

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
region
00:04:06 --> 00:04:10: will implement its land use and transportation planning going
forward
00:04:10 --> 00:04:15: while meeting our environmental mandates. The Sacramento
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
investments. 26 of the 28
00:04:35 --> 00:04:39: cities and counties the jurisdictions in our region have
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
capacity
00:04:50 --> 00:04:54: for more infill housing, could benefit from supportive local
policies,
00:04:54 --> 00:04:59: and would revitalize existing communities while providing
more travel options,
00:04:59 --> 00:05:02: which is key. Both N Watt and Folsom, Central business
00:05:02 --> 00:05:06: 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
Frost
00:05:10 --> 00:05:14: mentioned, examples of the opportunities and challenges
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
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
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,
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
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
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
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
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,

00:13:14 --> 00:13:16: government officials and employees who so willingly shared

00:13:17 --> 00:13:22: their knowledge,

00:13:14 --> 00:13:16: expertise, thoughts and time with us.

00:13:17 --> 00:13:22: Those who participated in our information gathering

00:13:22 --> 00:13:26: interviews USLI staff

00:13:22 --> 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 lastly, we'll get

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

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

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

00:27:11 --> 00:27:13: is short staffed and over prioritized.

00:27:15 --> 00:27:19: Diversity, equity, inclusion, as you heard, this is a critical

00:27:19 --> 00:27:23: area in terms of the green means go program in

00:27:23 --> 00:27:27: terms of UL I, sacog and certainly the stakeholders. Why

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

00:27:31 --> 00:27:35: you want to have communities that respect, respect, reflect the

00:27:35 --> 00:27:39: values and the people who you serve or the people

00:27:39 --> 00:27:42: that will be coming into those communities and how is

00:27:43 --> 00:27:45: this report of ours going to address?

00:27:45 --> 00:27:49: That we're going to address that by promoting mixed income

00:27:49 --> 00:27:52: communities. Why that's important is that you have a continuum

00:27:52 --> 00:27:56: of income levels, not just from those coming outside, but

00:27:56 --> 00:28:00: you've got long-term residents in these communities that want to

00:28:00 --> 00:28:04: have their children stay in those communities and they're going

00:28:04 --> 00:28:06: to be coming in at a different level or you've

00:28:07 --> 00:28:10: got empty nesters that are wanting to downsize and you

00:28:10 --> 00:28:12: want them to be there. So creating a mix of

00:28:12 --> 00:28:15: incomes, a structure that allows all of them to.

00:28:15 --> 00:28:20: Live in the community is critical. Building the social 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.

00:43:23 --> 00:43:24: In families in mind. So this is a little bit
00:43:24 --> 00:43:27: of tangible in terms of how to make it happen.
00:43:27 --> 00:43:30: So along the corridor we observe that there are sections
00:43:30 --> 00:43:33: along the corridor with a lot of space. So as
00:43:33 --> 00:43:36: a first course of action is how to humanize this
00:43:36 --> 00:43:39: area by introducing greenery. So that would help not just
00:43:40 --> 00:43:43: to provide shade cooling the area down, but it also
00:43:43 --> 00:43:47: improved air quality and noise and that and the key
00:43:47 --> 00:43:50: thing to make this successful is provide activities and eyes.
00:43:50 --> 00:43:54: On the street so including along the arterial so to
00:43:54 --> 00:43:58: the right in here is a demonstration is a project
00:43:58 --> 00:44:01: of for a suburban municipality that is very fast growing
00:44:01 --> 00:44:05: also going has went through the similar transition so as
00:44:06 --> 00:44:10: the first priority the Mr Party focusing on expanding and
00:44:10 --> 00:44:14: providing very high quality walking and cycling experience
00:44:14 --> 00:44:19: that is

00:44:19 --> 00:44:23: kids friendly child friendly and the goal is that using
00:44:23 --> 00:44:24: this to create.
00:44:24 --> 00:44:26: A sense of a local destination.
00:44:27 --> 00:44:31: So as we are introducing housing, we know that there
00:44:31 --> 00:44:35: will be a demand on soft infrastructure or human
infrastructure.
00:44:35 --> 00:44:38: So the goal in here is to very quickly identify
00:44:38 --> 00:44:42: where are the existing activity node. So within this 15
00:44:42 --> 00:44:46: minute walkable area, there are a number of hubs. So
00:44:46 --> 00:44:50: we call those hubs because they are primarily the destination
00:44:50 --> 00:44:54: relating to education. So those are the schools, recreation,
the
00:44:54 --> 00:44:57: library, but also there's a lot of destination.
00:44:57 --> 00:45:02: Relating to Wellness. So in our conversation with the
stakeholders,
00:45:02 --> 00:45:05: we understand that there is a lot of time, family
00:45:05 --> 00:45:09: time and also the leisure time spent on fitness, Wellness,
00:45:10 --> 00:45:13: aquatic. So those are the key elements that can build
00:45:13 --> 00:45:17: upon. But what is missing in this area are daycare
00:45:17 --> 00:45:20: and also some of the other components of the human
00:45:20 --> 00:45:24: infrastructure that can be put in place. So as we
00:45:24 --> 00:45:27: are touring around the area, we notice for example.
00:45:28 --> 00:45:31: That was in school has extensive number of portables. So
00:45:31 --> 00:45:36: 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 anecdotal 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
01:14:12 --> 01:14:15: elected officials. So these, again, broader regional recommendations
01:14:15 --> 01:14:18: and then going 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
01:14:40 --> 01:14:43: new production strategies. So Yvonne talked to us about ways
01:14:43 --> 01:14:45: you 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
01:15:07 --> 01:15:10: sustainability 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

01:32:07 --> 01:32:13: commitment, finance, resources. Courage.

01:32:13 --> 01:32:16: Remember, we're talking about increasing taxes, patients,

01:32:16 --> 01:32:21: understanding, compromise, and

01:32:21 --> 01:32:25: most importantly, resolve and endurance.

01:32:25 --> 01:32:25: We are absolutely sure that at times it's going to

01:32:26 --> 01:32:30: be impossible, feel impossible, but in the world of Nelson

01:32:30 --> 01:32:35: Mandela.

01:32:35 --> 01:32:39: It always seems impossible until it is done.

01:32:39 --> 01:32:42: As difficult as it will be, the panel believes that

01:32:42 --> 01:32:44: the goal of revitalizing these two quarters is not only

01:32:44 --> 01:32:47: possible, but be well worth the effort in the end.

01:32:47 --> 01:32:48: Thank you.

01:32:48 --> 01:32:51: Questions.

01:32:51 --> 01:32:53: Well, we'll take questions from the audience if you have

01:32:53 --> 01:32:55: them. Now what I'm gonna ask is you sort of

01:32:55 --> 01:32:56: point them at me and then I'll make sure the

01:32:56 --> 01:32:59: right person.

01:32:59 --> 01:33:02: Gets to answer. Anybody have any?

01:33:02 --> 01:33:02: You've been here half a day.

01:33:16 --> 01:33:16: In.

01:33:16 --> 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.

01:42:57 --> 01:43:00: That it can be 50 to 100 units.

01:43:01 --> 01:43:04: And that that actually pulls pressure off the single family

01:43:04 --> 01:43:07: neighborhoods because you have a place to put this high

01:43:07 --> 01:43:07: density.

01:43:08 --> 01:43:08: Stuff.

01:43:09 --> 01:43:11: The other key is going to be.

01:43:13 --> 01:43:17: It's touch and go on the economics of producing this

01:43:17 --> 01:43:20: housing in an economic way economically.

01:43:21 --> 01:43:23: Feasible way, sorry.

01:43:27 --> 01:43:28: The.

01:43:29 --> 01:43:31: So there's gonna have to be some incentives or some

01:43:32 --> 01:43:33: promotion to get people.

01:43:34 --> 01:43:35: Private developers to come in.

01:43:37 --> 01:43:41: I would encourage you to stay away or try to

01:43:41 --> 01:43:45: avoid making cash payments into the developer.

01:43:45 --> 01:43:49: OK, that's where the public gets concerned. But there are

01:43:49 --> 01:43:50: other things you can do.

01:43:52 --> 01:43:55: The density is 1, getting the inverse, helping with the

01:43:55 --> 01:43:58: infrastructure for the project.

01:43:59 --> 01:44:03: Waiving or reducing fees like the impact fee.

01:44:06 --> 01:44:11: Truly expediting the approval process, which is why we've

01:44:11 --> 01:44:11: talked

01:44:11 --> 01:44:11: about.

01:44:12 --> 01:44:15: Form based and and by right.

01:44:16 --> 01:44:18: 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
 question, please.
 OK, I guess not.
 OK.
 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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