



Summary

Stakeholder Interviews

May 18 & 24th 2017

Summary of Stakeholder Interview

Introduction

As part of the ongoing community engagement, the project team conducted six individual stakeholder interviews on May 18th and May 24th at select in-person locations, two group stakeholder briefings consisted of approximately 10 business owners, Spanish and English on May 24th at the Historic Monterey Trail District Offices on Franklin Blvd.



Summary of Stakeholder Interview

Objectives

- Gain a better understanding of current transportation, pedestrian, cyclist, landscape, placemaking concerns and issues spanning Franklin Boulevard.
- Discuss the relationship between Franklin Blvd issues and other community concerns.
- Identify issues and opportunities for specific complete streets improvements.
- Capture concerns and opportunities around specific intersections, key destinations along Franklin.
- Discuss the character and businesses on Franklin Blvd and potential development opportunities that highlight its culture and stimulate economic growth.

Summary of Stakeholder Interview

Participants

Interview Date	Name	Organization
May 18, 2017	Kirin Kumar	Walk Sacramento
May 18, 2017	Rachel Rios and Susie Alcala	La Familia Counseling Center
May 18, 2017	Daniel Hernandez	Ethel Phillips Elementary School
March 24, 2017	Supervisor Patrick Kennedy	Office of Supervisor Patrick Kennedy
May 24, 2017	Jay Schenirer	Office of Councilmember Jay Schenirer

Spanish Business Group

May 24, 2017	Businesses Represented
	La Superior
	Del Campo Insurance
	Gala Formalwear

English Business Group

May 24, 2017	Businesses Represented
	Broadway Costumes
	Franklin Gas and Shop
	Cannabis Dispensary and Coffee Shop (coming)
	Hi Fashion Fabrics
	A & M Fashion

Summary of Stakeholder Interview

Key Findings

Positive Elements of Franklin

- Cultural food hub
- Diverse small businesses
- Established business corridor
- Convenient access to Highway 99
- Community-centered corridor
- Police Station offers security
- Latino-focused multicultural identity
- Family feel- Not a conventional shopping mall



Summary of Stakeholder Interview

Key Findings

Corridor-Wide Mobility Challenges

Drivers:

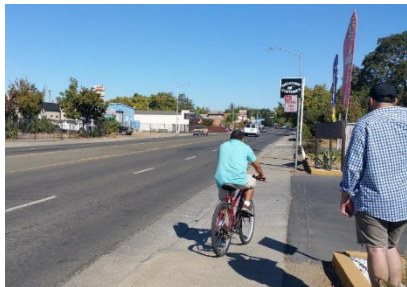
- High speed traffic
- Lack of parking/poor parking layout
- Dangerous parking lots
- Car-centric corridor

Pedestrian:

- No sidewalks
- Parking lots pull directly onto street
- High speed traffic
- Lack of public transportation
- Unkept/dirty streets
- Limited pedestrian crossings
- No safe routes to schools
- Overwhelming heat/no shade

Bicyclists:

- Incomplete Bike Routes
- No protected bike lanes
- Lack of alternative routes
- Police fine cyclists for using sidewalks
- No bike parking
- No shade



Summary of Stakeholder Interview

Key Findings

Safety Issues and Concerns

- Homelessness concerns
- Slow police response
- Harassment concerns
- Poor Lighting

Landscaping and Placemaking Issues

- Street does not match vibrant Latino community identity
- Lack of greenery
- No parks or gathering spaces
- No places for children to play
- Lack of outdoor seating for restaurants



Summary of Stakeholder Interview

Key Findings

Economic Development & Community Challenges

- **Businesses offload deliveries in the center median/turn lane:** There are no official loading zones and some businesses don't have space within their property to unload/load, therefore the middle turn lane currently serves as an unofficial loading zone.
- **Few pedestrian customers:** Businesses have trouble attracting new customers because there are few pedestrians and traffic flows too fast for vehicles to notice businesses.
- **Customers are strategic shoppers:** The existing customer base is car-dependent and shop strategically. They visit one location but don't have any incentive to walk around.
- **Businesses lack visibility:** Interviewees noted that they didn't know some shops existed on Franklin Blvd.
- **Customers don't have a place to hang out:** For the few pedestrians and the customers that are interested in shopping on Franklin Blvd., there are no common areas with shading.
- **Lack of transit options for employees:** There are few routes that pass near Franklin Blvd. and the ones that do, only get to Fruitridge Blvd. then head elsewhere.

Summary of Stakeholder Interview

Key Findings

Corridor Needs and Improvements

- Community Park
 - Skate Park (Teens and Young Adults)
 - Waterpark/Fountains
 - Central Plaza or Park
 - Temporary Park/Parklet
- Visually Vibrant Latino Identity
- Clean Corridor
- Key Identity Feature/Logo/Signage
- Coffee Shop
- Trees and Landscaping
- Signage and Wayfinding
- Pedestrian visibility through design
- Lighting throughout and especially at intersections
- Connection to Curtis Park
- Protected Green Bike Lanes
- Inclusive Messaging



Summary of Stakeholder Interview

Key Findings

Ongoing Concerns

- o Will businesses suffer during construction?
- o Will two lanes be enough?
- o Will two lanes reduce traffic and thus reduce volume of customer base?
- o What is the intention of Franklin Blvd, purposeful driving or rush commuting?
- o How will the complete street ensure access to businesses on both sides of the street?