



I could not be more delighted to serve Salinas on the City Council. As councilman, my mission is to enhance the quality of life for Salinas Residents through safe and healthy neighborhoods. This will come thanks to greater public safety, a friendlier business climate and attention to every tax dollar spent.

## My Mission

A safe and business friendly city

### Public Safety & Strong Neighborhoods

I am a strong advocate for well supported police and fire services in Salinas. Police and fire account for the lion's share of our City budget and I will fight to keep it that way. Put simply, the safety of our residents is the City's greatest responsibility. More importantly, a safe City is a City folks want to raise families in and invest in. I will go further to support well organized and supported neighborhoods in Salinas. Before becoming a City Councilman I helped to establish and support one of the strongest neighborhood associations in Salinas, the Los Olivos-Riker Neighborhood Association ([www.lorneighborhood.com](http://www.lorneighborhood.com)). I am also a founder of the Salinas Neighborhood Council ([www.salinasneighborhoods.org](http://www.salinasneighborhoods.org)). I also pioneered the Salinas Neighborhood Grant program. This successful program makes City money available to match for improvement projects.

[www.Steve-McShane.com](http://www.Steve-McShane.com)

### Jobs & Economic Development

It is my mission to support a more business friendly city in an effort to retain, grow and attract businesses. As the largest City along the Central Coast of California, we are blessed with a young population, nationally recognized college and high tech agribusiness. I support development of a skilled workforce, higher wages and a diversified economy less dependent on seasonal work. I work daily to know the needs of our top employers so the city can support and grow their efforts to succeed in business.



### Smart Phone App

Steve established the City's first "App" for the iPhone and Android Marketplaces in 2012. The App can be used to report a wide range of City concerns immediately to city staff. Photos may be included and reporting can be anonymous. The App is called MySalinas and is FREE, easy to use and easy to install. Download it today!



### Arts & Culture

I've always said that a City without a high regard for arts & culture is a City dying on the vine. In 2010, I founded the Salinas Valley Food and Wine Festival ([www.salinasvalleyfoodandwine.com](http://www.salinasvalleyfoodandwine.com)). I established our first community garden and continue to grow events like our First Friday's art walks. In 2014, I helped to establish a program that paints utility boxes using local arts. In the future, I seek an City arts commission, public art and performing art that gives folks a reason to stay & play in Salinas during their leisure time.



### Doing More With Less

I am carefully watching out for every dollar the city of Salinas takes in and spends. This includes working hard to follow key recommendations to the city by outside groups including both the Blue Ribbon Commission and Les White to deliver more efficient city services. This also includes supporting private fundraising efforts to aid our city in ways not already covered by tax dollars. Specific departments exploring private foundation support include police and library services. I realize I am only one person. Success with the efforts described above will take numerous invitations to others that believe in Salinas as much as I do. I welcome your participation in your local government. As councilman, I am at your service and encourage your regular communication with me at [steve@mcshanesnursery.com](mailto:steve@mcshanesnursery.com) or on my cell phone at (831) 288-3133.

## BIOGRAPHY

### Meet Steve McShane

**Steve McShane** serves Salinas as City Councilman for the third District encompassing South Salinas including Oldtown and industrial complexes south of the city. Steve holds a degree in Soil Science from Cal Poly, San Luis Obispo and a Masters in Agribusiness Administration from Santa Clara University. In 2005, he opened McShane's Nursery & Landscape Supply ([www.mcshanesnursery.com](http://www.mcshanesnursery.com)), where he serves as owner and general manager. In 2014, Steve became a partner in a liquid organic fertilizer company called Converted Organics in Gonzales ([www.convertedorganics.com](http://www.convertedorganics.com)). Steve previously served as chair of the Salinas Planning Commission and Vice Chair of both the city's Design Review Board and Traffic and Transportation Commission. When not working or volunteering, Steve can be found traveling, hiking or gardening in his backyard.

"I serve on Council to enhance the quality of life for Salinas residents."

-Steve



## SALINAS FACTS

Did you know?

**Nickname:** "Salad Bowl of the World"  
**Founded** March 4, 1874  
**Population:** 155,000  
**Size:** 23 square Miles  
**Budget:** \$135 million

## City Services

Emergency Police/Fire/Medical	911
Airport	(831) 758-7214
Animal Services	(831) 758-7285
Anonymous Tip Line (Crime)	(831) 775-4222
City Clerk's Office	(831) 758-7381
City Council's Office	(831) 758-7201
City Manager's Office	(831) 758-7201
Code Enforcement	(831) 758-7157
Community Development	(831) 758-7387
Finance Department	(831) 758-7211
Fire Department	(831) 758-7261
Graffiti Hotline (message)	(831) 758-7926
Housing	(831) 758-7334
Human Resources/Jobs	(831) 758-7254
Legal Department	(831) 758-7256
Library (Cesar Chavez)	(831) 758-7345
Library (El Gabilan)	(831) 758-7302
Library (Steinbeck)	(831) 758-7311
Maintenance Services	(831) 758-7233
Mayor's Office	(831) 758-7201
Permits (business, dog license, garage)	(831) 758-7211
Planning Department	(831) 758-7206
Police Activities League (PAL)	(831) 758-7906
<b>Police Non-Emergency</b>	<b>(831) 758-7321</b>
Rec-Park Department	(831) 758-7217
Special Events (Sherwood Hall)	(831) 758-7476
Street Light Hotline	(831) 758-7989
Transportation & Engineering	(831) 758-7241

Visit [www.ci.salinas.ca.us](http://www.ci.salinas.ca.us) for more info



[linkedin.com/in/SteveMcShane](https://www.linkedin.com/in/SteveMcShane)

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[twitter.com/SteveMcShane](https://twitter.com/SteveMcShane)

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**Steve McShane**

City Councilman

3rd District Information

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