

June 18 Neighborhood Meeting Summary

Introduction

The California Endowment is working with the County of Sacramento, the City of Sacramento, and the Sacramento Building Healthy Communities Hub to evaluate potential development opportunities in the Stockton/Fruitridge Neighborhood to address community needs within the framework of market realities. The effort will result in a community-based development plan that leverages development opportunity sites to create sustainable change that improves the health of community residents.



Neighborhood Meeting Purpose

This neighborhood meeting provided a forum for residents and community members to learn about the project and inform the project team and Stakeholder Representative Group of the area's current amenities and needs.

Publicity and Noticing

Door hangers notifying 950 residents surrounding the Stockton Boulevard and Fruitridge Road intersection were distributed two weeks before the meeting. Meeting and project information was posted online to the Sacramento Building Healthy Communities website. A neighborhood meeting notice was sent via e-mail to the Sacramento Building Healthy Communities Grantees and the project's Stakeholder Representative Group; the meeting notice included a notification flyer and a link to project information online. Meeting information was shared in a Southeast Village Neighborhood Association Newsletter, a NextDoor public event, and a social media blast by Ubuntu Green.

Meeting Format

Twenty-two residents and community members attended and signed into the neighborhood meeting. Fact sheets and feedback forms were distributed to all attendees, and a brief overview of the meeting's open house format was explained.



Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan
Community Outreach Summary
June 18 Neighborhood Meeting and June 23 Little League Pop Up Workshop



After signing in, attendees were encouraged to review background information on the Stockton/Fruitridge Neighborhood Vision Action Plan project included in their fact sheets and the Project Information board. A series of interactive board exhibits on display around the room asked participants to show on a map the services and amenities they frequently use in the area, create community values they believe are important, and prioritize different types of community development in regards to housing, education, and community wellness.

The project team actively engaged with residents, answering their questions about the interactive displays and project site. Additionally, project team members stimulated conversation between community members by asking about their experiences with existing facilities in the neighborhood. If participants had any other questions, suggestions, or general comments about the project, the San Juan Motel opportunity site, or any other topic, they were encouraged to share them on the feedback forms provided. Healthy snacks including fresh fruit and granola bars were available to all attendees.

Project Information Boards

The project team provided two board exhibits providing background information on the Stockton/Fruitridge Vision Action Plan Project:

- Project Introduction Board
 - What is the Stockton/Fruitridge Vision Action Plan?
 - Why a ½ mile radius?
 - What will be included in the Vision Action Plan?
 - How is the community involved?
- Stakeholder Representative Group Board
 - List of all the community-based organizations included in the Stakeholder Representative Group.
 - If you know of an organization that should be involved and is not on this list, let us know!

Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan
Community Outreach Summary
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Where do you...? Boards

The first interactive board series focused on a resident's experience with living, shopping, learning, playing, and accessing health services in the area.

Five maps depicting the same region surrounding the intersection between Stockton Boulevard and Fruitridge Road in South Sacramento were shown. Each map included a question:

- Show us where you live! Find your home on the map, and place a dot nearby.
- Show us where you play! Place a dot on the map at your favorite places to meet friends, play sports, and enjoy your free time.
- Show us where you learn! Place a dot on the map at schools, libraries, and other places you go to learn.
- Show us where you shop! Place a dot on the map at places where you buy food, clothing, and other items.
- Show us where you go for health services! Place a dot on the map at places you visit for doctor appointments and other health services.

Participants were also given a box to place a dot if they lived, played, learned, shopped, or went for health services at a location not included in the region depicted by the map. No limit was placed on the amount of dots one person could place on the maps. A brief summary of the board responses are below, and photos of the boards are available in the Appendix.

- Live: Dots were scattered across the map, but a small cluster formed around the Northwest quadrant of the ½ mile radius surrounding the Stockton Boulevard and Fruitridge Road intersection.
- Play: Dots clustered the most around the Colonial Heights Library, Lawrence Park, and Oak Park.
- Learn: Dots scattered across the map, but a cluster formed around the Colonial Heights Library.
- Shop: Clusters of dots formed around several different locations, mostly along Stockton Boulevard. The locations include La Superior, Rite Aid, Food Mart, South Area Market, 99 Cents Only Store, Wing Wa Supermarket, Vinh Phat Market, Bel Air, and Smart and Final.
- Health Services: The majority of dots were placed in the box, indicating most participants accessed health care services outside of the area.

Community Values Boards Input

A separate board for each topic (Housing, Education, and Community Wellness) was presented with its corresponding Guiding Community Principles. Underneath each topic's principles, a space was provided for residents to write Community Values they believe to be important and relevant to their community. The values they provided are below, and photos of the boards are available in the appendix.

Housing

- Reliable neighborhood watch
- Buses that run later and more often
- Senior housing
- Multi-generational housing communities
- Recycle power!!
- Create a "Wee Village" of tiny houses (less than 300 square feet) to offer affordable homes
- Transportation
- Edible landscapes
- Clean streets from trash, graffiti
- More frequent bus times
- Safe bicycle lanes
- Easy access to public transportation
- Rentals are family-healthy, if maintained as though folks owned homes
- People own homes

Education

- Library open on Mondays
- Out public library augments other education services, Pre-K to Seniors
- Open access to school
- Schools remain open for community activity
- Learning community for all
- Parents empowered to advocate for children
- Youth leadership programs
- Senior learning programs
- More job opportunities
- Adult education and ESL for all of those that need and want it
- Youth programs that are safe and productive

Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan
Community Outreach Summary
June 18 Neighborhood Meeting and June 23 Little League Pop Up Workshop

- ESL classes
- ROP training and job skills for teens
- Senior learning
- Quality preschools
- Neighborhood kids can go to neighborhood school cause it's good!
- Schools meeting standards
- After school services

Community Wellness

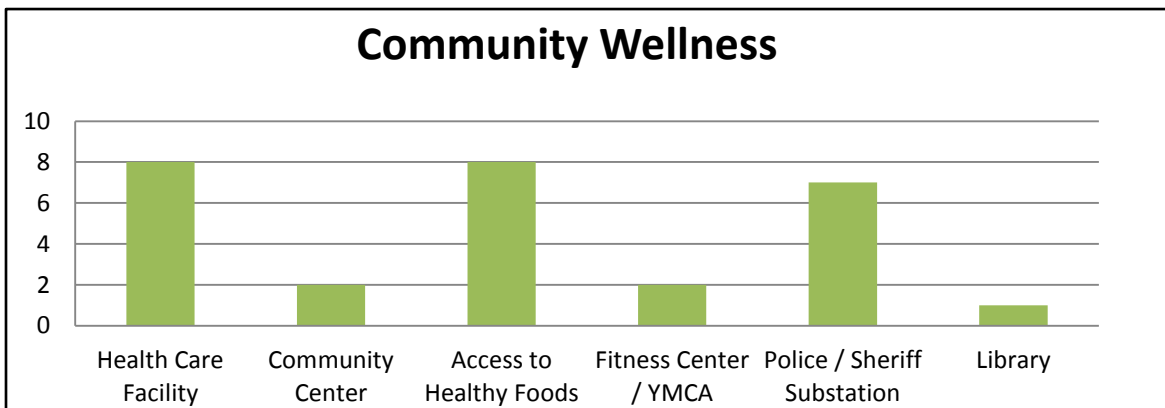
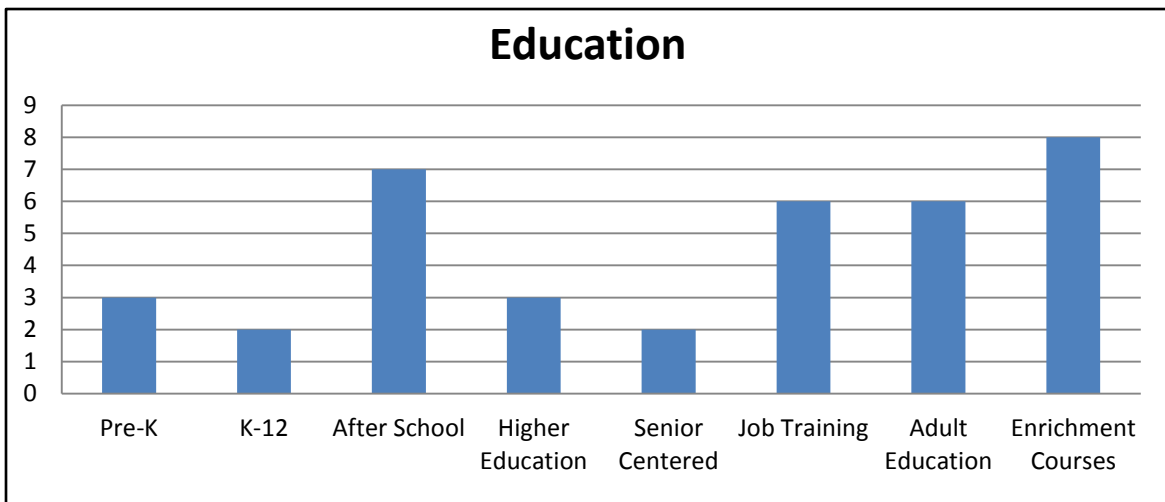
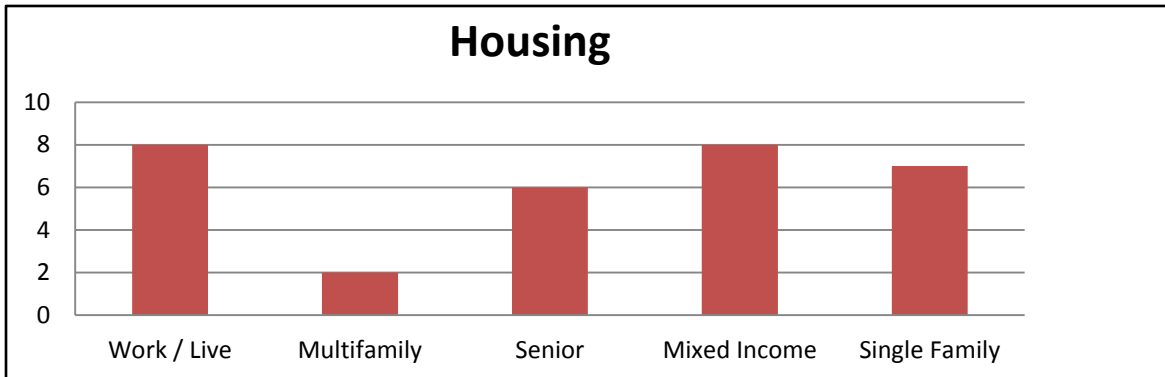
- Crack down on backyard pot growing
- Loose dogs
- Greater enforcement of parking regulations
- Support and enrichment for seniors
- Better police response to break-ins that are happening a lot lately
- Art workshop with programming
- Teen programs for enrichment and guidance
- More community gardens
- Safe, healthy spaces
- Engage community
- Safe streets
- More police
- Business that create jobs for people in community
- Community engagement
- Child care and enrichment
- No vacant lots
- Housing with case management for homeless
- Strong, sustainable, affordable sports/youth development league/activities
- Update community centers
- Clean and safe parks
- Food/shelter for homeless
- Better lighting
- Career centers
- Health care for seniors
- Housing for homeless
- Jobs
- Safety for children

Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan
Community Outreach Summary
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- More safe parks
- More nice parks
- Clean, safe, and well-maintained parks and other recreational facilities
- No illegal dumping
- No loud music without permit at all times
- Homeless population out of Lawrence Park
- Senior activities to support social support
- Neighbors celebrate together/know each other
- Safe places for kids
- Safe streets
- More stores - shopping limited
- Safe place for homeless
- Safe walking and bicycle routes
- Well lit streets and walkways
- Vibrant gardens and pleasant looking landscapes
- No more empty lots for dumping
- Nutrition education
- Continued community help for services: health, food, education, family activities
- More food for homeless
- No vacant lots or buildings
- Finished sidewalks that comply with ADA
- More policing
- Safe place for homeless
- Fast pickup of illegal dump
- No more illegal dumping

Types of Community Development Input

A separate board for each topic (Housing, Education, and Community Wellness) was presented with various types of community development listed. Residents and community members were instructed to use adhesive colored dots to vote for the two types of community development they would like to see the most for each category. Their responses are below, and photos of the boards are available in the appendix.



Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan
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Feedback Forms

Please provide any thoughts about what you would like to see happen to the former San Juan Motel Site.

- Community Housing or Community Resource Center: The area is a poor site for economic development (business) because many of the small business are barely surviving against the chain and franchise business. We lack housing (not rental) for home ownership. This will require a major investment in safety and other resources."
- I would like to see a combination of local owned businesses (culturally diverse) and housing incorporated with green space technology (i.e. LEED certified) solar driven and edible landscapes. A place where job opportunities exist as well as affordable housing. Healthy places to eat (not fast food). Community Hub.
- 1. A community development center like mutual assistance network in Del Paso Heights: provides Birth + Beyond, housing development, healthcare access, after school programs, counseling, access to healthy food, senior advocacy, First 5, teen programming, child care, enrichment center.
2. Possibly housing for homeless with wrap around case management to help move them to permanent housing
3. A police substation too
4. Farmer's Market - access to fresh healthy food
5. Art workshop with programming for all
- Multi-service information and referral center to help people find resources for: healthcare (physical and mental), housing (especially for homeless), employment and job training, financial aid, home-maintenance and repair. Maybe a multi-unit rental-housing complex providing above services and a nice park or green space.
- As a resident in the Lawrence Park area throughout the past 16 years I have experienced the ebbs and flows of the community actions, for example I have seen the population of homeless come and go. There have been concerns recently regarding the homeless population loitering in Lawrence Park in large groups. Our councilman, Jay, facilitated the new project of developing/improving Lawrence Park and we were happy and proud to see the positive changes that support our community children and families. To observe these changes that brought out these children and their families was rewarding. It is a shame to watch the homeless population move into this area and take away what was developed. We are concerned that the development will be in vain and will disperse the children and families. The homeless also need a safe place to go where there is proper food and shelter. We need homeless shelters. At least one of the "opportunity sites" should be considered to support the homeless.

Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan
Community Outreach Summary
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- Community park on old San Juan Motel site
- Would love to have a community Center with opportunities for education, sports.
- Homeless shelter for the homeless people.
- Retail stores offering household products and groceries, e.g. neighborhood Walmart, Target. Community clinic.

Are there any community issues or desires that could be addressed by the former San Juan Motel site?

- NEED safe, attractive places for housing and business. Address blight issues: panhandling, homeless "camps", abandoned shopping carts, graffiti, trash and illegal dumping. Need development that provides for jobs, affordable housing, and sense of community pride. Don't need more convenience stores or another retail strip mall.
- I really believe in investing taking time to engage with residents and make a connection to build trust. Also begin to create a cultural sensitivity awareness in teachers as many students might have different backgrounds and might deter them from school.
- Homeless people should have other people helping them with finances, job search, education.
- Community center for the site is not necessary. Mixed income housing doesn't work. There are a lot of apartments south of the radius.

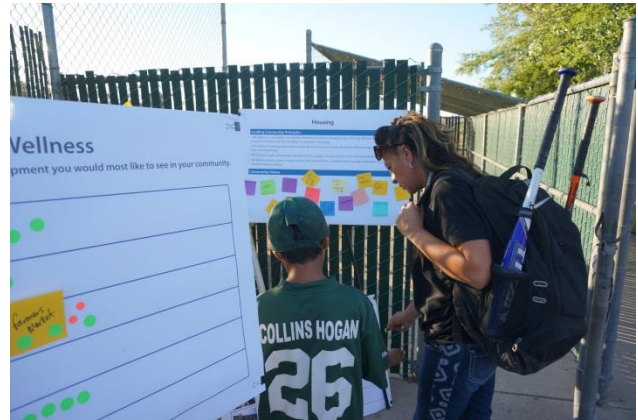
Other Comments

- I really think it would have been more productive to have had a brief meeting to provide participants with background: What is this Stockton/Fruitridge Neighborhood Opportunity? How did it get started, what is the vision for this? To help participants both understand: How is our feedback really going to be used? Inform us of what really will happen next. All that said, I think it is so critical to have the community involved - without this involvement community development does not get off the ground or owned and cared for by its members. Thank you for calling us together!

June 23 Little League Pop-Up Workshop Summary

Introduction and Pop-Up Workshop Overview

The week following the first Stockton/Fruitridge Vision Action Plan Neighborhood Meeting, the project team provided residents with another opportunity to learn about the project and provide their feedback. Many residents in the area have busy work and family schedules, and several who expressed interest in attending the June 18th meeting were unable to attend due to a previously scheduled Little League practice nearby.



On Tuesday, June 23, from 5:30-8:00 in the evening, two project team representatives set up a pop-up workshop station in between two baseball fields being used for Little League practice at the Tahoe Tallac Little League Park located at 7051 San Joaquin Street.



Pop-Up Workshop Format

Approximately twenty residents and community members stopped by the workshop to learn about the project and provide their feedback. All of the displays at the June 18 Neighborhood Meeting were available for the public to view and add to. The project team provided fact sheets about the project, comment cards for additional feedback, and healthy snacks.

Feedback

Community feedback gathered from the Neighborhood Meeting and Pop-Up Workshop is available for review in the Appendix.

Most participants provided verbal feedback or added their comments to the visual displays. Their comments have been compiled, and are as follows:

- A park is a good idea, but not for this site.
- Low income housing should not be built, unless there are requirements like no pets, no felonies.
- No hotels.
- There are too many shops already.
- No community center.

Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan
Community Outreach Summary
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- We have enough transit stops.
- Take out the cash advance store and other bad stores, like pawn shops.
- We have grocery stores, but I don't go to them because I don't want to get bummed out.
- There should be a center for developmentally disabled people that is also close to transit.
- We should only have a homeless shelter if it will actually help the homeless, i.e. provide food, bathroom, and job training.
- I want access to healthy food.
- We do not need another sheriff or police station, there is one right across the street already. It will only bring hood.
- A 911 dispatch center could be the new site.
- Maybe a call center or a business where people can use the skills they have to earn money should be built.
- Job opportunities!
- There should be a place for homeless people to go.
- A community center just opened at the Fruitridge school, I don't think we need another community center.
- My mom works at the food bank, people can go there to get services already.
- School.

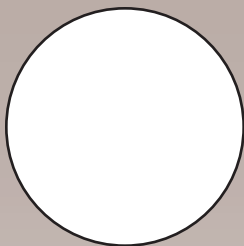


Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan
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June 18 Neighborhood Meeting and June 23 Little League Pop Up Workshop

Appendix

- Door Hanger
- Flier
- Fact Sheets
- Feedback Forms
- Board Displays

APPENDIX



Help Make Positive Change in Your Community



The Sacramento Building Healthy Communities Hub is working with the City of Sacramento and the County of Sacramento to evaluate development opportunities around the Stockton Boulevard and Fruitridge Road intersection with emphasis on the old San Juan Motel site.

Residents are invited to join us for an important discussion. We want to hear from you!

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JOIN US!

Thursday, June 18

Any time between 6:00 - 8:00 p.m.

Fruitridge Community Center
4000 Fruitridge Road

Refreshments will be provided.

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Need translation services? Email nporter@aimconsultingco.com



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Help Make a Positive Change in Your Community



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To learn more information about the project, visit sacbhc.org/documents

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Stockton/Fruitridge Vision Action Plan



What is the Stockton/Fruitridge Vision Action Plan?

A combined effort between the Sacramento Building Healthy Communities Hub and the County and City of Sacramento, the Stockton/Fruitridge Vision Action Plan will be a community-based development plan that provides strategies and identifies next steps to develop real estate opportunities within a ½ mile radius of the former San Juan Motel.

Why a ½ mile radius?

The intent of the plan is to catalyze development that supports the efforts of the BHC. The ½ mile radius was determined to be a reasonable starting point to focus initial efforts.

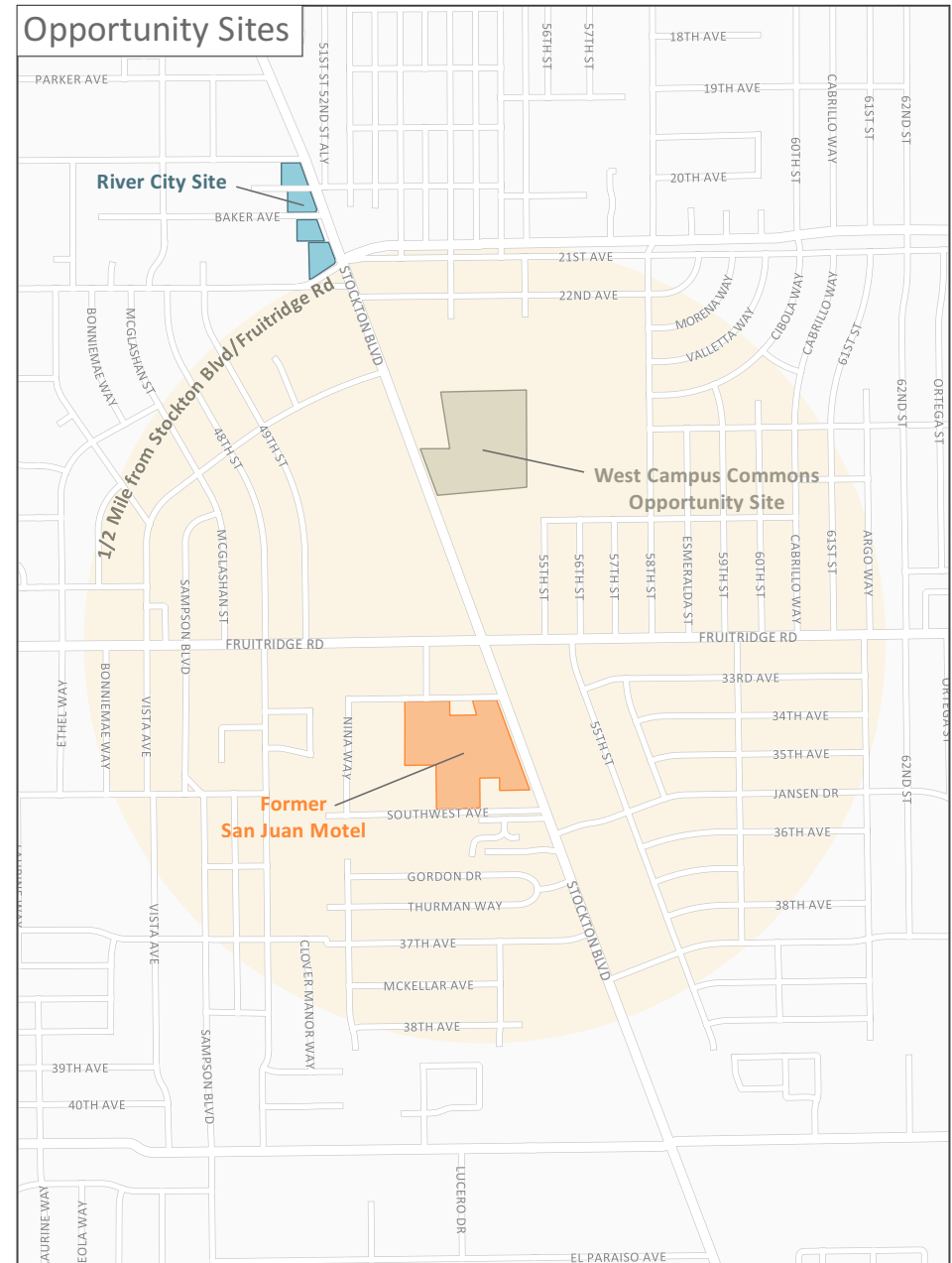
What will be included in the Vision Action Plan?

The Vision Action Plan will consist of the following:

- Proposed actions that will prepare the opportunity site for development.
- Identification of potential development partners.
- Conceptual site planning showing potential uses for the Opportunity Site.
- Identification of funding and financing possibilities.

How is the community involved?

The plan will need to be steeped in both market-based realities and community vision, values and needs. The project team has developed a Stakeholder Representative Group comprised of community-based organizations who will work with the project team throughout the project. Community members can contact Nicole Porter at 916-442-1168 or nporter@aimconsultingco.com to receive project updates and provide comments.



Stakeholder Representative Group

The Stockton/Fruitridge Vision Action Plan Stakeholder Representative Group is comprised of representatives from community-based organizations.

- Acorn Mobile Park
- Asian Resource Center
- Boys & Girls Club
- C.A.S.H. (Community Against Sexual Harm)
- Colonial Heights Neighborhood Association
- CSUS Center for College Readiness
- First 5 Sacramento, Sacramento County
- Fruitridge Manor Neighborhood Association
- Lawrence Park Neighborhood Association
- Legal Services of Northern California
- LPC Consulting
- NeighborWorks Sacramento
- NextEd
- Sacramento Area Bicycle Advocates (SABA)
- Sacramento Area Council of Governments
- Sacramento Building Healthy Communities Hub
- Sacramento Housing Alliance
- Saint Peter & All Hallows Parish
- SCUSD Youth Development Support Services
- Soil Born Farms
- Southeast Village Neighborhood Association
- Stockton Boulevard Partnership
- Tallac Village Neighborhood Association
- Ubuntu Green
- UC Davis Health System Government and Community Relations Department
- WALK Sacramento
- Yisrael Farms

If you know of an organization that should be involved and is not on this list, let us know!

Contact Gladys Cornell at gcornell@aimconsultingco.com, or (916) 442-1168.

Map Placement Board Responses

Show us where you live!



Find your home on the map, and place a dot nearby.

If you live outside of the area, place a dot in the box below.



health happens here The HUB

Show us where you play!



Place a dot on the map at your favorite places to meet friends, play sports, and enjoy your free time.

If you play outside of the area, place a dot in the box below.



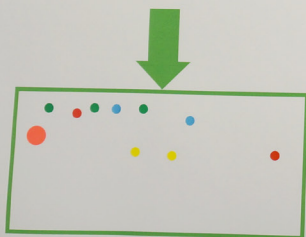
health happens here The HUB

Show us where you learn!



Place a dot on the map at schools, libraries, and other places you go to learn.

If you learn outside of the area, place a dot in the box below.

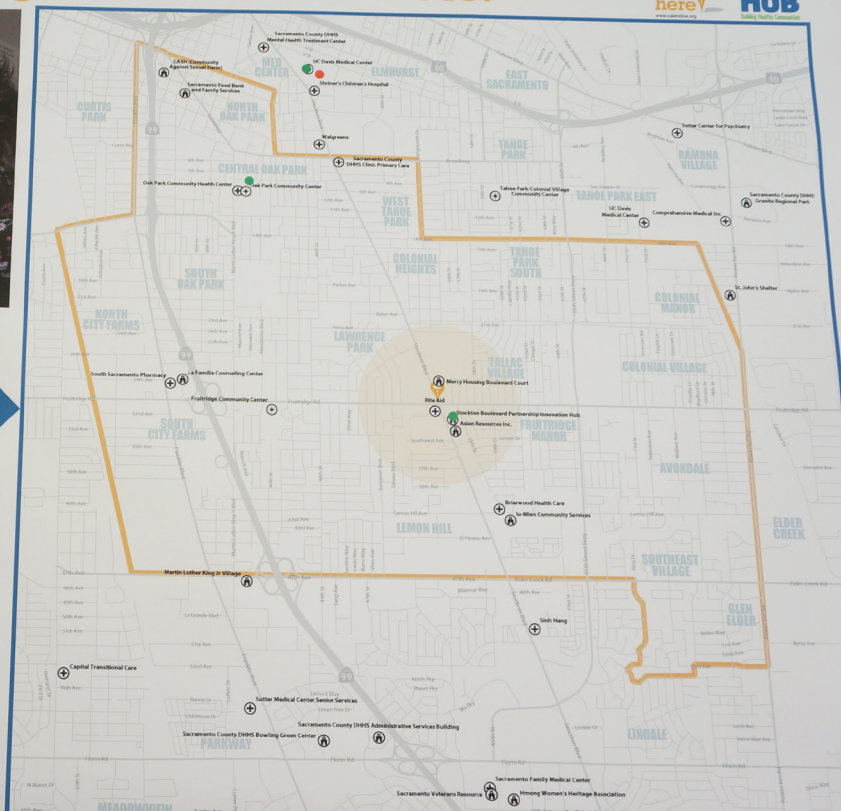
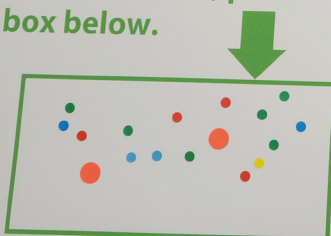


Show us where you go for health services!



Place a dot on the map at places you visit for doctor appointments and other health services.

If you travel outside of the area for health services, place a dot in the box below.



Community Values Board Responses

Housing

Guiding Community Principles

- We believe in sustainable communities, therefore we will encourage the use of energy efficient technology, recycled materials, and try to progress towards zero net energy.
- We believe in housing opportunities across all social-economic levels, therefore will encourage community input and ownership.
- We believe in safe communities, therefore we encourage crime prevention and community development.
- We believe in easy access to public and private transportation, therefore we encourage integration of access into the property's design.

Community Values

Handwritten notes on sticky notes include:

- Recycle Power !!
- Green Space
- ACCESS TO TRANSPORTATION
- Edible Landscapes
- safe bicycle lanes
- Easy Access to public transportation
- Rentals are family friendly maintained at a high level of cleanliness
- People own home
- Affordable Housing
- TRANSPORTATION
- Clean Streets from Trash (Recycle) More frequent bag time
- CREATE a Wee Village of Tiny Houses (1,300 sq. feet) to offer affordable homes.
- Multi-generational Housing Communities
- Senior Housing
- Solar
- Recycle more, use alternative materials
- Reduce how often and how much water is used and step when necessary

Education

Guiding Community Principles

- We believe in the power of the local community and businesses to enhance the education of our youth, therefore we will support training, internships, partnerships, and community service.
- We believe in lifelong learning, therefore we will encourage opportunities from cradle to grave for learning and enrichment activities across all age groups.
- We believe in youth centered partnerships for growth, therefore we support/build youth-adult relationships to shift perceptions.

Community Values

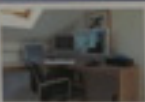






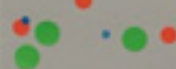


Handwritten notes on sticky notes include:

- Quality Preschools
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- Schools meeting standards after school summer
- Adult Education
- ESL Classes
- Youth Programs that are safe & productive
- Senior Learning Programs
- LEARNING COMMUNITY FOR ALL
- Open Access to School
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- JOB SKILLS TRAINING
- Some Learning
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- Parents empowered to advocate for children
- create jobs for people in community

Types of Community Development Board Responses






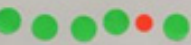
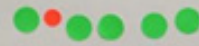

Housing

dot next to the two types of housing development you would most like to see in your community

 Work / Live	
 Multifamily	
 Senior	
 Mixed Income	
 Single Family	

Education

Place a dot next to the two types of education development you would most like to see in your community.

Pre-K	
K-12	
After School	
Higher Education	
Senior Centered	
Job Training	
Adult Education <small>(GED - General Education Development, ESL - English as a Second Language, etc.)</small>	
Enrichment Courses <small>(art, music, gardening courses for all ages)</small>	

Community Wellness

dot next to the two types of community wellness development you would most like to see in your community.

Health Care Facility	
Community Center	
Access to Healthy Foods <small>(Grocery Store, Farmer's Market, Community Garden, etc.)</small>	
Fitness Center / YMCA	
Police / Sheriff Substation	
Library	