REFINING PRIORITIES TO BUILD THE ACTION PLAN

CAC Meeting #5
November 2022
AGENDA

1. Welcome + Introductions
2. Review + Discuss Sample Action Plans
3. Prioritization Activity Data Workshop
4. "Roadshow" Prioritization Engagement
Let's talk sample action plans!
MACON ACTION PLAN

• What elements of the plan do you like?
• What do you feel like is missing from the plan?
• What comparisons can you make to the work being done to inform our Forward Together Action Plan?
MACON ACTION PLAN

• Pg. 12 displays a graphic of Your Priorities for MAP and looks to have a bar graph of top priorities. We like this visual!
• Pg. 22 discusses ideas to address homelessness, and we think this is important as it has been called out in Sacramento too!
• Pg. 25 also shares values to our project centering on family friendly programming and accessibility
• Pg. 51 provides a visual of the strategies for implementation.
CAMBODIA.TOWN.THRIVES
ACTION PLAN

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CAMBODIA.TOWN.THRIVES
ACTION PLAN

• Pg. 11 calls out what makes this plan so special.
• Pg. 12 lists shared values – we have a shared vision but think it's important to call out community values.
• Pg. 17 specifically calls out a commitment to social justice, and we think this is important given the historic practices or institutional racism that have led to disinvestment. Impacts of COVID-19 are also specifically named, and this is important as the community has changed.
• Pgs. 32-39 lists data similar to what we have gathered, and some questions we have asked were able to be tracked in this plan.
• Pg. 93 calls out policies – that has come up in this space and could be incorporated into the plan.
“Action areas” are groupings of issues that make it easy for community members and partners to collaborate under a shared mission.
**What would make it easier to live in this area?**

- Help residents buy local properties
- Prevent gentrification and displacement with tools like community land trusts
- Connect residents to more affordable housing to rent
- Work with homeless service providers to identify and address gaps in services
- Build community support for affordable or subsidized housing so more projects are approved

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**What would make shopping and entertainment better?**

- Beautification, Lights, and marketing campaigns to attract more visitors
- Advertise healthy food options, create nutrition/cooking programs
- Activate vacant sites and storefronts to pilot community-informed retail and dining models
- Reinvigorate community assets that are unique to the corridor (e.g. murals)

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**What would help make this area feel safe and enjoyable?**

- Safe street crossings for kids
- More parks and spaces for kids and families
- Tactical investment in improvements (e.g. striping, lighting at night)
- Community cleanups to remove trash and garbage
- Improved sidewalks

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**What kind of business support & employment opportunities do you want?**

- Connect businesses to established resources and programs to help them upgrade, expand, and serve new customers
- Connect businesses to improved infrastructure improvements (e.g. better parking)
- Attract more businesses that will hire local workers and promote training programs
- Improve buildings by providing support and funding
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PRIORITY ACTIONS

MARYSVILLE & DEL PASO BLVD.
COMMUNITY VOICE

Based upon data collected from Forward Together Community & Business questionnaires distributed from August - September 2022, proposed steps and action items for Marysville & Del Paso Blvd. Action Plan have been grouped into the following categories: Live, Work, Shop, and Experience.

WHAT WE’VE HEARD SO FAR...

LIVE
1. Build community support for affordable or subsidized housing so more projects are approved
2. Help residents buy local properties
3. Connect residents to more affordable housing to rent

WORK
1. Cleaner and safer streets
2. Attract more businesses that will hire local workers and promote training programs

EXPERIENCE
1. Community cleanups to remove trash and garbage
2. Safe street crossings for kids
3. More parks and spaces for kids and families

SHOP
1. Activate vacant sites and storefronts to pilot community-informed retail and dining models
2. Beautification, Lights, and marketing campaigns to attract more visitors
3. Reinvigorate community assets that are unique to the corridor (e.g. murals)
COMMUNITY INPUT

What are the Top 3 Actions from each category: Live, Work, Shop, Experience
BUILDING ON PRIORITIES

Let's talk community input! Building out the Priorities: Live, Work, Shop, Experience
NEXT STEPS
Forward Together "Roadshow"
Community News

What is happening along the Boulevard?