



City of Roseville City Manager's Quarterly Report

October – December 2024

City Council Strategic Plan Priorities

FY 2025–2029



**Ensure a
safe and
healthy
community**



**Remain
fiscally
responsible
in a changing
world**



**Enhance
economic
vitality**



**Invest in
well-planned
infrastructure
and growth**



**Support
community
engagement
and advocacy**



**Deliver
exceptional
City services**

roseville.ca.us/strategicplan



As part of our ongoing commitment to transparency and open communication, I am pleased to share with you the latest edition of the City Manager’s Quarterly Report. This report provides a snapshot of the City’s progress, accomplishments, and key initiatives from the second quarter of the fiscal year, October – December 2024.

In this report, you will find updates on a range of projects and programs that are listed under the City Council priority they support. Many of the items have direct links to more information available on our website.

Topics include:

- 
Public Safety
- 
Budget
- 
Infrastructure Improvements
- 
Economic Development
- 
Community Engagement

We are committed to being responsible stewards of public funds while striving to deliver City services that are both efficient and effective.

Thank you for your continued support and active engagement. Together, we are working to maintain the high quality of life that makes Roseville such a great place to live, work, and play.

Warm regards,



Dominick Casey
City Manager • City of Roseville



(Left to right): Vice Mayor Karen Alvord, Councilmember Bruce Houdesheldt, Mayor Krista Bernasconi, Councilmember Tracy Mendonsa, Councilmember Pauline Roccucci.

Roseville’s Mayor, Vice Mayor, and City Councilmembers Sworn In

Krista Bernasconi’s title changed from vice mayor to mayor when she was sworn in as Roseville’s 59th mayor for a second two-year mayoral term at a special City Council meeting held on December 11, 2024. She has also served two two-year terms as Roseville’s vice mayor.

Karen Alvord, who won the District 5 seat in the November election, was sworn in as vice mayor, and will become Mayor in 2026. She replaces Councilmember Scott Alvord, who termed out after being elected to two consecutive four-year terms.

Incumbents Bruce Houdesheldt (District 3), who finished a two-year term as Mayor on December 11 and previously served as vice mayor, and Tracy Mendonsa (District 1) were sworn in for additional four-year terms as Councilmembers after being unopposed in their districts.

A 2020 voter-approved amendment to the City Charter resulted in Roseville’s mayors and vice mayors being determined on a rotational basis starting in 2020 with the vice mayor in District 3.



Ensure a safe and healthy community

Operation Grinch fights retail theft

2024 Operation Grinch started on December 1 and continued through the holidays with nine operations that included 90 operational hours and over 100 staff. The operations and staffing are all funded by an Organized Retail Grant received in 2024. Each operation was a cooperation of multiple agencies including the District Attorney's office, Placer County Probation, regional task force units and various Security and Loss Prevention teams from the Westfield Galleria at Roseville and surrounding businesses.

The nine operations resulted in:

- 60+ arrests for a variety of crimes including retail theft, organized retail theft, vehicle theft, child endangerment, drug sales and possession, illegal firearm possession, vehicle pursuit, identity theft, robbery and many other outstanding warrants.
- Multiple firearms and ammunition were recovered including several illegal ghost guns.
- Recovered more than \$20,000 in stolen merchandise.

Traffic Enforcement

Top Three Collision Locations

- Cirby Way / Riverside Avenue

- Galleria Boulevard / Roseville Parkway

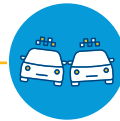
- Highland Pointe Drive / Pleasant Grove Boulevard



DUI Arrests
390*



Officer Initiated Actions
23,033*



Total Collisions
1,556*



Traffic Stops
9,053*



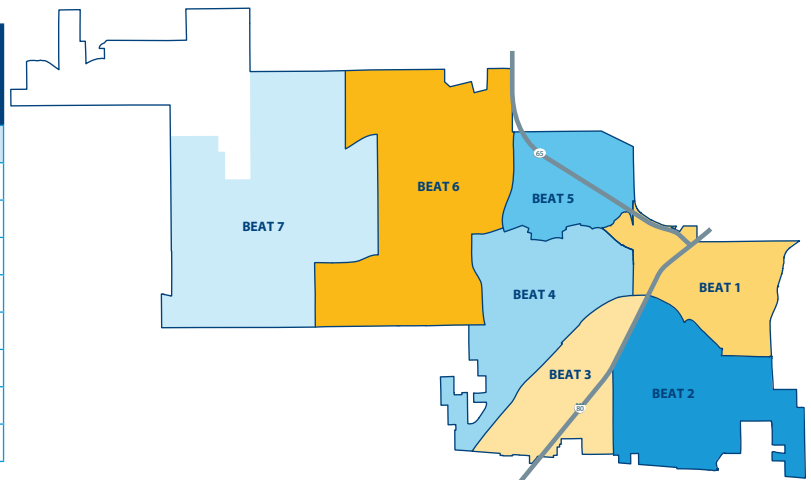
Incoming calls
154,231*

Emergency 911 calls
52,091*

Abandoned 911 calls
8,114*

**Jan 1 – December 31, 2024*

BEAT	CITIZEN INITIATED CALLS FOR SERVICE	OFFICER INITIATED CALLS FOR SERVICE	TRAFFIC STOP	ACCIDENT COUNT
<i>Jan 1 - Dec 31, 2024</i>				
BEAT 1/SRMC*	4,540	2,053	693	226
BEAT 2	7,814	3,218	1,595	294
BEAT 3	7,772	4,851	1,830	257
BEAT 4	6,730	3,657	1,058	167
BEAT 5	4,307	1,713	617	230
BEAT 6	6,950	4,129	2,070	249
BEAT 7	5,973	3,412	1,190	104
Grand Total	44,086	23,033	9,053	1,527



* Sutter Roseville Medical Center

Fire Station 8 - Campus Oaks Fire Station

Located on the southeast corner of the intersection of Woodcreek Oaks Boulevard and Painted Desert Drive, Fire Station 8 is officially in service. On January 10, 2025, the flag was raised outside the station and all the apparatus was “pushed in” to the apparatus bay.

The pushing-in ceremony honors a practice dating back to the early 1800s, when firefighters would detach horses and manually push their apparatus into the station. This tradition has continued ever since as a way to celebrate the arrival of new equipment.

The grand opening celebration will be on Saturday, March 8, 2025, at 10 a.m.



Incident Response



Structure Fires
10



Confined Structure Fires
20



Vegetation/ Outside Fires
26



Vehicle Fires
13

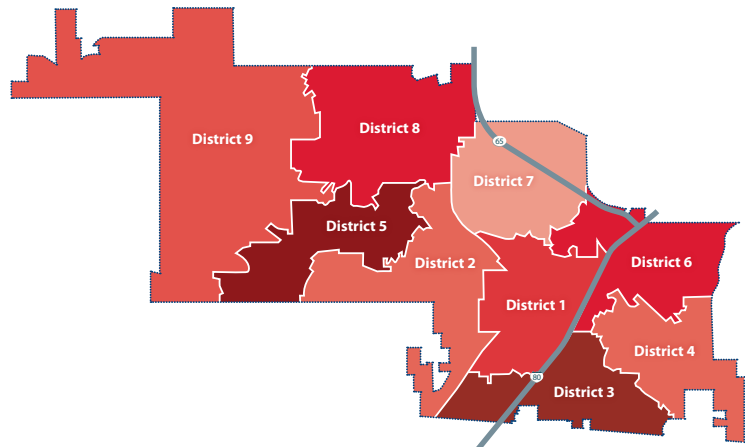


Medical Aids
2,799

Total Incidents
5,172

FIRE DISTRICT REPORT

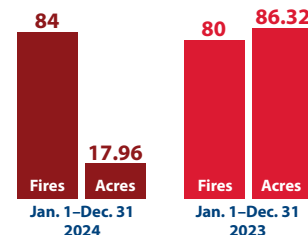
FIRE DISTRICT	# OF CALLS	RESPONSE TIME (MINUTES)
3	890	9.4
1	658	9.9
7	615	10.5
8	549	11.3
2	526	9.6
4	476	9.1
6	455	10.7
9	336	10.4
5	289	9.0



FIRE SAVE RATIOS

MONTH	FIRES WITH LOSS	ESTIMATED TOTAL VALUE	ESTIMATED LOSS	SAVE RATIO
October	4	\$981,500	\$60,600	94%
November	18	\$1,289,700	\$326,875	75%
December	22	\$1,536,219	\$279,219	82%
Totals	44	\$3,807,419	\$666,694	83.7%

Vegetation/Outside Fires





Remain fiscally responsible in a changing world

FY2023-24 Budget

From October to December 2024, staff continued to work on closing the books for FY2023-24, which concluded on June 30, 2024. A comprehensive presentation of the FY2023-24 year-end results is scheduled for the February 5, 2025 City Council meeting.

The anticipated year-end results remain aligned with projections outlined in the third-quarter financial report, which estimated a \$15 million to \$17 million General Fund surplus. Key drivers include:

- \$3 million in revenues exceeding original estimates.
- \$5 million in expenditure savings due to delaying the Additional Discretionary Payment (ADP) to CalPERS, driven by uncertainty in sales tax revenue during the fiscal year.
- \$7 million to \$9 million in departmental expenditure savings, primarily due to vacant positions.

The third quarter report also highlighted potential uses for the surplus, including:

- Allocating a portion of the surplus to make some or all the ADP payment to CalPERS.
- Addressing the City's pension liabilities by contributing a portion of the surplus to the pension trust.
- Funding one-time capital expenditures, such as rehabilitation of facilities, equipment, technology, and parks, as well as addressing funding gaps in capital improvement projects that require one-time resources.

Staff anticipate delivering the FY2023-24 audited financial statements to the City Council by March 2025.

FY2024-25 Budget

- Staff has been closely monitoring the FY2024-25 Budget and is preparing a first-quarter General Fund revenue update for the City Council. This update, covering the period of July 1, 2024, to September 30, 2024, will be presented at the February 5, 2025 City Council meeting.

FY2025-26 Budget

- Planning for the FY2025-26 Budget (July 2025 – June 2026) began in December with an internal kickoff meeting. The budget development plan will be presented to the City Council at its February 5, 2025, meeting

Upcoming financial reports and budget milestones

FY2023-24 Budget

- February 2025: Year-End Budget Results for the fiscal year ending June 30, 2024
- Audited Financial Statements

FY2024-25 Budget

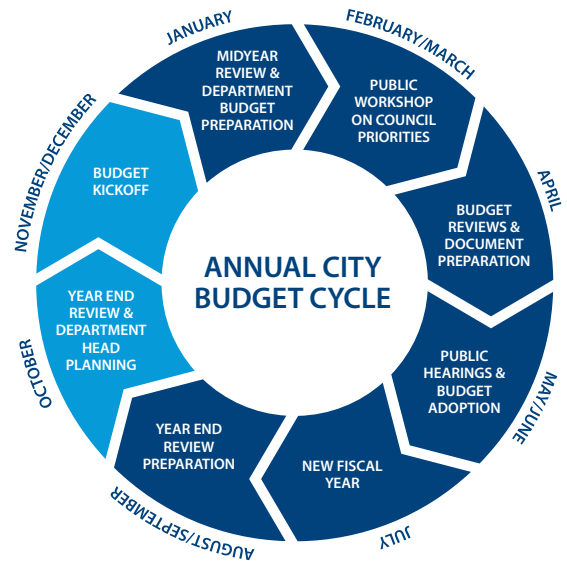
- February 2025: First Quarter Report covering July – September 2024
- May 2025: Second Quarter Report, covering October –December 2024
- September 2025: Third Quarter Report, covering January – March 2025

FY2025-26 Budget

- May 2025: Proposed Budget for the fiscal year covering July 1, 2025 – June 30, 2026 is available for public review
- June 2025: Budget Adoption by City Council

Sponsorship for the new regional soccer complex

Council approved sponsorship agreements for the new regional soccer complex, the first time Roseville has pursued this funding approach, highlighting our commitment to fiscal responsibility. By securing Placer Valley Tourism as the naming rights sponsor for the complex and Roseville Automall for the plazas, the City is diversifying its revenue stream while creating a premier facility that will serve as both a regional amenity and an economic engine that will boost revenues from dining and shopping purchases along with hotel stays. Building on this success, staff is now actively working to secure sponsorships for individual fields and the universally accessible playground, further enhancing the project's funding strategy. These partnerships demonstrate commitment to leveraging public-private collaboration to deliver high-quality recreational amenities while maintaining strong financial stewardship.





Enhance economic vitality

Significant Development Projects

Redevelopment of Old Post Office Site – The Old Post Office Site at 320 Vernon Street was sold to Old Town Pizza in September 2024. OTP will relocate from Historic Old Town to a 25,000-square-foot space, featuring a pizza restaurant, rooftop dining, a tap room by Slice Beer, and a potential basement speakeasy. The \$6.5 million project aligns with the City’s downtown revitalization efforts and is expected to open in Spring 2026 after renovations are completed.

Commercial Corridor Plans Project – The City is exploring ways to encourage investment in the Atlantic Street, Douglas-Harding, and Douglas-Sunrise Corridor Specific Plans. To support this, Economic Development staff have commissioned a Residential Economic Study and a Retail Market Analysis, both to be presented to Council in 2025. In December 2024, the Planning Commission approved a 14-unit residential project at 124 Center Street, with another project under review at 104 King Street. A new retail building was approved at 445 Roseville Square, and a Starbucks was recently completed at 111 South Harding.

Phillip Road Site – The Phillip Road Site at 6382 Phillip Road proposes a job center with mixed land uses and improvements. Panattoni Development’s “Balanced Plan,” developed after over a year of community outreach, includes residential units, 20,000 square feet of retail, 30,000 square feet of medical/office space, 30 acres of open space, and 1 million square feet for innovation uses like advanced manufacturing and bio/life sciences. Panattoni submitted entitlement plans in October 2024, and staff is working to begin the environmental review process.

Panattoni has an updated website for the Phillip Road Site project where more information and an updated timeline can be viewed at philliproadsite.com. The City’s project page is: Roseville.ca.us/PhillipRoadSite

Foothills Commerce Center expansion – Mark IV Capital recently submitted an application to construct four industrial buildings totaling 359,000 square feet off Winding Creek Drive. The project also proposes new driveways, access aisles, parking lots, loading docks, landscaping, trash enclosures, and stormwater treatment features. The buildings are designed with flexibility in mind and can accommodate users of varying size including manufacturing uses as well as warehouse and distribution uses.

Blue Oaks Commerce Center – The center was approved by the City Council on January 18, 2023. The project site is located off Freedom Way, next to the FBI Building and includes four industrial buildings totaling 310,000 square feet. Site work began in September with the project being developed in phases. The first two industrial buildings are currently under construction and include approximately 150,000 square feet of flexible industrial space.

West Roseville Marketplace – In November 2022, the Planning Commission approved development of a 76,000 square-foot shopping center on 8.8 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 early 2025**.

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 and Fiddymont roads. Offsite civil improvement plans have been issued by the Engineering Division and building permits are in their fourth round of review by the Building Division. Onsite civil improvement plans have completed one review and are pending resubmittal. Costco has begun the offsite improvements necessary to provide utility connections, surrounding roadways and other improvements to serve the store site. **Costco anticipates a late 2025 or early 2026 store opening.**

Bosch – In December, Bosch signed a preliminary memorandum of terms under the CHIPS and Science Act with the U.S. Department of Commerce. It includes up to \$225 million in proposed direct funding to support the transformation of the Bosch production facility in Roseville. This award supports Bosch’s intention to invest up to \$1.9 billion to transform the Roseville site into a facility that produces and tests silicon carbide (SiC) semiconductors. This transformative project will support up to 700 high-quality jobs in manufacturing, engineering and R&D and position our region to host a significant portion of all U.S. production capacity for SiC chips—a critical component for electric vehicles, charging stations and related technologies. Both exterior and interior improvements are underway to bring the Bosch plant back into operation.

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 grading the site in spring 2025.

Electric Pickle at Roseville Junction – A two-story, 12,000 square foot restaurant with 9 outdoor pickle ball courts (four are covered), two 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. The Electric Pickle site will be among the company's first locations in the nation and was approved by the Planning Commission on September 14, 2023. Construction on the first phase of civil improvements began early 2024. The first phase of utility improvement was completed in November 2024.

Five hotels approved

- Approved June 2023: Hilton Homewood Suites, located at Freedom Pointe.
- Approved July 2023: Marriott brands Element and Hampton Inn, both located off Gibson Drive.

These three hotels will bring an additional 356 hotel rooms to the City. Civil improvement plans were submitted in early June and a final parcel map is ready to issue.

- Approved December 2023: Hyatt Caption Hotel and Hyatt House Hotel, located at 290 Conference Center Drive.

These two hotels will add 248 rooms to the city. Grading work started early this year and construction on the first phase of civil improvements were completed in November 2024.

City Partners with Builders to Provide More Affordable Housing

The City has been partnering with several multi-family housing builders to provide additional affordable housing in Roseville. Some of the recent projects approved include the Shea properties site, Parcel F-22 in the West Roseville Specific Plan, North Roseville Specific Plan Parcel WW-17, and Sierra Vista Parcels WB-30 & 32. Together it is anticipated these projects will construct approximately 1,250 affordable units within the city. All of these projects will provide affordable units for a period of 55 years as specified by the City's Housing policies.

Hamstead Properties – In November, Hamstead Properties held a ribbon cutting for the Prospera at Fiddymont Ranch project. This new affordable housing community brings 198 apartment homes to the Fiddymont Ranch neighborhood of West Roseville. One parcel consists of 94 units affordable to individuals and families earning 60% area median income or less. The second parcel consists of 104 units, 59 of which are affordable to families earning between 80% to 100% area median income. Shared amenities include a community building with lounge, pool, outdoor BBQ, playground, dog park, on-site resident service coordinator, and after school program for school age children.

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 project was recently awarded more than \$70 million from the State of California in tax credit bond allocations. Construction currently underway.

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, four-story buildings and a single-story clubhouse building adjacent to the pool deck. Civil improvement plans have been issued and building permits are currently under review.

NRSP WW-17 – The Pleasant Grove Apartments project, located at 1721 Pleasant Grove Blvd., 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. The first phase of construction began in May 2024 and will continue into 2025. This project is being constructed in two phases.

Roseville Venture Lab

The Roseville Venture Lab concluded a 10-week program tailored for aspiring food entrepreneurs eager to kickstart their culinary business journey and take their concept to the next level. The programming assisted with helping small business minded participants develop a vision and brand to navigate the complexities of launching and operating a food business. The program culminated with more than 150 guests attending the first [Roseville Rising Culinary Showcase](#) featuring seven of the program participants. The event included tasting creative menu items from the professionals and a business highlight of each up-and-coming restaurateur.

Fee Deferral Program

The City's Economic Development Department offers a fee deferral program as an incentive for development. This program allows certain city-controlled impact fees to be deferred from building permit issuance to building permit final/Certificate of Occupancy, which is especially useful for affordable housing projects that receive their funding at various stages of development. During this quarter, Economic Development processed the approval of fee deferrals for two projects, both of which are for affordable housing projects: the WB-32 Roseville Senior Affordable Housing Project at 4201 Santucci Boulevard and the West Roseville Specific Plan (WRSP) Parcel F-22 and-The Crawford apartments at 1130 Harvey Way. Combined, these projects will provide 454 affordable rental housing units and contribute to the city's Regional Housing Needs Allocation obligation.

New Businesses

Several new businesses opened including – Trader Joes (10261 Fairway), Fogo de Chao (1104 Galleria); Aqua Tots Swim (1850 Douglas); Floor & Décor (1120 Galleria); Amazon Fresh (6780 Stanford Ranch); Jayna Gyro Greek (1132 Galleria); Chick-Fil-A (1490 Blue Oaks); Mia Restaurant & Bar (1475 Eureka)

Opening soon – Safeway (1790 Pleasant Grove); Quick Quack Car Wash (1590 Vineyard); McDonalds (1760 Pleasant Grove); Coco Cake & Bakery (5140 Foothills); Pedal Car Pizza & Gelato (222 Vernon)

Westfield Galleria – Several new tenants opened including David Yurman, Q1227 Restaurant, Amour Vert, Laderach, Uniqlo, Vuori, Aritzia, Carra's Pastries, and Rothys

Coming soon – Aerie, Marine Layer, and Sourdough & Co

SACOG Engage, Empower, Implement Program Grant

The City was successful in becoming one of nine recipients of Sacramento Area Council of Governments' Engage, Empower, Implement (EEI) Program Grant. The grant program supports community-based planning and activities in the six-county region with a specific focus on meaningful community engagement in communities that have experienced a loss of economic activity over a sustained period. This program provides local governments an opportunity to develop stronger relationships with community-based organizations, invest in meaningful community engagement, and commit to improving their planning processes – including fostering broader participation.

In partnership with the Health Education Council, which will act as the lead Community Based Organization, grant funds will be used to implement next steps resulting from the City's involvement with the Invest Health Partnership's City Health Dashboard Data Challenge grant to advance workforce development and economic vitality in support of the City's Economic Development Strategic Plan. Starting in February, EEI work will identify and develop resident-driven solutions to help the City, local businesses, and education leaders restructure and implement programming to improve access to employment opportunities and address barriers for low-income individuals who are underemployed and face challenges with access to affordable housing and job training opportunities. These efforts will extend to 2026, concluding with a report with metrics, summary of feedback and future opportunities to carry out the City's economic development goals.



Invest in well-planned infrastructure and growth

Weber Park

Renovations at Weber Park are nearing completion, with final touches underway to ensure the space is ready to welcome the community. We anticipate the project returning to City Council for acceptance in February 2025, with a grand re-opening celebration **anticipated for spring 2025**.

Johnson Pool Improvements Enhance Access and Durability

This beloved facility has served the Roseville community for over a century and its transformation is well underway. The significant upgrades include Americans with Disabilities Act (ADA) compliant restrooms and showers, a new pool shell, splash components, expanded pool to include a zero-depth entry, a replaced pool deck, and updated mechanical systems. While construction has made great progress, there have been some delays in material delivery and the pool reopening is **anticipated summer 2025**.



New Parks Currently Under Construction

- Riego Creek Park (2800 North Hayden Parkway) **expected completion, Spring 2025**.
- Campus Oaks Park (580 Roseville Parkway) Phase 2 is currently in design, which will include a skate track, a fitness (Ninja-style) challenge course and hopefully, a pump track, with a goal of **starting construction in spring 2025**.
- Denio Family Park (5820 Fiddymont Road) has experienced some delays. Expected opening is **early 2025**.
- John Byouk Park (4651 Upland Drive) construction underway, with **expected completion in Summer 2025**.

Park Projects Currently in Design

- The yet unnamed 1.7 acre park site called FD-50, between Starfield Drive and Nova Place in the Sierra Vista Specific Plan, completed two public design workshops in Fall 2024. Following the workshops, a draft final master plan is underway. Once completed, a two-week write-in period will be offered for final input prior to the Parks & Recreation Commission and followed by Council approval.
- The master plan for the 1.1 acre neighborhood park called FD-51, located at Market Street and Earl Rush Drive, was approved by City Council on September 18, 2024 with construction expected to start in late spring.
- CO-61, located at Ashbrook Street and Knightsbridge Lane (adjacent to Crimson Ridge Park). A concept plan for this 6.03-acre park was completed following two public workshops in Fall 2024. Following the workshops, a draft final master plan is underway. Once completed, a two-week write-in period will be offered for final input prior to Parks & Recreation Commission and Council approval. Construction is tentatively scheduled to begin in spring 2026.
- JM-51, between Shimmer Falls Drive and Lakehaven Drive (Sierra Vista), concept plan was completed following a second public workshop on November 14, 2024. Following the workshops, a draft final master plan is underway. Once completed, a two-week write-in period will be offered for final input prior to Parks & Recreation Commission and Council approval. Anticipated ground breaking is in spring 2026.
- JM-52, located near Misty Ridge Drive and Bright Star Road (Sierra Vista), is 1.5-acre park. A second public workshop was held to develop ideas for the park on November 21, 2024. A concept plan was created based on feedback. Following the workshops, a draft final master plan is underway. Once completed, a two-week write-in period will be offered for final input prior to Parks & Recreation Commission and Council approval. Construction is expected to begin in spring 2026.

Roseville Transit Receives First Electric Buses as Part of Fleet Modernization

After nearly five years of dedicated planning and effort, Roseville Transit has successfully received its first two electric buses. Delivered by Phoenix Motorcars, at the end of December, these 40-foot commuter buses will replace two older diesel buses that have been in service since 2000. This marks a significant milestone in the transition to a greener, more sustainable public transit system.



Looking ahead, Roseville Transit is set to receive an additional eight 40-foot electric commuter buses in the spring of 2025. The transit agency has also secured funding for the purchase of seven more electric commuter buses and four 35-foot electric buses for local service routes. This investment is part of a larger initiative to convert the fleet from gas and diesel vehicles to fully electric buses.

Roseville Parkway Extension Project

Construction for the Roseville Parkway Extension project is continuing to progress. The contractor is actively working on the final scopes of work including landscaping, fencing, pavement delineation, and electrical tie-ins. The project is **anticipated to be open to the public by end of January 2025**. roseville.ca.us/ParkwayExtension

Roseville Parkway Widening Phase 1

The final design of this project is nearly complete. The project includes a bus turnout on Roseville Parkway between West Drive and Reserve Drive, intersection improvements at Roseville Parkway and Galleria Boulevard, a westbound auxiliary lane between Creekside Ridge Drive and Galleria Boulevard, a third left-turn lane on southbound Pleasant Grove Boulevard onto eastbound Roseville Parkway and extending the right turn lane on northbound Pleasant Grove Boulevard to eastbound Roseville Parkway. The project is **anticipated to begin construction in summer 2025**. roseville.ca.us/ParkwayWidening

Pleasant Grove Boulevard Widening

The majority of underground work, along with overlay and lane striping for the corridor has been completed between Misty Wood Road and Woodcreek Oaks Boulevard. Installation of signal modifications and medians will continue through the winter. Paving and resurfacing operations will recommence at the beginning of spring and the project is **anticipated to be completed by end of spring 2025**.

Blue Oaks and Westbrook Traffic Signals Project

Traffic signals at the intersections of Hayden Parkway and Blue Oaks Boulevard, and Westbrook Boulevard and Blue Oaks Boulevard, were activated in October and December 2024, respectively. Signalization work is continuing and coordination with the adjacent Placer Valley Soccer Complex is ongoing at the intersections of Westbrook Boulevard and Brookstone Drive north and south. Traffic signals at these intersections are **expected to be activated by the end of February**. Roseville.ca.us/signals

Blue Oaks Boulevard Roadway and Bridge Widening Project

The Blue Oaks Boulevard Roadway and Bridge Widening Project will widen approximately 1.5 miles of Blue Oaks Boulevard from Woodcreek Oaks Boulevard to Highway 65. The project will widen a majority of the roadway to eight lanes and includes the addition of a new four lane bridge over the Union Pacific Railroad tracks and Industrial Boulevard. The project is currently in the design phase and coordination with Caltrans and other stakeholders has begun. Design for the project is currently anticipated to be completed in 2027 with construction soon after.

roseville.ca.us/BlueOaks



California Department of Water Resources Generators Title Transfer to City of Roseville

On November 1, 2024, the City received title from California Department of Water Resources (CDWR) for the generators built on the Roseville Energy Park site in September 2021. This transaction is the culmination of a three-year partnership whereby CDWR and Roseville sited 60MW of peaking capacity in record time to support statewide grid reliability. The State achieved its reliability objective, and Roseville will achieve its objective of increasing local generating resources to support community growth and economic vitality.

Pleasant Grove Stormwater Retention Basin Project

Environmental impact analysis and final design for the Pleasant Grove Stormwater Retention Basin Project began in May 2024. This project will mitigate stormwater runoff from various developments across the city and parts of unincorporated Placer County*, refining preliminary design and environmental efforts that originally began in the early 2000s.

*Negotiations are under way for reservation of basin volume to accommodate select unincorporated Placer County developments at the County's costs. This would increase funding for construction and maintenance of the facility, potentially expediting the construction timeline. A community open house, with approximately 30 residents in attendance, was held in late October 2024 to gather public input on the design and the project's scope. Phase 1 of the geotechnical investigations has been completed. Biological and cultural resource data collection has begun, and design alternatives are being developed. Design for the project is currently anticipated to be completed in late 2026 with construction soon after, as funding allows.

Dry Creek Greenway East Trail Phase 1

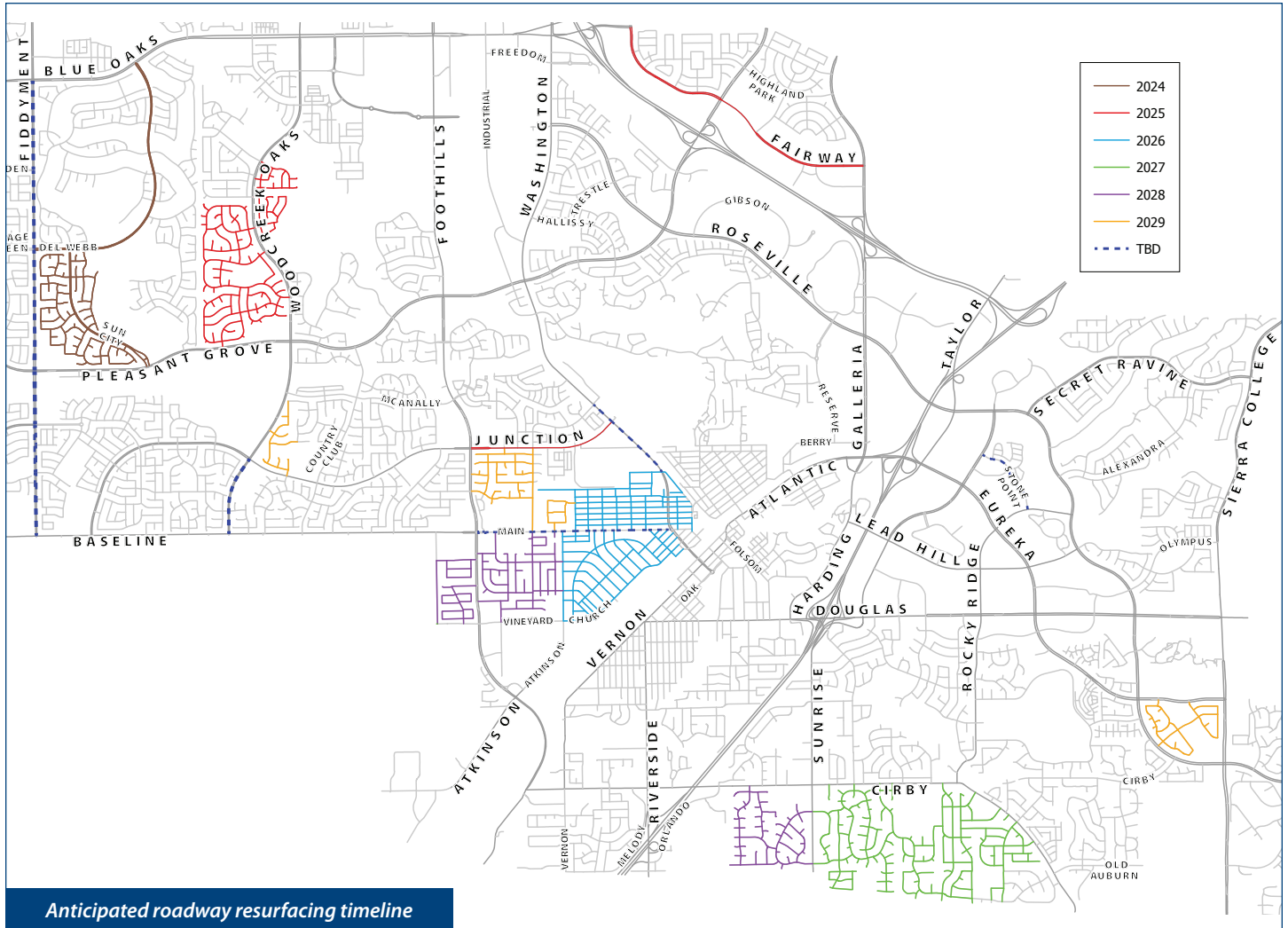
The Dry Creek Greenway East Trail Phase 1 project began in early January 2024. Currently improvements are being made such as retaining walls, bridge abutments and underground utilities at the Riverside Avenue trailhead. The final of three prefabricated bridges arrived in December and is anticipated to be installed in the near future. The project is currently **anticipated to be completed in late Summer 2025**. roseville.ca.us/DryCreekEast



Pedestrian Bridge

5 Year Residential Resurfacing Plans (2024-2029)

The remaining portion of the Sun City neighborhood along with Del Webb and Sun City boulevards are actively being resurfaced. The resurfacing and final striping are scheduled for completion by the end of October 2024. 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.



Anticipated roadway resurfacing timeline



Support community engagement and advocacy

Development Decoded

The City's campaign to improve public understanding about the long-range planning that has occurred over the last 35+ years continues, demystifying the City's planning and development process. The Development Decoded series is part of a broader strategy to explain how Roseville's thoughtful approach to growth is one of the reasons we enjoy a high quality of life and economic health. The second and third videos in the series are about environmental studies as well as land use, zoning, and property rights. Information has been shared via the website, social media, newsletters, and community presentations. More information can be found at roseville.ca.us/DevelopmentDecoded.

Transportation 360

Over the last year, the City of Roseville has been engaging the public to help guide Transportation 360 master plan updates for future Roseville Transit services and improvements to our pedestrian and bike network.

The Comprehensive Operational Analysis (COA) of Roseville Transit is nearly finished. The purpose of the COA is to examine all aspects of Roseville Transit's existing service and search for new and innovative ways to provide transit services to Roseville residents. The COA kicked off in 2023 and following an extensive outreach effort, the plan was recommended for approval by Roseville's Transportation Commission in November 2024. The COA proposes new Local and Commuter bus routes, as well as some changes to the fare structure. Staff will present the COA to the City Council on February 5, 2025. If approved, implementation will take place over the next three years.

The second part of Transportation 360 is the creation of an Active Transportation Plan (ATP). The ATP updates the 2008 Bicycle Master Plan and 2012 Pedestrian Master Plan and combines the former plans into one document. This new plan provides a vision and action plan for improving safe and convenient active transportation travel in the city for all ages and abilities. The ATP kicked off in 2023 as part of the Transportation 360 project. Staff and consultants are in the final stages of developing the plan. Final recommendations will be presented to the Transportation Commission and City Council in spring 2025.

roseville.ca.us/transportation360

State of Roseville Water

Environmental Utilities hosted the State of Roseville Water, a virtual community meeting designed to update residents on the City's current water supply and highlight key planning efforts for the future. With over 60 attendees, the meeting covered the City's ongoing efforts to ensure consistent and reliable water resources, including upcoming projects focused on enhancing water supply reliability, conservation initiatives, and long-term sustainability. Attendees also learned about the City's proactive strategies to address climate change impacts and regulatory changes.

Utility Field Day Inspires Future Utility Leaders

In October 2024, the Utility Exploration Center, Environmental Utilities, and Roseville Electric hosted Utility Field Day. Nearly 40 high school students were introduced to utility careers by exploring wastewater treatment, water distribution, and electric infrastructure. They engaged with utility professionals and gained firsthand insights into the industry. Before the event, 55% of students were interested in a utility career. Afterward, 100% showed interest, with three students securing internships within the utility departments.

Succulents for Soups Campaign

The 2024 Succulents for Soups campaign successfully generated over 6,000 pounds of donated food. This water-wise food drive combined education on water conservation with the generous act of giving. From November 12 to December 21, 2024, customers brought non-perishable food items to the Utility Exploration Center, receiving a complimentary succulent plant and valuable information on how to make their homes more water efficient. Close to 500 succulents were given away. The food donations were delivered to the Roseville St. Vincent de Paul Society to help combat hunger.

Youth Art Contest

Environmental Utilities, Roseville Electric, and the Utility Exploration Center hosted the fourth annual Youth Art Contest, combining creativity with education to showcase utilities' vital role in the community. This year, 40 talented artists, ranging in ages from 4 to 17 years old, submitted artwork. More than 1,300 votes were received from the community choice poll with the top 12 pieces featured in the 2025 wall calendar. The calendar celebrates the creativity of our youth while highlighting the importance of utilities in a fun and engaging way. It is free and available while supplies last. Stop by the Utility Exploration Center at 1501 Pleasant Grove Boulevard to pick up a calendar.



Deliver exceptional City services

Top 10 Service Requests from January 1 – December 31, 2024

- Landscaping/Streetscapes: 17.74%
- Tree Concern: 15.45%
- Graffiti: 14.89%
- Public Nuisance Violation: 13.89%
- Park Maintenance: 12.54%
- Irrigation Concern: 8.23%
- Weeds in Commercial and Residential Area: 5.97%
- Open Space: 3.94%
- Pavement/Sidewalk: 3.72%
- Traffic Study Requests or Suggestions: 3.63%



What the Top 5 myRSVL Service Requests Represent

Landscaping/Streetscapes – 17.75% 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.

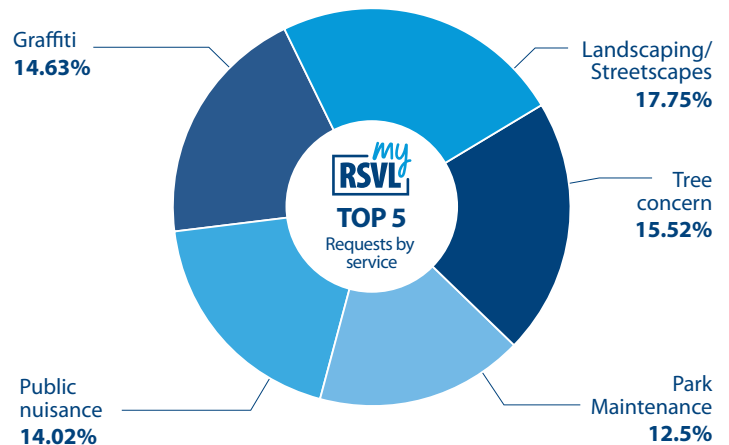
Tree concern – 15.52% represents the number of requests the Parks Division received regarding various tree related issues like down tree, tree limb snapped, but hanging, or blocking streetlight/street sign.

Graffiti – 14.63% represents the number of requests regarding graffiti. When graffiti is reported and determined to be on City property, removal is done 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.

Public nuisance violation – 14.02% represents the number of requests Code Enforcement received regarding a public nuisance that is visible from the public right-of-way that constitutes as a visual blight such as trash and debris or overgrown weeds; encroachments like basketball hoops; prohibited signs, and zoning violations related to fences and setbacks.

Park maintenance – 12.5% 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.

Reporting Period October 1- December 31, 2024



Staffing/Recruitment

The City's staffing vacancy rate for regular positions rose slightly to 8.09% from July to September, as compared to 7.5% for the prior quarter. Human Resources processed 55 new hires (40 regular; 15 temporary) and 150 employee separations, which included 15 regular employee resignations, 2 retirements and 135 temporary/seasonal employees.

Voluntary Residential Demand Response Pilot Program – Power Flex

In December, Roseville Electric Utility began a new voluntary pilot energy demand response program, Power Flex. This program encourages residential customers to reduce their energy consumption during peak demand periods, when the grid is most strained. As part of the program, a signal will be sent to the customer's air conditioner and heating system's smart thermostat to reduce electric loads. In return, customers receive financial incentives to participate, thus providing a benefit for both the utility and the customer. Customer enrollment is through their smart thermostat, thermostat manufacture websites, and the utility's webpage. The Power Flex pilot program offers Roseville Electric Utility a customer-focused approach to managing peak demand, while also contributing to grid resilience and regulatory compliance.

New Single-family Home Permits & Code Enforcement Cases

As FY2024-25 began, development activity showed signs of returning to pre-pandemic levels in specific segments. While 257 single-family home permits were issued in the first quarter, single-family permit issuance is declining as subdivision construction slows and finished lots are absorbed. In contrast, the multi-family sector continued to gain momentum, with over 2,000 apartment units under construction in the first quarter of FY2024-25 and more in the pipeline, aligning with broader housing trends.

As we continue through the fiscal year, development activity shows signs of normalization. An additional 273 single-family dwelling (SFD) permits were issued in the second quarter. With a total of 530 SFD permits issued during the first half of the fiscal year, residential development is anticipated to align closer with the pre pandemic historical average of approximately 900 SFD permits annually. Conversely, the multi-family dwelling (MFD) sector continues an upward trajectory, with an additional 398 units permitted through the first half of the fiscal year.

Tenant improvements and new commercial construction remain steady, driven by significant investments from Kaiser and Sutter hospital systems, as well as Bosch Corporation's multi-year investment in the former TSI Semiconductor plant. These projects are expected to spur growth over the next seven to ten years. Additionally, commercial development continues in West Roseville with major projects including West Roseville Marketplace, Blue Oaks Retail Center, Baseline Marketplace (Costco) and Erikson Senior Living.

The Code Enforcement team continues to be a cornerstone of community engagement. At the conclusion of the second quarter of FY2024-25, they have responded to 898 complaints, conducted 1,489 inspections, and successfully closed 944 cases. Their proactive efforts play a critical role in addressing community concerns, ensuring regulatory compliance, and fostering a high-quality community for residents, business owners and visitors of Roseville.

Total records processed	Fiscal Year 2023	Fiscal Year 2024	Fiscal Year 2025*
• Building permits	7,087	7,030	3,642
• Single Family Dwelling (SFD) units	1,107	1,259	530
• Multi Family Dwelling (MFD) units	896	544	398
• Revisions	550	522	383
• Master Plans	146	128	93
• Planning entitlements	96	96	32
• Ministerial permits	303	349	203
• Sign permits	180	135	63
Code Enforcement			
• Complaints responded to	2,534	2,091	898
• Inspections conducted	4,118	3,234	1,489
• Cases closed	2,449	2,061	944

*Reporting data range: July 1–December 31, 2024

Utility Exploration Center (UEC) Attendance

Since reopening in Spring 2024, attendance has increased by 70%, with more first-time visitors, which has helped to set the stage for the highest visitation in the center's history.

School program participation is also the highest it has ever been, with the UEC set to serve over 7,000 students this school year, with ages ranging from kindergarten through high school. This marks the second busiest school year since 2008. The success of the "Take Action" program, reaching nearly 4,000 students, highlights the growing demand for utility education.



Roseville Completes Lead and Copper Service Line Inventory

In 2021, the U.S. EPA updated the Lead and Copper Rule to protect communities from lead in drinking water. City staff finished an inventory of the water service lines by the October 16, 2024, deadline and confirmed no lead or galvanized service lines need replacing. Staff also used random samplings to ensure the results were accurate. The City's top priority is keeping the water safe and clean by updating the inventory on a yearly basis.

Holiday Events Close Out the Year

Parks, Recreation & Libraries (PRL) closed out 2024 with an incredible lineup of events, including community favorites like the Floating Pumpkin Patch, Turkey Trot, Downtown Holiday Celebration, and Neighborhood Santa.

PRL events drew over 60,000 attendees, while programs welcomed more than 350,000 participations, libraries circulated material 1.7 million times and parks hosted 3.3 million visitors. These achievements highlight PRL's dedication to fostering community engagement, learning, and creating lifelong memories throughout the year.



Tree Lighting with fireworks display



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 Fiddymont Road. Construction of the four sewer force mains was completed this past spring and Angus Road is now fully operational. Installation of a reclaimed water line connection on Woodcreek Oaks Boulevard will also potentially impact Roseville residents, but no timeline is yet available for that connection.

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. City of Roseville Development Services and Public Works staff continue to work with Placer County and the developer on 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 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. Within the City, the majority of widening and other intersection and roadway improvements on Baseline Road have been completed. The remaining segment, at the intersection of Baseline and Fiddymont Roads, is currently under construction by Costco and is anticipated to be completed by the end of 2025.

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 comprises 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 liberal arts college 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 Placer 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. A series of “Background Reports” were published on the project website in December 2024. These are intended to document existing conditions and identify policy considerations for future discussion. County staff continues to develop a public engagement plan, though no details have been shared to date. The project website is placer.ca.gov/9618/General-Plan-2050.

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 transportation project list for the Blueprint was adopted at the November 14, 2024, SACOG Board meeting. The Environmental Impact Report (EIR) is not expected to be released until early summer 2025, with plan adoption anticipated by the end of 2025.

Study to examine municipal boundaries

In 1963, the State Legislature created LAFCOs to help direct and coordinate California’s growth logically, efficiently, and orderly. Each of the 58 counties in California has a LAFCO. LAFCOs are charged with discouraging urban sprawl, encouraging orderly boundaries, forming local agencies, preserving agricultural lands and open space, and regulating the extension of services outside jurisdictional boundaries.

In 2001, under the enactment of the Cortese-Knox-Hertzberg Local Government Reorganization Act of 2000 (“CKH Act”; Government Code Section (GCS) 56000 et seq.), LAFCO acquired responsibility for preparing MSRs. On or before January 1, 2008, and every five years thereafter, LAFCO shall, as necessary, review and update the SOI for each local agency. In conjunction with the SOI updates, LAFCO shall prepare corresponding MSRs. Roseville’s MSR was last completed in December of 2017 and is due for an update.

The MSR evaluates the structure and operation of the City and discusses possible areas for improvement, coordination, or changes to the SOI. The MSR will focus on the following seven elements, as required by law:

1. Growth and population projections
2. The location and characteristics of any disadvantaged unincorporated communities within or contiguous to the sphere of influence
3. Present and planned capacity of public facilities and adequacy of public services including infrastructure needs or deficiencies
4. Financial ability of agencies to provide service
5. Status of, and opportunities for, shared facilities
6. Accountability for community service needs, including government structure and operational efficiencies
7. Matters related to effective or efficient service delivery required by commission policy

Additionally, for SOI updates/amendments, State Law requires LAFCO to prepare and adopt a written determination for each of the following considerations:

1. The present and planned land uses in the area, including agricultural and open space lands
2. The present and probable need for public facilities and services in the area
3. The present capacity of public facilities and adequacy of public services that the agency provides or is authorized to provide
4. The existence of any-social or economic communities of interest in the area if the commission determines that they are relevant to the agency
5. For an update of a sphere of influence of a city or special district that provides public facilities or services related to sewers, municipal and industrial water, or structural fire protection. 5. The present and probable need for those facilities of any disadvantaged unincorporated communities within the existing sphere of influence

A SOI defines the probable physical boundaries and service area of a city. An SOI amendment is an important step prior to an application for annexation and is at the discretion of LAFCO. The California Appellate Court holds that SOIs must be adopted before an annexation to the affected city or district can be considered.

LAFCo issued an RFP on June 22, 2023 seeking consulting services to conduct this work. The consultant gathered information through strategic plans, the General Plan, websites, financial reports, audits, research, personal communication, and the Municipal Service Review Guidelines published by the Governor’s Office of Planning and Research to conduct its work. The first draft of the MSR was released for public comment in November 2024 and the Commission will consider adoption of the service review study and sphere of influence update with determinations in early 2025.