

# Video

## Folsom and Sacramento County California Attainable Housing Along Commercial Corridors

Date: November 18, 2022

00:00:12 --> 00:00:16: Good morning. OK, thank you. Good morning. On behalf of

00:00:16 --> 00:00:20: Sacog and the Sacramento County, it's my pleasure to welcome

00:00:20 --> 00:00:25: you to the Urban Land Institute presentation to discuss attainable

00:00:25 --> 00:00:30: housing and commercial corridors and and to hear from experts

00:00:30 --> 00:00:31: from the urban.

00:00:31 --> 00:00:35: Land institute. I also want to give a special shout

00:00:35 --> 00:00:39: out to our our own local chapter, Urban Land Institute.

00:00:41 --> 00:00:44: Chair Amy Lappin so Amy, thank you for being here

00:00:44 --> 00:00:47: and for all of your work on behalf of Sacramento

00:00:47 --> 00:00:51: region. I'm Sue Frost and I serve as the supervisor

00:00:51 --> 00:00:56: in Sacramento County for the 4th district, which includes communities

00:00:56 --> 00:01:01: and cities such as Antelope, Real Linda, Orangevale, Citrus Heights

00:01:01 --> 00:01:04: and Folsom. I also serve on the sacog board of

00:01:04 --> 00:01:08: directors. Through and through this, I hear about common issues

00:01:09 --> 00:01:09: facing.

00:01:10 --> 00:01:12: Communities throughout the Sacramento region.

00:01:13 --> 00:01:17: Our region is the fastest growing region in California and

00:01:17 --> 00:01:22: we're experiencing some growing pains. Our housing production isn't keeping

00:01:22 --> 00:01:22: up.

00:01:23 --> 00:01:28: And we're producing, not producing enough new housing to meet

00:01:28 --> 00:01:32: the demands of the growing population. This problem is.

00:01:33 --> 00:01:38: Particularly acute in our existing communities where housing costs have

00:01:38 --> 00:01:39: become.

00:01:39 --> 00:01:44: More and more unattainable for the average working family.  
At

00:01:44 --> 00:01:48: the same time, the nature of retail is changing and

00:01:48 --> 00:01:54: many of our commercial corridors are over retailled.  
Underdeveloped and

00:01:54 --> 00:01:59: unfriendly to pedestrians, many lack identity and a kind of

00:01:59 --> 00:02:01: unifying sense of place.

00:02:01 --> 00:02:06: There's an opportunity to revitalize and redevelop our  
existing communities

00:02:06 --> 00:02:10: while meeting both these challenges head on. Today, we'll  
hear

00:02:10 --> 00:02:14: about the work of this national Urban Land Institute expert

00:02:14 --> 00:02:15: panel.

00:02:15 --> 00:02:20: And what they have completed in our Sacramento region,  
delving

00:02:20 --> 00:02:25: into two commercial corridors, N Watt Ave in North Highlands

00:02:25 --> 00:02:30: and the Folsom's Central business district, the work brings  
an

00:02:30 --> 00:02:31: impartial outside.

00:02:32 --> 00:02:36: Perspective about what's needed to accelerate housing and  
infill.

00:02:38 --> 00:02:42: Development in these suburban corridor settings, the work  
presented today

00:02:42 --> 00:02:45: by our expert panel could not be timelier.

00:02:46 --> 00:02:50: And I want to thank the panelists and everyone who

00:02:50 --> 00:02:54: was involved in this effort to bring this ULAULI program

00:02:54 --> 00:02:57: to our region. But before we hear from our esteemed

00:02:57 --> 00:03:01: USLI presenters, I'd like to turn over to my colleague

00:03:01 --> 00:03:05: on the Sacog board and also Folsom City Council Member

00:03:05 --> 00:03:09: Mike Kozlowski, who will be talking to us about how

00:03:09 --> 00:03:12: the region has organized around green means go as a

00:03:12 --> 00:03:16: way to overcome these barriers to infill redevelopment.

00:03:19 --> 00:03:20: Mike.

00:03:26 --> 00:03:30: Thank you, Supervisor Frost and everybody for being here  
this

00:03:30 --> 00:03:33: morning. As you mentioned as well as representing the City

00:03:33 --> 00:03:36: of Folsom, it's been my pleasure to serve on the

00:03:36 --> 00:03:39: SACOG board and engage with our colleagues throughout  
the six

00:03:39 --> 00:03:42: county region on topics just like this. I'm thrilled to

00:03:43 --> 00:03:45: be with you this morning to dive into this critical

00:03:46 --> 00:03:49: issue facing communities not only like Folsom but also the

00:03:49 --> 00:03:52: rest of the region, state and even the nation so.

00:03:52 --> 00:03:55: Probably useful for us to take a step back and  
 00:03:55 --> 00:03:58: give some context for sacog's green means go program and  
 00:03:58 --> 00:04:02: the reasons for the expert panel today. Green means go  
 00:04:02 --> 00:04:06: is a programmatically a key component of how Sacramento  
 00:04:06 --> 00:04:10: region  
 00:04:06 --> 00:04:10: will implement its land use and transportation planning going  
 00:04:10 --> 00:04:15: forward  
 00:04:10 --> 00:04:15: while meeting our environmental mandates. The Sacramento  
 00:04:15 --> 00:04:18: region is different  
 00:04:15 --> 00:04:18: than communities along the coast of California or in Southern  
 00:04:18 --> 00:04:22: California, so our solutions to meet those statewide targets.  
 00:04:22 --> 00:04:26: Have to be different. Also, green means go has benefited  
 00:04:26 --> 00:04:30: from several years of outreach to sharpen its focus around  
 00:04:30 --> 00:04:35: accelerating infill development through infrastructure  
 00:04:35 --> 00:04:39: investments. 26 of the 28  
 00:04:35 --> 00:04:39: cities and counties the jurisdictions in our region have  
 00:04:39 --> 00:04:43: participated  
 00:04:39 --> 00:04:43: and identified green zones in their town or city, suburb  
 00:04:43 --> 00:04:44: or urban environment.  
 00:04:46 --> 00:04:50: These locally adopted green zones are areas that have  
 00:04:50 --> 00:04:54: capacity  
 00:04:50 --> 00:04:54: for more infill housing, could benefit from supportive local  
 00:04:54 --> 00:04:59: policies,  
 00:04:54 --> 00:04:59: and would revitalize existing communities while providing  
 00:04:59 --> 00:05:02: more travel options,  
 00:05:02 --> 00:05:06: which is key. Both N Watt and Folsom, Central business  
 00:05:06 --> 00:05:10: district, which will be subject of discussion today, are great  
 00:05:06 --> 00:05:10: examples of locally adopted green zones and, as supervisor  
 00:05:10 --> 00:05:14: Frost  
 00:05:10 --> 00:05:14: mentioned, examples of the opportunities and challenges  
 00:05:14 --> 00:05:15: that those zones  
 00:05:14 --> 00:05:15: face.  
 00:05:15 --> 00:05:19: I think that the findings and recommendations on these two  
 00:05:19 --> 00:05:23: corridors will have much broader relevance and will be used  
 00:05:23 --> 00:05:27: as case studies across the Sacramento region and in wider  
 00:05:27 --> 00:05:32: areas. There are similar corridors facing similar issues  
 00:05:32 --> 00:05:35: throughout the  
 00:05:32 --> 00:05:35: region and we'll need to work together to weave their  
 00:05:35 --> 00:05:40: individual solutions and success into into one cohesive plan  
 00:05:40 --> 00:05:43: to  
 00:05:40 --> 00:05:43: help the region thrive. So I want to say thank  
 00:05:43 --> 00:05:45: you to some of my Folsom staff. Pam.  
 00:05:45 --> 00:05:49: Jones is here who's our community development director,  
 00:05:49 --> 00:05:52: and she's  
 00:05:49 --> 00:05:52: had a lot of help from Desmond Parrington and others

00:05:52 --> 00:05:55: in our city staff to help move things along here  
00:05:55 --> 00:05:58: and to help identify this Green Zone. So it's great  
00:05:58 --> 00:06:01: for us in Folsom. And with that, I want to  
00:06:01 --> 00:06:04: now turn it over to the Urban Land Institute for  
00:06:04 --> 00:06:08: Perspectives on how this aligns with their goals and priorities.  
00:06:08 --> 00:06:11: And then of course, to hear the expert panel. But  
00:06:11 --> 00:06:15: I guess I'm introducing next USLI America's President,  
Gwyneth Cote.

00:06:15 --> 00:06:16: Thank you.

00:06:22 --> 00:06:22: Yeah.

00:06:28 --> 00:06:32: So I have some slides that hopefully we can get  
00:06:32 --> 00:06:33: going.

00:06:34 --> 00:06:37: And I'm going to ask for Barbara or Fabiola to  
00:06:37 --> 00:06:40: see if that can get going. Yeah, there we go.

00:06:40 --> 00:06:43: We're starting to. There we go. Well, good morning. I  
00:06:43 --> 00:06:47: am delighted to be here with everybody. I have spent  
00:06:47 --> 00:06:50: this week on the West Coast, first in Los Angeles  
00:06:50 --> 00:06:53: and then came in to Sacramento yesterday. It is an  
00:06:53 --> 00:06:56: absolute pleasure to serve in the role as President of  
00:06:56 --> 00:06:59: the Americas because I so believe in the mission of  
00:06:59 --> 00:07:02: the Urban Land Institute to shape the future of the  
00:07:02 --> 00:07:05: built environment for transformative.  
00:07:05 --> 00:07:09: Impact in communities worldwide and we support our mission  
through

00:07:09 --> 00:07:12: our mission commitments, which are let's see if I can  
00:07:12 --> 00:07:15: get this to advance. And Barbara, I must be doing  
00:07:15 --> 00:07:18: something wrong because I'm not getting this to advance  
even

00:07:18 --> 00:07:22: though I'm pressing. There you go. So someone is moving  
00:07:22 --> 00:07:24: it for me or I got lucky. So thank you  
00:07:24 --> 00:07:25: tech help here.

00:07:26 --> 00:07:28: We're double checking all of that.

00:07:29 --> 00:07:30: Appreciate.

00:07:31 --> 00:07:32: They work on I'll get it back.

00:07:33 --> 00:07:36: Alright, so we'll go back. I'll talk anyways without this.

00:07:36 --> 00:07:39: So our mission commitments are to connect, inspire and  
lead,

00:07:39 --> 00:07:43: and that's precisely what we're doing today. We're bringing  
people  
00:07:43 --> 00:07:47: together to create the best practices, delve into this land  
00:07:47 --> 00:07:49: use issue and lead in ways that we can create  
00:07:49 --> 00:07:52: more equitable, sustainable communities for all.  
00:07:53 --> 00:07:57: I wanted to talk specifically about what our mission priorities

00:07:57 --> 00:07:59: are. So when we move to the next slide or  
00:08:00 --> 00:08:03: I'll just keep talking. We recently a couple of years  
00:08:03 --> 00:08:07: ago came up with our three mission priorities,  
decarbonization, the  
00:08:07 --> 00:08:10: path to net zero. These are global initiatives and UI  
00:08:10 --> 00:08:14: as a global organization wants to address these topics  
across  
00:08:14 --> 00:08:19: the globe, increasing housing attainability, which is precisely  
what the  
00:08:19 --> 00:08:22: topic is today as well as educating the future diverse  
00:08:22 --> 00:08:23: leaders.  
00:08:23 --> 00:08:26: And all of this is underscored and underpinned by a  
00:08:26 --> 00:08:31: very important foundational approach, which is diversity,  
equity and inclusion.  
00:08:31 --> 00:08:35: Because we recognize that we must have our communities  
be  
00:08:35 --> 00:08:39: sustainable and successful, accessible and sustainable and  
fair to all.  
00:08:39 --> 00:08:43: If it works for everybody, we all are better off.  
00:08:43 --> 00:08:46: So I'm very excited about the mission priorities that we  
00:08:46 --> 00:08:49: have recently created. Now, for those of you who don't  
00:08:49 --> 00:08:53: know much about the Urban Land Institute, I'm pleased to  
00:08:53 --> 00:08:56: say we're now over 47,000 members. So if we can  
00:08:56 --> 00:08:59: go to the next slide, that would be great. We  
00:08:59 --> 00:09:02: are in more than 80 countries across the globe, about  
00:09:02 --> 00:09:03: 40,000.  
00:09:03 --> 00:09:06: Of the members are here in the Americas, we do  
00:09:06 --> 00:09:10: a number of things across the Institute in our programs  
00:09:10 --> 00:09:15: and our content, our education including the advisory  
services panels.  
00:09:15 --> 00:09:19: Next slide will show you that the advisory services panels  
00:09:19 --> 00:09:22: were started in 1947. So next year we will be  
00:09:22 --> 00:09:27: celebrating 75 years of having our advisory services panels.  
Thank  
00:09:27 --> 00:09:31: you Fabiola in place. There are an hallmark of distinction  
00:09:31 --> 00:09:33: for what it is that the urban.  
00:09:33 --> 00:09:38: Land Institute does. We bring in experienced real estate land  
00:09:38 --> 00:09:43: use experts who can solve the most critically important land  
00:09:43 --> 00:09:47: use issues to ensure that we are creating those equitable  
00:09:47 --> 00:09:52: communities for all. So specifically, what is a five day  
00:09:52 --> 00:09:56: panel? It is an intensive 5 day experience where the  
00:09:56 --> 00:10:00: sponsor gives a brief of the overall issue that we  
00:10:00 --> 00:10:04: are asked to solve. Site tours, interviews.  
00:10:04 --> 00:10:09: Deliberations and recommendations and then what we're

here today to

00:10:09 --> 00:10:13: experience is the final presentation. So very excited to hear

00:10:13 --> 00:10:16: what it is that our panel has recommended. I want

00:10:16 --> 00:10:19: to make sure to thank Sacog and all of their

00:10:20 --> 00:10:24: support in bringing us here and specifically would like to

00:10:24 --> 00:10:28: recognize James Corliss and Garrett Ballard. Rosa, I want to

00:10:28 --> 00:10:32: thank the urban land institutes Terwilliger Center, which has

00:10:33 --> 00:10:35: been

00:10:33 --> 00:10:35: key to putting this together.

00:10:35 --> 00:10:38: As well, I would be remiss if I didn't acknowledge

00:10:38 --> 00:10:42: Mary Clementi. Who's here? Mary, raise your hand. There

00:10:43 --> 00:10:46: you

00:10:43 --> 00:10:46: are. I couldn't see you, who has really done an

00:10:46 --> 00:10:51: amazing effort throughout USLI Sacramento as our executive

00:10:51 --> 00:10:55: director for

00:10:51 --> 00:10:55: this local District Council. And I want to thank Isabel,

00:10:55 --> 00:10:59: whose last name I'm not going to get. Correct. So,

00:10:59 --> 00:11:02: Isabel Dome damico. There you go. I did it. close

00:11:02 --> 00:11:05: enough. Who is the District Council?

00:11:05 --> 00:11:08: Fair. And with that, I'm going to turn this over

00:11:08 --> 00:11:12: to our fearless chairperson, Philip Payne. I've had the

00:11:12 --> 00:11:15: pleasure

00:11:12 --> 00:11:15: of working with Phil or knowing Phil for the last

00:11:15 --> 00:11:18: four years, one of my first dinners at ULI. We

00:11:18 --> 00:11:21: had the chance to sit next to each other and

00:11:21 --> 00:11:24: his passion and commitment to creating more in strong land

00:11:24 --> 00:11:28: use decisions to create more attainable housing is evident in

00:11:28 --> 00:11:31: all the work that he's done. So Phil, over to

00:11:31 --> 00:11:33: you and thank you very much.

00:11:35 --> 00:11:36: Thank you.

00:11:39 --> 00:11:40: Thank you, Gwyneth.

00:11:41 --> 00:11:42: Umm.

00:11:43 --> 00:11:45: You know, I sat there and got everything. There we

00:11:45 --> 00:11:45: go.

00:11:47 --> 00:11:49: I'm still in a little bit of shock cause I

00:11:49 --> 00:11:51: was referred to as being esteemed.

00:11:51 --> 00:11:54: And I know I'm getting older.

00:11:55 --> 00:11:59: But I've never had anybody call me esteemed yet, so

00:11:59 --> 00:12:00: I'm, I guess.

00:12:01 --> 00:12:04: It's a new status here, I guess. I'm happy about

00:12:04 --> 00:12:05: it, but it.

00:12:05 --> 00:12:08: Kind of relates to getting old. So anyway.

00:12:10 --> 00:12:13: I'm Philip Payne and I've had the privilege of being

00:12:13 --> 00:12:15: the chairman of this panel.

00:12:15 --> 00:12:19: I'm from Charlotte, NC, where I currently serve as the

00:12:19 --> 00:12:23: chairman of a of the Lotus Campaign, which is a

00:12:23 --> 00:12:23: 501C3.

00:12:24 --> 00:12:27: Whose mission is to facilitate the placement of those who

00:12:27 --> 00:12:31: have experienced homeless in market rate apartments.

00:12:32 --> 00:12:33: Market rate housing.

00:12:34 --> 00:12:37: My area of extra expertise is actually moderate and low

00:12:38 --> 00:12:42: income housing with a special interest in housing for those

00:12:42 --> 00:12:44: who have experienced homelessness, OK.

00:12:47 --> 00:12:48: In addition.

00:12:49 --> 00:12:53: To our sponsors and all the people Gwyneth already.

00:12:54 --> 00:12:55: Recognized.

00:12:58 --> 00:13:01: There was a long list of people who have additional

00:13:01 --> 00:13:03: people who've been around to help us over the last

00:13:04 --> 00:13:04: week.

00:13:06 --> 00:13:10: Those include members and staff of USLI Sacramento, the

00:13:10 --> 00:13:14: government, government officials and employees who so willingly shared

00:13:14 --> 00:13:16: their knowledge,

00:13:17 --> 00:13:22: expertise, thoughts and time with us.

00:13:22 --> 00:13:26: Those who participated in our information gathering

00:13:26 --> 00:13:27: interviews USLI staff

00:13:28 --> 00:13:26: assigned to this project to help us, and of course,

00:13:26 --> 00:13:27: our panelist.

00:13:29 --> 00:13:32: As we go through the presentation, each of the panelists

00:13:32 --> 00:13:35: is going to introduce themselves rather than me. Stand up

00:13:35 --> 00:13:37: here and go through the whole list, but I do

00:13:38 --> 00:13:38: want to tell you.

00:13:39 --> 00:13:41: This has been they they were.

00:13:42 --> 00:13:45: An excellent panel to work with. All of them were

00:13:45 --> 00:13:48: volunteers. All of them were chosen for their areas of

00:13:48 --> 00:13:51: expertise in the study on the matter we were going

00:13:51 --> 00:13:54: to study. None of them, by the way, have any

00:13:54 --> 00:13:58: business or financial relationship with the communities and

00:13:59 --> 00:14:00: with this.

00:13:59 --> 00:14:00: The panel was conducted.

00:14:09 --> 00:14:09: OK.

00:14:11 --> 00:14:15: Earlier this year, ULI was asked by the Sacramento Area

00:14:15 --> 00:14:19: Council of Governments, also known as Sacog, to assemble

00:14:19 --> 00:14:22: a

00:14:19 --> 00:14:22: panel to study the commercial quarters of North Watt Ave

00:14:23 --> 00:14:27: in unincorporated Sacramento County and the city of

Folsom's central business district.

The panel was asked to provide its thoughts and guidance and recommendations as to the advisability of embarking on a plan of to sustainably revitalize these quarters with the goal of creating a vibrant, walkable, mixed-use mixed income. Community.

Especially with the goal of adding more housing.

In addition, we were asked.

To answer these six questions, rather than sit here and read them all to you, I'm going to let you read them and we'll give you a copy later. Let's just say we we're not going to answer them one by, say, one. And here's the answer. We've just answered them throughout the entire. Conversation.

Before we start the presentation, I I want you to know that I've been in many UI advisory panels and I have never seen one with the scope, a scope of engagement as large, open-ended, complex or daunting as this one.

Two locations, each with its own set of issues, the competing interplay of issues, issues of site suitability, economic viability of the completed product, limited financial resources, community concerns, scale, impact on existing businesses, traffic patterns, infrastructure, the type and amount of housing, the cost of that housing, and as if it wasn't not economic, environmental concerns and.

You know it doesn't. This has not been an easy one to work with.

How this to give you a feel for how report comes into existence.

We have started a few weeks ago receiving detailed briefing material information and everybody went through that and we discussed it.

And then on Sunday, we all arrived and met with our sponsors and members of City and county staff. On Monday we had guided tours of both sites, continued our



00:16:32 --> 00:16:36: discussions with the sponsors and governmental staff, and met with

00:16:36 --> 00:16:41: other interested parties. Tuesday we interviewed approximately 40 individuals representing

00:16:41 --> 00:16:45: a cross section of the community, and these interviews included

00:16:45 --> 00:16:50: sponsors, community members, local UI members, elected officials, government employees,

00:16:50 --> 00:16:53: business owners, developers, and a cross section of.

00:16:53 --> 00:16:54: Other interested citizens?

00:16:56 --> 00:16:59: Then, on Tuesday night, the real work began when the

00:16:59 --> 00:17:03: panelists locked themselves in the room and for the next

00:17:03 --> 00:17:07: two days, discussed, debated, crafted, honed the report we will

00:17:07 --> 00:17:07: present today.

00:17:10 --> 00:17:14: A little bit of warning for you if you see

00:17:14 --> 00:17:17: any of the panelists who appear to be dazed. I

00:17:17 --> 00:17:19: refer to this as panel brain.

00:17:20 --> 00:17:23: It it's a temporary condition that comes from the fact

00:17:23 --> 00:17:27: that sleep and relaxation are not included on our work

00:17:27 --> 00:17:28: schedule.

00:17:29 --> 00:17:33: I can assure you that everybody will fully recover and

00:17:33 --> 00:17:36: they will all eventually come to view their time here

00:17:36 --> 00:17:39: as both enjoyable and rewarding.

00:17:42 --> 00:17:47: OK. Our presentation is really divided into 3 sort of.

00:17:48 --> 00:17:52: In sections, the first is going to talk about.

00:17:53 --> 00:17:56: The issues of vision, leadership and community buy in.

00:17:57 --> 00:18:00: Then we'll move on to sort of a broad framework

00:18:00 --> 00:18:04: for developing sustainable 15 minute communities. And

00:18:04 --> 00:18:10: lastly, we'll get

00:18:04 --> 00:18:10: into specific recommendations around infrastructure,

00:18:10 --> 00:18:13: transportation and housing. At this

00:18:10 --> 00:18:13: time, I would like to introduce Rochelle Mills who will

00:18:13 --> 00:18:15: start our presentation.

00:18:25 --> 00:18:29: Good morning, everyone. As he mentioned, my name is

00:18:29 --> 00:18:34: Rochelle

00:18:29 --> 00:18:34: Mills. I'm with innovative housing opportunities. We're a

00:18:34 --> 00:18:38: nonprofit affordable

00:18:34 --> 00:18:38: housing developer based in Orange County and Santa Ana.

00:18:38 --> 00:18:40: My

00:18:38 --> 00:18:40: background over the last.

00:18:41 --> 00:18:45: Gosh, it's almost been 40 years. This architecture, they say

00:18:45 --> 00:18:48: everyone has seven careers, and I think I've just about

00:18:48 --> 00:18:52: had all of them architecture, cultural, tourism, editing. I was

00:18:53 --> 00:18:57: a planning Commissioner, developer now and a business owner. I

00:18:57 --> 00:19:00: think it gives me a unique perspective to see the

00:19:00 --> 00:19:03: entire ecosystem in the work that we're doing here.

00:19:08 --> 00:19:12: In talking about vision and leadership in this Community, I

00:19:12 --> 00:19:15: think it's really interesting to note that we have two

00:19:16 --> 00:19:21: very distinct communities that were discussing distinct and topographies in

00:19:21 --> 00:19:25: DNA, their own personalities, traffic patterns and economies. But in

00:19:26 --> 00:19:29: terms of vision, they were almost identical in alignment.

00:19:30 --> 00:19:34: The priorities in general, both N Watt and the Folsom

00:19:35 --> 00:19:39: Business District share a vision for safe, human skilled versus

00:19:39 --> 00:19:45: auto scaled neighborhoods and neighborhoods is important. Rather than looking

00:19:45 --> 00:19:50: at a larger community context or city context, they really

00:19:50 --> 00:19:54: wanted to drill in on the personality of that small

00:19:54 --> 00:19:59: community. They're all interested in homes that are affordable to

00:19:59 --> 00:20:01: a diversity of residents.

00:20:01 --> 00:20:05: At income levels, who can live, work, play and more

00:20:05 --> 00:20:10: importantly build roots in their communities, connection to residences, to

00:20:10 --> 00:20:16: the commercial district and other amenities that both communities talked

00:20:16 --> 00:20:20: about and we're very proud of like trails like business

00:20:20 --> 00:20:25: offerings, transit opportunities, etcetera. They wanted to have a place

00:20:25 --> 00:20:30: where locals, both businesses and residents alike could be proud

00:20:30 --> 00:20:31: to belong.

00:20:31 --> 00:20:35: And proud to invite other people to visit calm traffic,

00:20:35 --> 00:20:40: wayfinding and green space and recreation for all ages. And

00:20:40 --> 00:20:44: more importantly, they wanted to find a reason to stick

00:20:44 --> 00:20:48: around and stay and enjoy the communities there, not to

00:20:48 --> 00:20:53: have to leave their communities to find those kinds of

00:20:53 --> 00:20:56: components that make a community special one.

00:20:57 --> 00:21:03: The question was would they support housing infill housing? The

00:21:03 --> 00:21:05: answer was yes, if.

00:21:05 --> 00:21:09: And this, the top two were the same across both

00:21:09 --> 00:21:14: areas. If it serves, both the working and intergenerational households

00:21:14 --> 00:21:19: that came up quite a bit, intergenerational households. And if  
00:21:19 --> 00:21:23: it also enhances the local business district and only if  
00:21:23 --> 00:21:27: the infrastructure was in place to support the growth. And  
00:21:27 --> 00:21:33: by infrastructure, I mean sewer, lighting, sidewalks,  
accessibility, parking, all  
00:21:33 --> 00:21:35: of those things it was generally.  
00:21:35 --> 00:21:40: Understood that if those components couldn't be there, then  
they  
00:21:40 --> 00:21:44: would have a hard time step supporting it and that  
00:21:44 --> 00:21:49: is something that we wholeheartedly agree upon. Now.  
Specifically in  
00:21:49 --> 00:21:52: the Folsom CBD infill housing was a yes if the  
00:21:52 --> 00:21:57: design was inspired and attractive. There was some concern  
that  
00:21:57 --> 00:22:01: they felt that the designs were a little bit pedestrian  
00:22:01 --> 00:22:05: and they wanted something that would be uplifting. Yes, if  
00:22:05 --> 00:22:06: the design.  
00:22:06 --> 00:22:10: Asked the density and the massing, because there was a  
00:22:10 --> 00:22:14: fear that we would have these giant towering projects that  
00:22:14 --> 00:22:17: would just not be in character with the scale of  
00:22:17 --> 00:22:21: a community. Yes to infill if it created a unique  
00:22:21 --> 00:22:25: destination. Destination being the keyword here. And yes, in  
some  
00:22:26 --> 00:22:30: cases we have to understand the economic realities. We had  
00:22:30 --> 00:22:34: a couple of businesses say point blank. Yes if someone  
00:22:34 --> 00:22:36: else picks up the tab or the phrase.  
00:22:36 --> 00:22:40: The cost to implement, recognizing that they want to see  
00:22:40 --> 00:22:43: something happen, but there's going to be a period of  
00:22:43 --> 00:22:46: downtime and they're not sure if they could handle that  
00:22:46 --> 00:22:49: burden. Specifically in the Northwest area, it was just to  
00:22:50 --> 00:22:53: infill if the housing promotes connectivity throughout the area  
and  
00:22:54 --> 00:22:56: beyond. And yes, also if it offers options for the  
00:22:57 --> 00:23:01: workforce, households within the McClellan Park, which is  
adjacent to  
00:23:01 --> 00:23:04: that area, and new families that are moving into the  
00:23:04 --> 00:23:04: community.  
00:23:06 --> 00:23:11: Regarding leadership, will and buy in, and that's critical  
because  
00:23:11 --> 00:23:15: you cannot move a process like this forward without having  
00:23:15 --> 00:23:18: leadership identified, without having the will to do it, and  
00:23:19 --> 00:23:22: without having the buy in of the constituents. Here are  
00:23:22 --> 00:23:24: some of the strengths.  
00:23:25 --> 00:23:28: In terms of the Fulson district, it was family friendly

00:23:29 --> 00:23:32: and great nature trails that came up several times.

00:23:33 --> 00:23:37: There was a long term residence. A lot of the

00:23:37 --> 00:23:41: people we interviewed were there from 20 years to 42

00:23:41 --> 00:23:46: years. So you had very engaged long term residents and

00:23:46 --> 00:23:50: when I say engage, we had responses from high school

00:23:50 --> 00:23:56: students, we had responses from business, from residents, just a

00:23:56 --> 00:24:01: really robust engagement in that community, more buy in than

00:24:01 --> 00:24:03: skepticism and generally.

00:24:03 --> 00:24:08: That there was support along the trifecta, the community, the

00:24:08 --> 00:24:12: City Council and the Chamber. That means the electeds, the

00:24:12 --> 00:24:16: businesses and the residents, and that's usually hard to get.

00:24:16 --> 00:24:20: So that's a big deal. The strengths in that area,

00:24:20 --> 00:24:24: in terms of challenges, there was admittedly no financial resources

00:24:24 --> 00:24:26: and this is not.

00:24:28 --> 00:24:32: Uncommon, but it was very clear from particularly from the

00:24:32 --> 00:24:37: city representatives that there are no funds for to support

00:24:37 --> 00:24:41: this and there was a desire to have us help

00:24:41 --> 00:24:45: them figure out some solutions and we've got some for

00:24:45 --> 00:24:50: you. There's no ability to create or implement the vision.

00:24:50 --> 00:24:54: And I thought that that was really sobering to have

00:24:54 --> 00:24:58: someone acknowledge that that skill is not within the.

00:24:59 --> 00:25:00: Stakeholders that are there.

00:25:01 --> 00:25:06: The business owners generally feel feared a change.

00:25:08 --> 00:25:12: To anything that related to parking and traffic, they equate

00:25:12 --> 00:25:15: it traffic with pedestrians and pedestrians or traffic with.

00:25:17 --> 00:25:23: Customers. And so any discussion over underutilized parking or closing

00:25:23 --> 00:25:28: off excessive numbers of curb cuts really did give palpitations

00:25:28 --> 00:25:32: to the interviewees and in general a lack of understanding

00:25:32 --> 00:25:37: of the process and how to prioritize, and that's understandable.

00:25:39 --> 00:25:42: In terms of the not the North Watt area, here

00:25:42 --> 00:25:47: were the strengths. Lots of vacant land at great prices.

00:25:49 --> 00:25:51: Adjacency to the light rail.

00:25:52 --> 00:25:55: A large employment base and potential partner in McClellan Park

00:25:55 --> 00:25:58: and they had secured a couple of grants already.

00:25:59 --> 00:26:03: Over half, \$1,000,000 in a cow transplanting grant and \$13.7

00:26:03 --> 00:26:08: million for complete St projects. The challenges were a lack

00:26:08 --> 00:26:13: of cohesive social infrastructure, and it's outlined in the second

00:26:13 --> 00:26:18: bullet point. McClelland Park wasn't very engaged with the broader

00:26:18 --> 00:26:22: community. To the extent an example is during the COVID,

00:26:22 --> 00:26:26: the height of the COVID crisis, neighbors in the adjacent

00:26:26 --> 00:26:29: areas didn't come onto that campus.

00:26:29 --> 00:26:32: Because they felt that it wasn't accessible to them. And

00:26:33 --> 00:26:36: so there is a disconnect that that's a resource that

00:26:36 --> 00:26:39: they have full access to. There's a weak market for

00:26:39 --> 00:26:40: housing today.

00:26:42 --> 00:26:45: And there was something that I thought that is is

00:26:45 --> 00:26:50: really worth noting when you talk about the difference between

00:26:50 --> 00:26:53: the two, there was a little bit of a perception

00:26:53 --> 00:26:54: of.

00:26:55 --> 00:26:57: A lack of buy in, inconsistent buy in and even

00:26:57 --> 00:27:01: some indifference in terms of the stakeholders who did come

00:27:01 --> 00:27:04: out, we had some no shows and that was quite

00:27:04 --> 00:27:07: a bit different than what we experienced in the Folsom

00:27:07 --> 00:27:11: area, but that could be because the county planning

00:27:11 --> 00:27:13: Department

00:27:15 --> 00:27:19: is short staffed and over prioritized.

00:27:19 --> 00:27:23: Diversity, equity, inclusion, as you heard, this is a critical

00:27:23 --> 00:27:27: area in terms of the green means go program in

00:27:27 --> 00:27:31: terms of UL I, sacog and certainly the stakeholders. Why

00:27:31 --> 00:27:35: is that important? Because people do ask about that. Well,

00:27:35 --> 00:27:39: you want to have communities that respect, respect, reflect the

00:27:39 --> 00:27:42: values and the people who you serve or the people

00:27:43 --> 00:27:45: that will be coming into those communities and how is

00:27:45 --> 00:27:49: this report of ours going to address?

00:27:49 --> 00:27:52: That we're going to address that by promoting mixed income

00:27:52 --> 00:27:56: communities. Why that's important is that you have a

00:27:56 --> 00:28:00: continuum

00:28:00 --> 00:28:04: of income levels, not just from those coming outside, but

00:28:04 --> 00:28:06: you've got long-term residents in these communities that

00:28:07 --> 00:28:10: want to

00:28:10 --> 00:28:12: have their children stay in those communities and they're

00:28:12 --> 00:28:15: going

00:28:15 --> 00:28:20: to be coming in at a different level or you've

00:28:20 --> 00:28:22: got empty nesters that are wanting to downsize and you

00:28:22 --> 00:28:24: want them to be there. So creating a mix of

00:28:24 --> 00:28:26: incomes, a structure that allows all of them to.

00:28:26 --> 00:28:28: Live in the community is critical. Building the social

00:28:28 --> 00:28:30: infrastructure

00:28:20 --> 00:28:24: in both communities to deepen the engagement. Having a more

00:28:24 --> 00:28:28: robust community engagement in north what similar to what we're

00:28:28 --> 00:28:30: seeing in Folsom would be great.

00:28:31 --> 00:28:34: In Folsom, you've got a high opportunity corridor. So there's

00:28:34 --> 00:28:37: one of the suggestions that we're going to say is

00:28:37 --> 00:28:41: bring more opportunities for mixed income housing and support the

00:28:41 --> 00:28:45: local businesses with the housing and other access. You know,

00:28:45 --> 00:28:48: bringing people in and creating as someone said that they're

00:28:48 --> 00:28:52: in these communities in North Watt, you've got an under

00:28:52 --> 00:28:56: resourced corridor. The suggestions are to improve the urban environment

00:28:56 --> 00:29:00: and enhance mobility and economic opportunity for the existing residents,

00:29:00 --> 00:29:01: acquire the land.

00:29:02 --> 00:29:05: And so you can create a robust housing strategy in

00:29:05 --> 00:29:10: the area and capitalize on environmental justice community. They have

00:29:10 --> 00:29:15: an annual environmental justice forum, but really capitalize on that.

00:29:17 --> 00:29:21: What are the next steps? Build consensus through leadership and

00:29:21 --> 00:29:25: social infrastructure. There's simple ways that we can do this.

00:29:25 --> 00:29:28: One of the things we like to do is during

00:29:28 --> 00:29:32: that two year process, when you're going, when you're engaging

00:29:32 --> 00:29:36: and putting the plan together, get the community activated by

00:29:36 --> 00:29:41: underutilized use, activating the underutilized parking lots with pop-up events,

00:29:41 --> 00:29:44: simple events, St Fairs, performances so that people start to

00:29:45 --> 00:29:47: imagine what this can be and there is more buy

00:29:47 --> 00:29:48: in and.

00:29:48 --> 00:29:53: An opportunity for investment in that more opportunities to build

00:29:53 --> 00:29:58: ambassadors, create cyclovia type events, biking events, jogging trails that

00:29:58 --> 00:30:03: connect to the existing assets that you have, corridors that

00:30:03 --> 00:30:08: connect to existing amenities, engage artists and landscape designers to

00:30:08 --> 00:30:12: create a public art placemaking strategy, and one that is

00:30:12 --> 00:30:16: unique to the Watt corridor is that the county of

00:30:16 --> 00:30:19: Sacramento can target a transformative.

00:30:19 --> 00:30:24: Climate communities grant to build the corridor capacity and infrastructure.

00:30:28 --> 00:30:29: Thanks.

00:30:37 --> 00:30:40: Good morning and thank you for having us. My name

00:30:40 --> 00:30:43: is Louis Knight. I've recently joined Sarah, which is a

00:30:43 --> 00:30:46: design and planning firm headquartered in Portland but now based

00:30:46 --> 00:30:50: in Oakland, which fortunately for me has reduced my commute

00:30:50 --> 00:30:52: from an hour and a half to 15 minutes.

00:30:53 --> 00:30:55: Also didn't wanna talk a little bit and I'm going

00:30:55 --> 00:30:58: off script here, Phillips. I apologise about the housing experience

00:30:58 --> 00:31:01: and the housing experience that we heard from, particularly the

00:31:01 --> 00:31:03: younger people in the communities.

00:31:04 --> 00:31:07: When we first moved to the Bay Area 22 years

00:31:07 --> 00:31:11: ago, my wife and I, now two young children, experienced

00:31:11 --> 00:31:18: moments of technical homelessness, living in multigenerational households, shared house,

00:31:18 --> 00:31:22: living eviction. And but for the grace of her parents,

00:31:22 --> 00:31:25: who helped us with the deposit, we're still in the

00:31:25 --> 00:31:29: same house that we bought 22 years ago. This is

00:31:29 --> 00:31:33: the experience that Californian young people have today.

00:31:34 --> 00:31:35: It's also one that's been around for a long time.

00:31:36 --> 00:31:38: So I think it's it's high time that we actually

00:31:38 --> 00:31:40: started to think about getting it right.

00:31:42 --> 00:31:45: I have a history of 20-30 years of of helping

00:31:45 --> 00:31:48: communities develop strategies around how they want to grow, be

00:31:48 --> 00:31:53: successful, be environmentally sustainable, develop the housing and the jobs

00:31:53 --> 00:31:55: in the manner and the type of of of community

00:31:55 --> 00:31:58: in which they want to grow into. But I'm not

00:31:58 --> 00:32:01: here to talk about that. I'm actually here to talk

00:32:01 --> 00:32:05: about some environment, sustainability and resilience and reiterate why it's

00:32:05 --> 00:32:08: important and how it can actually help play out in

00:32:08 --> 00:32:10: terms of the attitudes around.

00:32:13 --> 00:32:16: Mixed income, multigenerational communities. And I think, why does it

00:32:16 --> 00:32:17: matter?

00:32:18 --> 00:32:20: Climate central has just done a recent.

00:32:21 --> 00:32:25: Multi City evaluation of the country and they estimate, and

00:32:25 --> 00:32:31: this is probably conservative, but by 2100, Sacramento's client climate

00:32:31 --> 00:32:34: will look much more like that in the great Salton

00:32:34 --> 00:32:36: Sea near the Mexican border.

00:32:38 --> 00:32:39: What does that mean in actuality?

00:32:41 --> 00:32:43: It'll be hotter, everything else.

00:32:44 --> 00:32:47: We also recognise that infill is really good, but no

00:32:47 --> 00:32:49: one understands the data very well.

00:32:50 --> 00:32:54: Infill housing uses 40% less water, 33% less miles chart

00:32:54 --> 00:32:58: travelled, significantly less greenhouse gases.

00:32:59 --> 00:33:04: And the opportunity of taking on aged and unregenerated sites

00:33:04 --> 00:33:07: that are a drain on general fund revenues at the

00:33:07 --> 00:33:10: local council is one that we cannot turn up.

00:33:12 --> 00:33:17: Population and increased densities Dr retail spend, but they also

00:33:17 --> 00:33:20: drive a lot of efficiencies that we tend to overlook.

00:33:22 --> 00:33:27: It is much cheaper to develop infrastructure in existing service

00:33:27 --> 00:33:30: areas than it is to do it on the periphery.

00:33:31 --> 00:33:33: It's also cheaper to deliver public services.

00:33:34 --> 00:33:39: It drives multi generational multi income communities which are actually

00:33:39 --> 00:33:43: much more resilient to disaster and stresses overtime. And there's

00:33:43 --> 00:33:47: some evidence to suggest that walkable communities are 20% less

00:33:47 --> 00:33:50: likely to default on home mortgages.

00:33:51 --> 00:33:53: To think about it, if we can't work out how

00:33:53 --> 00:33:54: to do.

00:33:54 --> 00:34:00: Multigenerational mixed income, denser housing and development in these corridors?

00:34:00 --> 00:34:03: Then we're failing the next generations.

00:34:06 --> 00:34:09: The future of Sacramento, we've always said it's going to

00:34:09 --> 00:34:12: be hotter, it's likely going to be drier, there's likely

00:34:12 --> 00:34:14: going to be bigger flood incidents and my own experience

00:34:14 --> 00:34:17: is Australia went through the Millennium drought.

00:34:18 --> 00:34:20: And this year, Sydney alone has had five times the

00:34:21 --> 00:34:24: average rainfall that it receives on an on an annual

00:34:24 --> 00:34:27: basis. So the extremes are gonna get much greater. So

00:34:27 --> 00:34:31: our infrastructure really needs to be properly prepared for these

00:34:31 --> 00:34:35: changes and we're also likely to see significant agricultural change



00:34:35 --> 00:34:38: and we again have experienced significant fires in the hills  
00:34:38 --> 00:34:42: and this is one of the opportunities McClellan would like  
00:34:42 --> 00:34:42: to talk about.  
00:34:44 --> 00:34:46: So driving this, all of this is starting to think  
00:34:46 --> 00:34:49: through how the energy transition matters and how do we  
00:34:49 --> 00:34:51: get people out of their cars?  
00:34:51 --> 00:34:55: 40% of the states emissions are in transportation sector.  
00:34:58 --> 00:35:01: And we think that the recommendations are actually really  
quite  
00:35:01 --> 00:35:04: simple, like ethica and New York, which created its green  
00:35:04 --> 00:35:08: New Deal, really need to drive towards vision and  
partnership.  
00:35:09 --> 00:35:12: That means that we need to have shared recognition of  
00:35:12 --> 00:35:15: the issues that require that action. We map and analyse,  
00:35:15 --> 00:35:17: as Ethica did, to demonstrate the problems.  
00:35:18 --> 00:35:22: Establish a shared financial target for early phase projects.  
00:35:23 --> 00:35:26: And designing the ability to scale and multiply proven  
successes.  
00:35:31 --> 00:35:34: There's an awful lot of metrics out there for what  
00:35:34 --> 00:35:37: sustainability or resilience or decarbonisation look for.  
00:35:38 --> 00:35:41: We need to use plain plain English, basically.  
00:35:41 --> 00:35:44: We need to localize it, we need to demystify it,  
00:35:44 --> 00:35:47: and we need to have achievable goals as part of  
00:35:47 --> 00:35:49: the early pilot establishment.  
00:35:50 --> 00:35:53: And this will ripple through any number of core targets,  
00:35:53 --> 00:35:57: but if we don't concentrate on wastewater, energy, the  
efficiency  
00:35:57 --> 00:36:00: of the built environment, the decarbonisation.  
00:36:01 --> 00:36:05: Mobility and livability or quality of life metrics.  
00:36:09 --> 00:36:13: We need new and intentional financing models.  
00:36:14 --> 00:36:17: You know, one of the great joys of my last  
00:36:17 --> 00:36:20: six years has been working on Facebook's housing  
programs. And  
00:36:20 --> 00:36:23: the one thing that we consistently came back from, you  
00:36:23 --> 00:36:27: know, people delivering homeless shelters, to doing  
affordable housing, to  
00:36:27 --> 00:36:30: doing mixed income or unsubsidized housing, was that we  
need  
00:36:31 --> 00:36:33: greater flexibility of financing models.  
00:36:34 --> 00:36:34: And.  
00:36:35 --> 00:36:39: A little bit more willingness to invest in early phase  
00:36:39 --> 00:36:40: innovation.  
00:36:40 --> 00:36:42: So how do we get to do that?  
00:36:43 --> 00:36:46: If we're gonna build modular, we we need to rethink

00:36:46 --> 00:36:49: the investment cycles around the typical steps of building a  
00:36:49 --> 00:36:49: new home.  
00:36:50 --> 00:36:53: When you expand the sunset bonding of the 30 year  
00:36:53 --> 00:36:57: infrastructure bonds, as San Francisco did for Treasure  
Island, they  
00:36:57 --> 00:36:59: expanded it to a 99 year sunset. To create an  
00:36:59 --> 00:37:02: adaptation fund and A and a maintenance fund. To support  
00:37:02 --> 00:37:06: the infrastructure, we need to consider tax abatements and  
synthetic  
00:37:06 --> 00:37:10: TIF structures. This is how Nashville got its downtown  
regenerated  
00:37:10 --> 00:37:12: over the last 15 to 20 years.  
00:37:13 --> 00:37:16: We need to think about a regional transfer of development  
00:37:16 --> 00:37:19: rights programs similar to the way that Montgomery County  
and  
00:37:19 --> 00:37:22: Seattle did it, which has protected Wildlands, protected  
agland and  
00:37:22 --> 00:37:25: driven development into the core rather than away from it.  
00:37:26 --> 00:37:29: We need to appropriately price risk into the real estate  
00:37:29 --> 00:37:29: fees.  
00:37:30 --> 00:37:33: You know, it's actually more risky to build in the  
00:37:33 --> 00:37:35: wildland interface than it is to build in the urban  
00:37:35 --> 00:37:35: cores.  
00:37:37 --> 00:37:41: And we need to simplify and reduce overall the impediments  
00:37:41 --> 00:37:45: to infill and green development. Oakland right now is  
considering  
00:37:45 --> 00:37:49: a net zero energy bonus overlay zone. So if you  
00:37:49 --> 00:37:51: do projects that sequester carbon.  
00:37:52 --> 00:37:55: They're going to give you additional density at no cost  
00:37:55 --> 00:37:56: with no impact on the fees.  
00:37:59 --> 00:38:03: And then finally, we'd need to start small, with actionable,  
00:38:03 --> 00:38:07: scalable pilot programs that prove their feasibility and  
actually drive  
00:38:07 --> 00:38:10: the proof of proof of concept that we can believe  
00:38:10 --> 00:38:13: in. And I think that the narrative here is Saul  
00:38:13 --> 00:38:18: Griffith, who's an Australian Genius Award winner, moved his  
entire  
00:38:18 --> 00:38:21: family back to Australia about 18 months ago because he  
00:38:21 --> 00:38:24: found electrification too hard to do.  
00:38:25 --> 00:38:28: And his goal in the next year is to establish  
00:38:28 --> 00:38:31: a pilot program of a community of 250,000.  
00:38:32 --> 00:38:33: Going fully electric.  
00:38:34 --> 00:38:36: And it was easier for him to do that in  
00:38:36 --> 00:38:39: Australia because the fees were less, the cost of solar

00:38:39 --> 00:38:42: was less and the institutional resistance to change was less.

00:38:42 --> 00:38:45: So we really need to think about how we use

00:38:45 --> 00:38:47: pilots as a way of proving the reality that.

00:38:48 --> 00:38:53: Infill housing and multi generational multifamily districts are actually better

00:38:53 --> 00:38:57: for better for the community, better for community creation and

00:38:57 --> 00:39:01: better financially and better for the planet. And with that

00:39:01 --> 00:39:03: I'd like to talk to ask invite Yvonne to the

00:39:03 --> 00:39:06: to the rostrum to talk about the components of a

00:39:06 --> 00:39:08: 15 minute walkable community.

00:39:14 --> 00:39:18: Thank you, Louis. Hi everyone. My name is Yvonne Young,

00:39:18 --> 00:39:22: I'm the CEO of SDG Strategies, which stands for Sustainable

00:39:22 --> 00:39:25: Development goals. So I have spent 20 years in the

00:39:25 --> 00:39:30: public and private sector primarily advising cities, focusing on how

00:39:30 --> 00:39:34: we can make the shift from auto centric to walkable,

00:39:34 --> 00:39:38: complete family oriented and competitive cities of the future.

00:39:39 --> 00:39:43: So I'm from the Toronto your I District Council, so

00:39:43 --> 00:39:46: if you are coming to spring meeting, I'm going to

00:39:46 --> 00:39:49: see you there. What I want to present today is

00:39:49 --> 00:39:52: a very tangible and simple framework focusing on how we

00:39:53 --> 00:39:56: can use our 15 minute walkable communities as a scalable

00:39:56 --> 00:40:01: model so you can accelerate introducing high quality housing along

00:40:01 --> 00:40:02: this corridor.

00:40:03 --> 00:40:08: So it's gonna be focusing on creating the understanding, leveraging

00:40:08 --> 00:40:12: on three key components to assess to and also the

00:40:12 --> 00:40:16: adjacency to amenity, the access to nature and also making

00:40:16 --> 00:40:20: the shift to making walking and cycling as the top

00:40:20 --> 00:40:23: choice. So what show on screen in here is the

00:40:23 --> 00:40:27: first site is not what is around A4 miles corridor.

00:40:27 --> 00:40:31: It has the opportunity for future connection to the Lt

00:40:31 --> 00:40:32: to the South.

00:40:32 --> 00:40:36: It has iconic proximity actually to the Creek and some

00:40:36 --> 00:40:40: of the greenery surrounding the area as well. It also

00:40:40 --> 00:40:44: have a scattered of local amenities along the corridor is

00:40:45 --> 00:40:50: currently serving the existing residential community to the east side

00:40:50 --> 00:40:54: of the Boulevard. So we see there's opportunity through here.

00:40:54 --> 00:40:57: The first step is to break down the scale into

00:40:57 --> 00:41:02: 5 walkable neighborhoods. So when we say 15 minute walkable

00:41:02 --> 00:41:03: neighborhood.

00:41:03 --> 00:41:07: The goal is to reduce the experience from driving to walking and thinking about how we can make it possible

00:41:07 --> 00:41:11: so that all your daily needs is within a 15

00:41:11 --> 00:41:15: minute walking distance. So through that we're going to use

00:41:15 --> 00:41:19: a diving into one of the area and trying to

00:41:19 --> 00:41:23: demonstrate a scalable model that you can apply across

00:41:23 --> 00:41:27: other

00:41:27 --> 00:41:31: auto centric area. So what show on screen this is

00:41:31 --> 00:41:33: fulsome is the CBD.

00:41:33 --> 00:41:36: It has the history of being the magnet and also

00:41:36 --> 00:41:40: the gateway to the city. So we heard that there

00:41:40 --> 00:41:44: is a lot of activities within this area and there

00:41:44 --> 00:41:47: is also a lot of the key components we can

00:41:47 --> 00:41:51: build upon. For example, it has the iconic proximity to

00:41:51 --> 00:41:55: the surrounding river and Creek. It has the extensive trail

00:41:55 --> 00:41:59: network in place. It also have a community that's value

00:41:59 --> 00:42:03: about high quality, high quality, a form of life.

00:42:03 --> 00:42:06: On education, on Wellness, so there is a lot of

00:42:06 --> 00:42:09: element that we can build upon in here and one

00:42:10 --> 00:42:13: of the key feedback we've heard through our interview from

00:42:14 --> 00:42:17: the stakeholders is that how we can utilize the amenity

00:42:17 --> 00:42:21: as the attraction for the new gateway that will be

00:42:21 --> 00:42:23: the focus of our strategy.

00:42:23 --> 00:42:27: So we're going to look at within a 15 minute

00:42:27 --> 00:42:31: walkable area. So this is around 250 acre and to

00:42:31 --> 00:42:35: the South is Raleigh St to the north is the

00:42:35 --> 00:42:39: school St and in the middle is the east Bidwell

00:42:39 --> 00:42:43: St what we see is that this area already have

00:42:43 --> 00:42:49: existing trail system connecting to the surrounding greenery

and also

00:42:49 --> 00:42:53: the city has made an effort to create the existing.

00:42:54 --> 00:42:57: Old so those are on the map along in here

00:42:57 --> 00:43:02: and they are approximately around a 5 minute walking

distance

00:43:02 --> 00:43:05: apart. So we see as a first opportunity is to

00:43:05 --> 00:43:10: focusing on expanding and retrofitting your existing St the

curb

00:43:10 --> 00:43:14: to curb distance is very wide, so there is a

00:43:14 --> 00:43:18: lot of opportunity as a party is to transform those

00:43:18 --> 00:43:23: into a very friendly walking cycling experience, particularly

with the  
child.  
In families in mind. So this is a little bit  
of tangible in terms of how to make it happen.  
So along the corridor we observe that there are sections  
along the corridor with a lot of space. So as  
a first course of action is how to humanize this  
area by introducing greenery. So that would help not just  
to provide shade cooling the area down, but it also  
improved air quality and noise and that and the key  
thing to make this successful is provide activities and eyes.  
On the street so including along the arterial so to  
the right in here is a demonstration is a project  
of for a suburban municipality that is very fast growing  
also going has went through the similar transition so as  
the first priority the Mr Party focusing on expanding and  
providing very high quality walking and cycling experience  
that is  
kids friendly child friendly and the goal is that using  
this to create.  
A sense of a local destination.  
So as we are introducing housing, we know that there  
will be a demand on soft infrastructure or human  
infrastructure.  
So the goal in here is to very quickly identify  
where are the existing activity node. So within this 15  
minute walkable area, there are a number of hubs. So  
we call those hubs because they are primarily the destination  
relating to education. So those are the schools, recreation,  
the  
library, but also there's a lot of destination.  
Relating to Wellness. So in our conversation with the  
stakeholders,  
we understand that there is a lot of time, family  
time and also the leisure time spent on fitness, Wellness,  
aquatic. So those are the key elements that can build  
upon. But what is missing in this area are daycare  
and also some of the other components of the human  
infrastructure that can be put in place. So as we  
are touring around the area, we notice for example.  
That was in school has extensive number of portables. So  
there's an opportunity through growth to further expand the  
existing

00:45:36 --> 00:45:40: infrastructure and also mixing the users in the form of  
00:45:40 --> 00:45:43: hub. And the goal is to provide one stop shop.  
00:45:43 --> 00:45:46: So through there it's not just the school and daycare  
00:45:46 --> 00:45:51: and library and recreation, it also provide opportunity for health,  
00:45:51 --> 00:45:55: social, arts and culture design. There's a very strong focus  
00:45:55 --> 00:45:58: about education and technology. That's the job.  
00:45:58 --> 00:46:01: Of the future. And there's also a strong focus on  
00:46:01 --> 00:46:03: how you can make this screen, so you can leverage  
00:46:03 --> 00:46:06: on a lot of the investment funding from different levels  
00:46:06 --> 00:46:09: of government and also from the private sector as well.  
00:46:09 --> 00:46:12: So in our experience working with this model, we have  
00:46:12 --> 00:46:16: heard a good feedback, particularly from the educator because this  
00:46:16 --> 00:46:19: in itself would make the Community as a differentiation as  
00:46:19 --> 00:46:22: the first choice for new families to move into the  
00:46:22 --> 00:46:23: neighborhood.  
00:46:24 --> 00:46:27: And the second element is that we want to talk  
00:46:27 --> 00:46:31: about is that building upon the strength of the area,  
00:46:31 --> 00:46:36: particularly in area with fragmented ownership. So the pragmatic solution  
00:46:36 --> 00:46:40: is not to start from scratch, but it's really building  
00:46:40 --> 00:46:43: along the strings. So the key is that the eateries,  
00:46:43 --> 00:46:47: the market spaces are these are scattered along the area,  
00:46:47 --> 00:46:51: but currently it doesn't provide the experience, but it does  
00:46:51 --> 00:46:54: drive a lot of people coming to the area.  
00:46:54 --> 00:46:57: So the strategy is that how we can do some  
00:46:57 --> 00:47:02: very quick improvement to bring those activities outside and also  
00:47:02 --> 00:47:06: starting to form Free Micro neighborhood so that it has  
00:47:06 --> 00:47:10: a sense of circulation that is really bringing people in  
00:47:10 --> 00:47:13: the most convenient way to to the front doors of  
00:47:13 --> 00:47:17: some of these facilities because they are very far apart  
00:47:18 --> 00:47:21: from the Main Street. So this is an example looking  
00:47:21 --> 00:47:24: at a quick retrofit leveraging on there.  
00:47:24 --> 00:47:28: Many markets, many supermarket. So the image to the top  
00:47:28 --> 00:47:31: left in here is the image of a market that  
00:47:31 --> 00:47:35: also offer farmers market as well. So there's opportunity of  
00:47:35 --> 00:47:40: improving the pavement treatment, creating the sense of human scale  
00:47:40 --> 00:47:44: with trellises and also bringing some of these eating and  
00:47:44 --> 00:47:48: dining and food related activities outdoor. So this is a  
00:47:48 --> 00:47:53: strategy that has been working really well particularly for area

00:47:53 --> 00:47:55: that are still in the auto centric.

00:47:55 --> 00:47:58: But it has a lot of activities related because families

00:47:58 --> 00:48:00: need to go to the area anyway.

00:48:02 --> 00:48:05: So building on Ted is that we want to introduce

00:48:05 --> 00:48:08: a framework for identifying a party site that is appropriate

00:48:09 --> 00:48:12: for infill housing. So what we notice along this corridor

00:48:12 --> 00:48:15: is that there is a lot of great sites. They

00:48:15 --> 00:48:18: have good size, so you're looking at around 2 acres

00:48:18 --> 00:48:22: to five acre. They have pretty good configuration. So many

00:48:22 --> 00:48:25: of them, they are quite rectangular and they also have

00:48:25 --> 00:48:28: a good frontages as well. Like in other words, they

00:48:28 --> 00:48:31: already are located, located right next to a street.

00:48:32 --> 00:48:36: So from the convenience standpoint, we see that there is

00:48:36 --> 00:48:40: opportunity to partise those and using that to create our

00:48:41 --> 00:48:45: components of the key neighborhood. So we respect to the

00:48:45 --> 00:48:50: type of housing, are there new technology using mass

00:48:50 --> 00:48:55: timber,  
modular housing, introducing biofilia. So these type of rapid

00:48:55 --> 00:48:59: housing  
can happen as quickly as two weeks per floor. So

00:48:59 --> 00:49:02: this is our opportunity of using this to.

00:49:02 --> 00:49:07: Quickly, not just introducing the mixed-use destination, but

00:49:07 --> 00:49:10: also to  
think about how many jobs, how many population. And very

00:49:10 --> 00:49:15: quickly plan backwards thinking about what are the critical

00:49:15 --> 00:49:18: infrastructure  
that you need, how many units, how many GFA, so

00:49:18 --> 00:49:21: that you can make this plan into a reality. So

00:49:21 --> 00:49:24: now I'm going to turn the stage to Jenna talk

00:49:24 --> 00:49:27: about how to make the infrastructure happen.

00:49:34 --> 00:49:34: Alright.

00:49:36 --> 00:49:38: Alright, good morning. My name is Jenna Hornstein.

00:49:40 --> 00:49:43: Can I move it? I'm Jenna cornstock. I'm the deputy

00:49:43 --> 00:49:43: director.

00:49:48 --> 00:49:51: Acog for Southern California. I live in Los Angeles, where

00:49:51 --> 00:49:54: I'm from, but prior to scag, I've spent 20 years

00:49:54 --> 00:49:57: in local and municipal government. My first love was

00:49:58 --> 00:50:00: redevelopment  
before it was dissolved. But then I went on to

00:50:00 --> 00:50:03: run the joint development program at La Metro, as well

00:50:03 --> 00:50:06: as first last mile planning and urban design. So, and

00:50:06 --> 00:50:10: I'm also a planning Commissioner for the Citywide Planning

Commission

00:50:10 --> 00:50:13: in Los Angeles. And so I consider myself an implementer  
00:50:13 --> 00:50:16: on the public sector side. So it feels right to  
00:50:16 --> 00:50:18: me that I'm going to transition us.  
00:50:18 --> 00:50:20: Into the stage where we start to get into the  
00:50:20 --> 00:50:23: nitty gritty of some key implementable actions, meaning  
when you  
00:50:23 --> 00:50:26: get up on Monday or maybe the Monday after Thanksgiving,  
00:50:26 --> 00:50:29: what are you going to think about doing? What's the  
00:50:29 --> 00:50:31: first thing you're going to do? So we got some  
00:50:31 --> 00:50:34: vision in terms of what's going on in the community  
00:50:34 --> 00:50:36: about how to root us in sustainability and equity and  
00:50:36 --> 00:50:39: inclusion and how to lead towards those 15 minute  
communities.  
00:50:39 --> 00:50:42: So we're going to dive deeper and the way we're  
00:50:42 --> 00:50:44: going to talk about this as we go into transportation  
00:50:45 --> 00:50:48: infrastructure and housing is really looking at some current  
conditions.  
00:50:49 --> 00:50:52: Giving you some regional ideas, we know that it's important  
00:50:52 --> 00:50:55: for sacog to think about ways that green means go  
00:50:55 --> 00:50:58: program can be applied, you know, across the region. So  
00:50:58 --> 00:51:01: we tried to extract some larger regional recommendations  
and then  
00:51:01 --> 00:51:04: once for each corridor. So I'm going to start with  
00:51:04 --> 00:51:07: the current conditions here and say that sewer and drainage  
00:51:07 --> 00:51:11: are absolute impediments to housing development, absolute.  
And you could  
00:51:11 --> 00:51:13: see this image here of a 6 1/2 acre vacant  
00:51:13 --> 00:51:16: site right on North Watt and you could see the  
00:51:16 --> 00:51:19: drainage happening on that site. That's not conducive to  
being.  
00:51:19 --> 00:51:22: Redeveloped. We didn't have a lot of quantitative data about  
00:51:22 --> 00:51:25: the current conditions and capacity, but we learned a lot  
00:51:25 --> 00:51:28: from talking to stakeholders, from the cities, from the county,  
00:51:28 --> 00:51:30: from developers and architects who kind of bang their head  
00:51:30 --> 00:51:33: against the wall. I'm trying to do development.  
00:51:33 --> 00:51:36: So we know that both corridors lack sewer capacity for  
00:51:36 --> 00:51:39: the level of infill development that's desired. We know in  
00:51:39 --> 00:51:43: North Watt, we heard anecdotally anticipated about \$10  
million for  
00:51:43 --> 00:51:46: sewer investments. We know that N Watt needs a serious  
00:51:46 --> 00:51:50: drainage study to think about redeveloping the quarter and  
we  
00:51:50 --> 00:51:53: think also potentially the Folsom Central business district  
might need



00:51:53 --> 00:51:55: this kind of a study.

00:51:56 --> 00:51:59: We also know that at the county level, there's some

00:51:59 --> 00:52:01: staff capacity issues. I think they went from 8 to

00:52:01 --> 00:52:04: 4 staff during the pandemic, which was common in a

00:52:04 --> 00:52:07: lot of both public and private sector organizations. For both

00:52:07 --> 00:52:10: corridors, there's a lack of coordination we heard across

00:52:11 --> 00:52:14: departments

00:52:11 --> 00:52:14: in terms of particularly when you're talking about

00:52:14 --> 00:52:17: infrastructure, you

00:52:14 --> 00:52:17: could be doing public works and planning and maybe an

00:52:17 --> 00:52:17: outside.

00:52:19 --> 00:52:22: Municipality that's doing the sewer or the water or electric

00:52:22 --> 00:52:25: and so there's really a need for coordination and there

00:52:25 --> 00:52:27: hasn't been to date a lot of coordination with those

00:52:27 --> 00:52:28: outside utilities.

00:52:29 --> 00:52:31: And we didn't get a chance to talk to them

00:52:31 --> 00:52:34: either. I want to add that for Folsom in particular,

00:52:34 --> 00:52:37: we heard from our stakeholders that safety is a critical

00:52:37 --> 00:52:40: concern. And so when we think about that kind of

00:52:40 --> 00:52:42: infrastructure in terms of lighting and and kind of St

00:52:43 --> 00:52:45: and HARDSCAPE and how that can contribute to the area

00:52:45 --> 00:52:47: and its redevelopment.

00:52:49 --> 00:52:52: So our regional recommendations, right, starting with kind of

00:52:52 --> 00:52:55: how

00:52:52 --> 00:52:55: to think about realizing the revitalization of corridors first is

00:52:55 --> 00:52:59: to prioritize investments and the utilities needed to deliver

00:52:59 --> 00:53:02: housing.

00:52:59 --> 00:53:02: This is not sexy stuff, right? It's sewer, it's water,

00:53:02 --> 00:53:05: it's electric. It doesn't make for great groundbreakings, but it's

00:53:05 --> 00:53:07: the work that needs to get done to set the

00:53:08 --> 00:53:10: foundation. But the green means go program that sacog is

00:53:10 --> 00:53:13: lifted up is really a great place to start and

00:53:13 --> 00:53:15: you've got your two resources to look at this work

00:53:16 --> 00:53:19: realizing sustainability goals in these utility investments. So I

00:53:19 --> 00:53:20: think

00:53:19 --> 00:53:20: Lewis.

00:53:20 --> 00:53:22: The great job setting the stage about how important it

00:53:23 --> 00:53:25: is to think kind of at a district level, think

00:53:25 --> 00:53:29: bigger about sustainability. So there are district designations.

00:53:29 --> 00:53:31: You can

00:53:29 --> 00:53:31: look at things like an eco district or lead ND

00:53:31 --> 00:53:35: or these livable communities. There's a new Blackwater

00:53:35 --> 00:53:37: effort, you

00:53:35 --> 00:53:37: know, at the state level. So as you're thinking about

00:53:38 --> 00:53:40: this and these corridors, obviously you have to tailor it  
00:53:41 --> 00:53:43: to the area. But in view those goals into your  
00:53:43 --> 00:53:45: YOUR investments in these utilities.  
00:53:46 --> 00:53:49: You can identify both short term and multi benefit outcomes.  
00:53:49 --> 00:53:51: So what can you do immediately but also how can  
00:53:51 --> 00:53:54: you get multi benefit outcomes in terms of sustainability and  
00:53:54 --> 00:53:57: encouraging development and you're going to hear us say a  
00:53:57 --> 00:53:59: few times dig once that's a big part of multi  
00:53:59 --> 00:54:02: benefit outcomes. If you're digging up the street or going  
00:54:02 --> 00:54:04: to do a project, try to dig once and finally  
00:54:04 --> 00:54:07: you need staff capacity and case management services at the  
  
00:54:07 --> 00:54:10: jurisdictional level. So that's at their city level, at the  
00:54:10 --> 00:54:13: county level. But it's really hard to do infill development  
00:54:13 --> 00:54:15: because you are coordinating across a lot of folks and.  
00:54:16 --> 00:54:18: Providing that service will go a long way to get  
00:54:18 --> 00:54:21: the developers into your communities.  
00:54:22 --> 00:54:25: So I'm going to focus now on the North Watt  
00:54:25 --> 00:54:28: corridor recommendation. So this is the first time you're going  
00:54:28 --> 00:54:30: to hear dig once out of many this is maybe  
00:54:30 --> 00:54:32: a wild goal but there's \$13 million or over 13  
00:54:32 --> 00:54:35: million to do a complete streets project that from what  
00:54:35 --> 00:54:38: I saw is supposed to start construction in April. Is  
00:54:38 --> 00:54:41: there any way to bring in some sewer and drainage  
00:54:41 --> 00:54:43: work into that? That means you need money and some  
00:54:43 --> 00:54:46: planning but there's going to be work and disruption  
happening  
00:54:46 --> 00:54:49: and and and you know you can really minimize disruption  
00:54:49 --> 00:54:51: if you can do a bunch of things at once  
00:54:51 --> 00:54:52: planning.  
00:54:52 --> 00:54:54: There is the reap 2 funding. So a great way  
00:54:54 --> 00:54:56: to do it if you get you know, you have  
00:54:56 --> 00:54:58: a large area and only so much funding. So how  
00:54:58 --> 00:55:00: do you stretch it? Do a study for the whole  
00:55:00 --> 00:55:02: plan. Look at the sewer and the drainage needs for  
00:55:02 --> 00:55:05: that corridor. There will need to be a partnership with  
00:55:05 --> 00:55:07: regional sand who who handles on the sewer and would  
00:55:07 --> 00:55:10: need to lead those investments. In fact that that's really  
00:55:10 --> 00:55:12: critical. If you're going after the grant, make that partnership  
00:55:12 --> 00:55:15: happen. You need to include a financing strategy right to  
00:55:15 --> 00:55:17: to figure out how are we going to fund this.  
00:55:17 --> 00:55:20: We're going to figure out what we need and importantly

00:55:20 --> 00:55:22: and you're going to hear this again for Folsom. Get  
00:55:22 --> 00:55:22: ready.  
00:55:22 --> 00:55:25: Plan for more housing that is currently zoned for. So  
00:55:25 --> 00:55:28: if you're doing a capacity study, maybe think about 100  
00:55:28 --> 00:55:30: dwelling units to the acre. Plan for more because you  
00:55:30 --> 00:55:31: want to be successful.  
00:55:33 --> 00:55:35: Designate the area with your Caltrans grant that you're about  
00:55:36 --> 00:55:38: to kick off in North Watt. Think about identifying a  
00:55:38 --> 00:55:41: sustainable district designation. It's not that hard to do, and  
00:55:41 --> 00:55:44: since you're looking at transportation options, it's a good  
moment  
00:55:44 --> 00:55:47: to marry that with sustainability goals. And do you want  
00:55:47 --> 00:55:49: to be an eco district or a livable corridor? And  
00:55:50 --> 00:55:52: I should note that adopting those kinds of designations does  
00:55:52 --> 00:55:56: help you leverage other funding partnering. Rochelle talked  
about really  
00:55:56 --> 00:55:59: a lack of social infrastructure, and as someone who's done  
00:55:59 --> 00:56:01: a lot of community based work, it was really noticeable  
00:56:02 --> 00:56:03: in the walk corridor.  
00:56:03 --> 00:56:05: So can you find some of the local schools? McClellan  
00:56:05 --> 00:56:08: Park has several. I know there's a Community College  
nearby,  
00:56:08 --> 00:56:11: American rivers. Can you partner with them and maybe do  
00:56:11 --> 00:56:13: a safe routes to school that could be more of  
00:56:13 --> 00:56:16: a short-term thing to do some immediate improvements and  
create  
00:56:16 --> 00:56:17: walkability and activity?  
00:56:18 --> 00:56:22: And finally, fill your vacancies at county wide planning and  
00:56:22 --> 00:56:25: environmental review. And then I would say if you're going  
00:56:25 --> 00:56:27: to hire 4 folks, cross your fingers, designate one of  
00:56:27 --> 00:56:29: them to be your N Watt person.  
00:56:31 --> 00:56:35: For Folsom Central business district plan, so similar to North  
00:56:35 --> 00:56:37: Wyatt, go after that Reap 2 funding and do your  
00:56:37 --> 00:56:40: sewer and drainage plan and again have a financing  
strategy.  
00:56:40 --> 00:56:42: And sorry to tell you this, but you need to  
00:56:43 --> 00:56:45: plan for higher density on that corridor if you want  
00:56:45 --> 00:56:48: to get housing and activity going. I'm partnering with your  
00:56:48 --> 00:56:52: local businesses to have a short term pedestrian lighting  
program.  
00:56:52 --> 00:56:54: We heard a lot about lighting and I should note  
00:56:54 --> 00:56:57: that came up from the middle school as well the  
00:56:57 --> 00:56:59: Sutter students who gave us some great ideas and amazing

00:56:59 --> 00:57:01: feedback. Really good.

00:57:01 --> 00:57:03: Opportunity to try to do some immediate short-term help. But

00:57:03 --> 00:57:05: if you if you want to do dig once and

00:57:05 --> 00:57:07: you don't want to do a full investment in the

00:57:07 --> 00:57:10: streetscape and lighting, you could get lights up on businesses

00:57:10 --> 00:57:12: that are willing to do it. You know, the kinds

00:57:12 --> 00:57:14: that come on when people walk by, but start to

00:57:14 --> 00:57:16: do something to show the difference in that you're carrying.

00:57:16 --> 00:57:19: And then finally get your cross departmental case management team

00:57:19 --> 00:57:21: going and focused on that area so that when folks

00:57:21 --> 00:57:24: come with energy and willingness to do the work, you're

00:57:24 --> 00:57:25: ready to welcome them.

00:57:26 --> 00:57:28: So with that, I'm gonna turn it over to Keith

00:57:28 --> 00:57:30: that talk about transportation recommendations.

00:57:38 --> 00:57:41: You know, one of the things that I was thinking

00:57:41 --> 00:57:44: about as I was sitting here as is, you know,

00:57:44 --> 00:57:45: bringing my blankie.

00:57:47 --> 00:57:50: I remember my kids when they were very young. There

00:57:50 --> 00:57:53: was just this frayed area of a blanket that had

00:57:53 --> 00:57:55: been used for who knows how long so.

00:57:57 --> 00:57:59: I just want you to know that my blankie helps

00:57:59 --> 00:58:01: me feel a bit more comfortable.

00:58:03 --> 00:58:06: You know, I I was thinking a little bit about

00:58:06 --> 00:58:08: what Gwendolyn mentioned earlier.

00:58:09 --> 00:58:14: You know, like many corridors, you know, across California and

00:58:15 --> 00:58:19: the US, N Watt and Folsom Corridor, CBD corridors present,

00:58:20 --> 00:58:26: you know, inherent and perceived conflicts between transportation needs based

00:58:26 --> 00:58:31: on, you know, current use and the desire to create

00:58:31 --> 00:58:37: vibrant and active, commercial and mixed-use districts. I'll, I'll let

00:58:37 --> 00:58:37: you know.

00:58:40 --> 00:58:42: I'm the executive director of Reconnect Rondo.

00:58:43 --> 00:58:47: Reconnect Rondo is based in Saint Paul and.

00:58:48 --> 00:58:51: The aim of the organization really is to lead a

00:58:51 --> 00:58:56: restorative movement to reignite a vibrant African American cultural enterprise

00:58:56 --> 00:59:01: district that was ultimately destroyed by the highways themselves. But

00:59:01 --> 00:59:05: we want to use the transportation tool of of Interstate

00:59:05 --> 00:59:07: I-94 to create 21 acres of new land. So we  
00:59:08 --> 00:59:11: have a blank slate in essence. And to some extent,  
00:59:11 --> 00:59:14: the things that you all are facing are a little  
00:59:14 --> 00:59:17: bit more complex than that. Spent 18 years with the  
00:59:17 --> 00:59:19: Department of Transportation.  
00:59:20 --> 00:59:24: And really it's the jurisdictional relationships that I think that  
00:59:24 --> 00:59:27: I've probably leaned in to try to help reorganize  
00:59:27 --> 00:59:30: a bit kind of moving forward, you know, in order  
00:59:30 --> 00:59:33: of importance. And I appreciate Jenna kind of going, you  
00:59:33 --> 00:59:34: know?  
00:59:35 --> 00:59:38: 1st, in terms of really getting down to what really  
00:59:38 --> 00:59:41: needs to be happening, I think in addition to the  
00:59:41 --> 00:59:46: infrastructure stuff that she's talked talking about,  
transportation really should  
00:59:46 --> 00:59:51: be #2 priority. So infrastructure, utility stuff and transportation  
both,  
00:59:51 --> 00:59:54: you know, as it helps to address, you know, current  
00:59:54 --> 00:59:56: needs and creates, you know, requisite inertia.  
00:59:58 --> 01:00:03: For community building and intentional planning for what is  
envisioned  
01:00:03 --> 01:00:08: for community and business development in support of this  
particular  
01:00:08 --> 01:00:13: attention and action should be taken to identify hubs for  
01:00:13 --> 01:00:17: future activities. And certainly you heard Jenna, I'm, I'm, I'm  
01:00:17 --> 01:00:22: sorry Yvonne mentioned that as well in order, you know,  
01:00:22 --> 01:00:26: to really realize ultimately the activation of community.  
01:00:27 --> 01:00:31: You know further how this helps to create and promote  
01:00:31 --> 01:00:34: a public realm plan, address mobility and safety.  
01:00:35 --> 01:00:36: As such.  
01:00:37 --> 01:00:39: As an example, safe routes to schools.  
01:00:42 --> 01:00:45: Based on the material that was provided to us and  
01:00:46 --> 01:00:51: the interviews, you know that we conducted stakeholders  
with stakeholders,  
01:00:51 --> 01:00:55: the following challenges are presented. So when we think  
about  
01:00:55 --> 01:01:00: really current conditions and challenges, I mean without  
question, both  
01:01:01 --> 01:01:06: corridors are key connectors between suburban communities  
and downtown Sacramento.  
01:01:08 --> 01:01:14: Particularly, you know, the river crossing, you know, N Watts,  
01:01:14 --> 01:01:21: certainly 53,000 vehicles per day. Folsom, CBD, 20,000  
vehicles a  
01:01:21 --> 01:01:28: day, you know, sidewalks fronted by surface parking. Retail  
setbacks,

01:01:28 --> 01:01:29: if you will.

01:01:30 --> 01:01:36: Narrow sidewalks with really no shading. So that in and of itself poses quite a bit of challenge.

01:01:36 --> 01:01:40:

01:01:42 --> 01:01:45: When we think about the current conditions and also the challenges that are related to.

01:01:45 --> 01:01:47:

01:01:49 --> 01:01:54: These conditions no bike infrastructure. You know, many curb cuts

01:01:54 --> 01:02:00: and driveways. A lack of pedestrian lighting. Zoning requires large

01:02:00 --> 01:02:05: setbacks and easements for anticipated car centric improvements.

01:02:08 --> 01:02:13: So with N Watson particular, the current condition and also

01:02:13 --> 01:02:18: the opportunity is certainly the Caltrans study BRT, the 550,000

01:02:19 --> 01:02:24: that was certainly secured and preparing to be executed, the

01:02:24 --> 01:02:30: 13.7 million complete streets project between Orange Grove and Roseville

01:02:30 --> 01:02:32: Rd light rail stations.

01:02:32 --> 01:02:37: At the north edge of the corridor itself under utilized

01:02:38 --> 01:02:44: surface parking and the possibility for establishing mobility nodes that's

01:02:44 --> 01:02:48: N watts. But when we really think a bit more

01:02:49 --> 01:02:55: related to Folsom, the current conditions and opportunities really are

01:02:55 --> 01:03:01: the 2015 complete streets plan, recent improved approved trail plan

01:03:01 --> 01:03:02: sidewalk.

01:03:02 --> 01:03:08: Activity projects on Riley E Bidwell to the historic district.

01:03:09 --> 01:03:13: The middle school has been mentioned a couple of times

01:03:13 --> 01:03:16: and you'll probably hear a bit more about that, but

01:03:16 --> 01:03:20: that really is an opportunity and we really view that

01:03:20 --> 01:03:25: as as an opportunity and an asset. Underutilized surface parking

01:03:25 --> 01:03:28: as was noted also by Yvonne and how that might

01:03:28 --> 01:03:33: be leveraged compact corridors really in essence you know small

01:03:33 --> 01:03:37: things become more noticeable when it's all said and done

01:03:37 --> 01:03:39: and possibility for mobility hubs.

01:03:39 --> 01:03:43: You can hear kind of the the common things that

01:03:43 --> 01:03:47: both Watt N Watts and Folsom have when it's all

01:03:47 --> 01:03:48: said and done.

01:03:50 --> 01:03:53: Ohh sorry Ohh sorry about that. Thank you.

01:03:55 --> 01:03:56: Umm.

01:03:58 --> 01:03:58: So.

01:04:00 --> 01:04:02: Moving forward in terms of regional recommendations.

01:04:03 --> 01:04:08: You know, both corridors present, as we mentioned, you know,

01:04:08 --> 01:04:11: an ability to kind of move, you know, in a

01:04:11 --> 01:04:15: humanly friendly way. But when you think about these three

01:04:16 --> 01:04:21: buckets committing to a corridor, vision becomes very, very important.

01:04:21 --> 01:04:24: That means all need to be on the same page.

01:04:24 --> 01:04:31: Elected officials, jurisdictional staff and stakeholders plan moving forward around

01:04:31 --> 01:04:33: that vision by building.

01:04:33 --> 01:04:38: A. A strong leadership team establishing, you know, critical SuccessFactors.

01:04:40 --> 01:04:44: Seek partners and ambassadors who are able to kind of

01:04:44 --> 01:04:48: articulate and move that forward and then build the plan

01:04:48 --> 01:04:52: and prepare yourself for execution. One of the things that

01:04:52 --> 01:04:56: is clearly observable is while there are is a lot

01:04:56 --> 01:05:00: of interest in kind of moving things forward, the real

01:05:00 --> 01:05:04: challenge is the actual plan and the execution of various

01:05:04 --> 01:05:08: activities that I know everyone is excited to get to

01:05:08 --> 01:05:10: but certainly has been.

01:05:11 --> 01:05:14: Unable to kind of move forward and then finally money,

01:05:14 --> 01:05:18: more money, more money that certainly is the is the

01:05:18 --> 01:05:21: challenge. So we've laid out a couple of things that

01:05:21 --> 01:05:26: we think are important reach to reconnecting communities, pilot grants

01:05:26 --> 01:05:30: which is an important of that billion dollar resource that's

01:05:30 --> 01:05:34: available. I would suggest that that could be a source

01:05:34 --> 01:05:38: of resource to consider safe routes, routes to schools, programs,

01:05:38 --> 01:05:40: congestion mitigation and air.

01:05:40 --> 01:05:46: Quality improvement grants, local and regional project assistance grants, the

01:05:46 --> 01:05:49: rise grants, etcetera would be considerations.

01:05:53 --> 01:05:56: And transportation with respect to north wants in terms of

01:05:56 --> 01:06:02: recommendations implementing the Complete Streets project, identify alternative routes for

01:06:02 --> 01:06:05: bike infrastructure and I'll share that with you in just

01:06:05 --> 01:06:08: a moment on the following slide, what I what I

01:06:08 --> 01:06:12: mean by that, implement Caltrans study which you already have

01:06:12 --> 01:06:15: and have readied, but it's just a matter of moving

01:06:15 --> 01:06:19: forward with it consider you know, tactical urbanism projects along

01:06:19 --> 01:06:22: the corridor which have been referenced previously.

01:06:23 --> 01:06:29: Partner with local schools and identify safe routes to school.

01:06:29 --> 01:06:36: Grant opportunities to pursue really funding to address the culvert

01:06:36 --> 01:06:39: and area around the UP railroad.

01:06:40 --> 01:06:44: This slide really illustrates what we mean. It's really N

01:06:44 --> 01:06:48: watts, but in terms of the way that one might

01:06:48 --> 01:06:51: think about, I think the corridor itself is an area

01:06:51 --> 01:06:56: of great attention and focus, but consideration of an alternative

01:06:56 --> 01:07:00: way in which to position or route, you know, bike

01:07:00 --> 01:07:03: lanes really ought to be looked at as well. It

01:07:03 --> 01:07:05: presents an opportunity to really.

01:07:06 --> 01:07:13: Ensure focusing on infrastructure, less heavy trafficked road and particularly

01:07:13 --> 01:07:18: attention around 30 4th St as as one illustration of

01:07:18 --> 01:07:18: that.

01:07:23 --> 01:07:26: In terms of Folsom specifically, you know revisit and update

01:07:26 --> 01:07:30: the complete streets plan and implement you know tactical urbanism

01:07:30 --> 01:07:34: which is something that we've already kind of mentioned a

01:07:34 --> 01:07:37: bit, but really it's about implement that rather than observe

01:07:38 --> 01:07:41: that the studies been done without the kind of action

01:07:41 --> 01:07:44: that that is required. And then partnering. We talked about

01:07:44 --> 01:07:48: Southern Middle School just as one illustration of an opportunity

01:07:48 --> 01:07:52: for partnership to happen. So with that I'll transition.

01:08:01 --> 01:08:01: I need the clicker.

01:08:02 --> 01:08:05: So I am going to channel Andrew Jacobovitz. He is

01:08:05 --> 01:08:09: the vice president of policy development for enterprise Community Partners.

01:08:09 --> 01:08:11: He is based in DC and he was with us

01:08:11 --> 01:08:13: till the bitter end. He had to get on a

01:08:13 --> 01:08:16: red eye last night, but he does policy development, he

01:08:16 --> 01:08:20: overseas policy development and research on issues related to affordable

01:08:20 --> 01:08:25: housing, equitable housing and community development, finance foreclosures and neighborhood

01:08:25 --> 01:08:28: stabilization. So he was really our lead working with the

01:08:28 --> 01:08:30: team on our housing strategy and this is the last

01:08:31 --> 01:08:33: chunk of deep recommendations we're going to focus on.

01:08:33 --> 01:08:36: Before we bring it all together, so really the driving

01:08:36 --> 01:08:40: question right behind this was can these corridor support housing



01:08:40 --> 01:08:42: and how do we get there? And we know that  
01:08:42 --> 01:08:45: you have successfully completed for the city and the county.  
01:08:45 --> 01:08:49: You have your arena allocation, your regional housing needs allocation.

01:08:49 --> 01:08:52: You have your housing elements, so you know the number  
01:08:52 --> 01:08:55: of units you're supposed to deliver, at what income levels  
01:08:55 --> 01:08:57: and you have lists of sites about where you have  
01:08:58 --> 01:08:59: committed to driving that housing.

01:09:00 --> 01:09:03: However, we also know that your current zoning on both  
01:09:03 --> 01:09:05: quarters, if we just kind of average it out is  
01:09:05 --> 01:09:08: around 20 dwelling units to the acre and Fr floor  
01:09:08 --> 01:09:10: area ratio of about 1 1/2 to one. So what  
01:09:10 --> 01:09:13: we're telling you today is that you're zoning your parking  
01:09:13 --> 01:09:17: requirements, your lack of infrastructure and the general, you know,  
01:09:17 --> 01:09:21: cost of market construction make housing development uneconomic and the  
01:09:21 --> 01:09:24: and the current market climate, it's going to be really  
01:09:24 --> 01:09:27: tough for you to meet those goals unless you take  
01:09:27 --> 01:09:27: some actions.

01:09:28 --> 01:09:31: So current conditions, this is really based on what we  
01:09:31 --> 01:09:35: know from the briefing book on recent investments and stakeholder  
01:09:35 --> 01:09:38: feedback. You've had some success with Project Room Key and  
01:09:38 --> 01:09:41: home key. Those have been really successful programs across the  
01:09:41 --> 01:09:45: state for creating affordable housing. So we've just got some  
01:09:45 --> 01:09:47: of the projects listed here in each corridor. But in  
01:09:47 --> 01:09:51: Northwest, there's really no additional housing directly on the corridor.

01:09:51 --> 01:09:55: There's some existing rental housing in McClellan Park and they've  
01:09:55 --> 01:09:58: got also planned residential, both new and some conversions of  
01:09:58 --> 01:09:59: existing.  
01:09:59 --> 01:10:02: Properties, but I should note actually from 1 developer trying  
01:10:02 --> 01:10:04: to develop on the corridor and from the park we  
01:10:04 --> 01:10:07: heard it's been challenging. So this likens back to the  
01:10:07 --> 01:10:12: difficulty of coordinating, getting approvals, dealing with the infrastructure. I  
01:10:12 --> 01:10:14: mean we heard no end of that how difficult it  
01:10:14 --> 01:10:17: is they there was a need expressed there. There is  
01:10:17 --> 01:10:19: there are a lot of workers there on McClellan Park,

01:10:19 --> 01:10:22: but they're leaving, they're coming to work and they're going  
01:10:22 --> 01:10:25: out. So there is a market there for housing and  
01:10:25 --> 01:10:27: we've heard there's a lot of vacant land and and  
01:10:28 --> 01:10:29: low prices for Folsom.  
01:10:29 --> 01:10:32: We saw some, you know, we saw in construction some  
01:10:32 --> 01:10:36: existing affordable housing with some vacant first floor retail  
under  
01:10:36 --> 01:10:40: construction. But really we heard and Rochelle shared with  
us,  
01:10:40 --> 01:10:43: there was concern from stakeholders about kind of more  
inspired  
01:10:44 --> 01:10:46: design really how do we use these this housing as  
01:10:47 --> 01:10:48: a catalytic opportunity.  
01:10:50 --> 01:10:54: So for regional recommendations, again looking at their  
corridors and  
01:10:54 --> 01:10:57: your larger regional vision of getting more infill housing you,  
01:10:57 --> 01:10:59: you need to look at higher density per unit in  
01:10:59 --> 01:11:03: your corridors to really create the market, create the density  
01:11:03 --> 01:11:06: and support retail. I mean, don't forget housing supports  
retail  
01:11:06 --> 01:11:09: and you need bodies and it's not enough to have  
01:11:09 --> 01:11:12: single family neighborhoods to support long corridors worth  
of retail.  
01:11:12 --> 01:11:15: And we know that with a 2011 that just went  
01:11:15 --> 01:11:19: through the legislature under certain conditions, including  
having a certain  
01:11:19 --> 01:11:19: percent.  
01:11:19 --> 01:11:23: Of affordable housing, pretty much housing on commercial  
corridors can  
01:11:23 --> 01:11:25: be by, right. So there's a lot of opportunity depending  
01:11:25 --> 01:11:28: on how you feel about the various state efforts to  
01:11:28 --> 01:11:31: streamline housing development. There is opportunity to do  
this, but  
01:11:31 --> 01:11:34: you do need to look at your zoning and importantly  
01:11:34 --> 01:11:36: you need to look at your parking requirements at the  
01:11:36 --> 01:11:40: corridor and neighborhood level. So we can't tell you  
prescriptively  
01:11:40 --> 01:11:42: right now without more work what to set your parking  
01:11:42 --> 01:11:44: levels at. But we know that if we realize these  
01:11:44 --> 01:11:47: 15 minute communities that Yvonne talked about in our  
family  
01:11:47 --> 01:11:50: friendly neighborhoods, you're going to require.  
01:11:50 --> 01:11:52: Fewer cars per household because people are going to be  
01:11:53 --> 01:11:55: able to make trips on foot, on bike, and they're

01:11:55 --> 01:11:57: going to want to do that with their families. Mix  
 01:11:57 --> 01:12:00: of uses means that you create different demand at different  
 01:12:00 --> 01:12:02: times a day, so you can look at shared parking  
 01:12:02 --> 01:12:05: opportunities. I mean, there are so many surface lots and  
 01:12:05 --> 01:12:08: vacant land, you could do some shared parking in your  
 01:12:08 --> 01:12:11: nodes and then consider removing your parking minimums.  
 Again, that'll  
 01:12:11 --> 01:12:14: vary city by city or corridor by corridor, but these  
 01:12:14 --> 01:12:16: are things you have to take really seriously if you  
 01:12:16 --> 01:12:19: want to get infill housing on your corridors and make  
 01:12:19 --> 01:12:20: it more affordable to deliver.  
 01:12:21 --> 01:12:25: Further regional recommendations, you know, we know that  
 Folsom is  
 01:12:25 --> 01:12:27: looking at a form based code. We think that is  
 01:12:27 --> 01:12:30: a great idea, but the real theme there is creating  
 01:12:30 --> 01:12:32: flexibility in your codes to kind of work with the  
 01:12:32 --> 01:12:35: market and the development community. You know, we  
 heard across  
 01:12:35 --> 01:12:38: the board in North Watt, they have this adopted corridor  
 01:12:38 --> 01:12:41: plan in 2012. It had great ideas. We heard across  
 01:12:41 --> 01:12:43: the board. It was too prescriptive. I mean so much  
 01:12:44 --> 01:12:47: so that it actually precluded a housing development that was  
 01:12:47 --> 01:12:50: proposed. So get your vision clear and then realize your  
 01:12:50 --> 01:12:52: vision through codes that can be flexible.  
 01:12:52 --> 01:12:55: Work within the market, you can streamline your entitlement  
 processing.  
 01:12:55 --> 01:12:58: We, we talked about things like creating case management,  
 but  
 01:12:59 --> 01:13:01: again there are tools at the state level. One of  
 01:13:01 --> 01:13:03: the challenges again I work for Scag and we cover  
 01:13:04 --> 01:13:06: 191 cities and six counties and we surveyed them and  
 01:13:06 --> 01:13:09: actually just released some a bunch of materials on our  
 01:13:09 --> 01:13:12: website. They'll be in your briefing book a link and  
 01:13:12 --> 01:13:15: we're going to do some workshops targeting staff right at  
 01:13:15 --> 01:13:18: the jurisdictional level about how do you take advantage of  
 01:13:18 --> 01:13:20: streamlining, how do you work with what the state offers,  
 01:13:20 --> 01:13:23: but how do you as staff move things through.  
 01:13:23 --> 01:13:26: Our ministerially so really prioritizing that as a region and  
 01:13:26 --> 01:13:29: and using your regional partner through SACOG to do that  
 01:13:29 --> 01:13:32: can create more capacity for housing and more interest from  
 01:13:32 --> 01:13:35: developers design guidance to really get inspired design and  
 work  
 01:13:35 --> 01:13:38: within the corridors and and we heard really different things

01:13:38 --> 01:13:41: but but we heard a lot that either developers weren't  
01:13:41 --> 01:13:43: interested I mean when we talked and this was more  
01:13:43 --> 01:13:46: like the anecdotally over drinks people were like no one  
01:13:46 --> 01:13:48: wants to go to North Watt no one wants to  
01:13:48 --> 01:13:51: go there. I think for Folsom I think there was  
01:13:51 --> 01:13:52: just more limited developer pool.  
01:13:53 --> 01:13:55: So how do you expand that pool? You need to  
01:13:55 --> 01:13:57: go out and figure out who are the developers doing  
01:13:58 --> 01:14:00: this work, who's creative, who's a little risky, who leads  
01:14:00 --> 01:14:03: with design and sustainability, and go after them and tell  
01:14:03 --> 01:14:06: them what you're doing to make it feasible to develop  
01:14:06 --> 01:14:08: in these corridors. You can't be aggressive and do that,  
01:14:09 --> 01:14:12: particularly when they're hearing from the staff and the  
elected  
01:14:12 --> 01:14:15: officials. So these, again, broader regional recommendations  
and then going  
01:14:15 --> 01:14:18: specifically into N what you've got to revisit your corridor  
01:14:18 --> 01:14:20: plan. I think staff told us that. So I don't  
01:14:20 --> 01:14:23: think we're telling you anything you don't know.  
01:14:23 --> 01:14:25: But you've got to get a little more flexibility. Keep  
01:14:26 --> 01:14:28: your vision. You want the mixed-use community, but make it  
01:14:28 --> 01:14:30: realistically feasible.  
01:14:31 --> 01:14:33: Look at, you can consider form based coding, but it's  
01:14:34 --> 01:14:37: zoning, but it's really about flexibility. We had some thoughts  
01:14:37 --> 01:14:40: about creating an innovation district with codes to encourage  
new  
01:14:40 --> 01:14:43: production strategies. So Yvonne talked to us about ways  
you  
01:14:43 --> 01:14:45: can get housing up, you know two weeks per floor,  
01:14:45 --> 01:14:48: but try to do things that kind of spark innovation  
01:14:48 --> 01:14:51: and interest in that quarter because you're really going to  
01:14:51 --> 01:14:53: have to drive some interest to get folks there. And  
01:14:53 --> 01:14:56: then think about again if you're doing this whole sewer  
01:14:56 --> 01:14:59: plan and looking at utilities, you can do some innovative  
01:14:59 --> 01:15:00: district level stuff like.  
01:15:00 --> 01:15:03: Blackwater in LA or in Santa Monica? I've learned about  
01:15:03 --> 01:15:07: some recycled water zones, so again, picking up the  
sustainability  
01:15:07 --> 01:15:10: vision at a district level that Lewis talked about.  
01:15:11 --> 01:15:13: More on north. What got about 40 acres? This is  
01:15:13 --> 01:15:16: from your briefing book. We just mapped some of your  
01:15:16 --> 01:15:19: vacant land. You have a lot. It was amazing driving  
01:15:19 --> 01:15:22: down. I've never seen anything like that. Buy it, buy

01:15:22 --> 01:15:25: it county and keep it. Because here's the deal. When  
01:15:25 --> 01:15:28: you are successful, when you are the the gentrification is  
01:15:28 --> 01:15:31: great. You mix incomes, the displacement happens fast. And  
when  
01:15:31 --> 01:15:34: the public sector owns that land, you can hold it  
01:15:34 --> 01:15:37: and make sure it's for the kinds of affordable and  
01:15:37 --> 01:15:39: mixed income communities that you want to see. So I  
01:15:39 --> 01:15:41: know that's expensive.  
01:15:41 --> 01:15:43: How do you do it? You're transferred. Your transfer tax  
01:15:44 --> 01:15:46: that I saw is about \$1.10 per \$1000 of value.  
01:15:46 --> 01:15:49: That that's low for California, at least. In Southern California,  
01:15:49 --> 01:15:52: most cities are around \$4 per per \$1000 of value.  
01:15:52 --> 01:15:54: Now that's a heavy lift. You have to do a  
01:15:54 --> 01:15:57: tax initiative. You need a 2/3 vote, but that's a  
01:15:57 --> 01:15:59: wild idea to throw out there. You could look at  
01:15:59 --> 01:16:02: the potential for an EIFD both for your infrastructure and  
01:16:02 --> 01:16:05: for land acquisition. You know it's hit or miss about  
01:16:05 --> 01:16:08: how much money those really generate, but there is some  
01:16:08 --> 01:16:11: need to get creative, but you have real opportunity there.  
01:16:13 --> 01:16:15: For Folsom Ohh and I should note I just want  
01:16:15 --> 01:16:18: to note this image that Lewis threw together. Ohh I  
01:16:18 --> 01:16:21: didn't talk about this one. That is an actual vacant  
01:16:21 --> 01:16:24: site about 1/2 mile from your light rail station and  
01:16:24 --> 01:16:26: he put about 180 units on 2 acres. So just  
01:16:27 --> 01:16:29: to give a sense, that is an existing vacant site  
01:16:29 --> 01:16:32: that can be developed near your transit.  
01:16:34 --> 01:16:36: So next we look at Folsom, you need to revise  
01:16:36 --> 01:16:39: your parking requirements. You've got plenty of parking for  
the  
01:16:39 --> 01:16:42: retail. It's kind of over parked in the area as  
01:16:42 --> 01:16:45: we talked about with your 15 minute communities, you really  
01:16:45 --> 01:16:48: have a lot of great hubs there. So prioritize development  
01:16:48 --> 01:16:51: near those hubs to start getting that walkability going and  
01:16:51 --> 01:16:54: the energy again you need to go out and actively  
01:16:54 --> 01:16:57: recruit developers and it's, it's a lovely community and you  
01:16:57 --> 01:17:00: have a good market in terms of your demographics and  
01:17:00 --> 01:17:03: spending potential. So I think you'll have a really you  
01:17:03 --> 01:17:03: know.  
01:17:03 --> 01:17:06: Easier time getting some new energy and blood into this  
01:17:07 --> 01:17:10: area. Have some design guidelines that that are both about  
01:17:10 --> 01:17:13: the inspired design of the building but also connecting at  
01:17:13 --> 01:17:17: the ground floor to creating these walkable places and then  
01:17:17 --> 01:17:21: finally orienting towards your existing residential areas but

keeping your  
01:17:21 --> 01:17:24: strong connection to the retail spine.  
01:17:25 --> 01:17:28: So now I'm going to turn it over to Rochelle  
01:17:28 --> 01:17:30: to take us into your order of operations.  
01:17:40 --> 01:17:45: I was thinking about the cycle of grief and I  
01:17:45 --> 01:17:49: I put it in the context of the cycle of  
01:17:49 --> 01:17:54: our five or six days here. And the cycle starts  
01:17:54 --> 01:18:00: off with from Sunday, Monday, Tuesday to today. Wonder.  
Hope.  
01:18:01 --> 01:18:07: Imposter syndrome by Wednesday. An incredible feeling of  
failure.  
01:18:07 --> 01:18:09: Thursday is desperation.  
01:18:10 --> 01:18:12: And Friday, we're back to wonder.  
01:18:13 --> 01:18:16: And the reason why that's important is, as I was  
01:18:16 --> 01:18:19: looking at our order of operation, that same cycle exists  
01:18:19 --> 01:18:20: and I'll walk you through it.  
01:18:23 --> 01:18:26: In putting this plan together, it is important that we  
01:18:26 --> 01:18:30: understand the priority of the sequencing. And so these  
slides  
01:18:30 --> 01:18:32: are really key and we had a lot of discussion  
01:18:33 --> 01:18:33: on it.  
01:18:34 --> 01:18:38: Critically important is to hit the ground running. You've got  
01:18:38 --> 01:18:42: momentum, you've got interest. What can we do right now?  
01:18:42 --> 01:18:46: Starting with number one on priority items. Assuming that  
you  
01:18:46 --> 01:18:49: need a about a two year length of time to  
01:18:49 --> 01:18:53: really get rocking and rolling, we need to create a  
01:18:53 --> 01:18:57: singular vision. What we found is that there are numerous  
01:18:57 --> 01:19:01: studies, and I applaud you for creating numerous studies, but  
01:19:01 --> 01:19:03: the studies often conflict.  
01:19:04 --> 01:19:09: They make different recommendations. They've been taking  
place around different  
01:19:09 --> 01:19:12: times. The first thing to do is to consolidate all  
01:19:12 --> 01:19:15: of these various reports and come up with a singular,  
01:19:16 --> 01:19:19: clear vision. You can't get there if you don't know  
01:19:19 --> 01:19:22: where you're going. So create a singular vision plan for  
01:19:23 --> 01:19:26: infrastructure improvements. And one thing I'd like to say is  
01:19:27 --> 01:19:30: don't plan for what you need now, but plan for  
01:19:30 --> 01:19:32: the vision that you have in mind.  
01:19:33 --> 01:19:39: Create, for example, in your infrastructure improvements.  
Rather than having  
01:19:39 --> 01:19:42: zones where people drive by, look at how you get  
01:19:42 --> 01:19:45: people to stop, to stop by and stay for a

01:19:45 --> 01:19:46: while.

01:19:48 --> 01:19:52: And as we've heard several times today, dig once. So

01:19:52 --> 01:19:58: planning for infrastructure improvements is critical. You've got lighting, sewer,

01:19:58 --> 01:20:01: all of those things. It's good to plan it now

01:20:01 --> 01:20:06: comprehensively and strategically so that when that's ground opens up,

01:20:06 --> 01:20:10: you can take care of everything and plan for your

01:20:10 --> 01:20:15: future #3. Implement, implement pop-up placemaking ideas. We talked about

01:20:15 --> 01:20:18: that, so I won't need to go into that #4.

01:20:18 --> 01:20:19: This is not new.

01:20:19 --> 01:20:23: No money, no mission. Raise capital, raise capital. Identify partners,

01:20:24 --> 01:20:28: identify public and private partnerships. Consider real estate funds. I

01:20:28 --> 01:20:31: was so excited when I heard the Chamber mentioned these

01:20:31 --> 01:20:35: things. There are grants out there and other sources. This

01:20:35 --> 01:20:38: is the time to build those relationships. It takes about

01:20:38 --> 01:20:41: two years to bring them to fruition. You've got a

01:20:41 --> 01:20:45: great, passionate project, a time that people are interested in

01:20:45 --> 01:20:46: it. So move forward.

01:20:48 --> 01:20:51: Now on the dig one side, this is our cycle

01:20:51 --> 01:20:56: of hope. Start with your infrastructure improvements. That's your wonder

01:20:56 --> 01:21:00: and hope and you cannot build housing, you cannot build

01:21:00 --> 01:21:04: the kind of development and revitalization you want. If the

01:21:05 --> 01:21:09: infrastructure is not placed, there's your wonder and hope. Install

01:21:09 --> 01:21:14: those mobility hope mobility hubs, part of the wonder and

01:21:14 --> 01:21:18: hope. Break ground on the on the housing developments.

01:21:18 --> 01:21:22: Along Bidwell, that's gonna be your imposter central because you're

01:21:22 --> 01:21:24: gonna have a lot of fight. But you, you've got

01:21:24 --> 01:21:28: it. You've got great ideas, you've got vision. That's where

01:21:28 --> 01:21:31: you need to make sure you are building those stakeholder

01:21:31 --> 01:21:35: relationships so that they can support you on that. Working

01:21:35 --> 01:21:38: with the business owners to improve the facades. And dare

01:21:38 --> 01:21:41: I say we've got to address those parking areas. That's

01:21:41 --> 01:21:44: going to be your moment of failure and desperation.

01:21:46 --> 01:21:49: But when you get down to the last, that's where

01:21:49 --> 01:21:53: your hope comes back and you can repeat this process.

01:21:53 --> 01:21:57: So I encourage you to stick in there. You've got

01:21:57 --> 01:22:00: a lot of, you've got a lot invested in it.

01:22:00 --> 01:22:04: You've got a lot of investment that's going to move  
01:22:04 --> 01:22:09: forward. I encourage you to move forward and invest that  
01:22:09 --> 01:22:13: time. Don't give up in the order of operations. Here's  
01:22:13 --> 01:22:16: a priority for optimal success at the agency.  
01:22:16 --> 01:22:20: And public agency, public sector level #1, streamline and  
reform  
01:22:20 --> 01:22:23: the process. You know, this one thing I will say  
01:22:23 --> 01:22:28: that I believe Jenna had mentioned communicate and  
coordinate between  
01:22:28 --> 01:22:31: agencies. We've talked about this. Sometimes we feel like  
the  
01:22:32 --> 01:22:35: left hand doesn't know what the right hand is doing.  
01:22:35 --> 01:22:38: But if you want to move forward, we've got to  
01:22:38 --> 01:22:41: get around the same table. So support, pilot projects, that's  
01:22:42 --> 01:22:45: something that Lewis talked about. This is a great time  
01:22:45 --> 01:22:47: to emphasize innovation.  
01:22:47 --> 01:22:50: In the second bullet it is adopt form based code  
01:22:50 --> 01:22:54: and add some by right development within the commercial  
corridors.  
01:22:54 --> 01:22:57: We can't get it done if there's no will to  
01:22:57 --> 01:23:00: get it done. And this go back to the wonder  
01:23:00 --> 01:23:04: and hope. Yes, you're going to feel like an imposter,  
01:23:04 --> 01:23:07: yes you're going to get pushed back. But this is  
01:23:07 --> 01:23:10: critical for us to be able to do something. Create  
01:23:10 --> 01:23:14: an RFP process to attract new developers and new design  
01:23:14 --> 01:23:17: teams. If you want to be excited by it, get.  
01:23:17 --> 01:23:21: People who are willing to invest in that excitement.  
01:23:22 --> 01:23:26: You run this process, be in charge of it, dramatically  
01:23:26 --> 01:23:30: increase the density across project areas to achieve a net  
01:23:30 --> 01:23:31: increase now.  
01:23:34 --> 01:23:37: We know that's a heavy pull, but you cannot achieve  
01:23:37 --> 01:23:41: the kind of revitalization that we have heard talked about  
01:23:41 --> 01:23:44: by putting up duplexes and a DUS. And so you're  
01:23:45 --> 01:23:48: going to have to really bring that together. And, and  
01:23:48 --> 01:23:51: I trust that you can do this. I know you  
01:23:51 --> 01:23:55: can make it palatable and that you can evangelize the  
01:23:55 --> 01:23:58: folks so that they pick up that baton and want  
01:23:58 --> 01:24:02: to help build these corridors, identify and assemble the land.  
01:24:02 --> 01:24:07: For development, bring in partnerships that are needed.  
Consider partnering  
01:24:07 --> 01:24:12: with some of the business owners. There are underutilized  
pieces  
01:24:12 --> 01:24:15: of property in both corridor areas. How do you get



01:24:15 --> 01:24:19: to activate those and find that win, win and finally?

01:24:20 --> 01:24:24: The tax word. We know that this requires money and

01:24:24 --> 01:24:27: a heavy lift. As Jenna said you are. You have

01:24:27 --> 01:24:31: some room in your fees to do it incrementally, but

01:24:31 --> 01:24:36: create a dedicated source for housing and improvements in the

01:24:36 --> 01:24:41: corridors and adjacent areas. Consider floating a bond, adding a

01:24:41 --> 01:24:45: tax initiative. I know they always start off temporary and

01:24:45 --> 01:24:49: end up permanent, but you've got big dreams and it

01:24:49 --> 01:24:50: can't be done.

01:24:51 --> 01:24:53: It can't be done without the checkbook.

01:24:54 --> 01:24:57: So that is our suggestion for your order of operations

01:24:57 --> 01:25:00: and your priorities and I am going to go to

01:25:00 --> 01:25:01: the next speaker.

01:25:09 --> 01:25:10: Well, believe it or not.

01:25:11 --> 01:25:13: We're we're going, we're close to the end.

01:25:14 --> 01:25:17: And now that I've recovered from the shock, have been

01:25:17 --> 01:25:20: called Elder esteemed, I think I can actually get us

01:25:20 --> 01:25:21: there pretty quickly.

01:25:23 --> 01:25:27: Yesterday, I asked the panel to vote on three questions.

01:25:28 --> 01:25:29: 1.

01:25:30 --> 01:25:35: Do you believe that extensive revitalization of the two quarters

01:25:35 --> 01:25:38: under study is not only a good idea?

01:25:39 --> 01:25:40: But is necessary.

01:25:43 --> 01:25:45: The answer was unanimous, yes.

01:25:46 --> 01:25:49: But with the condition that necessary.

01:25:50 --> 01:25:52: Was going to be replaced by imperative.

01:25:55 --> 01:26:00: Second question, do you believe that the addition of significant

01:26:00 --> 01:26:05: amounts of mixed income housing on these quarters is not

01:26:05 --> 01:26:07: only advisable but necessary?

01:26:08 --> 01:26:11: Again, unanimous, yes.

01:26:11 --> 01:26:15: But we wanted me to replace the word necessary with

01:26:15 --> 01:26:15: essential.

01:26:17 --> 01:26:21: Three, do you believe that the revitalization of the two

01:26:21 --> 01:26:25: quarters to create an economically viable mixed-use?

01:26:29 --> 01:26:36: Now I got mixed-use. Mixed income, walkable, environmentally sensitive communities

01:26:36 --> 01:26:37: can be achieved.

01:26:38 --> 01:26:41: Again, yes, but with some of the caveats that we've

01:26:41 --> 01:26:43: talked to earlier in this.

01:26:44 --> 01:26:48: Infrastructure funding, lighting safe. I mean it's, it's, it's a  
01:26:48 --> 01:26:49: big haul.

01:26:50 --> 01:26:54: Our panel has absolutely no doubt that the revitalization of  
01:26:54 --> 01:26:58: the two corridors is necessary and can be successfully  
completed.

01:26:59 --> 01:27:02: In fact, our report is just one.  
01:27:03 --> 01:27:06: Or just the latest in a long line of studies,  
01:27:06 --> 01:27:10: all of which have been substantially in agreement as to  
01:27:10 --> 01:27:13: what should be done along these the commercial quarters?  
01:27:14 --> 01:27:17: The real issue is how to accomplish the revitalization and  
01:27:18 --> 01:27:21: preparing our report. We have attempted to focus on how  
01:27:21 --> 01:27:25: best to achieve the revitalization of the quarters and how  
01:27:25 --> 01:27:28: best to include mixed tone housing units in the effort.  
01:27:29 --> 01:27:32: It is our hope that we have not only identified  
01:27:32 --> 01:27:36: specific recommendations for each quarter which will help  
you achieve  
01:27:36 --> 01:27:40: your goals, but have also identified certain micro macro  
principles  
01:27:40 --> 01:27:44: that can be used across sacog's area of influence.  
01:27:45 --> 01:27:48: Look, we are we're well aware of the discomfort and  
01:27:48 --> 01:27:50: in fact, fear that can be caused.  
01:27:51 --> 01:27:54: By these recommendations.  
01:27:55 --> 01:27:59: But fundamental change is never easy it it can't be  
01:27:59 --> 01:28:03: done without substantial, substantial anxiety.  
01:28:04 --> 01:28:07: But in the opinion of this panel, the continuation of  
01:28:07 --> 01:28:09: the status quo is just unacceptable.  
01:28:10 --> 01:28:15: Without a substantial revitalization effort, it is our opinion that  
01:28:15 --> 01:28:19: the two quarters under study will continue to slide into  
01:28:19 --> 01:28:23: irrelevancy with a total loss of economic viability. We fully  
01:28:23 --> 01:28:28: understand and acknowledge the concerns of the existing  
business owners.  
01:28:29 --> 01:28:32: On the quarters as to the impact the revitalization plan  
01:28:33 --> 01:28:34: may have on their businesses.  
01:28:35 --> 01:28:40: And we cannot overemphasize the importance of making  
every effort  
01:28:40 --> 01:28:45: to address those concerns. But without revitalization, we see  
little  
01:28:45 --> 01:28:50: hope that the quarters will not cease to be economically  
01:28:50 --> 01:28:52: viable places to operate a business.  
01:28:54 --> 01:28:57: It is also clear to the panel that there is  
01:28:57 --> 01:28:59: a serious shortage of housing.  
01:28:59 --> 01:29:03: That is affordable to low and moderate income individuals  
and  
01:29:03 --> 01:29:04: families.

01:29:04 --> 01:29:09: This shortage represents a major threat to the economic viability

01:29:09 --> 01:29:12: and social vitality of the Community as a whole.

01:29:13 --> 01:29:18: Without immediate action to rectify this housing shortage, the Community

01:29:18 --> 01:29:23: will continue to experience the exodus of its younger members,

01:29:23 --> 01:29:26: as well as moderate and low income families.

01:29:27 --> 01:29:31: Due to their inability to find housing that they can

01:29:31 --> 01:29:32: afford.

01:29:33 --> 01:29:36: It's interesting to note that when we talked to the

01:29:36 --> 01:29:37: students group.

01:29:37 --> 01:29:40: The question was asked how many of you intend to

01:29:41 --> 01:29:45: live here in this community after you've finished your education?

01:29:47 --> 01:29:47: None.

01:29:48 --> 01:29:49: Not one.

01:29:49 --> 01:29:53: And the universal answer was there's no way we'll ever

01:29:53 --> 01:29:55: be able to afford to live here.

01:29:58 --> 01:29:59: Get back to where I was.

01:30:01 --> 01:30:05: The panel believes that the two quarters under consideration are

01:30:05 --> 01:30:07: excellent starting places.

01:30:08 --> 01:30:10: To place substantial numbers of new housing units.

01:30:11 --> 01:30:16: Provided the infrastructure infrastructure improvements are addressed, the ability to

01:30:17 --> 01:30:21: provide high density multifamily housing along these two traffic corridors

01:30:21 --> 01:30:25: will not only relieve the pressure to increase density in

01:30:25 --> 01:30:28: existing single family home neighborhoods.

01:30:29 --> 01:30:32: But will allow for the development of housing that has

01:30:32 --> 01:30:34: ready access to transit services.

01:30:38 --> 01:30:41: And is affordable to a wide range of residents.

01:30:43 --> 01:30:47: It's also important to note that it will be affordable

01:30:47 --> 01:30:50: and available for older citizens looking forward to living in

01:30:50 --> 01:30:54: smaller areas, smaller places, and will not only relieve them

01:30:54 --> 01:30:58: of the burden of maintaining a single family residence, but

01:30:58 --> 01:31:02: will allow for easy access to essential services without the

01:31:02 --> 01:31:03: use of an automobile.

01:31:05 --> 01:31:10: Equally important are the environmental issues that challenge the study

01:31:10 --> 01:31:14: area. The lack of sufficient green areas, the absence of

01:31:14 --> 01:31:18: adequate tree canopy, the excess amount of asphalt parking lots,

01:31:18 --> 01:31:23: the vast quantities of noxious gases produced by intense automobile  
01:31:23 --> 01:31:24: traffic are.  
01:31:25 --> 01:31:27: Are not only a threat to the climate, but to  
01:31:28 --> 01:31:30: the health of the residents living in or close to  
01:31:30 --> 01:31:31: the study area.  
01:31:32 --> 01:31:36: Any revitalization plan will give the community the ability to  
01:31:36 --> 01:31:38: address these issues head on.  
01:31:40 --> 01:31:44: The the proposed revitalization plan in the two quarters is  
01:31:44 --> 01:31:48: a huge undertaking with a myriad number of issues that  
01:31:48 --> 01:31:52: will need to be addressed and require years. I want  
01:31:52 --> 01:31:54: to emphasize this years of effort.  
01:31:55 --> 01:31:59: Success will require leadership, both political and community.  
01:32:00 --> 01:32:07: Community champions, political and community will  
commitment, finance, resources. Courage.  
01:32:07 --> 01:32:13: Remember, we're talking about increasing taxes, patients,  
understanding, compromise, and  
01:32:13 --> 01:32:16: most importantly, resolve and endurance.  
01:32:17 --> 01:32:21: We are absolutely sure that at times it's going to  
01:32:21 --> 01:32:25: be impossible, feel impossible, but in the world of Nelson  
01:32:25 --> 01:32:25: Mandela.  
01:32:26 --> 01:32:30: It always seems impossible until it is done.  
01:32:32 --> 01:32:35: As difficult as it will be, the panel believes that  
01:32:36 --> 01:32:39: the goal of revitalizing these two quarters is not only  
01:32:39 --> 01:32:42: possible, but be well worth the effort in the end.  
01:32:43 --> 01:32:44: Thank you.  
01:32:47 --> 01:32:48: Questions.  
01:32:49 --> 01:32:51: Well, we'll take questions from the audience if you have  
01:32:51 --> 01:32:53: them. Now what I'm gonna ask is you sort of  
01:32:53 --> 01:32:55: point them at me and then I'll make sure the  
01:32:55 --> 01:32:56: right person.  
01:32:56 --> 01:32:59: Gets to answer. Anybody have any?  
01:33:00 --> 01:33:02: You've been here half a day.  
01:33:16 --> 01:33:16: In.  
01:33:18 --> 01:33:22: Thank you, Rochelle. In the beginning you had said that  
01:33:22 --> 01:33:25: one of the feedback you got was that it the  
01:33:25 --> 01:33:27: vision would be impossible.  
01:33:30 --> 01:33:31: Do you remember? Sorry.  
01:33:33 --> 01:33:35: Oh, I think I I think I know what you're  
01:33:35 --> 01:33:36: talking about.  
01:33:37 --> 01:33:41: What we found was that some people bought into the  
01:33:41 --> 01:33:45: vision and others just did not. I don't know that  
01:33:45 --> 01:33:49: they felt it was impossible. I think that they were

01:33:49 --> 01:33:53: fatigued by the number of studies that have been done  
01:33:53 --> 01:33:57: so far. And we're more, I would say, kind of  
01:33:57 --> 01:33:58: indifferent to.  
01:33:58 --> 01:33:58: It.  
01:33:58 --> 01:34:02: Thank you for that clarification. I have one other question  
01:34:02 --> 01:34:06: and I think you all answered it is whether there's  
01:34:06 --> 01:34:08: an appetite for a business.  
01:34:08 --> 01:34:12: Owners association to do lighting and landscape district or  
something  
01:34:12 --> 01:34:12: like that.  
01:34:14 --> 01:34:14: I don't.  
01:34:17 --> 01:34:18: I don't like to use the word should.  
01:34:19 --> 01:34:23: But there should be, whether there is, we're not thorough  
01:34:23 --> 01:34:26: right now because we didn't get that much into it.  
01:34:26 --> 01:34:29: The the 95% of the questions involving business owners was  
01:34:29 --> 01:34:29: a.  
01:34:30 --> 01:34:33: Fear of that their businesses were going to be decimated  
01:34:33 --> 01:34:36: and they were going to lose their slots as we  
01:34:36 --> 01:34:37: did this plan.  
01:34:38 --> 01:34:40: You know, we can, I understand how they feel like  
01:34:40 --> 01:34:43: they're going to lose their business, but I also know  
01:34:43 --> 01:34:43: that.  
01:34:45 --> 01:34:48: Increased population within walking distance.  
01:34:48 --> 01:34:52: Could be a catalyst for a revival of their businesses.  
01:34:53 --> 01:34:56: It's just something you're gonna have to work your way  
01:34:56 --> 01:34:58: through by the way they're their concern need to be  
01:34:58 --> 01:35:00: treated as being legitimate.  
01:35:01 --> 01:35:04: Yeah, they're valid, legitimate. These are not made-up, you  
know,  
01:35:04 --> 01:35:07: irrational fears. But we have to come with a way  
01:35:07 --> 01:35:09: to try and work our way through that.  
01:35:17 --> 01:35:18: Excuse me?  
01:35:18 --> 01:35:21: For questions from the audience and for panels to respond,  
01:35:21 --> 01:35:24: you have to speak in the microphone for it to  
01:35:24 --> 01:35:27: be recorded. So we do have virtual participation with over  
01:35:27 --> 01:35:30: 70 people. Also, with any questions from the audience, I  
01:35:30 --> 01:35:33: ask that you state your name and your affiliation before  
01:35:33 --> 01:35:33: the.  
01:35:33 --> 01:35:34: Question. Thank you.  
01:35:36 --> 01:35:39: We'll say that we had an opportunity to speak with  
01:35:39 --> 01:35:43: the Chamber of Commerce in Folsom and a couple of  
01:35:43 --> 01:35:47: business owners. It was them who suggested a real estate

01:35:48 --> 01:35:50: fund and going after grants.

01:35:51 --> 01:35:55: When we talked about doing major renovations or or changes,

01:35:55 --> 01:35:59: that's when the business owners ask for assistance. So it

01:35:59 --> 01:36:03: did appear that they were willing to put some effort

01:36:03 --> 01:36:05: into it, but I I will say that be honest

01:36:06 --> 01:36:06: was on.

01:36:08 --> 01:36:09: Is going to be on the.

01:36:10 --> 01:36:13: Other than the business community to convince them of the

01:36:14 --> 01:36:15: long term value of it.

01:36:16 --> 01:36:19: Can I just add since we were we're talking about

01:36:19 --> 01:36:21: Folsom in this question, but I just want to know

01:36:21 --> 01:36:23: because we we had to split up to do the

01:36:23 --> 01:36:24: interviews for North Watt.

01:36:24 --> 01:36:27: It's interesting because we noted there there is a P

01:36:27 --> 01:36:29: bid in the area, but I think Mary despite her

01:36:29 --> 01:36:32: best efforts couldn't get anybody to respond and come there

01:36:32 --> 01:36:35: is a North Highlands chamber also not responsive. And then

01:36:35 --> 01:36:38: McClelland Park, we did get to talk to folks from

01:36:38 --> 01:36:41: there. I mean they're wildly successful what they, what they've

01:36:41 --> 01:36:44: done at McClellan Park. So what an amazing partner they

01:36:44 --> 01:36:47: could be, an organization that represents so many workers and

01:36:47 --> 01:36:49: knows what they're doing. So I just want to know

01:36:50 --> 01:36:52: there is a bid in a Chamber there and the

01:36:52 --> 01:36:55: complete absence of participation and then a large owner who.

01:36:55 --> 01:36:57: Really could be a catalyst for change, so I just

01:36:57 --> 01:37:00: want to include that corridor in this conversation. Different space,

01:37:01 --> 01:37:02: different issues, but opportunities.

01:37:04 --> 01:37:09: I'm Desmond Perrington with the city of Folsom. My question

01:37:09 --> 01:37:13: is in both for both of these areas given the

01:37:13 --> 01:37:17: sustained focus that will be needed to make to to

01:37:17 --> 01:37:21: revitalize both these areas and and kind of make the

01:37:21 --> 01:37:23: the vision a reality.

01:37:24 --> 01:37:28: What strategies have you seen work to keep the community,

01:37:28 --> 01:37:33: political leaders and at businesses engaged in that process throughout?

01:37:33 --> 01:37:38: Because as you've noted, there's study after study that's been

01:37:38 --> 01:37:43: done. People move on after those studies. It's often very

01:37:43 --> 01:37:47: challenging to keep folks focused on so that these plans

01:37:47 --> 01:37:49: can actually come to fruition.

01:37:53 --> 01:37:56: From my redevelopment days, you know, we did community based

01:37:56 --> 01:37:59: work focusing on corridors to revitalize and our best advocates

01:37:59 --> 01:38:02: is we'd have like a Community advisory committee. So you

01:38:02 --> 01:38:06: have these engaged stakeholders in Folsom, bring them together and

01:38:06 --> 01:38:08: depending on what you do, whether you have a City

01:38:08 --> 01:38:11: Council motion directing a focus to bring together these plans.

01:38:12 --> 01:38:14: But whatever it is, you can form some kind of

01:38:14 --> 01:38:16: a regular advisory body to work with you in this

01:38:16 --> 01:38:19: process to give you partners to give you ideas, but

01:38:19 --> 01:38:22: also importantly to give you the support to move forward.

01:38:22 --> 01:38:23: That would be my recommendation.

01:38:24 --> 01:38:24: Aye.

01:38:25 --> 01:38:27: Just add to that a little slightly different way.

01:38:30 --> 01:38:32: You have to lead this effort with the housing.

01:38:34 --> 01:38:34: Right. That.

01:38:36 --> 01:38:42: Obviously, infrastructure comes first, OK? And maybe some transportation work.

01:38:43 --> 01:38:45: But what people are really afraid of?

01:38:46 --> 01:38:50: Is when they hear terms like 100 units per acre

01:38:50 --> 01:38:53: or 50 units per acre, they have no conception of

01:38:53 --> 01:38:57: what that actually looks like or feels like.

01:38:58 --> 01:39:03: And all they see is giant Soviet style concrete blocks

01:39:03 --> 01:39:05: that go 20 stories up.

01:39:07 --> 01:39:09: That is absolutely not the case.

01:39:10 --> 01:39:13: I fully believe having your first property.

01:39:14 --> 01:39:18: With that sort of density in place that people can

01:39:18 --> 01:39:19: see.

01:39:20 --> 01:39:23: Will actually lead to to more community involvement in the

01:39:23 --> 01:39:24: support.

01:39:25 --> 01:39:27: I know it's hard to do when you don't have

01:39:28 --> 01:39:30: the support to get the first one, but once you

01:39:30 --> 01:39:32: get the first one, if you lead with that housing.

01:39:33 --> 01:39:34: At that first project.

01:39:35 --> 01:39:38: I think everything starts to fall in place when they

01:39:38 --> 01:39:38: realize their.

01:39:39 --> 01:39:42: Fears are wrong. I mean, we can show them all

01:39:42 --> 01:39:45: the pictures and drawings and everything you want is just.

01:39:46 --> 01:39:49: They don't believe it until they see it OK?

01:39:49 --> 01:39:52: I will tell you that we did some work in  
01:39:52 --> 01:39:53: a city.  
01:39:54 --> 01:39:56: That we we could not get the.  
01:39:57 --> 01:40:00: Community out. On one hand it was good because there  
01:40:00 --> 01:40:04: were no negative comments. But no comments is also not  
01:40:04 --> 01:40:08: great. What we did was we created an Arts Commission  
01:40:08 --> 01:40:12: and Arts Committee. I think the title was lofty enough  
01:40:12 --> 01:40:13: to have some cachet, but.  
01:40:14 --> 01:40:18: Our surprise was we were able to bring in Electeds,  
01:40:19 --> 01:40:24: city staff members, local community members, young people.  
We had  
01:40:24 --> 01:40:27: high school students and they were able to.  
01:40:28 --> 01:40:32: Create a vision or attach to the vision that we  
01:40:32 --> 01:40:35: created that they created and then create the.  
01:40:37 --> 01:40:41: Art and atmosphere around it, it gave people an opportunity  
01:40:41 --> 01:40:45: to have a tangible role in the process.  
01:40:46 --> 01:40:49: We thought that that was just a one off because  
01:40:49 --> 01:40:52: we needed to get stakeholders to speak and it turned  
01:40:52 --> 01:40:56: into something that the next community or the next  
neighborhood  
01:40:56 --> 01:41:00: called and said, well, where's our arts committee? You know,  
01:41:00 --> 01:41:03: we want to select artists. We want to create that  
01:41:03 --> 01:41:06: cultural fine, or we want to do that enhancement on  
01:41:06 --> 01:41:10: the properties that are coming or the housing that's coming.  
01:41:10 --> 01:41:13: What I'm saying is it doesn't have to be grandiose.  
01:41:13 --> 01:41:16: I think it is. The keyword is engagement and so  
01:41:16 --> 01:41:16: long.  
01:41:16 --> 01:41:19: Somebody has a role where they can say I was  
01:41:19 --> 01:41:22: a part of this and we have the residents now  
01:41:23 --> 01:41:26: taking people on tours of, you know, this is the  
01:41:26 --> 01:41:30: light fixture we designed. That was something we never  
expected.  
01:41:30 --> 01:41:34: But that sense of pride, I think is really important.  
01:41:35 --> 01:41:38: Yeah, if I can fill, just wanna mention one thing  
01:41:38 --> 01:41:38: as well.  
01:41:40 --> 01:41:44: Like just like an association would create a celebration or  
01:41:44 --> 01:41:48: a theme just to gather that association together. So so.  
01:41:49 --> 01:41:53: Is it important to create those kind of opportunities for  
01:41:53 --> 01:41:58: communities? I mean, that's in essence what we're talking  
about  
01:41:58 --> 01:42:02: is these hubs and nodes of experiences that draw people  
01:42:02 --> 01:42:06: together, right? And you've got to really have a stick  
01:42:06 --> 01:42:07: to activeness.



01:42:08 --> 01:42:12: OK. In recently over over just this summer.

01:42:13 --> 01:42:17: We start off with 15 individuals. We just concluded on

01:42:17 --> 01:42:22: Tuesday 125 participants because we were very vigilant on a

01:42:22 --> 01:42:27: monthly basis creating experiences that draw people together. So I

01:42:27 --> 01:42:31: would really suggest that that's one way in which to

01:42:31 --> 01:42:32: to gain some momentum.

01:42:34 --> 01:42:36: And if I can just add to mine, which I

01:42:36 --> 01:42:37: know is.

01:42:37 --> 01:42:39: Not appropriate, but.

01:42:41 --> 01:42:44: When you're talking about things like the density and certain

01:42:44 --> 01:42:47: things, it's important that I think it's important to make

01:42:47 --> 01:42:50: it clear to the public that these are within these

01:42:50 --> 01:42:51: zones.

01:42:51 --> 01:42:54: So you're you're stopping the argument that where they're

01:42:55 --> 01:42:57: going

01:42:57 --> 01:43:00: to do it? My house, it's within the zone.

01:43:01 --> 01:43:04: That it can be 50 to 100 units.

01:43:04 --> 01:43:07: And that that actually pulls pressure off the single family

01:43:07 --> 01:43:07: neighborhoods because you have a place to put this high

01:43:08 --> 01:43:08: density.

01:43:09 --> 01:43:11: Stuff.

01:43:13 --> 01:43:17: The other key is going to be.

01:43:17 --> 01:43:20: It's touch and go on the economics of producing this

01:43:21 --> 01:43:23: housing in an economic way economically.

01:43:27 --> 01:43:28: Feasible way, sorry.

01:43:29 --> 01:43:31: The.

01:43:32 --> 01:43:33: So there's gonna have to be some incentives or some

01:43:34 --> 01:43:35: promotion to get people.

01:43:37 --> 01:43:41: Private developers to come in.

01:43:41 --> 01:43:45: I would encourage you to stay away or try to

01:43:45 --> 01:43:49: avoid making cash payments into the developer.

01:43:49 --> 01:43:50: OK, that's where the public gets concerned. But there are

01:43:52 --> 01:43:55: other things you can do.

01:43:55 --> 01:43:58: The density is 1, getting the inverse, helping with the

01:43:59 --> 01:44:03: infrastructure for the project.

01:44:06 --> 01:44:11: Waiving or reducing fees like the impact fee.

01:44:11 --> 01:44:11: Truly expediting the approval process, which is why we've

01:44:12 --> 01:44:15: talked

01:44:16 --> 01:44:18: about.

01:44:18 --> 01:44:21: Form based and and by right.

01:44:18 --> 01:44:21: Just get. So there's an advantage to get in there,

01:44:18 --> 01:44:21: and I think what you'll do is you'll start finding

01:44:21 --> 01:44:24: that you're going to pull the developers where they're really  
01:44:24 --> 01:44:26: interested in doing the area.  
01:44:26 --> 01:44:29: And and that will that will help you get going.  
01:44:29 --> 01:44:32: But people have to see the housing. That's what they're  
01:44:32 --> 01:44:33: afraid.  
01:44:33 --> 01:44:35: Of thank you. We have 15 minutes left for Q&A  
01:44:35 --> 01:44:37: and we have a question over here.  
01:44:40 --> 01:44:41: Just real quick.  
01:44:41 --> 01:44:42: For those out there in zoom land, if you'd.  
01:44:42 --> 01:44:43: Like to ask a question.  
01:44:43 --> 01:44:45: Go ahead and use the raise your hand feature.  
01:44:45 --> 01:44:45: Or if you're.  
01:44:45 --> 01:44:48: Participating Telephonically please hit Star 9 again, Star 9 if  
01:44:48 --> 01:44:52: you're participating telephonically, raise hand if you are  
participating normally  
01:44:52 --> 01:44:54: in zoom. This is for zoom only participants.  
01:44:56 --> 01:44:59: David Defanti with the county actually that was a a  
01:44:59 --> 01:45:01: great comment to T off of. So first thank you  
01:45:01 --> 01:45:05: very much for your help. This is a fantastic presentation.  
01:45:05 --> 01:45:05: My question is.  
01:45:05 --> 01:45:08: Relative to North Watts, so there was a comment, I  
01:45:08 --> 01:45:11: believe it was Jenna that you made about your conversations  
01:45:11 --> 01:45:14: with developers and not being interested in coming to North  
01:45:14 --> 01:45:16: Watt. Is that due to the?  
01:45:16 --> 01:45:19: Constraints that you've talked about, lack of sewer, restrictive  
zoning  
01:45:19 --> 01:45:23: etcetera or is it something you know more fundamental  
related  
01:45:23 --> 01:45:25: to market conditions and I guess more directly if we  
01:45:25 --> 01:45:26: built the sewer?  
01:45:26 --> 01:45:29: If we wipe the zoning slate clean and made it  
01:45:29 --> 01:45:32: you know by right for 100 units etcetera, would that  
01:45:32 --> 01:45:35: attract investment or is there still something fundamentally  
there at  
01:45:35 --> 01:45:36: issue that we need to?  
01:45:36 --> 01:45:37: Address.  
01:45:38 --> 01:45:40: I think that's a great question and.  
01:45:41 --> 01:45:44: Since we're supposed to be candid and Phil wanted us  
01:45:44 --> 01:45:45: to say things, I mean a lot of these were  
01:45:45 --> 01:45:47: anecdotal conversations from.  
01:45:48 --> 01:45:50: There's a someone who worked in redevelopment and  
worked in  
01:45:50 --> 01:45:54: pretty blighted lower income communities. It's not everybody

swimming pool,  
01:45:54 --> 01:45:57: right. It just isn't doing public private deals, isn't everybody's  
01:45:57 --> 01:45:59: swimming pool. So I think some of it is people  
01:45:59 --> 01:46:01: just look at that corridor and go, no thanks. So  
01:46:01 --> 01:46:03: they're going to be some people. Even if you do  
01:46:03 --> 01:46:05: the sewer and drainage plan and you have a plan  
01:46:05 --> 01:46:07: to invest in the sewer and you could do the  
01:46:07 --> 01:46:09: plan, you can go to the bank and get a  
01:46:09 --> 01:46:12: low interest loan and you can recalibrate your development  
impact  
01:46:12 --> 01:46:14: fees so that there's certainty about what it's going to  
01:46:14 --> 01:46:16: cost, right, if you are going to have to do  
01:46:16 --> 01:46:18: it development by development.  
01:46:18 --> 01:46:20: Which is possible. You could do all the things the  
01:46:20 --> 01:46:23: buy right, and some people still won't come. I mean,  
01:46:23 --> 01:46:26: you have to accept that. But there are people with  
01:46:26 --> 01:46:29: the vision. There are developers for profit and nonprofit that  
01:46:29 --> 01:46:32: make their living because they have that vision to go  
01:46:32 --> 01:46:34: into communities. You also have all of the state density  
01:46:34 --> 01:46:37: bonus laws. You have the light rail with your Caltrans  
01:46:37 --> 01:46:39: study. I hope you're going to be, I mean, I  
01:46:39 --> 01:46:42: know that the staff is going to be looking at  
01:46:42 --> 01:46:44: BRT and you have the potential to have density to  
01:46:44 --> 01:46:47: support on bus rapid transit. So you're going to have  
01:46:47 --> 01:46:48: to expand the pool.  
01:46:48 --> 01:46:50: But I will tell you from what I heard, there  
01:46:50 --> 01:46:53: are just some folks who just don't see it and  
01:46:53 --> 01:46:55: they're not going to see it. And that's OK. They're  
01:46:55 --> 01:46:58: not your people, but you will find them. They are  
01:46:58 --> 01:47:00: out there and you have so much vacant land. I  
01:47:00 --> 01:47:02: mean it's shocking to drive down that corridor and see  
01:47:03 --> 01:47:05: giant swaths of vacant land. So I am an optimistic  
01:47:05 --> 01:47:07: believer because this is what I do and I don't  
01:47:07 --> 01:47:10: I'm dedicated to. So that's where you start getting forums  
01:47:10 --> 01:47:13: and you start going and reaching out, but you got  
01:47:13 --> 01:47:15: to set the stage and take advantage of all the  
01:47:15 --> 01:47:18: opportunities from by right zoning and that kind of thing.  
01:47:18 --> 01:47:19: I hope that answers your question.  
01:47:22 --> 01:47:24: Yeah, I just want to add into that. So I  
01:47:24 --> 01:47:29: think from the development industry what they're looking for  
is  
01:47:29 --> 01:47:32: certainty. So certainty not just about you know, how many  
01:47:32 --> 01:47:36: units can I build, but what is the actual community

01:47:36 --> 01:47:39: value because consultants are not able to tell them that.  
01:47:39 --> 01:47:43: And they also need to leverage on the existing community  
01:47:43 --> 01:47:46: so that it can very quickly when the housing is  
01:47:46 --> 01:47:49: in, when the retail space is in it, generate  
01:47:49 --> 01:47:52: activity. So I think that's very important.  
01:47:52 --> 01:47:55: We have experience when we are trying to do it  
01:47:55 --> 01:47:55: all.  
01:47:56 --> 01:48:00: Acres and acres, hundreds of acres of land like trying  
01:48:00 --> 01:48:02: to do a the perfect master plan and is not  
01:48:02 --> 01:48:05: able to move forward. So what we realize is a  
01:48:05 --> 01:48:08: proven strategy is that break it down but focusing on  
01:48:08 --> 01:48:12: the key low hanging fruit that everybody can see visually  
01:48:12 --> 01:48:15: and experience. So that is the public realm, putting a  
01:48:15 --> 01:48:19: new park, upgrading a portion of the streetscape like these  
01:48:19 --> 01:48:23: are the key things that would generate the excitement. And  
01:48:23 --> 01:48:26: I think lastly is that with the technology and particularly  
01:48:26 --> 01:48:26: the.  
01:48:26 --> 01:48:27: Need.  
01:48:27 --> 01:48:30: To calculate, you know how we're doing in terms of  
01:48:30 --> 01:48:35: decarbonization, resiliency and all that, there's opportunity for  
you to  
01:48:35 --> 01:48:39: further streamline. So invest in this digital twin because that  
01:48:39 --> 01:48:43: can expedite your development review approval. Everybody  
can see what  
01:48:43 --> 01:48:46: is existing, what you can leverage on and what are  
01:48:46 --> 01:48:50: the gaps. And for the transportation folks, they can use  
01:48:50 --> 01:48:54: it to generate to really understand when we're talking about  
01:48:54 --> 01:48:57: TDM, what is reasonable and how to get there parking.  
01:48:57 --> 01:49:01: Need to be a temporary infrastructure in need to phase  
01:49:01 --> 01:49:05: out is current performer is hurting the environment and is  
01:49:05 --> 01:49:08: also setting you back. So I think those are the  
01:49:08 --> 01:49:11: key strategy. But the key is that you don't need  
01:49:11 --> 01:49:14: to have a perfect plan to start to deal with  
01:49:14 --> 01:49:17: it, but break it down and doing things concurrently.  
01:49:23 --> 01:49:24: OK.  
01:49:27 --> 01:49:28: OK, so mate.  
01:49:34 --> 01:49:37: So. And I also wanted to respond directly to that  
01:49:37 --> 01:49:37: day.  
01:49:39 --> 01:49:42: It's really important that you don't jump to solutions.  
01:49:43 --> 01:49:46: And you spend a little bit of time thinking through  
01:49:46 --> 01:49:48: what are the core assets and what is the core  
01:49:48 --> 01:49:49: opportunity?

01:49:50 --> 01:49:53: And what are? What are we trying to solve from  
01:49:53 --> 01:49:57: a regional level? What does McClellan have? It has land,  
01:49:57 --> 01:50:01: it has airport access, rail access, Rd access and it  
01:50:01 --> 01:50:04: sits on top of the the nations backbone Fibre network  
01:50:04 --> 01:50:07: cable running in the UP right away.  
01:50:10 --> 01:50:12: But what we need to do to change the housing  
01:50:12 --> 01:50:16: market, we're confronted with labor and material costs  
production that  
01:50:16 --> 01:50:18: does that. We're still building housing like we built it  
01:50:19 --> 01:50:20: in 1812, quite candidly.  
01:50:21 --> 01:50:23: McClellan has the opportunity.  
01:50:24 --> 01:50:28: To become a pilot housing innovation lab where you actually  
01:50:28 --> 01:50:33: start to play with developers, incubate developers, develop  
new building  
01:50:33 --> 01:50:38: technologies, be great place to actually have a modular  
housing  
01:50:38 --> 01:50:41: factory or two or three. You know 80 is now  
01:50:41 --> 01:50:44: being done and sort of drop and go. Fashion Factory  
01:50:44 --> 01:50:48: OS at Mayor Island is building housing in 68,000 pound  
01:50:48 --> 01:50:52: 72 foot long boxes and can shorten the construction time  
01:50:52 --> 01:50:53: of 100 unit.  
01:50:54 --> 01:50:57: 100 student buildings, 100 unit per acre buildings.  
01:50:58 --> 01:51:01: By about 40%. And they're they're starting to prove that  
01:51:01 --> 01:51:03: the costs go down if you have flexible capital.  
01:51:04 --> 01:51:07: So thinking about McClellan as an anchor resource for the  
01:51:07 --> 01:51:10: region, as a way of actually piloting all of these  
01:51:11 --> 01:51:14: new solutions to my belief is actually really, really essential  
01:51:14 --> 01:51:17: because it has a labor pool, it has access, it  
01:51:17 --> 01:51:21: has all the key ingredients of actually being able to  
01:51:21 --> 01:51:24: do this and stimulate the muscle memory of thinking about  
01:51:24 --> 01:51:27: solutions differently. And this is, you know, one of the  
01:51:28 --> 01:51:31: key things is you can't solve this, right? This is  
01:51:31 --> 01:51:34: Einstein. You can't solve problems with the same thinking  
that.  
01:51:35 --> 01:51:37: Created it and read a moment in time where we  
01:51:37 --> 01:51:41: need to think really critically differently about the  
infrastructure, the  
01:51:41 --> 01:51:45: the mobility patterns, how we deliver housing and the  
communities  
01:51:45 --> 01:51:46: that we we want.  
01:51:47 --> 01:51:48: Yeah, my kids are in their mid 20s.  
01:51:49 --> 01:51:52: And they really want community. They don't want to have  
01:51:52 --> 01:51:55: to drive their car 40 miles each way to a

01:51:55 --> 01:51:55: job.

01:51:57 --> 01:52:01: I'm gonna invite some questions from the virtual audience.

01:52:02 --> 01:52:02: Umm.

01:52:03 --> 01:52:05: If you can please you know state your question.

01:52:12 --> 01:52:16: Jose, yes. Jose, movie pavam. Yeah. Can you please?

01:52:16 --> 01:52:18: Can you hear me OK?

01:52:18 --> 01:52:18: Yes.

01:52:19 --> 01:52:23: Again, thanks again for the great presentation. Really interested in

01:52:24 --> 01:52:28: the dig once a recommendation especially representing one of the

01:52:28 --> 01:52:32: utilities here in the region. Are there some best practices

01:52:32 --> 01:52:36: or some other jurisdiction that you would recommend that we

01:52:36 --> 01:52:39: look at that that well that we might be able

01:52:39 --> 01:52:44: to replicate coordination amongst public works and the varying utilities

01:52:44 --> 01:52:45: to to align better?

01:52:51 --> 01:52:53: I'll answer, I don't know any off the top of

01:52:53 --> 01:52:56: my head and I'll I'll share ironically that on behalf

01:52:56 --> 01:53:00: of Scag and Southern California, we're actually going to be

01:53:00 --> 01:53:03: doing an advisory services panel like this in early spring

01:53:03 --> 01:53:06: focused on that question about how to better partner with

01:53:06 --> 01:53:10: utilities to align investments with our housing element side inventory.

01:53:10 --> 01:53:12: So I will invite you all to be part of

01:53:12 --> 01:53:15: that if you want to come down to beautiful Los

01:53:15 --> 01:53:18: Angeles because that is a really good question and one

01:53:18 --> 01:53:20: that we haven't been able to answer. I mean the

01:53:20 --> 01:53:21: better example.

01:53:21 --> 01:53:24: Can give you having worked at a transit agency is

01:53:24 --> 01:53:26: in LA you know we're ripping up streets all over

01:53:26 --> 01:53:29: the place and so we do these mitigation plans where

01:53:29 --> 01:53:32: like once you're digging up the streets when you put

01:53:32 --> 01:53:35: them back you identify things called betterments and so. So

01:53:35 --> 01:53:39: Metro would coordinate with communities and sometimes utilities since when

01:53:39 --> 01:53:42: they're digging up to put their tracks they were disrupting

01:53:42 --> 01:53:45: utilities. So that was a big coordination effort where we

01:53:45 --> 01:53:48: would actually my team would do first last mile you

01:53:48 --> 01:53:50: know streetscape planning to go with you know once we're

01:53:51 --> 01:53:52: digging up to build the train.

01:53:52 --> 01:53:54: How do you put it back a different way and

01:53:54 --> 01:53:56: then we find out from the city, oh, by the

01:53:56 --> 01:53:59: way, we need to replace, you know, the sewer line

01:53:59 --> 01:54:01: or run some cable. So transit agencies, I think have

01:54:01 --> 01:54:04: a good record when they're building transit of doing that

01:54:04 --> 01:54:07: coordination across the entities that are using all that right

01:54:07 --> 01:54:07: away.

01:54:09 --> 01:54:12: I can share three example. One is in Florida, so

01:54:12 --> 01:54:16: when they look at the water infrastructure they have A1

01:54:16 --> 01:54:21: water initiative, so wastewater, fresh water and also

01:54:21 --> 01:54:24: stormwater all

01:54:24 --> 01:54:28: into one. So that's a good start. Another one is

01:54:28 --> 01:54:33: from San Diego is really from a leadership level whenever

01:54:33 --> 01:54:37: there is proposal put forward asking for funding for

01:54:37 --> 01:54:38: infrastructure

01:54:38 --> 01:54:42: investment, they will ask some key question. One of the

01:54:42 --> 01:54:46: key question is that.

01:54:46 --> 01:54:49: Apart from coal benefits, can you demonstrate how you can

01:54:50 --> 01:54:53: combine infrastructure investment and delivery at the same

01:54:53 --> 01:54:56: time? Like

01:54:56 --> 01:55:01: in other words, that means that different Commission would

01:55:01 --> 01:55:04: need

01:55:04 --> 01:55:06: to lump their resources together into one piece. So the

01:55:06 --> 01:55:08: third example, putting that a little bit more tangible, is

01:55:09 --> 01:55:12: that, for example, when you are upgrading your

01:55:12 --> 01:55:16: transportation infrastructure

01:55:16 --> 01:55:19: at the same time you put in broadband, at the

01:55:19 --> 01:55:22: same time you put in the upgrade of the hard

01:55:22 --> 01:55:27: infrastructure, so you don't need to.

01:55:27 --> 01:55:31: Individual developer they come in do the study and then

01:55:31 --> 01:55:34: they send out their own crew to upgrade the sandy

01:55:34 --> 01:55:38: and water and and and those elements so and then

01:55:38 --> 01:55:41: the the last one I can share is the human

01:55:41 --> 01:55:44: infrastructure. So there is an opportunity for the private sector

01:55:44 --> 01:55:46: to provide the shell and then when the public sector

01:55:46 --> 01:55:53: is ready you can use that for operation. So for

01:55:53 --> 01:55:56: example expanding the school facilities because the school.

01:55:56 --> 01:55:57: The number of students gonna grow, so that would avoid

01:56:05 --> 01:56:06: you to spend money on the temporary infrastructure such as

01:56:11 --> 01:56:12: the portable that we see today.

01:56:12 --> 01:56:13: So, Tony Powers, if you would like to ask your

01:56:13 --> 01:56:14: question, please.

01:56:14 --> 01:56:15: OK, I guess not.

01:56:15 --> 01:56:16: OK.

01:56:16 --> 01:56:17: So.

01:56:13 --> 01:56:14: Pad Angel.

01:56:15 --> 01:56:17: Would you like to ask your question?

01:56:25 --> 01:56:26: Pat.

01:56:27 --> 01:56:29: OK, there. Yes. Can you hear me?

01:56:29 --> 01:56:29: Yes.

01:56:30 --> 01:56:34: Yes, uh, as as everyone else said, great presentation.

01:56:36 --> 01:56:40: That you lightly touched on that would certainly like to

01:56:40 --> 01:56:44: hear, you know, best practices on is engaging the public

01:56:44 --> 01:56:48: and the decision makers and the way that's diverse, inclusive.

01:56:49 --> 01:56:52: Uh, that that really grabs the the holistic aspects of

01:56:52 --> 01:56:55: of what's trying to be done here in regards to

01:56:55 --> 01:56:58: revitalization. You have best practices on, on ways to engage

01:56:58 --> 01:57:01: communities. I understand each community.

01:57:01 --> 01:57:02: Is going to be unique.

01:57:02 --> 01:57:05: Based on their attributes, but I mean best practices, you

01:57:05 --> 01:57:06: can offer the group.

01:57:10 --> 01:57:13: The, the, the thing that I just would like to

01:57:13 --> 01:57:17: offer is this, you know, sometimes we talk about, you

01:57:17 --> 01:57:19: know, community engagement.

01:57:20 --> 01:57:21: Without really.

01:57:23 --> 01:57:27: Outlining what are those buckets of community you want to

01:57:27 --> 01:57:28: engage?

01:57:29 --> 01:57:34: Oftentimes the approach is around the technical stuff.

01:57:35 --> 01:57:40: And immediately if you can think about it, those of

01:57:40 --> 01:57:44: us that are engaged in these systems, if you will,

01:57:44 --> 01:57:49: these jurisdictions, we speak a certain language.

01:57:50 --> 01:57:53: That don't that doesn't translate very well and easily.

01:57:54 --> 01:57:55: So.

01:57:56 --> 01:58:03: Engaging people around celebrations, engaging people

01:58:03 --> 01:58:05: around experiences. We'll get

01:58:06 --> 01:58:09: to the technical stuff.

01:58:09 --> 01:58:13: But I don't think the technical stuff ought to lead

01:58:13 --> 01:58:17: in all instances. And so keeping that in mind, I

01:58:17 --> 01:58:18: think is is is very important. We also center experiences

01:58:19 --> 01:58:19: around arts.

01:58:19 --> 01:58:19: Umm.

01:58:20 --> 01:58:24: And when we get to a particular point, the technical

01:58:24 --> 01:58:26: stuff. So again it's combining.

01:58:27 --> 01:58:31: Later in a presentation, the technical needs or the technical

01:58:31 --> 01:58:33: asks, but leading off with the experience.

01:58:34 --> 01:58:36: OK. And the invitation?



01:58:36 --> 01:58:38: To own a part of the process.  
01:58:40 --> 01:58:43: So that's what I think has been helpful for us.  
01:58:45 --> 01:58:48: I wanna add a few things that I've been engaged  
01:58:48 --> 01:58:49: with in redevelopment.  
01:58:51 --> 01:58:53: With Metro and also some of the work we're doing  
01:58:53 --> 01:58:53: at Scag.  
01:58:55 --> 01:58:58: To the extent that you have community based organizations,  
faith-based  
01:58:58 --> 01:59:01: organizations, folks that are leaders, one woman who worked  
for  
01:59:01 --> 01:59:04: a very powerful supervisor for many years said to me.  
01:59:04 --> 01:59:07: Find the five decision makers in that community and work  
01:59:07 --> 01:59:10: through them because they will bring people. So in Folsom  
01:59:10 --> 01:59:13: it sounds like you have an engaged community. Think about  
01:59:13 --> 01:59:15: the advisory committee. Hold events as Keith said, but go  
01:59:16 --> 01:59:18: to soccer games, right? Go to whatever is happening in  
01:59:18 --> 01:59:21: the community. The swim meet rec centers and set up  
01:59:21 --> 01:59:24: a booth there to get feedback and get people engaged.  
01:59:24 --> 01:59:24: Hold your pop up.  
01:59:25 --> 01:59:27: Events have a boost, I think for the the Watt  
01:59:27 --> 01:59:31: corridor we noted suggesting a transformative climate  
community because there  
01:59:31 --> 01:59:34: isn't the social infrastructure. So get a grant and build  
01:59:34 --> 01:59:37: the community infrastructure, but find all those different touch  
points,  
01:59:37 --> 01:59:40: meet people where they're at, hold events and invite folks  
01:59:40 --> 01:59:43: to come and work through your natural community leaders.  
01:59:43 --> 01:59:48: OK, times up. We're through. We really appreciate you being  
01:59:48 --> 01:59:50: here today, we hope.  
01:59:51 --> 01:59:54: This has been some benefit to you. So thank you  
01:59:54 --> 01:59:57: very much. We're we've all enjoyed the week here or  
01:59:57 --> 01:59:59: at least we will next week. Thank you. Bye, bye.

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