



## **Design Phase Public Engagement Summary**

### **Project Develop Team Meetings:**

Throughout the project, the team of consultants met with the City's Project Development Team which was made up of representatives from different departments including traffic and public works. The team of consultants reviewed all key products with the City's Project Development Team.

### **Back to the Blvd pop-up Summary: September 15, 2019**

The Franklin Blvd Business District coordinated a "Back to the Blvd" event to celebrate Mexican Independence Day. The event was planned as a classic car parade and show, and approximately 8 blocks on Franklin Blvd would be closed to traffic. As part of the event, the Franklin Blvd Complete Streets project was asked to create a pop-up outreach tent with tactile planning component – a full-scale mock-up of the planned improvements for Franklin Blvd. Thus, the pop-up outreach event included a canopy tent on the street, posters with visualizations and maps of planned improvements, and temporary striping treatments to demonstrate the envisioned travel lanes, bike lanes, and green areas.

### **Business Luncheon: March 30, 2018**

The Franklin Boulevard Business Association hosted a business luncheon. The Project Team attended and presented at the event and set up an information booth in which attendees could learn more about the project.

### **Business/Commercial Meetings: February 27, 2018**

The Project Team organized two English and Spanish meetings to follow-up with businesses on Franklin Boulevard. The team provided an overview of the project and reviewed the schedule and funding. The Team reviewed all the outreach activities to date and the community preferences. The Team allowed time for a presentation from the traffic engineering consultants.

### **Posada Community Outreach: December 15, 2017**

The Project Team, in collaboration with the Historic Monterey Trail District attended a La Familia Counseling Center sponsored "posada" as a holiday event for families. The event was a community gathering with gifts, food, photos and resource tabling. The Team set up a table and shared information about the project with interested community members. This event was primarily attended by the local Latino community and thus the majority of the engagement was conducted in Spanish.



**Street Design Workshop (Public Workshop #3): October 10, 2017**

The City of Sacramento hosted a community workshop on October 10, 2017 from 6:00 p.m. to 8:00 p.m. at the Maple Neighborhood Center. The project team presented an update on the community engagement process and input obtained along with the proposed street design concepts. The workshop invited community members to provide feedback on the proposed street design alternatives and on the proposed streetscape enhancements. A [summary of the event and feedback](#) is available.

**Pop-Up Event: October 8, 2017**

The City of Sacramento in coordination with La Familia Counseling Center, the Historic Monterey Trail District, and St. Rose Catholic Church hosted a pop-up event on October 8, 2017 as part of the Parade and Fall Festival. The event was held in the St. Rose Catholic Church's parking lot from 10 a.m. to 3 p.m. The event provided a full-size mockup of the street design concept which community members were encouraged to interact with on foot and by bicycle. The pop-up event also invited community members to provide feedback on the proposed street design alternatives and on the proposed streetscape enhancements. In addition, community members were asked to take a survey. A [summary of the event and feedback](#) is available.

**Intercept Survey at National Night Out Event: August 1, 2017**

Members of the project team attended the Nation Night Out event on Tuesday, August 1st, 2017 at La Esperanza & La Pantera Parking Lot located at 5044 Franklin Blvd from 5:00 - 8:00 p.m. The Event was co-hosted by The Historic Monterey Trail District and La Familia Counseling Center. Bilingual members of the team administered surveys, in both English and Spanish to attending community members. The survey consisted of six questions. [Survey results from the national night out](#) and the Pop-up Event are available.

**Public Workshop #2: July 18, 2017**

The City of Sacramento in coordination with La Familia Counseling Center organized and hosted a public Spanish workshop on Tuesday, July 18th, 2017 from 11:30 a.m. to 1:30 p.m. at the Maple Neighborhood Center's Theater Room at 3301 37th Avenue. The project team provided background and project information, proposed project process and schedule. The workshop invited community members to affirm the community vision and provide feedback on current issues and challenges, opportunities for improvements, and type of enhancements desired. A [summary of the event and feedback](#) is available.

**FRANKLIN  
BOULEVARD**  
Our Street, Our Future  
Nuestra Calle, Nuestro Futuro



**Walking Tour & Public Workshop #1: June 10, 2017**

The City of Sacramento hosted a community walking tour on Saturday, June 10, 2017 from 9:00 - 10:00 a.m. along Franklin Boulevard. The starting point of the walking tour was at the corner of Franklin Boulevard and 26th Ave. The participants were led north to 21st Ave. and then back to 26th Ave. and to the location of the public workshop. The purpose of the walking tour was for community members look at the existing conditions, uses and needs along Franklin Boulevard and begin envisioning the future of the boulevard.

In conjunction with the walking tour, the City of Sacramento hosted a public workshop following the walking tour on June 10, 2017 from 10:30 a.m. - 12:00 p.m. at the Franklin Center at 5385 Franklin Boulevard. The project team provided background and project information, proposed project process and schedule. The workshop invited community members to affirm the community vision and provide feedback on current issues and challenges, opportunities for improvements, and type of enhancements desired.

A [summary of the event and feedback](#) is available.

**Stakeholder Interviews: May 18th and May 24th, 2017**

The City of Sacramento organized a series of stakeholder interviews and invited leaders from the surrounding community and business owners from The Historic Monterey Trail District. A total of six individual stakeholder interviews were conducted on May 18th and May 24th at select in-person locations. Stakeholders provided feedback on current issues and challenges, opportunities for complete street improvements, and potential place-making enhancements. Stakeholder comments are shared in the [summary of feedback](#).