%
\$25,000-\$ 34,999	13.8%
\$35,000-\$ 49,999	16.8%
\$50,000- \$ 74,999	20.3%
\$75,000- \$ 99,999	10.8%
100,000-\$ 149,999	8%
\$ 150,000-\$ 199,999	1.6%
\$ 200,000+	2%

Mgt./Professional	28%
Service	16.2%
Sales/ Office	25.4%
Farm/Fishing/For estry	9.9%
Construction/Extr action.Maint.	8.9%
Production/Trans portation	11.4%

Martial Status- South & West Salinas

Never married	24.7%
Married	44.8%
Separated	7.1%
Widowed	7%
Divorced	16.5%

Schools In All Three Areas

Education in 93901

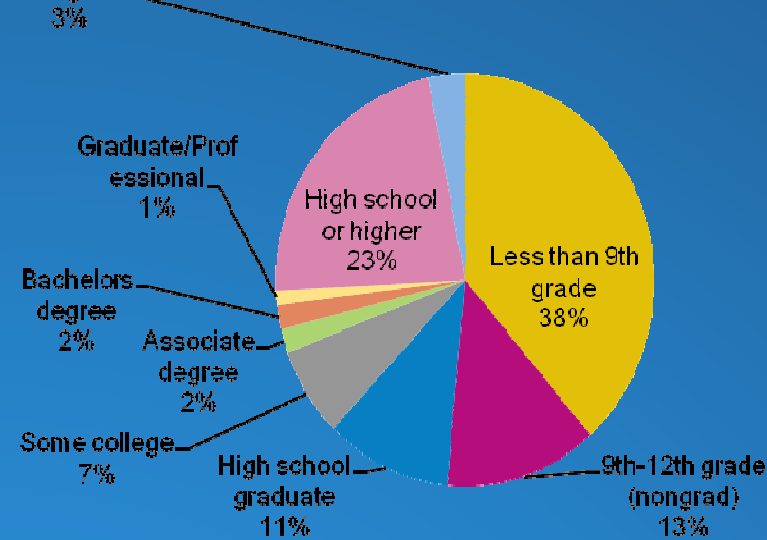
- Palma High School
- Salinas High School
- Norte Dame High School
- Hartnell College
- Lincoln Elementary School

Education in 93906

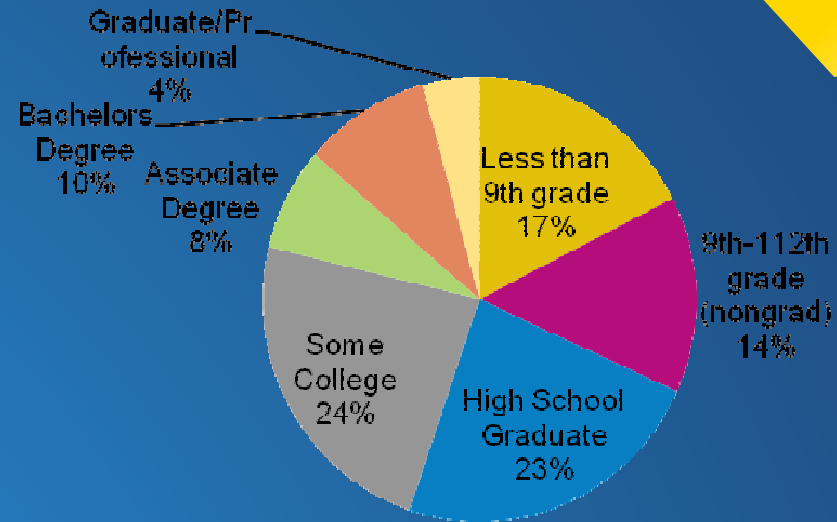
- North Salinas High School
- Gavilan View Middle School
- Creekside Elementary School
- Santa Rita Elementary School
- Natividad Elementary School
- La Joya Elementary School
- McKinnon School
- Salinas Adult School
- Harden Middle School

How Salinas Compares to Others

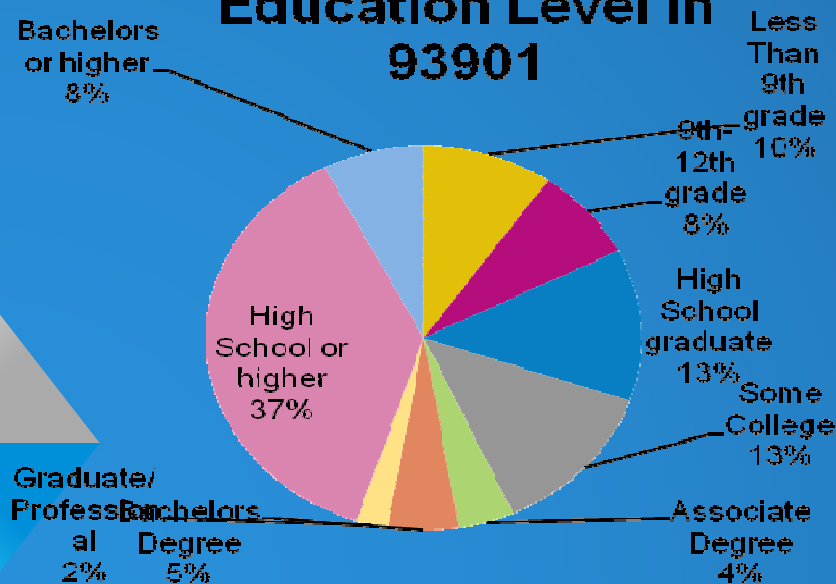
Education Level in 93905



Education Level in 93906



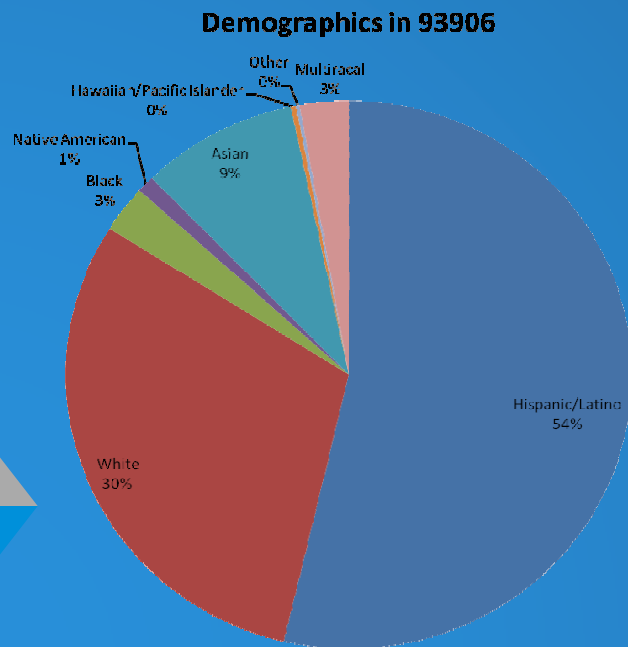
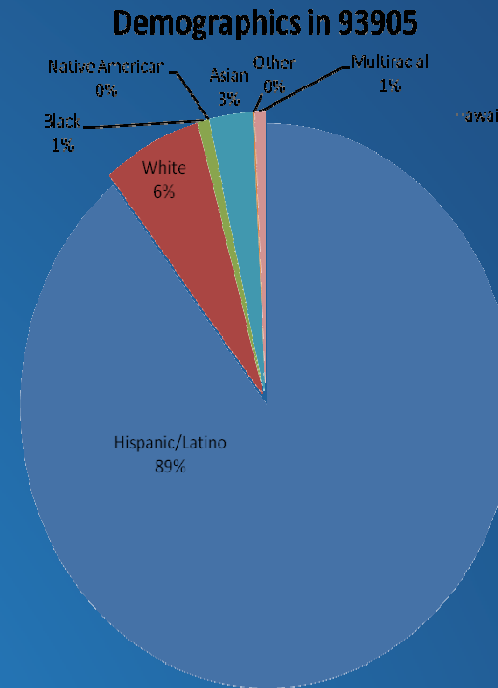
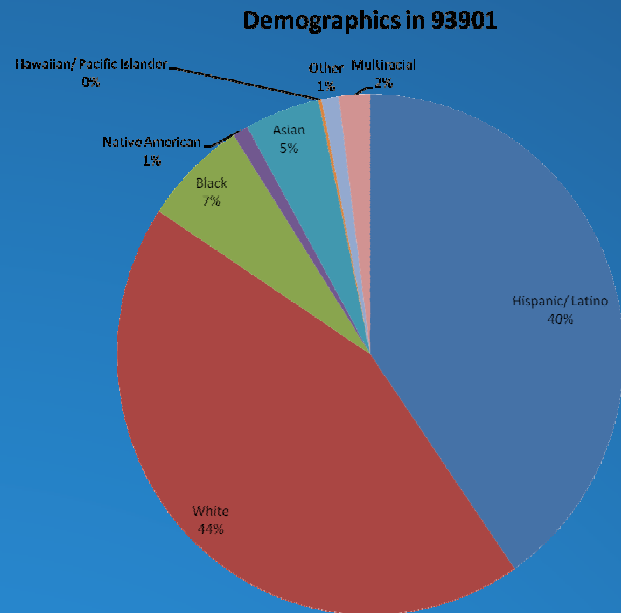
Education Level in 93901



In South, West, and North Sides:

- Compare better than East Side of Salinas education wise
- Almost half in East Side fails to go beyond high school.
- Many in South/West tend to go to college

How Salinas Compares to Others



In South, West, and North Sides:

- Nothing compared to East Side demographic shows high figures
- Overwhelming high figure of hispanic/Latino in East Salinas

Methods of Transportation

Three Main Methods:

1. Monterey-Salinas Transit Bus

- Most commonly used, from San Jose down to Paso Robles

1. Greyhound Bus

- Travels across America, to Canada, and Mexico

1. Amtrak Train

- Travels across USA and Canada

Medical Help In Salinas CA

Where can people go:

I. Salinas Valley Memorial Hospital
(SVMH)

II. Natividad Medical Center

III. Community Hospital of Monterey Bay
(CHOMP)

IV. Doctors on Duty

Major Business Areas

➤ North Salinas

- *Northridge*
- *North Main Street*

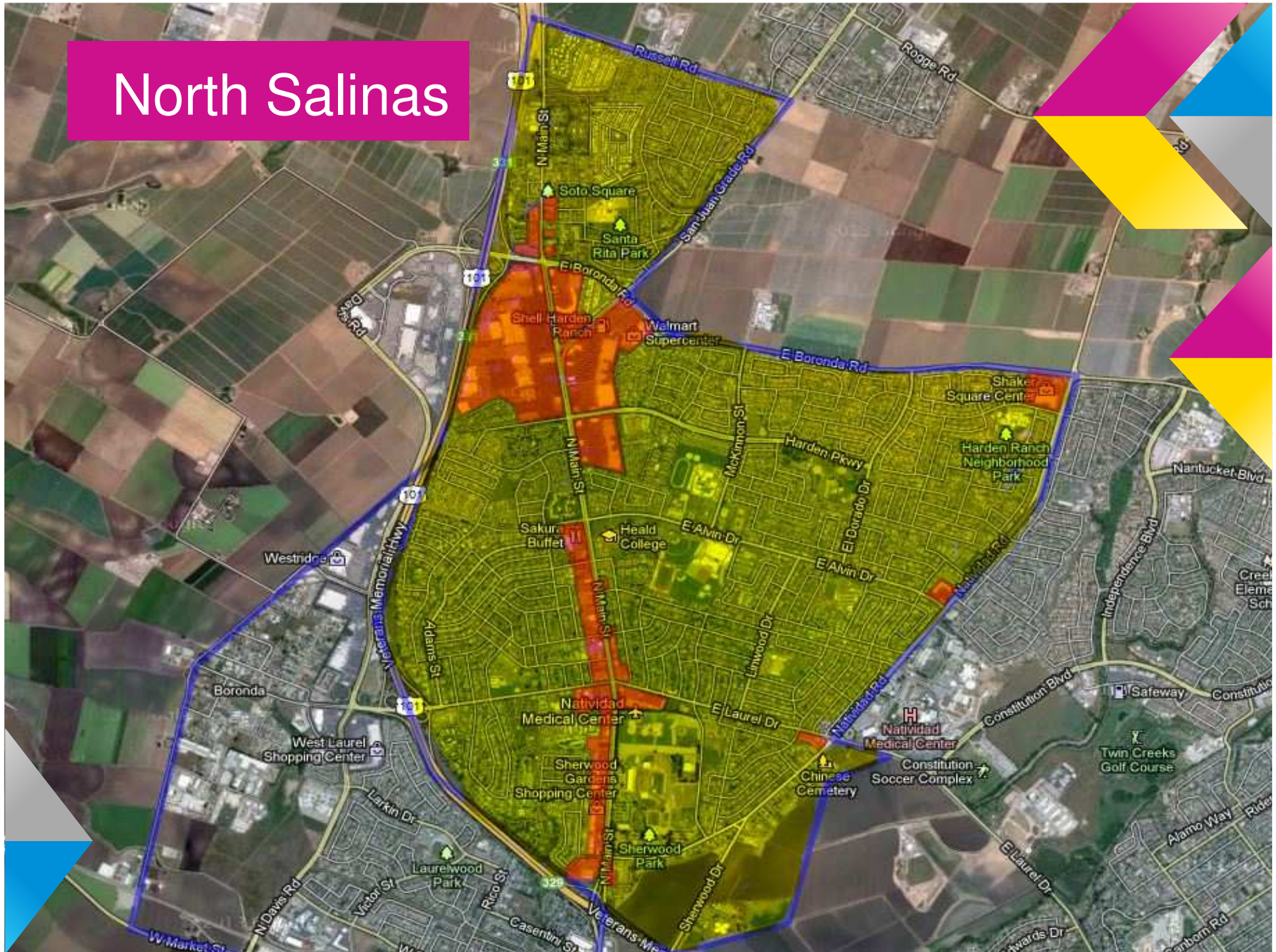
➤ West Salinas

- *Westridge*

➤ South Salinas

- *South Main Street*

North Salinas



Major Business Area: North Salinas

➤ Northridge

- Newer developments
- Typical chain brands
- Northridge Mall

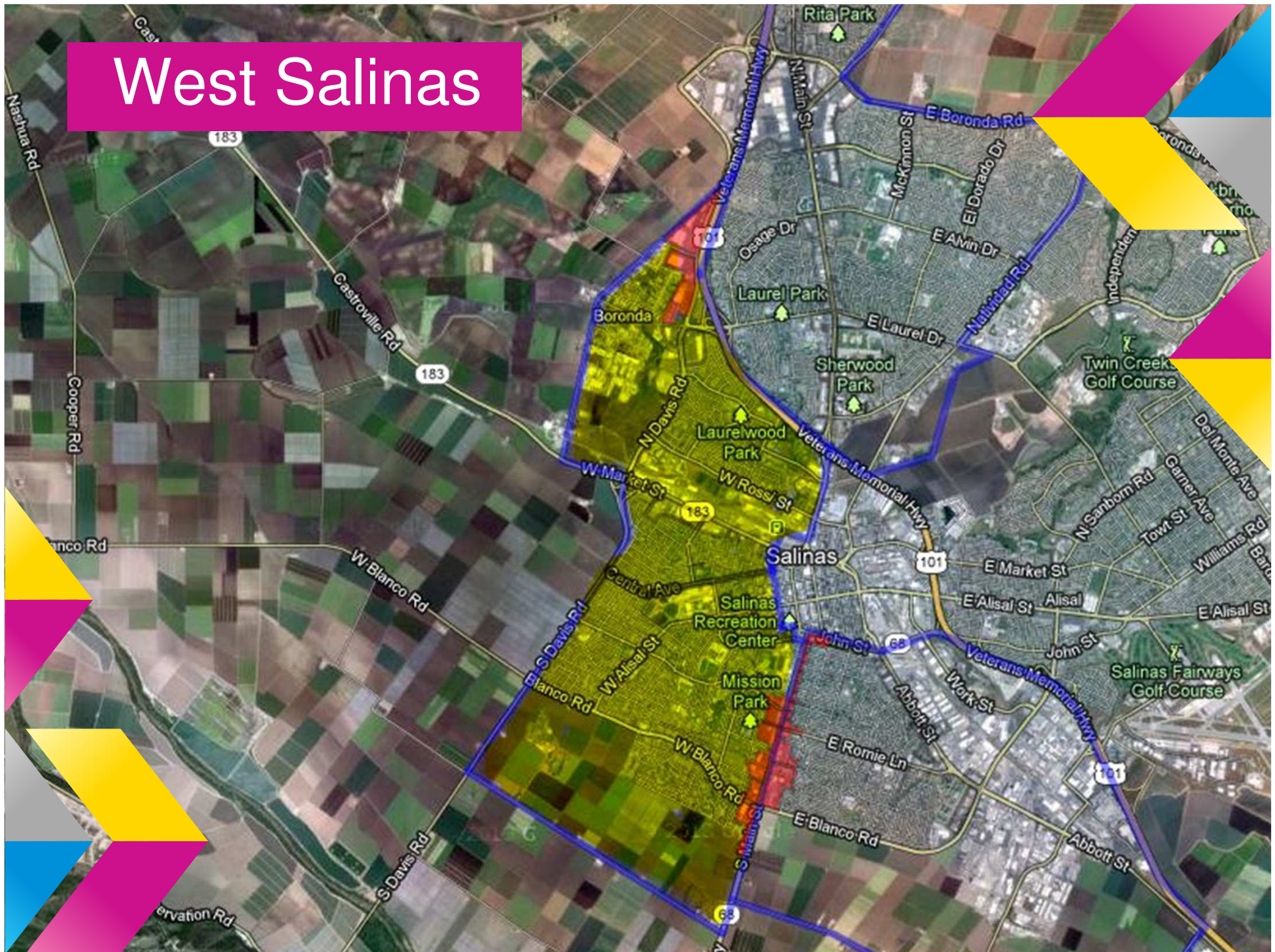


➤ North Main Street

- Older developments
- Small shops
- Latino



West Salinas



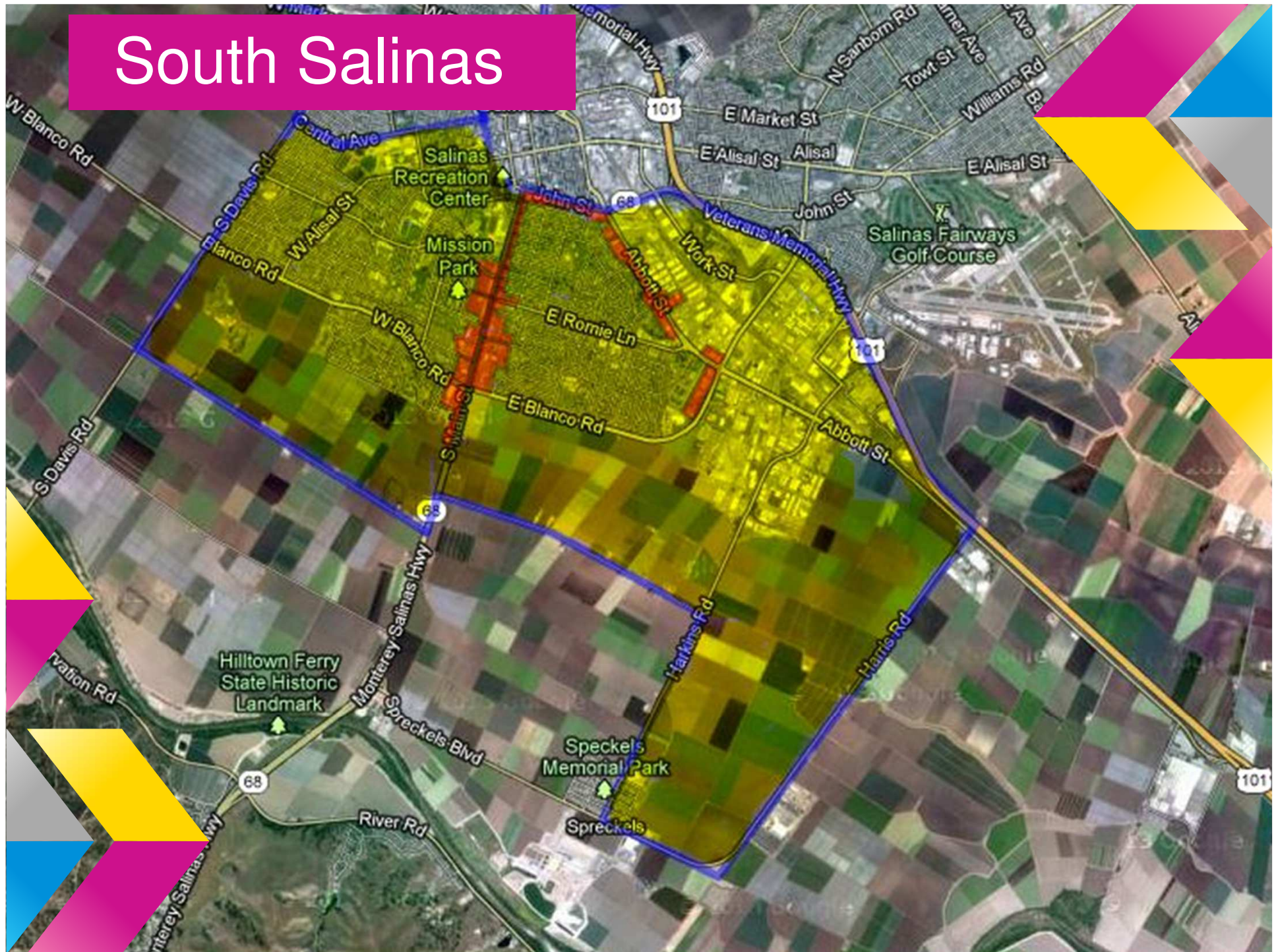
Major Business Area: West Salinas

➤ Westridge

- Large chains stores



South Salinas



Major Business Area: South Salinas

➤ South Main Street

- Absence of large chain stores
- Small to Medium Stores along South Main St
- Industrial-type businesses near train tracks



Community Visit- North Salinas

- I. What are the strengths of their community?
- II. What led them to live or work here?
- III. What is the best part of working/living here?
- IV. If they had a magic wand, what would you change?

Community Visit- South and West

- I. What are the strengths of their community?
- II. What led them to live or work here?
- III. What is the best part of working/living here?
- IV. If they had a magic wand, what would you change?

Suggestions:

1. Create after School Programs
2. Parents more involvement
3. Community service programs
4. Educate
5. More budget for peace and order

Resources

- www.zipskinny.com
- www.census.gov
- www.maps.google.com
- Residents/Visitors of Salinas