



FRANKLIN DISTRICT PLAYBOOK: COMMUNITY ENGAGEMENT REPORT

Community Engagement Report

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Summary

We began our outreach at three large community events in the District, engaging people informally and formally with a dot exercise to test and evaluate questions.

To start a wider community conversation and assess potential priority projects, we built a comment wall to allow the public to write their comments using chalk. We left it in public spaces for over a month. In English, Spanish and Farsi, we asked one simple question “What Changes Would You Like to See in Franklin Neighborhood?”

To understand small business concerns and priorities along Franklin Blvd., we conducted in-person interviews with 68 businesses. We asked for their input on District improvements as well as their opinion on opportunities such as EV repair training for auto businesses or carsharing for businesses that deliver.

As one of the engagement strategies, we recruited local high school students to conduct surveys with family members, neighbors, and friends to seek feedback for the project. Since students were from the community, they were able to engage them at home in their own language. In total the students completed 733 surveys.

We also held over 40 individual and group meetings with partners and community organizations to share ideas and gain input and feedback.

We developed reusable presentation boards for events listing key strategies in English and Spanish, so people could indicate their priorities.

We also engaged in outreach efforts including a focus group, pop-up demonstration, and surveys on specific projects to gain insights and priorities for strategies and implementation.



Public Engagement Strategies

Strategy 1: Event Outreach

Before trying to create specific strategies for engaging our community, we attended three community events to raise awareness for our initiative, interact with community members, and test and evaluate some of our questions. The events were: National Night Out on August 7, Hispanic/Latino Parade on September 15, and Trunk or Treat (Halloween Party) on October 31, 2018. All three events were in Franklin district.

We engaged event attendees either in informal conversation about public transportation, community amenities, housing, and other issues, or through a more structured engagement using a list of potential neighborhood improvements.

In our structured engagement, we gave participants two sticker dots and asked them to choose their top 2 improvements. We also used a map of the district and asked participants to mark the location of their residence using push pins. This exercise helped us know if they were a Franklin area resident or lived outside the District. We had two sets of questions depending on whether the person lived inside or outside the District. We conducted the engagement in both Spanish and English.

ENGAGEMENT STRATEGY #1: EVENT OUTREACH

80+ RESPONSES

TOP 5 IMPROVEMENTS

- GATHERING PLACES FOR EVENTS
- PARKS
- FREE WI-FI
- MORE RETAIL/RESTAURANTS
- SAFETY

BENEFITS

- TESTING/EVALUATING QUESTIONS
- FACE-TO-FACE INTERACTION
- RAISING AWARENESS OF THE TCC INITIATIVE

OBSERVATIONS & LIMITATIONS

- LANGUAGE BARRIERS
- SURVEY SAMPLING

I Live in the Franklin Neighborhood

I want to see:

- Parks and Open Spaces
- More Trees
- Green Job Opportunities
- Free Wi-Fi
- Public Transit
- More Lights
- Bike Sharing Programs and Bike Lanes
- Public Arts
- Cross Walks
- Bike Lanes
- Green Job Training
- More Activities
- Entertainment
- Facade Improvement
- Affordable Housing

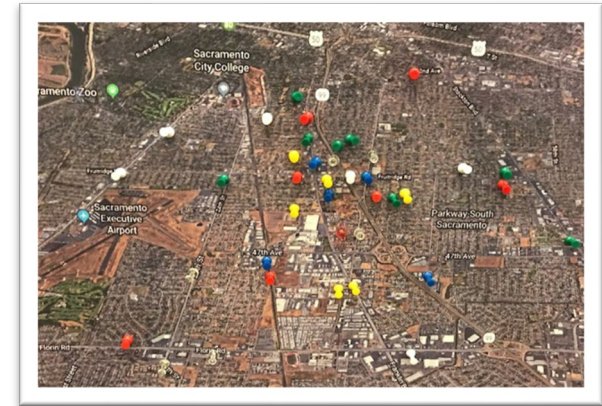
I Live Outside the Franklin Neighborhood

I come to the Franklin Neighborhood because of:

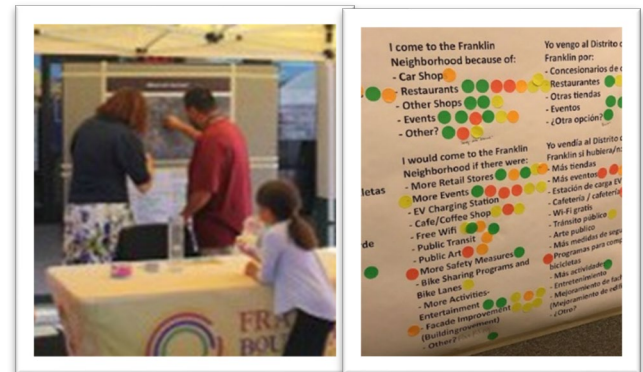
- Car Shops
- Restaurants
- Other Shops
- Events
- Other?

I would come to the Franklin Neighborhood more often if there were:

- More Retail Stores
- More Events
- EV Charging Station
- Cafe/Coffee Shop
- Free Wi-Fi
- Public Transit
- Public Art
- More Safety Measures
- Bike Sharing Programs and Bike Lanes
- More Activities- Entertainment
- Facade Improvement



"Where Do you Live" map used in the events



Priority Project Identification Board

Observations and Limitations

There were two main takeaways observing the interactions of the community members with our questions. One, more than 50 percent of the participants had limited English proficiency. Those did not speak English well were often accompanied by their children and asked their kids to translate the questions and help them respond. Two, respondents may not have been a fair representation of the community. All were attending events and may have greater preferences for more gathering spaces and events.



Strategy 2: Comment Wall

To start a wider community conversation and help identify top priority projects, we built a comment wall with four sides and chalkboard paint to allow the public to write their comments in chalk. We put the comment wall in public spaces for over a month and asked one simple question “What Changes Would You Like to See in the Franklin Neighborhood?” The question was written in English, Spanish and Farsi on three sides of the comment wall. The fourth side was used for inviting people to use the boards. We collaborate with students from a UC Davis community economic development course to help with outreach at the wall.

We received over 60 comments on the wall and were also able to talk with people when we were physically there to encourage them to add their thoughts. The comment wall opened the door for conversation within the community by providing opportunities for people to write their comments and read other people’s comments. Pressure was removed so that people could write their ideas without supervision. Even people without the means to participate in public meetings or surveys were able to provide input (e.g., non-English speakers, people who are homeless).

Observations and Limitations

Our staff built the wall in-house. It was heavy and not so easy to transport to different locations. To keep the comment wall going, we had to take photos and then erase comments to make space for more people to write on the wall. We found limited places with a lot of foot traffic where people would see the wall, and where the business owner would allow us to put up the wall for a period of time. We also couldn’t provide any encouragement or guidance for commenters unless we were on site.

ENGAGEMENT STRATEGY #2 COMMENT WALL

60+ RESPONSES

TOP 3 IMPROVEMENTS

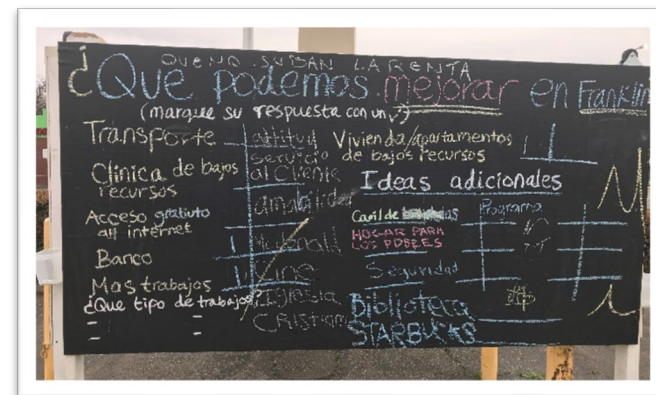
- AFFORDABLE HOUSING
- JOB TRAINING OPPORTUNITIES
- DEALING WITH HOMELESS ISSUES

BENEFITS

- COMMUNITY CONVERSATION
- SAFE AND INCLUSIVE PLACE

OBSERVATIONS & LIMITATIONS

- NON-PERMANENT MEDIUM
- LIMITED AVAILABLE SPACE FOR COMMENT WALL
- UNSTRUCTURED PROCESS



Comment Wall in Spanish

Strategy 3: Resident Engagement by High School Students

Over 30% of the population in the English don't speak English very well. During our first phase of engagement we observed how kids often helped their parents to overcome language barriers. Therefore, we decided to recruit local high school students to reach out to their family, friends, and neighbors and translate questions for those who have limited English proficiency. We soon realized that this strategy enhances the quality and quantity of the engagements beyond the simple translation service.

Benefits

- Efficient and Scalable

We were able to complete 733 surveys through 61 students. Giving a small job –10-12 surveys – to this large number of students allowed us to reach out to hundreds of community members in a short period of time.

- Kitchen Table Meetings

By taking the surveys to the comfort of the participants' homes, the transportation barrier was removed.

- Affinity Between Participant and Interviewer

Knowing the interviewer helped participants feel more comfortable and engage more fully in a conversation. Each side saw the other supporting and empowering them to ask and answer questions.

ENGAGEMENT STRATEGY #2: RESIDENT ENGAGEMENT BY HIGH SCHOOL STUDENTS

733 SURVEYS COMPLETED BY 61 STUDENTS IN 13 LANGUAGES

PARTICIPANTS' TOP 5 IMPROVEMENTS

- AFFORDABLE HOUSING (51%)
- FREE JOB TRAINING (17%)
- MORE/BETTER PUBLIC TRANSPORTATION (10%)
- MORE PARKS (8%)
- FREE PUBLIC WI-FI (7%)

BENEFITS OF THIS APPROACH

- EFFICIENT AND EASILY SCALABLE
- KITCHEN TABLE MEETINGS
- AFFINITY BETWEEN PARTICIPANTS AND INTERVIEWER
- ELIMINATION OF CULTURAL BARRIERS
- FLEXIBLE SCHEDULE

OBSERVATIONS & LIMITATIONS

- SCHOOL BUY-IN
- TRAINING AND MANAGING STUDENTS
- LIMITED CONTROL ON CONDUCTING THE INTERVIEWS

- Elimination of Cultural Barriers

Sharing the same ethnicity and being from the same community helped overcome potential cultural barriers.

- Flexible Schedule

Having the students schedule the interviews allowed for a flexible schedule and enabled more people to participate.

- Youth Engagement and Empowerment

Engaging youth in the process made them more aware of government programs, local issues and opportunities, and the importance of engaging their community in the decision-making process.



Student interview

Observations and Limitations

- School Buy-in

Schools have limited resources for organizing activities above and beyond curriculum requirements. We needed to find ways to tie this project into the existing school programs such as the Community Service program.

- Training and Managing Students

Training was done in small groups. We had organized four training sessions in four schools. After realizing that there was a lot of interest at Luther Burbank High School, we held seven more sessions just for them. We were present every Wednesday in a dedicated room. Having a fixed space and time helped the recruiting and training process. Students who had signed up for the program knew that if they needed more forms, had questions, or wanted to receive their checks they could find us on Wednesdays at lunch time.

- Limited Control on Conducting the Interviews

Since students took questions home and conducted interviews without any supervision, there was no control on the accuracy of the translation or selection of interviewees. However, students were told that their work might be audited.

- Appropriate Topics

In our case, we didn't have any questions of a very personal nature. However, questions such as income level or employment status, which are common survey questions, should be treated carefully, as they could mean students are asking adults to share personal information with kids they know.

Recruiting High School Students

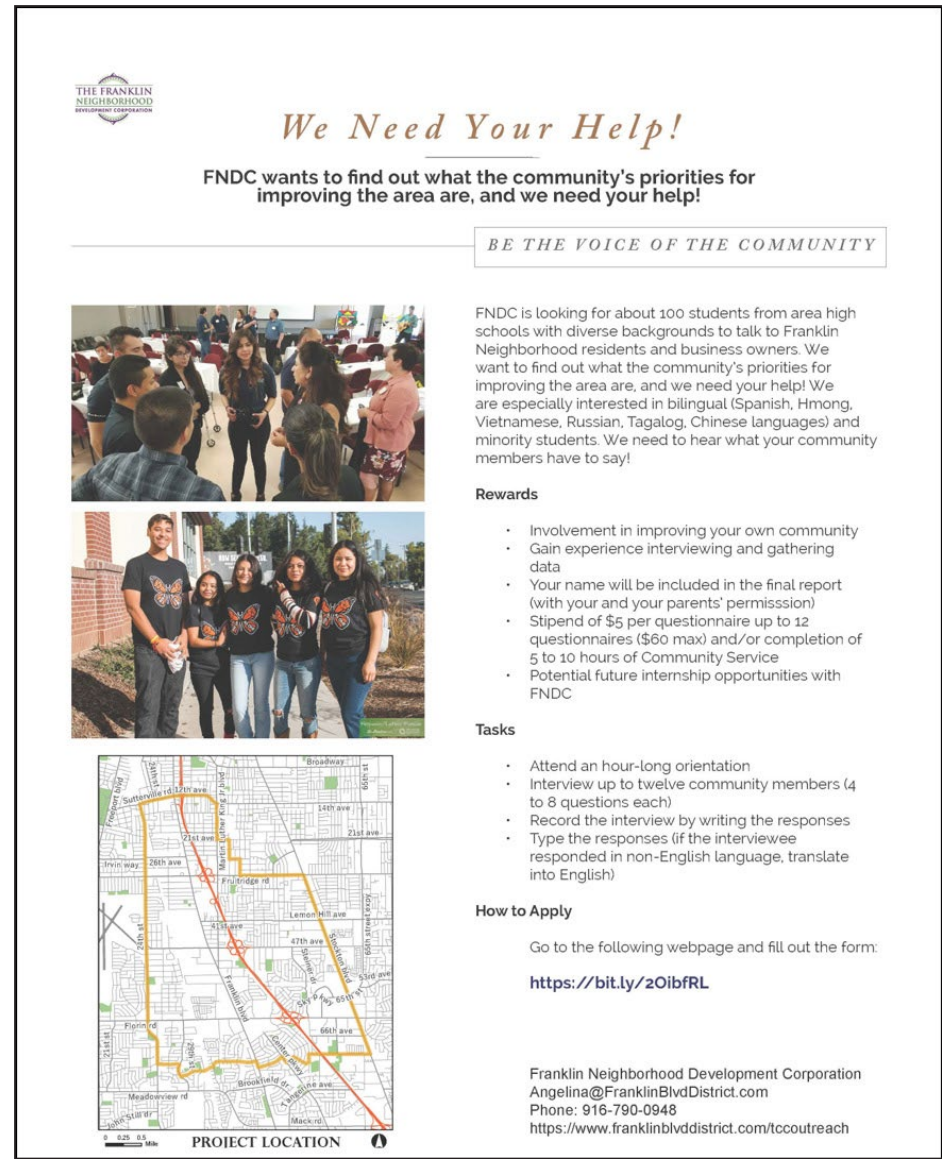
We chose five local high schools and presented the engagement brochure to them (see image 1). We then requested that a volunteer program coordinator be selected from among school counselors, teachers, or administrators to help us recruit students for the engagement. However, only two schools chose a volunteer. We also made a request for a room where we could hold student orientations. A total of 50 out of the 61 students who ended up working with us were from Luther Burbank High School.

The requirements for joining the program were to live in Franklin District or its buffer zone (Image 1) as well as know people who live or work in the area. We encouraged bilingual students to apply so that they would be able to reach out to those who don't speak English well.

The rewards that we offered were data collection and interviewing experience, along with a stipend of \$5 per questionnaire. The maximum number of questionnaires that one student could fill out was 15, resulting in a maximum payout of \$75. This required the students to know and interview 15 people who lived or worked in the district.

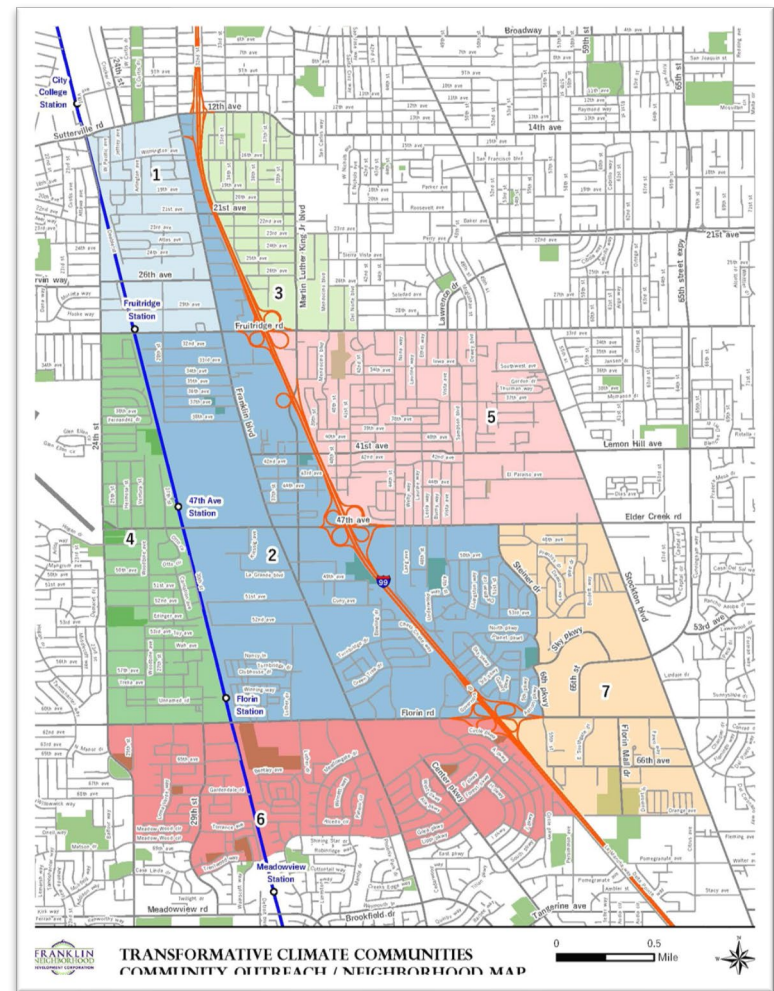
The interested students were required to apply through an online link. We wanted to make sure they live in the district without asking for their address. To do this, we made a map and divided the TCC area and its surroundings into seven districts and asked them to identify which area they live in. After receiving the applications, we contacted them and let them know if they were qualified to be part of the program. The online application had the following questions:

Image #1: Engagement Brochure



Name (first and last):
Email address or phone number:
School:
Do you speak any language(s) other than English?
Which area number do you live in? (see the map below)

Image #2: District's Numbered Areas



Developing Questions

Our goal for this engagement was to ask questions about potential projects, many of might qualify for a TCC Implementation Grant. TCC guidelines provided project categories and examples of qualified projects.

However, we realized that asking all of those questions would make our questionnaire very long and some questions might not be relevant to everyone taking the survey. For instance, renters would be disinterested in homeowner weatherization programs, however they would likely be interested in affordable housing projects. Therefore, we divided our interviewees into nine groups (image #2). We customized questions for each group and created lettered survey forms corresponding to the interviewee groups, A to I (image #3). All of the forms and questions can be found in Appendix A-1.

Image #2: Customizing Questions

Projects Categories

- Housing**
 - 1. Affordable Housing
 - 2. Housing weatherization
- Economic**
 - 1. Green Jobs
 - 2. Workforce Development
- Transportation**
 - 1. Carsharing Program
 - 2. Transit Station & Facilities
 - 3. Bicycle & Car Share Program
 - 4. Bicycle & Pedestrian Facilities
 - 5. TOD development
- Parks & Heat Reduction**
 - 1. Climate Adaptation- Heat Islands
 - 2. Urban Greening Projects

Interviewees' Groups

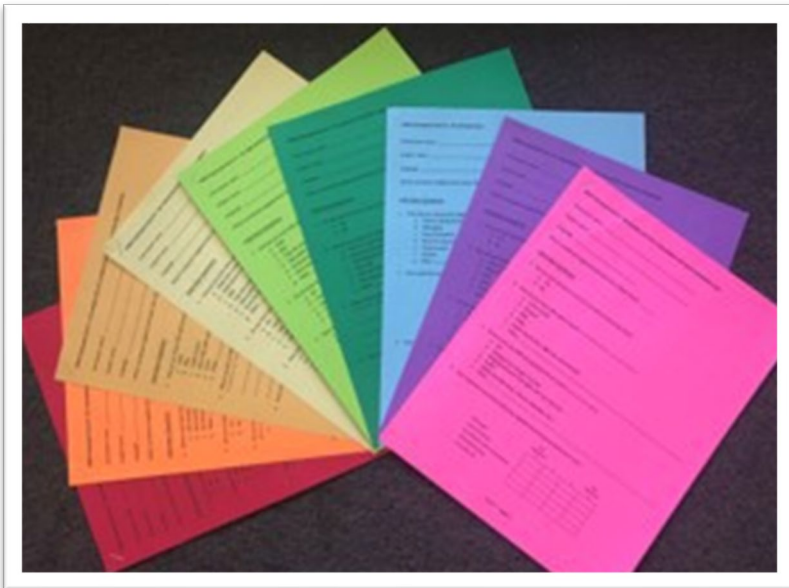
- A. Renters
- B. Unemployed
- C. Unable to Drive (age or disability)
- D. Elementary/ Middle School Students
- E. High School Students
- F. Parents with Young kids<12
- G. Homeowners
- H. Employees who work in the district
- I. Employees who work outside of the district

Training Students

In a half-hour training we provided basic information on our project and asked students to select 8 to 12 specific forms based on their target interviewees. Forms A to I were color coded to make it easier for students to choose the right ones. For instance, if they knew 6 district residents who were renting and 4 who were not able to drive, they would choose 6 of Form A and 4 of Form C. Students were told they were not allowed to interview one person more than once, even if they belonged to multiple groups.

The paper forms were used by students to write down interviewee answers; however, students were required to submit the responses using an online link. We also asked them to return the paper forms to us to keep a record of interviewees.

Image #3: Nine Survey Forms for Nine Groups



Nine Survey Forms

Form A: Renters

Form B: Unemployed

Form C: People unable to drive (Seniors/disabled)

Form D: Students K-8

Form E: High school students

Form F: Parents with kids k-6

Form G: Homeowners

Form H: People work in district

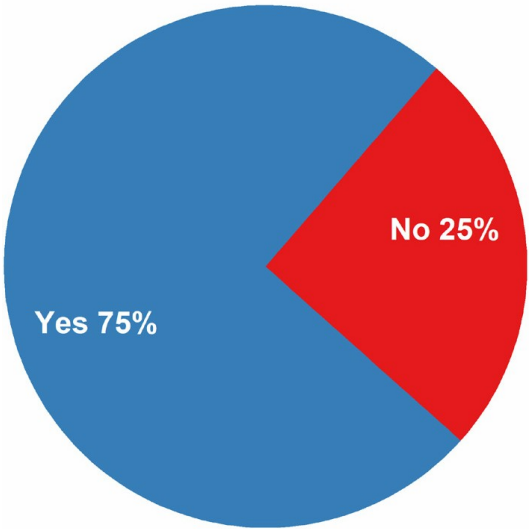
Form I: People who work outside district but live in district

Results

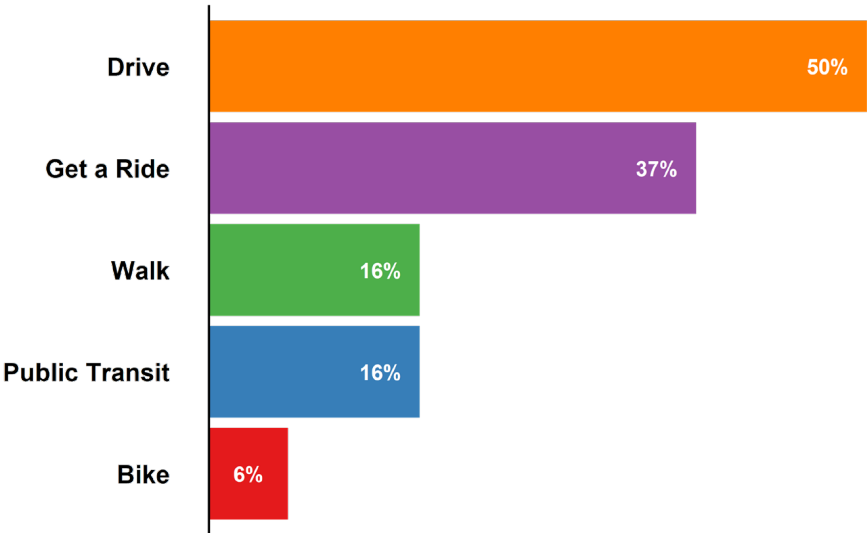
The following charts summarize our findings. Obviously, we can analyze the information in numerous other ways, but we found the following ten questions very important for identifying the community's needs and prioritizing catalyst projects. In the future, if we want to implement specific projects, we can attain more information from our surveys such as the breakdown of the groups of respondents, the language they used to respond or the area where they live.

Out of the 733 people interviewed, 587 (80%) responded in English, while 146 people responded in 12 non-English languages, including about 66 each in Spanish and Hmong (9%) each.

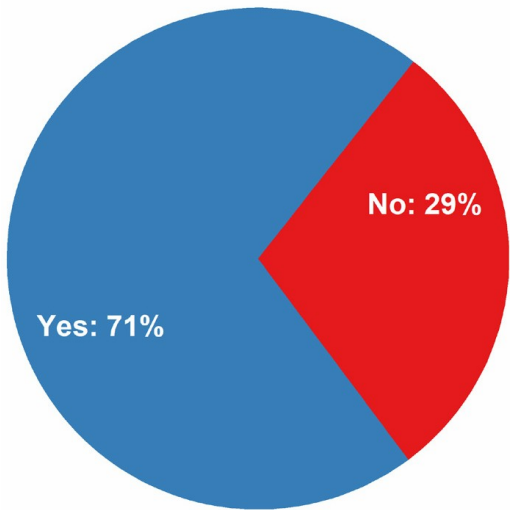
Do you have access to a car you can drive most of the time?
(n=435)



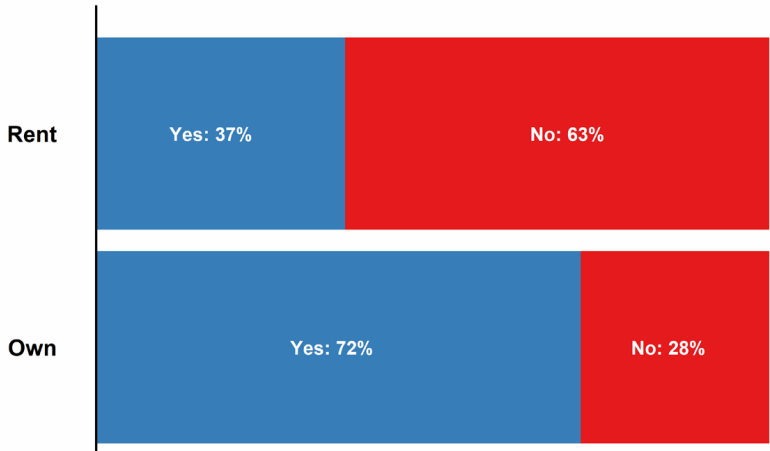
How do you most often get around? (top 2) (n=279)



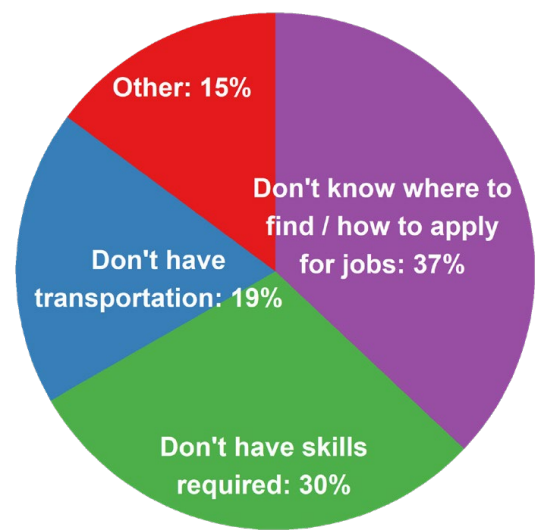
Can you easily find public transit information? (n=624)



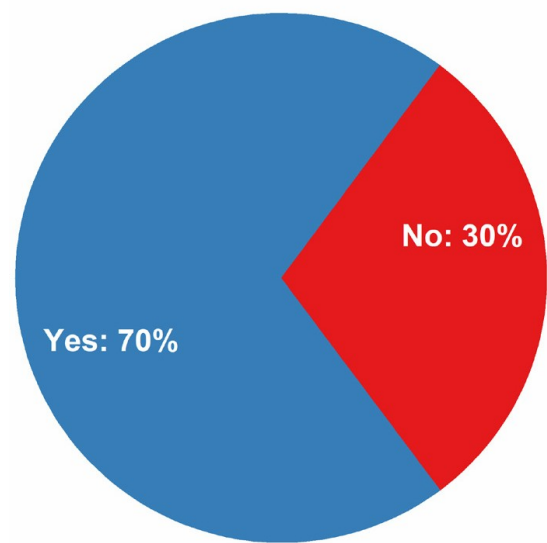
Have you or your landlord done any work on your home to lower your utility bills (n=180)



What is the main reason you are unemployed?
(n=54, aged 19-60)



Are you interested in free job training? (n=54)



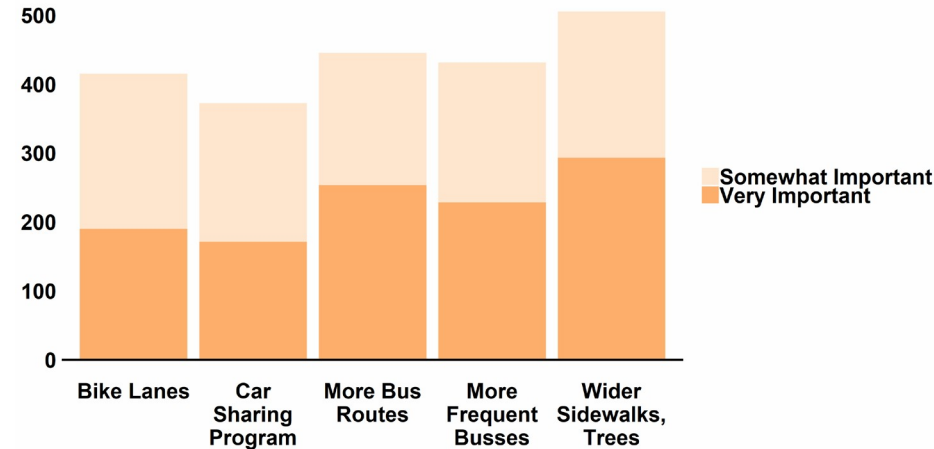
How important would the following neighborhood improvements be to you? (n=641)

Very Important- Somewhat Important - Slightly Important-Not Important

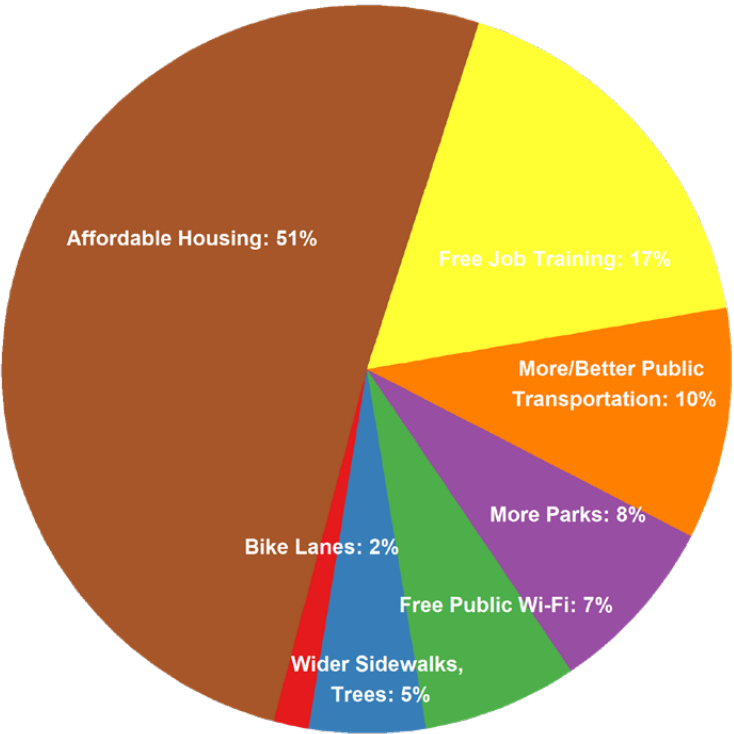


How important would the following transportation improvements be to you? (n=641)

Very Important- Somewhat Important - Slightly Important-Not Important



If you had to choose one kind of improvement for your neighborhood, which would be the most important? (n=641)



Strategy 4: Business Engagement

Small businesses along Franklin Blvd. also played an important role in identifying and refining strategies for the Playbook. Through in-person interviews conducted by staff and interns with 68 businesses, we asked for priorities and feedback on strategies, including current practices and interests in implementation ideas such as EV repair training for auto businesses or carsharing opportunities for those that make deliveries.

Benefits

- Understanding Business Priorities

Face-to-face meetings with business owners asking them about their priorities helped us identify projects that would benefit them as much as residents.

- Increasing Awareness of Future Projects

Talking with business owners increased their awareness of existing opportunities and incentives for projects such as carsharing and electric vehicle charging stations.

- Attaining Business Buy-in

Businesses are more likely to support projects that they are familiar with rather than ones they have never heard of. The in-person interviews allowed us to offer information and clarifications on technologies, potential strategies, and projects and respond to their questions.

ENGAGEMENT STRATEGY #3: BUSINESS OWNERS

68 IN-PERSON INTERVIEWS

- BUSINESS OWNERS/AUTO REPAIR
- BUSINESS OWNERS /DELIVERY
- BUSINESS OWNERS /OTHERS

TOP 2 IMPROVEMENTS

- NEIGHBORHOOD FEEL (54%)
- AFFORDABLE HOUSING (34%)

BENEFITS

- UNDERSTANDING BUSINESSES PRIORITIES
- INCREASING AWARENESS OF FUTURE PROJECTS
- DEVELOPING BUSINESS BUY-IN

OBSERVATIONS & LIMITATIONS

- ENGAGEMENT FATIGUE
- TIME-CONSUMING PROCESS

Observations and Limitations

- Engagement Fatigue

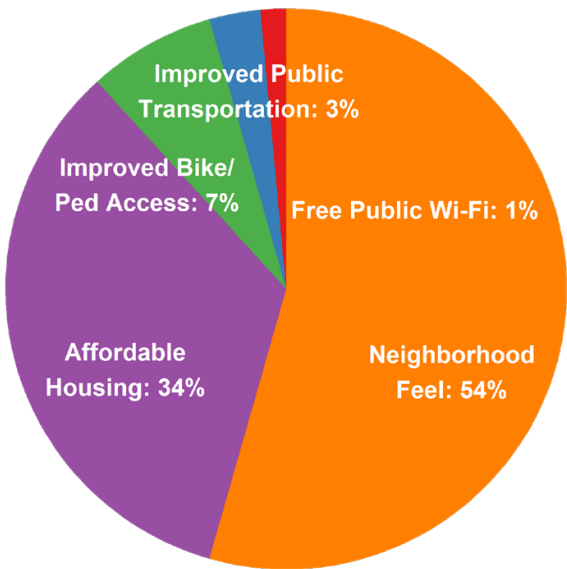
Businesspeople do not have much time. They can become fed up with surveys and non-business demands for their time, and then not give any project enough attention.

- Time-Consuming Process

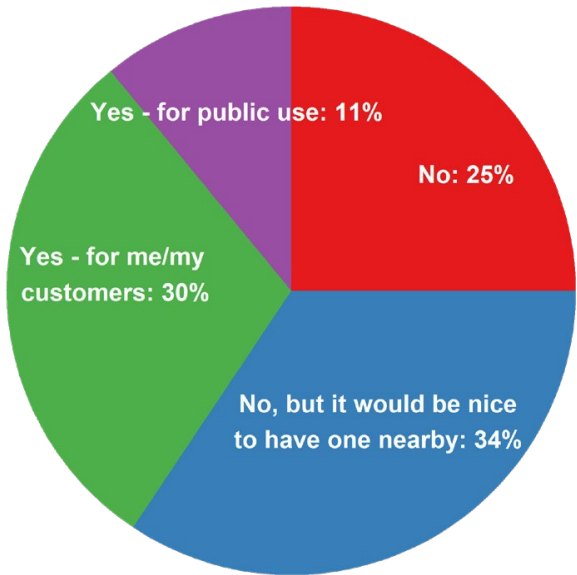
The interview process was time-consuming because most business owners or managers were not available for an interview when staff first walked in their door. Also, it was difficult to make an appointment. We decided to show up multiple times, hoping to catch the interviewees, which we mainly eventually did.

The following charts summarize our findings for the 10 questions we found most important for identifying the businesses' needs and prioritizing strategies and catalyst projects. Survey questions may be found in Appendix A-2.

Which of the following potential neighborhood improvements do you see as most important? (n=68)

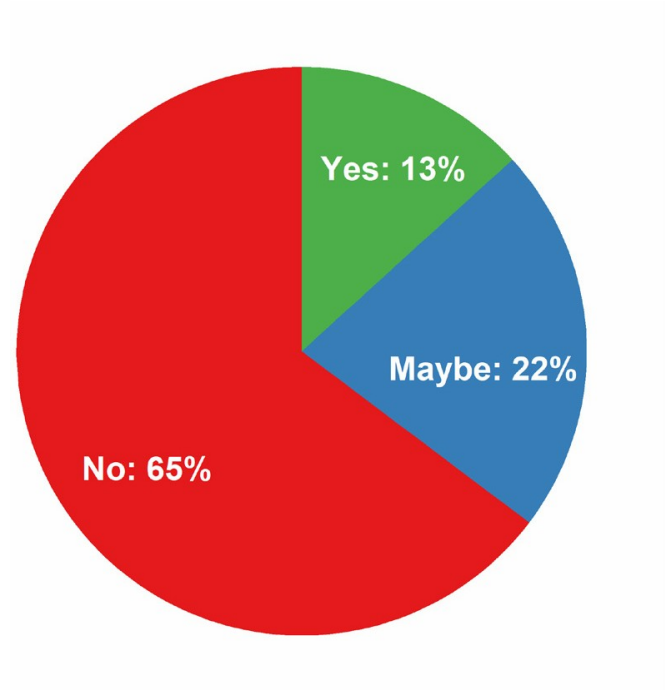


Would you be interested in having an EV charger at your business? (n=64)

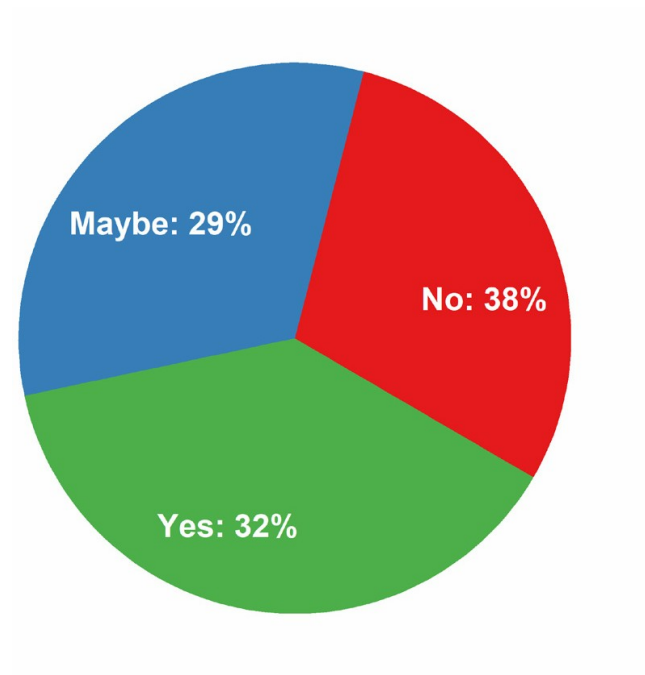


If it were available, would you be interested in renting an electric car on a monthly basis? (n=68)

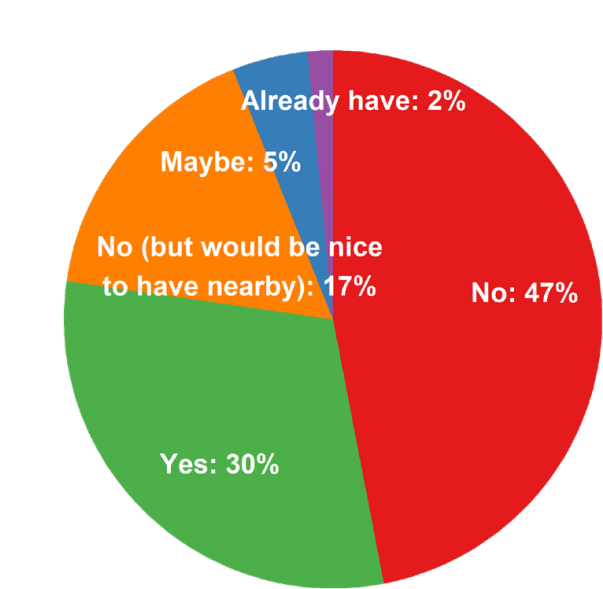
We told them it could cost around \$350/month including insurance and would have a range of about 125 miles per charge with no mileage limit.



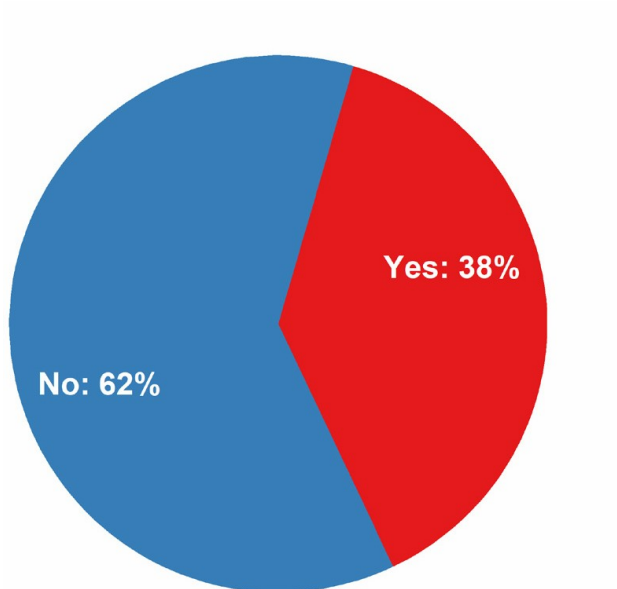
Are you interested in tree planting at your business? (n=68)



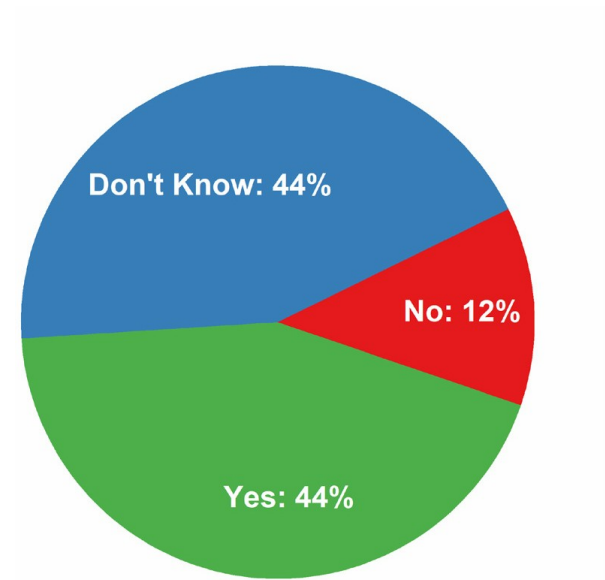
Are you interested in shared bikes/scooters? (n=66)



(Auto repair businesses): Do you currently work on alternative-fuel vehicles? (n=26)

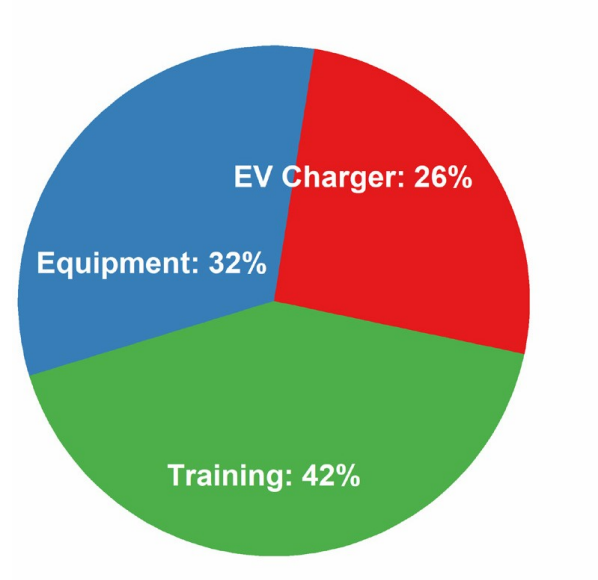


(Auto repair businesses): Are you interested in working on alternative fuel vehicles in the future? (n=16)



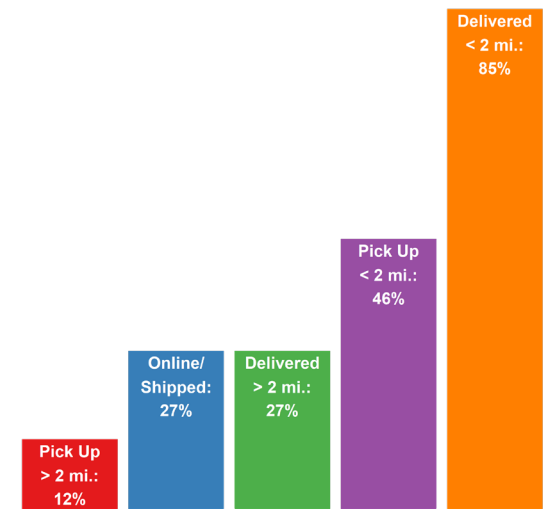
Of the 16 auto businesses who responded to this question, 44% wanted more information to understand the opportunities for work on alternative fuel vehicles.

(Auto repair businesses): What, if anything, might help you work on alternative-fuel vehicles? (n=16)



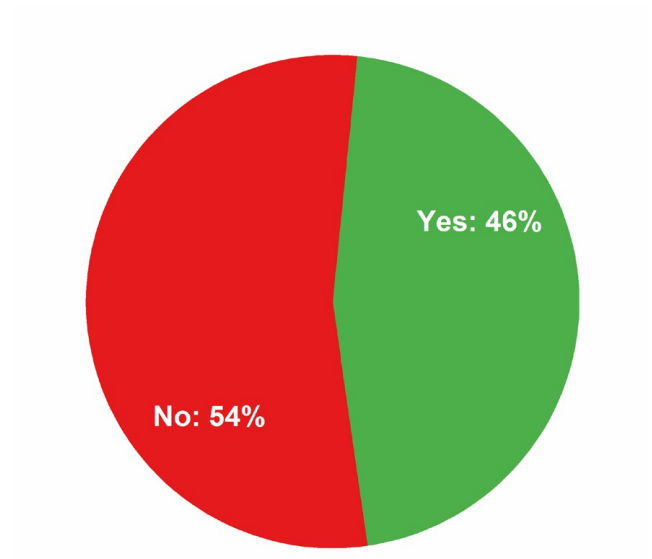
Of the 31 auto businesses who responded to this question, 42% indicated training would help them to work on alternative-fuel vehicles, while 32% said having the appropriate equipment would help. The remaining 26% said bringing more EV charging stations to the district would help.

(Auto repair businesses): How do you get parts? (n=26)



Of the 26 auto businesses who responded, 85% either get all or some of their part orders by delivery from a local supplier, reducing their own driving.

(Auto repair businesses): Do you shuttle customers to/ from home or work? (n=26)



Nearly half shuttle some of their customers, requiring them to drive a vehicle

Strategy 5: Partner and Stakeholder Meetings

Many agencies and community organizations with a variety of missions, skills, expertise, and resource will be needed to help implement the Playbook. We held over 40 meetings with public, nonprofit, and private sector organizations. We met with staff and leaders including on planning, environmental health, affordable housing, transportation and shared mobility, electric vehicles, air quality, solar installations, water, energy efficiency, and economic and workforce development.

In the process we learned more about what could be possible in the Franklin District and what resources might be available. We also got more people excited and interested in how they could help and identified ways we could collaborate or leverage each other's work to achieve mutual goals.

In January and June 2019, we also held three meetings with the original partners in the grant application and additional organizations to brief them on our progress on developing the Playbook and get their expertise, thoughts, feedback, and ideas for the Playbook.

ENGAGEMENT STRATEGY #5: MEETING WITH PARTNERS & COMMUNITY ORGANIZATIONS

40+ INDIVIDUAL & JOINT MEETINGS

BENEFITS

- IDEAS/INPUT/FEEDBACK FROM BROAD RANGE OF COMMUNITY PARTNERS & INTERESTS

OBSERVATIONS & LIMITATIONS

- COMPLEMENTS AND REINFORCES COMMUNITY INPUT
- HELPS IDENTIFY IMPLEMENTATION, FUNDING AND ASSISTANCE RESOURCES
- CREATES INTEREST AND BUY-IN



Stakeholder Meeting, June 2019

Strategy 6: Prioritization Outreach

As the TCC Planning grant came to a close, we returned to our initial strategy of outreach at large community events to get feedback on the draft strategies identified for the Playbook. RSE, a local communications firm, helped design six presentation boards in English and Spanish that asked community members to mark their top priorities for the community in four areas: housing, economy, environment, and transportation. We unveiled the Boards at the Franklin District National Night Out on August 6, 2019. We gave people removable dots to vote for their favorite strategies in each area. The Boards are reusable, so we are continuing to use them with local groups and at events to keep the Playbook alive in people's minds and continue a process of feedback and engagement.



Benefits

The boards were an easy way take the strategies out to an annual neighborhood event that draws hundreds of families. Because the boards were in both English and Spanish nearly everyone could participate. We also had both English and Spanish speakers near the boards encouraging people to cast their votes and able to answer questions. Also, many District residents attend National Night Out every year and likely provided ideas during our early outreach at the 2018 event. This outreach then brought the project full circle, letting them know how they had been heard and giving them an opportunity to further express their priorities while raising awareness among new people as well.

ENGAGEMENT STRATEGY #6: PRIORITIZATION OUTREACH

237 VOTES

TOP IMPROVEMENTS

- NEW AFFORDABLE HOMES, TOWNHOMES, APARTMENTS, TINY HOMES
- PUBLIC PARKS, COMMUNITY GARDENS
- LA FAMILIA OPPORTUNITY CENTER & JOB TRAINING PROGRAMS
- SAFE ROUTES AND COMPLETE STREET IMPROVEMENTS
- MURALS AND CULTURAL EVENTS
- SERVICES FOR THE HOMELESS

BENEFITS

- TAKING IDEAS BACK TO COMMUNITY FOR PRIORITIZATION
- RAISING NEW COMMUNITY AWARENESS OF PLAYBOOK AND STRATEGIES

OBSERVATIONS & LIMITATIONS

- BEST FOR EVENTS WITH TIME FOR PEOPLE TO RESPOND

Strategy 7: Project-Specific Engagement

We also used several other methods for obtaining community input for several specific projects and strategies for the Playbook.

Focus Group

We helped Breathe California develop a focus group to help us understand people's knowledge and perceptions of electric vehicles since they could affect the Playbook strategy to increase electric vehicle adoption. Working through high school students from the resident surveying effort, we identified eight community members from Hmong, Mexican, and African American backgrounds to participate in their first-ever focus group. We also had their high school kids translate questions and responses for us as needed, to eliminate language barriers.

Mercado Surveying

With progress being made towards a potential site for the Mercado, we also began surveying residents about what would make it most successful. We obtained 135 individual surveys in English and Spanish at two large community events: Supervisor Patrick Kennedy's 3rd Annual Fun Fair on October 5 at Southgate Plaza and Sacramento Adventure Playground's Community Fun Day at Maple Neighborhood Center on October 12, 2019. At the Fun Day, we also asked kids to vote on children's activities for the Mercado and provide other ideas for what they'd like to see.

Staff also conducted an initial electronic survey through email and social media asking about interests in a Friday Night Market on Franklin Blvd., building on traditions in Mexico, South America, and Asian countries. We received over 75 responses to that survey indicating a high degree of interest.

ENGAGEMENT STRATEGY #7: PROJECT-SPECIFIC ENGAGEMENT

BENEFITS

- ADDITIONAL METHODS FOR OBTAINING INPUT AND FEEDBACK
- FURTHER RAISES COMMUNITY AWARENESS OF PLAYBOOK AND STRATEGIES

OBSERVATIONS & LIMITATIONS

- TAILOR METHOD FOR PROJECT AND AUDIENCE



Some of the Electric Vehicle Focus Group Participants

Pop-Up Demonstration

The Franklin Blvd. Complete Street project is a key strategy for the Franklin District. Instead of a separate workshop, we encouraged City Public Works staff and the consultant team to conduct a pop-up demonstration of the Complete Street design at FBBA's Back to the Boulevard event on September 15, 2019. The team striped bike lanes and put out donated plants and trees to illustrate how some of the street treatments would work. They also set up a booth along the street to show people the design and get their comments.



Additional Resources

A-1: High School Student Survey Forms

A-2: Business Interview Questions

APPENDIX A-1: HIGH SCHOOL STUDENT SURVEY FORMS

FORM A

FNDCC Outreach Form A – for renters

Interviewer name: _____

Subject name: _____

Language _____

Which numbered neighborhood does the subject live in? _____

Interview Questions

1. Do you have access to a car you can drive most of the time?

a. Yes

b. No

2. How do you most often get around? (circle their top 2; ok to choose only 1)

a. Walk

b. Bike

c. Public Transit

d. Get a ride with someone

e. Drive

f. Other _____

3. Where would you like to go, that you can't now because of a lack of transportation? (it's ok if they can't think of anywhere: say 'none')

4. Have you or your landlord done any work on your home to lower your utility bills? (ex: adding insulation, sealing doors and windows, replacing appliances [washer/dryer, air conditioner, heater, dishwasher, oven/stove, etc.], planting shade trees, installing solar panels)

a. Yes

b. No

- if no: did you know that there are programs to help pay for this kind of work?

i. Yes

ii. No

5. How important would the following neighborhood improvements be to you?

	Not important 0	1	2	Very important 3
More parks				
Free job training				
More/better public transportation				
Affordable housing				
Free public wifi				

6. How important would the following transportation improvements be to you?

	Not important 0	1	2	Very important 3
More frequent busses on current routes				
More bus routes				
Bike lanes				
Car sharing program				
Wider sidewalks, street trees				

7. If you had to choose **one** kind of improvement for your neighborhood, which would be the most important?

a. More parks

b. Free job training

c. More/better public transportation

d. Affordable housing

e. Free public wi-fi

f. Bike lanes

g. Wider sidewalks, street trees

8. Are you interested in a 'green' job? (ex: make/install solar panels, make/repair electric vehicles, design/build energy-efficient buildings and upgrade older ones, recycling, farming)

a. Yes

i. If yes: which of the following are you most interested in? (pick one)

1. Vehicle repair

2. Building/construction

3. Appliance and electronics repair/recycling

4. Landscaping/agriculture

5. Other _____

b. No

9. Can you easily find out about public transit (bus, light rail, microtransit) schedules, fares, routes? (whether or not they ever use transit; we don't want to know if they know the routes, but whether they could find information)

a. Yes

b. N
o

FORM B

FNDC Outreach Form B – for unemployed

Interviewer name: _____

Subject name: _____ Age: _____

Language _____

Which numbered neighborhood does the subject live in? _____

Interview Questions

1. What is the main reason you are unemployed?
- a. Not having access to transportation (can't get to a job)
 - b. Not having the skills needed for jobs that I want or that are available
 - c. Not knowing where to find jobs or how to apply
 - d. Other: _____
2. Are you interested in job training?
- a. Yes
 - b. No
3. Are you interested in a 'green' job? (ex: make/install solar panels, make/repair electric vehicles, design/build energy-efficient buildings and upgrade older ones, recycling, farming)
- a. Yes
 - i. If yes: which of the following are you most interested in? (pick one)
 - 1. Vehicle repair
 - 2. Building/construction
 - 3. Appliance and electronics repair/recycling
 - 4. Landscaping/agriculture
 - 5. Other _____
 - b. No
4. Do you have access to a car you can drive most of the time?
- a. Yes
 - b. No

5. How do you most often get around? (circle their top 2; ok to choose only 1)
- a. Walk
 - b. Bike
 - c. Public Transit
 - d. Get a ride with someone
 - e. Drive
 - f. Other _____

6. How important would the following neighborhood improvements be to you?

	Not important 0	1	2	Very important 3
More parks				
Free job training				
More/better public transportation				
Affordable housing				
Free public wi-fi				

7. How important would the following transportation improvements be to you?

	Not important 0	1	2	Very important 3
More frequent busses on current routes				
More bus routes				
Bike lanes				
Car sharing program				
Wider sidewalks, street trees				

8. If you had to choose **one** kind of improvement for your neighborhood, which would be the most important?
- a. More parks
 - b. Free job training
 - c. More/better public transportation
 - d. Affordable housing
 - e. Free public wi-fi
 - f. Bike lanes
 - g. Wider sidewalks, street trees

FORM C

FNDC Outreach Form C –for people who are unable to drive because of old age or disability

Interviewer name: _____

Subject name: _____

Language _____

Which numbered neighborhood does the subject live in? _____

Interview Questions

1. How do you most often get around? *(circle their top 2; ok to choose only 1)*
- a. Walk
 - b. Bike
 - c. Public Transit
 - d. Get a ride with someone
 - e. Drive
 - f. Other _____
2. Where would you like to go, that you can't now because of a lack of transportation? *(it's ok if they can't think of anywhere: say 'none')*
- _____
- _____
- _____
3. How important would the following neighborhood improvements be to you?

	Not important 0	1	2	Very important 3
More parks				
Free job training				
More/better public transportation				
Affordable housing				
Free public wi-fi				

4. How important would the following transportation improvements be to you?

	Not important 0	1	2	Very important 3
More frequent busses on current routes				
More bus routes				
Bike lanes				
Car sharing program				
Wider sidewalks, street trees				

5. If you had to choose **one** kind of improvement for your neighborhood, which would be the most important?
- a. More parks
 - b. Free job training
 - c. More/better public transportation
 - d. Affordable housing
 - e. Free public wi-fi
 - f. Bike lanes
 - g. Wider sidewalks, street trees
6. Can you easily find out about public transit (bus, light rail, microtransit) schedules, fares, routes? *(whether or not they ever use transit; we don't want to know what they know, but whether they know how to find information)*
- a. Yes
 - b. No
7. How could public transit be improved to meet your needs?
- _____
- _____
- _____

FORM D**FNDC Outreach Form D – for elementary/middle school students**

Interviewer name: _____

Subject name: _____

Language _____

Which numbered neighborhood does the subject live in? _____

Interview Questions1. How do you most often get to school? *(circle their top 2; ok to pick only 1)*

- a. Walk with a parent/grandparent/guardian
- b. Walk alone or with siblings/friends
- c. Bike
- d. Take the school bus
- e. Take public transit
- f. Someone drives me
- g. Other _____

2. Do you have any difficulty getting to school? *(pick one)*

- a. No
- b. I don't feel safe walking/biking to school
- c. I get dropped off late
- d. I have to wait too long for the school bus or public transit
- e. Other _____

3. How would you like to get to school? *(pick one)*

- a. Bike
- b. Walk
- c. Take the school bus
- d. Take public transit
- e. Have someone drive me
- f. Other _____

4. Where do you go for outdoor activities *(parks, to play sports, to walk or bike or skate for fun, etc. If they say they don't, or can't think of anywhere, say 'none')*

5. Do you have internet access at home?

- a. Yes
- b. No

6. What do you use the internet for? *(circle all that apply)*

- a. For school
- b. For fun
- c. To help my family *(look for work, pay bills, use public transit, etc.)*
- d. Other _____

7. Can you easily find out about public transit (bus, light rail, microtransit) schedules, fares, routes? *(whether or not they ever use transit; we don't want to know what they know, but whether they know how to find information)*

- a. Yes
- b. No

FORM E

FNDC Outreach Form E – for high school students

Interviewer name: _____

Subject name: _____

Language _____

Which numbered neighborhood does the subject live in? _

Interview Questions

1. How do you most often get to school? *(circle their top 2; ok to choose only 1)*
- a. Walk
 - b. Bike
 - c. Take the schoolbus
 - d. Take public transit
 - e. Someone drives me
 - f. Drive myself
 - g. Other _____
2. Do you have any difficulty getting to school? *(pick one)*
- a. No
 - b. I don't feel safe walking/biking to school
 - c. I get dropped off late
 - d. I have to wait too long for the school bus or public transit
 - e. Other _____
3. How would you like to get to school? *(pick one)*
- a. Walk
 - b. Bike
 - c. Take the schoolbus
 - d. Take public transit
 - e. Have someone drive me
 - f. Drive myself
 - g. Other _____
4. Where do you go for outdoor activities *(parks, to play sports, to walk or bike or skate for fun, etc. If they say they don't, or can't think of anywhere, say 'none')*
- _____
- _____

5. Do you have internet access at home?
- a. Yes
 - b. No
6. What do you use the internet for? *(circle all that apply)*
- a. For school
 - b. For fun
 - c. To help my family *(look for work, pay bills, use public transit, etc.)*
 - d. For work
 - e. Other _____

7. How important would the following neighborhood improvements be to you?

	Not important 0	1	2	Very important 3
More parks				
Free job training				
More/better public transportation				
Affordable housing				
Free public wi-fi				

8. How important would the following transportation improvements be to you?

	Not important 0	1	2	Very important 3
More frequent busses on current routes				
More bus routes				
Bike lanes				
Car sharing program				
Wider sidewalks, street trees				

9. If you had to choose **one** kind of improvement for your neighborhood, which would be the most important?
- a. More parks
 - b. Free job training
 - c. More/better public transportation
 - d. Affordable housing
 - e. Free public wi-fi
 - f. Bike lanes
 - g. Wider sidewalks, street trees
10. Can you easily find out about public transit (bus, light rail, microtransit) schedules, fares, routes? *(whether or not they ever use transit; we don't want to know what they know, but whether they know how to find information)*
- a. Yes
 - b. No

FORM F

FNDC Outreach Form F – for parents of children under 12

Interviewer name: _____

Subject name: _____

Language _____

Which numbered neighborhood does the subject live in? _____

Interview Questions

1. Do you have access to a car you can drive most of the time?
- a. Yes
 - b. No
2. How do your kids most often get to school? *(circle their top 2; ok to choose only 1)*
- a. Parent or someone who lives with them drives them
 - b. Someone else drives them *(a friend, relative who doesn't live with them...not bus, that's the next option)*
 - c. They take the school bus
 - d. They walk
 - e. They ride their bike(s)
 - f. They take public transit *(whether or not a parent goes with them)*
 - g. Other _____
3. Where do you take your kids (or where do they go) outdoor activities *(parks, to play sports, to walk or bike or skate for fun, etc. If they say they don't, or can't think of anywhere, say 'none')*
- _____
- _____
- _____
4. How important would the following neighborhood improvements be to you?

	Not important 0	1	2	Very important 3
More parks				
Free job training				
More/better public transportation				
Affordable housing				
Free public wi-fi				

5. How important would the following transportation improvements be to you?

	Not important 0	1	2	Very important 3
More frequent busses on current routes				
More bus routes				
Bike lanes				
Car sharing program				
Wider sidewalks, street trees				

6. If you had to choose **one** kind of improvement for your neighborhood, which would be the most important?
- a. More parks
 - b. Free job training
 - c. More/better public transportation
 - d. Affordable housing
 - e. Free public wi-fi
 - f. Bike lanes
 - g. Wider sidewalks, street trees
7. Can you easily find out about public transit (bus, light rail, microtransit) schedules, fares, routes? *(whether or not they ever use transit; we don't want to know what they know, but whether they know how to find information)*
- a. Yes
 - b. No

FORM G

FNDC Outreach Form G – for homeowners

Interviewer name: _____

Subject name: _____

Language _____

Which numbered neighborhood does the subject live in? _____

Interview Questions

1. Why did you choose this neighborhood?
- a. Close to family/friends
 - b. Affordable
 - c. Good investment
 - d. Sense of community
 - e. Close to work
 - f. Schools
 - g. Other _____

2. How important would the following neighborhood improvements be to you?

	Not important 0	1	2	Very important 3
More parks				
Free job training				
More/better public transportation				
Affordable housing				
Free public wi-fi				

3. How important would the following transportation improvements be to you?

	Not important 0	1	2	Very important 3
More frequent busses on current routes				
More bus routes				
Bike lanes				
Car sharing program				
Wider sidewalks, street trees				

4. If you had to choose **one** kind of improvement for your neighborhood, which would be the most important?
- a. More parks
 - b. Free job training
 - c. More/better public transportation
 - d. Affordable housing
 - e. Free public wi-fi
 - f. Bike lanes
 - g. Wider sidewalks, street trees
5. Have you done any work on your home to lower your utility bills? (ex: adding insulation, sealing doors and windows, replacing appliances [washer/dryer, air conditioner, heater, dishwasher, oven/stove, etc.], planting shade trees, installing solar panels)
- a. Yes
 - b. No
 - if no: did you know that there are programs to help pay for this kind of work?
 - i. Yes
 - ii. No
6. Are you interested in a 'green' job? (ex: make/install solar panels, make/repair electric vehicles, design/build energy-efficient buildings and upgrade older ones, recycling, farming)
- a. Yes
 - i. If yes: which of the following are you most interested in? (pick one)
 - 1. Vehicle repair
 - 2. Building/construction
 - 1. Appliance and electronics repair/recycling
 - 2. Landscaping/agriculture
 - 3. Other _____
 - b. No
7. Can you easily find out about public transit (bus, light rail, microtransit) schedules, fares, routes? (whether or not they ever use transit; we don't want to know what they know, but whether they know how to find information)
- a. Yes
 - b. No

FORM H

FNDC Outreach Form H – for people who work in the district (may live anywhere)

Interviewer name: _____

Subject name: _____

Language _____

Which numbered neighborhood does the subject live in? (if they live somewhere else, write 'out' _____)

Interview Questions

1. Do you have access to a car you can drive most of the time?
- a. Yes
 - b. No
2. How do you most often get to work? (circle their top 2; ok to choose only 1)
- a. Drive myself
 - b. Carpool
 - c. Bike
 - d. Walk
 - e. Public transit (bus, light rail, microtransit)
 - f. Other _____
3. Do you have any difficulty getting to/from work? (circle all that apply)
- a. No
 - b. Parking (not enough / too far)
 - c. Walking distance from light rail / bus (too far)
 - d. Traffic
 - e. Safety (no bike lanes, narrow sidewalks, etc.)
 - f. Other _____
4. How important would the following neighborhood improvements be to you?

	Not important 0	1	2	Very important 3
More parks				
Free job training				
More/better public transportation				
Affordable housing				
Free public wi-fi				

5. How important would the following transportation improvements be to you?

	Not important 0	1	2	Very important 3
More frequent busses on current routes				
More bus routes				
Bike lanes				
Car sharing program				
Wider sidewalks, street trees				

6. If you had to choose **one** kind of improvement for your neighborhood, which would be the most important?
- a. More parks
 - b. Free job training
 - c. More/better public transportation
 - d. Affordable housing
 - e. Free public wi-fi
 - f. Bike lanes
 - g. Wider sidewalks, street trees
7. Are you interested in a 'green' job? (ex: make/install solar panels, make/repair electric vehicles, design/build energy-efficient buildings and upgrade older ones, recycling, farming)
- a. Yes
 - i. If yes: which of the following are you most interested in? (pick one)
 - 1. Vehicle repair
 - 2. Building/construction
 - 3. Appliance and electronics repair/recycling
 - 4. Landscaping/agriculture
 - 5. Other _____
 - b. No
8. Can you easily find out about public transit (bus, light rail, microtransit) schedules, fares, routes? (whether or not they ever use transit; we don't want to know what they know, but whether they know how to find information)
- a. Yes
 - b. No

FORM I

FNDC Outreach Form I—for people who live in the district and work somewhere else

Interviewer name: _____

Subject name: _____

Language _____

Which numbered neighborhood does the subject live in? _____

Interview Questions

1. Do you have access to a car you can drive most of the time?
- a. Yes
 - b. No
2. How do you most often get to work? (circle their top 2; ok to pick only 1)
- a. Drive myself
 - b. Carpool
 - c. Bike
 - d. Walk
 - e. Public transit (bus, light rail, microtransit)
 - f. Other _____
3. Do you have any difficulty getting to/from work? (pick all that apply)
- a. No
 - b. Parking (not enough / too far)
 - c. Walking distance from light rail / bus (too far)
 - d. Traffic
 - e. Safety (no bike lanes, narrow sidewalks, etc.)
 - f. Other _____
4. How important would the following neighborhood improvements be to you?

	Not important 0	1	2	Very important 3
More parks				
Free job training				
More/better public transportation				
Affordable housing				
Free public wifi				

5. How important would the following transportation improvements be to you?

	Not important 0	1	2	Very important 3
More frequent busses on current routes				
More bus routes				
Bike lanes				
Car sharing program				
Bike lanes, wider sidewalks, street trees				

6. If you had to choose **one** kind of improvement for your neighborhood, which would be the most important?
- a. More parks
 - b. Free job training
 - c. More/better public transportation
 - d. Affordable housing
 - e. Free public wi-fi
 - f. Bike lanes
 - g. Wider sidewalks, street trees
7. Are you interested in a 'green' job? (ex: make / install solar panels, make / repair electric vehicles, design / build energy-efficient buildings and upgrade older ones, recycling, farming)
- a. Yes
 - i. If yes: which of the following are you most interested in? (pick one)
 - 1. Vehicle repair
 - 2. Building/construction
 - 3. Appliance and electronics repair/recycling
 - 4. Landscaping/agriculture
 - 5. Other _____
 - b. No
8. Can you easily find out about public transit (bus, light rail, microtransit) schedules, fares, routes? (whether or not they ever use transit; we don't want to know what they know, but whether they know how to find information)
- a. Yes
 - b. No

APPENDIX A-2: BUSINESS INTERVIEW QUESTIONS

AUTO BUSINESSES

4/1/2019 Business Outreach - Auto

Business Outreach - Auto

* Required

1. Interviewer *

Mark only one oval.

- ☐ Tou Xiong
- ☐ Fernando Anguiano
- ☐ Other: _____

2. Business Name *

3. Does business owner also own the property?

Mark only one oval.

- ☐ Yes
- ☐ No

Auto Repair Questions (1/7)

4. Do you work on any alternative-fuel vehicles (electric, natural gas, hydrogen, biodiesel)?

Mark only one oval.

- ☐ Yes
- ☐ No Skip to question 6.

Auto Repair Questions (2/7)

5. What types?

Check all that apply.

- ☐ Electric
- ☐ Natural Gas
- ☐ Hydrogen
- ☐ Biodiesel

Skip to question 7.

Auto Repair Questions (3/7)

4/1/2019 Business Outreach - Auto

6. Are you interested in working on alternative-fuel vehicles in the future?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Don't know

Auto Repair Questions (4/7)

7. What, if anything, might help you work on alternative-fuel vehicles?

Check all that apply.

- ☐ Training
- ☐ Equipment
- ☐ EV charger
- ☐ Other: _____

8. How do you get parts?

Check all that apply.

- ☐ Order online and have them shipped
- ☐ Pick up from supplier(s) within about 2 miles
- ☐ Pick up from supplier(s) further away
- ☐ Order from supplier(s) within about 2 miles who deliver
- ☐ Order from supplier(s) further away who deliver
- ☐ Other: _____

9. Do you or your employees ever shuttle customers to/from home or work when their cars are in the shop?

Mark only one oval.

- ☐ Yes
- ☐ No

10. Do you offer customers a loaner vehicle?

Mark only one oval.

- ☐ Yes
- ☐ No Skip to question 12.

Auto Repair Questions (5/7)

11. How many loaners do you have?

Auto Repair Questions (6/7)

4/1/2019

Business Outreach - Auto

12. Do you have a shop vehicle that you use for parts and/or shuttling customers?

Mark only one oval.

- ☐ No Skip to question 14.
- ☐ Parts only
- ☐ Shuttle only
- ☐ Both

Auto Repair Questions (7/7)

13. How many shop vehicles do you have? (don't count loaners)

Vehicle Use Questions

14. Would you be interested in having an EV charger onsite?

Mark only one oval.

- ☐ Yes - for public use
- ☐ Yes - for private / my customer use
- ☐ No
- ☐ No, but it would be nice if there was one nearby

15. A car-share company may offer local businesses a trial electric car to rent for a month or two. If it were available, would you be interested? It would cost \$350/month including insurance and have a range of about 125 miles per charge (no mileage limit).

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

16. Would you be interested in sharing an EV rental with another business and splitting the cost?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

General Questions

4/1/2019

Business Outreach - Auto

17. Which of the following potential neighborhood improvements do you see as most important?

Mark only one oval.

- ☐ Improved public transportation
- ☐ Improved bike/pedestrian access
- ☐ Neighborhood feel (public art, events, public park, street trees...)
- ☐ Free public Wi-Fi
- ☐ More housing
- ☐ More affordable housing

18. Have you considered moving your business to another area?

Mark only one oval.

- ☐ Yes
- ☐ No

19. Why?

20. Would you be interested in having trees planted around your business?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

21. Why or why not? *

BUSINESSES THAT MAKE DELIVERIES

4/23/2019

Business Outreach - Business Makes Deliveries

Business Outreach - Business Makes Deliveries

* Required

1. Interviewer *

Mark only one oval.

☐ Tou Xiong

☐ Fernando Anguiano

☐ Other: _____

2. Business Name *

3. Does business owner also own the property?

Mark only one oval.

☐ Yes

☐ No

Vehicle Use Questions (1/3)

4. How do you/your employees make deliveries?

Check all that apply.

☐ Using vehicle(s) owned by the business

☐ Using personal vehicle(s)

5. Which days do you make deliveries?

Mark only one oval per row.

	None	less than 5	5 - 10	10 - 20	20 - 40	more than 40
Monday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuesday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wednesday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thursday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saturday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sunday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. What time do you usually make deliveries? *

4/23/2019

Business Outreach - Business Makes Deliveries

7. Do you/your employees also drive to pick up supplies?

Mark only one oval.

☐ Yes - as needed

Skip to question 9.

☐ No

Skip to question 9.

☐ Yes - on a schedule

Vehicle Use Questions (2/3)

8. When?

Vehicle Use Questions (3/3)

9. If it were available, would you be interested in renting an electric car on a monthly basis? It would cost \$350/month including insurance and would have a range of about 125 miles per charge (no mileage limit).

Mark only one oval.

☐ Yes

☐ No

☐ Maybe

10. Would you be interested in sharing an EV rental with another business and splitting the cost?

Mark only one oval.

☐ Yes

☐ No

☐ Maybe

11. Would you be interested in having an EV charger onsite?

Mark only one oval.

☐ Yes - for public use

☐ Yes - for private / my customer use

☐ No

☐ No, but it would be nice if there was one nearby

General Questions

4/23/2019

Business Outreach - Business Makes Deliveries

12. Which of the following potential neighborhood improvements do you see as most important?
Mark only one oval.

- ☐ Improved public transportation
- ☐ Improved bike/pedestrian access
- ☐ Neighborhood feel (public art, events, public park, street trees...)
- ☐ Free public Wi-Fi
- ☐ More housing
- ☐ More affordable housing

13. Would you be interested in having trees planted around your business?
Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

14. Would you be interested in having shared bikes and/or scooters (e.g. JUMP) located at your business?
Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Already have shared bikes and/or scooters After the last question in this section, skip to question 20.

15. If there were a community bank or credit union in the neighborhood, providing loans and business assistance, and with a mission to help local businesses and residents, would you consider opening an account there?
Mark only one oval.

- ☐ Very likely
- ☐ Maybe
- ☐ Not likely

16. Have you considered moving your business to another area?
Mark only one oval.

- ☐ Yes
- ☐ No

17. Why?

4/23/2019

Business Outreach - Business Makes Deliveries

Energy Efficiency Questions

18. Have you or the property owner made any improvements to the property to reduce energy use and utility bills?
Mark only one oval.

- ☐ Yes
- ☐ No

19. Did you know that SMUD offers free energy assessments, rebates, and financing?
Mark only one oval.

- ☐ Yes
- ☐ No

Internet Access Questions (1/2)

20. Which of the following best describes the internet connection(s) at your business:
Mark only one oval.

- ☐ None
- ☐ Wired internet for business use, no Wi-Fi
- ☐ Wi-Fi for business use, no public/customer access
- ☐ Wi-Fi provided to public/customers (whether or not also used for business)

21. If there were a coordinated effort to provide public Wi-Fi across the district, would you be willing to help, and how?
Mark only one oval.

- ☐ No Skip to question 23.
- ☐ I can provide space and power for a gateway (but not pay for the internet connection) Skip to question 23.
- ☐ I can provide space and power for a gateway and share the cost of the internet connection up to Skip to question 22.
- ☐ I would be willing to buy/rent a gateway and pay for the internet connection (est. \$70/mo.) Skip to question 23.

Internet Access Questions (2/2)

22. How much per month?

Employee Questions

23. Do you try to hire employees who live nearby?
Mark only one oval.

- ☐ Yes
- ☐ No

OTHER BUSINESSES

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24. Why or why not?

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* Required

1. Interviewer *

Mark only one oval.

☐ Tou Xiong

☐ Fernando Anguiano

☐ Other:

2. Business Name *

3. Does business owner also own the property?

Mark only one oval.

☐ Yes

☐ No

Vehicle Use Questions (1/2)

4. Do you/your employees ever drive to pick up supplies or for any other business reasons (not incl. getting to/from work)?

Mark only one oval.

☐ Yes

☐ No

Vehicle Use Questions (2/2)

5. When?

6. If it were available, would you be interested in renting an electric car on a monthly basis? It would cost \$350/month including insurance and would have a range of about 125 miles per charge (no mileage limit).

Mark only one oval.

☐ Yes

☐ No

☐ Maybe

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7. Would you be interested in sharing an EV rental with another business and splitting the cost?

Mark only one oval.

- ☐ Yes
☐ No
☐ Maybe

8. Would you be interested in having an EV charger onsite?

Mark only one oval.

- ☐ Yes - for public use
☐ Yes - for private / my customer use
☐ No
☐ No, but it would be nice if there was one nearby

General Questions

9. Which of the following potential neighborhood improvements do you see as most important?

Mark only one oval.

- ☐ Improved public transportation
☐ Improved bike/pedestrian access
☐ Neighborhood feel (public art, events, public park, street trees...)
☐ Free public Wi-Fi
☐ More housing
☐ More affordable housing

10. Would you be interested in having trees planted around your business?

Mark only one oval.

- ☐ Yes
☐ No
☐ Maybe

11. Would you be interested in having shared bikes and/or scooters (e.g. JUMP) located at your business?

Mark only one oval.

- ☐ Yes
☐ No
☐ Already have shared bikes and/or scooters After the last question in this section, skip to question 17.

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12. If there were a community bank or credit union in the neighborhood, providing loans and business assistance, and with a mission to help local businesses and residents, would you consider opening an account there? *

Mark only one oval.

- ☐ Very likely
☐ Maybe
☐ Not likely

13. Have you considered moving your business to another area?

Mark only one oval.

- ☐ Yes
☐ No

14. Why?

Energy Efficiency Questions

15. Have you or the property owner made any improvements to the property to reduce energy use and utility bills?

Mark only one oval.

- ☐ Yes
☐ No

16. Did you know that SMUD offers free energy assessments, rebates, and financing?

Mark only one oval.

- ☐ Yes
☐ No

Internet Access Questions (1/2)

17. Which of the following best describes the internet connection(s) at your business:

Mark only one oval.

- ☐ None
☐ Wired internet for business use, no Wi-Fi
☐ Wi-Fi for business use, no public/customer access
☐ Wi-Fi provided to public/customers (whether or not also used for business)

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Business Outreach - Not Auto, Doesn't Make Deliveries

18. If there were a coordinated effort to provide public Wi-Fi across the district, would you be willing to help, and how?
Mark only one oval.
- ☐ No *Skip to question 20.*
 - ☐ I can provide space and power for a gateway (but not pay for the internet connection)
Skip to question 20.
 - ☐ I can provide space and power for a gateway and share the cost of the internet connection up to *Skip to question 19.*
 - ☐ I would be willing to buy/rent a gateway and pay for the internet connection (est. \$70/mo.)
Skip to question 20.

Internet Access Questions (2/2)

19. How much would you be willing to contribute per month?

Employee Questions

20. Do you try to hire employees who live nearby?
Mark only one oval.

- ☐ Yes
- ☐ No

21. Why or why not?