

**Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan
Stakeholder Meeting #2
June 24, 2015 5:30-7:30p.m.
Stockton Boulevard Partnership Innovation Hub**

Stakeholder Advisory Committee Meeting #2 Summary

The project team members that attended the second Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan Stakeholder Meeting are as follows:

Christine Tien, <i>California Endowment</i>
Val Toppenberg, <i>Val Toppenberg Consulting</i>
Gladys Cornell, <i>AIM Consulting</i>
Adrian Engel, <i>Echelon Transportation Group</i>
Nicole Porter, <i>AIM Consulting</i>

Organizations represented at the meeting include:

Access Sacramento	Purpose Built Communities
Building Healthy Communities	Sacramento City Unified School District
Colonial Heights Neighborhood Association	Sacramento Area Council of Governments
Fruitridge Manor Neighborhood Association	Sacramento Pathways to Success
Fruitridge Manor Neighborhood Watch	Sacramento State University
Lawrence Park Neighborhood Association	South Oak Park Community Association
Legal Services of Northern California	Stockton Boulevard Partnership Hub
Mutual Housing	Tallac Village Neighborhood Association
Nehemiah Corporation	WALK Sacramento

Sixteen stakeholder representatives attended the second SAC meeting for the Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan, with special guest representatives from Purpose Built Communities. Below is a discussion summary.

The meeting objectives included:

- Prioritize topics for the meeting's discussion
- Discuss feedback received from residents about the Stockton/Fruitridge community's needs and ideas for potential development of the opportunity site
- Address prioritized topics in small group discussions
- Share key points of each small group discussion with the rest of the SAC to stimulate dialogue and better focus development ideas for the Stockton/Fruitridge Opportunity Site

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Stakeholder Meeting #2
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Stockton Boulevard Partnership Innovation Hub

Project Overview

The California Endowment is working with the County of Sacramento and the City of Sacramento to explore and evaluate the opportunity for development in the Stockton/Fruitridge Neighborhood.

In 2009, South Sacramento became one of the 14 chosen cities to host a Building Healthy Communities site. The Building Healthy Communities (BHC) program is a privately funded effort by the California Endowment, aimed towards improving the health and quality of life in key underdeveloped communities across the state.



Earlier this year, the Obama Administration announced Sacramento as one of eight additional Promise Zones. This designation means federal, state, and local agencies will actively work with local leaders to improve the region's quality of life.

The California Endowment's first project site area has been identified as the half-mile radius surrounding the Stockton Boulevard and Fruitridge Road intersection. The Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan should support neighborhood interests.

Project Goals

- Create a place-based implementation plan for opportunity sites in the Stockton/Fruitridge neighborhood
- Assist the BHC with the overall goal of "Improving Community Health Through Neighborhood Revitalization"
- Utilize community visions and market realities to shape development strategies so the neighborhood can begin to see change on the ground quickly

Stakeholder Engagement Process

The Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan includes a comprehensive public engagement process, which involves a Stakeholder Advisory Committee (SAC) and a series of four facilitated discussions among the SAC. In addition to the SAC, community members and a BHC-led Resident Advisory Board (RAB) will be contributing to the Vision Action Plan during two facilitated discussions.

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Stockton Boulevard Partnership Innovation Hub

Meeting Introduction

The meeting began with Gladys Cornell of AIM Consulting welcoming the stakeholder representatives to the second of four Stakeholder Advisory Committee (SAC) meetings for the Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan. The project team and all present stakeholder representatives introduced themselves, with stakeholders including a description of their interest in the community.

Two participants at the meeting represented Purpose Built Communities (PBC), a nonprofit consulting firm that works towards breaking the intergenerational cycle of poverty. After introducing themselves, Evan Smith and John Majors of PBC provided background information on their firm. The Stockton/Fruitridge Neighborhood Association has referenced PBC's three-pronged approach when developing discussion topics. Mr. Smith elaborated on the firm's model, explaining how components such as high quality mixed-income housing, cradle-to-college education pipeline, and community wellness create a holistic approach to community revitalization. Mr. Majors cited the firm's first key development project as an example of PBC's approach: East Lake Meadows. Formerly a crime incubator, the neighborhood had serious challenges to overcome; 87% adult unemployment, 30% high school graduation rate, and the highest crime in the state – which was 18 times higher than the national average. The PBC model was able to lead transformation in the community, and today crime has been reduced by 73%. A charter school has eliminated the achievement gap, and quality of life for residents has improved significantly with multiple human services, wellness resource, and recreational activities.

- Question from the SAC: “When did work in East Lake begin?”
 - Answer: Work began from 1995-1996, and the Charter school opened in 2000-2001. For reference, Hurricane Katrina occurred in 2005. We founded Purpose Built Communities in 2009.
- Question from the SAC: “What did you find to be the main barriers to development?”
 - The hardest part of the model to determine was what types of investments were designed to break the cycle of intergenerational poverty. For instance, part of the PBC model is recognizing the reality of neighborhood preference, which occurs when a school receives a lot of investment and attention, but children in the school's neighborhood are no longer enrolled at these schools. “Savvy” parents are often able to take advantage of the school system, which does not help the community in the school's immediate neighborhood.

**Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan
Stakeholder Meeting #2
June 24, 2015 5:30-7:30p.m.
Stockton Boulevard Partnership Innovation Hub**

Project Update

Gladys Cornell of AIM Consulting provided a brief overview of the Stakeholder Advisory Committee (SAC) and the work completed so far, and continued on outline the community and resident outreach efforts that have taken place since the last SAC meeting. Adrian Engel of Echelon Transportation Group summarized the feedback received at both a Community Meeting and a Little League Pop-Up Workshop; he reported that multi-family housing did not resonate with people in the community, which the SAC had previously predicted would be a popular housing option. Additionally, after school programs for students were more appealing to residents than an adult education program. Finally, the project team found that the desire for a police substation was a priority for many community members.



Small Group Discussions

Before the meeting began, as stakeholders entered the room they were given an agenda, worksheet and feedback form, and three adhesive dots. Placed on the walls of the meeting room were three posters, each listing several questions relating to housing, education, or community wellness. Stakeholders were instructed to vote for one question in each category that they believed should be focused on during the meeting, and place their adhesive dot accordingly.

The guiding questions stakeholders voted on and the results are below:

<i>Topic</i>	<i>Guiding Question</i>	<i>Votes</i>
Housing	How do you attract market rate residents?	4
	How do you create a multifamily product that stands the test of time?	1
	Why will housing on this site transform this neighborhood?	2
	Why is environmentally sustainable housing important to this community?	5
Education	What does successful workforce training and adult education look like for this site?	3
	How can the site be used to either supplement existing after school programs or fulfill an outstanding need?	8
	How can a charter school on the site transform the neighborhood?	0
Community Wellness	What needs to happen on this site to instill community "ownership"?	8
	How can the neighborhood's homeless issue be addressed by this site?	2
	How can the opportunity site address the community's expressed need for a healthcare provider?	0

**Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan
Stakeholder Meeting #2
June 24, 2015 5:30-7:30p.m.
Stockton Boulevard Partnership Innovation Hub**

Thus, the SAC focused on the following questions:

Housing

- Why is environmentally sustainable housing important to this community?
- How do you attract market-rate residents?
- Bonus Question: What can housing do to transform the community's diversity from a barrier to an asset?

Education

- How can the site be used to either supplement existing after school programs or fulfill an outstanding need?
- What does successful workforce training and adult education look like for this site?
- Bonus Question: What can education do to transform the community's diversity from a barrier to an asset?



Community Wellness

- What needs to happen on this site to instill community "ownership"?
- How can the neighborhood's homeless issue be addressed by this site?
- Bonus Question: What can community wellness do to transform the community's diversity from a barrier to an asset?

Each small group was instructed to discuss their three questions for 30 minutes, and to delegate a representative to share their answers with the whole group during a large group discussion.

Large Group Discussion

The delegated presenter for each small group presented the answers developed to their three focus questions. The project team asked that all SAC members actively listen to each group's presentation, and all stakeholder representatives were encouraged to ask questions and stimulate dialogue at the conclusion of each presentation to help further the discussion and include different perspectives. The answers shared during the large group discussion and the questions asked about the presentations are as follows:

**Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan
Stakeholder Meeting #2
June 24, 2015 5:30-7:30p.m.
Stockton Boulevard Partnership Innovation Hub**

Housing

- Focus Question: Why is environmentally sustainable housing important to this community?
Answer: We defined environmentally sustainable housing as zero net energy, without the use of too many resources (such as water). It should have amenities such as space for growing food. This type of housing is important to avoid contributing to pollution, as we want to help the community and enhance it.

- Focus Question: How do you attract market-rate residents?
Answer: To attract market-rate residents, we determined that there should be a changed label; most people in the area are paying market-rate – it is just low. We want to bring in people who have a choice, and will choose to live in this neighborhood. We can achieve this in a variety of ways, including:



education, investing in the housing we already have, investing in vacant lots, increasing close proximity to grocery stores, and improving public safety. Additionally, it helps if the area is adjacent to a nicer community; people may want to live in the nice area, but cannot afford it, and may decide to live next to it or somewhere similar.

- Bonus Focus Question: What can housing do to transform the community's diversity from a barrier to an asset?
Answer: Choice brings people together. Parents who are involved more create relationships within the community.
- Question from the SAC: There is a barrier of social, religious, and language differences. It is fake, but it exists. Would this be a part of growth, and would it help?
 - Answer: We need to break down these stereotypes to encourage growth.
- Question from the SAC: Did you discuss owner occupancy versus rental occupancy?
 - Answer: Yes, this is a stereotype. If we partner with tenants, and give them the same information that a homeowner would have, most people would choose to take better care of their residence. However, most renters have lower incomes, and are unable to access this information or act on the desire to maintain their space. The investor who chooses to build housing must take the risk on subsidizing their homes/buildings.

**Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan
Stakeholder Meeting #2
June 24, 2015 5:30-7:30p.m.
Stockton Boulevard Partnership Innovation Hub**

Education:

- Focus Question: How can the site be used to either supplement existing after school programs or fulfill an outstanding need?
 - Answer: There are already public services in place (i.e. Charles A. Jones), however after school programs are limited. We don't need a new location, we just need additional services at the already existing locations.
- Focus Question: What does successful workforce training and adult education look like for this site?
 - Answer: See above answer.
- Bonus Focus Question: What can education do to transform the community's diversity from a barrier to an asset?
 - Answer: Education should start young, and values about diversity should be spread to families of students. School programs should bleed into homes. We should not have parents or other people in the home counter act or takeaway from lessons.

Community Wellness:

- Focus Question: What needs to happen on this site to instill community "ownership"?
 - People need to be a part of the ownership and maintenance process, even if they are not owners. For example, fans do not own the Sacramento Kings; however, they are very excited about the Kings and feel as if they have a stake in their outcome. We would also like to see a participatory budget process implemented, where residents and community members are able to determine how a budget should be spent, and then are able to see the outcomes of their decisions in the community.
- Focus Question: How can the neighborhood's homeless issue be addressed by this site?
 - Homeless shelters are sometimes successful, but they have not worked in our community. There are different types of homeless, ranging from chronic to temporary. One way we could help the homeless is through "tiny home" communities, where mixed diversity would also be created.



**Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan
Stakeholder Meeting #2
June 24, 2015 5:30-7:30p.m.
Stockton Boulevard Partnership Innovation Hub**

- Bonus Focus Question: What can community wellness do to transform the community's diversity from a barrier to an asset?
 - People should be brought together, and this can be done through art, food, music, and dance. We could have an open air market that is 24/7, where people can do what they want when they want.
- Comment from the SAC: Sometimes I feel intimidated by the Southeast Asian Saigon part of town, I feel like a festival could bring people together. I would be more comfortable attending that and becoming involved in that community if an opportunity similar to that existed.



Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan
Stakeholder Meeting #2
June 24, 2015 5:30-7:30p.m.
Stockton Boulevard Partnership Innovation Hub

Worksheets

Throughout the meeting, stakeholders were encouraged to take notes on worksheets provided and express their thoughts about the meeting's facilitation. The responses from these forms are listed below, and the project team is taking all comments into consideration for future meetings.

Topic 1: Housing

- When selling land to a developer, ensure that there are regulatory agreements that run with the land, so if housing is developed that is affordable, the affordability covenants run with the land. Sometimes subsidized loans are pre-paid and affordable housing converts to market rates, displacing families.
- Market-rate residents – people who choose to live here. School quality is an attraction; adjacent to chosen neighborhoods is an attraction. Environmental sustainability, environmentally friendly “green” attractions – solar power, water saving items, all of these lead to saving money and the environment.
- Healthy housing – zero net energy, low resources, community gardens, low utility bills, low pollution, green. Match landscape – follow forward thinking trend. Community of choice: choose to live here. Schools that are successful. Invest in housing we do have – vacant lot gravitate to community. Introduction to how to shop in Southeast Asian store (class). Create pride of ownership with renters. Revitalized neighborhood, next to where you want to live – successful in attracting.
- Create housing that can be “sold” to both low income and market rate, but... don't differentiate between the two. For example, free and reduced priced qualified students the same meals as “full price” students. It's seamless – no one knows who is free and reduced.
- As someone who will probably never own a house, I think we should keep communal spaces in multifamily housing. Everyone has to wash their drawers sometime.
- Issues of sustainable housing, investment of existing housing, vacant lots. Values of site? Need to revitalize now or later? Trendy housing? Diversity is an asset depending on how the site is structured. Communication. Owner versus rental.

Topic 2: Education

- Educate on cultural diversity and cultural pride: perhaps a Southeast Asian-American museum, which creates a destination asset.
- Some after school programs seem to already be provided in the area.

Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan
Stakeholder Meeting #2
June 24, 2015 5:30-7:30p.m.
Stockton Boulevard Partnership Innovation Hub

- K-12 must be DSA approved. Need subsidized childcare options. Challenge with car volume on site with kids. Not enough childcare. Need to augment existing services in place, don't really need another place. More of an ombudsman role within new facility. Opportunity to create a resource center. Adult education and raining exists, need to build those programs. The issue is that people aren't accessing services.
- K-12 working on equity, social-emotional wellness. Language and culture challenges within schools and among residents. Focus on the shared value systems. Parent-teacher home visits. Community leadership. A sense of community will help overcome challenges.
- Match services with people who need them. Travel – safe way to get where you need to go. Protect affordable housing on the front end – permanent affordability – buy land now, plan ahead.
- General consensus is that we don't need an "additional" educational facility on the site. Rather, find a way to match services already provided with the community that needs them. Ombudsman role. Challenges: limited safe path of travel. Lack of funding with school district to expand childcare and/or adult education.
- Our group discussed issues of potential after school programs on the site. Comments that came up include what population would the site serve? K-12 populations are quite broad. Childcare was a popular need to be addressed. Transportation was also an issue regarding the people who will be using these services.

Topic 3: Community Wellness

- More shelters for the homeless; an opportunity. I personally am disturbed by some of the wandering homeless, they are unattractive and seem mentally ill – but I am trying to be more open minded about them.
- Cultural center – stage/theatre/performing arts. Any time, day or night, should be open always! Flexible. Community center – institutionalized. Community programmed – participate in budget process. Community owned.
- If a health facility is nearby, would it willingly operate a regular free shuttle around the area? Molina Healthcare does this in North and South Sacramento.
- Community ownership and people being part of the process. How do you outreach/market? Public participation process for budget. Benefits: art, food, dance and celebrate diversity. Open air market to attract the community, organize festivals.

Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan
Stakeholder Meeting #2
June 24, 2015 5:30-7:30p.m.
Stockton Boulevard Partnership Innovation Hub

Do you have any thoughts on how the diversity of the area can be transformed from a barrier to an asset?

- Diversity celebrated through food, music, and art – maybe have “festivals” to bring folks together.
- Build housing for people with different incomes but not different values. School – social/emotional learning values.
- This needs to be a collaborative effort between schools, the City, business etc. with a common message.
- Create spaces that everyone uses equally to promote interaction that doesn't require oral/written communication.
- Asset: structured planning to including site community. Protect affordable housing. In terms of education, inclusion of residents to provide feedback on alternative school issues. Be specific in what need should be addressed first; prioritize.

Any other recommendations to improve the meetings?

- Still not sure how the conversations are linked to the site. How will outcomes of conversations be used? Unclear.
- I think circle tables designated to each topic as in our last meeting was better for discussion purposes.
- Small group discussions were effective in determining answers to questions. Not sure if they were resolved, but diverse perspectives appreciated. Stakeholders represented diverse populations with the site location. Possibly invite representatives from local city/council governments? Mayor? City council? Curious to hear their perspectives on site development. Thank you for taking the time in engaging and putting this together.

**Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan
Stakeholder Meeting #2
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Stockton Boulevard Partnership Innovation Hub**

Appendix

- Invitation
- Agenda
- Question Boards
- Worksheets/Feedback Form

June 10, 2015

Dear Community Member,

Thank you for attending the first Stockton/Fruitridge Neighborhood Opportunity Site Vision Action Plan Stakeholder Advisory Committee Meeting in April. Please join us at our second SAC meeting on **Wednesday, June 24 at 5:30 p.m.**

The meeting will be held at the Stockton Boulevard Partnership Innovation Hub, located at 5625 Stockton Boulevard.

If you were unable to attend the first meeting or would like to review the information shared and discussed, a comprehensive SAC Meeting #1 Summary has been attached to this invitation and is available at www.sacbhc.org/documents.

Additionally, we will be holding a Neighborhood Meeting for the project next Thursday, June 18 from 6:00-8:00 p.m. at the Fruitridge Community Center, located at 4000 Fruitridge Road. If you believe any members of your organizations would like to attend, we encourage you to share the attached informational flier with them.

Please RSVP for the SAC Meeting #2 to Nicole by calling (916) 442-1168 or by email at nporter@aimconsultingco.com.

Feel free to contact me if you have questions or would like any additional information at (916) 442-1168 or by email at gcornell@aimconsultingco.com.

Sincerely,
AIM CONSULTING, INC.



Gladys Cornell
Principal

Stockton/Fruitridge Stakeholder Advisory Committee Meeting #2

June 24, 2015 5:30 – 7:30 p.m.

Stockton Boulevard Partnership Innovation Hub
5625 Stockton Boulevard, Sacramento, CA 95824

Agenda

Welcome

- Welcome
- Introduction of Purpose Built Communities' Vice President John Majors and Community Development Advisor Evan Smith

Prioritizing Topics for Discussion

Small Group Discussion (two selected topics, one pre-determined topic)

- Housing
- Education
- Community Wellness

Large Group Discussion

Housing Guiding Questions

From a housing perspective, please vote for the question you would most like to address during this meeting.

<p>How do you attract market-rate residents?</p>	
<p>How do you create a multifamily product that stands the test of time?</p>	
<p>Why will housing on this site transform this neighborhood?</p>	
<p>Why is environmentally sustainable housing important to this community?</p>	

Education Guiding Questions

From an education perspective, please vote for the question you would most like to address during this meeting.

<p>What does successful workforce training and adult education look like for this site?</p>	
<p>How can the site be used to either supplement existing after school programs or fulfill an outstanding need?</p>	
<p>How can a charter school on the site transform the neighborhood?</p>	

Community Wellness Questions

From a community wellness perspective, please vote for the question you would most like to address during this meeting.

<p>What needs to happen on this site to instill community “ownership”?</p>	
<p>How can the neighborhood’s homeless issue be addressed by this site?</p>	
<p>How can the opportunity site address the community’s expressed need for a health care provider?</p>	

**Stakeholder Representative Group
Meeting #2**

June 24, 2015 5:30 – 7:30 p.m.
Stockton Boulevard Partnership Innovation Hub
Worksheet & Feedback Form



If you have any thoughts, comments, or questions about the topics discussed today, please write them below.

Topic 1: Housing


Topic 2: Education

Topic 3: Community Wellness

**Stakeholder Representative Group
Meeting #2**

June 24, 2015 5:30 – 7:30 p.m.
Stockton Boulevard Partnership Innovation Hub

Worksheet & Feedback Form



Do you have any thoughts on how the diversity of the area can be transformed from a barrier to an asset?

We strive to make each meeting valuable and results driven. We look forward to any comments and/or ideas to improve the meeting experience for you. Please feel free to provide us with your thoughts.

1. Information shared at the meeting was useful? YES NO

2. Discussions were appropriately facilitated to engage all participants? YES NO

3. The participants involved in the process are appropriate? YES NO

4. Any other recommendations to improve the meetings?

Name _____ Email _____