



FORWARD TOGETHER

MARYSVILLE & DEL PASO BLVD.

AGENDA

Introductions

Project Overview + Context

Process Overview + Timeline

WHO WE ARE



The City of Sacramento Neighborhood Development Action Team (NDAT) is advising and guiding the Neighborhood Action Plan process.



HR&A Advisors will act as project manager, and with community guidance, lead analysis.



Mutual Assistance Network will bring deep community ties and trust to lead engagement.



Atlas Lab will guide urban design implementation and support innovative engagement approaches.



Ascent Environmental will provide guidance on and lead any necessary environmental reviews.

WHO WE ARE

Mutual Assistance Network



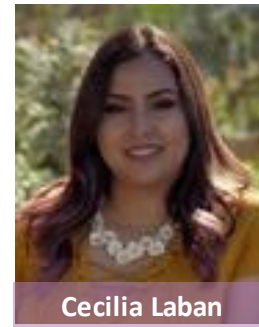
Katy Robb



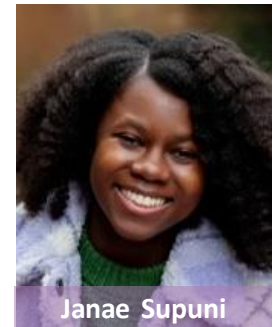
Amber Busby



Mary Yang



Cecilia Laban

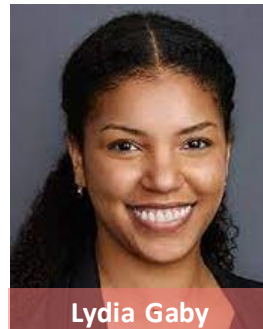


Janae Supuni

HR&A Advisors



Judith Taylor



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City of Sacramento Neighborhood Development Action Team



Fatima Malik



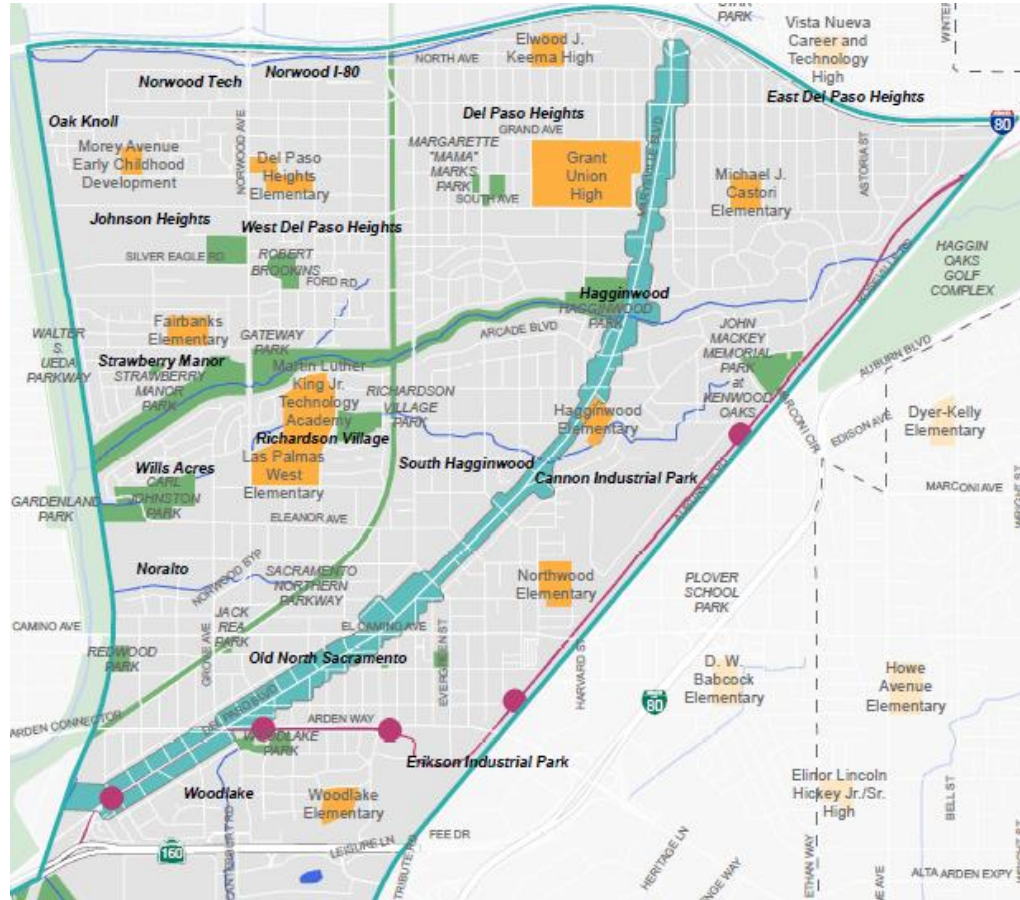
Mikel Davila



Elizabeth Boyd

We are here to support the community by investing in improvements for the **Marysville-Del Paso Boulevard commercial corridor.**

The corridor lies along a 3.5-mile stretch starting from I-80 Fwy & Marysville Blvd to Hwy 160 & Del Paso Blvd.



ABOUT THE CORRIDOR

North Sacramento has been a center for agriculture, manufacturing, industrial commerce and community retail for over a century.

Today, the Marysville and Del Paso corridor is home to a rich tapestry of local businesses and community organizations.



Ranch Del Paso subdivision/development c. 1910



Local theater c. 1930s



Farmer's market c. 1950s

Business, family, and government investment has been limited over the past few decades – and that disinvestment has led to socioeconomic issues in the community such as job losses and business closures, high poverty rates, and unemployment.

ABOUT THE CORRIDOR CON'T

Community members along the Marysville/Del Paso Boulevard corridor have identified a couple areas for investment:

- **Land and property vacancy**
- **Lack of employment/job centers**
- **Business closures**
- **Barriers to walkability/bike-ability**
- **Lack of transit/bus access**
- **Aging infrastructure**
- **Cohesive identity**

Investment in these issues can improve **quality of life** in our community.



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.

WHAT INVESTMENTS DO YOU WANT TO SEE ALONG THE MARYSVILLE- DEL PASO CORRIDOR?

LIVE



PLAY



WORK



PRAY



SHOP



FORWARD TOGETHER
MARYSVILLE & DEL PASO BLVD.

WHAT COULD THIS LOOK LIKE?

Infrastructure improvements
(sidewalks, streets, lights, etc.)

Community wealth-building opportunities

Employment opportunities

Supporting new entrepreneurs

Beautification

+ your priorities and goals for the boulevard!



LIVE



PLAY



WORK

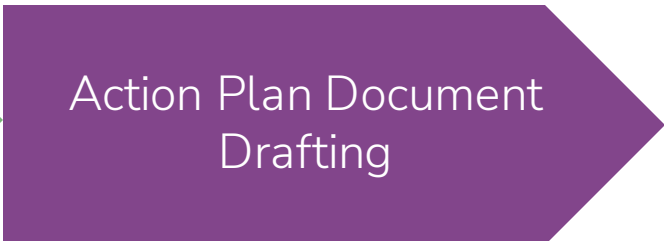


PRAY



SHOP

TIMELINE



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

What goals and policies should the Action Plan prioritize?

What does success or progress look like?

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

HOW WILL THE PLAN COME TOGETHER?

The Action Plan will be drafted to reflect **ideas, actions, priorities, and community resources** available to support implementation.



- Idea Generation and Action Identification
- Strategy Prioritization
- Adaptive Capacity Assessment



COMMUNITY ENGAGEMENT

- Community Organization Meetings
- Pop Up Events
- Community Workshops

WHEN/WHERE WILL OUTREACH HAPPEN?

Outreach will occur throughout 2022 to draft and build consensus around an action plan, and implementation strategies.

Proposed Timing



Existing Conditions Assessment

July 2022

Business + Community Questionnaire

Aug 2022

Community Organization Meetings
Gentrification and Displacement Listening Sessions



Action Plan Development

Sept 2022

Pop Up Corridor Activation Events

Oct 2022

Community Town Hall Workshop

Nov 2022

Public Comment Period for Action Plan Document

Questions

Contact the Project Co-leads



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