

City of Roseville, Roseville Parkway Extension Project Virtual Open House Summary

Introduction

From July 23 – August 6, the City of Roseville hosted a Virtual Open House for the Roseville Parkway extension project to introduce and build awareness of the project. More than 50 community members provided public comments or questions, and more than 1,500 people viewed the informational project video and website during the Virtual Open House.

The City of Roseville is in the process of completing a critical link with the extension of Roseville Parkway between Foothills Boulevard and Washington Boulevard. The new portion of the road, once constructed, will create a continuous link through the area and provide better access to both the east and west parts of Roseville.



Map of the Roseville Parkway Extension alignment

Format, Purpose and Goal

The City of Roseville produced and edited [an informational project video](#) that gave an overview of the project, the road alignment, aesthetic enhancements along the alignment, community benefits, and project funding and timeline. The project team then collected all the feedback from a public comment box on the project website and through social media.



Thumbnail from the informational project video

The goals of the Virtual Open House were to:

- Create an awareness and understanding of the extension of the Roseville Parkway and the community benefits that will derive from the project’s completion,
- Show the projects alignment, project elements and schedule and
- Address any questions, concerns or any comments from the community.

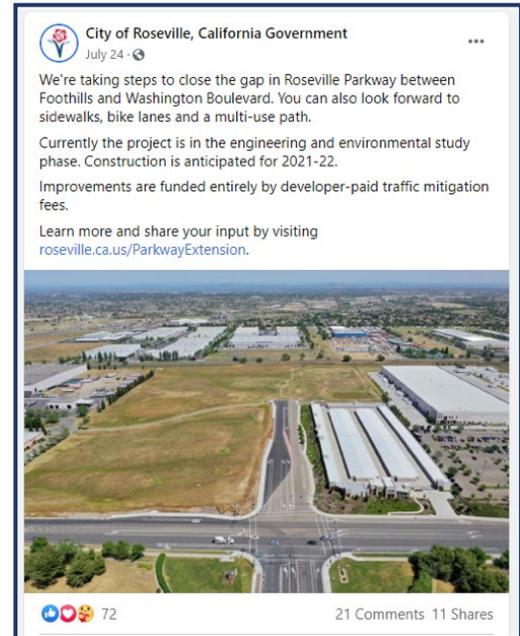
Education and Awareness Campaign

Over the two-week period that the Virtual Open House was available online, the City implemented an Education and Awareness Campaign to increase public participation. The City of Roseville shared information about the project and Virtual Open House on its social media channels including Facebook, Instagram, Twitter, and Nextdoor. Below is a compilation showing the number of views that the posts received:

- Project website visits: 1,511
- City of Roseville Twitter impressions: 2,602
- City of Roseville Nextdoor impressions: 4,586
- City of Roseville Instagram impressions: 3,783
- City of Roseville Facebook impressions: 6,333
- City of Roseville public email distribution: 60,418 recipients

Additionally, stakeholders and community partners helped share information about the project through their social media. Below is a list of those who shared:

- Mayor John Allard, City of Roseville
- Bruce Houdesheldt, City of Roseville Councilmember
- Placer County Transportation Planning Agency (PCTPA)
- Pleasant Grove Neighborhood Association – PGNA



City of Roseville Instagram Post

Compilation of Feedback

Below is a compilation of feedback from the Virtual Open House comment box and from social media.

Comment Box Feedback

Overall, the public comments showed support for the Roseville Parkway Extension project, and one respondent encouraged the City to incorporate the currently existing dirt trail between Foothills Blvd. and Washington Blvd. into the future pedestrian path.



Precedent image of aesthetic enhancement on the future Roseville Parkway bridge

Many community members who submitted comments were concerned with the bicycle and

pedestrian connections that the Roseville Parkway Extension project will provide. One respondent wanted to know how and where the new multi-use path will connect to the Pleasant Grove Creek Trail in Roseville. Other comments showed concern for speed limits along the future extension, and how safe the Class II bike lanes would be for cyclists along the roadway since motorists tend to drive at higher speeds along Roseville Parkway.



West-facing aerial photo of the project area
(Washington Boulevard intersection)

Respondents also wanted to know about various other connections such as future plans to connect Industrial Blvd. to East Roseville Parkway, and if the City planned on connecting Blue Oaks over the railroad tracks.

One respondent suggested that the City evaluate and amend the soil in the area before construction of the extension. The community also showed concern for future sound levels that the new roadway would bring to the area and inquired about a sound wall along the south side of the extension.

Social Media Feedback

In addition to the comments received via the submission box on the project website, the project team also received input from the City's social media channels.

One community member suggested that the construction for the Parkway Extension occur during the day, noting that noise from nighttime construction on other past projects had affected their neighborhood.

Although one community member showed concern over the cost of the project and how it would impact developer fees, many other community members showed public support for the project, saying that the project would relieve stress on adjacent roads.

Appendix

- Raw community member comments
 - Most streets that are labeled as *Parkway* are usually with maximum speed limit of 45 mph. There are 2 large roundabouts past Foothill Rd nearby Cokeva Company. I predict that people will exceed 45 mph at those roundabouts and will lead to multiple vehicle accidents.
 - Are there plans to connect Industrial to East Roseville Parkway?
 - This is awesome info and definitely looking forward to this. Do you have any information on how the multi-use path may one day connect with the Pleasant

Grove Creek trail? There was something in the master plan a while ago but don't see that now.

- Will the alignment change the entrance to our property? It appears that the plan will require replacement or removal of our existing driveway off of Washington Blvd. We are wondering if this will force us to make changes to our parking lot and truck route in and out of our property?
- Will there be some kind of sound wall constructed along the south side of the parkway between Washington and Industrial as part of the plan that will provide privacy and sound protection from the traffic and pedestrians passing by our industrial building?
- This plan is wonderful! Are there plans and schedule to build second half of Blue Oaks Bridge over the railroad?
- The link to "Appendices" actually points to another copy of "Roseville Parkway Extension Project Initial Study/Mitigated Negative Declaration". Please add a link to the actual appendices. Also, the project location map (figure 1-2) has "HALLISSEY DR". It should be "HALLISSY DR".
- It's about time the developers chipped in to pay for some of the major traffic congestion problems in this City. Great news!
- It may be an awesome time to rejuvenate the soil in surrounding areas.
- Thank you - I live on Roseville Parkway and cycle to work to my office at the office complex on Foothills Blvd and Roseville Parkway, so a bike lane is much appreciated.
- Can't wait.
- Does Roseville take Traffic Stress into consideration when designing Class II Bike Lanes? If so, why does Roseville not consider buffered bike lanes in all new roadway development? Considering Roseville Parkway is a high-speed facility, Class II bike lanes will not provide a friendly or inviting experience and could lead to increase bicycle level of stress. Please provide the anticipated stress level of pedestrian and bicycles.
- Thank you, City of Roseville, everything is so thoughtful and planned out well!
- The trail from the project to Industrial Ave should be made a permanent component of the project.
- I'm excited about this extension!
- How about fixing the cracks in the street on Rose Creek Road in Sun City first?
- Public comments from social media
 - Might be paid by builder but we end up paying the astronomical costs the builder asks later. I still don't understand how Roseville's fees are so high.
 - So, it looks like this may be done before the Andora Underpass?
 - This will take a ton of pressure off of Pleasant Grove, nice!!
 - This is going to make a LOT of people happy!

- Please do the construction during the day. The overnight road construction at Roseville Pkwy and Washington was a nightmare for those of us backing up to it and made it hard to function at work the next day.