Some Franklin Boulevard History

- 1800s: Wagon Trail, part of Monterey Trail
- Post-WWI/1950s: residential, business growth,
- Port of entry for many immigrant families, continuing Latino District
- 1958: City annexation of portion
- 1961: Highway 99 construction
- 1980s: “Ugliest Street in Sacramento”
- 1985: Franklin Blvd Business Association
Investment/Disinvestment

• 1980s/90s: Utility undergrounding, initial street improvements
• 2008: County Streetscape Project Phase I
• 2013: Campbell’s Soup Plant Closure
• 2014: Maple Elementary School closure
• 2014: FNDC incorporation
• 2014: County Streetscape Project Phase II
• 2015: Maple Neighborhood Center opens
• 2017: Start of City Complete Street Planning
• 2018: Franklin/South Sac SmaRT Ride
• 2018: TCC Planning grant for Franklin Community Climate and Revitalization Playbook
Continuing Disadvantage

- Area Median income below $30,000
- 21% limited English
- Many with limited education
- 64% renters
- Rising rents and home prices
- Payday lenders but no bank
- Limited trees, parks
- Increasing homelessness
COMMENT WALL

- 60+ Responses
- Top 3 Improvements
  - Affordable Housing
  - Jobs and training opportunities
  - Dealing with homeless issues
EVENTS
We Need Your Help!
FNDC wants to find out what the community’s priorities for improving the area are, and we need your help!

Be the Voice of the Community

FNDC is looking for about 100 students from area high schools ( fulfilled by students in the Franklin neighborhood) to help gather information on the community’s priorities for improving the area, and we need your help! We are especially interested in bilingual (Spanish, Hindi, Vietnamese, Russian, Tagalog, Chinese) and minority students. We need to hear what your community members have to say!

Benefits:
- Involvement in improving your own community
- Gain experience interviewing and gathering data
- Your name will be included in the final report
- Help set up your own academic future

Tasks:
- Attend an hour-long orientation
- Interview up to five community members (up to 20 questions in 30 minutes and translation of responses)
- Potential future internship opportunities

How to Apply:
- Go to the following webpage and fill out the form: https://lala360.com/

FNDC Neighborhood Development Corporation
Angela@FrederickBasket.com
Phone: 301-788-6646
https://www.frederickbasket.com/index.html

HIGH SCHOOL STUDENT SURVEYS

- 734 surveys completed in 13 languages in 3 months
- 20% completed in non-English languages
ENGAGEMENT OF LOCAL BUSINESSES

• 68 Responses
  1. Business Owners/ Retail
  2. Business Owners/ Service
  3. Business Owners/ Auto Repair
FOCUS GROUP

- 11 Participants
  1. 3 Languages
  2. All First-Timers
  3. Community Awareness
Playbook Strategies

**Housing:** new development, preservation, financial literacy

**Transportation:** transit, car share, bike/scooter share, safe route improvements, mobility hubs

**Environment:** EVs, shade trees, solar, residential and business energy efficiency

**Economy and opportunity:** Mercado, workforce development and training programs, murals, cultural events, tours, arts, music to help brand and celebrate the District