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 18\textsuperscript{th} and May 24\textsuperscript{th} at select in-person locations, two group stakeholder briefings consisted of approximately 10 business owners, Spanish and English on May 24\textsuperscript{th} 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.
### Participants

<table>
<thead>
<tr>
<th>Interview Date</th>
<th>Name</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 18, 2017</td>
<td>Kirin Kumar</td>
<td>Walk Sacramento</td>
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<tr>
<td>May 18, 2017</td>
<td>Rachel Rios and</td>
<td>La Familia Counseling Center</td>
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<td></td>
<td>Susie Alcala</td>
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<tr>
<td>May 18, 2017</td>
<td>Daniel Hernandez</td>
<td>Ethel Phillips Elementary School</td>
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<tr>
<td>March 24, 2017</td>
<td>Supervisor Patrick Kennedy</td>
<td>Office of Supervisor Patrick Kennedy</td>
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<tr>
<td>May 24, 2017</td>
<td>Jay Schenirer</td>
<td>Office of Councilmember Jay Schenirer</td>
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### Spanish Business Group

<table>
<thead>
<tr>
<th>Interview Date</th>
<th>Businesses Represented</th>
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<tbody>
<tr>
<td>May 24, 2017</td>
<td>La Superior</td>
</tr>
<tr>
<td></td>
<td>Del Campo Insurance</td>
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<tr>
<td></td>
<td>Gala Formalwear</td>
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### English Business Group

<table>
<thead>
<tr>
<th>Interview Date</th>
<th>Businesses Represented</th>
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<tbody>
<tr>
<td>May 24, 2017</td>
<td>Broadway Costumes</td>
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<tr>
<td></td>
<td>Franklin Gas and Shop</td>
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<tr>
<td></td>
<td>Cannabis Dispensary and Coffee Shop (coming)</td>
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<td></td>
<td>Hi Fashion Fabrics</td>
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<tr>
<td></td>
<td>A &amp; M Fashion</td>
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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

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

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
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
  o Skate Park (Teens and Young Adults)
  o Waterpark/Fountains
  o Central Plaza or Park
  o 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

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