

## Attachment B

# Opportunities and Challenges

## Opportunities

- Funds to make change
- Political buy-in and support
- Community partnership with police in a comprehensive *Citizen Advisory Committee*
- Agencies serving the Alisal coming together– critical mass can make lasting positive change.
- Youth involvement leads to long-term change
- To attract more funding to the Alisal.
- Artists are involved in planning process.
- Creation of E. Salinas Improvement Council – funds from City of Salinas for projects
- Create a bi-national solution (30,000 Jalisco natives in county, etc.)
- To involve local business in the effort of improving the Alisal

## Challenges

- Needs to be a NEW Consistent message
- Community members may be hesitant to get involved until there is trust.  
Some may be tired of participating in planning processes because of fear of being used or hurt.
- Anger around media bias – the Alisal is not just gangs, drugs and shootings
- Media needs to cover positive events and stories in the Alisal
- Negative attitudes against minorities or poor people in the Alisal.
- Police profiling – intimidating residents with neighbor buy-in