



# OVERVIEW OF COMMUNITY ENGAGEMENT THROUGHOUT THE PROJECT

July 2022

**FORWARD TOGETHER**  
MARYSVILLE & DEL PASO BLVD.

# 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?

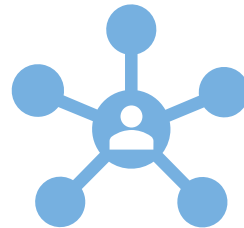
From decades of City-led planning, we already know a lot about what the community wants for Marysville and Del Paso Blvd.

**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



Community Organizations &  
Leaders



Residents



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

## COMMUNITY ENGAGEMENT



### 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

- Business Questionnaire
- Community Questionnaire
- Gentrification and Displacement Listening Sessions



### Action Plan Development

Idea Generation and Action Identification

Strategy Prioritization

Adaptive Capacity Assessment

- Community Organization Meetings
- Pop Up Events
- Community Workshops

# WHEN/WHERE WILL OUTREACH HAPPEN?

**Outreach will occur throughout 2022** to draft and build consensus around an action plan, and implementation strategies.

## Proposed Timing



Existing Conditions Assessment

July 2022

Business + Community Questionnaire

Aug 2022

Community Organization Meetings  
Gentrification and Displacement Listening Sessions



Action Plan Development

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