Outreach Prior to Event

- 2,500 Postcards mailed to Franklin Blvd business owners and residents
- Over 200 cars fliered during pop-up event/ Latino Parade
- Over 300 flyers shared directly with community members at pop-up event /Latino Parade
- 300 flyers and larger posters placed throughout Parade and Festival area
- 2,500 flyers dispersed at community schools
- Social media postings on City website and neighborhood organization websites and online media sites
Design Workshop

Agenda

- Project Overview (Scheduling/Funding)
- Summary of Outreach To Date
- Review of Street Concept Designs
- Survey Instructions
- Open House Station
  - Corridor Map
  - 3D Perspective
  - Section Rating Posters
  - Landscape Identity Boards
  - Intercept Survey
Key Points
- Secure parking for businesses and residents
- Ensure congestion does not worsen
- Clarify who the street is for—through traffic or neighborhood traffic
- Congestion on cross streets remains an issue
- Parks and community gathering spaces are well supported
- Safety for pedestrians, cyclists and school children
- Overall support for complete street improvements: landscaping, bike lanes, pedestrian amenities, crossings and reduced 2 lanes
Design Workshop

Design Concepts
Design Workshop

Concept Rating Boards
At one of the stations, community members were invited to rate each of the design concepts. An overwhelming amount (25) really liked or liked Concept #2, fewer liked concept #1 (7) and some even voted against this option (9).