



MARYSVILLE & DEL PASO BLVD.  
**ACTION PLAN**

HEARING DRAFT

MARCH 2024

**FORWARD TOGETHER**

MARYSVILLE & DEL PASO BLVD.



# MARYSVILLE & DEL PASO BLVD. ACTION PLAN

March 2024

## ACKNOWLEDGEMENTS

*Thank you to our Community Advisory Committee members:*

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

*Additional thanks to the District 2 Office, Councilmember Sean Loloee, Sacramento Housing Alliance, Atlas Labs, Ascent, and our partners for their support throughout this effort.*

## IMAGE CREDITS

*Thank you to all of the artists and photographers for your contributions:*

- Cover Page: Welcome to Uptown Sacramento (John Blair - Never Board), Woman Face (Lord Pawn), THE BLVD (John Connolly), Simeon Gant of Green Tech Mobility Hub (Fatima Malik) and Ice (Dennis Saicocie)
- Page ii: Monument of Miwok Leader William J. Franklin Sr. at State Capitol, Sac., CA (Pomengranate Design)
- Page iii: Tacos by Go To Bed and Quality Auto Care & Tire (Fatima Malik)
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- Pages 3, 5, and 12: Photo credits (Dennis Saicocie and Fatima Malik)
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## PREPARED BY

*City of*  
**SACRAMENTO**

## IN PARTNERSHIP WITH



**HR&A**



## **WE HONOR SACRAMENTO'S INDIGENOUS PEOPLE AND TRIBAL LANDS**

To the original people of this land. The Nisenan people, the Southern Maidu, Valley and Plains Miwok, Patwin Wintun peoples, and the people of the Wilton Rancheria, Sacramento's only federally recognized Tribe. May we acknowledge and honor the Native people who came before us and still walk beside us today on these ancestral lands by choosing to gather together today in an active practice of acknowledgement and appreciation for Sacramento's Indigenous People's history, contributions, and lives.

*Source: Land acknowledgment adopted by City Council on December 14, 2021, through Resolution No. 2021-0368.*



## A NOTE TO THE PUBLIC

*“If you want to go fast, go alone, if you want to go far, go together”.*

~AFRICAN PROVERB

The Forward Together Action Plan (Action Plan) is the culmination of a community-involved action planning process to help prioritize and shape future commercial corridor investments on Marysville and Del Paso Boulevards.

In recognition of the fact that many marginalized communities have historically been excluded from public and private sector investments, City staff, consultants, and community members behind this effort attempted to foster meaningful civic participation. In partnership with the community, the process moved at the speed of trust, to acknowledge and recognize that cycles of disinvestment and disempowerment can be repaired.

The Action Planning Team was comprised of the City of Sacramento, HR&A Advisors, primary consultant and economic experts, Mutual Assistance Network, a local community based organization, and a Community Advisory Committee, consisting of a group of 14 community residents, civic leaders, and business and property owners.

The Action Planning Team organized a thoughtful community engagement process over a 24-month period that informed the development and will shape the implementation of this Action Plan. The Action Plan identifies community priorities to support thriving, diverse, and equitable neighborhoods to address the complex challenges of historic and current impacts of structural racism and disinvestment.

For this effort, the City of Sacramento’s Neighborhood Development Action Team is dedicating \$500,000 towards a pilot grant program scheduled to be launched upon release of the Action Plan in 2024. The grant will invest in collaborative projects that advance the priorities listed in the Action Plan. Together, we will drive solutions that uplift and build upon the existing assets of Marysville and Del Paso Boulevards.

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## CHAPTER I: INTRODUCTION

### BACKGROUND

In August 2021, the City of Sacramento (City) funded the Forward Together Marysville & Del Paso Boulevard Action Plan (Action Plan) to organize investment opportunities along the commercial corridor and surrounding neighborhoods. The process to develop the Action Plan included collaborating with and facilitating educational efforts for residents, business and property owners, and community based organizations to ensure that Sacramento's neighborhoods and commercial districts reflect a sustainable, resilient, and inclusive economy. From the outset, the City recognized, acknowledged, and sought to address the long standing challenges of facilitating community and economic development processes by City staff who often work in siloes in disadvantaged neighborhoods with limited financial resources, representation, planning experience, or technical expertise.

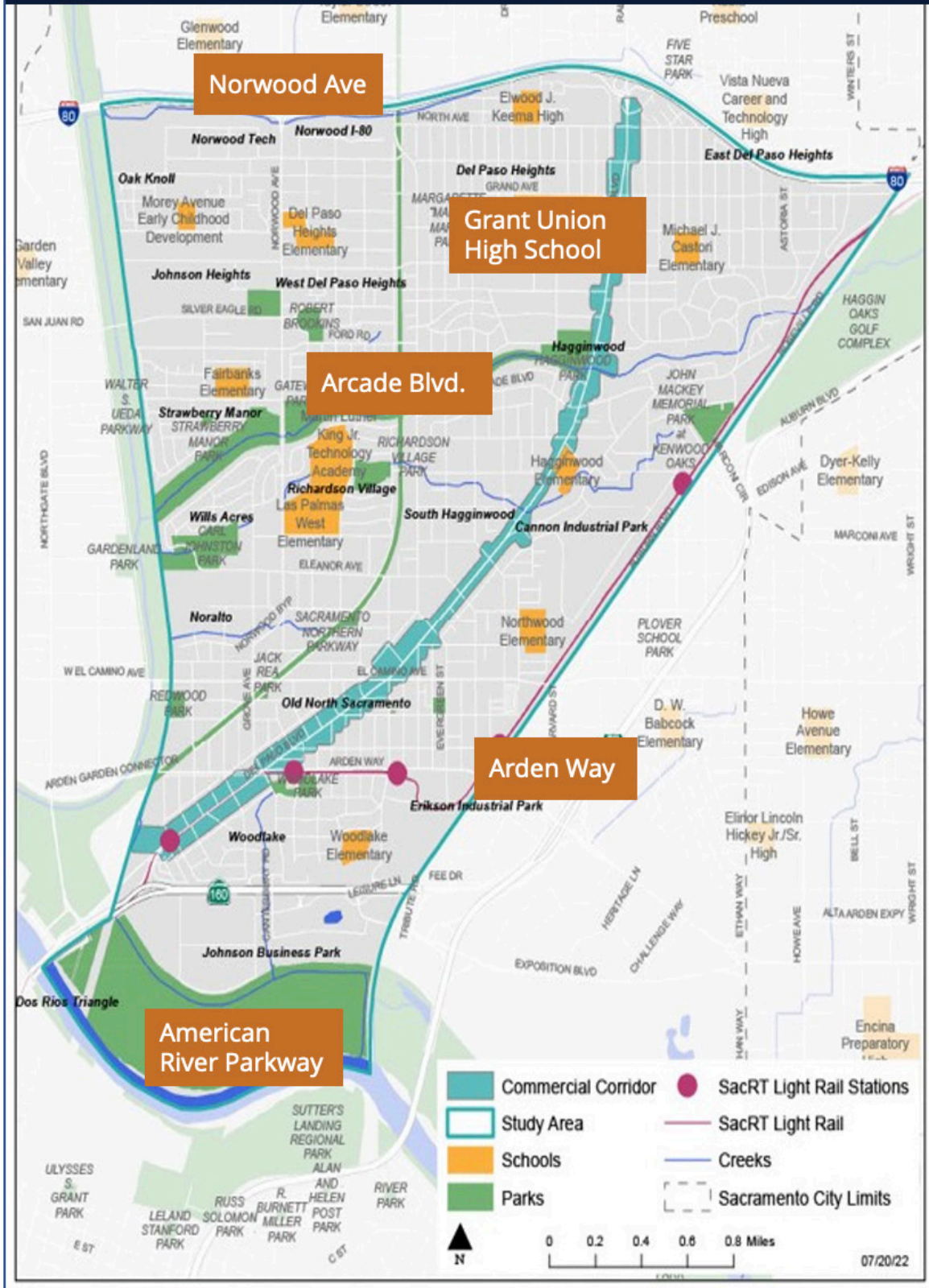
The City's Neighborhood Development Action Team (NDAT), a collaboration between City departments and partner agencies was formed in 2019 to bridge siloed City departments and empower community members. The Action Plan was prepared by the

NDAT, HR&A Advisors, real estate, and economic development experts, Mutual Assistance Network (MAN), a local community based organization, and a Community Advisory Committee (CAC), consisting of a group of 14 community residents, civic leaders, and business and property owners to bring together the community and technical expertise to strategize how to breakthrough historic barriers to access resources, networks, funding, and support to address community needs.

### NORTH SACRAMENTO LAND USE AND HISTORICAL CONTEXT REPORT

Marysville & Del Paso Boulevards were once an attractive place for agriculture and ranching in the 1800s. Residential and commercial development in the early twentieth century set a foundation for a thriving commercial corridor. The corridor was an important gathering place for people. However, the construction of Highway 160 and Highway 80, the closure of McClellan Air Force Base, which was a major job provider to the area, as well as lack of investment prior to and following North Sacramento's

# Study Area Context



Map from City of Sacramento (2021)



annexation into the City in the 1950s and 60s, signaled the beginning of the corridor’s decline.

Marysville & Del Paso Boulevards are commercial corridors with retail stores, restaurants, businesses, community centers, parks, libraries, and more. Over time these corridors have suffered from long-term public and private disinvestment like unrepaired or lack of sidewalks and shuttered businesses, leading to pockets of vacancy, lack of employment centers, business closures, barriers to walkability, aging infrastructure, and no cohesive identity. These issues perpetuate cycles of poverty, socioeconomic, and quality of life issues for people who call this area home.

### City and Community Levers

In June 2022, the Action Planning Team (APT) completed a land use history report that identified the levers, tools, and strategies available to the City to address quality of life issues through land use and investment in physical improvements.

The City can improve socio-economic outcomes and quality of life indicators by using five levers for action: 1) capital investment, 2) zoning authority, 3) incentives, 4) subdivision authority, and 5) vacant land disposition strategy. While the socio-economic and physical challenges are significant, the City has tools at its disposal to invest in physical improvements that can begin to encourage new investment and redevelopment. Many of the challenges that currently exist in North Sacramento are the result of decades of failure to invest and land use decisions that pre-date annexation of the City of North Sacramento into the City in 1964.

These levers represent types of potential action available for the City to consider within its plans for reinvestment in North Sacramento. To learn more about each of the levers and findings from research

of the historical land use and zoning decisions please review the North Sacramento Land Use and Historical Context report on the project webpage at <https://cityofsacramento.org/forwardtogether>.

### COMMUNITY PROFILE REPORT

The Forward Together Community Profile Report is a companion document to the Action Plan and is a point-in-time snapshot of the existing conditions and socio-economic data within the area (July 2023).

The community profile report provides robust information on the project, the shared community vision for the corridor, baseline data to help guide investments, and inform the implementation of the Action Plan.



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## CHAPTER 2: ACTION PLANNING DEVELOPMENT PROCESS

### ACTION PLANNING DEVELOPMENT PROCESS

#### *1. Identify Issues*

The APT identified four main categories of action areas through robust research and engagement processes and community data analysis. The APT analyzed the existing conditions of the corridor through the [Community Profile Report](#). Reading the community profile report first is highly recommended, which can be found on the project webpage at <https://cityofsacramento.org/forwardtogether>.

#### *2. Brainstorm Actions and Prioritize*

The APT developed a list of over 40 actions in response to community identified issues. Through community convenings, the APT prioritized and identified actions of greatest community concern.

#### *3. Conduct Outreach to Refine Actions and Partnership Recruitment*

Led by the community, the APT continued to refine actions and identify potential strategic partnerships for implementation.

#### *4. Take Action*

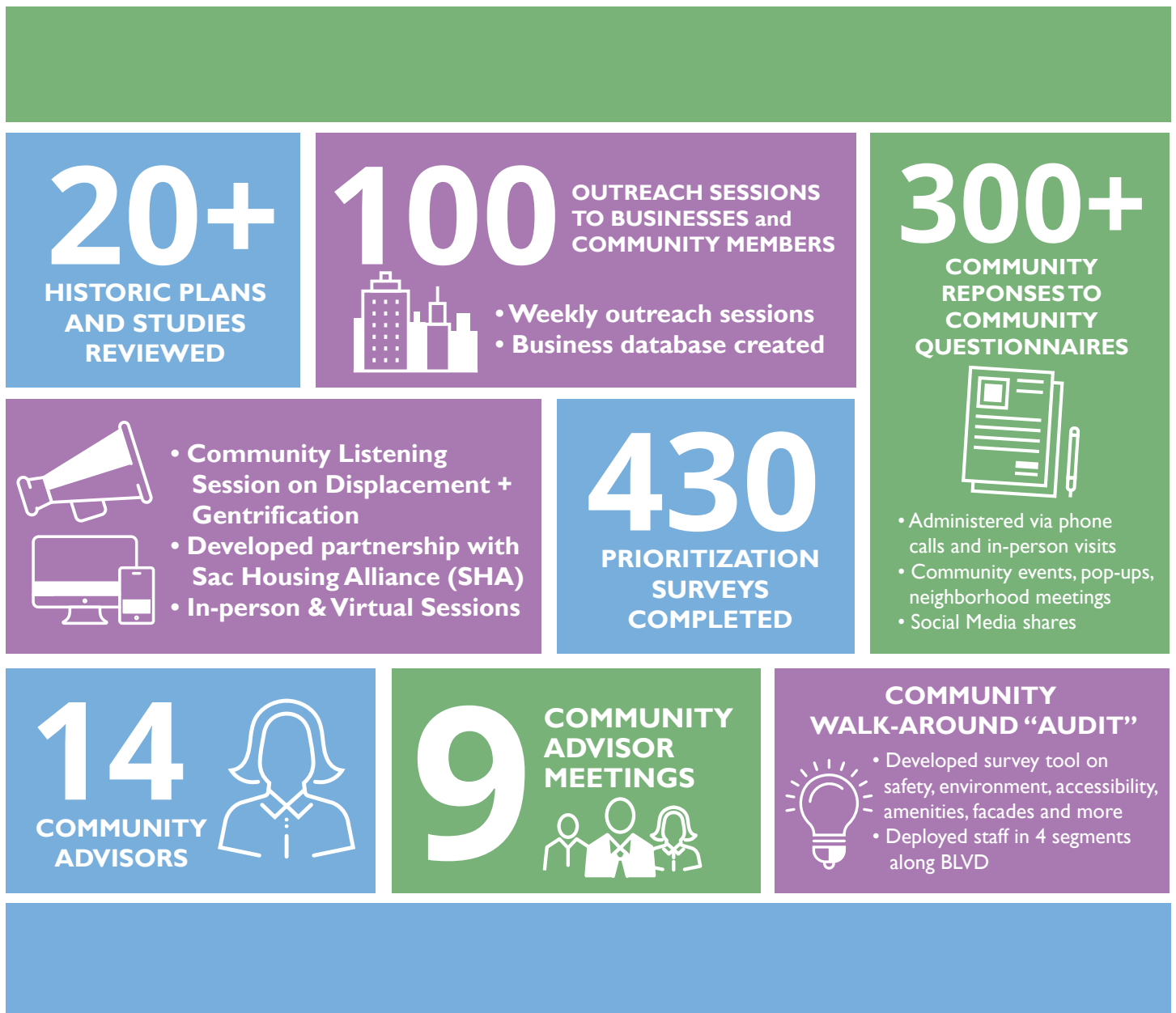
With the City's NDAT in collaboration with the community, the Action Plan implementation will begin during Phase 2 of the project period which is commencing in 2024.



## TIMELINE & ENGAGEMENT SUMMARY

This community-engaged planning process was led and informed by community members, including residents, business and property owners, and civic leaders in a variety of ways to help bring this Action Plan to fruition. Community leadership will continue to be a driving force for moving the Action Plan forward.

During Phase I of the project, the Community Profile Report and Action Plan were developed from 2022 – 2023 through a robust community-engaged research and development effort to collect and analyze community data. The APT conducted outreach to organize, engage, and build community participation in the planning process.





## CHAPTER 3: ACTION PLAN

### ABOUT THE FORWARD TOGETHER ACTION PLAN

This neighborhood-led Action Plan is designed to improve quality of life for the diverse populations that **live, work, shop,** and **experience** the Marysville – Del Paso Boulevard commercial corridors. Since 2021, the APT worked with community members to identify actions that can be implemented.

This Action Plan is intended to be a living document with actions that get further defined in collaboration and coalition with interested organizations, individuals, business owners, and diverse stakeholders who step up to build and support community aspirations. This Action Plan document is a companion piece to the Forward Together Community Profile Report, which can be located on the project webpage at <https://cityofsacramento.org/forwardtogether>.

The goals and outcomes of the Action Plan are intended to improve the quality of life for diverse communities by increasing pathways to employment (e.g., living wage jobs) and ownership opportunities

(residential and commercial property and business) among low-income and disadvantaged populations. The Action Plan identifies a shared vision with a list of priority actions the community and City can take to meet that vision. The Action Plan provides a planning framework for community-informed decision making.

### ACTION PLAN OUTCOMES

The ultimate outcome is to create a thriving ecosystem and inclusive economy by implementing the Action Plan. The benefits include creating a healthy place to live, work, operate a business, shop, and experience a higher quality of life with a wider array of opportunities that would result in a healthy and clean environment for everyone.

## PLAN FRAMEWORK

The Action Plan is organized into four main categories live, work, shop, and experience and designed to improve quality of life for those in the area.



### LIVE

Create and preserve affordable housing and homeownership opportunities for residents.



### WORK

Foster and retain businesses and employers that provide living-wage jobs and career growth opportunities.



### SHOP

Create an inclusive retail corridor that meets the various shopping and entertainment needs of the community.



### EXPERIENCE

Foster inviting spaces and experiences where residents, workers, businesses, and visitors can gather.

## HOW TO USE THIS ACTION PLAN

The Action Plan is intended to be a source of information for future decision-making and may be used in a variety of ways, including but not limited to:

- **Decision makers** can help guide and support investments and funding for the implementation of the Action Plan and for on-going status updates by using this as a baseline and for monitoring progress.
- **Various stakeholders** (e.g., City staff, elected officials, community-based organizations, individuals) can use the Action Plan for facilitating community-engaged processes, support grant applications, funding requests, and resource investments. Stakeholders can identify and commit to collaborate on areas they would like to help implement.
- **Community members**, including residents, property and business owners, and organizational leaders can use this Action Plan to advocate to the City Council or other relevant decision makers; identify available community and City priorities and resources; and implement projects that provide tangible and intangible benefits to the neighborhood.

The Action Plan is not meant to restrict or commit the City or community to any particular course of action or project. Rather, the Action Plan is intended to provide a point-in-time reference of community priorities and serve as a starting point for considering ways to improve the area. The actions set forth in this plan may be carried forward by the community (individuals, businesses, landowners, organizations, etc.), the City, other agencies, or a combination thereof.

Each Action in the Plan includes a noted investment level and implementation duration which are explained as follows:

| <b>Investment Level</b>   | <b>Implementation Duration</b>   |
|---|--|
| <p><b>Low cost (\$)</b><br/>Provide seed funding or one-time support for pilot programs, projects, or activities to support the Action Plan implementation.</p> | <p><b>Short-term (18 months or less)</b><br/>Actions that can be pursued immediately and accomplished in the near future. Some examples include tactical or physical improvements, urban design drawings or experiences, support for groups that may be best positioned to help as conveners, bringing together community-based organizations, businesses, institutions, funders, and residents to further advance the Action Plan.</p>  |
| <p><b>Medium cost (\$\$)</b><br/>Ongoing funding or more support for programs, projects, or activities to support the Action Plan implementation.</p>           | <p><b>Intermediate term (18 months to three years)</b><br/>Actions that can be accomplished with extensive amount of planning, they can be pursued as a secondary step, building off short-term actions that include supporting collaborative team projects. Some examples include technical assistance, leadership development and training, cohort-based skill sharing, hiring local talent and facilitating or navigating funding applications, processes, or grant writing workshops and technical assistance.</p> |
| <p><b>High cost (\$\$\$)</b><br/>Large-scale investment to fund infrastructure or other improvement projects to support the Action Plan implementation.</p>     | <p><b>Long-term (3 or more years)</b><br/>Actions that can start immediately but will require more long-term planning for implementation and may require identification of financial resources . Some examples include infrastructure investments; initiating a development project; design and delivery of community services; facilitating trainings, workshops, coalitions, or collaboratives; and support on contracting mechanisms or other community-defined topics.</p>   |



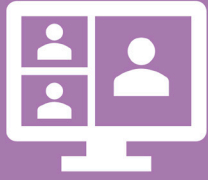
# LIVE

*Create and preserve affordable housing and homeownership opportunities for residents.*

## ACTIONS 1 - 3

| ACTIONS 1 - 3   | INVESTMENT LEVEL | IMPLEMENTATION DURATION  |
|---|------------------|--------------------------|
| <b>Action 1: Align the community around long-term housing goals and strategies.</b>   |                  |                          |
| 1.1 Develop an area-specific housing agenda that protects residents from displacement and gentrification pressures.   | \$\$             | <b>Short Term</b>        |
| 1.2 Work with community partners to identify public lots, buildings, and local homes that can be used for permanent affordable rental housing and homeownership opportunities.    | \$\$\$           | <b>Intermediate Term</b> |
| <b>Action 2: Build on existing resources and networks to support residents with pathways to homeownership and wealth building opportunities.</b>                                  |                  |                          |
| 2.2 Develop partnerships with financial institutions to educate community members about financial literacy, access to funds, and grants and wealth-building opportunities.        | \$\$             | <b>Short Term</b>        |
| 2.3 Provide property tax support and home improvement support for existing homeowners to help community members stay in their homes.  | \$\$\$           | <b>Intermediate Term</b> |
| 2.4 Facilitate educational programs that connect long-term residents and homeowners who may need support with housing services (e.g., through ADUs or roommate matching program). | \$               | <b>Short Term</b>        |
| <b>Action 3: Support community members experiencing homelessness.</b>   |                  |                          |
| 3.1 Create a resource guide to educate residents and business owners on available City services to help alleviate homelessness challenges in the area.                            | \$\$             | <b>Short Term</b>        |
| 3.2 Advocate for more transparent communication and feedback loops between community members and existing homeless service providers in the area.                                 | \$\$             | <b>Short Term</b>        |
| 3.3 Publicize existing City resources and homeless service providers to educate community members and host related workshops.   | \$               | <b>Short Term</b>        |





# WORK

*Foster and retain businesses and employers that provide living-wage jobs and career growth opportunities for workers in the community.*

## ACTIONS 4 - 7

| ACTIONS 4 - 7  | INVESTMENT LEVEL   | IMPLEMENTATION DURATION  |
|--|--------------------|--------------------------|
| <b>Action 4: Promote more business-friendly investments along the corridor.</b>  |                    |                          |
| <p><b>4.1</b> Identify priority business hub locations in need of infrastructure and physical facade improvements and focus dedicated resources towards those improvements.</p> <p><b>4.1.1</b> On-going improvements include items such as removing graffiti, trash pick-up, and storefront enhancement.</p> <p><b>4.1.2</b> Improvements include items such as updated signage, lighting, street cleaning, and landscaping. <i>Note: property improvements are addressed in other actions.</i></p>                                 | <b>\$\$-\$\$\$</b> | <b>Short Term</b>        |
| <p><b>4.2</b> Support boulevard-wide broadband and utility upgrades to promote a business-friendly area.</p>   | <b>\$\$\$</b>      | <b>Intermediate Term</b> |
| <b>Action 5: Connect businesses to established resources and programs to help them upgrade, expand, and serve new customers.</b>   |                    |                          |
| <p><b>5.1</b> Create a one-stop business resource center to capture and distribute resources for local businesses (including but not limited to resources like capital funds for infrastructure improvements, marketing support, and other forms of technical assistance).</p>   | <b>\$\$</b>        | <b>Intermediate Term</b> |
| <p><b>5.2</b> Designate boulevard-wide business ambassador that can work with the City and other organizations to support local businesses, or roommate matching program).</p>   | <b>\$\$</b>        | <b>Short Term</b>        |
| <b>Action 6: Attract and expand employers that will hire local workers, offer living-wage jobs, and promote entrepreneurship.</b>  |                    |                          |
| <p><b>6.1</b> Create area specific business attraction campaign to retain and bring new employers and businesses to the corridor that have living-wage jobs available (e.g., tap into current local employers that have living-wage jobs available).</p> <p><b>6.1.1</b> Develop a value statement around the types of employment opportunities and businesses that meets community needs.</p> <p><b>6.1.2</b> Work with local business owners and employers to pledge to support an increase in local hires from the community.</p> | <b>\$\$</b>        | <b>Short Term</b>        |

**ACTIONS 4 - 7** (CONTINUED)

|   | INVESTMENT LEVEL | IMPLEMENTATION DURATION |
|---|------------------|-------------------------|
| <b>Action 6: Attract and expand employers that will hire local workers, offer living-wage jobs, and promote entrepreneurship.</b>                                       |                  |                         |
| <b>6.2</b> Build a new business incubator space on the corridor to support aspiring entrepreneurs with starting their businesses.                                       | \$\$             | Intermediate Term       |
| <b>6.3</b> Explore the potential of any new transit-oriented development (TOD) to attract a larger employer or anchor-institution.                                      | \$\$\$           | Long Term               |
| <b>Action 7: Strengthen workforce development resources and training opportunities for workers in the area</b>  |                  |                         |
| <b>7.1</b> Develop a community-specific job board to make job opportunities around the community and in the City more accessible to residents and workers.              | \$               | Short Term              |
| <b>7.2</b> Work with existing workforce training providers across the City to both advertise and offer more employment resources and opportunities.                     | \$\$             | Intermediate Term       |
| <b>7.3</b> Develop a community job-shadowing program where local business owners and employers share information about the types of employment opportunities available. | \$               | Short Term              |





# SHOP

Create an inclusive retail corridor that meets the various shopping and entertainment needs of the community.

## ACTIONS 8 - 11

| ACTIONS 8 - 11  | INVESTMENT LEVEL | IMPLEMENTATION DURATION         |
|---|------------------|---------------------------------|
| <b>Action 8: Attract a broader diversity of retailers to create a more comprehensive shopping experience for residents and visitors.</b>  |                  |                                 |
| <p><b>8.1</b> Create a grant program (or expand existing grant programs) specific to local businesses in the area that can provide financial support for storefront façade improvements, tenant improvements, and improved gathering spaces and experiences for customers, such as outdoor dining concepts.</p>   | <p>\$\$\$</p>    | <p><b>Intermediate Term</b></p> |
| <p><b>8.2</b> Build coworking/shared spaces to promote business entrepreneurship and shared space models (collective kitchens, etc.).</p>   | <p>\$\$\$</p>    | <p><b>Short Term</b></p>        |
| <p><b>8.3</b> Create a pop-up program for emerging restaurants and retailers for vacant storefront sites.</p>   | <p>\$\$</p>      | <p><b>Short Term</b></p>        |
| <b>Action 9: Activate vacant lots and properties to promote more vibrancy along the corridor.</b>   |                  |                                 |
| <p><b>9.1</b> Create a program to promote collective investment models and support community-led efforts to utilize vacant commercial properties, such as identifying funds for activation events, resources for acquiring vacant commercial property, establishing pop-up programs, and more.</p>  | <p>\$\$\$</p>    | <p><b>Intermediate Term</b></p> |
| <p><b>9.2</b> Identify funds for events where residents and business owners can activate vacant spaces along the corridor.</p>  | <p>\$\$</p>      | <p><b>Short Term</b></p>        |
| <p><b>9.3</b> Create an artist fund to support local artists build window displays on vacant buildings or properties.</p>   | <p>\$\$</p>      | <p><b>Short Term</b></p>        |
| <b>Action 10: Define a corridor-wide identity to attract more visitors and support businesses.</b>  |                  |                                 |
| <p><b>10.1</b> Develop an area-specific marketing campaign strategy for the corridor that includes new branding and signage to reflect the area's unique identity.</p> <p><b>10.1.1</b> Secure funding for signage.</p> <p><b>10.1.2</b> Identify funds/core partners to maintain and create a cohesive community brand.</p> <p><b>10.1.3</b> Install public art that celebrates the history of the area and develop signage to announce arrival of and promote local businesses.</p> | <p>\$\$</p>      | <p><b>Short Term</b></p>        |

**ACTIONS 8 - II** (CONTINUED)

|   | INVESTMENT LEVEL | IMPLEMENTATION DURATION |
|---|------------------|-------------------------|
| <b>Action 11: Bring more healthy food options to the corridor for all to access.</b>  |                  |                         |
| <b>11.1</b> Attract an additional mainstream grocery store or general merchandise store that provides an array of basic goods and services and responds to community needs. | \$\$             | Intermediate Term       |
| <b>11.2</b> Develop a co-op grocery store that hires residents and connects the community to healthy food options.  | \$\$\$           | Long Term               |
| <b>11.3</b> Build a community garden on a vacant site that offers educational programming on access to healthy food.  | \$\$             | Short Term              |





# EXPERIENCE

*Foster inviting spaces and experiences where residents, workers, businesses, and visitors can gather.*

## ACTIONS 12 - 17

| ACTIONS 12 - 17  | INVESTMENT LEVEL | IMPLEMENTATION DURATION |
|--|------------------|-------------------------|
| <b>Action 12: Promote long-term community safety through physical and programmatic interventions.</b>  |                  |                         |
| <p><b>12.1</b> Create a community ambassador group to educate and empower residents to advocate and create pathways for safer and cleaner streets. Issues of concern may include pedestrian safety, illegal dumping, animal control, insufficient lighting, etc.</p>   | \$               | <b>Short Term</b>       |
| <p><b>12.2</b> Promote safe street crossings through signage, educational materials, and tactical, low-cost traffic calming interventions.</p>   | \$               | <b>Short Term</b>       |
| <p><b>12.3</b> Advocate for resident-friendly approaches to community monitoring and responses to reports that ensure everyone from all walks of life, including teens and people of color, enjoy open access to the public realm.</p>   | \$               | <b>Short Term</b>       |
| <p><b>12.4</b> Invest in lighting to improve safety along the corridor.</p>  | \$\$\$           | <b>Long Term</b>        |
| <b>Action 13: Rebuild the community's connection with the streets and beauty of the area.</b>  |                  |                         |
| <p><b>13.1</b> Coordinate community cleanups to remove trash, litter, and graffiti and post signage that promotes clean streets.</p>   | \$               | <b>Short Term</b>       |
| <b>Action 14: Build community participation and capacity to shape planning and infrastructure projects.</b>  |                  |                         |
| <p><b>14.1</b> Coordinate community-advised planning support of the Action Plan study area and serve as a liaison between the City and the community.</p> <p><b>14.1.1</b> Create a communication plan for opportunities for community involvement and planning/infrastructure updates.</p> <p><b>14.1.2</b> Educate community members on development processes.</p> | \$               | <b>Short Term</b>       |
| <b>Action 15: Create more spaces and opportunities for youth.</b>  |                  |                         |
| <p><b>15.1</b> Organize local youth organizations and schools to advocate for new programming for youth in the area and identify accessible sites in the area that can be designated as youth and family gathering spaces.</p>   | \$\$             | <b>Long Term</b>        |

**ACTIONS 12 - 17** (CONTINUED)

|   | INVESTMENT LEVEL | IMPLEMENTATION DURATION  |
|---|------------------|--------------------------|
| <b>Action 16: Create more spaces for community of all ages to gather and “own” their space.</b>   |                  |                          |
| <b>16.1</b> Identify two to three areas along the corridor with high foot traffic and rethink how to leverage these spaces to build dedicated gathering spots that are able to host different events and activities.                        | \$\$             | <b>Intermediate Term</b> |
| <b>16.2</b> Create a fund to help community members pay for permit fees to host events in the area and provide liaison support to the City.<br><b>16.2.1</b> Develop more education around how to get the permits necessary to host events. | \$               | <b>Intermediate Term</b> |
| <b>Action 17: Reinvigorate community assets that are unique to the corridor.</b>  |                  |                          |
| <b>17.1</b> Develop a crowdfunding campaign to reopen and maintain certain community assets, including historical or other unique buildings.  | \$\$             | <b>Intermediate Term</b> |

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*City of*  
SACRAMENTO  
**FORWARD TOGETHER**



# APPENDIX A

## North Sacramento Land Use and Historical Context Report

# FORWARD TOGETHER

MARYSVILLE & DEL PASO BLVD.

## EXECUTIVE SUMMARY

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To: City of Sacramento

From: HR&A Advisors, Inc.

Date: June 22, 2022

Re: **Marysville-Del Paso Blvd Land Use and Historical Context Report**

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As part of one of the tasks of the Marysville – Del Paso Boulevard Action Plan (Action Plan), the City of Sacramento requested a report summarizing the history and development of North Sacramento.

The research was guided by the following two questions:

1. Since incorporating North Sacramento into the City of Sacramento, what land-use and zoning measures have been taken by the City of Sacramento that either increased or helped to reduce concentrated poverty and inequities?
2. What changes to City of Sacramento land-use and zoning policies could help to support residents facing concentrated poverty and inequities?

While this report describes specific levers that can be used to address challenges within the North Sacramento area, ongoing project work will look more specifically at priority investments and/or recommended changes to City of Sacramento land use policies.

**The Marysville/Del Paso Boulevard corridor suffers from long-term disinvestment, which has led to socioeconomic issues in the community such as job losses and business closures, high poverty rates, and unemployment.** Real estate and infrastructural investment patterns from after the 1800s are still visible today throughout the North Sacramento area, which predate local zoning and the 1964 annexation into the City of Sacramento. As a result, the Marysville-Del Paso Boulevard corridor can be characterized as uneven with irregular land use patterns. For example, important infrastructures such as sidewalks differ widely in quality and form throughout the area based on when they were installed, and environmental issues such as the need for cleanup and remediation following the history of industrial use throughout the area increase the cost of reinvestment for current or would-be property owners. Today, vacant land and property are prevalent due to market constraints and demolition of deteriorating structures. Neighborhood residents continue to experience the impacts of concentrated poverty and ethnic/racial segregation that were produced by this area’s development patterns. Furthermore, they are reinforced by the limited investment interest along the corridor which serves to prevent the full participation of area residents and businesses in the local economy.

**Throughout the history of the Sacramento region, municipal, state, and federal funds have been directed toward some neighborhoods and away from others, including North Sacramento.** Government-led initiatives such as development of highways and Urban Renewal led to major infrastructure and neighborhood investments that forced low-income and racial/ethnic minority communities into areas with rents that were affordable due to the old age and low quality of housing, long distance to employment centers, and more. Subsequently, policies such as redlining identified such neighborhoods as high credit risk — often on the basis of the race of those who live there — and banks denied loan applications from creditworthy borrowers simply because they live in those neighborhoods. These types of policies explicitly excluded certain communities from resources, infrastructure, and basic services that were available to more

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affluent residents and businesses that could have been used to improve homes, businesses, and quality of life; and in turn, concentrated poverty grew over time.

**Diverse and inclusive communities strengthen our economy and support vibrant, livable commercial corridors that generate local jobs and celebrate community culture.** In order to revitalize the corridor and better support diverse residents and businesses within a more resilient local economy, it is critical to address longstanding community disinvestment issues, such as the limited basic services such as transit and the lack of quality infrastructures like sidewalks, which together create and/or perpetuate poverty and inequity. While the City has made significant changes to its development standards and processes to incentivize development in the area, private investment still lags. Leveraging public investment to address barriers to private and community re-investment can attract new residents and businesses while retaining and providing resources to improve quality of life and enjoyment of the area for those who are here today.

**While not the sole cause of these issues, zoning and land use patterns are important to analyze to accurately diagnose underlying challenges created for community members by the built environment.** By isolating systemic disinvestment and reflecting on historic decision-making processes, local governments can solve longstanding community problems through targeted reinvestment in partnership with community members and in line with their priorities.

**This report explores the connections between land use, zoning, development history and poverty or quality of life issues by highlighting previous planning decisions and trends relative to current conditions along the study area.** The report begins with a description of the current state of the study area and highlights of the historical land use and zoning trends that have most impacted North Sacramento in the “Study Area Overview & Summary of Findings” section. The report then identifies the levers, tools, and strategies available to the City to address quality of life issues through land use and investment in physical improvements for resident, business, and civic priorities. Next, a historical overview and context is provided to help frame and provide an understanding of the various strengths and challenges of the area today. Finally, appendices are included which provide a snapshot of North Sacramento today, as well as supporting documentation for findings made throughout this report. Direct recommendations for priority investments and action along the corridor will be developed collaboratively through ongoing engagement and will be included within the final Action Plan.

**Finally, an acknowledgement must be made that there are limits to this study scope.** Specifically, this is not an all-encompassing in-depth review of all historical events or actions taken by the City of Sacramento which have impacted the development of the study area. Instead, this report’s purpose is to highlight key land use factors that have impacted the current state of the North Sacramento study area, setting the stage for and informing the forthcoming Action Plan.

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## I. STUDY AREA OVERVIEW & SUMMARY OF FINDINGS

**North Sacramento has been a center for agriculture, manufacturing, industrial commerce and community retail for over a century.** Bounded on all sides by highways or railways, the neighborhood is physically separated from the rest of Sacramento, and much of the area hosts single family houses and racially linguistically diverse residents and businesses. Today, the Marysville and Del Paso corridor is home to a rich tapestry of local businesses and community organizations and continues to grapple with the legacy of aging infrastructure and buildings, closures of historic employment centers, and vacant properties and businesses.

**The original land uses for North Sacramento pre-date local zoning ordinances and annexation into the City of Sacramento and laid a foundation for the built environment that is visible today.** The neighborhood of North Sacramento began as Rancho Del Paso, a ranch for the rearing of horses. When a new railroad bisected the ranchland, industrial uses sprung up in and around the railroad tracks to take advantage of the new rail access to the Southern Pacific railroad. The result was uneven and irregular development patterns, which took advantage of the lack of planning and land use controls in the area.

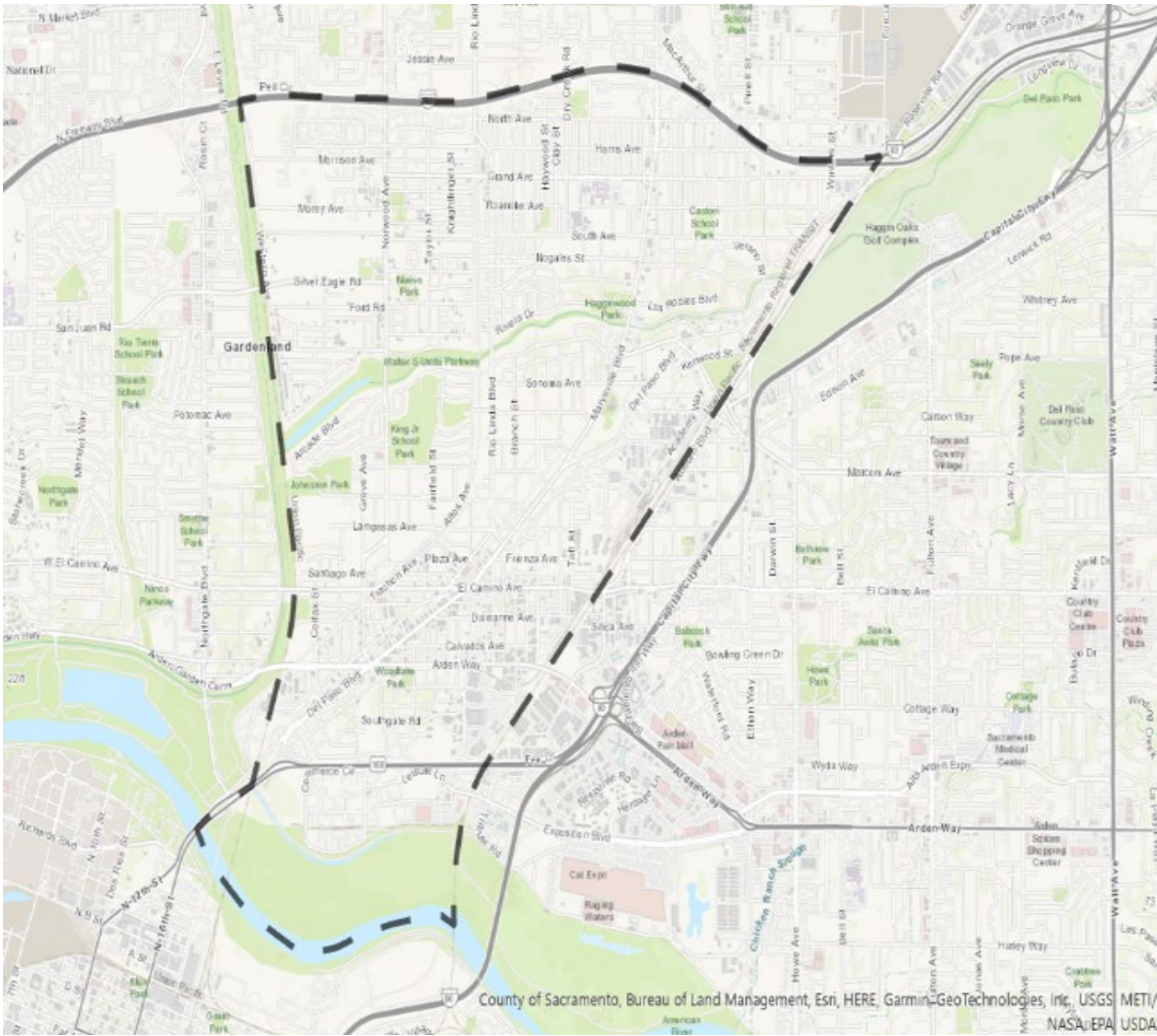


Figure 1. Study Area Boundary, generally bounded by: the American River (south), Interstate 80 (north), Steelhead Creek (west) and the Capital City Freeway (east). Source: US Census

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For the purposes of this report, North Sacramento is defined in **Figure 1**. The area is bounded by the natural and manmade barriers created by waterways and interstates following patterns left behind by the original land and rail lines. The types of businesses and institutions that have historically located in this area and remain on the original subdivisions sit atop the infrastructures and subdivisions created to support the historic industrial uses.

### Major Events Affecting North Sacramento's Development Pattern

- Annexation of the City of North Sacramento into the City of Sacramento after the area was already developed without zoning regulations and development standards, and inadequate infrastructure;
- Late adoption of zoning has led to uneven and irregular development patterns;
- Physical and psychological separation from the rest of Sacramento due to highway construction;
- The interplay of zoning, racial covenants and generational poverty;
- Historic disinvestment in infrastructure has left an uneven financial burden on those looking to develop within North Sacramento relative to other areas of the City;
- Closure of McClellan Air Force Base

**Much of North Sacramento was developed in the post-WWII era as single family residential and worker housing that still remains today.**

While many neighborhoods in Sacramento and across the country benefited from loans and resources made available post-war to invest in new real estate, much of North Sacramento was developed to house immigrant workers and laborers supporting the industrial uses still active in the area. Post-war government programs and funds were provided to benefit primarily white individuals and families, while North Sacramento saw a large amount of its property subjected to either designation through redlining as high-risk investments that made it difficult to secure a mortgage, or racial covenants that restricted the race/ethnicity or background of people who were allowed to purchase property. Areas closer to the downtown were designated as

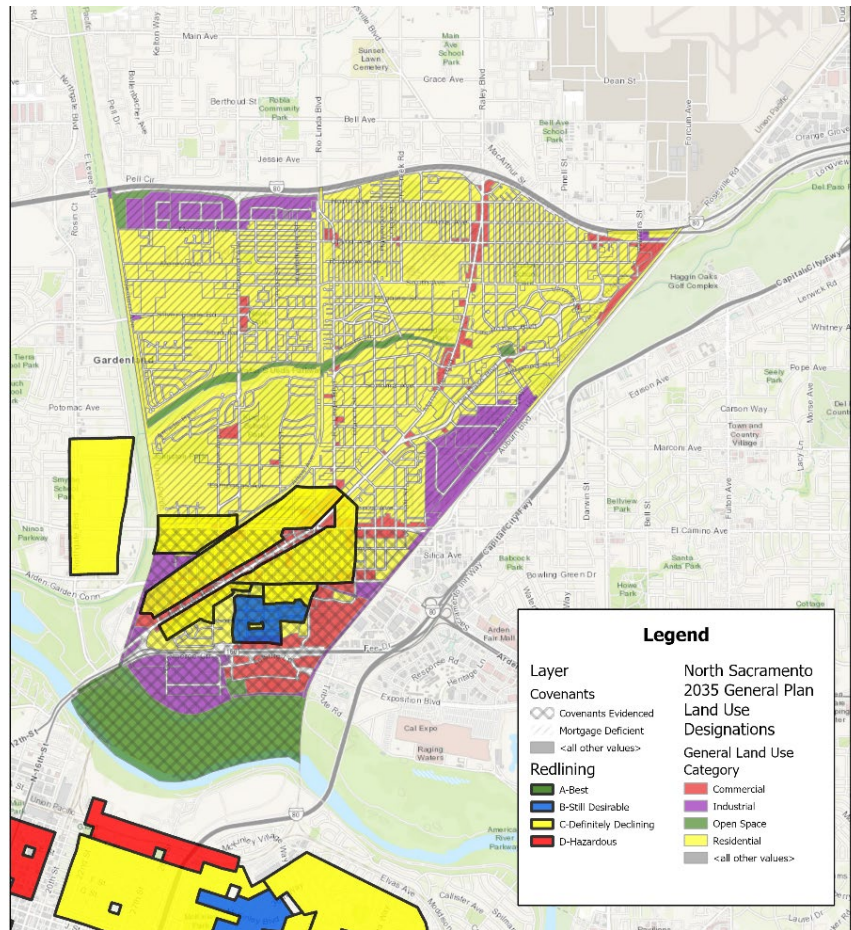


Figure 2. North Sacramento Land Use, Racial Covenants, and Redlining Boundaries

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higher value, while areas to the north were designated as lower value due to the nature of people, properties, and businesses there.

It is within this context, that the neighborhood grew in size and the commercial corridor established in the 1940's and 1950's. Land uses and development patterns such as long blocks were shaped by the influence and popularity of the automobile at the time as well as a streetcar which ran along the corridor beginning in 1924 that helped to support residential and commercial land uses along the boulevard. With much of North Sacramento located in unincorporated areas of the County, the lack of development regulations of the county further exacerbated and exaggerated incompatible land uses and development patterns. Finally, highway-building was a significant influencer on the development pattern of North Sacramento beginning in the 1950's. Starting with the extension of a bridge across the American River which connected the area to downtown, the preceding years' highway projects acted to physically separate North Sacramento from the rest of the City. The first of these was the construction of State Highway 160, followed by Interstate 80 and finally the Arden-Garden Connector. Together with the railroad, these highways bound North Sacramento, making it inaccessible to anyone not arriving by an automobile and diverting traffic from the area.

| North Sacramento's Major Barriers to Development  |
|---|
| <ul style="list-style-type: none"><li>• Aging properties and building quality does not align with investment interests and capacity today;</li><li>• Inadequate infrastructure, much of which was built before North Sacramento's annexation into the City of Sacramento;</li><li>• High rates of land and property vacancy</li></ul> |

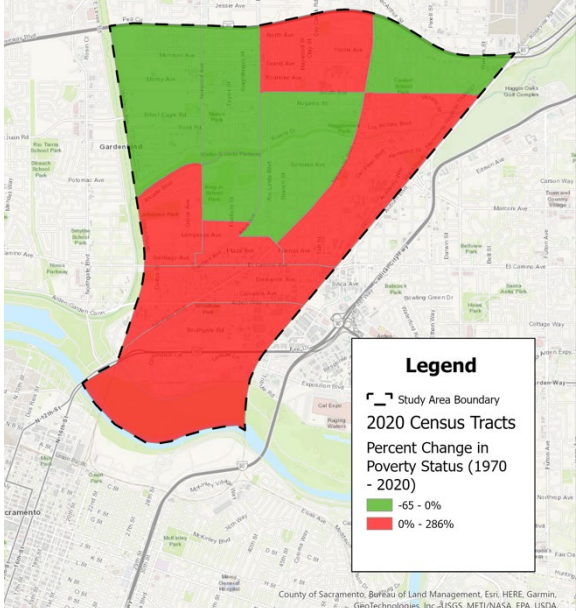
Given the historic industrial and logistics uses in this area, the corridor has always been home to workers and businesses servicing automobiles such as mechanics or tire shops. However, due to the compounding effects of targeted disinvestment in this area, major infrastructure investments that limit connection to surrounding neighborhoods and to those without a vehicle, and more, North Sacramento faces significant economic challenges.

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As shown in **Figure 3**, much of the North Sacramento area that was designated for industrial use or that housed non-white individuals and families has seen a dramatic increase in poverty rates over time. In addition, as shown in **Figure 4**, this increase aligns with the distribution of Black households throughout the area, who were subjected to redlining and racial covenant restrictions and unable to use home buying to build intergenerational family wealth through the primary means advanced by most Americans.

Throughout this report we will explore specific development decisions and policies over the decades, with a specific focus on the time period starting when the area was annexed into the City of Sacramento, their implications for local land uses, development patterns, and household poverty, and opportunities for the City to respond to improve quality of life.



**Figure 3. Percent Change in Poverty Status (1970-2020) where green-shaded areas represent reduction poverty and red-shaded areas represent increases during this time period. Source: US Census**





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**By addressing longstanding issues with the built environment that stem from North Sacramento's original development patterns, the City can build on local strengths and address community challenges.**

**Strengths.** Located adjacent to and just north of Downtown Sacramento, North Sacramento is well-positioned to take advantage of the growth and redevelopment occurring nearby. With excellent access—both in terms of highways, rail and light rail infrastructure—the area is well connected to other destinations throughout Sacramento. Primarily developed prior to the 1960's, the area has a rich history and an architecturally interesting building stock that recalls historic institutions with redevelopment potential, such as the Grand Theater project on Del Paso Boulevard. Additionally, North Sacramento is home to many unique businesses that are locally-owned and, as a result, have deep ties to the community.

**Challenges.** At the same time, the existing conditions in North Sacramento also present challenges for development and redevelopment in the area. Irregular land use patterns, lot dimensions and shapes of blocks that were created prior to annexation into the City of Sacramento, have not historically conformed to existing zoning standards and discourage development in projects that are not permitted as-of-right. Compounding the challenges and costs of developing in the area, the physical infrastructure is both aging and substandard. Despite City interventions in the last few decades, the need for infrastructure improvements still exists in many areas of the North Sacramento study area today. While not part of this study, an in-depth analysis of historic infrastructure investment and current capital needs in the study area may be necessary to get a clear picture of outstanding needs.

Additionally, a large portion of North Sacramento's land area was historically used for industrial as well as other uses requiring remediation and as a result, present current environmental challenges. Finally, there is a vast amount of vacant land in the area that requires a disposition strategy to bring necessary investment and amenities to the area.



**Figure 5. Proposed infrastructure investments for the Marysville/Arcade Boulevard as part of the City of Sacramento's Vision Zero Plan. Source: City of Sacramento**

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## II. LEVERS FOR ACTION

**The City can improve socio-economic outcomes and quality of life through the use of its five levers for action.** While the socio-economic and physical challenges are significant, the City has tools at its disposal to invest in physical improvements that can begin to encourage new investment and redevelopment. Many of the challenges that currently exist in North Sacramento are the result of decades of historic disinvestment in capital investment and land use decisions that pre-date annexation of North Sacramento into the City of Sacramento. By reinvesting in communities, properties, and neighborhoods that have been left out of the economic growth and expansion where others have benefited, the City can increase the vitality of the Marysville – Del Paso commercial corridor and establish a more equitable foundation for all to participate in and enjoy the local economy and community culture.

These five levers – capital investment, zoning authority, incentives, subdivision authority, and vacant land disposition – represent types of action available for the City to consider within its plans for reinvestment in North Sacramento. When leveraged together, actions within each of these areas can bring about transformative change.

### Capital Investment.

Capital investment, particularly government investment in physical infrastructures such as streets, sidewalks, utilities, and transportation services, can be used as a tool in order to jump start private investment. Public investment is effective in promoting private development because it may decrease the financial burden of new development and signals to private property owners that a particular area is being maintained and enhanced. Prioritizing that investment, especially along highly visible corridors, can encourage private property owners to do the same with theirs.

Portions of the Marysville-Del Paso Boulevard lack high quality capital infrastructure, and prolonged disinvestment continues to strain local residents and make the area less comfortable for walking or safe for families. Capital reinvestment in local infrastructure can improve the everyday experience for those who rely on public infrastructure and improve the quality of the pedestrian experience.

Aware of these infrastructure needs, the City has begun analyzing the study area to identify various opportunities for investment to address some of the deficiencies in infrastructure. By way of example, the City initiated a study to identify the [top five corridors with the highest number of collisions](#), with Marysville Blvd. among them. As a result, various improvements such as bicycle facilities, pedestrian crossings, and signalization improvements, are proposed to make the corridor safer for pedestrians, cyclists and motorists. Additionally, the City recently completed an Infrastructure Needs Assessment for Del Paso Boulevard in December of 2021. This study identified various infrastructure improvements to support the development of various catalyst sites. The recommendations focused on improving sewer, drainage, utilities and streets to aid in this effort. Finally, beginning in Fall 2022, the City of Sacramento Department of Public Works is creating an Active Streets Plan for North Sacramento. This Active Streets Plan will identify community concerns and develop a list of improvements to make biking, walking, and accessing transit easier and more comfortable for residents. Implementation of the projects identified by the Infrastructure Needs Assessment and other studies, particularly through the inclusion in the City's Capital Improvement Program and/or other resources, can bring about transformative change for North Sacramento.

Last, capital investment by the City can also defray the cost of investing in private properties to encourage investment by private parties and households. Today along the corridor, the City in some cases requires significant upfront investment to improve infrastructure that front the property such as curb, gutter, sidewalks, sewer and flood mitigation. There are also Federal and State requirements to address historical issues such as remediation of brownfields and environmental pollution. Lowering some of these costs would make it easier for private and institutional investors to purchase and renovate or develop properties in the area.

## Zoning Authority.

Zoning is one of the City’s most powerful tools because it can be used to both prohibit and require or promote the types of development desired for the study area. On the prohibition side, regulation can be used to “zone out” particularly problematic or undesirable land uses over time. Alternatively, zoning can be used to promote more desirable outcomes, such as improved design or flexibility in dimensional requirements to encourage redevelopment in the area. Additionally, updating zoning regulations on a regular basis is necessary in order to keep pace with changes in market conditions. It is important to note that changes in zoning only apply to new development or if there is a change of use of an existing development. Existing developments or businesses can continue to operate as non-conforming uses, even if the allowed zoning changes.

North Sacramento has historically been the location for industrial land uses. However, over time, economic conditions have changed not only in Sacramento, but also nationwide which has seen a shift from a manufacturing to a service-based economy. Currently, industrial uses cover approximately 4,800 acres or 9 percent of the City of Sacramento. In seeking to retain valuable industrially-zoned property, careful consideration of zoning regulations which will allow for the redevelopment of industrial areas to increase the productivity of large swaths of land within the study area is vitally important.

Besides industrial land uses, the most common land use in North Sacramento is residential which makes up approximately two-thirds of the total study area (**Figure 34**). To help support the existing businesses along Marysville-Del Paso Boulevard and to help attract additional quality retail amenities, the City can ensure that there are retail-supportive densities not only immediately adjacent to the corridor, but also in the surrounding areas. With much of the study area that is not immediately adjacent to the corridor zoned exclusively for single family residential, modest increases to density—3-story townhomes or 2-story apartments, for example—can substantially increase the demand for the commercial uses along Marysville-Del Paso Boulevard and promote greater housing choice for residents in the area. As is evidenced in these examples, density does not always need to be reflected in large-scale development, but instead can be incremental and smaller in scale.

The Community Development Department has been proactive in adopting zoning and land use policies which support incrementally higher density. As an example, the City [has implemented various policies and strategies](#) outlined in its General Plan and is bringing forward a [Missing Middle policy agenda](#) tentatively planned for the end of this year. Additionally, California legislation was recently passed, Senate Bill 9, which allows for up to four units to be developed on each lot throughout the state by right<sup>1</sup>. However, the North Sacramento has still seen very little multifamily development.

It is important for the City to ensure that zoning changes are responsive to local concerns about possible gentrification and displacement of households or businesses as a result of zoning changes, and to collaborate with community members to ensure zoning actions benefit and do not harm those in the corridor today.

## Incentives.

Another opportunity the City has to improve quality of life within the study is the use of incentives. Generally, incentives can be broken into two categories: non-monetary and monetary. Non-monetary incentives are complimentary to the City’s zoning authority in that exceptions or bonuses can be offered to development that achieves or furthers goals identified by the City. By way of example, waivers of off-street parking requirements; enhanced density or flexibility in development standards are all ways that the City can incentivize development in a non-monetary manner in order to achieve broader policy goals. Additionally,

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<sup>1</sup> Senate Bill 9 is a California state law that enables homeowners to split their single-family residential lot into two separate lots and build up to two new housing units on each.

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the City of Sacramento is currently finalizing the Housing Development Toolkit which will provide additional non-monetary incentives—such as ministerial approvals, density bonuses, and waiver of parking requirements near light rail—to promote infill and affordable housing.

Monetary incentives, on the other hand, are another way to bring about changes in the built environment. Sometimes in the form of grants, tax incentives or rebates, financial incentives motivate property owners more than land use incentives because they can make infeasible projects possible. Tax Increment Financing (TIF) is an example of one such incentive that the City used to promote redevelopment in the study area prior to 2012. Additional sources of funding besides those provided by the City include:

- Federal and State Resources, such as American Rescue Plan Act (ARPA) and HUD
- Sacramento Area Council of Governments (SACOG) Regional Transportation Funding for cost-effective transportation projects.

Regardless, incentives are an invaluable tool as they promote, rather than require, changes in development.

Within North Sacramento, the careful use of incentives can support reinvestment in local properties by community institutions, businesses, and residents – or overcome high upfront investment costs that act as a barrier to investment today. Incentives can also act as a deciding factor to take action for would-be investors who have historically allowed buildings to remain vacant or land undeveloped. However, many cities make widespread use of incentives but do not attribute disbursement of incentives to significant investment in priorities such as affordable housing or to meaningful quality of life improvements for anyone beyond the site of direct investment. If incentives are leveraged to address land use and zoning challenges the City must take care to ensure that investment directly and transparently contributes to specific measures of community well-being.

#### Subdivision Authority.

The City can also use its subdivision authority to expand the impact of more targeted, specific public infrastructure enhancements made through its Capital Improvement Program (CIP). Because capital needs often outpace funds available through the CIP, it is important that private development pay its fair share in maintaining and enhancing the physical environment. The City can require robust public improvements in physical infrastructure through its street design requirements which are required during the platting process. An example of a tool the City currently utilizes to capture investment in public infrastructure through private investment are Development Impact Fees, which are used for parks, transportation, affordable housing, and other similar community needs.

Additionally, future street extensions, adequate right of way and pedestrian enhancements to make North Sacramento more walkable and safe to pedestrians are all within the City's subdivision authority. Overall, the subdivision ordinance should be fully utilized to capture private development's proportionate share of public improvements to help realize the vision for this area.

The physical improvements needed across North Sacramento are costly and those high costs may also discourage development in areas where the physical infrastructure is substandard, as property owners who want to redevelop their properties must take on that expense. Acknowledging this, the City can reduce its standards or waive its proportionate share requirements for public improvements to encourage infill development on private property. If proper adjustments are made to zoning regulations to permit the type of development property owners want to use their property for and the incentives are pulling the correct levers, development activity should begin to increase.

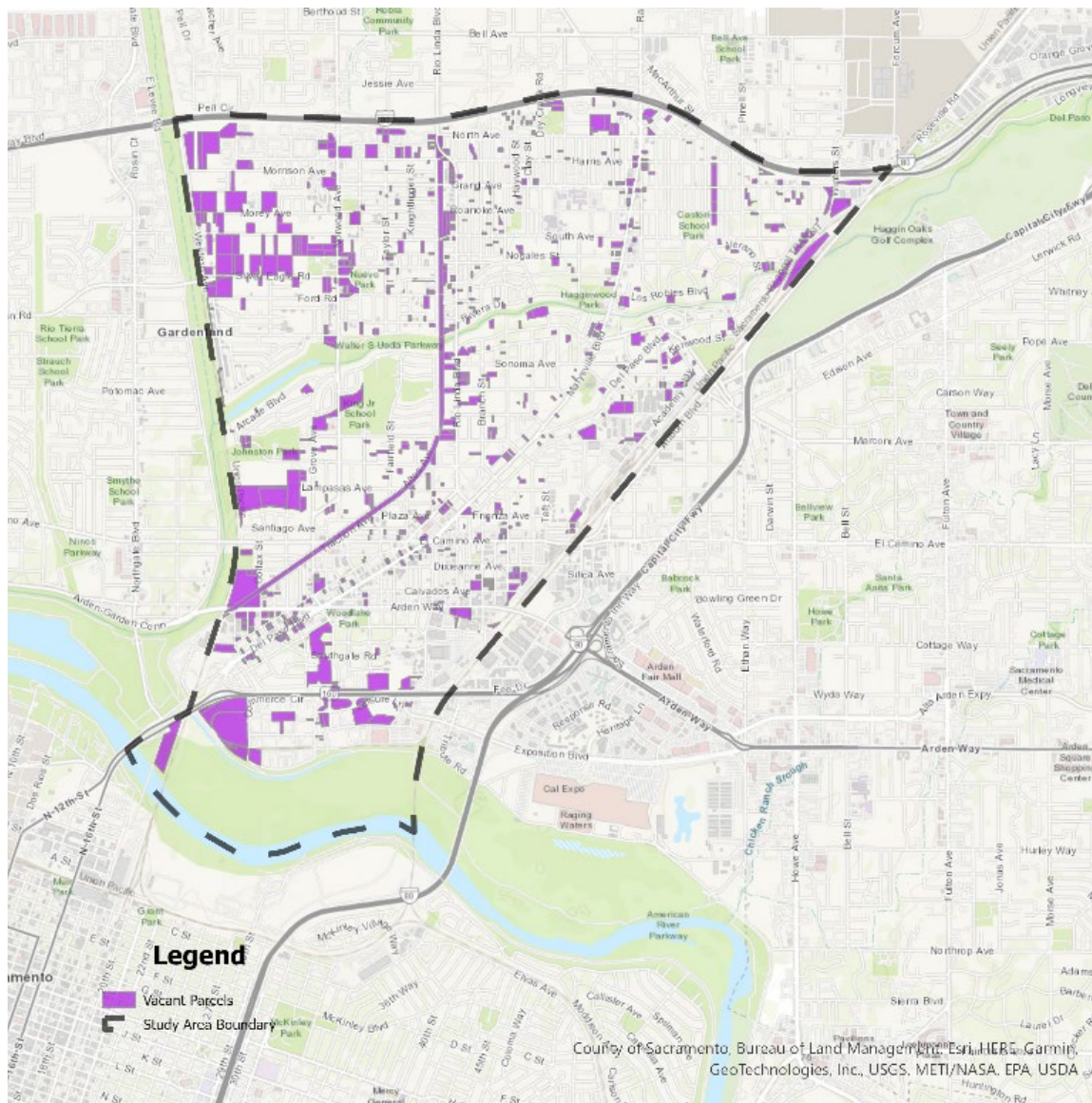
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## Vacant Land Disposition Strategy.

Finally, the City must have a coherent land disposition strategy, particularly for vacant or underutilized properties. Many times, these properties are situated in highly visible and valuable locations. Putting these valued assets into productive use where they equitably benefit the communities in which they are located should be a desired outcome.

North Sacramento has a number of vacant parcels (777 in total), including many along Marysville and Del Paso Boulevards (**Figure 6**). Identifying opportunities to leverage public properties to develop or support development of properties that can meet the needs of the local community can act as a catalyst for development of other adjacent parcels. Activation or temporary use of these vacant spaces can also increase access to parkland and open space and promote foot traffic to increases community safety and support local businesses.



**Figure 4. Vacant Land.** This map demonstrates the number of parcels (777 in total) within the study area. Source: City of Sacramento

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## III. HISTORICAL CONTEXT AND IMPACTS TODAY

Sacramento is located on the ancestral Nisenan land (City and County of Sacramento). The history of the Sacramento area, and the people, is rich in heritage, culture, and tradition. This area was, and still is, the Tribal land of the Nisenan people. Sacramento was a gathering place for many local Tribes who have lived throughout the central valley and the foothills for generations and were the original stewards of this land. We would like to acknowledge the Southern Maidu people to the North, the Valley and Plains Miwok/ Me-Wuk Peoples to the south of the American River and we would also like to honor the Patwin Wintun Peoples to the west of the Sacramento River. We acknowledge that we are standing on the tribal lands of Sacramento's Indigenous people (SNACH, 2021).

The following section summarizes the major development and land use events over the last two centuries and can provide further context about North Sacramento and the challenges and opportunities the community faces today. It is important to note that while zoning and land use have played an important role in shaping North Sacramento, it is not solely responsible for the challenges the community faces today. As will be demonstrated in the preceding sections, North Sacramento's lack of planning and infrastructure investment—primarily prior to annexation into the City of Sacramento—has created unfavorable market, property, and infrastructure conditions

The historical context is broken into the following time periods:

- **Pre-1800s:** Original Settlement
- **1800s:** Contact and Arrival of Settlers
- **1900 – 1940:** Economic Expansion
- **1941 – 1970:** Changing Winds and Annexation
- **1971 – 1990:** Economic Investment Returns?
- **1991 – Present:** Economic Downturn

### ORIGINAL SETTLEMENT (PRE-1800s)

**Key Takeaways: Original Settlement Time Period:**

**The land where North Sacramento sits today was once and still is home to Maidu and Nisenan Peoples, who cultivated and thrived for nearly 2,000 years**

The land that would one day become known as North Sacramento was once home to the Maidu Peoples. For nearly 2,000 years, the Maidu were hunter gatherers who recognized the value of the well-positioned and fertile land along the river. Initial contact with the Native Peoples from White settlers occurred around the turn of the 19<sup>th</sup> century when the Spanish were the first settlers who entered their land.

Followed by fur trappers in the 1820's, the newcomers brought blankets infested with smallpox germs which caused illnesses and death. When a major flood of the American River occurred in 1833, a severe outbreak of malaria was estimated to have killed between 50 and 75% of the Native population. Continued incursions of settler populations—particularly miners and farmers—severely disrupted the Maidu Peoples way of life. By the time John Sutter arrived in 1830's, the ways of life and culture of Maidu Peoples all but ceased to exist. The influx of Euro-Americans during the Gold Rush-era further reduced the population due to forced relocations and violent retribution from the miners for real or imagined affronts.

Today many Native Americans in the area are maintaining traditional cultural practices. Sometimes supported by thriving business enterprises, Tribal groups maintain governments, historic preservation programs, education programs, cultural events, and numerous other programs that sustain a vibrant culture (United Auburn Indian Community, 2022).

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## CONTACT AND ARRIVAL OF SETTLERS (1800s)

### Key Takeaways: Contact and Arrival of Settlers Time Period:

- Agricultural legacy of the study area is established, as the original use was a horse farm; and
- The Central Pacific railroad bisects the study area

**The agrarian legacy of North Sacramento led the area to be developed as neither fully urban or fully rural, while the railroad became the dominant feature around which North Sacramento developed.**

The development history of North Sacramento begins in 1822 when the land on which North Sacramento today is situated was part of Spanish Land Grant (Del Paso Heights/Hagginwood Plan, p.4).

The strategic location of North Sacramento rose in importance when in 1839, John Sutter—who owned approximately 4 square miles of land including North Sacramento—established New Helvetia which eventually became downtown Sacramento (Figure 3) (p.4) With the establishment of Sacramento mere blocks to the south, this put North Sacramento directly in the path of future development.

In 1843, John Sinclair, Eliab and Hiram Grimes purchased a portion of Sutter’s landholdings, which would eventually become Rancho Del Paso (p.4). In 1860, James Ben Ali Haggin and Lloyd Tevis purchased approximately 44,000 acres from Sinclair and the Grimes. Haggin—a horse breeder among other occupations—used the land as a horse farm. Original owners of the tract of land belonged to Haggin & Tevis who owned approximately 44,000 acres in total (Figure 4).

Benefiting from the Central Pacific railroad which ran diagonally through the site, Haggin’s land possessed superior transportation access (Figure 7). In fact, in 1863, the railroad built a terminal on Haggin’s land at the modern-day intersection of Marconi and Auburn Boulevards (p.5). During the construction of the railroad from 1865 – 1869, as many as 20,000 Chinese laborers work on the Central Pacific Railroad, which ran from Sacramento to Promontory Summit, Utah, where it was united with the Union Pacific Railroad.

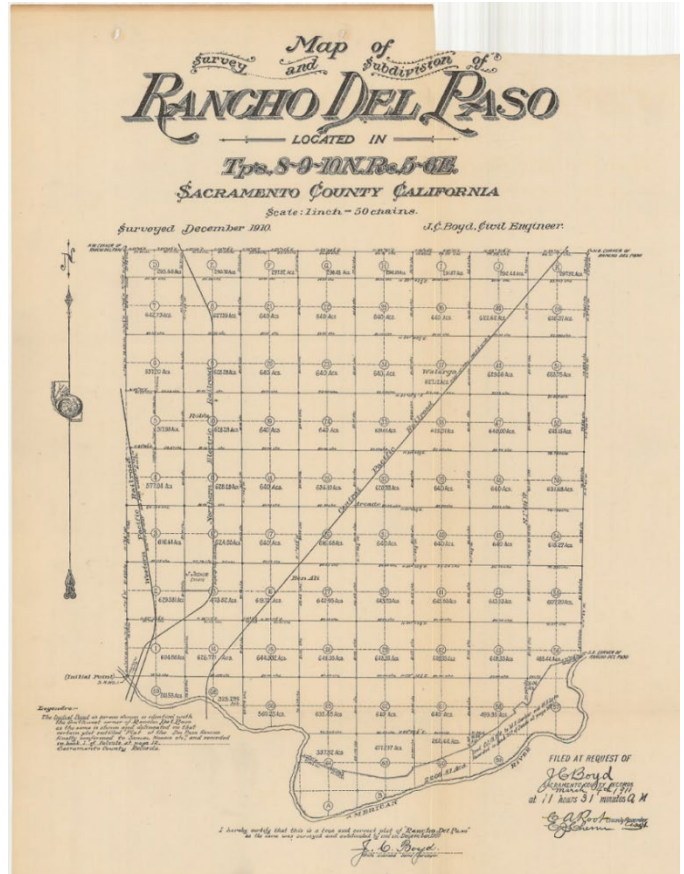


Figure 5. 1910 Plat of Rancho Del Paso. Note the site bisected diagonally by the railroad. Source: Calisphere



## ECONOMIC EXPANSION (1900 – 1940)

### Key Takeaways: Economic Expansion Time Period:

- North Sacramento transforms from an agricultural community into a predominantly single family residential community;
- North Sacramento is incorporated into its own city, the City of North Sacramento, in 1924
- Reinforced by the extension of the streetcar into North Sacramento, the Del Paso-Marysville corridor is established as a dominant development feature;
- Due to two incongruent development patterns, many irregular lots were created at their intersection along the Del Paso-Marysville corridor.

**North Sacramento is plagued by irregular lot block and lot sizes, particularly abutting the Marysville/Del Paso corridor. Organized first around the railroad and second by the streetcar that ran along the corridor, the various shapes and sizes of blocks and lots create significant challenges for developers who prefer regularity.**

The start of the century saw a decline in horse farming which was part of a nationwide trend away from agriculture and towards industrialization. As a result, the tract of land owned by Haggin & Tevis was sold to the Sacramento Valley Colonization Company and subdivided in 1910. As part of the Rancho Del Paso subdivision, the former horse farm was subdivided into 69 sections (Figure 7). Though they varied in size due to topographic or boundary constraints, the plots were approximately 1 sq. mi. (640 acre).

In 1911, the City of Sacramento purchased 828 acres for development to create what was called “West Del Paso Heights” which was part of the City of North Sacramento when it incorporated in 1924 (Figure 8). The West Del Paso Heights subdivision in many ways reflects the typical development pattern within the study area. As the [North Sacramento Design Guidelines](#) indicates, the resulting development that occurred during the early part of the 20<sup>th</sup> century was typified by residential lots of approximately 50 feet in width and 100 – 130 feet in depth. Homes developed on the lots were between 750 – 1200 square feet (p.6). Sanborn Maps for North Sacramento in 1926 indicated the residential development was primarily single-family detached dwellings, with few multi-family structures.

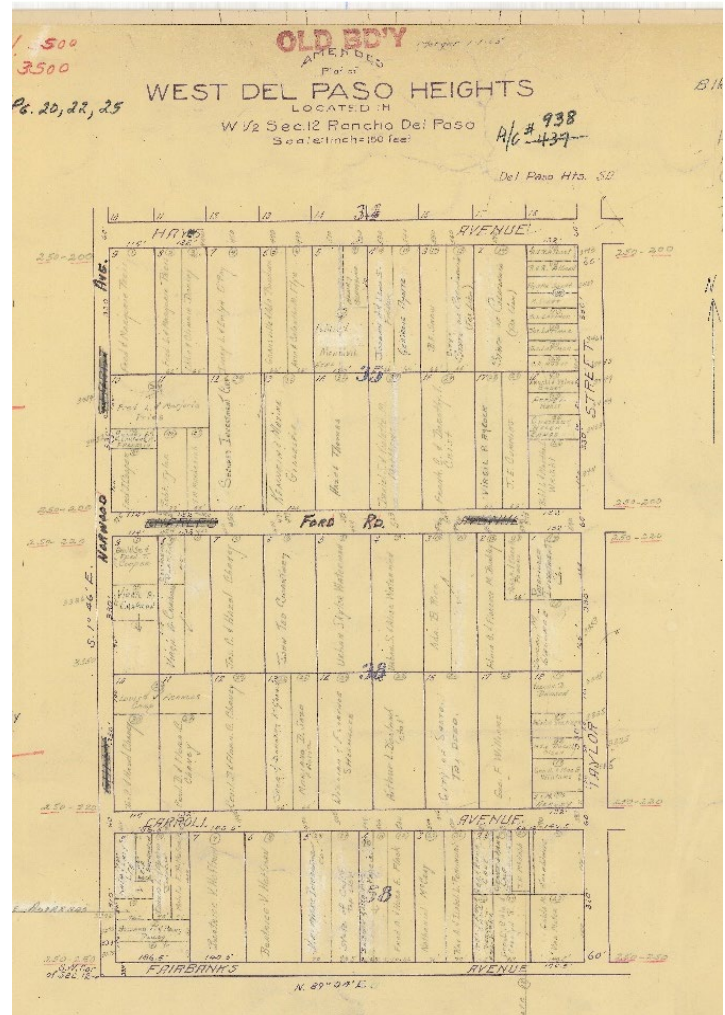


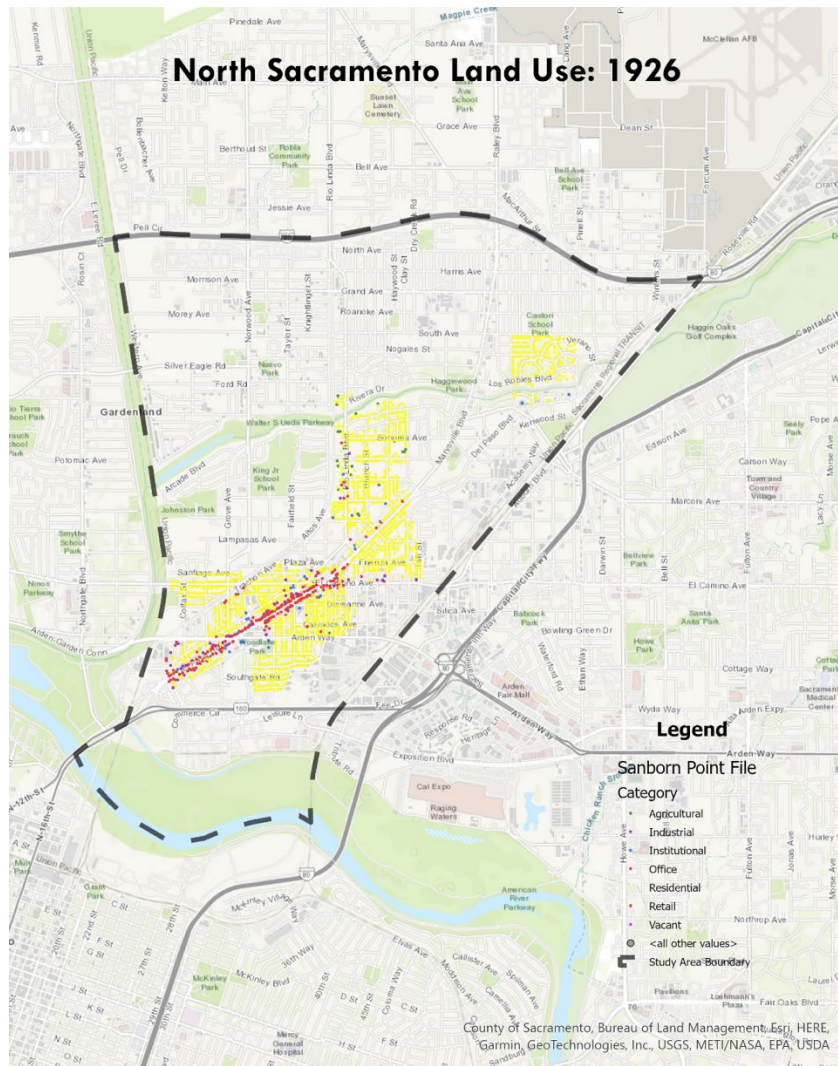
Figure 6. Plat of West Del Paso Heights. Note the lot widths and depths which were typical of North Sacramento developed through the 1940's.

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It was also at this time that industrial and commercial development began to proliferate within North Sacramento. Historic records, such as 1926 Sanborn Maps or the Official City Map from 1915, demonstrate that many agricultural uses were located in the northern half of North Sacramento, outside of newer residential neighborhoods. Additionally, industrial uses located adjacent to the railroad for transportation of products while commercial development was located along Norwood Avenue, Rio Linda Boulevard and Del Paso-Marysville Boulevard corridors.

Along this corridor, much of the commercial development during this time was located between modern-day Highway 160 and El Camino Ave. Besides retail and office uses, Sanborn Maps also indicated many auto-related uses such as car sales, gas stations and repair shops as well junkyards (identified as “industrial” in **Figure 9**) in the Del Paso-Marysville corridor vicinity. At a time when there was no comprehensive zoning in North Sacramento, such uses were permitted to be constructed without regard to overall conformity and compatibility with surrounding land uses.

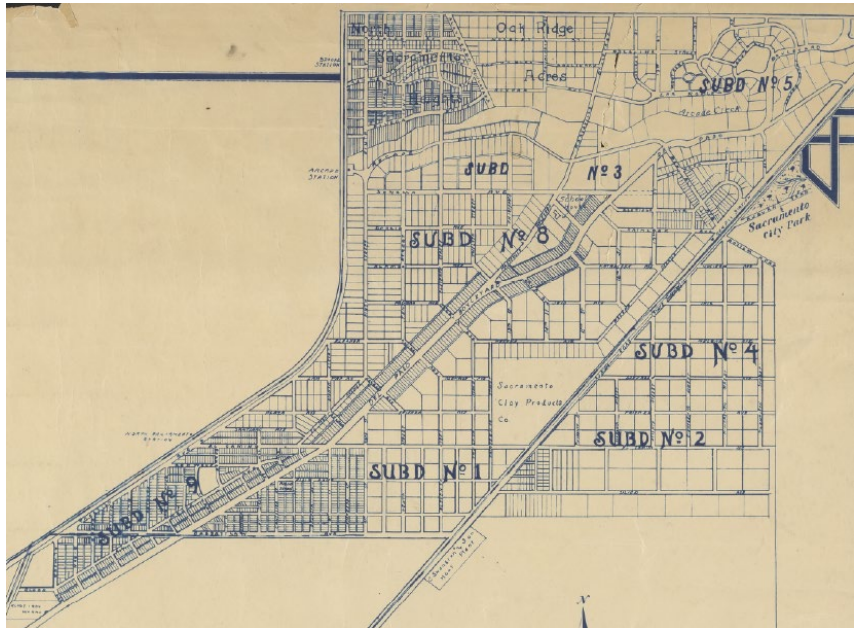


**Figure 7. Locations of structures by land use in 1926.** Auto-related uses such as car sales, gas stations and repair shops as well as junkyards were found in the vicinity of the Del Paso-Marysville Corridor and are indicated in this figure as “industrial” land uses. Source: Sanborn Fire Insurance Maps

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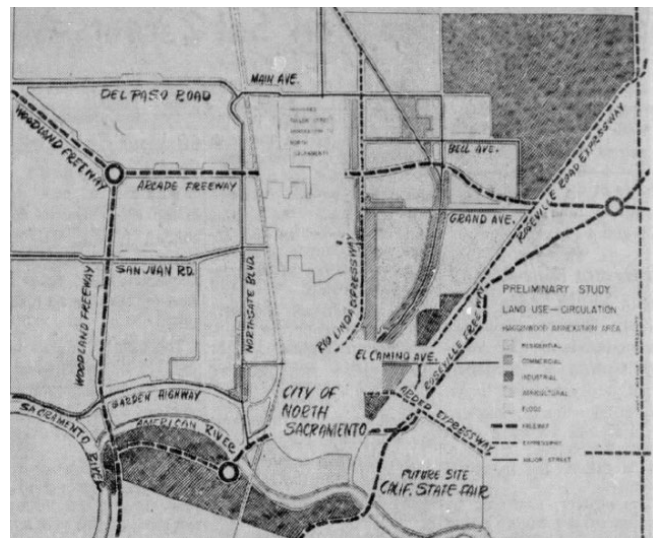
Observing the overall orientation of parcels and streets, the dominance of the Del Paso-Marysville corridor is evident. Land which fronted the corridor was oriented to the street which runs southwest to northeast in North Sacramento (Figure 8). This represented a distinct break from the otherwise grid-like pattern which saw most of the other streets follow cardinal directions. As a result of this combination of diagonal and grid pattern development, when the two orientations intersected at Del Paso and Marysville Boulevards, a multitude of triangular, irregularly shaped lots were created.



Development in North Sacramento was further spurred when, in 1924, a streetcar line was established on Del Paso Blvd reinforcing itself as the primary thoroughfare through North Sacramento (p. 12). This provided an additional connection to Downtown Sacramento besides the 12<sup>th</sup> Street Bridge (Figure 22). It was also during this year that North Sacramento became its own City when it incorporated.

*Figure 8. This map from the 1910 shows the parcellation and orientation of lots. Note how lots fronting Del Paso Boulevard are oriented to the street, demonstrating a distinct break from the N/S and E/W orientation of surrounding blocks. Source: City of Sacramento*

Finally, the last major influencer in the development of North Sacramento during this period occurred in 1936 with the opening of McClellan Air Force Base, then referred to as the Sacramento Air Depot. As the *Del Paso Heights and Hagginwood Plan* notes, the site of the Air Force base was sparsely populated and home to several family-operated dairies (Figure 10) (p.50). Approximately 2,600 acres in size, McClellan Air Force Base significantly influenced the surrounding land use of the area, as other supporting businesses sought to locate adjacent to the major employer and employment center (Figure 11) (Source: SACOG).



*Figure 9. Proposed zoning plan for North Sacramento shows the magnitude of the AFB and its surrounding land use. Source: Sacramento Bee, via Newspapers.com*

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## CHANGING WINDS AND ANNEXATION (1941 – 1970)

### Key Takeaways: Changing Winds Time Period:

- The use of restrictive covenants to maintain North Sacramento as a predominantly White community;
- The annexation of North Sacramento into the City of Sacramento in 1964;
- Highway building of 160 and Interstate 80 reverses the economic fortunes of North Sacramento and physically separates it from the rest of Sacramento; and
- Adoption of a Comprehensive Zoning Plan by the City of North Sacramento in 1961.

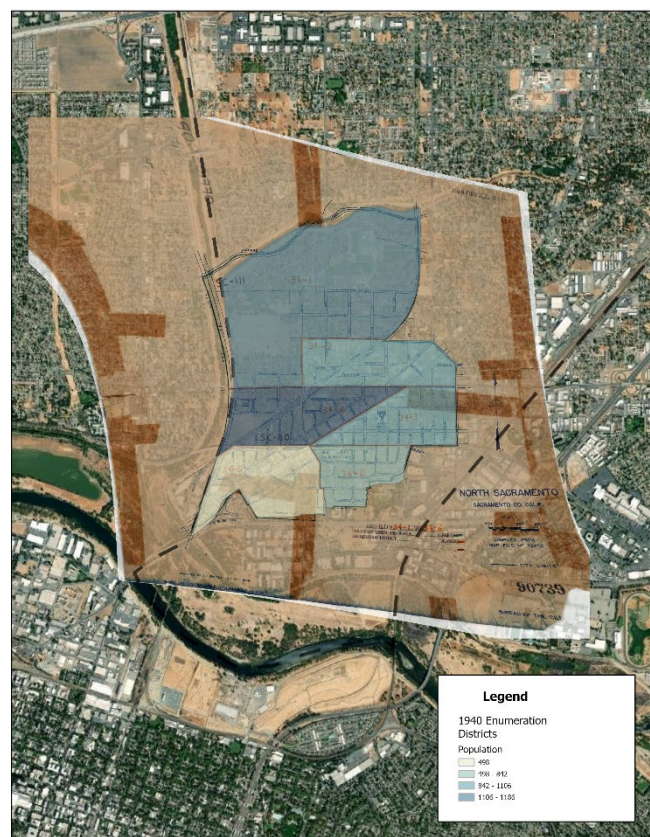
**The interplay of zoning, access to credit and racial covenants have had a tremendous impact on generational poverty in North Sacramento. Furthermore, the late adoption of zoning by the City of North Sacramento led to uneven and irregular development patterns. Finally, the era of highway building has left North Sacramento isolated from the remainder of Sacramento, both physically and psychologically.**

The time period between 1941 and 1970 was marked by a series of significant changes which proved to have a negative impact on North Sacramento. Geopolitical, demographic, and physical changes converged during this time to dramatically affect the area in a detrimental manner.

At the beginning of this era, North Sacramento was almost entirely a White community. The 1940 Census shows that within the North Sacramento City limits, there was little development and population north of Las Palmas Avenue. Most of the population was concentrated within Enumeration District 34-4, bounded by El Camino Ave, Arden Way, Del Paso Boulevard, and the railroad tracks (**Figure 12**). Additionally, the data indicates that of the more than 6,000 residents within North Sacramento City limits, more than 98% were White. However, at the same time, the lack of zoning and land use controls proved problematic in the regulation of incompatible development.

Residential Security Maps from the Homeowners Loan Corporation (HOLC) support this indicating that neighborhoods in North Sacramento “...seemingly developed without direction”. Further, the analysis by HOLC indicates that the neighborhoods, specifically those identified in their analysis as “Third Grade” (shown in yellow in **Figure 13**) or “definitely declining”, have neither zoning nor restrictive covenants. That is not to say, however, that all neighborhoods were without restrictive covenants in North Sacramento. Notably, the neighborhood indicated as “Second Grade” (shown in blue in **Figure 13**) had restrictive covenants and Dr. Hernandez, in his Race and Place report, indicates that other census tracts in North Sacramento also had covenants in place (**Figure 13**).

Such was the complicated relationship between restrictive covenants, race, and housing opportunity. Neighborhoods that contained racial covenants had the means to keep out “undesirable” population and thus were racially homogeneous (**Figure 14**). They subsequently received a higher grade from the



*Figure 10. 1940 Population in North Sacramento by Census Tract showing City extents and overall population distribution. Source: US Census*

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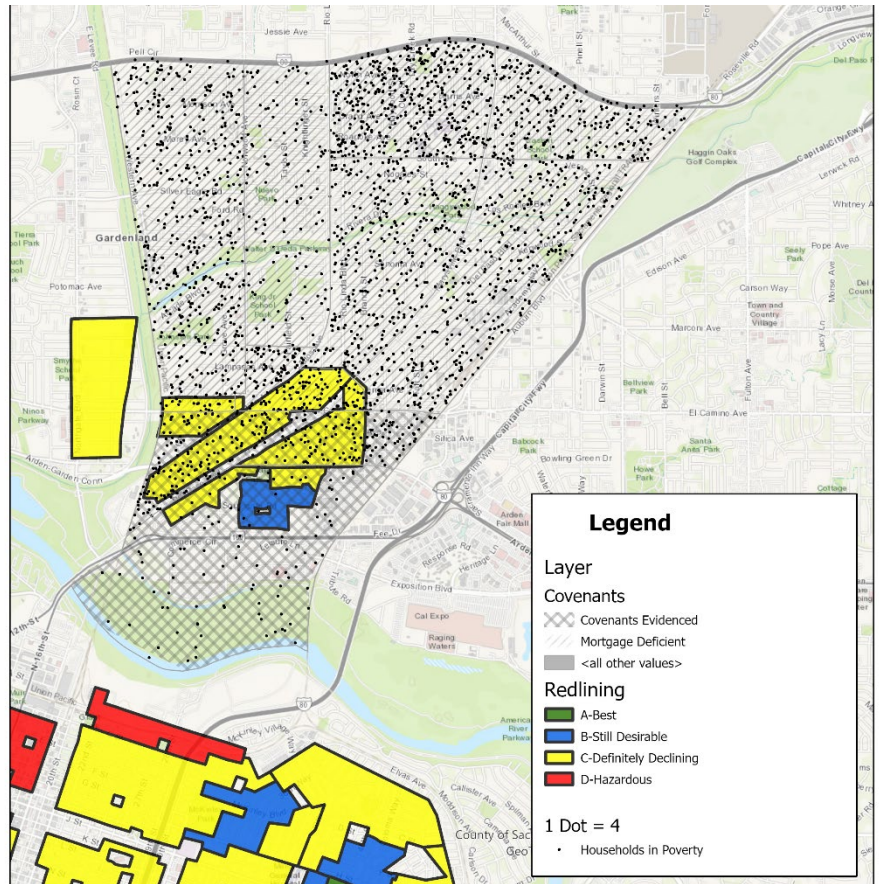
Homeowners Loan Corporation (HOLC) due to a perceived reduction mortgage risk—particularly loss of home value. The Federal Housing Authority (FHA) relied on this information when evaluating mortgage applications and thus were more likely to fund requests that were identified by HOLC as less risky.

On the other hand, neighborhoods without racial covenants were racially and ethnically mixed, representing significant housing opportunities for these populations. However, HOLC identified the “infiltration” of non-white populations as a credit risk and as a declining neighborhood. Without the supporting designation from HOLC, the FHA was less likely to approve mortgage applications and when they were approved, were more likely to contain unfavorable terms such as high interest rates. The lack of funding or less favorable terms, itself, resulted in declining property values.

In fact, many of Sacramento’s neighborhoods were identified as declining, as [Mapping Inequality](#) demonstrates that 65% of neighborhoods received these designations. Notable exceptions were City of Sacramento’s west end (between the State Capitol and the Sacramento River)—home to the majority of the City of Sacramento’s non-white population—received a “hazardous” designation while the Swanston Park area (between Riverside Blvd and Land Park Drive and north of the Sacramento Zoo) — a completely white neighborhood—received the highest grade. Such covenants became problematic when North Sacramento began seeing a demographic shift in population, becoming more African American in the 1950’s and 1960’s due to recruitment efforts by the S. Pacific Railroad (Hernandez, 23). Covenants acted to limit access to certain neighborhoods while those that lacked the restrictions could not access credit.

**Figure 13** demonstrates the relationship between access to credit and redlining. Neighborhoods receiving lower grade designations were racially heterogeneous but lacked access to credit. Restricted neighborhoods—those that prohibited racial and ethnic minorities—had more access to credit.

At the same time, the City of Sacramento was also changing dramatically. Successive annexations in 1947, 1950 and 1962 had the effect of surrounding and landlocking North Sacramento (**Figure 24**). Nationally the use of Housing Acts of 1949 and 1954 saw the widespread use of slum clearance to displace minorities. Locally, the story was no different. In 1954, the City proposed the use of taxpayer funds for slum clearance



**Figure 11. Redlining data from the Home Owners Loan Corporation (HOLC), 2020 households in poverty, and racial covenants and mortgage deficiency.**

*Note the overlap in the “second grade” neighborhood and evidence of covenants. As described in this report, residential security grades and racial covenants go hand-in-hand. The more restrictive a neighborhood was through zoning and racial covenants, the more likely it was to receive a higher quality grade.*

*Sources: Redlining Data from [Mapping Inequality](#); Covenants & Mortgage Data from Dr. Hernandez’s Race & Place Report, Poverty data from US Census*

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through Proposition B. Though it failed to garner adequate voter approval, the City, using the first known instance of a Tax Increment Financing (TIF) District, acquired the property in question and demolished it without the voters' support.

The combination of annexation, slum clearance, and in-migration spurred significant population growth in North Sacramento. The 1960 Census indicated that between 1950 and 1960, the population grew 114% and saw its non-white population increase to 3.7% of the City's total population.

|                        |  |       |   |
|------------------------|--|-------|---|
| 5. CLARIFYING REMARKS: | Area has seemingly developed without direction. It has neither zoning nor deed restrictions and lacks homogeneity. There is said, however, to be a fair purchase and a good rental demand. It is understood that a zoning ordinance is in process of preparation for North Sacramento. There was a heavy default on local improvement bonds in this area, and a large amount of vacant lots was forfeited to the bondholders. This area has some possibilities, but present situation does not warrant a higher grade than "low yellow". |       |   |
| 6. NAME AND LOCATION   | North Sacramento Subdivision   | No. 9 | SECURITY GRADE <u>C</u> AREA NO. <u>2</u> |

*Figure 12. Example description of a neighborhood received a "C-grade" from the Home Owners Loan Corporation. Source: [Mapping Inequality](#)*

But perhaps the most impactful events on North Sacramento began in the 1950's when the region entered the highway building stage. In 1955, State Highway 160 was built, which bisected North Sacramento. Then, in 1964 Interstate 80 was extended through Sacramento ([AA Roads](#)). As a result, the construction of these highways had the effect of diverting traffic out of North Sacramento and separated the area physically, economically, and psychologically (Del Paso and Hagginwood Plan, p. 56). Not only was North Sacramento surrounded by the City of Sacramento, but it was also bound to the north and south by highways and to the east and west by railroads. As the *Northeast Line Light Rail Stations Plan* noted, this signaled the beginning of the area's economic decline. (p.14)

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In 1961, the City of North Sacramento adopted a comprehensive Zoning Plan for the incorporated city (**Figure 16**). When compared to the extents of development in 1950, the tremendous growth which took place during this time is evident and reinforced by the fact that much of North Sacramento's housing stock today was built during this period. As highlighted by a memo (**Figure 37**) prepared in 1967 from the Sacramento City Attorney's Office to the then-Planning Director, the late adoption of land use controls by the City of North Sacramento created many nonconformities, as much of the area was developed by this time.

A review of historic land use actions by the City of Sacramento that date back to the 1960's indicates the nonconformities in North Sacramento ranged from those that were dimensional in nature—not meeting setbacks or lot size standards, for example—to uses. Examples of nonconforming uses in the area include: junk storage, wrecking and dismantling yards, auto storage, and junk cars. Additionally, there were multiple instances of rezoning applications approved by the City of Sacramento that rezoned single family residential property to manufacturing despite it abutting other residentially-zoned property.

Also of note in the City of North Sacramento's Zoning Plan was the dominance of single-family zoning, with relatively little land area designated for multi-family residential. Furthermore, much of the southern half of North Sacramento as well as the northwest corner was zoned industrial, as it persists today.

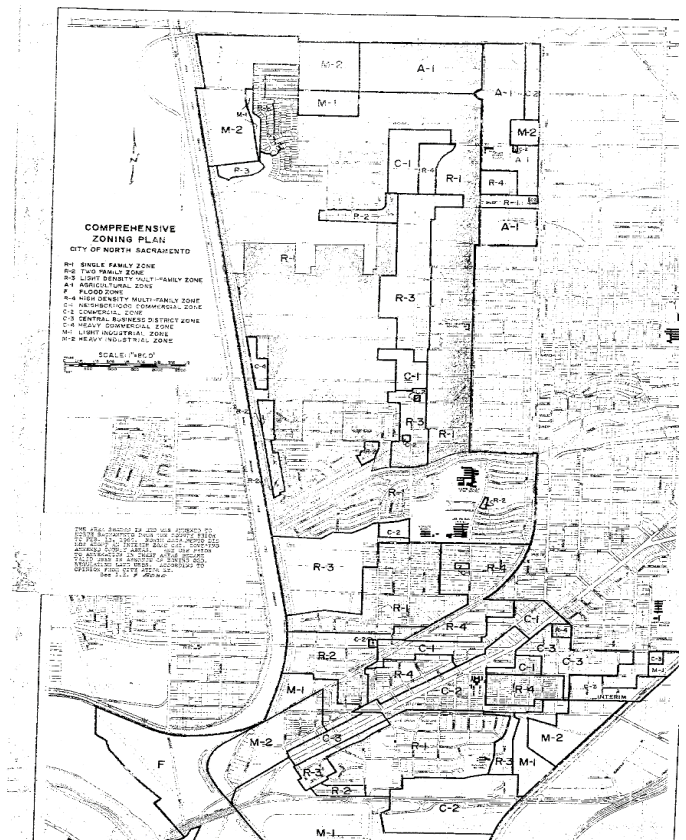
### Annexation

Finally, in 1963, the City of North Sacramento, after being completely landlocked by the City of Sacramento, was annexed into the City. When Sacramento and North Sacramento were subsequently consolidated in 1964, the *Sacramento Bee* noted in its press coverage of the event noted that the annexation was hotly contested, with petitions filed opposing the annexation.

With the City of North Sacramento having only recently adopted zoning in 1961, the City of Sacramento's annexation of the area meant that it was accepting an area that suffered from decades of unplanned growth and development. Not only did North Sacramento present challenges in zoning and land use, but also from substandard infrastructure development. The lack of uniform public infrastructure standards and deferred maintenance meant that the City of Sacramento was inheriting these challenges that were decades in the making.



**Figure 13. Historical images of Del Paso Boulevard.** Source: *Northeast Line Rail Plan*, p. 14



**Figure 14. 1961 North Sacramento Zoning Map.** This map indicates the zoning designation for properties within the incorporate City boundary at that time. Source: *City of Sacramento*

## ECONOMIC INVESTMENT RETURNS? (1971 – 1990)

### Key Takeaways: Economic Investment Returns? Time Period:

- Population decline and reduced economic competitiveness of the North Sacramento area;
- Continued vacancy and underutilized land;
- Deterioration and underinvestment in infrastructure;
- Establishment of the Del Paso Heights Redevelopment Area; and
- Unfulfilled implementation of the 1984 North Sacramento Community Plan

**Expedited by population decline and land vacancy in North Sacramento, the historic disinvestment in infrastructure has left an uneven financial burden on those looking to develop within North Sacramento relative to other areas of the City.**

Following a tumultuous time period which saw North Sacramento dramatically change, there was much uncertainty surrounding the future of the area. The *Northeast Line Light Rail Station Plan* indicated that during the 1970's and 1980's, the area started to decline and struggle financially due to the construction of the North Sacramento Freeway (Highway 160), which physically and psychologically disconnected the area from the rest of the region and diverted local traffic out of the neighborhood (p.20). Such an assertion is supported by Census data which indicated that between 1970 and 1980, the population of North Sacramento decreased from 37,200 to 35,100.

Looking to address issues related to blight, the City adopted the Del Paso Heights Redevelopment Plan in 1973 which sought to direct investment into the area to curb the overall decline of North Sacramento. This "redevelopment plan" was an urban renewal plan as defined in the United States Housing Act of 1949, as amended. Since its inception, the Plan was amended eleven times. Early on, more than \$8 million was invested to construct basic public infrastructure before any substantive "above ground" bricks and mortar projects occurred. Eminent domain was one method used to acquire properties in Del Paso Nuevo and market rate acquisitions were made on Norwood and Marysville Boulevard in the plan area. According to research conducted on the effectiveness of the program, the Sacramento Housing Redevelopment Agency (SHRA) was relatively successful in making improvements to the area without large-scale displacement ([Partida](#), p.43).

At the same time as this population and economic decline, there was also a significant shift in the overall demographics of the community. While the

### Del Paso Heights Redevelopment Plan

Examples and highlights of successful project and program in Del Paso Heights include:

- **Del Paso Nuevo.** Developed 154 acres of land into 325 single family homes, 165 of which are affordable units. \$15 million of funding was provided to pay for infrastructure and other supporting investment.
- **North Avenue Apartments.** Provided a \$525,000 loan and \$100,000 fee waivers to support construction of 80 apartments and townhomes.
- **Joe Mims Jr. Hagginwood Community Center.** Renovation of the existing building and new construction to support the rebirth of Del Paso Heights, with investment totaling \$1 million.
- **Marysville Boulevard Town Center.** \$2 million investment to facilitate the cleanup of a former gas station site and allow for a future development of a town center at this key intersection.
- **Greater Sacramento Urban League.** Assistance in developing the Urban League building located at the northwest corner of Marysville Blvd. and Grande Ave.
- **Rio Linda Superblock.** Acquisition and cleanup of contaminated sites for future redevelopment, with total investment at \$41.6 million.
- **Commercial Revitalization/Exterior Rebate Program.** Estimated \$500,000 to promote businesses and make improvements to storefronts along Marysville and Grand corridors.
- **Developer Assistance.** Gap financing for commercial and mixed-use projects, with an estimated investment of \$500,000.



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previous history of neighborhood showed North Sacramento to be predominately White, by 1980, only 62.2% of the population was White, with 20.3% African American and 13.5% Latino (1984 North Sacramento Community Plan, p.5). Not only was the areas changing racially, but also financially. Approximately 1 in 4 residents of North Sacramento were below poverty, with more than one-third of African Americans living below poverty.

As if the demographic changes facing North Sacramento were not significant enough, the community faced further threats of deterioration when the California Department of Transportation (Caltrans) announced another potential highway project. After attempting to address traffic congestion in the region with the building of various highways, Caltrans once again found itself looking to relieve overcrowding of Interstate 80. Acquiring right-of-way parallel to the South Pacific railroad, a bypass was proposed.

However, changing political winds saw that project abandoned in favor of a light rail project. In response to this change of course, the City sought to seize the new development opportunity by preparing the North Sacramento Community Plan (North Sacramento Community Plan, p. 4). In preparing the document, the 1984 Community Plan identified three overarching issues in the community:

- Vacant and underutilized land;
- Inadequate infrastructure; and
- Promotion of industrial land uses;

The North Sacramento Community Plan (Community Plan) in its introduction stated that one of the most significant challenges facing the area was the large amount of vacant and underutilized parcels (p.17). At the time of the writing of the 1984 Community Plan, there were 1,840 acres of vacant residential land as well as other occupied, but underutilized properties as well (p.18). Furthermore, the document notes that within the region, Interstate 80 served as a dividing line and that land south of the highway was viewed as unattractive and underutilized (p.18). Many of the recommendations of the plan focus on strategies to put the land to more productive use by promoting higher density residential development and increasing job opportunities in the region.

The second key aspect of the Community Plan is the recognition of inadequate infrastructure within the plan area. Two prime examples of this highlighted in the plan were substandard streets and the lack of adequate water, sewer, and drainage facilities which remain two of the fundamental issues for the community today (Figure 17).

| NORTH SACRAMENTO<br>COMMUNITY PLAN GROSS ACREAGE COMPARISONS |                    |
|--|--------------------|
| <u>Six Community Plans prior to March 1984</u>               |                    |
| Land Use Designations  | <u>Total Acres</u> |
| Light Density Residential                                    | 5,010              |
| Multiple Family Residential                                  | 400                |
| Shopping/Commercial  | 490                |
| Heavy Commercial/Industrial                                  | 1,190              |
| Parks and Open Space   | 800                |
| Institutional/Public Facilities and Utilities                | 490                |
| <b>Total</b>   | <b>8,380</b>       |
| <u>Community Plan after March 1984</u>                       |                    |
| Land Use Designations  | <u>Total Acres</u> |
| Rural Estates .25-2 du/na                                    | 210                |
| Residential 4-8 du/na  | 3,520              |
| Residential 7-15 du/na                                       | 850                |
| Residential 11-21 du/na                                      | 250                |
| Residential 11-29 du/na                                      | 90                 |
| Retail-General Commercial                                    | 160                |
| Highway Commercial   | 10                 |
| Labor Intensive(inc. office)                                 | 300                |
| Industrial   | 1,710              |
| Parks-Parkways-Open Space                                    | 800                |
| Utility-Transportation-Communication(inc.freeways)           | 160                |
| Institutional (Public/Semi-Public)                           | 290                |
| Special Planning Districts                                   | 30                 |
| <b>Total</b>   | <b>8,380</b>       |

*Figure 15. Proposed land uses as part of the 1984 Community Plan in comparison to previously-adopted community plans for North Sacramento. Note the large amount of land area reserve for low-density residential and industrial land uses.*

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The last key element of the plan is the continued focus on promoting industrial development in the region. In its introduction, the Community Plan makes a concerted effort to demonstrate the marked difference between this plan and previous planning efforts (Figure 19). Namely, this plan was to promote (nominally) higher densities while continuing to tout the area's industrial land. This stands in stark contrast to the plan's own findings that there was a considerable lack of demand for these uses, as 870 acres of the plan's 1,190 acres were vacant (p.26).

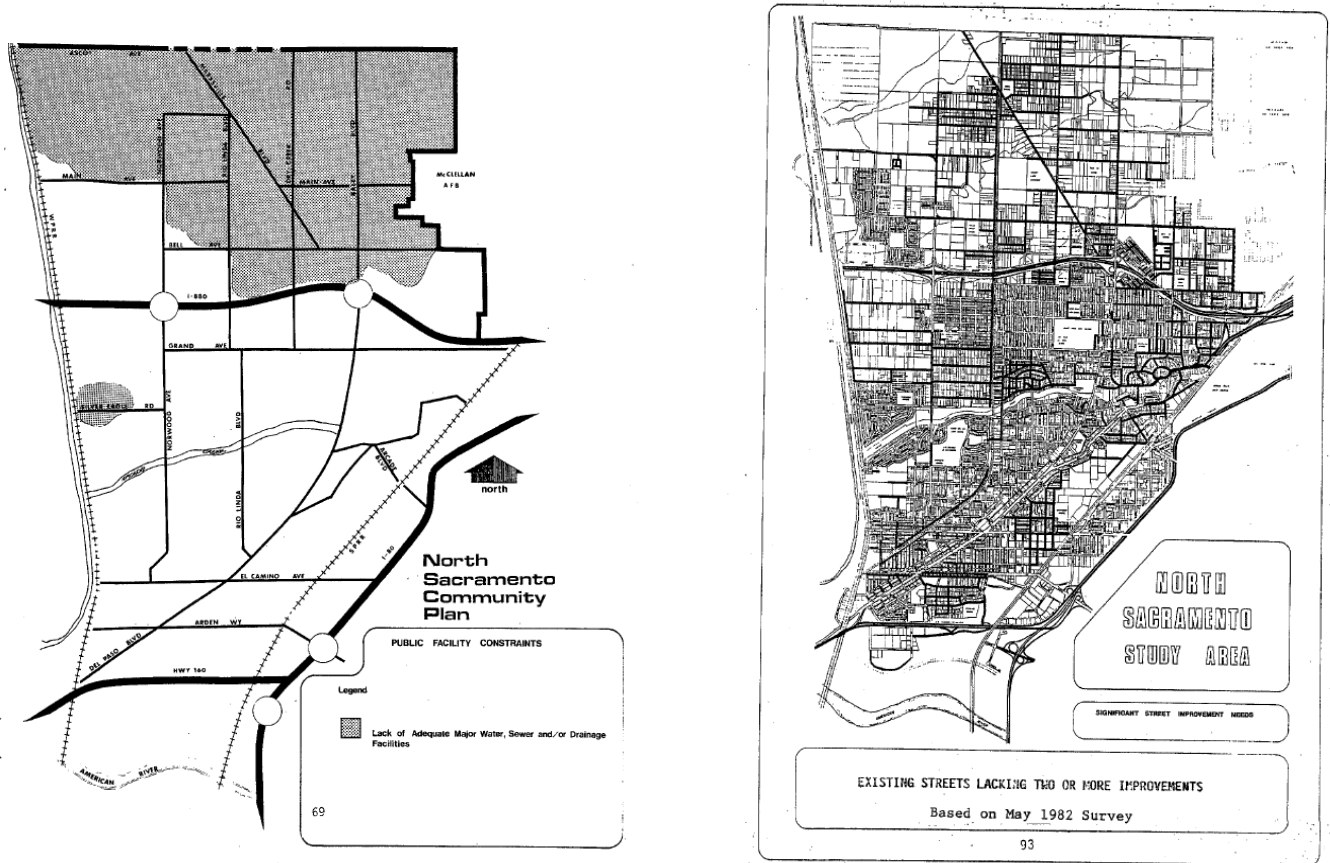


Figure 16. Substandard water, sewer and/or drainage facilities, and streets as identified in the 1984 Community Plan. Note that much of the northern-half of the study area lacked adequate facilities at the time of the study. Source: 1984 North Sacramento Community Plan

Review of the historic entitlements during this period reveal numerous instances of incompatible and unplanned development. Examples of this include:

- Various dimensional variances where existing conditions were not compatible with zoning regulations including those related to the irregular lots fronting Del Paso Boulevard;
- Exemptions from various zoning requirements due to properties being landlocked; and
- The rezoning of properties adjacent to residential areas from low-density residential to industrial zoning

In sum, the outcomes of the plan fell short of their stated goals, as many of the strategies identified went unrealized. Furthermore, the recommendations for changes related to zoning and land use to promote redevelopment and investment in the area were unsuccessful.

## ECONOMIC DOWNTURN (1991 – PRESENT)

### **Key Takeaways: Economic Downturn Time Period:**

- The closure of McClellan Air Force Base and its economic impact on the community and region at large;
- Responding to challenges related to zoning and land use;
- Economic decline and generational wealth;
- Establishment of the North Sacramento Redevelopment Area; and
- Environmental issues

**Fueled by decades of disinvestment in infrastructure, population loss, and poverty, the closure of McClellan Air Force Base exemplifies this time period. While the City of Sacramento has initiated significant planning initiatives and code changes to help curb and reverse decline, the substandard infrastructure and significant land vacancies persist.**

### **Closure of McClellan Air Force Base**

The 1984 North Sacramento Community Plan hedged its bets on the continued strength of a manufacturing-based economy. Thus, the pulse of North Sacramento's economic vitality began to deteriorate when nationally, the economy shifted to a service-based economy.

The fate of North Sacramento was convincingly sealed when in 1995 it was announced that the Air Force Base would be closing due to the Congress-approved Base Realignment and Closure (BRAC) process. At its height, McClellan Air Force Base employed more than 11,600 people and generated an annual economic impact of \$1.5 billion on the local economy. As an economic engine not only to the community but also to the region, its loss was irreplaceable. In 2001, McClellan Air Force Base was completely shuttered signaling the end of this major employer.

Historically, McClellan Air Force Base has always significantly influenced the surrounding land use. When it opened in 1936, other supporting commercial, residential, and industrial land uses sought to locate in the immediate vicinity. The City of North Sacramento responded by zoning much of the area of industrial land uses to support the various industries that were complimentary to McClellan Air Force Base. With its closure and repurposing, McClellan once again was a major force in shaping the immediate area's land use. Today, McClellan Air Force Base is now McClellan Business Park, boasting more than 8 million square feet of development and is home to various regional employers. With entitlements to build an additional 6 million square feet of buildings, there is opportunity to employ 35,000 people at full build-out, positioning McClellan as a regional employment hub once again.

### **Responding to Zoning and Land Use Challenges**

Additionally, some of the challenges and issues related to zoning and land use that were highlighted during the previous time period continued through this era to present-day. Exacerbated by the closure of the Air Force Base, there is still a surplus of vacant and industrial land in North Sacramento as well as a significant proportion of land dedicated exclusively to single family detached residential (Figure 25).

To address this, the City has been working proactively to resolve the zoning and land use challenges that have persisted in North Sacramento. In general, the existing zoning scheme, particularly the non-residential areas of the study area, supports mixed use and/or infill development. In 2009 and 2010, as part of the 2030 General Plan adoption, the City implemented a major consistency and rezoning effort to bring over 1,600 parcels into consistency with the 2030 General Plan's Land Use and Urban Form Diagram. An

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additional 500 rezoned parcels were deferred primarily in the Robla and Ben Ali neighborhoods for additional outreach efforts to take place.

**Robla Area.** This area is in the northern area of the city, just west of the McClellan Business Park. The land use designation was changed from industrial to suburban neighborhood low density in the 2030 General Plan. Staff recommended changing the zoning from light industrial (M-1S-R) to single family residential (R-1) in this area to be consistent with the 2030 General Plan Land Use Designation.

**Ben Ali Neighborhood.** This area is bounded by El Camino Avenue, Auburn Boulevard, Marconi Avenue, and Business 80. The 2030 General Plan land use designation of the Ben Ali area is primarily suburban neighborhood low density with a suburban corridor designation along a portion of Auburn Blvd. Staff recommended rezoning the residential area from multi-family residential (R-2A) to single family residential (R-1), and the suburban corridor area from light industrial (M-1) to commercial (C-2). Staff continued to work with the Ben Ali Neighborhood Association and recommended the rezoning in this area continue to be deferred. A community survey conducted by the Ben Ali Neighborhood Association indicated a large majority of the property owners were opposed to the rezone.

The City also implemented a variety of programs such as the infill development strategy program designed to identify key infill opportunity areas and funds plans to improve their zoning and infrastructure. The City also updated the Zoning Ordinance and other development review guidelines by increasing densities and intensities of development and offered greater flexibility in mixing land uses. This ordinance increased the maximum density within a C-2 zone, streamlined ground-floor commercial uses in the Office Development zone, created a new R-4A zone, and updated the M-1 zone to ensure better consistency with the Employment Center Low Rise. Since then, the City has planned comprehensive updates of the zoning code and related development regulations to advance economic and environmental sustainability.

In 2011, portions of Del Paso Boulevard and Arden Way were rezoned and the North Sacramento Community Plan was amended with supportive policies to allow transit-oriented development. One of the most notable plans developed was the Northeast Line Implementation Plan, a planning effort to promote reinvestment, redevelopment, and revitalization along the light rail corridor that includes the Globe, Arden/Del Paso and Royal Oaks Stations. The 2030 General Plan, adopted in 2009, amended land use designations in key opportunity areas, including light rail station areas and commercial corridors, to facilitate the revitalization of corridors and centers. Previous planning efforts, including the Northeast Line Light Rail Stations Plan (2007) and Transit for Livable Communities (2002) informed the identification of the 2030 General Plan land use designations for this area. The Northeast Line Implementation Plan is an effort to implement these previous planning efforts. The Plan includes specific strategies to address housing, economic development, the strategic financing of infrastructure, public safety, and design needs along the light rail corridor.

To further entice development, in 2013 the City [amended its ordinances](#) to substantially reduce or eliminate off-street parking requirements, as well as increases to maximum permitted residential densities and floor area ratios (FAR). By increasing developable area, the number of units that may be built, and decreasing the off-street parking requirements, the land use policies can help entice development in the area that would otherwise not be considered.

Finally, the prevalence of exclusive single-family zoning—specifically areas not adjacent to the commercial corridor—limits housing choice by prohibiting other housing products, such as duplex, triplex and other “[middle-housing](#)” options<sup>2</sup>. To address this, the City has initiated a study of its residential zone districts that would contemplate the inclusion of a wider variety of housing options in these areas. Adopting these

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<sup>2</sup> Note, these limitations have changed with CA SB9.

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amendments would represent a more incremental approach to redevelopment in the area, demonstrating that infill does not necessarily need to be large-scale but can be in similar scale to existing development.

## Economic Decline and Generational Wealth

During the period between 1941–1970, the interplay between zoning, racial covenants, and homeownership was noted. The long-term impact of entire racial and ethnic groups being excluded from homeownership cannot be overstated enough in its impact in the overall economic decline of North Sacramento. Furthermore, it speaks to the falling household income that began in the 1970’s and continues today, as illustrated in the poverty change map, **Figure 3**.

For most Americans, homeownership is the primary source of generational wealth and thus when groups of people are excluded from this activity, poverty—particularly generation poverty—is sure to follow. A September 2020 bulletin published by the [Federal Reserve](#) found that nationally the median net worth of homeowners in 2019 was \$255,000 compared to \$6,300 for renters, nearly forty times greater. Therefore, while the act of redlining and the adoption of racial covenants occurred at the turn of the 20<sup>th</sup> century, their impact and legacy continue and can be felt today.

**Establishment of the North Sacramento Redevelopment Area.** To help curb disinvestment in the study area, the North Sacramento Redevelopment Plan Area was established in 1992. The redevelopment area was created in response to North Sacramento’s isolation from the rest of the city due to its higher unemployment, lower household income, and substandard infrastructure, and utility system, and a deteriorating building stock. Its negative image and poor street grid system further exacerbated North Sacramento’s isolation from the rest of the city.

### North Sacramento Redevelopment Area

Notable projects and programs completed as a result of the North Sacramento Redevelopment Area include:

- **“Experience Del Paso Boulevard” Streetscape Improvement Project.** \$5.8 million investment in streetscape improvements to increase pedestrian safety and a sense of community along Del Paso Blvd.
- **Surreal Estates.** Creation of 11 affordable units for local artists in the Dixieanne Neighborhood, with public investment totaling \$510,000.
- **Exterior Rebate Project.** Completed 19 exterior rebate and commercial loan projects totaling \$1.3 million and resulting in \$3.2 million of private investment.
- **Sacramento News and Review (SNR).** A \$3.2 million loan and exterior rebate grant to facilitate the move of SNR to Del Paso Boulevard, which resulted in the rehabilitation and reuse of a former furniture and grocery store.
- **965 El Camino Avenue.** \$2.2 million investment for on and off-site improvements to facilitate the construction of a grocery store on El Camino Ave.

**Environmental Issues.** Finally, North Sacramento continues to deal with the after-effects of incompatible and hazardous land uses that came about as a result of developing primarily after mass adoption of the automobile and prior to the City of North Sacramento’s adoption of comprehensive zoning.

The analysis of the 1926 Sanborn Maps (**Figure 25**) highlighted the presence of land uses such as junkyards, industrial operations and a significant number of gas stations and oil repositories. While many of those uses have since disappeared, their environmental impact continues to be felt today. **Figure 26** and **Figure 27** demonstrate that within the study area, there are number of hazardous waste sites and cleanup sites which—in combination with other environmental effects—have had negative consequences on basic necessities such as clean drinking water (**Figure 28**).

# FORWARD TOGETHER

MARYSVILLE & DEL PASO BLVD.

## Outstanding Issues and Conclusions.

Since 1992, local governments and various agencies have conducted more than 15 studies on the North Sacramento area or neighborhoods contained within the boundary. Though the focus of each study varies, the overarching themes are strikingly similar to one another. That is, each study tends to focus on the following issues in North Sacramento:

- The prioritization of the Del Paso-Marysville Corridor (primarily Del Paso Boulevard) as the dominant and most important development feature;
- Strategies to revitalize the corridor and address the overabundance of vacant lots in the area; and
- The need for public investment to enhance and raise the standard of infrastructure to comparable levels found through the remainder of the City.

By gaining an understanding of North Sacramento's historical past, particularly through the lens of its land use history, appropriate strategies and policies can be identified and implemented to bring forward the outcomes the residents of the community want to see. As the historical context demonstrates, while zoning and land use are central themes, they are not the sole issue and will not be a panacea to addressing the challenges North Sacramento faces.

In general, zoning and land use regulations have limitations in that they primarily influence only new development and as such, change is slow. While they are certainly one of the tools to resolve the inequity and quality of life issues in North Sacramento, the market conditions, market demand, infrastructure, and property conditions will not be addressed by zoning alone. Instead, it will take the participation of private sector business and investors, and assistance of community-based organizations, as well as the coordination between the various levers the City has available to it in order to meaningfully improve quality of life in North Sacramento and vibrancy of the Marysville-Del Paso Boulevard corridor.

# Appendix

# FORWARD TOGETHER

MARYSVILLE & DEL PASO BLVD.

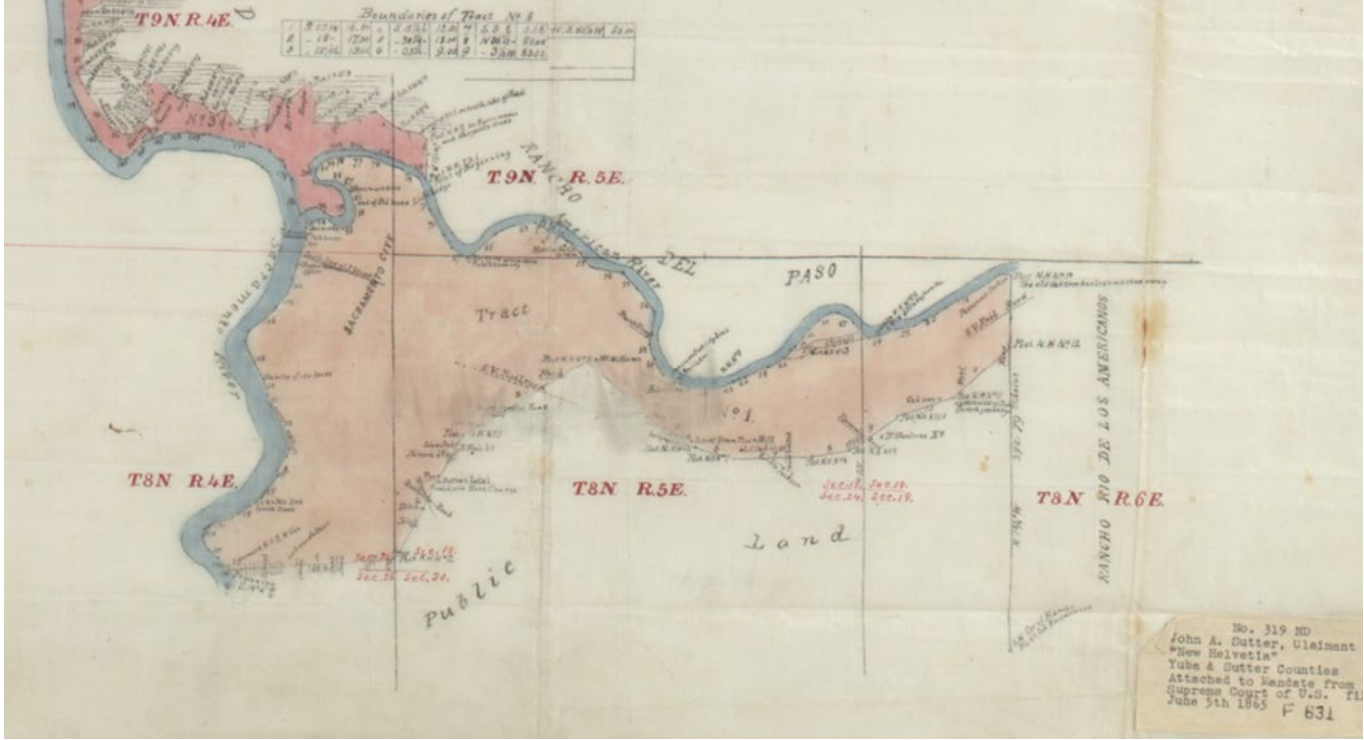


Figure 17. 1865 Tract ownership adjacent to the American River, including John Sutter’s “New Helvetia” that would later become Sacramento. Source: Calisphere



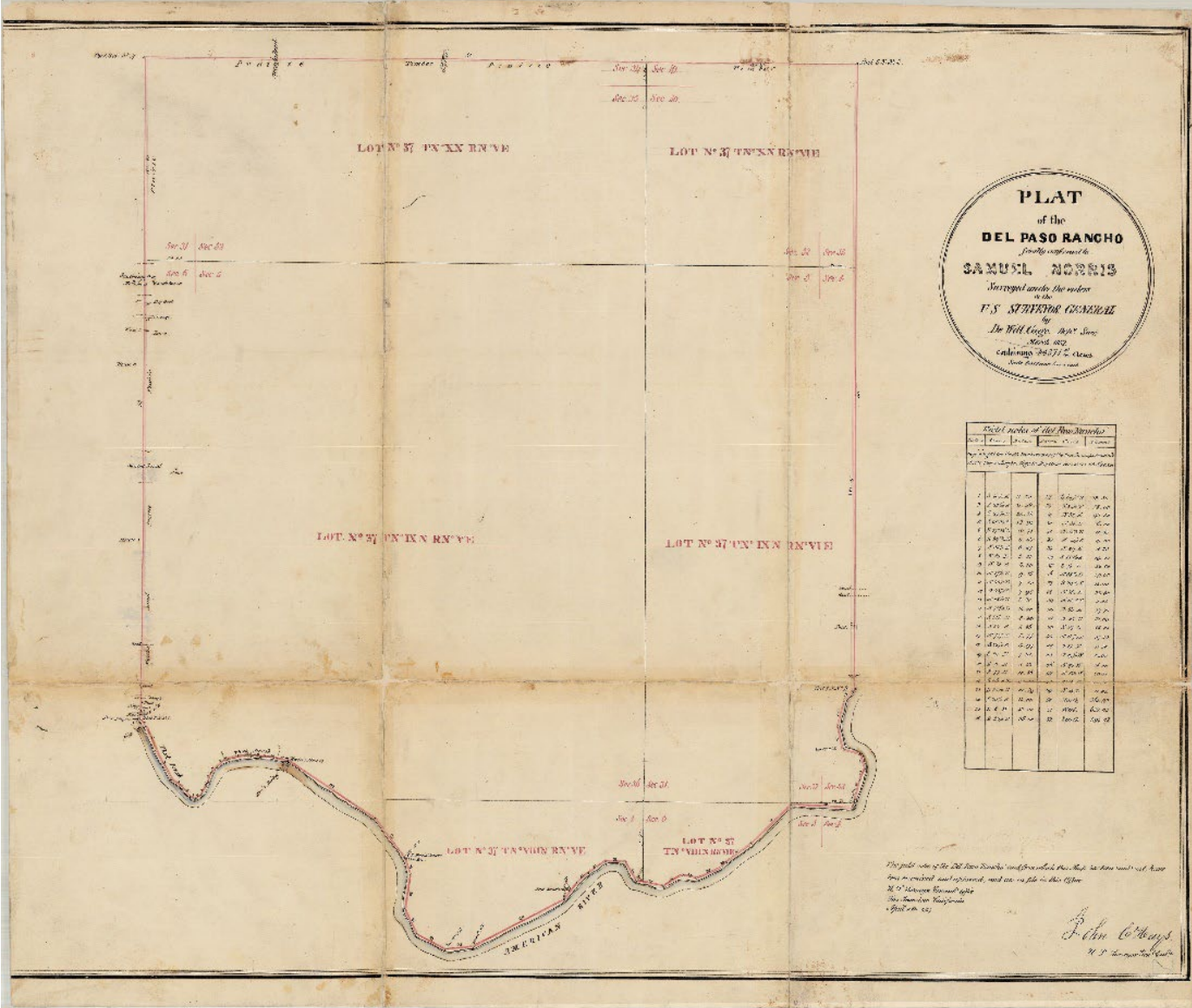


Figure 18. Original plat boundary of Rancho Del Paso showing the extents of original land ownership. Source: Calisphere

# FORWARD TOGETHER

MARYSVILLE & DEL PASO BLVD.

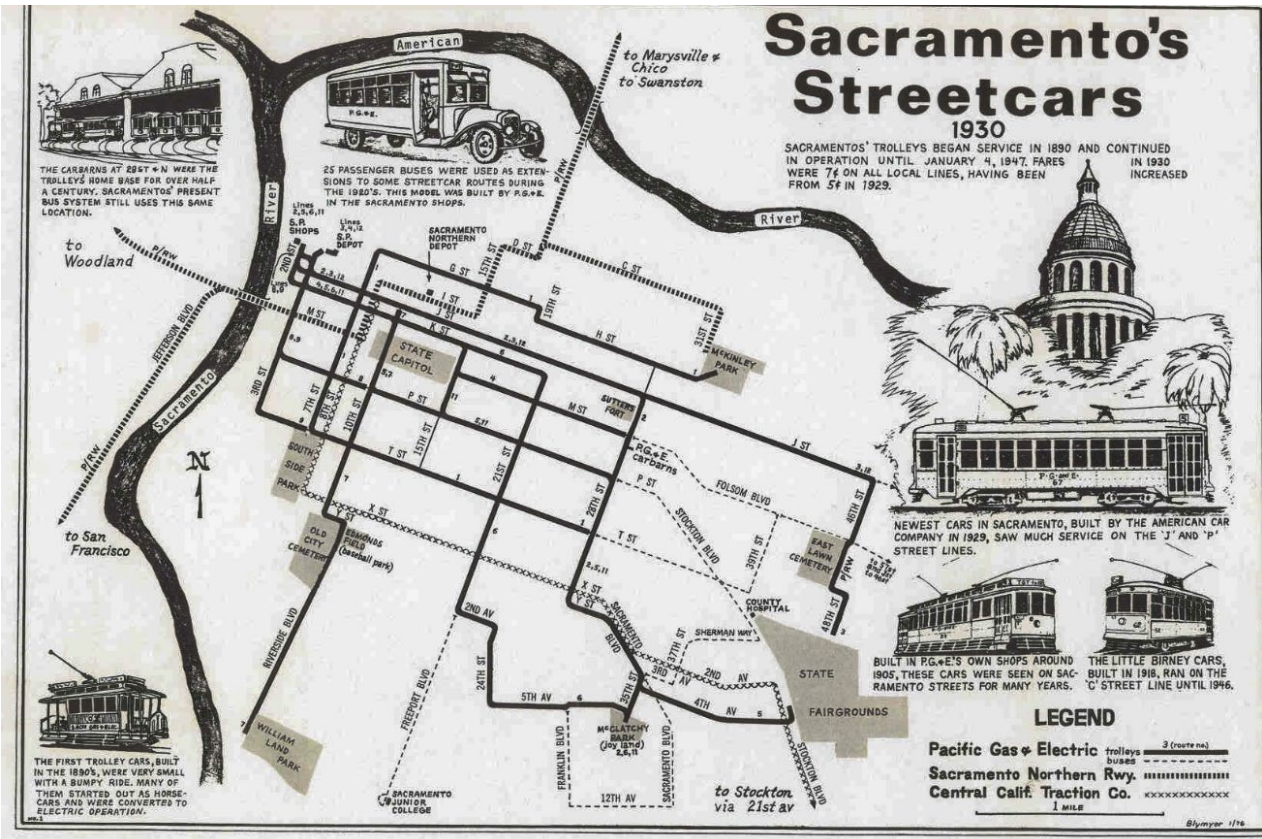


Figure 19. Extents of Sacramento’s streetcar system as of 1930. The map depicts the extension of the streetcar northbound across the Sacramento River into North Sacramento along Del Paso Boulevard. This extension, in conjunction with the connectivity provided by the 16<sup>th</sup> Street Bridge, provided ample daily traffic to support businesses along the corridor. Source: City of Sacramento

# FORWARD TOGETHER

MARYSVILLE & DEL PASO BLVD.



Figure 20. This 1930 Census Enumeration District map shows the extents of development in North Sacramento at the time of the Census. Much of the northern-half of the study area was sparsely populated and developed at this time. Of particular note, in the northeast corner of the study area, the “Sacramento Air Depot” is depicted which would later be renamed McClellan Air Force Base. Source: US Census Bureau

FORWARD TOGETHER

MARYSVILLE & DEL PASO BLVD.

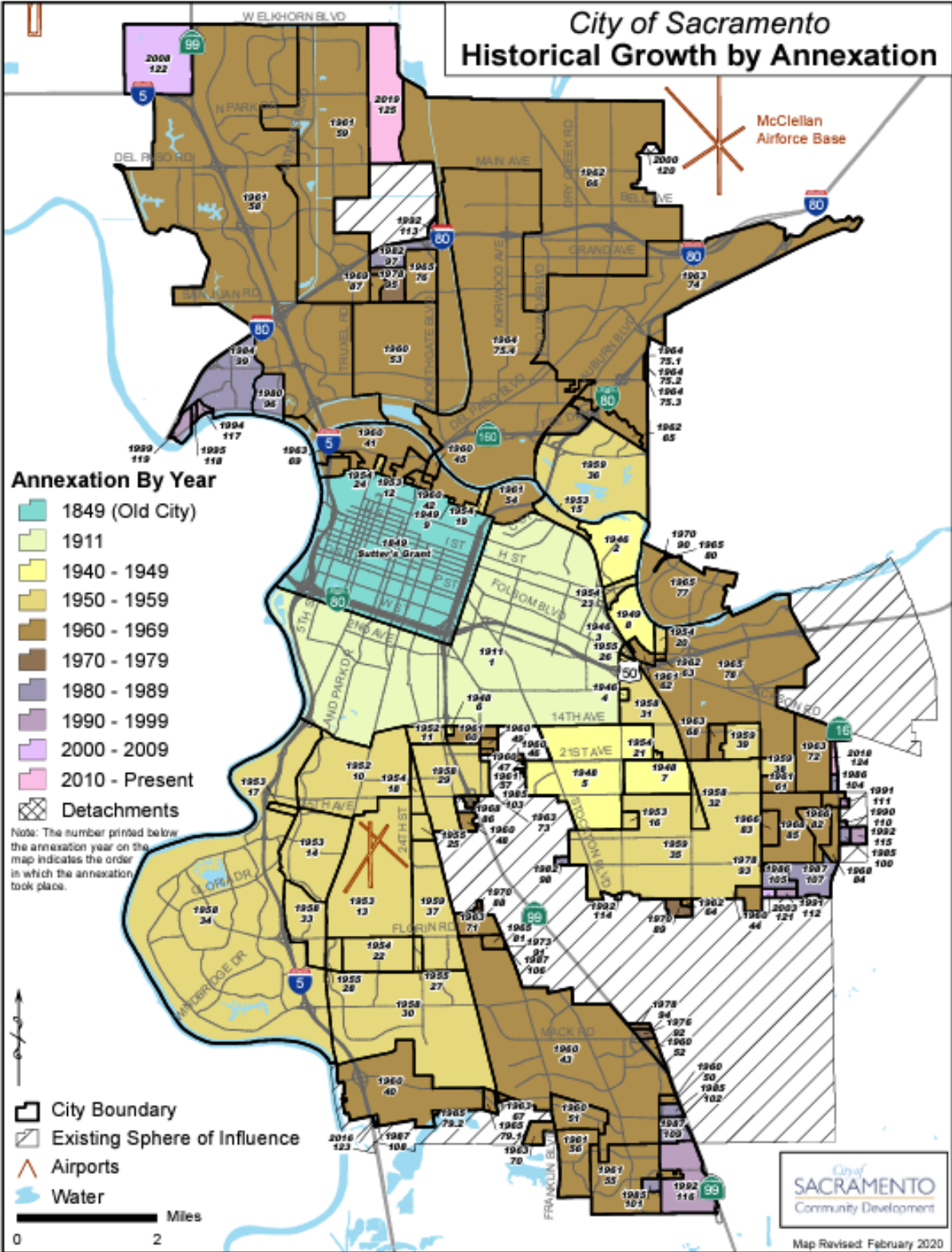


Figure 21. Annexation History of the City of Sacramento. Note that before North Sacramento was annexed in 1964, the area was completely surrounded by the City of Sacramento. Source: City of Sacramento

# FORWARD TOGETHER

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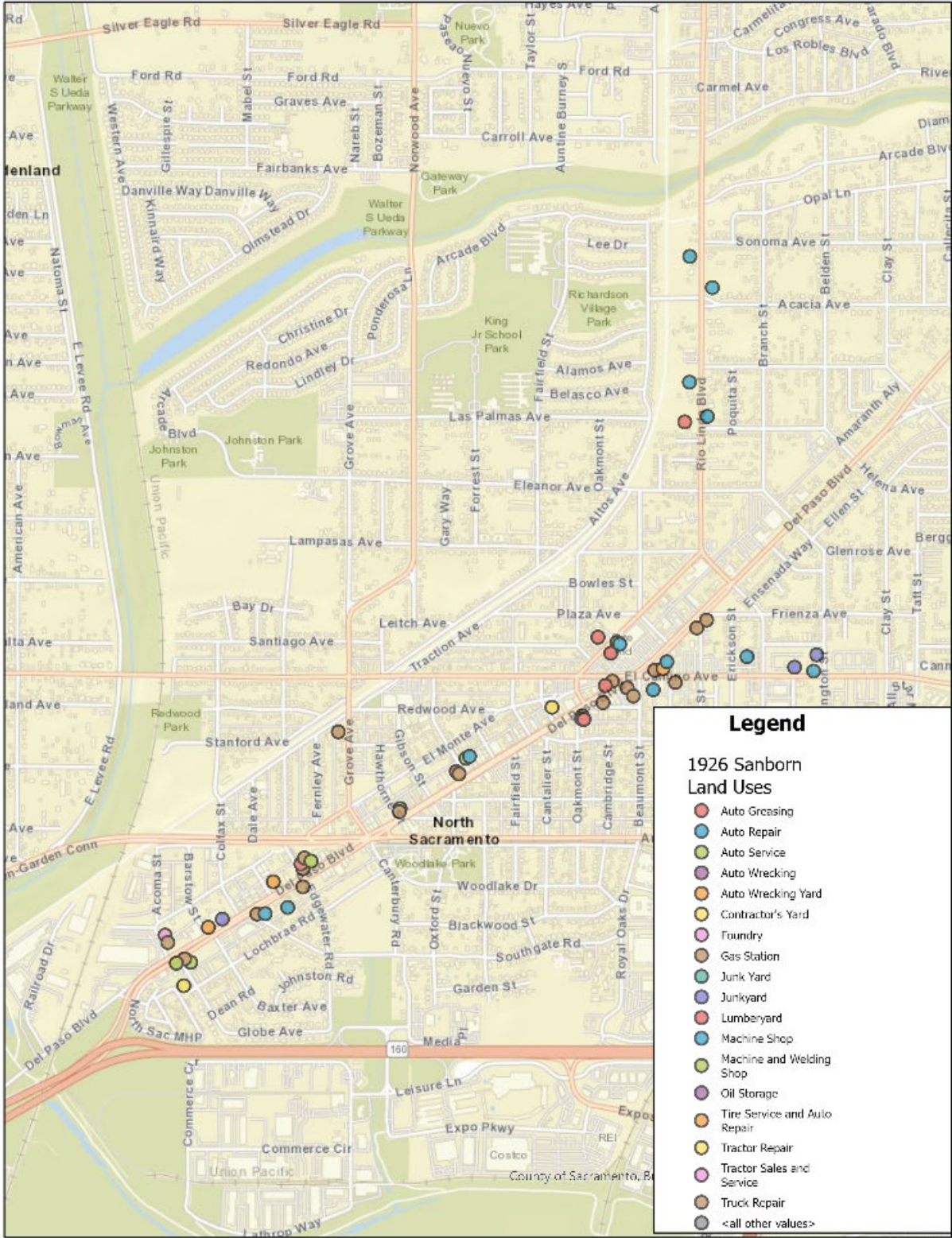


Figure 22. Historic locations of incompatible and potentially-hazardous land uses. Source: 1926 Sanborn Maps

# FORWARD TOGETHER

## MARYSVILLE & DEL PASO BLVD.

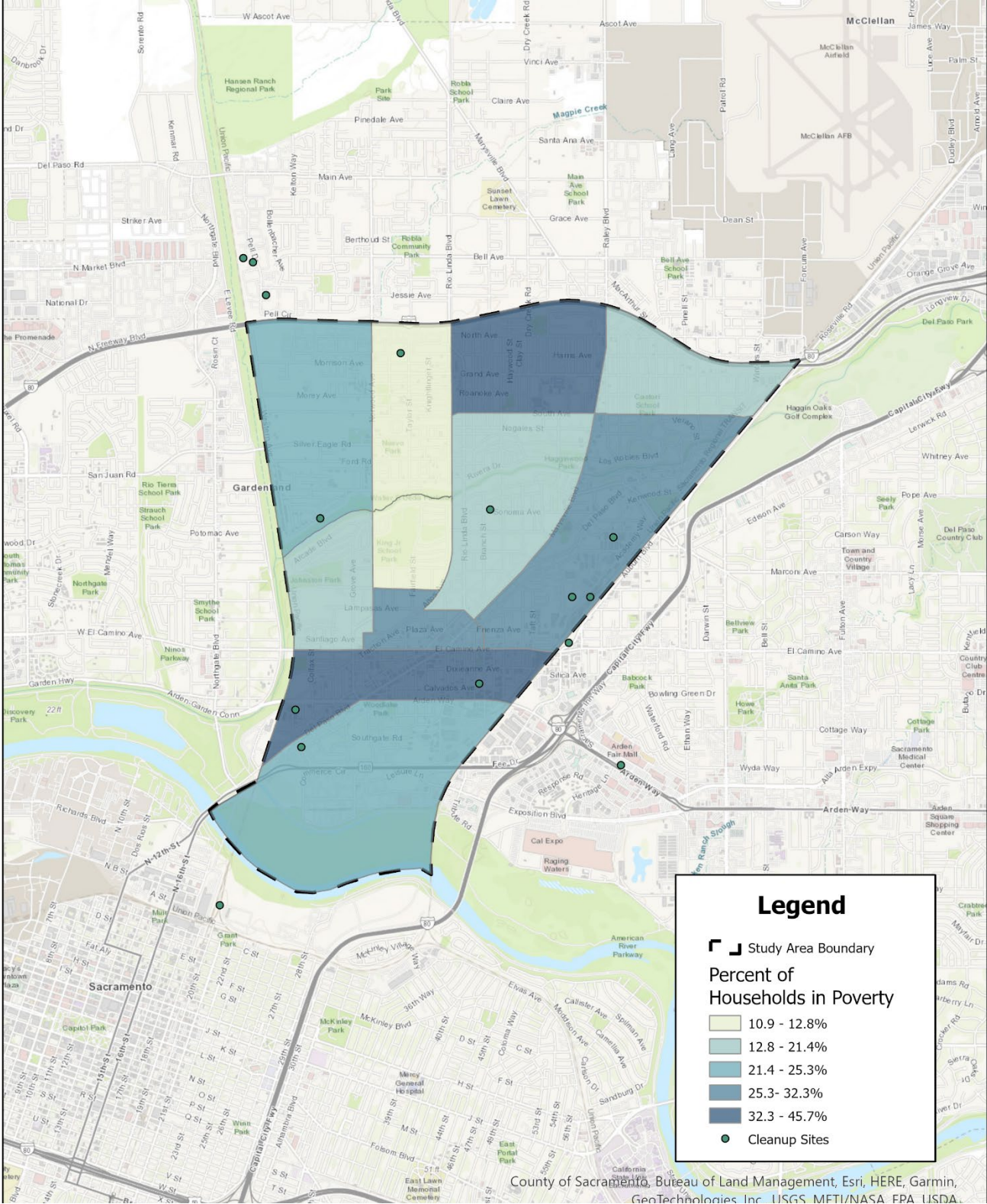


Figure 23. Locations of cleanup sites overlaid on top of the percent of households in poverty. A higher index reflects a higher concentration of cleanup sites. Source: OEHA, US Census

# FORWARD TOGETHER

## MARYSVILLE & DEL PASO BLVD.

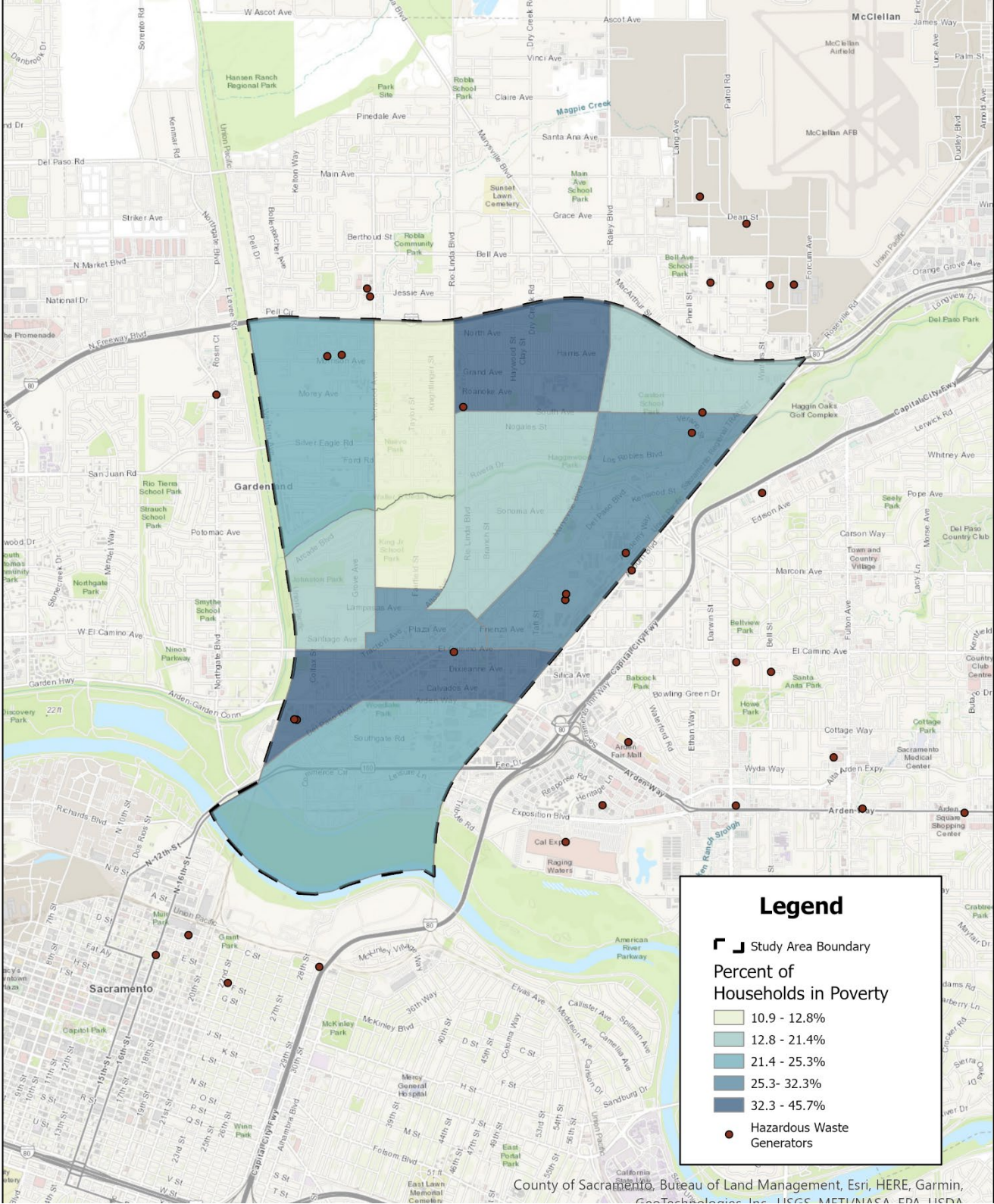
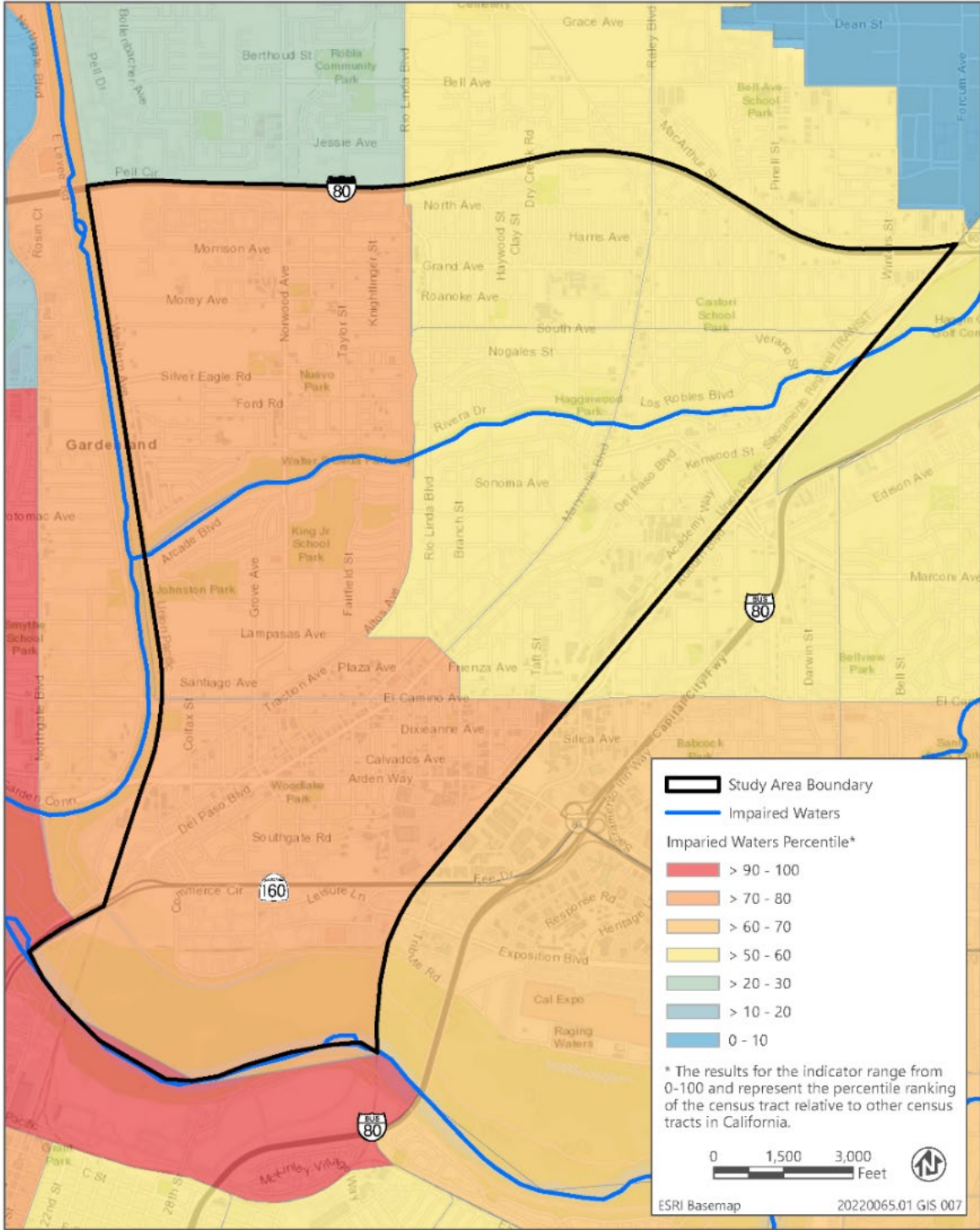


Figure 24. Hazardous waste generators overlaid on the percent of households in poverty. A higher index reflects a higher concentration of hazardous waste generators. Source: OEHA, US Census

# FORWARD TOGETHER

MARYSVILLE & DEL PASO BLVD.



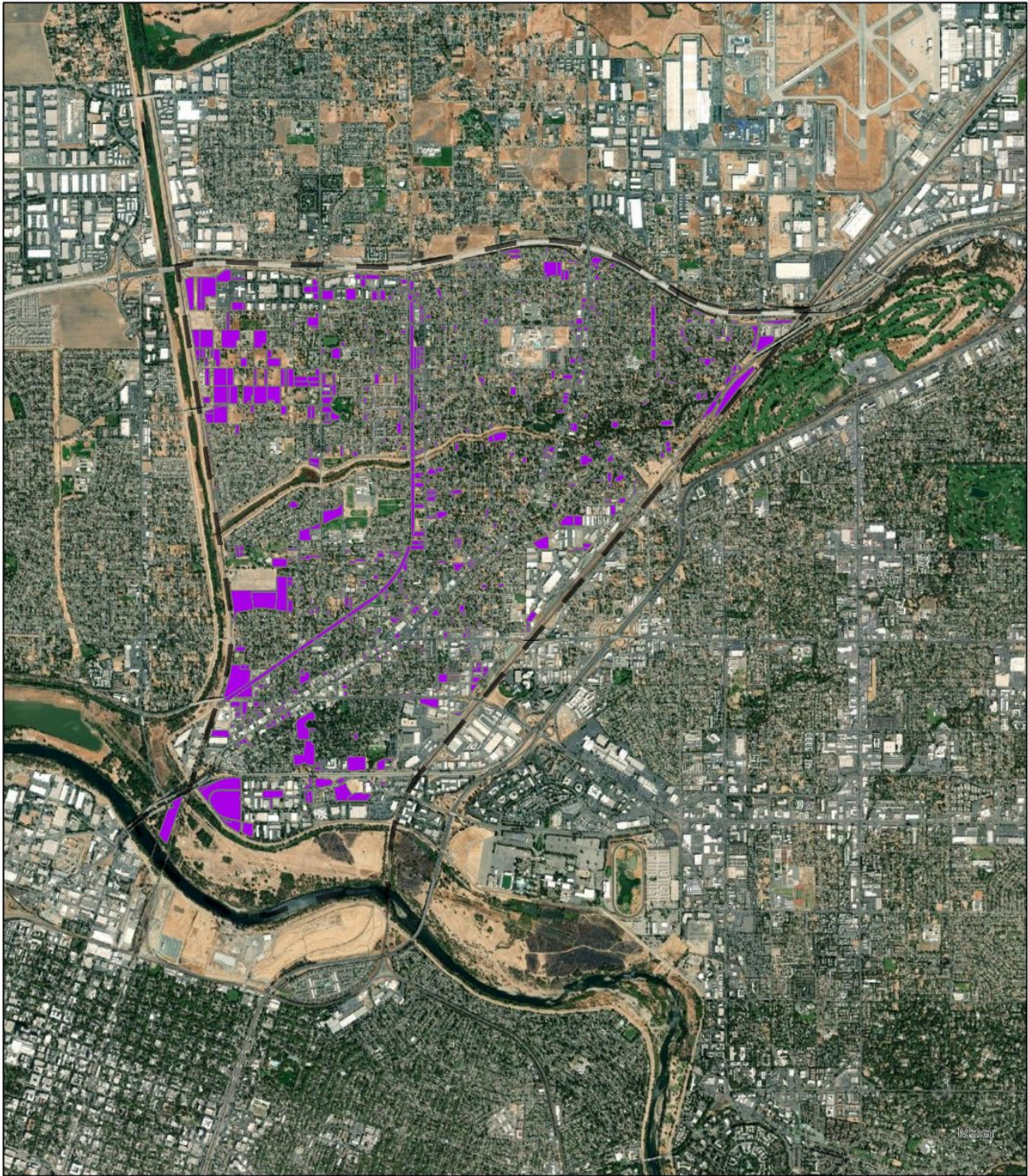
Sources: Data downloaded from OEHA in 2022

4/18/2022



## Impaired Waters

Figure 25. Impaired waters overlaid on the percentile index compared to other Census Tracts in California. A higher index reflects a higher rate of impaired waters compared to other areas in California. Source: OEHA





**Legend**

-  Vacant Parcels
-  Study Area Boundary

**Vacant Parcels in North Sacramento**

Figure 26. Vacant Parcels in North Sacramento. Source: City of Sacramento

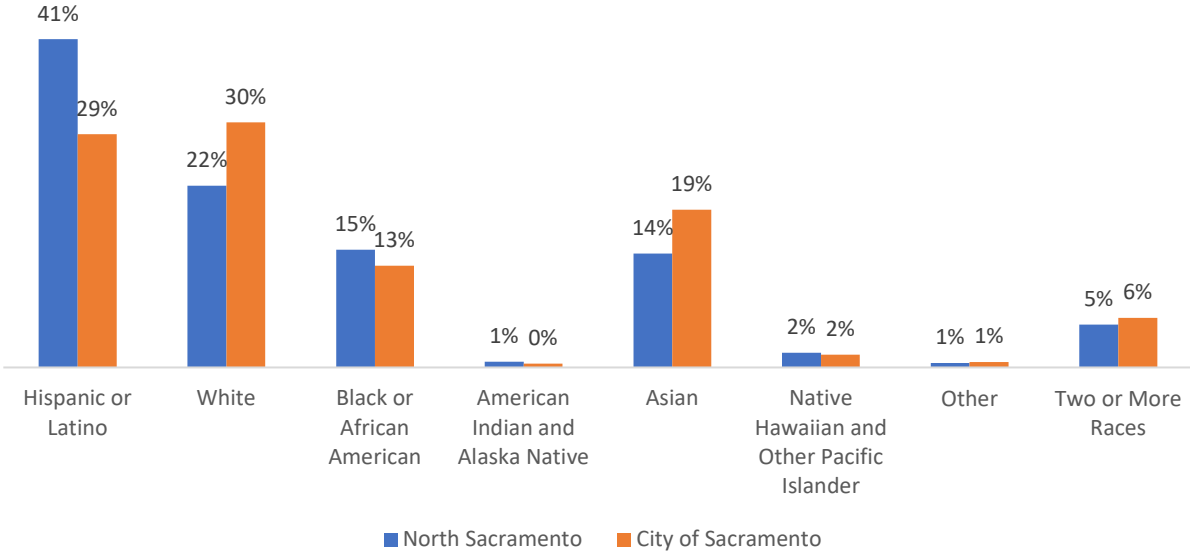
# FORWARD TOGETHER

MARYSVILLE & DEL PASO BLVD.

## Race

Today, North Sacramento is a diverse community home to approximately 45,542 people according to the 2020 Census. The racial makeup of the study area demonstrates that the Hispanic/Latino Population is the most dominant racial group at 41% and that there are also significant White, African American, and Asian populations.

### Race and Ethnicity



**Race and Ethnicity Comparing North Sacramento and the City of Sacramento. Source: 2020 Census, Complete Count.**

*Compared to the City of Sacramento as a whole, North Sacramento has more Hispanic/Latino and African American populations. Conversely, there are lower proportions of White and Asian populations, respectively. Source: US Census*

# FORWARD TOGETHER

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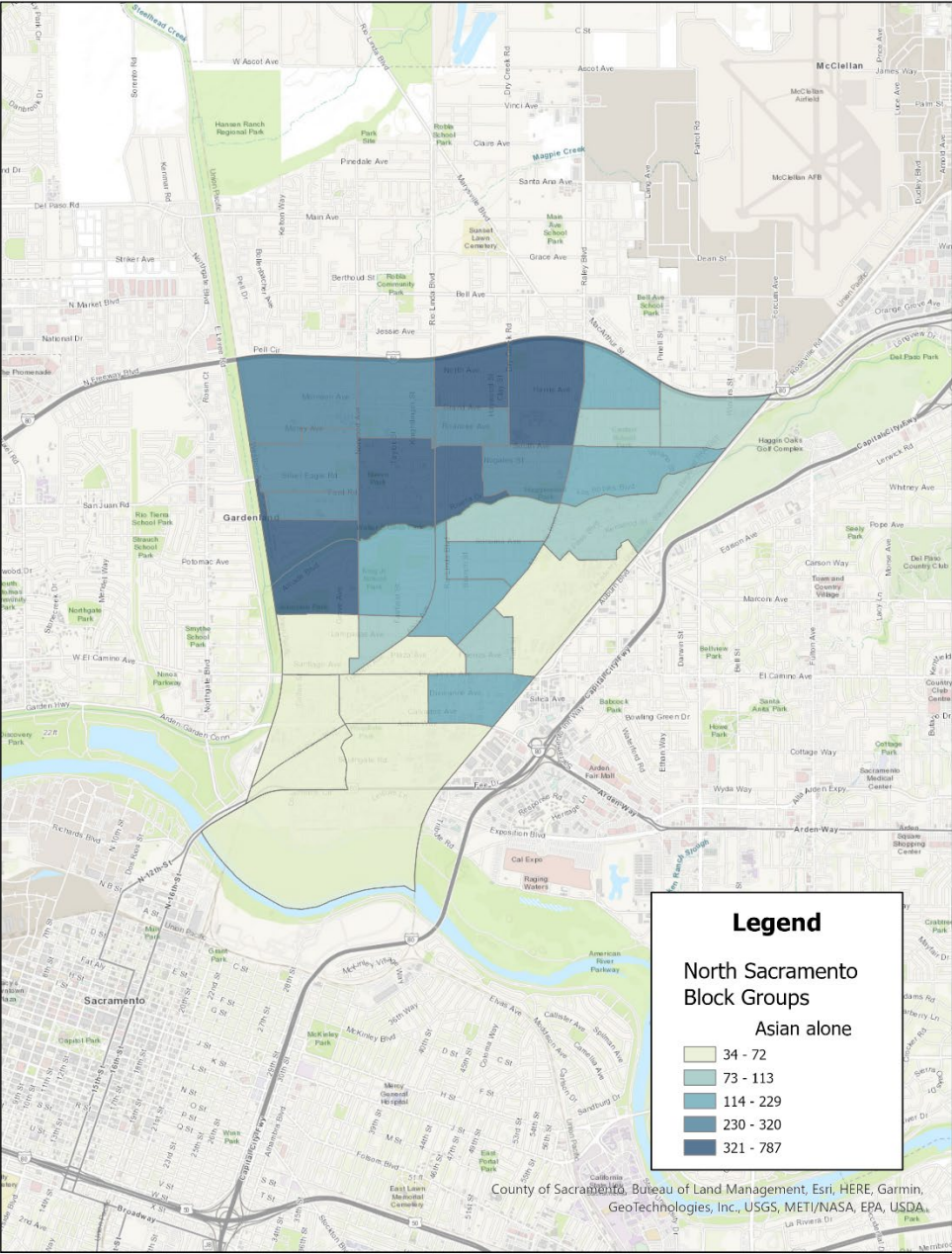


Figure 27. Asian Population in North Sacramento, by 2020 Census Block Group. Source: US Census

**FORWARD TOGETHER**  
**MARYSVILLE & DEL PASO BLVD.**

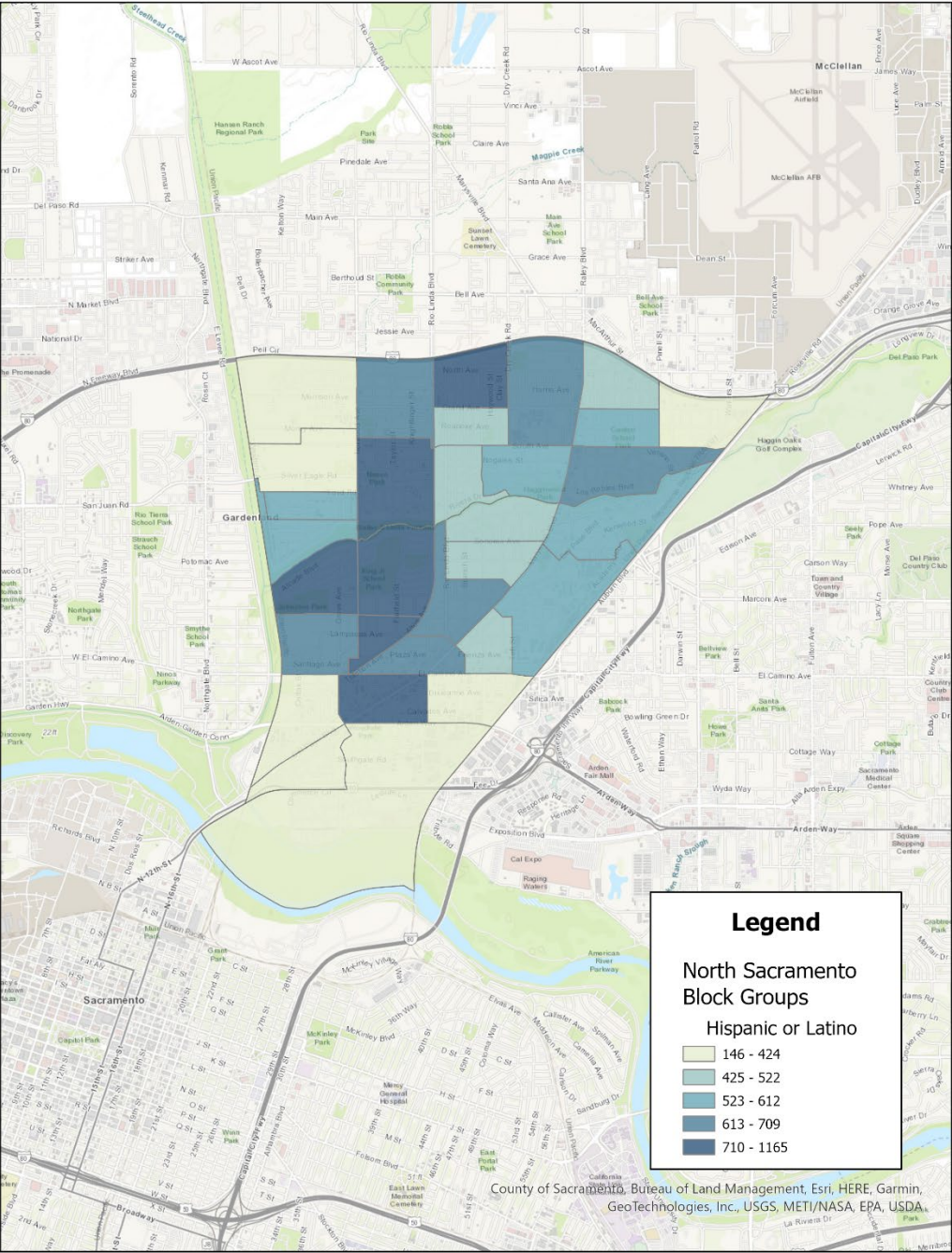


Figure 28. Hispanic or Latino population by 2020 Census Block Group. Source: US Census

**FORWARD TOGETHER**  
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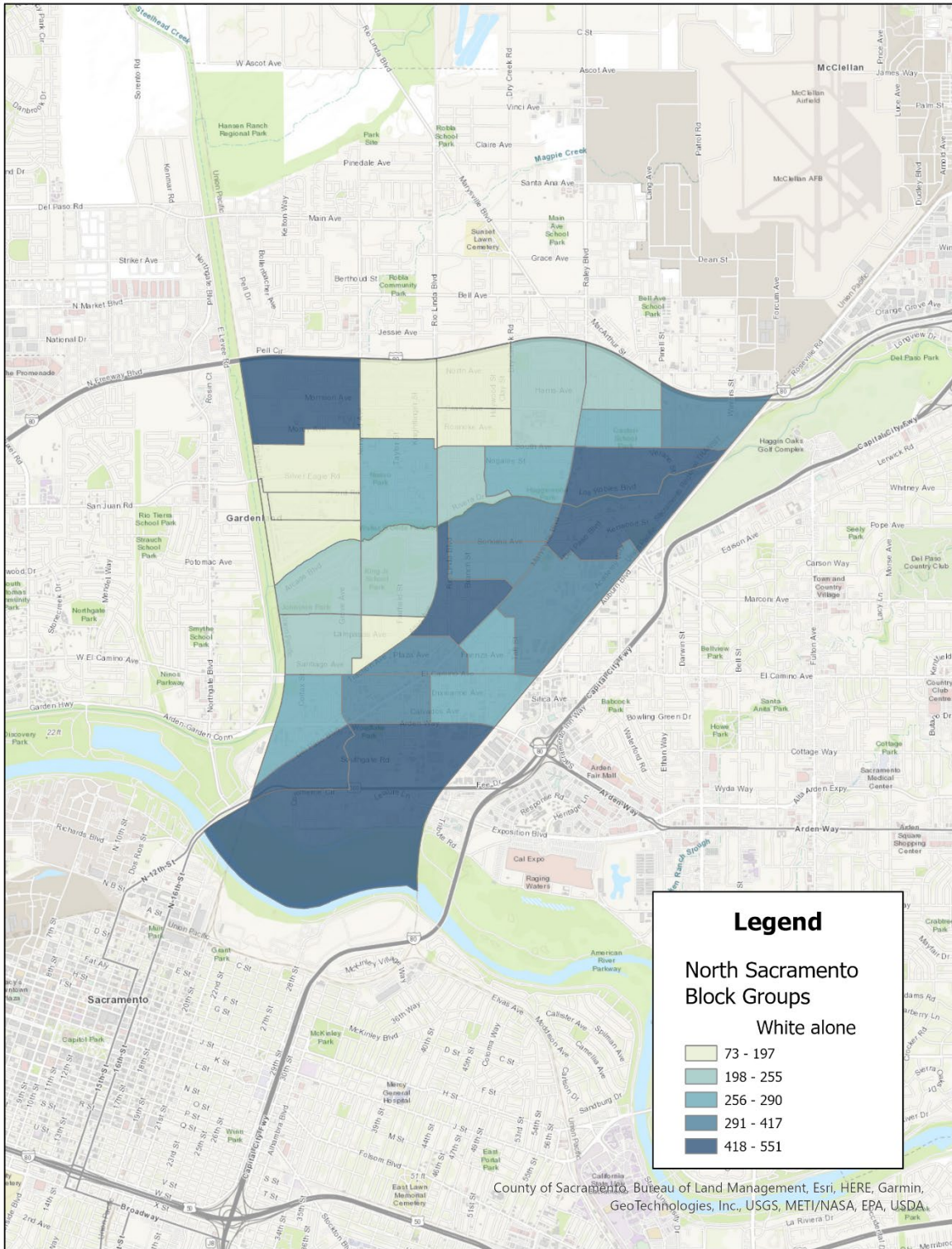


Figure 29. White, non-Hispanic Population by 2020 Census Block Group. Source: US Census

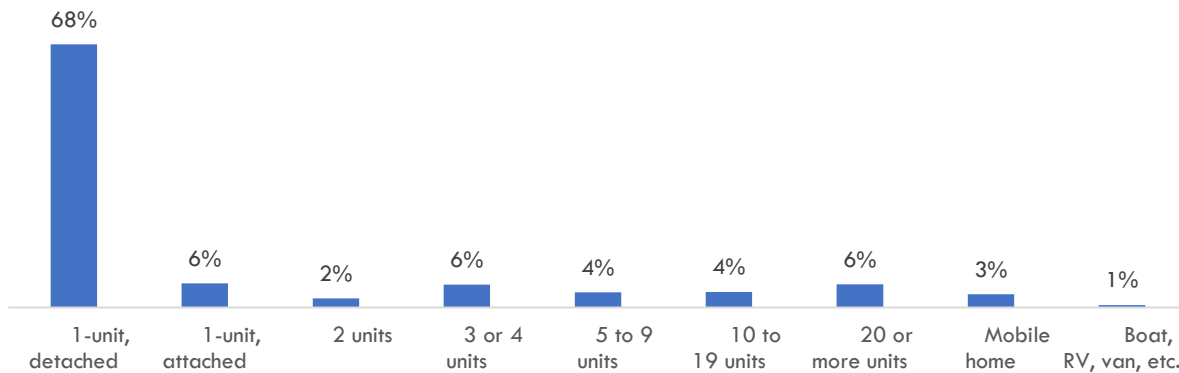
# FORWARD TOGETHER

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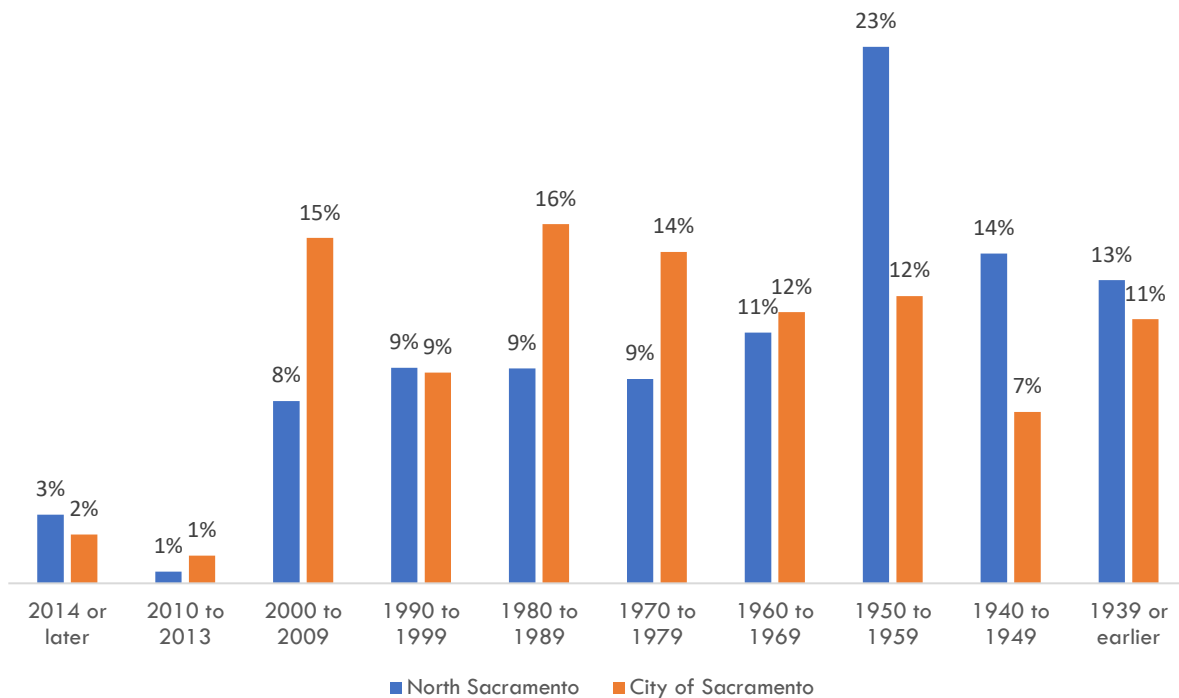
## Housing

Census data also reveals that according to the 5-year estimates from the 2020 ACS, the area's tenure is predominately composed of renters at 56%, while 44% of units are owner-occupied. According to the same data source, North Sacramento's housing stock is primarily single family detached residential units (68%) with more than half constructed prior to 1960.

### Housing Type



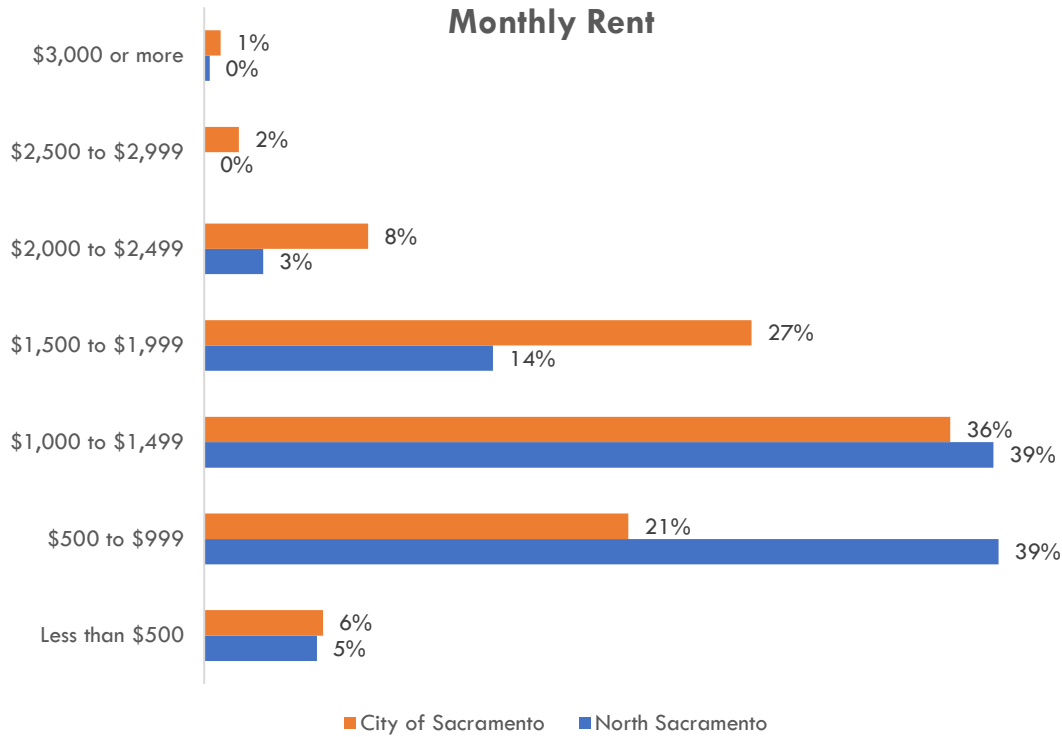
### Age of Housing: Year Built



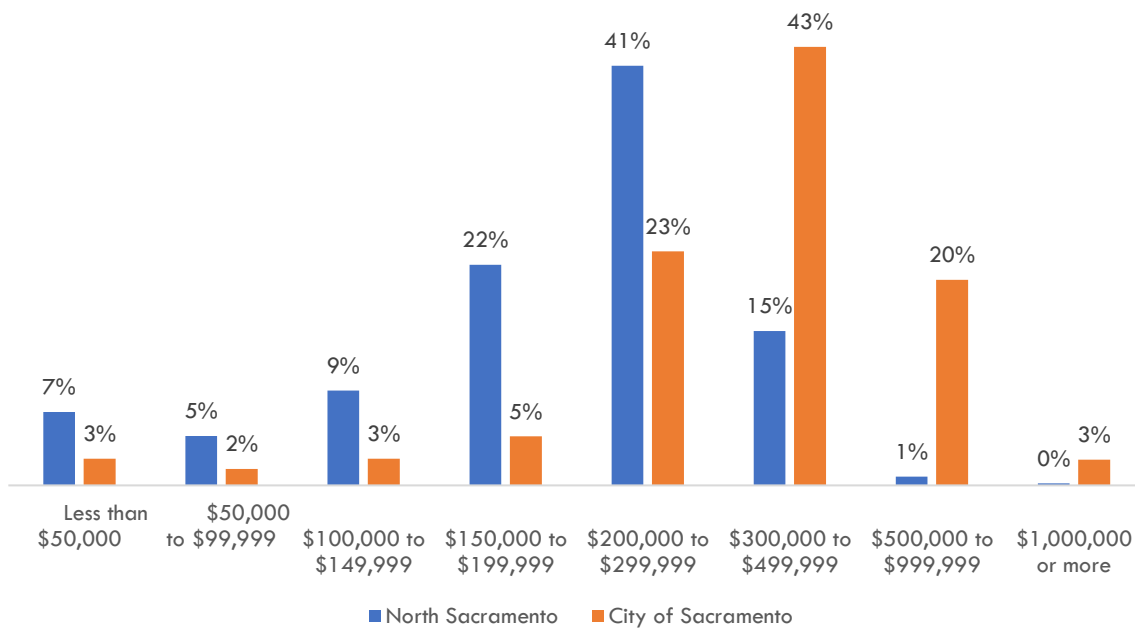
The median value of owner-occupied units is \$210,800 while the median monthly rent for the area is \$1,095. Distributionally, it can be observed that most owner-occupied units (41%) within the study area have a home value between \$200,000 and \$299,999 with few valued more than this. For renter-occupied units, more than 77% of residents pay between \$500 and \$1499 for monthly rent. Source: US Census

# FORWARD TOGETHER

MARYSVILLE & DEL PASO BLVD.



### Home Value of Owner-Occupied Units



Compared to all of Sacramento, North Sacramento has significantly more housing for rent below \$1,000 (39% compared to 21% in all of Sacramento) and lower-priced owner-occupied housing, with 84% of the housing stock valued less than \$300,000. Source: US Census

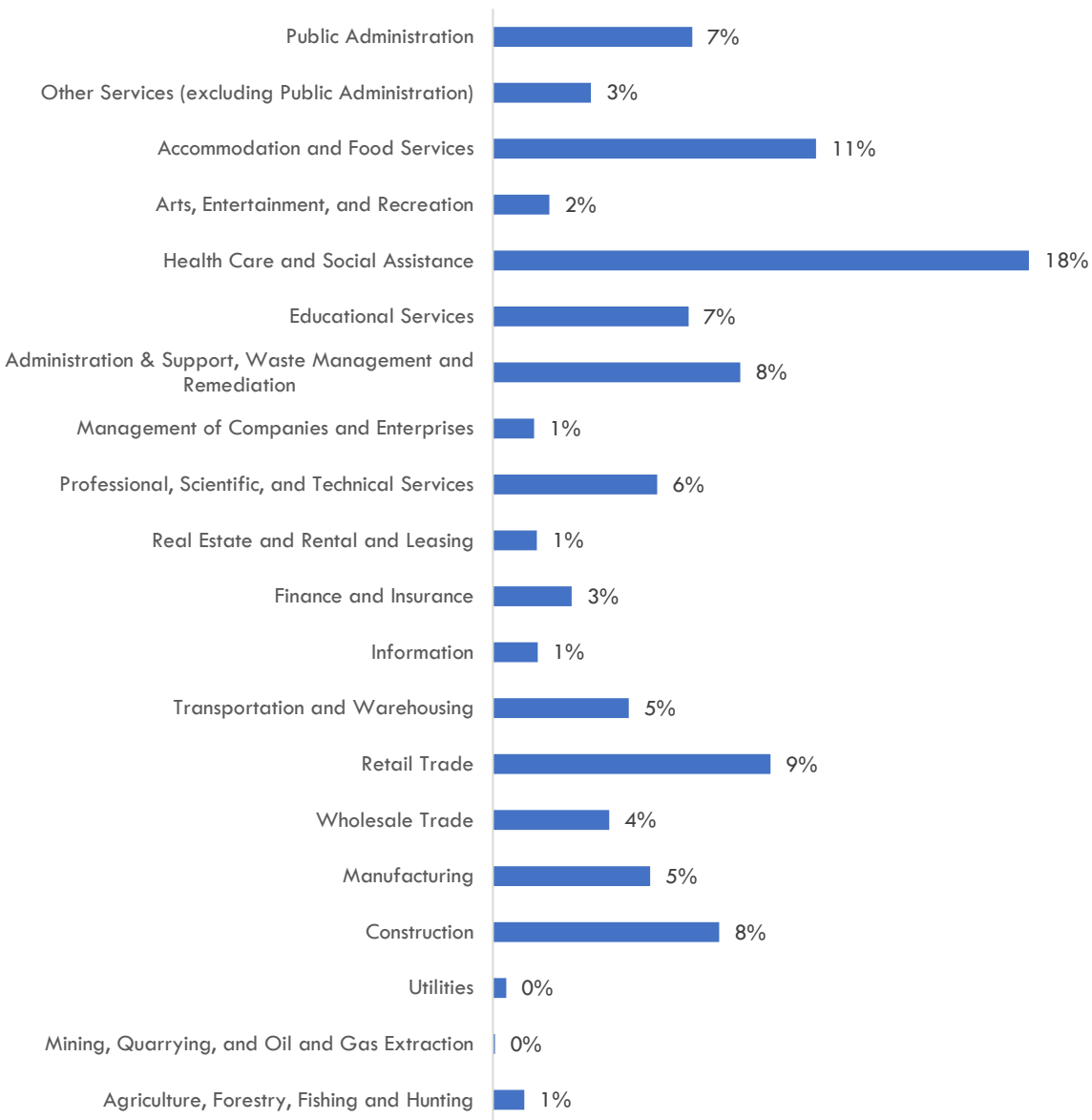
# FORWARD TOGETHER

MARYSVILLE & DEL PASO BLVD.

## Employment

According to 2019 data collected by the Census, the total workforce in North Sacramento is 15,727 and the major industry sectors of residents living within the study area are: Healthcare and Social Assistance (17.9%), Accommodation and Food Services (10.8%) and Retail Trade (9.3%). Additionally, approximately 11,761 people are employed in the study area. Of those, only 7.3% of residents live and work in North Sacramento with job flows indicating that more people leave the study area for work than enter. The major industries of employment within the study in 2019 are: Healthcare and Social Assistance (21%), Public Administration (19%) and Construction (9.3). Source: US Census

### Job Employment by 2-Digit NAICS: North Sacramento Resident



Employment by Job Sector, North Sacramento Residents. Source: US Census



# FORWARD TOGETHER

MARYSVILLE & DEL PASO BLVD.

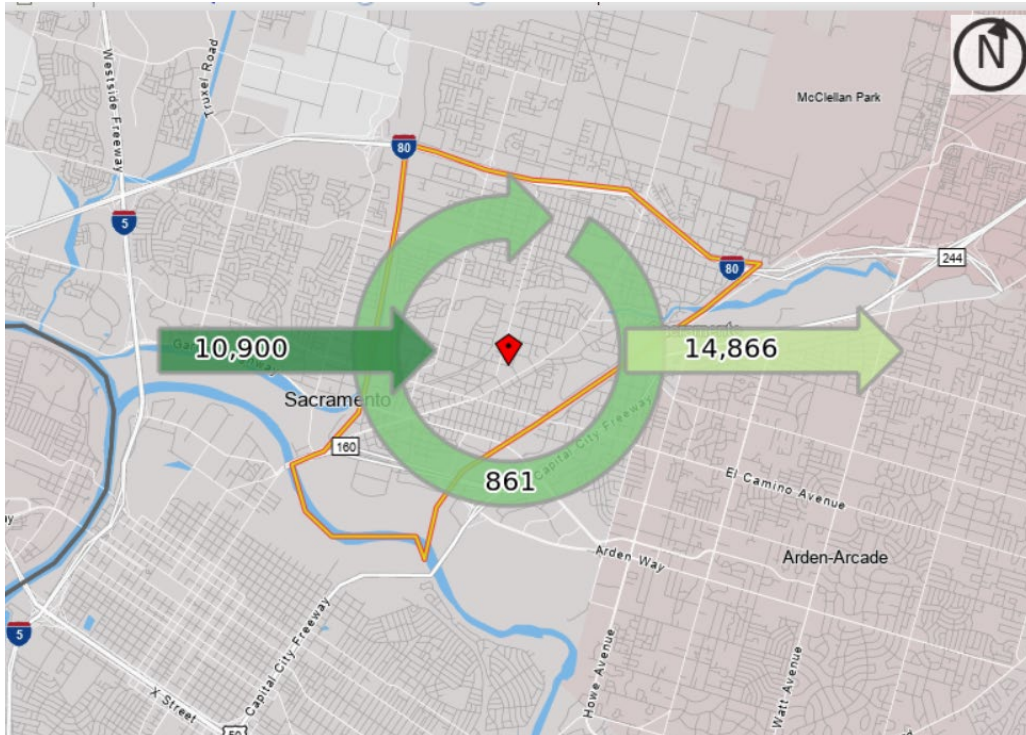
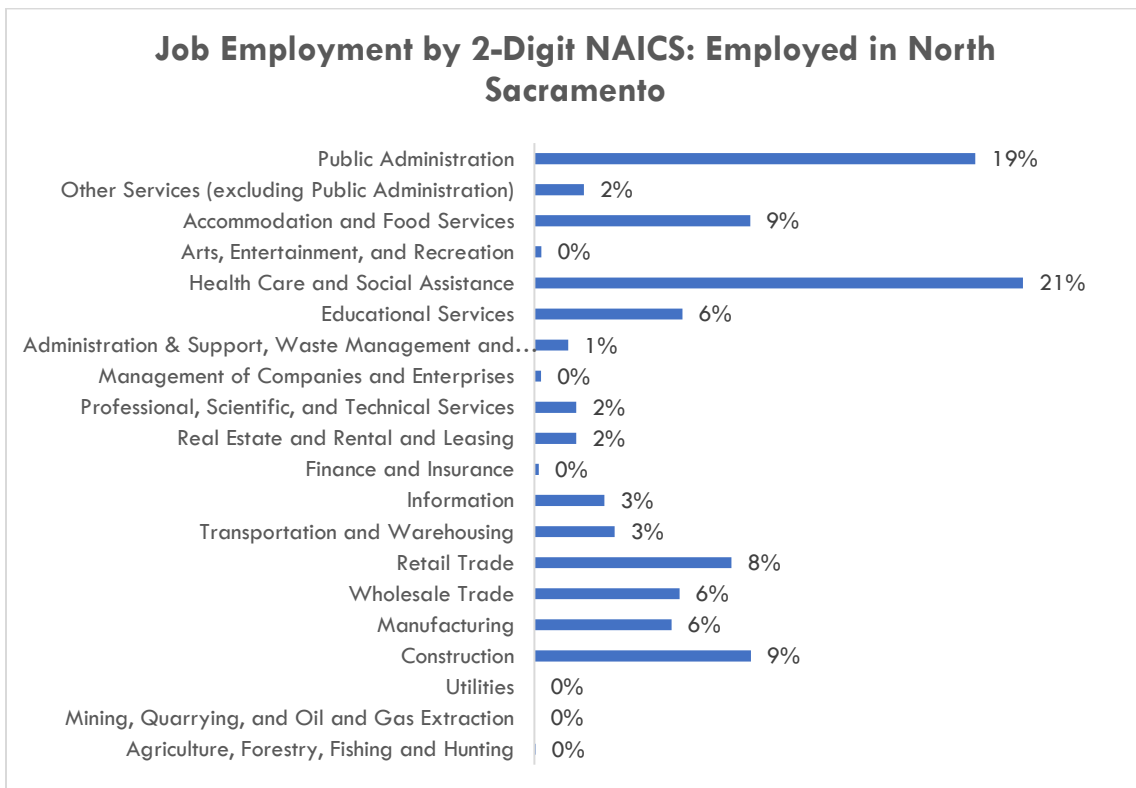


Figure 30. Job Flows. Note that more people leave North Sacramento to work than come to the study area. Source: US Census, On the Map



Employment by Job Sector 2019. Most people employed by business in North Sacramento are in public health care and social assistance or public administration. Source: US Census

## Physical Characteristics

### Land Use and Zoning

Analyzing the existing land use within the study area reveals that North Sacramento is primarily a residential community, making up approximately 67% of the total land area. The Del Paso-Marysville corridor is where the majority of commercial land uses (9% of the land area) are located. Approximately 11% of the study area is classified as either agricultural or as a park, with much of that land use fronting the American River. Finally, the remaining 11% of the study area's land use is industrial, located primarily adjacent to rail or highways. Overall, the existing land use and zoning scheme are essentially one in the same.

Reviewing the current zoning for the study area, it is evident that the existing land use is reinforced by the City's zoning scheme. With few exceptions, the existing land use and zoning designation are one in the same. As depicted in the exhibits, much of North Sacramento is zoned residential, with some commercial and mixed-use zoning adjacent and along the Del Paso-Marysville corridor and industrial zoning in proximity to the rail lines and highway.

Of particular note, while a significant portion of the study area is zoned industrial, there are relatively few industrial establishments employing residents. According to 2019 ACS data, only 5.9% of people working in the study area are employed in the manufacturing industry sector. This suggests that while industrial land uses occupy large land areas, they are significantly underutilized sites.

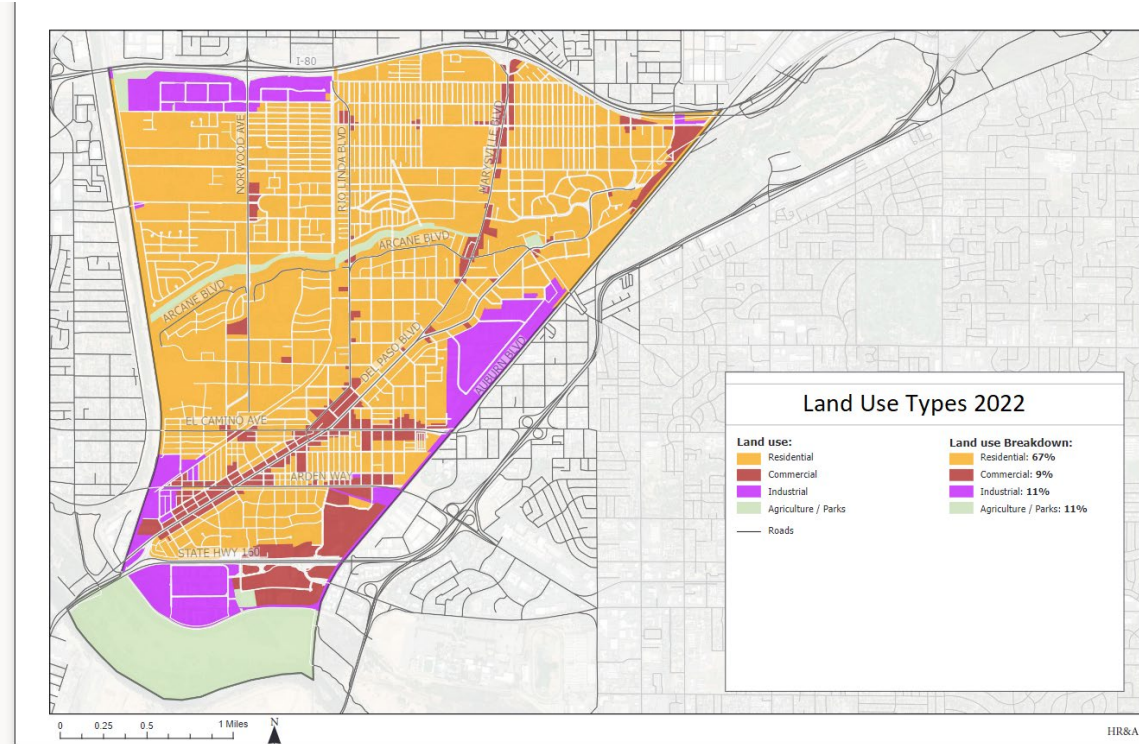


Figure 31. Existing Land Use, as identified in the 2035 General Plan. Note the large land areas dedicated to residential land uses. Source: City of Sacramento

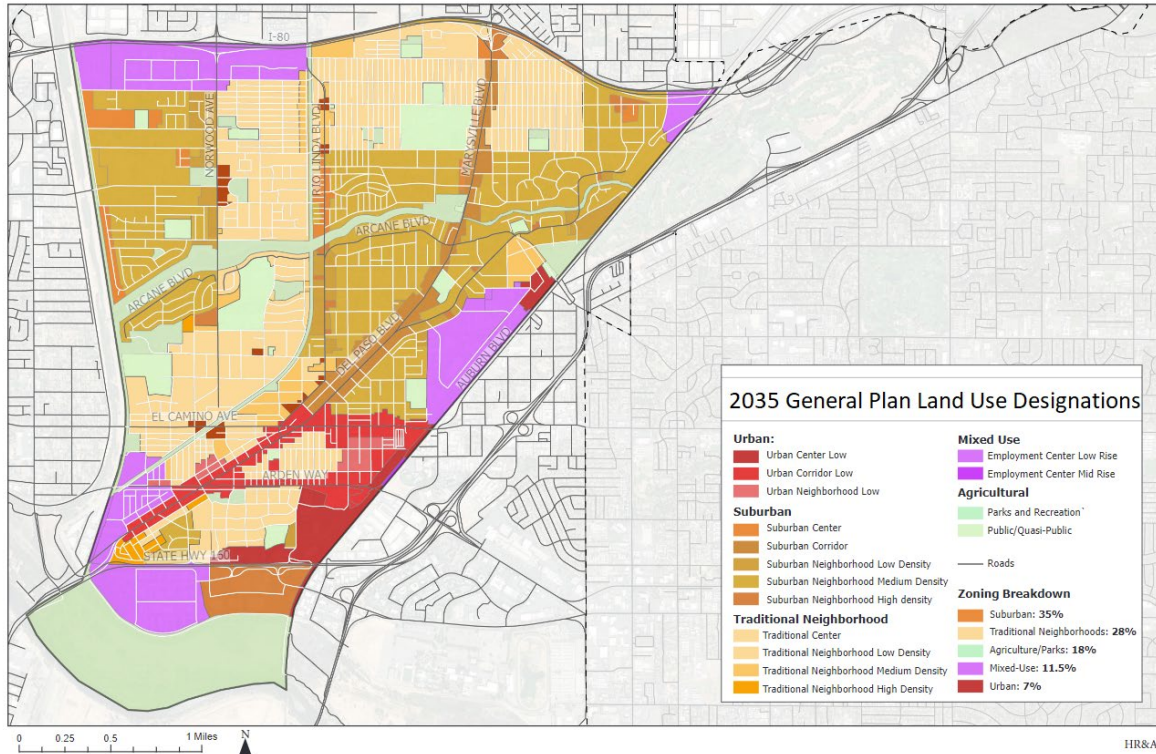


Figure 32. 2035 General Plan Land Use Designation in North Sacramento. Observe the similarities between future land use and existing land use. Source: City of Sacramento.

# FORWARD TOGETHER

MARYSVILLE & DEL PASO BLVD.

## Transportation and Mobility

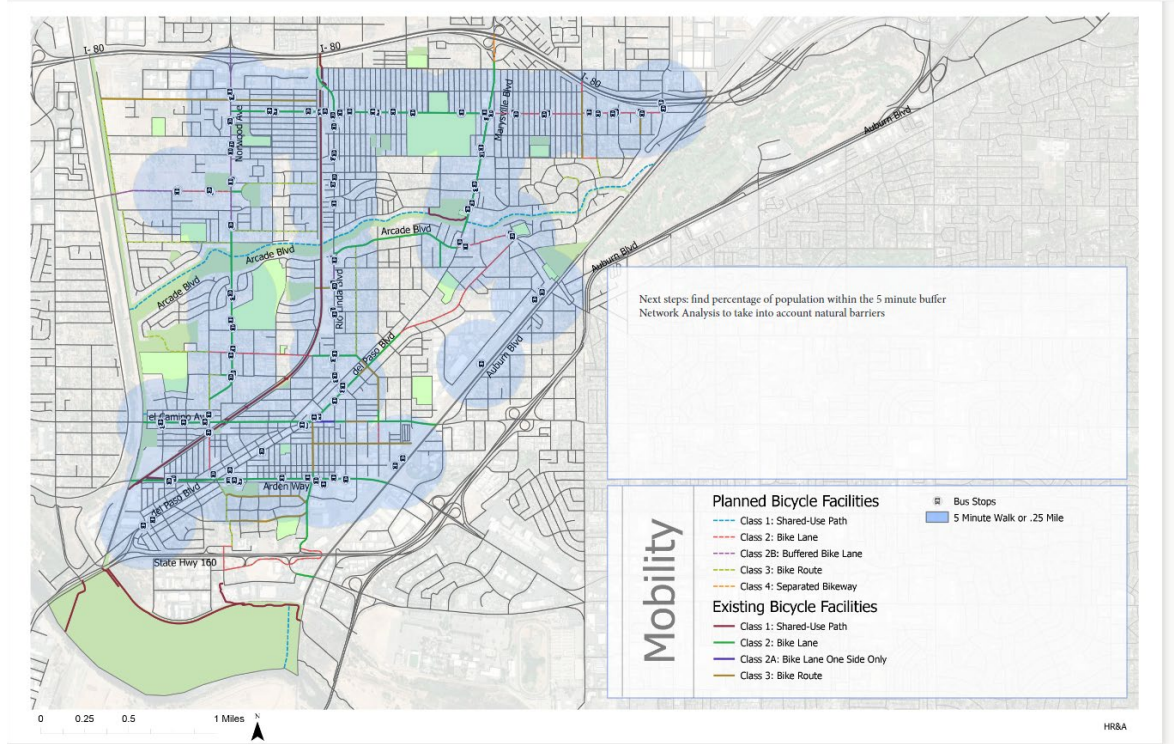
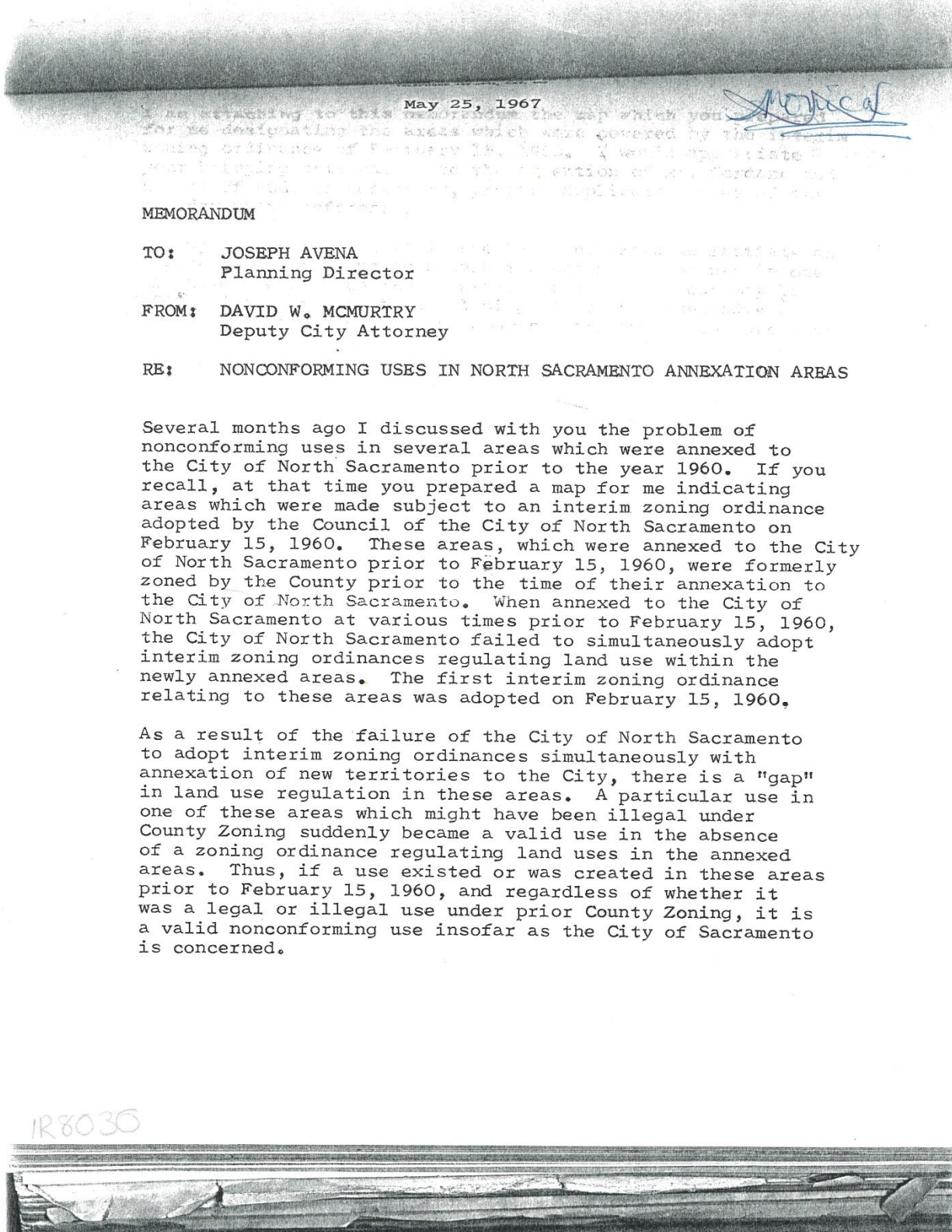


Figure 33. Locations of bus stops and a 5-minute walk, measured as ¼ mile walking distance from the destination. Large land areas of North Sacramento fall outside of this walkshed. Source: City of Sacramento

# FORWARD TOGETHER

MARYSVILLE & DEL PASO BLVD.



May 25, 1967

*MCMurtry*

MEMORANDUM

TO: JOSEPH AVENA  
Planning Director

FROM: DAVID W. MCMURTRY  
Deputy City Attorney

RE: NONCONFORMING USES IN NORTH SACRAMENTO ANNEXATION AREAS

Several months ago I discussed with you the problem of nonconforming uses in several areas which were annexed to the City of North Sacramento prior to the year 1960. If you recall, at that time you prepared a map for me indicating areas which were made subject to an interim zoning ordinance adopted by the Council of the City of North Sacramento on February 15, 1960. These areas, which were annexed to the City of North Sacramento prior to February 15, 1960, were formerly zoned by the County prior to the time of their annexation to the City of North Sacramento. When annexed to the City of North Sacramento at various times prior to February 15, 1960, the City of North Sacramento failed to simultaneously adopt interim zoning ordinances regulating land use within the newly annexed areas. The first interim zoning ordinance relating to these areas was adopted on February 15, 1960,

As a result of the failure of the City of North Sacramento to adopt interim zoning ordinances simultaneously with annexation of new territories to the City, there is a "gap" in land use regulation in these areas. A particular use in one of these areas which might have been illegal under County Zoning suddenly became a valid use in the absence of a zoning ordinance regulating land uses in the annexed areas. Thus, if a use existed or was created in these areas prior to February 15, 1960, and regardless of whether it was a legal or illegal use under prior County Zoning, it is a valid nonconforming use insofar as the City of Sacramento is concerned.

1R8030

Figure 37. Memorandum from the City of Sacramento's City Attorney's Office to the Planning Director concerning the existence of nonconformities in North Sacramento, dated May 25, 1967. Source: City of Sacramento

**FORWARD TOGETHER**  
 MARYSVILLE & DEL PASO BLVD.

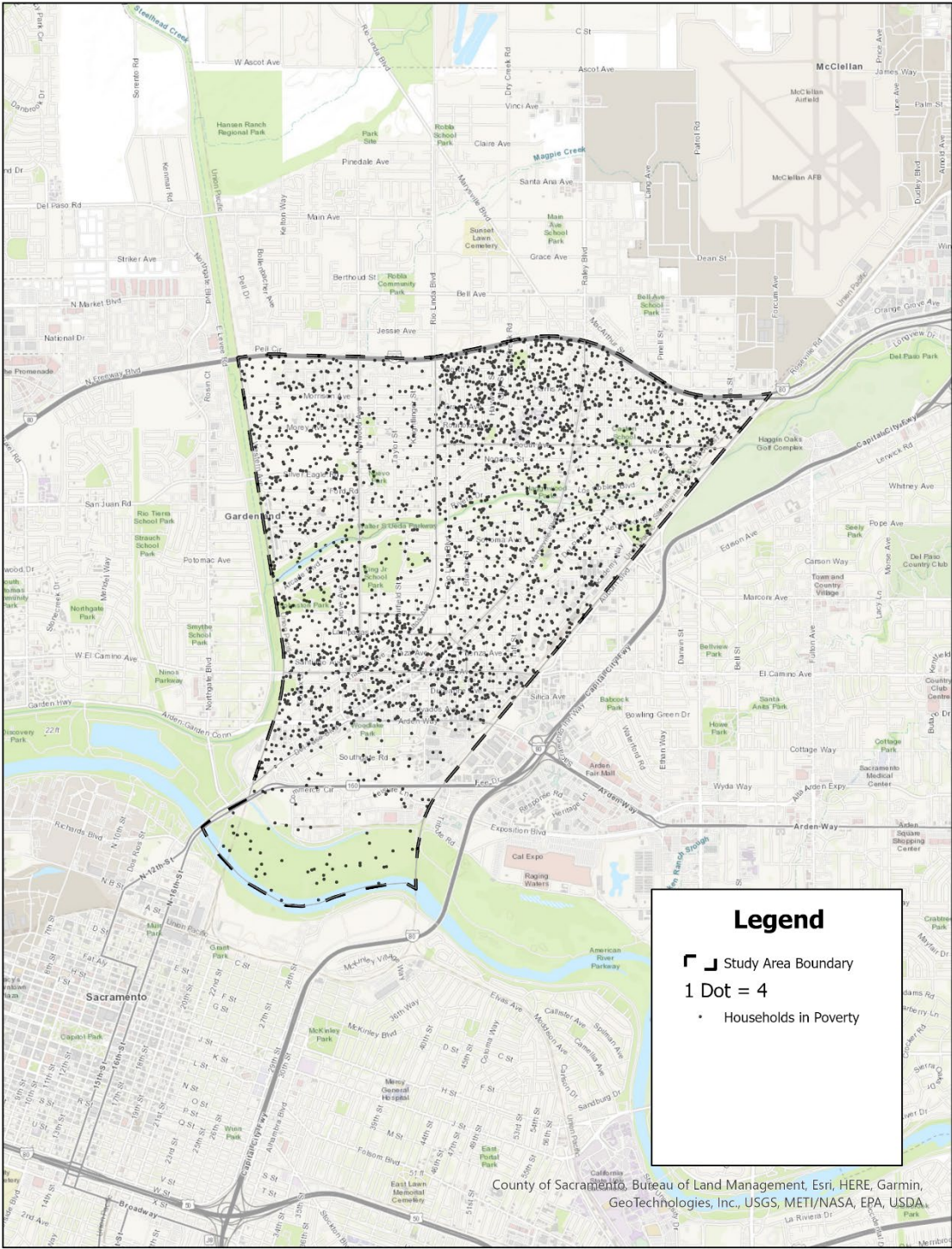


Figure 38. Number of households in poverty where one dot represents four households. Source: US Census

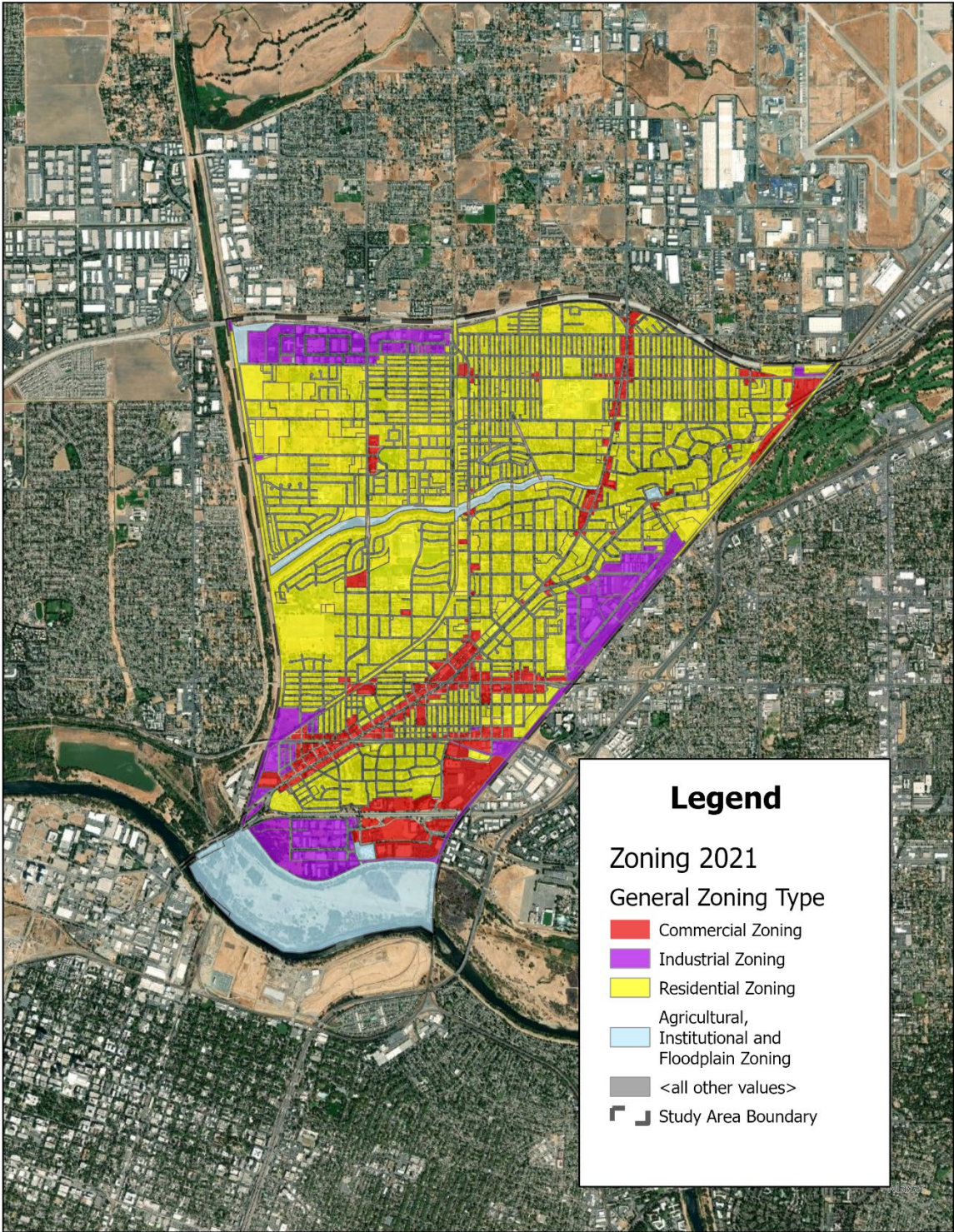


Figure 39. Current (2021) zoning by general land use category. Source: City of Sacramento

# APPENDIX B

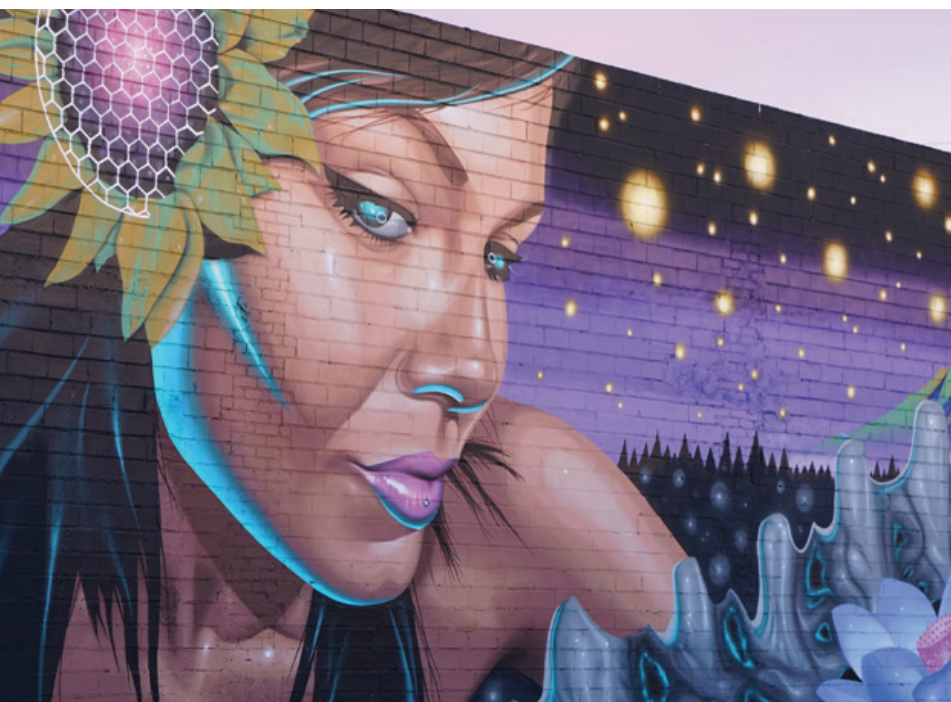
## Community Profile Report





PUBLIC REVIEW DRAFT  
MARYSVILLE & DEL PASO BLVD.  
**COMMUNITY  
PROFILE REPORT**  
JANUARY 2024

**FORWARD TOGETHER**  
MARYSVILLE & DEL PASO BLVD.



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## FOREWORD

### *A Lifetime of Love*

Our story is our history, and our history is diverse. And without you, there is no me. I remember what we've come from, and I can see where we're going. We are made up of excellence. We are the survivors of hard times. What excellence are we talking about? Here's the proof: we are nationally recognized and award-winning bands, professional athletes, business owners, social justice leaders, and derby winners. Our soil creates plenty; and our talents produce an abundance. Family, we want to remind you of your potential and your vibrancy. Remember our seeds of love, community, and excellence have always been valuable, even through the rainy seasons, windy days, and cold nights. Trust us when we say, the fruits of our labor will benefit our families and the future we desire. The soil we plant our desires in will yield a prosperous harvest, forever. I hear the next generation got "next." For them, we must be inspirational. The future is in our collective hands. Go run it up and make us proud.

From North Sac with love,  
The Community Advisory Committee (CAC)

## ACKNOWLEDGEMENTS

### *Thank you to our Community Advisors*

Selected through an application process, Community Advisors participated in a series of meetings in 2022 - 2023. Advisors played a critical role in sharing community priorities and brainstorming potential solutions. They will continue to be involved in the implementation of the Action Plan.

### *Community Advisory Committee members:*

- 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

*Additional thanks to the District 2 Office, Councilmember Sean Loloee, Sacramento Housing Alliance, Atlas Labs, Ascent, and our partners for their support throughout this effort.*

## ACTION PLANNING TEAM



### **City of Sacramento**

Neighborhood Development Action Team (NDAT) is committed to ensuring Sacramento's neighborhoods and commercial districts reflect a sustainable, resilient and inclusive economy.

Mikel Davila, Senior Development Project Manager  
mdavila@cityofsacramento.org

Fatima Malik, Associate Planner  
fmalik@cityofsacramento.org

Greg Garcia, Community Engagement Team  
ggarcia1@cityofsacramento.org

Elizabeth Boyd, Senior Planner  
eboyd@cityofsacramento.org

Lynette Hall, Community Engagement Manager  
lhall@cityofsacramento.org



### **Mutual Assistance Network (MAN)**

MAN works to strengthen the existing social and economic infrastructure of Del Paso Heights, Arden Arcade and the surrounding Northern Sacramento neighborhoods.

811 Grand Ave # A3  
Sacramento, CA 95838

Katy Robb, Director  
krobb@mutualassistance.org

Mary Yang, Economic Development Coordinator  
myang@mutualassistance.org

Janae Supuni, Executive Administrative Assistant  
jsupuni@mutualassistance.org

Cecilia Laban, Neighborhood Support Coordinator  
claban@mutualassistance.org



### **HR&A Advisors**

HR&A Advisors is an urban planning and economic development consulting firm.



# FORWARD TOGETHER

## MARYSVILLE - DEL PASO BLVD

### Community Profile Report

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Project Introduction

Chapter 1: About the Corridor

Chapter 2: Vision for the Corridor

Chapter 3: Action Plan Process

*Prepared by HR&A  
with support from Mutual Assistance Network  
and the Community Advisory Committee*

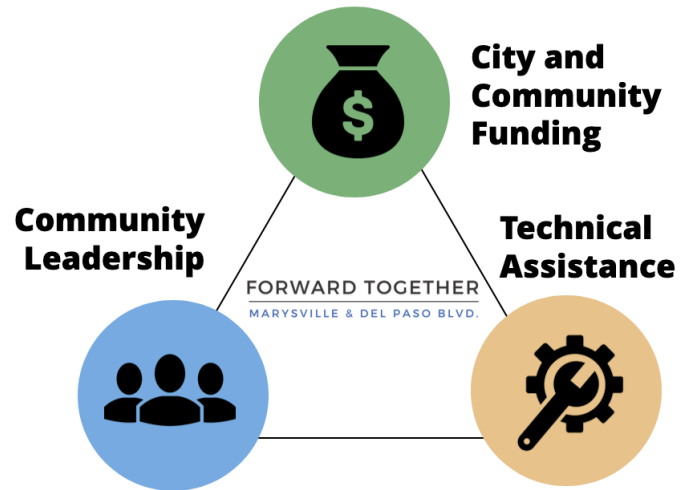
## OUR PROJECT IS GUIDED BY COMMUNITY INPUTS

This project is creating and implementing a neighborhood-led and designed **ACTION PLAN** to improve quality of life for the diverse populations that **live, shop, work,** and/or **experience** the Marysville-Del Paso Boulevard commercial corridor.

### How is this different from previous plans?

This is a process where community members not only identify strategies but also receive the resources and support to implement those projects.

This process prioritizes community leadership and provides dedicated implementation funding and support from the City.



## PROJECT TIMELINE

### Phase 1 Guiding Questions

What is your vision for a thriving corridor along Marysville-Del Paso Boulevard?

## PHASE 1

**ACTION PLAN DEVELOPMENT**

2022

### Phase 2 Guiding Questions

What goals and policies should the Action Plan prioritize?  
What resources and partners do we need to take action?

## PHASE 2

**ACTION PLAN REVISIONS & IMPLEMENTATION**

2023+

**Community Organizing, Engagement, and Coalition Building**

### Community data, priorities, and ideas sourced from:

- Review and analysis of past plans
- Community & Business Interviews/Surveys
- Community Advisory Committee meetings
- Community Listening Sessions
- Meetings/conversations with Community Groups
- Community “walk-around” audit

### Potential Phase 2 Activities

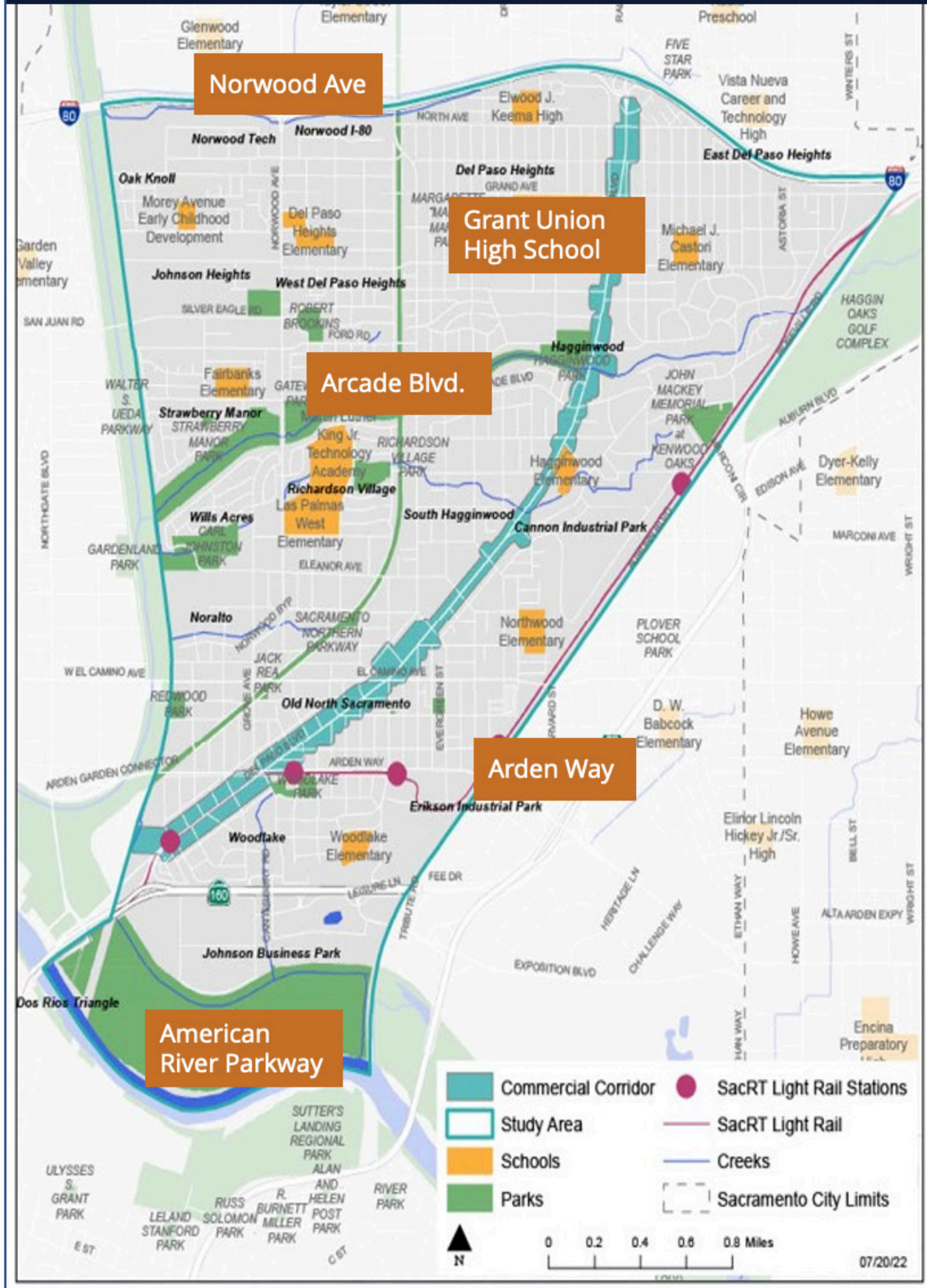
- Implementation Planning Meetings
- Community Events
- Fundraising and Resource Development
- Community Learning and Capacity Building

**After drafting the Action Plan, Phase 2 includes ~18 months of support for implementation**

# CHAPTER I: ABOUT THE CORRIDOR

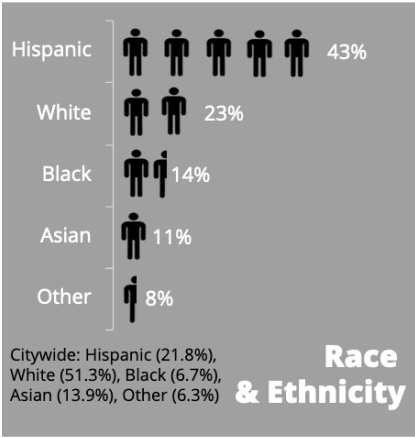


# Study Area Context



Map from City of Sacramento (2021)





**12,690**  
Total Number of **Households**

**40,074**  
Total Population

**31.9**  
Median Age

**57%**  
Renter-occupied units  
*38.8% Renter-occupied Units (Citywide)*

**\$40,839**   
Median Household Income  
*\$75,533 Median Household Income (Citywide)*

**10,924**   
Total Jobs In Study Area

**10%**  
Of residents have a **Bachelor's Degree+**



**MARYSVILLE & DEL PASO BOULEVARD IS HOME TO UNIQUE COMMUNITY ASSETS.**

There are a variety of uses and community assets along the corridor. This slide highlights some identified as favorites in the community survey.

# Corridor History

## PRE-1800s:

### ORIGINAL SETTLEMENT

North Sacramento (North Sac) is located on the ancestral lands of the Maidu and Nisenan Peoples.

We acknowledge that the Marysville-Del Paso Boulevard commercial corridor is on the tribal lands of Sacramento's Indigenous people.

**Indigenous populations flourish.**

CHANGING

## 1800-1910:

### FORMATION

**1822:** Spanish Land Grant establishes land for colonial use.

**1840s:** Rancho Del Paso established horse farming use of land.

**1865-1869:** Central Pacific Railroad built and bisects Rancho Del Paso.

**Settlers colonize the area.**

DEMOGRAPHICS

## 1911-1940:

### ECONOMIC EXPANSION

**1915:** Streetcar service established along Del Paso Blvd.

**1924:** North Sacramento incorporates.

**1934:** Widened bridge between downtown Sac & North Sac.

**1936:** McClellan Air Force Base opens, bringing major employment opportunities.

**1938:** Covenants used to restrict certain racial groups, as indicated in Homeowners Loan Corporation appraisal maps.

**Mostly white population moves in by restrictive covenants.**

Data from Land Use Memo (2022)

Although **Black population increases** with recruitment efforts by railroads, remains mostly white.

DEMOGRAPHICS

**White flight** towards areas with new investment and services, and an influx of **Hispanic and Asian populations.**

CHANGING

**Increasingly diverse, proud community** remains strong while grappling with infrastructure decline & disinvestment.

## 1941-1970: CHANGING WINDS & ANNEXATION

**1945:** WWII ends.

**1949:** The National Housing Act provided federal funding for communities "clearing slums and rebuilding blighted areas."

**1954:** First recorded use of a Tax Increment Financing District in the City was to acquire and demolish a property for slum clearance.

**1955:** State Hwy 160 bisects the area from the rest of the region.

**1961:** North Sac adopts comprehensive zoning plan.

**1963:** Interstate 80 extended.

**1964:** North Sac annexed into Sacramento after North Sac voters initially rejected annexation.

## 1971-1990: ECONOMIC REINVESTMENT

**1973:** Del Paso Heights Redevelopment Plan adopted to attract direct investment into the area.

**1984:** North Sac Community Plan identifies overarching issues, including vacant and underutilized land, industrial land uses, and inadequate infrastructure.

**1987:** Expansion of Light Rail service in North Sac.

## 1991-PRESENT: ECONOMIC DOWNTURN & POSITIONING FOR THE FUTURE

**1992:** North Sacramento Redevelopment Area established.

**2001:** McClellan Air Force Base closure. At its height, McClellan employed more than 11,600 people.

**2005:** Del Paso Blvd. PBID established.

**2009:** Sacramento 2030 General Plan adopted.

**2021:** Sacramento 2040 General Plan Update approved

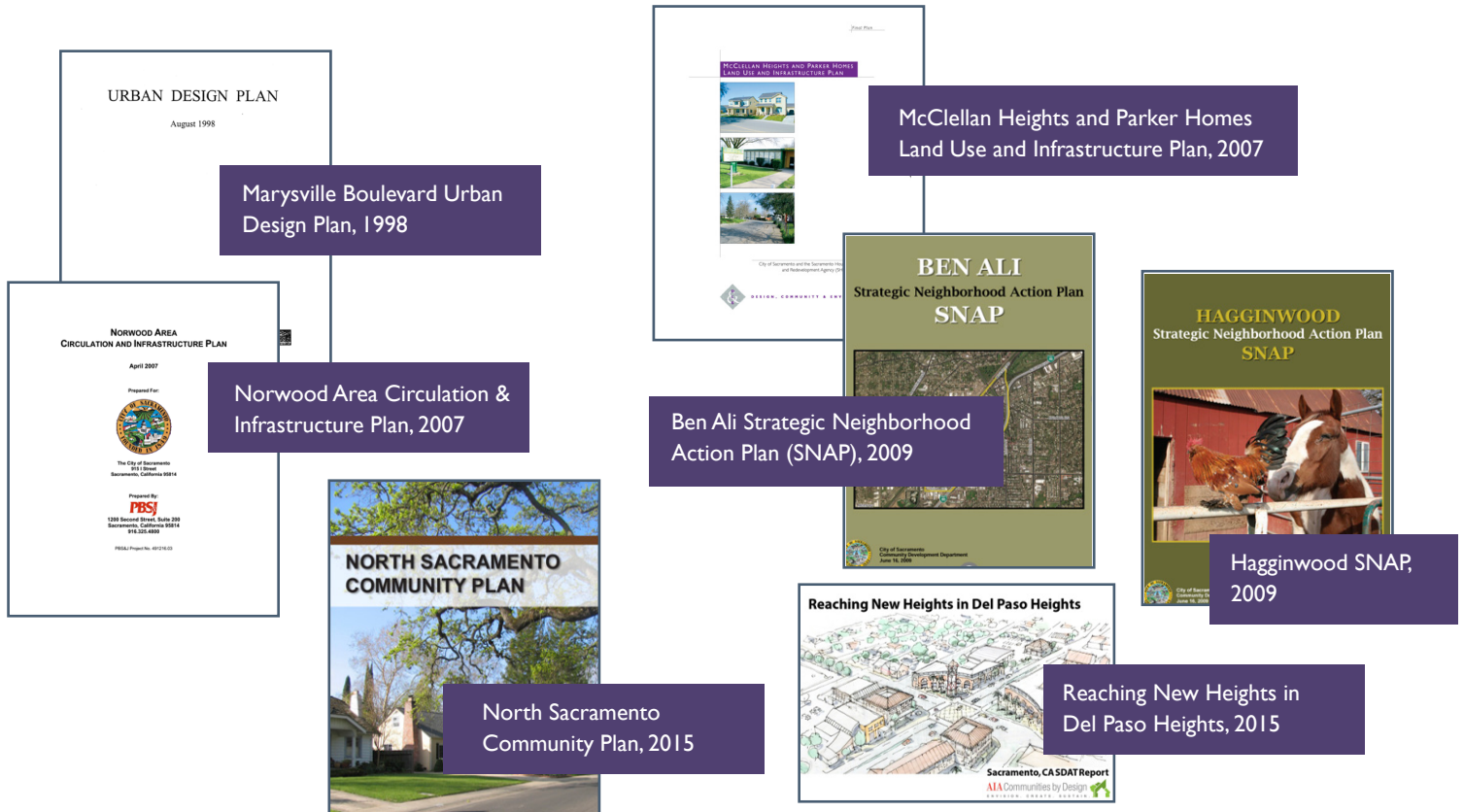
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# CHAPTER 2: VISION FOR THE CORRIDOR



# BENEFITING FROM DECADES OF WISDOM TO STRATEGICALLY IDENTIFY ACTIONS AND THE NEEDED RESOURCES.

Since 1992, the City of Sacramento, professional organizations, and other local governmental agencies have conducted more than 15 studies on the North Sacramento area or neighborhoods contained within the boundary. We approach this action plan with an understanding of the historical context and resulting issues along the corridor, which persist in part because many previous studies lacked dedicated funding and support to invest in the corridor. This action plan will attempt to acknowledge and fill in the gaps, prioritizing building community collaboration, expertise, leadership, and power.



## VISION FOR A HEALTHY CORRIDOR

**01**  
MEETING HOUSING  
NEEDS

**02**  
SUPPORTING LOCAL  
BUSINESSES

A healthy corridor will encourage new investment & redevelopment in North Sacramento.

**03**  
ACCESSIBILITY

**04**  
COMMUNITY  
BEAUTIFICATION

**05**  
COMMUNITY  
DECISION-MAKING  
PROCESS

# PLAN FRAMEWORK

Community members have a vision for the future. Based on community priorities, Forward Together identified four primary action areas. We identify challenges and opportunities related to how diverse populations **live**, **work**, **shop**, and **experience** the Marysville- Del Paso Boulevard commercial corridor.

As part of our outreach efforts, we received over 200 responses to our community survey and 30 responses to our business survey, conducted a town hall, and collected feedback from community members throughout the action planning process.

*Hundreds of visions, comments, suggestions were recorded from past planning efforts and collected through our outreach.*

|  |  |  |   |
|--|--|--|---|
| <br><b>LIVE</b>         | Create and preserve <b>affordable housing and homeownership opportunities</b> for residents.                         | <i>"Investing in the area but being careful not to gentrify the neighborhood and push long-term residents out"</i> | <i>"I would like to see more affordable housing and support for homeowners"</i> |
| <br><b>WORK</b>         | Foster and retain businesses and employers <b>that provide living-wage jobs and career growth.</b>                   | <i>"Marketing assistance for local businesses"</i>   | <i>"Addition of good to high paying jobs in the community"</i>                  |
| <br><b>SHOP</b>        | Create an <b>inclusive retail corridor</b> that meets the various shopping and entertainment needs of the community. | <i>"More restaurants and businesses"</i>   | <i>"A thriving diverse (culturally, ethnically, and financially) community"</i> |
| <br><b>EXPERIENCE</b> | Foster <b>inviting spaces and experiences where residents, workers, businesses and visitors can gather.</b>          | <i>"Bring communities closer &amp; grow as a stronger community"</i>   | <i>"Host community work days for beautification projects"</i>                   |

Data from Community Survey (2022)





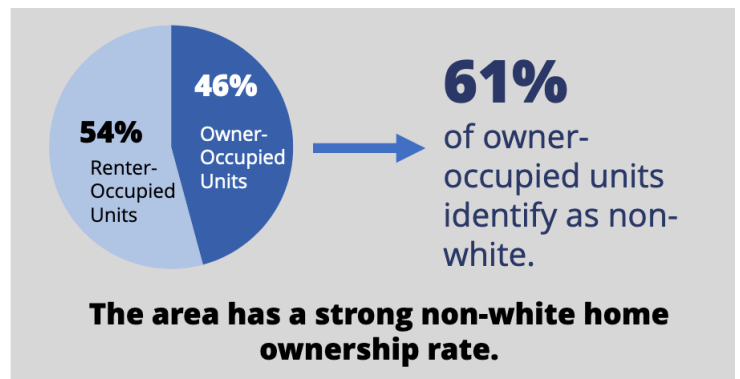
# LIVE

Create and preserve affordable housing and home ownership opportunities for residents.

Residents are proud to live in Marysville- Del Paso and are invested in staying in the community long-term.

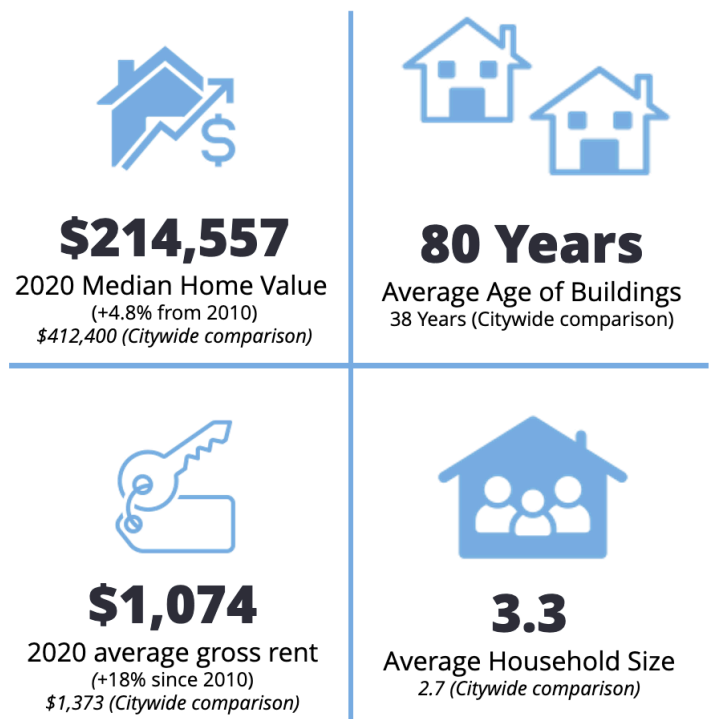
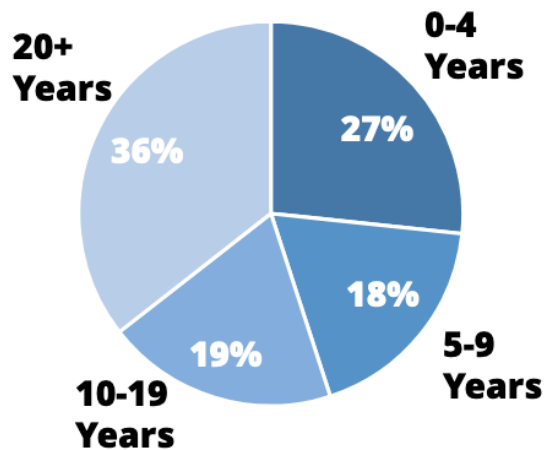
“This is my home and my kids love it here! We are Pacers for life!”

- Marysville - Del Paso Blvd. Resident



# 36%

Of Survey Respondents have **lived in the Study Area** for 20+ years



Data from CoStar (2022), ACS (2016-2020), Listening Sessions (2022)

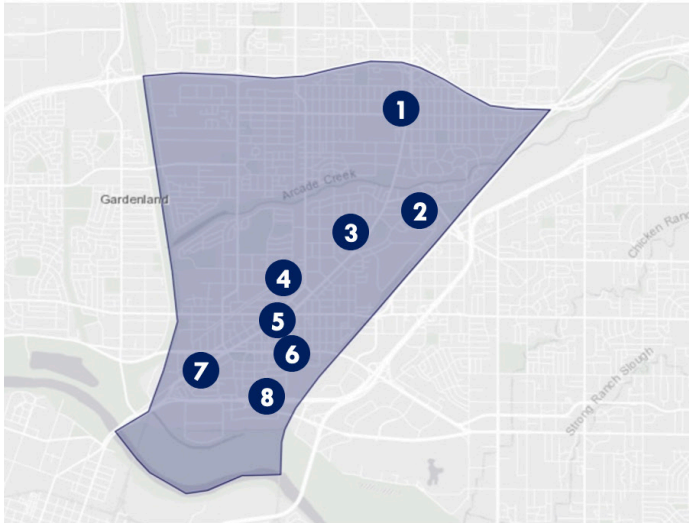




# LIVE

## PROPOSED HOUSING DEVELOPMENTS

Very little housing has been brought to the market in this area in the past 10 years.



**3** 2993 Marysville Blvd



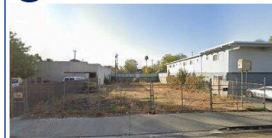
**Type:** Market-Rate  
**Units:** 2  
**Stories:** 2  
**Status:** Delivered 2021

**4** 2631 Beaumont St



**Type:** Market-Rate  
**Units:** 9  
**Stories:** N/A  
**Status:** Planned

**5** Darina Apartments



**Type:** Market-Rate  
**Units:** 13  
**Stories:** 3  
**Status:** Planned

**6** Arden Way Apt.



**Type:** Affordable  
**Units:** 120  
**Stories:** 4  
**Year Built:** Under Const.

**1** Willow Grove Apt.



**Type:** Market-Rate  
**Units:** 24  
**Stories:** N/A  
**Status:** Planned

**2** Kenwood Meadows



**Type:** Market-Rate  
**Units:** 12  
**Stories:** 2  
**Year Built:** Planned

**7** 1212 Village



**Type:** Affordable  
**Units:** 75  
**Stories:** 4  
**Status:** Planned

**8** The Grove at Woodlake



**Type:** Market-Rate  
**Units:** 269  
**Stories:** 3  
**Status:** Planned





# LIVE

Rent and other economic pressures are a concern for residents who are living in the study area. Rising rents have not kept pace with incomes in the area. Lower incomes also reduce homeowners' ability to upkeep, reinvest, and stay in their homes.

*“The community is changing fast and getting more expensive.”*

*“The cost of living is rising, yet the conditions of the neighborhood continue to deteriorate.”*

*“There is a larger disparity between newly developed communities and more established ones.”*

- from Residents at Community Listening Sessions

## FROM 2010 TO 2020...

There are fewer lower-income residents and affordable options in the area



The number of higher-income residents and units is increasing



7% decrease of residents making < **\$35,000/year**



Loss of about 1,500 **units with monthly rents under \$800.**



61% increase of residents **making > \$75,000/year**



Increase of over 2,000 **units with monthly rents over \$800.**



# LIVE

## DEFINITIONS

### **Gentrification:**

Gentrification is the process by which higher income households displace lower income residents of a neighborhood, changing the essential character of that neighborhood. Often, though not always, gentrification has a very clear racial component, as higher income white households replace lower income minority households.

### **Displacement\*:**

Displacement occurs when certain groups of individuals or households (often low-income) are forced to move from neighborhoods as a result of rising housing costs and neighborhood conditions associated with new investments in those neighborhoods.



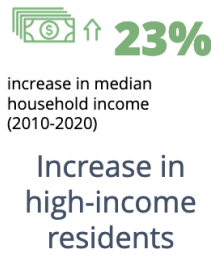
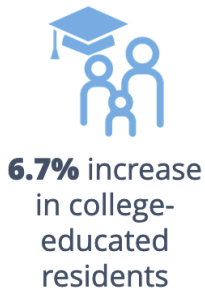
**Example:** New luxury apartments attract higher income residents. This migration can put pressures on surrounding housing and businesses to become more expensive.

**Example:** A new landlord purchases property and raises the rent. Residents are unable to remain in their home and are forced to find more affordable housing.

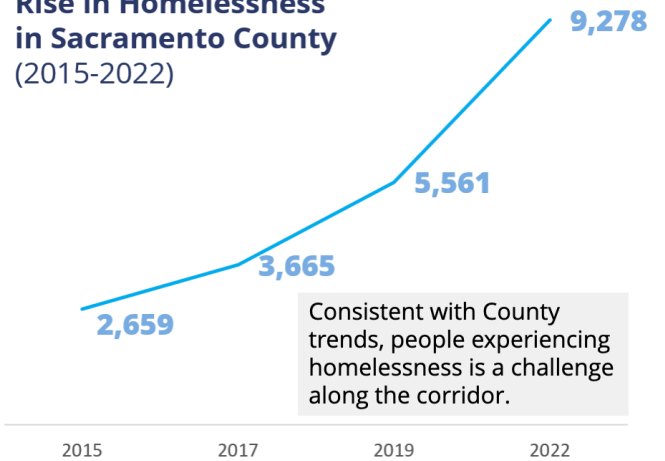


# LIVE

Demographic shifts may indicate early gentrification pressures and neighborhood change. Affordable housing is a top priority for investment after restaurants, shopping, and night-life desired for the Marysville - Del Paso Corridor.



**Rise in Homelessness in Sacramento County (2015-2022)**



Consistent with County trends, people experiencing homelessness is a challenge along the corridor.

Data from Community Survey (2022), ACS (2016-2020), Sacramento Steps Forward (2022)

## CONSIDERATIONS FOR ACTION

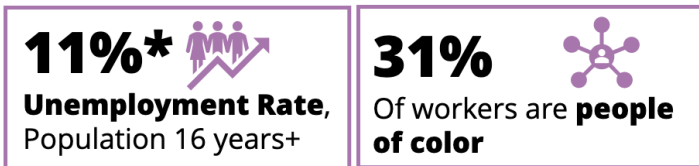
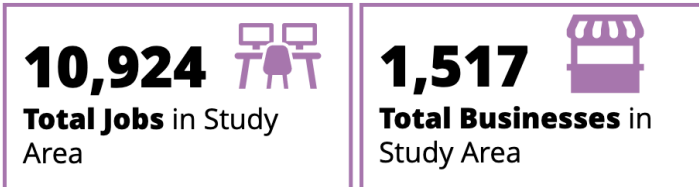
- Increase access to home ownership and provide existing homeowners with financial support for home improvements
- Preserve affordable options for tenants and connect them with resources to advocate for their rights
- Prevent gentrification and displacement of residents
- Provide services and support for unhoused populations
- Encourage the production and preservation of affordable and market-rate housing



# WORK

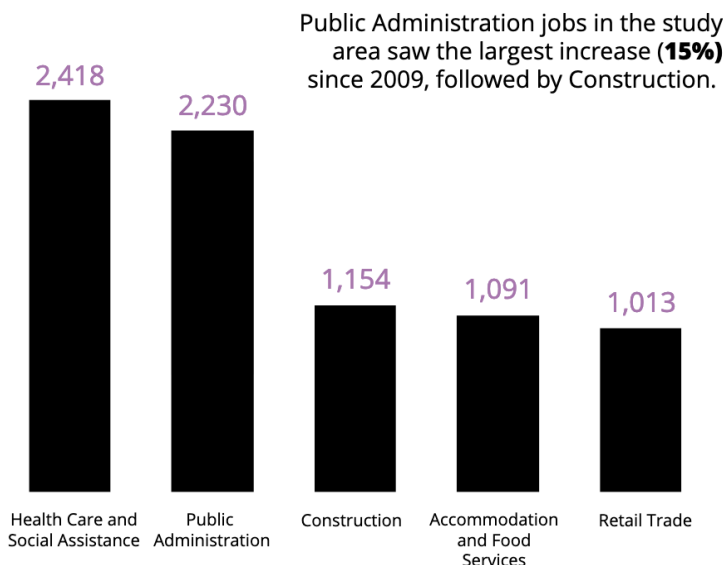
*Foster and retain businesses and employers that provide living-wage jobs and career growth opportunities for workers in the community.*

A few industries provide a large portion of employment, demonstrating an opportunity for more diversity in jobs at all skill levels.



Local businesses on the Marysville-Del Paso Boulevard commercial corridor.

## Jobs by Industry in Study Area (Top 5 Industries)



# 95.4%

of the residents are **employed outside of the study area**, with 25% of residents employed elsewhere in the city of Sacramento

# 59%

of survey respondents believe there are **inadequate job opportunities** along the commercial corridor



# WORK

Many local businesses have a strong desire to stay in the area, demonstrating close ties with the community and have been serving the residents of the community for many years.

## 64%

Of businesses surveyed have been **in the area for more than 6 years.**

What drove businesses to locate along the corridor and why is the corridor unique?

*“Busy street and walking distance for people in our community.”*

*“Good customer base as well as past customers.”*

*“Grew up and wanted to come make a difference here.”*

*“Location gets a lot traffic and its good for business.”*

*“Low rent” [opportunity for businesses to operate in the area].*

- Business Survey Respondents

## 69%

Of businesses surveyed **rent their space**

## A CHANGING BUSINESS ENVIRONMENT

More than 50% of the businesses surveyed shared that the physical environment along the corridor has deteriorated significantly, especially with the increase in vacant lots.

## 58%

**Of businesses surveyed are somewhat or very concerned about being able to remain in business**

### Potential Risks of Commercial Gentrification and Displacement:

- The overall concentration of businesses along the corridor slightly decreased from 2000-2019
- The corridor is a hub of minority-owned and small businesses
- The proportion of minority businesses in the Study Area decreased from 2000-2019



# WORK

Investment in the future of businesses and owners is needed to build on the legacy of the corridor.

## What challenges are businesses facing today?



Physical environment has deteriorated, not attracting foot traffic



Safety concerns around the corridor



Increasing costs to doing businesses due to economic pressures

## What resources or investments are needed to support business growth ?



Investments in infrastructure and storefront façade to ease access for pedestrian and car traffic



Increased technical assistance and participation in chambers of commerce or other business support organizations



Signage and marketing for local businesses and the corridor

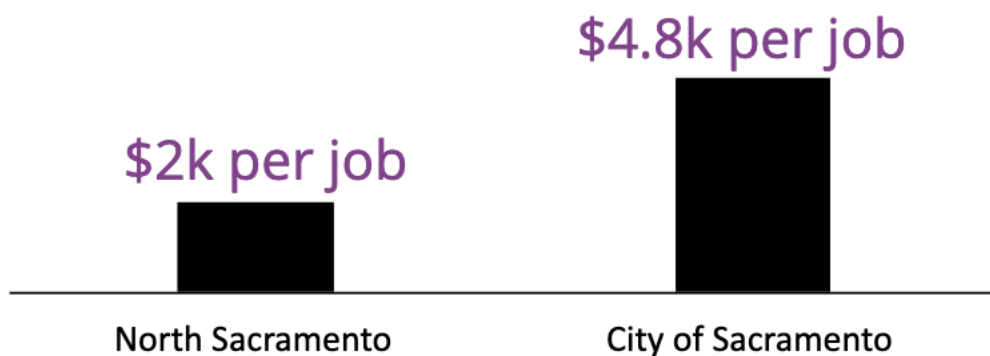


Activate vacant sites along the corridor



# WORK

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



## CONSIDERATIONS FOR ACTION

- Invest in street and pedestrian infrastructure to draw more foot traffic to businesses
- Beautify the landscape, update storefront facades, and invest in tenant improvements to strengthen the business environment
- Develop a marketing campaign that is geared toward supporting local businesses
- Connect businesses to more established business networks and resources
- Bring more businesses that will hire local workers and provide workforce training to increase employment opportunities





# SHOP

Create an inclusive retail corridor that meets the various shopping and entertainment needs of the community.

Del Paso-Marysville Blvd. is the main shopping corridor in the study area but has seen limited retail growth, leading to shopping amenities that do not fully meet community needs. Of the residents and visitors who participated in the community survey, most feel retail offerings along the corridor are very limited.

## 62%

Said they access the corridor for **grocery needs**, but not for many other goods and services.



## 47%

Only visit the corridor **monthly** or not at all.

## 4

**Average rating on a scale from 1-10**, saying the corridor meets resident's everyday needs.

Note: 1 is the lowest rating, 10 is the highest rating.

Area has seen 3.5% Retail Inventory Growth in the last 10 years (Citywide = 3%)



Consistent with City trends, the Del Paso-Marysville commercial corridor remains active but has experienced very little new retail growth in the last decade. New building deliveries in the area primarily include discount retail chains and small auto dealerships.

## 1.3M

Square feet of retail establishments in the Study Area

### Top 5 Retail Industries

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

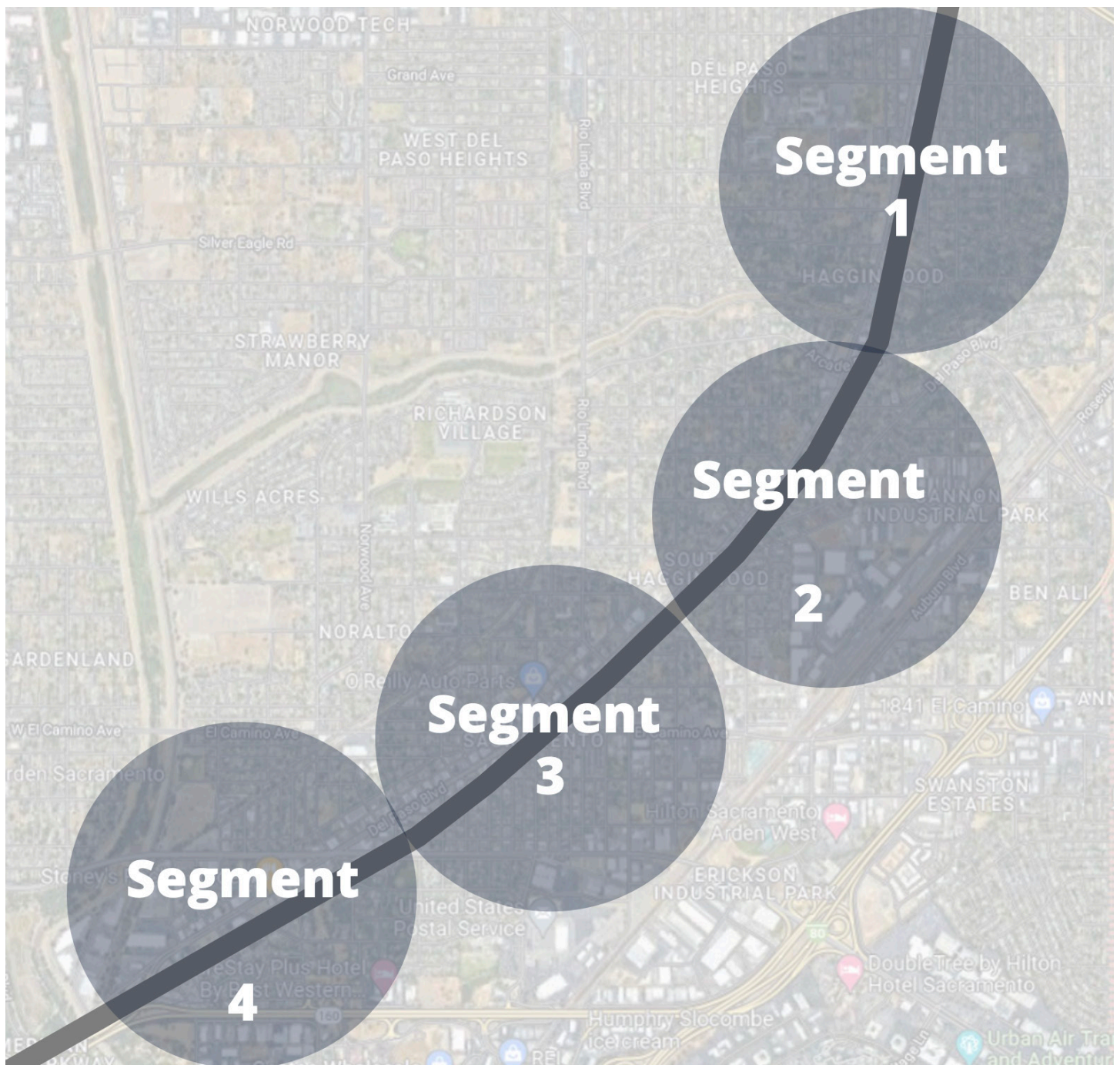


# SHOP

## Corridor Segments

Each segment along the corridor has a unique feel and shopping experience depending on the physical and retail conditions of the segment.

The following slides describe the different retail experiences along the corridor based on four different segments.





# SHOP

## Segment #1: Interstate 80 to Arcade Blvd.

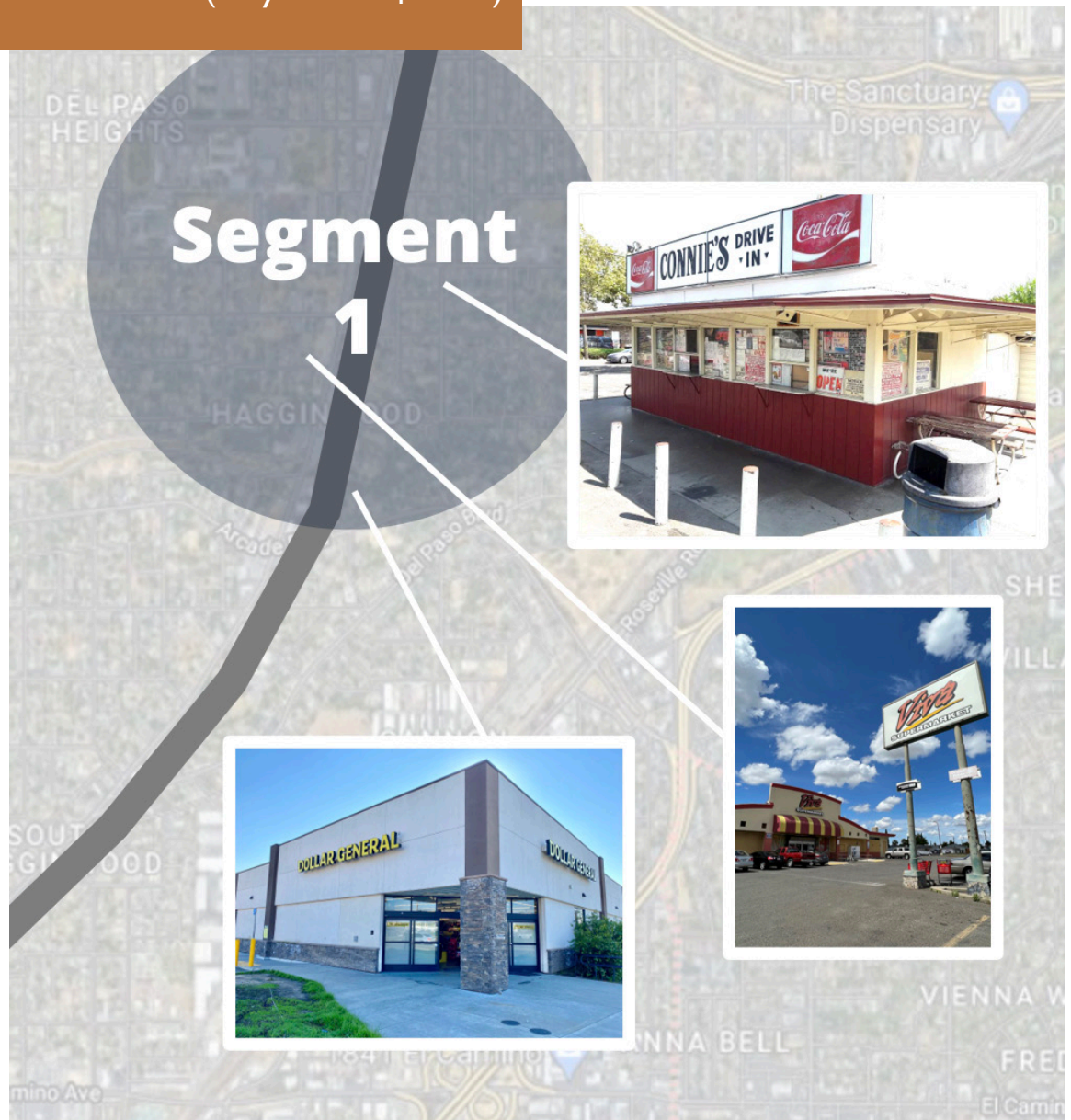
Transitioning from mostly industrial uses on the other side of the interstate, Segment I includes a mix of auto repair shops and other general merchandise stores, in addition to a grocery store. Vacancy rates remain low due to very limited retail space available in this segment and lower rents compared to the rest of the city.

### Segment Stats:

27 Retail properties

1.3% Retail vacancy rate (Citywide = 7%)

\$20.33 Average retail rent/sf (Citywide = \$21.67)





# SHOP

## Segment #2: Arcade Blvd to Glenrose Ave.

Segment 2 includes very limited retail and businesses along the corridor, with mostly single-family residential and churches located along the corridor.

### Segment Stats:

9 Retail properties

0% Retail vacancy rate (Citywide = 7%)

\$19.06 Average retail rent/sf (Citywide = \$21.67)



Vacancy Rate = % of Existing Rentable Buildings SF that are vacant.

Data from Costar, Walk Audit Survey (2022)



# SHOP

## Segment #3: Glenrose Ave. to Arden Blvd.

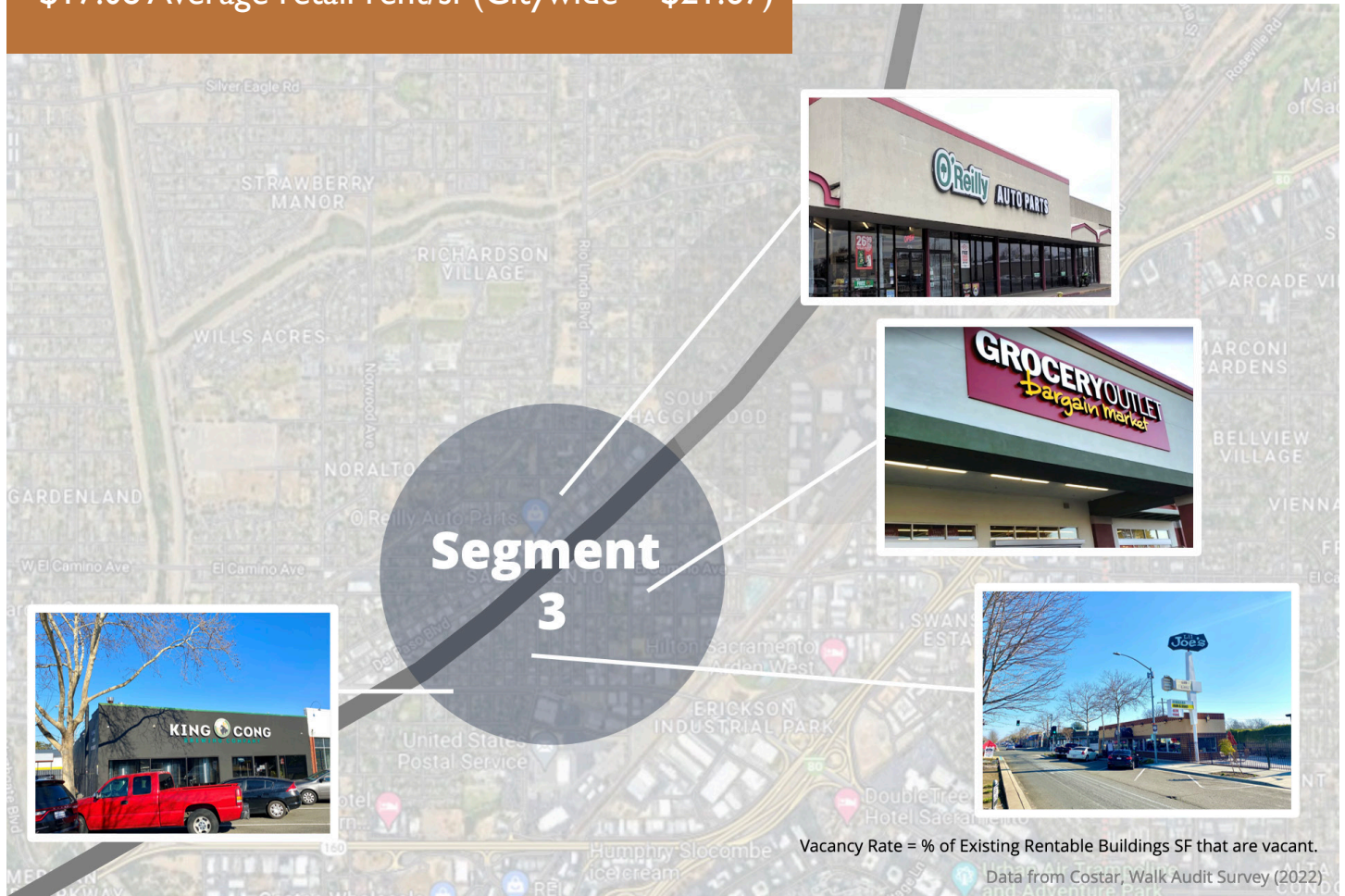
Segment 3 experiences the most consumer traffic with a higher presence of general merchandise shops and stores centered around the El Camino intersection and anchor stores, such as the Grocery Outlet and O-Reilly Auto Parts.

### Segment Stats:

45 Retail properties

1.7% Retail vacancy rate (Citywide = 7%)

\$17.08 Average retail rent/sf (Citywide = \$21.67)





# SHOP

## Segment #4: Arden Blvd. to Highway 160

Segment 4 includes more retail spaces with local shops and businesses that create a curated shopping space near community staples such as Stoney's and the Iceland Skating Rink. Vacancy rates throughout this segment remain higher than the other segments due to more retail space that is available, but not being leased.

### Segment Stats:

26 Retail Properties

5.1% Retail vacancy rate (Citywide = 7%)

\$16.55 Average retail rent/sf (Citywide = \$21.67)



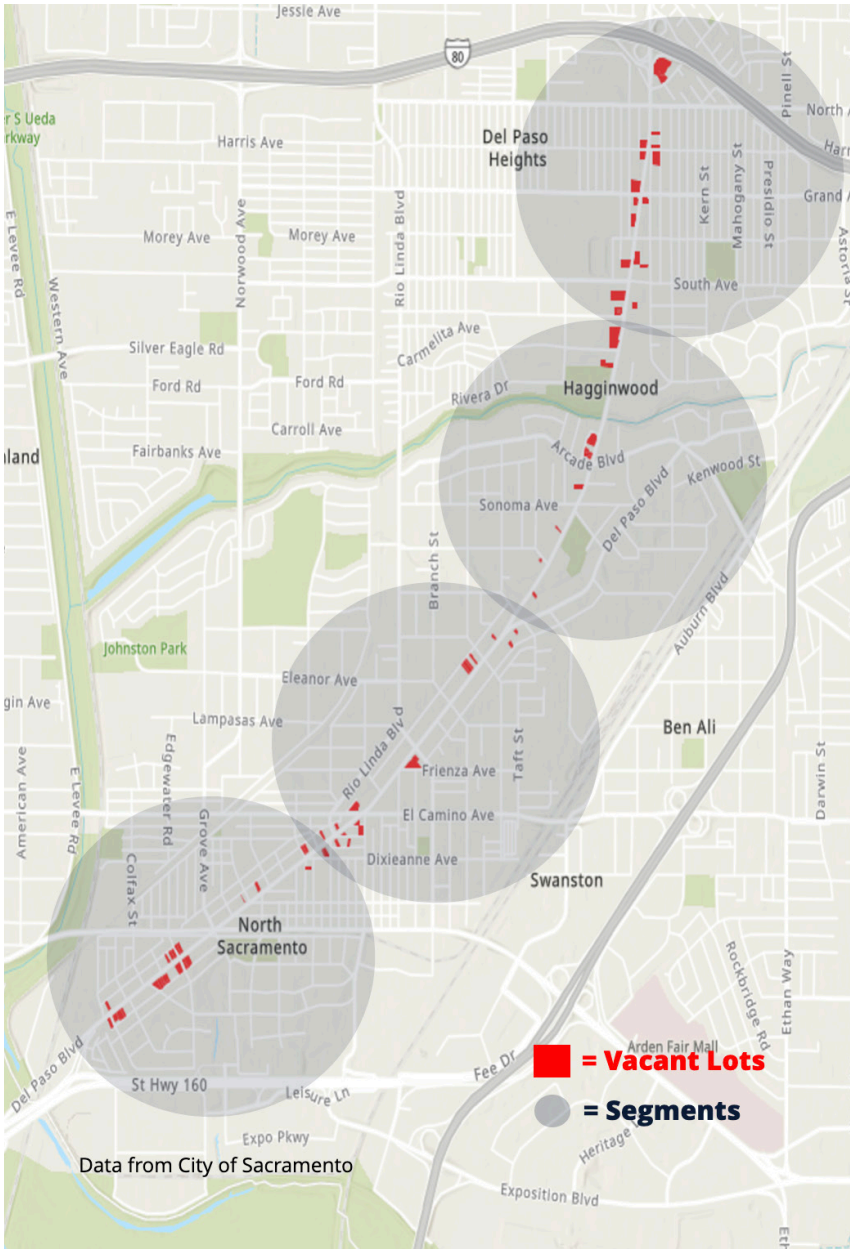
Segment

4



# SHOP

There is an opportunity to repurpose vacant lots to promote more vibrancy along the corridor.



**Over 40 vacant sites along the corridor.**

**Segment 1: I-80 to Arcade Blvd.**

Approximately 17 vacant sites along the corridor | *Most of the vacant lots are at the northern segment of the corridor, at the “entrance” to the community.*

**Segment 2: Arcade to Glenrose Ave.**

Approximately 6 vacant sites along the corridor | *Residential units are mostly represented in this segment, with little vacant lots that can be used for commercial uses.*

**Segment 3: Glenrose Ave. to Arden Blvd.**

Approximately 11 vacant sites along the corridor | *Even with the most business activity, this segment is still challenged by the presence of vacant lots.*

**Segment 4: Arden Blvd. to Hwy 160**

Approximately 9 vacant sites along the corridor | *Vacant lots are also located at the southern “entrance” to the corridor.*

Note: Vacant Lots = Properties that have no existing buildings and are empty lots. Does not assume all vacant sites are zoned for commercial uses.



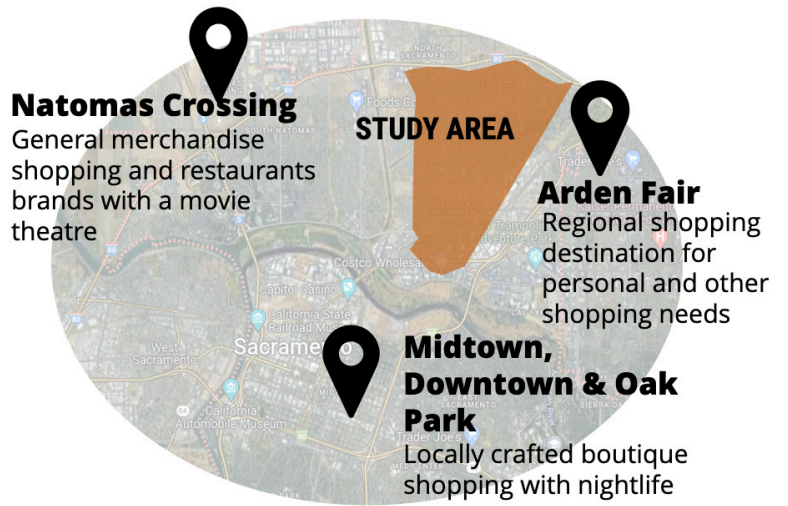
# SHOP

In addition to basic amenities and goods, the community also desires more social spaces for entertainment and nightlife in the study area.

## 46%

Of respondents surveyed said they want to see more shopping, restaurants and nightlife along the corridor to create more opportunities for social gatherings.

Residents are visiting and shopping at other local and regional destinations to serve their shopping and entertainment needs.



For certain retail types, residential demand for these goods are not being met by the current supply of retail:



### Restaurants

Supportable Square Feet: 47,000 – 50,000

### Unique Shopping Retailers

Supportable Square Feet: 40,000 – 45,000

### Health & Personal Care Stores

Supportable Square Feet: 20,000 25,000

### Clothing Stores

Supportable Square Feet: 20,000 – 25,000

### Furniture & Home Stores

Supportable Square Feet: 10,000 – 15,000

### Home and Garden Supply Stores

Supportable Square Feet: 10,000 – 15,000

### Sports and Hobby Stores

Supportable Square Feet: 5,000 – 10,000

**The study area needs to attract retailers that provide both basic goods and services along with providing amenities for more experiential shopping.**

Though the retail leakage analysis does not show a need for grocery stores due to existing local and ethnic markets, the community expressed a need for more large chain grocery stores that serve all needs and groups. Retail leakage is when there is unmet demand in the current supply of retail.





# SHOP

The current user experience along the corridor is very limited and does not provide a variety of shopping and entertainment experiences.

Top 4 Responses for what the community would like to see more of along the corridor:



1 Restaurants



2 Grocery Stores



3 Entertainment



4 Personal Shopping

*“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”*

*“Iceland and Stoney’s should be strengthened...”*

*“I would like to see the vacant properties filled with life.”*

*“Attract more anchor stores, such as Target”*

- Community Survey Respondents

## CONSIDERATIONS FOR ACTION

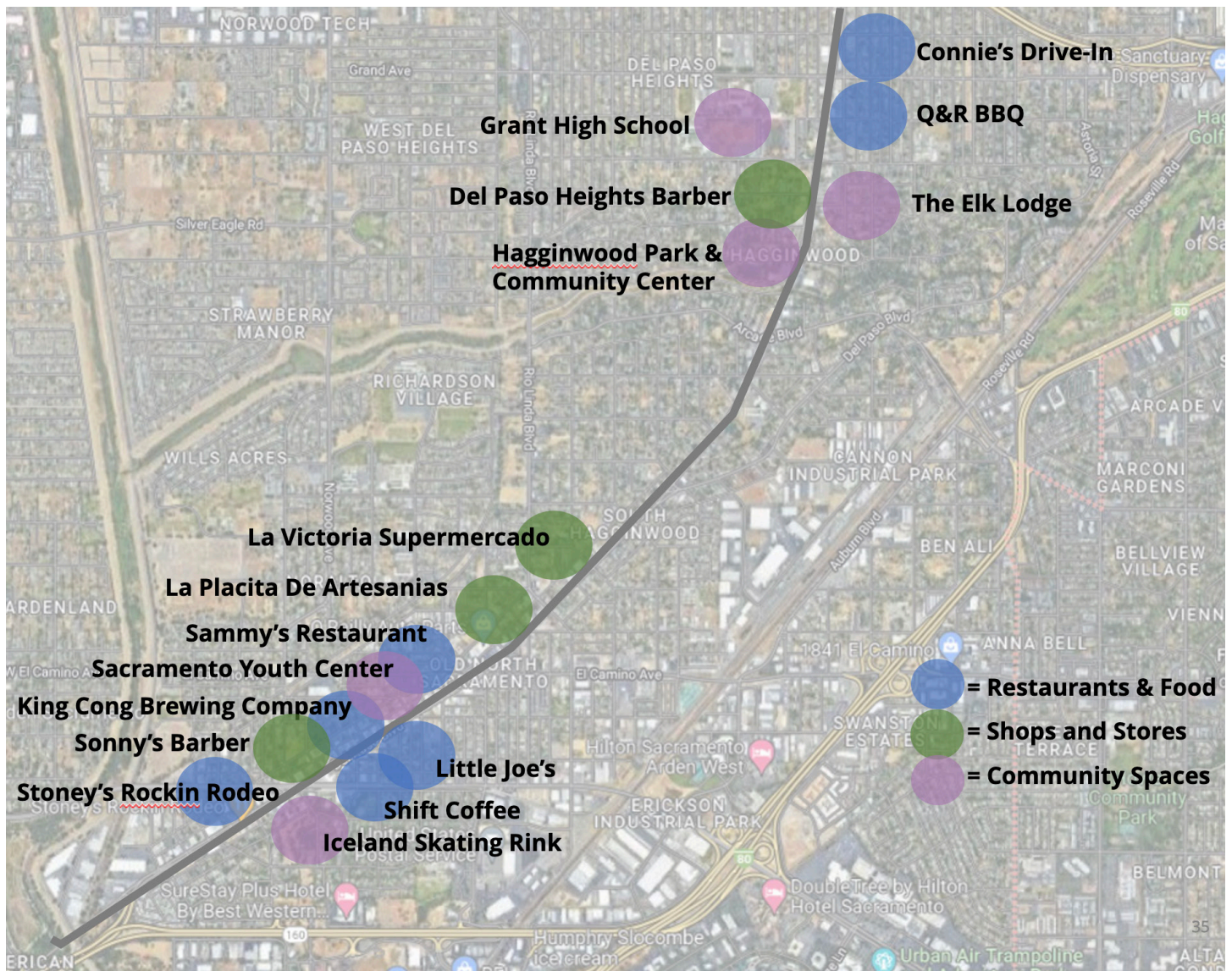
- Foster more of a variety of local shopping and restaurants that will draw nearby residents, including larger anchor tenants
- Develop additional recreational and entertainment spaces that foster a holistic corridor shopping experience and coworking spaces
- Create more pride along the corridor through targeted marketing campaigns to attract more visitors
- Reinvigorate community staples that are iconic to the corridor
- Activate vacant sites and storefronts to pilot community-informed retail and dining models



# EXPERIENCE

*Foster inviting spaces and experiences where residents, workers, businesses, and visitors can gather.*

The corridor has strong and unique assets that the community is proud of and wants to preserve.





# EXPERIENCE

Residents desire safe, clean, and beautiful community spaces that enhance existing assets.

## 40%

Of survey respondents identified the need to increase safety measures along the corridor make it more of a safe space for residents to come together

*“Bring back pride into the community.”*

*“Create social spaces that are safe and attractive.”*

*“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.”*



**COMMUNITY VOICES**

Data from Community Survey (2022)

## CHALLENGES WITH SPACES TODAY



**Vacant Properties** create an uninviting environment that does not foster a sense of life and vitality along the corridor.



**Unwelcoming storefronts** detract visitors and residents from experiencing the corridor, impacting opportunities for businesses.



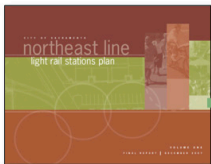
**Litter and garbage** along the corridor does not contribute to strengthening community pride and creating a strong brand for the corridor today.



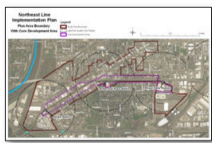
# EXPERIENCE

In addition to improving the walkability and bikeability of the corridor, transportation infrastructure is critical to encourage corridor use.

## PREVIOUS TRANSIT PLANS



Northeast Line Light Rail Stations Plan (2007)



Northeast Line Implementation Plan (2011)



Swanston Station Transit Village Plan (2011)



Marconi Light Rail Station Technical Background Report (TBR) (2012)

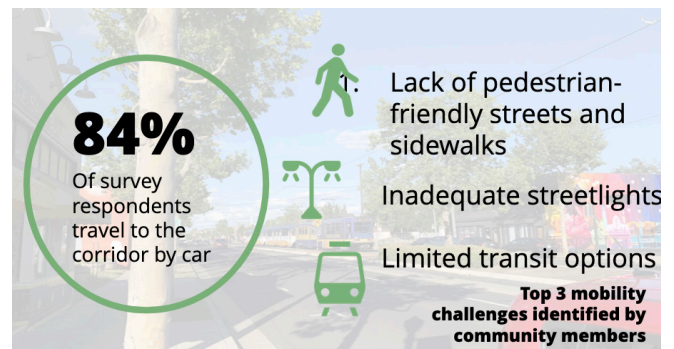
## CURRENT/ONGOING TRANSIT PLANS:

Transportation Priorities Plan, Alleyways Activation Plan, and more.

Data from Community Survey (2022)

## CHARACTERISTICS

- 5 light rail stations in the Study Area
- Community ask for more frequent transit, and bus lines
- Proximity to Sacramento Northern Bike Trail



## CONSIDERATIONS FOR ACTION

- Invest in and support Marysville as a transit and bikeway center
- More recreational and entertainment spaces that foster a holistic gathering and community spaces
- Better connectivity between places along the corridor and surrounding neighborhoods
- Clean and safe environment that provides opportunities for youth to engage
- More family friendly spaces, including mixed-use live, work, play spaces

**There is powerful momentum in the community today to build off the unique assets that have shaped the community and lift up residents, workers, businesses and community partners to invest in and take pride in the community they call home and move forward together.**

## CONSIDERATIONS FOR ACTION

Community voices have been heard and they are ready for movement.

### LIVE

- Increase access to home ownership and provide existing homeowners with financial support for home improvements
- Preserve affordable options for tenants and connect them with resources to advocate for their rights
- Develop resources to prevent gentrification and displacement of residents
- Provide services and support for unhoused populations
- Encourage the production and preservation of affordable and market-rate housing

### WORK

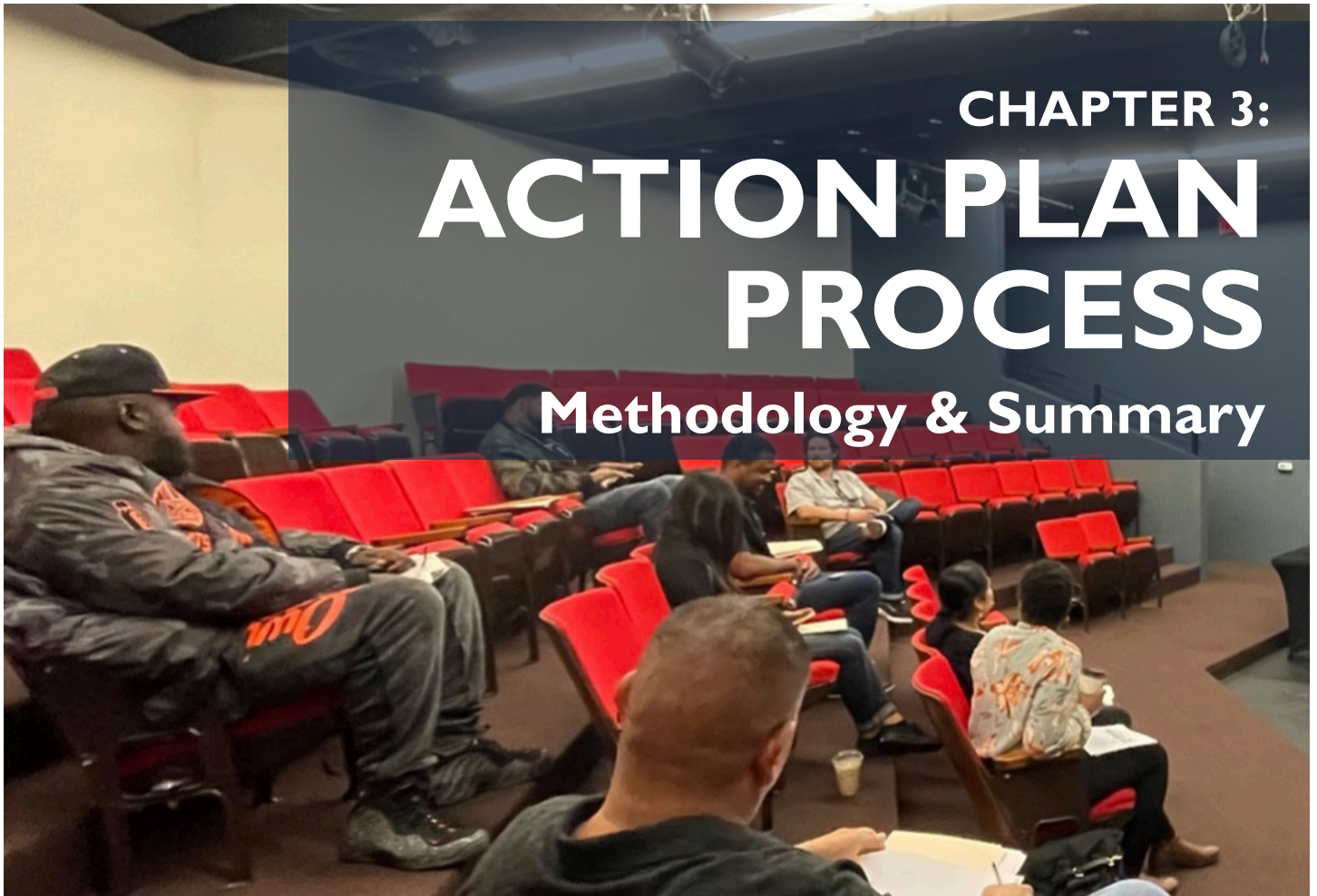
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- Develop a marketing campaign that is geared toward supporting local businesses
- Connect businesses to more established business networks and resources
- Bring more businesses that will hire local workers and provide workforce training to increase employment opportunities

### SHOP

- Foster more of a variety of local shopping and restaurants that will draw nearby residents, including larger anchor tenants
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### EXPERIENCE

- Invest in and support Marysville as a transit and bikeway center
- Create more holistic gathering and community spaces
- Better connect place and the surrounding neighborhoods
- Foster more clean and safe environments that provide opportunities for youth to engage
- Create more family friendly spaces, including mixed-use live, work, play spaces



## CHAPTER 3: ACTION PLAN PROCESS Methodology & Summary

The following pages outline ideas sourced from and inspired by community members at events, community meetings, listening sessions, and during community advisor meetings between May and September 2022.

Community members had the opportunity to vote on their top priorities for improvements to the corridor in an online survey and at community events from October to December 2022. Based on this community feedback, we developed a series of actions for consideration that correspond to the issues identified in the Community Profile Report.

The following slides include summaries of major considerations as well as the initial lists of possible actions for further deliberation and development by the Forward Together team and community members.

This list does not reflect a final list of actions or priorities and will be adapted as further community input is gathered.

# Community Prioritization Results

Community members had the opportunity to vote on their top priorities for improvements to the corridor in an online survey and at community events from October to December 2022. 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.

| 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<br>Connect residents to more affordable housing to rent.<br>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<br>Better and more bike lanes<br>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)<br>Cleaner and safer streets<br>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)<br>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<br>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          |



## CHALLENGES & OPPORTUNITIES

- Community members are concerned about rising housing costs and the lack of housing and support for unhoused neighbors.
- Demographic shifts over the past ten years may indicate early signs of gentrification and unwanted neighborhood change.

## CONSIDERATIONS FOR ACTION

- Increase access to home ownership and provide existing homeowners with financial support for home improvements.
- Preserve affordable options for tenants and connect them with resources to advocate for their rights.
- Develop resources to prevent gentrification and displacement of residents.
- Provide services and support for unhoused populations.
- Encourage the production and preservation of affordable and market-rate housing.

## Preliminary Priorities

### Community Votes

58

**Help residents buy local properties**

50

**Connect residents to more affordable housing to rent**

50

**Work with homeless service providers to identify and address gaps in services**

40

**Build community support for affordable or subsidized housing**

22

**Develop anti-displacement tools (e.g. land trusts)**

*Community members selected their top priorities out of the above statements.*

*Green = 50+*

*Orange = 30-49*

*Yellow = 0-29*

**What would make it easier to live and stay in this area?**





# WORK

## CHALLENGES & OPPORTUNITIES

- Businesses have concerns about remaining open because of increased operating costs, poor physical conditions, and decreased foot traffic.
- Businesses and workers are looking for resources and opportunities to find work or continue to operate in the study area.

## CONSIDERATIONS FOR ACTION

- Invest in street and pedestrian infrastructure to draw more foot traffic to businesses.
- Beautify the landscape, update storefront facades, and invest in tenant improvements to strengthen the business environment.
- Develop a marketing campaign that is geared toward supporting local businesses.
- Connect businesses to more established business networks and resources.
- Bring more businesses that will hire local workers and offer employment opportunities at all skill levels.

## Preliminary Priorities

### Community Votes

60

**Attract more businesses that will hire local workers and promote training programs**

56

**Cleaner and safer streets**

28

**Connect businesses to established resources and programs**

16

**Business friendly infrastructure improvements (e.g. better parking, utilities and electrical)**

11

**Improve buildings by providing support and funding**

*Community members selected their top priorities out of the above statements.*

*Green = 50+*

*Orange = 30-49*

*Yellow = 0-29*

**What kind of business support & employment opportunities do you want?**





# SHOP

## CHALLENGES & OPPORTUNITIES

- Current offerings along the corridor are limited and do not provide a variety of shopping and entertainment experiences.
- In addition to basic amenities and goods, the community also desires more social spaces for entertainment and nightlife along the corridor.

## CONSIDERATIONS FOR ACTION

- Foster more of a variety of local shopping and restaurants that will draw nearby residents, including larger anchor tenants.
- Develop additional recreational and entertainment spaces that foster a holistic corridor shopping experience and coworking spaces.
- Create more pride along the corridor through targeted marketing campaigns to attract more visitors.
- Reinvigorate community staples that are iconic to the corridor.
- Activate vacant sites and storefronts to pilot community-informed retail and dining models.

## Preliminary Priorities

### Community Votes

62

**Activate vacant sites and storefronts to pilot community-informed retail and dining models**

30

**Beautification, Lights, and marketing campaigns to attract more visitors**

28

**Advertise healthy food options, create nutrition/cooking programs**

24

**Reinvigorate community assets that are unique to the corridor (e.g. murals)**

*Community members selected their top priorities out of the above statements.*

*Green = 50+*

*Orange = 30-49*

*Yellow= 0-29*

**What would make shopping and entertainment better?**





# EXPERIENCE

## CHALLENGES & OPPORTUNITIES

- Residents desire safe, clean, and beautiful community spaces that enhance existing assets.
- Residents named basic infrastructure investment needs that would make them feel safe – ranging from sidewalks, road crossings, increased public transportation, lighting, and more.

## CONSIDERATIONS FOR ACTION

- Invest in and support Marysville as a transit and bikeway center.
- Create more recreational and entertainment spaces that foster a holistic gathering and community spaces.
- Better connect place and the surrounding neighborhoods.
- Foster more clean and safe environments that provide opportunities for youth to engage.
- Build more family friendly spaces, including mixed-use live, work, play spaces.

## Preliminary Priorities

### Community Votes

65

**Community cleanups to remove trash and garbage**

48

**More parks and spaces for kids and families**

44

**Safe street crossings for kids**

25

**Tactical investment in infrastructure improvements**

19

**Improved sidewalks**

11

**Build attendance at major infrastructure planning meetings**

11

**Better and more bike lanes**

*Community members selected their top priorities out of the above statements.*

*Green = 50+*

*Orange = 30-49*

*Yellow = 0-29*

**What would help make this area feel safe and enjoyable?**



# Appendix I: Retail Leakage Analysis

| Retail Category                                   | Spending Potential   | Percent of Online Sales (2022) | Capturable Residential Spending Potential | Current Sales        | Unmet Spending Potential or Surplus | Sales PSF | Supportable Square Footage |
|---|----------------------|--------------------------------|---|----------------------|-------------------------------------|-----------|----------------------------|
| Health & Personal Care Stores                     | \$26,006,121         | 10%                            | \$23,405,509                              | \$11,141,509         | \$12,264,000                        | \$525     | 23,372                     |
| Miscellaneous Store Retailers                     | \$83,917,500         | 6%                             | \$79,302,038                              | \$34,236,954         | \$45,065,084                        | \$997     | 45,211                     |
| Grocery, Specialty Food, and Liquor Stores        | \$68,650,847         | 10%                            | \$61,785,762                              | \$71,221,310         | (\$9,435,547)                       | \$638     | 0                          |
| General Merchandise                               | \$58,093,837         | 21%                            | \$46,184,600                              | \$78,682,140         | (\$32,497,539)                      | \$221     | 0                          |
| Restaurants                                       | \$49,587,768         | 5%                             | \$47,108,380                              | \$26,666,356         | \$20,442,024                        | \$434     | 47,065                     |
| Furniture & Home Furnishings Stores               | \$7,834,553          | 13%                            | \$6,816,061                               | \$3,485,453          | \$3,330,609                         | \$269     | 12,380                     |
| Building Materials, Garden Equip. & Supply Stores | \$29,496,988         | 10%                            | \$26,547,289                              | \$19,662,218         | \$6,885,071                         | \$290     | 23,740                     |
| Electronics & Appliance Stores                    | \$5,732,183          | 31%                            | \$3,955,206                               | \$5,498,493          | (\$1,543,287)                       | \$803     | 0                          |
| Clothing & Clothing Accessories Stores            | \$16,599,385         | 24%                            | \$12,615,533                              | \$5,207,469          | \$7,408,063                         | \$289     | 25,637                     |
| Sporting Goods, Hobby, Book & Music Stores        | \$6,467,583          | 28%                            | \$4,656,660                               | \$2,456,528          | \$2,200,132                         | \$280     | 7,845                      |
| Motor Vehicles and Part Dealers                   | \$97,210,478         | 0%                             | \$97,210,478                              | \$190,336,181        | (\$93,125,703)                      | \$215     | 0                          |
| <b>Total</b>                                      | <b>\$352,386,765</b> |                                | <b>\$448,664,406</b>                      | <b>\$464,342,340</b> | <b>(\$15,677,935)</b>               |           | <b>185,249</b>             |

Sources: Claritas Spotlight, CBRE, Retail Maxim, HR&A Assumptions

Methodology: Using the Claritas data which provides retail spending potential and current sales for the study area, HR&A then adjusted for % of online sales spending and average sales per square feet to estimate the total supportable SF of retail for the study area.

Note: Grocery stores are showing a fairly small surplus which accounts for the local markets and off-chain grocery stores that are located in the corridor however this does not necessarily demonstrate the need for more large chain and higher end grocery stores that cater to all groups. Current grocery stores/markets in the study area: Viva Supermarket, New Arcade Market, Bonfare Market, King's Supermarkets, Grocery Outlet, T&Y Market, Super X Market, Pothong Market, La Victoria Supermercado.

# Appendix 2: Land Use Challenges & Levers

## Vacant Land Parcels

777 in total, with many along the Marysville-Del Paso Blvd. Unused land contributes to the abandoned feel of the corridor.

## Single Family Residential Prevalence

Area surrounding study area has limited density options.

## Irregular Land Patterns and Uses

The area's history of unregulated development and late annexation is still seen today, with long blocks and irregularly shaped land parcels.

## Inadequate Infrastructure & Aging Buildings

North Sacramento's infrastructure was developed primarily during the post-WWII era. The area is also physically disconnected from the rest of Sacramento due to highway construction. The area's infrastructure needs additional investment.

## Environmental Challenges from Damaging Historical Uses

The industrial legacy of the area has resulted in several hazardous waste cleanup sites. Historical presence include junkyards, industry, gas stations, and oil repositories.

There is a Land Use Memo document with further information on the above challenges and levers.

Data from Land Use Memo (2022)



## POSSIBLE LAND USE LEVERS

**01**  
CAPITAL  
INVESTMENT

**02**  
ZONING  
AUTHORITY

These levers are examples of tools that can encourage new investment and redevelopment in North Sacramento.

**03**  
INCENTIVES

**04**  
SUBDIVISION  
AUTHORITY

**05**  
VACANT LAND  
DISPOSITION  
STRATEGY

# Appendix 2 Continued: City Control over Levers



## CAPITAL INVESTMENT

- Capital investment can be a tool to jump start private investment.
- The City is identifying opportunities to address deficiencies and meet Federal/State requirements.
- Some funds are available (e.g. brownfields) but significant investment is needed.



## ZONING AUTHORITY

- Zoning can be used to prohibit, require or promote certain types of development.
- North Sacramento is historically industrial and residential.
- The City is adopting policies that support density, necessary to support retail.
- Zoning can only allow, not create investment.



## INCENTIVES

- Non-monetary incentives such as exceptions or bonuses can be offered to developers (e.g. waivers for off-street parking requirements)
- Monetary incentives such as tax incentives can increase interest in investment.
- Often, incentives do not help address deep needs
- (e.g. housing for the homeless)



## SUBDIVISION AUTHORITY

- The City can require robust public improvements in physical infrastructure through its street design requirements which are required during the platting process.
- The physical improvements needed across North Sacramento are costly and those high costs may also discourage investment.

## What can the City influence?

Data from Land Use Memo (2022)



## VACANT LAND DISPOSITION

- The City can sell or invest in public property to...
  - Meet the needs of the local community
  - Act as a catalyst for development of other adjacent parcels
  - Activate vacant space with temporary uses to increase foot traffic, community safety and support local businesses.



City of  
SACRAMENTO  
**FORWARD TOGETHER**  
PUBLIC REVIEW DRAFT



# APPENDIX C

## Community Resource Guidebook

THE BLVD  
*is a*  
*Vibe*

RESOURCE

*Guidebook*

*A*

FORWARD TOGETHER

MARYSVILLE & DEL PASO BLVD

*Collaboration*

# Introduction

Welcome to the Forward Together Resource Guidebook. The purpose of this guidebook is to spotlight funding opportunities, resources and programs that support the actions listed in each of the four categories in the Forward Together Action Plan: Live, Work, Shop, and Experience. Use this guidebook to research opportunities that can support implementation of a specific action. The resources from public and private entities listed below serve the Del Paso and Marysville boulevards. Although funding opportunities may be currently closed, and/or resources and programs may not currently be operational, this guidebook can also be used as a first step in contacting organizations that can help locate appropriate resources.

For a list of current resources, please visit the City of Sacramento Community Engagement's [LinkTree resources webpage](#).

## Themes



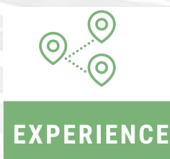
Create and preserve **affordable housing and home ownership opportunities** for residents.



Foster and retain businesses that provide **good job opportunities and career growth** for workers in the community.



Create an **inclusive retail corridor** that meets the various shopping and entertainment needs of the community.



Foster **inviting spaces and experiences** where residents, workers, businesses and visitors can gather.



Create and preserve **affordable housing and home ownership opportunities** for residents.

*See Community Profile, page 15, and Action Plan, page 6.*

## *Funding Opportunities*

### **Rental/Bill Assistance (SHRA)**

<https://www.shra.org/sera/>

- Sacramento Emergency Rental Assistance (SERA) by Sacramento Housing and Redevelopment Agency: The SERA Program provides rental and utility assistance to low-income residents of Sacramento County that are unable to pay these bills due COVID-related increased costs or decreased income.  
<https://www.shra.org/sera/> OR [sera@shra.org](mailto:sera@shra.org)

### **First-time homebuyer Program (Habitat for Humanity)**

<https://habitatgreatersac.org/home-ownership/apply/>

- Future Habitat homeowners are active participants in the homebuilding and home buying process. Habitat homeowners build and buy their very own homes, creating brighter futures for themselves and their families.

### **Shine Awards (SMUD)**

<https://www.smud.org/en/Corporate/Landing/Sustainable-Communities/Shine-awards>

- The goal of the Shine Award program is to create opportunities to build inclusive community collaborations, provide equitable support to encourage economic development in the Sacramento region and support our community-based nonprofit organizations. An overarching focus will be on achieving our 2030 Clean Energy Vision with a commitment to ensuring all cultural, and social identities share in the benefits of the Vision and with deliberate attention to the historically underserved. Together we will improve our local air quality, develop our local workforce and create a cleaner and healthier region for all. Awards range from up to \$100,000 and include matching requirements.

# Resources/ Programs

## Home Repair Program (Habitat for Humanity)

<https://habitatgreatersac.org/home-ownership/homerepair/homerepair/>

- This program responds to the housing crisis in California by solving health, accessibility and safety concerns in homes owned by low-income families, veterans, and elderly residents on limited incomes. By fixing the long-deferred maintenance projects, critical repairs, and code violations, we help families stay in their already affordable homes and avoid displacement.

## Safe at home and Home Repair (Rebuilding Together)

<https://rebuildingtogether.org/>

- Safe at Home services: Home safety modifications that improve safety and independence. The service is available for free to low-income homeowners and for a moderate fee for those above the range or renters. Call 916-455-1880 x 1 for an application or <http://rebuildingtogethersacramento.org/safe-at-home/>
- Home Repair Program: Applications are currently being accepted for homes that will be selected for home improvement workdays. The improvements will vary based on need. For more information call 916-455-1880 x 1 or [toconnor@rebuildingtogethersacramento.org](mailto:toconnor@rebuildingtogethersacramento.org)

## Financial Empowerment Center (City of Sacramento)

<https://www.cityofsacramento.org/financialempowerment>

- Sacramento's Financial Empowerment Center offers free, one-on-one financial coaching services to address your unique circumstances. Financial Coaching (available to all local residents 18+) is for those who would like support in building financial health through:
  - Reducing debt
  - Building savings
  - Improving credit, and/or
  - Connecting with safe, affordable checking/saving accounts
- Caring support from trained professionals to achieve your financial goals. No income restrictions, FREE to everyone. All services are remote via phone or video at this time.
- To meet with a financial coach, call 916-808-4927 or email: [FEC@cityofsacramento.org](mailto:FEC@cityofsacramento.org).

## Vehicle Tow Administrative Fee Waiver (City of Sacramento)

<http://www.cityofsacramento.org/fine-fee-justice>

- City of Sacramento residents who meet the certain household income criteria are NOW eligible for a waiver of the City's \$180 administrative fee for reclaiming their vehicle. All other tow fees will still apply. If you have any questions, please email [finefee@cityofsacramento.org](mailto:finefee@cityofsacramento.org).

## Lead Abatement (SHRA)

<https://www.shra.org/lead-hazard-reduction-program/>

- Are you living in a home built before 1978? Did you know that many homes built before 1978 may contain lead-based paint? Lead from paint, chips, and dust can be a serious health hazard – particularly to young children. SHRA is offering grant funds to assist with Lead Hazard Remediation up to \$10,000 per unit. To qualify for the program, the home must be located in Sacramento county – all cities in Sacramento County and the unincorporated County area are eligible. Both rental and owner-occupied units are eligible. If owner occupied, the unit must be occupied by a low-income family. It must also have a child under the age of 6 living in the home or be regularly visited by child or have a pregnant woman residing in the home. If the property is a rental unit, it must be occupied by a low-income family or if vacant, owner must agree that priority for the rental will be given to a low-income family.

## Tenant Protection Program (City of Sacramento)

<https://www.cityofsacramento.org/Community-Development/Code-Compliance/Tenant-Protection-Program>

- Sacramento's Tenant Protection Program was created to assist residential tenants with increasing rental rates by establishing limits on annual rent increases. For longer-term tenants, it also provides protection from unwarranted lease termination. The program helps provide renters in the City of Sacramento with more stability to help them remain in their rental unit.

## Mulch Mayhem Annual Event (City of Sacramento)

<https://www.cityofsacramento.org/Utilities/Water/Conservation/News-and-Events>

- Free yard mulch will be available for pick-up for City of Sacramento Utilities customers annually in May! Bring your own shovels, containers, tarp to cover and haul away the mulch. Mulch saves water and helps to mitigate weeds! Save 30 gallons of water for every 1,000 square feet, each time you water. Mulch slows evaporation allowing water to sink into the soil, moderates soil temperature and breaks down into nutrients for plants. Add three to four inches of mulch around trees and plants for maximum benefit!

## Free Portable Air Sensors (City of Sacramento)

<https://www.cityofsacramento.org/air-quality>

- City of Sacramento residents and businesses now can apply to receive a free portable air sensor as part of a pilot project aimed at enhancing air quality data in high-need neighborhoods. Schools located within the City of Sacramento also are eligible. Supplies are prioritized for high-need areas in the City of Sacramento including North Sacramento, South Sacramento and outside of Downtown/Central City. Recipients will be selected based on geography and other criteria to ensure equitable distribution among neighborhoods.

## XeroHome Tool for Home Energy-Efficiency Upgrades (City of Sacramento)

<https://xerohome.com/app/#/>

- The new XeroHome tool is designed to help homeowners easily find out what retrofits could make their home more energy efficient and reduce greenhouse gas emissions.

## Accessory Dwelling Unit (ADU) Resource Center (City of Sacramento)

<https://adu.cityofsacramento.org/>

- The ADU Resource Center is a one-stop online resource to find information and tools about ADUs and to make it easier for homeowners to plan, build, and operate an ADU. Explore the website and learn more about whether an ADU could be an option for you and how to get started.

## Free Legal Counsel & Free Information Centers

- Housing Counseling Center (Greater Sacramento Urban League) <http://www.gsul.org/programs-and-services/housing-counseling/>
- Free legal help for housing and other issues (Legal Services and Northern California) <https://lsnc.net>
- Renters Helpline works with Project Sentinel and Legal Services of Northern California to provide free telephone counseling and dispute resolution for Tenant-Landlord Issues. Their number is 916-389-7877 and website is <https://www.rentershelpline.org/en/>
- Information Hotline: Call 211 or online <https://www.211sacramento.org/211/>. This is a free confidential information and referral service.

# *List of Helpful Organizations*

211

NeighborWorks

311

Rebuilding Together

Bridge Housing

Robert's Family Development Center

City of Sacramento

Sacramento Community Land Trust

Golden 1 Credit Union

Sacramento Housing Alliance

Greater Sacramento Urban League

Sacramento Housing and Redevelopment Agency

Habitat for Humanity

Sacramento Youth Center

KIND Project

Salvation Army

Legal Services of Northern CA

SMUD

Mercy Housing

Step Up Sacramento

Mutual Housing

Volunteers of America

Mutual Assistance Network



## WORK

Foster and retain businesses that provide good job opportunities and career growth for workers in the community.

*See Community Profile, page 20, and Action Plan, page 10.*

## *Funding Opportunities*

### **Al Fresco Dining (City of Sacramento) <https://www.cityofsacramento.org/Public-Works/Parking-Services/Al-Fresco-Dining>**

- The Al Fresco Grant Program provides financial assistance to City of Sacramento restaurant owners for construction of Al Fresco dining patios. The reimbursable grant program will cover approved expenses to build or expand a permanent dining parklet, parkway, sidewalk cafe, or dining on a private parking/surface lot. The program will run from January 11 – October 31, 2023.

### **Loans (variety of local lenders)**

- There are a variety of local SBA and micro-loan banks and CDFIs that provide access to capital. Please see the City of Sacramento's Small Business Guide to review a list of local access to capital partners.

### **Shine Awards (SMUD) <https://www.smud.org/en/Corporate/Landing/Sustainable-Communities/Shine-awards>**

- The goal of the Shine Award program is to create opportunities to build inclusive community collaborations, provide equitable support to encourage economic development in the Sacramento region and support our community-based nonprofit organizations. An overarching focus will be on achieving our 2030 Clean Energy Vision with a commitment to ensuring all cultural, and social identities share in the benefits of the Vision and with deliberate attention to the historically underserved. Together we will improve our local air quality, develop our local workforce and create a cleaner and healthier region for all. Awards range from up to \$100,000 and include matching requirements.



# Resources/Programs

## Business Assistance (multiple organizations)

California Mosaic – <https://www.mosaic-irc.org/hc/en-us>

- An initiative by the International Rescue Committee, California Mosaic aims to connect diverse small business owners across the Golden State to linguistically and culturally accessible business technical assistance, training, and support. Funded in part through a Grant with the California Office of the Small Business Advocate.

## Small Business Development Center (SBDC)

<https://www.sacramentovalleysbdc.org/>

- Sacramento Valley SBDC provides small businesses with the solutions they seek and the confidence they need to realize their dreams.

## Business Assistance (Local-Serving and Ethnic Chambers of Commerce)

- Chambers of Commerce serving Sacramento businesses are a vital resource to connect to resources and assistance. Please see the City of Sacramento's Small Business Guide to review a list of the local Chambers and their resources.

## Shop 916 Gift Card (City of Sacramento)

<https://app.yiftee.com/gift-card/shop916>

- Support local City of Sacramento businesses through the Shop 916 gift card program. The electronic gift card, launched by the City of Sacramento, is a program that supports local storefront retailers negatively impacted by the COVID-19 pandemic. The Shop 916 gift card can be used at any participating business within the city.
- For Businesses: Sign up to accept the gift card:  
<https://docs.google.com/forms/d/e/1FAIpQLSdtksh8sPyz-5jYT04G3tzu4YrXxylf0bgOxTZOvDMgedV0K7A/viewform>

## Sacramento Creative Business Innovation Challenge Registration

[https://tqamdjhp.paperform.co/?utm\\_source=City&utm\\_medium=Newsletter&utm\\_campaign=Sac](https://tqamdjhp.paperform.co/?utm_source=City&utm_medium=Newsletter&utm_campaign=Sac)

- This program is designed for growth companies in food, fashion, design, festival and cultural experiences, game design, film, media, music, and entertainment (and more!). An intensive 6-week course, the program is ideal for people ready to scale and achieve business growth.
- In this challenge, you will:
  - Benefit from the expertise and mentorship of Unseen Heroes and Creative Startups, which has accelerated over 610 creative companies and helped them raise over \$300 million in capital.
  - Get practical tools, resources, and support necessary to scale and achieve business growth.
  - Network and collaborate with other like-minded entrepreneurs, industry experts and potential investors.
  - Get access to global mentors who will have deep dive sessions where you can focus on specific aspects of your business.
  - Work on your business model, develop a pitch, and receive feedback from industry experts.
  - Have a support system that is there to help focus on key areas such as marketing, finance, and operations, helping you to develop a comprehensive strategy for growth.
  - Receive guidance on how to access funding and investment opportunities to help take your business to the next level.
  - Get ongoing support and mentorship even after the program is completed, which can be invaluable for you as you continue to grow and develop your business.

## **BizX Annual Event (City of Sacramento)**

<https://www.cityofsacramento.org/Economic-Development/Grow-Here/Business-Resources/Business-First>

- BizX is part of the Capital Region Small Business Week. This week-long series of events in May is designed to connect the region's small businesses with local resources and celebrate the important role that small businesses play in the region.

## **Economic Gardening (City of Sacramento)**

<https://www.cityofsacramento.org/Economic-Development/Innovation/Economic-Gardening>

- This program is offered to a select group of companies during one-year cohorts. Companies receive 36 hours of services from a team of specialists at the National Center for Economic Gardening (NCEG). The specialist team consists of seasoned researchers that leverage sophisticated corporate databases, GIS systems, SEO and Web marketing tools that provide the CEO with information, data, and conclusions about key issues for each individual company. Sacramento is adding a 1:1 grant program to implement the recommendations companies receive following the 36 hours of research with the NCEG's specialists. Companies will be eligible to receive up to \$50,000 in match grant funding.

## **Small Business Guide (City of Sacramento)**

<https://www.cityofsacramento.org/Economic-Development/Grow-Here/Business-Resources/Small-Business-Guide>

- Sacramento is home to thousands of small to mid-size businesses. Small businesses are the backbone of the local economy because they are innovative, flexible, and strongly tied to the community. In this guide, you will find 11 key steps to launching a business in Sacramento as well as a variety of resources and organizations that can help along the way.

## **Pubs, Clubs and Bars Training (City of Sacramento)**

<https://www.cityofsacramento.org/Economic-Development/Nighttime-Economy/Pubs-Clubs-Bars-Training>

- Pubs, Clubs, and Bars is a quarterly training conducted by the City to provide information to help nighttime businesses operate safely. Training and information are provided by Code Compliance, Sacramento Police and Sacramento Fire staff.

## **Food Incubator (Alchemist Microenterprise Academy)**

<https://alchemistcdc.org/ama/>

- Alchemist Microenterprise Academy (AMA) is a 12-week business training course. AMA is designed to make sense of the confusing aspects of starting a food business. AMA runs every spring and fall. The next AMA cohort will begin in September 2023. Fill out the interest form and we will contact you when we begin taking applications for the next cohort.

## **Job and Career Centers (Greater Sacramento Urban League)**

<http://www.gsul.org/programs-and-services/job-training/>

- GSUL's Job & Career Center is open to the general public and serves over 3,000 clients annually. The Job & Career Center is conveniently located at our Economic Empowerment Center in Del Paso Heights, and with limited services at our Youth & Family Services Center in Oak Park.

# *List of Helpful Organizations*

Alchemist CDC

Greater Sacramento Urban League

California Black Chamber of Commerce

Hacker Lab

California Capital

Sacramento Employment and Training Agency

Chambers of Commerce (see Small Business Guide)

Sacramento Inclusive Economic Development Collaborative

City of Sacramento

Unseen Heroes

Del Paso Partnership

Greater Sacramento Urban League



## SHOP

Create an **inclusive retail corridor** that meets the various shopping and entertainment needs of the community.

*See Community Profile, page 24, and Action Plan, page 13.*

## *Funding Opportunities*

### **City of Festivals (City of Sacramento)**

<https://sacramentofestivals.com/>

- The City of Sacramento is now accepting applications for grants from its two-year City of Festivals program to support special events taking place across the city of Sacramento. Any individual or organization that would like to put on an event within the city of Sacramento may apply for the grant. To qualify, the special events must be located in the city of Sacramento, consistent with family-oriented themes, support arts and cultural entertainment and activities, promote a healthier living environment and enhance the quality of life in the city.

### **Al Fresco Dining (City of Sacramento)**

<https://www.cityofsacramento.org/Public-Works/Parking-Services/Al-Fresco-Dining>

- The Al Fresco Grant Program provides financial assistance to City of Sacramento restaurant owners for construction of Al Fresco dining patios. The reimbursable grant program will cover approved expenses to build or expand a permanent dining parklet, parkway, sidewalk cafe, or dining on a private parking/surface lot. The program will run from January 11 – October 31, 2023.

### **Unify and Beautify (City of Sacramento)**

<https://www.cityofsacramento.org/Public-Works/RSW/Collection-Services/Illegal-Dumping/Neighborhood-Clean-up-Grant-Program>

- The City of Sacramento's Recycling and Solid Waste Division provides grant funds for programs or events that collect and remove trash and debris as part of community clean-up efforts. The purpose of the program is to provide financial assistance to interested groups to offset costs incurred in conducting clean-up events and foster neighborhood pride.

### **Shine Awards (SMUD)**

<https://www.smud.org/en/Corporate/Landing/Sustainable-Communities/Shine-awards>

- The goal of the Shine Award program is to create opportunities to build inclusive community collaborations, provide equitable support to encourage economic development in the Sacramento region and support our community-based nonprofit organizations. An overarching focus will be on achieving our 2030 Clean Energy Vision with a commitment to ensuring all cultural, and social identities share in the benefits of the Vision and with deliberate attention to the historically underserved. Together we will improve our local air quality, develop our local workforce and create a cleaner and healthier region for all. Awards range from up to \$100,000 and include matching requirements.

# Resources/Programs

## Shop 916 Gift Card (City of Sacramento)

<https://app.yiftee.com/gift-card/shop916>

- Support local City of Sacramento businesses through the Shop 916 gift card program. The electronic gift card, launched by the City of Sacramento, is a program that supports local storefront retailers negatively impacted by the COVID-19 pandemic. The Shop 916 gift card can be used at any participating business within the city.

## Business Directory (Del Paso Partnership)

<https://dpppartnership.com/>

## Street cleaning, litter, and graffiti removal (Del Paso Partnership)

<https://dpppartnership.com/>

- The street clean-up and litter removal team work full-time picking up litter and debris, shopping carts, and unwanted items throughout the district. The Partnership can also address graffiti issues with power washing and graffiti removal equipment.

## Solid Waste 311 service request and illegal dumping (City of Sacramento)

<https://www.cityofsacramento.org/public-works/RSW/>

- The Recycling and Solid Waste Division provides garbage, recycling, organic waste collection and street sweeping to more than 130,000 residential customers in the City of Sacramento.

## Vacant Building Program (City of Sacramento)

<https://www.cityofsacramento.org/Community-Development/Code-Compliance/Programs/Vacant-Lot>

- Code Compliance administers programs to proactively maintain the health and safety of neighborhoods. The vacant building program promotes greater compliance with health and safety standards and preserve the quality of Sacramento's neighborhoods.

## Rock the Block (Habitat for Humanity)

<https://habitatgreatersac.org/support-us/rocktheblock/>

- Rock the Block is a remarkable 2-day community impact event that brings together hundreds of volunteers and supporters to work in partnership with neighborhood residents to complete dozens of critical home repairs, property beautification, and community projects over a single weekend. Through Rock the Block, Habitat for Humanity of Greater Sacramento leverages financial donations and thousands of volunteer hours into thousands of dollars' worth of community investment in historically underinvested neighborhoods.

# *List of Helpful Organizations*

211

311

Brother to Brother

Chambers of Commerce (See Small Business Guide)

City of Sacramento

Del Paso Partnership

Greater Sacramento Urban League

Sacramento Inclusive Economic Development Collaborative

Unseen Heroes



EXPERIENCE

Foster inviting spaces and experiences where residents, workers, businesses and visitors can gather.

See Community Profile, page 34, and Action Plan, page 17.

## Funding Opportunities

### Arts and Culture Match Program (City of Sacramento)

<https://ioby.org/Sacramento>

- The Office of Arts and Culture introduces the Sacramento Arts & Culture Match Program – a program that will provide match funds for crowd-funded, community-led creative placemaking projects in neighborhoods throughout the city. The City will provide matching funds up to \$15,000 for eligible projects. The OAC Match Program will be administered by IOBY, an organization that has worked with ArtPlace America and Cuyahoga Arts & Culture on similar programs to support creative placemaking.

### City of Festivals (City of Sacramento)

<https://sacramentofestivals.com/>

- The City of Sacramento is now accepting applications for grants from its two-year City of Festivals program to support special events taking place across the city of Sacramento. Any individual or organization that would like to put on an event within the city of Sacramento may apply for the grant. To qualify, the special events must be located in the city of Sacramento, consistent with family-oriented themes, support arts and cultural entertainment and activities, promote a healthier living environment and enhance the quality of life in the city.

### Community Action Grants (City of Sacramento)

<https://www.cityofsacramento.org/Utilities/Drainage/Stormwater/Community-Action-Grants>

- Annually, the City of Sacramento Department of Utilities Stormwater Quality Improvement Program appropriates \$15,000 to fund Community Action Grants. Grants are awarded to projects whose goal is to improve the quality of local creeks, rivers, and watersheds within the City. Grants fund programs (educational or others) that prevent pollution from entering storm drains, creeks, and the Sacramento and American Rivers. Apply today!

### Shine Awards (SMUD)

<https://www.smud.org/en/Corporate/Landing/Sustainable-Communities/Shine-awards>

- The goal of the Shine Award program is to create opportunities to build inclusive community collaborations, provide equitable support to encourage economic development in the Sacramento region and support our community-based nonprofit organizations. An overarching focus will be on achieving our 2030 Clean Energy Vision with a commitment to ensuring all cultural, and social identities share in the benefits of the Vision and with deliberate attention to the historically underserved. Together we will improve our local air quality, develop our local workforce and create a cleaner and healthier region for all. Awards range from up to \$100,000 and include matching requirements.

# Resources/Programs

## Streets for People (City of Sacramento)

<https://www.cityofsacramento.org/Public-Works/Transportation/Planning-Projects/Streets-For-People>

- Streets for People is a planning effort that will focus on identifying improvements for people walking, biking, and rolling (i.e., wheeled mobility devices used by people with disabilities, strollers, scooters, skateboards, etc.) throughout the City of Sacramento. The plan will address active transportation needs citywide but will focus engagement and recommendations in areas of high need and historical disinvestment. The plan focus areas include South Sacramento, North Sacramento, and Fruitridge/Broadway. The outcome will be a plan that will guide future infrastructure investments citywide and will direct what types of investments are made for walking, biking and rolling.

## Multi-modal Transportation Programs and Services (City of Sacramento)

<https://www.cityofsacramento.org/Public-Works/Transportation/Programs-and-Services>

- The Transportation Division manages many programs that promote traffic safety, enhance traffic operations, and improve neighborhood livability with traffic calming and angle parking for increased capacity.

## Rock the Block (Habitat for Humanity)

<https://habitatgreatersac.org/support-us/rocktheblock/>

- Rock the Block is a remarkable 2-day community impact event that brings together hundreds of volunteers and supporters to work in partnership with neighborhood residents to complete dozens of critical home repairs, property beautification, and community projects over a single weekend. Through Rock the Block, Habitat for Humanity of Greater Sacramento leverages financial donations and thousands of volunteer hours into thousands of dollars' worth of community investment in historically underinvested neighborhoods.

## Students Ride Free (Sacramento Regional Transit)

<https://sacramentocityexpress.com/2022/08/24/attention-students-and-parents-rydefreert-offers-unlimited-transportation-for-young-people/>

- Students can continue to take advantage of free rides on the entire Sacramento Regional Transit network. The RydeFreeRT program offers fare-free transit for youth and students in grades TK through 12. RydeFreeRT is available all day, any day of the week, all year during regular SacRT service hours. The RydeFreeRT program — a partnership between the City of Sacramento and SacRT — offers students in transitional kindergarten through 12th grade free rides on buses, light rail and on-demand micro transit services.

## Mobility Center (GreenTech)

<https://www.greentechedu.org/>

- Green Technical Education and Employment (GreenTech) has partnered with the Sac Metro Air District and SMUD to build a parking lot for zero emissions vehicles (ZEV). The parking lot will store eight hydrogen fuel cell vehicles donated by the Toyota Motor Company (TMC), four electric vehicles with electric charging stations and an electric shuttle. A parklet with solar powered benches will also be at the site. The benches will house a kiosk with community information and charging stations for smartphones and laptops.



# *List of Helpful Organizations*

City of Sacramento

Del Paso Partnership

GreenTech

Habitat for Humanity

Robert's Family Development Center

Sacramento Regional Transit

Sierra Service Project

# APPENDIX D

## Community Engagement Summary

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## A.1. Summary of Engagement Activities

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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

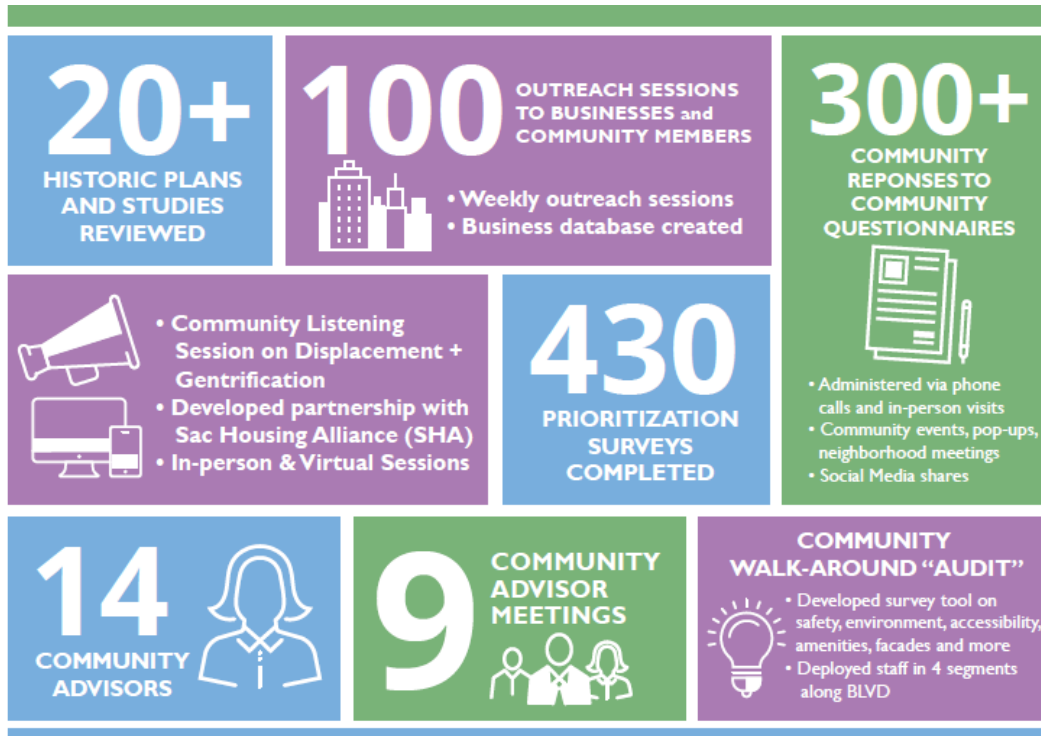
revitalizing the corridors. This participatory approach not only generated a wealth of ideas but also ensured that the community felt ownership over the project's direction.

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

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

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

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

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**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

**LIVE**

Create and preserve affordable housing and home ownership opportunities for residents.

| First Actions   | Rationale  | Existing Momentum + Partners  | Later Actions  |
|---|--|---|--|
| <ul style="list-style-type: none"> <li>Develop a housing agenda for the boulevard</li> <li>Catalog and promote existing resources and programs for renters and homeowners</li> <li>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</li> <li>Provide input to educational offerings and services from partners</li> </ul> | <ul style="list-style-type: none"> <li>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.</li> <li>A resource guide is a quick win.</li> </ul> | <ul style="list-style-type: none"> <li>City initiatives include:                             <ul style="list-style-type: none"> <li>Home repair program through Code Enforcement partnership with SMUD/ Habitat/ CRP</li> <li>Rental assistance and home repair through SHRA</li> <li>City submitted EPA grant for further resources for home repair</li> </ul> </li> <li>Urban League                             <ul style="list-style-type: none"> <li>Joint investment partnership with</li> <li>Home investment counseling</li> </ul> </li> <li>Golden One initiatives include:                             <ul style="list-style-type: none"> <li>Temporary bank location</li> <li>Homeownership Classes and Resources</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>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</li> <li>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)</li> </ul> |

**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.

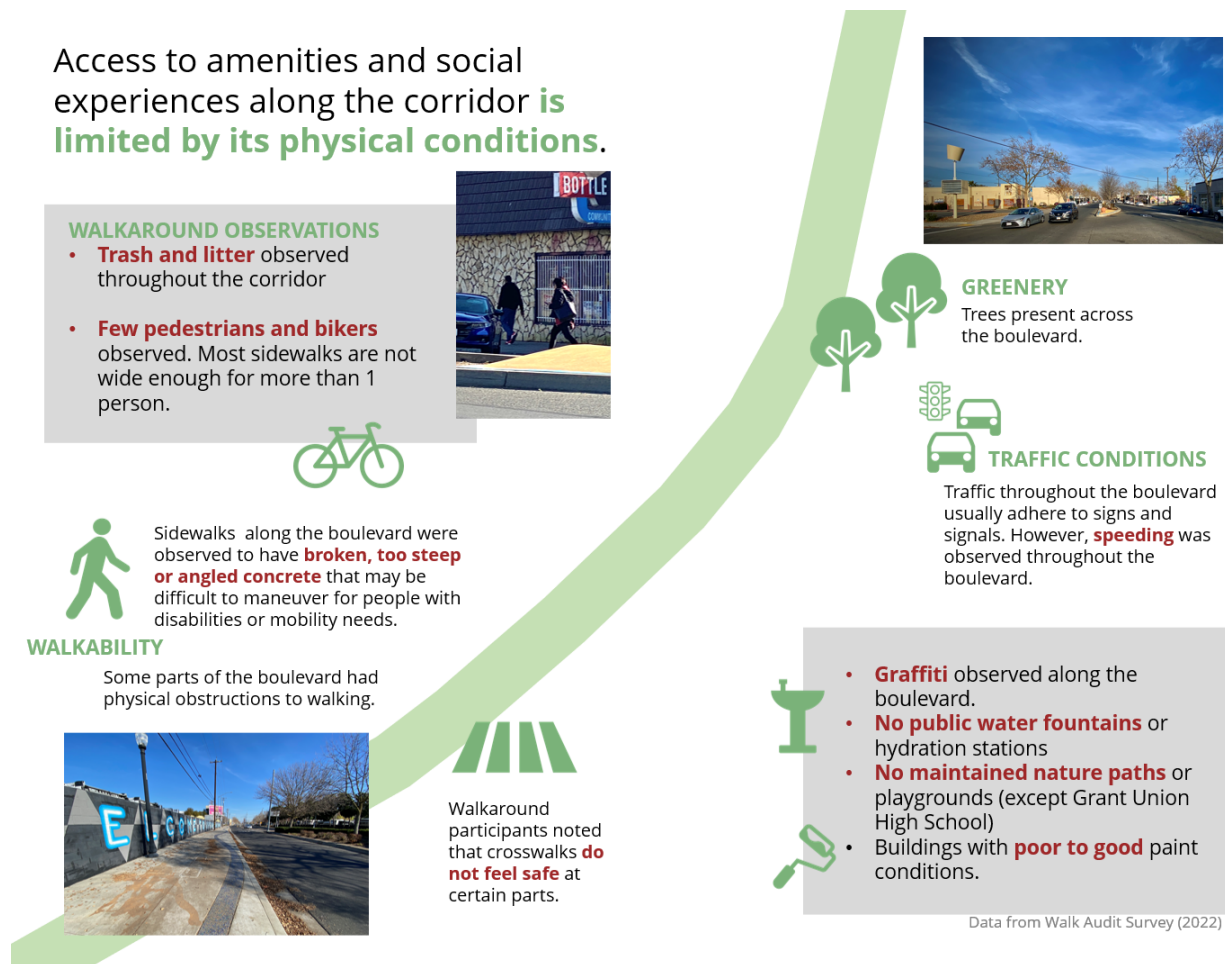
| <b>Staff Name:</b>  |                          |                          |         | <b>Today's Date:</b>  |                          |                          |       |
|---|--------------------------|--------------------------|---------|---|--------------------------|--------------------------|-------|
| <b>What segments did you walk and evaluate in this process:</b><br><input type="checkbox"/> Segment 1 - i80 to Grand <input type="checkbox"/> Segment 2 - Grand to Arcade Blvd.<br><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  |                          |                          |         |   |                          |                          |       |
| <b>What are nearby land uses? (Please check all that apply below)</b><br><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?<br><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.



### DEMOGRAPHIC CHANGES

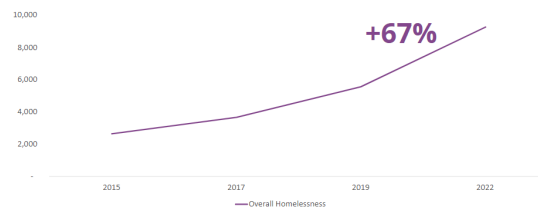
#### Increase in High-Income Residents, Decrease in Low-Income Residents

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



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

## 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 |
|--|--------------|--------------|--------------|----------------------|
| <b>LIVE</b>  |              |              |              |                      |
| 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                   |
| <b>WORK</b>  |              |              |              |                      |
| 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                   |
| <b>EXPERIENCE</b>  |              |              |              |                      |
| 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                   |
| <b>SHOP</b>  |              |              |              |                      |
| 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                   |
| <b>TOTAL:</b>  | 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

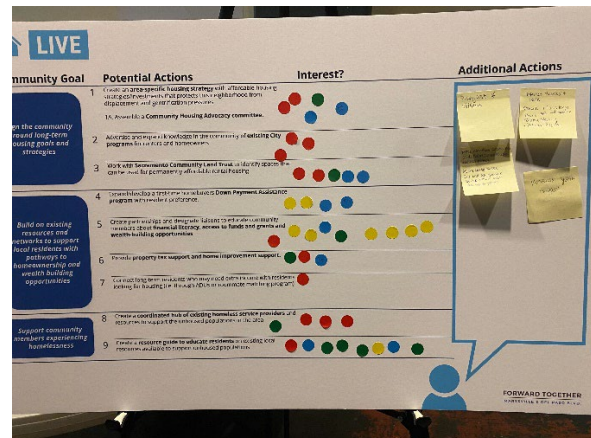
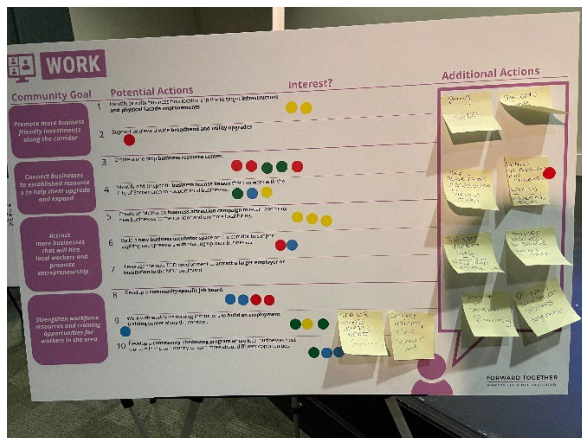


Figure 18. Written-Up Summary from Engagement Boards

**SHOP**

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

**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<br>Connect residents to more affordable housing to rent.<br>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<br>Better and more bike lanes<br>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)<br>Cleaner and safer streets<br>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)<br>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<br>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

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### 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.

| <b>ATTENDEES</b> | 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**

| <b>ACTION:</b>                           | <b>OWNER:</b> | <b>DUE:</b> |
|--|---------------|-------------|
| 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

|                  |                 |                   |              |                     |
|------------------|-----------------|-------------------|--------------|---------------------|
| <b>ATTENDEES</b> | 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 |

|               |                 |                |               |
|---------------|-----------------|----------------|---------------|
| <b>ABSENT</b> | 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**

| <b>ACTION:</b>                                    | <b>OWNER:</b> | <b>DUE:</b>     |
|---|---------------|-----------------|
| 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.

|                 |                     |                      |               |
|-----------------|---------------------|----------------------|---------------|
| <b>ADVISORS</b> | Chris Robinson      | Gabriel Mijares      | Sofia Olazaba |
|                 | Cynthia Dees Brooks | Minister Steven Winn | Aman Smith    |
|                 | Adam Shipp          | Stephen Walton       |               |

|                           |                     |                    |                        |
|---------------------------|---------------------|--------------------|------------------------|
| <b>PROJECT TEAM/STAFF</b> | 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) |

|               |                 |                 |               |
|---------------|-----------------|-----------------|---------------|
| <b>ABSENT</b> | 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**

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

- **ANNOUNCEMENTS**

- Sacramento Youth Center hosting business owner & youth mixer – Oct. 22<sup>nd</sup>

## 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.

|                 |                     |                 |                 |
|-----------------|---------------------|-----------------|-----------------|
| <b>ADVISORS</b> | Chris Robinson      | Sherri Kirk     | Contreina Adams |
|                 | Cynthia Dees Brooks | Dennis Saicocie | Aman Smith      |
|                 | Stephen Walton      |                 |                 |

|               |                 |               |             |
|---------------|-----------------|---------------|-------------|
| <b>ABSENT</b> | Gabriel Mijares | Sofia Olazaba | Steven Winn |
|               | Mervin Brookins | Adam Shipp    | Shaukat Ali |

|                           |                     |                    |                     |
|---------------------------|---------------------|--------------------|---------------------|
| <b>PROJECT TEAM/STAFF</b> | 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.

|   |
|---|
| <p>General Discussion:</p> <ul style="list-style-type: none"><li>▪ 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.</li><li>▪ Building support for new development prior to proposals is key to mitigating pushback.</li><li>▪ Costly infrastructure deters investment.</li><li>▪ Brand and identity is vital to make the corridor a destination spot.</li><li>▪ Sustainable efforts are needed to ensure the corridor has a cohesive feel and attracts people long-term.</li></ul> |
|---|

**COMMUNITY ADVISOR MEETING #5**

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

Location: Robertson Community Center

**AGENDA**

• **WELCOME & INTRODUCTIONS**

|                  |                 |                |                |
|------------------|-----------------|----------------|----------------|
| <b>ATTENDEES</b> | Adam Shipp      | Steven Winn    | Chris Robinson |
|                  | Dennis Saicocie | Stephen Walton |                |
|                  | Sherri Kirk     | Sophia Olazaba |                |

|               |                 |                     |             |
|---------------|-----------------|---------------------|-------------|
| <b>ABSENT</b> | Gabriel Mijares | Contreina Adams     | Shaukat Ali |
|               | Mervin Brookins | Cynthia Dees Brooks | Aman Smith  |

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

- 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 3<sup>rd</sup> 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"> <li>• Multigenerational and long-term residents</li> <li>• Want to see area improved</li> <li>• Want to highlight beauty and diversity</li> <li>• Duty as resident to pass on positive actions</li> <li>• Neighborhood is a desired location</li> <li>• Business owner</li> <li>• Want to show community appreciation</li> <li>• Want a positive change and move work forward</li> <li>• Want to show that our voices matter and values are aligned</li> </ul> | <ul style="list-style-type: none"> <li>• Funding process</li> <li>• Grant writing</li> <li>• Budget reviews</li> <li>• City coordination</li> <li>• Community organization</li> <li>• Policy involvement and operation</li> <li>• Collective communication</li> <li>• Crash courses</li> <li>• Senior citizen engagement</li> </ul> |

**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"> <li>• ARPA framework for D2</li> <li>• Citizen Planning Academy</li> <li>• NDAT Grant Feb/March 2023</li> </ul> |

## 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 2<sup>nd</sup> Saturday 5pm – 10pm at Addicts Supply Clothing
- DJ Gio Fundraiser 4/16 – 4/18 @ 1913 Lounge

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

## 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](http://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

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

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

**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

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- **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

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- **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

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### 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.**

| <b>Answer Choices</b>                           | <b>Responses</b> |
|---|------------------|
| 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?**

| <b>Answer Choices</b>  | <b>Responses</b> |
|--|------------------|
| 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?**

| <b>Answer Choices</b>   | <b>Responses</b> |
|---|------------------|
| 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?**

| <b>Answer Choices</b>   | <b>Responses</b> |
|---|------------------|
| 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**

| <b>Answer Choices</b>                         | <b>Responses</b> |
|---|------------------|
| 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?**

| <b>Answer Choices</b>  | <b>Responses</b> |
|--|------------------|
| 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.
- Natomus 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?**

| <b>Answer Choices</b>  | <b>Responses</b> |
|--|------------------|
| 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:**

| <b>Answer Choices</b>   | <b>Responses</b> |
|---|------------------|
| 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:**

| <b>Answer Choices</b> | <b>Responses</b> |
|-----------------------|------------------|
| 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 |

# APPENDIX E

## Public Comments Summary



## Forward Together Action Plan Public Comments Summary

February 2024

### 1. Public Review

- a. The public review period was open for 30-days from January 25, 2024, to February 25, 2024.
- b. Online comments were gathered using the following interactive website:  
<https://sacramento.konveio.com/forward-together-action-plan>
- c. City staff presented the Forward Together Action Plan to the Planning and Design Commission on February 8, 2024, and will be recommending for adoption by City Council, anticipated for March 19, 2024.
- d. City staff reviewed all the comments received and compiled this document as a summary of key themes from the comments received.

### 2. Emerging Themes

- a. Pedestrian safety and accessibility:
  - i. Better crosswalks, bicycle and pedestrian safety, and active transportation on the corridor.
  - ii. Reduce speed, traffic calming measures (monitor speed).
  - iii. Focus on the intersection of Oxford/Del Paso Blvd and Arden/Del Paso Blvd, Marysville/Arcade.
  - iv. Improve public transit experience (travel time, access, and safety).
  - v. Designated parking areas along the corridor for patrons to park.
  - vi. Cleaner streets.
  - vii. Critical transportation resources are needed to meaningfully support pedestrians, cyclists, and micro-mobility users to access jobs, homes, and shopping destinations.
  - viii. Plan needs to address transportation and infrastructure, either as separate modules or integrated concerns in each of the sections.
  - ix. Consider the planned train station (Altamont Corridor Express/ACE), near the El Monte/Acoma. Old North Sacramento is confirmed as a train station, expected to open in 2029.
- b. Landscape and lighting improvements:
  - i. Better lighting for night-time safety.
  - ii. Improved landscapes, sidewalks and bike lanes.

- c. Increased public-private partnerships:
  - i. Incentives for businesses to build new buildings, especially in the service sector.
  - ii. Restaurants, pharmacies, and grocery stores.
- d. Dedicate additional funding towards action plan implementation:
  - i. The action plan represents more than half a million dollars in improvements. Additional funds to be allocated to support these actions will be needed.
- e. Increase arts and culture representation.
- f. More information on the community engagement process:
  - i. More information and data on the community engagement process will be provided, see Appendix E: Community Engagement Summary.
- g. Addressing homelessness and related issues:
  - i. Avoid perpetuating ongoing redlining, racial covenants, and prevent displacement of minority communities, which constitute majority of North Sacramento (prevent gentrification).
- h. Other comments
  - i. Golden One Credit Union's Financial Resource Center on Marysville Blvd. can serve as a hub for this programming.
  - ii. Nice that the City of Sacramento continues to recognize and appreciate our indigenous members of the community. There does not seem to be a direct solution to addressing or honoring these people's land and culture. A less vague, more forward proposition would be appreciated. Guaranteed housing and/or income would be a great and necessary follow-up to this acknowledgment.

# APPENDIX F

## Forward Together Action Plan Brochure

# FORWARD TOGETHER

MARYSVILLE & DEL PASO BLVD.



THE BLVD

*is a*

*Vibe*

“We all need to be singin’ the same song”

## *A message from the Advisors*

A Lifetime of Love

Our story is our history, and our history is diverse. And without you, there is no me. I remember what we've come from, and I can see where we're going. We are made up of excellence. We are the survivors of hard times. What excellence are we talking about? Here's the proof: we are nationally recognized and award-winning bands, professional athletes, businesses, social justice leaders, and derby winners. Our soil creates plenty; and our talents produce an abundance. Family, we want to remind you of your potential and your vibrancy. Remember our seeds of love, community, and excellence have always been valuable, even through the rainy seasons, windy days, and cold nights. Trust us when we say, the fruits of our labor will benefit our families and the future we desire. The soil we plant our desires in will yield a prosperous harvest, forever. I hear the next generation got "next." For them, we must be inspirational. The future is in our collective hands. Go run it up and make us proud.

From North Sac with love,

The Community Advisory Committee (CAC)

## *Track Listing*

**LIVE** - CREATE AND PRESERVE AFFORDABLE HOUSING AND HOME OWNERSHIP OPPORTUNITIES FOR RESIDENTS

**WORK** - FOSTER AND RETAIN EMPLOYERS THAT PROVIDE LIVING-WAGE JOB OPPORTUNITIES AND CAREER GROWTH FOR WORKERS IN THE COMMUNITY.

**SHOP** - CREATE AN INCLUSIVE RETAIL CORRIDOR THAT MEETS THE VARIOUS SHOPPING AND ENTERTAINMENT NEEDS OF THE COMMUNITY.

**EXPERIENCE** - FOSTER INVITING SPACES AND EXPERIENCES WHERE RESIDENTS, WORKERS, BUSINESSES AND VISITORS CAN GATHER.

# THE BLVD is a *Vibe*

*A*

**FORWARD TOGETHER**

MARYSVILLE & DEL PASO BLVD

*Collaboration*

### **About Forward Together.**

Forward Together Marysville & Del Paso Blvd. Action Plan is a collaboration between the City of Sacramento, HR&A Advisors, Mutual Assistance Network and a Community Advisory Committee.

Forward Together is a collective effort to improve the quality of life for diverse populations through inclusive and equitable community and economic development actions.

To review the Community Profile, Action Plan and the latest information visit the website at [cityofsacramento.org/forwardtogether](http://cityofsacramento.org/forwardtogether).





THE BLVD  
*is a*  
*Vibe*



PHOTOS BY: DENNIS SACOCIE AND JESSICA DAVALOS-PRIETO



City of  
**SACRAMENTO**  
Neighborhood Development Action Team

**HR&A**



## INSIDE COVER

- COMMUNITY ADVISORS MESSAGE
- ABOUT FORWARD TOGETHER
- TRACK LISTING

## COMPANION

- COMMUNITY PROFILE
- ACTION PLAN
- RESOURCE GUIDE



**THE BLVD**  
*is a*  
**Vibe**

**CONTENT GENERATORS:** RESIDENTS, BUSINESS, AND PROPERTY OWNERS THAT ARE INVESTED IN THE FUTURE OF MARYSVILLE & DEL PASO BOULEVARDS  
**DIRECTED BY:** HR&A, MUTUAL ASSISTANCE NETWORK, AND COMMUNITY ADVISORY COMMITTEE  
**PRODUCED BY:** CITY OF SACRAMENTO'S NEIGHBORHOOD DEVELOPMENT ACTION TEAM (NDAT)