

Issues and Questions Expressed during Fall 2019 Listening Campaign

- Inadequate bus service in North Sacramento. Specifically there's no dignity in the service that's available.

The City does not have the authority to change/improve bus service, however we do work closely with Regional Transit staff to look for ways to improve transit service. James Boyle, Planning Director for Regional Transit, can be reached at jboyle@sacrt.com and can provide more background on bus service in North Sacramento.

- There's a lack of response for illegal dumping and parked cars. Start in the manor. We recommend starting with reporting the violation through calling 311. If for some reason the City is unresponsive, contact your local council district office.

- No communication. No follow through. No meetings with neighborhood associations. Not enough people showing up to meetings.

In 2019, the City has created a new Community Engagement (CE) Team. In Dec 2019, the Community Engagement Manager position was filled by Lynette Hall. This position is in Office of Innovation and Economic Development department. In this role, she and her team work across most City departments to create and design effective outreach strategies to engage, educate and empower the community. The Community Engagement team works collaboratively with the community and internal stakeholders to identify and prioritize issues that resonate with the community, businesses, and residents, while helping them become a part of the solution. This team is focused on communication by addressing inefficiencies and creating solutions, while building trust externally within the communities with an added focus on those that have been historically underserved.

Unfortunately, three months after the CE manager was hired, COVID hit and a hiring freeze was put in place. There is currently one additional support staff. However, approval for 4 additional staff has been approved. Although, there has been a lack of capacity given the time allocated to CARES Act programs and activity; there have been some great strides in our communications with community. Since January 2020, the CE manager has hosted bi-weekly radio shows on KDEE 97.5 owned by the CA Black Chamber of Commerce as a way to better interact with the African American and Hispanic Community. Additionally, the CE manager has been running weekly editorial's and providing information on City related programs in the "Your City Corner" in the Sac Observer Magazine. The CE team is also running commercials on 97.5, 103.5 in English and Spanish and 99.9 in Spanish to ensure we are reaching Latino audiences. We have created an Community Engagement email (CE@cityofsacramento.org) that is monitored and returned within 48 hours. Partnerships have been created with various diverse organizations to address cultural and language barriers. The CE team has been participating via Zoom at Neighborhood Associations and PBID meetings.

Additionally, the Office of Innovation and Economic Development will be kicking off a "new" Customer Relationship Management System (CRM) for businesses, residents and non-profits to better interact and communicate with city staff. The CRM was designed using Salesforce and upgrading the 311 system to capture businesses that operate entirely or partly within the City of Sacramento and would like or are

doing business with the City of Sacramento. The CRM was needed to identify different businesses by industry, ethnicity, geography, and other criteria to help determine the best course for disseminating and receiving information to all businesses, as a whole, but also to specific groups as needed. This platform will allow city staff to analyze and interpret data to run reports based on queries to assist in the planning and implementation of various projects. Reports can be run to collect specific data and to track the city's interaction with businesses, creating transparency and follow through.

Businesses can access the CRM online or via 311 to register their business with us and determine how they want to communicate with the city, update their contact information and market their business to us. In addition, the CRM could set up a notification system to inform businesses/residents of upcoming important dates or opportunities. In short, the CRM will provide a better means of communication between businesses both inside and outside the City that want to work with us or already works with us. Internally, city staff will be able to run reports, analyze data to establish metrics for engagement and outreach.

The contact information for the Community Engagement Team is:
(916) 808-1955 | CE@cityofsacramento.org

- Sidewalks on Silver Eagle, Marie, Ford are unsafe. It would be nice if we were able to separate them from speeding traffic with something like a tree strip.

Adding tree strips is very expensive and requires purchase of property from people's front yards. This is not a likely near-term solution. Staff recommend contacting the Traffic Investigations Team (via 311) to investigate with the community about why it feels unsafe and to evaluate possibilities for traffic calming measures.

- Traffic control. We need to calm traffic and reduce traffic lanes and limit truck routes in neighborhoods. We know that that contributes to the higher asthma rates.

The 2040 General Plan is looking at reducing traffic lanes and amending the truck routes map to address environmental justice factors, such as poor air quality that contributes to higher asthma rates.

- Folks are looking for a basic needs like shelter, food and safety. Better opportunities for our children. As part of the 2040 General Plan, staff are 1) identifying underserved and under-resourced communities in the City, 2) analyzing the issues these communities face including poor access to healthy food, access to safe and sanitary housing, protection from poor air quality and other pollutions, and access to public facilities such as safe parks and recreational space, and 3) discussing policies, strategies, and capital investments that City can implement to help our underserved communities get better access to these resources and better protection from environmental harm.

- Trains and flight zones. It's noisy at night.

The City does not have jurisdiction over trains and flight zones. However, when new routes are being proposed by another agency the City is allowed to comment. Sensitivity to existing neighborhoods could be emphasized in the City's new Environmental Justice Element.

- We need dog parks. We need help getting dogs off the bike trail or into designated areas. Stray dogs overall.

The City is in the process of updating its Parks Master Plan. Dana Repan is the project manager can be contacted at 916-808-2762 or drepan@cityofsacramento.org.

- There are safety concerns along the levee due to homeless related thefts.

The City of Sacramento Police Department's Impact Team responds to community concerns regarding homelessness and engages with our homeless community members. If these safety concerns are specific to the American River Parkway levee trail system, please contact the Regional Parks Rangers at 875-PARK (7275).

- We need more social services, urgent care, trauma centers due to violence in the community.

The City does not provide these services. The County provides Health and Social Services. There are also many community partners who offer these services, including WEAVE (weaveinc.org) and the Sacramento Food Bank & Family Services (sacramentofoodbank.org).

- The twin rivers school district closures are going to deprive families of resources that the schools provide. That means communities will lose access to meals, healthcare, Counselors. How are we preparing to support those communities when the closures happen?

An example of a community response to a school closure, is the Fruit Ridge Community Collaborative. The Fruit Ridge Elementary School closed in 2012 due to declining enrollment. The community responded by opening the Fruit Ridge Community Collaborative which houses 23 nonprofit organizations, provides a safe, comfortable place for community members to gather. PRO Youth & Families manages the maintenance and operations (www.fruitridgecc.com).

- Homeless shelters only seem to be concentrated in our communities.

The City, County, and nonprofit community have sited services throughout the city's geographical area in response to community needs. City staff continues working to identify new locations for shelters, services and affordable housing to serve residents in all areas of the city.

- Gentrification is just pushing minorities out of the north. And even though it may not be the intent most of those families can't move back. It doesn't feel like a community anymore.

Two of the City's planning initiatives are in the process of developing policies and programs related to anti-displacement with the goal of allowing people and businesses to stay in their neighborhoods. Please visit the following webpages for more information ([City's Housing Element](#); [Stockton Blvd Plan](#)) or contact Elizabeth Boyd at 916-808-3540 or eboyd@cityofsacramento.org.

- The neighborhood is not ghetto. But it was segregated and military wasn't allowed to purchase homes in certain communities. That's what people focus on whenever you hear reporting from neighborhoods in DPH and south sac. Nobody talks about the culture.

The City would like to develop ways to celebrate the culture of our neighborhoods. This would be a great follow up discussion. Please visit the [City's Arts & Culture webpage](#) or contact Melissa Cirone at 916-808-3983 or mcirone@cityofsacramento.org.

- The city keeps taking resources away from communities. They could be hiring youth in the community to reduce some of the issues with dumping as a part of city programming.

We agree that engaging and hiring youth in our communities would be helpful in addressing these issues. Please visit this webpage for more information on Youth Job Training opportunities.

www.sacramentocovidrelief.org/workers/training-and-job-placement/. The City also has a Landscape & Learning paid work experience program for youth ages 14-17. Please call 916-808-8929 for more information.

- Family should never have to pay to go swimming.

In this case the City would have to figure out how to pay the lifeguards that work at the facility. Perhaps a partnership with an organization/foundation to help pay for the program would be a possibility. To learn more about the City's pools, please contact 916-808-6087 or aquatics@cityofsacramento.org.

- When rezoning districts putting up signs is a poor method of communication about how you'll be building houses and tearing down retail in low income neighborhoods.

When the City rezones a district it uses mailed notices to property owners and residents as well as signs. Beginning in May of 2020 we are using are larger signs and posting clearer descriptions of projects early in the process. We want community input earlier in the process. While the City is encouraging a healthy supply of new housing, commercial displacement is certainly an issue of concern.

- Does the city know about youth and parent trauma? Or how they're connected?

We certainly have more to learn and understand about this. At this point it is difficult to determine who is best equipped this issue. You may want to reach-out to the [Sacramento County Department of Child, Family and Adult Services](#).

- The entrance of drugs into the neighborhood changed the community social fabric. People can't give back anymore. It takes up all of your brain power just to survive.

We really appreciate you coming to the listening session despite all the things you are struggling with on a day-to-day basis. The City is prioritizing outreach to residents that are struggling the hardest and looking at ways to make participation in civic matters as easy and appealing as possible.

Process and Communication

- In relationship to the city, overall folks don't feel heard. There are inadequate services. They're not transparent. They don't know how to build capacity in local communities.

Capacity building is critical. San Francisco's [Neighborhood Empowerment Network](#) is a possible model that the City would like to utilize. It creates spaces and helps to organize communities primarily by starting with how the community should prepare for a natural disaster. This topic has generated a lot of interest and has helped provide a way for neighborhoods to organize around a specific issue.

- Community members are scared to talk to city officials. Hire community members to build rapport. Hire community members in general.

The City has begun employing Community Based Organizations (CBO's) to help engage the community. CBO's have the language proficiency, cultural awareness, and community trust to help residents connect with the City.

- There is no regular or consistent communication from the city except for bills.

The City used to have the Neighborhood Services Department but staff resources were severely reduced during the recession. In response to comments like this the City has created a new Community Engagement Team.

- Using the 311 app. Some do but not consistent. Using 311 is very time consuming to voice an issue or concern.

We'd like to hear more about this. In addition to the app, you can also call 311 or email 311@cityofsacramento.org (typical email response time is within 72 business hours).

- There's a lack of language support. Nearest city directory in other languages.

This is certainly an area that the City needs to improve upon. For now, 311 Customer Service offers translation service, using a third-party, and can respond in over 150+ languages and dialects. Callers can state the language they wish to use at the beginning of the call, and a translator will be brought on the line.

- Include a map of the community you're talking about.

We will do that next time.

- Invest in a community instead of paying consultants. Easier way to get community representative to be involved in the planning process.

We appreciate that sentiment. We are utilizing that model with the [Stockton Blvd Plan](#). The City is paying a stipend to the Resident Planning Team and has hired local nonprofits to work on the project.

- Use culturally appropriate means of engagement.

The City has begun employing Community Based Organizations (CBO's) to help engage the community. CBO's have the language proficiency, cultural awareness, and community trust to help residents connect with the City.

- Value my time. Tell me how you're going to focus on improving quality of life and education.

It is important that we begin by listening to the community. This listening session is one of the ways that we are learning from the community to develop policies and programs that are responsive to community needs and improve the quality of life. Two of these initiatives aiming to do this are the Neighborhood Development Action Team, and the 2040 General Plan and Community Plans (www.sac2040gpu.org).

- We need jobs. We need to be able to identify how to access city economic development. We need more local businesses. We need more investment that leads to public private mix of for-profit businesses. **The City has established the Inclusive Economic and Community Development Investment Committee which has reviewed proposals from the community for City investments from November 19, 2019 to January 31, 2020. The proposals are judged by the Committees [investment funding guidelines](#) that were adopted by the City Council. A summary of the applications can be found [here](#). Please also visit the City's COVID Relief website for information and resources for small businesses and workers.**

www.sacramentocovidrelief.org).

- We need resources to grow businesses/entrepreneurship. How can we improve information on the greater Sacramento urban league's resources and access to funding?

Please visit the City's COVID Relief website for information and resources for small businesses and workers (www.sacramentocovidrelief.org). You can also contact Mikel Davila at 916-808-8506 or mdavila@cityofsacramento.org.

- 2 PM council meetings don't work for folks that have jobs or for students.

We recommend you direct those comments to the City Council. However, when possible the City Clerk attempts to reserve items that are of most interest to the broader community for the 5pm meetings.

- We need a grocery store. We had a plan for a grocery store. Don't know what happened to that. **Grocery stores are in high demand and the City cannot require these stores to be located in specific areas. Currently the City is trying to respond to the Food Source closures in the Oak Park and Meadowview. You can contact Mikel Davila at 916-808-8506 or mdavila@cityofsacramento.org about these efforts.**

- Print out all of the work for folks who ask. Mail it out, email it out, share it at the center, share it at the neighborhood organizations. The Internet is not a good form of communication for the elders.

Community newsletters with bold print or hiring youth to communicate what's going on.

This is good suggestion. Providing an adopted area/community plan at community centers can help create awareness of the plan.

- Residents want to be at the table when discussing short term improvements. And they want it communicated in neighborhood terms.

This a good practice for City departments that implement improvements (Public Works, Utilities, and Youth, Parks & Community Enrichment). We will relay this message at the City's Neighborhood Action Development Team working group.

- Provide more advanced notice. Institute more ways to get the word out. Let folks know who is responsible and will be coming back, when they will be coming back, and whether that will be short term long-term or immediate.

Not sure what this comment is specifically referring to. The City has recently begun soliciting early comments on development projects through large signs on the property.

- Communicate what happens with all of the information that gets collected. Share how that information is going to be used. For instance the general plan.

We completely agree. We will be posting these responses on the General Plan website and would like to report back to the groups where we have done listening campaigns.

- We don't know how to access opportunities or conversations about traffic improvements or traffic investigations.

The City conducts traffic investigations to address traffic safety concerns. Please visit the [traffic investigation website](#) or call 916-808-5307. Sacramento is a Vision Zero City. What does this mean? Vision Zero is a traffic safety philosophy that rejects the notion that traffic crashes are simply "accidents," but instead preventable incidents that can and must be systematically addressed. Through [Vision Zero](#), the City of Sacramento and its partners are committed to working together to create safer streets.

- The formal processes at City Hall don't work for residence. They need a local community meetings for residents to be able to access services.

The Community Engagement Team has brought on an Intern to specially work on creating short videos for YouTube and animated videos, that provide information and processes for activities such as how to start a neighborhood association, start a business, learn about boards and commissions, etc. We are looking at creative ways to educate, empower and engage community. We are also looking into software that would allow us to record public comments prior to the City Council meetings.

- The city should coordinate more with schools to publicize community events. They can also use next-door, eventbrite, Facebook.

We are always looking for additional ways to engage the community and we have been coordinating with schools to promote various programs such as digital equity and free hot spots program. There have been challenges with engaging schools due to COVID; however, we have been leveraging our faith based organizations via Zoom. We have continued to promote many programs and resources via our Neighborhood Newsletter which goes out every Friday. We also promote programs and opportunities on Nextdoor to more than 100K subscribers, in addition to the Sacramento Promise Zone distribution list. We have also been heavily leveraging social media, especially during COVID, we have seen a huge increase in views and impressions on our Facebook. We have purchased paid media spots in multiple languages with culturally appropriate messaging. We have also hired various social media influencers via our Communication, Marketing and Media Firm to develop messaging. After the City received the \$89 million in CARES Act funding, \$500K was allocated for marketing and outreach of which \$100K has been spent with over 65 Community Partners and Individuals to help us get the word out about existing opportunities.

- Communication with the city works best if you already have a relationship with staff.

We completely agree and the City would like to continue to improve our relationship with community members.

- Need to improve on follow up and feedback.

Agreed. These responses are an effort to do just that.

- Bureaucracy and general process is confusing for community residents.

The City Management Academy was created to:

- Provide City residents an opportunity to learn how the City is managed and operated
- Discuss the challenges facing the City and learn about the management and budgetary strategies used to address them
- Facilitate an interactive learning experience where instructors and residents learn from each other
- Reinforce partnerships between City staff and participants to encourage shared decision making and active involvement in City government
- The Management Academy is held each year. The website can be found below. Please consider applying: <https://www.cityofsacramento.org/economic-development/community-engagement/Programs/City-Management-Academy>

- Even if your intentions are well and good, communities can only believe in action. Adding sidewalks shouldn't take years, we need to identify short range goals.

Agreed. The new Neighborhood Development Action Team, mentioned above, is intended to do just that.

- We want to see targeted beautification, Improvements, and development for existing residents, but it's hard to understand when the city is the biggest landlord in DPH.

We agree.

- What is the community's revenue stream? That is the lifeblood of a community. How do we get the money to stay in the community? The community needs to be involved in every step.

Some of this can be learned at the City's Management Academy. Below is the link to the City's page on how the budget is developed and how to get involved in the process:

<https://www.cityofsacramento.org/Finance/Budget>

The public hearings during May and June are important times to get involved by sending letters and speaking during those meetings.

- How can the city begin to build trust with the community? Bring together the elders. Promises have been made but not kept.

We certainly want to build more trust with the community. Following up on our promises is an important part of that.

Opportunities and Improvements

- We would like to see a teen center developed, something similar to Girls and Boy Scouts. Resource centers such as the Mack Road community center/partnership where communities can seek solutions to city related issues. Youth centers are needed to give resources for the kids, like sports complex, like Folsom. Especially if we aren't going to be able to upgrade or modernize schools in the near future. **While the City does not have a dedicated teen center, the Mims-Hagginwood Community Center in Council District 2 offers a variety of opportunities for young people, including teens. These opportunities include recreation, sports/wellness, arts/crafts, and academic support to name a few. Due to COVID, some programs and activities have gone virtual, but they have been able to continue some face-to-face programs as well.**

In addition to the programs offered at the this center, YPCE offers paid work-based learning programs for young people 13-17 and provides opportunities for young people to civically engage their communities.

- We want to see the youth get involved in business classes, trade schools, vocational training. They need tutors and academic support. It's also difficult to connect kids with existing programs. It would also be nice to see a motivational speakers.

Using CARE Act Funding from the Federal Government, the City has established a new Workforce Recovery Program that is funding 11 organizations that are specifically serving youth from 16yrs – 24yrs, as well as having another 9 organizations that are serving people ages 18 to 65, providing an additional level of youth workforce opportunities through this new program. Please visit the City's COVID Relief website for information and resources for small businesses, workers, and youth workforce development (www.sacramentocovidrelief.org). For more details or questions about the City's new Workforce Recovery Program, please contact Kriztina Palone, Workforce Development Manager at KPalone@cityofsacramento.org /916.284.7416.

- We need to raise the salary for teachers so that they can stay longer than five years. We also need to reduce class sizes.

Teacher salaries and class sizes are determined by the local school board, usually in negotiation with teacher unions. The City is not involved with these decisions.

- We need a mediator that isn't city Council. Someone who can provide us with more current information.

Lynette Hall is our Community Engagement Manager and is very accessible. She can be reached directly at lhall@cityofsacramento.org or 916-808-1955.

- We need to implement more programs to support the youth who are interested in stem programs. Please visit this website for [Youth Enrichment Resources](#). Sacramento City College has a [STEM Equity & Success Initiative](#). You can also email the Project Director, Martin Ramirez (RamireM2@scc.losrios.edu). Please also contact your local school district for more information.

- Would like to see some exercise equipment at city parks.

The City will be updating its Parks Master Plan. Dana Repan is the project manager can be contacted at 916-808-2762 or drepan@cityofsacramento.org.

<https://www.cityofsacramento.org/ParksandRec/Parks/Park-Planning-Development/MasterPlan-PPPG>

- We need some healthy food options. Would like to see \$1 million for urban farm education/store. utilize existing resources, Grant high school is a good way to connect students with their food. Can we get permit waivers or grants. The cost for a water hook up is too much for residents. It would be great to have implementation or facilitation to teach folks how to get a permit. We need mechanisms in place to benefit those that will need it the most **q12/q10/c1/c2**

This is an idea worth consideration for the Inclusive Economic and Community Development Investment Committee.

- We'd like to see some financial literacy opportunities for residents and businesses.

The Sacramento Financial Empowerment Center opened to the public on May 27, 2020. It offers free professional one-on-one financial counseling and coaching in English and Spanish for local residents. The website can be found below:

<https://www.cityofsacramento.org/Economic-Development/Financial-Empowerment>

- We need better and more ways to inform residents about available resources.

Agreed. We are always open to ideas about how to do this in a better way.

- We need a neighborhood plan. We need to make the unit of analysis the entire neighborhood. And we need to do that with our primary focus being health equity.

The Neighborhood Development Action Plan is going to specialize in neighborhood plans that result in action. Please contact Elizabeth Boyd, Senior Planner, at 916-808-3540 or eboyd@cityofsacramento.org for suggested area plans.

- Institute text message reminders or Opt in Robo calls.

Below is how to sign up for emergency alerts and updates from the City:

<https://sacramentocityexpress.com/2020/06/03/heres-how-to-sign-up-for-emergency-alerts-and-updates-from-the-city-of-sacramento/>

- Identify, pay, create space for ambassadors that represent communities.

As indicated above the City will be working with community based organizations that can help facilitate a dialog about City issues.

- Improve relationships with code enforcement.

City is participating in a study called the Cities & Counties for Fine and Fee Justice, in which the City will look at how fines and fees at the local level may be acting as barriers to financial stability and contributing to structural and economic inequities.

- Revitalize Robertson center as an anchor community resource center, for everyone, not segregated by race.

The City will be updating its Parks Master Plan. Dana Repan is the project manager can be contacted at 916-808-2762 or drepan@cityofsacramento.org.

- Free transportation to seniors. More bus service. Improve infrastructure.

Free transportation has been offered to students. Offering free transportation to seniors does not seem out of the question. Those aged 62+ and persons with disabilities are eligible for [discounted fares](#). However, as indicated above, the City does not have the authority to change/improve bus service, however we do work closely with Regional Transit staff to look for ways to improve transit service. James Boyle, Planning Director for Regional Transit, can be reached at jboyle@sacrt.com and can provide more background on bus service in North Sacramento.

- We need programs and scholarships that are conditionally based on serving the community for two years.

We are interested in hearing more about what the programs and scholarships could be. This is an idea worth consideration for the Inclusive Economic and Community Development Investment Committee.

- Allow us to be heard, validated, listen to the negative feedback.

We agree.

- The response time is too slow for health and safety issues.

Government response can be slower than people would like, due to the public hearings and transparency that is required to make decisions.

- We don't see the taxes reflected back into our communities, schools, teachers, caregivers.

The 2040 General Plan will include policies to make equity a priority in the City's investments. Other projects like the Transportation Priorities Plan are make similar commitments. We hope you will see a difference in your community soon.

- There's a rich history rooted in the 1960s and the 1970s of a stronger community voice. We'd like to see that reflected in our community.

We would like to see that too.

- Would like to see the Sacramento housing and redevelopment agency sell single-family homes to community residence. Specifically in district 2. More specifically 95815 and 95838 to balance out represented voice.

This is a program that could be considered during the City's 2021-2029 Housing Element Update. The Housing Element is the section of the City's General Plan that includes the City's strategy to provide housing for all its residents. The website can be found [here](#).

- Rio Linda boulevard Marysville Boulevard and Norwood Avenue should be all businesses. **The 2040 General Plan Update is the first step to having this discussion. We will take this into consideration. You can email Remi Mendoza, the General Plan project manager at rmendoza@cityofsacramento.org if you want to elaborate on why this land use requirement is needed.**
- We would like to see some police intensive training. Especially for cultural sensitivity, mental health training, anti-harassment, trauma informed, especially for youth relationships. **This is an important topic that is getting a lot of discussion right now. The Police Departments website on its latest education and training materials can be found [here](#).**
- Would like to see tax dollars going towards neighborhood greening and beautification, and police partnerships to help plant trees. **Urban greening, particularly the expansion of the City's Urban Forest is a critical strategy for how the City will adapt to climate change. The Urban Forest Master Plan, General Plan and Climate Action & Adaptation Plan will have policies that will support these important investments.**