

Memorandum

To: CHAIR AND COMMISSIONERS

CTC Meeting: January 30-31, 2025

From: TANISHA TAYLOR, Executive Director

Reference Number: 4.15, Information

Prepared By: Destiny Preston
Assistant Deputy Director

Published Date: January 17, 2025

Subject: Innovations in Transportation: The Sacramento Area Council of Governments' Engage, Empower, and Implement Funding Program

Summary:

Rosie Ramos, Project Manager with the Sacramento Area Council of Governments, will present on the Engage, Empower, and Implement Funding Program and a recently awarded project focused on preserving and enhancing the City of Marysville's Historic Chinatown District.

Background:

The Sacramento Area Council of Governments launched the Engage, Empower, and Implement Funding Program to strategically invest in low-income communities that have faced historic and ongoing inequities, including rural communities. The program is investing \$3.8 million in community-led projects to support planning that advances equitable, safe, and sustainable projects throughout the Sacramento region. The program approaches equity rooted in three considerations: (1) structural equity based on underlying factors and policies; (2) procedural equity focused on transparent and inclusive decision-making processes; and (3) distributional equity rooted in the fair distribution of services and resources. For the structural equity consideration above, structural equity examines issues such as redlining, inequitable transportation investments, and policies enacted at the local level that reinforce inequities. To be successful in the program, applicants must demonstrate they understand the existing conditions of the communities they serve and describe the impacts and harms from inequitable policies to inform their engagement and future planning activities.

In November 2024, the Sacramento Area Council of Governments' Engage, Empower, and Implement Funding Program awarded \$500,000 to the City of Marysville in Yuba County. In partnership with Marysville Chinese Community Inc., the city will advance the Marysville Chinatown Blueprint project, which aims to preserve and revitalize Northern California's last surviving Chinatown in the Gold Country region. The project will establish Chinatown's geographic limits to work toward legal recognition. The funds will also be used to identify

needs and assess opportunities to enhance this community in a way that honors its rich historical legacy. A project fact sheet is included in attachment A.

More information on the Engage, Empower, and Implement Funding Program is available at: <https://www.sacog.org/funding/regional-funding-programs/engage-empower-implement>

Attachment A

Engage, Empower, Implement

Community driven funding pipeline program



Marysville Chinatown Blueprint

City of Marysville and Chinese Community, Inc., 501(c)3
Project cost: \$498,049

Marysville Chinatown

Once the third largest Chinese Community in California, the Chinese community of Marysville has had to overcome racial, social and language barriers all while significantly adding to the economic growth, cultural legacy and development of Marysville. This is one of the last surviving Gold Rush era Chinatowns left in California because the local community has been committed enough to endure.

A challenge for the community has been the development of Highway 70 and the levees along Yuba River which have led to disinvestment in the Chinatown area. Formerly the southern entrance to Marysville, it was literally passed over by Hwy. 70.



John Lim with Chinese Community Inc. at the Temple

Project Summary

The Marysville Chinatown Blueprint aims to preserve and invigorate California's last surviving Chinatown in the Gold Country through recommendations stemming from inclusive and significant engagement. This grant safeguards Marysville's Chinatown by defining its limits and getting them legally recognized. It identifies Chinatown's opportunities and needs to ensure the rich historical legacy and that the modern-day



Bok Kai Temple entrance

Today, the Chinese presence in Marysville has significantly decreased, yet some Chinese-owned businesses still remain, and the rich history perseveres in the Bok Kai Temple, the Chinese American Museum of Northern California, and organizations such as the Hop Sing Tong Association, Marysville Chinese Cultural Preservation, Inc., and Marysville Chinese Community, Inc. organizations, which partner together in the year-round process to organize the annual Bok Kai Festival.

Bok Kai Festival Parade





California Registered Historical Landmark #889, 1976

community is cared for. The plan will also set the community and City up to obtain further grant funding and foster partnerships to implement the community's recommendations.

Comprehensive outreach efforts will actively engage all stakeholders and empower this historically marginalized and disadvantaged community, fostering economic vitality and development, cultural preservation, and access. Through community-dictated projects, the plan will guide the community, City, and stakeholders to enhance the district's economic, cultural, and transportation needs as well as address overall quality of life. This collaborative partnership will be the beginning of many projects to implement the recommendations that promote an inclusive environment rich in cultural heritage and community cohesion.

The EEI grant will fund significant engagement efforts which will lead to recommendations within the Marysville Chinatown Blueprint. The Blueprint will:

- Define the limits of Chinatown for City adoption/recognition.
- Identify ways for the CBO and City to reinvigorate Chinatown and attract visitors, residents, and businesses, with a recognition of the Bok Kai temple as a key driver and attractor.
- Recommend public space improvements, including conceptual design of two key locations and associated costs to set the community up for future grant efforts. This is anticipated to include public transportation and access recommendations.

Chinatown Blueprint

The Blueprint will be approachable for easy reading by community members, the public at large, and City staff and elected officials. We anticipate breaking it into the following sections:

- Introduction and Goals: A brief history of the community and place and clear explanation of the Blueprint's goals.
- The Heart of Chinatown: Identify the opportunities and existing resources based on engagement. Map the historic extents of Chinatown and overlay with any prior extents. Define proposed current limits.
- Connecting to the Community: Identify what the Bok Kai Temple means to the community, what the community wants for the Temple, and recommendations for next steps.
- Our Public Space: Identify needs and desires based on engagement. Include recommendations to meet those needs, including two conceptual designs, one for Plaza Park and one for a key entry intersection. Include cost estimates to set the community up for future grants.

