



City of Roseville City Manager's Quarterly Report

January – March 2025

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 third quarter of the fiscal year, January – March 2025.

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.

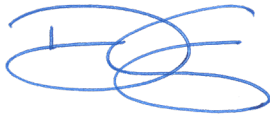
Topics include:

- 
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



City Council Priorities Workshop

A sign of a well-developed strategic plan is its ability to withstand the test of time and changing circumstances. This approach to resiliency remained the basis of the current four-year plan developed in 2024 that guides our budget development from FY2024-25 through FY2027-28.

At a two-day public workshop held in February 2025, the Council reaffirmed the priorities and strategies to guide the second year of the Strategic Plan's four-year term, and the six priority areas remained the same. These priorities are aimed at delivering exceptional public services and providing the Roseville community with a high quality of life.

The plan will be revisited and re-evaluated by our City Council annually through public workshops to ensure it reflects the current realities of our community and updates will be incorporated as appropriate.



Ensure a safe and healthy community

Community Leader Breakfast

The Roseville Police Department hosted its Third Annual Community Leaders Breakfast Forum, bringing together a diverse group of local leaders from business, schools, faith groups, and community organizations. Led by Chief Troy Bergstrom and his Command Team, the event focused on building stronger relationships and listening to community feedback. These conversations help the department understand what it's doing well and where it can improve. Partnering with the community is key to keeping Roseville safe and ensuring the police department continues to grow and serve effectively.

Homelessness Dashboard Launch/Point in Time Count

On January 29, the annual Point-in-Time (PIT) count was conducted to estimate the number of people experiencing homelessness in Placer and Nevada counties. The survey, led by the Homeless Resource Council of the Sierras, continued through February 6 with help from volunteers, nonprofits, and city and county staff—including about 50 employees from the City of Roseville. The PIT count estimates how many people were in shelters or staying in places not meant for living, like streets, tents, or vehicles, on the night of January 28.

Once finalized, results will be posted on the City's [Homelessness Dashboard](#), launched in February 2025 as part of Open Roseville. The dashboard provides data on the City's efforts to address homelessness, including work by the Roseville Police Social Services Unit, Housing Authority, code enforcement, and encampment cleanups.

Traffic Enforcement

Top Three Collision Locations

Eureka Road / N Sunrise Avenue

Auburn Boulevard / Orlando Avenue

Cirby Way / Riverside Avenue



DUI Arrests
89



Officer Initiated Actions
6,806



Total Collisions
356



Traffic Stops
3,442



Incoming calls
35,513*

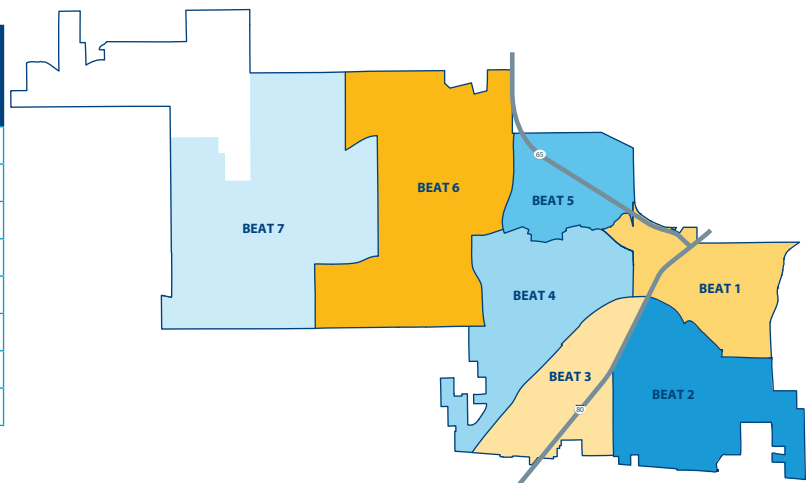
Emergency 911 calls
13,030*

Abandoned 911 calls
1,596*

**Emergency calls include Fire and PD*

BEAT	CITIZEN INITIATED CALLS FOR SERVICE	OFFICER INITIATED CALLS FOR SERVICE	TRAFFIC STOP	ACCIDENT COUNT
BEAT 1/SRMC*	1,119	487	247	51
BEAT 2	1,961	1,041	660	85
BEAT 3	1,789	1,561	748	75
BEAT 4	1,577	1,093	410	29
BEAT 5	940	519	235	32
BEAT 6	1,725	1,180	772	62
BEAT 7	1,450	925	370	22
Grand Total	10,561	6,806	3,442	356

*Sutter Roseville Medical Center



Fire Station 8 - Campus Oaks Fire Station Open House

Fire Station 8 – Campus Oaks is now officially open and serving the community. Located at Woodcreek Oaks Boulevard and Painted Desert Drive, the station was opened on January 10 with a flag-raising and a traditional “push-in” of the fire engines.

The new station will enhance public safety and improve fire department response times in the Campus Oaks community. A grand opening celebration was held on March 8, with over 1,000 community members touring the station and meeting the fire crew.



Fire Station 8

Fire Hazard Severity Zone

A new law, Senate Bill 63, now requires cities like Roseville to adopt all Fire Hazard Severity Zone levels—Moderate, High, and Very High—in local areas. Previously, only Very High zones were required at the local level.

On February 10, Roseville received its official zone designations from the State Fire Marshal and must adopt them within 120 days. Cities cannot appeal or reduce these designations but may increase hazard levels or add new areas.

To learn more about Fire Hazard Severity Zones and Roseville’s adoption process, visit roseville.ca.us/fhsz.

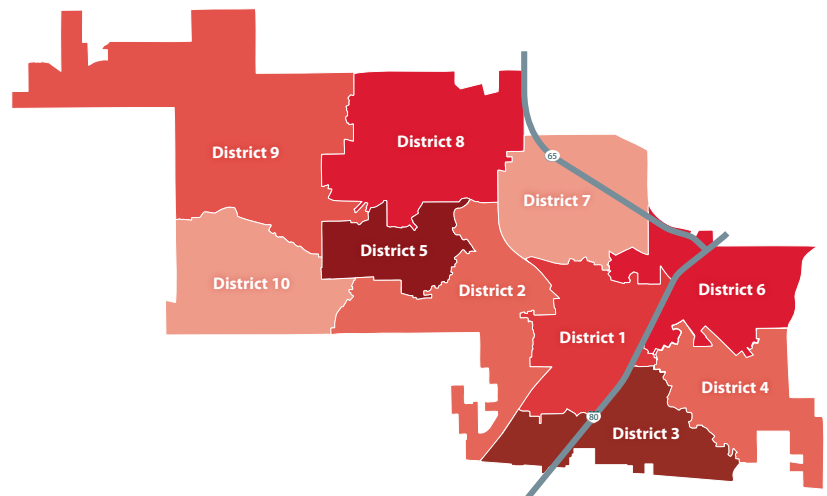
Incident Response



FIRE DISTRICT REPORT

# OF CALLS	FIRE DISTRICT	RESPONSE TIME*
923	3	8.9
648	1	10
484	8	11
482	2	9.5
470	6	10.4
469	4	9.8
435	7	9.4
318	5	9.1
308	9	10.3
250	10	11.4

*Minutes it takes to respond to call from dispatch time to arrival on scene.



Fire Inspections
308

Certified Unified Program Agencies (CUPA)⁴ Inspections
361

Construction Inspections
295 Proposed

Fire and Life Safety

The Fire & Life Safety Division works to keep Roseville safe through fire prevention, public education, and safety inspections.

Trained professionals focus on reducing risks at home, at work, and in the community. Staff handle building plan reviews, safety inspections, and other services to help prevent fires and hazards.

1. Hazardous Conditions - Ruptured gas line, electric wire down, hazmat, etc.
2. Service/Good Intent - Public assist, lift assist, smoke/carbon monoxide alarm issues, incident type different from what was reported, etc.
3. Roseville Firefighter Paramedics provide an Advanced Life Support level of EMS care, which includes advanced techniques like medication administration, intubation, and cardiac monitoring,

to provide rapid, expert medical treatment during emergencies, ultimately improving survival rates and health outcomes for the community.

4. The CUPA program administers and enforces the state's Unified Program, which integrates six environmental and emergency response programs to protect public health, safety, and the environment through consistent and efficient regulatory oversight.

FEMA Flood Map Updates

Roseville is proud to be one of a few cities in the nation certified as a FEMA Class I city for flood preparedness, but flood risks can still change each year due to weather and other factors. FEMA, the City of Roseville, and local agencies work together to regularly update flood maps to reflect these changes. In 2024, properties affected by proposed map updates received a letter from the City.

Flood maps show areas at the highest risk of flooding and help homeowners understand their property's risk. Updated maps will ultimately replace the current 2018 versions after public review and approval.

A community meeting was held on January 16 to explain the changes, answer questions, and discuss insurance options. Residents who believed their property's risk was mapped incorrectly could submit an appeal during FEMA's 90-day review period, which ran from January 18 to April 18. roseville.ca.us/FEMAmaps

30 years of Flood Preparedness in Roseville

This year marks the 30th anniversary of the historic 1995 flood that damaged 358 structures in Roseville. Most of the buildings that flooded were in neighborhoods built before floodplains were as well understood as they are today. Watch our video retrospective to learn about the steps Roseville has taken to help protect our community in the future. roseville.ca.us/1995

Stormwater Pump Station Rehab Project

After major floods in 1986 and 1995, Roseville built flood risk reduction facilities, including about 2 miles of floodwalls, levees, creek bypass channels and tunnels, and five stormwater pump stations to safeguard the most floodprone areas. Public Works and Environmental Utilities are actively doing major rehabilitation to the 25-year-old pump stations to ensure they can reliably protect our communities from flooding well into the future. roseville.ca.us/PumpRehab

Securing Roseville's Water Systems

Protecting the integrity of Roseville's water and wastewater systems is essential to public health and safety—and a core focus of our operations. As part of that commitment, staff recently participated in Discovering Vulnerabilities in Public Water Systems, a security workshop led by the FBI Sacramento Field Office in collaboration with the Regional Water Authority. These proactive efforts ensure that Roseville is not only meeting—but exceeding—federal standards to protect public water supplies and maintain community trust.

This hands-on training covered threat identification and risk mitigation for critical infrastructure, focusing on physical security, cyber awareness, and emergency response. It aligned with Environmental Protection Agency's Risk and Resilience Assessment requirements under the America's Water Infrastructure Act and national priorities set by Cybersecurity and Infrastructure Security Agency (CISA).





Remain fiscally responsible in a changing world

Financial Update

In February, staff shared the City’s FY2023-24 year-end results and the FY2024-25 First Quarter Financial Report with City Council. As of the first quarter, General Fund revenues are projected to end FY2024-25 slightly below budget due to inflation, reduced spending on high-cost items, and higher household expenses, which have led to lower-than-expected sales tax revenues. Sales tax may fall \$6 million short, while property tax is expected to exceed projections by \$1.3 million. Hotel, development-related, and recreation revenues are on track to meet or exceed budget. To help offset the shortfall, staff are closely monitoring trends and delaying additional pension payments until later this year.

Looking Ahead

In April, City Council received updates on long-term liabilities, pensions, and OPEB. The Local Sales Tax Citizens Oversight Committee (LSTCOC) presented its annual Measure B report for FY2022-23, and the Electric and Environmental Utilities Departments presented their FY2025-26 budgets.

The proposed FY2025-26 Budget will be delivered to City Council on May 16. At the May 21 City Council meeting, staff will present the FY2025-26 Capital Improvement Program and the FY2024-25 Second Quarter Financial Update. A public budget workshop will be held in Council Chambers at 4 p.m. on May 28, with final adoption scheduled for the June 18 City Council meeting.





Enhance economic vitality

A Shining Success: 2025 Public Power Lineworkers Rodeo

Roseville proudly hosted the 2025 Public Power Lineworkers Rodeo, welcoming over 60 teams and 115 apprentices from public utilities across the U.S. More than 7,300 spectators attended the weekend event, enjoying competitions, bucket truck rides, food trucks, and a free Family Fun Fair with activities for all ages. The event celebrated the skill and safety of lineworkers while showcasing Roseville’s dedication to public power. With an estimated \$2 million economic boost to local hotels, restaurants, and businesses, the Rodeo left a strong, positive impact on our community.



Lineworkers Rodeo

Roseville Named the Best City to Move to in California

Consumer Affairs has ranked Roseville as the top city to move to in California. The city earned high marks for its strong job growth, low crime rate, and great quality of life. Roseville’s many parks, trails, and family-friendly amenities add to its appeal. With affordable, community-owned utilities, top-rated healthcare, and well-maintained roads and services, it’s a popular choice for both families and professionals.

Significant Development Projects

For more information on projects going on in the City of Roseville, check roseville.ca.us/ProjectsOfInterest.

320 Vernon Street – Old Town Pizza is redeveloping the former post office site. Plans include a rooftop deck and establishing a brewery.

Commercial Corridors Project – Work is underway to provide incentives to market the corridor areas to encourage reinvestment and redevelopment. Visit roseville.ca.us/corridors.

Phillip Road Site – Panattoni Development announced significant economic and fiscal benefits of the Balanced Plan for Phillip Road Site. roseville.ca.us/PhillipRoadSite

West Roseville Marketplace – Safeway opened to the public in March at 1770 Pleasant Grove Boulevard.

Baseline Marketplace – Work continues on the Costco site with an anticipated open date of early 2026. The developer is also in negotiations with other major retail anchors that will hopefully be announced soon.

Other Ongoing Projects

- Bosch
- Electric Pickle at Roseville Junction
- Foothills Commerce Center expansion
- Erikson Senior Living Facility
- Five hotels, adding 604 rooms
- Blue Oaks Commerce Center

City Partners with Builders to Provide More Affordable Housing

Roseville’s Housing Division strives to increase the City’s affordable housing availability, including both affordable rental and affordable purchase units provided under the City’s inclusionary requirements and in city-partnered development. View more information about roseville.ca.us/housing.

Roseville Venture Lab Promotes Innovation

The Roseville Venture Lab recently hosted its second high school cohort of the Roseville Rising program. A professional Roseville Rising cohort for culinary entrepreneurs is planned for spring and summer. High school students also took part in the Student Innovation Challenge, a hackathon that sparked creative software and hardware solutions. Additional Venture Lab offerings include creative economy events and office hours with experienced entrepreneurs. Thanks to a partnership with the Roseville Area Chamber of Commerce, workforce development programs and event space rentals are available, including discounts for Chamber members and nonprofits.

roseville.ca.us/VentureLab



Student Innovation Challenge

Envision Roseville: Strategic Plan Progress Report Year Two

The 2023-24 Progress Report for year two of the City of Roseville Economic Development Strategy, Envision Roseville, is now available.

While staff continued to see positive increases across most of the metrics this year, we are starting to see indications of economic shifts. The City, however, will remain focused on the continued implementation of the strategic plan to guide our economic development efforts and pursue opportunities that will help support and sustain a vibrant local economy.

View the full report by visiting roseville.ca.us/envision.

New Businesses

- Westfield Galleria: The Escape Game, World Traveler Coffee Roasters, Pop Mart
- McDonald's, 1760 Pleasant Grove Boulevard
- Dave's Hot Chicken, 10235 Fairway Drive
- DXL Big & Tall, 1232 Galleria Boulevard., Suite 150
- Just Gluten Free (commissary), 605 Douglas Boulevard
- Boba Unit Café, 10241 Fairway Drive., Suite 130
- Fogo De Chão, 1104 Galleria Boulevard

roseville.ca.us/BusinessActivity



Invest in well-planned infrastructure and growth

Weber Park Reopening

Weber Park officially reopened on Saturday, April 12, with a well-attended community celebration. The event brought together neighbors, Roseville Coalition of Neighborhood Associations (RCONA), City Council, the Health Education Council, the Sacramento Kings and Kaiser Permanente to mark the transformation of one of Roseville’s oldest parks.

The renovated space now features a new playground, walking path, the City’s second Kings Court and increased safety/visibility due to regrading. Community feedback has been overwhelmingly positive, with residents sharing that they regularly see people enjoying the park as they pass by. The project reflects the City’s commitment to reinvesting in core neighborhoods and creating welcoming spaces for all ages.



Weber Park Grand Reopening

Major Renovations

- Johnson Pool will open for summer swim in June. In late August, the water slide and mural will be installed.
- Saugstad Park Renovations, phase 1 is undergoing state project review with groundbreaking planned for spring 2026.

New Parks Currently Under Construction

- **Riego Creek Park** – 2800 North Hayden Parkway - Turf addition expected completion, fall 2025.
- **Campus Oaks Park - 580 Roseville Parkway** – Phase 2 Ninja Challenge Course is complete and with the skate and pump tracks under design. Expected completion is winter 2025.
- **John Byouk Park** – 4651 Upland Drive - Construction underway, with expected completion in summer 2025.
- **Silver Spruce Park** – 2050 Silver Spruce Drive - Construction underway, with expected completion spring 2026.
- **Lower Bank Park** – Grasscreek Drive and Lemonade Lane - Construction underway, with expected completion spring 2026.
- **Rocky Rockholm Park** – Market Street and Earl Rush Drive - Construction underway, with expected completion spring 2026.

Park Projects Currently in Design

- **FD-50** – between Starfield Drive and Nova Place, plan was approved by the Parks & Recreation Commission and City Council will review for final approval at May 21 City Council meeting. Construction is expected to begin in spring 2026.
- **CO-61** – Located at Ashbrook Street and Knights bridge Lane, adjacent to Crimson Ridge Park. A write-in period for final input on the Master Plan will be available at the end of April before the Parks & Recreation Commission reviews it and the City Council takes action. Construction is tentatively set to begin in late spring 2026.
- **JM-51** – Between Shimmer Falls Drive and Lakehaven Drive, master plan is scheduled to be before the Parks & Recreation Commission in May and forwarded to the City Council thereafter. Construction is tentatively scheduled to begin in spring 2026.
- **JM-52** – is a 1.5-acre park, located near Misty Ridge Drive and Bright Star Road. The master plan was approved by the Parks & Recreation Commission and will be reviewed by the City Council at the May 21 City Council meeting. Construction is expected to begin in spring 2026.
- **Fiddymont House Vision Plan** – Completed a key stakeholder meeting and a public workshop. A second public workshop will be scheduled for summer 2025.

Public Works Project Updates

Roseville Parkway Extension Project – The Roseville Parkway Extension was completed in January, connecting Washington and Foothills Boulevard. It includes these improvements:

- A new bridge over Industrial Avenue and the railroad tracks
- Better east-west traffic flow
- Attractive landscaping
- Sidewalks, bike lanes, and a separated multi-use path



Roseville Parkway Extension

Completed ahead of schedule, closing the roadway gap between Washington and Foothills Boulevard helps make travel more convenient for drivers, cyclists, and pedestrians. The \$26 million improvement project was funded entirely by developer-paid Traffic Mitigation Fees. roseville.ca.us/ParkwayExtension

Blue Oaks and Westbrook Traffic Signals Project – New traffic signals and roadway improvements were completed at the following intersections:

- Blue Oaks Boulevard and Westbrook Boulevard
- Blue Oaks Boulevard and Hayden Parkway
- Westbrook Boulevard and Brookstone Drive
- Westbrook Boulevard and N. Brookstone Drive

Blue Oaks Boulevard was also widened at these intersections. Additional widening will happen in a future project. These improvements support growing traffic needs and the new Placer Valley Soccer Complex now under construction.

roseville.ca.us/signals



Bus Transit Priority Signal Pilot Project – Roseville is launching a bus Transit Signal Priority (TSP) pilot project on Fairway Drive, from Stanford Ranch Road to Pleasant Grove Boulevard. By prioritizing buses at traffic signals, the goal is to provide faster, more reliable rides. This test will collect data to evaluate how well TSP keeps buses on schedule. If successful, we plan to expand TSP to the future Rapid Link route and potentially other Roseville Transit routes, enhancing public transportation citywide. This initiative reflects our commitment to improving transportation, making on-time travel easier and more efficient.

Transportation 360 Update – Over the past year, the City of Roseville gathered extensive community input to shape master plans for Roseville Transit and the bike and pedestrian network. roseville.ca.us/transportation360

- Active Transportation: The draft plan was open for public feedback from March 31–April 13. After reviewing and incorporating comments, the plan will be considered by the City Council for possible adoption in spring or summer 2025. Initial improvements could begin later this year.
- Roseville Transit: The updated Transit Master Plan was adopted in February 2025. The first changes, starting with commuter routes, took effect April 21.

Radio Communications Tower – To strengthen emergency and City operations, Roseville is adding a new radio tower at 2001 Strauch Drive, on City-owned land in eastern Roseville. The tower was erected in late February.

The site was chosen to improve radio coverage for public safety, especially near both hospitals, and to support future needs and emergency power. Roseville’s radio system manages about 1.5 million transmissions each year. The \$1.5 million project is funded through the City’s capital improvement program and is expected to be fully completed by fall 2025.

roseville.ca.us/RadioTower

Upcoming Construction Projects

Roseville Parkway Widening Phase 1 – Work is set to begin this summer to widen Roseville Parkway between Gibson Drive and Creekside Ridge Drive. Improvements will also be made at the Pleasant Grove Boulevard intersection. The project will be completed in two phases. roseville.ca.us/ParkwayWidening

Phase 1:

- Adding a third left-turn lane on southbound Pleasant Grove Boulevard onto eastbound Roseville Parkway
- Extending the right turn lane on northbound Pleasant Grove Boulevard to eastbound Roseville Parkway
- Adding a bus turnout on Roseville Parkway between West Drive and Reserve Drive
- Constructing intersection improvements at Roseville Parkway and Galleria Boulevard

5-year Residential Resurfacing Plans (2024-2029) – Road resurfacing is slated for 2025 along Junction Boulevard, between Foothills and Washington, and Fairway Drive between Blue Oaks and Stanford Ranch Road. To see the full list of neighborhood streets being resurfaced this year, check out the 5-year resurfacing plan map. roseville.ca.us/resurfacing

Atlantic/Vernon Street Traffic Improvements – Improvements begin this summer for the Atlantic and Vernon Street ‘S-curve’ area to calm traffic, lower speeds, and reduce collisions. Work includes:

- Raised landscaped medians
- Enhanced pedestrian crosswalks with lighting
- Green bike lanes to improve visibility
- Flashing beacons to alert motorists to lower speed limit zone

- Lane reductions to slow vehicle speeds
- Left-hand turning restrictions will be added at low volume intersections: Almond Street, Atlantic Street, Folsom Road, Walnut Street, and Jefferson Street to reduce high-frequency collisions
- Beautification

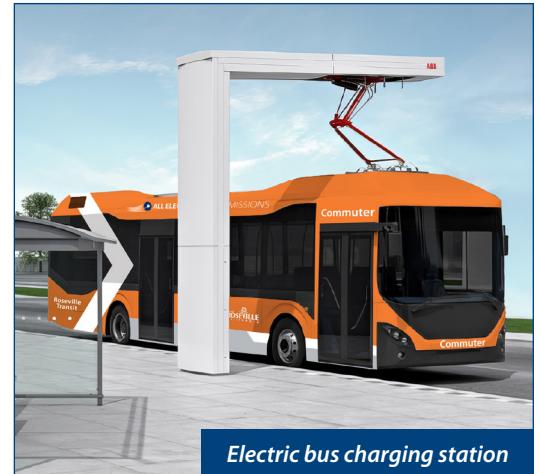
Learn more about the project at roseville.ca.us/Atlantic.

Projects Currently Under Construction

- Pleasant Grove Boulevard Widening - Anticipated to be completed summer 2025. roseville.ca.us/PleasantGrove
- Dry Creek Greenway East Trail Phase 1 - Anticipated to be completed in 2026. roseville.ca.us/DryCreekEast
- On-Route Bus Charging at Galleria - Anticipated to be completed in 2025. roseville.ca.us/BusCharging

Construction Projects Currently In Design

- Blue Oaks Boulevard Roadway and Bridge Widening Project - roseville.ca.us/BlueOaks
- Dry Creek Greenway East Phases 2 and 3 - roseville.ca.us/DryCreekEast
- Pleasant Grove Stormwater Retention Basin Project - roseville.ca.us/basins



Electric bus charging station

Power Flex Program Open for Enrollment

Launched in December 2024, Power Flex is Roseville Electric Utility’s residential demand response pilot program. It aims to manage energy demand, boost grid reliability, and engage customers by encouraging reduced energy use during peak times through smart thermostats and HVAC systems. Participants receive financial incentives in return. The benefits of implementing the Power Flex program include:

- Supporting grid reliability by helping to avoid system overloads
- Supporting a balanced grid
- Increasing customer engagement by providing financial incentives for participation
- Supporting the utility’s regulatory compliance goals around energy efficiency programs requiring utilities to reduce peak load and carbon emissions

The pilot program is currently open for enrollment to residential customers and the program’s operational season is May through September. For more information, please visit roseville.ca.us/powerflex.

Wastewater Collections Team Protects the Environment

The Wastewater Collections Construction team, working with the Engineering Division, completed two cost-saving and environmentally responsible projects. Staff removed an old, abandoned pump station located along Woodcreek Oaks Boulevard for \$326,000—well below the \$1 million estimate—by using in-house labor and recycled materials, saving over \$674,000.

While working nearby, the team discovered a leak in a 30-inch recycled water pipe under Pleasant Grove Creek. Avoiding costly underground repairs, staff rerouted the pipe over the creek using the existing bridge, saving an additional \$41,000. These efforts showcase the team’s innovation, teamwork, and commitment to smart utility management.



Staff working to reroute pipe

Police Mutual Aid Repeater Upgrade

The Police Department uses State-licensed radio channels 8CALL90 and 8TAC91 for mutual aid and emergency backup communication. Since the current equipment is outdated and unsupported, it will be replaced with updated systems by June 2025.



Support community engagement and advocacy

Council Legislative Platform Workshop

On January 15, the City Council held its annual Legislative Platform Workshop as part of Roseville’s ongoing legislative program. The meeting, which took place ahead of the regularly scheduled Council session, plays a key role in shaping the City’s state and federal advocacy efforts for the year ahead.

During the workshop, Council reviewed highlights from the 2024 legislative sessions, received updates from the City’s state and federal lobbyists, and provided input on the draft 2025 Legislative Platform. This platform serves as a roadmap, helping staff prioritize legislative issues and align advocacy efforts with Council’s direction. It’s available at roseville.ca.us/Govt_Relations.

The workshop is an essential step in the City’s legislative process, ensuring a united approach as staff and leadership engage with lawmakers and advance policies that benefit Roseville and its residents.

Development Decoded

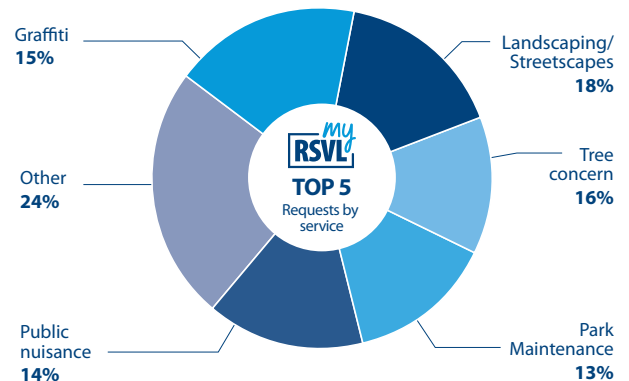
The City continues its campaign to help the public understand Roseville’s long-term planning over the past 35+ years. As part of this effort, the Development Decoded video series explains how careful planning has supported our strong economy and quality of life. So far, three videos have been released, with more on the way—including park development. The education continues through the website, social media, newsletters, and community presentations.

California Association of Public Information Officials and the Sacramento Chapter of the Public Relations Society of America each awarded the Development Decoded series top honors. roseville.ca.us/DevelopmentDecoded

What the Top 5 myRSVL Service Requests Represent

This quarter, the City’s top five service requests:

- **Landscaping/Streetscapes** – 18% represents the number of requests park Division received for concerns related to plants, trash removal, and irrigation in parks and along streets.
- **Tree Concerns** – 16% represents the number of requests the Parks Division received regarding various tree related issues like down trees, broken limbs or trees blocking signs or lights.
- **Graffiti** – 15 % represents the number of requests regarding graffiti. When graffiti is reported and determined to be on City property, removal is generally done by the Parks Division within 48 hours. If the graffiti is on private property, property owners have 10 days to remove it after being notified.
- **Public Nuisances** – 14% represents the number of requests Code Enforcement received regarding a public nuisance that is visible from public right-of-way that constitutes as a visual blight such as trash and debris, overgrown weeds, encroachments like basketball hoops, prohibited signs and zoning violations related to fences and setbacks.
- **Park Maintenance** – 13% represents the number of requests the Parks Division received for service in City parks related to restroom cleanliness/access, mowing, irrigation, weeds, trash and playground repairs.



*Report pulled on April 1, 2025, for date range January 1 to March 31, 2025.

We’re committed to responding to these and all other requests to keep our City beautiful and safe! For the latest up to date information on the top requests please visit [myRSVL Open Data Analytics dashboard](#). Submit your requests by visiting [myRSVL - City of Roseville](#) or by downloading the myRSVL app on your Apple or Android devices.

Scan the QR code to download the myRSVL app

City’s Career Fair named “Best in Show”

Roseville earned top honors at the California Public Information Officials (CAPIO) EPIC Awards in April, winning “Best in Show” for its first-ever Career Fair. The event was the highest-scoring project in its budget category statewide. Roseville also received EPIC awards for the Development Decoded video series, the “Frantic Santa” safety PSA, and Utilities Field Day.

Separately, the California Parks & Recreation Society (CPRS) recognized Roseville’s Parks, Recreation & Libraries department for the Weber Park redesign, Placer Valley Soccer Complex sponsorship campaign, and a water safety video series made in partnership with Roseville Fire.



Deliver exceptional City services

Adaptive Recreation Programs

In late 2024, Parks, Recreation & Libraries (PRL) hired a certified Recreational Therapist to lead and expand adaptive programming. Adaptive programs support individuals with cognitive, intellectual or physical disabilities through inclusive recreation that promotes social connection, physical activity, and emotional well-being.

This spring, Bunnies & Baskets provided a sensory-friendly alternative to our traditional Breakfast with the Bunny, creating a welcoming experience for all. Coming this summer, Adaptive My First Camp will offer a supportive environment for children ages 3–6, with activities tailored to meet individual needs and we are excited that the first week is already full.

In addition to new offerings, PRL has provided inclusion training for staff and are incorporating sensory accommodations at large events. Community feedback continues to play an important role in shaping these offerings to ensure accessibility for all ages and abilities.



Bunnies & Baskets

Staffing/Recruitment

The City's staffing vacancy rate for regular positions was 6.85%, as compared to 6.89% for the prior quarter. Human Resources processed 33 new hires (28 regular; 5 temporary) and 42 employee separations (23 regular, 19 temporary), which included 6 retirements.

Advancing Employee Skills

Employee development and succession planning remain top priorities for the City team. On March 10, the City launched a new learning management system, Roseville University 2.0, which is designed to foster a strong learning culture and ensure compliance with mandated training and policy reviews for all regular City employees. With over 40,000 training modules to roll-out, since launch, 694 employees have completed at least one training, with an additional 191 enrollments across all course offerings.

Parks, Recreation & Libraries Holds Part Time and Seasonal Job Fair

Nearly 1,000 people attended the Parks, Recreation & Libraries Job Fair on Saturday, January 25, highlighting strong community interest in seasonal and part-time roles. The event offered a one-stop opportunity to meet hiring teams, learn about open positions and apply on the spot. In addition to recruiting seasonal and part-time staff, the fair supported teen workforce development through job readiness workshops focused on resume building, interview skills and what to expect during the hiring process. This dual-purpose approach helped connect job seekers with meaningful opportunities while preparing the next generation for workplace success.

New Single-family Home Permits & Code Enforcement Cases

Total records processed	Fiscal Year 2023	Fiscal Year 2024	Fiscal Year 2025*
• Building permits	7,087	7,030	5,349
• Single Family Dwelling (SFD) units	1,107	1,259	842
• Multi Family Dwelling (MFD) units	896	544	404
• Revisions	550	522	681
• Master Plans	146	128	99
• Planning entitlements	96	96	52
• Ministerial permits	303	349	399
• Sign permits	180	135	95
Code Enforcement			
• Complaints responded to	2,534	2,091	1,296
• Inspections conducted	4,118	3,234	2,083
• Cases closed	2,449	2,061	1,306

*update July 1, 2024 - March 31, 2025



Regional updates

LAFCO Municipal Service Review

The Local Agency Formation Commission (LAFCO) completed and approved a Municipal Services Review for the City of Roseville in February 2025, and at a subsequent hearing March 2025 voted to expand the City's Sphere of Influence (SOI). The expanded SOI includes Placer Vineyards, Regional University, and the area known as Curry Creek. The SOI expansion does not change the existing City boundary; expansion of the City boundary to include any of these areas would be at the discretion of elected officials and would require a lengthy public process known as annexation.

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 on the northern border of the City. 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. Infrastructure for the first phase of development supporting approximately 900 single family units is nearing completion and model homes are under construction. Improvements on Phase 2 west of Fiddymont Road are expected to get underway this summer. placer.ca.gov/6456/Placer-Ranch-Specific-Plan

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. placer.ca.gov/3563/Placer-Vineyards

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.ca.gov/3340/Regional-University-Specific-Plan

Placer County General Plan Update (Placer 2050)

As of April 2025, Placer County is actively progressing with its comprehensive General Plan Update, known as "Placer 2050," which aims to guide the county's development through 2050. The county has initiated a series of in-person and online workshops to gather community input on various topics, including sustainability, housing, and community design. A virtual workshop was held on April 5, and additional sessions are planned. The project website is placer.ca.gov/9618/General-Plan-2050.