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
- Katy Robb
- Amber Busby
- Mary Yang
- Cecilia Laban
- Janae Supini

HR&A Advisors
- Judith Taylor
- Lydia Gaby
- Jazmin Harper

City of Sacramento
- Neighborhood Development Action Team
- Fatima Malik
- Mikel Davila
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.

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.

Pictures from AIA (2015); Del Paso Heights & Hagginwood: Our Roots, People, Places & Memories
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.

*CalEnviroScreen identifies California communities that are disproportionately burdened by multiple sources of pollution.*
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.

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.
WE HAVE HEARD YOU SAY....

Improve access to transit

Improve walkability & bikeability
WE HAVE HEARD YOU SAY....

- Improve access to transit
- Improve walkability & bikeability
- Need for beautification & community identity
- Build a sense of arrival on the boulevard
WE HAVE HEARD YOU SAY....

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*FORWARD TOGETHER*

MARI SYLVE & DEL PASO BLVD.
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What is an action plan?
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
INVESTMENTS DO
YOU WANT TO SEE
ALONG THE
MARYSVILLE- DEL
PASO CORRIDOR?
## WHAT COULD THIS LOOK LIKE?

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<th>Infrastructure improvements (sidewalks, streets, lights, etc.)</th>
<th>Community wealth-building opportunities</th>
<th>Employment opportunities</th>
<th>Supporting new entrepreneurs</th>
<th>Beautification</th>
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+ your priorities and goals for the boulevard!
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.
TIMELINE

**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**
- Analyzing the Situation
  - Business and Community Questionnaires
  - Community Listening Sessions discussing Gentrification and Displacement

**Step Two**
- Exploring Options
  - Meetings and Connections with Community Organizations and Stakeholders
  - Pop-Up Corridor Activation Events

**Step Three**
- Defining a Path
  - Community Town Hall Workshop
  - Public Comment Period for Action Plan Document

**Project Planning Activities**
- Jan-Jul 2022
  - 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
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**Community Input**
- July-Sep 2022
  - Business and Community Questionnaires
  - Community Listening Sessions discussing Gentrification and Displacement

**Community Profile**
- Sep-Nov 2022
  - Including 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 risks

**Priority Action Profiles**
- Oct-Dec 2022
  - 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**
- Including:
  - Description of actions prioritized by community members
  - Implementation work plans, including funding identified to date and support partners

**Action Plan Implementation (2023)**
- Implementation Planning and Coordination Meetings
COMMUNITY INPUT ACTIVITIES

- Community Interviews and Surveys
- Community Advisors
- Monthly Meetings
- Community Listening Sessions and Small Group Discussions
- Community Events and Meetings
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 co-host community meetings)
- Partner to support implementation of action ideas
Discussion

In your view, what could success for this initiative look like?
WHAT INVESTMENTS DO YOU WANT TO SEE ALONG THE MARYSVILLE-DEL PASO CORRIDOR?