

APPENDIX D

Community Engagement Summary

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A.1. Summary of Engagement Activities

In August 2021, the City of Sacramento embarked on a transformative initiative, funding the Forward Together Marysville & Del Paso Boulevard Action Plan. This strategic endeavor aimed to catalyze investment and revitalization along a key commercial corridor and its adjacent neighborhoods, weaving together a tapestry of sustainable growth, resilience, and inclusivity. Recognizing the historical challenges of community and economic development—often exacerbated by siloed city efforts, limited resources, and a lack of technical expertise—the City sought to pioneer a collaborative approach. By harnessing the collective wisdom of local businesses, resident experts, community organizations, and a diverse Community Advisory Committee, this Action Plan embodies a concerted effort to transcend traditional barriers. It champions a vision where community needs and aspirations drive transformative change, ensuring the corridors of Marysville & Del Paso Boulevard not only recover their historical vibrancy but also emerge as beacons of opportunity and inclusivity.

ENGAGEMENT GOALS

In every phase of the engagement process, the planners at the City of Sacramento, strategic advisors and coordinators at HR&A Advisors, community outreach leaders and facilitators at Mutual Assistance Network, and community advisors designed and executed meaningful opportunities for community members to share their inputs. These engagement activities were designed to help those in the study area come together and understand the power and potential of this type of plan, to provide insight into the current state and future opportunities along the corridor, and to develop ideas to guide action, turning diverse voices and ideas into a cohesive and actionable blueprint for the future of the Marysville & Del Paso Boulevard corridors. Given the extensive engagement across many City-led planning processes for this study area, engagement activities prioritized outreach to communities who in the past were not as involved in planning processes as well as those who were identified as underserved, while also including broad public opportunities as well.

The engagement strategy was designed to achieve several key objectives, ensuring that the process was not only inclusive but also transformative.

1. **Current Conditions and Issue Identification:** The first goal was the identification of planning themes and contexts, alongside the barriers to change. Through a series of public meetings, workshops, and targeted outreach initiatives, the project team facilitated deep conversations within the community. These discussions unearthed the historical, socio-economic, and cultural fabrics that define the corridors while also highlighting systemic challenges that impede progress. Community comments gathered in this phase provided insight that shaped the identification of planning focus areas – Live, Work, Shop, and Experience – to guide the planning process.
2. **Action Brainstorming:** Brainstorming action ideas constituted the next pivotal goal. Leveraging the expertise of HR&A Advisors and the on-the-ground knowledge of the Mutual Assistance Network, the project fostered a creative and open environment for generating solutions. Community members, empowered by the support and leadership of the City and stewardship from community advisors, actively proposed innovative actions aimed at

revitalizing the corridors. This participatory approach not only generated a wealth of ideas but also ensured that the community felt ownership over the project's direction.

3. **Partner Outreach and Action Strategy Feedback:** Identifying possible partners for conversation was another critical goal, recognizing that the success of the Action Plan would hinge on the strength of its partnerships. The engagement process, therefore, placed a strong emphasis on building bridges between the community, local businesses, non-profit organizations, and governmental entities. These efforts were aimed at creating a robust network of allies who could bring diverse resources, expertise, and perspectives to the table, ensuring a holistic and sustainable approach to the project's implementation.
4. **Action Prioritization:** The prioritization of action ideas to be included in the Action Plan was the culmination of the engagement process. Through a combination of surveys, feedback mechanisms, and collaborative decision-making sessions, the project team and community members worked together to distill the brainstormed ideas into a prioritized set of actions. This process was guided by the principles of feasibility, impact, and alignment with the community's vision, ensuring that the Action Plan would be both ambitious and achievable.

SUMMARY OF ENGAGEMENT ACTIVITIES

Through a series of strategically designed activities, from community advisor meetings to targeted listening sessions and participatory workshops, the project team aimed to capture the essence of the community's aspirations, concerns, and priorities. Below, we delve into the specifics of each engagement activity, highlighting their unique contributions to shaping a comprehensive and inclusive action plan.

Figure 1. Overall summary of community engagement efforts



A.2. Detailed Engagement Activities

A.2.1. COMMUNITY ADVISOR MEETINGS

These meetings brought together a group of appointed community advisors who played a crucial role in shaping the engagement process and ensuring it remained grounded in local needs and aspirations. The advisors, representing a cross-section of the community, provided ongoing feedback, guidance, and advocacy for the project, helping to bridge the gap between city planners and community members.

The full list of community advisors is below:

- Adam Shipp, Sacramento Youth Center
- Aman Smith, DiverseCity
- Chris Robinson, Resident
- Contreina Adams, BNF Beauty Supply
- Cynthia Dees Brooks, CMC Management Group
- Dennis Saicocie, Resident
- Gabriel Mijares, Knock Out Barber
- Mervin Brookins, Brother 2 Brother
- Shaukat Ali, Resident
- Sherri Kirk, Neighborhood Wellness Foundation
- Sofia Olazaba, Panaderia La Jerezana
- Stephen Walton, Resident
- Pastor Steve Winn, Youth Pastor
- Vincent Payne, Resident

The community advisors met a total of 10 times over an approximately year long period to discuss project updates and to deliver crucial feedback as the action plan took form. A list of meetings and content covered during each meeting is outlined below.

Meeting #1: Kick-Off (June 30, 2022)

At the kick-off meeting, community advisors had the chance to introduce themselves to each other and the project team, hear an overview of the project, and understand expectations of next steps to come.

Figure 2. Meeting summary notes from June 2022 Kick-Off Meeting

WHAT DOES SUCCESS LOOK LIKE FOR THIS PROJECT?	WHAT INVESTMENTS DO YOU WANT TO SEE ALONG MARYSVILLE - DEL PASO CORRIDOR?	PARKING LOT QUESTIONS/ COMMENTS/IDEAS:
<ul style="list-style-type: none"> • Identification of decision makers • Removal of systemic barriers/navigating systems • Clarity and transparency about who's who and accountable to meet the needs, as well as where we are along the timeline • The Corridor becomes a destination place/is inviting • Foods/Art/Music Festival • Legacy/successors/youth involvement/Projects like PTA /resources for youth • Sharing resources • Increased collaboration • Understanding of how other service agencies are involved? SETA? • Safe neighbors badge for safe spaces/businesses working together • Keep landlords accountable and provide commercial lease education for small businesses • Bourbon Street and Portland are examples of vision for Marysville activations 	<ul style="list-style-type: none"> • Safe neighbors badge for safe spaces/businesses working together • Marketing is needed for businesses along the corridor • Developed land • People/resource capital and increased collaboration/networking 	<ul style="list-style-type: none"> • The group requests old photos of what the Blvd. Used to look like • Marketing is needed for businesses along the corridor • Medical care not being addressed in past plans was called out • Environmental justice – the correlation to developing communities and land analysis • Owner and landlord accountability for business owners renting • Identification of decision makers • Removal of systemic barriers • Quality grocery stores along the corridor • Youth resources/economic and job opportunities for kids • Street and infrastructure • Want to have candid conversations with service providers about what's working • Bring Pilot City to the community – provides youth internships • Where is affordable housing represented in the plan? • Community can plan for Sacramento's 100 year centennial • Safe neighbors badge for safe spaces/businesses working together

Meeting #2: Community Engagement Strategy (July 28, 2022)

This meeting featured a discussion of the community engagement strategy for Forward Together. There was a discussion on overall engagement goals, target audiences, as well as timeline for engagement. Advisors discussed opportunities to involve new voices that have not been traditionally involved in the planning process before.

Meeting #3: Action Planning Strategy (September 22, 2022)

The community advisors learned about the four key components of the action planning process: 1) identify issues, 2) build action proposals, 3) prioritize actions & build teams, and 4) implement proposals. Community advisors identified potential areas of concern in their community, including repurposing vacant lots, building affordable housing, opportunity for youth involvement, and more.

Meeting #4: Diving Deep: Identifying Opportunities For Change (October 20, 2022)

After reviewing draft action area issues, issues were grouped into four primary categories: Live, Shop, Work, & Experience. Community advisors shared ideas for opportunities in each category.

Figure 3. Meeting screenshot from October 2022 Meeting



Meeting #5: Refining Priorities to Build the Action Plan (November 11, 2022)

Community advisors reviewed two example action plans and shared feedback on what was done well and what would benefit the Forward Together Action Plan. Initial feedback from community outreach events was shared out loud and community advisors worked independently on filling out a worksheet to build out additional details.

Figure 4. Sample meeting worksheet from November 2022 Meeting

ACTION PLANNING WORKSHEET

STEP 1: TOP PRIORITIES FROM COMMUNITY DATA ✓

<p>#1 – BUILD COMMUNITY SUPPORT FOR AFFORDABLE OR SUBSIDIZED HOUSING SO MORE PROJECTS ARE APPROVED.</p> <p>#2 – HELP RESIDENTS BUY LOCAL PROPERTIES.</p> <p>#3 – CONNECT RESIDENTS TO MORE AFFORDABLE HOUSING TO RENT.</p>	<p>#1 – CLEANER AND SAFER STREETS.</p> <p>#2 – ATTRACT MORE BUSINESSES THAT WILL HIRE LOCAL WORKERS AND PROMOTE TRAINING PROGRAMS.</p> <p>#3 – BUSINESS FRIENDLY INFRASTRUCTURE – LIKE PARKING!</p>
<p>#1 – ADVERTISE HEALTH FOOD OPTIONS, CREATE NUTRITION & COOKING PROGRAMS.</p> <p>#2 – BEAUTIFICATION, LIGHTS, AND MARKETING CAMPAIGNS TO ATTRACT MORE VISITORS.</p> <p>#3 – REINVIGORATE COMMUNITY ASSETS THAT ARE UNIQUE TO THE CORRIDOR (E.G. MURALS).</p>	<p>#1 – COMMUNITY CLEANUPS TO REMOVE TRASH AND GARBAGE.</p> <p>#2 – SAFE STREET CROSSINGS FOR KIDS.</p> <p>#3 – MORE PARKS AND SPACES FOR KIDS.</p>

To move this work forward, we must be more specific about the ideas being lifted to further develop the actions for each priority.

- What issue(s) do you think is most important?
- How can you support?

STEP 2: BUILD ACTION PROPOSALS

- WHO should be at the table for planning?
- WHO is ultimately responsible for implementation?

- WHAT should be the first step?
- WHAT questions need to be asked?
- WHAT challenges may come up?

- WHERE can we find additional partnerships or resources to move this forward?

Meeting #6: Topic-Based Calls Preview + Action Planning (December 22, 2022)

MAN shared an update regarding community engagement, including a roadshow and topic-based calls with subject-matter experts. HR&A gave a preview on upcoming action planning events and outlined roles and responsibilities for Phase 2 of the action plan. Community advisors also had an initial discussion about possible funding sources.

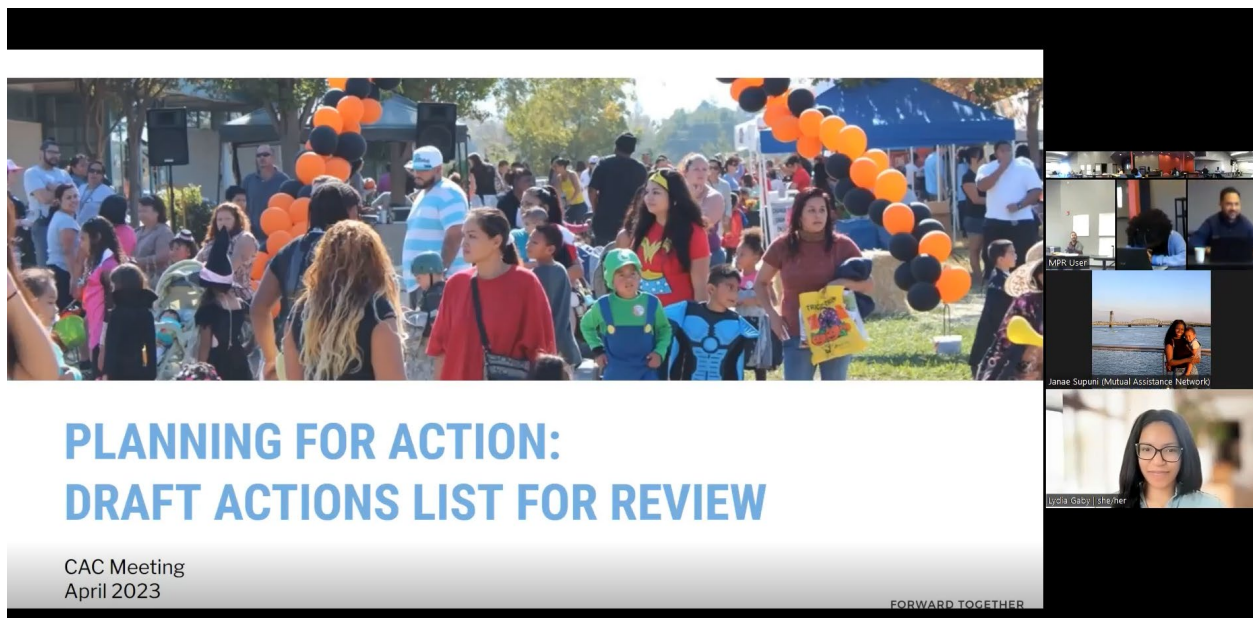
Meeting #7: Action Prioritization Introduction (March 30, 2023)

Community advisors debriefed the community workshop, highlights included an engaged community that stayed for the entire duration of the event. There was a discussion on next steps to take to finalize Phase 1 and a preview of the prioritization process for actions. Community advisors reviewed a draft presentation of prioritized actions.

Meeting #8: Action Prioritization Discussion (April 26, 2023)

In this meeting, HR&A and MAN outlined the two main questions that guide prioritization: What should we focus on? + What makes sense to do first? Community advisors took time to develop action proposals and review the draft actions for Live, Work, Shop and Experience.


Figure 5. Meeting slides from April 2023 Meeting



PLANNING FOR ACTION: DRAFT ACTIONS LIST FOR REVIEW

CAC Meeting
April 2023

FORWARD TOGETHER

	First Actions	Rationale	Existing Momentum + Partners	Later Actions
 <p>LIVE</p> <p>Create and preserve affordable housing and home ownership opportunities for residents.</p>	<ul style="list-style-type: none"> Develop a housing agenda for the boulevard Catalog and promote existing resources and programs for renters and homeowners Create a resource guide that shares information about what the City and providers are doing to support local unhoused people, and advocate for better feedback loops Provide input to educational offerings and services from partners 	<ul style="list-style-type: none"> Taking action in this way will bring together residents and partners to identify specific housing priorities for the area, and explore options such as a land trust or other displacement measures, and to learn about existing services and programs. A resource guide is a quick win. 	<ul style="list-style-type: none"> City initiatives include: <ul style="list-style-type: none"> Home repair program through Code Enforcement partnership with SMUD/ Habitat/ CRP Rental assistance and home repair through SHRA City submitted EPA grant for further resources for home repair Urban League <ul style="list-style-type: none"> Joint investment partnership with Home investment counseling Golden One initiatives include: <ul style="list-style-type: none"> Temporary bank location Homeownership Classes and Resources 	<ul style="list-style-type: none"> Create new funds and programs to provide property tax support and home improvement support for existing homeowners to help community members stay in their homes Facilitate educational programs that connect long-term residents who may need extra income with residents looking for housing (i.e. through ADUs or roommate matching program)

Meeting #9: Action List + Reflection (May 30, 2023)

The community advisors reviewed a revised action list. Community advisors had the opportunity to reflect on the process so far and opportunities for more engagement.

Meeting #10: Action Plan Edits (November 27, 2023)

Community advisors heard an update on the action plan and potential next steps. Revisions and edits to the action plan were reviewed and shared with the community advisors.

Full notes for Community Advisor Meetings (except for Meeting #9 and Meeting #10, only agenda attached) are attached in an Appendix at the end of this document.

Figure 6. Community Advisors preparing for City Council presentation



A.2.2. COMMUNITY WALKAROUND AUDIT

The walkaround audit offered a hands-on approach to assessing the physical environment of the Marysville & Del Paso Boulevard corridors. Participants, including residents and project stakeholders, engaged in guided tours to observe, document, and discuss the area's conditions, challenges, and opportunities from a street-level perspective.

Figure 7. Walk around toolkit

The purpose of this tool is to **subjectively** evaluate Your observations of the conditions related to safety of infrastructure and accessibility, storefront façade of the physical buildings, and convenience of transit options for community members, visitors, and anyone who frequents segments along the corridor.

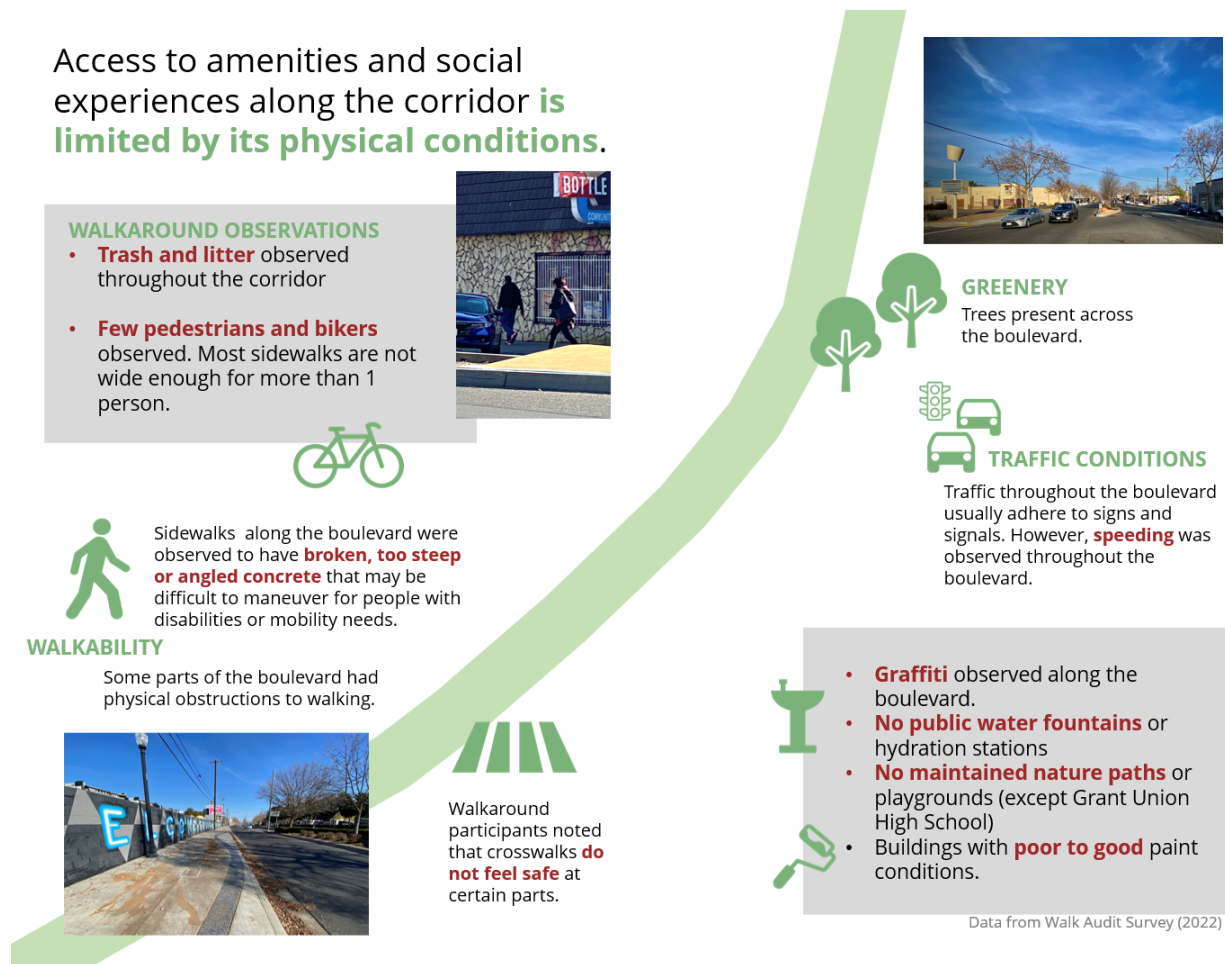
Staff Name:				Today's Date:			
What segments did you walk and evaluate in this process: <input type="checkbox"/> Segment 1 - i80 to Grand <input type="checkbox"/> Segment 2 - Grand to Arcade Blvd. <input type="checkbox"/> Segment 3 - Arcade Blvd. To Glenrose Ave <input type="checkbox"/> Segment 4 - Glenrose Ave to El Camino Blvd.							
Community Environment Evaluation							
Question	Y	N	Notes	Question	Y	N	Notes
Do you observe trees along the corridor?	<input type="checkbox"/>	<input type="checkbox"/>		Are there nearby spaces for older youth?	<input type="checkbox"/>	<input type="checkbox"/>	
Are there spaces for play, recreation or social engagement for all ages?	<input type="checkbox"/>	<input type="checkbox"/>		Is there access to maintained nature paths along the corridor?	<input type="checkbox"/>	<input type="checkbox"/>	
Are there nearby playgrounds for children?	<input type="checkbox"/>	<input type="checkbox"/>		Are there clean public water fountains available along the corridor?	<input type="checkbox"/>	<input type="checkbox"/>	
Storefront Façade Evaluation							
What are nearby land uses? (Please check all that apply below) <input type="checkbox"/> Single Family Housing <input type="checkbox"/> Commercial Retail <input type="checkbox"/> Multi Family Housing <input type="checkbox"/> Open Space <input type="checkbox"/> Recreation <input type="checkbox"/> Other (Describe Below):							
Question	Y	N	Notes	Question	Y	N	Notes
Do buildings have an entrance close to the street?	<input type="checkbox"/>	<input type="checkbox"/>		Do you see graffiti or vandalism nearby?	<input type="checkbox"/>	<input type="checkbox"/>	
Are shop signs and windows easy to see from the street?	<input type="checkbox"/>	<input type="checkbox"/>		How much litter or garbage has not been placed in trash receptacles?			
How many vacant lots are within this segment of the corridor?			# _____	<input type="checkbox"/> None <input type="checkbox"/> Some <input type="checkbox"/> A Large Amount			

1

What is the condition of the paint on surrounding buildings? <input type="checkbox"/> Poor <input type="checkbox"/> Good <input type="checkbox"/> Great <input type="checkbox"/> New							
Accessibility/Pedestrian Evaluation							
Question	Y	N	Notes	Question	Y	N	Notes
Are sidewalks continuous along this segment?	<input type="checkbox"/>	<input type="checkbox"/>		Are there pedestrian amenities along this route?	<input type="checkbox"/>	<input type="checkbox"/>	
Do you observe a high volume of pedestrians?	<input type="checkbox"/>	<input type="checkbox"/>		Do crossings feel safe to cross?	<input type="checkbox"/>	<input type="checkbox"/>	
Do sidewalks work for people with disabilities?	<input type="checkbox"/>	<input type="checkbox"/>		Are there barriers blocking the sidewalk such as utility poles or boxes, benches, etc.?	<input type="checkbox"/>	<input type="checkbox"/>	
Is the pavement broken or angled/too steep?	<input type="checkbox"/>	<input type="checkbox"/>		Are sidewalks wide enough for two people to comfortably walk?	<input type="checkbox"/>	<input type="checkbox"/>	
Do spaces along the route generally feel safe?	<input type="checkbox"/>	<input type="checkbox"/>		Do you observe streetlights along this route?	<input type="checkbox"/>	<input type="checkbox"/>	
Are sidewalks landscaped?	<input type="checkbox"/>	<input type="checkbox"/>					
Transit Amenities Evaluation							
Question	Y	N	Notes	Question	Y	N	Notes
Do bus stops provide route information?	<input type="checkbox"/>	<input type="checkbox"/>		Do bus stops include amenities such as shade structures or benches?	<input type="checkbox"/>	<input type="checkbox"/>	
Are bus stops well maintained and clean?	<input type="checkbox"/>	<input type="checkbox"/>					
Vehicle and Bicycle Safety Evaluation							
Question	Y	N	Notes	Question	Y	N	Notes
Do you observe vehicles driving slower or speeding?	<input type="checkbox"/>	<input type="checkbox"/>		Are bicycle facilities provided?	<input type="checkbox"/>	<input type="checkbox"/>	
Do you observe vehicles adhere to traffic signs?	<input type="checkbox"/>	<input type="checkbox"/>		Do you observe a high volume of people riding bikes?	<input type="checkbox"/>	<input type="checkbox"/>	
Is on-street parking available and are there spots for use?	<input type="checkbox"/>	<input type="checkbox"/>		Does bicycle parking seem adequate?	<input type="checkbox"/>	<input type="checkbox"/>	

2

Figure 8. Summary of walk-around audit observations



A.2.3. DISPLACEMENT + GENTRIFICATION LISTENING SESSION

The Action Plan team hosted displacement and gentrification listening sessions focused on addressing concerns around displacement and gentrification, inviting community members to share personal experiences, fears, and suggestions for equitable development. Co-hosted with the Sacramento Housing Alliance, these sessions provided concrete recommendations and next steps for how to combat gentrification. These sessions were critical in acknowledging and planning for the potential impacts of revitalization efforts on existing residents and businesses.

Figure 9. Sample slides from the Anti-Gentrification & Displacement Listening Session, co-hosted with the Sacramento Housing Alliance and discussion questions.



LET'S TALK ANTI-GENTRIFICATION & DISPLACEMENT

FORWARD TOGETHER
MARYSVILLE & DEL PASO BLVD.

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-50
East: Auburn Blvd
West: Steelhead Creek
South: American River



FORWARD TOGETHER
MARYSVILLE & DEL PASO BLVD.

DEMOGRAPHIC CHANGES

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

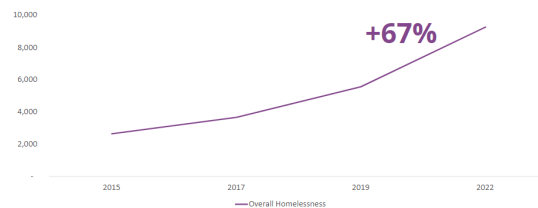
Between 2010 and 2020, North Sacramento experienced the greatest increase in households making >\$100,000 and the greatest decrease in households making <\$25,000.



FORWARD TOGETHER
MARYSVILLE & DEL PASO BLVD.

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.



Discussion

Residents	Businesses
<ul style="list-style-type: none"> In the past 10 years, has there been any change in who lives in your neighborhood? In the past 10 years, how would you describe the changes in your neighborhood? What do you think has been the driving factors of these changes? Which of the changes, if any, do you like? Why? Which of the changes, if any, don't you like? Why? Do the changes you have identified differ from what you see or hear happening in other neighborhoods in the city? Why? Describe. What would you like to see in your neighborhood – for your household, for the community? 	<ul style="list-style-type: none"> In the past 10 years, has there been any change in the businesses that operate in this neighborhood? Are there types of businesses that were located in the neighborhood before but are no longer here? Are there new types of business that weren't here before? What do you think are the driving forces behind these changes? (Are businesses being replaced or are new businesses being established here?) Do you see yourself here in 5 years? Why or why not? What would you like to see in your neighborhood – for your business, for the community?

NOTES

- Communities have been resource poor from the beginning
- Historically, the government wouldn't give people loans and would discriminate
- Community is next to be gentrified – it has been changing about 7/8 years ago – study by Brookings Institute – Sacramento is exactly like DC; corridor circles capitol
- Midtown has changed in record time – people want to eat, live, and work
- Railyards is beginning to come into this space
- Rents going up and neighbors being displaced because they have nowhere to go
- Work with neighborhoods historically redlined
- If you don't want your neighborhood to change and you own your home, don't sell it
- How can you afford home improvements and maintenance when you can't afford or are in retirement; many residents are inheriting a house they can't afford
- Displacement and gentrification come in when households begin making less and less \$
- Code and zoning changes impact small business
- Misconception and misinformation about homelessness – many are people who can't afford the current rent
- Issue we don't have enough affordable housing
- City needs to do their part to maintain and support the community
- Need to increase homeownership in the area
- Street sweeping schedule concern

A.2.4. COMMUNITY SURVEYS

Community Questionnaire

A community questionnaire was designed to gather broad input on the community's priorities for the Action Plan. Distributed both online and in paper form to reach a wide audience, the survey asked residents to rank issues and opportunities according to their importance. We received over 300 responses to the community questionnaire.

Survey results are included in the appendix.

Figure 10. Survey questions from community questionnaire

1. In what neighborhood do you reside?
 - Del Paso Heights
 - Hagginwood
 - Noralto
 - Strawberry Manor
 - Woodlake
 - Old North Sacramento
 - Do not live in this area but work in area
 - Do not live in the area but frequently visit the area for personal needs and other activities
 - Other: Please comment
2. If you live in the Del Paso/North Sac area, how long have you lived in your area?

3. Do you work along the Marysville & Del Paso Blvd. Corridor?
 - Yes
 - No
4. Do you believe the corridor offers adequate employment opportunities?
 - Yes – provides adequate employment opportunities
 - No – does not provide adequate employment opportunities
 - Somewhat – there are adequate employment opportunities but there could be more
 - Prefer not to answer
5. Which of the following would you like to see increased on the Marysville – Del Paso corridor?
Please select the top 2.
 - Affordable housing
 - Transportation options
 - Good jobs
 - High-quality education (e.g., Pre-K)
 - Resources for healthy living (e.g., Healthcare)
 - Opportunities for wealth creation
 - Shopping, restaurants, and nightlife
 - Parks and recreational destinations
6. What is the quality of the physical environment along the corridor?
 - Excellent Quality – buildings and streetscape are in excellent shape and the environment is inviting
 - Average Quality – buildings and streetscape are in okay shape and the environment is somewhat inviting
 - Poor Quality – buildings and streetscape are in poor share and the environment is not inviting
 - Not sure
7. What locations (stores, community centers, restaurants) are community favorites and make the Marysville & Del Paso Blvd. Corridor unique to other parts of the city? *Please note if any of these establishments have closed or left the neighborhood in past years.
8. On a scale of 1-10, how well do the stores and shops along the corridor meet your everyday needs?
9. On average, how often do you go shopping/visit the corridor?
 - Daily
 - Weekly
 - Monthly
 - Not at all
10. Which top 2 types of goods and services do you mostly access along the corridor today?
 - Grocery Stores
 - Personal Services (Health and medical, beauty, etc.)
 - Restaurants and other dining establishments
 - Retail Shopping (Clothing, shoes, etc.)
 - Recreational/Entertainment Stores (Sporting goods, bookstores, etc.)
 - Banks and other financial institutions
 - Faith-Based Activities (Church)

- Other:
11. What top 2 additional types of services would you like to see along the corridor in the future?
 - Grocery Stores
 - Personal Services (Health and medical, beauty, etc.)
 - Restaurants and other dining establishments
 - Retail Shopping (Clothing, shoes, etc.)
 - Recreational/Entertainment Stores (Sporting goods, bookstores, etc.)
 - Banks and other financial institutions
 - Faith-Based Activities (Church)
 - Other:
 12. What are the main opportunities in which the corridor could be improved to better meet community needs?
 - Offer more variety for shopping and entertainment
 - Create a stronger brand and character for the corridor
 - Provide more spaces and opportunities for social gatherings
 - Make the corridor more accessible for foot and pedestrian traffic
 - Increase safety measures along the corridor
 - Other (please specify)
 13. In what other ways would like to see the corridor improve?
 14. How do you primarily travel to the corridor?
 - Car
 - Walk
 - Public Transportation (Bus, Light rail)
 - Ride-sharing Service (Uber, Lyft, Taxi, etc.)
 - Bike/Scooter
 15. From previous plans/studies of the corridor, mobility challenges were identified by residents – which of these mobility challenges are still a concern today?
 - Lack of pedestrian-friendly streets and sidewalks
 - Limited transit options (bus lines, light rail stops, etc.)
 - Limited parking along corridor
 - Heavy car traffic
 - Adequate streetlights/nighttime safety
 - Other (please specify)
 16. What other areas do you visit for shopping and/or recreational purposes on a regular basis?
 17. In what areas can Mutual Assistance Network and the City support you?
 18. Are you interested in staying connected to this project and being added to MAN's newsletter to learn about upcoming neighborhood events and activities?
 - Yes, keep me informed on the project
 - Yes, engage me in community events
 - Both – stay connected to project and learning about community events
 - No
 19. If you are interested in receiving updates about the project, enter your email address.
 20. If you are willing, please identify your racial/ethnic identity:

- African American or Black (not of Hispanic origin) - A person having origins in any of the Black racial groups of Africa.
- Asian - A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent, including for example Cambodia, China, Hmong, Japan, Korea, Malaysia, Pakistan, Thailand, and Vietnam.
- Filipino (not of Hispanic origin) - All persons having origins from the Philippine Islands.
- Hispanic or Latino/Latinx - A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless race.
- Middle Eastern or North African - All persons having origins in any of the original peoples of the Middle East or North Africa.
- Native American or Alaska Native (not of Hispanic origin) - A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.
- Native Hawaiian or other Pacific Islander - A person having origins in any of the peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
- White (not of Hispanic origin) - A person having origins in any of the original peoples of Europe.
- Prefer not to state

21. If you are willing, please identify your age below:

- Below 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- Above 65

Business Questionnaire

A business questionnaire was designed to gather input from business owners along the corridor. We received about 35 responses from businesses, sharing their opinion on what type of investments to prioritize.

Survey results are included in the appendix.

Figure 11. Survey questions from business questionnaire

Marysville & Del Paso Blvd – Business Questionnaire

Forward Together addresses longstanding economic challenges to improve the quality of life for community members who live, work, shop, play and meet along the Marysville & Del Paso Boulevard corridor. The purpose of this survey is to understand how businesses along the corridor are doing business and what is needed to support these businesses in the future to continue to thrive and remain on the corridor. This survey is being distributed by Mutual Assistance Network, City of Sacramento and HR&A Advisors.

1. Which Zip code is your business located in? * *(Add dropdown list for zip codes)*
2. What is the name of your business? *(Open-Ended question)*
3. Which industry does your business primarily work in? * *(Add dropdown list of industries)*
 - a. Accommodation and Food Services
 - b. Arts, Entertainment and Recreation
 - c. Construction
 - d. Educational Services
 - e. Finance and Insurance
 - f. Healthcare and Social Assistance
 - g. Manufacturing
 - h. Professional, Scientific and Technical Services
 - i. Retail
 - j. Transportation and Warehousing
 - k. Utilities
 - l. Other: Please add comment
4. How many years have you been in business on the **Marysville & Del Paso Blvd. Corridor**?* *(Multiple Choice Question – 1 response)*
 - a. Less than 1 year
 - b. 1-3 years
 - c. 4-5 years
 - d. More than 5 years
5. Do you rent or own your space? * *(Multiple Choice Question – 1 response)*
 - a. Rent space
 - b. Own space
 - c. Prefer not to answer
6. What is unique about the corridor that drove your decision to locate and keep your business here? * *(Open-Ended question)*
7. What are your main challenges working and managing a business along the corridor? * *(Checklist Question - only allow to choose 2 responses)*
 - a. Rising costs (rent, labor, operations, taxes, etc.)
 - b. Quality of space for lease/rent
 - c. Finding qualified staff/accessing training
 - d. Maintaining clientele/foot traffic
 - e. Cost of storefront façade improvement
 - f. Cost of other infrastructure related improvements (street, sidewalk, etc.)
 - g. Safety concerns
 - h. Changing customer base/neighborhood change
 - i. Other: Please add comment

8. Coming out of the pandemic, does your business have any future concerns around your ability to remain in business along the corridor due to rising rents or other market pressures? * *(Multiple Choice Question - 1 response)*
 - a. Not concerned
 - b. Somewhat concerned
 - c. Very concerned
 - d. Prefer not to say

9. What types of investments or resources do you think are needed along the corridor to support your business? * *(Checklist Question - Only allow to choose 2 responses)*
 - a. Infrastructure Improvements (i.e., street improvements, transit improvements, etc.)
 - b. Storefront Façade Improvements
 - c. Signage and marketing of businesses along corridor
 - d. Business resources: Financial and technical support for businesses
 - e. Other: Please add comment

10. What types of investments or resources do you think are needed along the corridor to support the greater health and vibrancy of the corridor? * *(Open-Ended Question)*

11. Are you interested in staying connected to this project? *(Multiple Choice Question - 1 response)*
 - a. Yes, keep my business informed
 - b. Yes, engage my business in community events
 - c. No

12. Are there any other areas in which MAN and the City can support your business? *(Open-Ended Question)*

13. If you are willing, please select which group your business primarily identifies with:
 - a. Minority-Owned
 - b. Woman-Owned
 - c. Minority and Woman-Owned
 - d. Veteran-Owned
 - e. Other: Please comment

*** Required Question**

Business 1:1 Conversations

MAN also conducted in-depth 1:1 conversations with several business along the corridor to understand their vision and goals for the corridor.

Figure 12. Business 1:1 Conversation Interview Guide

Interviewer Name:

Today's Date: / /

What is the name of your business or the business in which you work?

What items do you sell, or services do you provide along the corridor?

Why did you decide to open your business along the corridor? Why do you work here?

What is your vision for what the corridor should look like?

What are your goals for your business or your corridor?

What types of resources or services do you need to grow or retain your business?

Additional recommended questions:

- How has the pandemic impacted your business operations?
- What threats does your business face with remaining in business along the corridor? How have these threats have changed over the years?
- What investments do you believe need to be made along the corridor to support your business and the vibrancy of the corridor?

Figure 13. Sample list of businesses located along the corridor

Connie's Drive In	La Pacita	Antique Anne
Chet Chai Tires	O'Reilly Auto Parts	Diverse City
Western Dental	La Jerezana Bakery	Quality Auto Care & Tire
Valley Tire & Wheels	Little Ceasar Pizza	Lil Joe's Resturant
VIVA Super Market	Taco Bell	Shift Coffee House
Q&R BBQ	Tom's Barber Shop	Western Loan & Jewelry
Black Art	Lucky Market	HQ Auto Customs
Gala Salon Estetica	Boost Mobile	Money Mart
Rainbow Market	Shell Gas Station	Uptown Takeout
Mini-Mart	Colo's Soul Food & Seafood	Uptown Fitness
Sacramento Class	Lil Macy's Thrift Store	Five Star Fades

City Program @ HCC
 Arcade Market
 Auto Zone
 Texas Chicken Seafood
 Quick Stop Smog & More
 Bill's Liquor & Deli Store
 Knock Out Barber Shop
 Polo Asado Mariscos
 Unique Tire & Wheels
 Fletcher Transmission Repair
 SJ Market Dollar Store
 La Victoria Market
 Alternative Solution
 Wholesaler (ASI)
 Bargain World Thrift Store
 Boulevard Laundry
 3 Brothers Smoke Shop
 Best Donut & Ice Cream

Grocery Outlet
 Sacramento Community Clinic
 Dental Clinic
 Little Summit Center
 Mi Lindo Talisco
 Box Brothers
 Total Wellness
 That Guy Eyewear
 Best Cleaners
 Hagginwood Library
 North City Jewelry & Loan
 Swanson & Son Lock & Safe
 Co
 Super Wash & Dry
 Sacramento Youth Center
 The Observer Newspaper
 B&W Bottle Shop
 Universal Clothing

Del Paso Auto Dismantler
 Del Paso Veterinary Clinic
 Del Paso Grooming
 Center for Fathers and
 Families
 Cellular King's
 Hanna's Appliance
 Boostmobile
 Metro PCS
 Church inside Urban League

Community Prioritization Roadshow


MAN tabled at several events in order to get community input on identified action categories. MAN collected input from community members through a survey that was both online and in-person as well as interactive boards.

Figure 14. Pictures from a community prioritization roadshow event



Figure 15. Survey responses from community prioritization roadshow

	1st Priority	2nd Priority	3rd Priority	Total Prioritization
LIVE				
Connect residents to more affordable housing to rent	12	7	13	32
Help residents buy local properties	16	13	7	36
Build community support for affordable or subsidized housing so more projects are approved	17	2	5	24
Prevent gentrification and displacement with tools like community land trusts	5	3	4	12
Work with homeless service providers to identify and address gaps in services	12	8	8	28
WORK				
Improve buildings by providing support and funding	0	4	1	5
Business friendly infrastructure improvements (e.g. better parking)	3	4	3	10
Cleaner and safer streets	9	7	10	26
Connect businesses to established resources and programs to help them upgrade, expand, and serve new customers	1	4	7	12
Attract more businesses that will hire local workers and promote training programs	5	14	9	28
EXPERIENCE				
Improved sidewalks	2	5	6	13
More parks and spaces for kids and families	6	13	10	29
Better and more bike lanes	2	1	2	5
Community cleanups to remove trash and garbage	14	18	8	40
Tactical investment in improvements (e.g. striping, lighting at night)	1	4	4	9
Build attendance and advocacy at major infrastructure planning meetings	2	2	4	8
Safe street crossings for kids	11	9	13	33
SHOP				
Beautification, Lights, and marketing campaigns to attract more visitors	4	2	7	13
Reinvigorate community assets that are unique to the corridor (e.g. murals)	2	6	7	15
Advertise healthy food options, create nutrition/cooking programs	4	3	3	10
Activate vacant sites and storefronts to pilot community-informed retail and dining models	10	3	5	18
TOTAL:	139	132	136	

 = Top Ranked (3 for each category)

A.2.5. COMMUNITY TOWN HALL WORKSHOP

Workshops engaged community members in interactive sessions to explore specific topics in depth, such as housing, economic development, and public spaces. Facilitated by experts, these workshops utilized participatory design and planning exercises to co-create visions and solutions.

We hosted a Community Town Hall in February 2023 with over 75 residents. This Town Hall featured community performances, an overview of the project, as well as small group discussions to review the draft actions.

Figure 16. Community Performances at the Community Town Hall



Figure 17. Inputs from discussions at the Community Town Hall

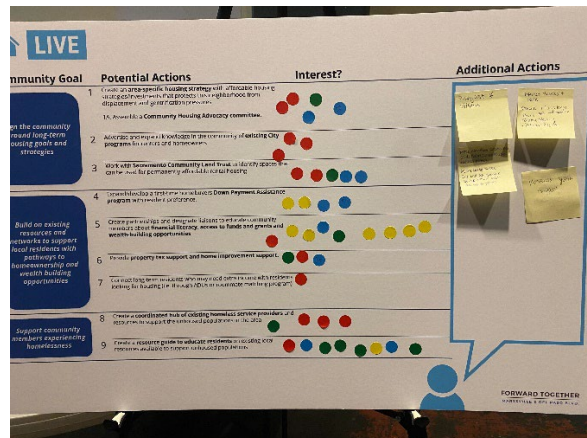
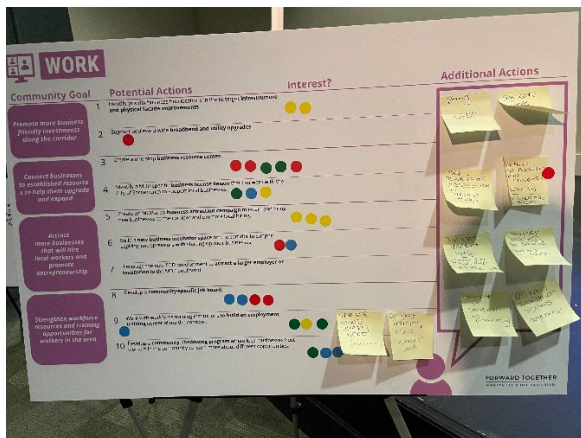


Figure 18. Written-Up Summary from Engagement Boards

SHOP

	Proposed actions:	Votes:	Additional comments:
Attract a broader diversity of retailers to create a more comprehensive shopping experience for residents and visitors	Create a supplemental storefront façade/tenant improvement grant program specific to the area for local businesses.	12	<ul style="list-style-type: none"> Marketing & social media strategy to engage numbers outside the community Attention from councilmember & city to invest People need housing Story & narrative need to be clear and positive Old & new stories in alignment Including parking structures in new building Addressing old infrastructure Restoring buildings Dog parks More families moving in along the blvd Address property owners Grant programs to cover licensing & permit fees Financing for change of use permits Incentives to attract tenants (ex: tentative improvements) Support for tenant improvements for business owners Clean up homeless camps parks & along the corridor More places to sit and enjoy businesses Businesses need to know what clientele want
	Build coworking/shared spaces along the corridor to promote business entrepreneurship.	2	
	Create a pop-up program for vacant city or community-owned storefront sites for emerging restaurants or retailers.	3	
Activate vacant lots and properties to promote more vibrancy along the corridor	Support community-led efforts for vacant commercial property acquisition.	5	
	Identify funds for community activation events for local residents and businesses to activate vacant spaces along the corridor.	5	
	Create an artist fund to support local artists build window displays in vacant buildings or on vacant properties.	2	
Define a corridor-wide identity to attract more visitors and support businesses	Develop a marketing campaign strategy for the corridor that includes new branding, public art, and signage to reinforce the area's unique identity.	6	
Bring more healthy food options to the corridor for all to access	Attract an additional mainstream grocery store or general merchandise store.	6	
	Develop a co-op grocery store that hires local residents and connects the community to healthy food options.	3	
	Build a community garden on a vacant site that offers educational programming on access to healthy food.	3	

A.2.6. ACTION PLAN PRIORITIZATION SURVEY

Following the compilation of action ideas and strategies, a second survey was conducted to prioritize these actions based on community feedback. This allowed residents to directly influence the final recommendations included in the Action Plan.

This table summarizes the total number of votes collected from community members at in-person events as well as via the online survey, organized by “goal.” Language as shown in the prioritization survey documents is reflected in the “source text” column.

Figure 19. Results of Action Plan Prioritization Survey

Goal	Category	Survey Source Text	Online Survey Votes	Event Votes	Total Votes
Align the community around long-term housing goals and strategies	LIVE	Build community support for affordable or subsidized housing so more projects are approved Connect residents to more affordable housing to rent. Prevent gentrification and displacement with tools like community land trusts	46	68	114
Rebuild the community's connection with the streets and beauty of the area	EXPERIENCE	Improved sidewalks Better and more bike lanes Community cleanups to remove trash and garbage	37	58	95
Promote more business friendly investments along the corridor	WORK	Business friendly infrastructure improvements (e.g. better parking) Cleaner and safer streets Improve buildings by providing support and funding	52	41	93
Promote long-term community safety through physical and programmatic interventions	EXPERIENCE	Tactical investment in improvements (e.g. striping, lighting at night) Safe street crossings for kids	27	42	69
Activate vacant lots and properties to promote more vibrancy along the corridor	SHOP	Activate vacant sites and storefronts to pilot community-informed retail and dining models	44	18	62
Attract more businesses that will hire local workers and promote entrepreneurship	WORK	Attract more businesses that will hire local workers and promote training programs	32	28	60
Strengthen workforce resources and training opportunities for workers in the area	WORK	Attract more businesses that will hire local workers and promote training programs	32	28	60
Build on existing resources and networks to support local residents with pathways to homeownership and wealth building opportunities	LIVE	Help residents buy local properties.	22	36	58
Define a corridor-wide identity to attract more visitors and support businesses	SHOP	Beautification, Lights, and marketing campaigns to attract more visitors Reinvigorate community assets that are unique to the corridor (e.g. murals)	26	28	54
Support community members experiencing homelessness	LIVE	Work with homeless service providers to identify and address gaps in services	22	28	50
Create more spaces and opportunities for youth	EXPERIENCE	More parks and spaces for kids and families	19	29	48
Create more spaces for community of all ages to gather and "own" their space	EXPERIENCE	More parks and spaces for kids and families	19	29	48
Reinvigorate community assets that are unique to the corridor	EXPERIENCE	More parks and spaces for kids and families	19	29	48
Attract a broader diversity of retailers to create a more comprehensive shopping experience for residents and visitors	SHOP	Beautification, Lights, and marketing campaigns to attract more visitors	17	13	30
Bring more healthy food options to the corridor for all to access	SHOP	Advertise healthy food options, create nutrition/cooking programs	18	10	28
Connect businesses to established resources and programs to help them upgrade, expand, and serve new customers	WORK	Connect businesses to established resources and programs to help them upgrade, expand, and serve new customers	16	12	28
Build community participation and capacity to shape planning and infrastructure projects	EXPERIENCE	Build attendance and advocacy at major infrastructure planning meetings	3	8	11

A.3 Community Advisor Meeting Notes

COMMUNITY ADVISOR MEETING #1

Date: Thursday, June 30, 2022 | Time: 9:00am – 10:30am

Location: Grown Folks

AGENDA

- **INTRODUCTIONS**

Community Advisors introduced themselves and shared their personal relationship to the Marysville & Del Paso Blvd corridor and Del Paso Heights/North Sacramento community.

ATTENDEES	Adam Shipp	Cynthia Dees Brooks	Katy Robb	Sherrri Kirk
	Amber Busby	Danielle Lawrence	Mary Yang	Sofia Olazaba
	Cecilia Laban	Dennis Saicocie	Mikel Davila	Stephen Walton
	Chris Robinson	Gabriel Mijares	Mervin Brookins	Steven Winn
	Contreina Adams	Janae Supuni	Shaukat Ali	Vincent Payne

- **PROJECT OVERVIEW**

MAN shared Community Advisors Kickoff presentation.

In collaboration with project partners, Community Advisors will give guidance and insights to the ways partners can best support the community by investing in improvements along the Marysville & Del Paso Boulevard corridor.

NDAT shared a timeline of past plans completed, some specific to North Sacramento, and pointed out that the implementation of the recommendations within those plans has lagged.

A brief history of the corridor was covered, along with improvements the community has requested in the past.

Community Advisors will collaborate with project partners to develop 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.

Project Timeline:

- Action plan development: 6 months
- Action plan implementation: 18 months

- **COMMUNITY ADVISORS OVERVIEW**

MAN shared Community Advisors Roles & Responsibilities and Community Advisors MOU documents.

Community Advisors will give strategic direction throughout the process and will be comprised of diverse cultural and linguistic representatives.

Meetings will be held monthly, but may vary depending on the needs of the project. Community Advisors who cannot attend a scheduled meeting can review notes and attend a 1:1 session with MAN staff. Community Advisors will receive a \$100 stipend for participating in each meeting or 1:1 session.

General consensus among Community Advisors is to hold future meetings in person.

- **OPEN DISCUSSION**

Community Advisors led an open discussion on improvements and investments they would like to see along the Marysville & Del Paso Blvd corridor. Common themes included: removal of systemic barriers and navigating systems, accessible youth activities and resources, environmental justice, activating vacant land, collective resources for business owners, and attractions such as food cart pods, markets, and interactive art.

See Open Discussion document.

- **ACTION ITEMS & NEXT STEPS**

ACTION:	OWNER:	DUE:
Propose options for next meeting date	MAN	7/8/2022
Send CA contact list	MAN	7/8/2022
Send updated meeting materials & minutes	MAN	7/8/2022

- **ANNOUNCEMENTS**

- Sacramento Youth Center's youth workforce program is available. Open M-F 12:00pm – 6:00pm

COMMUNITY ADVISOR MEETING #2

Date: Thursday, July 28, 2022 | Time: 9:00am – 10:30am

Location: 1913 Lounge and Events

AGENDA

• WELCOME

Community Advisors introduced themselves and shared their favorites activities to do in Sacramento County

ATTENDEES	Amber Busby	Dennis Saicocie	Katy Robb	Sherri Kirk
	Cecilia Laban	Danielle Lawrence	Mary Yang	Sofia Olazaba
	Chris Robinson	Fatima Malik	Mikel Davila	Janae Supuni
	Contreina Adams	Gabriel Mijares	Steven Winn	Cynthia Dees Brooks

ABSENT	Adam Shipp	Shaukat Ali	Vincent Payne
	Mervin Brookins	Stephen Walton	

• COMMUNITY ENGAGEMENT

MAN shared Overview of Community Engagement presentation.

Engagement tactics will be utilized to gather feedback and input from the community, as well as keep the community informed about the Forward Together Marysville & Del Paso Blvd. project. Key engagement audiences include: Local residents, business owners and employees, community organizations and leaders, youth, schools, faith-based communities, community influencers, and those who visit the corridor.

Ultimately, engagement tactics will build trust and understanding for the action plan and develop ideas for community-driven action.

Tactics that will complement existing conditions assessment:

- o Business Questionnaire
- o Community Questionnaire
- o Gentrification & Displacement Listening Sessions

Tactics that will complement action plan development:

- o Community Organization Meetings
- o Pop Up Events
- o Community Workshops

Proposed engagement timeline will take place between July 2022 – November 2022

Feedback from Community Advisors were centered on a desire to expedite the planning process, as well as adapt an innovative approach that will successfully

engagement community members and move the work forward. See discussion question table for additional feedback.

- **DISCUSSION QUESTIONS**

Community advisors split into two groups to discuss and answer the following questions:

- o Do you believe these tactics will provide opportunities for new voices to add to this conversation?
- o What do community members need to help understand the context and have an informed discussion?
- o What do you think are the most important items to ask the community?
- o How can you or other organizations support the community engagement efforts?

- **ACTION ITEMS & NEXT STEPS**

ACTION:	OWNER:	DUE:
Revisit historical plans and data	NDAT	Next CA Meeting
Connect with CAT on engagement tactic methodology	MAN	8/9/2022

- **ANNOUNCEMENTS**

- o MAN is hiring AmeriCorps Members, Home Visitors, and Community Center Assistants
- o North Sac Chamber is hiring liaison
- o 1913 Afro Soca Love block party – September 3, 2022
- o MAN will share monthly newsletter

COMMUNITY ADVISOR MEETING #3

Date: Thursday, September 22, 2022 | Time: 9:00am – 10:30am

Location: Sacramento Youth Center

AGENDA

- **WELCOME**

In honor of Hispanic Heritage Month, Community Advisors shared their favorite Spanish/Latin meals.

ADVISORS	Chris Robinson	Gabriel Mijares	Sofia Olazaba
	Cynthia Dees Brooks	Minister Steven Winn	Aman Smith
	Adam Shipp	Stephen Walton	

PROJECT TEAM/STAFF	Katy Robb (MAN)	Janae Supuni (MAN)	Cecilia Laban (MAN)
	Amber Busby (MAN)	Mary Yang (MAN)	Fatima Malik (NDAT)
	Mikel Davila (NDAT)	Greg Garcia (NDAT)	Diana Huynh (New Faze)

ABSENT	Contreina Adams	Shaukat Ali	Vincent Payne
	Dennis Saicocie	Mervin Brookins	Sherri Kirk

- **PRESENTATION:** [Building Momentum: Action Planning Strategy](#)

- **ACTION PLANNING STRATEGY & DISCUSSION**

Based upon prior feedback, prioritized action plan ideas were summarized into six (6) categories:

1. Access to Fresh Produce
2. Opportunities for Youth Employment & Engagement
3. More Health Care Facilities
4. Repurposing Existing Land Uses and Commercial Buildings
5. Affordable Housing
6. Opportunities for residents who earn quality incomes to be involved in community decisions for further investment.

Community Advisors identified additional priority action plan opportunities:

- Access to Transportation (public transportation, mobility hub, safety concerns)
- Road Infrastructure & Maintenance

The action planning process was outlined and broken into four (4) key components:

1. Identify Issues
2. Build Action Proposals
3. Prioritize Actions & Build Teams
4. Implement Proposals

Community Advisors broke into two (2) groups to begin action planning for access to transportation and youth employment and engagement. See General Discussion on page 3.

Community Advisors advocated for transportation/infrastructure to take precedent on action plan, as it is a fundamental pillar for community economic growth and development.

- **ACTIVATION EVENT**

Key goals for activation event:

1. Introduce permanent possibilities for property beautification
2. Create safe, social opportunities for community to connect along the Marysville-Del Paso Boulevard
3. Get input on the action planning process and collect additional community feedback and priorities

New Arcade Market parking lot (3175 Marysville Blvd, Sacramento, CA 95815) has been identified as a location for an activation event. Owners are excited and willing to share their space for the purpose of this project.

Activation concepts developed by Atlas Labs were shared:

Rather than plan for a major activation event in November, Community Advisors proposed mini activation events leading up to a large-scale activation slated for Spring 2023.

Spring 2023 activation will aim to activate existing assets along the corridor, specifically New Arcade Market to Hagginwood Park in a block-party style. Mini activations will be utilized to build rapport with the community, collect feedback and data on ongoing project, and showcase how placemaking events can unite North Sacramento.

- **ACTION ITEMS & NEXT STEPS**

ACTION:	OWNER:	DUE:
Follow up with infrastructure & transportation jurisdiction/responsibility information	City staff	By next CAC meeting

- **ANNOUNCEMENTS**

- Sacramento Youth Center hosting business owner & youth mixer – Oct. 22nd

COMMUNITY ADVISOR MEETING #4 – Part 2

Date: Thursday, September 22, 2022 | Time: 9:00am – 11:00am

Location: Virtual Zoom Meeting

AGENDA

- **WELCOME & INTRODUCTIONS**

Judith Taylor and Lydia Gaby with HR&A led introductions and welcome.

ADVISORS	Chris Robinson	Sherri Kirk	Contreina Adams
	Cynthia Dees Brooks	Dennis Saicocie	Aman Smith
	Stephen Walton		

ABSENT	Gabriel Mijares	Sofia Olazaba	Steven Winn
	Mervin Brookins	Adam Shipp	Shaukat Ali

PROJECT TEAM/STAFF	Katy Robb (MAN)	Janae Supuni (MAN)	Cecilia Laban (MAN)
	Amber Busby (MAN)	Mary Yang (MAN)	Fatima Malik (NDAT)
	Mikel Davila (NDAT)	Greg Garcia (NDAT)	

- **PRESENTATION: [DIVING IN DEEP: IDENTIFYING OPPORTUNITIES FOR CHANGE](#)**

HR&A facilitated the Diving Deep: Identifying Opportunities For Change on Thursday, October 20, 2022 (slides 1-19) and Thursday, October 27, 2022 (slides 20-26).

Draft action area issues identified by community were recapped (slide 10). Issues identified are grouped into four (4) primary categories:

- Live
- Shop
- Work
- Experience

Shop: Shopping at Local Businesses

Data shared on where community members shop and frequent restaurants and bars. Community find there are limited offerings along the corridor and no retail growth within the last decade.

Key opportunities identified by community advisors include marketing and events, cohesive planning and advertisement, food trucks/halls, and easy beautification efforts to increase foot traffic and attract community.

Work: Owning & Working at Local Businesses

The cost of operating a business along the corridor has increased. However, what is unique to the corridor is that although operating costs of increased, the physical environment has deteriorated.

Concerns highlighted include poor existing infrastructure discouraging investment and development, lack of activity, and lack of supports for business owners.

Experience: Physical Assets & Infrastructure

Community members desire the corridor to be a safe place for gathering and spending time. Lack of biking and walking infrastructures, including streetlights, trees and green landscapes, sidewalks, and marked bike lanes, also deter community members from spending time along the corridor. Lack of long-term investments contributes to infrastructure challenges.

Advisors explored small steps to make the corridor attractive. Proposed actions included planters and/or hanging flower baskets, holiday marketing, and collective attainable beautification efforts.

Resources: Answering Your Questions

Fatima followed up on infrastructure improvements including Transportation Priorities Plan, Alleyway Activation Project, and additional projects coming.

Inclusion: Access to Influence Over Decisions

Community advisors expressed a desire for more community influence over investment decisions. Proposed efforts include a share community calendar and community meetings to share happenings and make sure community is informed.

- **ACTION ITEMS & NEXT STEPS**

- MAN will lead prioritization community outreach.
- MAN will coordinate community meetings with industry experts to speak to the four action areas.
- Large activation event will be pushed to early/mid 2023.

General Discussion:
<ul style="list-style-type: none">▪ Density assessment assess how city has been zoned. A number of vacant lots and land surrounding the corridor are zone for single-family units, which deters development for multi-story housing options.▪ Building support for new development prior to proposals is key to mitigating pushback.▪ Costly infrastructure deters investment.▪ Brand and identity is vital to make the corridor a destination spot.▪ Sustainable efforts are needed to ensure the corridor has a cohesive feel and attracts people long-term.

COMMUNITY ADVISOR MEETING #5

Date: Thursday, November 17, 2022 | Time: 9:00am – 11:00am

Location: Robertson Community Center

AGENDA

• **WELCOME & INTRODUCTIONS**

ATTENDEES	Adam Shipp	Steven Winn	Chris Robinson
	Dennis Saicocie	Stephen Walton	
	Sherri Kirk	Sophia Olazaba	

ABSENT	Gabriel Mijares	Contreina Adams	Shaukat Ali
	Mervin Brookins	Cynthia Dees Brooks	Aman Smith

PROJECT TEAM/STAFF	Katy Robb (MAN)	Janae Supuni (MAN)	Cecilia Laban (MAN)
	Amber Busby (MAN)	Mary Yang (MAN)	
	Mikel Davila (NDAT)	Greg Garcia (NDAT)	

• **PRESENTATION: REFINING PRIORITIES TO BUILD THE ACTION PLAN**

Facilitated: MAN

Let’s Talk Sample Action Plans:

Community Advisors reviewed two action plans, then shared feedback on what was done well and what would benefit Marysville & Del Paso Blvd. Corridor Action Plan.

Macon Action Plan	Cambodia Town Thrives Action Plan
<ul style="list-style-type: none"> The data compiled is good We like the priority actions matrix on the last page Some actions are too broad We want to be sure to narrow Forward Together actions down We love the graphics included of how it will all look We want Forward Together to include a tracker of what’s complete vs. What’s in progress We want Forward Together to call out minority-owned businesses and to include the demographics of our diverse community 	<ul style="list-style-type: none"> It’s pretty, but... More detail to be desired The area is not clearly defined, we want to be sure Forward Together names the focus area Every graphic is the same We want clarity, transparency, and to the point We like the defined terms and glossary It’s too long, too dense! Case studies don’t need to be included in Forward Together COVID-19 data is good and makes it current 57We like the guiding principles around housing

- We like that this plan calls out philanthropy efforts within the community
- The map is very detailed

PRIORITIZATION ACTIVITY DATA

MAN shared community feedback and top priority actions gathered from community outreach events. Community Advisors worked independently on Action Planning Worksheet.

Live:

1. Build community support for affordable or subsidized housing so more projects are approved
2. Help residents buy local properties
3. Connect residents to more affordable housing to rent

Experience:

1. Community cleanups to remove trash and garbage
2. Safe street crossings for kids
3. More parks and spaces for kids and families

Work:

1. Cleaner and safer streets
2. Attract more businesses that will hire local workers and promote training programs
3. Business-friendly infrastructure – like parking!

Shop:

1. Activate vacant sites and storefronts to pilot community-informed retail and dining models
2. Beautification, lights, and marketing campaigns to attract more visitors
3. Reinvigorate community assets that are unique to the corridor (e.g. murals)

ROADSHOW

MAN continues to take prioritization activity on the road to community meetings and events. MAN will also work to coordinate topic-based call with industry experts to give insights on how to strategize and begin findings solutions for action plan.

UPCOMING EVENTS:

- **12/3:** Dixieanne Clean & Green Workshop @ 1616 Del Paso Blvd, 11:30am – 2:30pm
- **12/10:** Black Santa Holiday Event @ 1913
- **12/15:** Next Community Advisor Meeting
- **12/15:** Community Conversations w/ Councilmember every 3rd Thursday, 6:00pm - 7:00pm
- **12/16:** Girls Night (ages 14-24) @ Sacramento Youth Center, 5:30pm – 7:00pm

COMMUNITY ADVISOR MEETING #6

Date: Thursday, December 15, 2022 | Time: 9:00am – 11:00am

Location: TAP Wine Lounge

AGENDA

- **WELCOME & INTRODUCTIONS**

ATTENDEES			
	Adam Shipp	Steven Walton	Steven Winn
	Cynthia Dees Brooks	Shaukat Ali	Sherri Kirk
	Dennis Saicocie	Chris Robinson	Gabriel Mijares
	Contreina Adams		

ABSENT			
	Aman Smith	Sofia Olazaba	
	Mervin Brookins		

PROJECT TEAM/STAFF			
	Katy Robb (MAN)	Janae Supuni (MAN)	Lydia Gaby (HR&A)
	Cecilia Laban (MAN)	Mary Yang (MAN)	
	Mikel Davila (NDAT)	Greg Garcia (NDAT)	

22. PRESENTATION: PLANNING FOR ACTION: IDENTIFYING COMMUNITY ROLES IN - IMPLEMENTATION Facilitated: MAN & HR&A

PROCESS UPDATE:

MAN shared updates on the following items:

- 1) Priorities Roadshow – MAN has continued to outreach at community events and have heard from over 70 community members what their priorities are for action plan.
- 2) Topic-Based Calls – Virtual panel discussions will take place in January. We'll reach out to stakeholders, subject-matter experts, and City staff to share what changes are possible for the corridor and what actions have proven beneficial for throughout Sacramento.
- 3) Community Advisor Meetings – December meeting is our last formal meeting for 2022. More information to come on how advisors can stay involved throughout action plan development and implementation.

WHAT'S NEXT FOR ACTION PLANNING?

HR&A shared upcoming events & actions. Topic-Based Calls will be good for reflection and how to move work forward. Community Action Plan Workshop will bring larger community together and engage those interested in what can happen through the action plan. Identifying resources and partners to identify funds and plan for action is vital to support desired actions.

ROLES

Roles and responsibilities for Phase 2 were outlined for MAN, HR&A, City of Sacramento, contracted partners, and Community Advisors.

- HR&A will act as advisors and policy experts.
- City of Sacramento will act as project sponsor and be available to answer questions.
- Contracted partners will support with activation event and provide environmental data.
- MAN will continue to be primary contacts.
- Identified action teams will be responsible for navigating process for execution and making sure appropriate funds are obtained.

What has kept Community Advisors involved in Forward Together?	What skills would you like to learn or are needed for you to participate in the way you would like to?
<ul style="list-style-type: none"> • Multigenerational and long-term residents • Want to see area improved • Want to highlight beauty and diversity • Duty as resident to pass on positive actions • Neighborhood is a desired location • Business owner • Want to show community appreciation • Want a positive change and move work forward • Want to show that our voices matter and values are aligned 	<ul style="list-style-type: none"> • Funding process • Grant writing • Budget reviews • City coordination • Community organization • Policy involvement and operation • Collective communication • Crash courses • Senior citizen engagement

FUNDING

HR&A and City outlined possible funding sources, including state/federal, city, banks, and donation sources. City will be allocating \$500k for action plan. There is an upcoming grant opportunity modelled after Forward Together and Stockton Blvd work.

MAN will follow up individually with CAC on slides 16-20

Parking Lot
<ul style="list-style-type: none"> • ARPA framework for D2 • Citizen Planning Academy • NDAT Grant Feb/March 2023

COMMUNITY ADVISOR MEETING #7

Date: Thursday, March 30, 2023 | Time: 9:00am – 11:00am

Location: 1913 Lounge

AGENDA

• WELCOME & INTRODUCTIONS

ATTENDEES			
	Adam Shipp	Steven Walton	
	Cynthia Dees Brooks	Shaukat Ali	
	Dennis Saicocie	Chris Robinson	
	Contreina Adams	Aman Smith	

ABSENT			
	Sherri Kirk	Sofia Olazaba	
	Mervin Brookins	Stephen Walton	

PROJECT TEAM/STAFF			
	Katy Robb (MAN)	Janae Supuni (MAN)	Lydia Gaby (HR&A - virtual)
	Mary Yang (MAN)	Greg Garcia (NDAT)	
	Mikel Davila (NDAT)		

COMMUNITY WORKSHOP DEBRIEF:

- a. What stood out the most to Community Advisors?
 - Community is still excited about seeing and working toward change in DPH, despite numerous failed plans.
 - There were common themes across all 4 groups, including safety and beautification.
 - It was helpful to get insights from a wide variety of demographics; diverse community attended.
 - People stayed the entire duration of the event and were engaged.
- b. Any suggestions for future workshops?
 - Engaging Hispanic and Farsi-speaking communities
 - Trainings similar to topic-based calls in grant writing, youth involvement (topics called out in CAC meeting #6)

WRAPPING UP PHASE 1:

- a. Community Profile/Action Plan Report Process Update
 - As we move toward finalizing the Community Profile Report and Action Plan, key steps are to secure funding and identify low-hanging projects to keep community excited and engaged.
- b. Prioritization Process
 - With data gathered through prioritization questionnaires, event outreach, and the community workshop, HR&A has worked to prioritize specific actions outlined by community. See Prioritization Activity.

- c. Foreword from Community Advisors
 - City shared visuals and designs to include in the Community Profile Report to inspire, connect, and identify with local community members.
 - City will work with a group of advisors to draft a collective statement reflective of the community advisors' work and voice.
 - There is opportunity to create a webpage and marketing to engage community.

PRIORITIZATION ACTIVITY

- a. Review presentation of actions developed in response to Community Workshop and outreach data on priorities
 - Community advisors reviewed the draft presentation of prioritized actions.
 - After reviewing the prioritized actions, advisors needed more time to fully review the document to ensure they were reflective of community voice.
 - MAN, NDAT, & HR&A will revisit the presentation of data. Prioritized actions will be reviewed in a follow up CAC meeting.

ADMINISTRATION

- a. Invoices & Processing Times
 - As a reminder, MAN's processing times for invoices is 3 – 5 business days. Please reach out to MAN with any questions or concerns regarding payments

ANNOUNCEMENTS

- Pacific Housing Inc is HIRING! Reach out to Cynthia with questions.
- TAP Wine Lounge is open Thurs – Sat 6pm – 10pm
- MAN Passport to Adulthood is accepting applications for youth ages 16-18
- Earth Day event at Robertson Community Center 4/15 10am – 1pm
- Black Light Art Show every 2nd Saturday 5pm – 10pm at Addicts Supply Clothing
- DJ Gio Fundraiser 4/16 – 4/18 @ 1913 Lounge

Parking Lot
<ul style="list-style-type: none"> • Universal calendar for events along the blvd • Workshop/training for SACOG infrastructure funding

COMMUNITY ADVISOR MEETING #8

Date: Wednesday, April 26, 2023 | Time: 9:00am – 11:00am

Location: Urban League

AGENDA

WELCOME & INTRODUCTIONS

ATTENDEES			
	Sherri Kirk	Aman Smith	
	Stephen Walton	Chris Robinson	
	Dennis Saicocie	Cynthia Dees Brooks	
	Contreina Adams		

ABSENT			
	Adam Shipp	Sofia Olazaba	Gabriel Mijares
	Mervin Brookins	Steve Winn	Shaukat Ali

PROJECT TEAM/STAFF			
	Katy Robb (MAN)	Janae Supuni (MAN)	
	Cecilia Laban (MAN)	Greg Garcia (NDAT)	
	Mikel Davila (NDAT)	Lydia Gaby (HR&A - virtual)	

PRESENTATION: **PLANNING FOR ACTION: DRAFT ACTIONS LIST FOR REVIEW** (HR&A)

ACTION PLANNING METHODOLOGY:

A process recap for the steps taken to build an action plan.

1. Identify issues
2. Brainstorm actions + prioritize - - - > **WE ARE HERE IN THE PROCESS**
3. Conduct outreach to refine actions and recruit partners for action items
4. Take actions

How will actions be prioritized?

Two main questions to address when determining prioritization are:

- What should we focus on? – Urgent community needs as understood from studies and community comments gathered throughout various outreach methods.
- What makes sense to do first? – Actions that build momentum and set foundations for community action in the future.

What will go into an action proposal?

1. **Action:** Concrete task that meets our goals/objectives
2. **Funding:** Is there funding available to support this action?
3. **Accountability:** Who should be guiding the next steps and near-term goals
4. **Moves:** Steps that steer the action plan toward successful change

DRAFT ACTIONS LIST:

HR&A reviewed draft actions for Live, Work, Shop, and Experience.

GROUP DISCUSSION

LIVE:

- Do these actions reflect what's important to the community?
 - Add engagement strategy – how do we address lack of communication and get community involved
 - Include strategic engagement – engaging those directly impacted and within the segment where the action will take place; engaging leaders within segments who are solution-oriented
 - Clearly identify segments to the community
 - Identify clear connectors between actions across each action area (connections between Live, Work, Shop, and Experience)
 - Community needs base level education so they are aware of what's coming and what they may qualify for
- Where is there momentum along the corridor?
 - New development proposed at Marysville & Arcade
 - Councilmember potential community ownership opportunities – in very early stages
 - Sac Community Land Trust
 - Urban League vacant lot potential
 - www.sacramento.agencycounter.com – access developments in progress
- Partners we should reach out to for alignment:
 - Urban League
 - Local business owners
 - Pacific Housing
 - Urban Land Institute
 - D2 district representatives
 - SHRA
 - Faith-based community

WORK

- Do these actions reflect what's important to the community?
 - Need for a third-party ambassador or consultant that can be a bridge between the City and community for available opportunities; resource for industrial jobs available; linguistic, cultural, and ethnic matches
 - Need to consistently check what business needs are
 - A need to provide resources for community to access local jobs available in the community (ex: industrial jobs; businesses along Bell Ave)
 - Identify City career pathways that have already been identified
- Where is there momentum along the corridor for this topic area?
 - Urban League programs and services
 - Industrial employer in North Sacramento
 - City workforce development pathways
 - Greater Sacramento Economic Council
 - Highland Community Charter
- Partners we should reach out to for alignment:
 - Sierra Service Project
 - CCCA

- California Conservation Corps
- Seta
- Urban League
- Light & Water

SHOP

- Do these actions reflect what’s important to the community?
 - Yes, but would like more time to reflect and review community prioritization results
 - Ensure façade improvement and future grant opportunities are feasible for tenants
- Where is there momentum along the corridor for this topic area?
 - Councilmember façade grant program & marketing and branding strategy
- Partners we should reach out to for alignment:
 - Unseen Heroes
 - Rink Studios
 - Del Paso Blvd Partnership
 - Urban League
 - Arcade Market

EXPERIENCE

- Do these actions reflect what’s important to the community?
 - Include clean and safe (ex: bike trail maintenance, sidewalks, lighting, stop signs, speed bumps, addressing criminal activity)
- Where is there momentum along the corridor for this topic area?
 - Hagginwood Community Association grant
 - Dixieanne Project
 - Sacramento Youth Center
 - Sac PD Cadets
- Partners we should reach out to for alignment:
 - City Public Works
 - Councilmember office
 - Code enforcement
 - Sacramento Youth Center
 - Grant CJ program
 - City Landscape & Learning program
 - Old North Sacramento Association
 - Del Paso Heights Community Association
 - Hagginwood Community Association
 - North Sacramento Leadership Associations/ Jay King 3rd Monday @ Highlands Community

PARKING LOT:
<ul style="list-style-type: none"> • Centralized resource to inform community about project and keep updated • Top 5 meetings to attend: <ul style="list-style-type: none"> ○ Regional Transit ○ County Board of Supervisors ○ SMUD ○ SACOG ○ City Commissions

- | |
|---|
| <ul style="list-style-type: none">• Community watchdog – residents connect with experts (community & residents) |
|---|

ANNOUNCEMENTS:

- May 20th – DPHA shutting down the street co-planned with SacPD
- May 24th bbq Neighborhood Wellness Foundation
- 2nd Saturday in May
- June – partnering with Cynthia art and music at 1913
- 2nd Sat in June Chalk Walk – June 10th activate street and alleyway
- June block party in partnership with UCD

Agenda

Community Advisors Meeting #9

- **Welcome & Icebreaker**
- **Presentation**
 - a. Process recap & how to read the action plan & list
 - b. CAC Roles
- **Discussion**
 - a. Action List
- **Reflection & Shoutouts**
 - a. What did you like about this process so far?
 - b. Do you have thoughts about how to do this well with more around the table?
 - c. Thanks & appreciation!
- **What's happening along the corridor?**

Agenda

Community Advisors Meeting #10

- **Welcome, Dinner, Icebreaker**
- **Presentation of Process and Status**
 - a. What has happened the past few months? What has changed in the Action Plan?
 - b. What's next for the Action Plan?
 - c. What happens after the Action Plan is released?
 - d. What are the roles for CAC and other community partners?
 - e. Q&A
- **Discussion of Edits to Action Plan**
 - a. How to read the action plan & list
 - a. Proofreading overview of changes made to the actions list
 - Q&A
- **What's happening along the corridor?**

A.4 Community Questionnaire Results

1. In what neighborhood do you reside?

Answer Choices	Responses
Del Paso Heights	61
Hagginwood	37
Noralto	2
Strawberry Manor	4
Woodlake	29
Old North Sacramento	33
Do not live in this area but work in area	4
Do not live in the area but frequently visit the area for personal needs and other activities	14
Other: Please comment	18

2. If you live in the Del Paso/North Sac area, how long have you lived in your area?

- 2 years
- 62 years
- 3 years
- 11.11years
- 43
- 25 years
- 5 years
- I have worked in area for over 10 years
- 30 years
- 40
- 1963 to 1967 and then from 1978 to present.
- 6 years
- 3 years
- 23 Years
- Enough to know why we continue to be the dumping ground
- 18 yrs
- Birth
- 2.5 years
- 25 years
- 16 years
- 2 years
- 35 years
- 20 years
- 6 months
- 50 years
- Childhood home...17 years ...then back in 1995=44 yrs
- 4 years
- 4 years
- 3 years
- 2 years
- 4.5 years
- 5 yeara
- 9 yrars
- 8 years
- 5 months
- 3 1/2 years
- 58 years
- 2 years
- 10 years
- 3 years and 4 months
- 1994
- 8 years
- 5 years
- 1 year
- 1 year
- 30 years9 years
- 30+ years
- 14 years
- 21 years
- 12 years
- Almost 2 years
- 8 years
- 3 years
- 30 years
- 12 years
- 63 years
- 15 years
- 3 years
- 50 years
- 13 years
- Sinse 2015
- 28 years
- 3 months
- 5 years
- 41 years
- 53 years
- 24 years
- At parker homes since September 2006
- 8 years
- 3 years
- 3 years

- 10 years
- 27 years
- 2 years
- 25 years
- 13 years
- 37 years
- 60+ years
- 4 1/2 years
- Since 1990
- 45 years
- 2 months
- 1 year
- 10 years
- 30
- 7 years
- 30
- 10 years
- 32 + years
- 2 years
- 66 years
- 3 months. New homeowner.
- 3 years
- 1 year
- 3 years
- 31 years
- 5 years
- 3 years
- 1 year
- 2 years
- 3 years
- 5 years
- 10 years
- 12 years
- 12
- 6 years
- 21 years
- 4 years
- 28 years
- 45 years
- 45 years
- Less than a year
- 50 plus years
- 2 yrs
- 35 years
- 53 years
- 6 years
- 44 years
- 30 years
- 6 years
- 1.5 years
- 34 years
- 5 years
- 12 Years
- 126.5 years
- 46 years, all my life
- 11 yrs
- 3 years
- 12 years
- 58yrs
- 34 years
- 12 years
- 29
- 3 years
- 8/9
- 14
- 8 years
- 33
- 3 months
- One year
- TEST
- 36 years
- 2006
- 20 years
- 10 years
- 1 week
- 0
- 8 years
- 0
- 2 years
- 46 years
- 20years
- 2006
- 20
- 9 year
- almost all my life
- 10 years
- 14 years
- 3 years
- 12/13 years
- 15
- 3 years
- 53
- 6 years
- 11 years
- 9 years
- 12 years
- 1 day

3. Do you work along the Marysville & Del Paso Blvd. Corridor?

Answer Choices	Responses
Yes	32
No	147
Prefer not to answer	5
Other (please specify):	18

4. Do you believe the corridor offers adequate employment opportunities?

Answer Choices	Responses
Yes – provides adequate employment opportunities	13

No – does not provide adequate employment opportunities	119
Somewhat – there are adequate employment opportunities but there could be more	49
Prefer not to answer	21

5. Which of the following would you like to see increased on the Marysville – Del Paso corridor? Please select the top 2.

Answer Choices	Responses
Affordable housing	77
Transportation options	24
Good jobs	60
High-quality education (e.g., Pre-K)	49
Resources for healthy living (e.g., Healthcare)	27
Opportunities for wealth creation	30
Shopping, restaurants, and nightlife	93
Parks and recreational destinations	47

6. What is the quality of the physical environment along the corridor?

Answer Choices	Responses
Excellent Quality – buildings and streetscape are in excellent shape and the environment is inviting	6
Average Quality – buildings and streetscape are in okay shape and the environment is somewhat inviting	37
Poor Quality – buildings and streetscape are in poor share and the environment is not inviting	150
Not sure	9

7. What locations (stores, community centers, restaurants) are community favorites and make the Marysville & Del Paso Blvd. Corridor unique to other parts of the city? *Please note if any of these establishments have closed or left the neighborhood in past years.

- Grocery Outlet, La Jerazana Bakery
- Iceland Ice Skating Rink--now seasonal Lil Joe's Stoney Inn
- Sac Youth Center
- Colo's, Hagginwood Park and other establishments
- Popeyes, and Mcdonalds
- Jimmys, Colos, Grocerie Outlet, Hagginwood Community Center, La Victoria
- None are favorites. But lack of transportation forces me to shop there
- Mexican shops
- Mexican stores, bakery
- La Jerezana, la Victoria, Grocery outlet
- La Victoria
- La Victoria, la Placita de Artesanías, La Jerezana, Viva, Banco
- Lil Joe's, Miss Sammy's Restaurant, Cook'sHardware and Bank of America.
- King Kong brewery

- La Victoria, iglesia San Jose
- Having grocery/ clothing shops
- Del Paso BL is very unique. Is was mostly built as Art Deco. It is the only area of Sacramento with quant store fronts. It should have store front upper scale shops up and down the street like other unique Cities. It has been a missed opportunity by the City.
- I moved to Old North Sac because of its historic feel to the stretch of Del Paso Blvd. Eating at Sammy's restaurant and strolling to Carol's Books and a cultural dance studio, all defunct, made me want to choose living near this retail/cultural corridor. I envisioned more retail specialty stores, eateries, art galleries and such. However, what remains are liquor stores, youth centers, and soon to be housing which begs the question- is this still a family friendly retail corridor, or simply a service oriented hub for the City's programs?
- Marysville and grand is in atrocity. The Paso Boulevard businesses are in shambles
- Earns arcade was the best thing that happened on Marrysville Blvd back in the early 80's
- Locally owned businesses, recently newer restaurants and art are great upgrades
- N/A
- n/a
- Iceland, Sammy's (closed), Colo's, Gallery 1616 (closed), Shift, Stoney's, Schiffs, Antique Annies, Coles ACE (closed), North Hagginwood Library
- I would love to see restaurants and businesses like these in mixed use buildings similar to the Ice Blocks. (Offices/retail space down below with apartments/condos/offices above) What's by Watts(closed), king Cong Brewing, Southpaw Sushi, Woodlake Tavern(closed), sector 7 salon The south end (Del Paso Blvd) is great but could use some improvements to make it amazing but the north end (Marysville Blvd.) needs to be completely reimaged. The few existing stores are uninviting. Too many vacant buildings that give a feeling of insecurity. The street is too busy and feels unsafe to walk or ride a bike. In general, the area is depressing and I avoid it as much as possible.
- None don't feel safe.
- Little Joe's (reopened) Son of a Bean coffee house (closed)
- Light rail and buses a plus. Well used library with lots of services. A Youth Center. Some good restaurants: Southpaw, Shift Coffee, Uptown Grounds, Lil Joe's, Uptown Tacos, Chando's, King Kong Brewery, Burly Beverages, J-Spot, and more. Woodlake Park.
- Shift coffee, King Cong, Burly's, grocery outlet
- This redlined community has been neglected and underserved for years. There isnt much left as it relates to favorites.
- Thrift shops.
- the architecture and the old main street feel surrounded by housing. I can't think of another business district like it in Sacramento
- it is really not attractive there, at all, it is overall quite depressing, unfortunately.
- Hagginwood school Lil Joes Sammys St. Josephs Church Kongs brewery
- The one lane traffic with on street parking and wide side walks in the del Paso/ Arden area is really nice and It would be a nice walkable area of the business/buildings were in better shape.
- Uptown Pizza/Woodlake Tavern - closed 2020 King Cong Brewery Little Joes's - closed but re-opened by new owner Burly Beverages Shift Coffee House Big Idea Theater
- Southpaw sushi, lil joes, shift coffee house, Mexican groceries stores, Connie's drive in
- Urban league
- Urban league

- Diversity
- Several valuable stores have closed including Cooks Hardware, and Decades Costumes. At the star corner of Grove and Arden we lost Thai Basil, and a soul food restaurant. We also lost Sammies, Mama Kim's, Enotria. SNR closed its office. A yoga studio. Bank of America left and the lot looks really bad now. KFC/A&W closed. I can't name them all!
- Stores, restaurant, affordable and great selections and quality of food.
- King Cong, Lil' Macy's, Arcade Market, Mexican bakeries
- Lil joes Skating rink Would be nice to rebuild the old theater

- Cooks hardware (closed)
- Not sure
- None of the stories are my favorite nor do they meet my needs.
- Coffee shops, some restaurants... however most businesses are in run down buildings with unattractive exteriors, people just hanging out drinking, smoking, spitting, trash....folks camping and sleeping in the Del Paso Blvd medians, hanging outside the liquor stores. It's not safe and there are no healthy places to frequent. Too many cheap, unhealthy food choices and transients or folks just hanging out.
- Del Paso Blvd is a beautiful street except for the vacant properties
- This store; Teine Tings
- For restaurants, King Cong Brewery, Stoney's Inn (free spaghetti on Sundays!), and Lil Joe's now that they are under new management and much better quality. The Grocery Outlet is a godsend for daily grocery needs! The Hagginwood Community Center & Park is a blessing but also can be sketchy in the evenings with folks hanging out in cars, doing drugs.
- Nothing on Marysville Blvd is good but the work done to del Paso has been great. Lots of building renovation and upkeep so it's looking much better and less scary to even drive through
- Kohl's Soul Food
- Southpaw Sushi, King Kong Brewery, Woodlake Tavern(closed 2020)
- Cong Brewery, Shift Coffee, Southpaw, Woodlake Tavern (closed), Northside Pizza (closed)
- This is a bad area. Will only get worse if you build inviting places for undesirable people
- Cardinal Lanes-Closed / Del Paso Movie Theater - Closed / Roller Rink- Closed / Woodlake Park Youth Center - Closed / Big Ben's Burger. All WERE community favorites at one time. The surrounding neighborhoods have become slums in places.... it's not anti poor people, it's anti trash cause by the less fortunate.
- Broad Room art collective Big Idea Theater Southpaw sushi Tortoise shell boxing Woodlake park King Kong brewing Chandos tacos
- Carol's Books which has closed, Stoney's which is open but parking is terrible
- Kong Brewing Ethnic restaurants incl bbq Adjacent disc golf course
- King cong brewing. Shift coffee. Southpaw sushi. Viva market.
- Several restaurants closed on Del Paso due to Covid. No Ace Hardware anymore either.
- need a place to eat and dance for black folk
- Grocery Outlet Shift Coffee South Paw King Cong Lil Joes Sammies SNR So Cal Woodlake Swim Club The American Ice Stoney's Neverboard Woody Boyd Luthery Burly Beverages The sidewalks are awesome. Just need less riff raff to let these establishments flourish.
- Street art, unique tenants like cong brewery and shift coffee.
- Grocery Outlets
- I like Southpaw Sushi and King Kong Brewery and Uptown Grounds , located in the Sacramento youth center and I like La Victoria Supermarket
- Connie's drive in, Manuel Tacos truck, La Victoria supermarket, Rev. Dosty's BBQ
- Arcade market
- Woodlake tavern (closed). Southpaw sushi. Shift coffee. King cong.
- Shift Coffee, the Art Deco style of Del Paso Blvd, Stoney's
- Shift coffee, grocery outlet and uptown takeout and uptown ballroom
- *EyeWear Guy(relocated to Oak Park)relocated to Oak Park due to Crime *Colos *O' Reileys

- Sammy's restaurant, shopping at groceryoutlet. Using FedEx mail room. Would love to see a community theater reopen whether it be live or movies or both.
- Viva
- N/a
- Not sure
- King Cong Brewery, Stoney's Rockin Rodeo, Southpaw Sushi. For closed and very missed establishments: Woodlake Tavern, Uptown Pizza, Son of Bean Coffee, and older but REALLY missed, a REAL grocery store: Safeway on Del Paso and El Camino.
- Hagin oaks raceway (slot car track), Arcade market, AutoZone, Hagginwood Elementary
- Cook's Hardware was a treasure. Best hardware in town. But it's gone. The excellent King Cong brewpub is certainly unique for this area. A rebuilt Iceland would be nice. Find an operator for Sammy's. They are missed.
- Enotria was an excellent restaurant, but it is no longer in business. Bank of America has also closed.
- I really like driving by all the murals
- King Cong, Shift, Burly's, uptown grounds, the library, Southpaw
- I like the thrift stores available.
- Mom an pop shops along marysville blvd
- Shift coffee, King Kong Brewing
- Restaurant
- Iceland and the Woodlake Swim Club are the heart of the boulevard south of El Cam. I know the Land Park/East Sac snobs who run this town think they're dumps and that only the cranky old white people in Woodlake care about them, but they're flat wrong and should get over the river sometime. They're the only places around here you can take your kids and most of the people are not Woodlakers. Rather a lot of Old North Sac, Dixieanne, Hagginwood. As a plus, the crankiest of the cranky Woodlake racists stay clear to avoid all the pesky kids. Kong, Southpaw, the revamped Lil Joe's, and Stoney's. Stoney's is the most unique and has the biggest impact, drawing hundreds of people a week from all over to D2. With their recent major remodel, they're really running now as three clubs and it's more than just a cowboy bar, but is still the best for that in the valley. Uptown Cafe was good but it closed because the population south of Arden is too small to support two diners. Uptown Pizza was high quality, like One Speed in East Sac, but not enough market to compete with Domino's on El Camino. When they closed, TruNorth gave it a go. Again, high quality, but not enough people live here to support a second pizza place. Woodlake Tavern of course was a very nice place where the service jobs were high paying because the prices reflected its high end food. That closed so the owners could do an even higher end restaurant in East Sac where more people live, so we lost those good jobs. Sammy's closed with pandemic and never made it back because we don't have enough people to support two diners, let alone three. But that's not such a loss because it really was dump, albeit an old one.
- Sammy's , shift coffee and Teine Tingz
- N/a
- King cong brewing, thrift town*
- Stoney's, King Kong, Shifts, Little Joe's, (Cook's Hardware - closed) Casa Bella
- Grocery outlet
- The area from the El Camino and Marysville intersection has great potential to build its Street and pedestrian access by taking advantage of the unique buildings. Take a look at Piedmont California. It is a subset of Oakland California. It has a Corredor similar to our area

with a lot of unique stores that invite an afford for the neighborhood to take Saturday and Sunday straws to get their local bagel, pizza, coffee, and unique grocery stores. We need to find a niche that will elevate what north Sacramento used to be. We need to become that area that people enjoy traveling through as they made their way to the downtown area or when it was used as part of the old Highway 49. Many of the five and dime, older establish businesses that were a foundation for the neighborhood have also left. There's a lot of potential to beautify and attract more people to the area. We could become that uptown location.

- Shift coffee / South Paw / King Cong , Grovery Outlet, La Victoria
- Restaurants
- Kong & shift coffee
- NA
- King Cong, Sammys (left), lil joes, shift (award winner), burly (commercial contracts), the costume shop (left), Ace hardware (left)
- Cooks hardware was a huge loss as was the Radisson hotel (also major employers). Stoney's Rockin Rodeo, Iceland rink, Casa Bella Galleria are still great draws to our area.
- Grant Union High School
- Safeway (closed) Raleys (closed) STARBUCKS (Closed) Ben Franklin (closed) Cooks (closed) Rexal (closed)
- Broadway style strip, but has light rail transportation. Recently small locally owned businesses brought life back into the area. I wish I was around to see the cruises by SoCal customs- they have closed with a few other interesting establishments.
- Lil Joes, King Cong, Community Center, Woodlake Park.
- Lil Joes, Shift Coffee, Kong Brewery, Antique Annies, Sammys (closed), Iceland
- I avoid the area as most of it seems quite seedy and not safe.
- King Kong Brewery, Sector 7 Salon, Southpaw Sushi, Uptown Grounds, Grocery Outlet.
- Marconi avenue
- Sammy's (closed) the greens and all businesses within, happy to have grocery outlet, the free art supply closet, lil Joe's, sector 7 salon
- Sammy's, Lil Joe's, maybe we can get more shopping centers, attract more people to increase revenue
- That Guy Eyewear
- I don't know.
- Lil Joe's Shift Coffee UpTown Grounds King Cong Brewery Colos Soul Food
- Del paso heights post office, Del paso heights library, Bank of America (closed location)
- King Cong Brewery
- resturants , mostly closed but a few opened since Covid restrictions have lessened. Glad to see Grocery Outlet. we need a movie theatre. Bank of America, now closed and Wells Fargo, now closed.
- Southpaw Sushi, Shift Coffee, King Cong Brewery, Schiff Estate Sales, various street food vendors
- Cooks Hardware—closed Woodlake Tavern—closed UptownCafe—closed Sammy's diner—closed Lil Joe's Diner—hanging on but for sale again Sac News & Review—closed Ice Rink—still not rebuilt after fire Sac Library—closed & not reopened yet Rink Studios
- Street landscape, trees not maintained. Appearance reflects government disrespect for north sac.

- Street landscape, trees not maintained. Appearance reflects government disrespect for north sac.
- Coop's, Viva, Rainbow Market, Box Brothers, the Bolt
- There is nothing. Food desert, rip off markets, no shopping, no recreation, everything is run down, boarded up or trashed.
- Lots of them
- N/A
- Sammy's , King Kong Brewpub, Woodbridge, Viva Market,
- Urban League, Hagginwood Community Park
- None
- I adore all the original buildings: Iceland, Sammy's, the Greens etc. I wish there were more activities for the youth. I miss the roller skating rink & it would be nice to have a theater with \$ 5.00 movies & a skate park . More trees planted. And services, triage on 6 levels to help the homeless.
- Grocery outlet.
- Restaurants and grocery stores on Del Paso Blvd. North Sac are good. Marysville Blvd. is not.
- N/A
- Texas Chicken, New Arcade Market, O'Reillys , and Grocery Outlet are good places to shop.
- Neighborhood Wellness is a great place for the community. They provide education, health, wellness opportunities
- The Greater Sacramento Urban League.
- The whole community
- We need better grocery stores, all though arcade market has re opened like others viva and dollar general just too pricey for the area. We have no banks in the area.
- Rainbow market Jimmy's
- Hagginwood park
- Hagginwood community center
- Urban league . Jamaican food spot
- Na
- Hagginwood community center
- Del paso
- Walmart
- Hagginwood park
- Hagginwood Wood park
- Community Center
- Rainbow market Jimmy's
- Hagginwood community center
- Chicken place
- add new house and stores
- La Victoria, la jarezana, la placita,
- Grocery outlet, sac youth
- No restaurants,
- N/a
- Robertson Community Center
- Grocery Outlet, health center, RFDCs, Calvary Christian

- Earn’s Arcade where the Metro Place is, Dairy Queen by old A, Hagginwood park had a small pool, the 49 cent hamburger stand. All are gone. Behind Quik Stop used to host county expo before Cal Expo. Kids were bused to sac state for summer program. Options to go eat.
- Hagen would
- Idk
- Hagginwood
- Quik stop
- Still learning
- Urban league, hagginwood community center
- I love Popeyes, lucky express, and Hagginwood community center
- Restraints and retails stores,
- Lil Joe's, Grocery Outlet, Kings Market, urban league, torys
- Clinic and restuarnts as well as grocery store
- None are favorites... We need to make something our favorite!! This looks very bad to me and we need a change in this community...NOW!!
- Grocery Outlet, but no sandwich shops! Subway closed Del Paso Boulevard location 2-3 years ago.
- Del paso
- Old north Sacramento
- I'm not sure
- Stores
- N/a
- I don't know
- Hagginwood park and the Chinese restaurant
- Jimmy's
- Little Joe’s and COLO’s seafood
- 3333
- NA
- Im not sure
- TEST
- Norms,

8. On a scale of 1-10, how well do the stores and shops along the corridor meet your everyday needs?

Average of 4.8, from 204 responses

9. On average, how often do you go shopping/visit the corridor?

Answer Choices	Responses
Daily	31
Weekly	75
Monthly	65
Not at all	31

10. Which top 2 types of goods and services do you mostly access along the corridor today?

Answer Choices	Responses
a. Grocery Stores	126

b. Personal Services (Health and medical, beauty, etc.)	19
c. Restaurants and other dining establishments	112
d. Retail Shopping (Clothing, shoes, etc.)	26
e. Recreational/Entertainment Stores (Sporting goods, bookstores, etc.)	29
f. Banks and other financial institutions	29
g. Faith-Based Activities (Church)	22
Other:	41

11. What top 2 additional types of services would you like to see along the corridor in the future?

Answer Choices	Responses
a. Grocery Stores	76
b. Personal Services (Health and medical, beauty, etc.)	34
c. Restaurants and other dining establishments	84
d. Retail Shopping (Clothing, shoes, etc.)	59
e. Recreational/Entertainment Stores (Sporting goods, bookstores, etc.)	69
f. Banks and other financial institutions	29
g. Faith-Based Activities (Church)	2
Other:	31

12. What are the main opportunities in which the corridor could be improved to better meet community needs?

Answer Choices	Responses
Offer more variety for shopping and entertainment	43
Create a stronger brand and character for the corridor	27
Provide more spaces and opportunities for social gatherings	13
Make the corridor more accessible for foot and pedestrian traffic	15
Increase safety measures along the corridor	80
Other (please specify)	24

13. In what other ways would like to see the corridor improve

Some responses included below.

- I would like to see greener or more plant life along the corridor. I would like to see sidewalks improvements happening at various locations. I would like to see vacant lots addressing trash and overgrown vegetation.
- Iceland and Stoney should be strengthened. They can act like magnets to the larger region. We need to coax the visitors to those two place to visit another place each time they travel here.
- More lighting, more accessible bus services, cleaner streets, cleaner store fronts overhaul the entire area. Make it somewhere people would like to come to.
- have more places for children recreational activities

- Create a stronger character, and more accessible to foot and pedestrian traffic
- Some sort of family destination, like movie theater, bowling alley or arcade
- Safety and security, cleaner space, and less homeless
- Cleaner space, less homeless, more security
- Have cleaner streets, too much homeless and trash
- Cleaner environment
- Clean the streets.
- Clean it up. The trash and homeless is out of control
- Better ways to feel safe while walking the Blvd
- More lights at night for traffic to see
- Safety needs to be increased for sure. Also Tree's and plantings need to be improved and watered. Needs better overall appearance.
- Increased standards for cleanliness, loitering, crime reduction, improve esthetics that match other historic retail corridors. Bring back a true retail walkable curated experience. No more large scale housing, churches, pawn shops, liquor stores and weed shops.
- Do something about the homeless people
- Make space for entertainment
- Clearer/cleaner paths for outdoor recreation purposes.
- I would like to see the city maintaining the trees that we do have in the corridor. They are very stressed this year, and many people in this area don't have money for watering boulevard trees. I would like to see the intersection at Del Paso/Arden become more pedestrian friendly/responsive. If you're following rules, you can get stranded on a corner for up to 3-4 minutes
- The proposed corridor is too long to be treated the same. The character and needs of the area change after every major intersection. Hopefully the city will consider the character of the surrounding areas/neighborhoods when planning the redevelopment.
- We travel the Maryville Blvd every day to pick up our daughter and take her to work. At night along this road and during the rain season the lines on this roadway you can't see the lines to drive safely. ALL THESE LINES NEED TO BE REPAINTED WITH THE BRIGHT YELLOW COLOR. THEY ARE SO WORN OUT. PLEASE HELP TO CORRECT THIS MAJOR PROBLEM. ITS SEEMS LIKE THIS AREA OF MARYSVILLE BLVD IS FORGOTTEN. THANK YOU.
- more frequent bus stops more trees cleanliness
- Remove trash. Help the homeless.
- Decrease litter around the area, shape up empty buildings, more trashcans along sidewalk, safety measures
- I would like to see the vacant properties filled with life, increasing safety and traffic to the corridor
- I would love to see an organic grocery store, an excellent artisanal coffee shop, higher lever stores for other items, green inviting spaces, social spaces that are safe AND ATTRACTIVE!
- Just clean it up. The roads are a mess. Repave roads! All the nice communities have NICE roads! Too many potholes and transients.
- I want to live closer to entertainment, restaurants, retail. I want those things in my neighborhood.
- Appearance - clean-up trash, boarded windows and empty buildings, weeds in lots
- Rather than focus on just the specific types of establishments I'd like to see, I like to take a more holistic look at the area. Yes, there are a couple grocery stores and corner stores - they are not all the stores I like to shop at. Yes, there is some retail - it doesn't pull me in to the

stores. I'm not saying these should go away, they have an important local customer base already. I am newer here and I don't want the overall neighborhood character and diversity to go away. More options overall would be better in my opinion. Bring something to North Sac that isn't available downtown. Make it unique and attractive! More green spaces with big trees, fewer empty lots or storefronts, affordable housing, and better walkability north of El Camino Ave are all necessary.

- Grade schools
- Grade schools
- We had a great arts center at one time, including a open house night. I'd love to see that come back.
- Health facilities, shopping malls, restaurant etc.
- Remove garbage in the streets leading to and surrounding the area. Populate any abandoned buildings.
- The worst in our area like to hang out around sunland
- I'd like to see a variety store. Bike lanes. A produce store. A walk-in bank. A community center with programs for seniors, a small park, and some type of visible security presence.
- Stop & Prevent the gentrification of our historical district
- Clean up, get some pride going.
- I'd love to see less crazy people on the corridor. As early as 8 am, there's a bunch of wackos on the street.
- We need better housing options for single persons.
- Affordable housing that is new or completely renovated and something to feel people are protected as they are on foot. I don't feel safe walking to grocery outlet or visiting a convenience store.
- The homelessness associated crime, road improvements, more pedestrian accessibility , the freeway entrance off Marconi & arcade is not safe at all.
- Figuring out a safe and good solution for the homeless population and managing a safe environment for businesses along the corridor. The best ideas aren't going anywhere unless businesses feel comfortable operating in our neighborhood.
- I couldn't possibly bring business associates to the Blvd for coffee or beer because of the homeless and mentally ill people that menace passerbys. Night time is totally unsafe. Fix the homeless problem!
- Enhancements to walking like trees, lights, and bike lanes
- More policing
- Shopping and entertainment
- Remove the homeless and you'll get rid of the drug use and human feces on the sidewalks.
- Mixed use shopping/residential for example. Street level shopping and second/third story residential
- Neighborhood clean up and improvement
- Opportunities for youth to enjoy.
- Traffic (speeding), trash and debris, inebriated people have to be addressed.
- Parking, parking and more parking. RT should not be the only transportation focus.
- More business
- Re-zone areas for housing and mixed-use development
- Improve parking.
- Improved safety measures and or monitoring

- Make the corridor safe for walking to add more opportunities for local businesses owners to a start business (like the Triangle in Oak Park)
- Clean it up Graffiti, homeless, trash, squatters, etc
- Open air market place nearby. Clean it up...trash and people loitering.
- Trash cleanup Fewer deserted buildings and respect for the older architecture
- Get rid of the hobo encampments!!!
- Need bike lanes from 80 to 160 ramp. The corridor is not safe. Need center turn lane, one lane in each direction and bike lanes on both sides.
- Make it safe. Clean it up. Building improvements. Structure and esthetically, like painting. Provide a safe space for those homeless and or struggling with addictions. Offer volunteer opportunities that are credited for young adults. Or city jobs for those in need. Maybe an office or two for those who seek mental health help. It's a scary place that has potential and needs some love. The people need to be help and a sense of community.
- Removal of Homeless encampment, garbage, refuse, law enforcement, vandalism, violent crime.
- STOP ILLEGAL TRASH DUMPING ON FIG STREET...!
- Safety
- Reduce commercial vacancies, increase food venues, reuse vacant lots as parks or build out for housing, cleanup blighted locations.
- More shops, small businesses, a hardware store and a better grocery store... safer, and cleaner. There seems to be a lot of trash everywhere.
- Clean up the appearance of the neighborhood
- Figure out homeless situation
- More businesses moving into vacant buildings; development on empty lots; new construction with retain on ground floor & residential on upper floors
- Clean up
- Better Sports and Recreation facilities. Get rid of Meth and other drugs overwhelming our community. Provide New and improved mental health facilities. Make homeless clean up their own Mess! Stop treating them like children, make them responsible again. Mental health. Demands No litter zones, vacate parks after dark and make parks, schools, and recs safe again. Provide better opportunities right here in Del Paso
- Gatherings and street fairs at the park
- Less homeless
- Clean up the streets, they're littered with homeless and drunks.
- Safer and cleaner. The trash lot at Arcade and Marysville needs to be cleaned. Do something with the old bofa
- House the homeless.
- Better safety, good restaurants, good grocery store
- It would be nice to utilize some of the abandoned fenced off lots for open park like spaces near the restaurants where people can hang out/ study/ relax. Maybe plant some trees.
- Unfortunately too many homeless along the road.
- Clean up the street.
- The Boulevard is dirty and scary. You never see people walking it. You walk the side streets like Lochbrae. If I walk to Cong, I go out of my way to bypass the boulevard, go through the Woodlake park and pray I don't get attacked on that creepy little stretch of Oxford between Arden and DPB. You know, that block where that double shooting was a couple of years ago and the bums block the sidewalk. I used to bring the kids with me because they have some

stuff for them to play around with at Cong, but they literally screamed and cried that they were terrified, so I lost that battle and I don't go there as much anymore.

- Better public transit connections to surrounding neighborhoods
- Community center, shopping choices, recreational space.
- A homeless shelter and Affordable housing
- We need to invite more businesses to open in the area. Art galleries, small coffee shops, Venues for people to have events, and helping to beautify the area by increasing security.
- More walk-able. Safe for jogging on DPB.
- Less run down store fronts like the ones next to that old kfc. Bars, nightlife, shopping, dining, theater, music, art.
- Pleas no faith base activities, riolinda and marysville have over 20 churches and don't see how adding more would improve the community. I think makes this worse because take space away from creating better jobs, shopping, eating location, or even community centers.
- The complicated (angled) intersections need guiding lights that turn on only for the direction of traffic that'll move at that time. There are a lot of accidents at the intersection of Arden/Del Paso and Arden/oxford. DAMAGE needs to be repaired. The Blvd. also needs to fact find why folks stopped going, not just what they want. My connections say that it was the safety of the area back in the 90s that went away after a murder during an art gallery thing like 2nd saturday. The library will be an excellent anchor for the west end but it cannot be a cell phone charging station for the homeless. As a resident who lives a quarter mile from my own library, I WILL NOT go to the north Sac Hagginwood library spot anymore because of the safety situation. I used to take my 2/3 year old there for the storytime but 3 times in a row, there were serious altercations between homeless and library staff that puts our toddlers safety at risk. Not to mention the restroom which is always occupied but shopping carts where people bathe inside. Public services need to be available to the public, not a select group of people. The main I street library does not allow this to happen so perhaps security guidelines can be shared for the new location when it opens. Arden Dimmick also doesn't allow that to happen either. It is imperative that the new location does not lose the momentum it gains on opening. The library opening can be really beneficial to the health of the Blvd.
- Fix the ratty street banners
- Remove that awful painting on the old B of A so someone may rent it
- Better access to groceries and daycare facilities. Better connection to park/recreational activities with shade and river access.
- It needs to be cleaned up. Specifically Marysville Blvd from Del Paso Blvd to I-80 is really downtrodden.
- Update the corridor to appear more modern, youthful and vibrant. Make this a place to hangout with friends.
- More anchor businesses (we would love a Target, Arden target is packed) more street trees and shade, really any development of any kind would be an improvement.
- Be more family friendly
- Better lighting. Fence in the middle of Marysville Blvd. to prevent J walking. More police patrols to discourage drug use.
- Increase opportunities for office space, more people living and working along Del Paso Blvd.
- Increase safety measures

- increase the safety for foot traffic, create more outdoor spaces, more stores, and more entertainment venues.
- #1 is safety. Safety needs to improve for everyone's sake. Homeless camps, mentally illness, and drug addicts are a bane on our community. When we see no enforcement, and limited opportunities for people, there is a feeling on the streets that anything goes and it is an oftentimes scary place to be. Just driving through, it is a threatening environment for people who don't live here. We dominate headlines for things like shootings and robberies that happen on or near the corridor. There is a major risk in large camps like the ones on and around Roseville Road, that consistently have fires, explosions, chemical and human waste being dumped in the environment etc. I have had packages and mail stolen, dealt with public masturbators, had an armed mentally ill man on my doorstep, find drug paraphernalia in my yard, and have had my vehicle broken into semi-regularly. This increase in crime has gone up dramatically since 2020. When I moved here in 2018 it was a rough area, but nowhere as bad as this, and it appears to be getting worse. When I have contacted police for help, I know it is a shot in the dark, maybe I will get help, but most likely it is not important enough for them to handle. That is a terrible feeling. #2 is disinvestment. There are limited opportunities and no financial institutions in our community. Studies in Chicago have shown the effect of disinvestment. There is a parallel about where crimes occur and bank locations. For citizens, our councilmember Sean Lololee allegedly does not live in the district and is not serving the people. He has made headlines filled with child-like lies. It is hard to trust that our representation will do anything to help the real problems in the community. I don't know what to do to help people, but the way things are going, this community will self destruct at this rate. #3 Tensions are very real in this corridor. There are a number of businesses that are open and seem to be doing well. Unless you look the part, you are treated differently visiting these businesses. And I don't blame the business owners for operating in this way due to the state of the community. But depending on what I am wearing and presenting myself as, I have been treated very differently by people who have invested in the neighborhood. For example I visited an art gallery, and they were having an art showing and the gallery owners were giving out food and wine to a predominantly white, affluent crowd. I was in the gallery in my street clothes, and waited to actually purchase a piece of art, no one approached me or offered me a refreshment. In the 45 minutes I was standing by the piece of art I bought I didn't see them make one sale. I know this is because I didn't look the part of a patron of the arts (I'm a working creative myself) and it made me upset. I would have left, but I did not want to have an artist miss out on a sale because of someone's judgments. I have attended a community street fair and they set up a literal boundary seemingly around the newer businesses and set a line separating the small businesses owned by POC from the festivities. I am not particularly interested in social justice, but what I see in my community is very real and apparent. This community is a punchline and joke to people who don't live here and is intentionally avoided due to consistent crime and disinvestment.
- We need decent restaurants, a bigger grocery store, a hardware store, and a safer, more inviting Del Paso Blvd so folks will start supporting businesses again. The loss of Cooks Hardware hugely hurt Del Paso communities
- Attitude @ city hall, political disrespect for north sac result in low voter turnout, as people see little improvement.
- Attitude @ city hall, political disrespect for north sac result in low voter turnout, as people see little improvement.

- Shade trees, assistance for small business (ex. Facade improvements, helping people take over vacant buildings)
- Do something with the run-down and empty buildings. Bring restaurants, and chain food stores, gas station, hardware store, and fast food.
- Major clean-up opportunities, potential business/housing opportunities available, there is a chance to turn Del Paso Heights into the new Oak Park
- Clean up the trash.
- promote pride in the neighborhood other than athletics at Grant
- More gas stations
- There is a need to clean up the gutters, lots, businesses need to do their part in landscaping with the drought in mind & clean up there property as well.
- Cleaned up. Lots of dilapidated houses and business. Lots of homeless and drugs
- Fill vacant storefronts with businesses or convert to homeless shelters.
- Having relocated here from Washington state I would like to see a variety of things brought to the area it is exhausting having a travel outside of my own neighborhood for shopping groceries food and night life this community has the space to offer all of the above and more
- Opportunities for small business owners to excel
- a credit union, hospital and or another High School.
- Activities for kids and community
- I dont know
- More shopping
- More safety
- Family fun center
- German shop
- More people and gatherings
- Entertainment
- Better parks
- More safer for peoplem
- Unhoused community solutions
- add more parks
- Roads
- Better parking
- More opportunities for the youth
- Bring back the pride in the community, ask people to do stuff and volunteer, kids need to see unity. What is going on at old TRUSD building house a daycare and other nonprofits
- Baseball Phils
- Bring beauty and jobs
- Reconstruct
- Nothing
- More job opportunities, options for groceries, safer environment
- Support homeless in need
- Fixing the corridor streets and cleaning up homeless traffic
- Help the people experiencing houselessness
- Safety and looks
- Clean it up!!! Make the area look like we are worth bettering for all residences!!
- Run all proposed projects through the community associations, such as the Hagginwood Community Association.

- Safety
- Cleaner side walks and parks
- Safety
- Better opportunities
- Homeless population. 24 hour places attracts issues and problems. Overall safety.
- 333
- NA
- More community events
- Street/ sidewalk improvement. Have business take more ownership to care for area.

14. How do you primarily travel to the corridor

Answer Choices	Responses
Car	159
Walk	32
Public Transportation (Bus, Light rail)	3
Ride-sharing Service (Uber, Lyft, Taxi, etc.)	2
Bike/Scooter	6

15. From previous plans/studies of the corridor, mobility challenges were identified by residents – which of these mobility challenges are still a concern today?

Answer Choices	Responses
a. Lack of pedestrian-friendly streets and sidewalks	55
b. Limited transit options (bus lines, light rail stops, etc.)	23
c. Limited parking along corridor	21
d. Heavy car traffic	21
e. Adequate streetlights/nighttime safety	52
Other (please specify)	30

16. What other areas do you visit for shopping and/or recreational purposes on a regular basis?

Some responses listed below:

- I shop for groceries at WINCO and COSTCO
- Online shopping meets most of my needs now. I recreate along the rivers and lakes in the region, but never the American River Hovel, er, I mean Parkway.
- Grocery Outlet and Walgreens
- S. Natomas areas
- Arden Way Mall, natomas shopping center
- Adequate streetlights and nighttime safety
- Natomas
- Don't really know what else is available,
- Mexican stores
- The library
- CVS

- CVS
- Arden Arcade area.
- Arden and natomas
- La panaderia
- Folsom plazas, arden plazas
- Arden Way, Natomas for shopping.
- Natomas
- Arden arcade
- Natomas
- Arden and downtown
- Natomas area
- Robertson community center
- Midtown, Arden, Natomas
- Roseville, Folsom, Arden/fair oaks Blvd
- We go to St. Joseph Church plus I work there 3 days a week. Have to be careful of my surroundings as I get there at 6:00 a.m.
- downtown, midtown
- Bel Air at El Camino and Truxel. Farmer's Market at Arden Fair or Downtown on Sundays. Midtown.
- Arden fair, town and country village, natomas, midtown
- All over Sacramento; I am not limited.
- Arden.
- R street, DOCO, Midtown, East Sac
- you mean outside that? Midtown areas like the R street area and others, mc kinley's park, Freemont park for yoga and other parks.
- Natomas and Antelope
- Howe bout Arden, natomas, El Camino/watt, midtown,
- Midtown and East Sacramento, sometimes Downtown
- Arden arcade neighborhood (grocery shopping, goodwill, retail, dog park), midtown and east sac for dining and groceries, and for walking my dogs
- Arden arcade, Robinson Ctr, Cal Expo
- Arden arcade, Robinson Ctr, Cal Expo
- None
- East Sacramento
- North natomas
- Arden, Midtown, and Natomas
- Broadway R street
- Trader Joes, Sprouts, Whole Foods, Nugget. For recreation Coloma Community Center when I can get transportation there and back. Also the Hart Center
- Hagginwood
- Midtown/Arden Arcade
- Truxel for groceries. King Cong and South Paw Sushi for dining. The bike trail (which needs help).
- Natomas/Northgate and Arden Arcade
- Tes5
- South Natomas, Tahoe Park, Downtown
- Midtown. Downtown. Old Sacramento

- I would like to use the corridor more but not safe for me and my son. I have to travel by car about 10 minutes just to get to a decent park.
- Downtown and Midtown Sacramento.
- Howe Park, Arden mall
- Midtown, Fair Oaks
- Downtown, midtown, folsom, arden, arden-arcade, West Sacramento
- Midtown south Sacramento
- Downtown and east of old north sac
- Downtown.
- arden arcade
- Midtown
- Arden
- Downtown Sacramento and Oak Park
- I don't shop here. I eat organic, healthy food. Have to go to the co-op or Sprout's. There is nothing very attractive here. I go away from here act to relax and enjoy. To escape what we have here.
- Why does this require an answer
- North gate area
- West Sacramento & Arden for grocery stores & other retail; Oak Park and Midtown for dining; bike trails & parks east of Cal Expo along the American River Parkway
- North natomas, citrus heights, Orangevale, Folsom, Carmichael
- Grocery Outlet
- Oak Park, Downtown, Midtown, Land Park
- Midtown, Downtown, East Sacramento, Arden Arcade
- Anywhere else
- Town & Country Country Club Mall Arden Fair Mall/Howe Bout Arden/ Exposition.
- Midtown Oak Park Curtis Park
- Arden
- Downtown for biking, Truxel/80 for Home Depot/Walmart, and Arden Arcade for businesses in general.
- I'd love to feel safe to travel around these neighborhoods but I don't.
- Arden Arcade, Mid-town.
- need a black night life area
- The wealthy areas where transients aren't pissing in the doorways.
- Downtown, Fulton, Arden area
- Arden
- Natomas and midtown
- Arden Arcade, Midtown
- Arden
- Downtown/midtown
- Arden Arcade, South Natomas
- Midtown Arden arcade
- Cal expo American River Parkway, Arden Mall and Arcadia area. Natomas and Elk Grove occasionally.
- I'm a veteran of the American legion and do use the facilities here in North sac.
- Natomas
- Grocery outlet

- Not many
- I don't, I avoid the area at all costs. I visit King Cong Brewery and Stoney's only. I drive 15 minutes to the nearest "real" grocery store on Marconi and Watt.
- Arden Arcade
- Midtown Arden-Arcade
- Arden
- I don't really shop but if I did I would want more parking available
- K street/midtown
- Northgate areas.
- Viva supermarket since it the only Grocery store around marysville
- Natomas, midtown
- Arden
- This is where I live and I care about it. I'm also one of those annoying liberal urban people who rides a bike or walks as much as humanly possible so I stick local.
- Grocery store
- North natomas
- Oakpark, midtown
- Trader Joes, Costco, Swanston Community Center
- No ewe need a homeless shelter and Affordable housing
- I tend to visit the different restaurants in the area. I also frequent the veterinarian for my pets needs in the Corridor.
- Coffee shops in Midtown. I drive to Capitol Park and Land Park to go for runs.
- Fulton x Marconi
- Downtown/ r street and downtown roseville
- North Natomas
- King Cong, Sector 7, little ceasars, best donuts, lil joes, carls jr, walgreens, the door store, shift coffee,
- Natomas and Arden Fair
- Arden
- Arden Arcade, West El Camino, Northgate
- Downtown, midtown, arden, east Sacramento.
- Oak Park, Midtown, Downtown, East Sac, and Land Park.
- Natomas
- I live on Sonoma Ave. between Del Paso and Marysville Blvd and I do all my shopping, etc. in Arden Arcade.
- Folsom, midtown and local bike trails.
- Marconi avenue
- Arden for farmer's market and midtown for entertainment, would love more bike integration into entertainment areas and to connect to bike paths.
- Marconi and Fulton or northgate shopping centers
- Natomas shopping center and parks Arden area parks Carmichael parks
- Citrus Heights, Truxel Rd., Roseville.
- Howe Bout Arde Madison at Fulton Natomas
- Personal (beauty)
- Midtown
- downtown
- Midtown, Arden-Arcade, Downtown, Elk Grove, Little Saigon, Roseville

- Downtown, Midtown, Arden-Arcade
- I am fortunate, can drive, shop recreate across town- Arden Arcade, East Sac. Carmichael.
- I am fortunate, can drive, shop recreate across town- Arden Arcade, East Sac. Carmichael.
- Downtown, Arden arcade, Tahoe park
- None in this neighborhood. I travel outside the area to shop, eat, and do business.
- Del Paso Heights
- Natomas
- Truxel, Watt, R-street, El-camino-Northgate
- Watt Avenue Foothill Farms Arden Arcade
- Arden
- Fulton Ave Marconi Avenue Fair Oaks Blvd Howe Avenue Arden Way
- Natomas citrus heights
- Arden Arcade
- My shopping to split between Natomas downtown Sacramento Arden arcade in North Highlands
- Arcade- Ramey's, Walmart, sandwich shops
- Food and housing supplies
- N/A
- The whole community area, everywhere along here.
- Natomas and Rio linda
- Arden area
- Natomas
- I don't know
- Norwood
- Elk grove
- I don't know
- Walmart
- Bouncy house
- None
- Hagginwood Park
- La victoria
- Arden area
- Natomas
- South Sacramento and Marconi
- arden mall
- La Victoria
- Natomas
- Natomas
- Natimas
- Norwood
- Natomas, North Highlands
- North gate and Natomas
- Viva
- Ifk
- All I live and shop
- Viva
- Oak park

- Arden, south sac
- Arcade market,
- Roseville, Folsom
- Watt and El Camino
- Resturants
- Anywhere but here
- Arcade-Arden
- Del paso
- Northgate area
- Stores
- Stores
- N/a
- No
- The grocery store
- None
- Foothill farms and north highlands
- 333
- NA
- Parks
- Arcade
- Hagginwood Community Center, Connies, Well Spacein general.

17. In what areas can Mutual Assistance Network and the City support you?

- I worry that you will succumb to the pressures to apply the same old solutions, which haven't worked yet for us, to a very different world of today. Retail is never coming back to main street. Electric vehicles and on-demand transportation will slowly kill the smelly, lumbering beast that is mass transit. All the old answers to urban blight are antique. Resist their comfortable but ultimately useless embrace. You can support our community best by charting a path to the future for our community, a future that is best for us, and that doesn't try to solve the problems of other place in our community. This is hard to resist. Please, when you hear advocates from other places say things like, "California is having a housing crisis! You've got to build massive low-income housing projects!", please think, "California's problems are not North Sac's problems. Solve them somewhere else."
- More nonprofit based organizations to help with the quality of life for our community.
- Del Paso Heights, anywhere there's lots of homelessness.
- Get more familiar with area
- replace no parking signs at Strawberry Manors park, a lot of vehicles are parking in restricted areas and affecting people trying to access park.
- Clean up the trash and debris the homeless create
- Ways to improve safety
- I don't know just clean it up
- Not sure
- Don't understand
- The most important issues are Safety and next is Beautification of the area.
- 95815
- District 2

- n/a
- Our neighborhood needs aggressive garbage cleanup. there is so much active littering by people driving through in their cars.
- How is MAN involved in this? Why is the city always recruiting non-profits to pawn off their duties to district 2. Treat district 2 as you would east Sacramento or Greenhaven.
- FIX THE BLACK TOP LINES ON THE ROADWAY. THESE ALL NEED TO BE REPAINTED ALL ALONG MARYSVILLE BLVD ALL THE WAY TO BELL AVE. THIS IS A GREAT SAFETY CONCERN AT NIGHT AND DURING THE RAIN.
- na
- A book store and a real grocery store (maybe worker owned?) would be nice. I'm fine but the neighborhoods farther up Marysville Blvd need sidewalks, bike lanes, cross walks, street lights, more trees and shaded areas, garbage clearance and maintenance.
- Better safety measures, decrease litter and better streetlights
- Increase access to quality health care; limit food deserts.
- Make my neighbor beautiful! Give me a Trader Joe or COOP! Do yoga in the park, have a great coffee shop, just beautify everything and make it better and healthier!
- Help the homeowners in North Sac with either low interest laons or grants to update their homes and beautify the neighborhood.
- Financial assistance to start businesses, and funds to help with house repairs. Host community work days for beautification projects.
- By investing more in the area but being careful not to gentrify the neighborhoods and push long time residents out
- Clean the streets and alleys
- Clean the streets and alleys
- Any assistance filling these empty store fronts and lots would be appreciated.
- Help mentally ill/unhoused people get off the streets. That is one reason I avoid Del Paso Blvd, usually around El Camino and Del Paso it's prevalent. It creates a safety issue
- I'm not sure.
- By addressing the concerns & Questions of the people who reside in the areas you are focusing on. Also, MAN being your acronym will cause confusion and speculation that you represent a masculine agenda
- More community events.
- na
- Saftety. Affordable housing options that are new and attainable. Food options including grocery.
- Clean up the area and give me good quality parks and pedestrian accessibility. Runner/ cyclist friendly sidewalks.
- N/A
- Don't understand the question
- Basic improvements and services in partnership with the city, and working on the dumping on the streets
- Remove the homeless.
- None
- Business opportunities for commercial/ residential property owners
- Affordable housing and quality fresh fruits and veggies.

- Get our infrastructure updated, bring in housing with more people who will not tolerate the behaviors we currently have so we have more support and voices.
- Not right now
- Promote and provide housing opportunities
- More child based programs, giveaways, classes
- Not sure
- I would like to see more growth in the area
- Let the police do their jobs
- Home repair and upkeep assistance for the elderly and disabled.
- What does this question mean? What do you mean by Areas? What is Mutual Assistance Network (the term has not been defined here nor on the postcard)?
- Make these neighbors safe. Have an emergency hotline people could call because the police don't show up.
- Better street lighting.
- clean up del paso heights...!
- Safety
- Unsure
- I live across the street from Mackey park. Too much drugs being exchanged in the park designed for children and families. People sleeping in the park overnight, too many residents running the lights and crashes at Kenwood and Arcadia, too often you hear 'Sonic Booms' a sign of someone cooking Meths, so much so, residents have stopped being alarmed anymore. Cars 15 deep in folks yards violating multiple codes, questionable police response??? Haven't had a Street sweeping since 2009, yet my Utility bill keeps increasing

hundreds of jobs that go to the Arden area for lunch instead of the blvd. But really, for me, increase security and cleanliness.

- Get the homeless out of the residential area. Or at least make them clean their areas and stop trashing the streets
- Provide incentives for development of multiple grocery store options (significant brands), and access alternative options for vehicle traffic to and from the boulevard.
- Keep our streets cleaner and house our homeless. Our local streets are filthy with piles of trash. We have many unhoused people roaming our streets.
- Sacramento
- More businesses that are inviting to women and feel safe, clean and attractive.
- Take side shows and illegal fireworks more seriously and crack down on both activities.
- Help support more affordable housing options for working-class residents of District 2. Home ownership and renting
- More space and opportunities on social gathering
- I am doing ok, but feel helpless to bring any change to our community.
- Support/incentives to bring new business to Del Paso Blvd. All this new affordable housing scheduled to be built adjacent to Woodlake has no infrastructure to support success, meaning grocery stores/restaurants/local neighborhood shops. We don't need more pot stores & liquor stores
- Listen to voters. Low participation in elections indicates diminished faith in the American Dream, in the ability of government to get things done.
- Listen to voters. Low participation in elections indicates diminished faith in the American Dream, in the ability of government to get things done.
- Street sweeping, park maintenance, parking for the post office, bringing businesses to the area to generate tax dollars
- Don't know what this means. I'm retired, but have enough money to enjoy life the way I want. You could get rid of the vacant lot program. YMost vacant lot owners are on your side, give them a path forward instead of treating them like criminals.
- Improvement in schools Address the impact of the COVID on our students and their progression.
- N/A
- Come up with a solution for the homeless. Mentally ill people that need treatment Families that have lost their homes Veterans Meth users
- Not me personally but PLEASE provide free homeless shelters or free campgrounds.
- My shopping to split between Natomas downtown Sacramento Arden arcade in North Highlands
- Never heard of them.
- Created more funding assistance opportunities for low income families
- N/A
- None
- Better food options
- Idk
- Keep doing what we're doing
- I don't know
- Transportation
- Housing
- I don't know

- I don't know
- None
- N/A
- Better social activities
- Idk
- We have
- i don't know
- Family events to socialize,
- Food distribution
- Youth opportunities
- Better schools, more safety, homeless needs, daughter cannot safely walk to and from RFDC without concerns of harrassment
- Building back our community. Housing for residents. Support for homeowners and repairs. I housed and support for mental illness.
- More family activities
- Idk
- Na
- Haginwood commituy center
- Bus passes
- Stay connected
- Yes, but would like to know more of what they work
- Not looking for handouts just want for my concerns to be heard
- Provide youth internships
- Provide safety protection for people as well as cleabing up the area and maming it more presentable
- Make the Del Paso Heights are look worth living in!!
- They don't.
- Housing
- I'm not sure
- I'm not sure
- Help bring communities closer and grow as a stinger community
- I don't know
- N/a
- None
- 333
- Business opportunities
- Affordable housing
- NA
- N/a

18. Are you interested in staying connected to this project and being added to MAN's newsletter to learn about upcoming neighborhood events and activities?

Answer Choices	Responses
Yes, keep me informed on the project	68
Yes, engage me in community events	17
Both – stay connected to project and learning about community events	66

19. If you are interested in receiving updates about the project, enter your email address.

Confidential

20. If you are willing, please identify your racial/ethnic identity:

Answer Choices	Responses
a. African American or Black (not of Hispanic origin) - A person having origins in any of the Black racial groups of Africa.	38
b. Asian - A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent, including for example Cambodia, China, Hmong, Japan, Korea, Malaysia, Pakistan, Thailand, and Vietnam.	14
c. Filipino (not of Hispanic origin) - All persons having origins from the Philippine Islands.	2
d. Hispanic or Latino/Latinx - A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.	49
e. Middle Eastern or North African - All persons having origins in any of the original peoples of the Middle East or North Africa.	2
f. Native American or Alaska Native (not of Hispanic origin) - A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.	2
g. Native Hawaiian or other Pacific Islander - A person having origins in any of the peoples of Hawaii, Guam, Samoa, or other Pacific Islands.	3
h. White (not of Hispanic origin) - A person having origins in any of the original peoples of Europe.	68
i. Prefer not to state	18

21. If you are willing, please identify your age below:

Answer Choices	Responses
Below 18	5
18-24	39
25-34	44
35-44	29
45-54	34
55-64	31
Above 65	15

A.5 Business Questionnaire Results

1. Which Zip code is your business located in? * (Add dropdown list for zip codes)

2. What is the name of your business? (Open-Ended question)

33 Responses

3. Which industry does your business primarily work in? * (Add dropdown list of industries)

Accommodation and Food Services	3
Arts, Entertainment and Recreation	2
Construction	0
Educational Services	1
Finance and Insurance	1
Healthcare and Social Assistance	0
Manufacturing	0
Professional, Scientific and Technical Services	0
Retail	10
Transportation and Warehousing	0
Utilities	0
Other: Please add comment	6

4. How many years have you been in business on the **Marysville & Del Paso Blvd. Corridor**?* (Multiple Choice Question - 1 response)

Less than 1 year	1
1-3 years	6
4-5 years	4
More than 5 years	21

5. Do you rent or own your space? * (Multiple Choice Question - 1 response)

Rent space	22
Own space	9
Prefer not to answer	2

6. What is unique about the corridor that drove your decision to locate and keep your business here? * (Open-Ended question)

- Raised in area
- Not sure,
- Cost of Kitchen space and retail store front.
- Good customer as well as past customers
- N/A
- We live in the area and want to make change in our immediate surroundings for the good
- Fresh meat, produce bakery items
- Being able to grow up and have access to food, grocery store, and driving distance

- There is not much beauty solons in area, Majority Latino base
 - Felt like there's something brewing and wanted to get in now. Love intimacy of the businesses and get to know them.
 - Sacramento Public Library has 28 locations, and the North Sacramento-Hagginwood branch will soon (2-5 years) relocate to the old SNR building down the street. Library locations are decided by library administration and the board of directors, with lots of factors going into the decisions.
 - We outgrew old location and mentor told us this was up and coming area, promised heavy traffic, family presence, friendly neighbors. Came for the allusion that it was like family, thought businesses would help each other out. No support from the person that actually owns the building. Was all a lie.
 - Benefit for direct services. Community center is the farthest center in the NS that provides direct recreation services. Community needs based on strategic plan. Meet milestones of YPCE. Community space. Adjacent to a park.
 - History of community market. Older residents don't have to drive far to get their basic needs.
 - Used tire business in neighborhood that would sustain business
 - Good location; drive by customers
 - Location is good
 - Found a unique opportunity and was easy transition. Latino base clients
 - Clients in the area
 - Need of community for a nice, safe place to do their laundry.
 - Parking, pace, and visibly.
 - Space, easy access to pass isn't tragic and visbity.
 - Wanted to be in a community that need services.
 - The need of youth in the community
 - I'm an employee of the agency!
 - lunno
 - It was always on her bucket list to have her own antique shop with ethnic respresentation. The space was good and it was cheaper. Prostitution hang out 24 hours a day. Loves the light in the building. Q7: Cooks hardware, Tapers, Bank of America and costume shop all left community around same time
 - The Owner owns the location.
 - Grew up and wanted to come make a difference here
 - Rio Linda and Arcade are busy streets. There is no other gas station in this street corner. My store accommodates people traveling on Rio Linda Blvd & Arcade Ave and also the community and neighbors that don't have transport and are in need of basic needs and food items including gasoline for yard work and vehicles .
 - Grew up in the area
 - Low rent
 - Location gets a lot traffic and its good for business.
7. What are your main challenges working and managing a business along the corridor? *
(Checklist Question - only allow to choose 2 responses)

Rising costs (rent, labor, operations, taxes, etc.)	12
---	----

Quality of space for lease/rent	3
Finding qualified staff/accessing training	11
Maintaining clientele/foot traffic	11
Cost of storefront façade improvement	7
Cost of other infrastructure related improvements (street, sidewalk, etc.)	21
Changing customer base/neighborhood change	9
Other: Please add comment	9

8. Coming out of the pandemic, does your business have any future concerns around your ability to remain in business along the corridor due to rising rents or other market pressures? * *(Multiple Choice Question - 1 response)*

Not concerned	12
Somewhat concerned	11
Very concerned	8
Prefer not to say	2

9. What types of investments or resources do you think are needed along the corridor to support your business? * *(Checklist Question - Only allow to choose 2 responses)*

Infrastructure Improvements (i.e., street improvements, transit improvements, etc.)	22
Storefront Façade Improvements	16
Signage and marketing of businesses along corridor	6
Business resources: Financial and technical support for businesses	7
Other: Please add comment	11

10. What types of investments or resources do you think are needed along the corridor to support the greater health and vibrancy of the corridor? * *(Open-Ended Question)*

- Landscaping, adding more plants, filling in patchy or blank areas with shrubs, bark etc. Paint... power washing more frequent trash removal from streets and side walks. Addiction & mental health resources
- Resources for homelessness
- Evening Security. That is when most problems occur.
- Bitcoin me home has help bring new customers
- More people! We need more people living and working on Del Paso Blvd.
- Investments into local art groups like Graffiti For Good to help promote local art and artists in the area
- Help for homeless and mental health.
- Help people that don't speak English. Support with language need or incentives for staff to remain working. Russian, Farsi, Punjabi, Spanish, Ukrainian, Chinese.
- restaurant options (preferred mexican restaurant), so it can bring clients and also help with empty lots

- Investment in parking, addressing maintenance of vacant building (absentee owners). Abandoned TRUSD building needs to be bulldozed or address the unhoused living inside.
- More affordable housing and support to prevent people becoming homeless, and more support and resources for those currently homeless. More businesses that are open regularly, including evenings, to draw in customers and discourage late-night camping, littering, and drug use. Wider sidewalks and bike lanes, so that pedestrians and bicyclists can access corridor businesses safely. More developed parks with well-maintained outdoor space and playgrounds for families, instead of vacant lots, abandoned buildings, and trash.
- Mental health services is huge in this area. The Blvd will never completely thrive, only Uptown section near Kong's Brewery and Lil Joe's. People constantly trying to take windows out or camp out on property.
- Marketing support for local businesses. More police presence as opposed to policing. More opportunities for residents and businesses to have an open channel to those who make decisions. Residents and businesses included in decision making. Ex: 2019 park improvements at Hagginwood, lacked community input in problem solving. More parking spaces for the community center. In the last three years, haven't seen a lot of investment in the area.
- More qualified employees, committed employees
- Location issues
- Na
- Na
- Affordable housing, or low income housing
- Equal government investment as the other districts receive
- Implement now Long term solution for mentally ill, unhoused folks and drug dealers
- More housing options due to homeless and mental health
- More restaurant options, and beautification for street and sidewalk look.
- Affordable housing.
- I think not allowing buildings to sit empty would be great improvement. Building owners are allowing their buildings to rot. Increasing blight and safety concerns along the corridor
- Assistance with the homeless population, and more competitive business for food and social interactions.
- Increased security presence. It's hard for vibrant communities to thrive under threat of violence, fear of property and personal damage nightly, and no response from existing resources.
- Awareness of the non thrift store options, people go to King Kong thursdays and to art shows. More publicity and recognition, has been on TV a few times, generates a buzz but then dies down and no time to follow up between teaching classes 3x's per week
- More foot traffic
- Housing is key to the health of Blvd both market rate and affordable housing
- Support from the city and resources to fight homeless , graffiti and illegal dumping.
- Bigger Companies
- Bring more business
- More cleaning of the streets, the homeless leaves lots of trash.

11. Are you interested in staying connected to this project? *(Multiple Choice Question – 1 response)*

Yes, keep my business informed	20
Yes, engage my business in community events	11
No	2

12. Are there any other areas in which MAN and the City can support your business? (*Open-Ended Question*)

- Not sure
- Better public nuisance management.
- Ashu Jarry
- Help us attract more housing developments to the Blvd
- Needing support in beautifying the area with murals and artwork from local artists
- Dumping problems
- Basic city services, illegal dumping and trash, beautification. Traffic safety, cars doing doughnuts in the street T the corner of Dixieanne and Oakmont.
- Library staff have noticed many people experiencing homelessness who visit the library and ask for help and resources, in addition to many people camping and sleeping in the alleys and abandoned lots around the library. Would it be possible for MAN, the City, or other organizations to send a homelessness resource navigator or other staff to the library on a regular basis for "office hours" or a similar service? Please email me at nsabbranch@saclibrary.org or call 916-566-2130 to discuss further, if possible? Thank you.
- Hard to be optimistic knowing that they are setting up the community to gentrify. The city shows favoritism to business. One restaurant received \$3.9 million in Fall and no one else heard about the funds or had a chance to receive them.
- Willingness of community members to come out and support each other. No centralized calendar of community events, activities, organizations and opportunities to get involved and participate.
- Events in the community, events on site, assistance finding employees
- Na
- It sure
- Affordable housing/ homeless support.
- Affordable housing/ homeless support
- Help with advertising for area.
- We love MAN, you are doing great
- Needs to more about possibilities
- Consider incentives for housing, working class people need to be able to afford patronize the corridor
- My store has been closed since the pandemic due to homeless person starting a fire. I am try to renovate and reopen my store . I wish to have my Planning and building Permit Expedited so I can start building and be back in business.
- Push the permits
- Black chamber of commerce
- around Norwood and Northgate

13. If you are willing, please select which group your business primarily identifies with:

Minority-Owned	13
Woman-Owned	2

Minority and Woman-Owned	8
Veteran-Owned	0
Other: Please comment	8