

Appendix F: **Non-Infrastructure** **Recommendations** **Memo**



To: City of Roseville

From: Mauricio Hernandez, Alta Planning + Design

Date: November 19, 2024

Re: **City of Roseville Active Transportation Plan – Non-Infrastructure Recommendations**

This memo summarizes non-infrastructure recommendations to support and complement the engineering and infrastructure improvements of Roseville’s Active Transportation network. The document addresses the education, enforcement, and encouragement programs that can help make biking and walking more accessible to residents and visitor in Roseville, as well as the ongoing evaluation of these programs and new infrastructure. Recommendations are based on best practices and proven records of effectiveness, and incorporate equity principles. The document includes a summary of previously proposed and existing programs and identifies specific goals supported by each recommended program.

It is important to note that some recommendations reaffirm programs proposed in previously approved plans (e.g., Bicycle and Pedestrian Master Plans, Communitywide Sustainability Action Plan, etc.). The City may not have had the opportunity to expand existing programs as recommended or may not have had the available funding to implement recommended programs.

Existing Programs

Table 1 provides a summary of existing programs in support of active transportation in the City of Roseville. The table has been organized by the aforementioned themes.

Table 1: Existing Programs (by Theme)

Theme	Programs
Education	<ul style="list-style-type: none"> • City of Roseville Safe Routes to School Program • City of Roseville Bike & Scooter Safety Tips • City of Roseville Share the Trail educational post • City of Roseville Share the Road educational post • Roseville Police and Fire Departments conduct bicycle and pedestrian safety training on an intermittent basis. • Safe Kids Placer County — Pedestrian Safety education • The Sutter Roseville Medical Center’s SHOP (School Hospital Outreach Program) — Pedestrian Safety education • Transit Training Program
Enforcement	<ul style="list-style-type: none"> • Crossing Guards Program (City of Roseville Safe Routes to School Program) • Bicycle Enforcement for schools.

Theme	Programs
Encouragement	<ul style="list-style-type: none"> • Weekly Walking & Biking Clubs (AKA Walking Wednesdays or Walking Fridays) • MOVE it! Walk/Bike Clubs • International Walk & Bike to School Bus Day • Drop & Walk (City of Roseville Safe Routes to School Program) • BikeFest • Trail-a-bration • Parks, Trails & Bikeways Map • Bike/Walk Ambassadors • Bike Lockers & Parking • Emergency Ride Home Program • Safe Kids Placer County — Annual Walk to School Day • Roseville Parks & Recreation Department Maidu Walkers • Sierra Race Walkers • Auburn Volksmarching Club • Sac Walking Sticks • Cycles 4 Hope
Evaluation	<ul style="list-style-type: none"> • Safe Routes to School Traffic Studies (City of Roseville Safe Routes to School Program) • Sidewalk Repair Program

Proposed Programs

This section describes proposed new or expanded programs supporting active transportation. Where appropriate and available, each section presents examples of existing programs within the city and best practices from other cities.

Education

Bicycle and pedestrian education programs help those interested in active transportation feel more comfortable, safe, and confident navigating streets and shared-use paths. **Table 2** outlines potential programs and program expansions that the City should consider.

Table 2: Recommended Education Programs

Support Program/Facility	Description	Plan Goal	Examples
Bicycle and Pedestrian Safety Education	Continue supporting existing community education programs, such as BikeFest, and collaborate with schools and neighborhoods to offer more consistent bike and walk safety education.	<ul style="list-style-type: none"> • Health, Well-being, and Sustainability • Education and Encouragement 	<ul style="list-style-type: none"> • BikeFest

Support Program/Facility	Description	Plan Goal	Examples
Mini Main Street Education Events (SRTS)	Host mini main street safety education events and install permanent traffic gardens at select schools. Mini main streets and traffic gardens provide safe environments for children to practice roadway safety.	<ul style="list-style-type: none"> • Safety and Comfort • Health, Well-being, and Sustainability • Education and Encouragement 	<ul style="list-style-type: none"> • Mountain View Mini Main Street
Bicycle Repair and Bicycle Kitchen	Create a network of local bicycle repair shops that offer low-cost or free maintenance opportunities and lessons for residents to learn and conduct bicycle repairs. Seek partnerships and opportunities to start a bicycle kitchen in Roseville.	<ul style="list-style-type: none"> • Health, Well-being, and Sustainability • Education and Encouragement 	<ul style="list-style-type: none"> • Sacramento Bicycle Kitchen
Rider/Driver Education Program	Create a program that educates drivers on how to anticipate and respond to people biking and walking. These classes could be held in partnership with Driver's Ed classes and the DMV.	<ul style="list-style-type: none"> • Safety and Comfort 	<ul style="list-style-type: none"> • Bicycle Friendly Driver Training

Enforcement

Enforcement programs help to institutionalize safe biking and walking transportation systems. By prioritizing relationships between law enforcement and people who walk, bike and roll, these programs help create safe environments for all users. **Table 3** below lists the proposed enforcement programs for the City.

Table 3: Recommended Enforcement Programs

Support Program/Facility	Description	Plan Goal	Examples
Traffic Ticket Reduction	Develop a partnership program with the Roseville Police Department to provide a driver safety education course as a traffic court option. People who receive a safety-related citation/infraction for California Vehicle Code violations would be permitted to attend a Basic Street Skills class to reduce or waive fines.	<ul style="list-style-type: none"> • Safety and Comfort • Education and Encouragement 	<ul style="list-style-type: none"> • Smart Cycling Traffic Citation Fee Reduction
Bike Patrol Program	Partner with the Roseville Police Department to develop a program that provides routine bicycle patrolling. The program would allow for increased community contact and promotion of bicycle safety.	<ul style="list-style-type: none"> • Safety and Comfort 	<ul style="list-style-type: none"> • El Cerrito Bicycle Patrol Program

Encouragement

Encouragement programs help to create a lasting active transportation culture and can encourage overall mode share shifts. **Table 4** provides an overview of recommended bicycle and pedestrian encouragement programs.

Table 4: Recommended Encouragement Programs

Support Program/Facility	Description	Plan Goal	Examples
Bicycle/Pedestrian-Friendly Community	<p>Continue efforts to pursue bicycle-friendly community from the League of American Bicyclists Friendly America and a Walk Friendly Community designation from Walk Friendly Communities.</p> <p>First awarded in 2008, Roseville currently has a bronze award level in the Bicycle Friendly Communities program from the League of American Bicyclists. The city will strive to earn a Silver designation by 2030.</p>	<ul style="list-style-type: none"> Health, Well-being, and Sustainability 	<ul style="list-style-type: none"> League of American Bicyclists Walk Friendly Communities
Open Streets	<p>Start a regular Open Streets program to encourage biking, walking, and rolling and strengthen local bike culture.</p>	<ul style="list-style-type: none"> Health, Well-being, and Sustainability Safety and Comfort 	<ul style="list-style-type: none"> Viva Calle SJ CicLAVia
Transportation Demand Management (TDM) Implementation Plan	<p>Develop a Transportation Demand Management Implementation Plan or Report to increase support for commuters bicycling or walking to work.</p> <p>Plan may include identifying additional metrics for businesses to count active transportation-supportive policies towards their TDM plans and goals.</p>	<ul style="list-style-type: none"> Health, Well-being, and Sustainability Education and Encouragement 	<ul style="list-style-type: none"> Denver, CO Metropolitan Transportation Commission, Commuter Benefits Program
Social Walks/Rides	<p>Continue supporting the Parks & Recreation Department and local organizations in hosting social rides or walks.</p>	<ul style="list-style-type: none"> Health, Well-being, and Sustainability Education and Encouragement 	<ul style="list-style-type: none"> Roseville Parks & Recreation Department Maidu Walkers Sac Walking Sticks Cycles 4 Hope
E-bike Rebates and Incentives	<p>Create a program to seek and provide funding for e-bike purchases for those living below the poverty line.</p>	<ul style="list-style-type: none"> Access, Connectivity, and Multimodal Consistency Health, Well-being, and Sustainability 	<ul style="list-style-type: none"> A guide to Denver's e-bike rebate program

Support Program/Facility	Description	Plan Goal	Examples
Safe Routes to School	The City will continue the existing Safe Routes to School Program and expand the program into other Roseville schools.	<ul style="list-style-type: none"> • Access, Connectivity, and Multimodal Consistency • Education and Encouragement 	<ul style="list-style-type: none"> • City of Roseville Safe Routes to School Program
Walking and Biking Clubs	Expand the reach of Weekly Walking and Biking Clubs to include more schools throughout Roseville	<ul style="list-style-type: none"> • Access, Connectivity, and Multimodal Consistency • Education and Encouragement 	<ul style="list-style-type: none"> • Weekly Walking & Biking Clubs (AKA Walking Wednesdays or Walking Fridays)
Every Day is Bike Day	Build on existing programs that encourage youth to walk or bike to school at least one day a week (e.g., “Weekly Walking and Biking Clubs” or “MOVE it! Walk/Bike Clubs”), a long term goal is moving the program to “Every Day is Bike Day.”	<ul style="list-style-type: none"> • Access, Connectivity, and Multimodal Consistency • Education and Encouragement 	

Evaluation

Programs to help evaluate and track progress toward reaching the Plan’s goals are important for measuring long-term success of project implementation. **Table 5** lists proposed programs supporting Evaluation efforts.

Table 5: Recommended Evaluation Programs

Support Program/Facility	Description	Plan Goal	Examples
Annual Bicycle and Pedestrian Program Activities Reports	Catalog bicycle and pedestrian education and encouragement program activities from the previous fiscal year, and share best practices and lessons learned to improve future activities.	<ul style="list-style-type: none"> • Health, Well-being, and Sustainability • Funding, Implementation, and Maintenance • Education and Encouragement 	<ul style="list-style-type: none"> • Pedestrian and Bicycle Information Center Annual Report
Annual Bicycle and Pedestrian Collision Reports	Conduct annual reviews of bicycle and pedestrian collisions to assess traffic safety issues and track progress toward a safer community for bicyclists and pedestrians.	<ul style="list-style-type: none"> • Safety and Comfort 	<ul style="list-style-type: none"> • SFMTA Collision Report

Support Program/Facility	Description	Plan Goal	Examples
Bicycle and Pedestrian Count Program	Obtain counting equipment through the SACOG free loan program to measure bikeway activity and analyze the impact of infrastructure improvements. Consider incorporating signal equipment that enables active transportation counting into signal maintenance activities for a more permanent installation.	<ul style="list-style-type: none"> • Access, Connectivity, and Multimodal Consistency • Health, Well-being, and Sustainability 	<ul style="list-style-type: none"> • BikePed Info – Counting and Estimating Volumes • SACOG Bike/Ped Counting Equipment
End of Year Workplan Reporting	Catalog all finished projects from the previous fiscal year and calculate number of miles of new and/or upgraded bicycle and pedestrian facilities installed. This will help keep city staff and the public informed on progress towards implementing the Active Transportation Plan, as well as identify potential new projects.	<ul style="list-style-type: none"> • Access, Connectivity, and Multimodal Consistency • Funding, Implementation, and Maintenance 	