OVERVIEW OF COMMUNITY ENGAGEMENT THROUGHOUT THE PROJECT

July 2022
AGENDA

1. Welcome Discussion
2. Community Engagement Strategy
3. Breakout Discussion
4. Announcements & Upcoming Activities
How will we engage the community?
WHO DO WE HOPE TO CONNECT WITH?

From decades of City-led planning, we already know a lot about what the community wants for Marysville and Del Paso Blvd.

*Forward Together will prioritize gathering ideas and insights from new voices,* reaching out to residents, business owners, employees, and others who may not have participated in past planning activities and community surveys – people whose voices have not yet been heard.

Specifically, individuals and organizations for outreach include...

- Local Businesses
- Residents
- Community Organizations & Leaders
- Workers
- Visitors

What other groups may be missing or need to be heard?
WHAT WILL OUTREACH ACCOMPLISH?

The Forward Together team will connect with community members to develop a plan for action, and to develop strategies for implementation and short-term impact.

Outreach aims to …

1. **Build trust and understanding** in the Action Plan and what it can accomplish, based on available community and City funds/resources

2. **Collect diverse insights, perspectives and ideas** about the ideal future of the corridor and what is great today that can be built upon

3. **Develop ideas for community-driven action** and prioritize based on what is most important and can improve quality of life in the short-term

4. **Build community capacity and partnerships** that are prepared and able to take action to implement priority initiatives

**Is there anything else we should ask of community members?**
WHAT WILL WE BE DISCUSSING?

Community input will provide stories and anecdotal data to put demographic, economic, and land/property data into context, and prioritized actions as well as resources for implementation.

We will prepare community members for informed dialogue by summarizing...

**Existing Conditions Assessment**
- Retail, Recreational, and Cultural Offerings
- Housing Options and Rent Levels
- Jobs and Local Business Environment
- Area History, Gentrification & Displacement Trends and Solutions

What do community members want/need to know?

We will draft the action plan with community members through activities including...

**Action Plan Development**
- Idea Generation and Action Identification
- Strategy Prioritization
- Adaptive Capacity Assessment

How will community members want to be involved?
**WHAT TACTICS WILL BE USED?**

Community input will be gathered *in-person, online and via trusted community organizations* to connect with a wide variety of audiences.

**Existing Conditions Assessment**
- Retail, Recreational, and Cultural Offerings
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**Action Plan Development**
- Idea Generation and Action Identification
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**Community Engagement**
- Business Questionnaire
- Community Questionnaire
- Gentrification and Displacement Listening Sessions
- Community Organization Meetings
- Pop Up Events
- Community Workshops

*FORWARD TOGETHER*  
MARYSVILLE & DEL PASO BLVD.
Outreach will occur throughout 2022 to draft and build consensus around an action plan, and implementation strategies.

**Proposed Timing**

- **July 2022**: Business + Community Questionnaire
- **Aug 2022**: Community Organization Meetings, Gentrification and Displacement Listening Sessions
- **Sept 2022**: Pop Up Events
- **Oct 2022**: Community Town Hall Workshops
- **Nov 2022**: Public Comment Period for Action Plan Document
How will we engage Community Advisors to support this process?
PRIORITY DISCUSSION QUESTIONS

The Community Advisors Committee will be a partner to the consulting team and City.

You will help ensure this project is:

- **Reaching a diversity of voices**, including new voices
- **Hosting meaningful dialogue** in the community.

- Do you believe these tactics will provide **opportunities for new voices** to add to this conversation?
- What do community members need to help **understand the context** and have an informed discussion?
- What do you think are the **most important items** to ask the community?
- How can you or other organizations **support the community engagement efforts**?
WE WANT TO HEAR FROM YOU
WHAT’S UP NEXT ALONG THE CORRIDOR?
Activities and Opportunities for Collaboration and Community Input