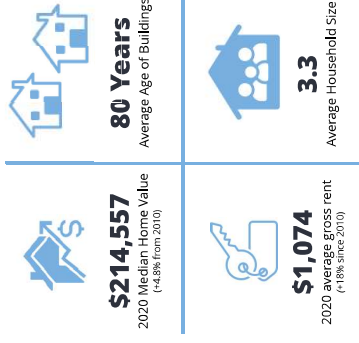
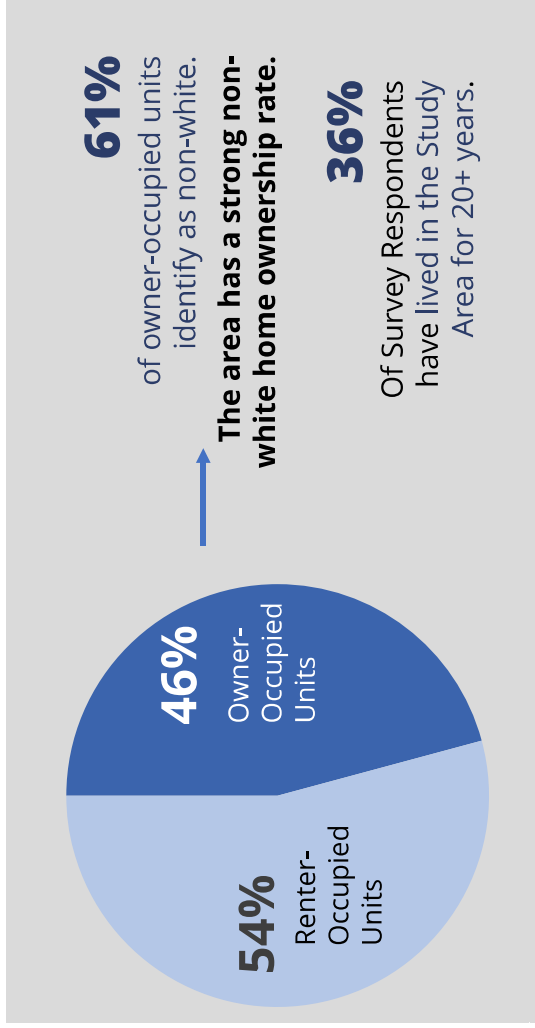




COMMUNITY DATA

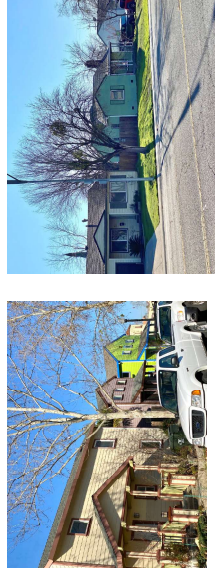
Create and preserve **affordable housing** and **home ownership opportunities** for residents.



Rise in Homelessness in Sacramento County (2015-2022)

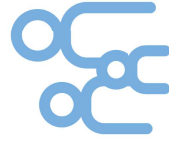


Consistent with County trends, people experiencing homelessness is a challenge on the boulevard.

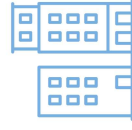


From 2010 to 2020...

Lower-income residents and units are leaving the area



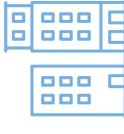
7% decrease of residents making < \$35,000/year



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.

The number of higher-income residents and units is increasing



WORK

COMMUNITY DATA

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

59%

of survey respondents believe there are **not enough adequate job opportunities** along the commercial corridor

95.4%

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

Jobs by Industry in Study Area (Top 5 Industries)



1,517
Total Businesses
in Study Area



10,924
Total Jobs in Study Area

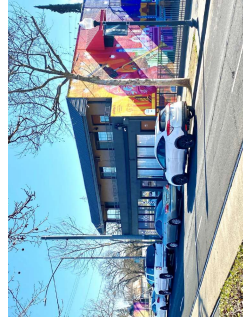


31%
Of Workers are
people of color



11%
Unemployment Rate,
Population 16 years+

PANDEMIC BUSINESS RECOVERY



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

58%

Of businesses surveyed are **somewhat or very concerned about being able to remain in business** in the area after recovering from the pandemic.

\$4.8k per job



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

\$2k per job



North Sacramento

City of Sacramento

FORWARD TOGETHER
MARYSVILLE & DEL PASO BLVD.



SHOP

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

Of the residents and visitors who participated in the community survey, most feel retail offerings along the corridor are very limited.

1.3M

Square feet of retail establishments in the Study Area

62%

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



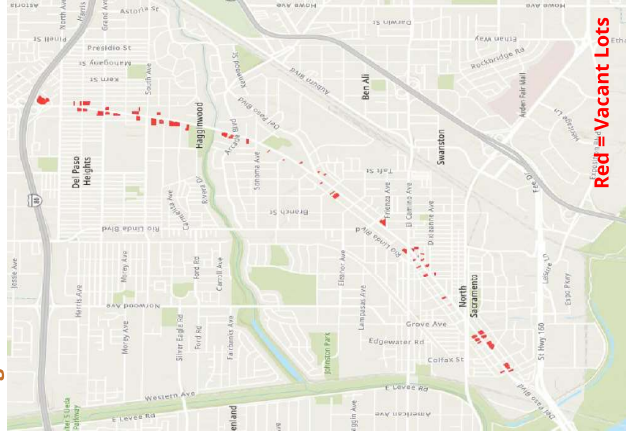
4

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

47%

Only visit the corridor monthly or not at all.

There is an opportunity to repurpose vacant lots to promote more vibrancy along the corridor. There are over 40 vacant sites along the corridor.



Top 5 Retail Industries

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

46%

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

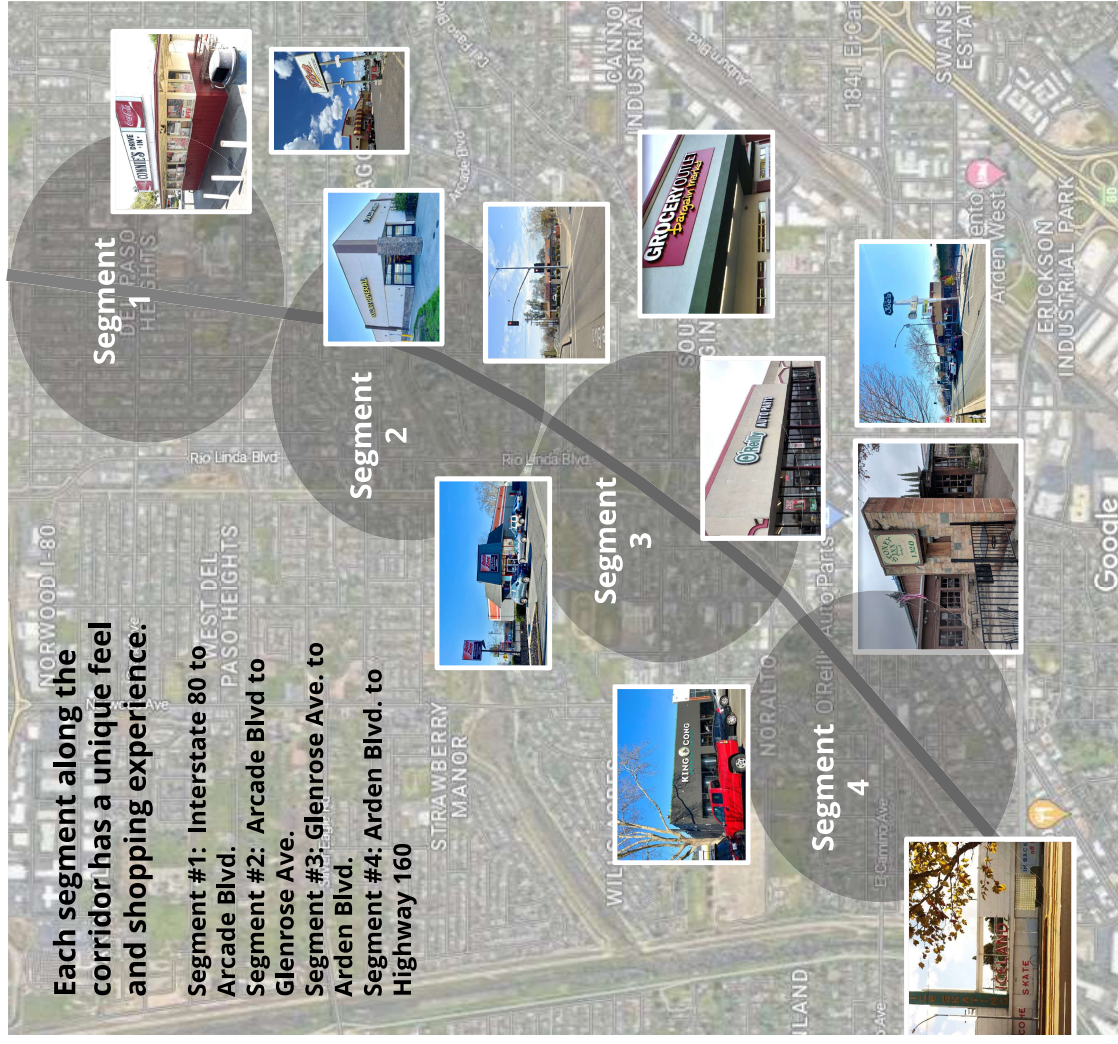
Residents are visiting and shopping at other local and regional destinations to serve their shopping and entertainment needs.

FORWARD TOGETHER
MARYSVILLE & DEL PASO BLVD.

COMMUNITY DATA

Each segment along the corridor has a unique feel and shopping experience.

- Segment #1: Interstate 80 to Arcade Blvd.
- Segment #2: Arcade Blvd to Glenrose Ave.
- Segment #3: Glenrose Ave. to Arden Blvd.
- Segment #4: Arden Blvd. to Highway 160





EXPERIENCE

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

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**

WALKAROUND OBSERVATIONS

- **Trash and litter** observed throughout the corridor
- **Few pedestrians and bikers** observed. Most sidewalks are not wide enough for more than 1 person.
- **Graffiti** observed along the boulevard.
- **No public water fountains** or hydration stations
- **No maintained nature paths** or playgrounds (except Grant Union High School)
- Buildings with **poor to good** paint conditions.

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.

FORWARD TOGETHER
MARYSVILLE & DEL PASO BLVD.

COMMUNITY DATA



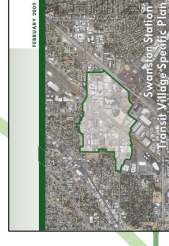
Top 3 mobility challenges identified by community members

1. Lack of pedestrian-friendly streets and sidewalks 
2. Adequate streetlights 
3. Limited transit options 

PREVIOUS TRANSIT PLANS



Northeast Line Light Rail Stations Plan (2007)



Swanston Station Transit Village Plan (2011)



Northeast Line Implementation Plan (2011)



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

CURRENT/ONGOING TRANSIT PLANS:

Transportation Priorities Plan, Alleyways Activation Plan, and more.