

## FORWARD TOGETHER

MARYSVILLE & DEL PASO BLVD.

# **AGENDA**

Hello + Introductions

Project Overview + Context

Process Overview + Community Advisors Charter

Open Discussion

**Announcements** 



# **WHO WE ARE**



The City of Sacramento Neighborhood Development Action Team (NDAT) is advising and guiding the Neighborhood Action Plan process.



**HR&A Advisors** will act as project manager, and with community guidance, lead analysis.



**Mutual Assistance Network** will bring deep community ties and trust to lead engagement.



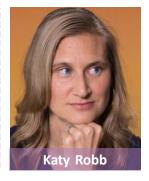
**Atlas Lab** will guide urban design implementation and support innovative engagement approaches.



**Ascent Environmental** will provide guidance on and lead any necessary environmental reviews.

# **WHO WE ARE**

Mutual Assistance Network











HR&A Advisors







City of Sacramento Neighborhood Development Action Team

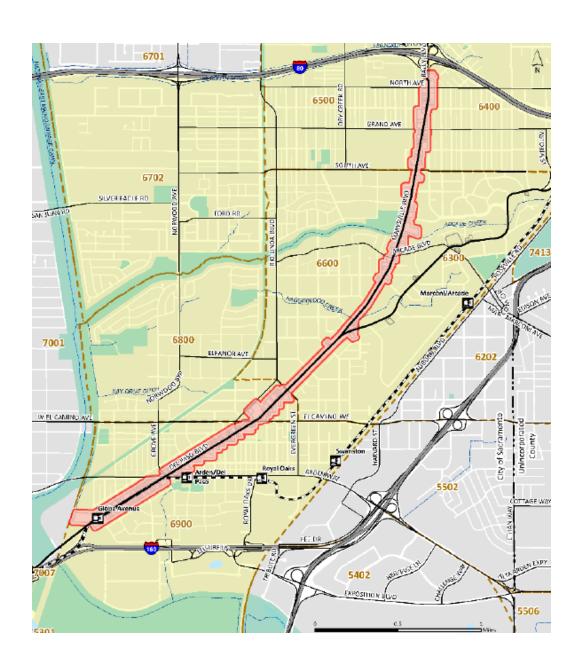




# Why is this initiative needed?

We are here to support the community by investing in improvements for the Marysville-Del Paso Boulevard commercial corridor.

The corridor lies along a 3.5-mile stretch starting from I-80 Fwy & Marysville Blvd to Hwy 160 & Del Paso Blvd.





## **ABOUT THE CORRIDOR**

# North Sacramento has been a center for agriculture, manufacturing, industrial commerce and community retail for over a century.

Today, the Marysville and Del Paso corridor is home to a rich tapestry of local businesses and community organizations.



Ranch Del Paso subdivision/development c. 1910



Local theater c. 1930s



Farmer's market c. 1950s

**Business, family, and government investment has been limited over the past few decades** – and that disinvestment has led to socioeconomic issues in the community such as job losses and business closures, high poverty rates, and unemployment.

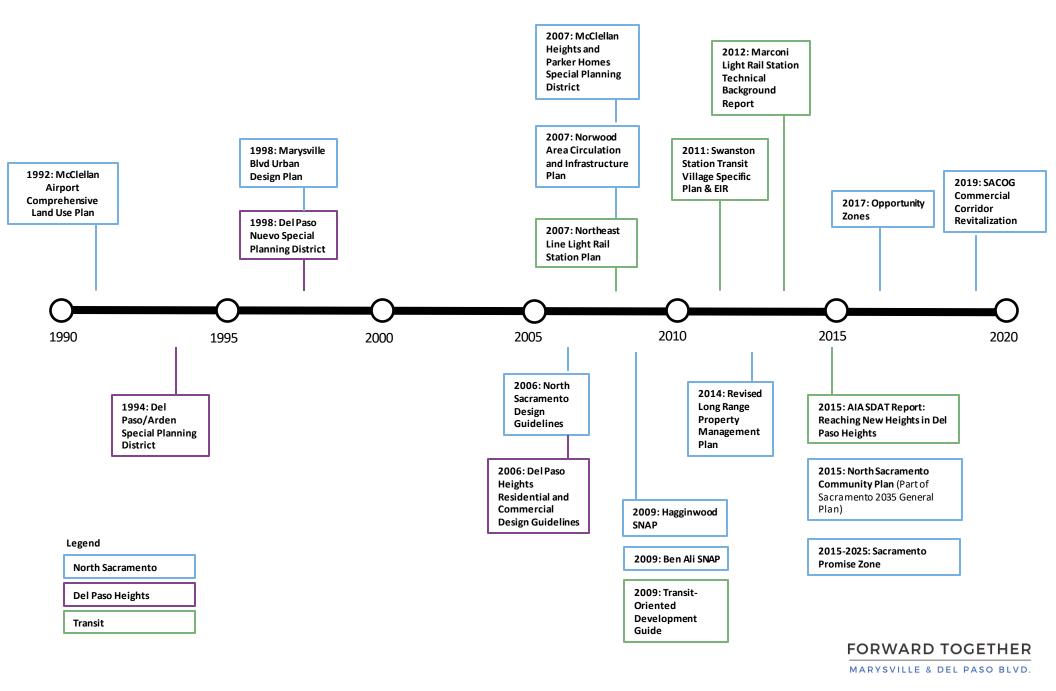
## **ABOUT THE CORRIDOR CON'T**

Community members along the Marysville/Del Paso Boulevard corridor have identified a couple areas for investment:

- Land and property vacancy
- Lack of employment/job centers
- Business closures
- Barriers to walkability/bike-ability
- Lack of transit/bus access
- Aging infrastructure
- Cohesive identity

Investment in these issues can improve **quality of life** in our community.

# **PLAN REVIEW**



Since 1992, the City of Sacramento and other local governmental agencies have conducted more than 15 studies on the North Sacramento area or neighborhoods contained within the boundary.

1992: M Airpo Compreh Land Us

We now have a lot of information about chronic issues, which persist in part because many previous studies lack dedicated funding and support to invest in the corridor.

Today, there is an opportunity to prioritize top community issues, identify funding, and partner with business owners, residents, and community organizations to take action.

Let's build an action plan that can meaningfully improve the corridor and quality of life.

Transi

Oriented
Development

Improve access to transit



Improve walkability & bikeability





Improve access to transit



Improve walkability & bikeability



Need for beautification & community identity



Build a sense of arrival on the boulevard





Improve access to transit



Improve walkability & bikeability



THEBLVD

Build a sense of arrival on the boulevard

Need for beautification & community identity

Better access to grocery stores





More parks & community gathering spaces

Improve access to transit



Improve walkability & bikeability





Build a sense of arrival on the boulevard

Need for beautification & community identity

Better access to grocery stores



**Revitalize vacant lots** 



Support new and existing businesses

More parks & community gathering spaces

Improve access to transit



Improve walkability & bikeability



Improve housing stock & home ownership opportunities



Build a sense of arrival on the boulevard

Need for beautification & community identity

Better access to grocery stores

Minimize displacement & gentrification



Revitalize vacant lots



Support new and existing businesses

More parks & community gathering spaces

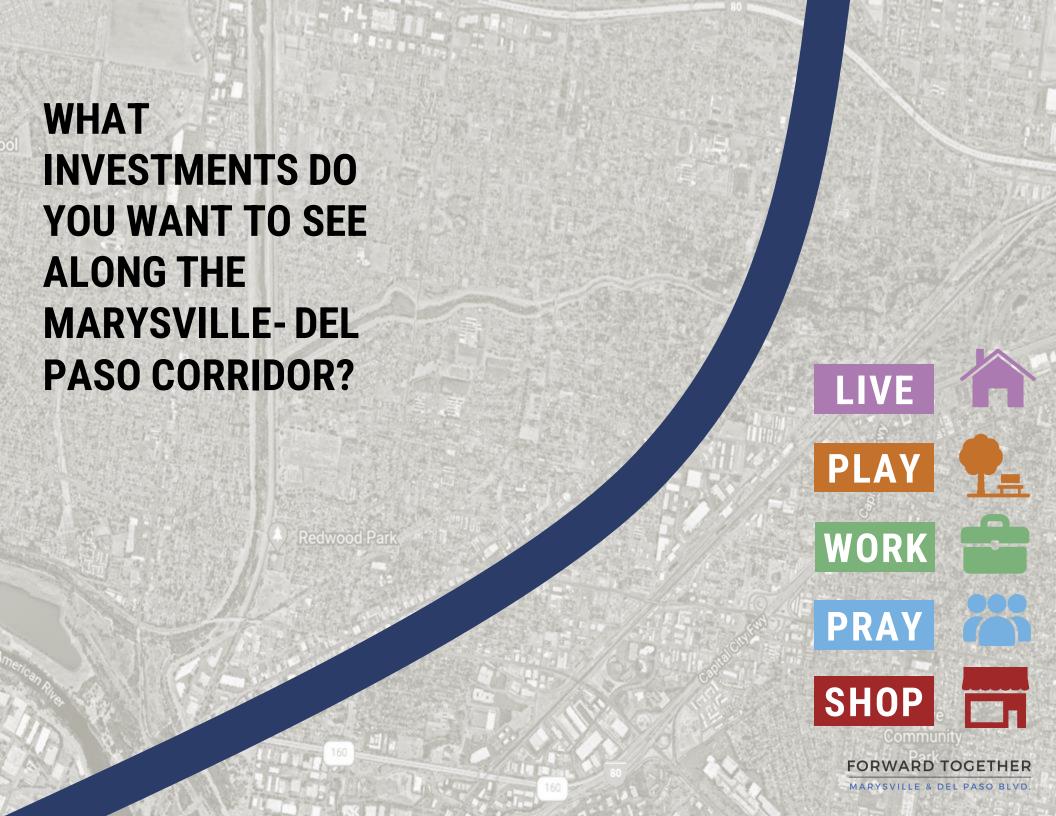
# What is an action plan?





MARYSVILLE & DEL PASO BLVD

A neighborhood-led and designed **ACTION PLAN** for the diverse populations that live, work, pray, play, and/or shop along the Marysville- Del Paso Boulevard commercial corridor.



## WHAT COULD THIS LOOK LIKE?

Infrastructure improvements (sidewalks, streets, lights, etc.)

Community wealthbuilding opportunities

**Employment** opportunities

Supporting new entrepreneurs

Beautification

+ your priorities and goals for the boulevard!











## **HOW IS THIS DIFFERENT?**

This is a process where community members identify strategies to improve quality of life and receive the resources and support to implement those projects.



This process aims to support community stakeholders and organizations in taking direct action on the priorities they deem most important.



The project team aims to be clear and upfront about supports and resources that are currently or could be made available, via the City or otherwise, for implementation.

### **Step Zero**

#### **Project Planning**

- Review of past plans and investments along the Marysville-Del Paso Corridor
- Analysis of historical development trends, land use patterns, investment needs, and environmental concerns
- Identification of specific powers and funds available to the City to support action
- Development of outreach strategies
- Recruitment of "Community Advisors" to guide the **Action Planning** process

#### Step One

#### **Step Two**

#### **Step Three**

#### Analyzing the Situation

#### **Exploring Options**

#### **Defining a Path**

- Business and Community **Questionnaires**
- Community Listening Sessions discussing Gentrification and Displacement
- Meetings and Connections with Community Organizations and Stakeholders
- Pop-Up Corridor **Activation Events**

- Community Town Hall Workshop
- **Public Comment** Period for Action Plan Document

#### **Action Plan Implementation** (2023)

Implementation Planning and Coordination Meetings

#### **Community Profile**

**Community Input** 

Documents

#### In cluding summaries of...

- Shopping and retail offerings
- Parks and recreational sites
- Resident demographics
- Housing and rent trends
  - Jobs and local businesses
- Past and current investment plans
- Physical environment and infrastructure (e.g. sidewalks)
- Gentrification and displacement trends and

#### **Priority Action Profiles**

#### In cluding ...

- Top priority concerns shared by residents. businesses, and other community members
- Ideas for investment and action
- Funding sources and resources available today to support action

#### Action Plan

#### In cluding ...

- · Description of actions prioritized by community members
- Implementation work plans, including funding identified to date and support partners

Jan-Jul 2022

July-Sep 2022

**Sep-Nov 2022** 

Nov-Dec 2022

# **COMMUNITY INPUT ACTIVITIES**





Community Advisors
Monthly Meetings



Community Listening Sessions and Small Group Discussions



**Community Events and Meetings** 

## SUPPORTING COMMUNITY ACTION

How can community partners and stakeholders help strategize and take action?

Advertise and

promote
surveys, events
and opportunities
to share action
ideas

Gather and
submit action
ideas
(e.g. host or cohost community
meetings

Partner to
support
implementation
of action ideas



# Discussion

In your view, what could success for this initiative look like?

