

## City of Folsom's Central Business District Revitalization Project Community Questionnaire Summary

### Introduction

From December 12<sup>th</sup> to December 31<sup>st</sup> the City of Folsom released an online community questionnaire to collect early community input on desired improvements within the Folsom Central Business District. This input will inform the ongoing Central Business Master Plan and revitalization efforts.

### Project Overview

The City of Folsom is developing an area Master Plan focused on revitalizing its aging and centrally located business district. The district is along East Bidwell Street and Riley Streets between Sutter Middle School to Blue Ravine Road; north of Lembi Park. The Central Business District is an important retail and commercial corridor that is located along East Bidwell Street from Riley Street to Blue Ravine. The master plan focuses on Urban Design/Placemaking, Economic Development, and Mobility Planning. Public outreach and engagement is an integral component of the planning process.



Figure 1: Project Map of Central Business District

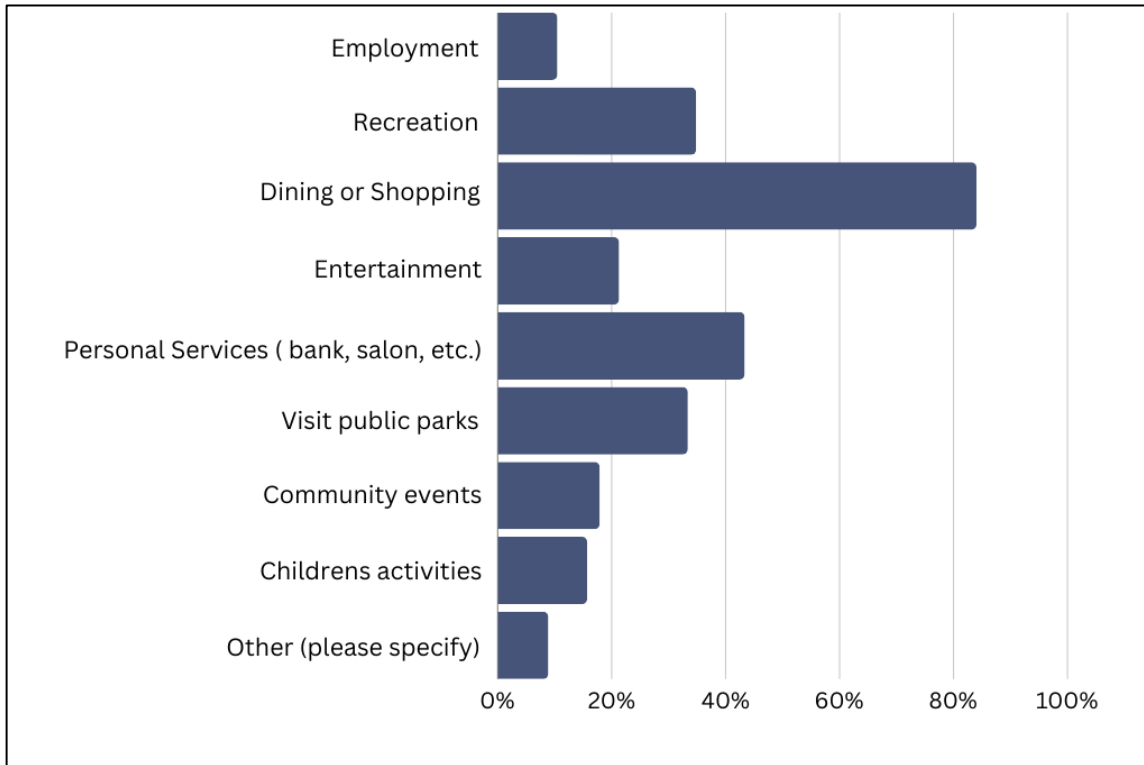
### Questionnaire Purpose and Format

The online community questionnaire consisted of 14 questions exploring how often and why community members/visitors go to the District, what they would like to see remain, improve, and remove from the District, as well as specific concepts around housing, mobility, and other amenities.

### Data Summary:

**The questionnaire was taken by 821 individuals.** The data was taken from Survey Monkey and comprised of graphs that summarized the individual results. Both the graphs and summarized write-in answers are provided below. Full responses are included in Appendix A – I.

*Question 1: Why do you usually visit the Central Business District area (Select all that apply): Employment, Recreation, Dining or Shopping, Entertainment, Personal services, Visit public parks, Community events, Children’s activities, Other (please specify)*



**Results:**

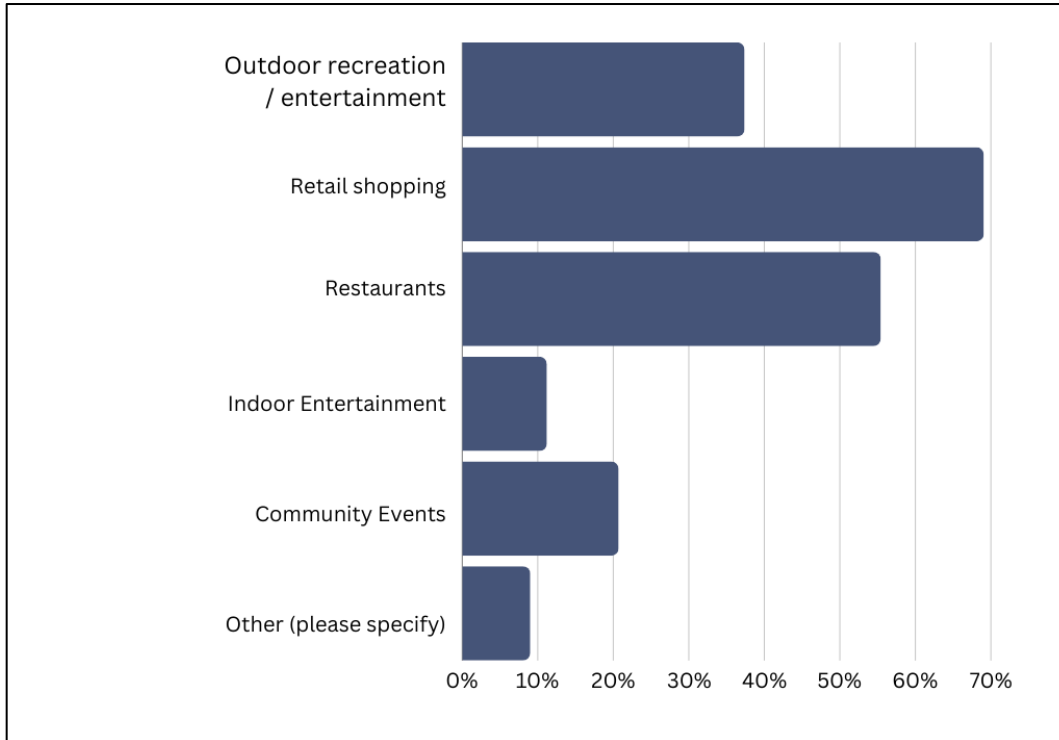
- Dining or shopping **84%**
- Personal services **43%**
- Recreation **35%**
- Visit public parks **33%**
- Entertainment **21%**
- Community events **18%**
- Children’s activities **16%**
- Employment **10%**
- Other (please specify) **9%**

**Other comments included – 73 total additional comments**

- Live in Central Business District/ Live nearby/ Visit friends that live there **(15)**
- Gym/ Recreation **(14)**
- Middle School **(9)**
- Driving or passing through **(7)**
- Don’t currently visit **(6)**

Many respondents stated their visits to the Central Business District were for shopping and/or dining and personal services (DMV, Post Office, etc.). However, there was a significant dispersion of other reasons for visiting the District.

*Question 2: What do you currently like most about the area (select your top 3 priorities) Outdoor Recreation/Entertainment, Retail Shopping, Restaurants, Indoor Entertainment, Community Events, Other (please specify)*



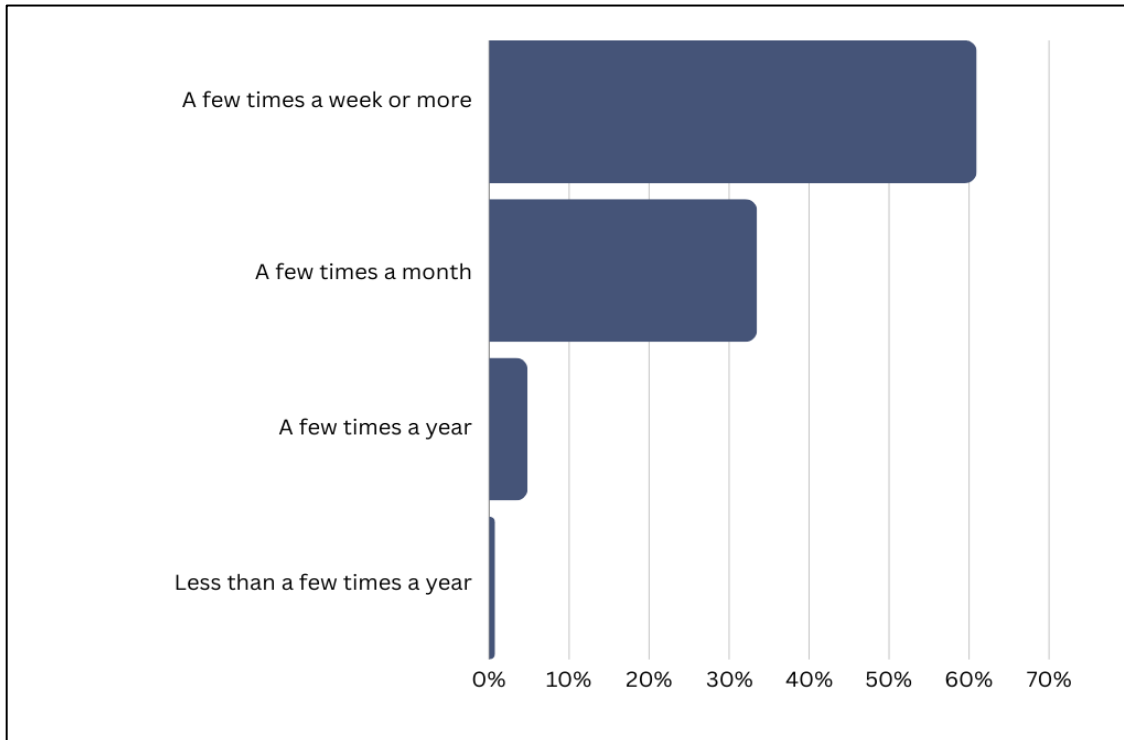
**Results:**

- Retail shopping **69%**
- Restaurants **55%**
- Outdoor recreation/ entertainment **37%**
- Community activities (e.g. Veterans' Parade) **21%**
- Indoor entertainment **11%**
- Other (please specify) **9%**

**Other (please specify) – 74 comments**

- Specific Stores/ Services (**18**)
- Accessibility (**14**)
- Cleanliness (**1**)

*Question 3: How frequently do you visit the Central Business District area? (select one)  
A few times a week or more, A few times a month, A few times a year, Less than a few times a year*

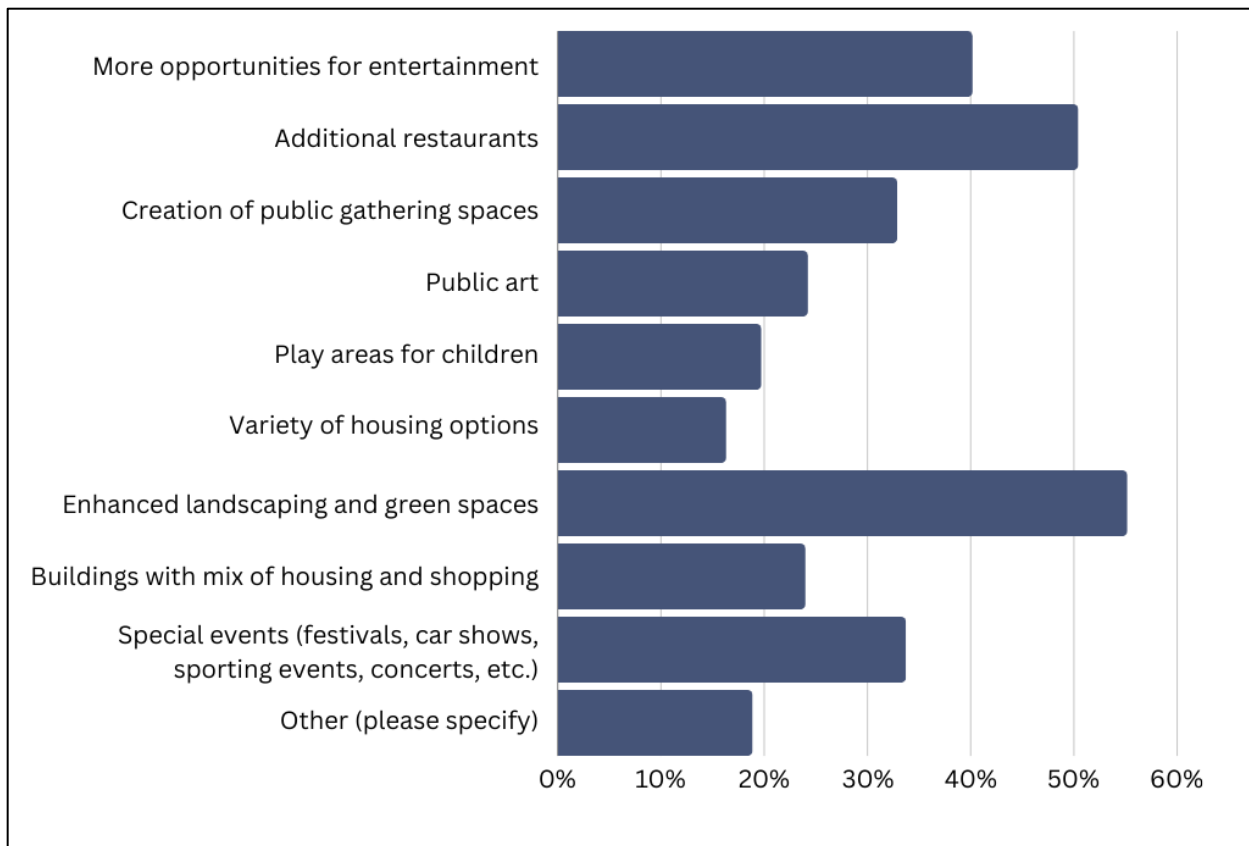


**Results:**

- A few times a week or more **61%**
- A few times a month **33%**
- A few times a year **5%**
- Other (please specify) **1%**

Respondents overwhelmingly visit the District frequently with less than 5% responding only a few times a year and/or less than a few times a year.

*Question 4: What uses/amenities would you like to see expanded or created in the area? (select your top 5 priorities) More opportunities for entertainment, Additional restaurants, Creation of public gathering space, Public art, Play areas for children, Variety of housing options, Enhanced landscaping and green spaces, Buildings with a mix of housing and shopping, Special events (festivals, car shows, sporting events, concerts, etc.), Other (please specify)*



**Results:**

- Enhanced landscaping and green space **55%**
- Additional restaurants **50%**
- More opportunities for entertainment **40%**
- Special events **34%**
- Creation of public gathering spaces **33%**
- Public art **24%**
- Buildings with a mix of housing and shopping **24%**
- Play area for children **20%**
- Other **19%**
- Variety of housing options **16%**

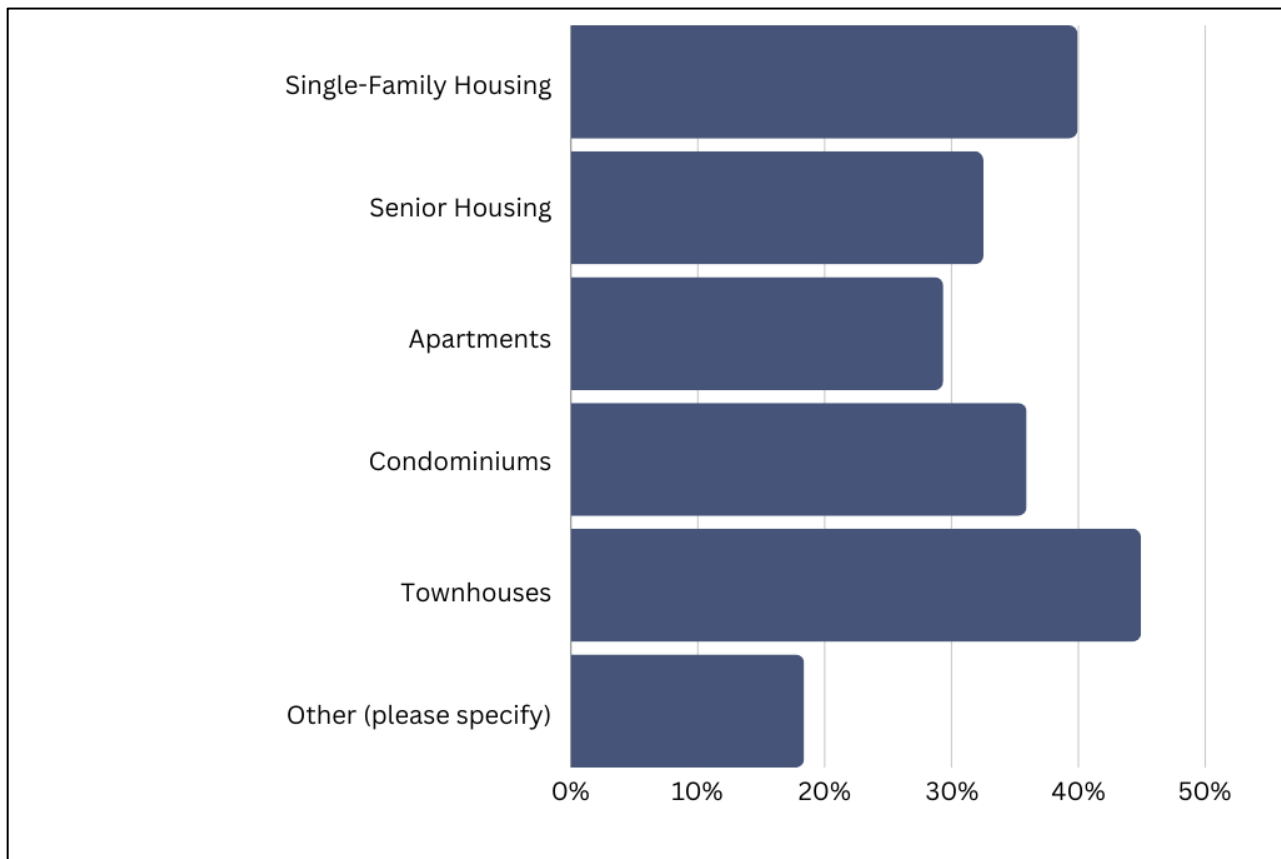
**Other (please specify)- 155 comments**

- Active/ Public Transportation (29)

- Traffic planning (25)
- Aesthetics/ Redevelopment (20)
- Decreased Vagrancy (16)
- Shops/ Services (5)
- No more housing (5)
- Cleanliness (5)
- Safety (4)
- More housing (3)

While many respondents would like to see more restaurants and opportunities for entertainment, a significant number would like to see improvements to the public open space within the District such as enhanced landscaping and green space and the creation of public gathering spaces.

*Question 5: With the desire to provide housing for all ages, what housing options for this area appeal most to you? (select your top 3) Single- Family Housing, Senior Housing, Apartments, Condominiums, Townhouses, Other (please specify)*



**Results:**

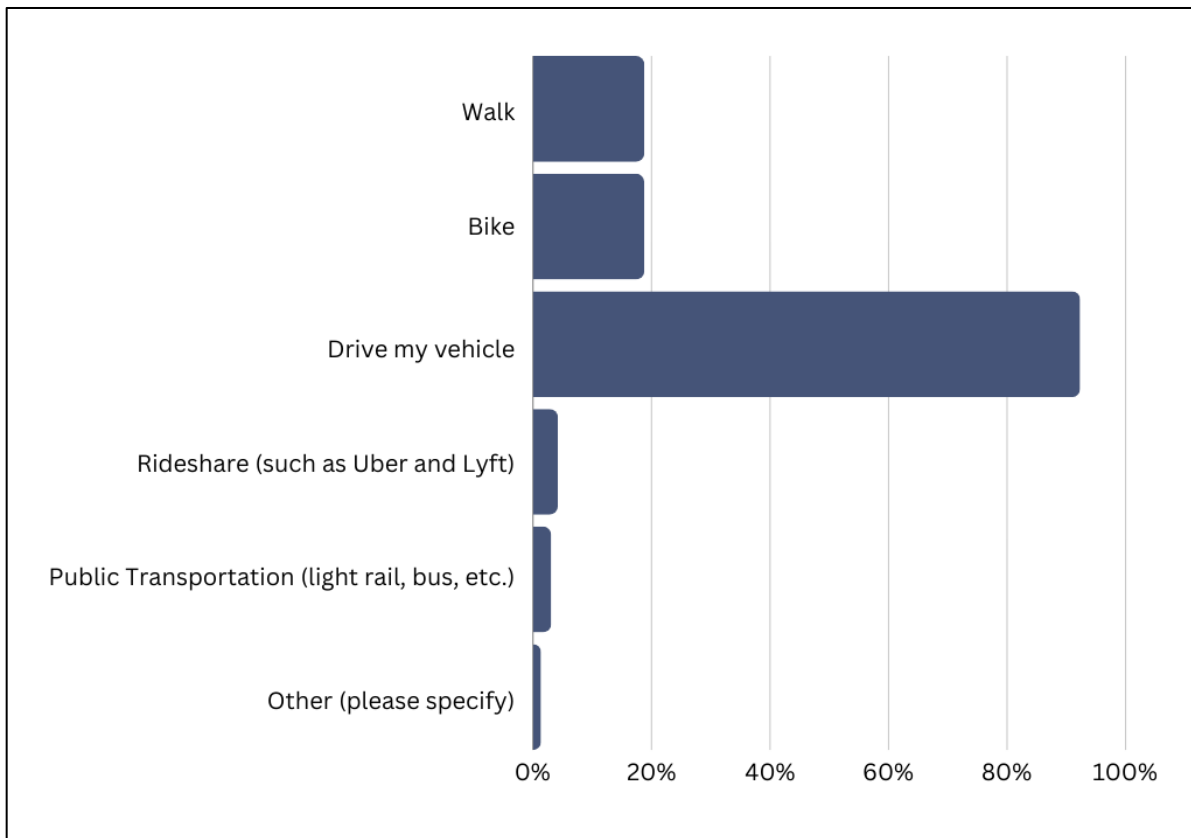
- Townhouses **45%**
- Single-family housing **40%**

- Condominiums **36%**
- Senior housing **33%**
- Apartments **29%**
- Other (please specify) **18%**

**Other (please specify)- 145 comments**

- No more housing (**91**)
- Low-income/ Affordable/ Multimodal Homes (**22**)
- High-end/ Residential (**6**)
- Mixed-use housing (**14**)
- No more apartments (**7**)
- No more low-income housing (**2**)

*Question 6: How do you typically get to the Central Business District? (select all that apply) Walk, Bike, Drive my vehicle, Rideshare (such as Uber and Lyft), Public Transportation (light rail, bus, etc.), Other (please specify)*



**Results:**

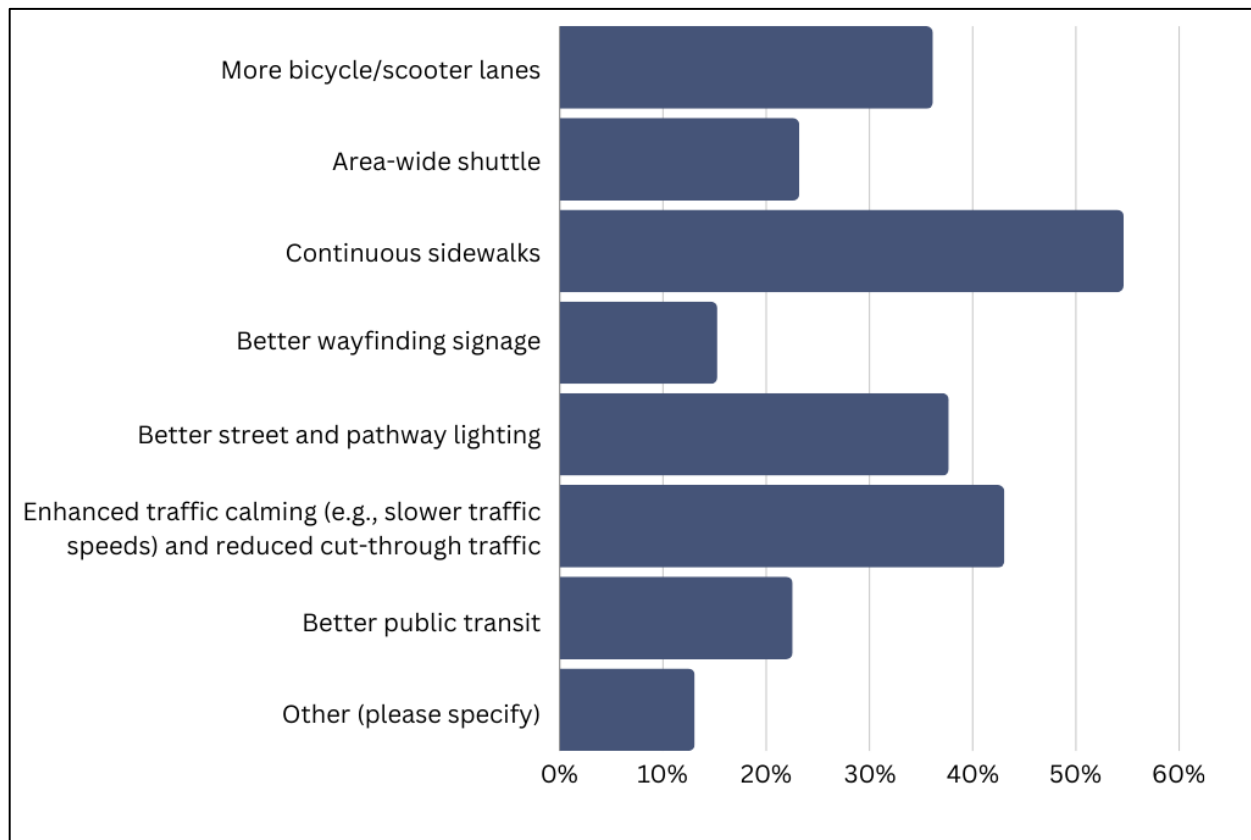
- Drive my vehicle **92%**
- Walk **19%**
- Bike **19%**
- Rideshare (such as Uber or Lyft) **4%**
- Public Transportation (light rail, bus, etc.) **3%**
- Other (please specify) **1%**

**Other (please specify) – 11 comments**

- Scooter (3)

Currently, most respondents drive to/through the District, however, nearly 20% either walk or cycle to/within the District.

*Question 7: What mobility improvements would you like to see in the Central Business District area? (select all that apply) More bicycle/scooter lanes, Area-wide shuttle, Continuous sidewalks, Better wayfinding signage, Better street and pathway lighting, Enhanced traffic calming (e.g., slower traffic speeds) and reduced cut-through traffic, Better public transit, Other (please specify)*



**Results:**



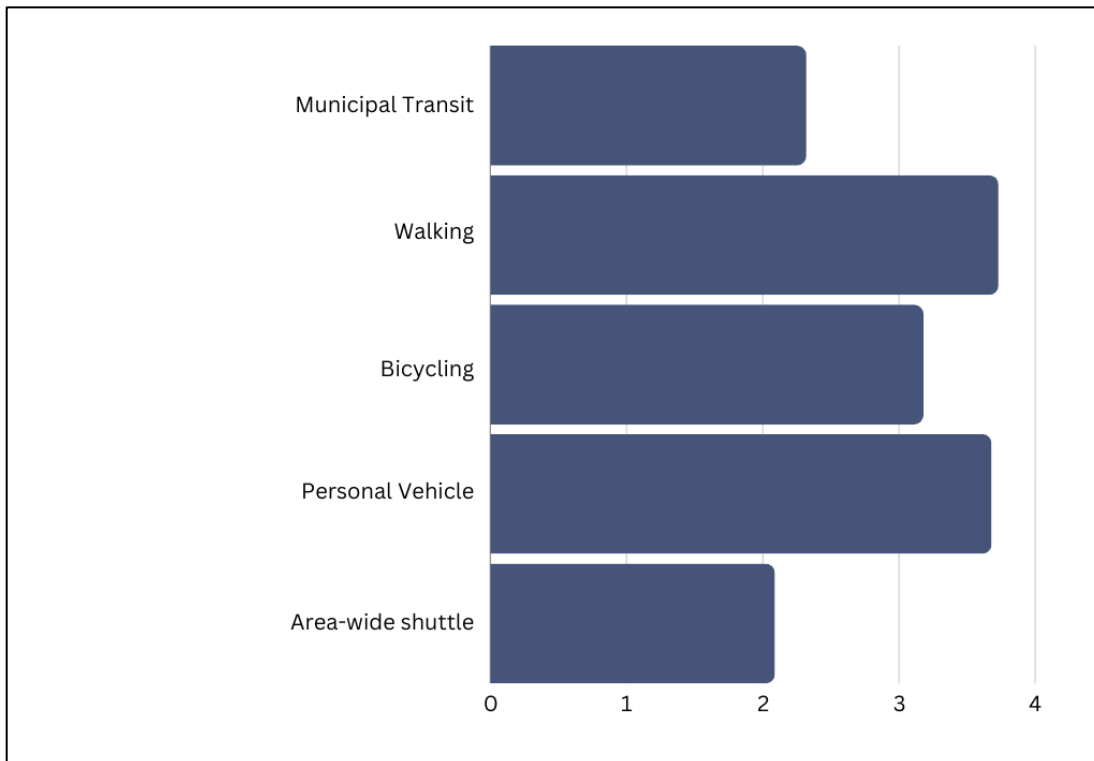
- Continuous Sidewalks **55%**
- Enhanced traffic calming **43%**
- Better street and pathway lighting **38%**
- More bicycle/scooter lanes **36%**
- Area-wide shuttle **23%**
- Better public transit **23%**
- Better wayfinding signage **15%**
- Other **13%**

**Other (please specify) – 102 comments**

- More/ Safer Active Transportation (28)
- No Light Rail/ No more public transit/ No change (10)
- Fix roads (5)
- Accessibility (3)
- Widen roads (2)

A significant response to this question highlighted an interest in finding ways to slow and reduce cut-through traffic while improving conditions for cyclists and pedestrians.

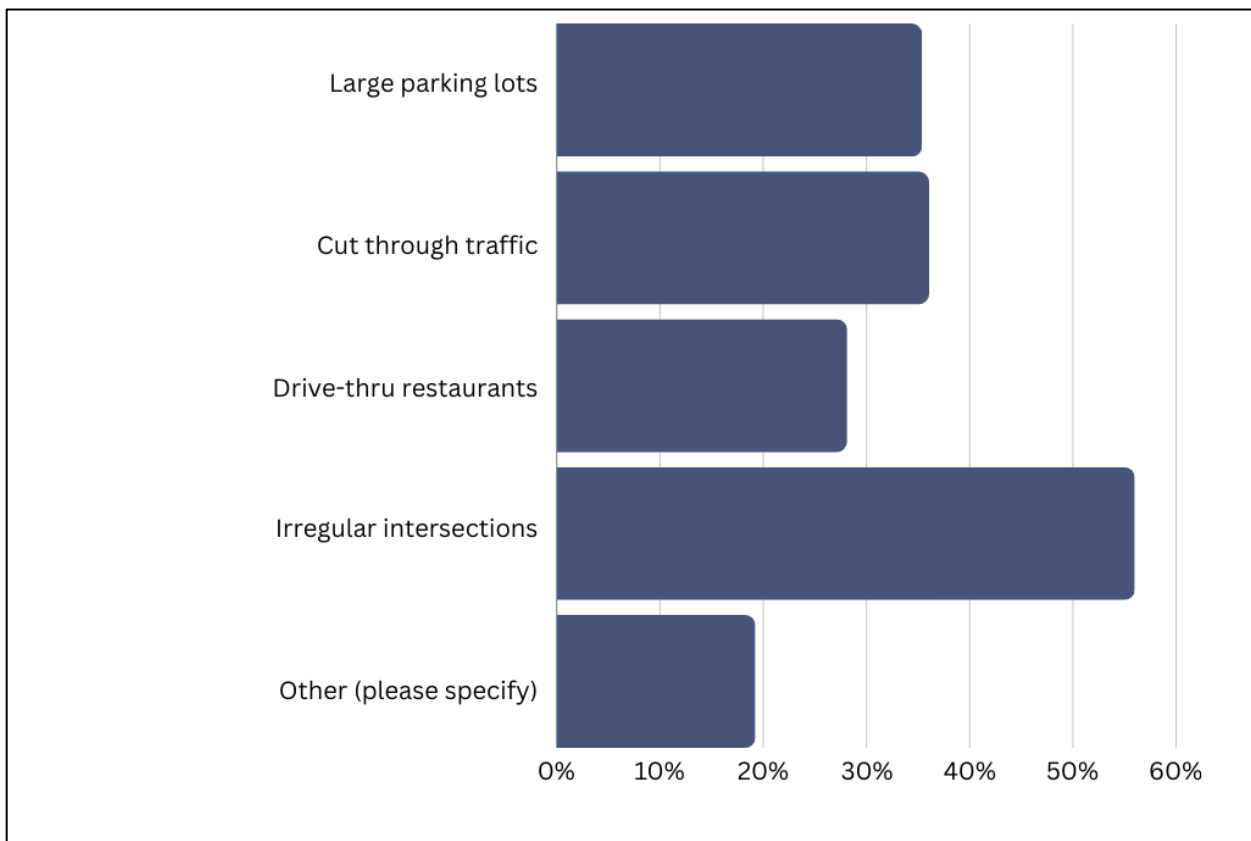
**Question 8: Please Rank the priority of transportation modes WITHIN the District. Municipal Transit, Walking, Bicycling, Personal Vehicle, Area-wide shuttle**



**Results:**

- Walking- score of **3.73**
- Personal vehicle – score of **3.68**
- Bicycling- score of **3.18**
- Municipal Transit- score of **2.32**
- Are-wide shuttle – score of **2.09**

*Question 9: What aspects of the area would you like to see eliminated or phased out over time? (select all that apply) Large parking lots, Cut through traffic, Drive-thru restaurants, Irregular intersections, Other (please specify)*



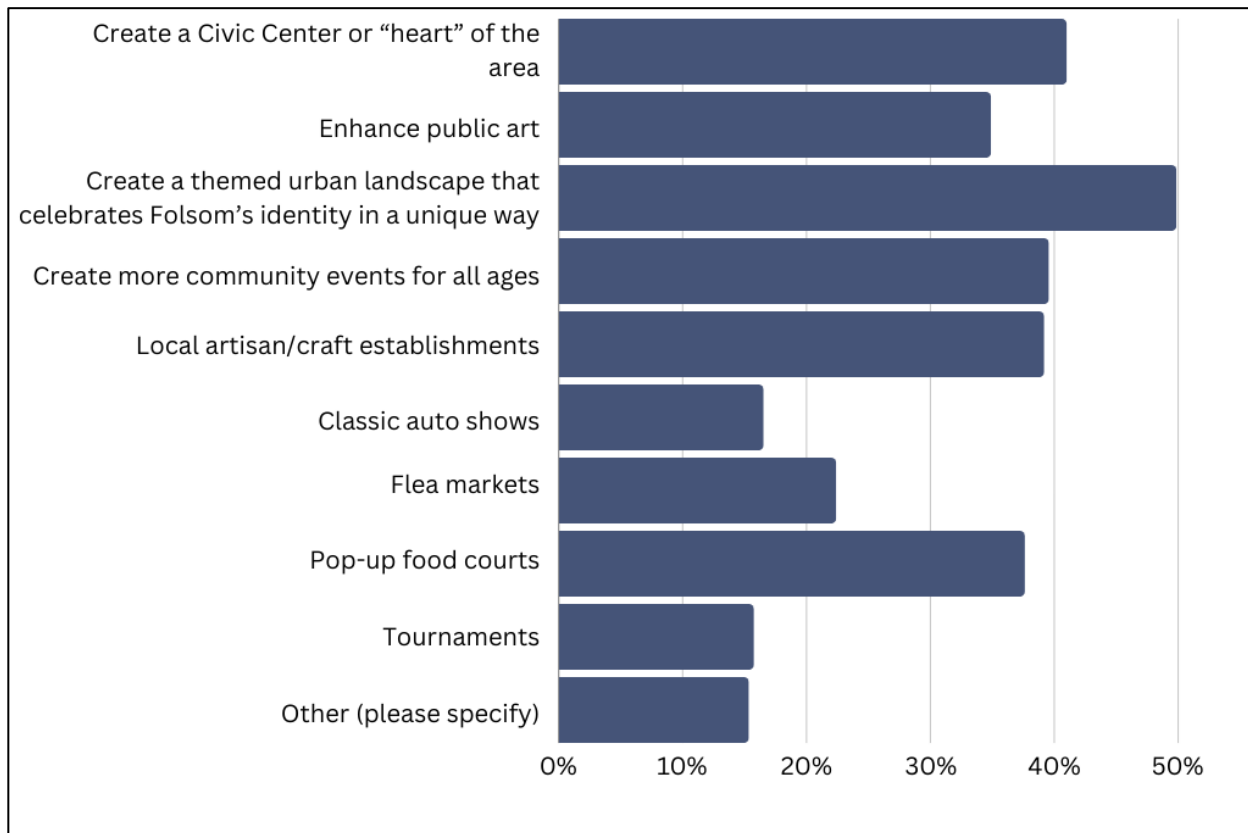
**Results:**

- Irregular intersections **56%**
- Cut through traffic **36%**
- Large parking lots **35%**
- Drive-thru restaurants **28%**
- Other (please specify) **19%**

**Other (please specify) – 143 Comments**

- Unhoused (38)
- Current Aesthetics/ Buildings (28)
- Traffic/ Road issues (22)
- Unarranged sidewalks/ non-inclusive active transport (13)
- Nothing/ Unsure (13)
- Low-income housing (6)
- Transitional Housing (3)
- Cleanliness/ Safety (2)

*Question 10: What ideas could support the area as a ‘destination’ with a unique identity and ‘sense of place’? (select all that apply) Create a Civic Center or “heart” of the area, Enhance public art, Create a themed urban landscape that celebrates Folsom’s identity in a unique way, Create more community events for all ages, Local artisan/craft establishments, Classic auto shows, Flea markets, Pop-up food courts, Tournaments, Other (please specify)*



**Results:**

- Create a themed urban landscape that celebrates Folsom’s identity in a unique way **50%**
- Create a Civic Center or “heart” of the area **41%**
- Create more community events for all ages **40%**
- Local artisan/craft establishments **39%**

- Pop-up food courts **38%**
- Enhance public art **35%**
- Flea markets **22%**
- Tournaments **16%**
- Other (please specify) **15%**

**Other (please specify) – 118 comments**

- Entertainment / Outdoor activities/Public Spaces **(37)**
- Aesthetics/ Culture **(24)**
- Destination making/ Uniqueness **(16)**
- Restaurants and Shopping **(15)**
- Keep the same **(14)**
- Decreased homelessness **(8)**
- Safe active transportation **(6)**
- Landscaping **(5)**
- Traffic/ Parking **(3)**

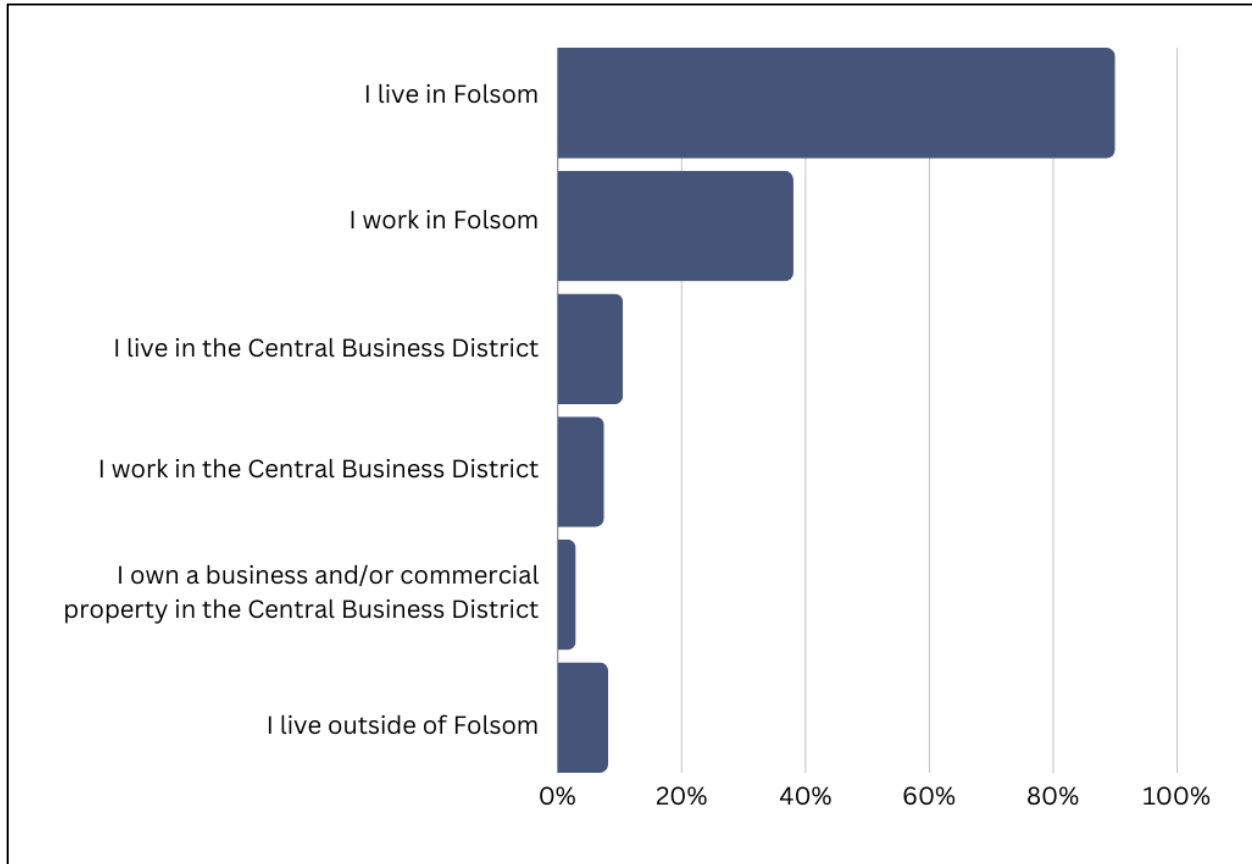
***Question 11: If it were to change, what is your preference for a new community name (vs. the Central Business District)?***

**Results:**

- Heart of Folsom **(35)**
- Keep Central Business District **(35)**
- Downtown/ Uptown/ Midtown **(32)**
- Including the word Central/ Centro **(28)**
- City Center/ Folsom Center **(20)**
- Bidwell/ Riley name **(17)**
- Playoff Central Business District **(16)**
- Historic Folsom related **(13)**
- The Hub/ The Core/ Folsom Hub **(10)**
- Including Lembi in the title **(3)**
- Miscellaneous **(92)**

Question eleven was the only completely write-in answer, with 303 results.

*Optional Demographic Questions:  
Question 12: Please select all that apply*

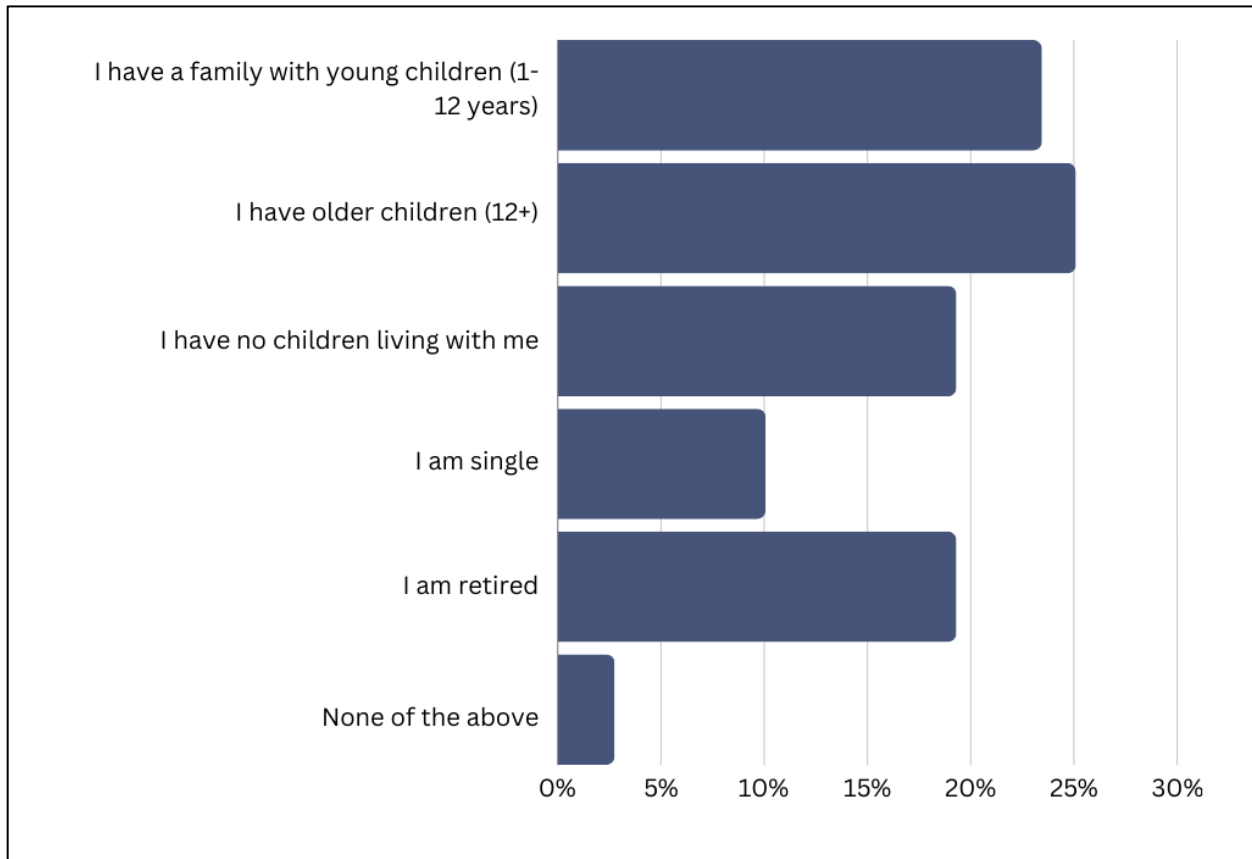


**Results:**

- I live in Folsom **90%**
- I work in Folsom **38%**
- I live in the Central Business District **11%**
- I work in the Central Business District **7%**
- I own a business and/or commercial property in the district **3%**
- I live outside of Folsom **8%**

Question twelve shows that most of the survey participants work or live in Folsom, and 10.55% live specifically in the project area.

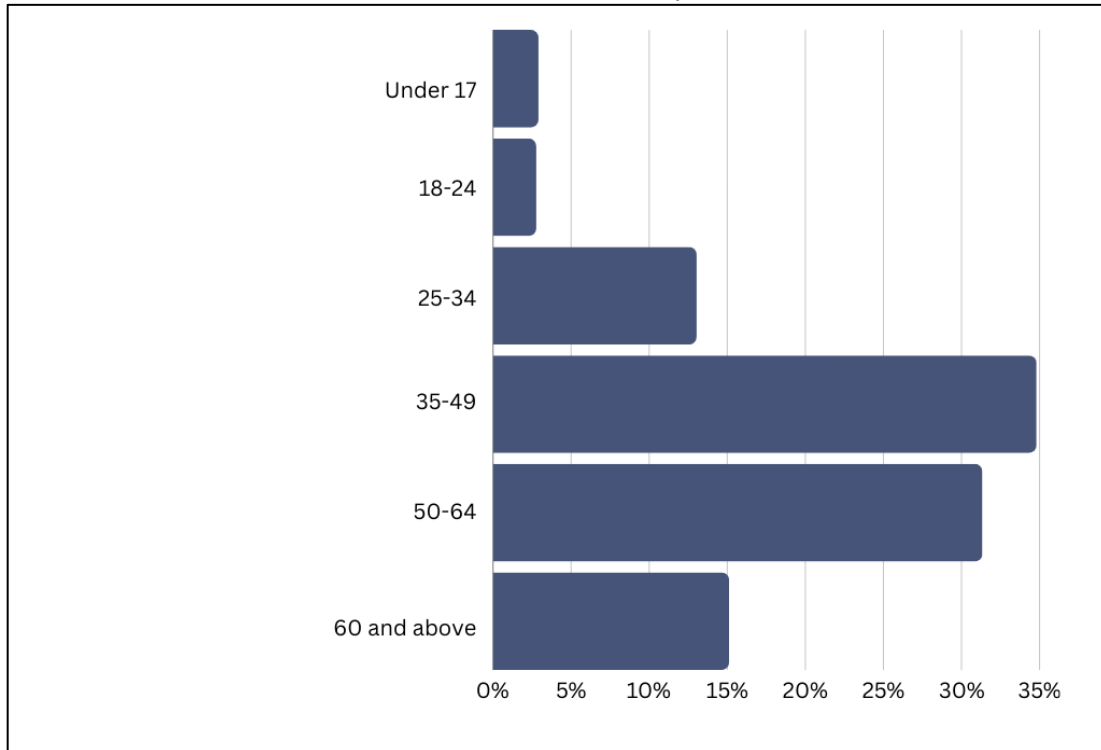
*Question 13: What statement best describes you?*



**Results:**

- I have older children (12+) **25%**
- I have a family with young children (1-12 years) **23%**
- I have no children living with me **19%**
- I am retired **19%**
- I am single **10%**
- None of the above **3%**

*Question 14: What statement best describes you?*



**Results:**

- Under 17 **3%**
- 18-24 **3%**
- 25-34 **13%**
- 35-49 **35%**
- 50-64 **31%**
- 65 and above **15%**

## *Public Awareness Campaign:*

### **Pop-Up Event:**

On December 16<sup>th</sup>, 2023, from 8:00 am to 11:00 am the city’s consulting team tabled outside Karen’s Bakery during the establishment’s peak visiting hours. The purpose of the pop-up workshop was to build awareness about the Master Planning effort, to encourage participation with the online community questionnaire, and to receive feedback on the uses/amenities residents and visitors would like to see in the District and their ideas on creating a unique identity or sense of place for the District. At the pop-up, the team members conversed with community members about the project and encouraged them to take the online survey and interact with project sticker boards. Participants were handed a survey card that had a direct QR code link for them to scan with their phone or enter the link on the web.

Approximately 75 individuals interacted with team members and 113 stickers were placed overall on the interactive boards.

On that same morning, a project team member attended the Historic Folsom Farmers Market. From 9:00 am to 10:30 am the project member directly interacted with about 50 residents of Folsom and surrounding areas. Dozens of survey cards were delivered to constituents during conversations and a few community members took the survey immediately with the guidance of the project team member.

### **Pop-Up Feedback**

At the pop-up, there were two interactive boards with highlighted questions from the survey. Participants were able to answer the questions with sticker dots to give their input. Please find the board feedback below.

#### **What uses/ amenities would you like to see expanded or created in the project area?**

- Entertainment **4** stickers
- Restaurants **13** stickers
- Public gathering spaces **14** stickers
- Public art **11** stickers
- Play areas for children **3** stickers
- Housing options **4** stickers
- Landscaping and greenspaces **10** stickers
- Mixed-use buildings **5** stickers
- Special events **2** stickers

#### **What ideas could support the area as a ‘destination’ with a unique identity and ‘sense of place’?**

- Create Civic Center or “heart” of the area **2** stickers
- Enhance public art **5** stickers
- Themed urban landscape **13** stickers
- Community events **10** stickers
- Local artisan/craft establishments **7** stickers
- Classic car shows **1** sticker
- Flea Markets **6** stickers
- Pop-up food courts **3** stickers
- Tournaments **0** stickers



*Figure 2: Project team member Katie DeMaio explaining survey boards to constituent at pop-up event at Karen’s Bakery*



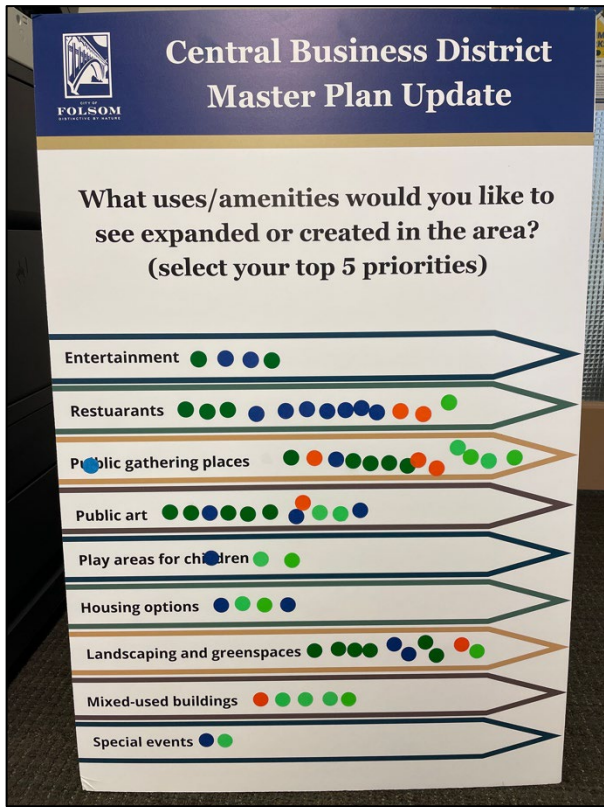


Figure 3: Pop-up board #1

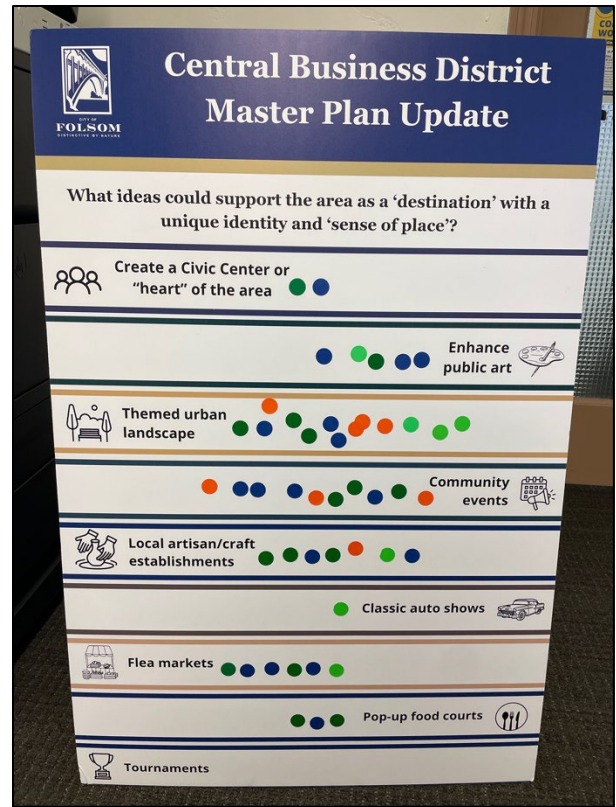


Figure 4: Pop-up board #2

### Flyer Delivery

On December 21st, 2023 two project team members visited the Central Business District project area to educate and inform business owners and employees about the project goals and survey. Fifty businesses within the Central Business District were visited. At each location, team members spoke about the project with business representatives, leaving behind survey flyers and cards. The purpose of the site visit was to get constituents who directly work in or own a business in the Central Business District to interact with the survey.

### Targeted Social Posts

One boosted social media graphic with links to the survey was put out, targeting constituents living in or near Folsom. The purpose of the boosted post was to get people living in the City of Folsom informed of the survey and project. The boosted post ran for one week during the survey activation, reaching 5,228 Facebook users and 712 people engaged with the post.

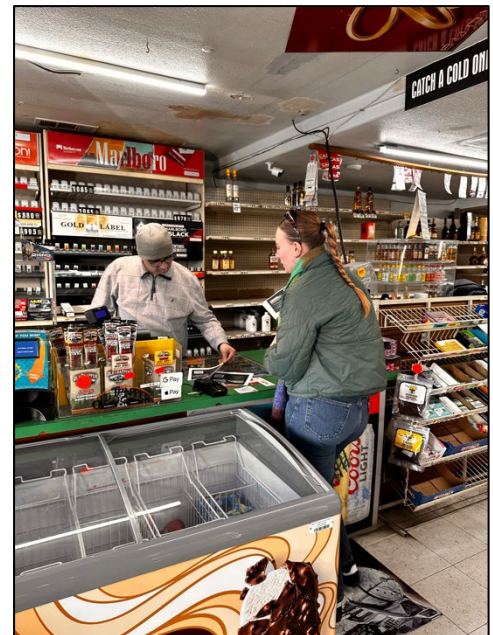


Figure 5: Team member delivering flyer to Central Business District small business