

North Watt Avenue Specific Plan Egg Extravaganza

Event Details

On April 4, 2026, AIM Consulting's engagement team conducted outreach at the North Highlands Egg Extravaganza event to raise awareness about the North Watt Avenue Specific Plan. This community-focused event provided an opportunity to connect with families and residents in a casual, high-attendance setting.

The team engaged directly with attendees throughout the event, sharing information about the plan and encouraging community members to participate in upcoming engagement opportunities. Staff highlighted the plan's focus on supporting new housing, commercial activity, reinvestment, and improved mobility along the North Watt Avenue corridor.

The pop-up setting allowed for brief but meaningful conversations with a broad audience, including families, local residents, and community members who may not typically attend traditional workshops. The team distributed takeaway materials to provide additional information and direct participants to opportunities for continued engagement. The project team engaged with approximately 65 community members.



Project team engaging with community members (left and right)

Interactive Activity Results

Attendees were invited to participate in an interactive two-question activity. Results are summarized below.

Q1 — What would make North Watt a better place to live, work, or visit?

- Safer streets and lighting — 14
- More walking, biking, and transit options — 5
- New businesses and restaurants — 6
- More housing options — 5
- More job opportunities — 0
- Park and recreation improvements — 8

Q2 — What type of outdoor spaces would you like to see along North Watt Ave?

- New or improved parks — 15
- Shaded picnic areas — 17
- Outdoor fitness spaces — 4
- Walking trails — 12
- Dog parks — 6
- Sports areas/courts — 2

Key Takeaways

Safer streets and lighting emerged as the top community priority, cited by 14 respondents. Shaded picnic areas (17) and new or improved parks (15) were the most desired outdoor amenities, reflecting strong interest in accessible, comfortable public spaces. Walking trails (12) also ranked highly, reinforcing residents' desire for improved active transportation and recreational infrastructure. One person split their vote between safer streets and lighting with more walking, biking, and transit options. These responses will inform ongoing engagement and planning efforts for the North Watt Avenue Specific Plan.



Interactive Activity: Question 1



Interactive Activity: Question 2



North Watt Specific Plan
Pop-Up Summary
North Highlands Egg Hunt Pop-Up
April 4, 2026