

sacramento | 2040

Sacramento General Plan Update and Climate Action Plan

Pop-up Series | Summer 2019

Introduction

During August and September 2019, more than 150 people participated in a series of Pop-up workshops as part of the Sacramento General Plan Update and Climate Action Plan. The Pop-up Workshops were held in conjunction with three Citywide Workshops in April 2019 to supplement the public outreach effort and reach a wider audience. The Pop-up workshops provided an opportunity for the project team to engage with all segments of the community including hard-to reach groups (e.g. youth, seniors, low-income residents, individuals with disabilities, and ethnic communities). The process emphasized “meeting people where they gather” in order to elicit participation at existing community functions and get their input on how the General Plan should shape the future of Sacramento.

Project Overview

The 2040 General Plan is the City’s blueprint for how and where Sacramento will grow over the next 20 years. It will contain policies that will guide everything from transportation, jobs, entertainment, and public safety, to the type of homes available and much more.

In 2019, the City initiated an update to the General Plan to ensure it remains responsive to the challenges of the coming years. Along with updates to the General Plan, the City is also preparing an ambitious Climate Action Plan that outlines a community-wide framework for reducing greenhouse gas emissions and establishes Sacramento as a climate leader.

Purpose, Format, and Schedule

The Pop-up workshop series engaged Sacramento residents in a conversation about what they like, want to change, or see more of in their City. At each Pop-up workshop, the project team engaged community members to provide their input on what should change or be improved on in Sacramento.

The interactive activity consisted of a hanging clothesline where community members could add their responses to three essential questions on an index card:

- What do you like about Sacramento?
- What do you wish you could change about Sacramento?
- What do you want to see more of in Sacramento?

Community members wrote their answers on color-coordinated postcards and hung up their answers with clothespins. Additionally, the project team took pictures with a polaroid camera and hung up the photos of community members along with their answers. To encourage participation and have some fun, the project team also brought a prize wheel where community members could spin the wheel and win prizes.

There were six Pop-up workshops throughout the months of August and September. The table below shows the dates and locations of each workshop:

August 6	National Night Out (page 5)	September 12	Grocery Outlet Bargain Market (page 15)
August 30	Valley Mack Farmer’s Market (page 9)	September 22	Festival Latino!** (page 18)
September 6	District 6 Movie Night & Resource Fair (page 12)	September 28	Health Fair: Pathway to a Healthy Living (page 18)

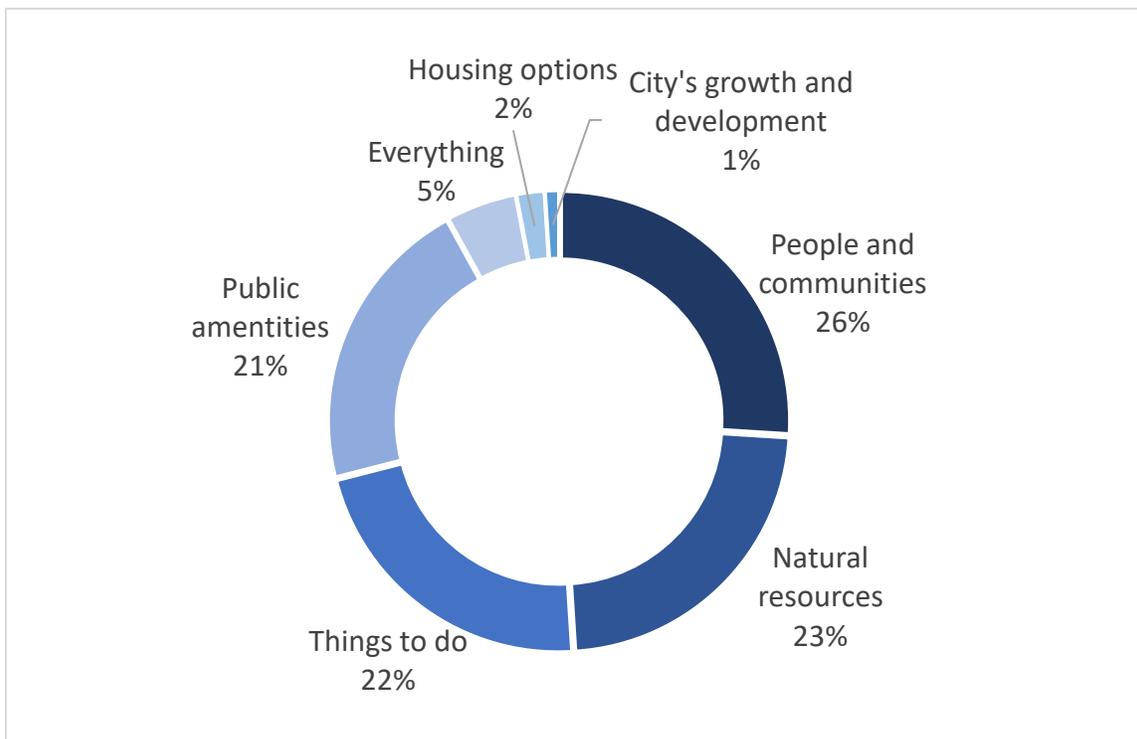
**This was an educational/informational pop-up only with no interactive elements

The 2040 General Plan Update project team received more than 200 responses from community members. Below is a compilation of feedback the project team received, separated by the location of each Pop-up workshop.

Overall Findings

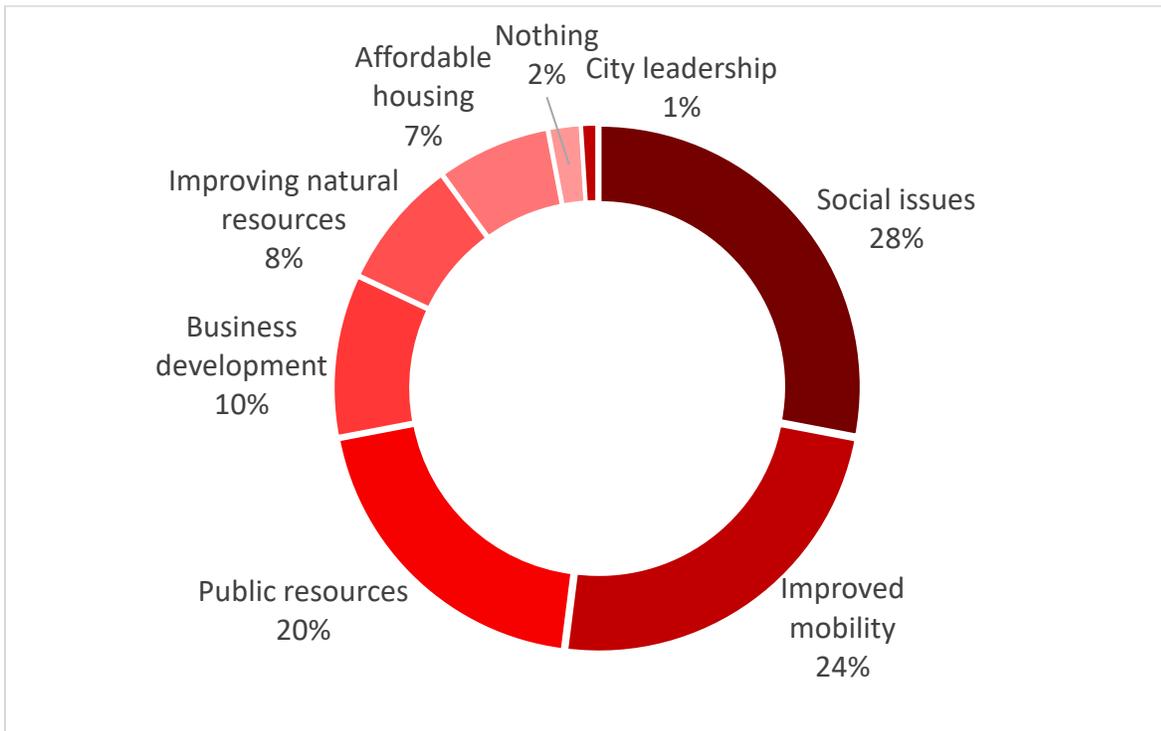
The input collected from the 5 interactive pop-up workshops is summarized in the graphs below:

What do you like about Sacramento?



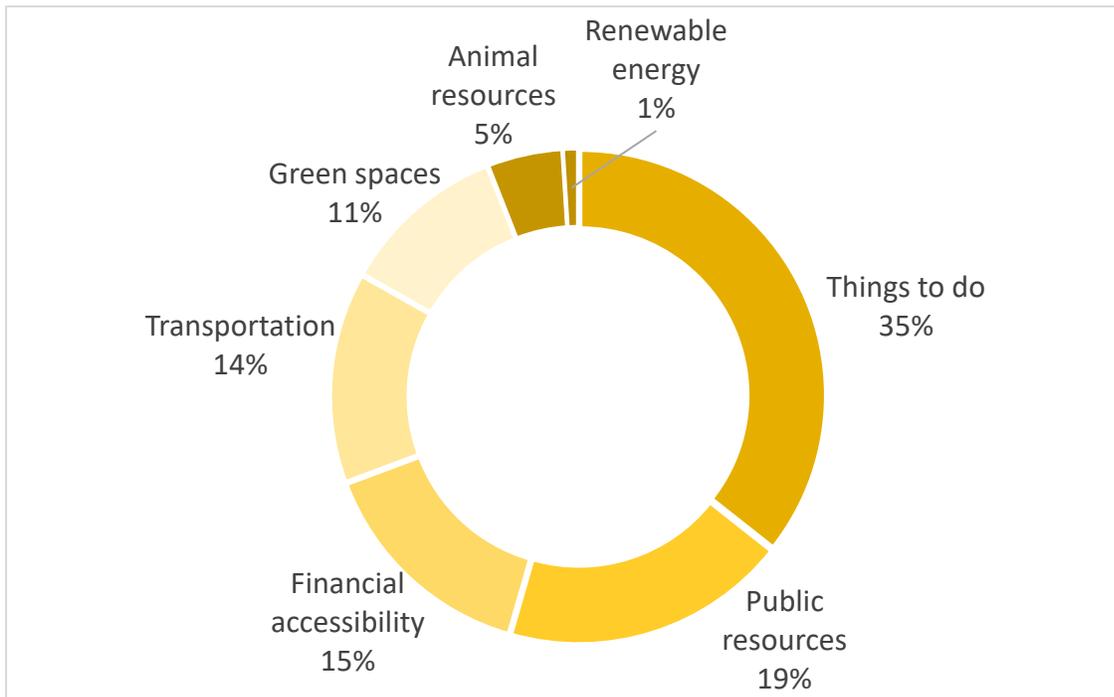
Of the 82 responses to the question, “What do you like about Sacramento?”, most respondents wrote that they like the people in their neighborhoods and the diversity and culture of the various communities around Sacramento (26%). Community members also like the natural resources available for the public like the rivers, parks, and tree canopy (23%). Additionally, workshop attendees said that they like the various entertainment, shopping, and retail options (22%) and the public amenities like the assistance programs, transit options, and size and location of Sacramento (21%). Finally, some respondents wrote that they like everything about Sacramento (5%), the housing options (2%) and the projected growth of Sacramento (1%).

What do you wish you could change about Sacramento?



Of the 90 responses to the questions, “What do you wish you could change about Sacramento?”, most respondents wrote that they want to see a reduction in homelessness and other social issues and for the City to invest in vulnerable communities more (28%). Workshop attendees also want to see improved mobility and transportation options (24%), improved public resources like law enforcement and street infrastructure (20%), and development of vacant or defunct areas (10%). Finally, some respondents mentioned that they want to see improved natural resources like the cleanliness of parks and rivers (8%), more affordable housing (7%), changes in City leadership (1%). Only 2 respondents said that they would not change anything about Sacramento (2%).

What do you want to see more of in Sacramento?



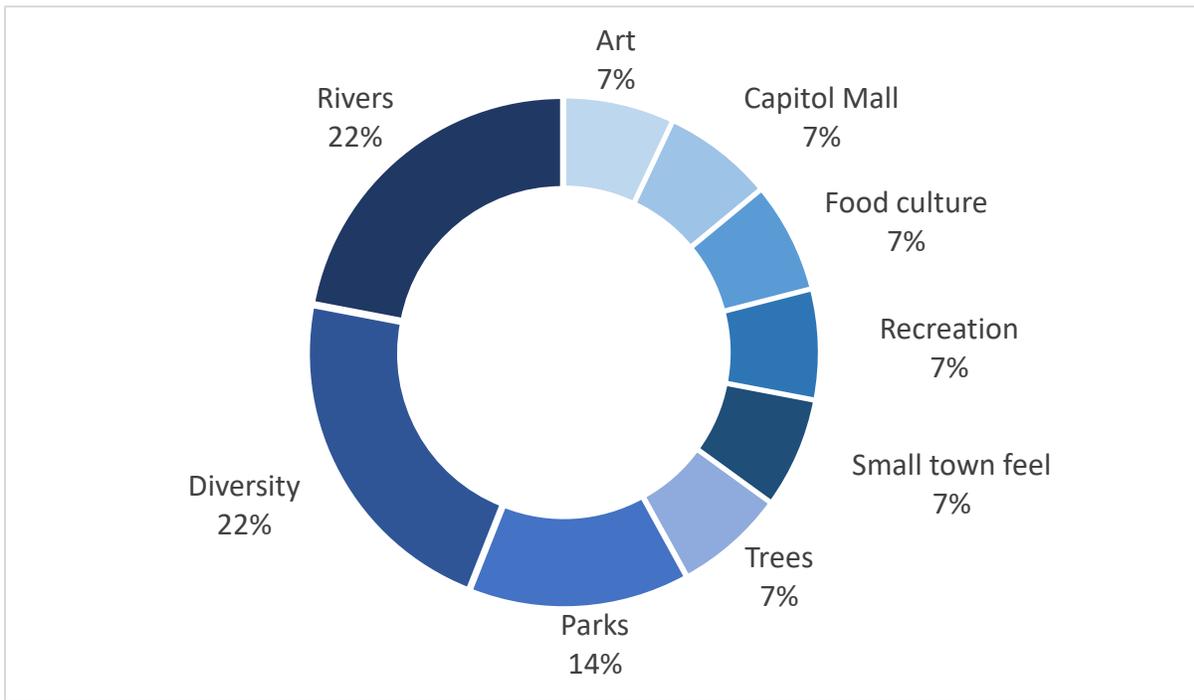
Of the 81 responses to the question, “What do you want to see more of in Sacramento?”, most respondents wrote that they want more entertainment, amusement, retail, and shopping options (35%). Community members also said that they want to see more public resources, particularly for youth and for the homeless (19%), more affordability and employment options (15%), and better transportation options (14%). Finally, some workshop attendees said that they want to see more green spaces and tree canopy (11%), resources for animals like dog parks (5%) and more use of renewable energy (1%).

See below for a breakdown of the findings, separated by location of the pop-up workshop, in chronological order.

National Night Out

On August 6, the project team held a pop-up workshop from 5:00 – 8:00 p.m. during the National Night Out event located in the Franklin Boulevard Business District, at 5383 Franklin Boulevard. National Night Out is an annual community-building campaign that promotes police/community partnerships and neighborhood camaraderie. The project team received approximately 48 responses from community members attending the event. Additionally, there were informational boards with an overview and timeline of the General Plan Update. Workshop materials were available in both English and Spanish.

What do you like about Sacramento?



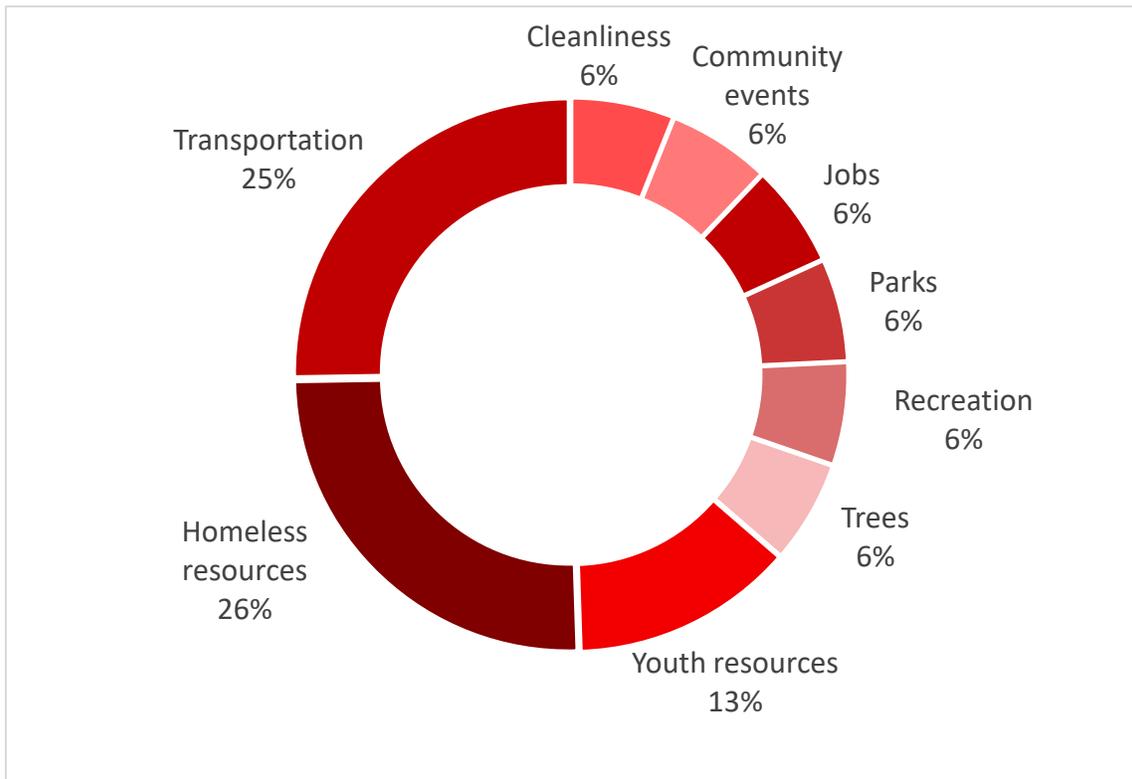
Positive qualities of Sacramento, according to community members

When asked what they like about Sacramento, community members commonly listed the rivers, access to water recreation, the diversity in cultures and ethnicities, and the abundance of parks throughout the City. Additionally, they like the public art, the Capitol Mall, the food culture, opportunities for recreation, the abundance of trees, and the small town feel that the City has compared to other large cities.



Participants of the National Night Out Pop-up Workshop

What do you wish you could change about Sacramento?



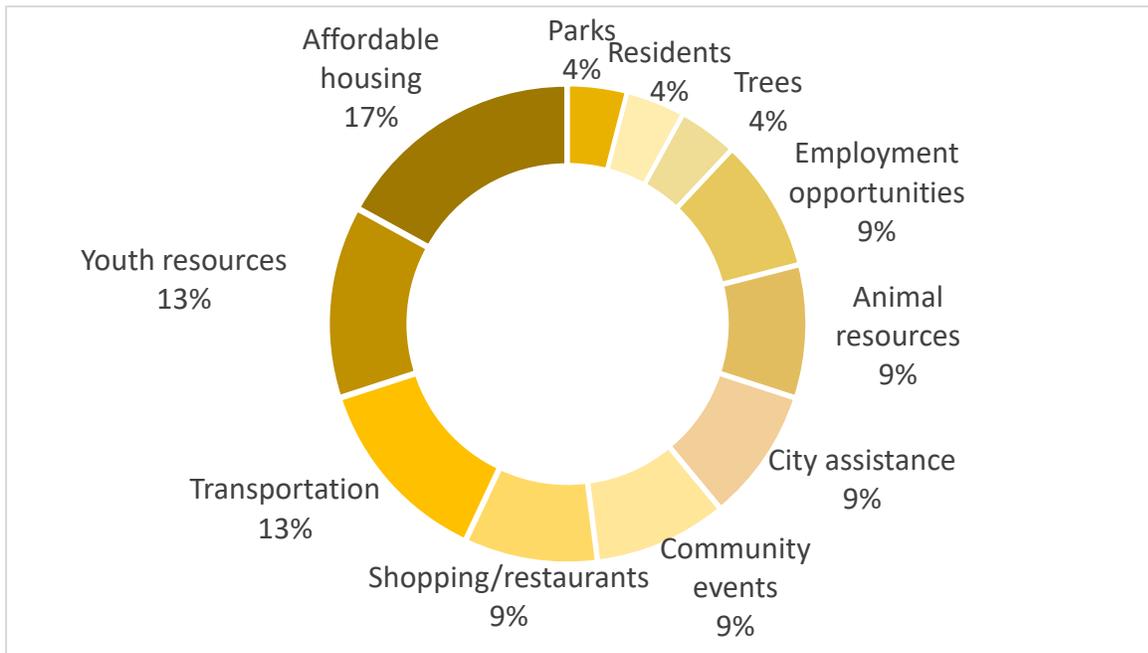
Qualities of Sacramento that should change, according to community members

When asked about they would like to change about Sacramento, community members commonly listed the need for improved resources and shelter for individuals who are homeless, more resources and activities for youth, and improved mobility and transportation (i.e. more light rail lines, more parking, improved bikes lanes). Additionally, community members mentioned they want to see more recreational activities and community events, improved parks, and more tree canopy. Community members also would like to see better employment opportunities, and improved cleanliness along Franklin Boulevard.



Greta Soos, City of Sacramento, facilitating the workshop at National Night Out

What do you want to see more of in Sacramento?



What community members want more of in Sacramento

When asked what they want to see more of in Sacramento, community members most commonly listed the need for more affordable housing (i.e. tiny homes), resources and activities for young people (particularly in Marina Vista), resources for animals (i.e. dog parks, pet adoption programs), community events and activities, employment opportunities and resources for disadvantaged communities (i.e. rehabilitation centers, programs for single mothers). Additionally, community members mentioned a need for more bike lanes, public gathering places, parks, restaurants with outdoor seating, JUMP bicycles (particularly on Franklin Boulevard), and traffic calming measures. Community members also would like to see a larger and more expansive tree canopy, more people living in the City (and not commuting), as well as more retail development on Capitol Mall.



Community members participating in the workshop at National Night Out

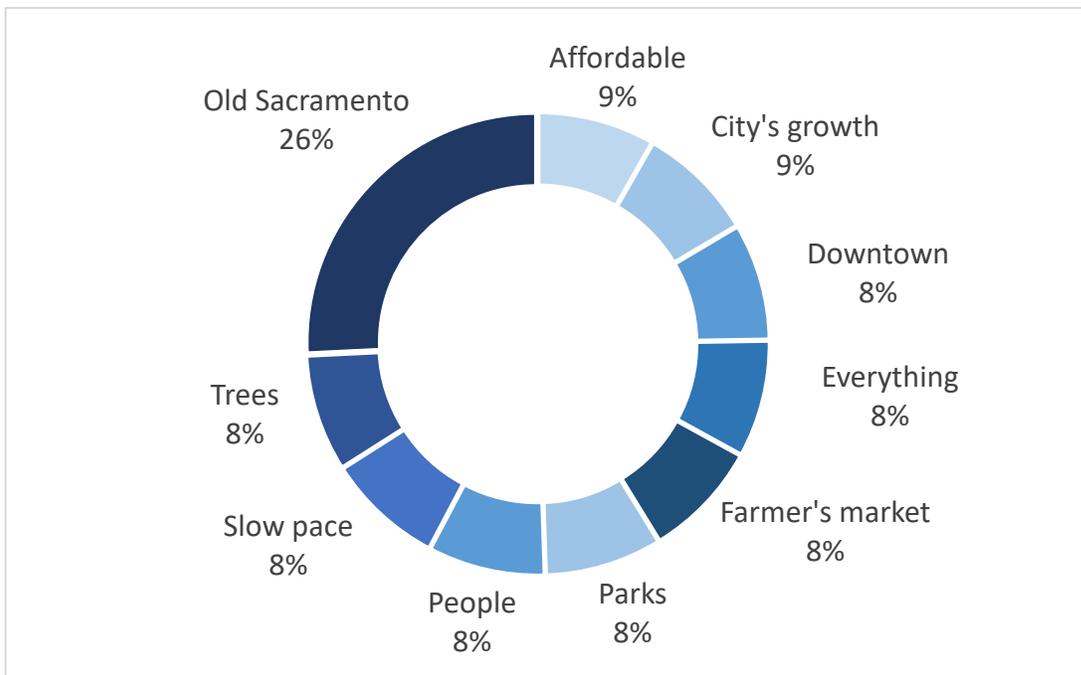
Publicity

The Sacramento General Plan Update Project Team’s presence at National Night Out was not advertised.

Valley Mack Farmer’s Market

On August 30, the project team held a Pop-up workshop from 9:00 – 11:00 a.m. at the weekly Valley Mack Farmer’s Market located at 6700 Mack Road in South Sacramento. The project team received approximately 29 responses from community members at the market. Workshop materials were available in both English and Spanish.

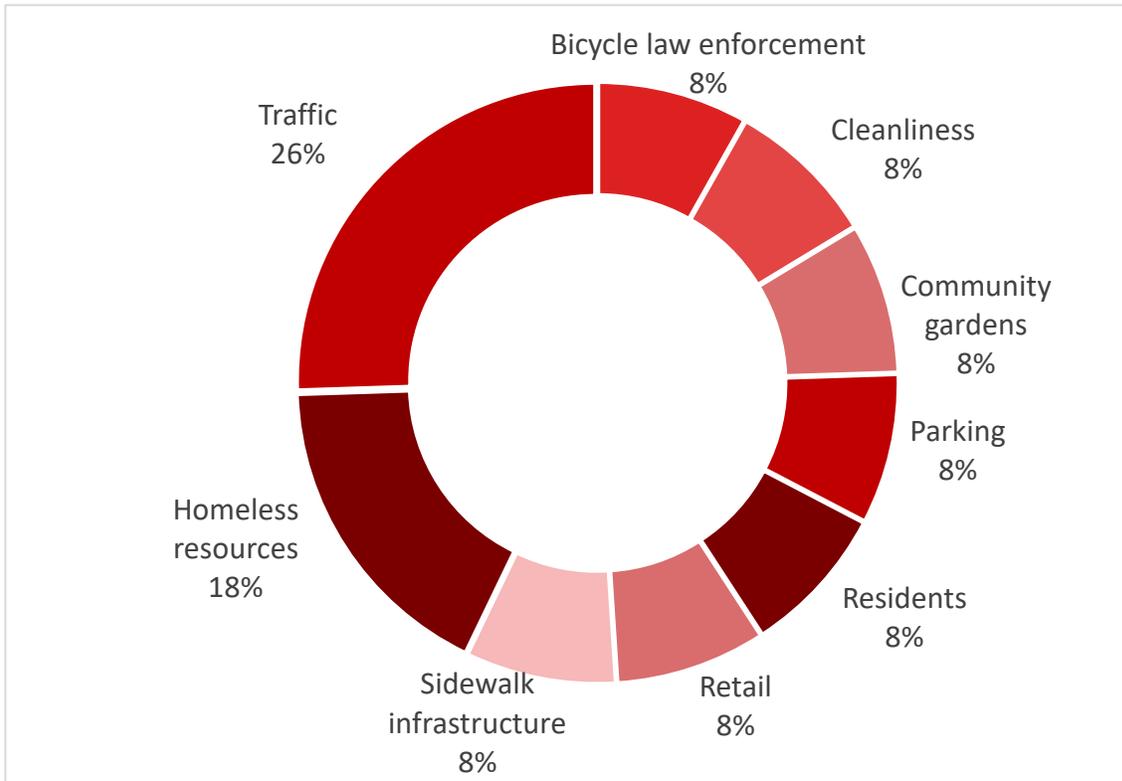
What do you like about Sacramento?



Positive qualities of Sacramento, according to community members

When asked about what they like about Sacramento, community members most commonly listed Old Sacramento and its unique businesses and history. Other things that community members like are the ways Sacramento has grown and developed, the Downtown area, the farmer’s markets, parks, people and trees. Community members also appreciate that Sacramento is relatively slow paced and affordable compared to other cities.

What do you wish you could change about Sacramento?



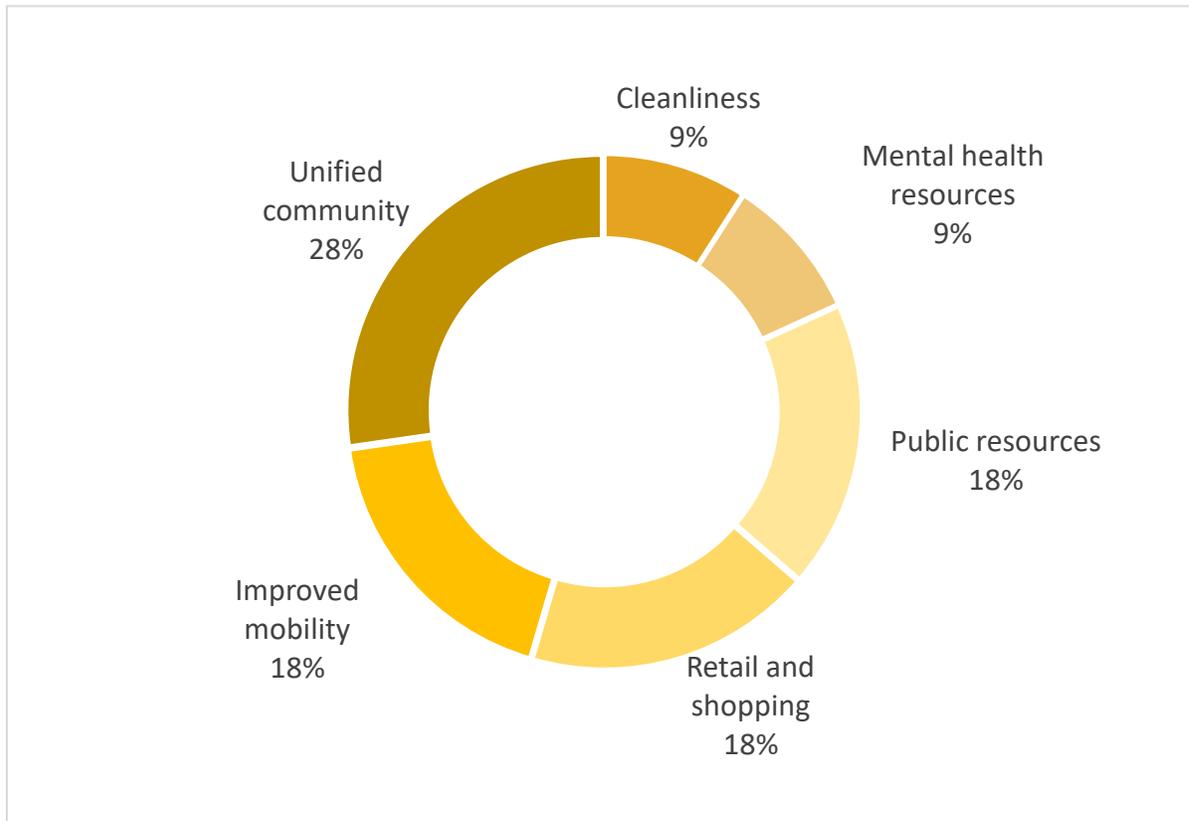
Qualities of Sacramento that should change, according to community members



Polaroid picture of workshop participant at the Valley Mack Farmer's Market

When asked about what they could change in Sacramento, community members most commonly mentioned a desire for less traffic and more resources for the homeless. Additionally, a few community members mentioned they would like wider sidewalks that are ADA accessible, more shopping malls and less people commuting in and out of the city. Community members would also like to see more parking, community gardens, cleaner streets in the Downtown and enforcement of bicycle laws.

What do you want to see more of in Sacramento?



What community members want more of in Sacramento

When asked about what they would like to see more of in Sacramento, community members most commonly listed the need for a more unified community. They wish there was more love, patience, and understanding between neighbors. Additionally, community members wrote about a need for improved mobility (i.e. encouraging more active transportation and improving road safety for all modes of transportation), more shopping malls and farmer’s markets. Community members would also like to see more public resources for parks in South Sacramento and children’s programs, mental health resources, as well as and cleaner streets.



Polaroid picture of workshop participant at the Valley Mack Farmer’s Market

Publicity

The following organizations and agencies posted information about the Pop-up workshop at the Valley Mack Farmer’s Market:

- Alchemist Community Development Corporation
- Valley Mack Farmer’s Market Facebook Post
- Community Resource Project

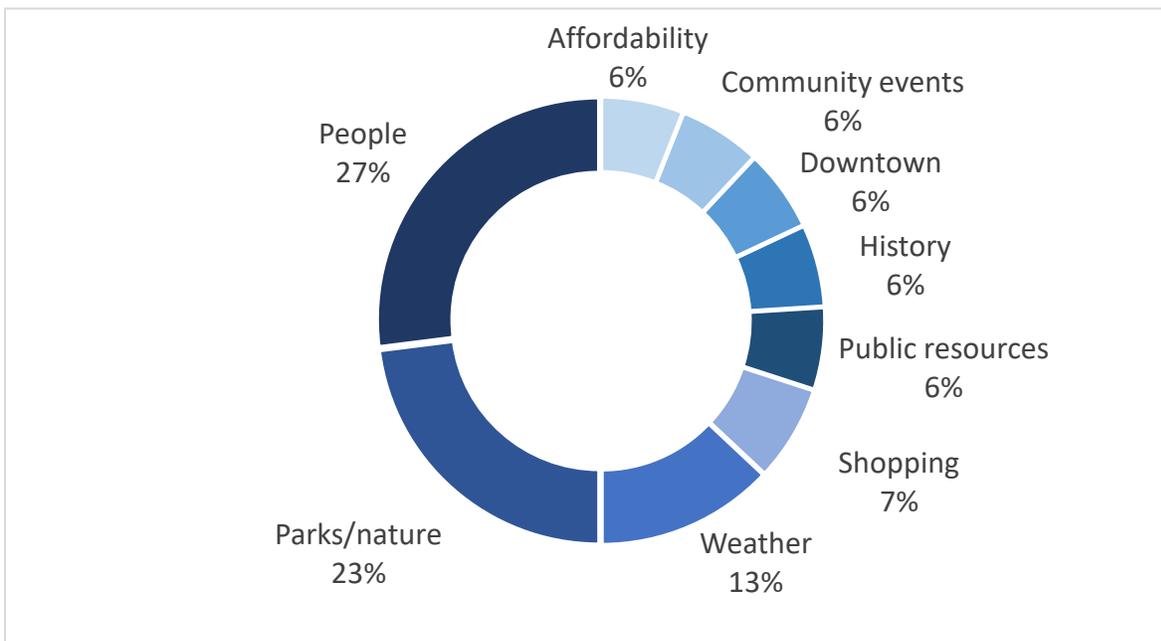
District 6 Movie Night and Resource Fair

On September 6, the project team held a Pop-up workshop from 6:30 – 7:30 p.m. at the District 6 Movie Night and Resource Fair located at Artivio Guerrero Park in the Fruitridge/Broadway area. The project team received approximately 44 responses from community members at the market. Workshop materials were available in English, Spanish, Vietnamese, and Chinese.



Community members participating in the workshop at the Movie Night and Resource Fair

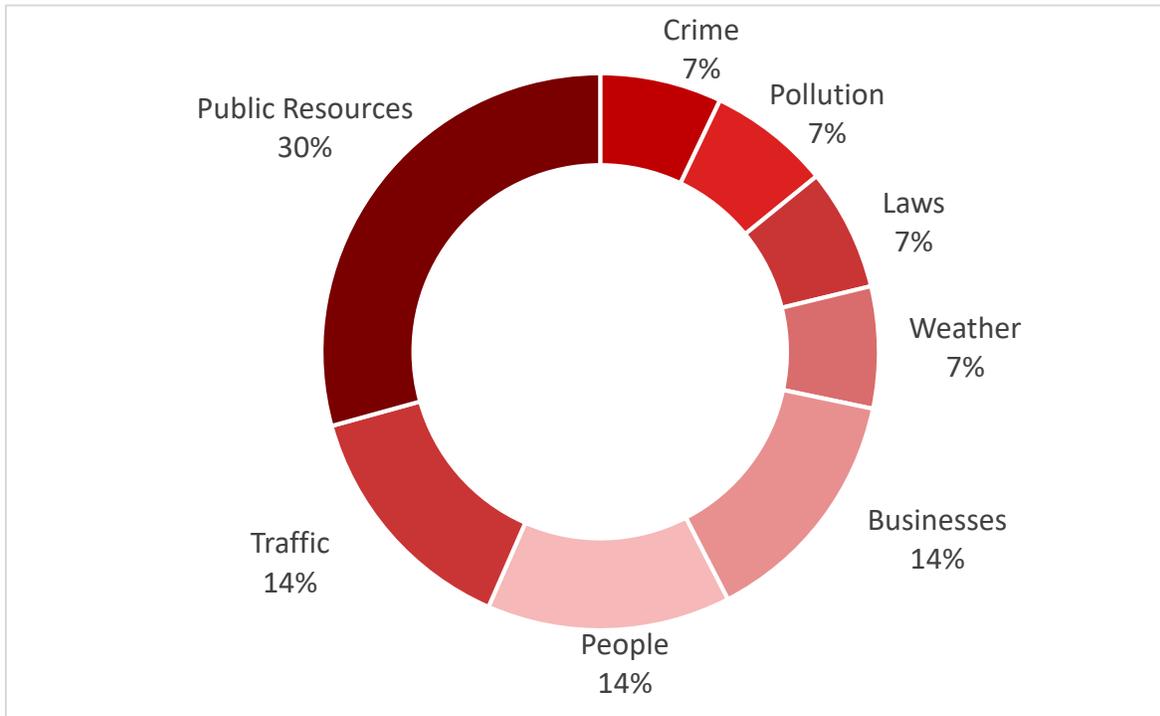
What do you like about Sacramento?



Positive qualities of Sacramento, according to community members

When asked what they like about Sacramento, community members most commonly listed the people, great community support, the weather and the parks (particularly McKinley Park). Other things that community members mentioned were the shopping, the police, the history and culture. Community members also like the nature and green spaces, Downtown, the free community events and the relative affordability. Some community members said that they like everything about Sacramento.

What do you wish you could change about Sacramento?



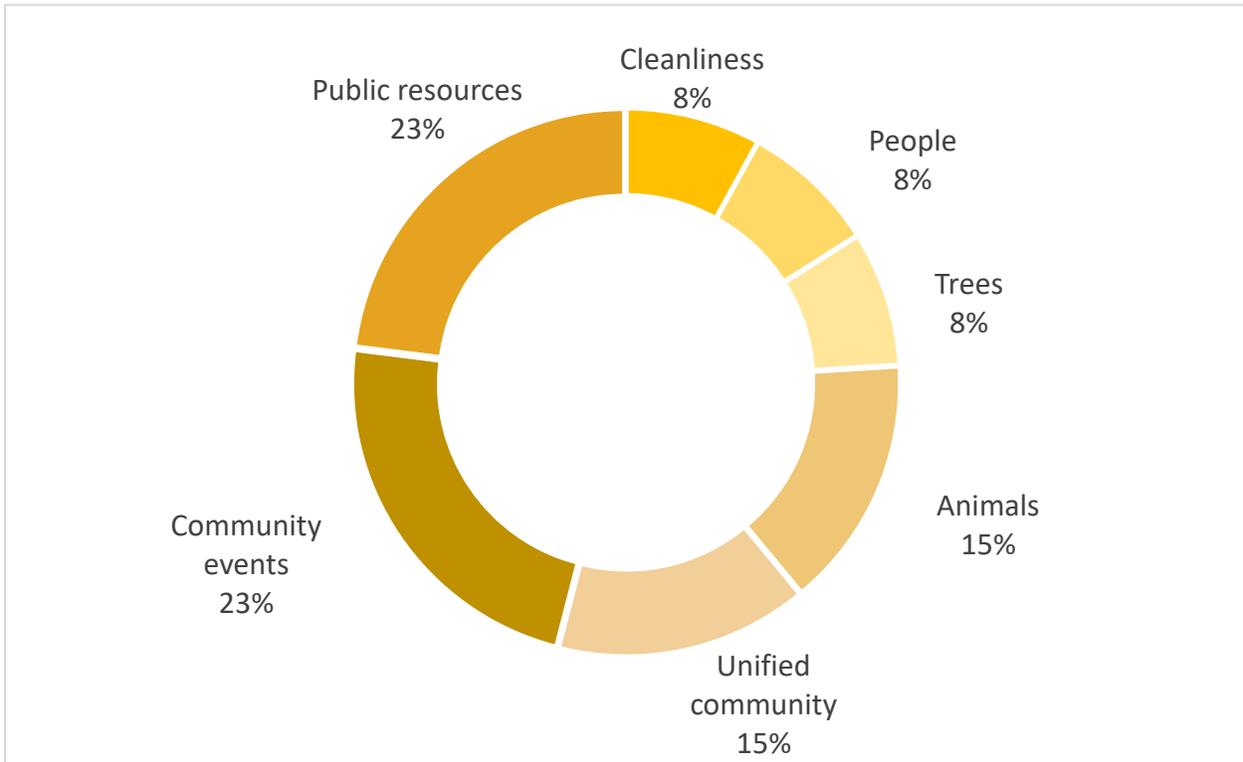
Qualities of Sacramento that should change, according to community members



Polaroid picture of workshop participant at the Movie Night and Resource Fair

When asked about they would like to change in Sacramento, community members most commonly mentioned having more public resources (i.e. for youth and homeless), less traffic, less people and changes to the businesses (i.e. more amusement, no casinos on Stockton Boulevard). Additionally, a few community members listed their desire for better weather, improved laws, less pollution and less crime.

What do you want to see more of in Sacramento?



What community members want more of in Sacramento

When asked what they would like to see more of in Sacramento, community members most commonly listed the need for more public resources (i.e. for mental health, the homeless, larger police presence) and more community events. Community members would also like to see a more unified and understanding community, and more resources for animals and pets. Additionally, community members wrote about the need for more trees and residents in their neighborhood, as well as and cleaner streets.



Community member discusses the General Plan with the project team

Publicity

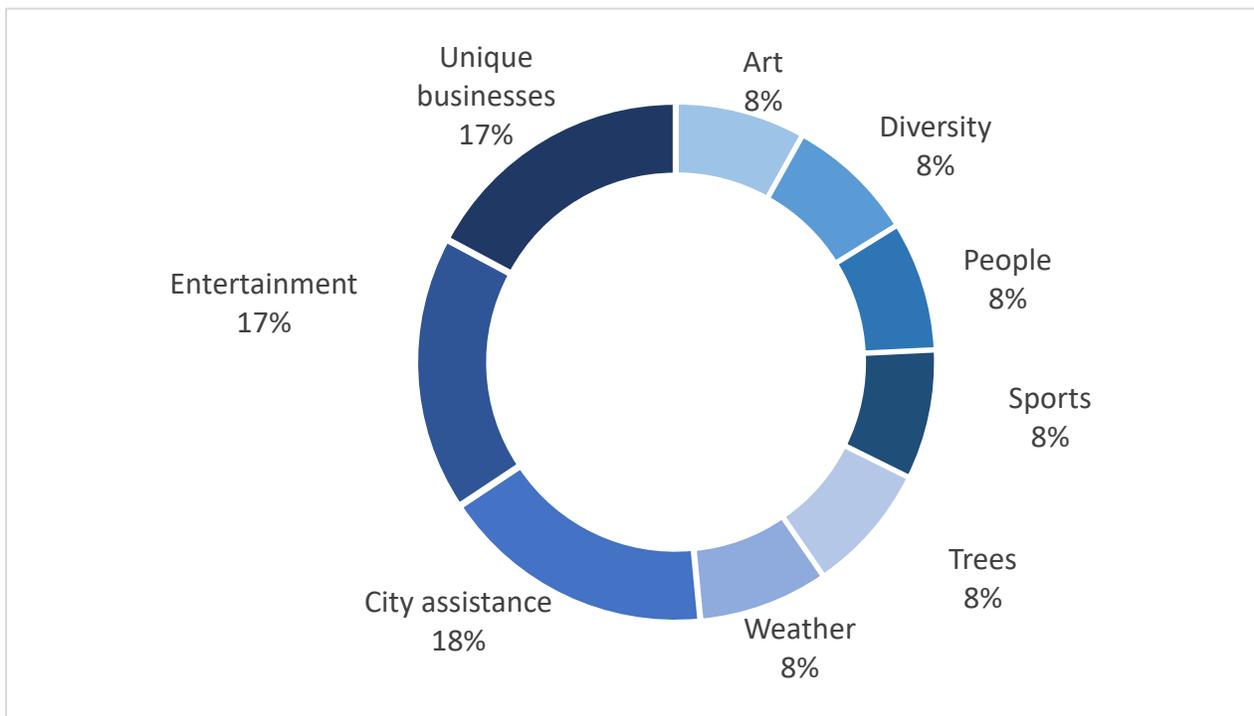
The following organizations and agencies posted information about the Pop-up workshop at the Movie Night and Resource Fair:

- Vice-Mayor Eric Guerra Social Media
- Vietnamese American Community of Sacramento (VACOS)

Grocery Outlet Bargain Market

On September 12th, the project team held a Pop-up workshop from 4:00 – 6:00 p.m. at the Grocery Outlet Bargain Market located at Del Paso Boulevard in North Sacramento. The project team received approximately 43 responses from community members. Workshop materials were available in English and Spanish.

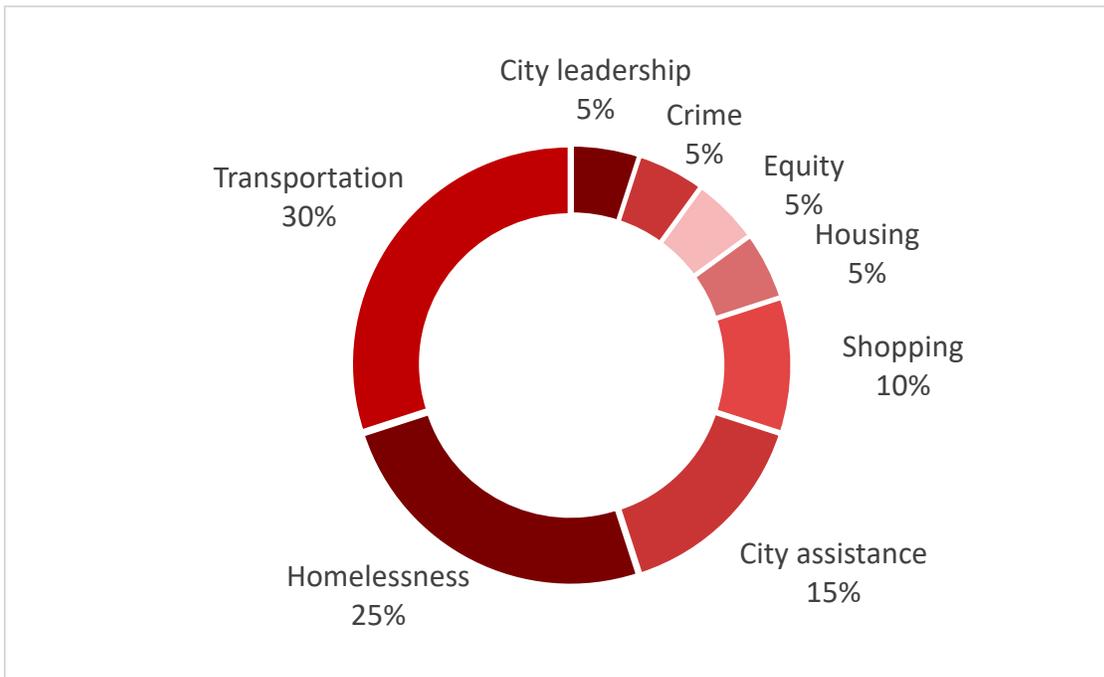
What do you like about Sacramento?



Positive qualities of Sacramento, according to community members

When asked what they like about Sacramento, community members most commonly listed the unique businesses, the entertainment options and the available City programs. Other things that community members mentioned were the weather, the trees, the sports community, the people, the diversity and the art.

What do you wish you could change about Sacramento?



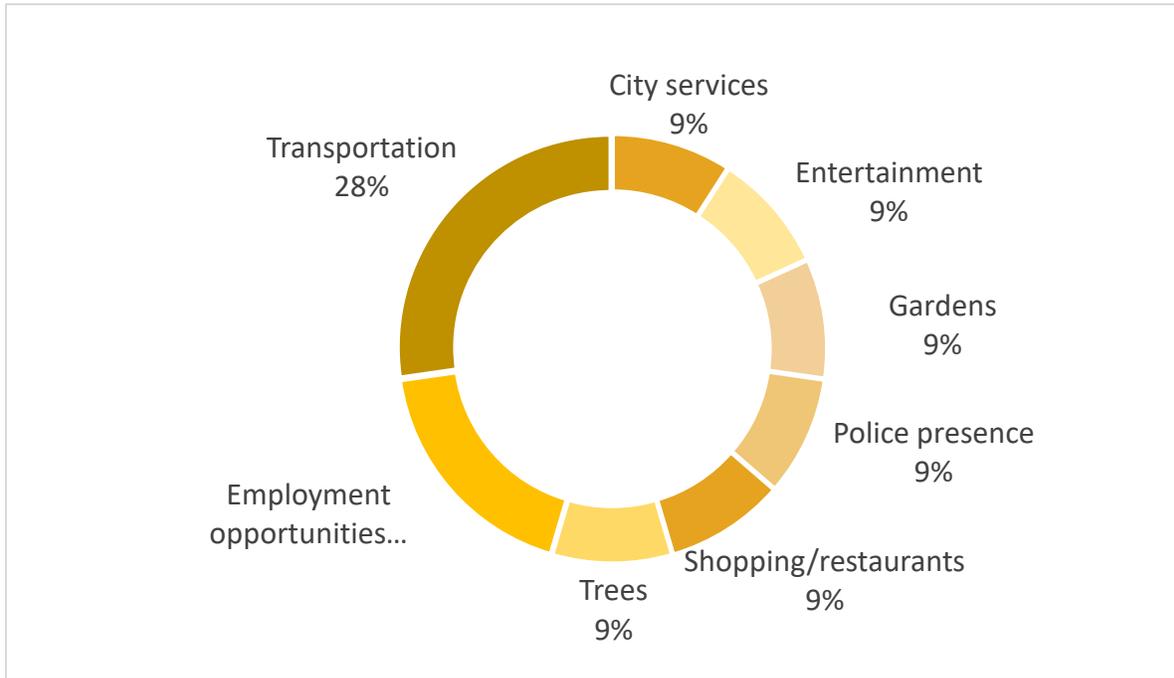
Qualities of Sacramento that should change, according to community members



A Community member discusses their neighborhood with a member of the project

When asked about what they would like to change in Sacramento, community members most commonly listed a desire for better mobility and transportation (i.e. more transit stops and lines, more law enforcement roads, more light rail lines). They would also like to see homelessness addressed, improved City assistance and services and more grocery stores. Additionally, a few community members mentioned they would like more affordable housing, no more redlining, less crime, and changes in City leadership.

What do you want to see more of in Sacramento?



What community members want more of in Sacramento

When asked about what they would like to see more of in Sacramento, community members most commonly listed the need for more transportation related solutions (i.e. more stop signs, more public transit) as well as, more employment opportunities. Additionally, community members wrote about the need for more grocery stores and shopping, a larger police presence, more community gardens, entertainment options and better City services (i.e. hotline for Public Works issues).



Polaroids taken at the Grocery Outlet Pop-up Workshop

Publicity

The following organizations and agencies posted information about the Pop-up workshop at the Movie Night and Resource Fair:

- Councilmember Allen W. Warren Social Media/E-blast
- Ben Ali Neighborhood Association
- North Sacramento Chamber of Commerce

District 8 Festival Latino!

On September 22, the project team held an informational Pop-up workshop from 11:00 a.m. – 5:00 p.m. at the District 8 Festival Latino in Nielson Park located at 7596 Center Parkway. The project team engaged approximately 60 community members about the General Plan Update. Project team members provided a project overview using informational board displays and handed out flyers about the General Plan Update to attendees.



Remi Mendoza (back), Senior Planner with the City of Sacramento, speaking to a community member at Festival Latino!

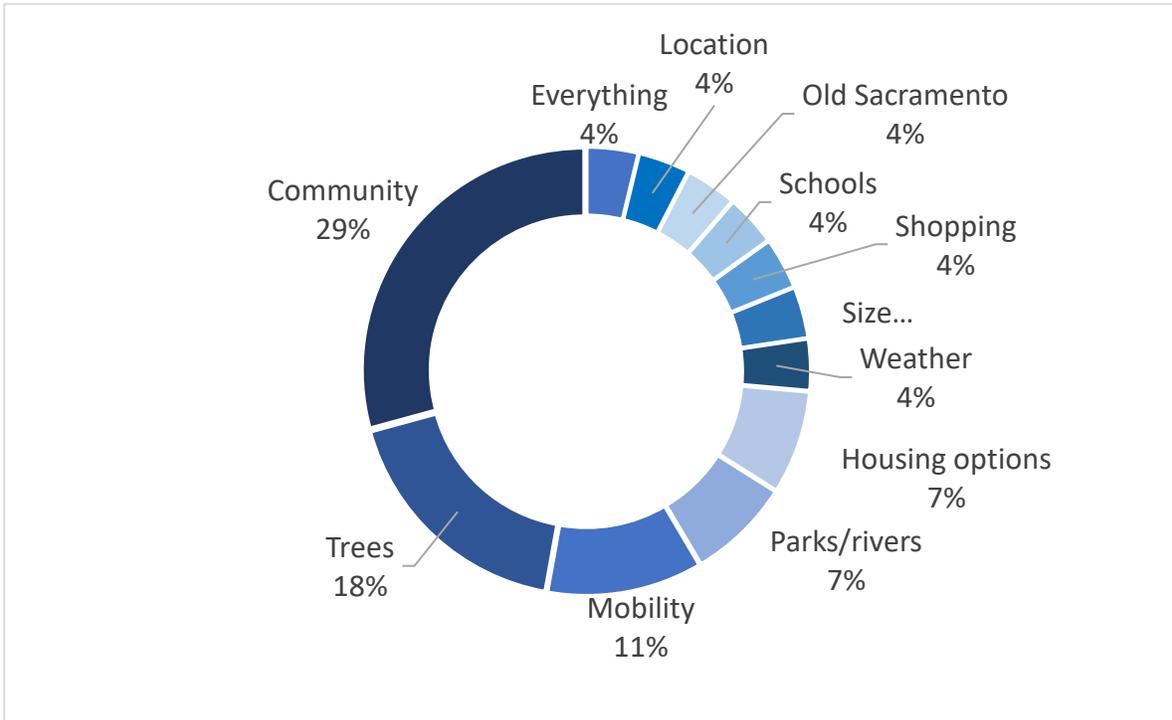
Publicity

The Sacramento General Plan Update Project Team's presence at Festival Latino! was not advertised.

Health Fair: Pathway to a Healthy Living

On September 28, the project team held a Pop-up workshop at the Health Fair presented by Hmong Youth and Parents United at 7401 24th Street from 10:00 a.m. – 12:30 p.m. The project team received over 70 responses from community members about the General Plan Update. Workshop materials were available in Hmong, English, Spanish, Vietnamese, and Chinese.

What do you like about Sacramento?



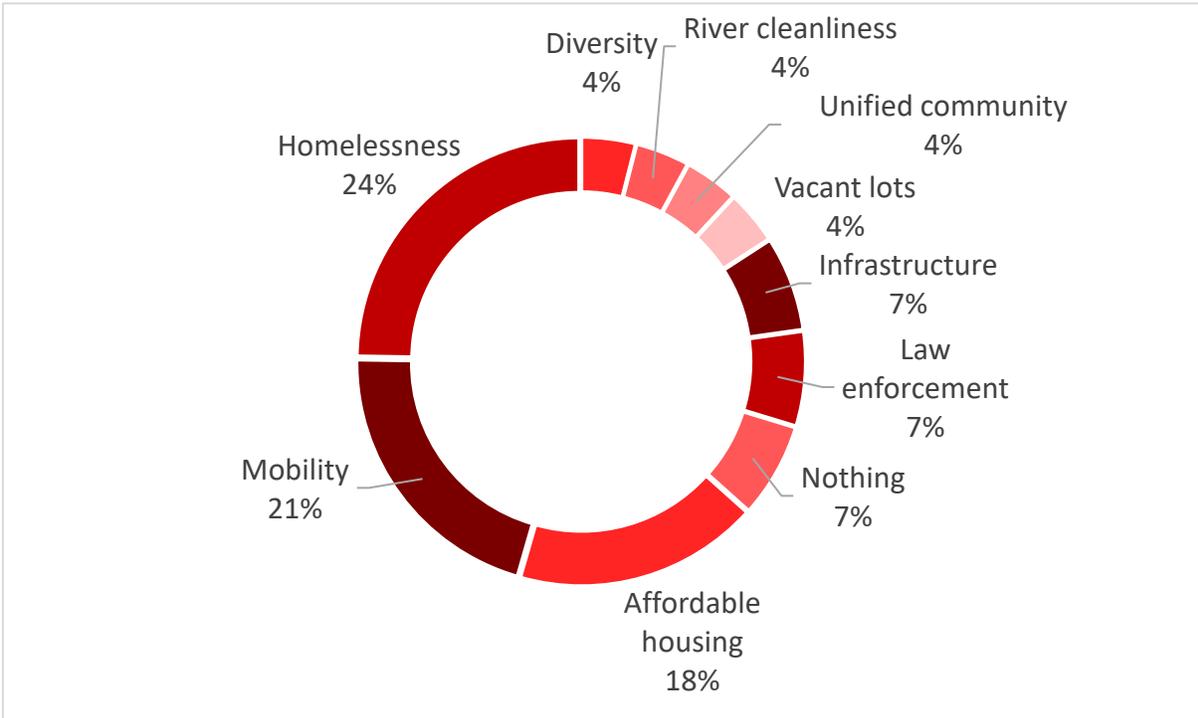
Positive qualities of Sacramento, according to community members

When asked about what they like about Sacramento, community members most commonly listed the diverse and supportive communities in the City, the abundance of trees and options for mobility (i.e. bike lanes, relatively less traffic than other cities). Other things that community members mentioned were the rivers and parks, the variety of housing options, the weather and the size of the City. Community members also like the grocery stores, the schools, the location, and Old Sacramento.



Community member (left) participates in the workshop at the Health Fair

What do you wish you could change about Sacramento?



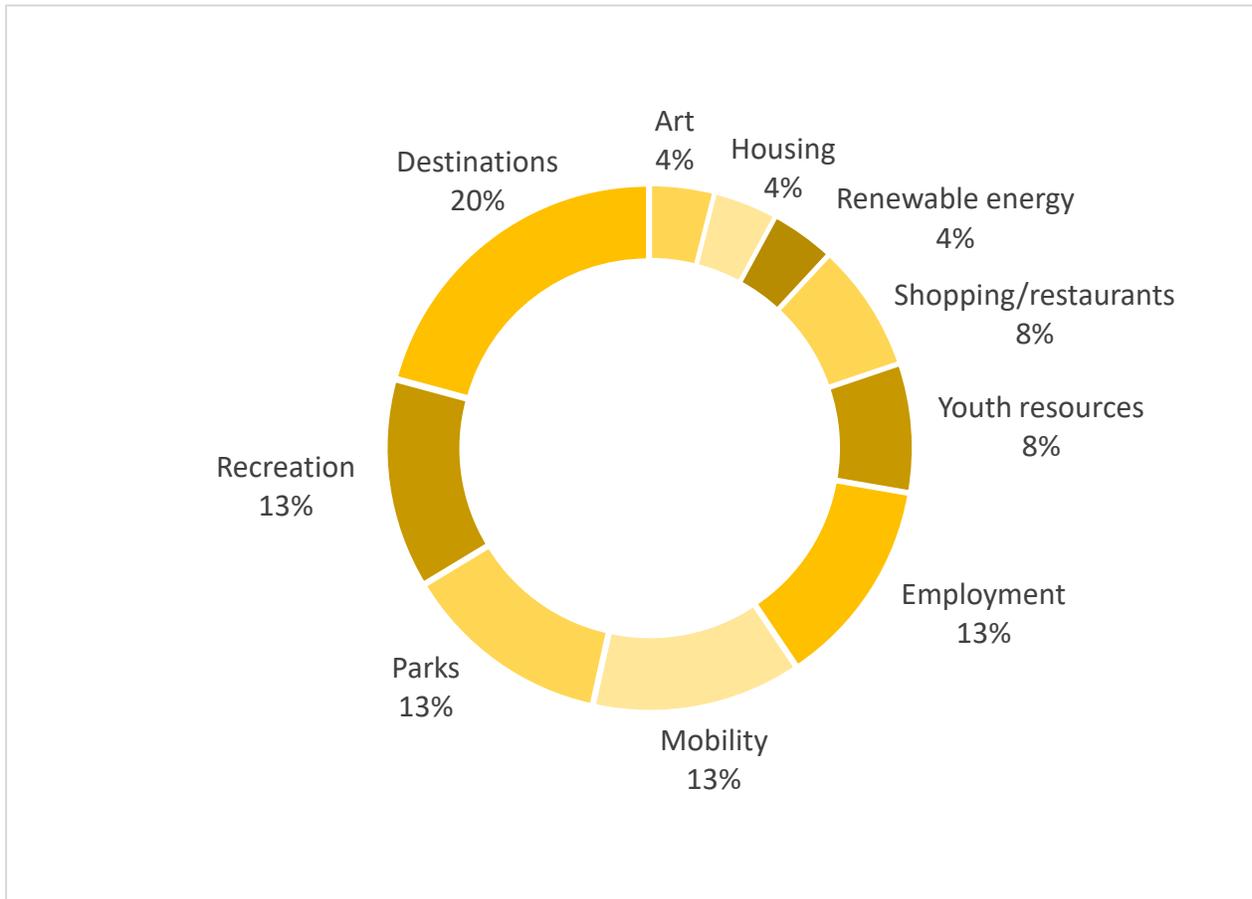
Qualities of Sacramento that should change, according to community members



Polaroid taken at the Health Fair Pop-up Workshop

When asked about what they would like to change in Sacramento, community members most commonly listed a desire for more solutions and resources for homelessness, improvement in mobility (i.e. less traffic, better safety, more bus lines, improved road infrastructure), affordable housing options and more law enforcement. Additionally, a few community members mentioned they would like better building and home infrastructure, more development on vacant lots, cleaner rivers and more diversity. They also expressed having a stronger more unified community. Some community members said that they wouldn't change anything about Sacramento.

What do you want to see more of in Sacramento?

*What community members want more of in Sacramento*

When asked about what they would like to see more of in Sacramento, community members most commonly listed the need for more destinations and fun activities, opportunities for sports and recreation, and more park development and improvements. Additionally, community members wrote about the need for more employment opportunities, resources for youth and children, grocery stores, renewable energy, housing options, and public art.

Publicity

The following organizations and agencies posted information about the Pop-up Workshop at the Movie Night and Resource Fair:

- Councilmember Larry Carr Social Media/E-blast
- Hmong Youth and Parents United
- Southeast Asian Assistance Center
- HOPE Center (Hmong Organizing for Progress and Empowerment)

Appendix

- Workshop Materials (English/Spanish)
- Workshop Materials (English/Vietnamese)
- Workshop Materials (English/Chinese)
- Workshop Materials (English/Hmong)
- Notification Flyer for Valley Mack Workshop (English)
- Notification Flyer for Movie Night and Resource Fair (English)
- Notification Flyer for Movie Night and Resource Fair (Vietnamese)
- Notification Flyer for Movie Night and Resource Fair (Chinese)
- Notification Flyer for Grocery Outlet Workshop (English)
- Notification Flyer for Health Fair Workshop (English)
- Notification Flyer for Health Fair Workshop (Hmong)

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What do you like about Sacramento?

¿Qué te gusta de Sacramento?

What do you wish Sacramento had more of?

¿De qué deseearías que Sacramento tuviera más?

What do you wish you could change in Sacramento?

¿Qué desearías poder cambiar en Sacramento?

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What do you like about Sacramento?

Bạn thích điều gì về thành phố Sacramento?

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What do you wish Sacramento had more of?

Bạn mong muốn thành phố Sacramento có thêm điều gì?

What do you wish you could change in Sacramento?

Bạn mong rằng bạn có thể thay đổi
cái gì về thành phố Sacramento?

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What do you like about Sacramento?

你喜欢萨克拉门托的哪些方面？

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What do you wish Sacramento had more of?

你希望萨克拉门托该有的更多东西是什么？

What do you wish you could change in Sacramento?

你希望你在萨克拉门托能改变什么？

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What do you like about Sacramento?

Koj nyiam dabtsi txog lub zos Sacramento?

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What do you wish Sacramento had more of?

Koj xav kom lub zos Sacramento muaj dabtsi?

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What do you wish you could change in Sacramento?

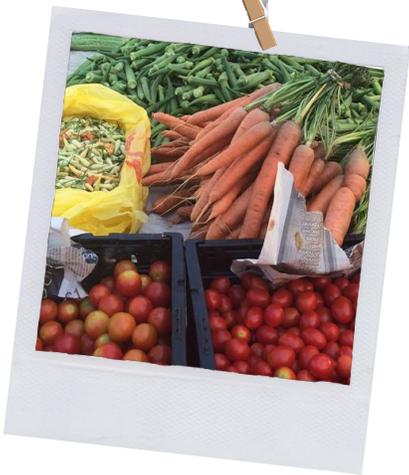
Koj xav ua li cas thiaj hloov lub zos Sacramento?

Share your ideas for an improved Sacramento!

★ Friday ★
August 30
9:30-11:30 am



6700 Mack Road
Sacramento, CA



Valley Mack
Farmer's Market



LET THE CITY KNOW:

what you like • what you would change • what you want to see more of

Your input will help plan for how and where our City will grow over the next 20 years.

Share your ideas for an improved Sacramento!

★ Friday ★
September 6
6:30-7:30 pm



Artivio Guerrero Park
6000 61st Street
Sacramento, CA



District 6 Annual
Resource Fair &
Movie Night



LET THE CITY KNOW:

what you like • what you would change • what you want to see more of

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Questions? Contact Elise at (916) 442-1168 or ebrockett@aimconsultingco.com

For more information visit: sac2040gpu.org

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*Chia sẻ ý kiến của bạn để thành phố Sacramento
được hoàn thiện hơn*

★ Thứ 6 ★

Ngày 6 Tháng 9
6:30–7:30 pm



Artivio Guerrero Park
6000 61st Street
Sacramento, CA



Quận 6: đêm chiếu
phim và hội chợ
thông tin hàng năm



*Hãy cho chúng tôi biết bạn muốn gì, bạn muốn thay đổi điều gì,
và bạn muốn nhìn thêm những gì về thành phố này*

Sự đóng góp của bạn sẽ là kế hoạch giúp đỡ cho sự phát triển của thành phố chúng ta trong 20 năm tới.

Thắc mắc xin vui lòng liên hệ Elise (916) 442-1168, ebrockett@aimconsultingco.com

For more information visit: sac2040gpu.org

City of
SACRAMENTO

分享您的意见为了一个更好的萨克拉

★ 9月6日星期五 ★
晚上6:30到 7:30



在第61街的Artivio
Guerrero 公园 6000
加利福尼亚州萨克
拉门托市。



第六区年度资
源博览会和电
影之夜



让这个城市知道

你喜欢什么 • 你会改变什么 • 你想看到更多的东西是什么

您的意见将有助于规划我们的城市未来20年的发展方式和地点

有问题？可以跟 Elise 联系电话：(916) 442-1168 电子邮件：erockett@aimconsultingco.com

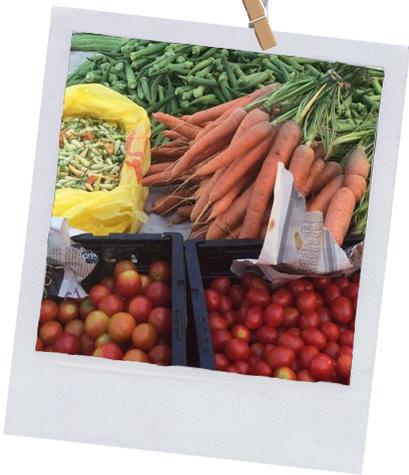
为了更多的信息访问我们的网站：sac2040gpu.org

Share your ideas for an improved Sacramento!

★ Thursday ★
September 12
4:00–6:00 pm



2308 Del Paso Boulevard
Sacramento, CA



Grocery Outlet
Bargain Market



LET THE CITY KNOW:

what you like • what you would change • what you want to see more of

Your input will help plan for how and where our City will grow over the next 20 years.

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Share your ideas for an improved Sacramento!

★ Saturday ★
September 28
10:00 am - 1:00 pm



7401 24th Street
Sacramento, CA



*Health Fair: Pathway
to a Healthy Living
presented by Hmong Youth
and Parents United*



LET THE CITY KNOW:

what you like • what you would change • what you want to see more of

Your input will help plan for how and where our City will grow over the next 20 years.

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For more information visit: sac2040gpu.org

City of
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Faib koj lub tswv yim hloov Sacramento kom zoo tshaj!

*Hnub Saturday Lub
cuaj hli ntuj hnub
vas thib thaum 10
sawv ntxov mus txog
1 tsaus ntuj*



*Ntawm txoj kev 7401
24th Street, lub zos
Sacramento, CA*



*Kev Sib Ntsib Noj Qab Nyob
Zoo: Txoj kev va neej nyob zoo
los ntawm cov hluas Hmoob
thiab lub Parents United*



QHIA LUB ZOS HAIS TIAS:

Koj nyiam dabtsi • Koj hloov dabtsi • Koj xav muaj dabtsi hauv lub zos

Koj lub tswv yim yuab pab coj lub zos loj hlob tau nees kaum xyoo tom ntej

Muaj lus noog? Tiv tauj Elise tus xov tooj (916) 442-1168 los sis sau ntawv mus ebrockett@aimconsultingco.com

Kawm ntxiv nyob ntawm: sac2040gpu.org

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SACRAMENTO