



# 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

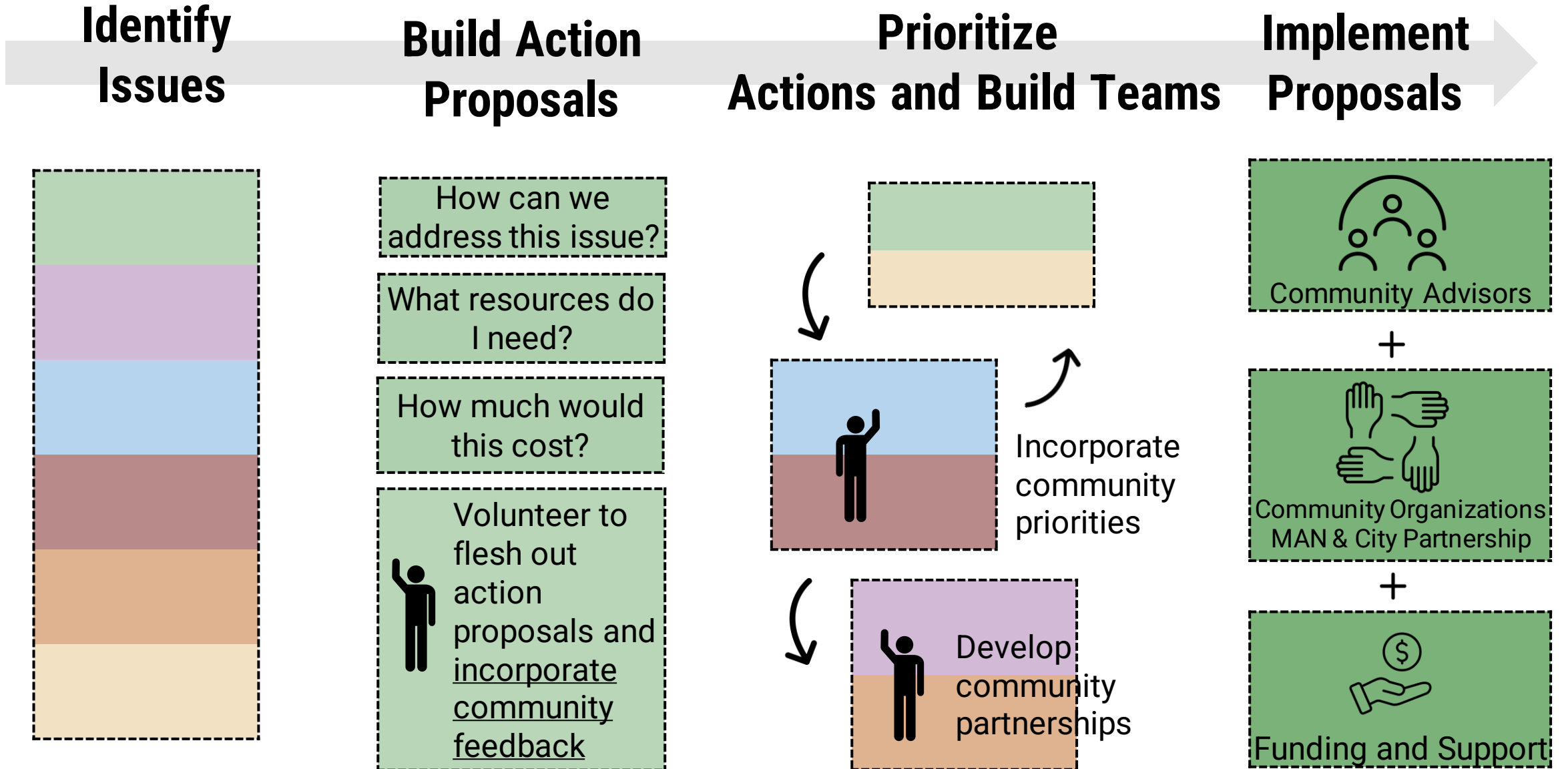
**How will we  
develop our  
action plan?**

# 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.
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**What issues/community needs are we missing?  
Is there anything else we should add to this list?**

# BUILDING AN ACTION PLAN



# For example, what goes into an action proposal?

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

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?



Why is this action important?

What needs to happen?

MOVES:  
Steps that steer  
the Action Plan  
toward successful  
change



1.  
2.  
3.

# COMMUNITY ADVISORS PROCESS & TIMELINE

	September	October	November	December	<b>Final Action Plan</b>
	Meeting #3 <b>TODAY</b>	Meeting #4	Meeting #5	Meeting #6	
<b>Guiding Questions</b>	<ul style="list-style-type: none"> <li>Where do you see the most opportunity/need?</li> <li>How does this relate to community priorities?</li> <li>What are actions that could address those issues?</li> </ul>	<ul style="list-style-type: none"> <li>What additional actions were recommended by the community?</li> <li>What is the best first step to advance this goal? What would be a “quick win”?</li> <li>What is required for action- from the City, from the community?</li> </ul>	<ul style="list-style-type: none"> <li>What are roles and responsibilities for this action?</li> </ul>		
<b>Other Action Plan Tasks</b>	Further developing action proposals, reflecting community feedback from: <ul style="list-style-type: none"> <li>Community Questionnaire</li> <li>Past plans and analysis</li> <li>Additional community input/engagement events/activities</li> <li>Talking with experts, partners, and community members</li> <li><b>**Activation Event**</b></li> </ul> <p>Note: Actions should reflect the top issues and priorities for all community members, including outside of Community Advisors.</p>			<ul style="list-style-type: none"> <li>Developing final implementation plan and resources</li> <li>Connect with existing City departments and community partners</li> <li>City review (and approval?) of the Action Plan, possible allocation of City dollars</li> </ul>	

# 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?

**Activation Event**

# **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











Basketball Court



Color Cloud



Food Truck and Kiosk Court



"Park in a Box" installation



Kids Play Pieces



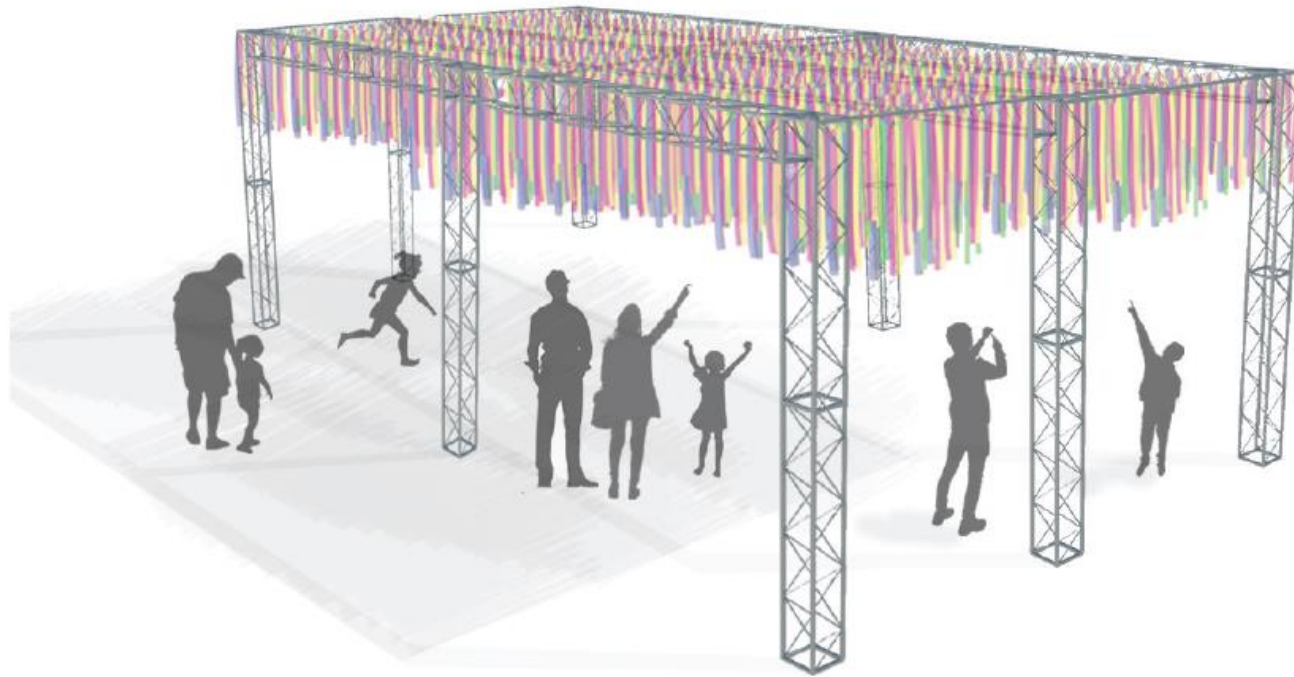
interactive signage

# Marysville & Arcade Lot Activation Concept

# 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



# PARK IN A PARK

## ENGAGEMENT INSTALLATION



# **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)