

FORWARD TOGETHER

MARYSVILLE & DEL PASO BLVD.

COMMUNITY ADVISOR MEETING #4 – Part 2

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

Location: Virtual Zoom Meeting

AGENDA

- **WELCOME & INTRODUCTIONS**

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

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

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

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

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

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

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

- Live
- Shop
- Work
- Experience

Shop: Shopping at Local Businesses (slides 20-21)

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.

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Work: Owning & Working at Local Businesses (slides 22-23)

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 (slide 24)

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 (slide 25)

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

Inclusion: Access to Influence Over Decisions (slide 26)

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

• ACTION ITEMS & NEXT STEPS

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

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