

FORWARD TOGETHER

MARYSVILLE & DEL PASO BLVD.

COMMUNITY ADVISOR MEETING #2

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

Location: 1913 Lounge and Events

AGENDA

- **WELCOME**

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

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

ABSENT

Adam Shipp	Shaukat Ali	Vincent Payne
Mervin Brookins	Stephen Walton	

- **COMMUNITY ENGAGEMENT**

Katy Robb 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. (slides 3-5).

Tactics that will complement existing conditions assessment:

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

Tactics that will complement action plan development:

- Community Organization Meetings
- Pop Up Events
- Community Workshops

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Proposed engagement timeline will take place between July 2022 – November 2022 (slides 6-9).

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.

See General Discussion & Feedback table on page 4.

- **DISCUSSION QUESTIONS**

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

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

See Discussion Questions table on page 3.

- **ACTION ITEMS & NEXT STEPS**

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

- **ANNOUNCEMENTS**

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

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DISCUSSION QUESTIONS

Do you believe these tactics will provide opportunities for new voices to add to the conversation?	What do community members need to better understand context and have informed discussion?	What do you think are the most important items to ask the community?	How can you or other organizations support community engagement efforts?
<ul style="list-style-type: none"> • Yes, as long as we get to where the people are who won't attend forums • AND where is the qualitative analysis captured through videography and storytelling? • How can we be prepared to give them answers and immediate action? • Compile and have resource information readily available • We need to understand folks motives and be sensitive about approaching them in a responsive way 	<ul style="list-style-type: none"> • Translators and materials in languages found in our community – Spanish, Hmong, Dari? • Layman's Terms – mail, newsletters, billboards, utilize social media apps: Next Door, Instagram, Facebook page specifically for the project to reach a wide audience range • Safe spaces for discussion boards • Help the community to come together and stay together 	<ul style="list-style-type: none"> • Ideas • Communication – how do they want to receive communication? • Housing issues – explore gentrification and affordability issues • Fresh produce – create opportunities for neighborhood gardens to teach others to garden. Community wants clean grocery stores of quality • Health care and nutrition • Safety – park and bike safety • What do schools and youth have to say? What youth activities exist? • How is transportation accessible within investment plans and events to come? 	<ul style="list-style-type: none"> • Utilize our business to create a "hub" setting up devices to gather data/distribute questionnaires • Provide trainings to community members who want to be part of the "hub" - think mandated reporter approach • Can the hub pick days to record interviews from community? • Join already existing meetings and share as well as gather information • Have breakout conversations about the project

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GENERAL DISCUSSION & FEEDBACK

Do you believe these tactics will provide opportunities for new voices to add to the conversation?

- How do these engagement strategies produce tangible actions?
- CA want more than to engage in a familiar process as other historical projects leading to nowhere. They want more than to just inform the data and recommendations.
- Can we expedite the steps within the data collection period leading up to implementation?
- CA note that processes familiar to this one have already produced data that can be synthesized to inform investment.
- CA want to see the data from previous projects.
- What strategies will draw in visitors to our community and bring EVERYONE together creating a destination place along the Corridor?
- How do we build in responsive, immediate activities that can meet the needs of what we hear from community?

What do community members need to better understand context and have informed discussion?

- CA name wanting a focused signature event that brings people across communities together – consideration of working towards building up for a Bicentennial Event and annual event thereafter
- What is the measure of success/end goal beyond the Action Plan? How do we be responsive to voices heard in the process along the way?
- How do we define and create a shared and unified vision along the Corridor? How to create a safe space hub or network that knows how to assess and address needs of community members?
- How can we bring forums to the community to teach navigating and accessing systems for services?
- CA feel who's missing is a Liaison bridging the efforts on Del Paso Blvd side and Marysville – is this a role that could be created with sustainability and job security?
- What policies exist allowing for systemic racist practices?
- What policies around environmental justice, business development, economic investment, and activities need to be created for Northern Sacramento?