BUILDING MOMENTUM:
ACTION PLANNING STRATEGY

CAC Meeting #3
September 2022
AGENDA

1. Welcome & Recap
2. Action Planning Strategy & Discussion
3. Activation Event
4. Announcements & Upcoming Activities
How will we develop our action plan?
**WE HAVE HEARD YOU SAY....**

| Access to Fresh Produce | Opportunities for Youth Employment & Engagement | More accessible transportation to Health Care Facilities | Repurposing existing Land Uses and Commercial Buildings | Affordable Housing | Opportunities for residents who earn quality incomes to be involved community decisions for further investment. |

What issues/community needs are we missing? Is there anything else we should add to this list?
BUILDING AN ACTION PLAN

Identify Issues

- How can we address this issue?
- What resources do I need?
- How much would this cost?
- Volunteer to flesh out action proposals and incorporate community feedback

Build Action Proposals

Prioritize Actions and Build Teams

Implement Proposals

- Incorporate community priorities
- Develop community partnerships
- Community, Advisors
- Community Organizations: MAN & City Partnership
- Funding and Support
For example, what goes into an action proposal?

**ACTION:**
Concrete task that meets our goals/objectives

- Build a basketball court
- Who should lead this effort?
- Who are potential partners?
- What should happen by 2024?
- What resources are needed?

**MOVES:**
Steps that steer the Action Plan toward successful change

1. 
2. 
3. 

**ACCOUNTABILITY:**
Who should be guiding the next steps and near-term goals

- Who should lead this effort?
- Who are potential partners?
- What should happen by 2024?
- What resources are needed?
### COMMUNITY ADVISORS PROCESS & TIMELINE

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<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
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<tbody>
<tr>
<td><strong>Meeting #3 TODAY</strong></td>
<td>Meeting #4</td>
<td>Meeting #5</td>
<td>Meeting #6</td>
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#### Guiding Questions
- Where do you see the most opportunity/need?
- How does this relate to community priorities?
- What are actions that could address those issues?
- What additional actions were recommended by the community?
- What is the best first step to advance this goal? What would be a “quick win”?
- What is required for action - from the City, from the community?
- What are roles and responsibilities for this action?

#### Other Action Plan Tasks
Further developing action proposals, reflecting community feedback from:
- Community Questionnaire
- Past plans and analysis
- Additional community input/engagement events/activities
- Talking with experts, partners, and community members
- **Activation Event**

Note: Actions should reflect the top issues and priorities for all community members, including outside of Community Advisors.

#### Final Action Plan
- Developing final implementation plan and resources
- Connect with existing City departments and community partners
- City review (and approval?) of the Action Plan, possible allocation of City dollars
What roles can Community Advisors play?

1. Championing an action and carrying it through the process
   • Further developing ideas proposed by community members
   • Co-developing an action proposal with other Community Advisors

2. Conducting research to further refine action proposal
   • Getting feedback from experts, the City
   • Getting feedback from community members

3. Sharing out with the community
   • E.g. at Activation Event, social media
ACTIVITY: Based on your interest, gather in groups to further discuss the six issue areas.

- Generate a list of ideas for action proposals to address that issue area.

- Develop next steps to further develop the action proposal, for example:
  - Are you sure this is the best way to address the issue? Who would know best – and can they be contacted?
  - What do you think is needed to move this forward?
  - What questions do you have for community members, or the City?
  - Who do you think could be a partner to move this forward?
SHARE OUT: Share action proposals, confirm next steps, and volunteer

- Discuss what information and support is needed to further refine this action proposal

- Discuss next steps for community advisors – what can I/we support during the next meeting and/or between meetings?
GOALS FOR THE ACTIVATION EVENT

1. Improve the site itself

2. Leave a positive impression of the Marysville-Del Paso Boulevard corridor

3. Get input on the action planning process and collect additional community feedback and priorities
3175 MARYSVILLE BLVD,
SACRAMENTO, CA 95815
COLOR CLOUD PAVILION
ENGAGEMENT INSTALLATION

*Color Cloud* aims to allure community through its colorful streamers fringe ceiling inspired by the colors of local murals. Attendees will write feedback in the color ribbons that will be then attached to the structure.

**INSTALLATION:**
Size: 10’ x 30-40’
Components:
- Aluminum Truss Structure
- Color Streamers Fringe
**ENGAGEMENT SIGN**

"Forward Together"

**Forward Together** invites the community to share their vision for the corridor through an interactive feedback wall. Participants are invited to write down their feedback on a Post-it Note and apply to wall.

**INSTALLATION:**
Size: Supersized Letters, Approx. 6’ Tall
Components:
- Plywood
- Sticky Notes
Activation Event
Brainstorm
DISCUSSION QUESTIONS - What would success look like?

• **What is the activity that is the biggest draw and fun for the community?**
  • Basketball vs. maker mart vs. roller skating

• **What is the best activity gauge support and prioritize the actions?**
  • What role can CAs play in the activation event?

• From a promotion and incentives standpoint, what would attract people to come here? (i.e. raffle, passport, DJ)

• What is a good leave-behind that improves the site? (i.e. stripes, planters)