



# River District

## City Selects Cooper Robertson to Update River District Specific Plan

The City of Sacramento has selected [Cooper Robertson](#) to lead the River District Specific Plan update, to include an update of the River District Finance Plan and Environmental Impact Report. The current specific plan, adopted in 2011, was meant to catalyze development and included a comprehensive circulation diagram and a Finance Plan that intended to incentivize new development and pay for infrastructure improvements (including a reconfigured circulation system). However, development activity was much lower than anticipated since its adoption, leading to lower fee collection for necessary infrastructure improvements. The update should evaluate the goals, policies, actions, and diagrams to reflect an updated vision as well as consider how to realistically finance infrastructure improvements needed for anticipated development. The update should also consider strategies to balance the provision of social service agencies concentrated in the area with strategies to revitalize the River District for other uses.

The vision for the River District is that of an eclectic mix of uses that will evolve from a primarily light-industrial, low-intensity commercial district, to a series of distinctive walkable neighborhoods contiguous to the American River at the northern gateway into the Central City. As a precursor to the update of the River District Specific Plan, the city supported the River District's own Strategic Plan and Vision initiative, which was coordinated by [Atlas Lab](#) with assistance from Cooper Robertson.

The River District is thrilled that the city has decided to work with Cooper Robertson on the Specific Plan update since the firm has already been involved with our efforts over the past year. We look forward to the continued involvement of the River District and its stakeholders in the process.

## UPCOMING MEETINGS

*Place Enhancement Working Group*  
Tuesday, April 2  
Virtual - via Zoom

*River District Board Meeting*  
Wednesday, April 10,  
3:30 p.m.  
MOSAC  
400 Jibboom St.

*Place Management (Clean & Safe) Meeting*  
Thursday, April 11,  
9:00 a.m.  
River District Office,  
610 Bercut Dr. Ste. B

RSVP to  
[info@riverdistrict.net](mailto:info@riverdistrict.net)

River District Private  
Security Number  
**(916) 779-5363**



River District board members and stakeholders met with staff from the City of Sacramento as well as consultants from Atlas Lab and Cooper Robertson for a site visit on March 22, 2023.

## Ballots to Renew River District Out Now

The City of Sacramento has mailed out official ballots to all assessed property owners in the proposed 2025-2034 River District PBID (Property and Business Improvement District.) The election was triggered after the threshold for petitions in support of the renewal of the district was surpassed last month.

The City Council will hold a public hearing at its regular meeting on April 2, 2024 and will introduce the ordinance. A week later, on April 9, 2024, the ballot results will be announced and the City Council will adopt the Resolution of Formation, providing that the majority of ballots returned are in favor of the renewal. The ordinance would then become active after a thirty-day challenge period. The new district would begin on January 1, 2025.

If you are a property owner who has not yet received a ballot, please contact us immediately to let us know so we can ensure that you receive the ballot in time to return. If you have returned your ballot, we kindly ask you to indicate your support of the district by contacting executive director Devin Strecker at [devin@riverdistrict.net](mailto:devin@riverdistrict.net) as we are tracking the ballot returns.

**CITY OF SACRAMENTO  
THE RIVER DISTRICT PROPERTY AND BUSINESS IMPROVEMENT DISTRICT  
ASSESSMENT BALLOT**

District No. 2024-02

This ballot is for the use of the property owner of the parcel or parcels identified below by Assessor Parcel Number (APN). The parcel or parcels are located within the proposed renewed River District Property and Business Improvement District (PBID) in the City of Sacramento.

This ballot may be used to express either support for, or opposition to, the proposed renewed assessment and the PBID. The assessment rate is described in the Notice included in this mailing and in the Engineer's Report found on pages 12 through 30 of the Management District Plan. To be counted, this ballot must be completed and signed below by an owner of the identified parcel or, if the owner is not an individual, by an authorized representative of the owner. The ballot must then be returned by mail or in person to the City Clerk at 915 I Street, 5th Floor, Sacramento, CA 95814.

**Delivery by Mail:** Seal the ballot in the postage paid envelope provided and place in the mail so that it is received no later than the close of the public hearing on April 2nd scheduled to begin at 5pm.

**Personal Delivery:** Seal the ballot in the envelope provided. Then deliver the sealed envelope to the City Clerk at 915 I Street, Sacramento, CA 95814 on or before April 2nd or to the City Clerk by the close of the public hearing to be held at 5pm on April 2nd in the City Council Chambers, 915 I Street, 1st Floor, Sacramento, CA 95814.

The City Council will not impose the assessment if the ballots submitted in opposition to the assessment exceed those submitted in favor of it. Each ballot is weighted according to the proportional financial obligation of the affected property.

**THIS BALLOT MUST BE RECEIVED BY THE CITY CLERK BEFORE THE CLOSE OF THE PUBLIC HEARING SCHEDULED TO BEGIN ON APRIL 2ND AT 5PM TO BE COUNTED.**

To cast this ballot, return either this entire page or the portion below this line.

**RIVER DISTRICT PBID ASSESSMENT BALLOT**

Please mark in the box below to cast your vote. Don't forget to sign and date your ballot!

- YES, I approve of the proposed assessment on the parcel(s) identified in this ballot.
- NO, I do not approve of the proposed assessment on the parcel(s) identified in this ballot.

Property Ownership ID: **1,124** Total PBID Assessment Amount (Votes Cast): **\$40.72**

Assessor Parcel Number(s) **002-0074-003-0000** Owner of Record **CITY OF SACRAMENTO** Site Address **12TH ST** Assessment Per Parcel **\$40.72**

The undersigned swears under penalty of perjury that the undersigned is the record owner of the parcel identified above or is the authorized representative of the record owner.

**X** \_\_\_\_\_  
OWNER OR REPRESENTATIVE NAME (PRINTED)

**X** \_\_\_\_\_ / **2024**  
OWNER OR REPRESENTATIVE SIGNATURE DATE

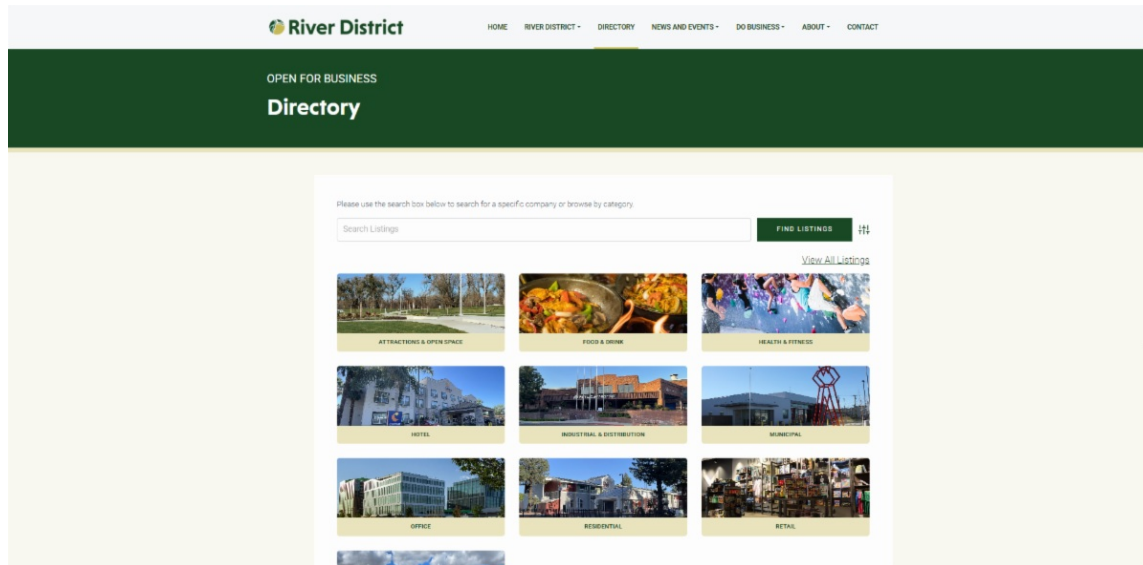
Note: Property owners with multiple parcels may have additional pages attached - please leave attached and sign all appropriate pages.

*Ballots to renew the River District PBID must be returned in a sealed envelope to the City Clerk before the close of the public hearing, scheduled for 5pm on Tuesday, April 2.*

## Update Your Info on our New Website

In early 2024, the River District launched its brand new website, [riverdistrict.net](http://riverdistrict.net). The website has been completely overhauled with new features including a blog and calendar, business director, and a virtual tour (launching soon).

All businesses in the District now have their own listing page within our directory, and you may provide photos and details by submitting them to [info@riverdistrict.net](mailto:info@riverdistrict.net). You can also submit events for our calendar, or ideas for the blog. Check out the website today and let us know what else you would like to see!



## Kaiser Moves Forward with Railyards Hospital Plans



*A rendering of Kaiser Permanente's proposed Railyards hospital, prepared by the SmithGroup, was included in the plans submitted with the city planning division earlier this month.*

Plans have been filed by Kaiser Permanente on their new \$1.48 billion medical center to be built at 105 Bercut Drive in the Railyards. The eight-story, 312-bed hospital would include 657,000 square feet of space, plus an additional five-story support building. North of the hospital, Kaiser plans to construct a seven-story parking structure with 1,500 spaces. The project will now go before the city's Planning and Design Commission, and Kaiser hopes to be able to break ground before the end of the year.

## Business Broadband Survey: Please Take a Moment to Participate

Valley Vision, a civic leadership organization serving the Sacramento region, has received a grant from the U.S. Economic Development Administration to research the availability

and quality of broadband and Internet service for local businesses and their digital needs. This analysis will be used to develop a Regional Business Broadband Master Plan to identify strategies, tools, and solutions.

For this analysis, Valley Vision is surveying businesses of all types in the four-county region. The online survey takes just a few minutes and offers an important opportunity to provide input on your existing broadband and Internet conditions and needs. It can be completed on any computer, laptop, smart phone, or device connected to the Internet. If you have questions or would like to provide further input beyond the survey, please contact Navreet Hundal at Valley Vision, [navreet.hundal@valleyvision.org](mailto:navreet.hundal@valleyvision.org), Office (916) 325-1630, Cell (209) 534-1731.

The survey can be accessed at <https://www.surveymonkey.com/r/BusinessInternetSurvey-RiverDistrict>.

## Homelessness, Drug Addiction and Theft Reduction Act

Californians for Safer Communities is the official coalition leading the Homelessness, Drug Addiction, and Theft Reduction Act (Initiative 23-0017A1). The bi-partisan measure aims to provide common sense, targeted reforms to Proposition 47 that legislative proposals alone are unable to deliver.

Whether its rampant retail theft causing neighborhood store closures and higher prices for working families, or the growing epidemic of fentanyl overdoses, Californians can't afford half-measures to address these pressing issues.

Passed in 2014, Prop 47 achieved notable success in making California's criminal justice system more equitable. However, it led to unintended consequences over the past decade - repeat and often organized retail theft, inner-city store closings, and difficulty convincing people to seek drug and mental health treatment - that can only be corrected by voters at the ballot box with modest amendments to Prop 47.

**How can you help?** Organizers are currently collecting signatures to qualify for the 2024 November General Election. They are also raising funds for the campaign. For more information, visit <https://casafecommunities.com>.

## West Coast Urban District Forum

The River District was represented at the West Coast Urban District Forum in San Diego last month, an annual conference of the [California Downtown Association](#) in partnership with the [International Downtown Association](#). Sacramento County District Attorney Thein Ho, pictured at right, joined Summer Stephan, District Attorney of San Diego County and Kevin Barton, District Attorney of Washington County, Oregon, for a panel discussion focusing on key policy areas impacting downtown and businesses. Topics of conversation included the Grants Pass v. Johnson Supreme Court Case, changes to theft laws in California, enforcement of homelessness, drug and substance abuse enforcement and the impacts on businesses.

Other sessions offered at the conference focused on clean and safe operations, marketing and communications, trends shaping downtowns, placemaking, and economic development.



*Sacramento County District Attorney Thein Ho speaks at the West Coast Urban District Forum in San Diego on February 29.*

**SAVE THE DATE! State of the River District**

# THE 2ND ANNUAL STATE OF THE RIVER DISTRICT Forum & Cocktail Reception

APRIL 25, 2024 | 5:30PM-7:30PM | SPOA



Come celebrate 25 years of the River District at our annual State of the River District event on Thursday, April 25th. Hosted at the Sacramento Police Officers Association, 550 Bercut Dr., the event will feature Sacramento County District Attorney Thien Ho as the keynote speaker. Atlas Lab will be presenting the River District Strategic Plan and Vision. Hors d'oeuvres and full bar provided. Invites will be going out soon, so please save the date!

**The River District Public Spaces Team**



*Shawna Bowman was the Public Spaces Team's first member, and she recently graduated from the program. Pictured above are Devin Strecker, River District Executive Director; Shawna Bowman; Chris Evans, Public Spaces Manager; and Jesse Yniguez, Public Spaces Team Leader.*

The River District's own Public Spaces Team, also known as the clean and safe team, works from 7:00 a.m. until 3:00 p.m., seven days a week, to reduce the district's litter, debris and graffiti. They also work with the unhoused population to keep encampments as clean as possible, and to assist and encourage unhoused individuals to accept shelter and services.

#### **2024 TYD Litter Abatement Statistics (January, February)**

- 2,907 bags of litter collected - includes 397 bags from encampments
- 297 bags of green waste collected
- 1,713 bulky items removed
- 158 hazardous items removed (paint, gas, batteries, syringes)
- 128,160 lbs. or 64.08 tons - total litter disposed

Sacramento Protective Services (SPS) provides security services, and can be reached via our Private Security Dispatch at (916) 779-5363.

#### **2024 TYD Security Statistics (January, February)**

- 833 Officer observations
- 505 Dispatch service calls
- 56 Notices of Trespass issued
- 9 Incident report/arrests

For removal of litter, debris or hazardous waste from public property, contact our team by calling (916) 321-5599 or emailing [cleanandsafe@riverdistrict.net](mailto:cleanandsafe@riverdistrict.net).

Statistics for the entire year of 2023 will be included in our upcoming *River District 2023 Q4/Annual Market Report*.

**GO GREEN FOR**



**EARTH DAY**

**COMMUNITY CLEAN-UP**

**4/20/24**

**TISCORNIA PARK**

**10 A.M.-12 P.M.**

**All clean-up equipment and light snacks &  
refreshments will be provided**



River District



**Visit [arpf.org/volunteer/calendar](https://arpf.org/volunteer/calendar) to sign up**



# 311

CUSTOMER SERVICE

## 311 is not just for residents . . .

There is an entire portal dedicated to **businesses** at [311.cityofsacramento.org/s/business-home](http://311.cityofsacramento.org/s/business-home). This portal allows businesses to better interact with City staff. Register to get access to funding, training, procurement opportunities, and more! The goal of this system is to improve our relationships with businesses, provide various ways to engage and get your questions answered.

Here is how to get started:

### 1 Register for an account

An account will let you track and manage your requests and will ensure we have the right contact information.

### 2 Add your business to your profile

Adding your business will allow us to find opportunities specific to your business and respond to requests for service.

### 3 Create a request

Submit requests for funding, training, technical assistance, and more! Our business services are available under the category "Business Resources."



**Pro Tip:**  
Add the keyword "MBARK" when submitting your request for personal follow up!

City of  
**SACRAMENTO**

## RIVER DISTRICT BOARD OF DIRECTORS

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## RIVER DISTRICT STAFF

**Devin Strecker**, LPM, Executive Director, [devin@riverdistrict.net](mailto:devin@riverdistrict.net)  
**Chris Evans**, Public Space Manager, [cleanandsafe@riverdistrict.net](mailto:cleanandsafe@riverdistrict.net)  
**Cristina Navarro**, Program Manager, [cristina@riverdistrict.net](mailto:cristina@riverdistrict.net)  
**Maurice Scott**, Business Community Liaison, [maurice@riverdistrict.net](mailto:maurice@riverdistrict.net)

### *Clean & Safe Team:*

**Jesse Yniguez, Tim Hargis, Darrell "Mo" Moore, Kile Sullivan, Bernard Cooper, Santos Peinado**

*The River District is committed to building a community that values and promotes diversity, equity, and inclusion. We recognize that we have a responsibility to establish a culture that celebrates and promotes equitable opportunities for everyone. Through collaboration, advocacy, and strategic investments, we strive to foster a welcoming and inclusive neighborhood that supports local commerce, cultural diversity and sustainable growth.*

The River District | PO Box 630, Sacramento, CA 95812

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