

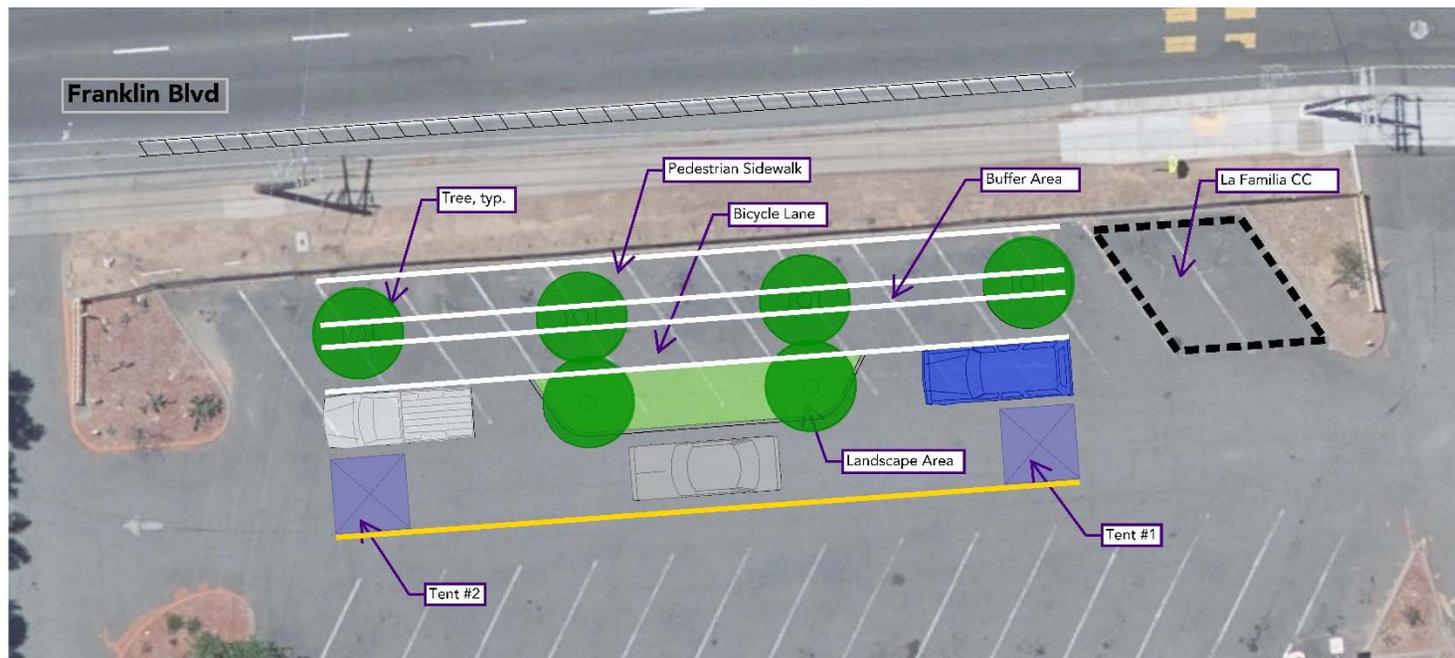
Pop-up Event

12th Annual Sacramento Hispanic/Latino Parade
October 8, 2017



Pop-up Mock-Up

During the Pop-up event, MIG, Bennett Engineering and City staff created a physical mock-up of a complete street design option for Franklin Boulevard in the parking lot of the Kavanagh Community Center. The parade passed directly in front of the pop-up and community members were invited to walk, bike, sit and share their opinions about the design concept.



Class IV Option - Layout



Pop-up Mock-Up



Pop-up Outreach

Outreach during the event included:

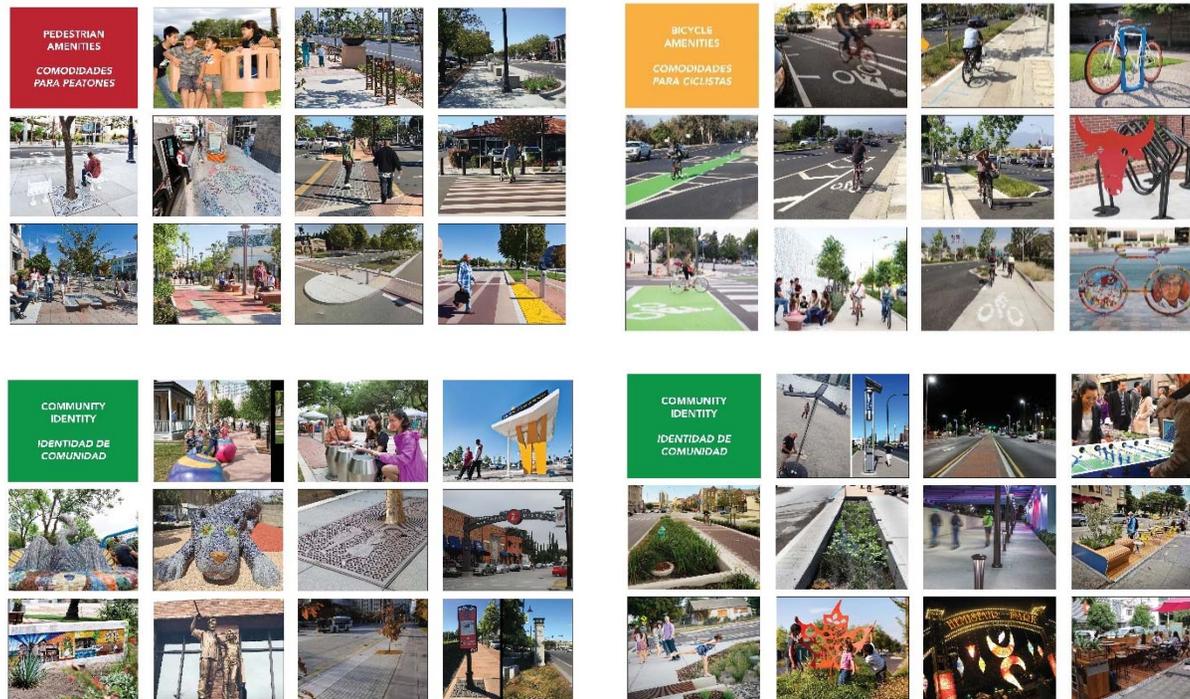
- Staff spoke with over 200-250 people
- An estimated 350-450 walked through, biked through, or stopped to look at the pop-up
- Over 200 cars were fliered during the event (flyers provided additional information about the project and invited members of the community to the Design Workshop)
- Over 30 people took the intercept survey
- 40 people voted on the design concept option boards



Pop-up Outreach

Visual Engagement

In addition to the mock-up and ongoing conversations, members of the community were invited to view a series of posters displaying amenity options, and design visualizations. The purpose of the posters was to provide examples of what Franklin Boulevard could look like if the complete street improvements went into place.



Pop-up Outreach

Design Option 1



TYPICAL FRANKLIN BLVD STREETScape SECTION PERSPECTIVE- CONCEPT 1
PERSPECTIVA DE UNA SECCIÓN TÍPICA DEL PAISAJE URBANO DE FRANKLIN BLVD - CONCEPTO 1

Pop-up Outreach

Design Option 2- Mock-Up Inspiration



TYPICAL FRANKLIN BLVD STREETScape SECTION PERSPECTIVE- CONCEPT 2
PERSPECTIVA DE UNA SECCIÓN TÍPICA DEL PAISAJE URBANO DE FRANKLIN BLVD - CONCEPTO 2

Pop-up Polling

Concept Rating Boards

During the pop-up event, community members were invited to rate each of the design concepts. An overwhelming amount (31) really liked or liked Concept #2, fewer people liked Concept #1 (2).

