



City of Roseville City Manager's Quarterly Report

April – June 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 fourth quarter of the fiscal year, April – June 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.

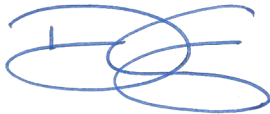
Topics include:

- 
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



FY2025-26 Budget Passed

The City Council adopted the FY2025–26 budget on June 18. It adds 20 new staff positions to meet our growing community’s needs, including establishing a police beat in west Roseville, park and traffic signal maintenance, utility services, and IT. The City also updated its financial policies and evaluated long-term costs like pensions and vacancies. This budget funds key projects such as the new Placer Valley Soccer Complex, improvements to fire stations, water systems, roads, and public safety technology. These efforts reflect the City Council’s priorities and our mission to provide excellent, fiscally responsible services.



Ensure a safe and healthy community

Junior Police Academy

In June, the Roseville Police Department held its first Junior Police Academy, welcoming 20 kids for a fun, hands-on week. Each day began with a workout, followed by activities in SWAT, K9, patrol, forensics, and investigations. Campers practiced breaking down doors, collecting evidence, and joining mock vehicle stops and pursuits. Everyone earned CPR and First Aid certification. The week ended with a fun day at Sun Splash and a graduation ceremony for families. This camp helped build community trust and inspire future leaders. Thanks to our staff and officers for making it a success!



“Operation Pit-Stain”

Between March and April, Roseville faced an unusual crime wave: deodorant theft. Two suspects stole over \$15,000 worth of deodorant from Safeway and CVS stores, then sold it to a third person who resold it at Bay Area flea markets. They were linked to similar thefts across Northern California. In “Operation Pit-Stain,” Roseville PD worked with Santa Clara PD, Placer County District Attorney Investigators, and California Department of Corrections Crisis Response Unit. All three suspects were arrested, and about \$50,000 in stolen toiletries—including deodorant, shampoo, and toothpaste—were recovered.

The message is clear: No matter how much deodorant you steal, organized retail theft still stinks.

Drug Take Back Day Helped Protect the Community and the Environment

This spring, Roseville took part in the countywide Drug Take Back Day by hosting two collection sites. Residents safely dropped off over 1,700 pounds of unused or expired medications. This helps prevent drug misuse and stops harmful medicines from polluting the environment. The event shows Roseville’s dedication to public health and protecting the environment through teamwork with other agencies.

Traffic Enforcement

Top Three Collision Locations

Cirby Way / Riverside Avenue

Foothills Boulevard / Pleasant Grove Boulevard

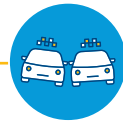
Galleria Boulevard / Roseville Parkway



DUI Arrests
177



Officer Initiated Actions
13,804



Total Collisions
785



Traffic Stops
5,510



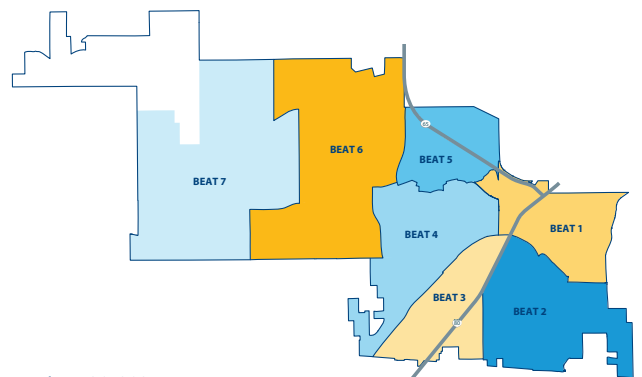
Incoming calls
75,088*

Emergency 911 calls
28,080*

Abandoned 911 calls
3,084*

**Emergency calls include Fire and PD*

BEAT	CITIZEN INITIATED CALLS FOR SERVICE	OFFICER INITIATED CALLS FOR SERVICE	TRAFFIC STOP	ACCIDENT COUNT
BEAT 1/SRMC*	2,350	1,001	390	111
BEAT 2	3,962	2,230	1,104	177
BEAT 3	3,801	3,119	1,146	140
BEAT 4	3,265	2,105	623	70
BEAT 5	2,045	962	361	80
BEAT 6	3,604	2,502	1,212	148
BEAT 7	3,182	1,885	674	59
Grand Total	22,209	13,804	5,510	785



*Sutter Roseville Medical Center

Police Department Stats from Jan 1- June 30, 2025

Roseville Fire Kids Camp

From June 9–13, 100 campers took part in Fire Kids Camp, a fun and hands-on week at the Roseville Fire Training Center. Participants learned firefighting, rescue skills, CPR, first aid, water safety, and more.

The week ended with a fire muster, where families watched campers demonstrate their skills and compete in team challenges. It was a rewarding experience of learning, teamwork, and new friendships.



Fire Kids Camp

Fire Mitigation

The Parks, Recreation & Libraries Department installed approximately 254 acres of fire breaks in natural areas across Roseville to help reduce wildfire risk and create defensible space. In addition to this work, about 3,600 goats are actively grazing 1,800 to 2,200 acres annually.

This targeted grazing helps manage dry vegetation, reduce invasive species, control thatch, and lower the potential fire load. These strategies help protect people, property, and the environment while maintaining the health of our natural areas.



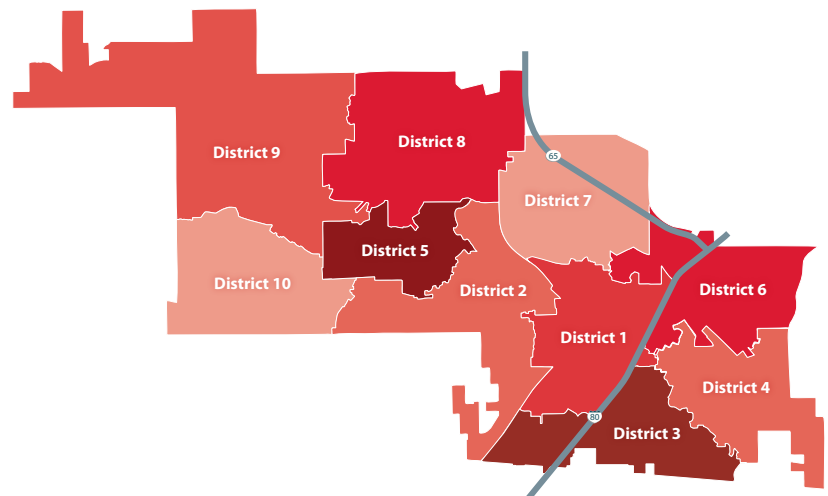
Grazing goats

Incident Response



FIRE DISTRICT REPORT

# OF CALLS	FIRE DISTRICT	RESPONSE TIME*
877	3	8.7
648	1	9.4
627	8	10.6
560	7	9.3
517	2	10.2
479	4	9.7
453	6	9.4
374	9	10.4
336	5	9.3
266	10	12.2



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



Fire Inspections
494

Certified Unified Program Agencies (CUPA)⁴ Inspections
235

Construction Inspections
297 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.

Information Technology Upgrades

Police Virtual Server – This project upgraded the Police Department’s computer servers, which support key services like Dispatch, Records, and Patrol. The new system offers more capacity and better supports the department’s growing needs.

Citywide and Public Safety Storage – This project improved storage systems used by several City departments. The upgrade increases capacity, boosts reliability, and enhances security through data encryption.

Data Center Networking – This project upgrades the network components that support the City’s virtual systems. It will improve performance, reliability, and resiliency across multiple data centers.

Security Improvements Boosted Water System Resilience

Following a risk and resiliency assessment, Roseville began implementing several upgrades to improve the security of its water systems. The improvements included enhanced lighting, access controls, staff training, and better coordination with other utility providers such as PG&E. These changes were designed to reduce vulnerabilities, support emergency response efforts, and ensure continued water service during routine operations and emergencies.



Roseville Electric Completes Buildout of Department Operations Center

In 2023, Roseville Electric began planning a new Department Operations Center and Training Room to support daily meetings, staff training, and emergency coordination—demonstrating its commitment to a safe, healthy community.

Completed in May 2025, the room includes advanced video wall technology for presentations and real-time updates. It now serves as a flexible operations hub for events and emergencies and will eventually become the City’s Emergency Operations Center. The space enhances collaboration, training, and citywide preparedness.

Water Quality Report Confirmed a Safe, Reliable Supply

Roseville’s 2024 Water Quality Report shows the City’s drinking water meets or exceeds all state and federal safety standards. The Water Utility conducts hundreds of tests each year to monitor water quality. These results reflect the City’s ongoing efforts and investments in treatment, infrastructure, and maintenance. The report is available at roseville.ca.us/waterquality.



Cross-Connection Control Plan Strengthens Water Safety

In June, Roseville submitted a Cross-Connection Control Plan to meet new state regulations and strengthen protections for the City’s drinking water system. The plan explains how the City prevents backflow incidents—when substances from private plumbing flow into the public water supply. With regular inspections, testing, and required backflow prevention devices, Roseville remains committed to protecting public health and maintaining high water quality.

Annual Point-in-Time Count Results Released

In the recent Point-in-Time (PIT) count, Roseville identified 260 homeless individuals, with 27% sheltered and 73% unsheltered, making up 0.16% of the population. This count, part of a larger effort by the Homeless Resource Council of the Sierras, estimates homelessness on a single night each year.

In January, staff from the Roseville Housing Division and the Police Department’s Social Services Unit worked with shelter providers, Placer County, and neighboring cities to conduct the PIT count. This effort tracks trends over time, including both “sheltered” individuals (in shelters or transitional housing) and “unsheltered” individuals (in tents or vehicles).

A total of 711 homeless individuals were counted from South Placer to North Lake Tahoe, up from 702 in 2024. More information can be found at hrcscc.org/community-data



Remain fiscally responsible in a changing world

FY2024-25 Budget

At mid-year, the City’s General Fund is tracking close to budget. Sales tax growth has slowed because of inflation, high interest rates, and lower spending on cars and construction, leaving sales tax about \$100,000 (0.6%) below last year. This shortfall is offset by stronger property taxes (+\$1.3 million) and steady hotel, permit, and recreation income. City departments could end the year with up to \$6 million in spending savings. Altogether, the year could end with a gap of about \$100,000—or even a small surplus. Because the economy is still uncertain, the City has paused the \$6.4 million in extra pension payments and will revisit them later this fiscal year. Staff will keep tracking the numbers and report updates to City Council.

FY2025-26 Budget

During the last quarter, staff finished drafting next year’s budget - FY2025-26, which started July 1, 2025. In March, every department met with the City Manager to set spending priorities. In April, Council approved updated financial policies, heard the Measure B citizens committee’s review of FY 2023-24 results, and received updates on utilities, pension and OPEB costs, and staff vacancies. In May, Council reviewed the proposed Capital Improvement Program; the City Manager released the draft budget on May 16 and presented it to Council at a public workshop on May 28. The City Council officially adopted the FY2025-26 budget on June 18.



Looking Ahead

July 2025

- July 1 – First day of new fiscal year (FY2025-26)

August 2025

- FY2024-25 Third Quarter Financial Report and Presentation to City Council

January 2026

- FY2024-25 Year End Results

February 2026

- FY2025-26 First Quarter Finance Report (General Fund Revenues)

Approved Utility Rate Adjustments Support Long-Term Reliability

Every two years, Environmental Utilities reviews rates to ensure safe, reliable water, wastewater, and solid waste services. After six months of analysis and public input, the City Council approved a two-year rate increase. Starting July 1, 2025, typical residential bills will rise by \$4.69 per month, with another \$5.57 increase on July 1, 2026. These changes cover rising costs, maintain infrastructure, and meet regulations while avoiding bigger hikes. To ease the impact, the City secured \$37.8 million in grants and cut \$2 million in expenses. Even with these updates, Roseville’s utility rates remain among the region’s lowest.



Enhance economic vitality

Significant Development Projects

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

Commercial Corridors Project – Work is underway to provide incentives to market the commercial corridor areas: Atlantic Street, Douglas-Harding, and Douglas-Sunrise, to encourage reinvestment and redevelopment. Visit roseville.ca.us/corridors.

Phillip Road Site – In April, Panattoni Development submitted revised plans for the Phillip Road Site. The project is in the early stages of the public input process and is under review by the City.

The City hosted an Environmental Scoping Open House in June where attendees provided input on the content and scope of the Environmental Impact Report (EIR) as the environmental study phase begins for the proposed project.

Panattoni Development’s new application for the site reflects a redesign of the project based on public input and economic needs. A mix of residential, commercial, and tech-related innovations uses are proposed on approximately 183 acres.

It’s the City’s role to objectively analyze the application against established development standards and conduct the environmental analysis. For more information, go to roseville.ca.us/PhillipRoadSite.

Baseline Marketplace – Building permits were issued in June for the Costco site.

Other Ongoing Projects

- Bosch
- Erikson Senior Living
- Electric Pickle at Roseville Junction
- Five Hotels, adding 604 rooms
- Foothills Commerce Center expansion
- Blue Oaks Commerce Center
- 320 Vernon Street

Seeking Proposals for the Purchase and Development of 505 Royer Street

The City accepted proposals through July 31 for developing 1.17 acres of City-owned land at 505 Royer Street, located in downtown near Royer Park, the library, trails, shops, restaurants, and public transit.

Zoning allows mixed-use, retail, restaurants, offices, multifamily housing, live/workspaces, and public markets. Proposals will be evaluated based on their potential to add housing or commercial options that boost downtown’s vibrancy. Projects should align with the Downtown Specific Plan by promoting a walkable community where people can live and work close to the downtown core. For more information, visit roseville.ca.us/505Royer.



City Partners with Builders to Provide More Affordable Housing

Roseville’s Housing Division is working with developers to increase affordable housing for both renters and homebuyers. Through the City’s inclusionary housing program and partnerships, more affordable units are being added to the community. Four new apartment complexes with affordable rental units are set to open in late summer and early fall, helping more residents find safe, quality homes at prices they can afford. To view the list of Affordable Units Under Construction, visit roseville.ca.us/housing.

Federal Recognition for Veterans Housing Efforts

The Roseville Housing Authority (RHA) received the 2025 Excellent Veteran Affairs Medical Center Partnership Award from HUD for its work supporting homeless veterans. Through strong partnerships and outreach to local landlords, RHA has leased 90 of its 100 HUD-Veterans Affairs Supportive Housing (VASH) vouchers, with the rest recently issued to veterans now seeking housing.

These vouchers help veterans pay rent by providing direct payments to landlords. RHA’s success also earned it the VASH Program of the Year award in 2020. This effort is part of a national push to end veteran homelessness.



Roseville Venture Lab

The seventh Roseville Rising cohort opened for applications for a 10-week program. Approximately 20 food entrepreneurs eager to kickstart a culinary business journey or take their concept to the next level are participating. The program will culminate in a showcase and tasting event to promote the entrepreneurs' concepts to the public.

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. For more information on the Venture Lab, go to roseville.ca.us/VentureLab.

New Businesses

- Westfield Galleria: Crocs, Marine Layer, Intimissimi
- Nick's Roasting Co., 413 Roseville Square
- Ryujin Ramen House, 2020 Blue Oaks Boulevard
- Fleming's Prime Steakhouse, 1101 Galleria Boulevard
- Lucy's Salon & Spa, 129 Vernon Street

roseville.ca.us/BusinessActivity





Invest in well-planned infrastructure and growth

Opening of Johnson Pool

On June 14, the community gathered to celebrate the rededication and grand reopening of Johnson Pool, a cherished neighborhood pool originally opened in 1921. The renovation is part of Roseville’s continued investment in infrastructure, revitalizing public spaces that support community health and connection. The excitement was evident, with people of all ages cheering its return. Staff heard stories from those who swam at the pool as children and are now bringing their grandchildren and even great-grandchildren to enjoy it. With the reopening, families can once again take part in swim lessons, recreational swim and popular events like family nights. New this year are Read with a Conductor, where story time meets the poolside, and Parent/Tot Pool Playtime for little ones.



First two swimmers in Johnson Pool

Opening of Denio Family Park

Denio Family Park was officially dedicated on May 17, marking the completion of Phase 1 of this new 20-acre park. This initial phase includes Roseville’s first disc golf course, large and small dog parks, paved off-street parking, a covered group picnic area and a restroom. Unlike many traditional parks, Denio Family Park takes advantage of natural landmarks and has a more rugged, less manicured feel, offering a unique outdoor experience. The disc golf course quickly gained attention, ranking as the third most played course in the world during its first month (per UDisc). As part of Roseville’s continued investment in public infrastructure, Denio Family Park expands access to outdoor recreation and community gathering spaces.



Denio Family Park Ribbon cutting

Roseville’s Miner’s Ravine Trail designated a National Recreation Trail by U.S. Department of the Interior

Roseville’s Miner’s Ravine Trail has been officially designated a National Recreation Trail by the U.S. Department of the Interior, one of only five trails nationwide recognized on National Trails Day, June 6, 2025.

The 6.36-mile trail winds through neighborhoods, open space, and natural areas, providing a safe and scenic route for walking, running, biking, and commuting. It is one of the most popular trails in the region and part of Roseville’s expanding 51-mile trail network.

This national recognition increases the trail’s visibility. The City encourages residents and visitors to explore the trail responsibly, share the path courteously, and enjoy the local wildlife and landscapes.

Roseville is also a Bronze Bicycle Friendly Community.



Miner’s Ravine Trail

Park Development Updates

Major Renovations

- **Roseville Aquatics Complex** – Construction document preparation initiated for locker rooms renovations and competition pool replaster.
- **Vernon Street Town Square** – Construction document/re-design initiated for spray ground redesign.

New Parks Currently Under Construction

- **Riego Creek Park (2800 North Hayden Parkway)** – Turf addition with expected completion in fall 2025.
- **Campus Oaks Park (580 Roseville Parkway)** – Skate and pump tracks under design, with expected completion in winter 2025.
- **John Byouk Park (4651 Upland Drive)** – Construction underway, with expected completion in summer/fall 2025.

- **Silver Spruce Park (2050 Silver Spruce Drive)** – Construction underway, with expected completion in spring 2026.
- **Lower Bank Park (Grasscreek Drive and Lemonade Lane)** – Construction underway, with expected completion in spring 2026.
- **Rocky Rockholm Park (Market Street and Earl Rush Drive)** – Construction underway, with expected completion in winter 2025.

Park Projects Currently in Design

- **FD-50 (Starfield Drive and Nova Place)** – Construction document preparation is underway. Construction is expected to begin in spring 2026.
- **CO-61 (Ashbrook Street and Knights Bridge Lane)** – Master plan was approved in June 2025. Construction document preparation is underway. Construction is tentatively set to begin in late spring 2026.
- **JM-51 (Shimmer Falls Drive and Lakehaven Drive)** – Master Plan was approved in June 2025. Construction document preparation is underway. Construction is tentatively scheduled to begin in spring 2026.
- **JM-52 (Misty Ridge Drive and Bright Star Road)** – Construction document preparation is underway. Construction is expected to begin in spring 2026.
- **Fiddymment House Vision Plan** – The second public workshop is scheduled for July 31, 2025.
- **Pistachio Regional Park** – Construction document preparation initiated for spray ground and play area.

Public Works Project Updates

Blue Oaks Boulevard and Westbrook Boulevard Traffic Signals Project – After completing improvements on Blue Oaks Boulevard and Westbrook Boulevard, work will move south on Westbrook Boulevard. In early 2026, the City will begin installing new traffic signals and making roadway upgrades at these intersections:

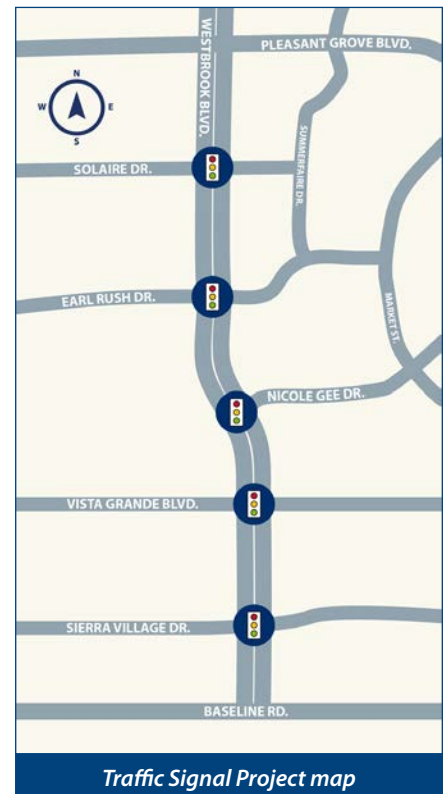
- Solaire Drive
- Earl Rush Drive
- Nicole Gee Drive
- Vista Grande Boulevard
- Sierra Village Drive

These improvements support growing traffic needs and the new Placer Valley Soccer Complex. For more information visit, roseville.ca.us/Signals.

Transportation 360 Update – For more than a year, the City of Roseville gathered extensive community input to shape master plans for Roseville Transit and the bike and pedestrian network. These plans outline steps to enhance transportation options and improve connectivity for residents.

- **Active Transportation:** The City Council adopted the Active Transportation Plan in June 2025. Phased improvements began in early 2025 by focusing on enhanced bike and pedestrian infrastructure.
- **Roseville Transit:** The updated Transit Master Plan was adopted in February 2025. Commuter route changes were implemented in two phases: the first on April 21, and the second on July 21, 2025. Local route changes will be phased in at a later date.

For more information visit, roseville.ca.us/Transportation360.



Upcoming Construction Projects

Roseville Parkway Widening Phase 1 – Work is set to begin as early as spring 2026 for roadway improvements on Roseville Parkway between West Drive and Creekside Ridge Drive. Improvements will also be made at the Pleasant Grove Boulevard intersection. The widening project will be completed in two phases. For more information roseville.ca.us/ParkwayWidening

5-year Residential Resurfacing Plans (2024-2029) – Several roadways are slated for resurfacing this year:

- **Quail Glen area** – a large section from Horncastle Avenue to Pleasant Grove Boulevard
- **Junction Boulevard** – between Foothills Boulevard and Washington Avenue
- **Fairway Drive** – between Blue Oaks Boulevard and Stanford Ranch Road

To see the full list of streets being resurfaced through 2029, check out the 5-year resurfacing plan map: roseville.ca.us/Resurfacing.

Atlantic/Vernon Street Traffic Improvements – Improvements begin this fall for the Atlantic and Vernon Street ‘S-curve’ area to calm traffic, lower speeds, and reduce collisions. Work will also include pedestrian and bicyclist improvements. Learn more about the project at roseville.ca.us/Atlantic.

Projects Currently Under Construction

- **Pleasant Grove Boulevard Widening** – Third lane now open to traffic. 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



Dry Creek East Phase 1

Roseville Electric Upgrades Electric Grid Cirby Switchgear

To improve reliability and support future growth, Roseville Electric replaced the 45-year-old switchgear at Cirby Substation, which distributes power to over 2,400 customers in the Cirby/Riverside area. The \$3.8 million project added two new circuits to help reduce outage impacts and includes modern safety features to better protect our employees.

City staff led the entire effort including the design, procurement, installation, and commissioning of the new equipment. They completed the work in just seven months to ensure the substation was back online by May 2025, before summer demand. This upgrade is a key part of Roseville’s continued investment in reliable, modern infrastructure.



Groundwater well construction

Groundwater Wells Constructed to Support Long-Term Reliability

Construction began on two new Aquifer Storage and Recovery wells in the Misty Wood and Campus Oaks areas. These wells are aligned with Roseville’s Groundwater Strategic Plan, which aims to increase the City’s capacity to store and recover groundwater during dry periods. The addition of these wells supports long-term water supply goals by reducing dependence on surface water during droughts/dry conditions and expanding local storage options to meet future demand. These two wells will be welcome additions once operational in roughly a year, joining the seven already in service.

Cirby and Church Street Utility Work Advanced Infrastructure Improvements

In June, crews conducted exploratory work along Cirby Way to assess infrastructure conditions related to a past water main break. The work helped the City prepare for a larger main replacement project next year. Despite the busy location, crews coordinated with Public Works to keep the road open with minimal disruption.

Meanwhile, a major sewer rehabilitation project continued on Church Street between Atkinson and Ivy streets. Using a trenchless construction method called pipe bursting, crews replaced aging sewer lines without major excavation. The project also includes manhole upgrades and complete roadway restoration. These improvements were part of Roseville’s proactive approach to extending the life of underground infrastructure and preventing costly service disruptions.



Support community engagement and advocacy

Federal Advocacy Update

As part of the Sacramento Metro Chamber’s 53rd Capitol-to-Capitol program, May 3–7, 2025, Roseville City Councilmembers and staff joined regional leaders in Washington, D.C. to advocate for local priorities. Roseville played key leadership roles on the Public Safety, Water Quality, and Housing & Community Development teams, helping shape federal policy discussions and build relationships with agency and Congressional leaders.

In addition, the City submitted two **Federally Directed Spending** requests to Congressman Kevin Kiley, Senator Alex Padilla, and Senator Adam Schiff:

- **Cybersecurity Risk Reduction** – \$807,000 to enhance threat detection and protect citywide technology systems.
- **Regional Bomb Team Equipment** – \$1,055,764 to replace an aging bomb robot, bomb truck, and protective suits, improving safety and response across the region.

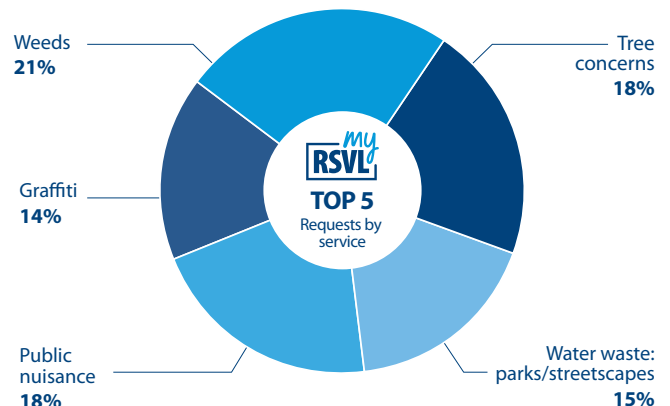
Planning Begins for Annual State of the City Address

The City of Roseville, with the Roseville Chamber of Commerce, began planning the annual State of the City Address. Mayor Krista Bernasconi will speak at 9 a.m. on Wednesday, August 27 at Denio’s Farmers Market & Swap Meet. The event will look back at Roseville’s progress and also highlight future plans. It is open to the public, and [free tickets are available](#).

What the Top 5 myRSVL Service Requests Represent

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

- **Weeds in Commercial and Residential Developed Property** – 21% represents the number of requests Code Enforcement received for concerns related to weed issues on developed private properties. These cases often involve overgrown or dead trees and vegetation, which can create fire hazards, attract pests like rats and vermin, and reduce the visual appeal and value of nearby homes.
- **Public Nuisance** – 18% represents the number of requests Code Enforcement received regarding public nuisances visible from streets or sidewalks. These include trash and debris, overgrown weeds, blocked walkways (like basketball hoops), unauthorized signs, and fence or setback violations—issues that affect neighborhood appearance and safety.
- **Tree Concerns** – 18% represents the number of requests the Parks Division received regarding tree-related issues. These included fallen trees, broken branches, and trees blocking streetlights or traffic signs—concerns that affect safety and visibility across our neighborhoods.
- **Water Waste - Parks/Streetscapes** – 15% represents the number of requests the Parks Division received related to irrigation, plantings, etc. in landscaped areas in parks and along streets.
- **Graffiti** – 14% represents the number of requests regarding graffiti. If it’s on City property, the Parks Division typically removes it within 48 hours. For graffiti on private property, Code Enforcement contacts the owner, who must clean it up within 10 days.



Submit your requests by visiting roseville.ca.us/myrsvl or scan the QR code to download the myRSVL app.

Earth Night Brought the Community Together to Celebrate Sustainability

The third annual Earth Night event drew nearly 900 attendees to an evening celebration of sustainability and environmental awareness. Hosted near Earth Day, the event featured games, food, music, and interactive exhibits. Residents learned about conservation practices, recycling tips, and water and energy efficiency. Utility staff were available to answer questions and share resources for reducing environmental impacts at home. Earth Night continues to grow in popularity as a family-friendly way to connect the community to sustainability efforts in Roseville.

Big Trucks Summer Achieved Record-Setting Attendance

The 2025 Big Trucks Summer series saw the highest turnout since the program began nine years ago, with more than 5,600 attendees across four events. Held every Thursday in June at the Utility Exploration Center, each event highlighted a different utility: electric, wastewater, solid waste, and water. Families engaged in hands-on activities, toured utility trucks, and met staff who demonstrated the equipment used to deliver essential City services. The program offered an up-and-close opportunity for residents to connect with City operations and learn about future career opportunities in public utilities.



High School Students Explored Utility Careers Through Hands-On Experiences

Roseville hosted Utilities Field Day in the spring for 40 West Park High School students. The event occurred at the City Corporation Yard and included hands-on learning stations led by City utility professionals. Students explored electric, wastewater, solid waste, and water services careers using real-world tools, vehicles, and systems. They learned how different divisions work together to deliver safe and reliable services. For many students, it was the first time seeing the range of skilled jobs available in the utility sector. The event supports the City's efforts to build awareness around local career pathways and workforce development.



Mulch Mayhem Helped Residents Save Water and Prep for Summer

The City hosted its annual Mulch Mayhem event to help residents prepare their landscapes for the summer heat. More than 300 cubic yards of organic mulch were distributed, and residents also received tips on conserving water indoors and outdoors. Mulch provides several benefits, including reducing evaporation, suppressing weeds, and improving soil health. The event supported the City's broader water efficiency goals by encouraging sustainable landscaping practices.

Neighborhood Clean-up Events Provided Community Benefit

Environmental Utilities and the Roseville Coalition of Neighborhood Associations hosted four free neighborhood clean-up events in spring 2025, offering residents an easy way to dispose of bulky items. This year, 1,802 vehicles participated, collecting over 144 tons of garbage, 12.73 tons of e-waste, and 4.33 tons of mattresses. Nearly 1,000 volunteer hours were logged. The St. John's Church site on May 17 saw a record 578 vehicles. Compared to 2024, participation rose 13%, garbage tonnage increased 12%, mattress recycling jumped 25%, while e-waste dropped 10%. These events help reduce illegal dumping and keep neighborhoods clean and inviting.

Roseville Electric Supports Light Up Navajo 2025

Light Up Navajo (LUN) is a project led by the Navajo Tribal Utility Authority and American Public Power Association to bring electricity to Navajo Nation homes—more than 10,000 of which still lack power. Roseville Electric has supported LUN for the past three years, joining 44 other utilities this year to help connect 130 new homes. In addition to the manpower and equipment sent to support Light up Navajo VI, the City also donated 75 power poles from the 2025 Public Power Lineworkers Rodeo.

Roseville Electric Utility staff continue to call on the U.S. Department of Energy to increase funding for materials and labor, so more Navajo families can gain access to electricity and water. Advocacy efforts, combined with Roseville Electric Operations' involvement in LUN, reflect the City's dedication to community engagement and public advocacy.



Summer High School Intern Program

The City hosted its Summer High School Internship program in engaging young minds in the call to public service. Through hands-on projects mentorship, 13 students gained real world experience while learning how government works.

From policy research to community outreach, the interns explored the ways government careers make an impact in the community they serve. Each week, interns participated in guided department tours with the Parks, Recreation & Libraries, Utilities, IT, and Public Works Departments. These immersive experiences helped bridge classroom learning to meaningful on the job learning and professional skills development.

Gold Medal Recognition and Accreditation for Parks, Recreation & Libraries

Parks, Recreation & Libraries (PRL) has once again been named a finalist for the National Gold Medal Award for Excellence in Park and Recreation Management. This marks the fourth consecutive year PRL has earned this national recognition. Presented by the American Academy for Park and Recreation Administration in partnership with the National Recreation and Park Association (NRPA), the Gold Medal Award honors communities that demonstrate excellence in long-range planning, resource management and community engagement.

In May, PRL welcomed an evaluation team focused on national accreditation by the Commission for Accreditation of Park and Recreation Agencies (CAPRA). After an in-depth, on-site review, the evaluation team confirmed that PRL met all 154 national standards, achieving 100% compliance. The executive summary of the report praised PRL's commitment to excellence, innovation, and collaboration across the department.

Both the accreditation status and Gold Medal results will be officially announced at the NRPA Annual Conference this September.

To see a short highlight of the summer program scan the QR code.





Deliver exceptional City services

Roseville Named Best City to Retire in California

The Journal of Retirement Research recently named [Roseville as the Best City to Retire in California](#). The appeal of affordable housing, a low poverty rate, and a strong senior community (nearly 19% of the population are seniors) makes Roseville an ideal place to settle down during retirement years.



Roseville named Best City to Retire in Ca

Vacancy Rate – Staffing Update

The City's staffing vacancy rate for regular positions for April - June 2025 was 6.18%, as compared to the prior period of 6.85%. Human Resources (HR) processed 46 new hires (16 regular; 30 temporary) and 38 employee separations (21 regular; 17 temporary), which included 11 retirements during this time period.

New Single-family Home Permits & Code Enforcement Cases

Despite broader economic uncertainty, the City issued more than 1,100 permits for new single family home construction, once again exceeding the annual average of 950. Roseville is not immune to broader nationwide declines in homebuilding and has already observed a slight year-over-year decline in permit issuance in the beginning of the 25/26 fiscal year.

Total records processed	Fiscal Year 2023	Fiscal Year 2024	Fiscal Year 2025*
• Building permits	7,087	7,030	7,273
• Single Family Dwelling (SFD) units	1,107	1,259	1,133
• Multi Family Dwelling (MFD) units	896	544	860
• Revisions	550	522	872
• Master Plans	146	128	98
• Planning entitlements	96	96	63
• Ministerial permits	303	349	506
• Sign permits	180	135	135
Code Enforcement			
• Complaints responded to	2,534	2,091	1,936
• Inspections conducted	4,118	3,234	3,015
• Cases closed	2,449	2,061	1,873

*Reporting data range: 7/1/2024 – 6/30/2025

Field Safety Training

Risk Management hosted training for 194 Parks, Recreation & Libraries staff on managing frustrated or aggressive interactions, aimed at equipping staff with the skills to defuse challenging situations early and effectively. The session focused on recognizing early warning signs, using calm and respectful communication, setting clear boundaries, and offering practical solutions to prevent escalation. Staff were empowered to respond with confidence while maintaining professionalism under pressure.

BikeFest

On April 26, over 140 people attended the 32nd annual Family BikeFest at Vernon Street Town Square. This free event featured a bike obstacle course, a safety show with e-bike education, helmet fittings, and free bike safety checks from local bike shops. BikeFest helps our community ride safer and with more confidence. Visit roseville.ca.us/BikeFest for more information.



BikeFest helmet fitting



Regional updates

Country Acres Clean Power Project

To support the 2030 Zero Carbon Plan, Sacramento Municipal Utility District (SMUD) is working with clean energy company Clēnera to build the Country Acres Clean Power Project — a large solar and battery storage facility west of the City in Placer County. The project will cover up to 1,170 acres and generate 344 megawatts of solar energy and 172 megawatts of battery storage, enough to power over 80,000 homes each year and cut emissions equal to removing 25,000 cars from the road. Construction began in February 2025, with final testing of the project concluding in late 2026. For more information on the project, visit clenera.com/projects/countryacres or smud.org.

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 Ranch Specific Plan (Placer One)

Development in the Placer One area, north of Roseville in unincorporated Placer County, continues. Phase 1A infrastructure for 769 home sites is nearly done, with model homes under construction. Single-family home permits are expected soon. Phases 1B and 1C, covering 322.5 acres, are currently being processed by the County. Phase 1C is east of the Foothills Boulevard extension and south of Campus Park Boulevard, while Phase 1B is west of 1C and south of Sunset Boulevard. These phases propose a total of 1,024 residential units. For more information visit, placer.ca.gov/6456/Placer-Ranch-Specific-Plan

Placer Vineyards

The Placer Vineyards Specific Plan in unincorporated Placer County is progressing through multiple stages of development and review. In July the Board of Supervisors will consider amendments to Property 1B, including a slight increase in residential units from 253 to 258, with 16 designated as affordable. Proposed changes also involve new street layouts, subdivision maps, and updates to the Development Agreement and Environmental Impact Report.

Infrastructure work continues across several properties, particularly in Property 2, where final subdivision maps are nearing approval. Vertical construction is underway in the Heritage active-adult community, with over 500 permits issued and homes expected to be available soon. The project is moving steadily from planning into full-scale building and occupancy. For more information, visit 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.

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. For more information visit, placer.ca.gov/3340/Regional-University-Specific-Plan

Placer County General Plan Update

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 held a series of in-person and online workshops to gather community input on various topics, including sustainability, housing, and community design. The Vision Statement and Guiding Principles were released in spring 2025 based on input gathered during these outreach meetings. The Guiding Principles provide direction for decision making as the General Plan is drafted and implemented over time. The County is targeting completion of the General Plan update in 2027. The project website is placer.ca.gov/9618/General-Plan-2050.