

# Franklin Stakeholder Results

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CP2 Consulting

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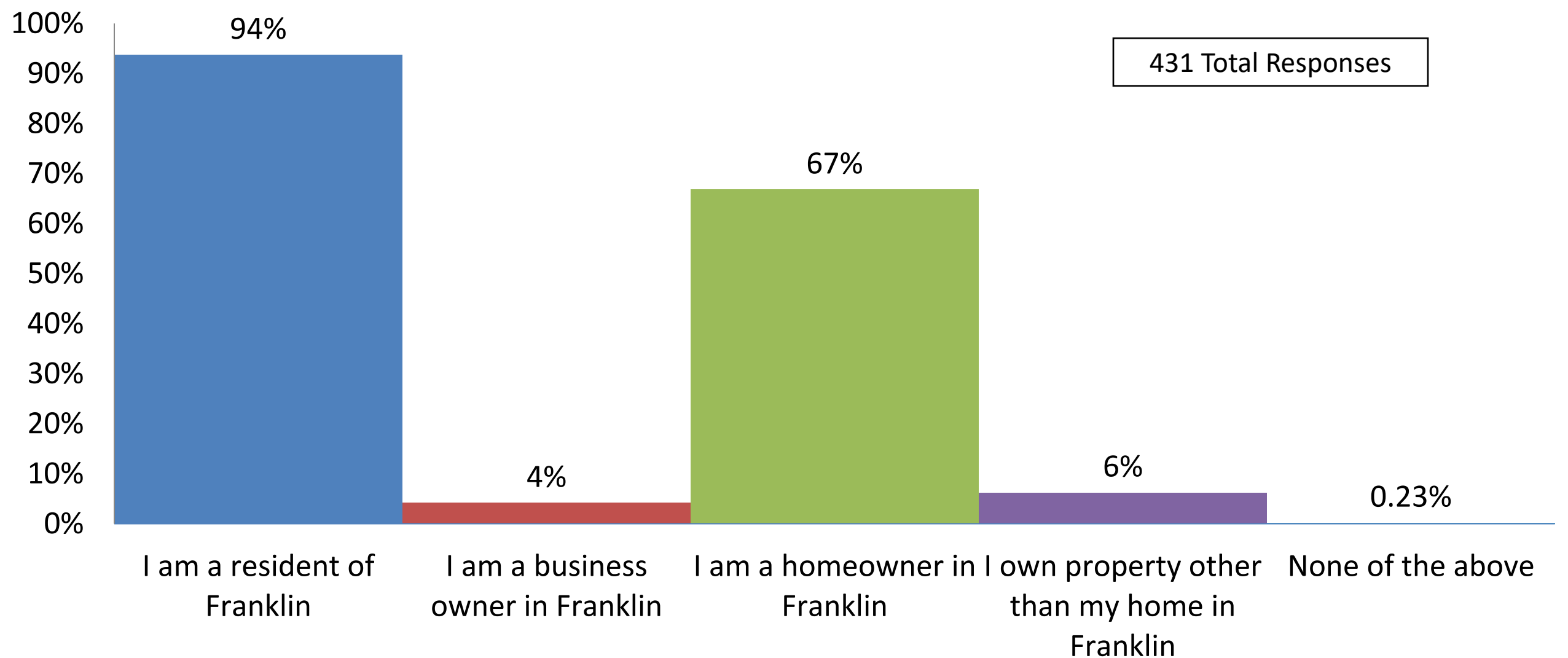
# Cory's Background

- Ten years in local government, with six as a 911 Dispatcher.
- Four years as a VP at a mission-driven tech startup company that focused on community engagement (Polco/National Research Center).
- Leadership roles in the Alliance for Innovation and the Wisconsin City/County Management Association.
- Presents at conferences nationally on strategic planning, innovation, use of data, and engaging historically marginalized populations.

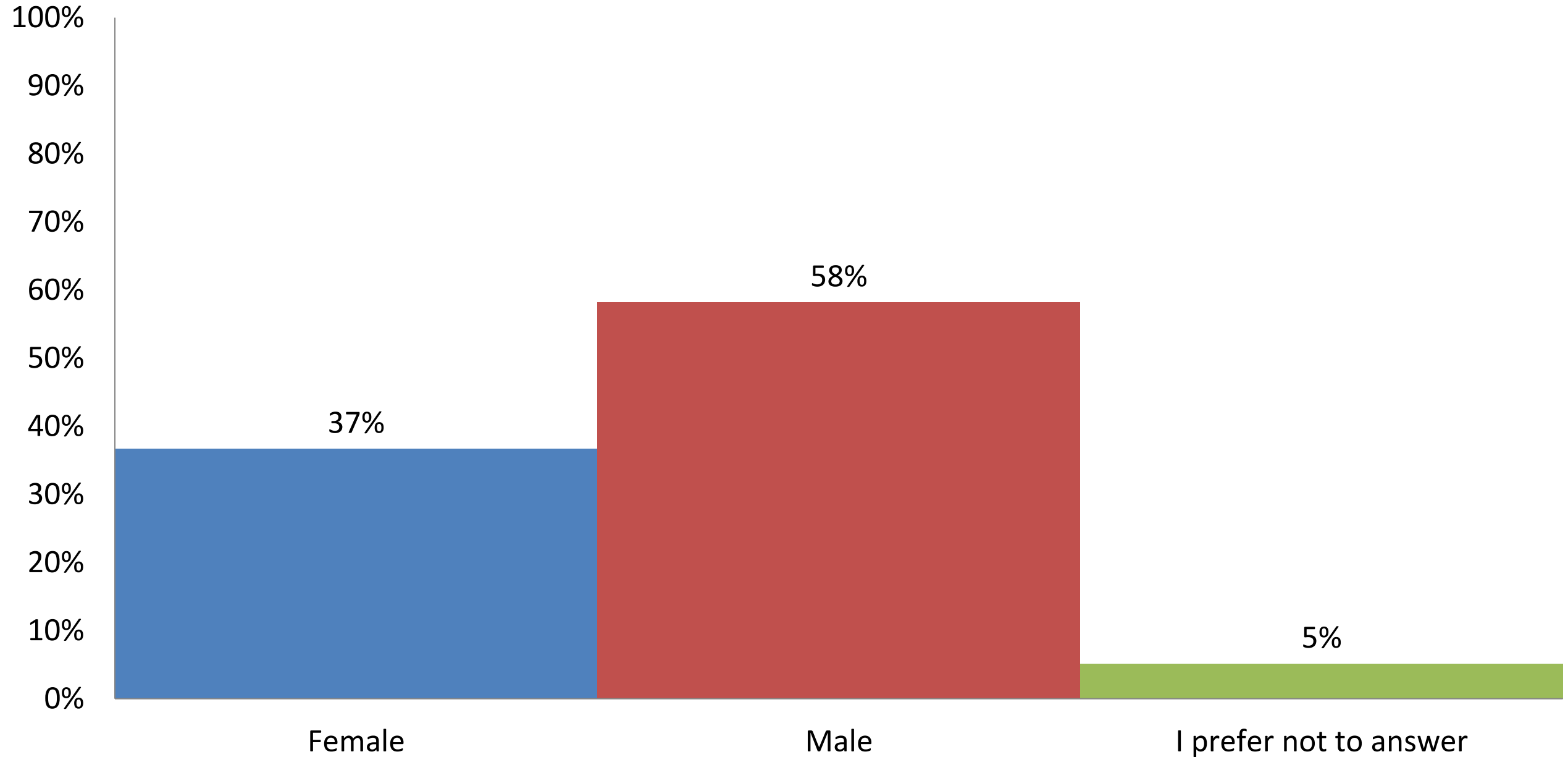


# Economic Development Community Survey Results

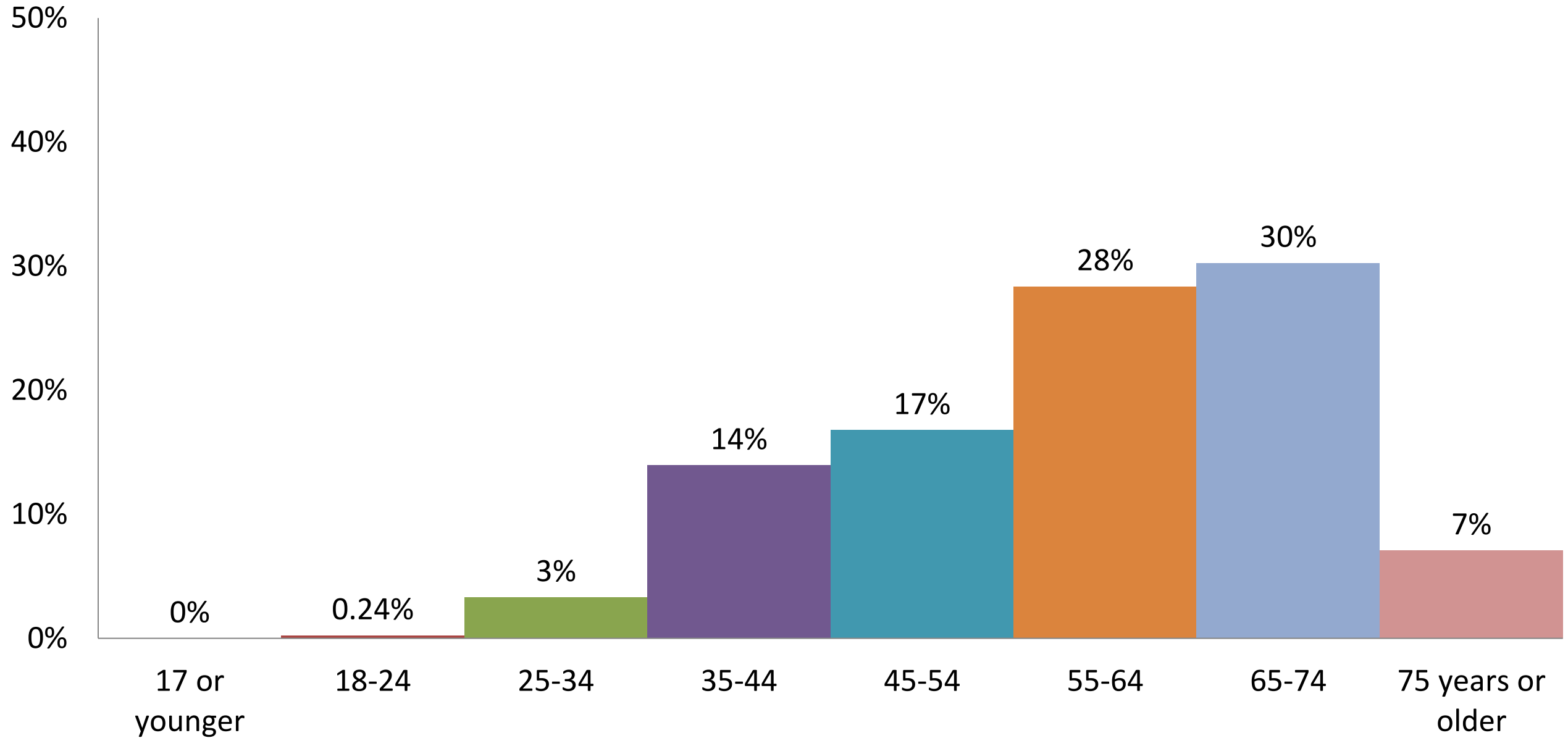
# Economic Development Survey Respondents



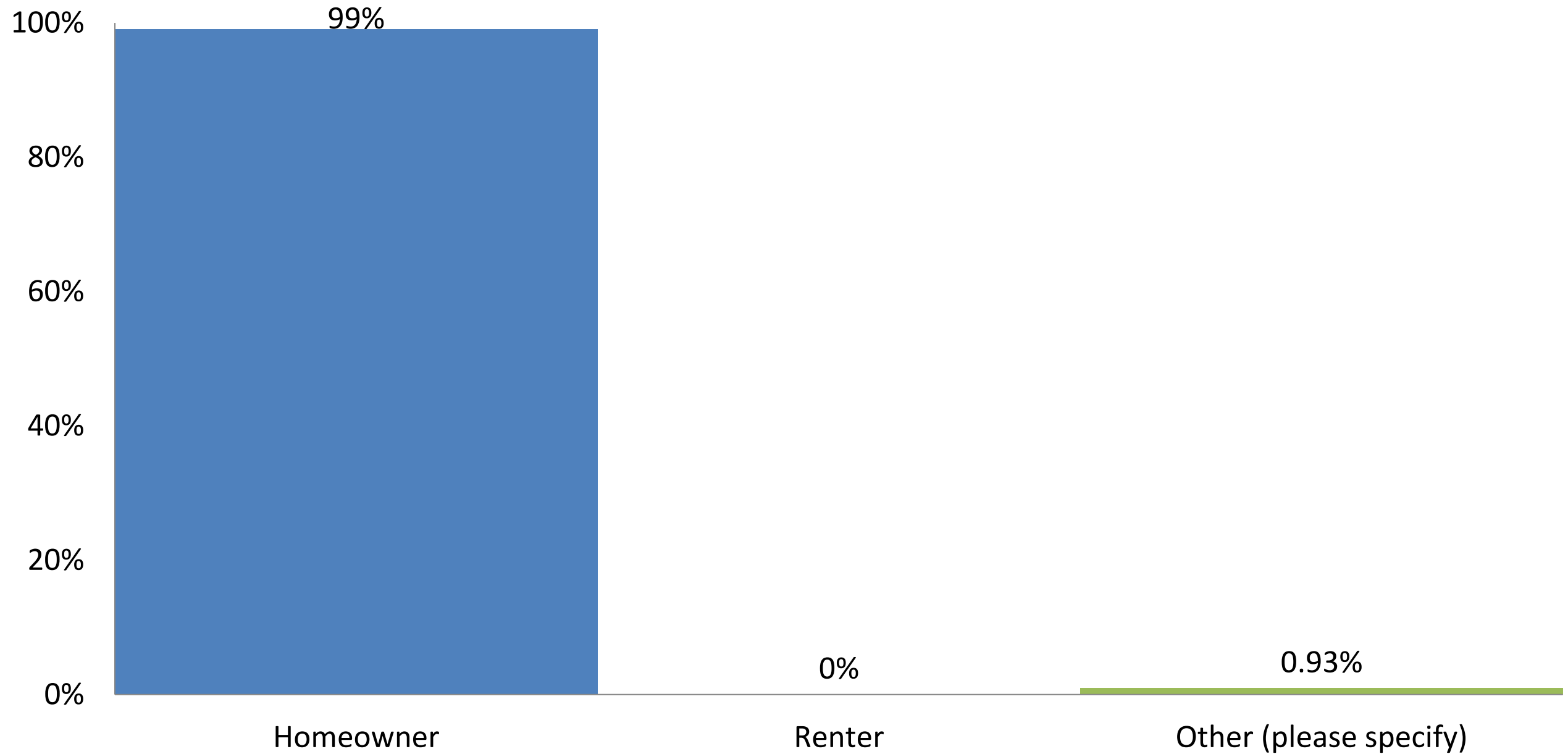
# What is your gender?



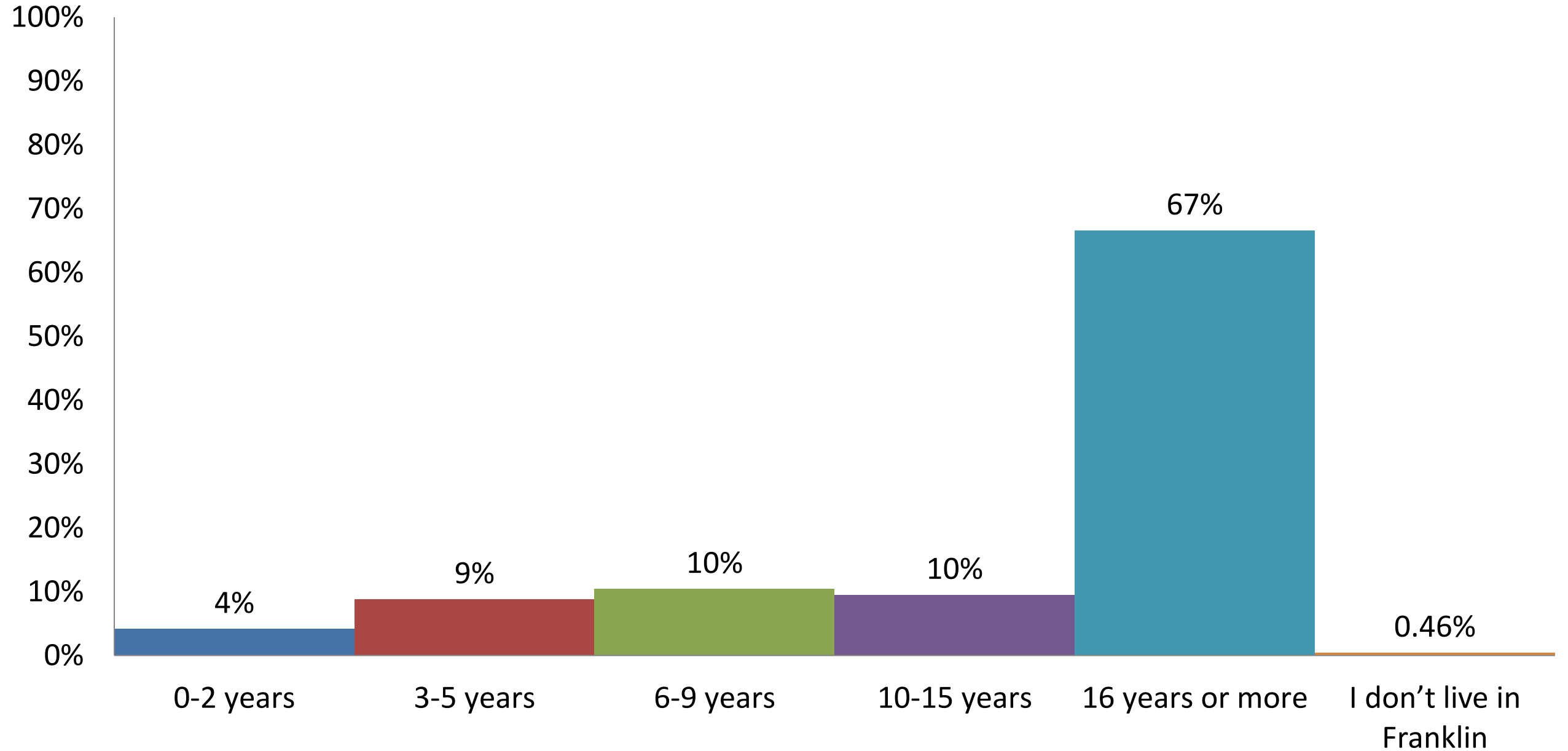
# What is your age?



# What is your living situation?

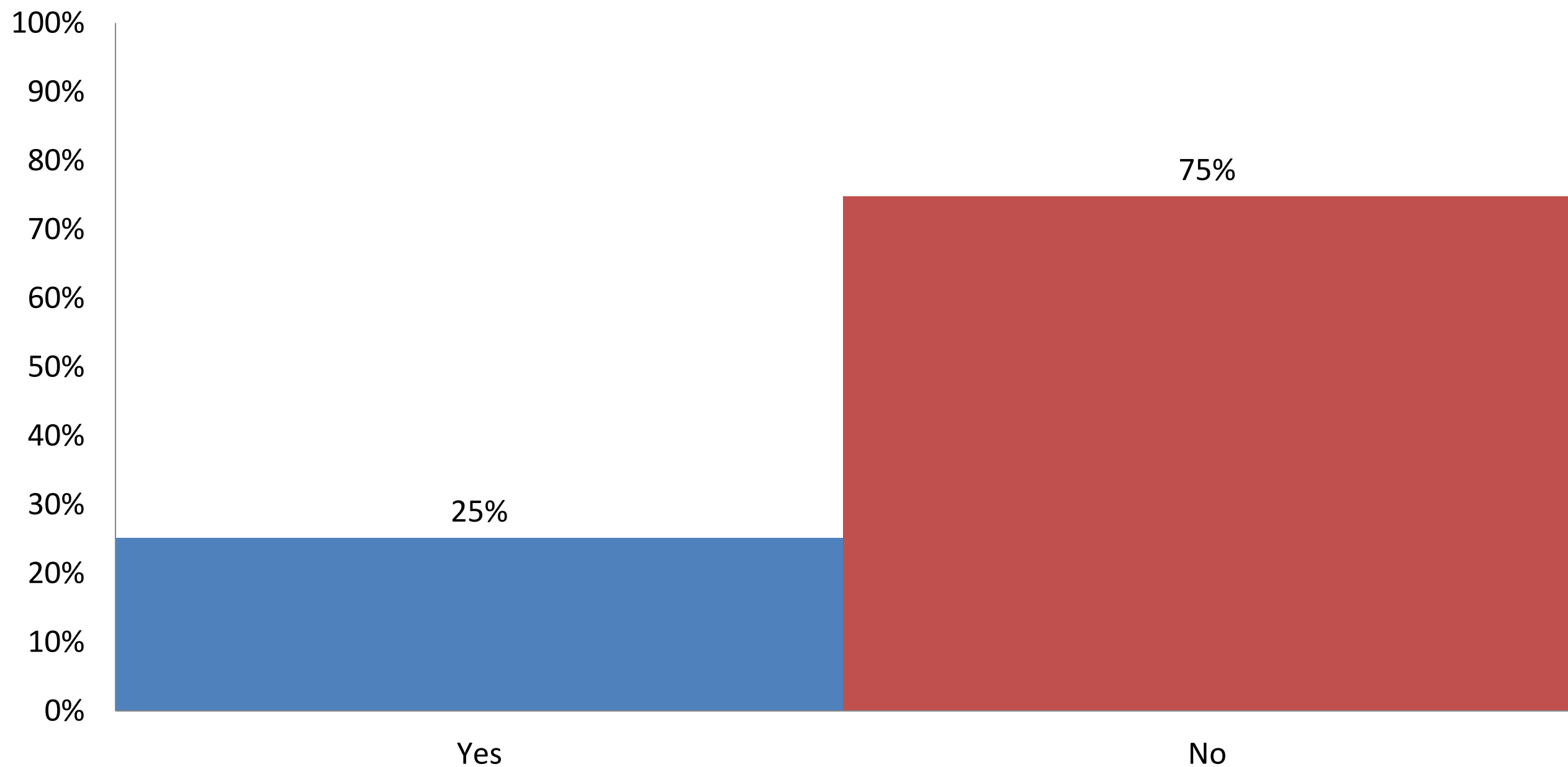


# How long have you lived in Franklin?

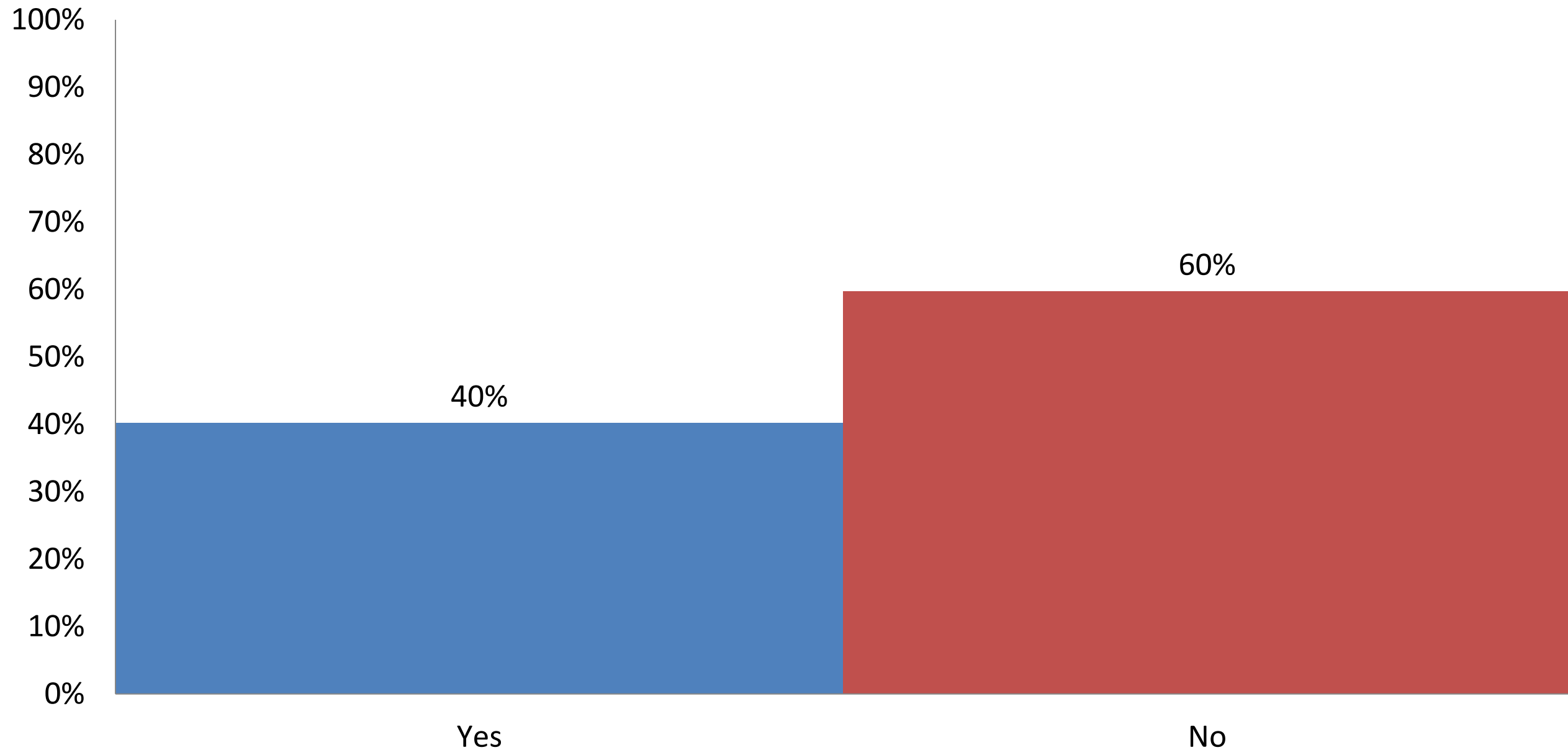




# Do you have children 17 or under in your household?

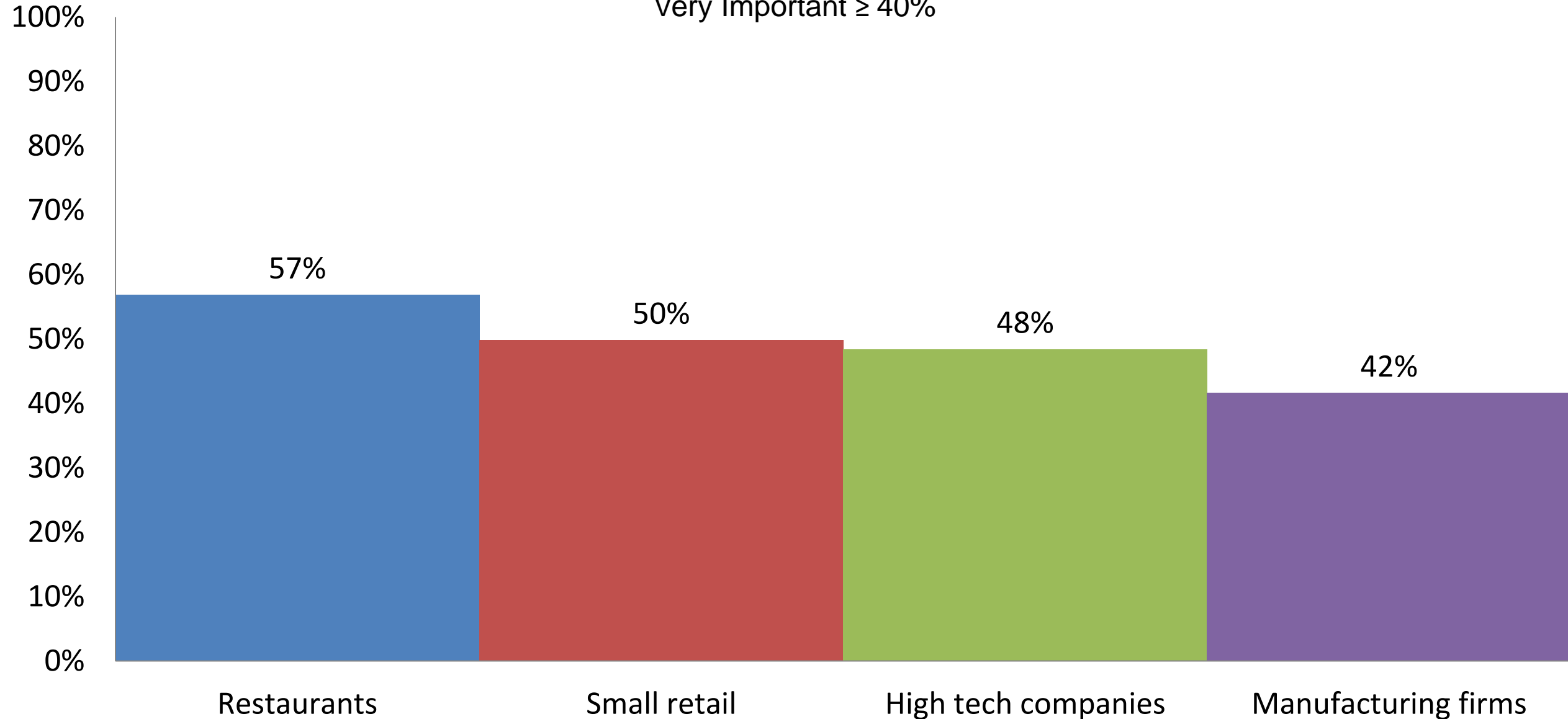


# Are you or any other members of your household aged 65 or older?



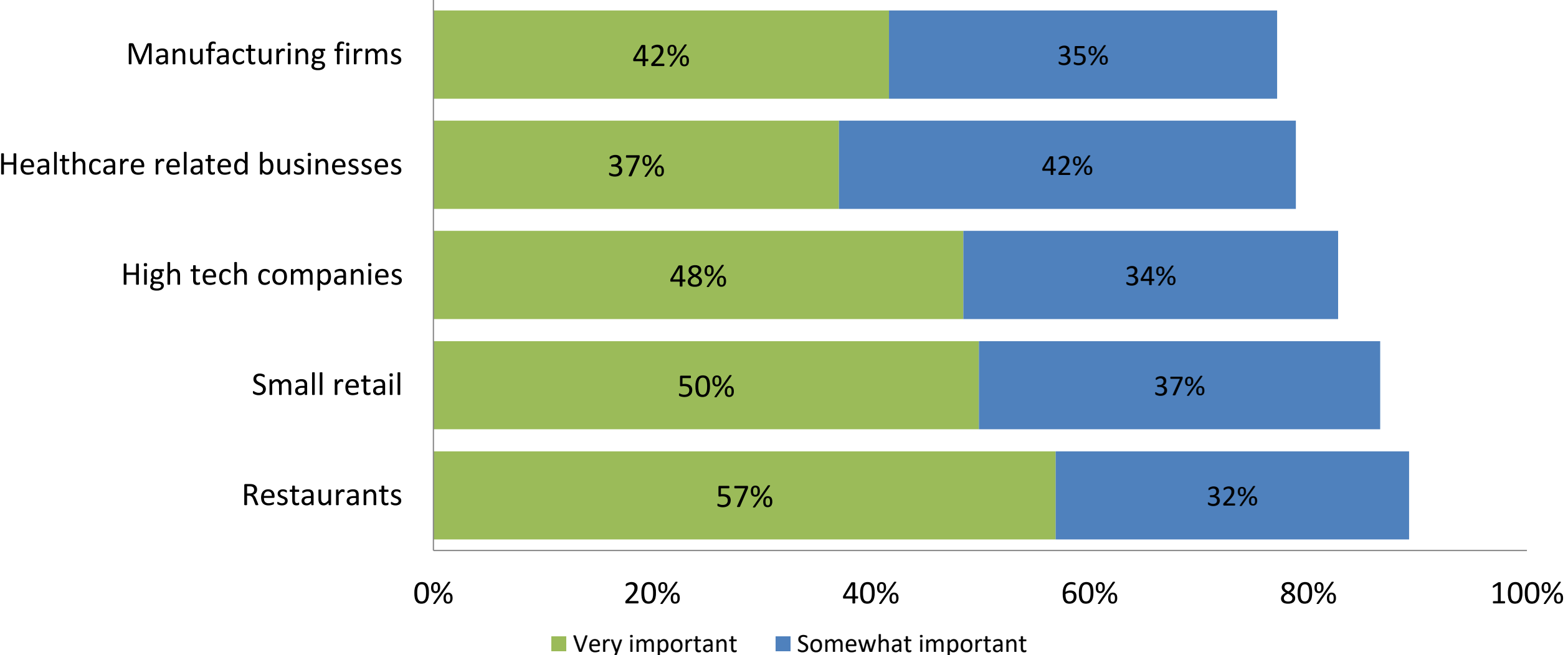
# How important is it to try and recruit the following types of businesses to Franklin?

Very Important  $\geq$  40%



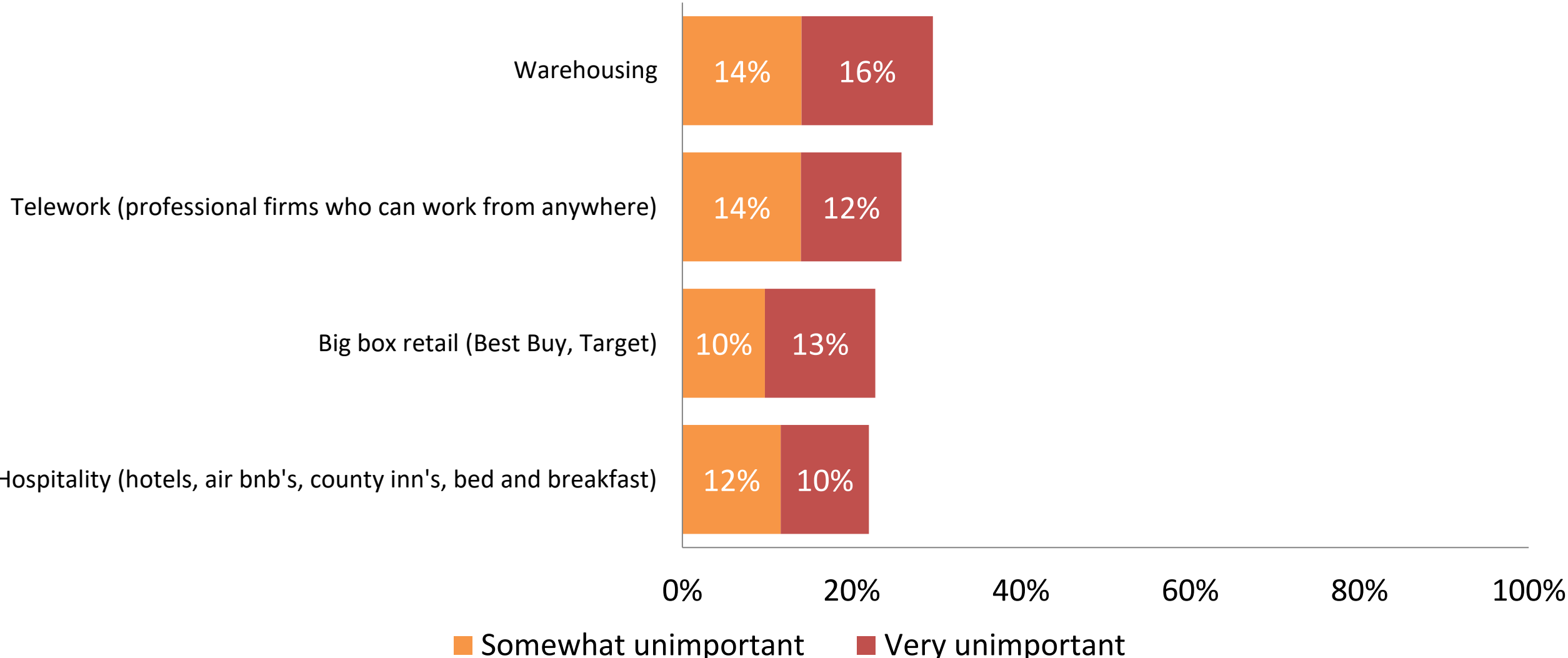
# How important is it to try and recruit the following types of businesses to Franklin?

Very Important + Somewhat Important  $\geq 75\%$



# How important is it to try and recruit the following types of businesses to Franklin?

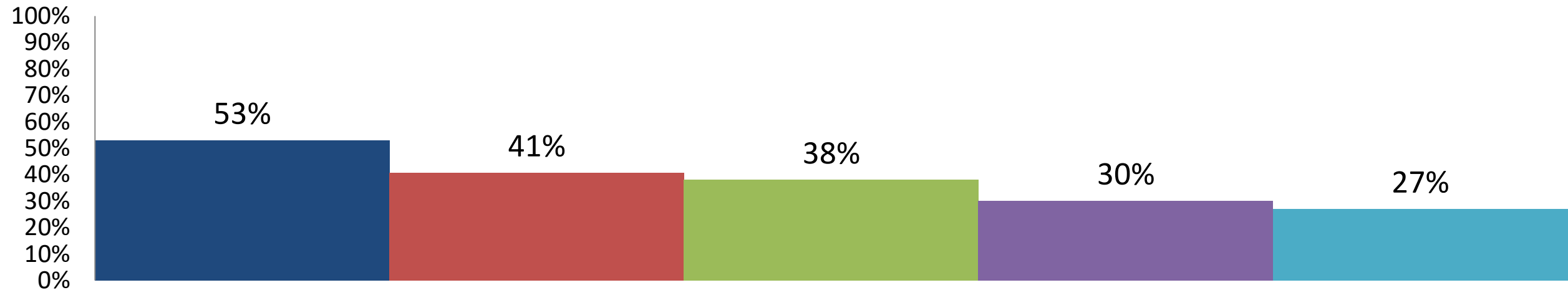
Very Unimportant + Somewhat Unimportant  $\geq 20\%$





# Please indicate the degree to which you agree or disagree with the following statements:

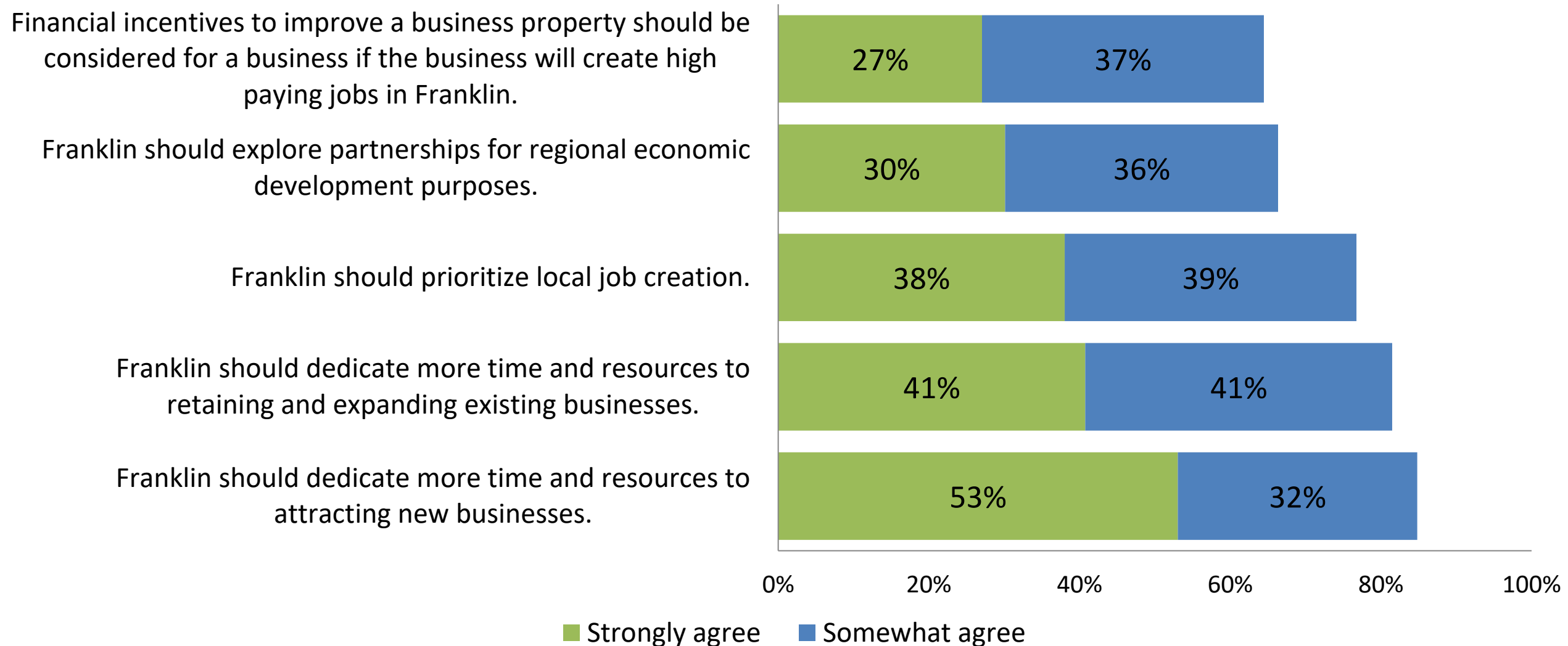
Strongly Agree > 25%



- Franklin should dedicate more time and resources to attracting new businesses.
- Franklin should dedicate more time and resources to retaining and expanding existing businesses.
- Franklin should prioritize local job creation.
- Franklin should explore partnerships for regional economic development purposes.
- Financial incentives to improve a business property should be considered for a business if the business will create high paying jobs in Franklin.

# Please indicate the degree to which you agree or disagree with the following statements:

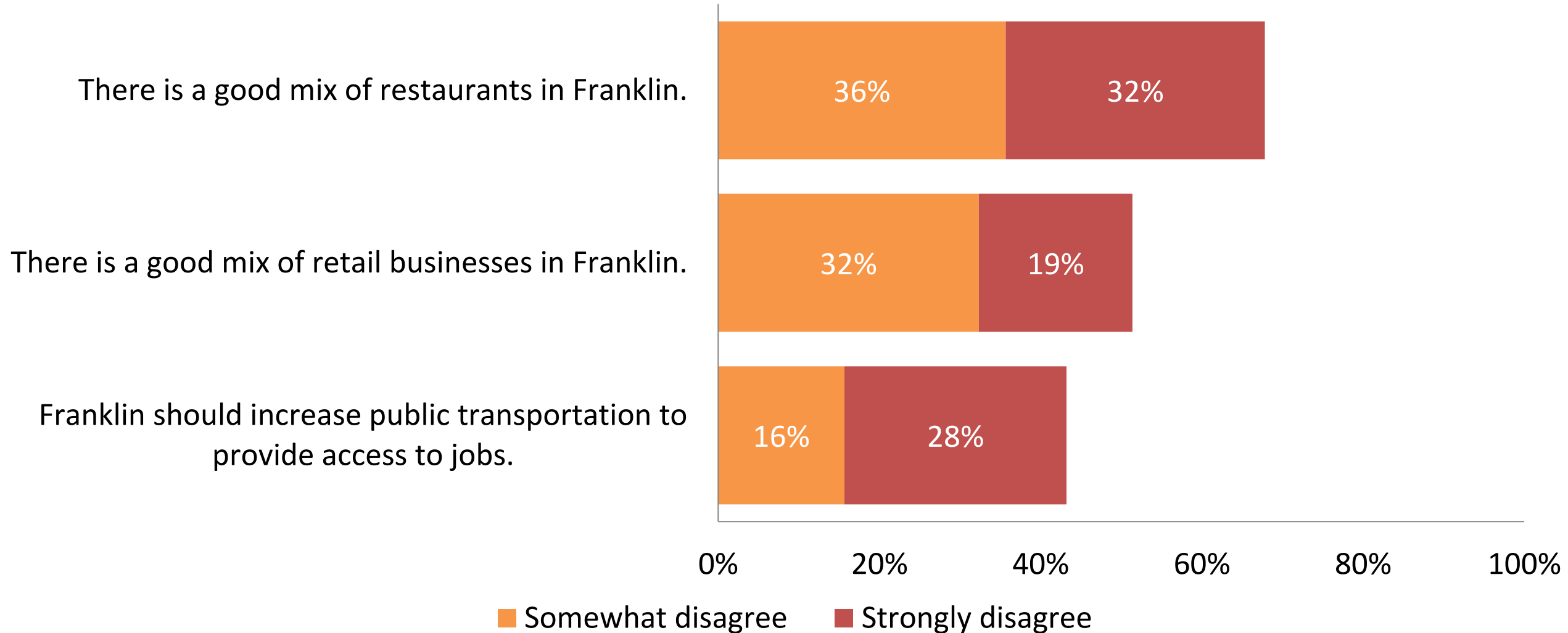
Strongly Agree & Somewhat Agree > 60%





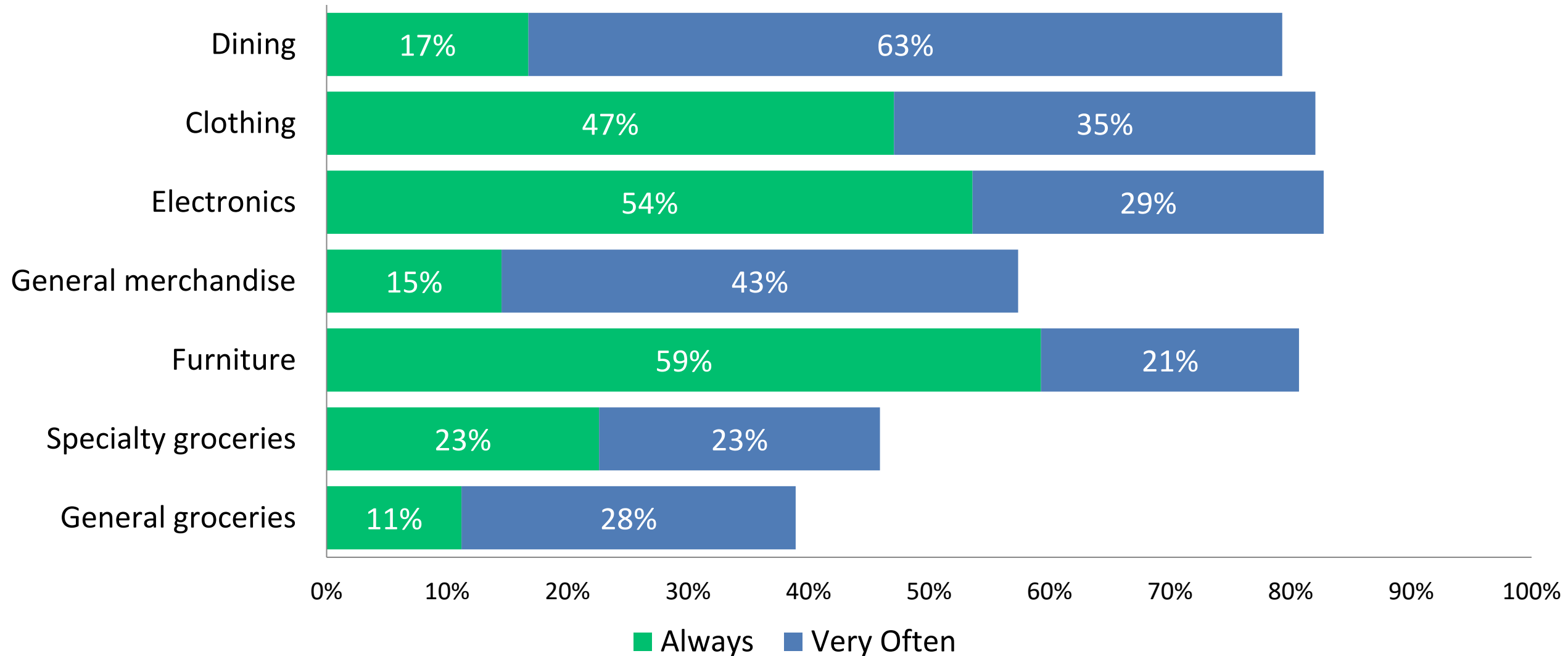
# Please indicate the extent to which you agree or disagree with the following statements.

Somewhat Disagree & Disagree > 40%



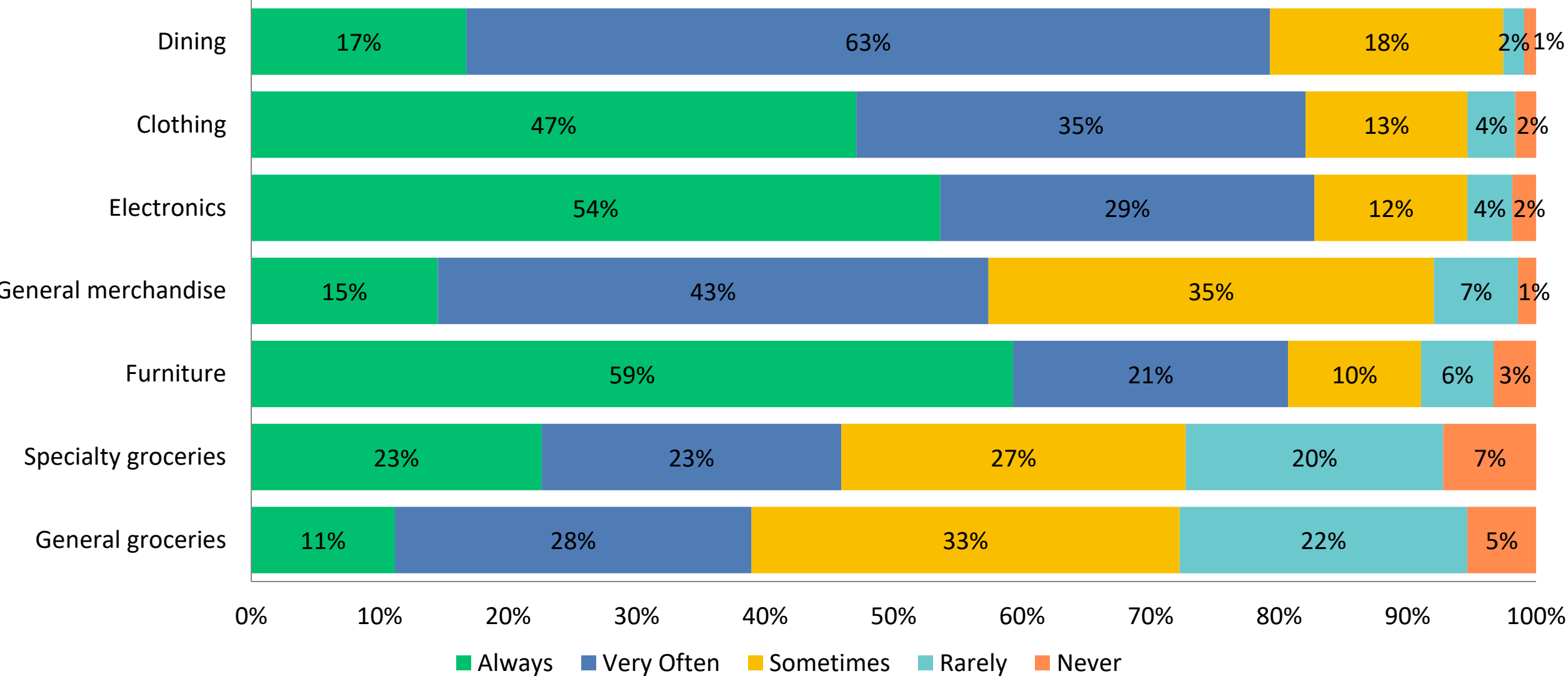
# How often do you leave Franklin to make the following purchases?

Always + Very Often

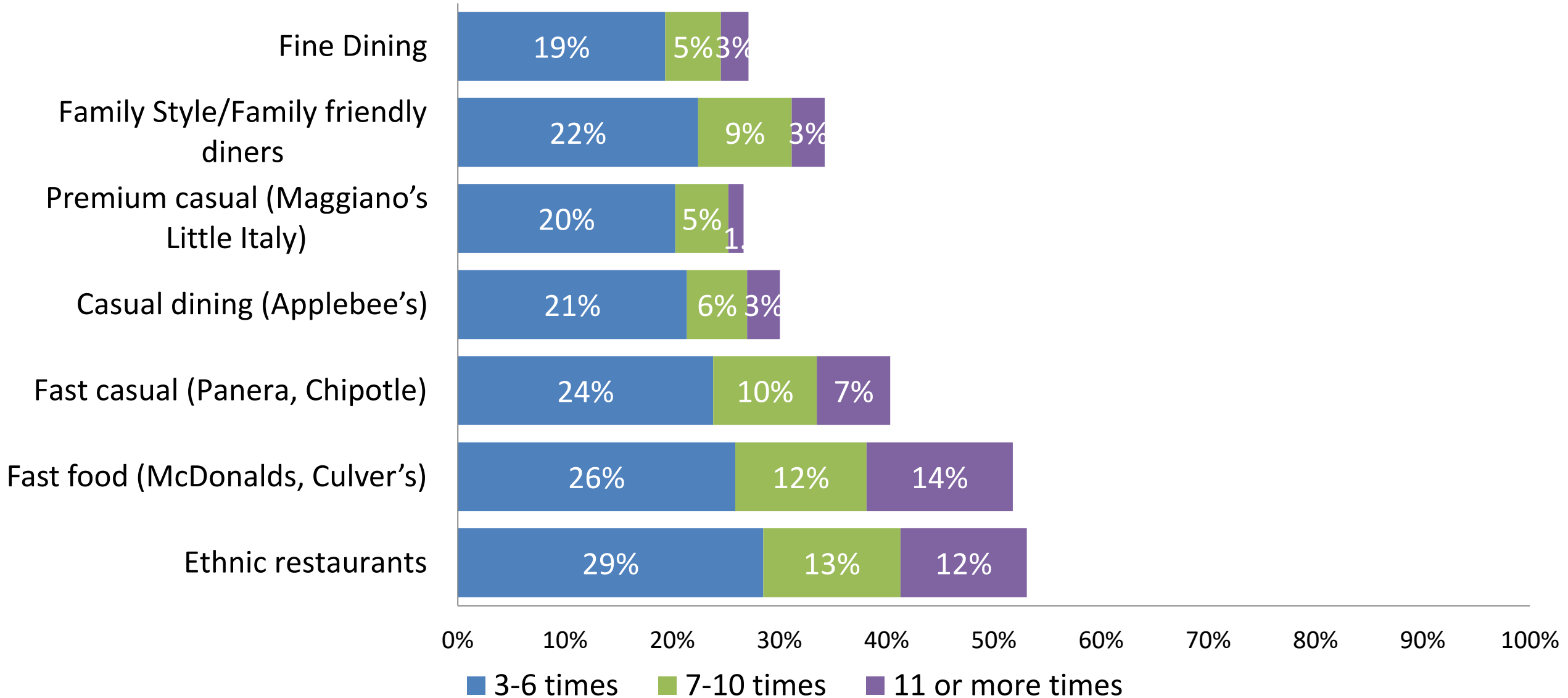


# How often do you leave Franklin to make the following purchases?

All Responses

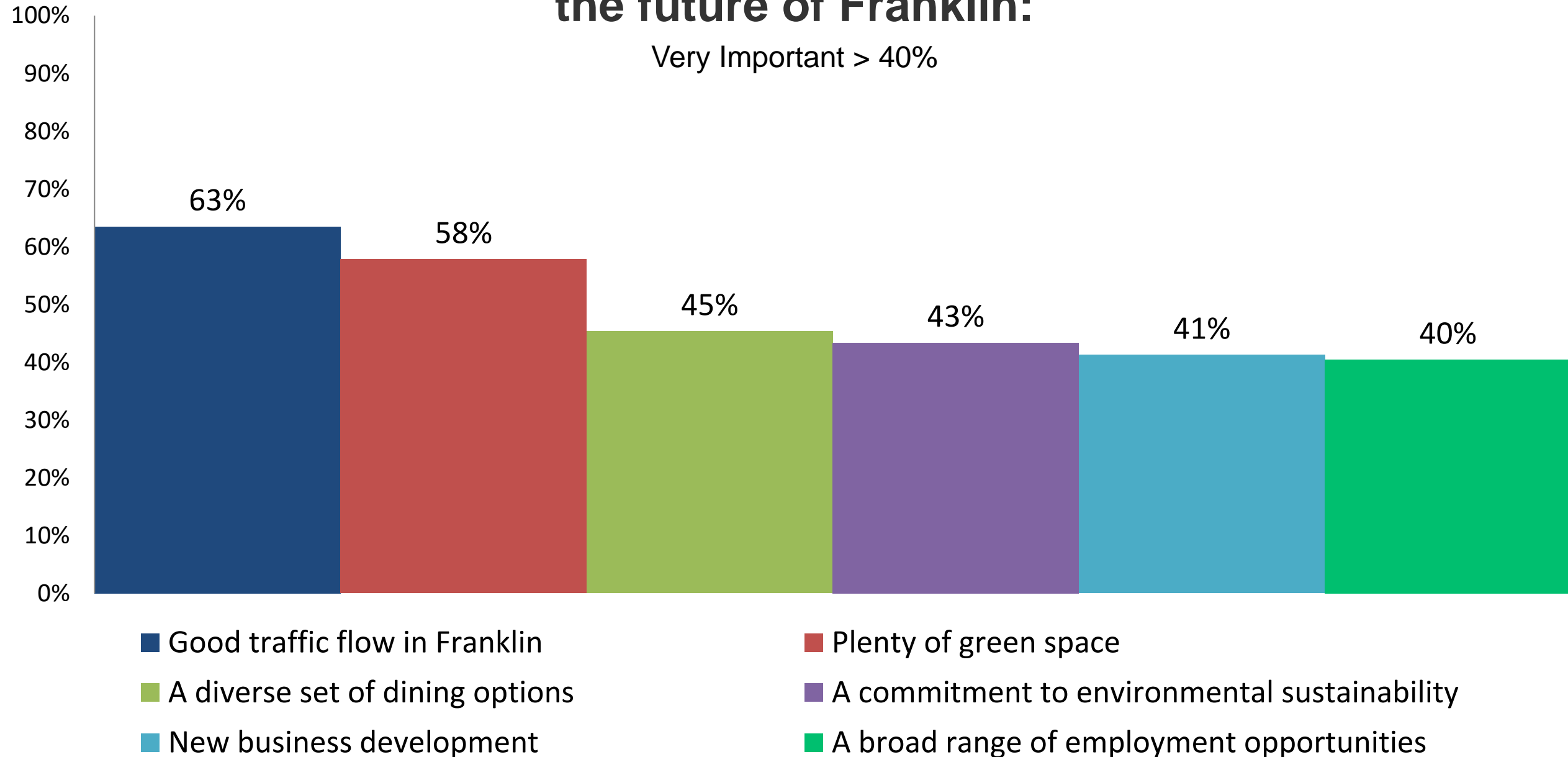


# In the last six months, how often did you eat at the following types of restaurants?



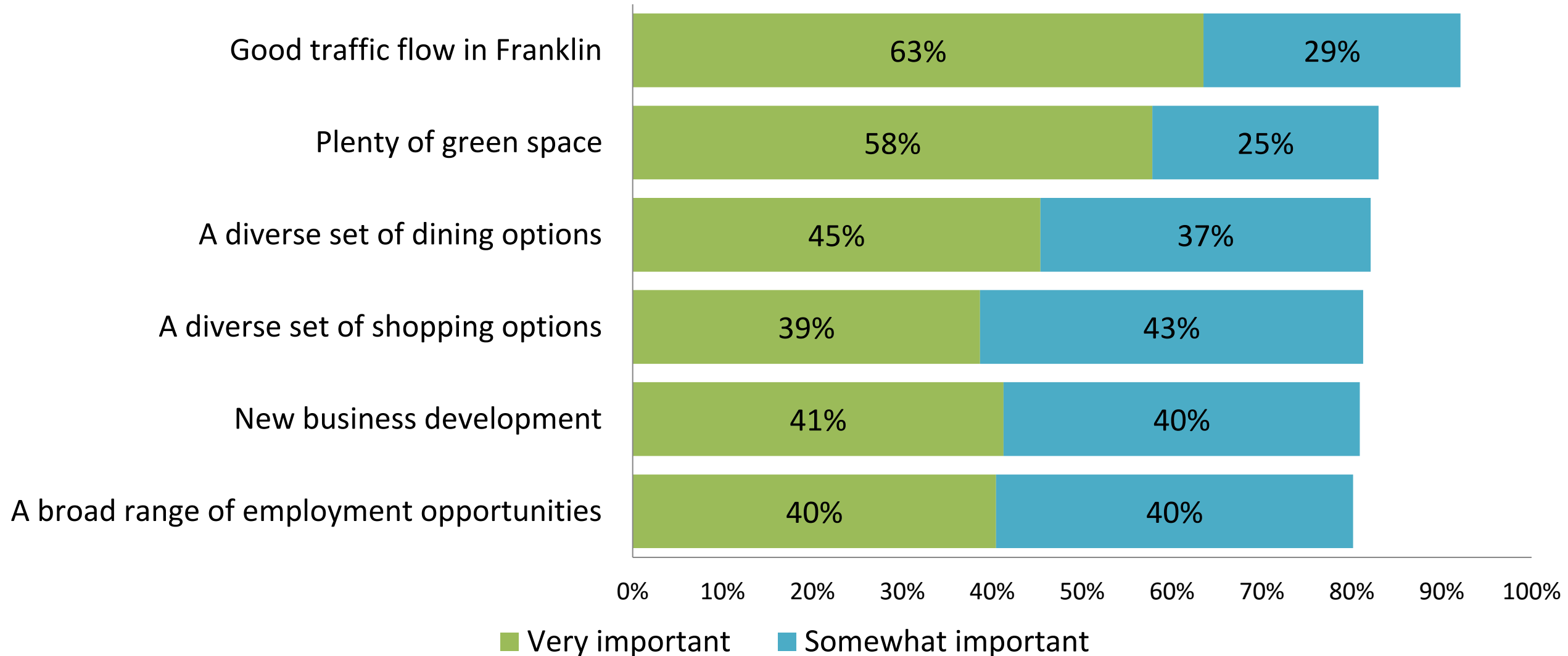
# Please rate how important, if at all, the following are to the future of Franklin:

Very Important > 40%



# Please rate how important, if at all, the following are to the future of Franklin:

Very + Somewhat Important > 80%







**Questions?**





# Focus Group Results

# Focus Group Overview

- As part of the Franklin's strategic planning process, Focus Groups were conducted on October 22<sup>nd</sup>, 2024. Summaries of the major themes discussed by the Focus Groups are contained on the following pages.
- Participants were primarily recruited by Franklin staff and consisted of businesses, other taxing districts, residents, and employees of Franklin.

# Focus Group Process

- A focus group is a small-group discussion guided by a trained facilitator. Clarifying questions are used if needed to better understand thoughts and opinions.
- It is used to gather in-depth information about a community's thoughts and opinions about a designated topic.
- In the case of Franklin's Focus Groups, the subject was strengths and challenges for Franklin.
- The meetings ran for approximately 90 minutes.

# Some General Information on Data

- The data is best understood when grouped into larger themes. However, some topics can go under multiple thematic categories. Closely related topics may be combined into one or one topic may be separated into subtopics based on the amount of time spent on the topic.
- An idea of scale is indicated by words such as some, most, one group, etc.
- Much of the data is general and as a result is aggregated. However, in some instances it is important to note the specific group that shared the feedback.
- All participants were told the information would be anonymous unless permission was obtained to share data that could be identifying.

# Focus Group Questions/ Areas of Exploration

1. What do you like best about the retail and commercial environment in Franklin?
2. When you think about Franklin as compared to other nearby suburban communities, what comes to mind about the economic development challenges here?
3. What are the advantages of economic development in Franklin as compared to other places?
4. If you could change things about Franklin what would they be?
5. Of the important roles that the City plays in helping to create a good quality commercial, industrial, retail and restaurant environment, what are the most important to creating a high-quality future?
6. If you could choose two things for the City to focus efforts and resources on over the next five years, what would they be?

# Vision

- Franklin needs a vision, something intentionally created
- Business Park requires other needs to be considered including workforce development, transportation, housing
- Undeveloped land must be used wisely
- What should the balance be between urban and rural, residential and commercial?
- People want to shop where they live
- Other communities have one single-minded developer to make economic development happen. Will the city need to fill that role?

# Location

- Location is key attribute for the community
- Close to Milwaukee, but far enough away where their issues don't impact residents
- Some feel proximity can hurt, City needs to differentiate itself from Milwaukee
- Franklin is affordable
- Amenities include parks, schools, strong fire and police departments

# Internal Process

- Franklin has not historically been seen as business friendly but that has improved
- Approval process could be streamlined more
- Additional costs could be avoided- interest rates, professionals like architects at multiple meetings
- Several committees touch the same project, committee direction at odds with each other
- Development guidelines could be clearer
- In other communities, standards are outlined up front and you meet with appropriate staff once at the beginning of the project
- More staff needed to truly streamline process and recruit



# Collaboration

- The City is seen as more cooperative than in the past
- Residents want to see taxing bodies work together
- High school students benefit from internships in the City and in city businesses
- Area businesses benefit from internships as well

# Telling the Franklin Story

- The City hasn't always had a good reputation externally
- City recognized that and has worked on it
- City is making progress on external perception of the City

*If you don't tell your story, others will tell it for you*

# Two Priorities for Franklin?

At the conclusion of the Focus Groups, participants were asked, “If you could choose two things for Franklin to focus efforts and resources on over the next five years, what would they be?”

This question encourages participants to narrow the number of priorities to just the two that they feel are most important.

The top three responses are highlighted in **yellow**.

# Two Priorities for Franklin?

## Process

- Clear process and procedures for development followed consistently(5)
- Unified vision for economic development (comp plan, zoning) (4)
- Update comp and master plan (2)
- Clear focus on strategic planning (2)
- Decisions based on best needs of residents/Community engagement around vision
- More economic development staff

# Two Priorities for Franklin?

## Land use

- Central community space for shopping and dining (6)
- More industrial development in a central location (2)
- Southwest corner should be planned with green space and development
- Clear plan for greenspace in future development
- Connectivity (bike trails, etc) through the city

# Two Priorities for Franklin?

## Business Recruitment

- Focused recruitment into existing vacant spaces (2)
- Self sustaining businesses that contribute to tax base

## Miscellaneous

- Original development- don't duplicate others
- Focus on bringing more people to Franklin to visit



Questions?

**Thank you!**

