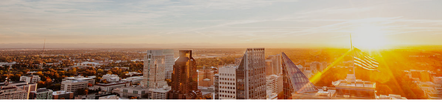


DOWNTOWN DELIVERS ON WORK, ROOM TO IMPROVE IN PLAY & LIVE

Downtown Sacramento is a business hub where everything intersects

- CENTRAL LOCATION
- HIGHLY CHARGED ENERGY AND VIBE
- WHERE EVERYTHING IS HAPPENING
- WHERE IMPORTANT BUSINESS HAPPENS
- NETWORKING DISTRICT THAT IS INHERENTLY SOCIAL

LOCATION INFLUENCES EMPLOYMENT

City matters significantly regardless if offered dream job **76%**

95% Living close to work is a major factor in job selection

TACTICAL BARRIERS MAKE DOWNTOWN A LESS APPEALING PLACE TO LIVE THAN WORK

(Top 5 reason do not want to live Downtown)

- Housing options aren't appealing
- Transient population
- Parking is not affordable
- Unsafe
- $$$ Expensive

HOUSING OPTIONS ARE NOT APPEALING

- **NO OPTIONS** TO BUY
- **NOT REAL** LOFT LIVING
- **NOT INTIMATE** OPTIONS LIKE MIDTOWN

NO EMOTIONAL CONNECTION TO DOWNTOWN LIVING

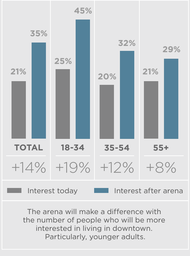
- **NOT SEEN AS A PLACE** WHERE PEOPLE LIVE
- **NO ONE GREW UP DOWNTOWN,** SO NO CONNECTION TO THE AREA

LACK OF AMENITIES AND INFRASTRUCTURE LIMIT CURRENT LIVE AND PLAY APPEAL

(Top 7 amenities critical for work and live)

- LOCAL RESTAURANTS
- PUBLIC TRANSIT
- LOCAL COFFEE HOUSE
- DAYCARE
- GYM
- GROCERY STORE
- GAS STATION

ARENA CREATES LIVE AND WORK DESIRE



The arena will make a difference with the number of people who will be more interested in living in downtown. Particularly, younger adults.

The arena will also make downtown a more attractive place to work. More appealing with younger people.

- Total **65%**
- 18-34 **69%**
- 35-54 **65%**
- 55+ **58%**

TRUE MULTI-MODAL ENVIRONMENT IS NECESSARY FOR LIVE, WORK AND PLAY

Prefer

- **CAR: 40%**
- CARPOOL: 2%
- **BIKE: 17%**
- **WALKING: 23%**
- PUBLIC TRANSPORTATION: 16%
- OTHER: 2%

OFFICE

Emphasis is placed on Class A space

CLASS A: Business choice where employees do not influence location

Class B & C desire is strong

CLASS B & C: A lifestyle choice where employees are influencers

PERCEPTIONS

LACK OF DIVERSITY, GOVERNMENT TOWN, ABUNDANCE OF CLASS A, NO REAL COOL ECLECTIC SPACE

CHALLENGES

Weaknesses are pervasive in terms of Downtown's Image

- **PARKING** (cost and accessibility)
- **THE HOMELESS** (aggressive, abundant)
- **SAFETY** (scary)
- **GHOST TOWN AFTER HOURS** (eerie, vacant, sterile, lifeless)
- **UNDERDEVELOPED AREAS** (run-down)
- **INADEQUATE PUBLIC TRANSPORTATION** (time, convenience, safety)

67% do not use transit or light rail because perceived to be scary, dangerous, unclean, inconvenient, not timely

33% use regional transit or light rail but sentiment mirrors non-users

MOVE BEYOND DAY TO NIGHT AND WEEKENDS

- **CONNECTIVITY, MARKET AS ONE BIG AREA** (WEST SAC, DOWNTOWN, MIDTOWN)
- IMPLEMENT DISTRICTING
- 24 HOUR ENVIRONMENT
- **ACTIVATION** (STREETS, PARKS, SMALL ALLEY SPACES)
- UNIQUELY LOCAL GROUND FLOOR RETAIL
- **EDUCATION** (ABOUT WHAT IS ALREADY ON OFFER)
- RAISE AWARENES OF CLEAN AND SAFE