

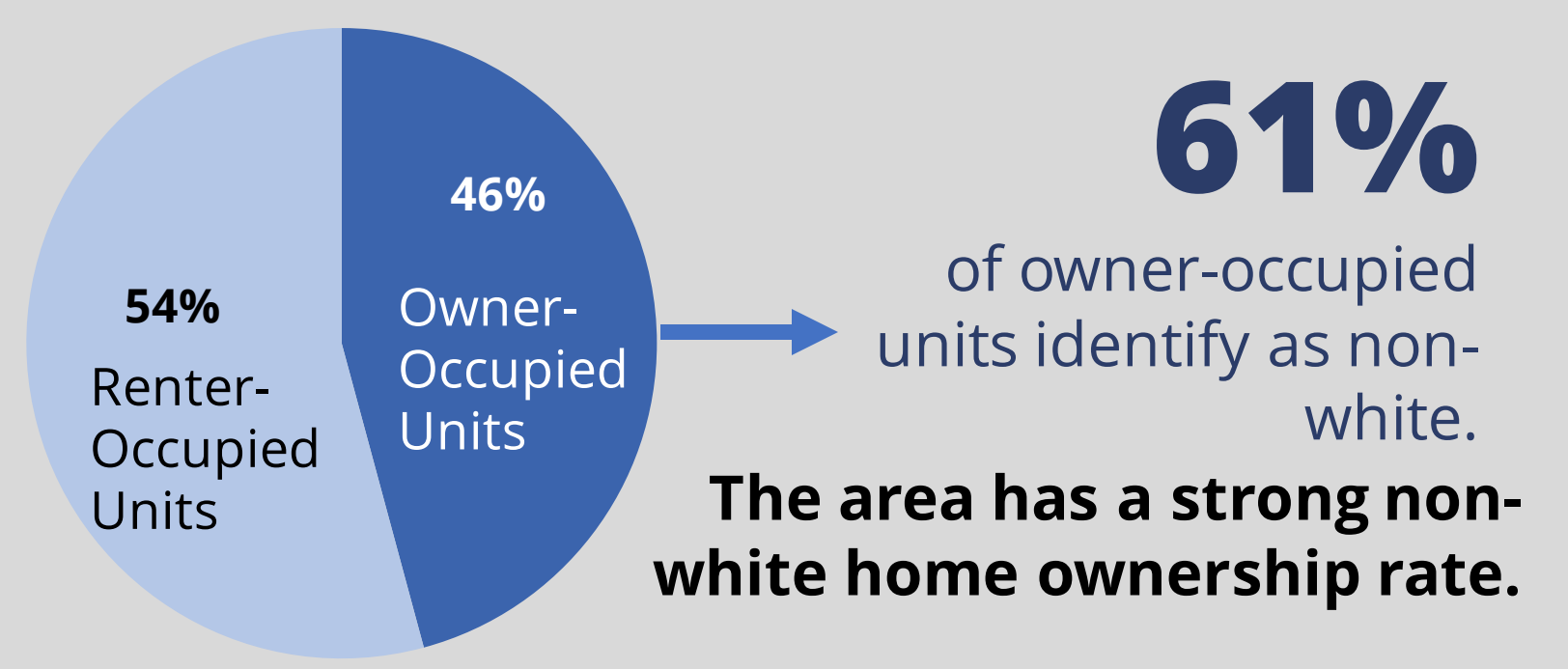
What I want on the boulevard is..

A large, empty speech bubble shape with a blue outline, intended for a user to write their response to the question above. The shape is rounded at the top and has a pointed bottom, resembling a speech bubble. It is currently empty, providing space for a user to input their answer to the question "What I want on the boulevard is..".

COMMUNITY DATA

LIVE

Create and preserve **affordable housing and home ownership opportunities** for residents.



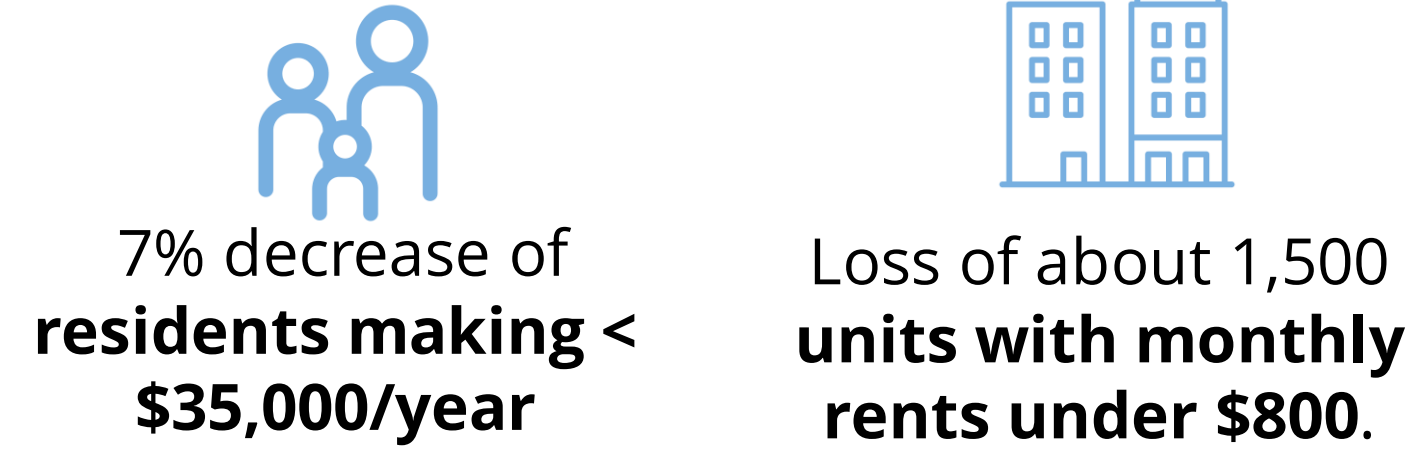
36% Of Survey Respondents have lived in the Study Area for 20+ years.

\$1,074 2020 average gross rent (+18% increase from 2010)

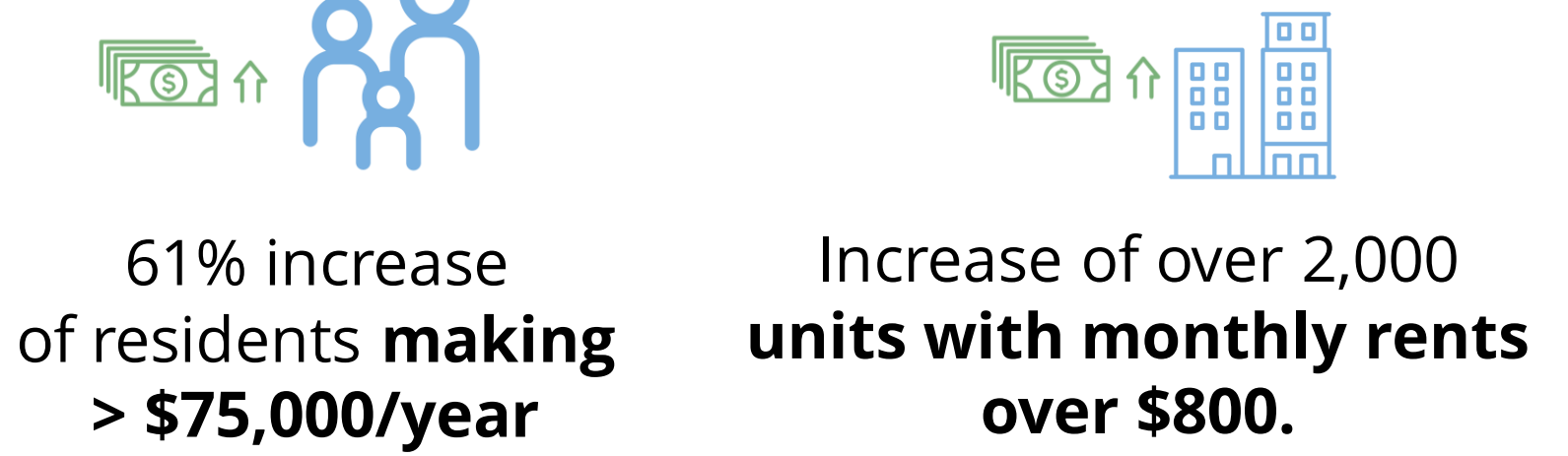
\$214,557 2020 Median Home Value (+4.8% from 2010)

From 2010 to 2020...

Lower-income residents and units are leaving the area



The number of higher-income residents and units is increasing



SHOP

Create an **inclusive retail corridor** that meets the various shopping and entertainment needs of the community.

8.8% Of Businesses in the Study Area are **Retail Trade** Businesses

Top 4 Responses for what the **community would like to see more of along the corridor:**

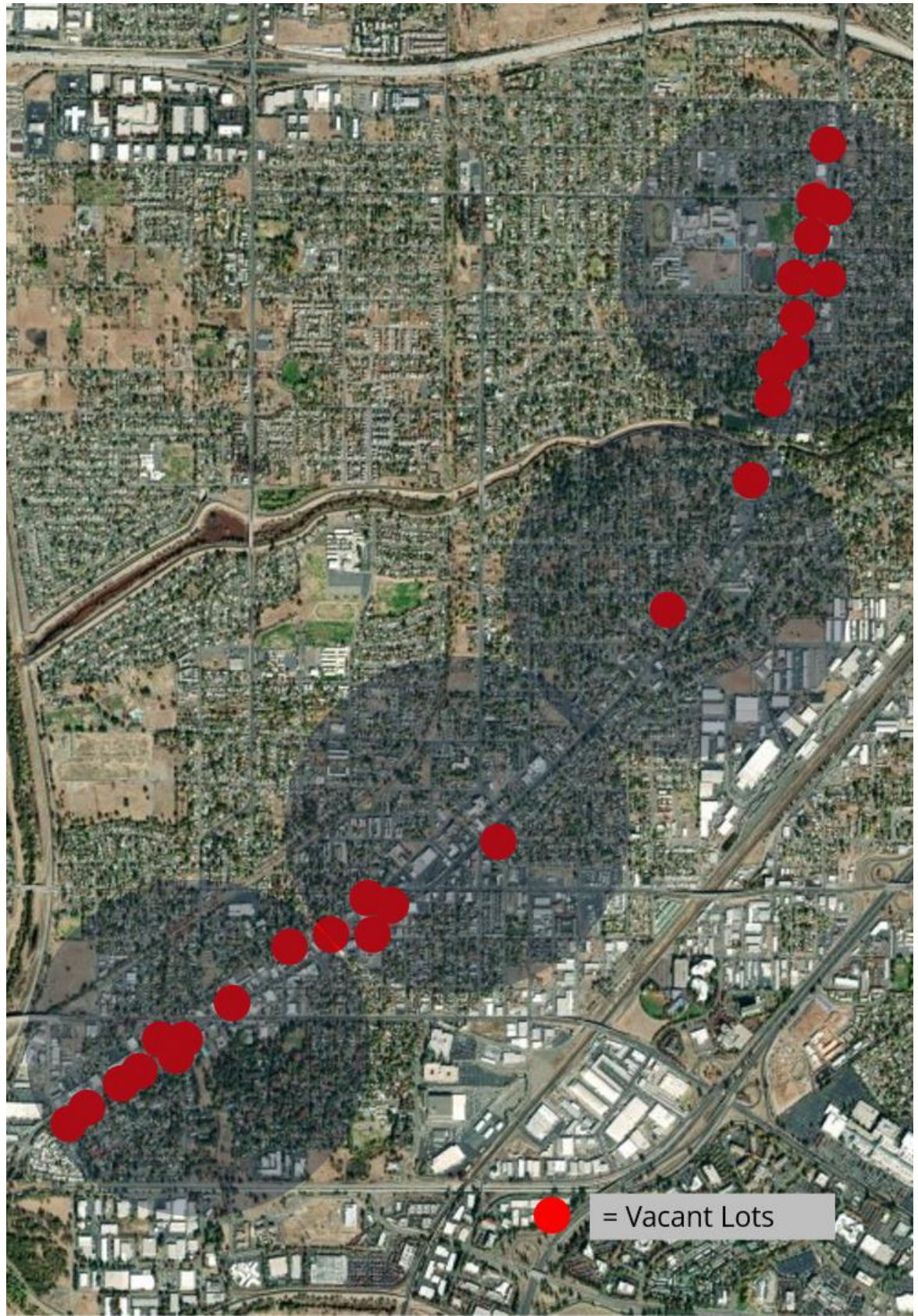
- 1 Restaurants
- 2 Grocery Stores
- 3 Entertainment Stores
- 4 Personal Shopping

Top 5 Retail Industries

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

47% Of Survey Respondents only visit the corridor monthly or not at all.

Vacant lots along the corridor may impact the shopping experience..



WORK

Create and retain businesses that **provide good job opportunities and career growth** for workers in the community.

10,924 **Total Jobs** in Study Area

1,517 **Total Businesses** in Study Area

11% **Unemployment Rate**, Population 16 years+

31% **Of Workers are people of color**

59% of survey respondents believe there are **not enough adequate job opportunities** along the commercial corridor

95.4% of the residents are **employed outside of the study area**, with 25% of residents employed elsewhere in the city of Sacramento

58% Of businesses surveyed are **somewhat or very concerned about being able to remain in business** in the area after recovering from the pandemic.

EXPERIENCE

Foster **inviting spaces and experiences** where residents, workers, businesses and visitors can gather.

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**



- Observations from community walk-around**
- Need for neighborhood beautification
 - Vacant Properties
 - Inconsistent storefront signage
 - Litter and Garbage

Top 3 mobility challenges identified by community members

1. Lack of pedestrian-friendly streets and sidewalks
2. Adequate streetlights
3. Limited transit options

COMMUNITY VISIONING

I WANT TO SEE...

Connect residents to more affordable housing to rent

Help residents buy local properties

Build community support for affordable or subsidized housing

Develop anti-displacement tools (e.g. land trusts)

Work with homeless service providers to identify and address gaps in services



LIVE

What would make it easier to live in this area?



Improve buildings by providing support and funding

Business friendly infrastructure improvements (e.g. better parking)



WORK

Cleaner and safer streets

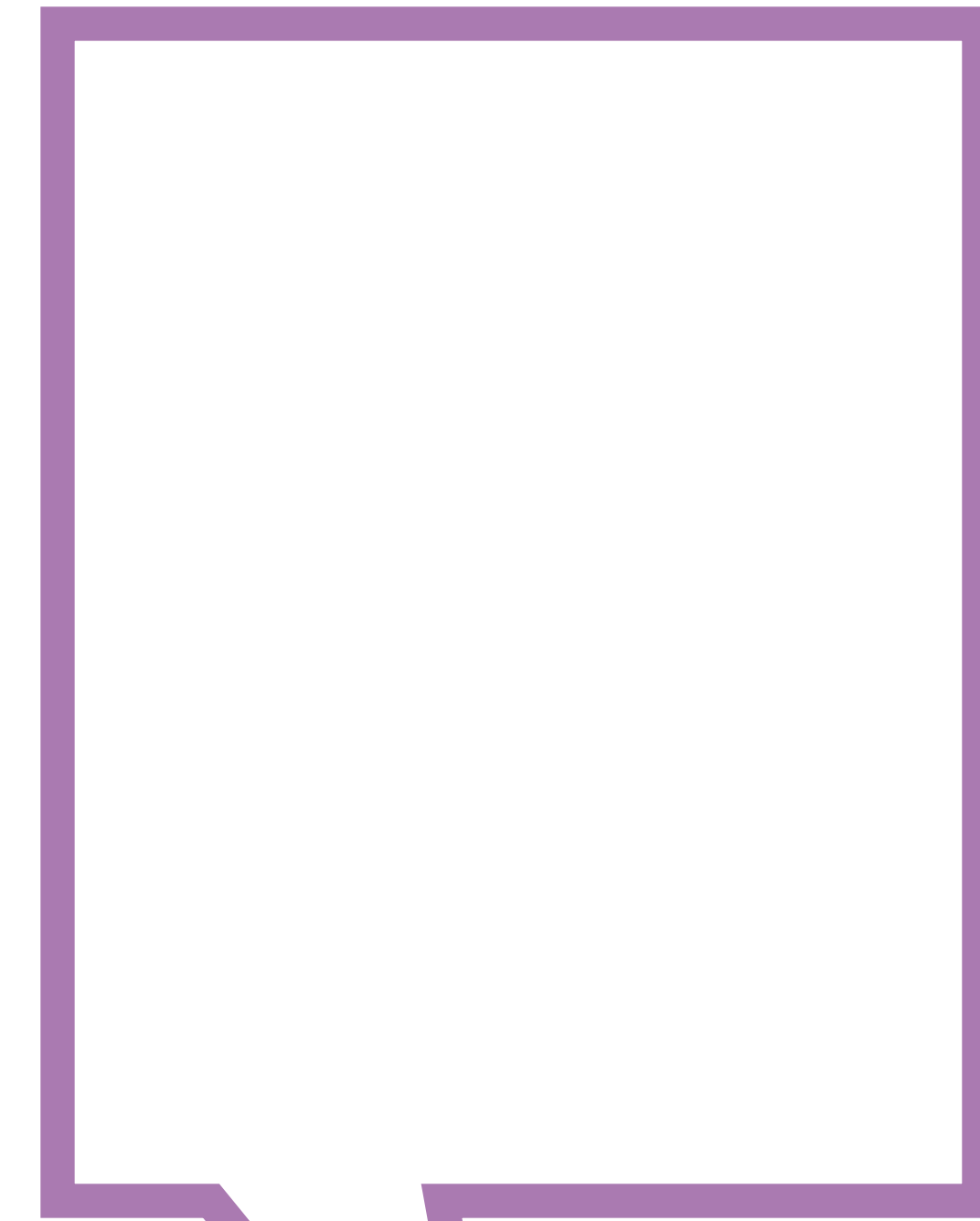
Attract more businesses that will hire local workers and promote training programs

Connect businesses to established resources and programs to help them upgrade, expand, and serve new customers

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



I WANT TO SEE...



Beautification, Lights, and marketing campaigns to attract more visitors

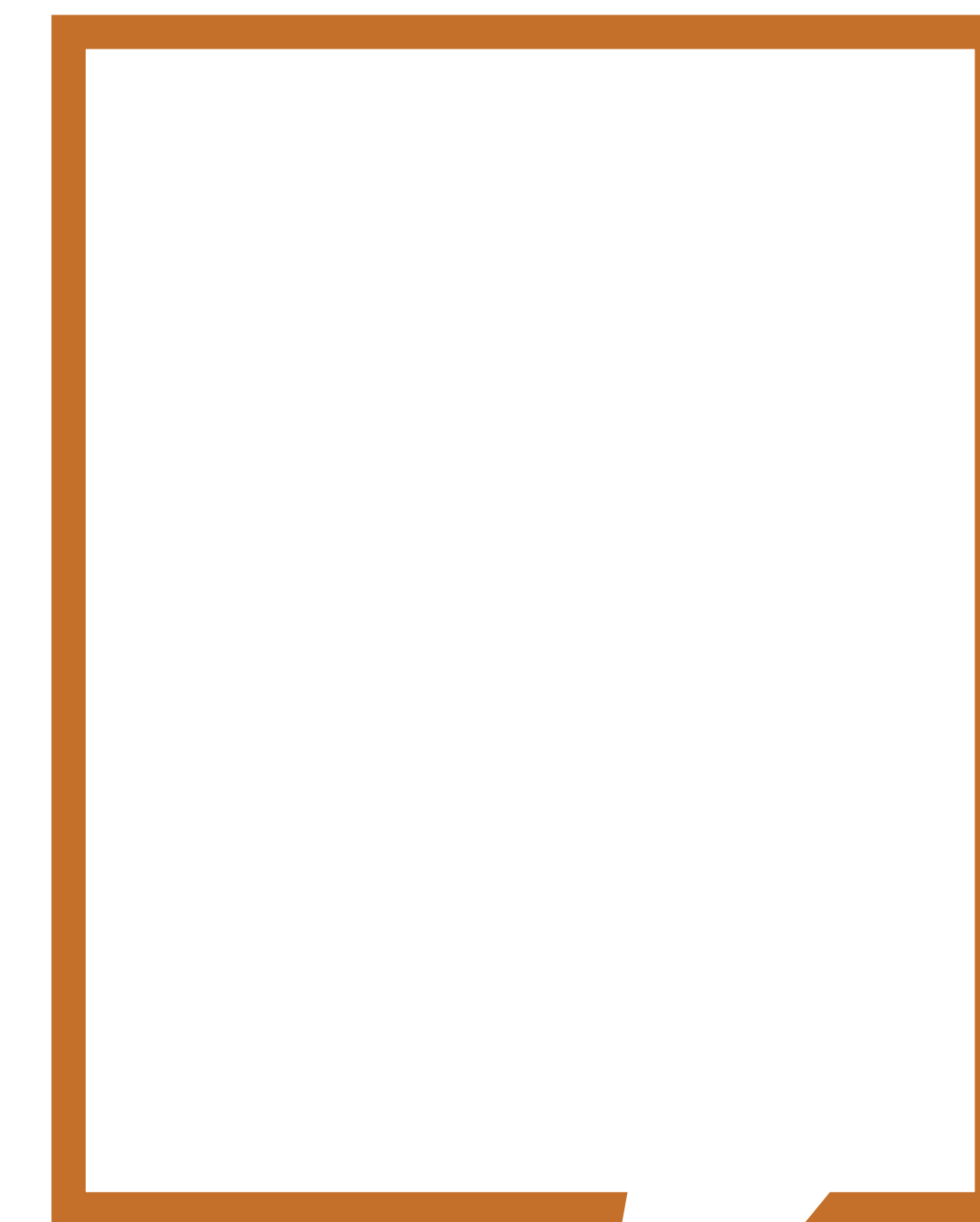
Reinvigorate community assets that are unique to the corridor (e.g. murals)



SHOP

Advertise healthy food options, create nutrition/cooking programs

What would make shopping and entertainment better?



Improved sidewalks

More parks and spaces for kids and families

Better and more bike lanes

Community cleanups to remove trash and garbage



EXPERIENCE

Tactical investment in improvements (e.g. striping, lighting at night)

Safe street crossings for kids

Build attendance and advocacy at major infrastructure planning meetings

What would help make this area feel safe and enjoyable?



I WANT TO SEE...

