

Tactical Action & Community Engagement Guide

*Community Informed
Transit-Oriented Development at
Florin & Mather Field / Mills
Light Rail Stations*



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The Center for Public Interest Design (CPID) is a research [+action] center at Portland State University that aims to investigate, promote, and engage in inclusive design practices that address the growing needs of under-served communities worldwide. Through research and design, fieldwork, and public outreach, we promote a mode of practice that is socially conscious, environmentally sustainable, and economically accessible to all.

Introduction

Since January 2018, the Center for Public Interest Design (CPID) has been working with Sacramento Regional Transit (SacRT) toward the design of three light rail stations. While completing the design of the only new station among the three (Dos Rios), the CPID developed strategies for thoughtfully improving the existing stations, Mather Field/Mills Station, located in Rancho Cordova, and Florin Station, located in South Sacramento. These existing stations will be raised 8" overall to convert to the new low-board trains in the coming years. During this redesign process, the CPID has been asked to rethink the architecture of the stations through a community-engaged research and design process. The stations will adapt to the surrounding urban plans and community amenities, such as the new civic center in Rancho Cordova near the Mather Field / Mills Station.

SacRT hopes to develop many of their underutilized stations and properties in their system to address public needs in the Sacramento region while better serving their transit users. This broader agenda became an important concern for the CPID during our study and informed both our research approach and how we saw the role of this report. Rather than simply provide a summary of the outreach activities, outcomes, and recommendations for the two stations, we have constructed this report to also serve as a guide for others who might want to conduct similar outreach and engagement activities in the stations and communities SacRT will be working with in the future. Each engagement strategy and activity is therefore described in detail, both in narrative and graphic description, and our intentions and reasons

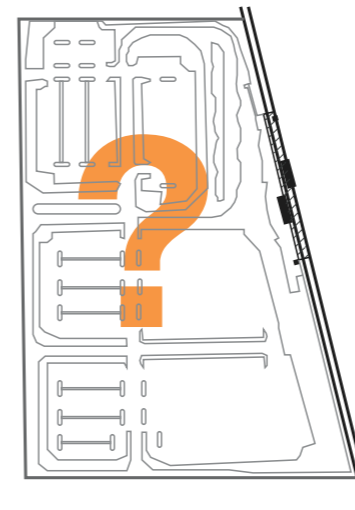
for conducting them are explained. It is hoped that by explaining our problem-solving and thinking we can make these useful as tools for future teams.

Finally, we hope that this report reflects our commitment to Asset Based Community Development (ABCD), a methodology and approach that sees the community not just as existing and potential users of the SacRT system, but also as partners, assets, and resources to SacRT as they pursue their vision for a transportation that is a more integral part of Sacramento's future. This approach guided the survey of the communities of the Florin station site, and certainly framed the way we approached the Mather Field / Mills Station. At Mather, for instance, we saw the station as an important hub and essential link to the many civic and housing projects planned adjacent to the station. These developments have the potential to radically transform Rancho Cordova in the next few years, but there is currently no common denominator or clear larger vision to unite the area. Our visioning workshop with the community, as well as our public event and tactical action/installation at the station, were focused on this larger vision of a connected community where the Mather Field / Mills Station becomes the essential transportation gateway to these new civic and cultural activities. Participants were valued for their vision and were recognized as key stakeholders and assets in the station's future. It is hoped that these visions will serve teams that follow in both the re-design of these stations and the development of these areas and others in the system.

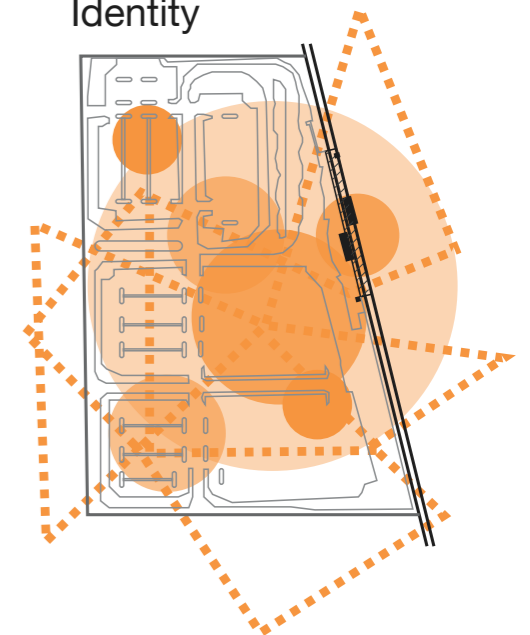
Florin Station

*Community Engagement &
Place-Making Recommendations
Toward Collaborative Development*

Anonymity



Identity



Florin Stakeholder Feedback

The illustration to the right represents the CPID's initial research into the Florin Station site, documenting feedback received from stakeholders like community members and the Sacramento Regional Transit, as well as incorporating existing efforts like the 2018 Equitable Transit-Oriented Development report from the Urban Land Institute who included this station in their analysis. There is consensus that there is an opportunity to activate the massive parking lots at the Florin Station through new programming like housing, but also temporary events and markets that could provide community amenities.

Community Survey

In the spring and summer of 2019, the CPID conducted a survey of stakeholders in the Florin area to better understand the needs, challenges, and opportunities for any development on the Florin Station site. The CPID met with representatives from Luther Burbank High School, Habitat for Humanity, and Southgate Mobile Home Park and asked them to spread the survey among their community. We received feedback from 75 respondents, a majority of which identified as students. Survey respondents had the opportunity to list multiple affiliations or roles in the area, with 32% self-identified as living in the neighborhood surrounding the Florin Station site, and 17% considering themselves regular light rail users. The following pages summarize the outcomes of the survey.



Identity

For the purposes of this analysis, we will refer to the area surrounding the Florin Station as “Florin,” as there are differing opinions as to what to call the area. Common names for the area that survey respondents frequently referenced include variations of Florin, South Sac, Meadowview, and Indian Lane. This lack of clear identity poses a challenge to building community around common interests and goals and may exacerbate negative perceptions about the area. The survey revealed a tendency to call out the challenges of the area, and the term “ghetto” was frequently employed as shorthand for the area and conditions. An initiative aimed at building an identity for the area (perhaps including a community naming ceremony) could be extremely powerful in this neighborhood. Building upon those things which the community prides, such as diversity and culture, would be a great starting point for this effort.



What is something that the neighborhood takes pride in?

62 responses



How would you describe the neighborhood using just three adjectives?

64 responses



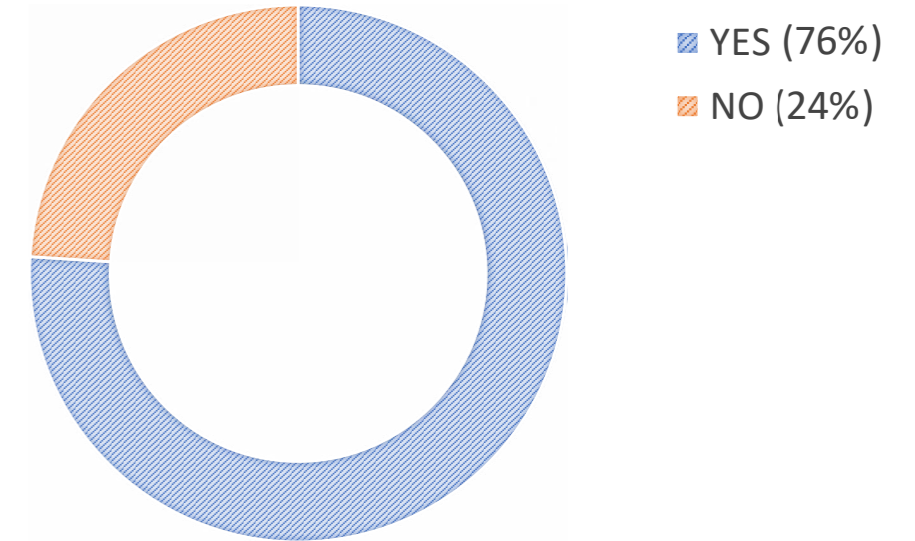
Safety

Stakeholders around the Florin Station site feel largely safe in the daytime but unsafe at night. Home, school, and the houses of friends and family members are places of refuge for most, while some reported not feeling safe anywhere (and others everywhere). Ultimately, any development in the area will have to strive toward making a space feel both welcoming and safe, with an emphasis on nighttime safety. Strategic lighting and spaces that feel well tended and occupied will likely be important strategies for promoting safety. Additionally, by incorporating features of places considered safe in the area like home and school, the design of the station site may be able to more quickly overcome challenging perceptions about a lack of safety in public spaces.



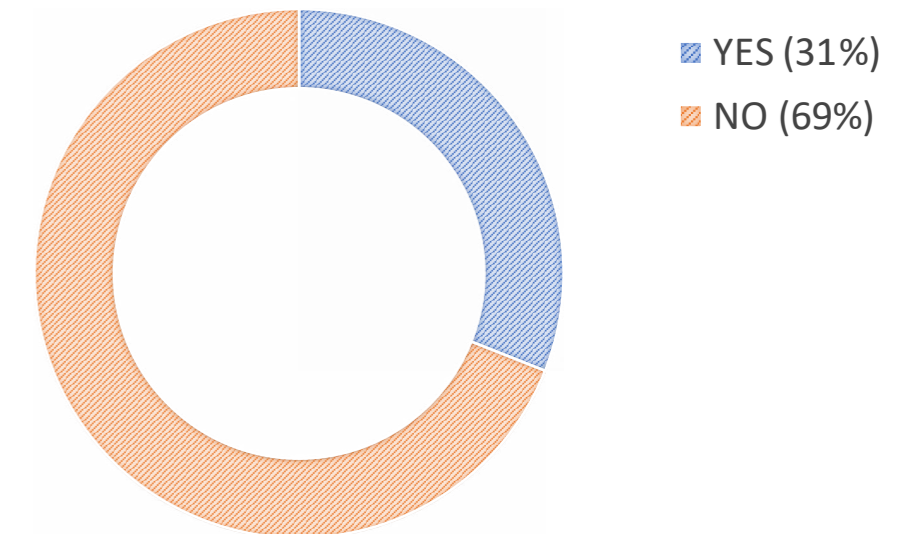
Do you feel safe in the neighborhood during the day?

71 responses



Do you feel safe in the neighborhood at night?

71 responses

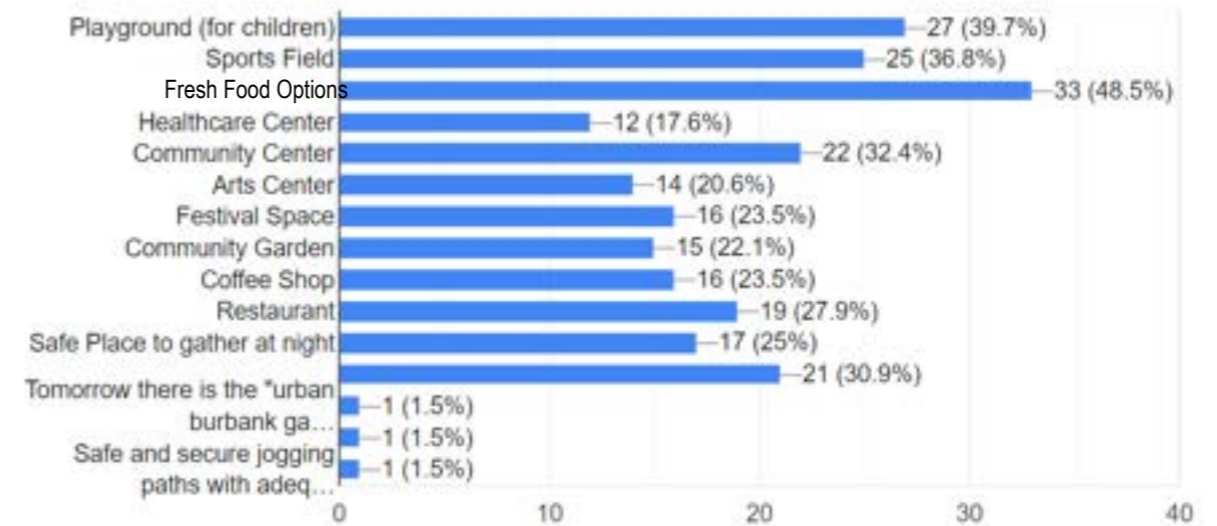


Amenities

Survey respondents expressed a lack of amenities in their community such as places to eat, play, shop, and gather. Currently Food Maxx is cited as the most important neighborhood amenity as the nearest grocery store, but officials at the nearby schools also cite it as a problematic gathering spot where undesirable behavior such as fighting, smoking, and shoplifting often take place. When asked what new amenities they would like to see in their community, survey respondents overwhelmingly chose elements that could support a healthy lifestyle for families and children, with fresh food options, a playground, and sports fields receiving the most votes. These results coincide with what we have heard anecdotally, and any work at the Florin Station should center children and families in the development.

Please choose up to 3 new amenities from the list below that you'd like to see included in area development.

68 responses



What existing amenities, services, or businesses are most important to the neighborhood? Please name 2 that represent the best of the neighborhood.

59 responses



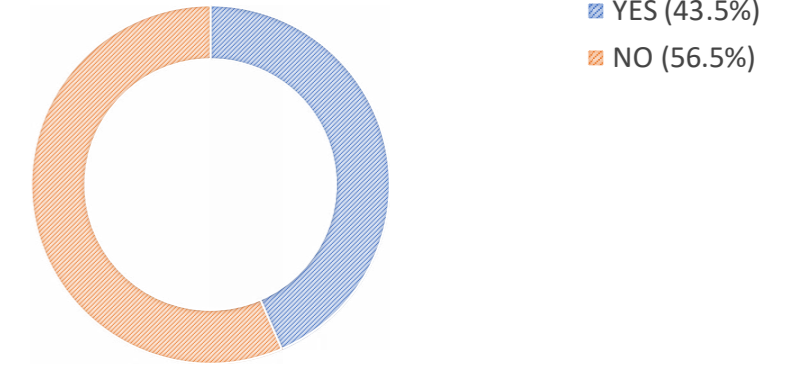
Community Events

The survey indicates that community events are scarce and not widely known about. Certainly, it can be said that there is not an event that the area is known for, such as a weekly farmer's market or holiday bazaar. With respondents suggesting that they are unlikely to attend an existing community events (with significantly more likely to attend a new type of event at Florin Station), it will be a challenge conducting successful outreach to the community. Burbank School would be an advisable place to begin advertising upcoming events, preferably by identifying teacher and student liaisons to recruit event participants through in-person networking and social media.



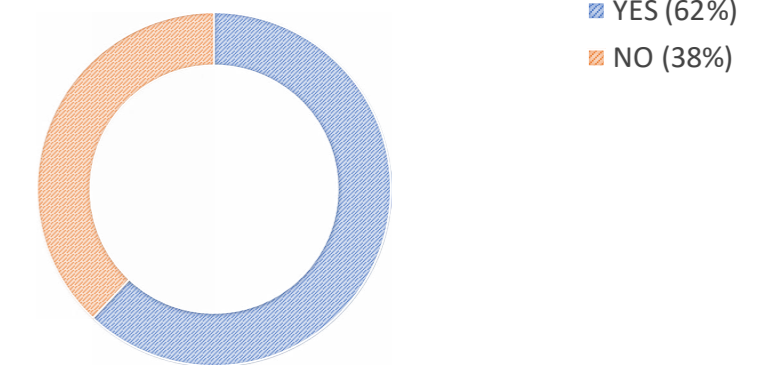
When you hear about community events, are you likely to attend?

69 responses



If there was an event at the Florin Station (think Farmers Market or music performance), would you be likely to attend?

69 responses



How are you most likely to hear about community events?

66 responses

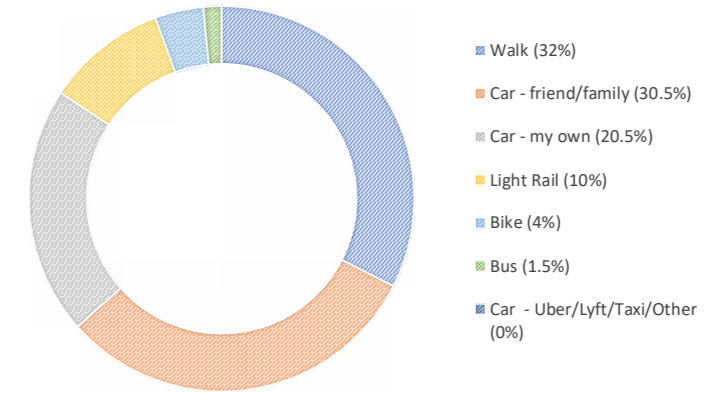


Transportation

Despite living in close proximity to Florin Station, light rail and bus are infrequently used in and out of the neighborhood. The fact that significantly more people stated that they would walk to an event at Florin Station than typically walk to get around the immediate neighborhood indicates that thoughtful development at Florin Station (even more than the transportation services themselves) is capable of promoting a more walkable neighborhood. By improving the pedestrian experience to and within the station site for both tactical interventions and permanent development, there is an opportunity to increase ridership of bus and light rail while activating the site through meaningful programming.

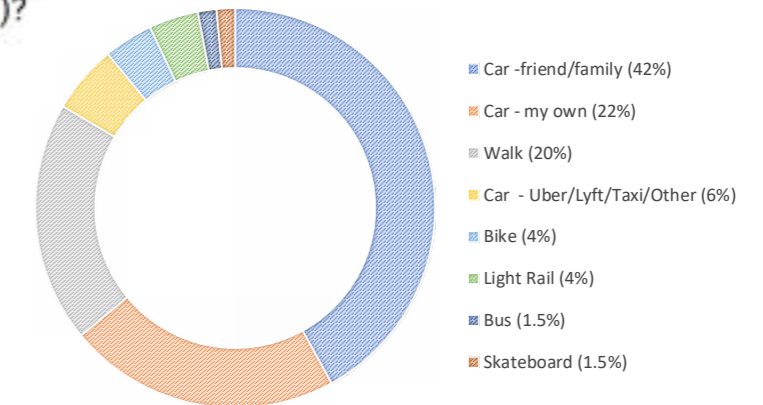
If you did attend an event at Florin Station, how would you get to the event?

69 responses



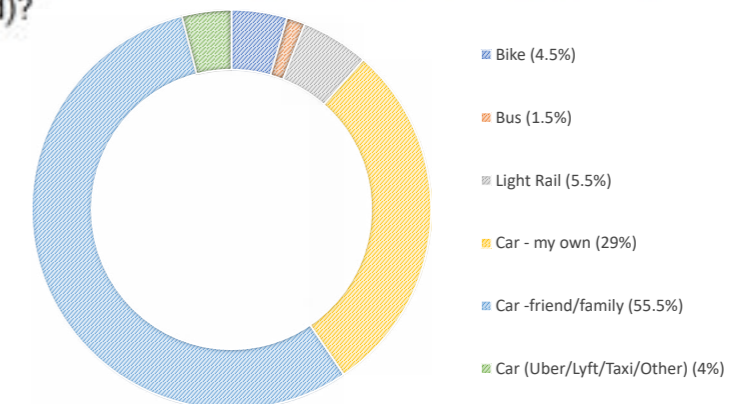
What is your primary means of getting around the neighborhood (within the neighborhood)?

72 responses



What is your primary means of getting around the larger city (outside of the neighborhood)?

72 responses



Key Survey Takeaways

Takeaways

*Support initiatives to build the identity of the community beginning with an effort to facilitate the community naming their neighborhood.

*Concerns for safety in and around the Florin Station site will be a challenge. A thoughtful lighting design that supports a welcoming atmosphere rather than an approach of harsh “security lights” will have greater impact, because activated spaces at the station with more “eyes on the street” will also contribute to a safer space.

*Many amenities are needs in the area, but those focused on the health and well-being of children and families should take top priority.

*There is an opportunity to establish a signature event in the neighborhood at the Florin site, and supporting pedestrian access and partnering with local schools will help to ensure attendance.

Taking Action

Tactical Action

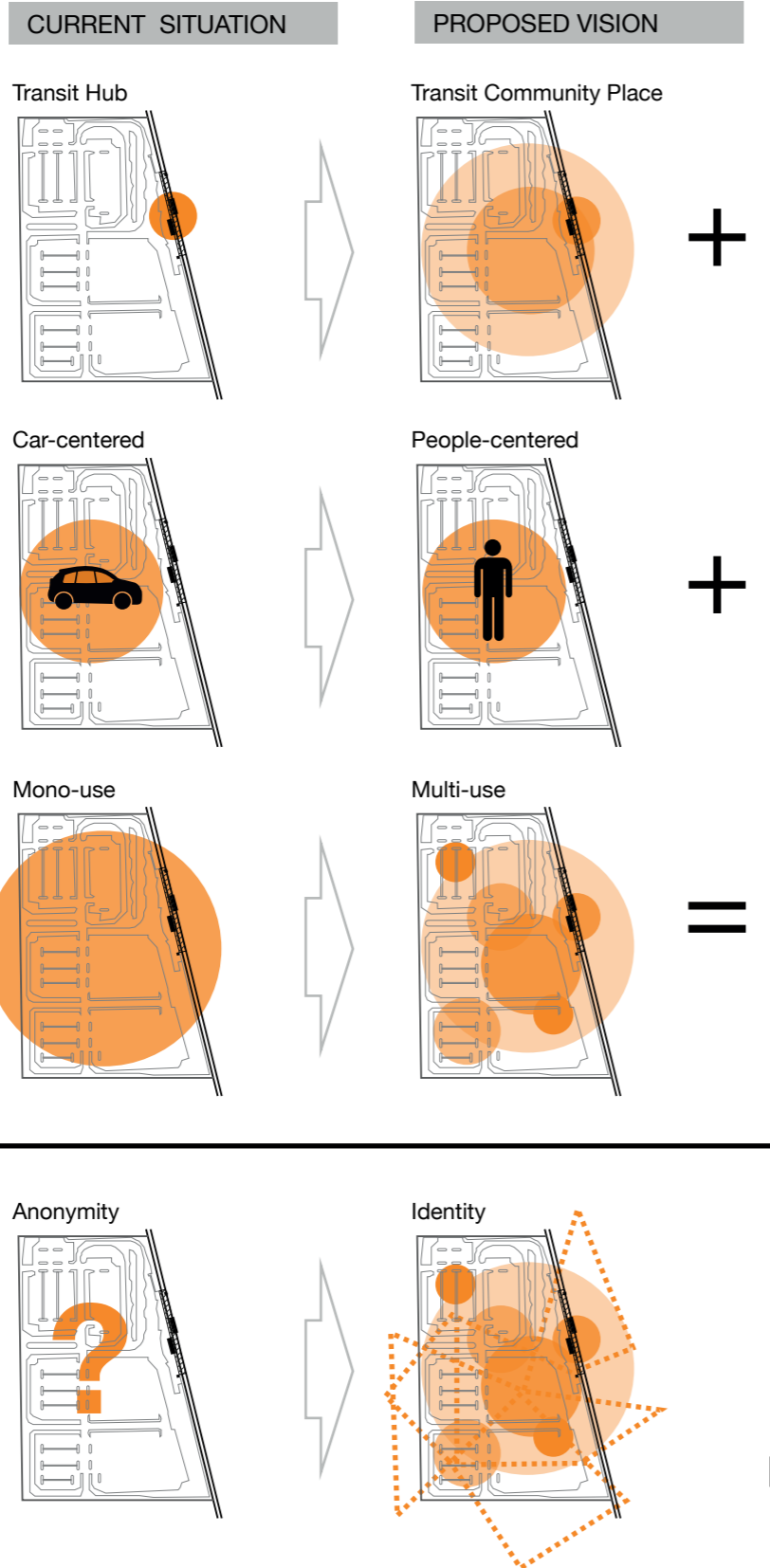
Given the feedback received from stakeholders through in-person meetings and the survey, key concepts about programming and infrastructure to support successful development on the Florin site have emerged. In order to ensure a sensitive approach to development that continues to center community feedback in the process, it is important to test possibilities based on the concepts that have been identified. Tactical actions in the form of pop-up events, temporary installations, or phased site usage are powerful strategies for helping stakeholders envision potential scenarios by experiencing a solution in situ. With proper opportunities for community feedback and reiterations of tactical actions, communities are truly able to influence development in deep ways through experience (rather than just being told what the solution is), and developers have the advantage of testing potential programming to make the best use of the site. The following pages provide recommendations for tactical action at Florin Station, which may also serve as a guide for future SacRT efforts in similar circumstances.

THE CONCEPT



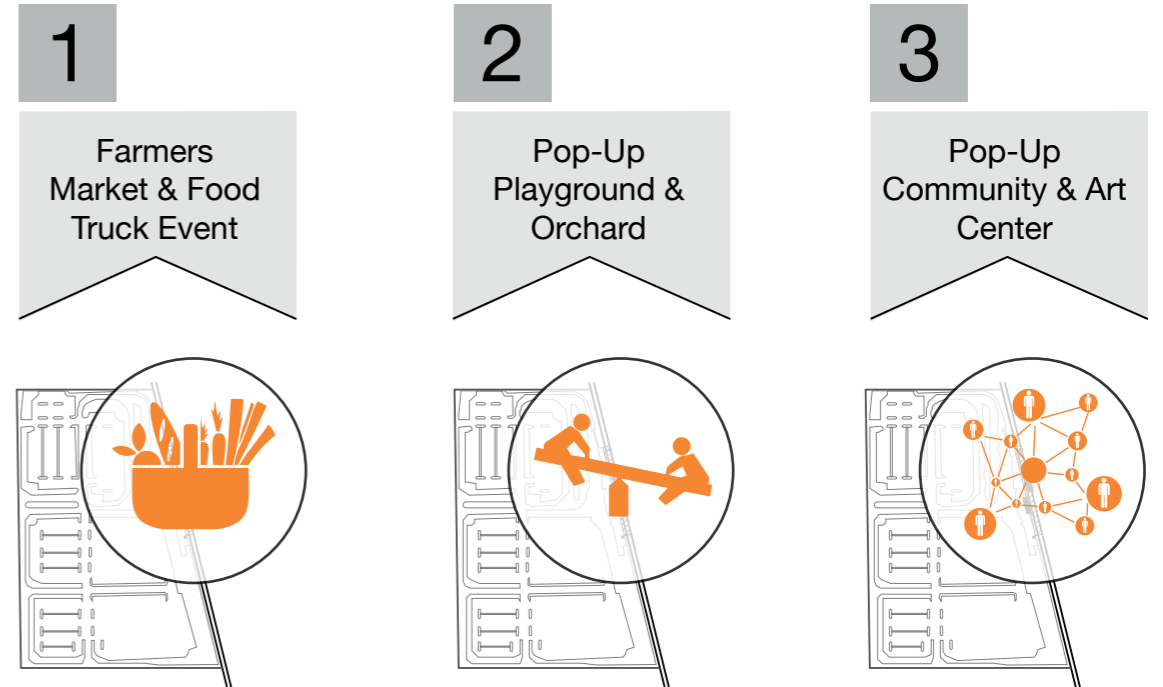
& STRATEGY

WHAT?
THE CONCEPT
 from transit hub to community place,
 from car-centered to people-centered
 from mono-use to multi-use,
 from anonymity to identity



HOW? THE STRATEGY

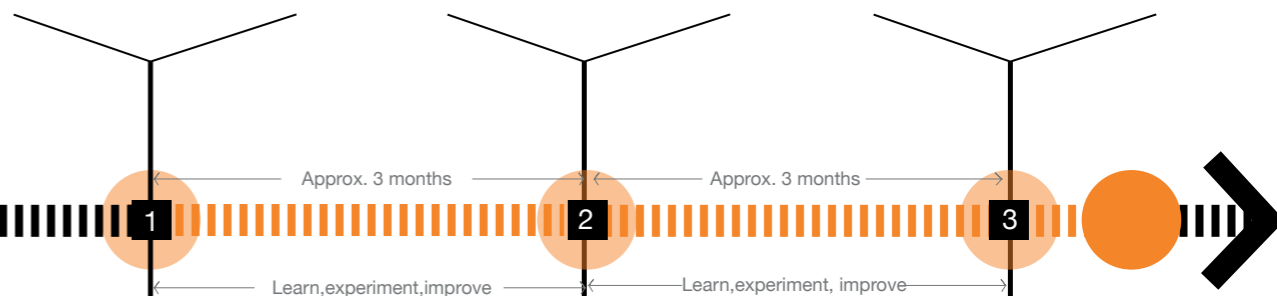
By activating the core space with a series of temporary events and activities, and using it as incubator to test the different 'needs' and 'hopes' that emerged from the survey.



One of the main needs that emerged during the survey was to have fresh food available. As first event, we suggest to transform the parking lot into a Farmers Market in order to provide fresh food and other food options to the Florin's neighbors and all the people who will attend the event.

Another important need that emerged from the survey was the presence of a playground and recreational space for kids and adults. As second event, we suggest the installation of a pop-up playground in combination with an orchard that would help to build community through fun.

Having a community & art center where people could gather and create/exhibit art pieces was also highly rated in the survey. As third event, we suggest the installation of a pop-up community and art center to support neighbors' conversations and strength community's identity.



THE PHASES



1//2//3

Farmers Market & Food Truck Event

One weekend



Where? Florin parking lot
When? One weekend
Who? Community+SacRT+ local businesses and stakeholders

This initial event focuses on activating a portion of the huge existing parking lot located next to the Florin Train Station.

The idea is to bring in for a weekend the Farmers Market's event that already happens in different areas of Sacramento and support different communities in other neighborhoods. By providing different markets stands, food trucks, tables and seating places, music events and other activities, the primary goal is to offer a variety of fresh food options to the community in a friendly and welcoming environment. First of a long series of events, this low-cost and high impact intervention would also hopefully help in changing the negative perception about the neighborhood and its underused spaces while building a strong, collective identity.

WHICH AMENITIES? Market stands, food trucks and movable furniture



Food trucks



Tables



Chairs



Trees



Food trucks
Portland
Image credit:
www.plannersweb.com



Popup Park,
Yarraville, Australia
Image credit: Tactical
Urbanist's Guide, Vol IV

HOW? Pre and Post Event

- 1 Define who will be involved in the event**

As initial step, take some time to think who will be or would like to be part of the event. Local businesses? Transit agencies? Students? Families? Think “who is the community” and “what does the event ask and bring” to better define who may be involved. At Florin, 62% of the participants declared they would attend a public event; moreover, Farmers Market are already popular activity in Sacramento.
- 2 Reach out to them and advertise the event**

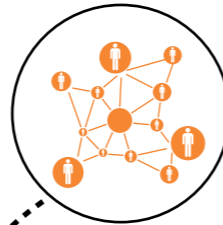
Once you identify who may be involved, think which would be the best way to reach out to them and advertise the event. In the case of Florin, people reported they are mostly receptive to notifications through social media, friends and family or in school. For providers and farmers, the best way may be contact the local network and ask their availability.
- 3 Think how people will get there**

Think how people usually get around the area and (if you can) ask them how they would get to the event site. This will be key in order to provide adequate transportation and access the day of the event. At Florin, half of the participants would use a car but a consistent third would walk there. How could you make their way even more enjoyable and easy?
- 4 Choose and Set up the site**

The area for the event could be huge or really limited. In the case of Florin, the extended parking lot allows for flexibility for choosing the best place to locate the market stands and food trucks. Be mindful of circulation, accessibility, and logistic of bringing products and people in and out the are. For a market, tables and chairs may be a good addition. Toilets may also be needed during the event.
- 5 Framers Market & Food Truck Event is happening!**

The day of the event, the organization and the planning you did ahead would be very helpful. However, everything (and everyone) is going to be there for the first time so that some things may need to be rearranged and readapted at the last minute - but be flexible, people will enjoy the event anyway!
- 6 Monitor and Evaluate**

During the event, evaluating how people are using and enjoying the space will be key. Where are people accessing the area from? Where are they gathering? What are they enjoying the most? What did not work? These questions will help you better plan the next event and better engage the community in the future.



Framers Market
BARN, Sacramento
Image credit:
www.sacramento.downtowngrid.com



Harvard Chairs
Harvard, Cambridge
Image credit: Cambridge
Community Television

In order to inform

2

← Approx. 3 months → ← Approx. 3 months →

Pop-up Playground & Orchard

One weekend



Where? Florin parking lot
When? One weekend
Who? Community+SacRT+ local businesses and stakeholders

This second event focuses on activating the Florin parking lot through the creation of a pop-up playground for kids and adults, as well as the installation of a movable orchard for the community. The idea is to bring in for a weekend some playground amenities, such as swings, climbing walls, jungle gyms, comfortable seating, and inflatable games for kids and adults of all the ages. The project could start with a simple intervention, such as painting with colors the surface of the parking lot and design street games on the ground. Simultaneously, a variety of fruit trees located on rollers could be brought in to provide shade, enjoyable smell and tasty fruits to the event. In a second phase, the 'movable orchard' could become more permanent and fruit trees could be added and planted into the green areas of the parking lot.

WHICH AMENITIES? Street painting, movable furniture and playground amenities



Street Painting



Pop-up playground



Tables & Chairs



Movable Trees



Adventure Playground
Maple Elementary School
Sacramento
Image credit: www.sacbee.com



Mobile Forest,
Dundry View, UK
Image credit:
www.urbangardensweb.com

HOW? Pre and Post Event

- 1 Define who will be involved in the event**

As initial step, take some time to think who will be or would like to be part of the event. Local businesses? Transit agencies? Students? Families? Think “who is the community” and “what does the event ask and bring”. At Florin, 62% of the participants declared they would attend a public event. Playgrounds would probably attract mostly kids and families but, depending on the nature, also adults may like to join it.
- 2 Reach out to them and advertise the event**

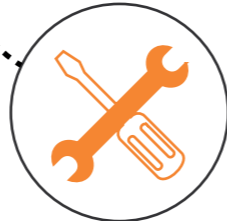
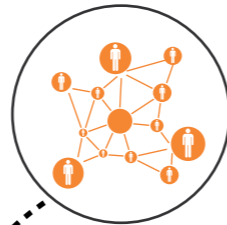
Once you identify who may be involved, think which would be the best way to reach out to them and advertise the event. In the case of Florin, people reported they are mostly receptive to notifications through social media, friends and family or in school. Directly contacting schools and the neighbors may help in spreading the voice quickly and reach a wider audience.
- 3 Think how people will get there**

Think how people usually get around the area and (if you can) ask them how they would get to the event site. This will be key in order to provide adequate transportation and access the day of the event. At Florin, half of the participants would use a car (mostly families) but a consistent third would walk there. How could you make their way even more enjoyable and easy?
- 4 Choose and Set up the site**

The area for the event could be huge or really limited. In the case of Florin, the extended parking lot allows for flexibility for choosing the best place to locate the pop-up playground and the orchard. Be mindful of circulation, accessibility, and logistic of people moving and enjoying the space. Think to playground as a broad concept - everyone likes to play and everything could become a game.
- 5 Pop-up Playground and Orchard is happening!**

The day of the event, the organization and the planning you did ahead would be very helpful. However, everything (and everyone) is going to be there for the first time so that some things may need to be rearranged and readapted at the last minute - but be flexible, people will enjoy the event anyway!
- 6 Monitor and Evaluate**

During the event, evaluating how people are using and enjoying the space will be key. Where are people accessing the area from? Where are they gathering? What are they enjoying the most? What did not work? These questions will help you better plan the next event and better engage the community in the future.



Hack Our Play
by PIC, Singapore
2018
Image credit: Participate In Design

Malmö Festival
by Snask, Sweden
2014
Image credit: www.popupcity.net

In order to inform

3

← Approx. 3 months → ← Approx. 3 months →

Pop-up Community & Art Center

One weekend



Where? Florin parking lot
When? One weekend
Who? Community+SacRT+ local businesses and stakeholders

The third weekend focuses on activating the Florin parking lot through the installation of a pop-up community and art center, where people could gather to discuss civic issues and future projects, attend workshops, give lectures, and create and display pieces of art. The idea is to test what a community center would look like in Florin and which programs could support and be supported by it. Simply as setting up tables and chairs under a tent, the community center will work as incubator to spark new ideas, projects and conversations. Similarly, the art center could be part of the community space, free of physical boundaries and able to extend and expand over the parking lot; a variety of installations, light devices, street painting and other creative ideas could guide the community and external visitors towards the core space and around the area.

WHICH AMENITIES? Movable tents + furniture and Art installations



Pop-up Tents



Tables & Chairs



Art works



Street Painting



The Alley Project
Detroit Collaborative
Detroit
Image credit:
www.dcdc-udm.org



Placemaking Workshop
CPID, Mather, Sacramento
Image credit: CPID

HOW? Pre and Post Event

- 1 Define who will be involved in the event**

As initial step, take some time to think who will be or would like to be part of the event. Local businesses? Transit agencies? Students? Families? Mostly for the installation of a community center it is key to ask “who is the community” and “what does the event ask and bring”. At Florin, 62% of the participants declared they would attend a public event and above 50% would like to have an art-community space.
- 2 Reach out to them and advertise the event**

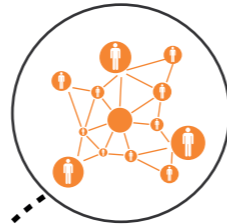
Once you identify who may be involved, think which would be the best way to reach out to them and advertise the event. In the case of Florin, people reported they are mostly receptive to notifications through social media, friends and family or in school. Also Nextdoor, flyers and newspapers were highly mentioned.
- 3 Think how people will get there**

Think how people usually get around the area and (if you can) ask them how they would get to the event site. This will be key in order to provide adequate transportation and access the day of the event. At Florin, half of the participants would use a car (mostly families) but a consistent third would walk there. How could you make their way even more enjoyable and easy?
- 4 Choose and Set up the site**

The area for the event could be huge or really limited. In the case of Florin, the extended parking lot allows for flexibility for choosing the best place to locate the pop-up playground and the orchard. Be mindful of circulation, accessibility, and logistic of people moving and enjoying the space. Think about the installations, programs and the activities of the day and how the space organization may support those.
- 5 Community and Art Center is happening!**

The day of the event, the organization and the planning you did ahead would be very helpful. However, everything (and everyone) is going to be there for the first time so that some things may need to be rearranged and readapted at the last minute - but be flexible, people will enjoy the event anyway!
- 6 Monitor and Evaluate**

During the event, evaluating how people are using and enjoying the space will be key. Where are people accessing the area from? Where are they gathering? What are they enjoying the most? What did not work? These questions will help you better plan the next event and better engage the community in the future.



People's Farmacy
Florida City, Florida
Image credit:
www.floridafarmworkers.org



Smart Everyday
Nighttime Design
Colombia
by Leni Schwendinger
Image credit: www.lenischwendinger.com

In order to inform

X ... and many more other events!

Following weekends

We believe the Florin parking space should host more and more events around different themes related to community life such as sport, food and cinema. Testing these programs will help SacRT and the Florin community to transition toward more permanent interventions, while building the identity that this neighborhood has been looking for long time. Here are some suggestions of events that could be experimented in the near future:

4° weekend

4. foodFlorin



Creamhamar, Norway-EcosUrb
Image credit: Ecosistema Urbano



5° weekend

5. greenFlorin



Greenhamar, Norway, EcosUrban
Image credit: Ecosistema Urbano



6° weekend

6. lightFlorin



Lighthamar, Norway-EcosUrb
Image credit: Ecosistema Urbano



7° weekend

7. sportFlorin



Beetsplein, Dordrecht-NL Archit
Image credit: NL Architects



8° weekend

8. moveFlorin



Biking barrier, Atlanta, GA
Image credit: Tactical Urbanist's Guide, Vol I



9° weekend

9. cineFlorin



Tromso International Film Festival, Norway
Image credit: www.tiff.no



10° weekend

10. musicFlorin



Public Piano, New York
Image credit: Tactical Urbanist's Guide, Vol I



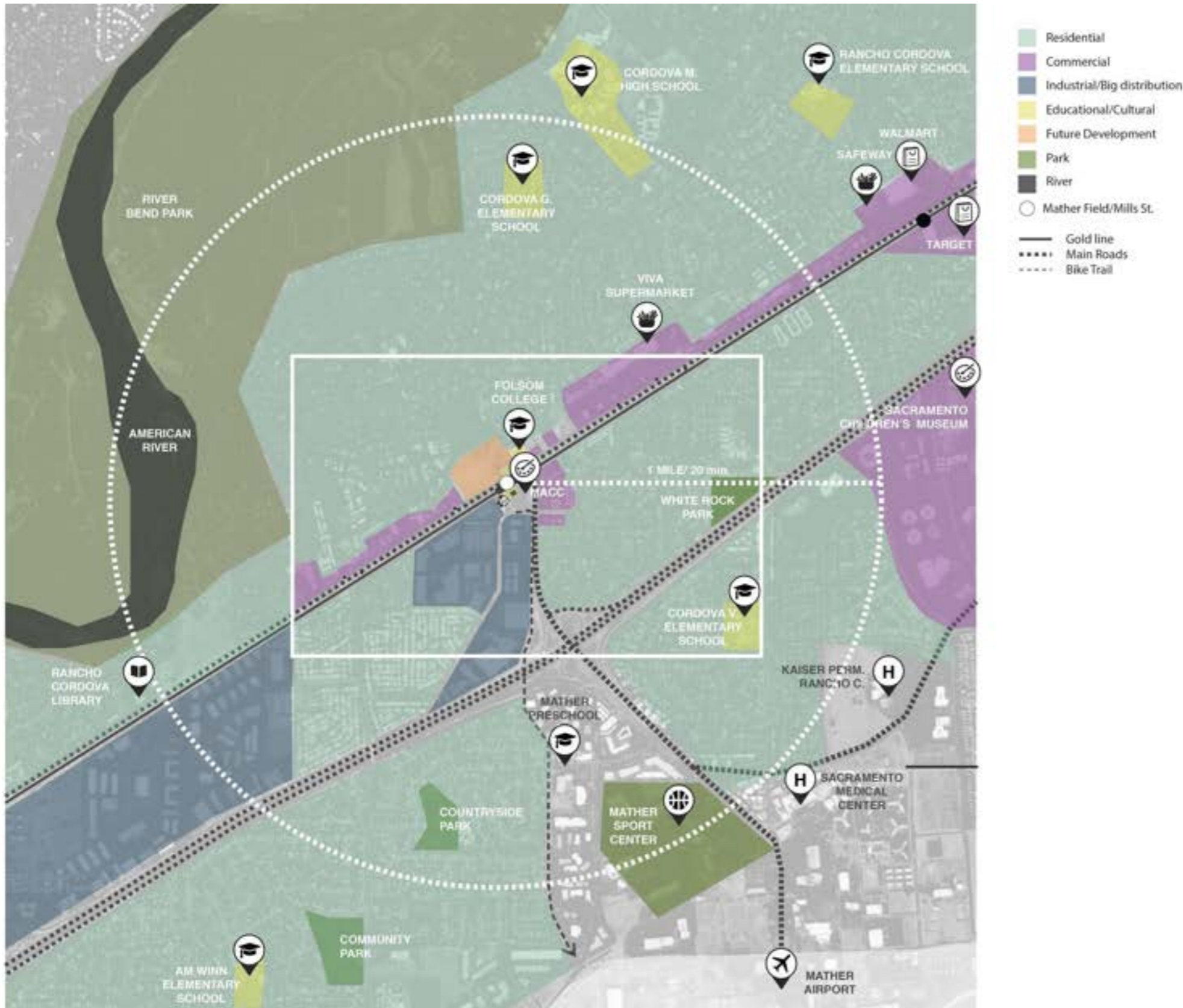
START NOW!

Mather Field/ Mills Station

*Community Engagement &
Tactical Action Toward
Collaborative Transit-Oriented
Development*

Mather Field/Mills Station Vicinity

Map

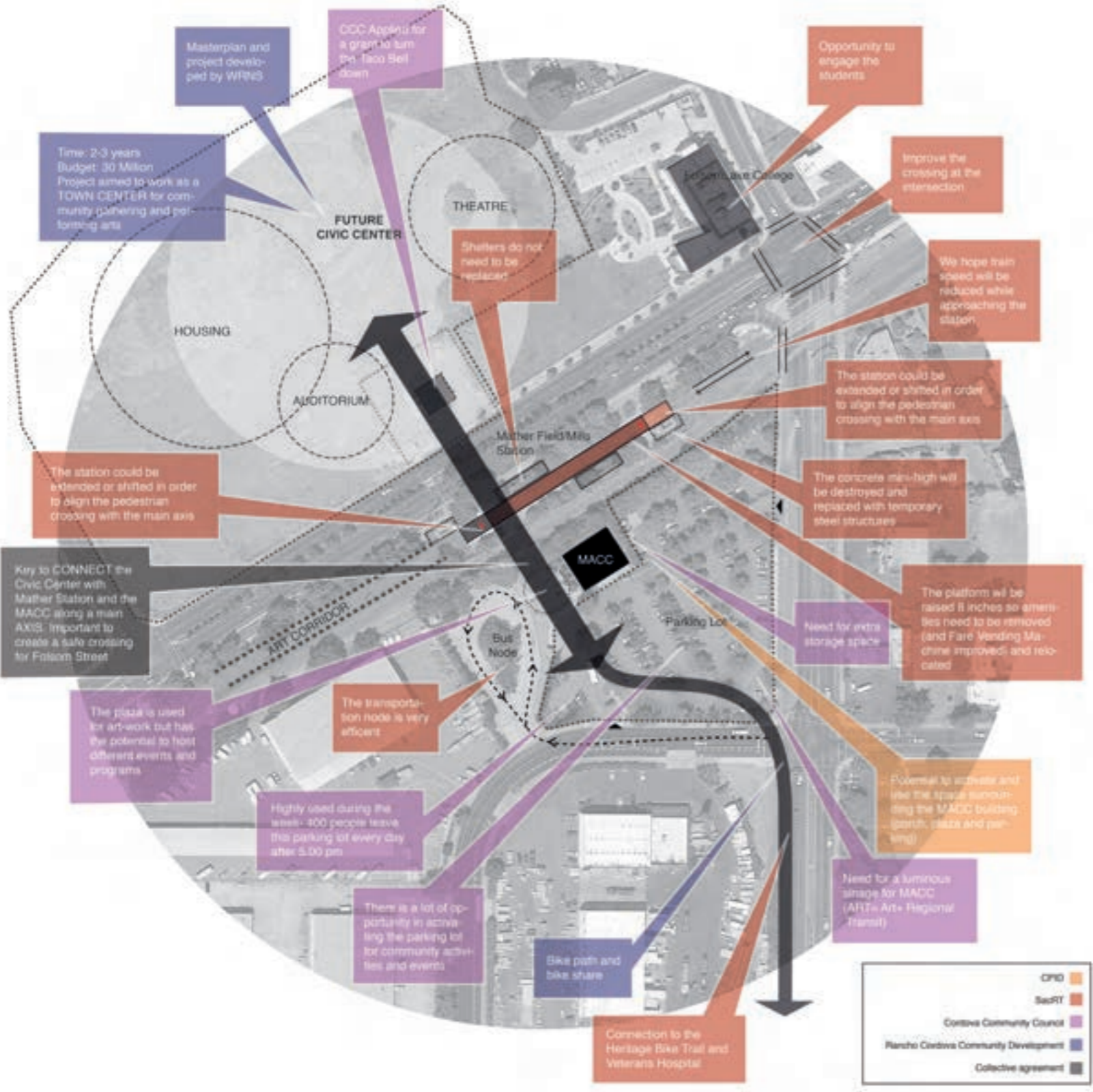


The Mather Field / Mills Station located in the City of Rancho Cordova is part of the Sacramento Metropolitan Region, east of downtown Sacramento. The area is developing quickly, with the station playing an increasingly important role as a hub of transportation and a gateway to future development. The recently established Mills Station Arts and Culture Center (MACC) located in a historic house on the station site provides a cultural anchor for an area in need of activation. MACC is also strategically located to serve as a community touch point as the planned civic center development directly across Folsom Blvd gets underway. This new development will leverage the neighboring assets of parks, schools, residential and commercial areas, and transit. During the CPID's research and community engagement efforts, MACC served as an invaluable "base" from which to work, and hosted engagement activities with the support of MACC staff.



500 ft

Stakeholder Feedback



The CPID team conducted two site visits in order to better understand the Mather area's challenges and opportunities, as well as to identify the potential stakeholders involved. During three days in October, and three days in December, the CPID team members and fifteen PSU students observed, analyzed, and documented what is happening on site while initiating conversations with local community organizations, City officials, and Sacramento Regional Transit. The image to the left documents feedback from stakeholders that informed the direction of the community engagement and design outcomes that followed.

In March of 2019, the CPID team conducted a placemaking workshop at the MACC building in Rancho Cordova. The goal of the workshop was to gather community feedback about the area's challenges and opportunities, while discussing future visions for the area beginning with the light rail station. Through a variety of activities, such as photography, creative collage, and tactical intervention, a significant amount of information was collected and displayed on six panoramic boards. These "living" artifacts were left at MACC in order to be exhibited and to be enriched with new community feedback. The workshop was also instrumental in activating the community and directing the approach to taking tactical action on a temporary installation around the station to take place in July.

Building upon the proposals for Florin Station in a previous report, the community engagement and tactical action conducted at Mather Field / Mills Station can serve as a case study for this type of approach toward informed development through community involvement that is a step further in the process than Florin. The following pages are intended to illustrate the steps toward implementing a tactical action based on community input.

DREAM RANCHO CORDOVA

Placemaking workshop led by the **Center for Public Interest Design's** placemaking team

- Help envision a new **Mather Field/Mills Station**
- Share your thoughts to help **redesign** the light rail station, transit center and surrounding area
- Learn **placemaking skills**

Where?

The Mills Station Arts & Culture Center
10191 Mills Station Rd
Rancho Cordova, CA 95670

When?

Saturday 16th, March
10.00 am- 1.00 pm

What?

Rancho Cordova Community Workshop for Adults

Limited seats available

Please reserve your seat at:
www.rcmacc.org

Snacks & Drinks provided!





The flyer CPID created for the event



The materials used during the workshop



SacRT's representative describing the future visions for the stations

Introduction & Presentation

Date: March 16, 2019 10:00 – 10:30 am
Subject: CPID presentation- Placemaking Case Studies
Location: MACC Building, Rancho Cordova
Participants: *Cheryl Gleason, Event Coordinator of Cordova Community Council (CCC)
*Traci Canfield, SacRT
*Elizabeth Sparkman, Rancho Cordova Community Development Director
*Community members

Before the beginning of the workshop, CPID's team prepared each work table with two 1'x4' panoramic boards (one to identify Challenges/Opportunities and one to collect Dreams), Polaroid cameras, tags, place-making cards, Post-it Notes, and markers. The workshop began with the CPID presenting their work and their role in Sacramento; Cheryl Gleason, Event Coordinator of Cordova Community Council (CCC) and Traci Canfield, SacRT representative, contributed further context for the project. After the introductions, CPID described the concept of "placemaking" by showing a variety of placemaking interventions and projects all over the world. These examples significantly contributed to shaping and stimulating the following conversations that ensued during the workshop. The presentation closed with a slide showing the agenda, activities, and outcomes expected for that day.

Takeaways

- *A lot of questions were raised around the future Civic Center, its programming, and its connection with the station.
- *People felt inspired by the placemaking examples and began discussing which strategies were appropriate for their community and how to make them happen.
- *Parking and new station issues were discussed among the public and transit representatives.





Transportation node and plaza in front of the MACC



Participants taking photos outside the MACC



Some of the photos taken by the community during the walking tour

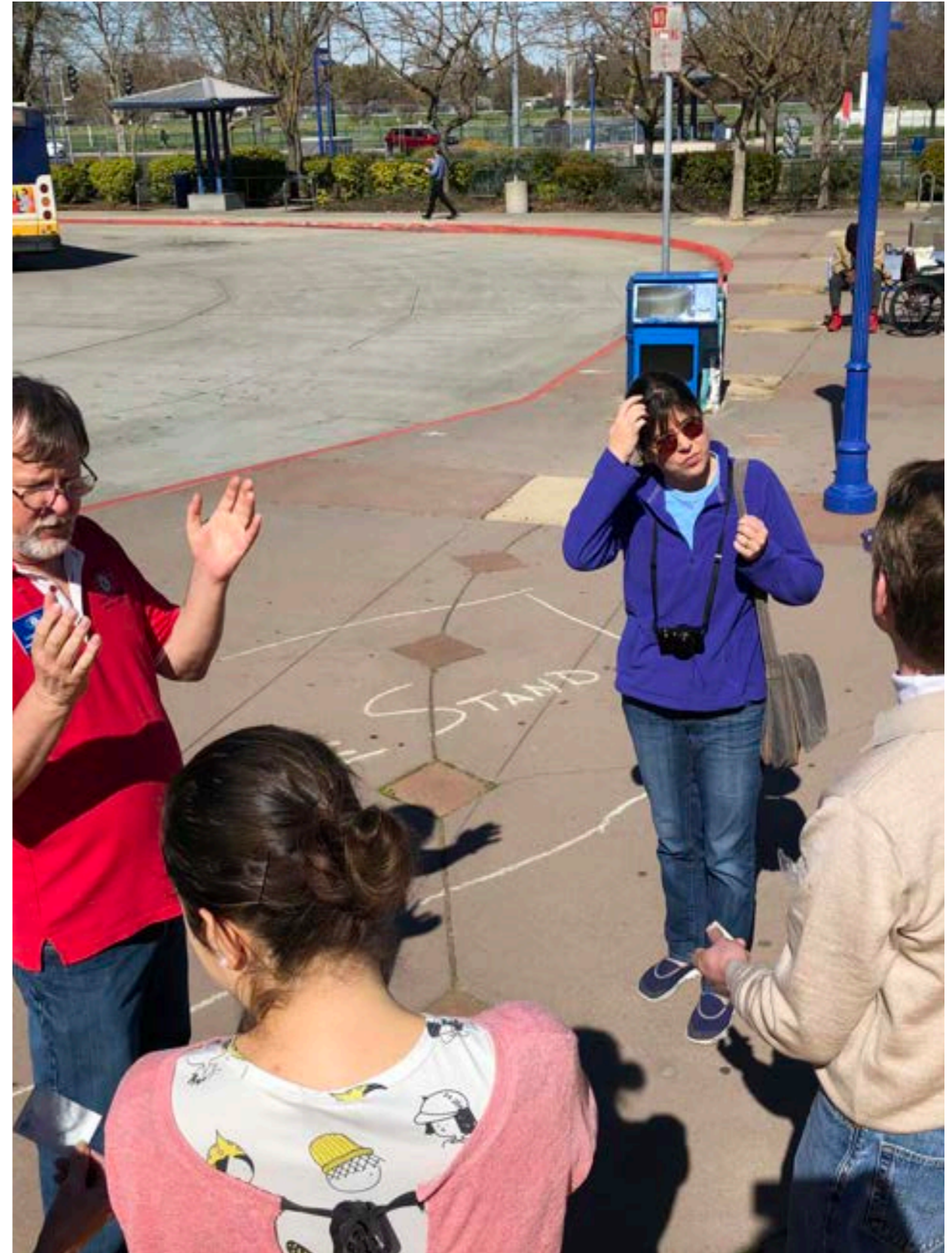
Photography and Walk-through

Date: March 16, 2019 10:30 – 11:15 am
 Subject: Taking photos of challenges and opportunities
 Location: Mather Station & Context, Rancho Cordova
 Participants: *Cheryl Gleason, Event Coordinator of Cordova Community Council (CCC)
 *Traci Canfield, SacRT representative
 *Elizabeth Sparkman, Rancho Cordova Community Development Director
 *Community members

Following the presentation, the participants were divided into three different groups. Each group was facilitated by a CPID team member and focused on a specific view and section of the area surrounding the MACC. Each group went outside in order to explore the challenges and opportunities surrounding the station within the areas they were assigned. Polaroid (small-sized) photos and colorful sidewalk chalk became the tools participants used in order to point out the critical features of the area and open up discussion. Supported by the CPID, the everyday experiences of those who live in the area emerged and shaped new conversations. Participants pointed out tangible issues such as shade and light, as well as less tangible ones such as waiting time for buses and the need for fresh fruit and vegetables in the area.

Takeaways

- * The walk-through activity brought the groups into a journey where they shared their own experiences.
- * The act of taking photos helped in visualizing the issues the group would discuss later.
- * The chalk was used to underline specific features or needs present in the surrounding.





Sergio Palleroni giving instruction about the activity



The photos taken outside were pinned onto the boards



Detail of one of the groups' boards about challenges and opportunities.

Collage 1: Challenges and Opportunities

Date: March 16, 2019 11:15 – 11:45 am
 Subject: Create a collage on Challenges & Opportunities
 Location: MACC Building, Rancho Cordova
 Participants: *Cheryl Gleason, Event Coordinator of Cordova Community Council (CCC)
 *Traci Canfield, SacRT representative
 *Elizabeth Sparkman, Rancho Cordova Community Development Director
 *Community members

Once back in the room, the groups spent time creating the collage for their specific "Challenges Collage Board." The photos taken outside were pinned on the board and complemented by Post-its with comments. Once ready, each group presented their board and takeaways to the other groups. In this way, each group was able to rethink its collage while getting inspired by new thoughts and develop the skill to discuss problems with the larger community. Leveraging this rich conversation on existing challenges, CPID's team members moved to the next activity: collecting and visualizing the community's dreams for the area.

Takeaways of Challenges/Opportunities:

- * There is a lot of waiting time between modes of transit and a lack of signage, seating places, and shelters.
- * This area is full of history and heritage; a lot of change happened in the past 20 years.
- * Art is very powerful- and the MACC is a great hub for it- but the area is missing a focal point.
- * Light is an issue; The site feels unsafe during nighttime.
- * A lot of people experiencing homelessness are in the area; they should be provided with basic services.
- * There are some landscaping issues around the fence with the heavy rail and the sandy squares in the main plaza.
- * Outlets and power are needed in the plaza.
- * Most of the intersections are dangerous and unfriendly to pedestrians.





One of the groups adding comments to the board



Writing the two wishing tags



Some of the comments where complemented by icons and placemaking cards

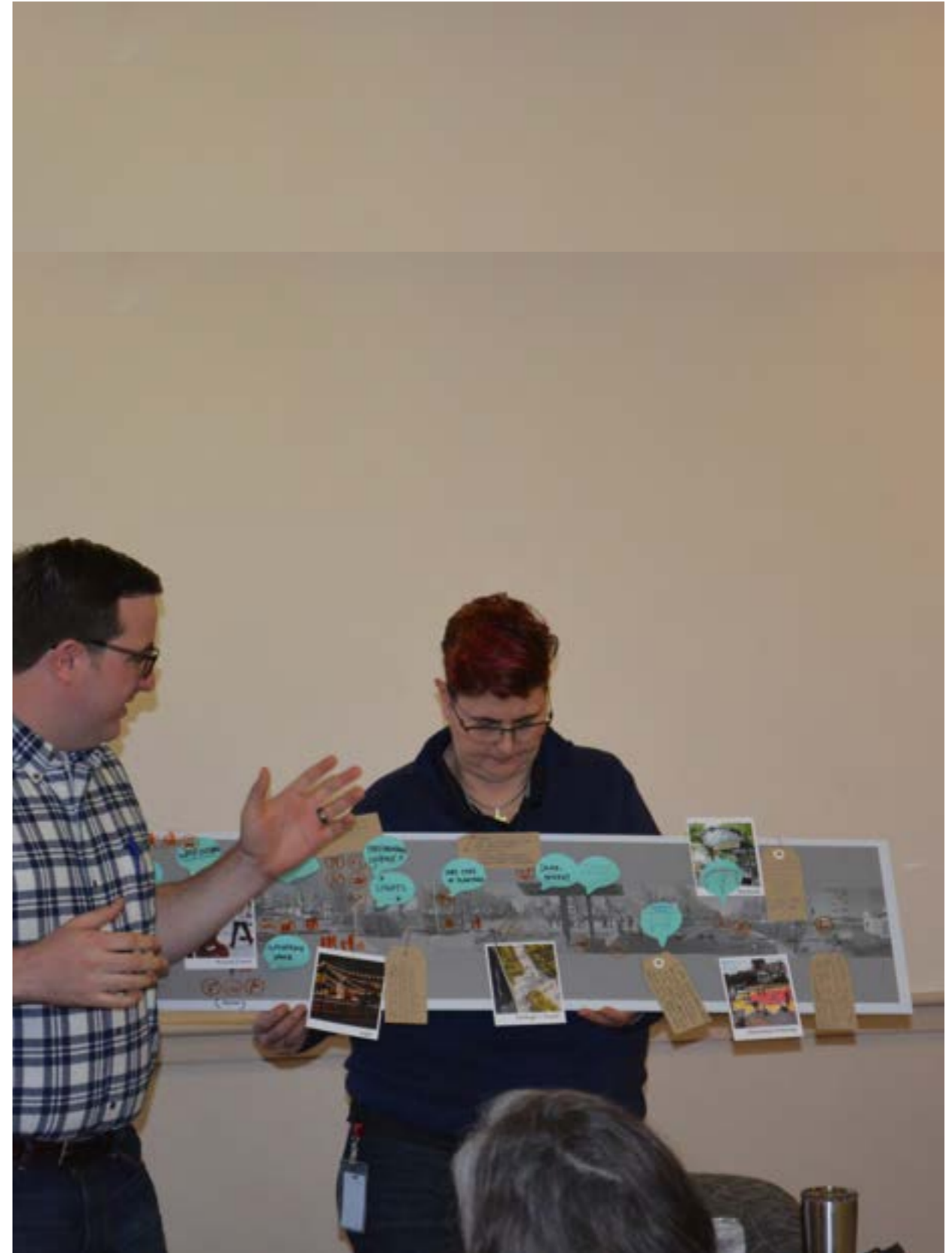
Collage 2: Dreams and Visions

Date: March 16, 2019 11:45 – 12:45 am
 Subject: Create a collage on Dreams & Visions
 Location: MACC Building, Rancho Cordova
 Participants: *Cheryl Gleason, Event Coordinator of Cordova Community Council (CCC)
 *Traci Canfield, SacRT representative
 *Elizabeth Sparkman, Rancho Cordova Community Development Director
 *Community members

The challenges identified in the previous conversations naturally led the groups to discuss potential solutions. However, a wide range of other ideas and dreams, untied from any challenge and inspired by the placemaking examples, also were raised. These visions manifested on the “Dreams Collage board” in the form of Post-it Notes for comments, icon stickers of amenities and functions, and graphic cards showing placemaking case studies. In the final step, people were asked to write their most significant wish on two tags; one tag was pinned on the board and the other one was ready to be brought outside. Each board became a unique artifact showing people’s aspirations and hopes for the area. Like the challenges, this activity also ended by having groups present their ideas, agree on common visions, and collectively discuss them.

Takeaways

- *Since the vacant Taco Bell facing the station will be torn down there is the potential to do something creative with it (painting).
- *A proposed gateway at the entrance of Rancho Cordova would have significant impact.
- *Farmers market (or a mini-stand with fruit and vegetables) and a coffee place would be very welcome in the area.
- *Signals and nice lights in the parking lot are needed.
- *Performance space for music, theatre and dance in the square in front of the MACC would be good first steps.





Participants adding the tags to the column



The column, with all the tags put in place



Detail on some of the tags and the wishes expressed by the community

Tactical Intervention

Date: March 16, 2019 12:45 – 1:00 pm
 Subject: Bring wishes
 Location: Mather Station's area, Rancho Cordova
 Participants: *Cheryl Gleason, Event Coordinator of Cordova Community Council (CCC)
 *Traci Canfield, SacRT representative
 *Elizabeth Sparkman, Rancho Cordova Community Development Director
 *Community members

After a brief closing and thank you to the community, CPID's team asked all participants to take their second "wish card" and bring it with them outside. One of the columns of the station, previously prepared by CPID's team, became the place for tying together and hosting all the tags. The objectives of this activity were multiple: to empower community through a small tactical intervention, to bring the work done inside the MACC outside to the station, to make this work visible and shared with the public, and to open up discussions about the future of the area with the larger community.

Takeaways

- * People were excited to bring these ideas outside and share on the station.
- * Some participants tied their wishes to the trees in the main square facing the MACC.
- * Some riders waiting on the platform were curious and asked about the event.
- * This activity was important for the community but also for CPID's team in understanding how to move towards the main tactical intervention that would happen in the next phase.





Two boards were left empty so that visitors could add their comments and ideas during time

Living Boards: Exhibition & Engagement

Date: March 16, 2019 1:00 – 1:30 pm
Subject: Pinning boards for future engagement
Location: MACC Building, Rancho Cordova
Participants: *Cheryl Gleason, Event Coordinator of Cordova Community Council (CCC)
*Traci Canfield, SacRT representative
*Elizabeth Sparkman, Rancho Cordova Community Development Director
*Community members

Once the event was over, CPID's team and Cheryl Gleason returned to the MACC in order to hang the six collage boards that were just created on a large wall in the event space for exhibition. The opportunity for having these board exhibited in the MACC for a longer period beyond the specific event was appreciated both by Cheryl and the participants. Through this effort, the larger public visiting the MACC in the following weeks were made aware of the work and ideas that emerged during the workshop. Moreover, in order to keep engaging the community in the activity and gain more feedback, two empty boards, with additional panoramic views, were pinned next to the other six. Left there as free canvases, the hope was that over time, following the layout of the other six, they could become living boards able to host visitors' ideas and accumulate comments and aspirations.



The 8 boards were pinned and exhibited on an interior wall of the MACC

Processing Feedback

The Dream Rancho Cordova placemaking workshop provided a wealth of information, and the CPID team worked to document it in ways that would be most helpful moving forward. By categorizing and consolidating comments and ideas regarding challenges and opportunities, underlying desires were able to emerge which were documented in diagram form with key speech bubbles and maps indicating where these concepts might be represented on the site. Aligned with the tools used at the workshop, challenges were documented in green and opportunities were documented in blue. Purple was used to explore how these concepts might manifest as placemaking actions organized into four key categories:

*Activating the Triangle - looking at how an underutilized and semi-enclosed triangular piece of the property might be programmed.

*Activating MACC's Plaza - exploring how MACC's position as an anchor on the site might be further leveraged by utilizing the plaza in front of it.

*Pre-Demolition Strategy - proposing ideas for altering existing elements on or near the site that will be demolished as a result of development or low-floor conversion at the site.

*Wayfinding and Connections - considering how the station can go from being a space that people pass through to a place that they see as a connection point to the community.

The following pages document this analysis of stakeholder feedback and the proposals that emerged as a result.



GROUP 1

LANDSCAPE/SPACE

- No focal point to complete axis across Folsom Blvd
- Crosswalk too narrow and crossing unsafe across Folsom

AMENITIES

- Improved amenities at plaza: lighting at night, water access, shade/trees, charging station
- Confusing directions for drivers and pedestrians
- Bus shelters need to be improved

SOCIAL/PROGRAM

- Vandalism is a concern with any intervention on station
- Public art needs to be repaired/replaces



GROUP 2

LANDSCAPE/SPACE

- No focal point at ends of Axis
- Heavy rail crossing is unsafe
- Improved landscaping
- Pedestrian crossing at Folsom needs to be improved for experience and safety

AMENITIES

- Some bus areas lack shelter and information for riders
- Improved lighting needed at plaza

SOCIAL/PROGRAM

- Public art is in need of repair/replacement
- Homelessness is a problem
- No sense of place or wayfinding



GROUP 3

LANDSCAPE/SPACE

- The plaza is unused
- The SW triangle in parking lot is inefficient and underused
- The intersection across Folsom is unsafe

AMENITIES

- There is a lack of covered seating and shelters
- Site is very dark and unsafe at night

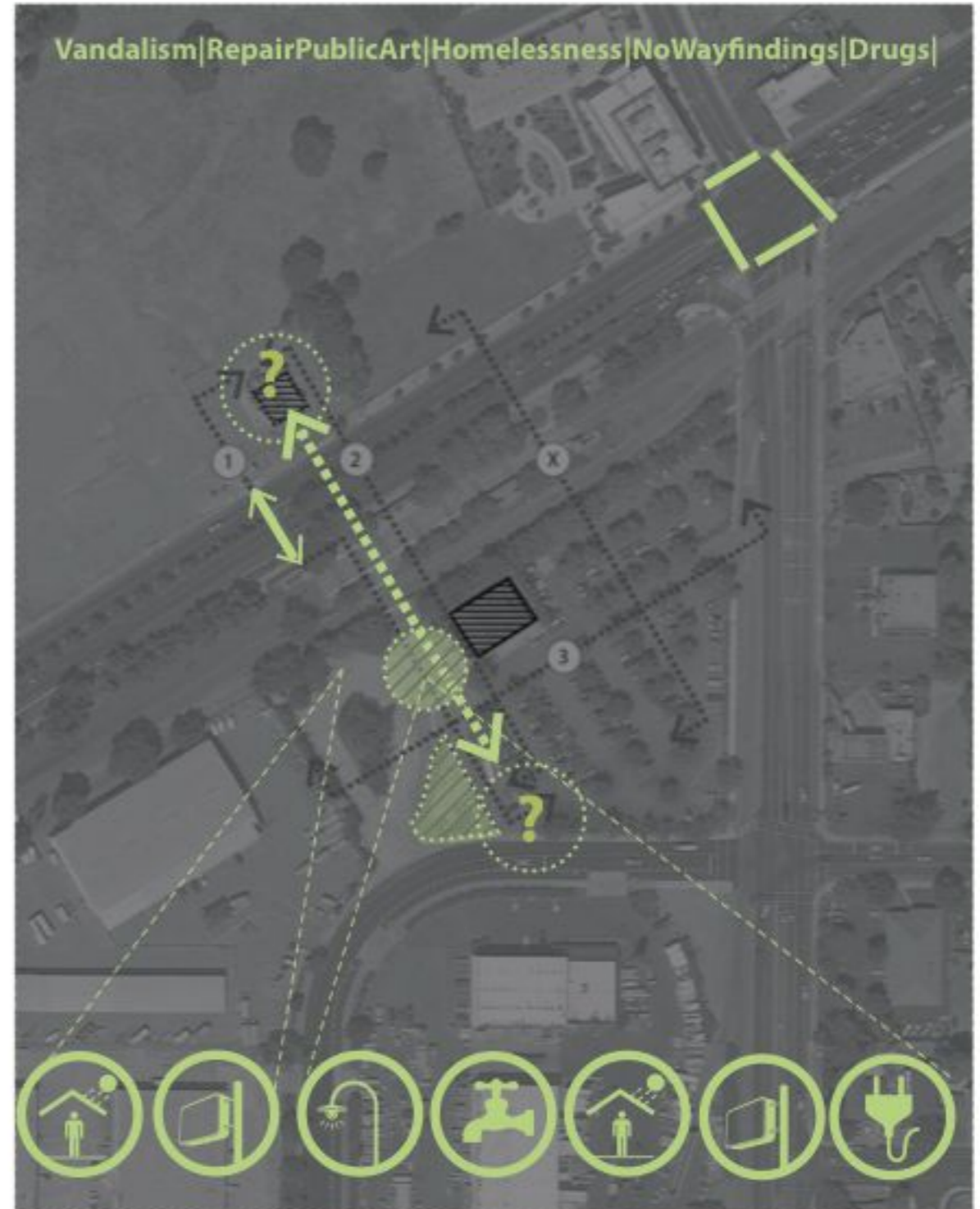
SOCIAL/PROGRAM

- Homelessness is a big issue here
- Drug usage and loitering is already an issue there
- New public art is needed



CHALLENGES AND OPPORTUNITIES

Vandalism|RepairPublicArt|Homelessness|NoWayfindings|Drugs|



GROUP 1

LANDSCAPE/SPACE

Define visual axis across Folsom with archway/gateway, sculpture, or clear focal point on both sides
 Improve pedestrian connection across Folsom (widen crossing & change paving surface)

AMENITIES

Improve utilitarian elements of station such as utility boxes, safety barriers/bollards, etc.
 Focus on plaza- improve public art, lighting for safety at night, trees for shade, and amenities (charging stations and water)

SOCIAL/PROGRAM

Space on exterior of MACC for ongoing presence/announcements
 Create area in parking lot or plaza for food and/or coffee
 Activate triangle surrounded by trees on SW of site- businesses to occupy/community amenities



GROUP 2

LANDSCAPE/SPACE

Large archway/gateway across Folsom
 Provide wayfinding

AMENITIES

A place for coffee on one's commute
 On the plaza- shade, art, information, food trucks, water
 At station with improved/cleaner seating, information kiosks, solar energy collectors

SOCIAL/PROGRAM

Provide wayfinding
 Support Musical events on the plaza
 Improved lighting for safe night time programming
 A place for performances and exhibits outside



GROUP 3

LANDSCAPE/SPACE

A walking bridge similar to the one at Coloma Rd for safe crossing for children at Folsom
 Improve signage/wayfinding
 Parking and green space across Folsom to support and connect Civic Center

AMENITIES

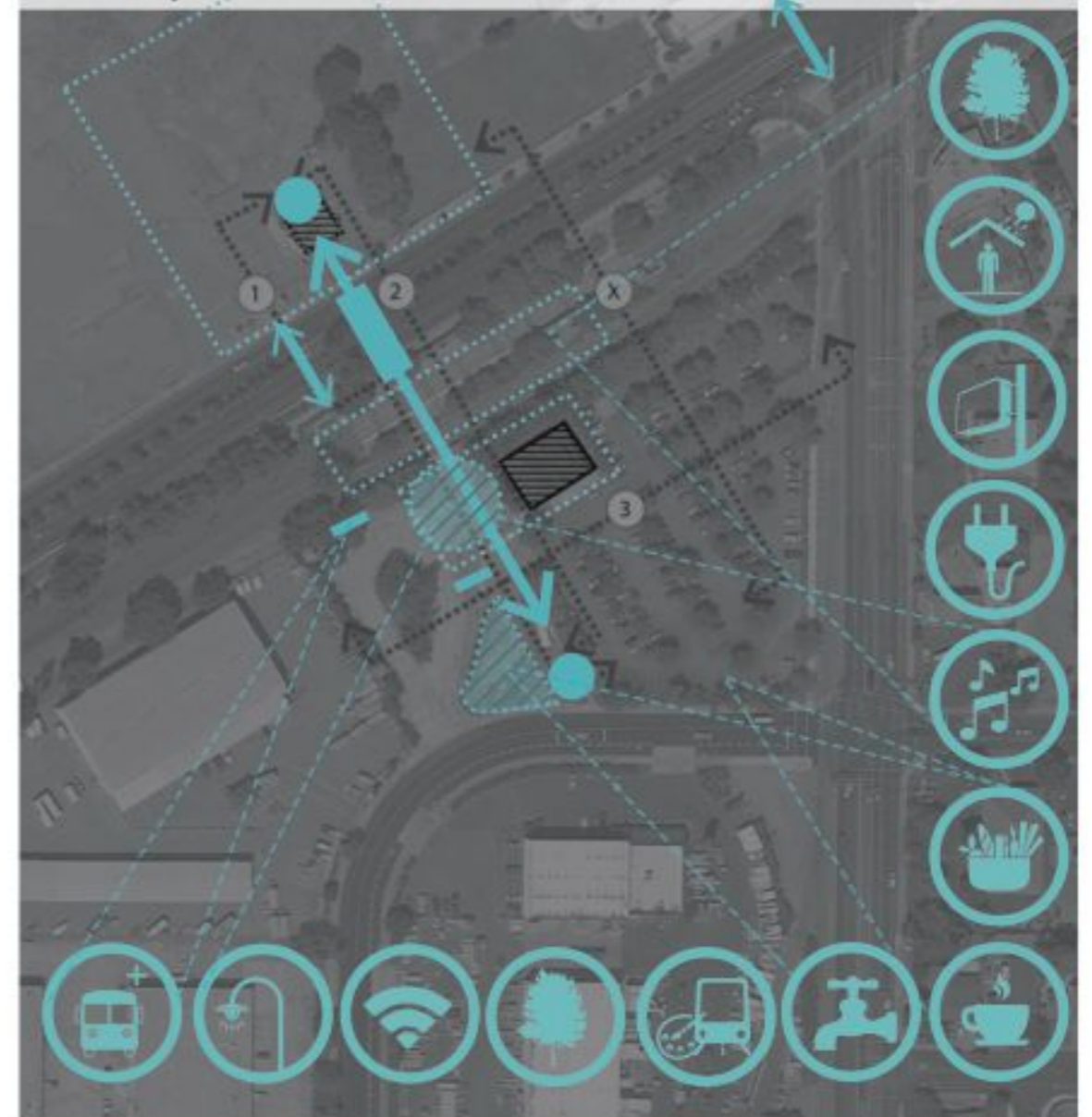
Produce stand at the plaza
 Provide amenities for homeless people like sheltered space and phone charging station
 Provide covered seating, shade trees, bike and ride lockers
 Provide public bathrooms

SOCIAL/PROGRAM

Seasonal produce stand at the station/plaza
 Allow for performances at the plaza or on MACC's porch
 Improved safety
 Provide an enhanced bus stop(s)



DREAMS AND VISIONS



GROUP 1

THE TRIANGLE

Activate the SW Triangle space through street painting + occupation of movable elements like furniture, food trucks, or market stands.

GROUP 2

THE TRIANGLE

Outdoor performance event with food trucks (possible extending lights if at night)

GROUP 3

THE TRIANGLE

Pop-up produce market

ACTIVATING THE TRIANGLE



STREET PAINTING



1.

PARKLETS



2.

FOOD CARTS



3.

MARKET STANDS



4.

URBAN FURNITURE

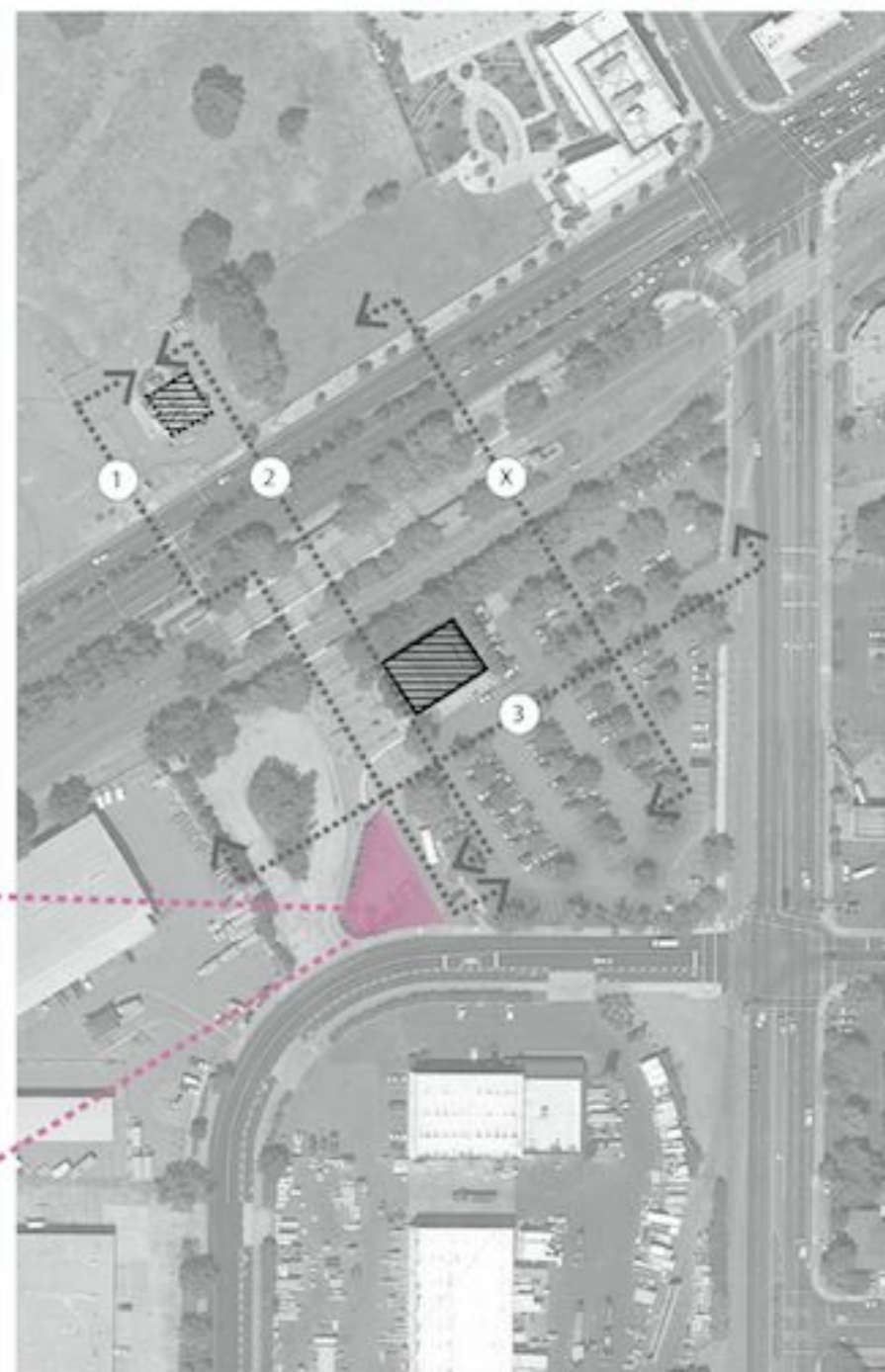


5.

LIGHTING



6.



1. DownHenge, Ecosistema Urbano (<http://ecosistemaurbano.com/portafolio/dreamhanger/>)
 2. Parklet, City of South Milwaukee (<https://smil.org/parklet/>)
 3. Portland Foodtrucks (<https://www.maineestategroup.com/blog/visiting-portland-qa/>)
 4. Manassas Farmers' Market (<http://www.packedwithcase.com/2013/05/rdc-day-trip-to-manassas-va-photos.html/>)
 5. Public Urban Furniture by Isabela Botz (<https://www.design.com/2014/10/17/>)
 6. Light Canopy, Ashton Lane (<https://www.jenlightingandevents.co.uk/services/public-space-lighting.html>)

GROUP 1

THE MACC'S PLAZA
 Activate the plaza with temporary elements, trying out different uses

GROUP 2

THE MACC'S PLAZA
 Outdoor performance event with food trucks (possible interesting lights if at night)

GROUP 3

THE MACC'S PLAZA
 Pop-up produce market
 Musical event in plaza

ACTIVATING MACC'S PLAZA



STAGE/PERFORMANCES



1.

PLAZA PAINTING



2.

MARKET STANDS



3.

URBAN FURNITURE



4.

LANDSCAPING

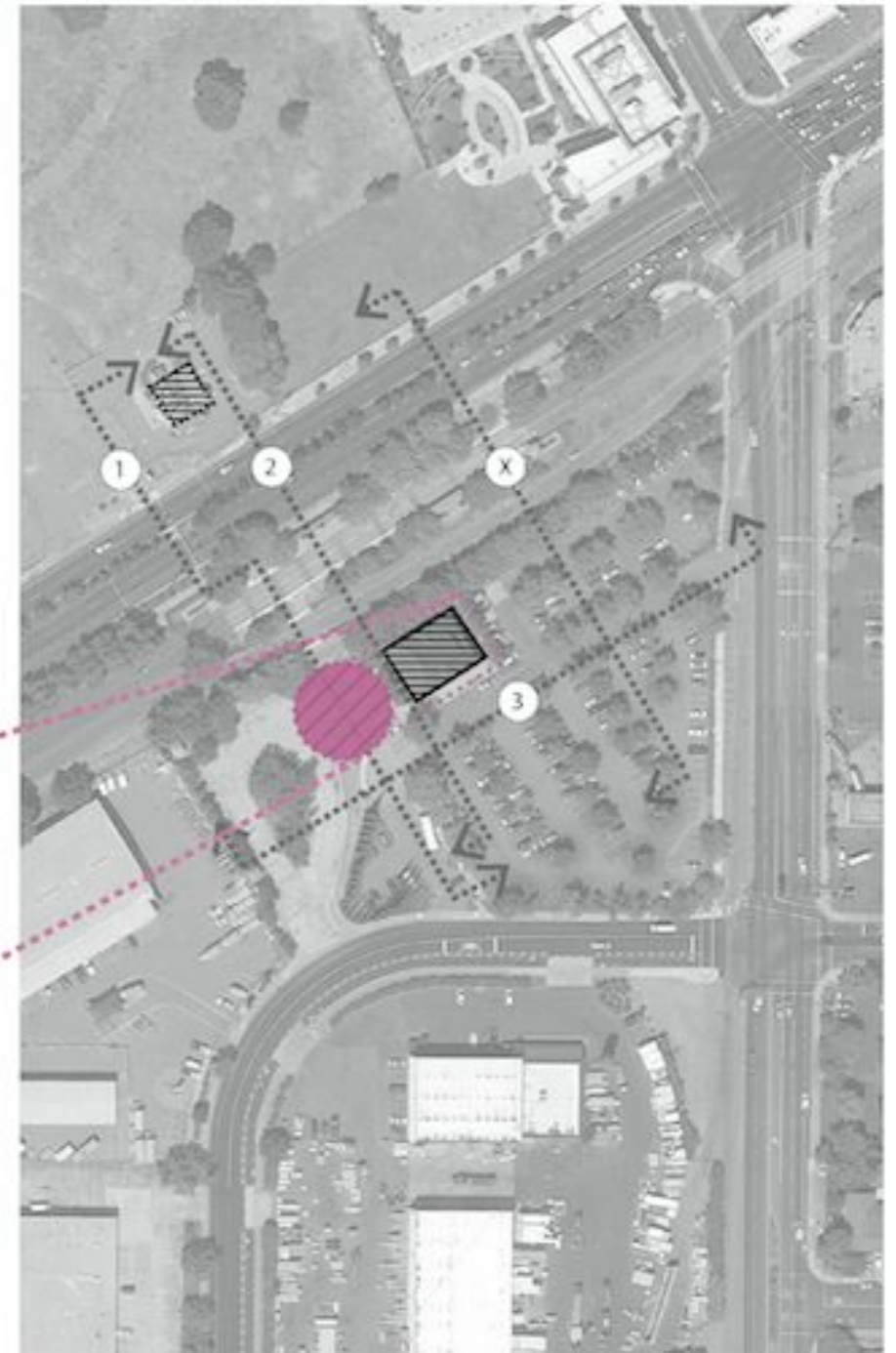
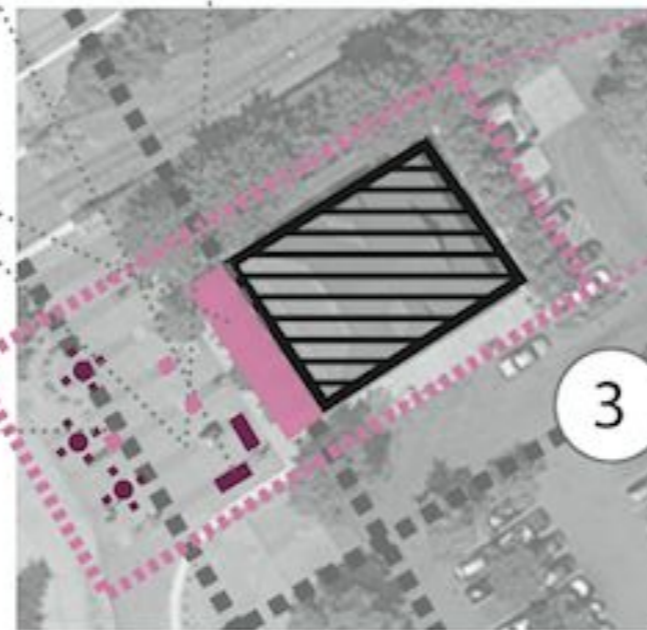


5.

LIGHTING



6.



1. Dance at Julianne and George Argonis Plaza, Costa Mesa (<https://www.ziffa.org/Plan-Your-Visit/Campus/Arts-Plaza.aspx>)
2. DreamHamas, Ecosistema Urbano (<http://ecosistemaurbano.com/portofollodreamhama/>)
3. Manassas Farmers' Market (<http://www.packedwithlocal.com/2015/05/16/day-trip-to-manassas-argonis.html>)
4. Colorful Chairs in Harvard Yard (<http://www.bostonglobe.com/news/2012/04/23/harvard-yard-transformed-colored-chairs/vE4t3u8tC5u0pXgjuANr/story.html>)
5. Tactical Intervention in Norfolk, VA (<http://www.street-plans.com/100-resilient-cities-tactical-resilience/>)
6. Light Canopy, Ashton Lane (<http://www.artoflightingandevents.co.uk/services/public-space-lighting.html>)

GROUP 1

DEMOLITION

Take over what will be torn down by covering exterior of Taco Bell with captivating image (bright color/graphic/element) that connects to station and plaza

GROUP 3

DEMOLITION

Take over and paint the Taco Bell

TACO BELL



1.



2.



3.



4.

MINI-HIGHS



5.



6.

SHELTERS



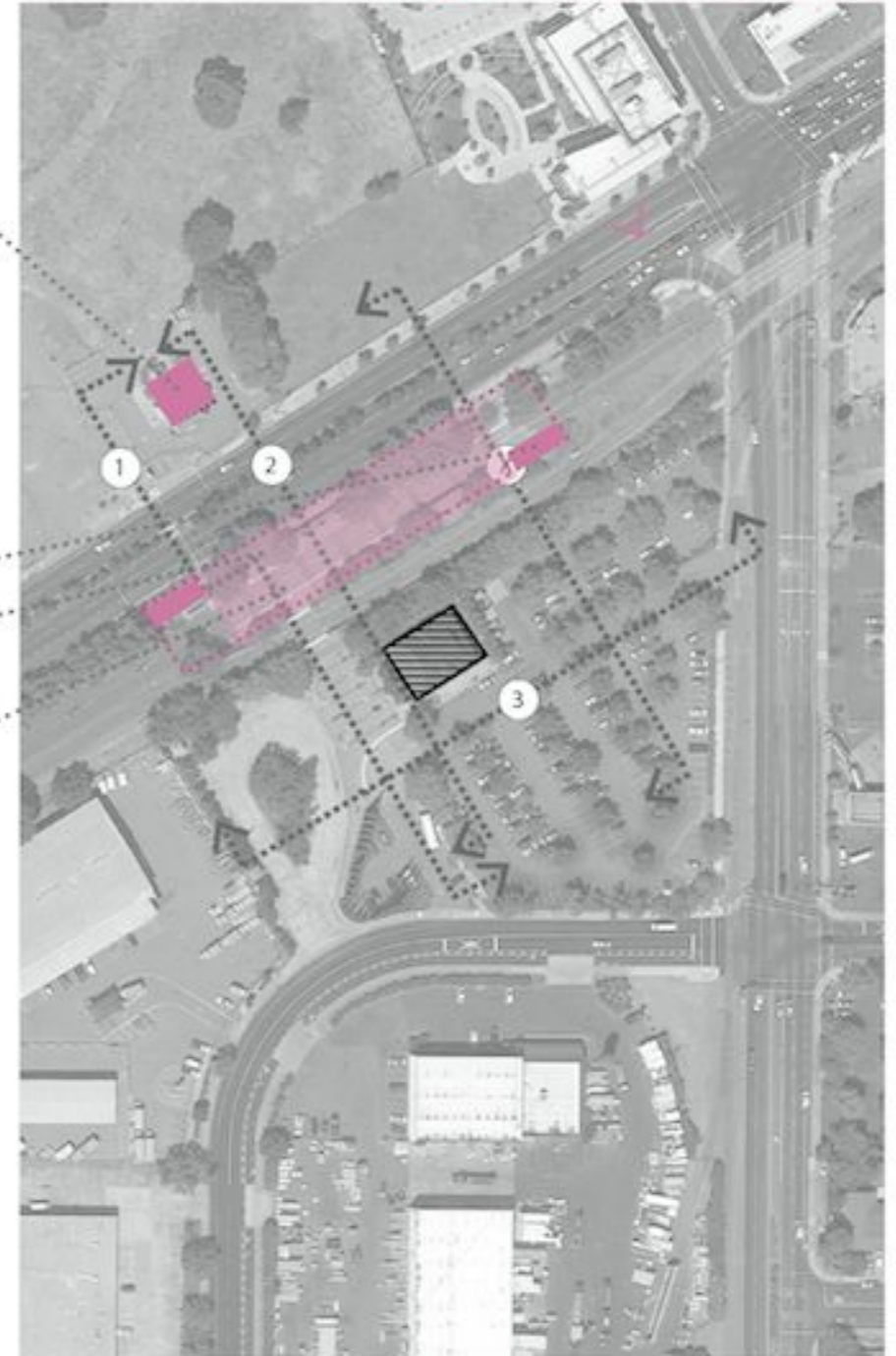
7.

PLATFORM



8.

PRE-DEMOLITION STRATEGY



1. Pink House, Los Angeles (<https://www.fermivogue.com/story/millennial-pink-houses-in-los-angeles/>)
2. The Heidelberg Project, Detroit (<https://www.heidelberg.org/>)
3. Fire Break Houses, Detroit Collaborative (<https://www.dcdc-udm.org/projects/catalysts/firebreak/>)
4. "Before I die", Candy Chang (<http://candychang.com/work/before-i-die-in-nola/>)
5. Light Canopy, Ashton Lane (<https://www.amlightingandevents.co.uk/services/public-space-lighting.html>)
6. Chain Fence Art by ArcWork, Peabody, MA (<http://arcworkart.org/event/community-art-projects/>)
7. "Cloud" by Laura Hobbed, Angle Lake Link light rail station in Seattle (<https://www.mwprogressive.org/microblog/2015/09/trains-at-the-new-angle-lake-station/>)
8. Abandoned Gas Station transformed into an Art Work, by street artist Maseo, Limerick City, Ireland (<https://technobots.com/blog/2014/01/16/abandoned-gas-station-street-art/>)

GROUP 1

WAYFINDINGS/CONNECTIONS

- Create wayfinding elements/paths on the ground to break off into different areas to define bus space, train station, MALL, plaza, etc.

CROSSING PAINTING



1.

WAYFINDINGS SINAGE



4.

GROUP 2

WAYFINDINGS/CONNECTIONS

- Street intersection painting
- Painted crosswalk across Fobom
- Wayfinding elements added to the site

WAYFINDINGS PAINTING



2.



5.

GROUP 3

WAYFINDINGS/CONNECTIONS

- Street painting
- Crosswalk painting
- Create a parklet at Fobom



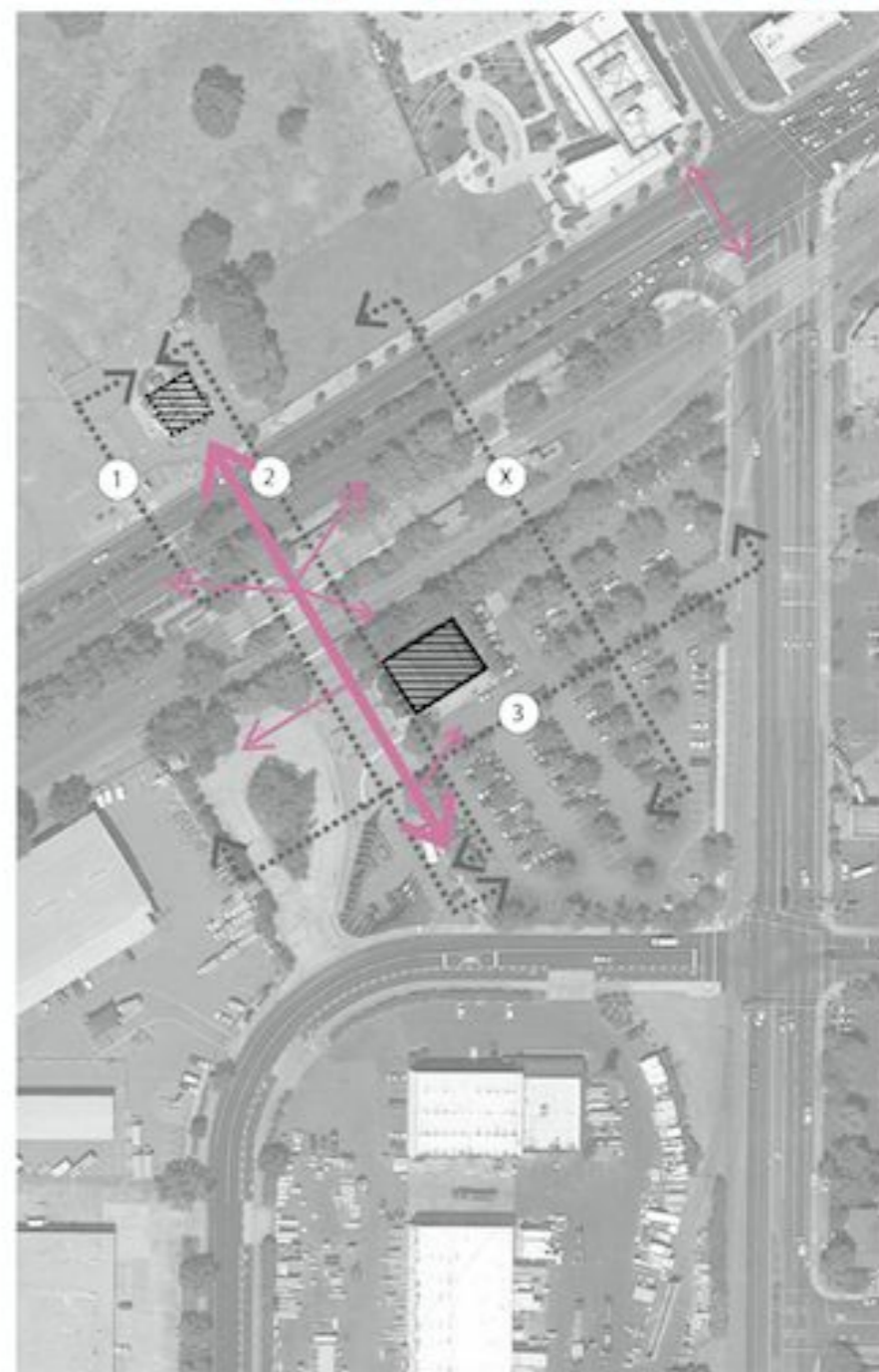
3.

LIGHTING



6.

WAYFINDINGS & CONNECTIONS



1. Rainbow crossing in New Zealand (<https://www.radsonz.co.nz/news/national/366249/pride-in-new-rainbow-crossing-on-wellington-s-cuba-street/>)
 2. Welcoming painting in Las Palmas, Spain (<https://www.basewayfinding.com/urban-navigation-design/>)
 3. The cycle path, Andrew Lang (<http://www.parkedsouthwest.com/2015/05/14c-day-trip-to-mountain-virginia.html>)
 4. Wayfinding in Beacon Park, Irvine, CA (<https://nambdesign.com/portfolio/beacon-park-irvine-ca/>)
 5. Wayfinding signage in North Carolina's capital, Raleigh (<https://popaparty.net/diy-wayfinding-helps-growing-community-amen/>)
 6. Light Canopy, Ashken Lane (<https://www.ashlightingandevents.co.uk/services/public-space-lighting.html>)

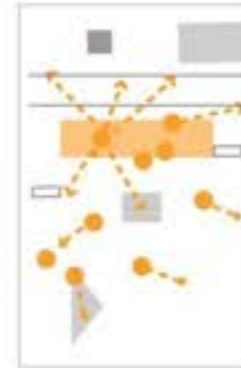
TACTICAL INTERVENTION: STRATEGIES, ACTIVITIES AND DESIRABLE OUTCOMES



Outcomes & Recommendations

Key outcomes from the workshop suggest that placemaking activities would benefit from addressing opportunities for improved wayfinding, site lighting, musical/theatrical performances, on site food, and increased public art installations. Based on these takeaways, the CPID recommended implementing tactical action in the forms of community-made wayfinding signage and lights, hosting an event/performance that would include food, and incorporating the artist community in temporary public art. Following conversations with stakeholders based on these recommendations, the final proposal became a temporary wayfinding installation on the station grounds along with a musical performance and event that would host food trucks. The images that follow document the implementation of this proposal and are followed by recommendations for next steps at the station. For greatest impact, it is important to stage these projects regularly to create a productive feedback loop and build a coalition of active community participants.

STRATEGY 1: WAYFINDINGS AND LIGHT POLES



From the workshop it emerged the need for wayfinding (for better orientation) and for lighting at night (for safety). Part of the tactical action aims to install and disseminate different signages (that could also potentially work as lanterns) on and around the station. The key directions and destinations will be identified by CPID and enriched by the conversation with the community members.

WAYFINDINGS
for a better and efficient orientation
Walk (your city) project, Raleigh, NC (USA)



CUSTOMIZED LANTERNS
to improve public space
Smart Everyday Nighttime Design, Columbia
Geoff Schwemmlinger



STRATEGY 2: EVENTS AND PERFORMANCES



Part of the tactical action will focus on activating the triangular space (identified by the community) and the plaza in front of MACC. For the triangle, food carts or a small market stand could be brought on site and complemented by tables and chairs. For the plaza, the goal is to work in collaboration with MACC in order to have performances happening. Through these events, CPID aims to gather more feedbacks from the community about hopes, wishes, and places.

PERFORMANCES AND FOOD
to activate the triangle space+MACC's plaza
Dance at J & G. Agryros Plaza, Costa Mesa (USA)
Montross Farmers' Market, Virginia (USA)



COMMUNITY ENGAGEMENT
for future collaborations and outcomes
WITH Sacramento, California (USA) CPID



STRATEGY 3: LOCAL ARTISTS COMPETITION



The wishes and hopes recollected during the community workshop and the tactical intervention days will be documented by CPID. In partnership with SacRT and MACC, the goal would be to set up a competition for local artists in Racha and will support new visions for the station. Indeed, artists will propose innovative solutions for the station rehabilitation by integrating the community information gathered (e.g. artistic files with wishes in the new platform).

LOCAL ARTISTS COMPETITION
to contribute to the station upgrading the Art Corridor
through potential art interventions such as shading devices, paintings, engraved tiles etc.



Examples:
GROUND SURFACES
Engraved tiles,
Pioneer Square,
Portland

PAINTING
Local Artist
Competition "Bleeding
Heart Design"
Detroit Collaborative

SHADING
"Cloud" by Lorne
Medford, Angle Lake
Link light rail station in
Seattle

VARIABLES ON SITE ALONG TIME:

Station- Platform
 Station- Mini-highs
 New Trains
 Taco Bell
 Civic Center

Today 2 Years 5 Years 10 Years

INITIAL GOALS:

- 1- Identify challenges and opportunities for the **station rehabilitating intervention (8" platform rise and demolition of mini-highs)**
- 2- **Envision future scenarios for the station** within the larger context and future development (-potential shifting on the station to align crossing with main axis)
- 3- **Enhance the (physical and programmatic) connection of the station** with its surrounding and the community
- 4- Support SacRT in **community outreach and engagement** while empowering the community itself
- 5- Consider Art as key component in the **envisioning and creation of the Art Corridor**

STRATEGY AND COMMUNITY ENGAGEMENT:

1. COLLECTING INFO+SITE ANALYSIS



2. COMMUNITY WORKSHOP

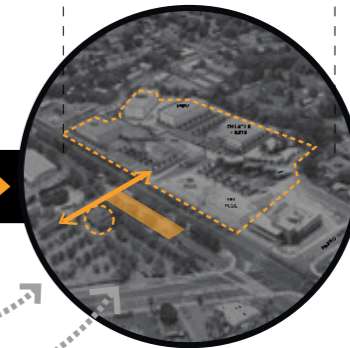


3. TACTICAL INTERVENTION

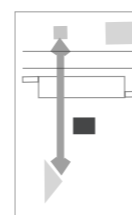


Test more IDEAS & EVENTS!

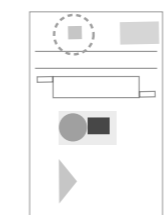
4. FUTURE VISION(S)



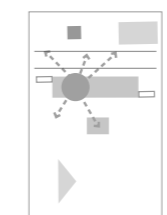
AXIS_STRENGTHEN THE CONNECTION (PHYSICALLY)



SCATTERED SPACES_ ACTIVATE SPACES FOR MACC'S EVENTS/ACTIV



STATION_ THE CORE OF THE AREA & COMMUNITY (PROGRAMMATICALLY)

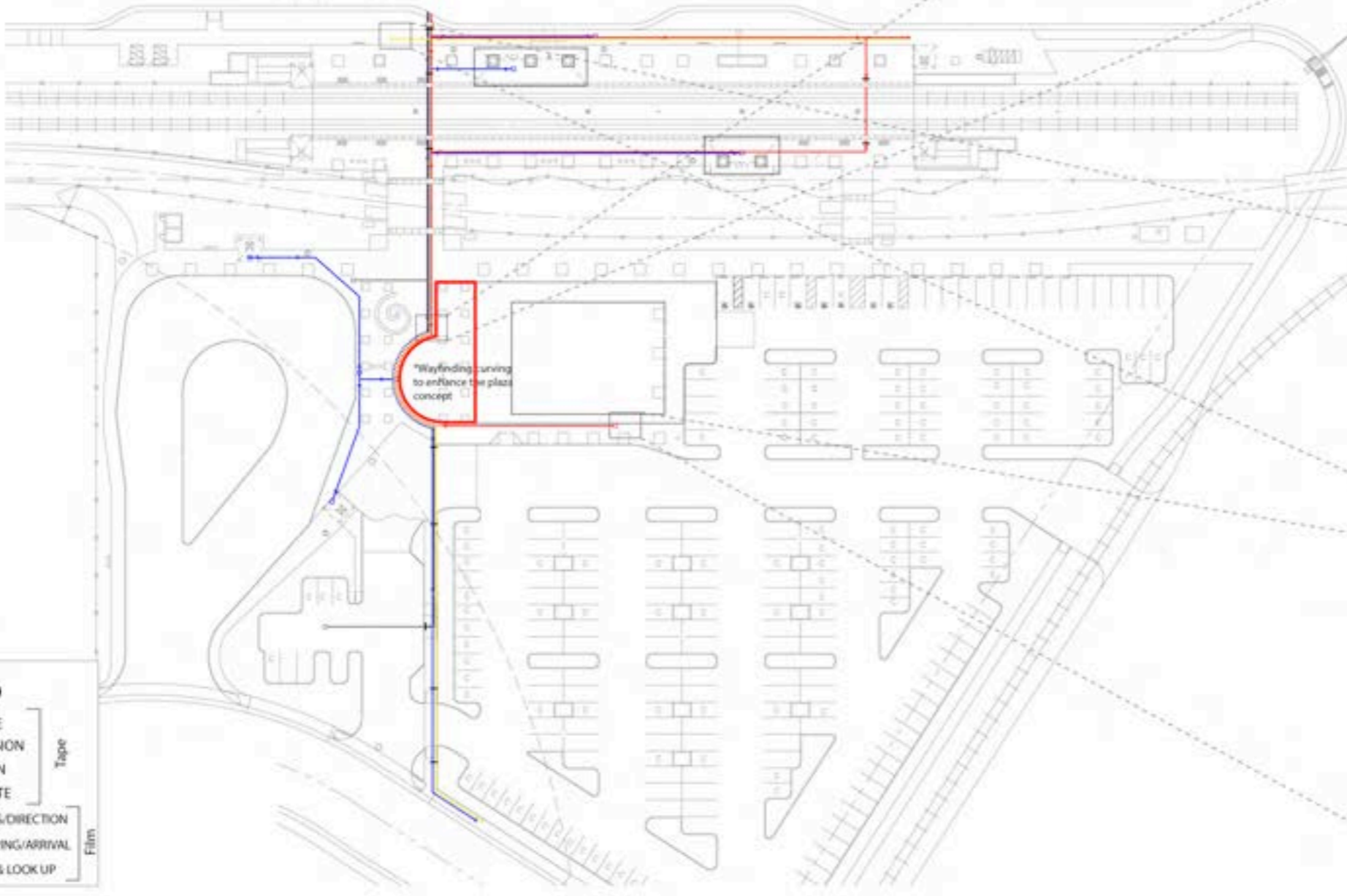




GROUND WAYFINDING DESIGN FOR MATHER STATION (with Colored Tape and Adhesive Plastic Film)



*Vertical strip+ arrow (10 feet)



- LEGEND**
- MOVE
 - ENVISION
 - LEARN
 - CREATE
- Tape
- GOING/DIRECTION
 - STOPPING/ARRIVAL
 - STOP & LOOK UP
- Film



Regional Transit

next stop: EFFORTLESS



TRAINS, BUS 75 &
AMERICAN RIVER BIKE TRAIL

FUTURE CIVIC CENTER









NEXT STEPS!

X ... and many more other events!

Following weekends & months

The great success of these past events make us believe that MACC, Mather's train station, and its community, have the potential to host more and more events in future. Different themes, related to community life such as sport, food and cinema could be decided through community engagement and by directly asking people what they would like to see happening. Testing these programs will help SacRT and the Rancho Cordova community to transition toward more permanent interventions, in alignment with the future visions for the area (e.g. Civic Center), and strengthen the collective identity of the neighborhood. Here are some suggestions based on the results of the community workshops:

1°Event

1. CaféMather



*Creamhamar, Norway-EcosUrb
Image credit: Ecosistema Urbano*

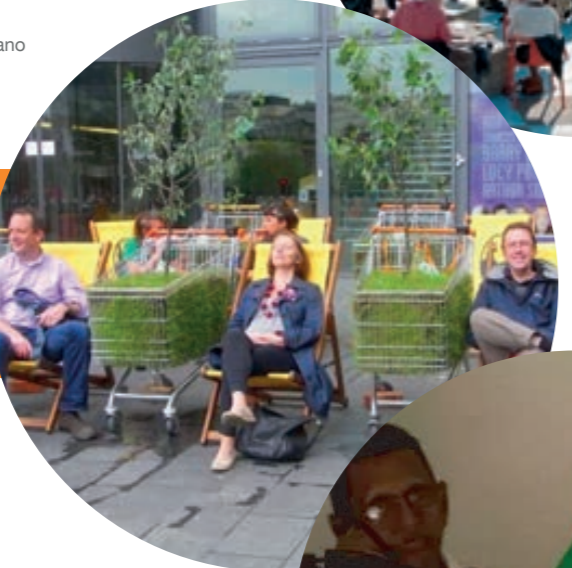


2°Event

2. greenMather



*Mobile Forest, Dundry View, UK
Image credit: www.urbandgardensweb.com*



3°Event

3. lightMather



*Smart Everyday, Colombia, by Leni Schwendinger
Image credit: www.lenischwendinger.com*



4°Event

4. paintMather



*PaintHamar Norway, EcosUrb
Image credit: EcosUrb*



5°Event

5. paintMather



*Light Canopy, Ashton Lane
Image credit: www.arroli-ghtingandevents.co.uk*



6°Event

6. moveMather



*Biking barrier, Atlanta, GA
Image credit: Tactical Urbanist's Guide, Vol I*



7°Event

7. foodMather



*Framers Market BARN, Sacramento
Image credit: www.sacramento.downtowngrid.com*



HOW? Pre and Post Event

- 1 Think who will be involved in the event**

As initial step, take some time to think who will be or would like to be part of the event and if there is a local community organization already active in the area. It is always important to ask “who is the community” and “what does the event ask and bring”. At Mather, MACC is already a key hub for community programs and events- reach out to them first and see what they are already doing and if/how they could support you.
- 2 Gather collective needs, dreams and ideas**

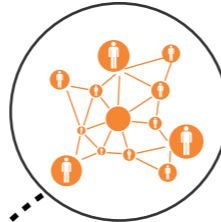
If a community organization is already in place, that may give you the advantage to better understand and work with the community. Indeed, none better than the community itself may know which the needs and hope for the area are. Workshops, Charrettes or other events could be great opportunities to engage people and brainstorm about ideas and future potential interventions. Do not be worried to find the best event, testing it is the best way to check if it works!
- 3 Reach out to people and advertise the event**

Once the event/activity has been identified, think which would be the best way to reach out to the larger community and advertise the event. Indeed, not everyone in the area may be aware of the event happening and people from outside may want to join too. The workshops run in the previous phases may also gather information from people around the best way they prefer to be advertised about a future event.
- 4 Choose and Set up the site**

The area for the event could be huge or really limited depending on the type of the event, number of participants, and other factors. In Mather, MACC is already a great hub for events but also its surrounding has great potential: from the parking lot to the triangular shaded area, from the plaza to the station itself, there are many appealing nooks that could host small and big events - just look around you and imagine!
- 5 Community Event is happening!**

The day of the event, the organization and the planning you did ahead together with the local organization and the larger community would be very helpful. However, many of the people may be new to this type of event and everything may be tested for the first time. Be flexible to changes and rearrangements while knowing that you are not there alone. People will enjoy the event anyway!
- 6 Monitor and Evaluate**

During the event, evaluating how people are using and enjoying the space will be key. Where are people accessing the area from? Where are they gathering? What are they enjoying the most? What did not work? These questions will help you better plan the next event and better engage the community in the future.



The Alley Project
Detroit Collaborative
Detroit
Image credit:
www.dcdc-udm.org



Adventure Playground
Maple Elementary School
Sacramento
Image credit: www.sacbee.com

In order to inform
the next events

START NOW!