



# City of Roseville City Manager's Quarterly Report

April – June 2024



# Ensure a safe and healthy community

## Spring Drug Take-Back Day

On April 27, 2024, Roseville Police and Environmental Utilities (EU) Departments participated in Drug Take-Back Day, with the City hosting two collection sites for unused or expired medications and vaping devices. With over 950 cars driving through between both sites, EU actively promoted the event to highlight the critical importance of preventing drugs from being flushed down toilets or thrown in the trash, which can harm the environment over time. The event was a significant success, with over 2,700 pounds of drugs properly disposed of in Roseville, marking an increase of more than 67 percent compared to the Fall 2023 event.

## Traffic Enforcement

### Top Three Collision Locations

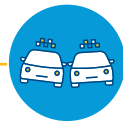
- Highland Pointe Drive/ Pleasant Grove Boulevard
- Pleasant Grove Boulevard/ Roseville Parkway
- Cirby Way/Riverside Avenue



DUI Arrests  
**171\***



Officer Initiated Actions  
**10,320\***



Total Collisions  
**679\***



Traffic Stops  
**4,072\***



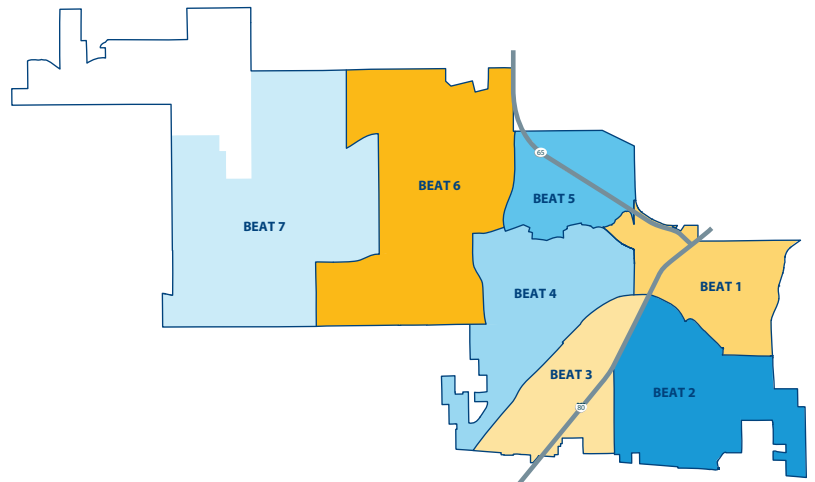
Incoming calls  
**75,420\***

Emergency 911 calls  
**29,800\***

Abandoned 911 calls  
**4,318\***

*\*Jan 1- June 30, 2024*

BEAT	CITIZEN INITIATED CALLS FOR SERVICE	OFFICER INITIATED CALLS FOR SERVICE	TRAFFIC STOP	ACCIDENT COUNT
<i>Jan 1- June 30, 2024</i>				
BEAT 1/SRMC	2,169	948	301	104
BEAT 2	3,913	1,494	705	133
BEAT 3	3,937	2,213	866	116
BEAT 4	3,271	1,712	471	78
BEAT 5	2,046	617	167	105
BEAT 6	3,289	1,934	1,035	105
BEAT 7	2,829	1,402	509	38
<b>Grand Total</b>	<b>21,369</b>	<b>10,320</b>	<b>4,072</b>	<b>679</b>



## Kids Fire Camp

During the week of June 10 - 14, 2024, 96 local youth aged 11-14 attended a week-long Kids Fire Camp at the Roseville Fire Training Center. The camp included lessons on water safety, first aid, CPR, babysitting basics, rescue practices, firefighting, and fitness.

The camp was led by dedicated firefighters who aimed to create a supportive and educational environment. Each day was filled with interactive activities and hands-on training, ensuring that campers not only learned valuable life skills but also had a fantastic time.

Apart from the core activities, campers also participated in team-building exercises and recreational games meant to foster camaraderie and improve their problem-solving abilities. The experience aimed to empower young individuals, build confidence and a sense of responsibility, and unveil potential career opportunities in the public safety sector.

By the end of the week, campers had gained a comprehensive understanding of firefighters' roles and responsibilities and crucial skills that can be applied in everyday life. The week ended with a grand finale muster allowing family members to witness a showcase of the skills learned throughout the week.



## Incident Response



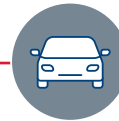
Structure Fires  
**13**



Confined Structure Fires  
**9**



Vegetation/ Outside Fires  
**54**



Vehicle Fires  
**5**

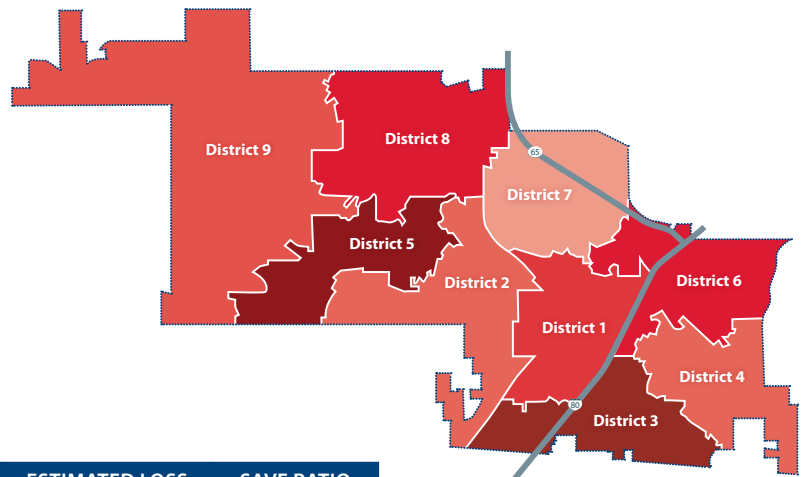


Medical Aids  
**2,827**

Total Incidents  
**5,062**

## FIRE DISTRICT REPORT

FIRE DISTRICT	# OF CALLS	RESPONSE TIME (MINUTES)
3	902	8.7
1	656	10.0
8	564	11.1
2	485	9.4
6	446	9.7
4	475	8.8
7	530	10.5
9	333	10.0
5	313	9.2



## FIRE SAVE RATIOS

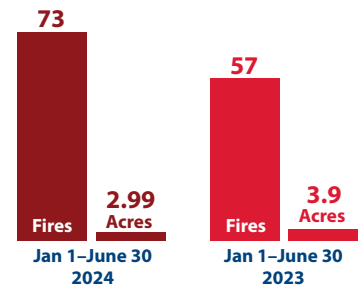
MONTH	FIRES WITH LOSS	ESTIMATED TOTAL VALUE	ESTIMATED LOSS	SAVE RATIO
January	6	\$2,637,510	\$227,610	91%
February	15	\$1,432,550	\$858,550	40%
March	26	\$4,854,887	\$464,887	90%
<b>Totals</b>	<b>47</b>	<b>\$8,924,947</b>	<b>\$1,551,047</b>	<b>83%</b>

## Fire Season Forecast

According to CAL FIRE, the number of Wildfires throughout California was up only 9% this spring, but the number of acres burned has skyrocketed by 1,462%, showing a significant growth in acres burned compared to past years. CAL FIRE says that in 2024, California went from 5,747 acres burned to 89,784 acres burned over the same period (through mid-June), which is well above normal for this time of year.

CAL FIRE (Nevada/Yuba/Placer) officially declared fire season as of June 17, 2024. Both Roseville and Sacramento regional fire agencies began to see an uptick in vegetation fires beginning in June, including some significant rapid-growing fires in Placer County. Here in Roseville, vegetation fires have been consistent with seasonal averages.

## Vegetation/Outside Fires



## Weed Abatement

From mid-May to the end of June, the Parks Division worked diligently to install firebreaks and reduce vegetation throughout the City. Weed abatement is crucial as it reduces the fuel load of potential fires. Work was performed collaboratively by City staff, vegetation contractors and goats. In addition to reducing fuel load, goat grazing is important for reduction of invasive species and thatch control.



Weed abatement

## Creek Cleanup

The Parks Division has been removing large obstructions from Linda and Cirby creeks to improve water flow and reduce the risk of flooding. This work is done in cooperation with the City's Flood Plain Manager. Staff prioritize high-risk areas and will continue creek maintenance through the fall.

## National Water Safety Month

May was National Water Safety Month. Unfortunately, drowning is the second leading cause of unnatural death worldwide and drowning deaths in the U.S. are on the rise for the first time in decades. With that in mind, Roseville Fire and Parks, Recreation & Libraries departments partnered together to create a water safety awareness video campaign that had more than 12,000 views during the month of May.

**5**

**Five Layers of Protection**

**Barriers**

- Supervision
- Water Competency
- Life Jackets
- Emergency Preparation

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Water Competency

Life Jackets

**Emergency Preparation**



Scan the QR code to watch the series



# Remain fiscally responsible in a changing world

## Financial Update

### FY2023-24 Budget

On May 15, 2024, staff presented a [second-quarter financial report](#) on the current year’s budget (FY2023-24). The report indicated that General Fund sales tax revenues continue to trend below estimates, with a forecasted \$6 million shortfall in sales tax revenues (\$5 million in Bradley Burns and \$1 million in Measure B). This decline is attributed to higher interest rates affecting spending and shifting consumer spending towards non-taxable service-related purchases. On a positive note, property tax revenue is expected to surpass projections by \$1.2 million, partially mitigating the sales tax shortfall. Staff anticipates departmental expenditure savings or surpluses in other revenue categories will offset the remaining \$4.8 million shortfall. As a precautionary measure, staff is deferring the budgeted \$4.6 million discretionary payment to CalPERS.

### FY2024-25 Budget

Over the past quarter, staff was focused on preparing and finalizing the City’s budget for the upcoming fiscal year (FY2024-25).

In April, the City Manager conducted internal budget review meetings with each department to determine what would be included in the proposed budget for the upcoming fiscal year (FY2024-25), which began on July 1, 2024. Additionally, on April 3, 2024, the City Council approved the updated [Financial Policies](#) for FY2024-25.

On May 1, 2024, the City Council heard a report and presentation from the [Measure B Local Sales Tax Citizens Oversight Committee](#) on its review of the FY2022-23 results. The Council also received an overview of the proposed Capital Improvement Program for FY2024-25 and budget updates from the [Environmental Utilities Department](#) and [Electric Department](#). Furthermore, the Council approved updates to [user and regulatory fees](#) to prudently maintain appropriate cost recovery.

On May 17, 2024, the City Manager released the [FY2024-25 proposed budget](#), and on May 28, 2024 the City Council conducted a budget workshop, during which the City Manager and staff provided a detailed overview of the City’s proposed spending plan for the coming year. Most recently, on June 19, 2024, the City Council adopted the proposed budget for FY2024-25.

### Upcoming Financial Reports (April – June)

- First day of new fiscal year (FY2024-25): July 1, 2024
- FY2023-24 3rd Quarter Financial Report and Presentation to City Council: September 18, 2024
- FY2023-24 Year End Results: January 2025
- FY2024-25 1st Quarter Finance Report (General Fund Revenues): February 2025

### Capacity Fee Study Underway

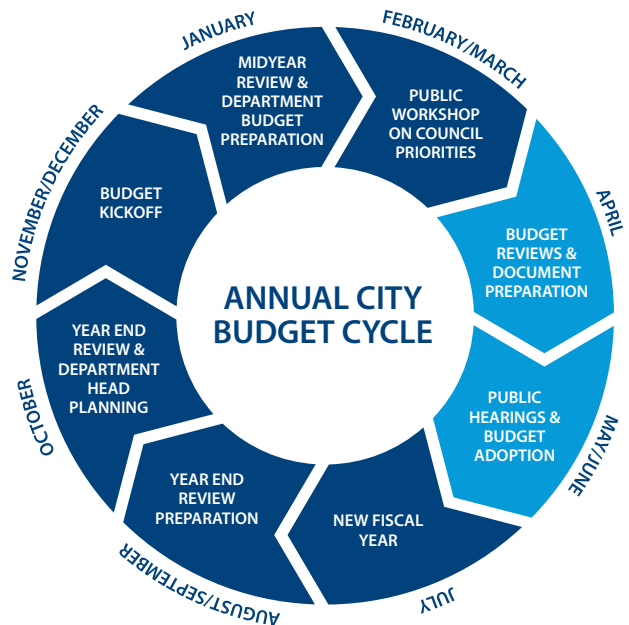
In April, Environmental Utilities began a study to assess capacity fees for Roseville’s water, wastewater, and waste services. These fees ensure that new developments contribute to the necessary infrastructure. The study evaluates where new developments connect to the City’s utility systems and their impact on existing infrastructure. The results will help set fair impact fees based on anticipated demand, supporting sustainable growth, and maintaining high-quality utility services for all residents and businesses in Roseville.

### City Seeks Major Tax Credit

Environmental Utilities and the Finance Department worked together to file a tax return for the City of Roseville, getting a \$29.3 million credit for the Pleasant Grove Wastewater Treatment Plant Expansion and Energy Recovery Project.

Filed in early June 2024, this return was made possible by the 2022 Inflation Reduction Act, which allows public agencies to get tax credits for renewable energy projects.

This credit covers 30% of the eligible costs and fully funds the construction of the \$24.8 million Energy Recovery Project. Combined with grants and loans from the California Energy Commission, the State Water Resources Control Board, and the Placer County Air Pollution Control District, these funds cover 33% of the total project costs.





# Enhance economic vitality

## Significant Development Projects

**Phillip Road Site** – The Phillip Road Site, located at 6382 Phillip Road, proposes the development of a job center with a range of land uses and associated site improvements. The initial proposed project included up to 15 buildings, ranging in size from 80,000 square feet to 300,500 square feet totaling up to 2,430,00 square feet.

In response to neighbor concerns and following a series of meetings and extensive discussion with residents, City, and other interested stakeholders, Panattoni Development has revised the project proposal with a mix of uses, which is expected to substantially reduce truck traffic, provide a significant buffer between existing residential uses and non-residential uses, and provide local-serving medical office and retail.

Panattoni shared a revised development plan at two community open houses in April. Panattoni has an updated website for the Phillip Road Site project where more information and an updated timeline can be viewed at [philliproadsite.com](http://philliproadsite.com). The City's project page is: [Roseville.ca.us/PhillipRoadSite](http://Roseville.ca.us/PhillipRoadSite)

**Al Johnson Wildlife Area** – To promote public understanding of the City's long-planned improvements in the Al Johnson Wildlife Area, formerly referred to as Reason Farms, informational "Future Site Plans" signage and a website were developed. One sign is located along Phillip Road as a companion to the existing monument sign, and the other is in the Winding Creek neighborhood at the terminus of the paved trail. Signs also direct people to the [roseville.ca.us/siteplans](http://roseville.ca.us/siteplans) webpage to learn more.

**West Roseville Marketplace** – In November 2022, the Planning Commission approved development of a 76,000 square foot shopping center on 8.80 acres on the northeast corner of Pleasant Grove Boulevard and Fiddymont Road. The project would include a 55,592 square foot Safeway, 13,950 square feet of inline shops, one freestanding building with a gas station, and a freestanding drive-thru building. A modification to the original project was approved to allow a McDonald's with a drive-thru on Pad B. Construction is currently underway with an **expected completion date in late 2024 or early 2025**.

**Blue Oaks Retail Center Phase 2 (Dutch Bros/Chick-fil-A)** – This project, located at the corner of Blue Oaks Boulevard and Woodcreek Oaks Boulevard, would include six freestanding commercial buildings ranging between 950 and 13,200 square feet in size; two of the commercial buildings are proposed with a drive-thru (Chick-fil-A and Dutch Brothers), the remaining building tenants are unknown at this time. The project was approved by the Planning Commission on March 23, 2023. Construction is currently underway with **completion estimated in mid-to-late 2024**.

**Baseline Marketplace - Costco** – In April 2023, the City approved Costco's application to develop a new 160,529 square foot Costco warehouse building along with a fuel facility and car wash located at the northwest corner of Baseline Road and Fiddymont Road. Offsite civil improvement plans are ready to be issued by the Engineering Division and building permits are in their second round of review by the Building Division. Costco purchased the property on July 26, 2024, and has awarded the bid for the offsite improvements to Marquez Construction and expects to be underway soon. Costco anticipates a **late 2025 or early 2026 store opening**.

**Bosch** – Activities are underway in the beginning of its \$1.5 billion investment. The City issued the first permit, a demolition permit, in February and is currently processing a Minor Modification to a Major Project Permit for added equipment on the building exterior.

**Erikson Senior Living Facility** – An application has been submitted to allow construction of a 2.1 million square foot continuing care retirement community on a 55.6-acre site consisting of Sierra Vista Specific Plan (SVSP) Parcels KT-41A and KT-41B north of Baseline Road between Santucci and Westbrook Boulevards. The project includes a total of 1,200 independent living units, 40 skilled nursing beds, and 200 assisted living/memory care beds in buildings up to six stories in height.

The project is expected to be developed in six phases, the first of which will consist of approximately 624,000 square feet. The project plans were approved by the Planning Commission on July 13, 2023, and the Development Agreement was approved by the City Council on September 6, 2023. Erickson closed escrow on the property in late December 2023 and civil improvement plans are nearly ready to issue. Erickson expects to **begin construction late summer/early fall**.

**Sprinter Roseville** – The Sprinter Roseville project would allow the construction of a Mercedes Benz Sprinter Van sales and service facility on nearly six acres at 1513 Eureka Road. The project includes a 97,604 square foot building, 47 service bays, four detail bays, two levels of service bays, and two levels of parts storage, and a parking area for 325 vehicles. The project was approved by the Planning Commission on September 28, 2023, and by the City Council in November, 2023. Construction plans have yet to be submitted.

**Three Hotel Projects** – The City recently approved two applications for three new hotels. Two of the hotels, Marriott brands Element and Hampton Inn, will be located off Gibson Drive. This project was approved in July 2023. The third hotel, a Hilton Homewood Suites, was approved June 22, 2023, and will be located at Freedom Pointe. In total, the projects will bring an additional 356 hotel rooms to the City. Civil improvement plans were submitted in early June and a final parcel map is currently under review.

**Electric Pickle at Roseville Junction** – A two-story, 12,000 square foot restaurant with 9 outdoor pickle ball courts (four are covered), 2 bocce ball courts, and other outdoor amenities will be located at 290 Conference Center Drive, adjacent to the Galleria Mall and Highway 65. The entertainment complex is part of the Roseville Junction development, which is expected to include several restaurants, two hotels, and a potential beer garden. Roseville's Electric Pickle will be among the company's first locations in the nation and was approved by the Planning Commission on September 14, 2023. Construction documents were submitted in May and are currently under review.

**Roseville Junction Hotels** – On December 14, 2023, the Planning Commission approved the entitlements to allow for the development of two new hotels at 290 Conference Center Drive. These hotels will be part of the overall Roseville Junction development. The hotels include a Hyatt Caption Hotel with 122 rooms and a Hyatt House Hotel with 126 rooms. Grading work commenced on the site in early 2024 and civil improvement plans are still under review.

**Affordable Housing** – The City has been partnering with several multi-family housing builders to provide additional affordable housing within Roseville. A fee deferral for the Shea Roseville Apartments located on Gibson Drive was approved by City Council on May 1, 2024. The Shea Apartments project will include a 356-unit residential apartment complex with 352 of the units being affordable units. The Council approval allows for approximately \$5.2 million of City-controlled impact fees to be deferred from building permit issuance to building permit final. The City's fee deferral program is an important economic development tool that facilitates new development that may not otherwise be financially feasible without this program.

**WRSP Parcel F-22** – West Roseville Specific Plan Parcel F-22 is an approximately 10-acre High Density Residential parcel located at the northeast corner of Fiddymont Road and Harvey Way. The site has a unit allocation of 244 units with 184 of these units designated as affordable rental units. In June 2024, the Planning Division approved an affordable apartment project on the site through the City's Objective Design Standards (ODS) process that would provide a total of 265 units (with a density bonus of 21 units). The apartment complex will consist of three-story buildings with a mix of one, two, and three-bedroom units. Construction documents were submitted in June 2024.

**SVSP PCL WB-30** – Parcel WB-30 within the Sierra Vista Specific Plan is proposed to be developed with 355 senior affordable units. The 355 units consist of one- and two-bedroom apartments in six buildings. The site has five 4-story 64-unit buildings and one 4-story 35-unit building with amenity spaces on the ground floor. The site is bounded by Pleasant Grove Boulevard to the south, Santucci Boulevard to the west, open space to the north, and two High Density Residential parcels to the east. Civil improvement plans are currently under review.

**SVSP PCL WB-32** – Parcel WB-32 within the Sierra Vista Specific Plan is proposed to be developed with 192 senior affordable units. The 192 units consist of one- and two-bedroom apartments in three buildings. The site is designed with three 4-story buildings and a single-story clubhouse building adjacent to the pool deck. The project parcel is an irregular triangular shape lot that is bounded by Santucci Boulevard to the west, a vacant parcel with a land use designation of Urban Reserve to the south, and the City's boundary line to the west. Civil improvement plans are currently under review.

**NRSP WW-17** – The Pleasant Grove Apartments project, located at 1721 Pleasant Grove Boulevard, is a 98-unit affordable housing development on 4.96 acres in the North Roseville Specific Plan area (Parcel WW-17). The project will consist of an amenity building and two apartment buildings consisting of one- to three- bedroom units. The project is a qualified affordable housing development, which was approved through the Objective Design Standards ministerial review process in April 2023. Construction began in May 2024 and will continue into 2025.

**Shea Properties** – Shea Properties, located at 572 Gibson Drive, proposes to develop a 356-unit affordable apartment complex on 19.51 acres in the North Central Roseville Specific Plan area. The project is 100% affordable, and will contain a mix of one, two, and three-bedroom units ranging from 650 square feet to 1,150 square feet. The site is bounded by Highway 65 to the north, Gibson Drive to the south, an office building complex to the southeast, and a multi-family residential development to the southwest.

The project was recently awarded more than \$70 million from the State of California in tax credit bond allocations. Construction documents were submitted for review in March 2024 with the goal of being issued by July 2024. A grading permit was issued at the beginning of June for the site and earthwork activities is underway. Construction documents are ready to issue.

## New Businesses

**Several new businesses opened including** – Get Axed (771 Pleasant Grove); Sharif Fine Jewelers (1253 Roseville Parkway); Kura Revolving Sushi (250 Gibson); Tours Les Jours (9400 Fairway)

**Opening soon** – Fogo de Chao (1104 Galleria); Aqua Tots Swim (1850 Douglas); Dutch Bros (1478 Blue Oaks & 1951 Vineyard); Safeway (1790 Pleasant Grove); Quick Quack Car Wash (1590 Vineyard); Floor & Décor (1120 Galleria); Bosch - K-line improvements (7501 Foothills); Amazon Fresh (6780 Stanford Ranch); McDonalds (1760 Pleasant Grove)

**Westfield Galleria** – Several new tenants opened including Gorjana, Jo Malone, Free People and an expanded Abercrombie Kids

**Coming soon** – Uniqlo, Carrara's Pastries, Läderach, Rothy's, Amour Vert, Aerie, David Yurman, and Sourdough & Co

**Roseville Rising** – The sixth Roseville Rising cohort started June 3 and runs through August 19, 2024. This 10-week Roseville Venture Lab program has approximately 25 aspiring food entrepreneurs eager to kickstart a culinary business journey or take their concept to the next level. From developing their vision and brand to navigating the complexities of launching and operating a food business, this program will cover the essential topics needed to succeed in the food industry.

## Business Expansions

**Kaiser Permanente Expansion** – Kaiser Roseville is under construction with a new six-story, 138-bed inpatient tower, including a 20-bed intensive care unit, as well as an emergency department expansion that adds 36 new beds, six new operating rooms, a new pharmacy, expanded imaging and diagnostic space, and a new parking garage.

The expansion project will make Kaiser Roseville the largest hospital in Placer County. Construction is **anticipated to be completed in 2027**.

**Sutter Health Expansion** – Sutter will add a new four-story, 85,000 square foot medical office building to house its new residency program and expand the existing parking garage with an additional 556 stalls, creating a total of 1,047 parking stalls when completed.

Construction is **anticipated to be completed in 2024**.





# Invest in well-planned infrastructure and growth

## Roseville Soccer Complex

Progress continues on the Roseville Soccer Complex with the work moving more above ground. Light poles are now visible and work on fields, plaza areas, and parking lot construction will begin soon. Parks, Recreation & Libraries staff continue to seek naming rights sponsors for the complex, plazas, playground, and fields. The complex is **expected to open late 2025**.

## Weber Park

City Council awarded the construction contract on April 3, 2024. Work began on April 8, with the removal of more than 11,000 cubic yards of dirt. Concrete and underground work is underway. Renovations are **expected to be completed in 2025**.

## Johnson Pool

Improvements began at Johnson Pool in May. Demolition is complete and work is progressing on the planned construction, which include Americans with Disabilities Act (ADA) Improvements to the restrooms and showers, replacing the pool's fiberglass shell, adding splash components, replacing the pool deck, and upgrading mechanical equipment with **desired completion by Summer 2025**.

## New Parks Currently Under Construction

- Riego Creek Park (2800 North Hayden Parkway) **expected completion, Fall 2024**.
- Campus Oaks Park (580 Roseville Parkway) **expected completion, July 2024**.
- Denio Family Park (5820 Fiddyment Road) **expected completion, Fall 2024**.
- Crimson Ridge Park (8711 Crimson Ridge Way) construction underway, with **expected completion in Fall 2024**.
- John Byouk Park (4651 Upland Drive) construction underway, with **expected completion in Summer 2025**.

## **Environmental Analysis Initiated for Future Operations Center**

In June, Environmental Utilities issued a Notice of Preparation to begin the environmental analysis for the upcoming Operations Center in the northwestern part of the city. The project will include an administration building, a maintenance shop for Environmental Utilities divisions, fleet parking for zero-emission garbage trucks and support vehicles, and a recycling, recovery, and transfer operation. Public input is being gathered for inclusion in the draft Environmental Impact Report, set to be published in June 2025.

## Roseville Parkway Extension Project

Construction for the Roseville Parkway Extension project is continuing to progress. The contractor is currently working on various bridge components and concrete pavement on the western side of the project. It is anticipated that work on the final bridge deck and concrete pavement on the eastern side of the project will begin in mid-September. The project is slightly ahead of schedule and is **anticipated to be completed in early 2025**.



Weber Park



Future Operations Center



Roseville Parkway extension

### **Pleasant Grove Boulevard Widening**

Construction of the Pleasant Grove Blvd Widening project is continuing to progress. Preliminary work and underground utility construction are nearing completion, including the work to provide a connection from the future Misty Woods ASR Well to the 36" water main under Pleasant Grove Boulevard.

Completion of the underground utility work will open the way for the grading and paving sequences to begin. Major grading operations will begin in early August followed by the first phase of paving expected in late August/early September. The project is currently on schedule to be **completed in Spring 2025**.



### **Washington Boulevard Roundabout**

The Washington at All America City Boulevard Roundabout Project is fully open to the public in all directions. The final signage, striping, central feature, and majority of the landscaping have been installed. The remaining landscaping in the center island is anticipated to be **completed in August**.

### **Blue Oaks and Westbrook Traffic Signals Project**

The Blue Oaks and Westbrook Traffic Signals Project began in late April with the underground utility work in various locations completed in early July. The contractor has started to place concrete curb and gutter, with paving scheduled to start in early August. The project is **anticipated to be completed in Fall 2024**.

### **Fire Station #8**

Located on the southeast corner of the intersection of Woodcreek Oaks Boulevard and Painted Desert Drive, the construction is progressing with the contractors putting on the brick veneer and preparing the site for concrete and landscaping work. Two of the three sides have been sheet-rocked, finished, painted, and the tile is being installed in the restrooms. In the next few months, the installation of the fixtures and furnishings is expected to take place. **The completion date is on track for September 2024 with occupancy to take place in October 2024.**



### **Advanced Metering Infrastructure**

The full deployment phase of the Advanced Metering Infrastructure (AMI) project is complete. Over the past 12 months, the City's third-party installer, Concord, along with Roseville Electric Metering and Environmental Utility Water Distribution teams, installed over 120,000 AMI meters and endpoints Citywide. The teams also implemented robust and reliable communication networks and comprehensive data management systems throughout the City. This initiative marks a significant milestone in modernizing the City's utility infrastructure and enhancing service reliability. Key capabilities include real-time data collection, remote meter reading, and improved communication between the utility and City customers. This advanced infrastructure is set to provide substantial benefits, including more accurate billing, quicker outage detection, and create efficiencies in how energy and water is consumed and distributed.

### **California Energy Commission DEBA Grant**

The City applied to the California Energy Commission's (CEC) Distributed Electricity Backup Assets (DEBA) Bulk Grid Grant Funding Opportunity (GFO) in February 2024. On April 22, 2024, the CEC posted the Notice of Proposed Award (NOPA), with Roseville's DEBA project being the highest scored project among publicly owned utility applicants. This CEC has recommended Roseville for \$1.37M in funding, with a CEC business meeting date for full consideration of the award expected at the end of July 2024. The grant award will offset a portion of the \$8.89M investment Roseville is making to the California Department of Water Resources' (CDWR) RPEAK generators located at the Roseville Energy Park to increase their output capability during extreme grid events. Roseville's investment and grant award are the key conditions to accelerate the transfer of ownership of the units from CDWR to Roseville.

### **Voice over Internet Protocol (VoIP) Deployment**

The Information Technology Telecommunications team is in the process of implementing a VoIP infrastructure Citywide. A phone system version upgrade took place in November, which will enable a robust and efficient VoIP deployment while ensuring integrations to voicemail, faxing and call accounting remain viable. As of end of May, nearly all City locations except the Police Department and Fire Stations have been upgraded.

## Data Center Networking Upgrade

The Citywide virtual server environment accounts for 450+ servers and relies on networking components for high-performance and reliability across multiple data centers. The associated hardware and software is nearing end-of-support and needs to be upgraded in order to continue providing effective services for the hundreds of servers and their corresponding departmental services. In June, the Information Technology (IT) Network Infrastructure team partnered with ConvergeOne to install, configure, and migrate to the new network equipment.

## Police Virtual Server Upgrade

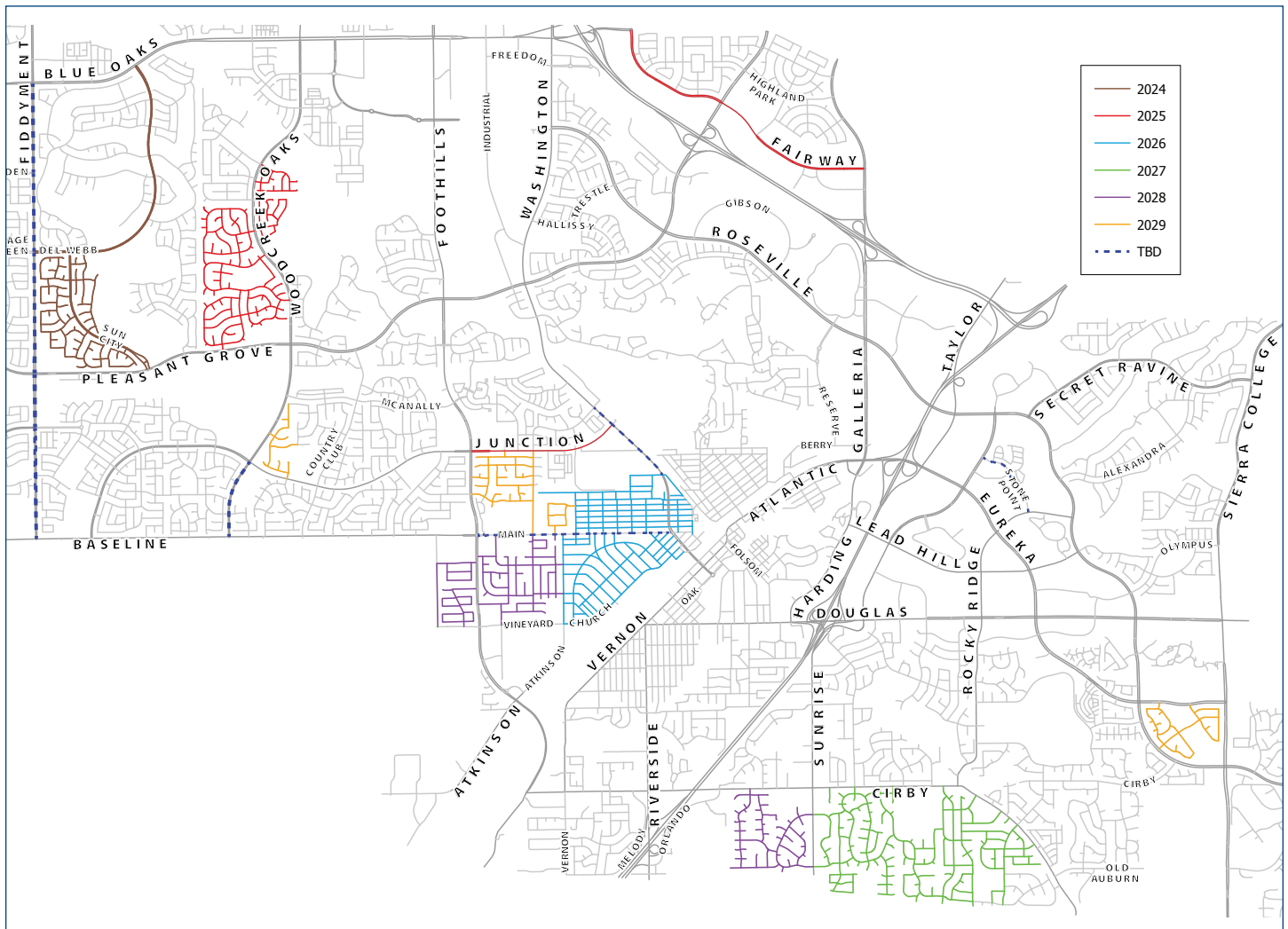
The Police Department's (PD) virtual server infrastructure serving the departments' various divisions including Dispatch, Records, Property and Evidence was outdated and needed to be updated. The 65+ servers migrated from the old server infrastructure to a new server infrastructure that has additional capacity in order to meet PD's growing needs. The Information Technology (IT) Network Infrastructure team installed, configured, and seamlessly migrated the servers with zero downtime in April.

## Dry Creek Greenway East Trail Phase 1

The Dry Creek Greenway East trail phase 1 began in early January 2024. Currently improvements such as retaining walls, bridge abutments and widening the Darling Way bridge are taking place. The three pedestrian bridges began fabrication mid-May in South Carolina and are scheduled to be delivered to the project site in early August 2024. The project is **anticipated to be complete in late Summer 2025**.

## 5 Year Residential Resurfacing Plans (2024-2029)

This Summer, the remaining portion of the Sun City neighborhood will be resurfaced, along with Del Webb and Sun City Boulevards. Residential resurfacing shown will be funded with Gas Tax and SB1 funds. There are several arterial roadway segments identified for resurfacing over the next 5 years as well, funding dependent. Fairway Drive and a portion of Junction Boulevard are anticipated to be resurfaced in 2025. Goals for residential resurfacing over the next five years can be seen at [roseville.ca.us/resurfacing](https://roseville.ca.us/resurfacing).





# Support community engagement and advocacy

## Federal Advocacy Trip Yields Important Meetings on Key Topics

Public Affairs and Communications organized and led the City's annual Federal Advocacy Trip to Washington, DC, in May. The Mayor, City Manager, and staff from Electric, Environmental Utilities, Housing and Public Works had an opportunity to showcase the full-service benefits that Roseville provides, while advocating on items of importance for the community with members of Congress, key regulatory agencies, and distinguished trade groups. The trip included over 20 meetings during the 3-day period.

- The group met with Senators Padilla and Butler, Representatives Kiley, LaMalfa, and Garamendi, and agencies including Housing and Urban Development, Veteran's Administration, National Low Income Housing Coalition, Federal Highway Administration, Federal Emergency Management Agency, and Federal Railway Administration.
- The Electric Department continued to focus on the impacts of the California Air Resources Board's Advanced Clean Fleets Rule and provided updates on the Department of Energy's revised rule related to the efficiency of distribution transformers and associated supply chain challenges.
- Environmental Utilities staff met with the Environmental Protection Agency (EPA), Department of Commerce, Office of Management and Budget, House and Senate Appropriations, and the City's Congressional Delegation. Discussions included the joint raw water conveyance project with PCWA, Lead and Copper Rule Improvement Regulation, PFAS, water and wastewater security funding, and a solar project at the Barton Road Water Treatment Plant.
- Housing staff addressed funding and program flexibility for Housing Choice Vouchers, Veterans Affairs Supportive Housing (VASH) Vouchers, Community Development Block Grants (CDBG), and homelessness.
- Public Works staff discussed funding for the Washington/Andora Overcrossing, Pleasant Grove Retention Basin, Blue Oaks Widening, and infrastructure maintenance funding.

## City Joins with Leaders in Six-County Region to Advocate on Regional Issues at Cap to Cap

In April, the City sent 14 representatives from six departments and City Council to the Sacramento Metro Chamber's 52nd annual Capitol-to-Capitol trip in Washington, DC. They joined 425 delegates to meet with congressional staff, with Roseville representatives advocating on the following teams: Public Safety, Water Resources, Economic Development, Transportation, Community Resources, and Food and Agriculture. Key topics included sustainable economic development, regional job creation, enhanced transportation infrastructure, supporting first responders' mental health, the Sacramento Regional Water Bank, RiverArc Project, forecast-informed reservoir operations, and PFAS contamination and remediation, homelessness and housing. These visits are crucial for securing federal support and funding for critical projects and regulations.

## Roseville Federal Funding Requests Supported at Congressional Level

Based on the efforts from both federal advocacy trips, staff from Public Affairs and Communications, Public Works, and Environmental Utilities were elated to receive the news that the following Roseville's requests for the following projects were added by senators to their Federal Funding Requests that go to the Senate Appropriations Committee next:

- City of Roseville Highway 65 Trail Crossing (\$6.6 M)
- Adventure Club Broadband Project (\$3.8 M)
- PCWA-Roseville Raw Water Supply Project (\$3M)

## Law & Regulation Committee Refers Statewide Prop. 36 to Full Council to Consider Advocacy Position

At its May meeting, the Council's Law & Regulation Committee referred the anticipated statewide ballot initiative, now known as Prop. 36 (after getting certified with the required number of signatures in June), to the full Council to consider adopting an advocacy position. Public Affairs and Communications developed materials to educate people on the proposition and make them aware the Council is considering an advocacy position at its August 21, 2024 meeting. Prop. 36 aims to address the rising issues of drug addiction and theft complicated by the 2014 voter-back initiative Prop. 47, which lowered penalties for these crimes.

## Inaugural Workshop Held for City Council Candidates

On June 27, the City Clerk's Office held its inaugural City Council Candidate workshop. It was geared towards individuals interested in running for a City Council office and walked the potential candidates through the election cycle process, from start to finish. The City Manager and City Attorney along with the City Clerk's Election team provided valuable information about the City and many regulations, requirements, and laws that candidates should be aware of. It was a successful and informative session.

## Awareness and Deterrence are the Focus of City's Engagement on New Fireworks Ordinance

In spring 2024, the Roseville City Council amended its municipal code to make penalties for those caught using illegal fireworks much more severe starting this year. In an effort to raise awareness of the new ordinance with the goal of deterrence, Public Affairs and Communications worked with City Attorney's Office, Police, Fire, Information Technology, and Development Services departments on an integrated outreach strategy.

On the community engagement side, direct mail was sent to all 64,356 households in Roseville, 5,000 extra fliers in English and 1,200 in Spanish were printed for use at fireworks booths and for handing out. The main [roseville.ca.us/fireworks](https://roseville.ca.us/fireworks) page generated 536 views from 6/1 – 7/5 2024, with the majority of the views generated July 4th.

A three-hour media availability on July 3rd to get the word out included Police, Fire, and the CM Office at the Fire Training Center, along with a firefighter doing demo of safety measure for safe and sane fireworks. It resulted in interviews with CBS, Gold Country Media and live spot with NBC on the evening newscasts July 3 and morning of July 4. On social media, there were 110 social media posts across the following Citywide, Fire and Police channels: Facebook, Instagram, NextDoor, X, YouTube, which generated 90,000 total impressions with an average engagement rate of 2.6-2.9% (industry average for the Government sector is 1.3-2.2%). Two digital billboards and 10 changeable message signs (CMS) on Roseville roadways were used for a total of 13 days to get the message out. Fireworks ordinance information was also shared in the We Are Roseville newsletter 4 times, starting on June 11 (plus 4 ICYMI versions).

The IT Department worked with the City Attorney's Office, Police, and Code Enforcement to develop a way for the public to submit actionable evidence of crimes occurring by adapting the myRSVL app and website. More than 400 people downloaded the app in the weeks leading up to July 4.

Though the timing of the following information falls into the next Quarterly Report, the following information is provided to facilitate understanding of the entire effort: On July 4, the Roseville Police Department fielded 191 calls, including some self-initiated calls from the team dedicated to fireworks enforcement. The Roseville Fire Department confiscated 800 illegal fireworks in addition to 1,000 fireworks that were confiscated through an undercover buy from an internet seller in Stockton. It also responded to 16 fires, including two from improper disposal of legal fireworks and 14 wildland fires due to illegal fireworks.


A total of 27 citations were issued, which included \$130,000 in fines. A moderated enforcement approach was taken by the Police and the City, with a focus on compliance, education and awareness of this new ordinance.

Following the holiday weekend, the City issued a FlashVote to assess community perception of awareness, implementation and scope of the issue. Feedback is helping to inform the City's approach in the future.

### myRSVL

myRSVL offers an automated customer service tool to enhance how staff handle residents' requests, builds an extensive knowledge databases of staff processes and enhances the experience using the City's website, mobile app, and Rosie the Chatbot.

The City has received a total of 4,900 requests since launching and 9,600 mobile app downloads since September 2023. Requests can be submitted by visiting myRSVL online, or by downloading the myRSVL app on Apple or Android devices. Staff continues to work diligently responding and closing requests in a timely manner.



Rosie the Chatbot won Citibot's Innovative Brand Ambassador Award highlighting the City's work in fostering innovation, inclusivity, and equity within communities.



### Roseville increases penalties for illegal fireworks

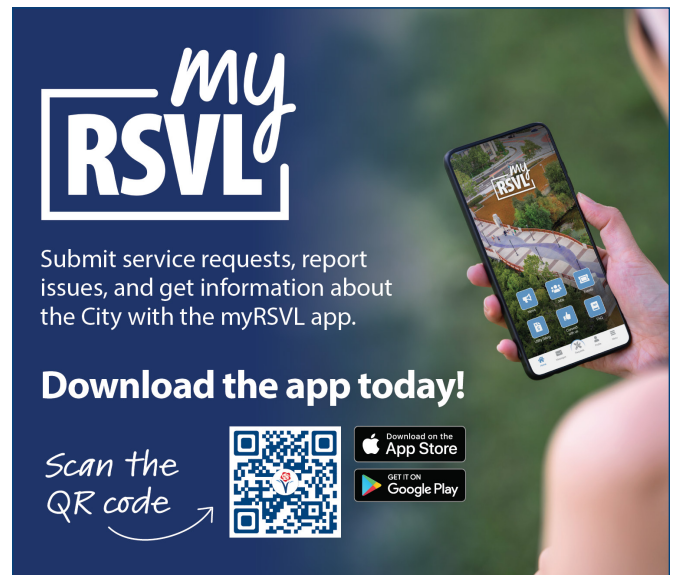
Illegal fireworks carry many risks, including injury to yourself or others, property damage from fires or explosions, the safety of our first responders, costs of responding to emergencies, environmental harm to open space and air quality, and legal consequences for people who use them.

The Roseville City Council amended the municipal code in May 2024, making penalties for those who use illegal fireworks much more severe starting this year.

Here's what you need to know:

- Stiffer fines for illegal fireworks**  
Each individual illegal firework counts as a separate offense.  
First offense: \$750 fine  
Each subsequent offense: \$1,000 fine  
*Example: If you are caught with 3 illegal fireworks in your possession, the fine would be \$2,250.*
- More severe legal consequences**  
Possession of illegal fireworks can now be cited as a criminal misdemeanor, not just an infraction.
- Liability for the costs for emergency response**  
Individuals responsible for illegal fireworks can be charged the actual costs of emergency responses, in addition to fines.  
*Costs for emergency response typically run thousands of dollars.*
- Responsibility of property owners**  
Penalties are now in place for owners, renters, and anyone hosting a gathering who knowingly allows the use or storage of illegal fireworks on their property.  
Visit [Roseville.ca.us/fireworks](https://roseville.ca.us/fireworks) to learn more or scan here.

Check out Roseville's 4th of July events and activities at [Roseville.ca.us/4th](https://roseville.ca.us/4th)



## myRSVL

Submit service requests, report issues, and get information about the City with the myRSVL app.

**Download the app today!**

Scan the QR code

Download on the App Store  
GET IT ON Google Play

## What the Top 5 myRSVL Service Requests Represent

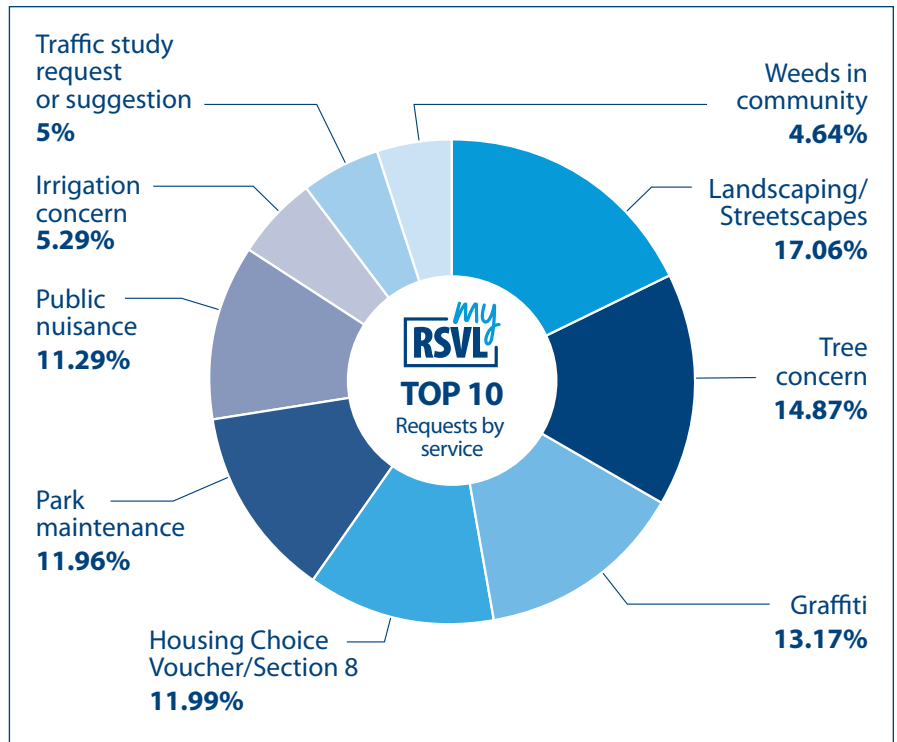
**Landscaping/Streetscapes** – 16.03% represents the number of requests the Parks Division received for concerns related to trash, plantings, irrigation, etc. in landscaped areas in City parks and along streets.

**Tree Concern** – 14.87% represents the number of requests the Parks Division received regarding various tree related issues like: down tree, tree limb snapped, but hanging, or blocking streetlight/street sign.

**Graffiti** – 13.17% represents the number of requests regarding graffiti. When graffiti is reported and determined to be on City property, the targeted removal timeframe is in 48 hours and generally removed by the Parks Division. If the graffiti is determined to be on private property, the Code Enforcement Division notifies the property owner, and they are given 10 days to remove.

**Housing Choice Voucher/Section 8** – 11.99% represents the number of requests the Housing Division received for information related to Housing Choice Vouchers or Section 8.

**Park Maintenance** – 11.96% represents the number of requests the Parks Division received for service in City parks related to restroom cleanliness/access, mowing, irrigation, weeds, playground repairs, trash, etc.



## Affordable Housing Development and Resources

**Sun Rose Apartments** – In June, nonprofit AMI Housing completed the first phase of renovations for permanent supportive housing at the former Hampton Inn & Suites on Sunrise Avenue and Douglas Boulevard. In this first phase of renovations, 36 units were refurbished with modernized amenities, improved accessibility features and energy-efficient systems aimed at reducing operational costs and environmental impact.

## Utility Exploration Center Reopens

The Roseville Utility Exploration Center celebrated its grand reopening in early April, welcoming several hundred residents, City officials, and utility staff. This event marked the completion of a significant three-month renovation project. The 3,000-square-foot center, a vital public outreach and education hub, focuses on energy conservation, water supply and efficiency, waste management, and environmental preservation. Historically, the center has attracted over 30,000 visitors annually, and staff expects an even higher turnout with its newly refreshed exhibits.



## Parks, Recreation & Libraries Survey Results

Parks, Recreation & Libraries (PRL) was recognized for the third year in a row as a finalist for the prestigious National Gold Medal Award for Excellence in Park and Recreation Management for population class of 150,001-400,000. The National Gold Medal Award honors communities that demonstrate excellence in long-range planning, resource management, volunteerism, environmental stewardship, program development, professional development, and agency recognition. PRL isn't just getting good feedback nationally, they recently completed an annual customer survey with results showing that 89% of the 2400 survey participants responded that they are satisfied (42.95%) or very satisfied (45.76%) with PRL's programs, events and services. Many survey takers also gave feedback on programs, events, services, and amenities that they would like to see in the future. The results are being reviewed to determine trends and themes to continue to improve service delivery.



## Mulch Mayhem Highlights Water Efficiency

On May 4, 2024, Environmental Utilities' water efficiency team participated in the regional Mulch Mayhem event, which aimed to remind customers about water use efficiency and establish goodwill. Roseville water customers received one free yard of mulch, which helps save water and benefits soil.

During the event, 150 yards of mulch were distributed along with information on mulch application, additional water-saving tips, and a moisture meter to promote ongoing water-wise practices.



## Big Trucks Summer Event

Celebrating its 10th event, the Utility Exploration Center's Big Trucks Summer showcases Roseville's utilities, including the trucks, staff, and services. This year's series attracted over 4,000 attendees across four sessions, each highlighting a different utility. Designed for families and children, it offers an up-close look at wastewater management, trash and recycling, water treatment and distribution, and electricity distribution.

Since its inception, Big Trucks Summer has engaged over 35,000 people, deepening appreciation for Roseville's community-owned utilities. Consistently high attendance year over year suggests that Big Trucks remains a standout event in Roseville.





# Deliver exceptional City services

## Number of New Single Family Home Permits Issued/Number of Code Enforcement Cases

Development activity remains robust, and despite a decline from the pandemic-driven peaks, Fiscal Year 2023-24 concluded with above-normal activity levels. By the end of FY2023-24, single-family residential home production finished at 1,259 units, which is 40% above the City’s historical annual average of 900 permits. Most new home construction is concentrated in the Sierra Vista, Fiddymont Ranch, Creekview, and Amoruso Ranch areas, as these plan areas continue to develop.

Looking ahead to FY2024-25, single-family permit issuance is expected to decline to around 800 units as new subdivision construction slows and finished lots are absorbed. In contrast, momentum continues to build in the multi-family sector, with over 2,000 apartment units under construction and more in the pipeline.

Tenant improvements and new commercial construction are projected to maintain steady growth, largely driven by Kaiser and Sutter hospital system expansions and Bosch Corporation’s investment in the former TSI Semiconductor plant over the next seven to ten years.

The Code Enforcement team continues to demonstrate remarkable dedication and efficiency by responding to 2,091 complaints, conducting 3,234 inspections, and closing 2,061 cases. This proactive approach reflects our commitment to engaging with community concerns, reducing recurring issues, and ensuring compliance with city regulations. Through diligent responses, comprehensive inspections, and effective case resolutions, staff continues to uphold and improve the quality of life within the community.

## Staffing/Recruitment

The City’s staffing vacancy rate for regular positions decreased to 8.96% from January to March, as compared to the prior two quarters. Human Resources (HR) processed 36 new hires (23 regular; 13 temporary) and 40 employee separations, which included 16 regular employee resignations, 5 retirements and 19 temporary/seasonal employees.

## Citywide Recruitment Branding Initiative to Position City as Employer of Choice

Public Affairs and Communications and Human Resources are in the process of developing a Citywide Recruitment Branding Strategy to position the City of Roseville as an Employer of Choice and to align current efforts throughout the City and create new ways to reach talent throughout our region. It kicked off in April with six focus groups of staff representing all departments to discuss the recruitment and hiring process, what attracted them to work for the City and why they stay.

## Public Service Recognition Week highlights our greatest asset—our staff

For the second year, Public Affairs and Communications, Human Resources, Organizational Culture & Leadership, the Inclusion Committee, and the Employee Recognition Committee developed an integrated, weeklong celebration for staff in honor of Public Service Recognition Week. Activities included a special edition of Mindful Mondays focused on public service, early morning breakfast burritos in all departments, our 8th annual lunchtime Ping Pong and Cornhole Tournament in Vernon Street Town Square and a Leadership Luncheon on “Creating a Courageous Culture” among other activities. As a service organization, people are our greatest asset in delivering high quality services to our community to enhance our quality of life today and into the future. The effort is focused on fostering connections across departments, highlighting public service as a fulfilling career, and strengthening organizational retention.

Total records processed	Fiscal Year 2022	Fiscal Year 2023	Fiscal Year 2024
• <b>Building permits</b>	8,475	7,087	7,030
• Single Family Dwelling (SFD) permits	1,766	1,107	1,259
• Multi Family Dwelling (MFD) units	246	896	544
• Revisions	1,065	550	522
• Master Plans	143	146	128
• <b>Planning entitlements</b>	101	96	96
• Ministerial permits	193	292	349
• Sign permits	152	180	135
<b>Code Enforcement</b>			
• Complaints responded to	1,530	2,534	2,091
• Inspections conducted	2,247	4,118	3,234
• Cases closed	1,416	2,449	2,061



## Inaugural Take Your Kids To Work Day

Public Affairs and Communications and the Organizational Culture and Leadership Committee developed the first citywide event where staff could bring kids to work. Nearly 200 staff participated with 300 kids. After meetings in departments, kids learned about police, fire, water, wastewater, electricity, and public works through various activities around the city. The goal was to strengthen commitment to the organization, raise awareness among family members of the work our staff does to build support for their commitment to our organization, and expose future staff to a variety of services that our City does to enhance the quality of life in our community.



## Summer High School Intern Program

For the month of June, Human Resources launched a paid internship program for high school students in partnership with the Roseville Joint Union High School District. 17 interns participated in the program learning job skills and gaining professional connections in various departments across the City. Every Friday, the students engaged in tours of different departments to expand their knowledge of City services and the various career paths at the City where they can make a difference in the community. One of the goals for this program is to inspire the next generation of public sector employees for Roseville.

## Workplace Violence Prevention Plan

A Workplace Violence Prevention Plan was created in response to California Senate Bill 553, which promotes the prevention of violence in the workplace by increasing employee understanding of the nature of workplace violence, how to respond to it, and how to prevent it. Training was promptly issued to meet the July 1, 2024, deadline.

## Pride of Roseville Awards

The annual Pride of Roseville, City employee awards luncheon, was held on May 22, 2024, where 18 teams were recognized for exceptional projects and 23 individual awards were issued, which consisted of eight distinguished service awards for employees with over 10 years of service.

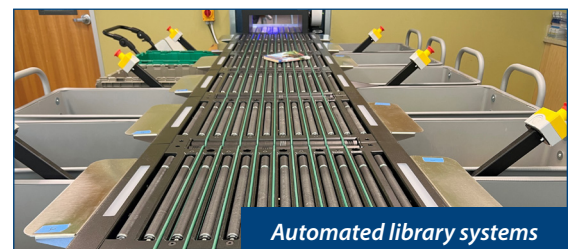
## Recognition Program

Human Resources launched a new online recognition program, Roseville Raves, to allow managers, supervisors, and employees to share appreciation for great teamwork, customer service and more. Employees' service anniversaries can also be acknowledged to build camaraderie. The more employees know they are valued, the more positive the experience and that translates to better customer service, higher attendance, increased productivity, and fewer safety incidents.



## New Automated Library Systems

Parks, Recreation & Libraries installed a new automated materials handling system as well as self-loan stations in all three libraries. The automated system ensures that returned items are checked in instantly, sorted, and placed back on the shelf much faster. The self-loan stations offer customers the convenience of self-service options, which eliminates long wait time to borrow materials. The two new systems create efficiencies to better serve customers, with over 1.5 million items loaned annually.



## Summer Staff Training

While all year is busy for Parks, Recreation & Libraries (PRL), summer is an especially intensified season due to children and adults being out of school and off work. PRL hires hundreds of seasonal staff that become the face of the department at City events, programs, camps, and at the recreational facilities/pools. With this in mind, summer staff receive 30-50 hours of pre-season training to ensure quality of service, understanding of job responsibilities, the art of games, and safety skills. Even after programs have begun, training continues weekly throughout the season offering leadership labs, management school, safety drills and workshops. This commitment to training and skill development of staff is one of the many reasons Roseville's programs and events are highly rated.

## **Fleet Management**

After 18 years, Fleet Services converted to the FASTER Asset Solutions software system that went live in May 2024. FASTER Asset Solutions allows staff to:

- Track vehicle repairs
- Monitor and manage parts inventory and fuel dispensing
- Asset management
- Schedule and manage preventative maintenance
- Aid in vehicle specification build-out
- Formulate vehicle rental and replacement rates

A highlight of the system is the ability to add inflationary factors to the replacement rates. This will ensure replacement fund balances reflect current new vehicle purchase prices.

In addition, an internal customer portal is available, which allows staff to request service and repair appointments as well as check the vehicle status while in the shop. It also includes a motor pool kiosk to automate the rental and loaner process. This system allows the Fleet Services Division to continue offering streamlined and efficient services to staff.

## **Electric Vehicle and Infrastructure Plan**

With the State's legislation plan to shift fleets to zero-emission, during the Summer of 2022 Fleet Services completed a Request for Proposals (RFP). Frontier Energy was selected to provide consulting services for a fleet electrification plan. The plan will provide a detailed road map for supporting the conversion of the City fleet to zero-emission and the infrastructure required to support these vehicles by location. The project kicked off in January 2023, with the goal to be completed by Summer 2024. Once completed, this will help the City to determine the best plan for the future of the City's fleet.

## **Neighborhood Clean-up Days Yield Impressive Results**

Environmental Utilities and the Roseville Coalition of Neighborhood Associations partnered between April and May to organize neighborhood cleanups. Now in its third year, these complimentary events allow residents to declutter and dispose of unwanted items without visiting the landfill. The 2024 schedule included four locations throughout Roseville. Residents disposed of over 140 tons of garbage, electronic waste, and mattresses. The events saw attendance from more than 1,500 people and generated over 440 volunteer hours, marking increases of 14 percent and nine percent, respectively, compared to last year.



# Regional updates

## Placer One

Formerly known as Placer Ranch, “Placer One” is a partnership between Placer County, California State University, Sacramento, Sierra College, and Taylor Builders to develop approximately 2,213 acres in South Placer County’s Sunset Area. The project includes a 300-acre site for development of the Sacramento State Placer Center and a Sierra College extension. At buildout, Placer One is planned to accommodate 5,636 residential units, including single-family detached and multifamily attached units, age-restricted neighborhoods, and mixed-use facilities.

The first phase of development is underway and will consist of approximately 900 single family units accessed from Fiddyment Road. City Communications staff worked with the Placer One team and Placer County to develop and implement a public outreach and communication strategy with the impacted Roseville neighborhoods. The project has been stalled by weather and the Fiddyment Ranch neighborhood continues to be impacted by the construction of four force sewer mains, which have required closure and significant traffic restrictions on Angus Road for an extended period of time. Installation of a water line connection on Woodcreek Oaks Boulevard will also potentially impact Roseville residents.

Lastly, engineering staff has worked with the developer and Placer County on a traffic study to determine at what point roadway connections need to be made to Woodcreek Oaks and Foothills Boulevard. This study has shown that the projected absorption rates for Placer One will dictate roadway connections for both Foothills Boulevard and Woodcreek Oaks in 2030. The developer for Placer One seeks to have the Foothills Bridge shelf ready for construction, so design plans are underway for the Foothills Boulevard Bridge over Pleasant Grove Creek, which is required to complete the Foothills extension. Development Services and Public Works staff continue to engage Placer County and the developer regarding these issues.

## Placer Vineyards

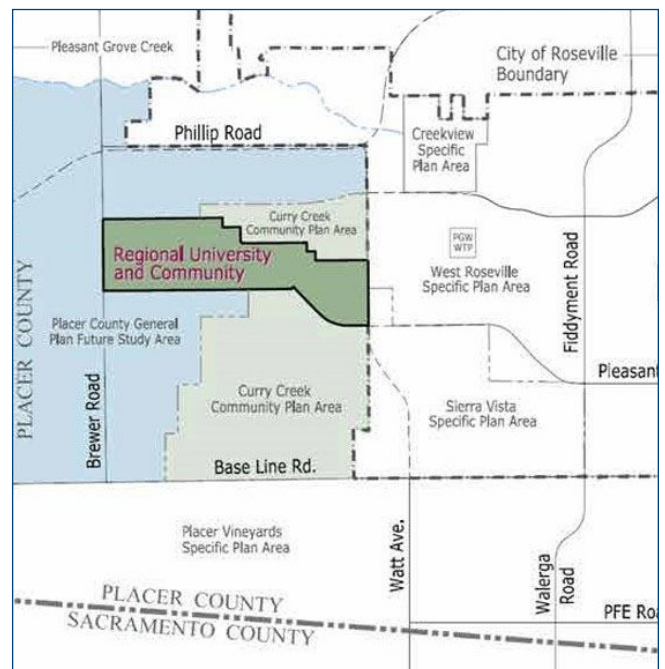
Placer Vineyards encompasses 5,230 acres south of Baseline Road, generally south/southwest of the Sierra Vista Specific Plan (SVSP). The project is entitled for more than 14,000 residential units. Construction is underway on the first phase, which includes seven properties (Property 1A, 3, a portion of 4B, 7, 12B, 15 and a portion of 19) totaling 1,535.3 acres, or approximately one third of the plan area, and will include construction of up to 5,266 residential units, 42 acres of retail, commercial and office/professional uses, schools, parks, open space, and other public serving land uses.

Placer Vineyards shares responsibility with the Sierra Vista landowners for widening Baseline Road, which is coordinated by Development Services and Placer County. The majority of widening and other intersection and roadway improvements on Baseline Road is complete. The remaining segments adjacent to Baseline Marketplace will begin with the Costco project this summer and should take two construction seasons to complete.

## Regional University Specific Plan

The Regional University Specific Plan spans 1,159 acres just west of the city limits near the intersection of Pleasant Grove and Santucci Boulevards. The development is comprised of two main components: the university plan and the community plan. Combined, the plan consists of a mixed-use development totaling 4,387 housing units of various densities (including roughly 2,000 units for student and faculty housing), a four-year private university, commercial/retail spaces, a neighborhood park, a fire station, a public elementary school, open spaces, and accompanying infrastructure. Roads, trails, housing construction, and commercial development is anticipated to precede the construction of the private university, which is intended to be funded in part by home sales. The property was purchased in 2021 by Hillsdale College, a Michigan-based private university that is doing business for the project as HC Real Estate Holdings Inc.

In December 2022, Placer County approved the first phase of development in the community portion of the plan area consisting of approximately 1,000 low-density residential units and 11-acres of commercial. Improvement plans are currently under review by the County, but a developer has not been identified and there is no expected date of construction at this point.



## **Placer County General Plan Update**

In November 2022, the Board of Supervisors directed County staff to begin the process to update the County's General Plan. The County's current General Plan was last comprehensively updated in 1994. The update will require staff time and coordination with multiple City departments. On June 13, 2023, the County Board of Supervisors approved a comprehensive scope of work and authorized staff to release a Request for Proposals for consultants to undertake the update. The County selected a consultant in September 2023. County staff continues to develop a public engagement plan, though no details have been shared to date.

## **SACOG Metropolitan Transportation Plan / Sustainable Communities Strategy**

During the June 20, 2024, Sacramento Area Council of Governments (SACOG) Board meeting, the land use scenario for the Metropolitan Transportation Plan/Sustainable Communities Strategy (MTP/SCS) Blueprint was adopted. As a separate action, the Board also adopted eight "Statements of Commitment" to explain the way in which the proposed 2025 MTP/SCS would relate to the 2004 Blueprint. The draft schedule would have the Board voting on the transportation scenario in the fall, at which point work would begin on developing policies and implementation strategies. The Environmental Impact Report (EIR) is not expected to be released until early summer 2025, with plan adoption anticipated by the end of 2025.