



# DIVING IN DEEP: IDENTIFYING OPPORTUNITIES FOR CHANGE

CAC Meeting #4  
October 2022

# AGENDA

1. Welcome
2. Community Context and Priorities
3. What's Next for Action Planning?
4. Community News

# **Community Context and Priorities**

# WE HAVE HEARD YOU SAY....

Public Transportation Barriers	Infrastructure Improvements	Opportunities for Youth Engagement and Employment	More Health Care Facilities	Repurposing existing Land Uses and Commercial Buildings	Affordable Housing	Opportunities for residents to be involved in community decisions for further investment	Access to Fresh Produce
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# ADDITIONAL COMMUNITY INPUT ACTIVITIES



Community Interviews  
and Questionnaires  
(240+ responses)



Meetings and Conversations with  
Community Groups



Community Listening Session on  
Displacement + Gentrification



Community Walk-Around  
"Audit"

# ADDED ISSUES FROM COMMUNITY MEMBERS...

Public Transportation Barriers	Infrastructure Improvements	Opportunities for Youth Engagement and Employment	More Health Care Facilities	Repurposing existing Land Uses and Commercial Buildings	Affordable Housing	Opportunities for residents to be involved in community decisions for further investment	Access to Fresh Produce
More frequent bus service	Road painting, paving, and traffic safety improvements		Addiction and mental health services	Support new and existing businesses	Improve housing stock		Add Grocery options
Bike/pedestrian improvements	Build a sense of identity			Intervening with vacant commercial properties, improving physical conditions	Increase home ownership opportunity		Increasing shopping, retail, entertainment options
	Garbage removal				Address homelessness		
	Landscaping, art, graffiti removal, lighting, and beautification						

# **GROUPING PRIORITIES INTO ACTION AREAS**

**“Action areas” are groupings of issues that make it easy for community members and partners to collaborate under a shared mission.**

# DRAFT ACTION AREA ISSUE GROUPS

Category	Live (Meeting Basic Housing Needs)	Shop + Work (Shopping at, Owning, or Working at Local Businesses)	Experience (Physical Assets and Infrastructure)	Inclusion (Access to Influence over Decisions)
Community Advisor-Identified Issue Areas	<ul style="list-style-type: none"> <li>Affordable Housing</li> <li>Healthcare Facilities</li> </ul>	<ul style="list-style-type: none"> <li>Youth Engagement and Employment</li> <li>Repurposing existing Land Uses and Commercial Buildings</li> <li>Fresh Produce</li> </ul>	<ul style="list-style-type: none"> <li>Public Transportation Barriers</li> <li>Infrastructure Improvements</li> </ul>	<ul style="list-style-type: none"> <li>Opportunities for residents to be involved community decisions for further investment</li> </ul>
Issue Areas from Community Commentary	<ul style="list-style-type: none"> <li>Addiction and mental health services</li> <li>Subsidized/affordable housing</li> <li>Improve housing stock &amp; home ownership opportunities</li> <li>Address homelessness</li> <li>Minimize displacement</li> </ul>	<ul style="list-style-type: none"> <li>Intervening with vacant commercial properties, improving physical condition</li> <li>Increasing shopping, retail, entertainment options</li> <li>Add Grocery options</li> <li>Support new and existing businesses</li> </ul>	<ul style="list-style-type: none"> <li>Build a sense of arrival and identity</li> <li>Trash pickup</li> <li>Landscaping, art, graffiti removal, lighting, and beautification</li> <li>Road painting, paving, and traffic safety improvements</li> <li>More frequent bus service</li> <li>Bike/pedestrian improvements</li> </ul>	

Note: Our Action Plan should address issues raised by community advisors and all community members.



# **ASKING THE BIG QUESTIONS**

**Why is it like this today?**

**What can change? How?**

**Who has influence?**

# ASKING THE BIG QUESTIONS

**Why is it like this today?**

**What can change? How?**

**Who has influence?**

**Let's share what we know so far – and start to identify where we can begin to build solutions!**

# TOPICS

**City  
Levers**

**Live**

**Meeting  
Basic  
Housing  
Needs**

**Shop**

**Shopping  
at Local  
Businesses**

**Work**

**Owning or  
Working at  
Local  
Businesses**

**Experience**

**Physical  
Assets and  
Infrastruct  
ure**

**Inclusion**

**Access to  
Influence  
over  
Decisions**

# City Levers – What can the City influence?

CAPITAL INVESTMENT	ZONING AUTHORITY	INCENTIVES	Subdivision AUTHORITY	Vacant Land Disposition
<ul style="list-style-type: none"><li>• Capital investment can be a tool to jump start private investment.</li><li>• The City is identifying opportunities to address deficiencies and meet Federal/State requirements.</li><li>• Some funds are available (e.g. brownfields) but significant investment is needed.</li></ul>	<ul style="list-style-type: none"><li>• Zoning can be used to prohibit, require or promote certain types of development.</li><li>• North Sacramento is historically industrial and residential.</li><li>• The City is adopting policies that support density, necessary to support retail.</li><li>• Zoning can only allow, not create investment.</li></ul>	<ul style="list-style-type: none"><li>• Non-monetary incentives such as exceptions or bonuses can be offered to developers (e.g. waivers for off-street parking requirements)</li><li>• Monetary incentives such as tax incentives can increase interest in investment.</li><li>• Often, incentives do not help address deep needs (e.g. housing for the homeless)</li></ul>	<ul style="list-style-type: none"><li>• The City can require robust public improvements in physical infrastructure through its street design requirements which are required during the platting process.</li><li>• The physical improvements needed across North Sacramento are costly and those high costs may also discourage investment.</li></ul>	<p>The City can sell or invest in public property to...</p> <ul style="list-style-type: none"><li>• meet the needs of the local community</li><li>• act as a catalyst for development of other adjacent parcels</li><li>• Activate vacant space with temporary uses to increase foot traffic, community safety and support local businesses.</li></ul>

**What should be added or edited? What questions do you have – and who can we learn from?**

# Live (Meeting Basic Housing Needs)

## What's the Challenge?

- Community members are concerned about **rising housing costs**.
  - The area has seen an increase of over 2,000 units with monthly rents over \$800.
  - At the same time we have lost about 1,500 units with monthly rents under \$800.
- Community members are also concerned about the lack of **housing and health/well-being supports for homeless neighbors**

## Why is it Like This? Who has Influence?

- The number of higher-income residents and units is increasing
  - 61% increase of residents making > \$75,000/year
- Lower-income residents and units are leaving the area
  - 7% decrease of residents making < \$35,000/year
- Major factors likely include:
  - High construction costs
  - Lack of incentive for owners to invest
  - Vacant public property
  - Community pushback against subsidized housing

## What Could Change? Where Can Community Lead?

- *Help residents buy local properties*
- *Build community support for proposals of affordable or subsidized housing*
- *Develop anti-displacement tools (e.g. land trusts)*
- *Work with homeless service providers to identify and address gaps in services*
- *Other ideas?*

**What should be added or edited? What questions do we have – and who can we learn from?**

# Shop (Shopping at Local Businesses)

## What's the Challenge?

Of the residents and visitors who participated in the community survey, most feel **offerings along the corridor are very limited.**

- 62% said they access the corridor for grocery needs, but not for many other goods and services.
- 47% only visit the corridor monthly or not at all.
- 4: Average rating on a scale from 1-10, saying the corridor meets resident's everyday needs.

## Why is it Like This? Who has Influence?

- The Del Paso-Marysville commercial corridor still remains active but has experienced very little new retail growth in the last decade, with new building deliveries primarily being discount retail chains and small auto dealerships.

### Top 5 Retail Industries

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

## What Could Change? Where Can Community Lead?

- *Targeted marketing campaigns to attract more visitors*
- *Reinvigorate community staples that are iconic to the corridor*
- *Advertising healthy food options, creating programs to teach about nutrition and cooking*
- *Activate vacant sites and storefronts to pilot community-informed retail and dining models*
- *Other ideas?*

**What should be added or edited? What questions do we have – and who can we learn from?**

# Work (Owning or Working at Local Businesses)

## What's the Challenge?

- Costs of operating businesses increased (e.g. rent, labor)
- The physical environment of the corridor has deteriorated – especially due to the number of vacant lots
- Safety concerns and homelessness make it hard to maintain foot traffic
- Majority of businesses surveyed shared future concerns with remaining in business

## Why is it Like This? Who has Influence?

- Infrastructure investments was the top need among surveyed businesses
- Many businesses surveyed are not connected with a chamber or commerce or business support organization
- Costs for improvements have increased
- Absentee property owners do not have incentive for graffiti removal, façade improvements

## What Could Change? Where Can Community Lead?

- *Business friendly infrastructure improvements*
- *Expanded building improvements program and funding*
- *Cleaner and safer streets*
- *Attract more businesses that will hire local workers and promote training programs*
- *Connect businesses to established resources*
- *Other ideas?*

**What should be added or edited? What questions do we have – and who can we learn from?**

# Experience (Physical Assets and Infrastructure)

## What's the Challenge?

- 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
- Residents named basic infrastructure investment needs that would make them feel safe – ranging from sidewalks, road crossings, lane striping, lighting, and more
- Bus service is also much more limited than desired

## Why is it Like This? Who has Influence?

- Heavy industrial use – past and present – contributes to wear and tear
- Limited public infrastructure investment and transit dollars have not been targeted toward this neighborhood
- Major investment initiatives require a long planning time horizon and are not equipped to make small or holistic improvements (e.g. limited area of impact around new investments only includes certain types of improvements)

## What Could Change? Where Can Community Lead?

- *Community-led initiatives to ensure safe crossings for kids*
- *Community cleanups initiatives*
- *Tactical investment in improvements (e.g. striping)*
- *Community organizing to build attendance and advocacy at major infrastructure planning meetings*
- *Other ideas?*

**What should be added or edited? What questions do we have – and who can we learn from?**



# Inclusion (Access to Influence over Decisions)

## What's the Challenge?

- Community Advisors named a desire for more community influence over investment decisions

## Why is it Like This? Who has Influence?

- Traditional opportunities for input come with many barriers, such as:
  - The timing of meetings makes it hard to participate
  - Residents are unaware of input opportunities
  - Lack of understanding about how to improve quality of life through taking action in this way
  - Cultural barriers such as unwillingness to meet with or challenge government
  - And many more

## What Could Change? Where Can Community Lead?

- *Community-led initiatives to share knowledge about ongoing plans and initiatives*
- *Community stipends or paid opportunities for community advocacy and organizing*
- *Improved advertising for existing opportunities*
- *Partnership with City offices to remove barriers to participation*
- *Other ideas?*

**What should be added or edited? What questions do we have – and who can we learn from?**

**What's next for action  
planning?**

# What's next for action planning?

## November

- Prioritizing possible actions with community members
- Developing ideas further with support from City + subject matter resources and partners

## Now -> December

- Identifying resources and partners to help take action

**What are your questions,  
thoughts or suggestions to  
develop a great action plan?**

# Community News

**What is happening along the  
corridor?**