



Inclusive Economic Development Working Group Notes – Stockton Blvd.

Tuesday, April 27, 2021 (6:00 – 8:00 PM)

Attendees:

Name	Organization	Attended
Elizabeth Boyd	City of Sacramento, Planning Division	X
Brandon McCord	City of Sacramento, Planning Division	X
Mikel Davila	City of Sacramento, Office of Innovation and Economic Development	X
Michael Blair	Resident Planning Team	X
Kevin Nguyen	Resident Planning Team	X
Aissata Morton	Resident Planning Team	X
Mai Nguyen	Resident Planning Team	X
Kim Williams	Building Healthy Communities	X
Kriztina Palone	City of Sacramento, Workforce Development	X
Amy Williamson	City of Sacramento Office of Innovation and Economic Development	X
Amy Lapin	Economic & Planning Systems	X

Main Themes:	<ul style="list-style-type: none"> • Investment opportunities for city residents. • Using vacant land for future development. • Creating generational wealth. • Housing bringing economic growth • Increase Wi-Fi Access • Improve city community outreach. <ul style="list-style-type: none"> ○ Overcome language barriers. ○ More resources publicly available ○ Restructure engagement techniques (no more town halls talking at people, more traditional grassroots engagement from the ground up) ○ Invest in community-based organization (CBOs), especially the small grassroots orgs.
Link to the Meeting Recording:	→ Here



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Subject	Discussion Questions
Main Activity	<p>Has the City heard and addressed the needs appropriately (on Stockton Blvd)?</p> <ul style="list-style-type: none"> • What is the city already doing to address this topic? • What programs are working, what could use more resources? • What can the city do to improve these services? <p>What are the gaps? What other ideas are out there?</p> <ul style="list-style-type: none"> • Is the city/community investing in the right things? • What tools are out there to address this on Stockton Blvd? • What should be done on a programmatic level? • Can you share an example of a successful inclusive economic development activity/program? • What opportunities are there for business-to-business collaboration?
Breakout Group 1. Discussion Notes	<ul style="list-style-type: none"> • Need for basic Wi-Fi for every household. • Provide a local investment opportunity for our more vulnerable populations to be able to create wealth (local constructions projects, city bonds, etc.) • Need to do placemaking for Little Saigon – banners, monument sign, etc. • Create a park/gathering space near/in Little Saigon for the community to meet and celebrate. • Create venues for night life off Stockton Blvd. • “We have interest in an event hall, we are looking for a venue to have 5-10,000 people that would draw attention to the Stockton Blvd corridor.” • “There is an economic mismatch with many of the jobs coming to Aggie Square versus the current skill level of the residents.”



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	<ul style="list-style-type: none"> • “It is important that the projects along the corridor speak to the area and not just anywhere. We need a cohesive design guideline along the corridor.” • On vacant land, “we currently do not have a viable solution to acquire land to do community projects. We have the interest, but we need help in this. If the city helped, then the city could acquire a vacant lot in order to do a project.” • “I’ve spoken with multiple council members and have been throwing this idea of acquiring vacant land for years. We’re looking for enough interest and talent to lead this effort, rallying up the support to do this endeavor.” • The Oak Park 20 Plan, anti-gentrification pilot program that includes wrap around services that is a wealth building program with 20 Oak Park households, it’s about building wealth. Have 20 legacies households of 3 or more people that are not current homeowners, get a lead sponsor to guarantee a local down-payment assistance of \$20,000 to do homeownership. • Get SMUD or UC Davis to hire residents that supplies good wages with benefits, including life insurance which will create long-term generational wealth.
<p>Breakout Group 2. Discussion Notes</p>	<ul style="list-style-type: none"> • “How does the city know they’re meeting community needs? ROPT(?) have identified needs but haven’t canvassed residents; we came up with those. Are we meeting needs? Being a nurse, I would like to see health care included in the discussion.” • There are still a lot of gaps in identifying needs. We applaud the city for all programs to bridge gaps, but there are still language barriers, especially on the small biz owner side. • There is a stigma in the area around high #s of COVID cases, especially with high Asian population. We need to be more engaging regarding info flow. • We need more resources for outreach. • Need more surveys to hear direct from biz owners and residents to determine areas to address, and allocated projects to do individual outreach. Communication gap is the big issue; need more guidance/access.



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	<ul style="list-style-type: none"> • City must do things differently around community engagement. No town halls to talk AT people. You have to go old school, go to stores and talk to people (while considering COVID challenges). • Invest in people power and support orgs that can do that. We have some amazing people but thousands more are impacted. • Find creative ways to reach large #s of people. 40 languages in area. • We still need to get over that last hump, which is reaching the most vulnerable. • What strategies are effective. Could the City invest in messaging via text? “Yes, on text. And use trusted community messengers. You also have to be ready to go once you reach everyone. Must build from what they tell us, not from us always giving them something to react to and then we say, “We engaged you.” • “The city and county must align and work together.” • “Is there a place/space for socially distant activity to pump info, and community would know it was consistent and a place for relationship building? With Aggie Square jobs, it will be a huge task to educate and qualify (skill up) community members.” • Invest in CBOs at the volunteer level. People are more accepting of Zoom now. Start somewhere, such as the 5th of the month for example. Have something for biz community to meet their specific needs, and something more inclusive for major announcements. • “Most people in my neighborhood have gates. Flyers get thrown away. I don’t do social media. Seems like most social media users don’t attend association meetings. Get more people to these meetings. Not knowing neighbors is a fundamental problem.”
Ending Remarks	<p>Mikel (summarizing): Who is community? How do we uplift the voices of the marginalized? If we build for them, everyone will have access. Can the city make that shift? Diversity and inclusion is making sure that the most marginalized get information. Racial equity is centering them so that the system works. Do both to get the best system.</p>