

Appendix C: **Summaries of** **Public Engagement**



**Transportation 360
Active Transportation Plan
COMMUNITY ENGAGEMENT SUMMARY
December 19, 2024**

What is Transportation 360?

In the fall of 2023, the City of Roseville Public Works embarked on two important projects: (1) a Comprehensive Operational Analysis (COA) for Roseville Transit, and (2) an Active Transportation Plan (ATP). Together, these projects culminated in the City's *Transportation 360* effort.

The COA encompassed an assessment of the COVID-19 impacts on Roseville Transit's ridership and recommendations for how transit can better serve residents going forward. The City's COA also coincides with the comprehensive operational analysis being developed by Placer County Transportation Planning Agency (PCTPA), with Placer County Transit and Auburn Transit, along with a subsequent short-range transit plan that will be produced by PCTPA for all three transit systems.

Concurrently, the City updated its Bicycle and Pedestrian Master Plans and combined them into one consolidated ATP, which provides a vision and action plan for improving safe and convenient active transportation travel in the City for all ages and abilities. The ATP examined and documented the current walking and biking experience in Roseville, reasons and needs for improvements, and strategies for making Roseville a top-tier walking and bicycling-friendly community.

Goals and Objectives of Community Engagement

- ***Gain community perspectives*** on transportation issues in the City of Roseville, particularly related to transit needs and active transportation use.
- ***Educate residents and stakeholders*** about the development of the COA and ATP, and how these projects benefit the city and its residents and visitors.
- ***Inform residents*** about the anticipated schedule for the project development process.
- ***Provide mechanisms for two-way dialogue*** between the City and community members, to share information about the project, obtain input, and address questions and concerns.
- ***Centralize communication*** regarding the projects via the City's website.

Audiences

Transportation 360 is relevant to everyone that lives, works, or spends time in the City of Roseville. This includes, but is not limited to:

- City of Roseville residents
- Under-represented groups and Disadvantaged Communities (e.g., people with disabilities, zero-vehicle households, low income, etc.)
- Local business owners, including large employers

- Local schools/school districts, including higher education
- Resident services organizations/agencies
- Community advocacy organizations
- Medical offices/facilities
- Local elected officials
- Key neighborhoods identified through the California Healthy Places Index
- Other government partners (e.g., PCTPA, SACOG, Health Education Council, Placer County Public Health, etc.)

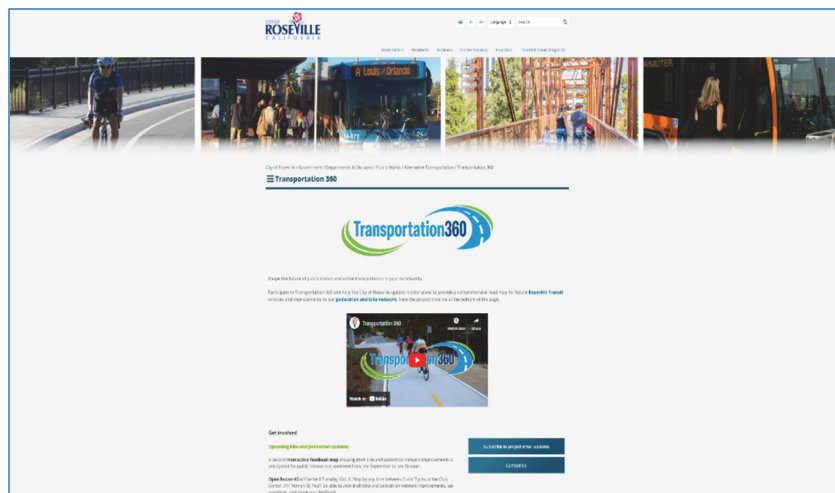
Opportunities for Community Participation

The City coordinated various activities and events to inform, consult, involve, and collaborate with the public, to offer opportunities to participate and provide input on Transportation 360:

INFORM	CONSULT	INVOLVE	COLLABORATE
<i>Provide information to understand the issue(s) at hand.</i>	<i>Obtain feedback to help guide plan development.</i>	<i>Consider and use input gathered to develop plans.</i>	<i>Include partners in developing solutions.</i>

Website

The City is hosting a page on its website that is dedicated to the Transportation 360 project: roseville.ca.us/transportation360. This page serves as the central hub for project information and has been promoted through all project materials, presentations, e-newsletters, and social media posts. Page content includes background information on the project, an estimated schedule, information on public meetings and community events, links to online surveys (while available), outreach summaries, and a “contact us” button for the submission of questions, concerns, or other input regarding the project.



Project Webpage

Informational Materials

Informational materials developed for Transportation 360 have included a project overview sheet that provides an overview of how the public’s feedback will assist the City in its development of these plans, as well as a QR code that links to the Transportation 360 web page for more information and opportunities to participate/provide feedback (e.g., upcoming public meetings, any active surveys, etc.). The fact sheet has been distributed at community events, public open houses, and City facilities.

Video

A short [video overview](#) of Transportation 360 was developed and shared to illustrate the goals of the project and opportunities to shape the future of transportation. Content was designed to be accessible to a wide audience with visuals, voiceover, and closed captions. The video was another way to promote public participation, including on the website, social media, email newsletters, and YouTube. It can be viewed by visiting roseville.ca.us/transportation360.

Social Media

The City posted Transportation 360 information and updates on social media throughout the project development process, promoting opportunities for the community to provide input at upcoming public open houses or via the online survey tools. Information was posted multiple times on the City’s various social media channels, including the @CityofRoseville and @RosevilleTransit pages on Facebook, @CityofRoseville, @RSVLPublicWorks, and @RSVL_Transit pages on X (Twitter), Nextdoor, Instagram, and LinkedIn.

Newsletter Content

Updates about the Transportation 360 project were included in numerous issues of the City’s email newsletters throughout the development of the ATP, reaching tens of thousands of people. Article content featured details about upcoming public open houses, as well as opportunities to provide feedback by participating in each of the interactive map tools when available.

Transportation Commission Meetings

Updates about Transportation 360 and the ATP were shared with the public at Transportation Commission meetings (dates are listed below). Videos of the presentations are available on the Transportation 360 project webpage and the City’s YouTube channel.

- May 16, 2023



Project Overview Sheet

- September 19, 2023
- February 20, 2024
- May 21, 2024
- July 16, 2024
- September 17, 2024
- November 19, 2024

Public Open Houses

During the development of the ATP, the City hosted two public open houses to share information about the project and collect input from community members.

Public Open House #1

The first public open house was held on Thursday, April 11, 2024, from 5-7 p.m. The purpose of the meeting was to provide preliminary information to the public regarding the discovery phase for both Transportation 360 projects (COA and ATP), gather input from the community, and highlight next steps. The in-person meeting was hosted at the Martha Riley Community Library, located in Mahany Park, and more than 40 community members attended.

Following is a summary of feedback provided by attendees regarding the ATP:

- Attendees mentioned the need for more separated facilities that connect with each other, e.g., separated bike lanes/trails.
- Attendees indicated they really enjoy using trails throughout the city, but are concerned trails are not well connected, and expressed the need to provide easy connections between them.
- Attendees mentioned that it's difficult to maneuver through large intersections, especially those that include "free right turn movements" for motorists. This was highlighted as a big obstacle for people walking *and* biking.
- The general sentiment was that the central portions of the city are better connected than the newer (west) and older (Downtown) areas, and that it's hard to connect between these areas.
- Attendees indicated that more comfortable connections over I-80 and Highway 65 are needed. The current connections have very fast traffic, making it uncomfortable to use, particularly for inexperienced riders.
- Attendees would like to have better connections to the Roseville Amtrak station, and from the western side of the city to the portions east of I-80.
- Attendees would like to see better end-of-trip accommodations for e-bike users, e.g., lockers and charging stations.
- Attendees would like to have better/more comfortable connections to neighboring jurisdictions, including Rocklin, Citrus Heights, and even Sacramento. There is particular interest in having a trail that connects Roseville to Sacramento.

Public Open House #3

The third public open house was held on Tuesday, August 6, 2024, from 5-7 p.m. (Note: Open house #2 was dedicated to the COA/Roseville Transit component). The purpose of this meeting was to provide additional information to the public about the ATP component of Transportation 360. The meeting focused on sharing conceptual improvements to the city's bicycle and pedestrian network, providing an opportunity for community members to share feedback and ask questions, and highlighting next steps. The in-person meeting was hosted at the Civic Center, and more than 50 community members were in attendance.

Following is a summary of the comments and feedback shared by attendees:

- Attendees were glad to see plans to add sidewalks in neighborhoods where they are currently missing, including Roseville Heights, Historic Sierra Vista, downtown, and Folsom Road.
- Attendees inquired about various design elements of the current and proposed trail network, including the size and scale of the bridges being used.
- Attendees inquired about the timeline for completing the plan and beginning to implement recommended projects.
- Attendees indicated a need for more separated bikeways, including Class IV Separated Bikeways and trails throughout the city, as these provide a safer and more comfortable riding experience.
- Several attendees mentioned they appreciate the opportunity to provide input through the online interactive map; a few indicated they had already visited/provided comments.
- Various attendees inquired about accessibility considerations for sidewalks, as well as an inventory of existing sidewalks. Attendees wanted to know if the plan would provide a catalogue of existing sidewalk conditions.
- Some attendees inquired about the longer project delivery time for some capital projects and expressed an interest in "quick build" projects.

Both public open houses were promoted through the following communication channels:

- City newsletters/email blasts
- City's social media platforms
- City of Roseville website and Transportation 360 project page
- Outreach calls to more than 40 local stakeholders/community-based organizations
- Pop-up events in the community
- Transportation Commission meetings

Meeting Promotion Samples

Walk, Bike & Roll
Trails • Bikeways • Safe Routes to School

Transportation360

Transportation 360: Draft bike and pedestrian network Open house #3
Tuesday, Oct. 8
Stop by between 5 and 7 p.m.
Short presentation at 5:30 p.m.
Civic Center, 311 Vernon St.

Join us for the third **Transportation 360** open house and learn about draft bike and pedestrian network improvements based on public input and data. You'll have an opportunity to ask questions and share your feedback.

Interactive feedback map #2
Explore the draft bike and pedestrian network and share your input through **November 3** using the interactive map.

[View map](#)

Walk, Bike & Roll E-Newsletter

Roseville Public Works @RSVLPublicWorks · Apr 4
Shape the future of transit and active transportation.

Participate in Transportation 360 and join us for an open house on April 11 at the Riley Library. Stop by anytime between 5 to 7 p.m.

Share your input: roseville.ca.us/transportation...

Facebook Post

City of Roseville CA @CityofRoseville · Oct 2

Share your feedback on draft bike and pedestrian network improvements with two upcoming opportunities:

- Provide your input using the interactive map
- Join us for the upcoming open house on Tuesday, Oct. 8 at the Civic Center

More details: roseville.ca.us/Transportation...

X (Twitter) Post

cityofroseville

Transportation360

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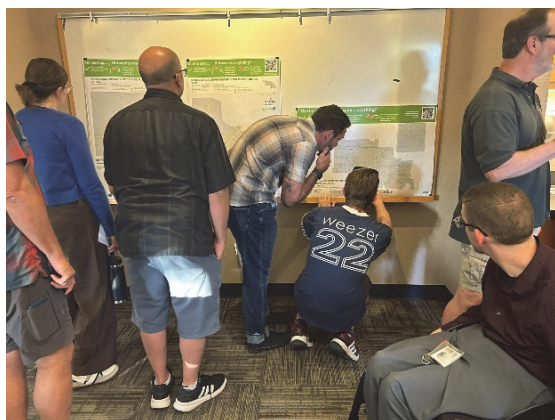
cityofroseville Shape the future of active transportation! There's still time to provide your input and ideas for improving bike and pedestrian connectivity in Roseville.

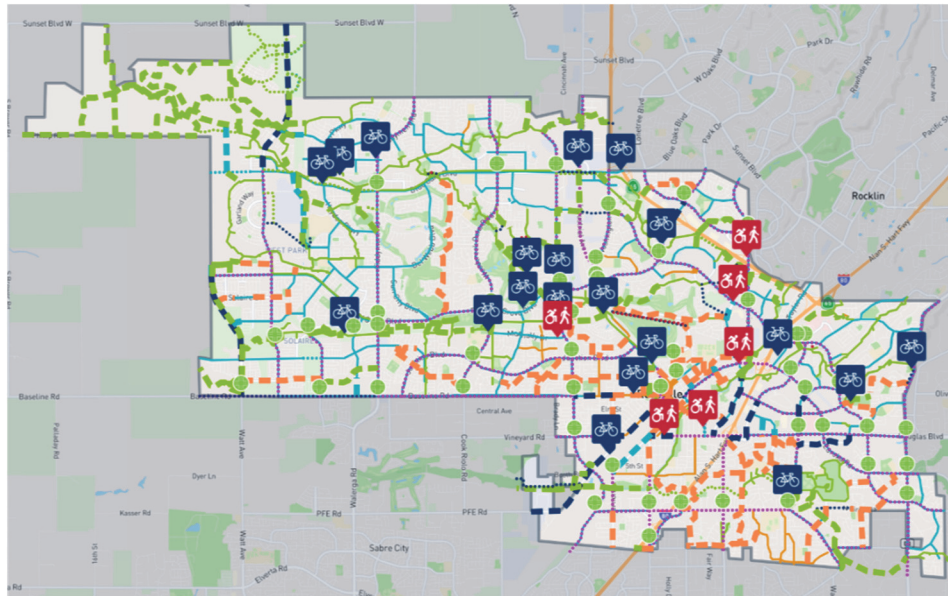
Share your input by May 31:
roseville.ca.us/transportation360 (link in profile)

May 28

Instagram Post

Meeting Photos





ATP Online Surveys

The City hosted two online surveys during the development of the ATP, to gather information from community members and local stakeholders about the City’s current bike and pedestrian network, and draft concepts for network improvements.

Interactive Feedback Map #1

The first Active Transportation (bike and pedestrian) interactive feedback map was open from March 15 through May 31, 2024. Community members were invited to share their feedback related to the following:

- Destinations
- Routes that work well, or that they frequent
- Proposed routes that they would frequent
- Barriers to walking, biking, or rolling
- Requested sidewalks
- Damaged sidewalks
- Requested trails
- Damaged trails

The map received a total of 1,631 interactions (652 comments and 979 likes/dislikes). Below is a summary of the key findings based on input provided:

Theme 1: Barriers to Biking, Walking and Rolling

- Trail through Veterans Park is too narrow for both bikes and pedestrians

- Missing connection between the trail and Mahany Park over Woodcreek Oaks Boulevard
- Barriers to Downtown
 - Washington Boulevard tunnel between Pacific Street and Atlantic Street is uncomfortable to use (dark, loud, damp, dirty)
- Dangerous Corridors/Intersections
 - Douglas Boulevard (especially at I-80)
 - Biking on Blue Oaks Boulevard is a challenge especially near SR-65 and over railroad tracks
 - Wide road and narrow bike lane
 - No safe way to cross I-80 on Cirby Way
 - No bike facilities
 - Missing sidewalk on the south side of Cirby Way crossing I-80 and northern sidewalk is narrow
 - Cirby Way at Sunrise Avenue is also unsafe and near senior housing
 - Challenge to bike on Pleasant Grove Boulevard due to speeding drivers
 - Foothills Boulevard over railroad tracks is dangerous for bikes due to speeding traffic
 - The eastern sidewalk is too narrow, and there is no sidewalk on the west side
 - Taylor Street/Vernon Street
 - Folsom Road/Estates Drive
 - Main Street bike lane is unsafe – not enough separation
- Facility Improvements
 - Oak Street bike lanes need more protection
 - Bike lane on Sutter Avenue/Folsom Road feels unsafe
 - Missing sidewalks on Folsom Road

Theme 2: Trail Barriers

- New Trails
 - Eastern city limit
 - From Miner's Ravine down to Douglas Boulevard and to Folsom Lake
 - Along the south side of I-80 from East Roseville Parkway to Sierra College Boulevard
 - Already a dirt path here
 - Along Strap Ravine, connect with the added trail along Sierra College from Miner's Ravine
 - Would connect Maidu Regional Park with east Roseville with a crossing over Roseville Parkway
 - Bridge over the railroad tracks to Atlantic Street/Lincon Street intersection
 - Access over SR-65 just west of Pleasant Grove Boulevard
 - There's already a trail that runs behind the fire station

- Downtown
 - Continue the Washington Boulevard trail around to Old Town area and add a bike/ped
 - Connect Miner's Ravine Trail to Antelope Creek Trail
 - Riding on Harding Boulevard is scary
- Cross-City
 - From downtown along Washington Boulevard to the Dream Theatre then west along the green patch through Mahany Park to Fiddymont Road
 - Connects West Park neighborhood to downtown
 - Connections to the Fountains or the Galleria Mall
- Northwestern City Limit
 - New trail across Phillips Road on the western side of the new developments
- Southwestern City Limits
 - New north-south trail west of Solaire Park connecting to Westbrook Boulevard on the east
- South City
 - Extend Miner's Ravine Trail to Kaiser
- Existing trails
 - Mahany Park Trail under power lines

Interactive Feedback Map #2

The second Active Transportation (bike and pedestrian) interactive feedback map was open from September 30 through November 3, 2024. Community members were invited to share feedback related to the following:

- Proposed facilities for walking
- Proposed facilities for biking
- Additional improvements they would like to see

The map received a total of 611 interactions (204 comments and 407 likes/dislikes). Below is a summary of the key findings based on input provided:

Theme 1: Bike and Trail Infrastructure Suggestions

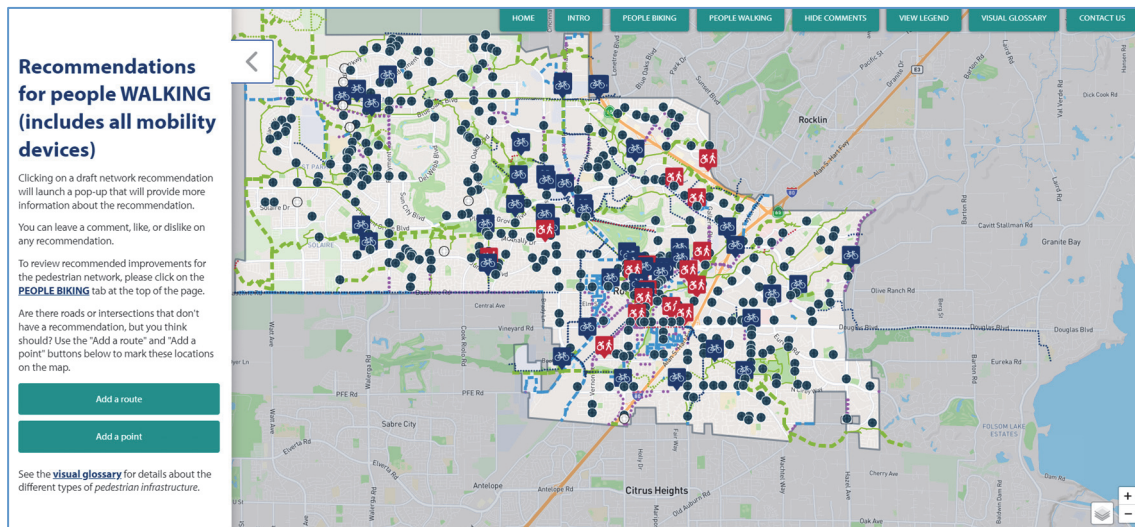
- Need safer bike crossing over railroads and industrial areas
 - Consideration of bike overcrossings or undercrossings to connect the west side of Roseville to the downtown area
 - People prefer bike and pedestrian bridges to cross these areas, rather than riding with traffic
- The presence of numerous stop signs along Main Street makes it uncomfortable to ride
- Improve separation between cyclists and motor vehicles, particularly on busy streets like Pleasant Grove Boulevard, SR-65, Taylor Road, Atkinson Street, and Baseline Road.

- Direct bike and trail connections to destinations in nearby jurisdictions, such as Folsom Lake
- Crossing highway on-ramps and off-ramps terrifies people who are biking
- People requested the option of mid-block bike crossings at multiple locations to avoid detouring to intersections
- People liked the option of neighborhood greenways as alternative low-stress routes parallel to busy streets
- On bike routes and bike boulevards, people suggested replacing the “Share the Road” signs with “Bikes May Use Full Lane” signs in both directions
- Enhance trail connectivity by closing gaps and adding trail crossings
- Connect existing trails to sidewalks and bike boulevards to create biking loops
- Add connection under Pleasant Grove Boulevard bridge
- The public expressed a desire for additional trails in the following areas:
 - Pleasant Grove Wastewater Treatment Plant area
 - Wetland preserve area south of Pinnacle at Galleria Apartments
 - North of the baseball field in Veterans Memorial Park
 - Sierra View Country Club area
 - Blue Oaks Boulevard
- Some suggestions concur with the City’s current projects
- Bike lanes run cyclists into gutter with no sidewalk slope curb to get away from traffic
- People support innovative treatments, such as modal filters, to encourage walking and biking
- People suggested protected intersections at multiple busy and wide intersections
- More consistent and improved maintenance of bikeways and trails is needed

Theme 2: Pedestrian Infrastructure Suggestions

- Request to formalize several busy and wide intersections by installing traffic signals
- Rectangular Rapid Flashing Beacon (RRFB) signals were requested at multiple crossing locations
- Commenters identified several sidewalk gaps and suggested closing them
- Commenters identified several crossing locations that need enhancements, such as crosswalks, high-visibility crosswalks, raised crosswalks, refuge islands, and roundabouts
- Several “informal” neighborhood access points were identified, with requests to formalize them by adding trails or neighborhood paths
- Curb ramps and curb extensions were requested at multiple intersections
- People feel unsafe walking and biking near slip lanes, especially near highway on-ramps and off-ramps
- “No Right Turn On Red” was suggested at an intersection near schools
- Commenters requested to convert parking spots into outdoor restaurant dining areas with plants in downtown area, specifically on Vernon Street
- More consistent and improved maintenance of sidewalks is needed

The input provided through the interactive maps was used to help guide the team during the process of developing and refining the bike and pedestrian network concepts, as well as completing the draft Active Transportation Plan.



Interactive Feedback Map #2

Both interactive maps were promoted through multiple City communication channels:

- City website and Transportation 360 project page
- Email newsletters
- Social media platforms
- Open houses and pop-up events in the community, as applicable to map release timing
- Materials at City facilities and public counters
- Signage along trails
- Transportation Commission meetings

Survey Promotion Samples

Participate in [Transportation 360](#) and help shape the future of Roseville Transit services and our pedestrian and biking network.

Draft bike and pedestrian network
Interactive feedback map

There's still time to help shape the future of active transportation as part of the Transportation 360 master plan updates.

View the draft bike and pedestrian network and share your input by **November 3**.

[View map](#)

Summary of open house #3
Focused on draft bike and pedestrian network

If you weren't able to attend the third Transportation 360 open house on October 8, check out the summary of the event and what people had to say.

[View summary](#)

Transportation 360 E-Newsletter

Roseville Public Works @RSVLPublicWorks · Mar 19
 Shape the future of transit and active transportation.

Participate in Transportation 360 and help us update master plans for future @RSVL_Transit services and improving our pedestrian and bike network.

Share your input: roseville.ca.us/transportation..

X (Twitter) Post

City of Roseville, California Government · 5 days ago

Shape future active transportation improvements as part of Roseville's Transportation 360 master planning.

Explore the draft bike and pedestrian network and share your input through Nov. 3 using the interactive online map. For best results, view on your computer browser.

Learn more: roseville.ca.us/transportation360

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Like Comment Copy Share

Facebook Post

Technical Advisory Committee

During the development of the ATP, the City held two meetings with the Technical Advisory Committee (TAC) for the project. The TAC included representatives from multiple City departments, Sacramento Area Council of Governments (SACOG), Placer County Transportation Planning Agency (PCTPA), and the technical consultant team. At the first meeting, the TAC received updates regarding existing conditions, developed the vision, goal, and objectives of the ATP project, participated in a guided discussion to gather input on the City’s new ATP, and reviewed next steps in the plan development process. At the second meeting, the TAC received updates regarding work completed to date and upcoming activities, the methodology to develop recommendations, participated in a guided discussion to gather input on the work to date and draft recommendations, and reviewed next steps for the development of the ATP.

Community & Pop-Up Events

The City hosted a booth/table at several local community events during the ATP development. These events provided an opportunity to distribute information and gather input about the ATP, and the overall Transportation 360 project, as well as promote the opportunity to provide feedback via the online/interactive maps (if available at the time). The City participated in the following events:

- Wine Down Wednesday, Vernon Street Town Square – April 17, 2024
- BikeFest, Downtown Roseville – Saturday, April 27, 2024
- Maidu Community Center – Tuesday, April 30, 2024
- Mike Shellito Indoor Pool – Wednesday, May 1, 2024
- Louis Orlando Transit Center – Friday, May 3, 2024
- Good Festival, Galleria Mall – Saturday, May 4, 2024
- Bike and Roll to School Day – Wednesday, May 8, 2024
- Bike and Roll to School Day – Thursday, May 9, 2024
- Food Truck Mania, Downtown Roseville – Thursday, May 9, 2024
- Energizer Station for May is Bike Month, Miner’s Ravine Trail – Monday, May 13, 2024
- Spin your wheels at storytime, Riley Library – Wednesday, May 22, 2024
- Energizer Station for May is Bike Month, Pleasant Grove Creek Trail – Tuesday, May 28, 2024
- Family Fest, Downtown Roseville – Saturday, September 28, 2024
- Walk & Roll to School Day – Wednesday, October 9, 2024



- Roseville Coalition of Neighborhood Associations (RCONA) Movie Night in the Solaire Neighborhood – Saturday, October 12, 2024
- Falling Leaf Food and Craft Festival, Vernon Street Town Square – Sunday, October 19, 2024
- Downtown Trick or Treating, 316 Vernon Street – Thursday, October 24, 2024
- Trick or Treat Trek with Seniors, Eskaton Village Roseville – Monday, October 28, 2024
- Farmers’ Market at The Fountains – Tuesday, October 29, 2024

Earned Media

The City of Roseville worked with news media to share information on Transportation 360 to magnify the message and share opportunities to weigh in on the development of transportation plans. The Transportation 360 project was featured in a story on KCRA/Channel 3 News that aired on Monday, September 9, 2024, and included an interview with the Public Information Officer.



The story is available for viewing at www.youtube.com/watch?v=dtgRYDoxlZg&t=135s.