

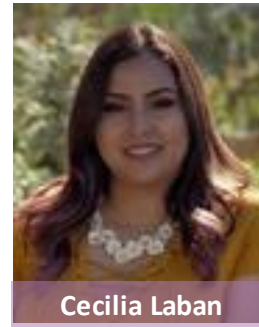


LET'S TALK ANTI-GENTRIFICATION & DISPLACEMENT

FORWARD TOGETHER

MARYSVILLE & DEL PASO BLVD.

WHO WE ARE





FORWARD TOGETHER

MARYSVILLE & DEL PASO BLVD.

is a neighborhood-led and designed **ACTION PLAN** for the diverse populations that **live**, **work**, **pray**, **play**, and/or **shop** along the Marysville-Del Paso Boulevard commercial corridor.

We want to make sure the Marysville- Del Paso corridor is a great place to be for you now and in the future.

Today's discussion will focus on preventing displacement and gentrification.

LIVE



PLAY



WORK



PRAY



SHOP



AGENDA

1. Opening
2. Community Context
3. Historical Trends
4. Community Sharing/Visioning
5. Next Steps

COMMUNITY CONTEXT

DEFINITIONS

GENTRIFICATION:

A process of neighborhood change where higher-income residents and businesses move into a historically marginalized or underinvested neighborhood.

EXAMPLE: LUXURY APARTMENTS ARE BUILT IN A NEIGHBORHOOD TO ATTRACT HIGHER INCOME RESIDENTS. THIS MIGRATION PUTS PRESSURES ON SURROUNDING HOUSING AND BUSINESSES TO BECOME MORE EXPENSIVE.

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DISPLACEMENT:

Displacement occurs when increased investments and rising housing costs causes the certain groups to leave a neighborhood. These groups are often low-income or marginalized.

EXAMPLE: A NEIGHBOR HAS RENTED FOR 20 YEARS. A NEW LANDLORD PURCHASES THE PROPERTY AND DECIDES TO RAISE THE RENT. THE NEIGHBOR IS UNABLE TO REMAIN IN THEIR HOME AND IS FORCED TO FIND MORE AFFORDABLE HOUSING.

HISTORICAL TRENDS

CHANGES IN PROPERTY VALUES AND RENTS

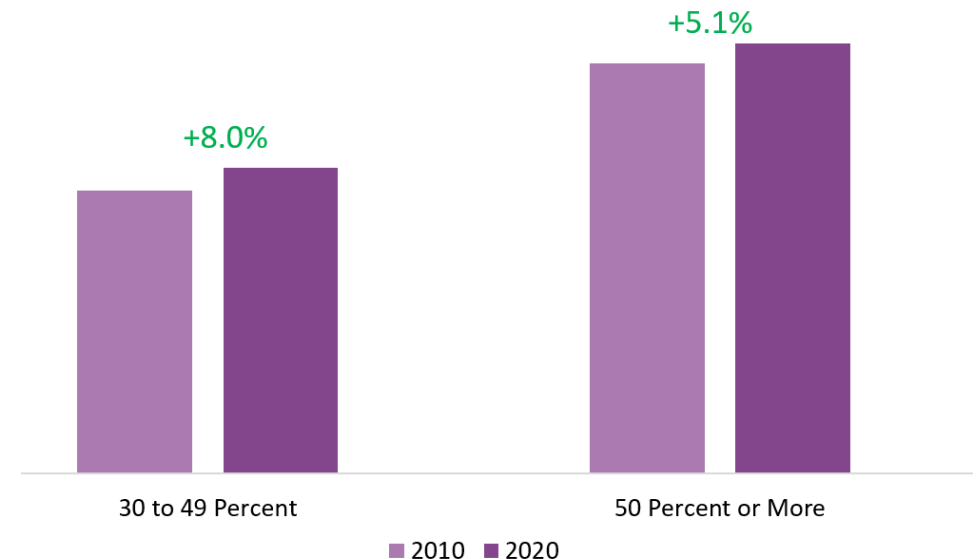
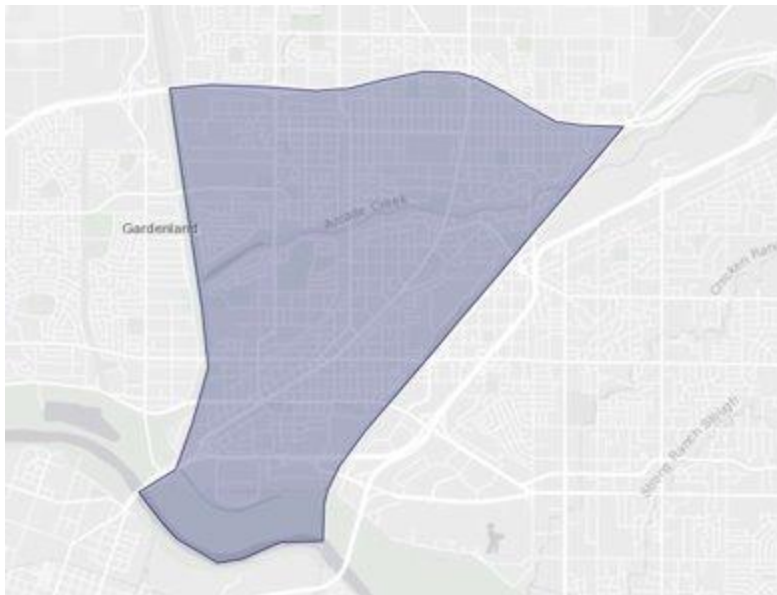
Decreased availability of affordable rental units

Between 2010 and 2020, North Sacramento experienced a 52% decrease in multifamily units under \$800. Units between \$1,000-\$1,499 saw a 64% increase

Increase in Cost-Burdened Renters

There has been an increase in renters that pay more than 30% of their income on rent.

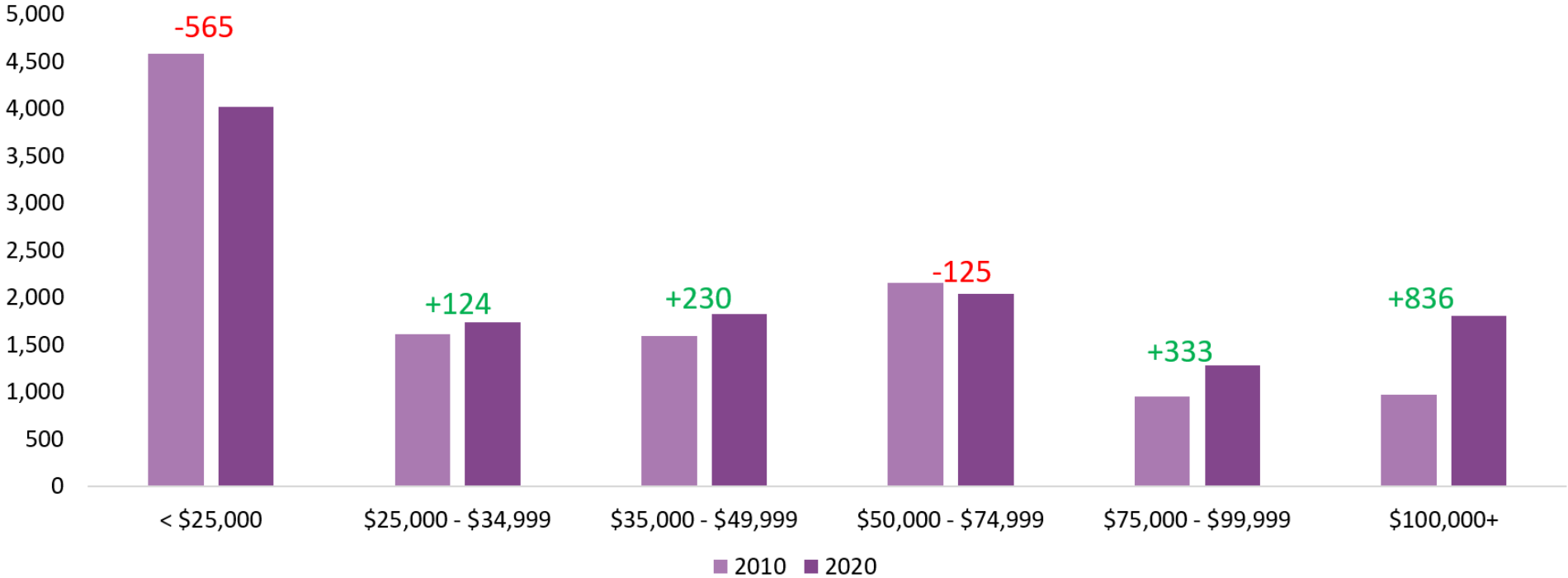
North: I-80
East: Auburn Blvd.
West: Steelhead Creek
South: American River



DEMOGRAPHIC CHANGES

Increase in High-Income Residents, Decrease in Low-Income Residents

Between 2010 and 2020, North Sacramento experienced the greatest increase in households making >\$100,000 and the greatest decrease in households making <\$25,000.



Increase in College-Educated Residents

-17.1%

decrease in residents with less than a high school diploma

24.2%

increase in residents with a Bachelor's degree or higher

Increase in Populations of Color

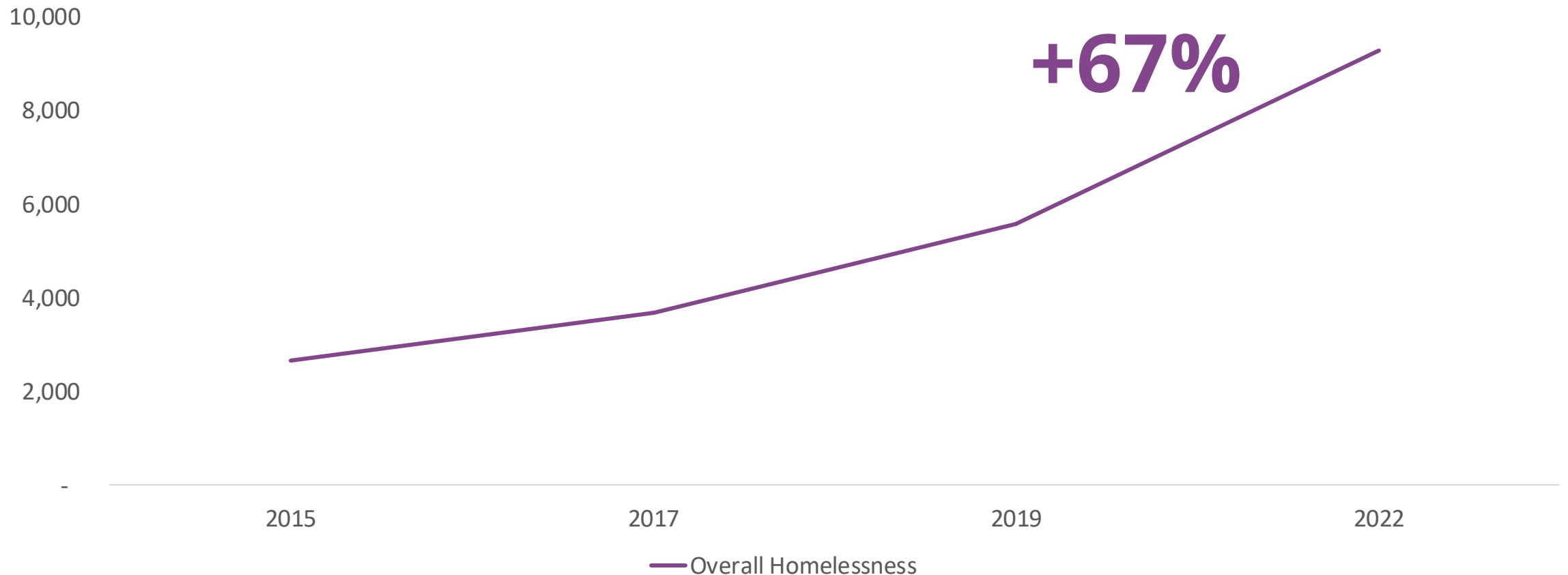
From 2010-2020, the Study Area has experienced a large increase in residents who identify as either **Mixed-Race** or **Some Other Race Alone**.

6% increase in residents who identify as **Hispanic or Latino**.

The population of White, Black, and Asian residents has declined in the last ten years.

Rise in Homelessness in Sacramento County

Homelessness in Sacramento County has steadily increased since 2015. The COVID-19 pandemic led to a substantial 67% increase in homelessness between 2019 and 2022.



BUSINESS IMPACTS

Slight decrease in minority-owned businesses and non-chain, small establishments*

3% → 2%

minority-owned businesses

78.5% → 77.8%

Non-chain, small establishments.

From 2000-2019, there was a slight decrease in the number of minority-owned business and non-chain, small establishments.

**Establishments with <50 employees, less than 5 franchises*

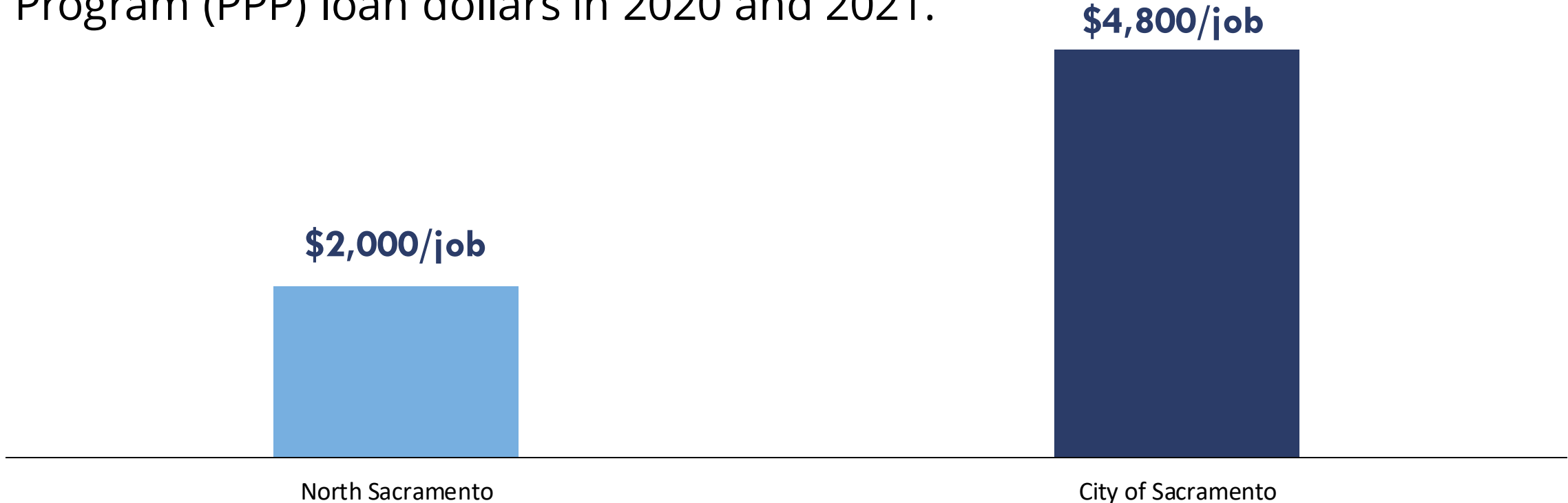
Lack of New Higher-End Retail Options

Over the last decade, new retail deliveries have primarily encompassed discount retail chains and small auto dealerships.

BUSINESS IMPACTS

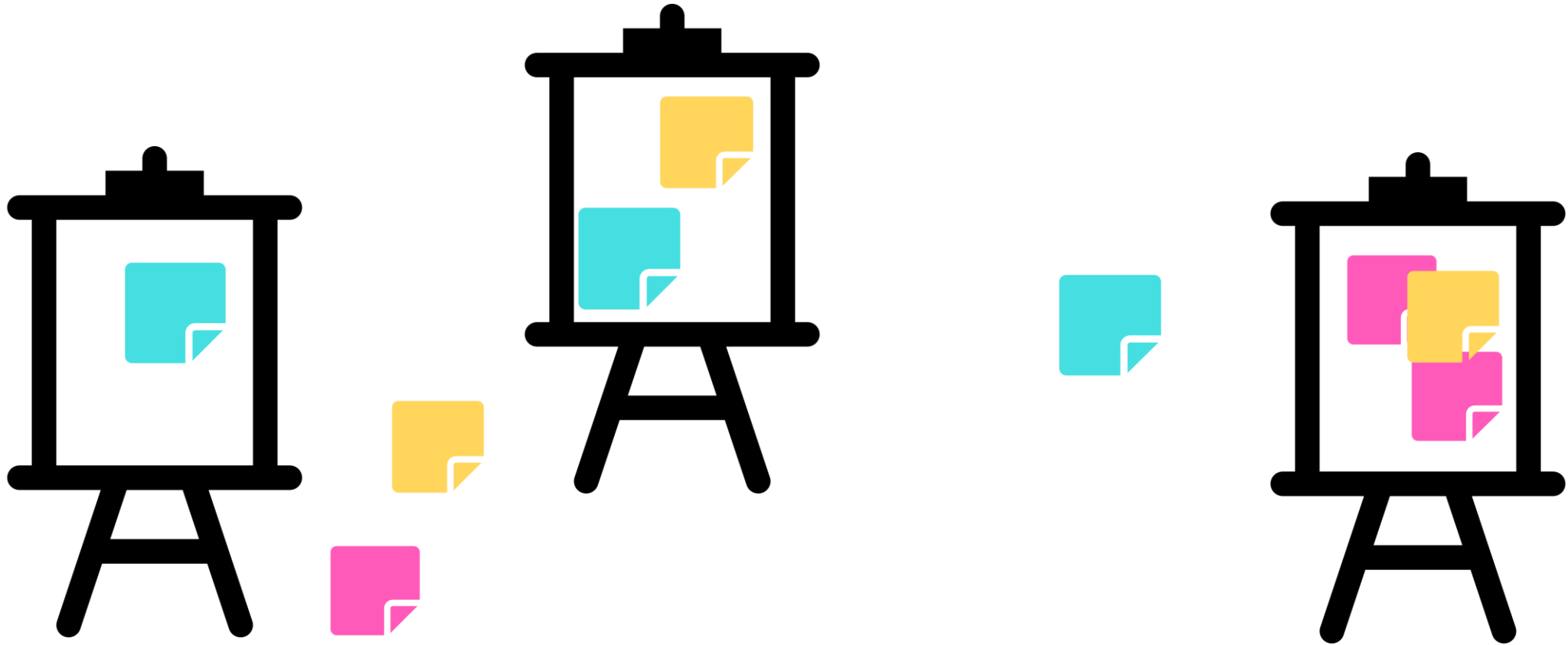
Lower Rates of Aid during COVID-19

Compared to the City as a whole, North Sacramento businesses received a disproportionately smaller amount of federal Paycheck Protection Program (PPP) loan dollars in 2020 and 2021.



Average PPP Loan Amount per Job (2021)

COMMUNITY SHARING/VISIONING



ACTIVITY:

Please answer the questions written around the room using sticky notes. We will come back as a large group to share out our responses.

NEXT STEPS & RESOURCES

STAY INVOLVED



Fill out our community
questionnaire/survey



Attend our activation event



Share your ideas for the corridor
action plan with our team



Check out our website