DIVING IN DEEP:  
IDENTIFYING OPPORTUNITIES FOR CHANGE  

CAC Meeting #4  
October 2022
AGENDA

1. Welcome
2. Community Context and Priorities
3. What’s Next for Action Planning?
4. Community News
Community Context and Priorities
WE HAVE HEARD YOU SAY....

- Public Transportation Barriers
- Infrastructure Improvements
- Opportunities for Youth Engagement and Employment
- More Health Care Facilities
- Repurposing existing Land Uses and Commercial Buildings
- Affordable Housing
- Opportunities for residents to be involved in community decisions for further investment
- Access to Fresh Produce
ADDITIONAL COMMUNITY INPUT ACTIVITIES

Community Interviews and Questionnaires (240+ responses)

Meetings and Conversations with Community Groups

Community Listening Session on Displacement + Gentrification

Community Walk-Around “Audit”
<table>
<thead>
<tr>
<th>Public Transportation Barriers</th>
<th>Infrastructure Improvements</th>
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<th>Access to Fresh Produce</th>
</tr>
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<tbody>
<tr>
<td>More frequent bus service</td>
<td>Road painting, paving, and traffic safety improvements</td>
<td>Build a sense of identity</td>
<td>Addiction and mental health services</td>
<td>Support new and existing businesses</td>
<td>Improve housing stock</td>
<td>Intervening with vacant commercial properties, improving physical conditions</td>
<td>Add Grocery options</td>
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<tr>
<td>Bike/pedestrian improvements</td>
<td></td>
<td>Garbage removal</td>
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<td></td>
<td>Increase home ownership opportunity</td>
<td>Increasing shopping, retail, entertainment options</td>
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<td></td>
<td></td>
<td>Landscaping, art, graffiti removal, lighting, and beautification</td>
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<td></td>
<td>Address homelessness</td>
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</table>
GROUPING PRIORITIES INTO ACTION AREAS

“Action areas” are groupings of issues that make it easy for community members and partners to collaborate under a shared mission.
## DRAFT ACTION AREA ISSUE GROUPS

<table>
<thead>
<tr>
<th>Category</th>
<th>Live (Meeting Basic Housing Needs)</th>
<th>Shop + Work (Shopping at, Owning, or Working at Local Businesses)</th>
<th>Experience (Physical Assets and Infrastructure)</th>
<th>Inclusion (Access to Influence over Decisions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Advisor-Identified Issue Areas</td>
<td>• Affordable Housing • Healthcare Facilities</td>
<td>• Youth Engagement and Employment • Repurposing existing Land Uses and Commercial Buildings • Fresh Produce</td>
<td>• Public Transportation Barriers • Infrastructure Improvements</td>
<td>• Opportunities for residents to be involved community decisions for further investment</td>
</tr>
<tr>
<td>Issue Areas from Community Commentary</td>
<td>• Addiction and mental health services • Subsidized/affordable housing • Improve housing stock &amp; home ownership opportunities • Address homelessness • Minimize displacement</td>
<td>• Intervening with vacant commercial properties, improving physical condition • Increasing shopping, retail, entertainment options • Add Grocery options • Support new and existing businesses</td>
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Note: Our Action Plan should address issues raised by community advisors and all community members.
ASKING THE BIG QUESTIONS

Why is it like this today?
What can change? How?
Who has influence?
ASKING THE BIG QUESTIONS

Why is it like this today?
What can change? How?
Who has influence?

Let’s share what we know so far – and start to identify where we can begin to build solutions!
TOPICS

- City Levers
- Live Meeting Basic Housing Needs
- Shop Shopping at Local Businesses
- Work Owning or Working at Local Businesses
- Experience Physical Assets and Infrastructure
- Inclusion Access to Influence over Decisions
# City Levers – What can the City influence?

<table>
<thead>
<tr>
<th>CAPITAL INVESTMENT</th>
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<tbody>
<tr>
<td>• Capital investment can be a tool to jump start private investment.</td>
</tr>
<tr>
<td>• The City is identifying opportunities to address deficiencies and meet Federal/State requirements.</td>
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<td>• Some funds are available (e.g. brownfields) but significant investment is needed.</td>
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<tr>
<th>ZONING AUTHORITY</th>
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<tr>
<td>• Zoning can be used to prohibit, require or promote certain types of development.</td>
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<tr>
<td>• North Sacramento is historically industrial and residential.</td>
</tr>
<tr>
<td>• The City is adopting policies that support density, necessary to support retail.</td>
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<tr>
<td>• Zoning can only allow, not create investment.</td>
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<th>INCENTIVES</th>
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<tr>
<td>• Non-monetary incentives such as exceptions or bonuses can be offered to developers (e.g. waivers for off-street parking requirements)</td>
</tr>
<tr>
<td>• Monetary incentives such as tax incentives can increase interest in investment.</td>
</tr>
<tr>
<td>• Often, incentives do not help address deep needs (e.g. housing for the homeless)</td>
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</tbody>
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<th>Subdivision AUTHORITY</th>
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<tr>
<td>• The City can require robust public improvements in physical infrastructure through its street design requirements which are required during the platting process.</td>
</tr>
<tr>
<td>• The physical improvements needed across North Sacramento are costly and those high costs may also discourage investment.</td>
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<tr>
<th>Vacant Land Disposition</th>
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<td>• The City can sell or invest in public property to...</td>
</tr>
<tr>
<td>• meet the needs of the local community</td>
</tr>
<tr>
<td>• act as a catalyst for development of other adjacent parcels</td>
</tr>
<tr>
<td>• Activate vacant space with temporary uses to increase foot traffic, community safety and support local businesses.</td>
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What should be added or edited? What questions do you have – and who can we learn from?
### Live (Meeting Basic Housing Needs)

<table>
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<tr>
<th>What's the Challenge?</th>
<th>Why is it Like This? Who has Influence?</th>
<th>What Could Change? Where Can Community Lead?</th>
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</table>
| • Community members are concerned about **rising housing costs**.  
  • The area has seen an increase of over 2,000 units with monthly rents over $800.  
  • At the same time we have lost about 1,500 units with monthly rents under $800.  
  • Community members are also concerned about the lack of **housing and health/well-being supports for homeless neighbors** | • The number of higher-income residents and units is increasing  
  • 61% increase of residents making > $75,000/year  
  • Lower-income residents and units are leaving the area  
  • 7% decrease of residents making < $35,000/year  
  • Major factors likely include:  
    • High construction costs  
    • Lack of incentive for owners to invest  
    • Vacant public property  
    • Community pushback against subsidized housing | • Help residents buy local properties  
• Build community support for proposals of affordable or subsidized housing  
• Develop anti-displacement tools (e.g. land trusts)  
• Work with homeless service providers to identify and address gaps in services  
• Other ideas? |

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What should be added or edited? What questions do we have – and who can we learn from?
Shop (Shopping at Local Businesses)

What’s the Challenge?

Of the residents and visitors who participated in the community survey, most feel **offerings along the corridor are very limited**.

- 62% said they access the corridor for grocery needs, but not for many other goods and services.
- 47% only visit the corridor monthly or not at all.
- 4: Average rating on a scale from 1-10, saying the corridor meets resident’s everyday needs.

Why is it Like This? Who has Influence?

- The Del Paso-Marysville commercial corridor still remains active but has experienced very little new retail growth in the last decade, with new building deliveries primarily being discount retail chains and small auto dealerships.

Top 5 Retail Industries
1. Used Car Dealers
2. General Merchandise
3. Grocery Retailers
4. Clothing Stores
5. Building Material Dealers

What Could Change? Where Can Community Lead?

- Targeted marketing campaigns to attract more visitors
- Reinvigorate community staples that are iconic to the corridor
- Advertising healthy food options, creating programs to teach about nutrition and cooking
- Activate vacant sites and storefronts to pilot community-informed retail and dining models
- Other ideas?

What should be added or edited? What questions do we have – and who can we learn from?
**Work (Owning or Working at Local Businesses)**

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<td>• Costs of operating businesses increased (e.g. rent, labor)</td>
<td>• Infrastructure investments was the top need among surveyed businesses</td>
<td>• Business friendly infrastructure improvements</td>
</tr>
<tr>
<td>• The physical environment of the corridor has deteriorated – especially due to the number of vacant lots</td>
<td>• Many businesses surveyed are not connected with a chamber or commerce or business support organization</td>
<td>• Expanded building improvements program and funding</td>
</tr>
<tr>
<td>• Safety concerns and homelessness make it hard to maintain foot traffic</td>
<td>• Costs for improvements have increased</td>
<td>• Cleaner and safer streets</td>
</tr>
<tr>
<td>• Majority of businesses surveyed shared future concerns with remaining in business</td>
<td>• Absentee property owners do not have incentive for graffiti removal, façade improvements</td>
<td>• Attract more businesses that will hire local workers and promote training programs</td>
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**What should be added or edited? What questions do we have – and who can we learn from?**
## Experience (Physical Assets and Infrastructure)

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<td>• 40% of survey respondents identified the need to increase safety measures along the corridor to make it more of a safe space for residents to come together</td>
<td>• Heavy industrial use – past and present – contributes to wear and tear</td>
<td>• Community-led initiatives to ensure safe crossings for kids</td>
</tr>
<tr>
<td>• Residents named basic infrastructure investment needs that would make them feel safe – ranging from sidewalks, road crossings, lane striping, lighting, and more</td>
<td>• Limited public infrastructure investment and transit dollars have not been targeted toward this neighborhood</td>
<td>• Community cleanups initiatives</td>
</tr>
<tr>
<td>• Bus service is also much more limited than desired</td>
<td>• Major investment initiatives require a long planning time horizon and are not equipped to make small or holistic improvements (e.g. limited area of impact around new investments only includes certain types of improvements)</td>
<td>• Tactical investment in improvements (e.g. striping)</td>
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<td></td>
<td>• Community organizing to build attendance and advocacy at major infrastructure planning meetings</td>
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<td>• Other ideas?</td>
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What should be added or edited? What questions do we have – and who can we learn from?
Inclusion (Access to Influence over Decisions)

What's the Challenge?
- Community Advisors named a desire for more community influence over investment decisions

Why is it Like This? Who has Influence?
- Traditional opportunities for input come with many barriers, such as:
  - The timing of meetings makes it hard to participate
  - Residents are unaware of input opportunities
  - Lack of understanding about how to improve quality of life through taking action in this way
  - Cultural barriers such as unwillingness to meet with or challenge government
  - And many more

What Could Change? Where Can Community Lead?
- Community-led initiatives to share knowledge about ongoing plans and initiatives
- Community stipends or paid opportunities for community advocacy and organizing
- Improved advertising for existing opportunities
- Partnership with City offices to remove barriers to participation
- Other ideas?

What should be added or edited? What questions do we have – and who can we learn from?
What’s next for action planning?
What's next for action planning?

November

- Prioritizing possible actions with community members

• Developing ideas further with support from City + subject matter resources and partners

Now -> December

- Identifying resources and partners to help take action
What are your questions, thoughts or suggestions to develop a great action plan?
Community News

What is happening along the corridor?