

General Plan and South Sacramento Community Plan Open House and Outreach Summary

Description

The purpose of this report is to summarize the outcome of outreach efforts culminating in four recent public meetings on the 2030 General Plan. The purpose of the Open Houses was to educate, take input, and clarify the policy direction of the General Plan. The meetings were held September 26th and October 3, 4 and 8 and were attended by 298 people. We begin with a brief history of General Plan public outreach to date, followed by a summary of the outreach strategy for this phase and the results tabulated from the meetings.

HISTORY

In late September and early October, we conducted what can be called the fourth phase of public outreach related to the 2030 General Plan.

The first phase, in May and June of 2005, was a series of 15 Town Hall meetings held across the city to set the vision for the General Plan. These were followed the following year with a second series of 13 Town Hall Forums and two summits for high school and college students. A public opinion survey in December 2006 verified the findings of the first two rounds of Town Hall Forum meetings.

The fourth phase of outreach was a smaller series of meetings, both public and private, that would help narrow the focus to policy direction. Four "Open House" meetings were scheduled for the public to attend following two focus group meetings made up of community stakeholders.

OUTREACH STRATEGY

Outreach began in July 2007 with a series of private meetings with stakeholders and community leaders. These meetings included both one-on-one and group discussions with everyone from business leaders, and transportation authorities, to environmental activist groups.

These meetings were followed by presentations at dozens of neighborhood association meetings throughout the city. Analysis from the Town Hall Forums I and II showed that neighborhood association meetings were one of the most effect tools in getting people to attend Town Hall Forum meetings. The data from previous Town Hall meetings was further used to identify groups or organizations

that were not previously engaged in the process in hopes that they could be targeted for special outreach. These groups included ethnic minorities such as Hmong and Spanish speaking populations, as well as youth and the economically disadvantaged.

In attending neighborhood association meetings and identifying groups for special outreach meetings, Long Range Planning relied heavily upon the Neighborhood Services Department, which in July expanded from four Neighborhood Resource Coordinators to eight (one per city council district).

It was collectively decided by Long Range Planning and Neighborhood Services staff that a grassroots effort would be necessary to get some of the special groups involved in the process. A strategy was developed where city staff would try to give these groups a “sneak preview” of what was being planned for the upcoming Open House meetings. This strategy was used especially in neighborhoods included in the South Area Community Plan, which is being updated at the same time as the General Plan.

The Open House previews were arranged for a wide variety of groups including: housing communities (e.g. Phoenix Park), high schools (Luther Burbank High School), community college (Sacramento City College), at non-profit organizations (La Familia), specialized services (Para Transit) and churches (Valley High Community Church).

The Open House previews were, for the most part, very well attended and allowed staff to connect with the public in a way that was different from efforts during Town Hall Forums I and II. At La Familia, for example, more than 50 people attended an event done entirely in Spanish with English interpreters. The event was covered by Univision in four broadcasts and also by Vida, the Sacramento Bee’s bilingual paper. The highest attendance occurred at the Oct. 4, gathering at the Samuel C. Pannell Meadowview Community Center. It is the opinion of the staff that this was due largely to the grassroots effort and the Open House previews conducted in the South Area. For example, a group of teenagers from Phoenix Park attended as a group and wore T-shirts from their after-school group. A group of 19 Hmong speakers, many from Phoenix Park also attended the meeting as did a handful of people from the La Familia event. High school students from Burbank attended for extra credit.

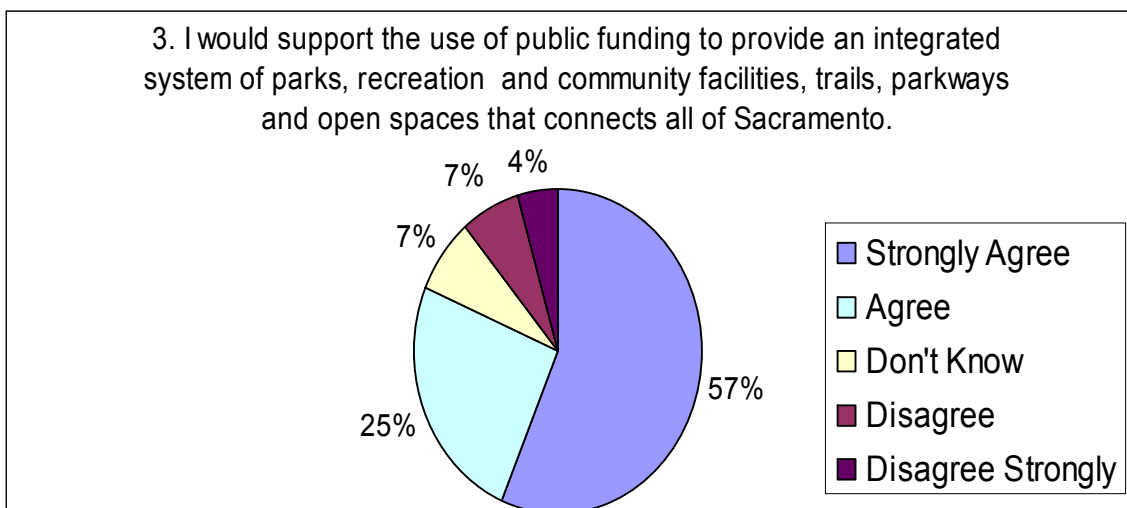
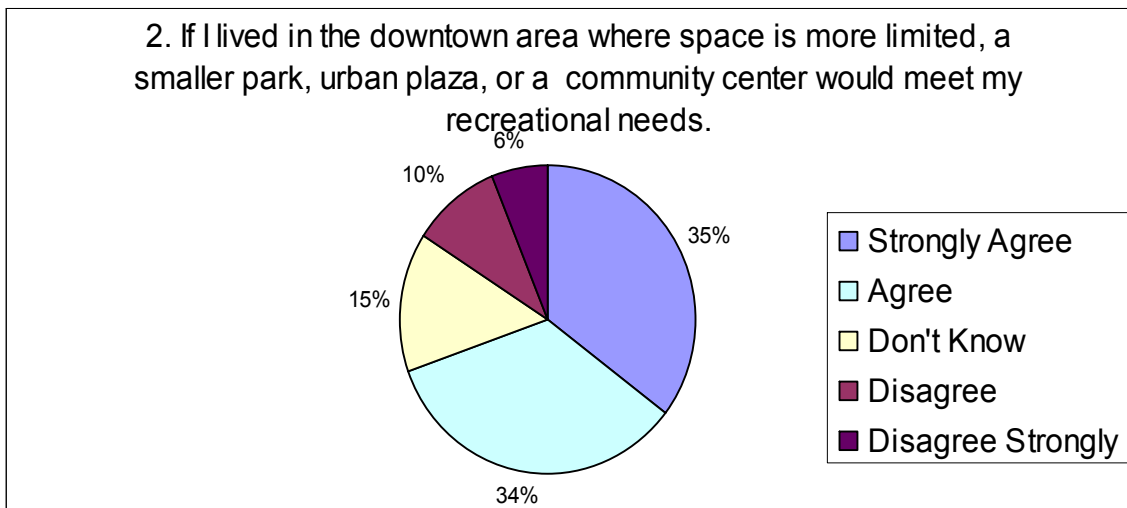
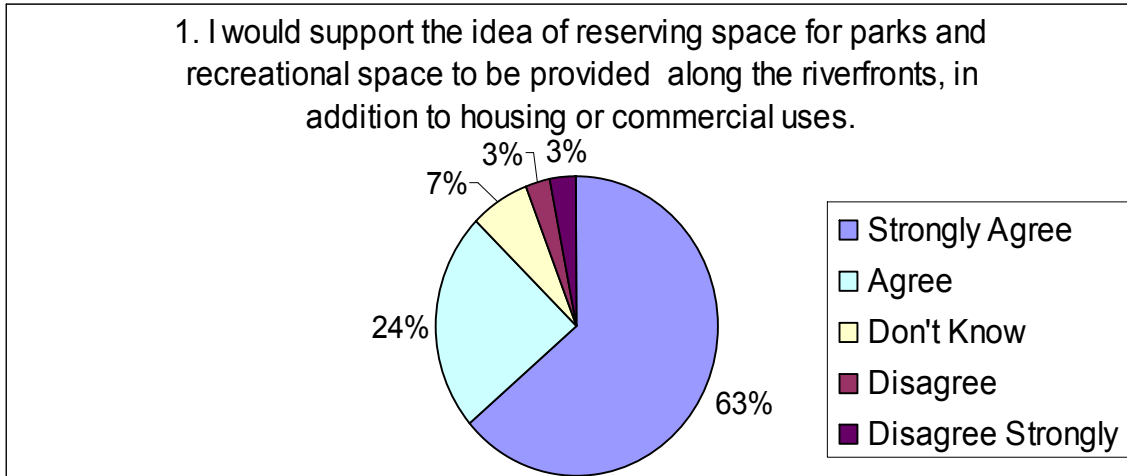
Fliers for the event also advertised that play care was available for children at each of the Open House meetings but it was most popular at Pannell where eight children prepared crafts and played Uno while their parents participated in the event.

In total, staff convened 96 meetings, from one-on-one interviews and focus group meetings to neighborhood association gatherings and Open House previews. The Open House meetings were publicized in dozens of community organization newsletters in September and October. Other publicity included: a newsletter mailer to all people who attended previous Town Hall Forums; a full-page advertisement in the Sacramento Bee's City Section; a story about the 2030 General Plan that ran on the front page of the Sacramento Bee on Aug. 21, by Staff Writer Mary Lynne Vallinga.

Fliers were printed and distributed in six other languages including Russian, Spanish, Hmong, Vietnamese, Laotian and Cantonese. Advertisements were also placed on Russian and Hmong language radio programs.

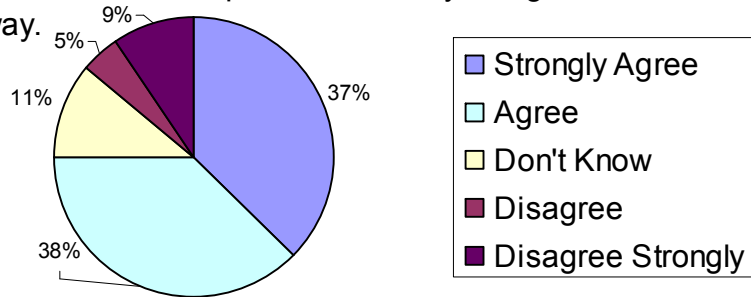
OPEN HOUSE RESULTS

Voting on Statements Results for whole City Playing and Learning

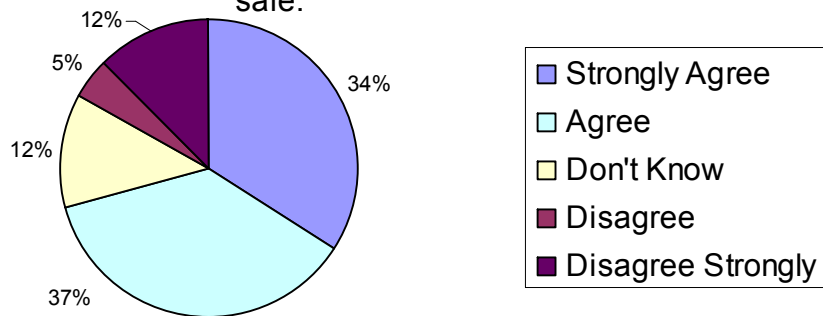


Living Growing and Getting Around

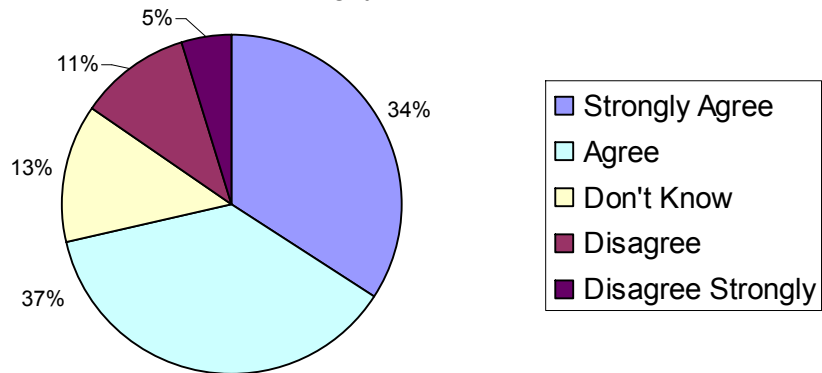
1. I would support the City favoring infill development by granting incentives and improving utility infrastructure in built-up areas, while requiring “greenfield” development at the City’s edges to fully pay its own way.



2. I am in support of high density developments as long as the transition to existing development is appropriate and the area is safe.

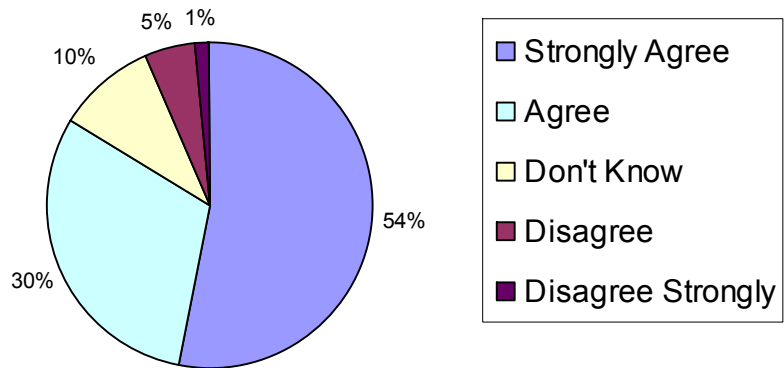


3. I would live in a safe, well designed, and integrated neighborhood with people of all income levels if it meant more people had a choice of different housing types.

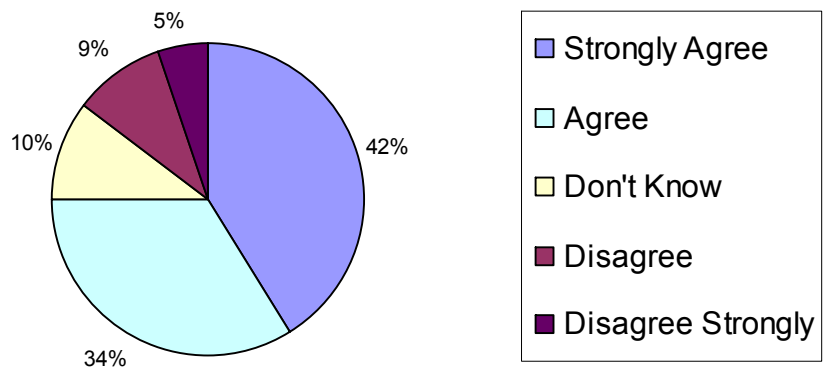


Working and Shopping

1. I would support the City in providing incentives for the creation of high quality jobs in Sacramento.

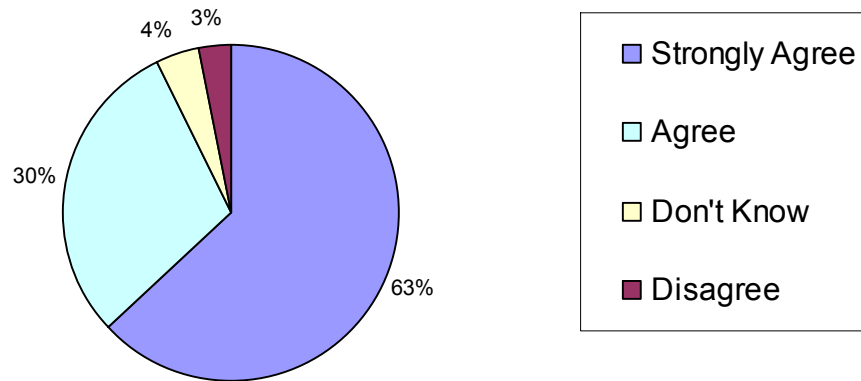


Support development at transit stations and commercial corridors that may increase traffic on local streets if jobs, retail, and entertainment was close by.

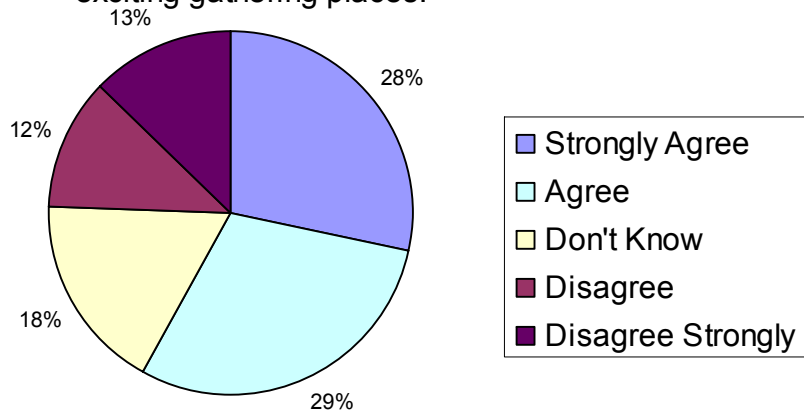


Keeping our City healthy and Safe

1. I would live in a community that promotes public health through opportunities such as walking or riding my bike to shopping and work.

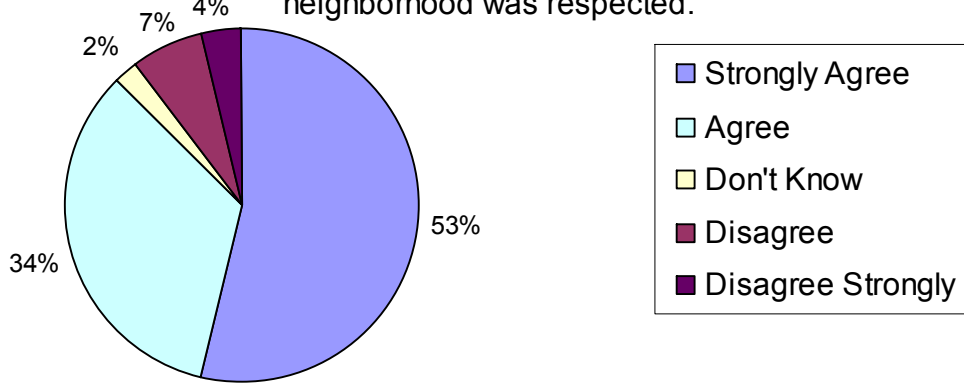


2. If I lived in downtown or in a mixed use neighborhood I would be willing to accept higher noise levels if it meant I would be close to restaurants, cultural and entertainment venues, and other exciting gathering places.

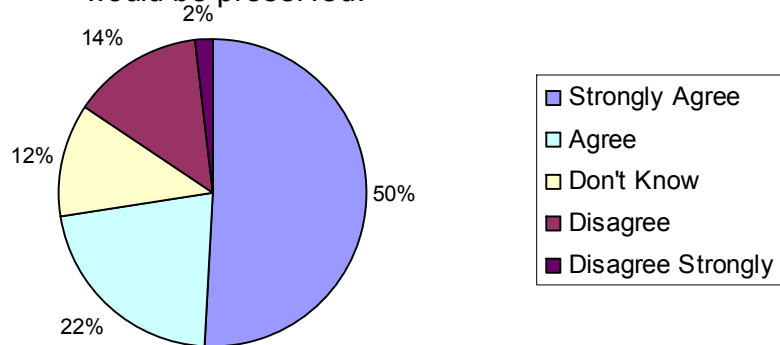


Protecting our Resources

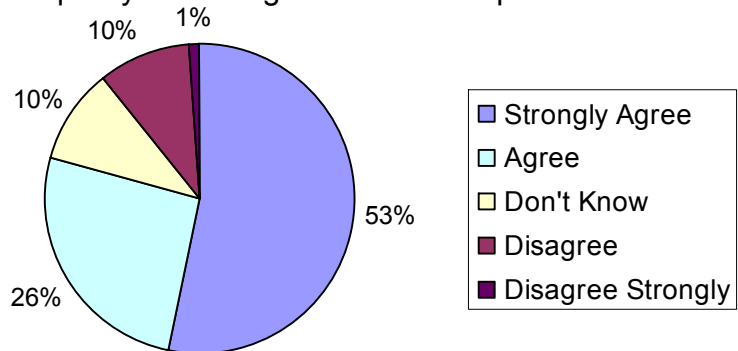
1. I would support infill development as long as the character of a neighborhood was respected.



2. I would support construction of smaller houses on small lots if it meant that more open space, natural areas, and agricultural land would be preserved.

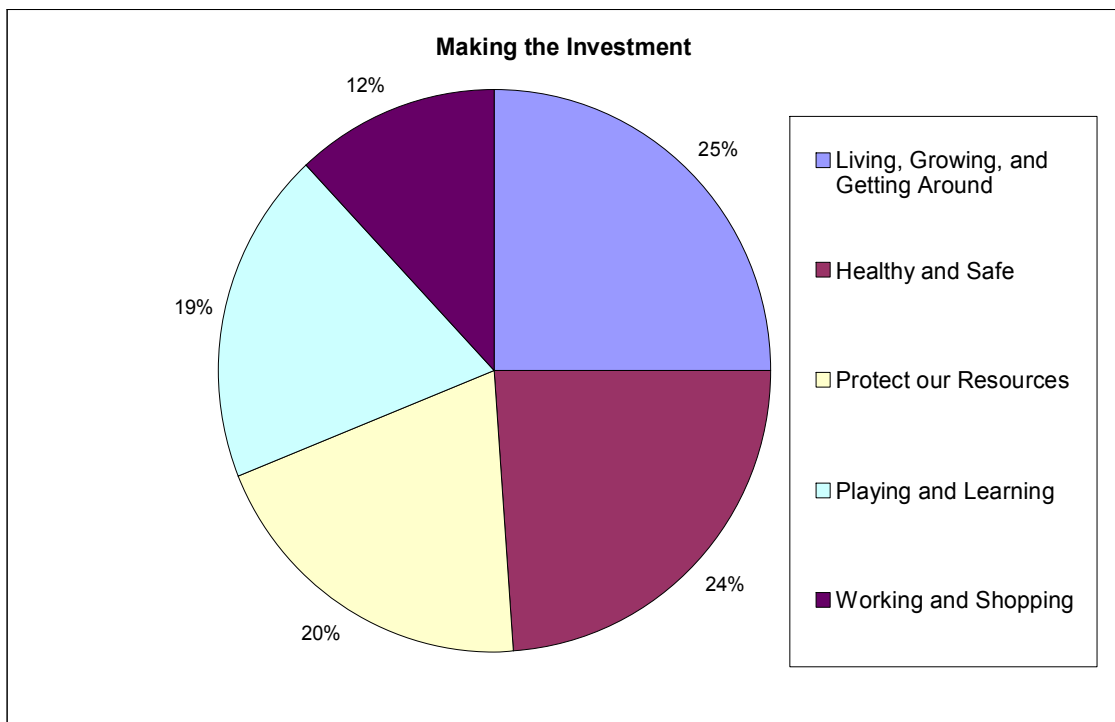


3. I would rather take transit, ride my bike, or walk to work if it meant the overall air quality of the region would be improved.



Making the Investment Results

The Making the Investment booth contained 5 jars were participants used Sac Bucks to prioritize funding for the City of Sacramento.



Summary of Participant Comments by Venue

The participant's comments were received from each Open House. The following issues were identified for each of the Open Houses. The citywide issues identified include the creation of a family friendly environment in downtown and new mixed use developments. The Library Galleria identified parks, transit and mixed use development as issues in their community. The Natomas High School Open House issues were safety, infrastructure, and flood protection. The Pannell Community Center issues were jobs, shopping, parks and infrastructure. Christian Brothers High School comment issues were housing, parks and open space, and transit.

General Plan Open House SURVEY TOTALS

How did you hear about the General Plan Open House?

Received General Plan Mailer or Newsletter	34
NSD, Council or City Staff	107
City of Sacramento Website	16
Mass Media (Sac Bee, local radio or television)	7
Ethnic Media (Newspaper, Radio or Television)	29
Faith-Based, CBO or Non-Profit Group/Organization	9
Neighborhood Association	42
Business Group/Association	12
School	8
Other	29

Was the General Plan Open House useful?

YES	146
NO	9

ATTACHMENTS

Attachment A: Complete List of 96 meetings including the date, group, and who they represent. This is followed by a list of just the Open House Preview meetings, the dates and how many people attended each one.

Date	Meeting	Group Type
7/11	Area 2 Leadership	Neighborhood Association
7/16	Area 1 Leadership	Neighborhood Association
7/26	Area 3 Leadership	Neighborhood Association
7/31	Capitol Area Development Authority	Business/Development
8/7	Sacramento Area Commerce and Trade Organization	Business/Development
8/13	Environmental Council of Sacramento	Environment
8/13	Downtown Sacramento Partnership	Business/Development
8/14	CB Richard Ellis	Business/Development
8/15	Valley View Acres Community	Neighborhood Association
8/15	Creekside Neighborhood Assoc.	Neighborhood Association
8/16	Metro Chamber of Commerce	Business/Development
8/16	North Sac RAC	Advisory Committee
8/16	Hite Park Rebuild meeting	Community Event
8/16	River Park N.A. board	Neighborhood Association
8/20	North State Building Industry Association	Business/Development
8/20	Elmhurst N.A.	Neighborhood Association
8/21	Silverado Creek Apartments	Residential

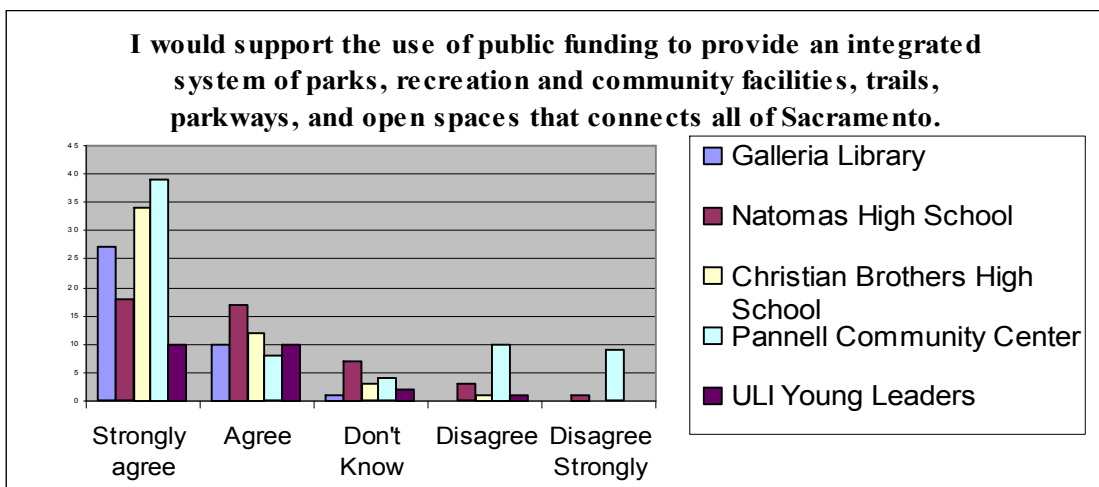
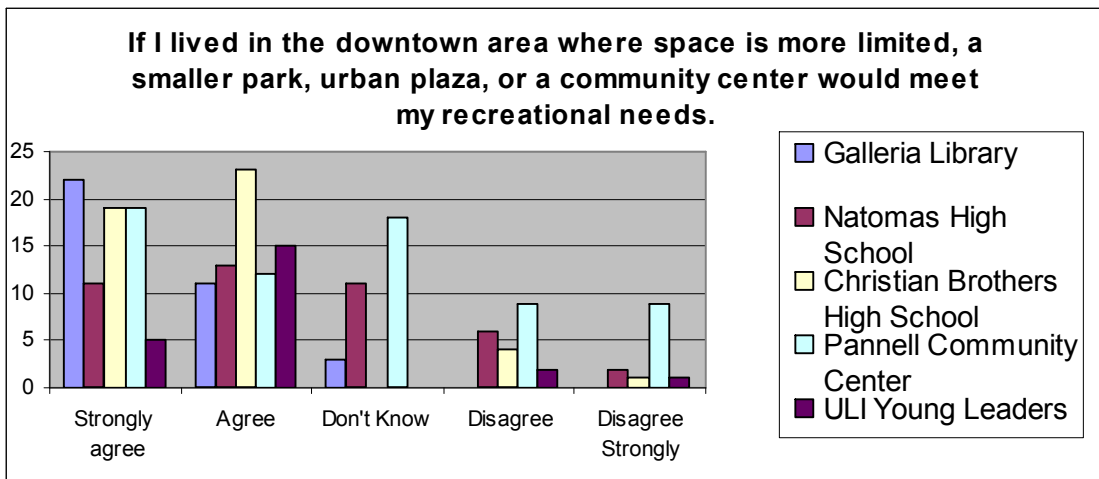
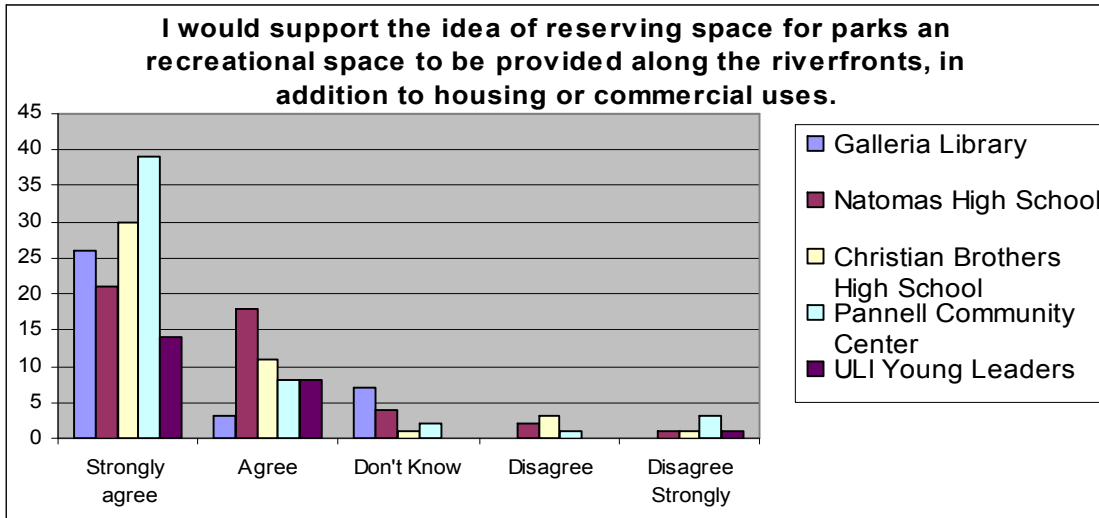
8/22	65th St. RAC	Advisory Committee
8/22	Natomas Community Assoc.	Neighborhood Association
8/23	American Institute of Architects Central Valley Chapter	Business/Development
8/23	Army Depot RAC	Advisory Committee
8/23	North Laguna Creek N.A.	Neighborhood Association
8/23	Area 3 NRT	Neighborhood Association
8/27	SHRA Resident Advisory Board	Advisory Committee
8/23	Valley Hi High School	School
8/29	Association of Commercial Real Estate	Business/Development
8/29	Sacramento Association of Realtors	Business/Development
8/29	Sacramento Regional Research Institute	Business/Development
8/29	The River District	Business/Development
8/29	American River Parkway Foundation	Environment
8/29	California Native Plant Society, Sacramento Valley Chapter	Environment
8/29	California Parks and Recreation Society	Environment
8/29	Friends of the Sacramento River Greenway	Environment
8/29	Habitat 2020	Environment
8/29	Sacramento Audubon Society	Environment
8/29	Sacramento Tree Foundation	Environment
8/29	Sacramento Valley Conservancy	Environment
8/29	Save the American River Association	Environment
8/29	Caltrans, District 3	Transportation
8/29	Sacramento Area Bicycle Advocates	Transportation
8/29	Sacramento Transportation Management Association	Transportation
8/29	Walk Sacramento	Transportation
8/29	Sacramento Area Regional Technology Alliance	Business/Development
8/29	Winn Park Capitol Av NA	Neighborhood Association
8/29	Phoenix Park	Residential
8/30	Tahoe/Colonial Collaborative	Neighborhood Association
8/31	Sacramento Area Flood Control Administration	Environment
9/4	Hagginwood Community Assoc	Neighborhood Association
9/4	Paratransit Inc.	Non-Profit
9/5	Jackman Elementary open house	School
9/5	Woodlake NA	Neighborhood Association
9/6	SOS Meeting	Business/Neighborhood
9/6	Alkali Flat Mansion Flat N.A.	Neighborhood Association
9/6	Safe On Stockton Meeting	Neighborhood/ Business
9/6	Oak Park N.A.	Neighborhood Association
9/6	North Sac Chamber	Business/Development

9/8	CAPITAL council for Asian orgs	Non-Profit
9/10	Tahoe Colonial Collaboration	Neighborhood Association
9/10	Area 4 NRT	Neighborhood Association
9/11	Lawrence Park N.A.	Neighborhood Association
9/12	Robla Park NA board	Neighborhood Association
9/12	Area 2	Neighborhood Association
9/12	Area 1 NRT	Neighborhood Association
9/12	Oak Park RAC	Advisory Committee
9/13	Tahoe Park & Tallac Village	Neighborhood Association
9/13	AGENDA	Non-Profit
9/13	Cabrillo Park N.A.	Neighborhood Association
9/13	College Glen	Neighborhood Association
9/13	Gardenland/Northgate NA	Neighborhood Association
9/13	Henrietta N.A.	Neighborhood Association
9/15	Celebrate Natomas	Community Event
9/17	Hmong Community CD6	Non-Profit
9/17	Area 1 NAG	Neighborhood Association
9/17	CARE; Colonial Heights	Neighborhood Association
9/18	Asian Resources	Non-Profit
9/18	Burbank High School	School
9/18	Power Inn Alliance	Business/Development
9/18	Valley Hi Youth & Adult Coal.	Non-Profit
9/19	Meadowview N. A.	Neighborhood Association
9/19	Whispering Pines Apts.	Residential
9/19	Colonial Manor	Neighborhood Association
9/19	Land Park Neighborhood	Neighborhood Association
9/19	Valley View Acres N.A.	Neighborhood Association
9/20	Reith Park N.A.	Neighborhood Association
9/20	Hart Senior Center	Community Event
9/20	Ben Ali Community Assoc.	Neighborhood Association
9/20	La Familia mini Open House	Non-Profit
9/25	Valley Hi Community Church	Non-Profit
9/26	Oak Park Weed & Seed	Non-Profit
9/27	Valley Hi High School	School
9/28	La Familia mini Open House	Non-Profit
10/2	RISE program center SCC	Non-Profit
10/3	Samuel Jackman Middle	School
10/4	Disability Fair @ City Hall	Community Event
10/5	Sacramento City College	School
10/10	ULI Sacramento	Professional Association

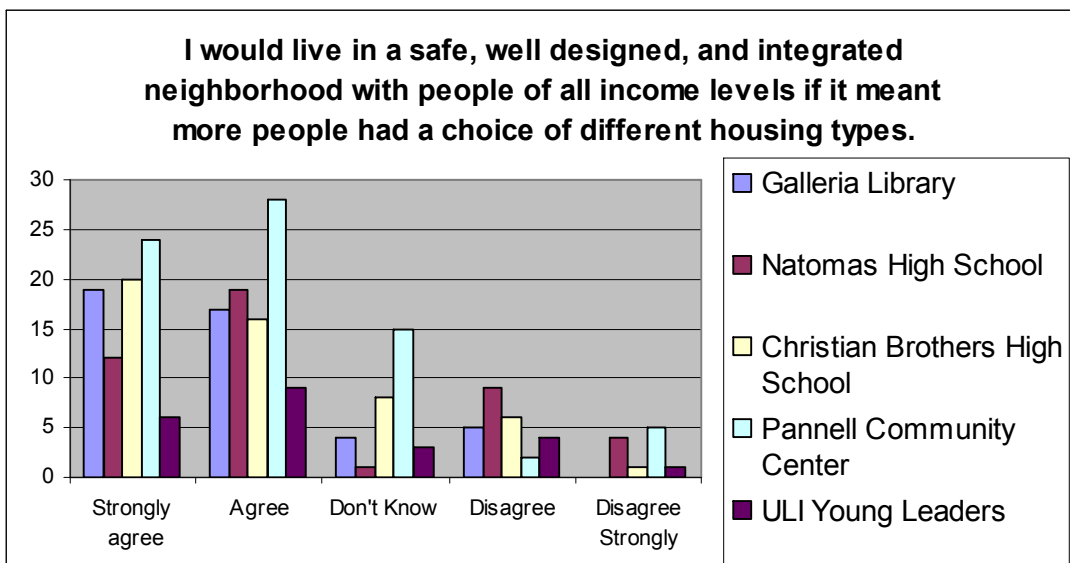
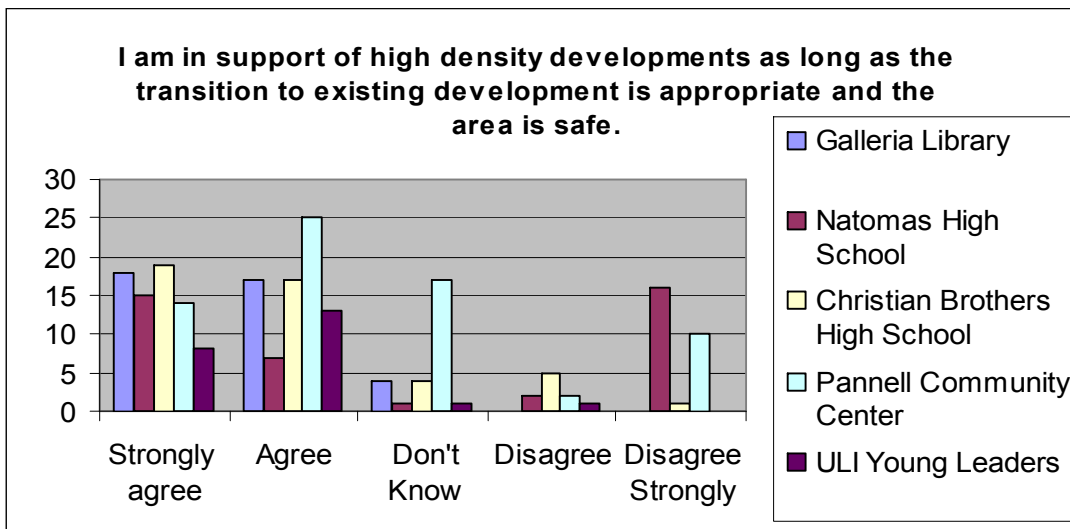
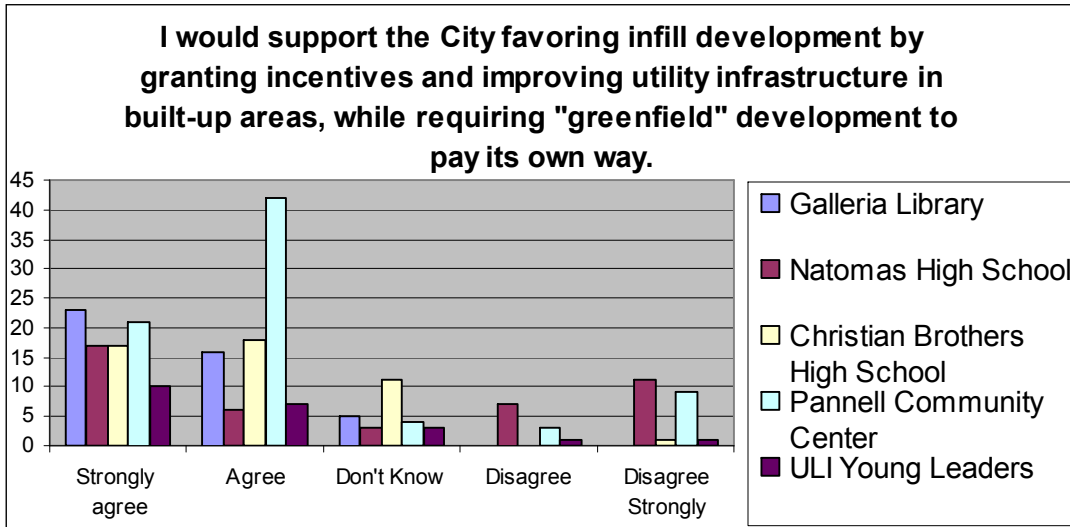
Date	Open House Preview	Attendance
8/29	Phoenix Park residents (two groups one adult and one teens)	56
9/4	ParaTransit Inc.	4
9/17	Area I Leadership (NAG)	12
9/18	Luther Burbank High School	50
9/20	La Familia non profit	52
9/25	Valley Hi Community Church	40
9/27	Valley Hi High School	35
9/28	La Familia Youth Group	25
10/2	RISE (Sacramento City College organization)	35
10/3	Samuel Jackman Middle School	32
10/5	Sacramento City College government class	24
10/10	ULI (Organization for young professionals)	25
Total	12 Organizations	390

Attachment B: Voting on Statements from Open House meetings broken down by Venue.

Playing and Learning

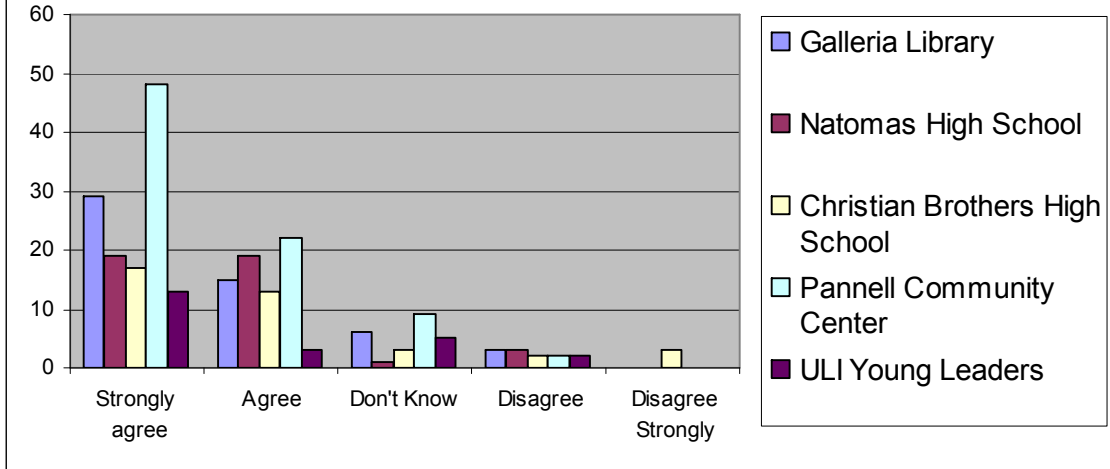


Living, Growing and Getting Around

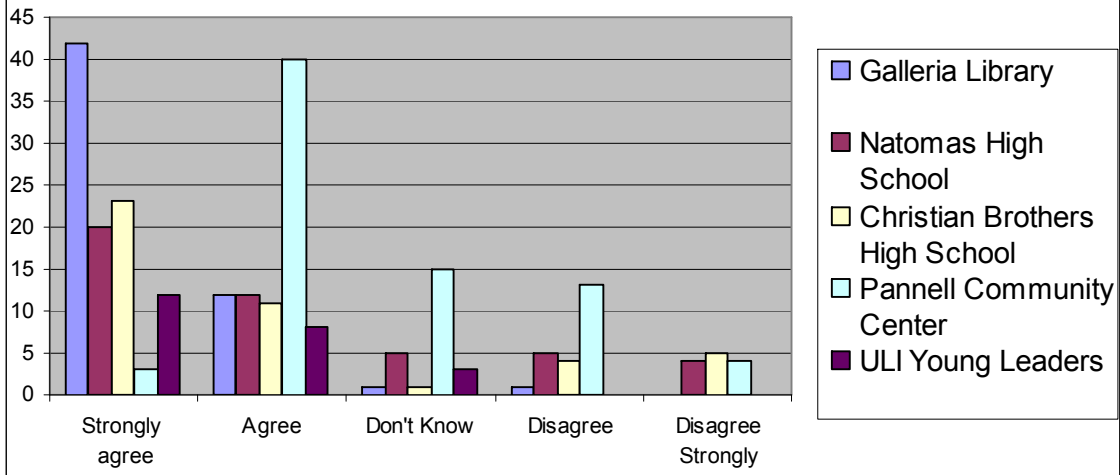


Working and Shopping

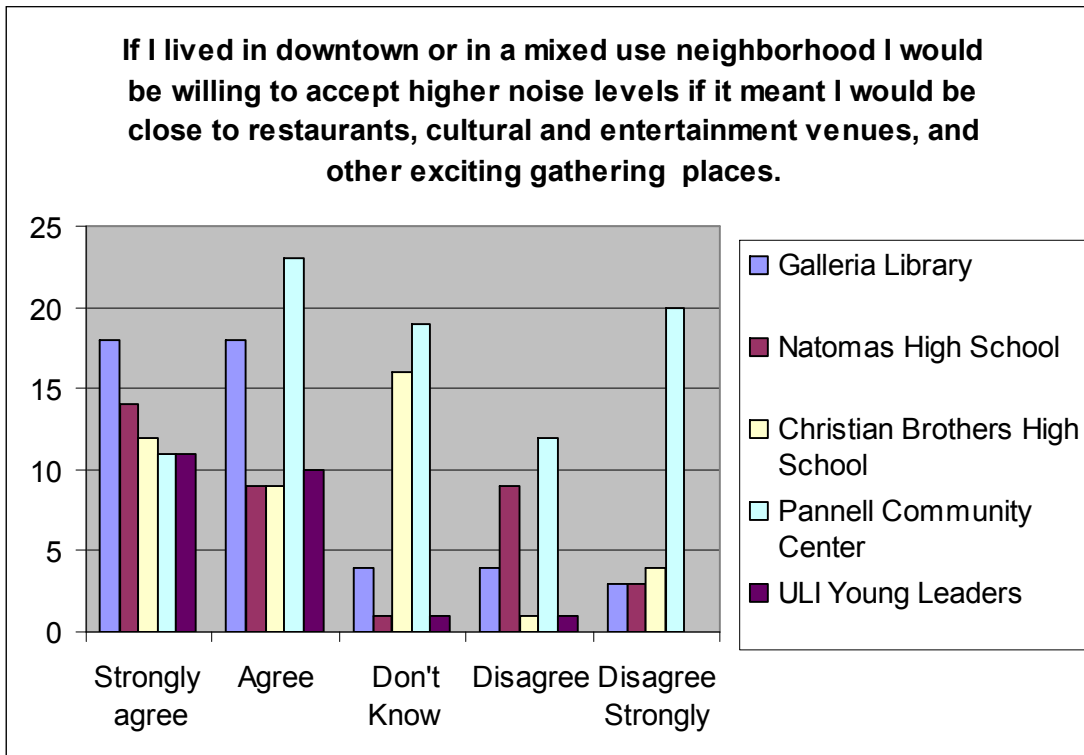
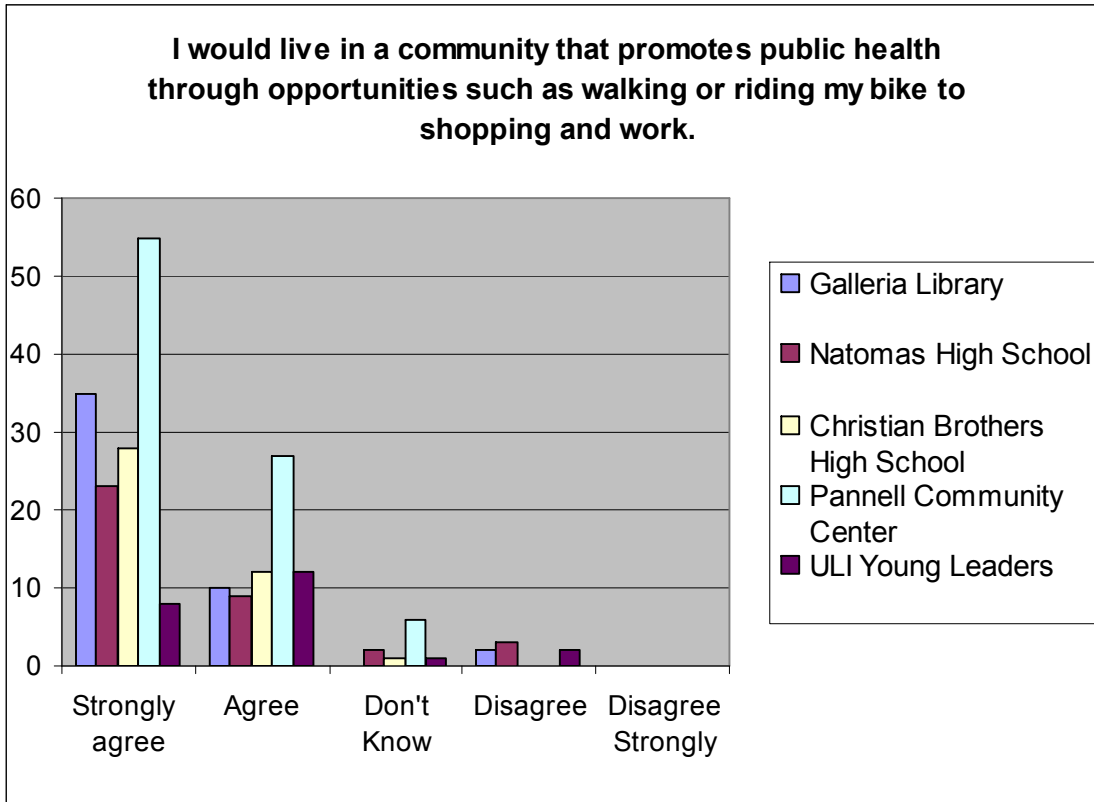
I would support the City in providing incentives for the creation of high quality jobs in Sacramento.



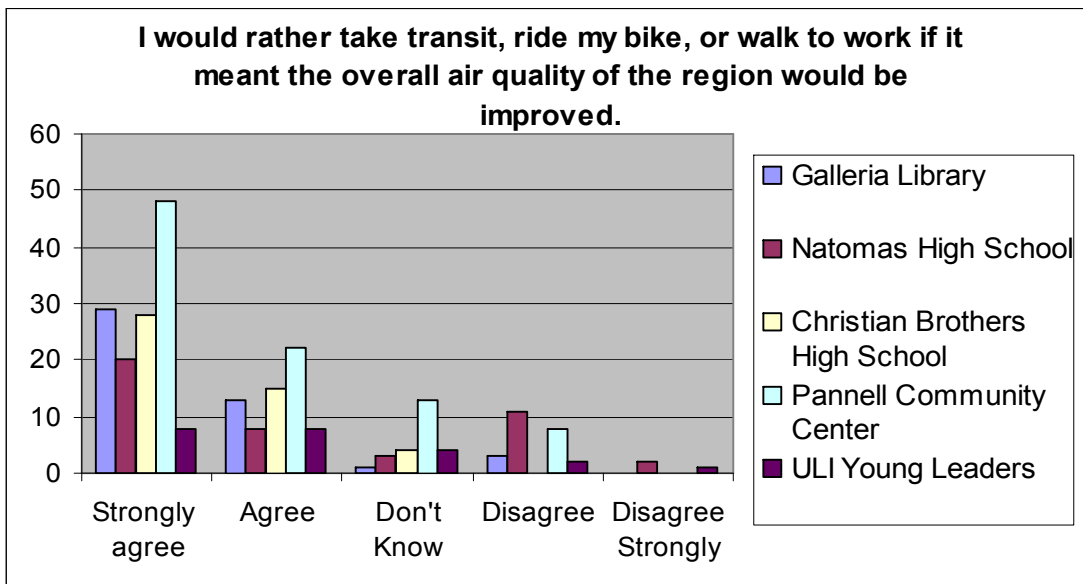
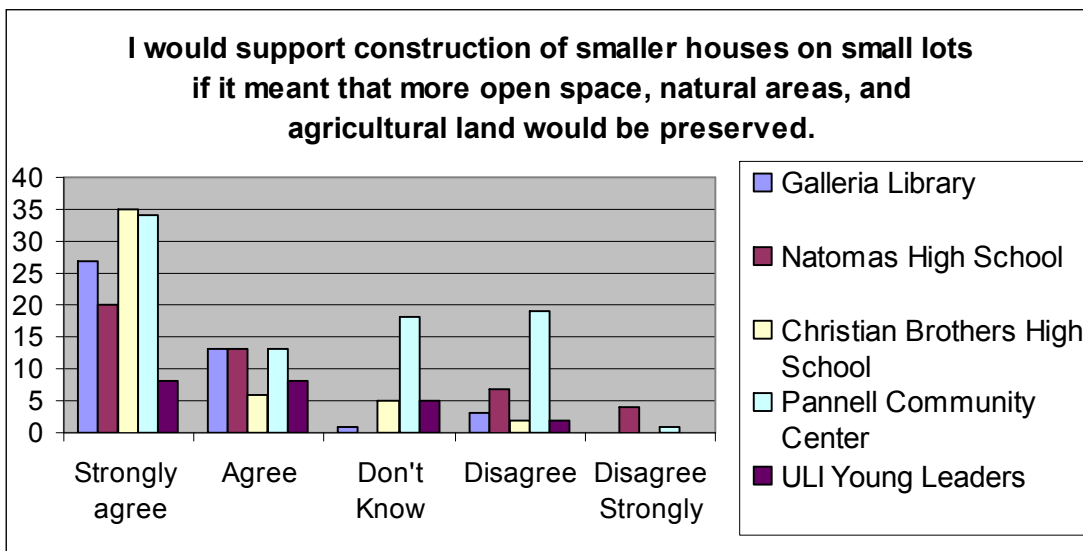
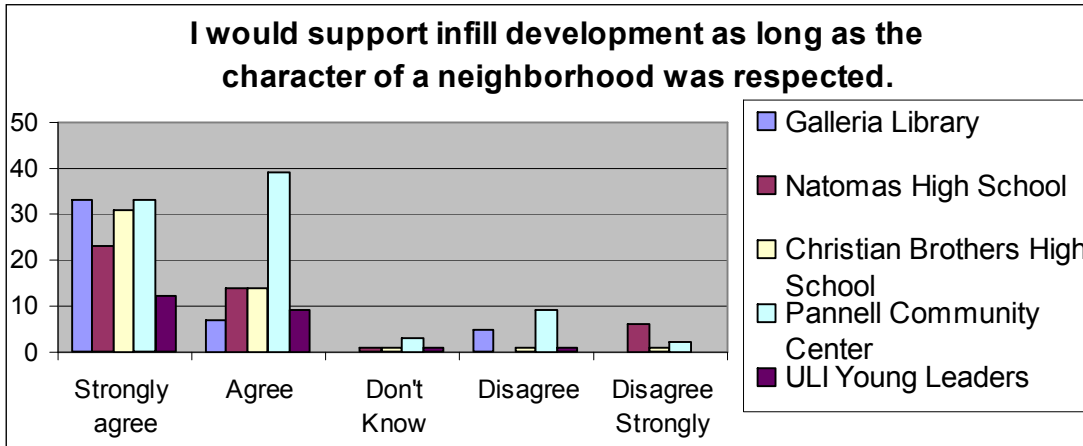
I would support development of housing and job-generating destinations at transit stations, along comm. corridors, and in other areas that may increase traffic on local streets of it meant more people could live or work closer to their jobs.



Keeping our City Health and Safe



Protecting our Resources



Attachment C: Open House Public Comment Summary

Location	Theme
LIBRARY GALLERIA	Parks
	The city should support the creation of mini parks in the Central City, and other urban centers of the City. The neighbors have banded together and created a mini-park. We don't need all the parks to take up a whole city block. Look at what San Francisco is doing with its mini-parks; we could do the same concept here.
	I'm interested in the greater support of local parks, but I have to say that support of the ARPW is critical as a backbone for a network of neighborhood parks. Does a neighborhood park meet all of my recreation needs? No! But along with the parkway it does.
	I would like to see gymnasium complexes built. There are plenty of nice outdoor parks but very few (just one?) indoor gyms for volleyball, basketball, indoor soccer. Development would really add value and fun to living in Sacramento. Carmichael, for example, has a very well developed gym facility. It includes programs for seniors who may not be as fit to enjoy our outdoor facilities. The gym can have a system of fees. Perhaps we can even have an indoor pool. Thank you for the opportunity for the forum!
	Strongly agree and support new areas for neighborhood parks as needed.
	I strongly agree to more parks, recreational facilities and natural open areas and conservation areas and also use of land on either side of both rivers for many of these developments
	Transit
	Improve pedestrian/bike access to American River from North Sacramento. All bridges over CA 160 are dangerous or impassable for pedestrians. 1) Fee/ Tribute bridge -- no sidewalks. 2) Royal Oaks -- might as well say "cars only." 3) Woodlake area (near Canterbury) -- pedestrian approaches are inadequate/unsafe.
	The Broadway street car needs to make a left turn on Alhambra and go all the way to the north end of Alhambra. It would also be excellent if it also turned on Stockton and went south. How are we going to have any new transit options with RT in the toilet?
	Mixed Use Development
	Mixed use should mean a mix of residential and commercial uses and should also be a mix socio-economically. Affordable housing for low, very low and extremely low housing should be mixed in all areas. Parks and recreation facilities should be included in all areas. These should be mix of small community and pocket parks with larger parks that included youth recreation facilities.

	<p>Community should include "complete streets" that are pedestrian and bicycle friendly. Community design should support an enhanced transit system, level of service requirements for streets and roads should be relaxed/reduced.</p>
	<p>I would like to see the employment center (mid-rise) in Arden Area/ Point West (USAA Area) to be change to urban center high. Please consider this in your next meeting.</p>
	<p>The current mixed use had been replacing services for the neighborhood with high end bars and restaurants -- biggest problems: noise, limited parking for the customers from the neighborhood. See lots and lots under construction. Currently every planned residential with retail on street that retail has been a high end restaurant/bar. Flood protection, YES!</p>
<p>NATOMAS HIGH SCHOOL</p>	
	<p>SAFETY</p>
	<p>City needs to provide safety for bikes going through questionable neighborhoods</p>
	<p>We need more police -- understaffed (and sometimes better managed). Unfortunately city government is underfunded. I favor more taxes if need (and it is needed). I live in River Park, a very safe neighborhood with adequate police, but I am concerned about many other areas with high crime.</p>
	<p>Police & Fire Department. Very important! I feel we need Police and Fire Department Stations in Natomas! In my opinion, the perfect place would be in the vacant lots on the corner of W. El Camino and Orchard Lane in S. Natomas. Why? You get fast access to go 80 East/ 5 North and even fast access to 5 South along W. El Camino.</p>
	<p>Safety is a bigger concern to me then air quality, if it is not safe to ride my bike or take public transportation, count me out.</p>
	<p>Need more Police!!</p>
	<p>INFRASTRUCTURE</p>
	<p>Our area -- Ben Ali -- Does not appear to be represented!! We need curbs and gutters!! Our streets flood when it rains hard, our ditches plug up. We have had a bond issue 40+ years ago and still no basic infrastructure.</p>
	<p>All your transportation plans stop at the Sacramento River. This is crazy! Your bikeways, bus routes, trolley, light rail, and surface car traffic plans have to coordinate with W. Sac.</p>
	<p>I'm interested in how roads will look in South Sac-- esp. new development like Delta Shores. North Natomas is a disaster in my opinion. Arena Blvd. I s a 70 mph destroying any neighborhood feel. The news of the last few weeks about greenhouse gases and climate change means we must re-think single occupancy cars as the answer to our transportation needs.</p>

	<p>I hope that the General Plan will look at true neighborhood streets like Land Park Drive and Folsom Blvd in East Sac and J Street or H Street as modes for what all new development should look like. Cosumnes River Blvd needs to be a high speed artery like Laguna Blvd or Elk Grove Blvd. then make it a limited access freeway with no businesses so that the rest of the streets can be neighborhood conducive and walkable.</p>
<p>PANNELL COMMUNITY CENTER</p>	
	<p>LOCAL JOBS</p>
	<p>Incentives are fine as long as we get bang for our buck and create jobs locally (local hire requirement.)</p>
	<p>Incentives should only be offered to those who hire locally!</p>
	<p>Please listen to the 'teens, they are crying out for your help! Give them jobs; give them a chance to show them we are listening. It made me cry reading this wall of comments. I have a teen struggling in the South Area, help her, teach her, and don't let her down!</p>
	<p>SHOPPING</p>
	<p>We need a mini shopping in del Paso and Norwood. We have to have an area to spend our money.</p>
	<p>Money from community members goes out of the Del Paso and Strawberry Manor area as there are no shopping centers locally. How can the area grow financially when \$ keeps going out?</p>
	<p>Open supermarket or Safeway close to certain neighborhood or all neighborhoods.</p>
	<p>PARKS</p>
	<p>Completing another phase of the park system would add another improvement (i.e. another tennis court, teen roller rinks, computer workshop, art center, etc.</p>
	<p>Make the Sacramento River directly accessible on foot. And landscape it appropriately with native (and other) plants.</p>
	<p>Bike trails need on La Muncha and Mack Roads.</p>
	<p>For Parks & Recreation: The park at the corner of 24th street and Casa Linda Dr. What is the anticipated date of completion for this project?</p>
	<p>Create many small neighborhood parks that are easily accessible and available to families. Berkeley has used this concept wisely; at every corner there is a small sliver of a park, playground, or contemplation area with benches, flowers, trees. They don't have to be big areas but corner lots, one block areas etc. that neighbors can police and see through and keep an eye on.</p>
	<p>INFRASTRUCTURE</p>
<p>Fit sidewalk for preexisting Amtrak toward N. Sac and Natomas</p>	
<p>More protection in our neighborhoods, in Phoenix Park</p>	
<p>Freeport between Meadowview and Florin need to be updated so you can walk to Bel Air/Longs etc.</p>	

	More police in positive situations.
	Invest in existing areas - not outlying areas. Bring in a quality supermarket. Repair existing roads and vacant/run down lots and buildings. Invest in the current South Sac and its community.
	Increase police level in all of Sacramento to levels of other like size cities. Fully bring services and develop areas before allowing more growth -- stop playing "Sim City" with real people.
CHRISTIAN BROTHERS HIGH SCHOOL	
	HOUSING
	We need a designation for clustered housing w/ adjacent traditional farm - gardens, a la village homes
	City of Sacramento should encourage moderate income housing development in downtown/midtown. Many of the new lofts are \$400, 000 and up, too expensive for me and I make too much for low income. Please note that the curbs around 32nd and S Streets, 34th and Serra are not wheelchair accessible - FIX THEM ASAP. I'm not even in a wheelchair
	"Affordable housing in mixed use developments"
	Infill projects are far more expensive than a low to moderate income person can afford. I've looked at several: \$450-800,000! What's the good of "mixed use" if most of us can't afford to live there and must move to the suburbs?
	Build moderate income housing/lofts; many single people can't afford to live in the central city district.
	PARKS
	Agree that parks should be next to river, but not commercial or housing. Agree some parks will meet some recreation needs in downtown, but not all recreation needs. Not even larger parks may meet all of recreation needs.
	I strongly agree that we should have a continuous greenbelt along both sides of the Sacramento and American Rivers. This plan would elevate Sacramento to a first class city and tie all communities together.
	There should be more bike trails available for both bikers and pedestrians.
	Need more green areas in Lawrence Park neighborhood.
	Make more parks to encourage walking and biking.
	Parks with water features, east of Freeport Blvd.
	We need urban farming, small-scale people-size farms with chickens, rabbits, and goats. We need to bring more nature into our yards and former freeways that have been removed. Then we can just work at home. Tax laws!
TRANSIT	
I think the plan is wonderful, especially the form-based zoning! The huge elephant in the room is the light rail debacle. Since there is little accountability in regards to having tickets, the clientele can be	

	<p>extremely undesirable. Add to that the huge amount of money spent on all the actual rails, trains and additional over, plus underpass construction and you have a huge resource pit (in my opinion). Then add to that the incredible amount of time spent waiting for light rail trains at major intersections and it really becomes almost laughable. I haven't even touched on the fact that the buses are being largely ignored and routes cut, etc, due to light rail revenue drain.</p> <p>As "cute" as they are and, admittedly, as convenient they can occasionally be, the light rail trains, to me, are just a really good example of a "feel good" idea that is just not really working. After my last two terrible experiences, I can't imagine riding it again, with the possible exception of an airport run (if the rail even goes there). Now, that would actually make sense!</p> <p>Growth not affected in transportation. Transportation is also expensive. City of Sacramento working with RT. City takes it upon our self to provide transit. Transit increase would have positive effect environmentally. Planning roads on Sheldon - not setup to be effective. Creates jams. Open up more streets. Levee concern with new growth around river.</p> <p>New development leading to more public transportation? The question is would this new growth mean an increase in public transportation there (to new areas)?</p>
<p>Citywide Issues</p>	<p>Family Friendly Environment</p> <p>I feel that it is important to remember to plan for child care when we are planning schools, parks, and transit oriented development. If a child care center is near a parent's job site, it reduces the amount of time they have to be on the road going from home to child care to work and back.</p> <p>An organization called Bay Area Economics developed some rules of thumb: 1 child care space is needed fro every 20 housing units or every 98 employees.</p> <p>You need to promote family friendly urban infill. Building lots of \$700, 000 single bedroom condos downtown (with no schools or neighborhood parks) will not induce state workers to sell their house in Marysville or Galt and live close to work.</p> <p>A resident of midtown commented that we need to plan for child care in new mixed-use developments so that a person doesn't have to drive to drop kids off then come back home and park the car and walk or take transit to work. Many downtown residents are young, first time buyers who will soon have families.</p>