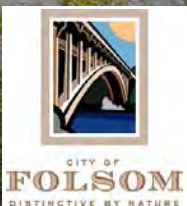


# East Bidwell Street

COMPLETE STREETS CORRIDOR PLAN

FINAL PLAN

Folsom Lake College  
LOS RIOS COMMUNITY COLLEGE DISTRICT



Kimley»Horn

# East Bidwell Street Complete Streets Corridor Plan

Final Plan

February 13, 2015

Prepared for:



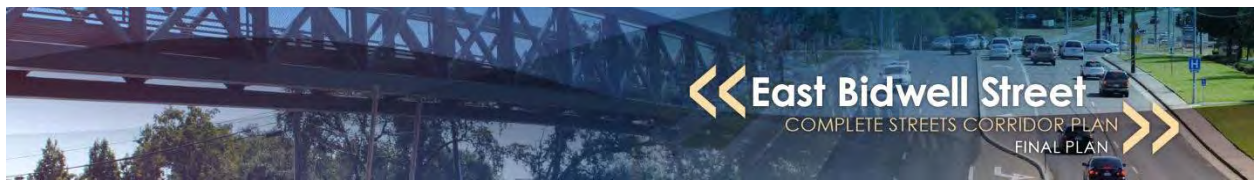
CITY OF  
**FOLSOM**  
DISTINCTIVE BY NATURE

Prepared by:

**Kimley»»Horn**

In association with:





## Table of Contents

<b>1. Introduction.....</b>	<b>1</b>
1.1 Complete Streets .....	1
1.2 Guiding Principle .....	2
<b>2. Community Engagement and Feedback.....</b>	<b>2</b>
<b>3. Corridor Overview and District Recommendations .....</b>	<b>4</b>
3.1 Broadstone District .....	6
3.2 College District .....	10
3.3 Creekside District .....	10
3.4 Central Business District .....	14
<b>4. Corridor-Wide Treatments .....</b>	<b>22</b>
4.1 Enhanced Bicycle Facilities.....	22
4.2 Pedestrian and Roadway Treatments.....	22
4.3 Aesthetics and Identity .....	22
4.4 Sidewalks.....	22
<b>5. Corridor Opportunities.....</b>	<b>27</b>
5.1 Existing Development .....	27
5.2 Corridor Vision .....	28
5.3 Built Environment Guidelines .....	29
<b>6. Financial Considerations .....</b>	<b>37</b>
6.1 Economic Impacts of Complete Streets Improvements .....	37
6.2 Economic Benefits of Mixed Use Zoning.....	39
6.3 Potential Funding Sources and Financing Mechanisms.....	40
<b>7. Next Steps.....</b>	<b>47</b>
<b>8. List of Preparers .....</b>	<b>47</b>

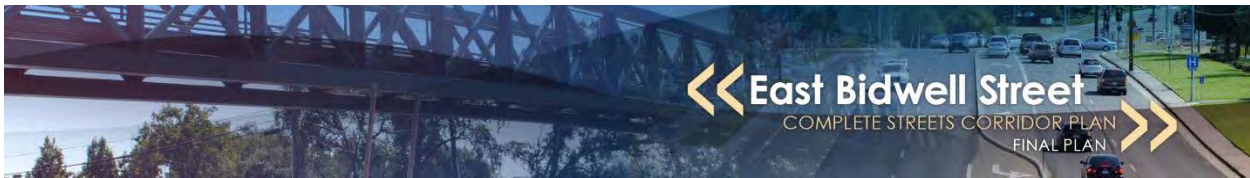
## Appendices

Community Engagement Strategy .....	Appendix A
Summaries of Community Engagement Activities.....	Appendix B



## Exhibits

Exhibit 1 – Overview Map .....	3
Exhibit 2 – Segment Overview .....	5
Exhibit 3 – Through Lanes and Volumes .....	7
Exhibit 4 – Broadstone District Cross-Sections .....	8
Exhibit 5 – Broadstone District Overview .....	9
Exhibit 6 – College District Cross-Sections .....	11
Exhibit 7 – College District Overview .....	12
Exhibit 8 – Rail Corridor Considerations .....	13
Exhibit 9 – Creekside District Cross-Sections .....	15
Exhibit 10 – Creekside District Overview .....	16
Exhibit 11 – Central Business District Existing Cross-Section.....	18
Exhibit 12 – Central Business District Overview .....	19
Exhibit 13 – CBD Road Diet Concept.....	20
Exhibit 14 – CBD Narrow Lanes Concept .....	21
Exhibit 15 – Enhanced Bicycle Facilities .....	23
Exhibit 16 – Pedestrian and Roadway Treatments .....	24
Exhibit 17 – Aesthetics and Identity .....	25
Exhibit 18 – Sidewalk Opportunities.....	26
Exhibit 19 – Broadstone District Opportunities .....	33
Exhibit 20 – College District Opportunities.....	34
Exhibit 21 – Creekside District Opportunities.....	35
Exhibit 22 – Central Business District Opportunities .....	36



# 1. INTRODUCTION

In addition to providing an important connection to some of the City’s most vital economic and social resources, the East Bidwell Street Corridor (Corridor) includes several significant and distinct areas which are essential to Folsom’s community. The extent of the East Bidwell Street Corridor is shown on **Exhibit 1**.

Extending from US 50 to Sutter Street, the Corridor can be thought of as a trip through time. Beginning with the vast area to the south of US 50 that represents significant future growth opportunity and then extending to the north where the Corridor arrives at the door step to Folsom’s Historic District. Between these two extremes, a traveler crosses through several distinct areas representing different periods of Folsom’s recent history, with each segment revealing something about the community’s values both at the specific point in time and today. In tangible terms each is unique in character, appearance, and function and addresses a different set of community needs and values.

Although it is easy to think of this Corridor strictly in terms of its transportation value, this study and in fact the whole Complete Streets movement is about recognizing that mobility is only part of the story. The foundation of this Complete Streets Plan is the understanding that streets are more than transportation; streets are living places where many different users coexist. Under this definition, the list of users and functions extends well beyond the obligatory “commuter” and “transportation”.

Before streets evolved into today’s automobile-dominated conduits for traffic, streets played important social, cultural, communication, recreational, and commercial roles. This Plan represents an opportunity for Folsom to build on the things that it values in the Corridor and the community to continue to improve the livability, sustainability, and vibrancy, both within the Corridor and within the City of Folsom as a whole.

The development of this Plan is being managed by the City of Folsom and is funded by a Caltrans Transportation Planning Grant specifically designated for the purpose of preparing a Complete Streets plan for the East Bidwell Street Corridor. This Final Plan (Plan) has been prepared and circulated for review and comment.

## 1.1 COMPLETE STREETS

Complete Streets have become a central focus in transportation over the last several years. California joined the resurgence of interest in multimodal transportation networks when Governor Schwarzenegger signed AB 1358, the California Complete Streets Act, into law in 2008. This law requires that, as part of general plan updates, a greater emphasis be placed on users having opportunities to travel safely and effectively by motor vehicle, foot, bicycle, and transit. Furthermore it established the expectation that local jurisdictions consider multi-modal improvements both for new and retrofit projects. Importantly, the law mandated that recommendations reflect the context of their surroundings.

Caltrans also has established a Complete Street Policy (DD-64-R1) that similarly requires multimodal considerations for projects. This Caltrans policy also emphasizes the importance of integrating multimodal considerations with community goals, plans, and values. Likewise the U.S. Department of Transportation has taken steps to encourage and emphasize active (non-motorized) transportation elements and that all transportation agencies be encouraged to adopt policies supporting the accommodation of a broad user base.

Most applicable to the East Bidwell Street corridor and this Complete Streets Corridor Plan is the City’s General Plan goal (Goal 17.1) that states “The City shall plan for an integrated circulation system which provides for travel by private vehicles, commercial vehicle routes, a public transportation system, and for pedestrian and bicycle routes.”



## 1.2 GUIDING PRINCIPLE

The guiding principle of this Plan is that streets are vital linear public spaces that should be designed to enhance the lives of the City of Folsom’s residents and support commerce. The City of Folsom views streets as valuable assets to the community and recognizes that they can be the centerpiece of a vibrant downtown, commercial area, neighborhood, transit center, or civic core. By implementing designs that respond to the community’s values, and that enhance the pedestrian scale, safety, and connectivity for all modes, people will walk and bike more, drive less, feel safer, and park once and explore. In conjunction with streetscape improvements, complete streets can attract additional quality development, increasing property values, and fostering economic development.

## 2. COMMUNITY ENGAGEMENT AND FEEDBACK

Recognizing the importance of active and meaningful engagement with both those interested and those potentially affected by the project, the project team developed a multi-faceted Community Engagement Strategy at the onset of the project. This documentation, a copy of which is included in **Appendix A**, addresses the key elements of community engagement for the project including:

- Focus Group meeting formats and approaches
- Community Meeting formats and approaches
- Online access and engagement
- Environmental Justice, Title VI, and Limited English Proficiency (LEP) considerations
- Notice requirements and advertising for Community Engagement activities

Furthermore, the project Community Meetings were envisioned to include the following elements to maximize input from participants:

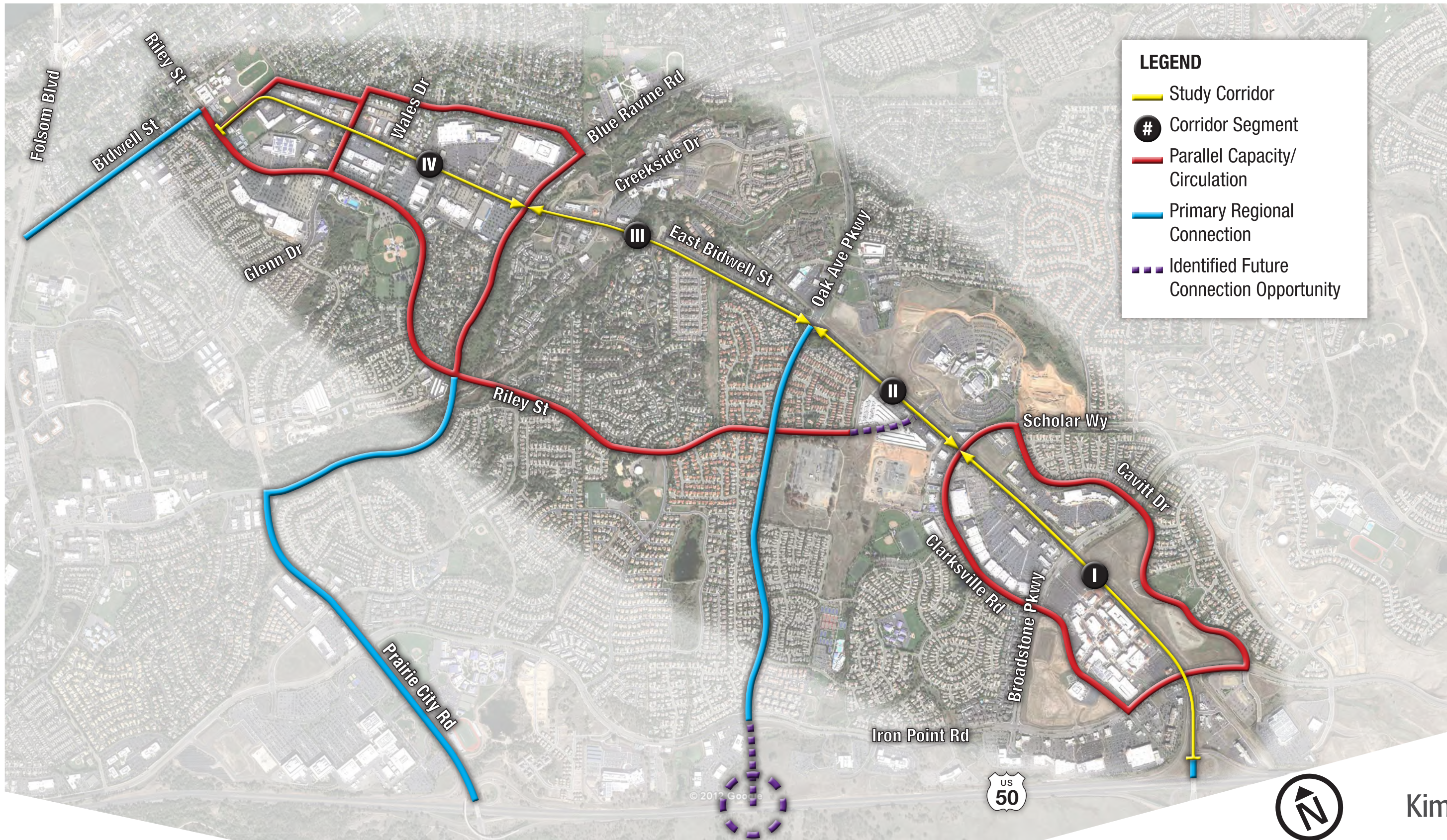
- PowerPoint® presentations that, in addition to including material tailored to the specific focus of the workshop, include an introduction to the project and overview of the Corridor. The team has relied heavily on renderings, photos, and other visual techniques to make these presentations understandable to a broad audience.
- Multiple opportunities for participants to provide input either verbally, written, or through the use of one of several interactive formats including:
  - The use of colored dots that are placed on various options as “votes” from the public
  - Large scale aerial maps of the corridor with permanent markers and stickies available for writing
  - Strategically stationed maps and other graphics with staff available for discussion
  - A coordinated on-line campaign that provides both notifications and opportunities for input prior to and after events

Consistent with the Community Engagement Strategy, the project team has conducted multiple stakeholder and public meetings to discuss the project and to obtain valuable input, feedback, and recommendations. Based on input from the City, four Focus Groups were established, through invitation, to enable the project team to collaborate and interact with representatives from the following four general groups: Active Transportation, Business & Commerce, Municipal, and Service.

# East Bidwell Street

COMPLETE STREETS CORRIDOR PLAN

EXHIBIT 1: OVERVIEW MAP



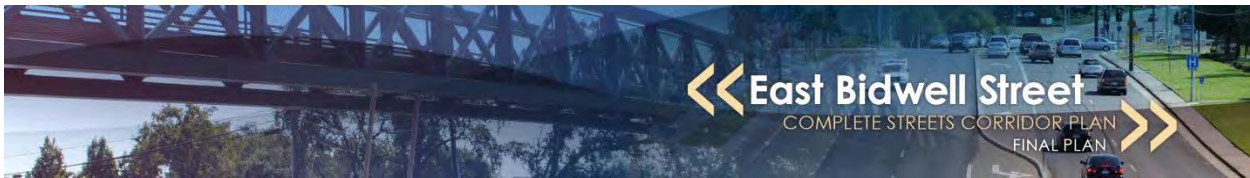
**LEGEND**

- Study Corridor
- Corridor Segment
- Parallel Capacity/Circulation
- Primary Regional Connection
- Identified Future Connection Opportunity



CITY OF FOLSOM  
DISTINCTIVE BY NATURE

Kimley»Horn



To date, the following community engagement activities have been undertaken:

- February 2013: Project Kick-Off Meeting
- June 2013: Focus Group Meetings
- July 2013: Community Meeting #1
- August 2013: Online Survey
- June/July 2014: City Council Briefings
- July 2014: Combined Focus Group Meeting
- August 2014: Community Meeting #2
- November 2014: Community Meeting #3

Summaries of these meetings are provided in **Appendix B**.

While all of the feedback received has been valuable and will ultimately influence the direction of the Plan, the following are the primary recommendations as expressed by the stakeholders and the general public:

- Reinvent Central Business District (CBD)
- Maintain Existing Vehicular Capacity in CBD (4 lanes)
- Improve Aesthetics and Corridor Identity
- Provide Bike and Pedestrian Gap Closures for Improved Connectivity
- Emphasize all Travel Modes
- Consider Alternate and Parallel Routes (Divert Non-Local Traffic)
- Preserve the Rail Corridor for Future Use and Accommodate Multi-Use Trail
- Integrate Folsom Lake College into the Corridor

In fact, through the use of an online survey in August 2013, respondents reinforced many of these points by ranking the importance of bicycle facilities and bicycle safety, the significance of traffic congestion, and the attractiveness of the rail corridor for multi-modal use as the most important Corridor considerations. All of these recommendations will guide the development of corridor improvements and enhancements in order to arrive at a Plan that is mutually beneficial and acceptable by all stakeholders and the general public.

### 3. CORRIDOR OVERVIEW AND DISTRICT RECOMMENDATIONS

As depicted in **Exhibit 2**, the East Bidwell Street Corridor has been divided into four distinct districts. These districts have been developed in conjunction with the City of Folsom and on-going public outreach activities. Each of the four segments has its own particular characteristics including adjacent land uses, access control, and vehicular volumes.

As shown in **Exhibit 1**, the Corridor is complimented by several parallel capacity/circulation roadways and has several links providing more broad regional connections. There are also several identified locations for possible additional connections including:

- The City's envisioned Oak Avenue interchange at US-50 which is anticipated to provide a critical link to the Corridor resulting in significant changes to study corridor traffic patterns and circulation.
- The Riley Street connection to East Bidwell Street in the vicinity of Folsom Lake College would be anticipated to potentially reduce corridor traffic by enhancing an alternative route to East Bidwell Street through the Central Business District.

Other parallel capacity/circulation roadways including Riley Street, School Street, Cavitt Drive, and Clarksville Road, are acknowledged to play a significant role in the character of East Bidwell Street. Based on observations and public feedback, these roadways are acknowledged to currently experience increased traffic levels when East Bidwell Street is congested. This existing diversion of traffic to residential roadways, in particular to School Street, is an understood challenge associated with the Central Business District's transportation network and the identification of viable improvement opportunities.



# East Bidwell Street

COMPLETE STREETS CORRIDOR PLAN

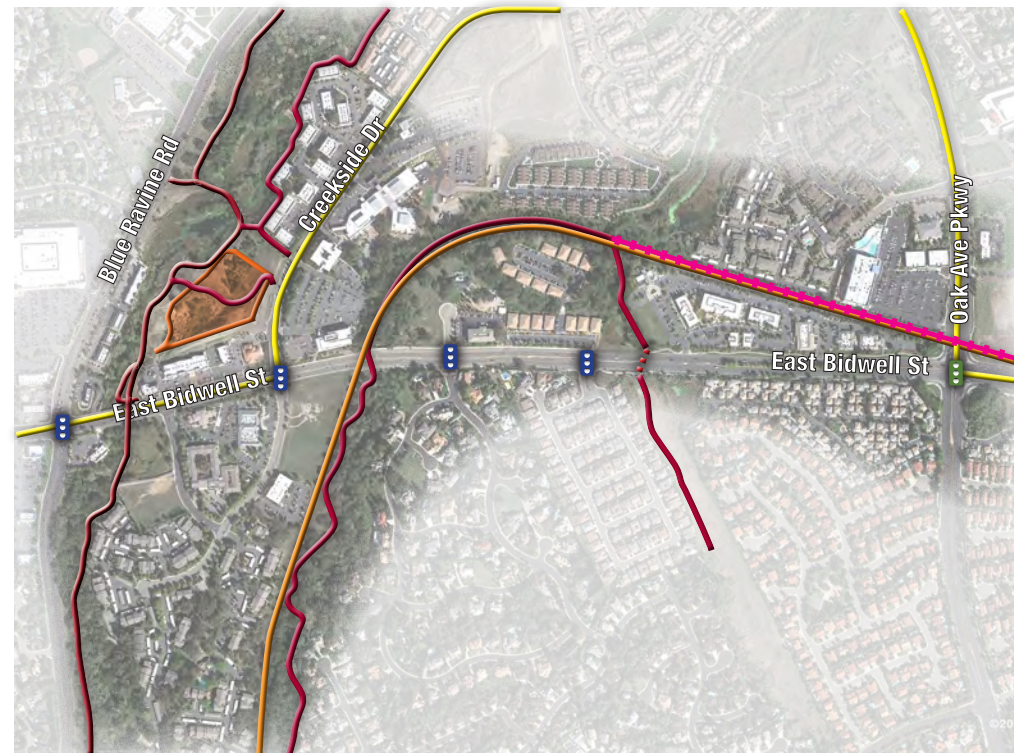
EXHIBIT 2: SEGMENT OVERVIEW



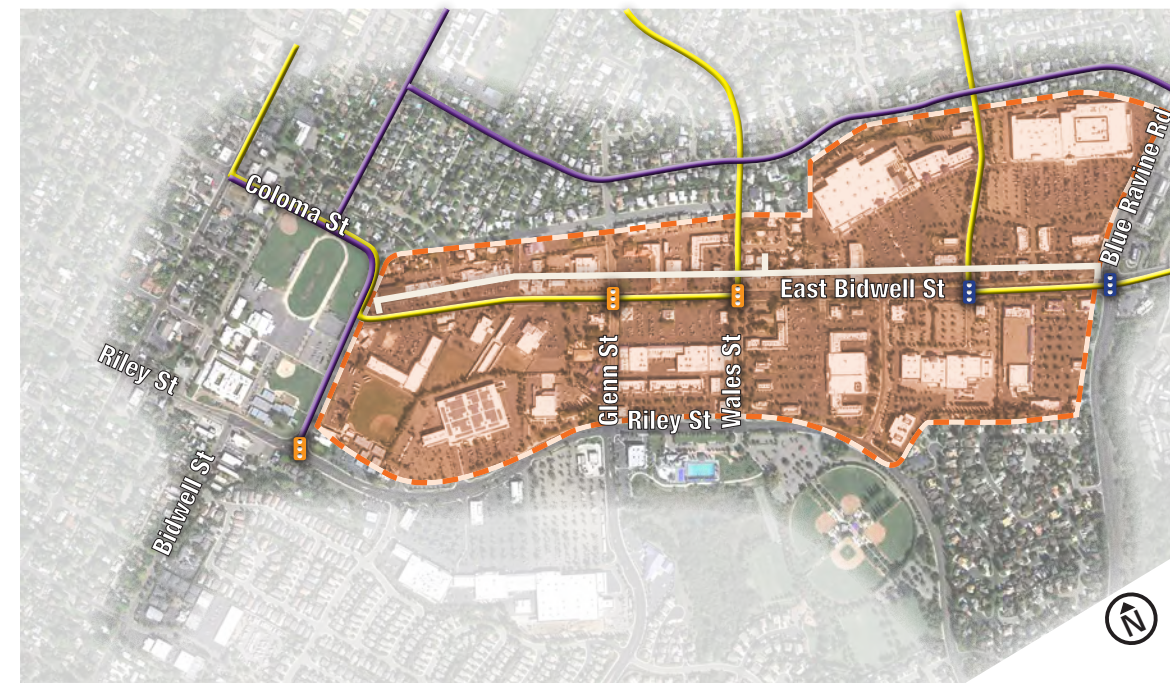
I. Broadstone District



II. College District

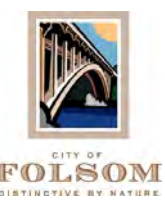


III. Creekside District



IV. Central Business District

- Transportation Elements**
- Transit (Stage Line Rt. 10)
  - Rail Line
  - Class I Bike Path
  - Proposed Class I Bike Path
  - Proposed Bike Blvd.
  - Land Use Opportunity
- ITS/Smart Corridor Elements**
- North Signal System
  - South Signal System
  - Isolated Signal
  - CCTV





The number of travel lanes varies along the Corridor ranging from six lanes near US-50 to four lanes near Riley Street. In between, there are both five and six lane segments. As shown in **Exhibit 3**, the City’s General Plan anticipates a six lane cross-section from US-50 to Blue Ravine Road. **Exhibit 3** also depicts two additional configurations – the Recommended Project in which four lanes are provided from Riley Street to Blue Ravine Road, and six lanes are provided from Blue Ravine Road to US-50, and a concept with the minimum number of travel lanes (“Road Diet”).

Technical analyses completed to date in conjunction with stakeholder and public feedback have contributed to create the “Recommended Project” configuration shown in **Exhibit 3**. As discussed later in this document, the recommended number of lanes by District either match projected demand or align with consistent and uniform preferences expressed by the community.

The following sections provide an overview of the land use, transportation features, an initial list of Complete Street opportunities, and primary cross-section recommendations identified for the Corridor.

### **3.1 BROADSTONE DISTRICT**

#### **3.1.1 LAND USE**

The City’s newest and most intense commercial development is located along East Bidwell Street through this segment. With close, convenient access and visibility from US-50, this southern portion of the study Corridor attracts a considerable amount of traffic. The vacant parcels on the east side of the corridor present additional opportunities for supporting, complementary uses.

#### **3.1.2 TRANSPORTATION**

This southern segment of the Corridor is high volume with high access control. This segment serves the majority of the City’s commercial uses, and provides crucial access to US-50 at the

southern boundary of the study corridor. The City’s Intelligent Transportation System (ITS) includes Closed Circuit Television Cameras (CCTVs) at three signalized intersection locations. Bike lanes exist along both sides of the road, and sidewalks are present along the south side of the road. As depicted, this location has numerous opportunity sites for land use/development to supplement and define the ultimate character of this segment.

#### **3.1.3 COMPLETE STREET OPPORTUNITIES**

- Improved access and connectivity (pedestrian and bicycle)
- Shortened and enhanced crosswalks
- Improved wayfinding and signage
- Signal timing for reduced travel speeds
- Countdown pedestrian signal heads at all intersection crossings
- Leading pedestrian intervals
- Bicycle sensitive loop detectors
- “Green Street” features

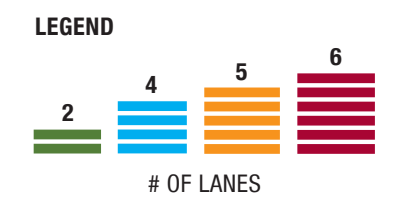
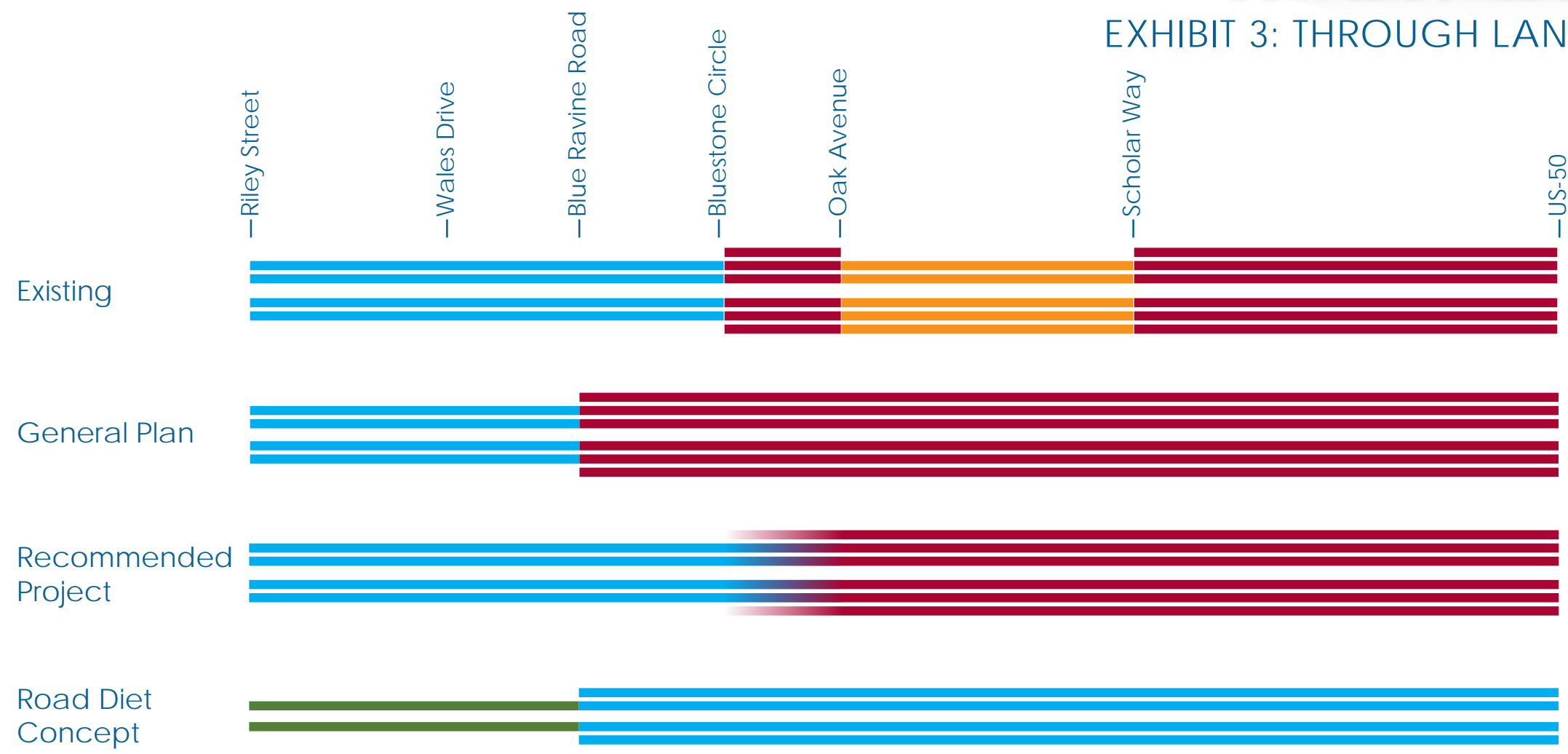
#### **3.1.4 CROSS-SECTION RECOMMENDATIONS**

Projected traffic volumes in the Broadstone District are anticipated to necessitate three travel lanes in each direction through this District. As shown in **Exhibit 4**, the recommended cross-section for this District includes slightly narrowed travel lanes which allows for the addition of a buffer between the on-street bike lanes and through traffic. **Exhibit 5** provides an overview of this District’s existing conditions and recommended project.

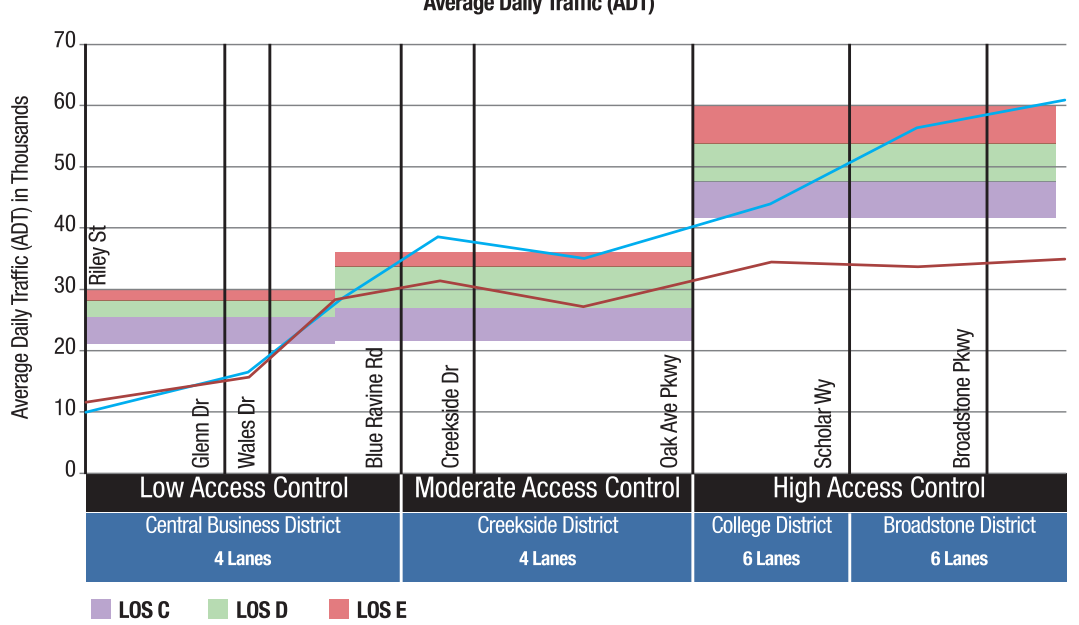
# East Bidwell Street

## COMPLETE STREETS CORRIDOR PLAN

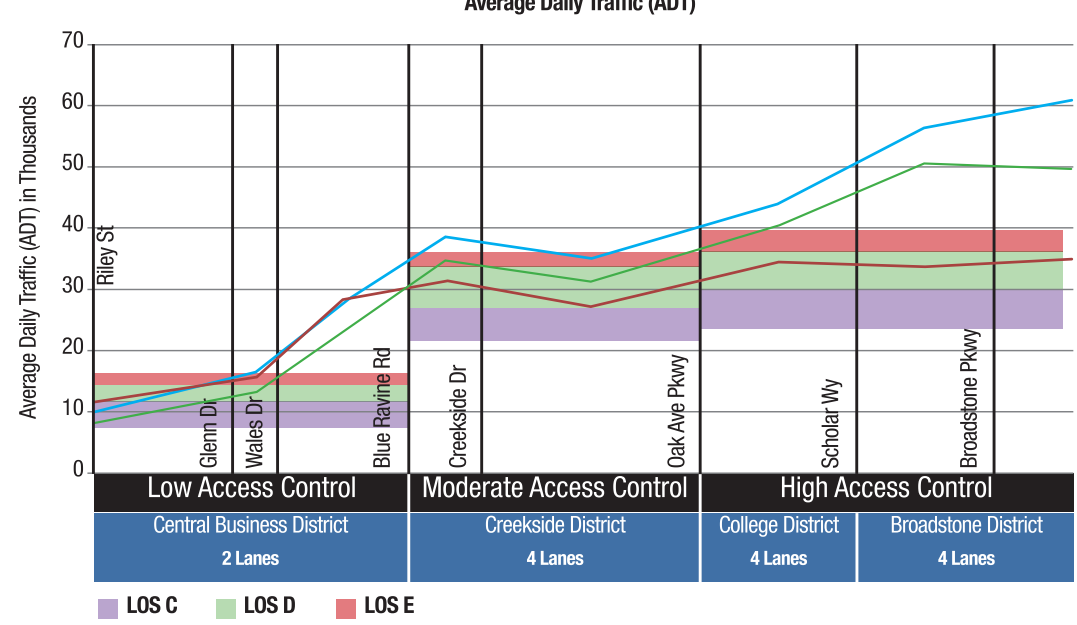
### EXHIBIT 3: THROUGH LANES AND VOLUMES



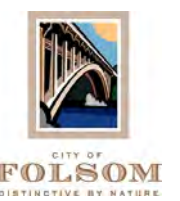
**East Bidwell Street (West to East) Recommended Project**



**East Bidwell Street (West to East) Road Diet Concept**



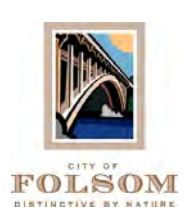
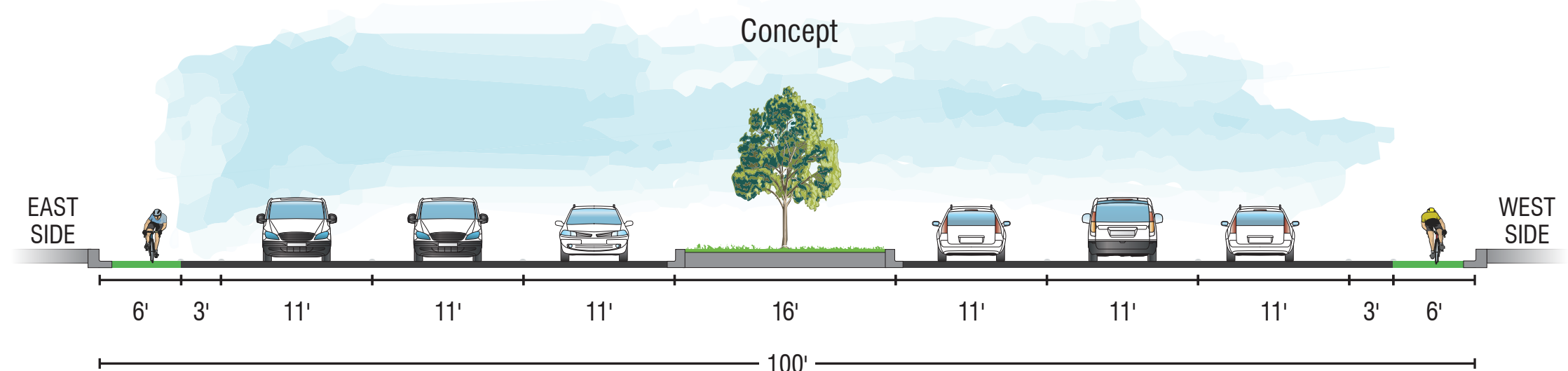
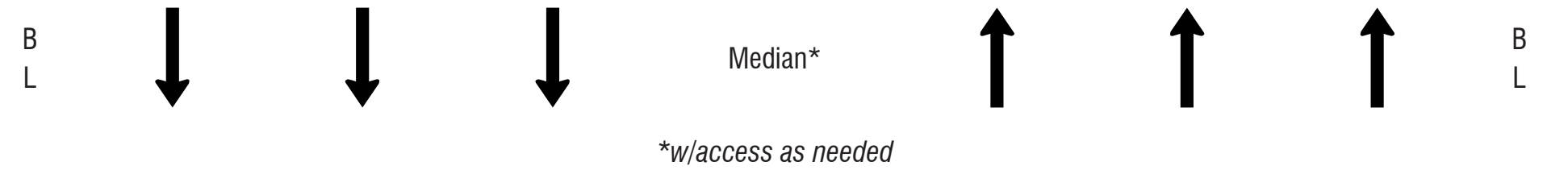
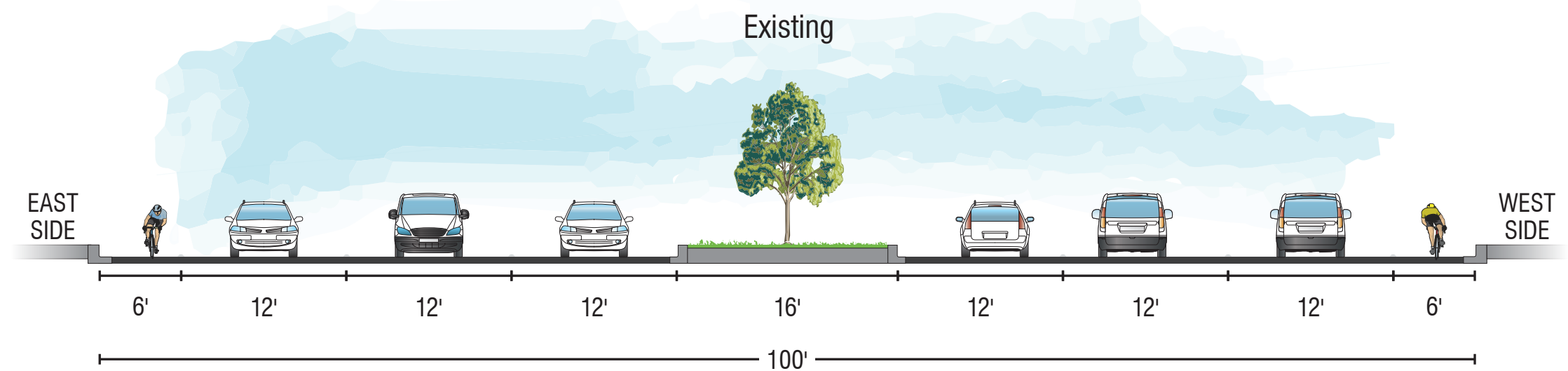
Existing ADT  
2035  
2035 Road Diet



# East Bidwell Street

COMPLETE STREETS CORRIDOR PLAN

EXHIBIT 4: BROADSTONE DISTRICT CROSS-SECTIONS

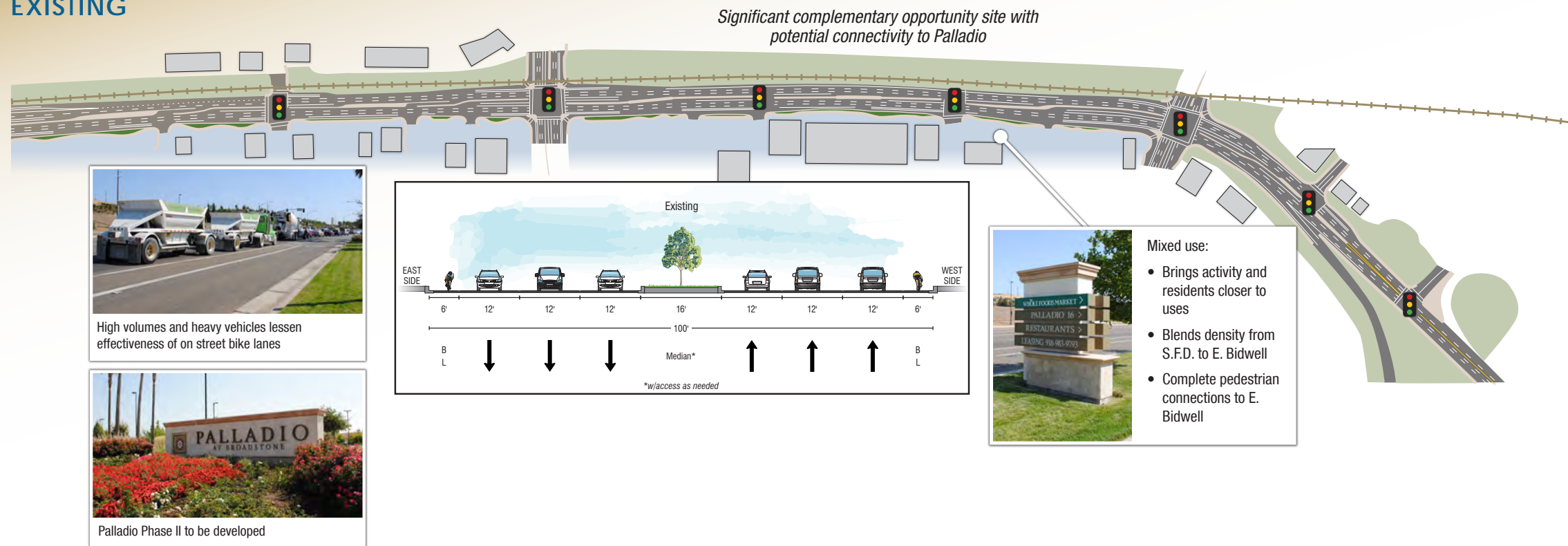


# East Bidwell Street

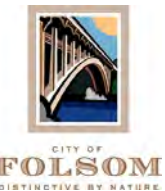
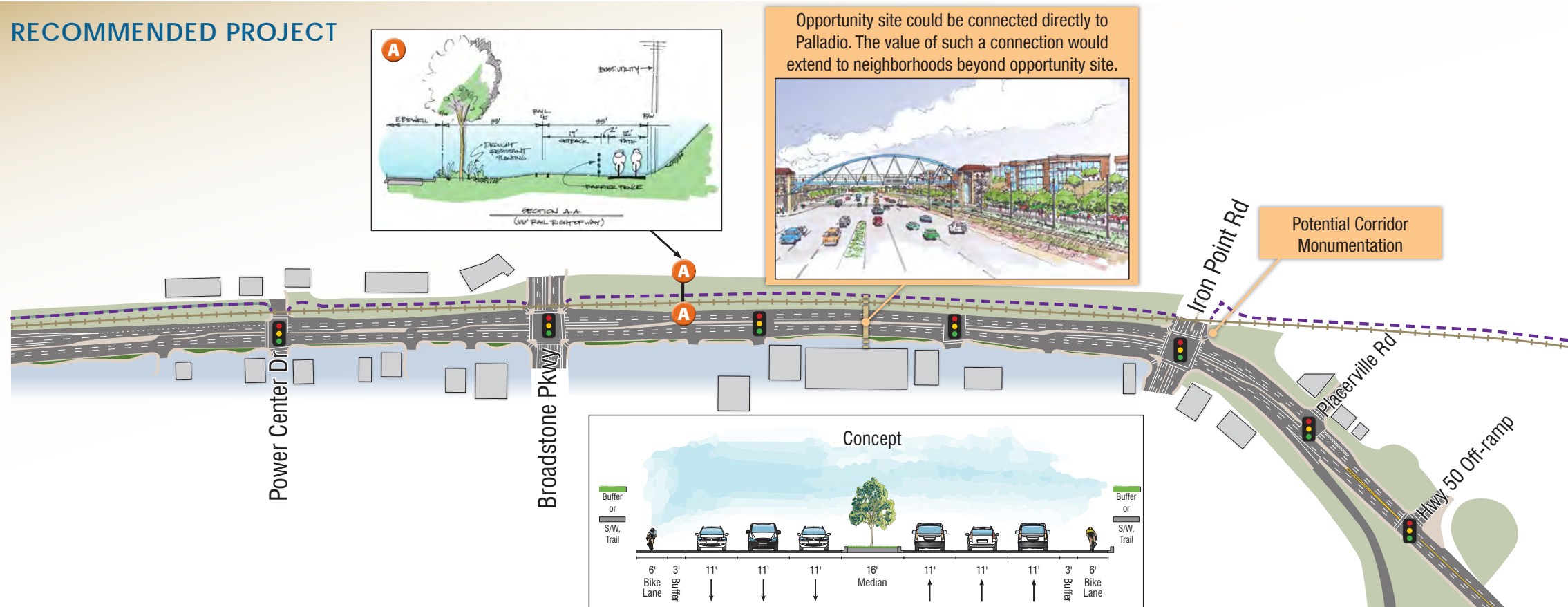
## COMPLETE STREETS CORRIDOR PLAN

### EXHIBIT 5: BROADSTONE DISTRICT OVERVIEW

#### EXISTING



#### RECOMMENDED PROJECT





## 3.2 COLLEGE DISTRICT

### 3.2.1 LAND USE

Folsom Lake College defines this segment of the study corridor. The College Parkway/Nesmith Court signalized intersection provides “front door” access to the campus.

### 3.2.2 TRANSPORTATION

College Parkway has limited pedestrian and bicycle facilities. Additionally, the existing rail corridor’s presence as a physical barrier presence becomes apparent through this segment as it is immediately adjacent and parallel to East Bidwell Street. As a result, all access (vehicular, pedestrian, and bicycle) to the north/east of the study corridor encounters the rail corridor. As this Plan develops, access across this barrier will need to be addressed. This segment currently has three lanes southbound and two lanes northbound. The City is in the process of beginning the design and construction process for the third northbound lane.

### 3.2.3 COMPLETE STREET OPPORTUNITIES

- Improved bike/pedestrian trail on the North side
- Narrowed lanes and pedestrian storage areas at high demand locations
- Sidewalk improvements – connectivity and access plan
- Shortened and enhanced crosswalks
- Safe Routes to School Plan

### 3.2.4 CROSS-SECTION RECOMMENDATIONS

Projected traffic volumes are anticipated to necessitate three travel lanes in each direction through this District. As shown in **Exhibit 6**, the recommended cross-section for this District includes slightly narrowed travel lanes which allows for the addition of a buffer between the on-street bike lanes and through traffic. **Exhibit 7** provides an overview of this District’s existing conditions and recommended project. Finally, **Exhibit 8** depicts the rail corridor and concepts for

accommodating a multi-use path within its right-of-way.

## 3.3 CREEKSIDE DISTRICT

### 3.3.1 LAND USE

This segment is characterized as primarily serving both medical and office uses, in addition to residential developments. Mercy Hospital is the primary destination of this segment, with access from Creekside Drive. This segment has consolidated residential land uses with access to the Corridor consistent with newer, traditional subdivision design.

### 3.3.2 TRANSPORTATION

This segment currently has two lanes in each direction and is planned to have three lanes in each direction according to the City’s General Plan. Bike lanes are sporadically located along this segment. Other bicycle/pedestrian facilities are prominent in this segment with the recently constructed overcrossing and presence of the rail/trail corridor. The Creekside Drive, Woodsmoke Way, and Bluestone Circle traffic signals are coordinated with the two intersections to the north to complete the northern, five signal system.

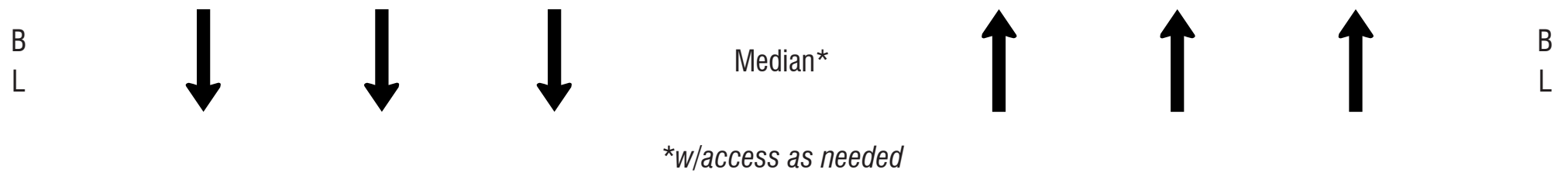
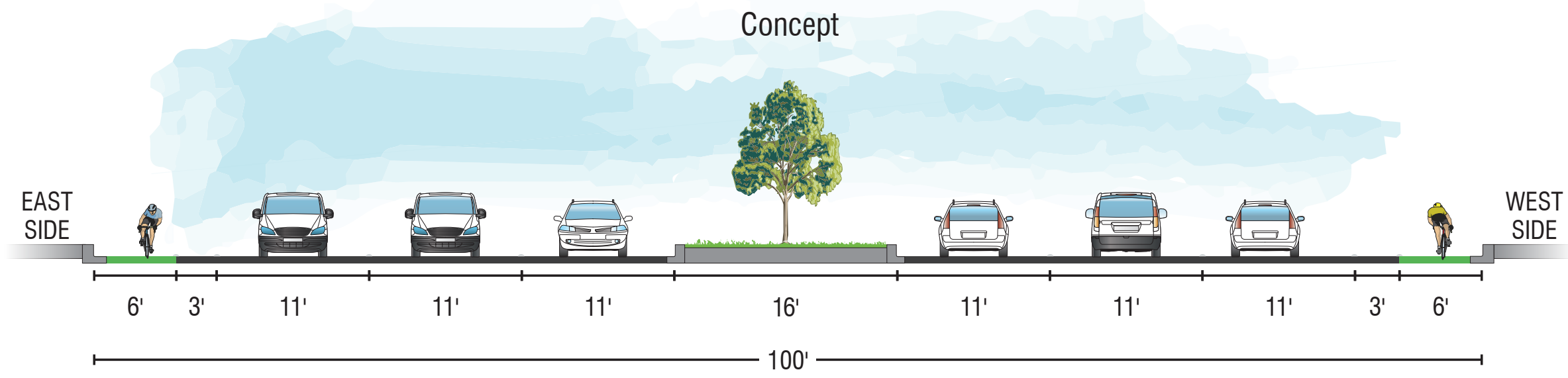
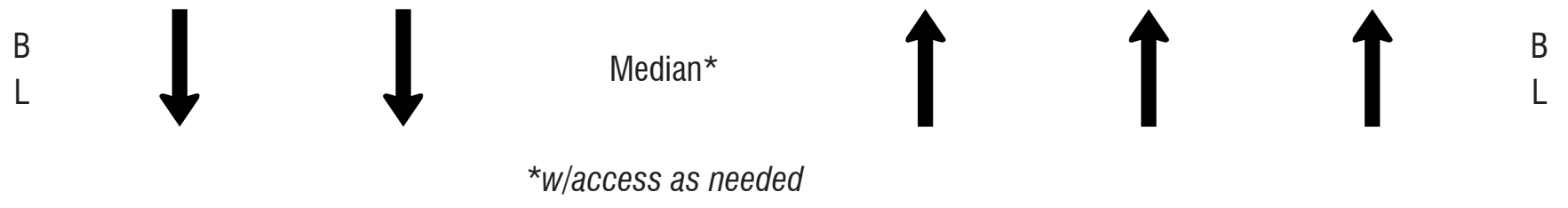
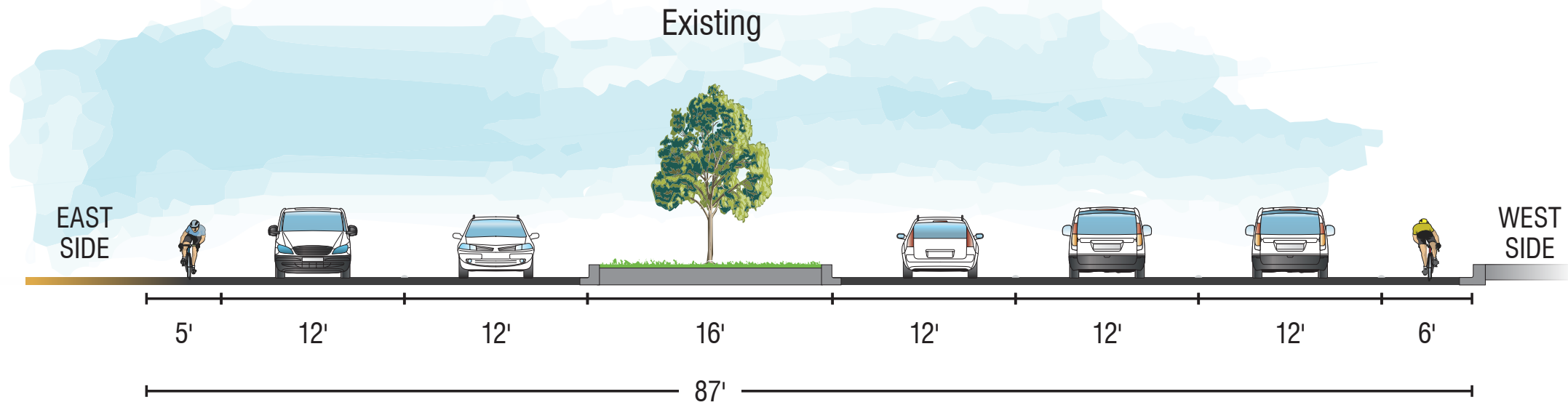
### 3.3.3 COMPLETE STREET OPPORTUNITIES

- Improved bike/pedestrian trail on the North side
- Narrowed lanes
- Sidewalk improvements – connectivity and access plan
- Shortened crosswalks
- High visibility crosswalks
- Center pedestrian refuges at long crossings
- Signal timing for reduced travel speeds
- Countdown pedestrian signal heads at all intersection crossings
- Leading pedestrian intervals
- Bicycle sensitive loop detectors
- “Green Street” features

# East Bidwell Street

COMPLETE STREETS CORRIDOR PLAN

EXHIBIT 6: COLLEGE DISTRICT CROSS-SECTIONS



CITY OF FOLSOM  
DISTINCTIVE BY NATURE

# East Bidwell Street

COMPLETE STREETS CORRIDOR PLAN

EXHIBIT 7: COLLEGE DISTRICT OVERVIEW

## EXISTING



Possible "signature" corner opportunity

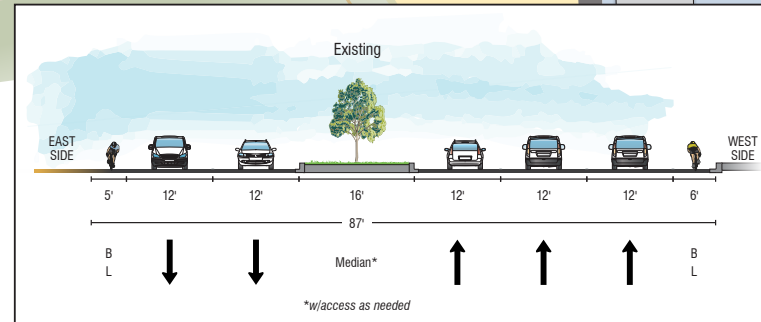
Folsom Lake College



Possible restaurants/cafe serving Harris Center and as a gateway to the campus



College Parkway has pedestrian facilities on only one side and no provisions for bicycles

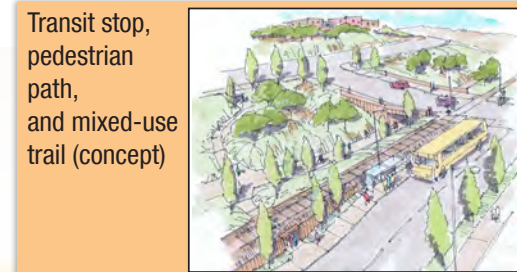


## RECOMMENDED PROJECT



Opportunity site to develop housing, retail and services for use by both students and community

Folsom Lake College

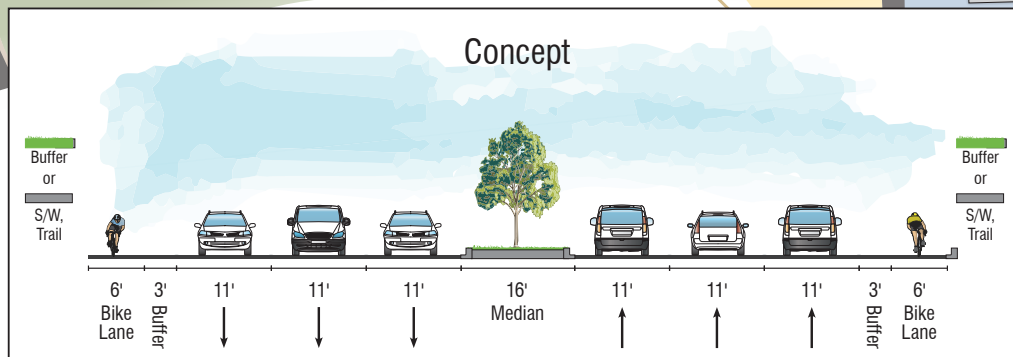
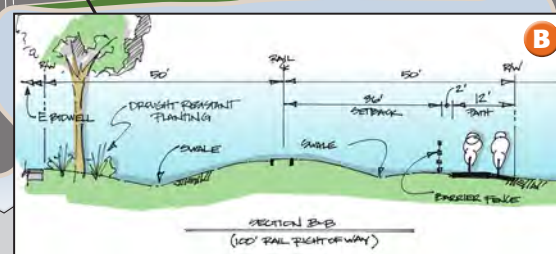


Transit stop, pedestrian path, and mixed-use trail (concept)

College Pkwy

Nesmith Ct

Scholar Wy



CITY OF FOLSOM  
DISTINCTIVE BY NATURE

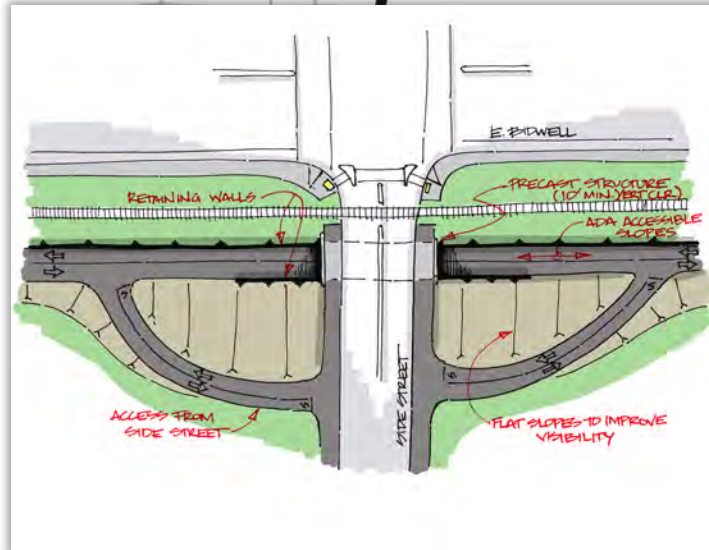
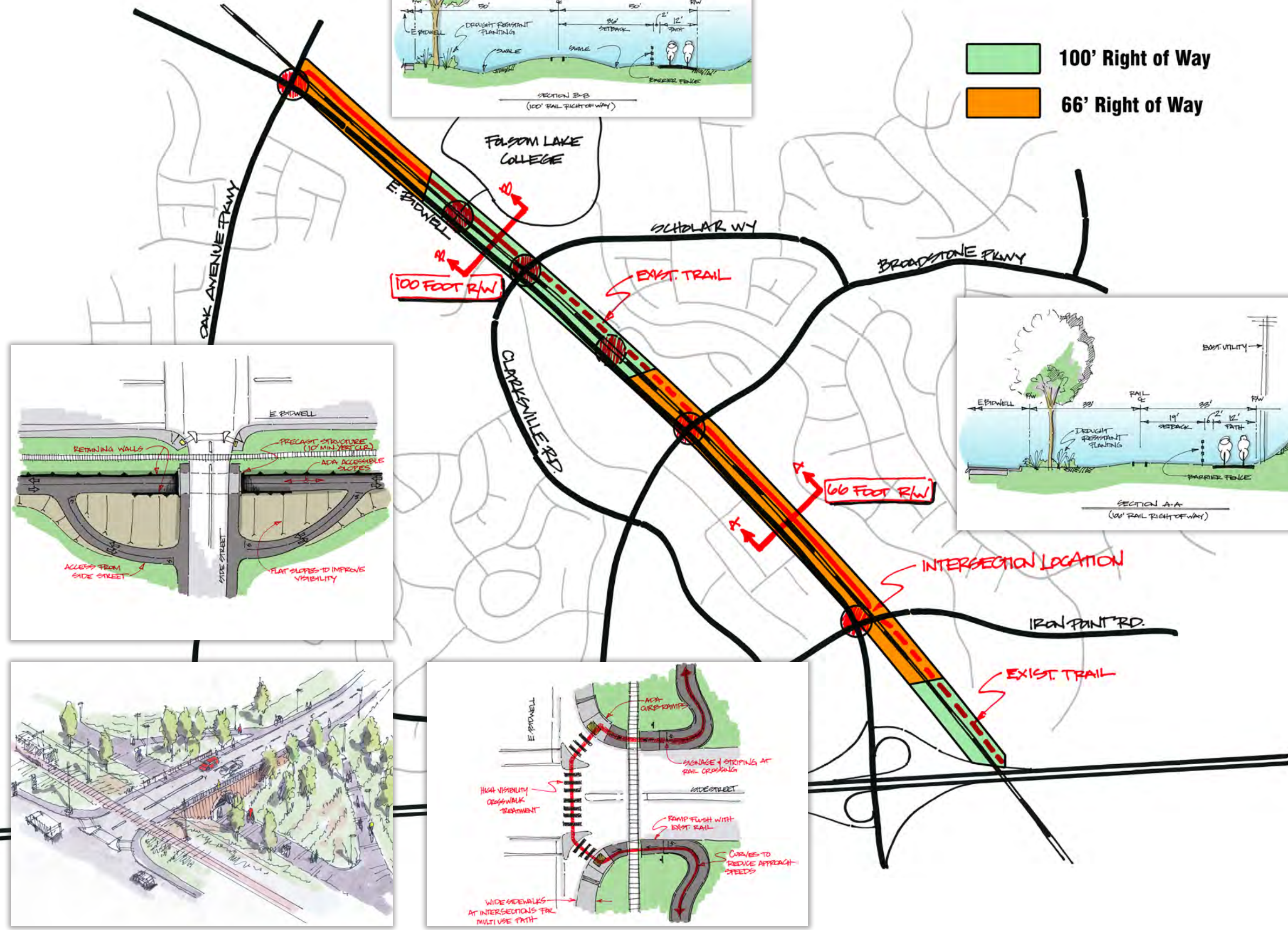
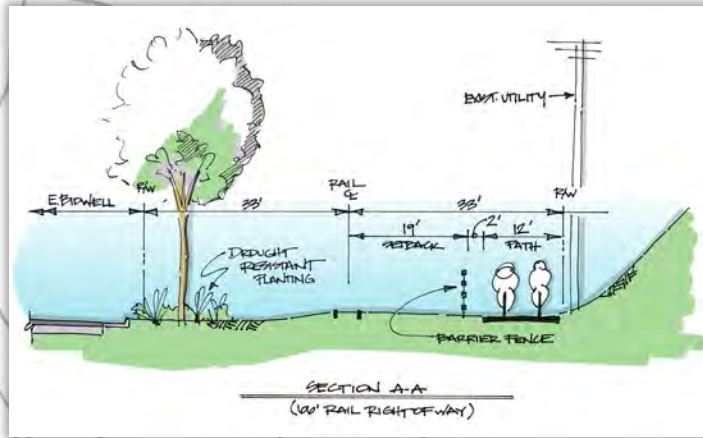
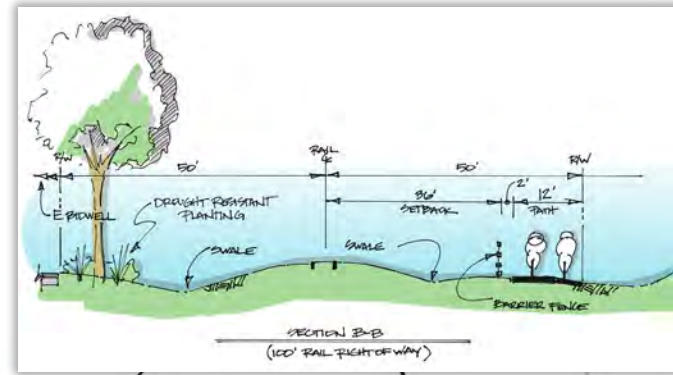


# East Bidwell Street

COMPLETE STREETS CORRIDOR PLAN

EXHIBIT 8: RAIL CORRIDOR CONSIDERATIONS

 100' Right of Way  
 66' Right of Way



CITY OF FOLSOM  
DISTINCTIVE BY NATURE

Kimley»Horn



### **3.3.4 CROSS-SECTION RECOMMENDATIONS**

The recommended cross-sections for this District reflect the fact that the City's General Plan (and presumably right-of-way) have planned for an ultimate 6-lane cross-section although only 4-lanes are recommended to be maintained. For the ease and efficiency of District transition, the existing 6-lane portion near Oak Avenue Parkway would likely remain. As such, the recommended cross-sections utilize the space that would have been the third lane in each direction and provides either a physically separated or buffered bike lane. While the exact location(s) for each of the sections will need to consider access and circulation conditions, frontage improvements consistent with this District's roadway capacity recommendations should be pursued from the adjacent properties. These cross-sections are depicted in **Exhibit 9**. **Exhibit 10** provides an overview of this District's existing conditions and recommended project.

## **3.4 CENTRAL BUSINESS DISTRICT**

### **3.4.1 LAND USE**

The Central Business District (CBD) is home to the older commercial establishments in the City. This segment of East Bidwell Street is lined with strip malls, gas stations, and big box retail. Small office buildings are also scattered throughout this segment. The presence of Sutter Middle School at the far west end of the study corridor emphasizes the variety of uses while underscoring the importance of accommodating multi-modal transportation features.

### **3.4.2 TRANSPORTATION**

The CBD segment is largely automobile focused and dependent. East Bidwell Street currently has two travel lanes in each direction, with a center two-way-left turn lane. The section of East Bidwell Street between Coloma Street and Blue Ravine Road provides continuous left turn access into and out of the numerous driveways which line this segment. There are no bike lanes and the sidewalks are narrow, adjacent to the roadway,

and discontinuous in areas. There is very little reciprocal access between adjacent sites. There are currently five traffic signals with an additional one planned at the Coloma Street intersection. The Montrose Drive signal is coordinated with the signal at Blue Ravine Road and three additional signals in the Creekside District.

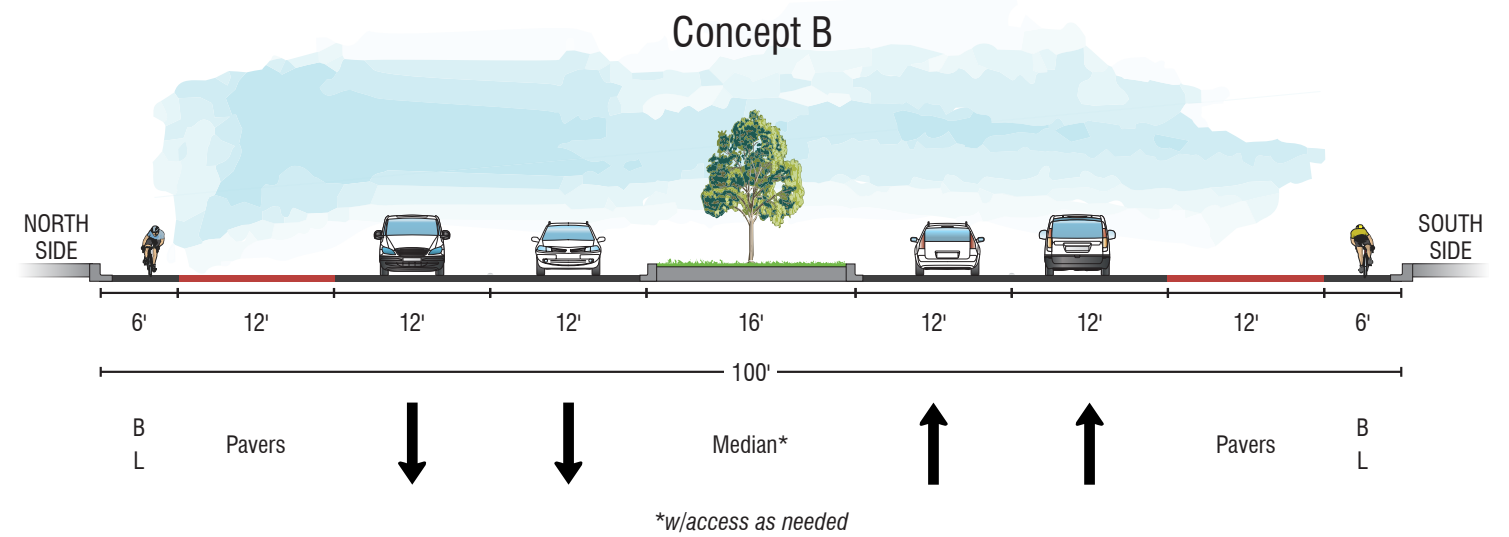
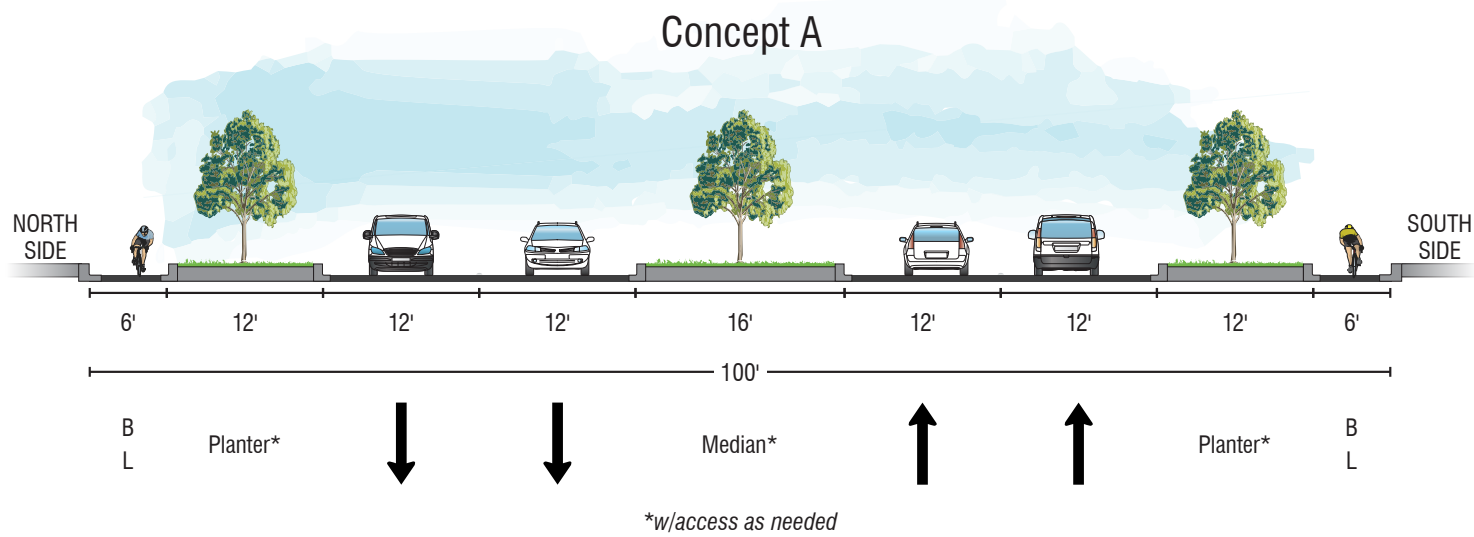
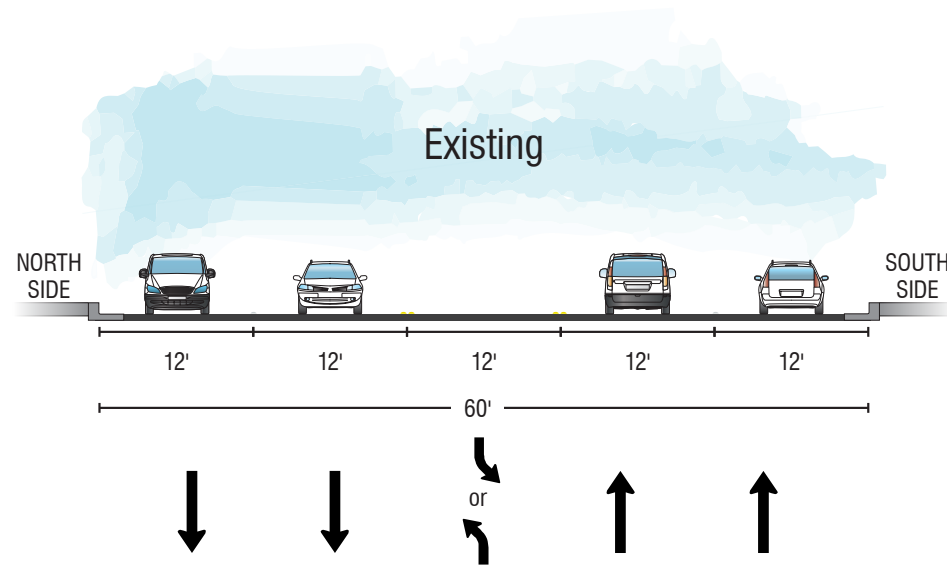
### **3.4.3 COMPLETE STREET OPPORTUNITIES**

- Improved access and connectivity (pedestrian and bicycle)
- Shortened and enhanced crosswalks
- Improved wayfinding and signage
- Focused turning movement and traffic control (including roundabouts) analysis
- A plan to provide connectivity for the 125 East Bidwell Project
- Accommodation of Sutter Middle School's Master Plan access and circulation improvements
- Signal timing for reduced travel speeds
- Countdown pedestrian signal heads at all intersection crossings
- Leading pedestrian intervals
- Bicycle sensitive loop detectors
- "Green Street" features

# East Bidwell Street

## COMPLETE STREETS CORRIDOR PLAN

### EXHIBIT 9: CREEKSIDE DISTRICT CROSS-SECTIONS



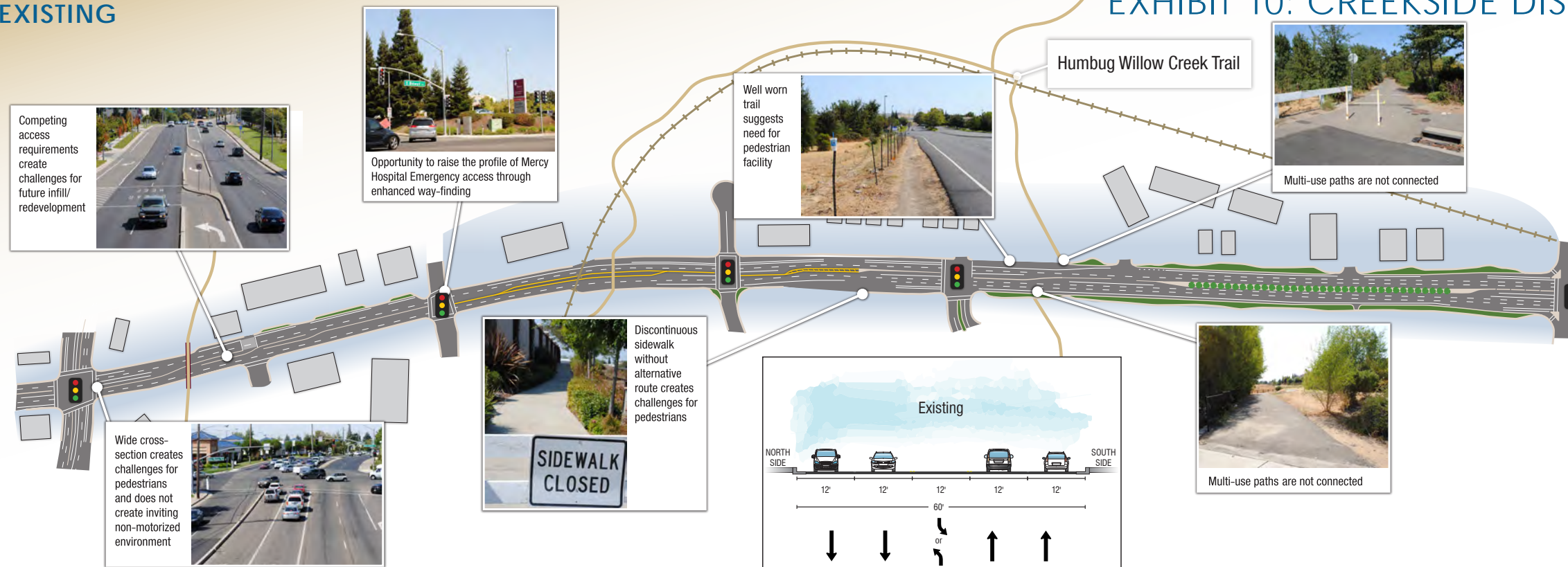
CITY OF FOLSOM  
DISTINCTIVE BY NATURE

# East Bidwell Street

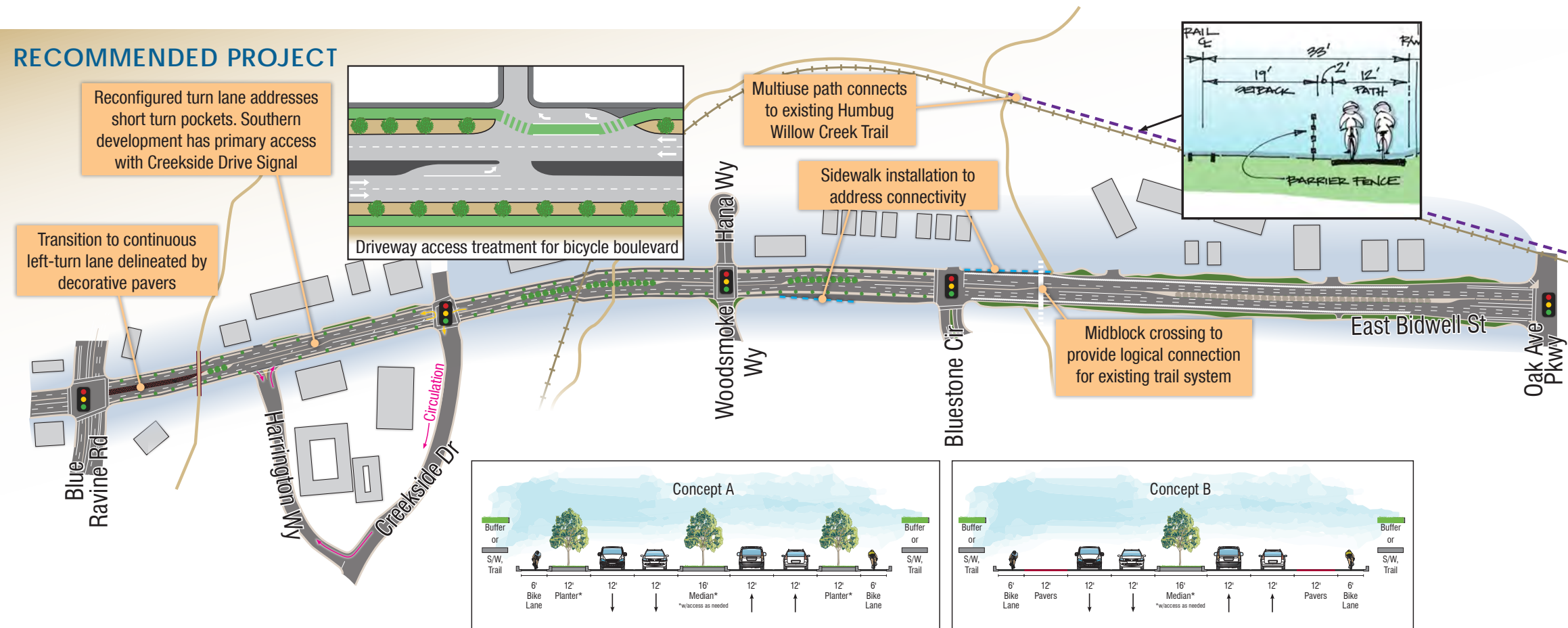
## COMPLETE STREETS CORRIDOR PLAN

### EXHIBIT 10: CREEKSIDE DISTRICT OVERVIEW

#### EXISTING



#### RECOMMENDED PROJECT



CITY OF FOLSOM  
DISTINCTIVE BY NATURE

Kimley»Horn



### 3.4.4 CROSS-SECTION RECOMMENDATIONS

The existing East Bidwell Street through the CBD can be characterized as having two lanes in each direction, a median left-turn lane, limited bike lanes, and lack of sidewalk connectivity. The right-of-way generally varies from 70-feet to 100-feet, and travel lanes vary from 11-feet to 14-feet. The total pavement width measured from face of curb to face of curb varies from 61-feet to 66-feet.

These existing conditions are depicted in **Exhibit 11**. **Exhibit 12** provides an overview of this District's existing conditions and the recommended project in which two travel lanes are maintained in each direction. The recommended project also includes enhanced wayfinding to encourage bicycle traffic use of Riley and School Streets, both of which are parallel routes to East Bidwell Street and are designated as either existing or are proposed to have bicycle facilities per the City's *Bikeway Master Plan*. As reflected in **Exhibit 12**, Glenn Drive, Wales Drive, Orchard Drive, and Montrose Drive, all designated as bicycle routes also, provide connectivity between these parallel routes and East Bidwell Street. In conclusion, the limited pavement width available through the Central Business District in concert with comments received from project stakeholders necessitated the identification of alternate bicycle facility locations. The City's *Bicycle Master Plan* supports this direction and, when supplemented with effective wayfinding signage, is considered as an effective project strategy.

### 3.4.5 ADDITIONAL OPTIONS CONSIDERED BUT NOT SELECTED

The following cross-section options were considered for use in the CBD, however they were not selected to be incorporated in the recommended project as defined by this Plan. These options may be considered in the future as redevelopment occurs and/or priorities shift within the CBD.

#### ***“Road Diet” Option***

This concept includes the re-purposing of approximately 24-feet of pavement. The resulting cross-section would include one travel lane in each direction, a center left-turn lane, on-street bike lanes, and on-street parking on one side of the street. **Exhibit 13** depicts this option.

It is important to note that, before this option could be considered for implementation, additional detailed analyses would be required to support the shift of traffic away from East Bidwell Street and only onto those adjacent and/or parallel roadways (likely Riley Street) designed to handle the additional traffic. This option would likely only be pursued at such time that both the City and the CBD property owners are prepared to revitalize the entire District to create a more modern, walkable environment, both in terms of the roadway right-of-way and the abutting land uses.

#### ***Narrow Lanes Option***

This concept includes the narrowing of the CBD travel lanes to accommodate on-street bike lanes, thereby increasing cycling options and activity. While this option maintains two through lanes in each direction and a center turn lane, it requires the narrowing of those lanes to 10-foot through lanes and an 11-foot center turn lane to accommodate minimally sized bike lanes (**Exhibit 14**). These bike lanes, ranging in width from 3-feet to 5-feet, are narrower than the City's standard 6-foot bike lane width. Although narrow lane widths would likely have a “traffic calming” effect on through traffic, given the anticipated combination of volumes, speeds, and routine presence of delivery and other large vehicles, the conditions created by this option would not be anticipated to encourage increased, safe cycling activity.

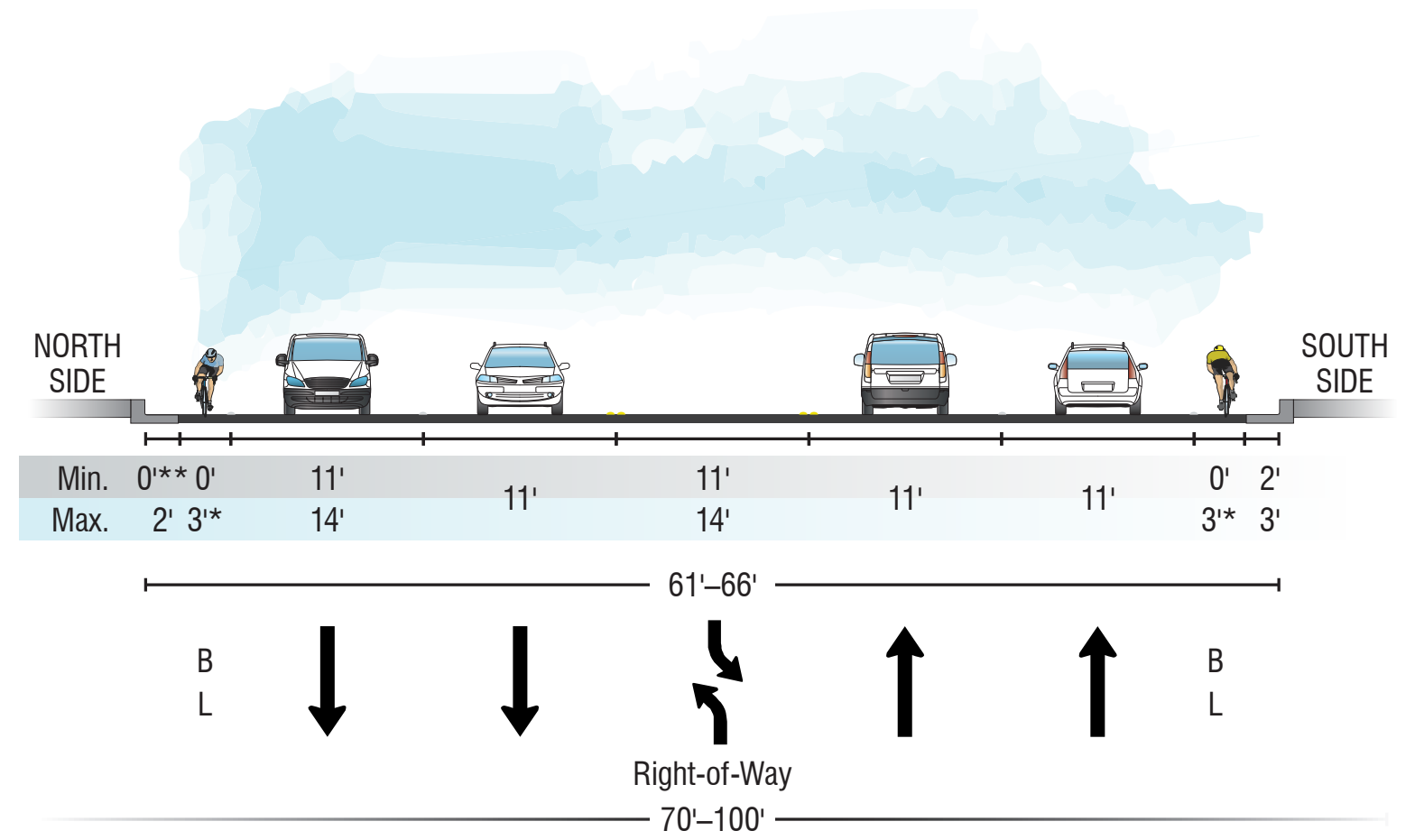
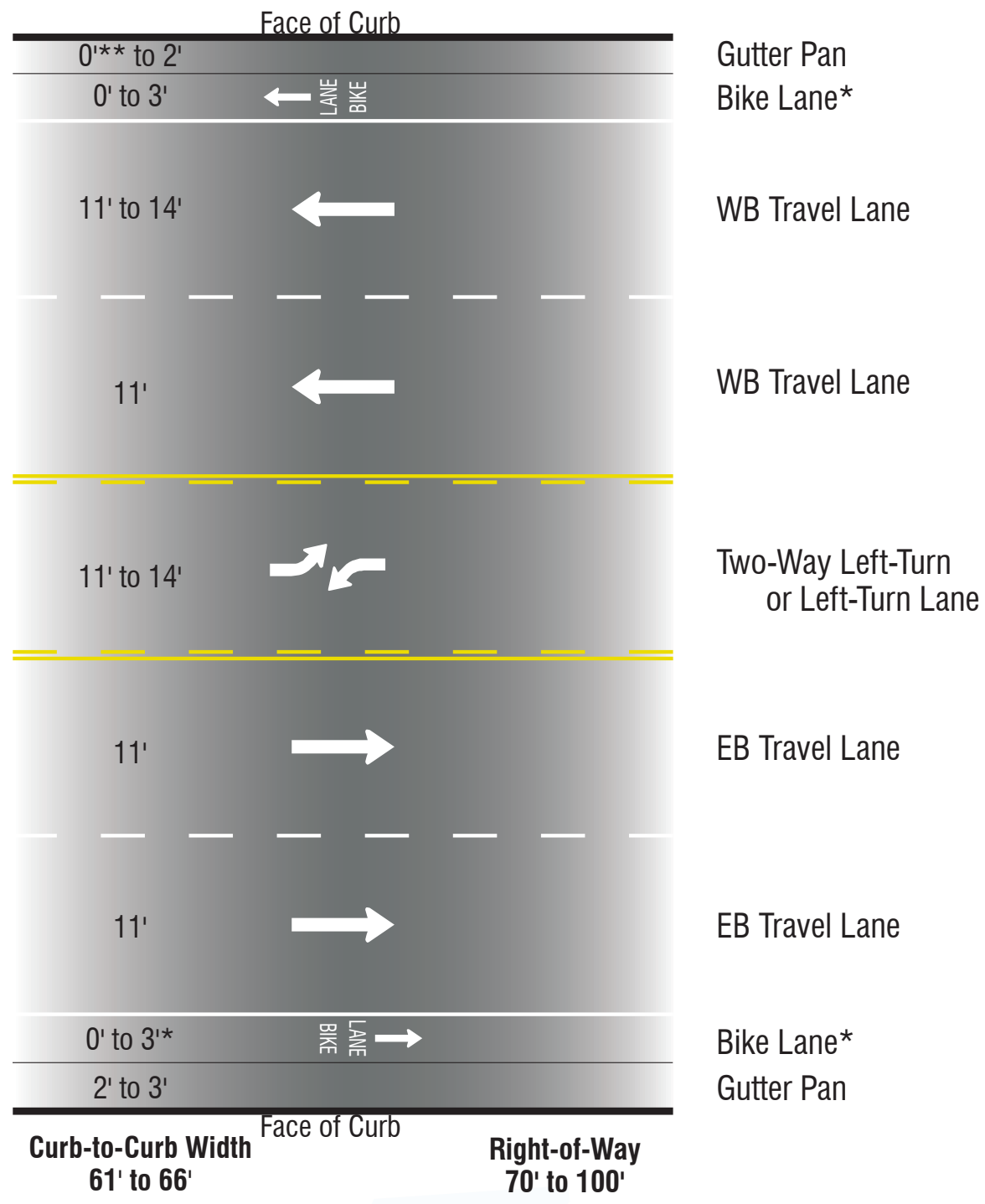
Similar to the recommended project, this option would also include enhanced wayfinding to encourage bicycle traffic use of Riley and School Streets, both of which are parallel routes to East Bidwell Street and are designated as either existing or are proposed to have bicycle facilities per the City's *Bikeway Master Plan*.

# East Bidwell Street

COMPLETE STREETS CORRIDOR PLAN

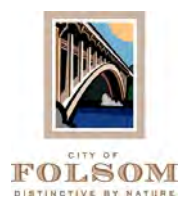
EXHIBIT 11: CENTRAL BUSINESS DISTRICT

EXISTING CROSS-SECTION



\* Bike lane only exists between Riley Street and Coloma Street

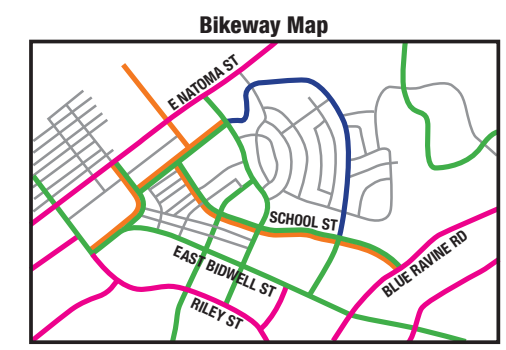
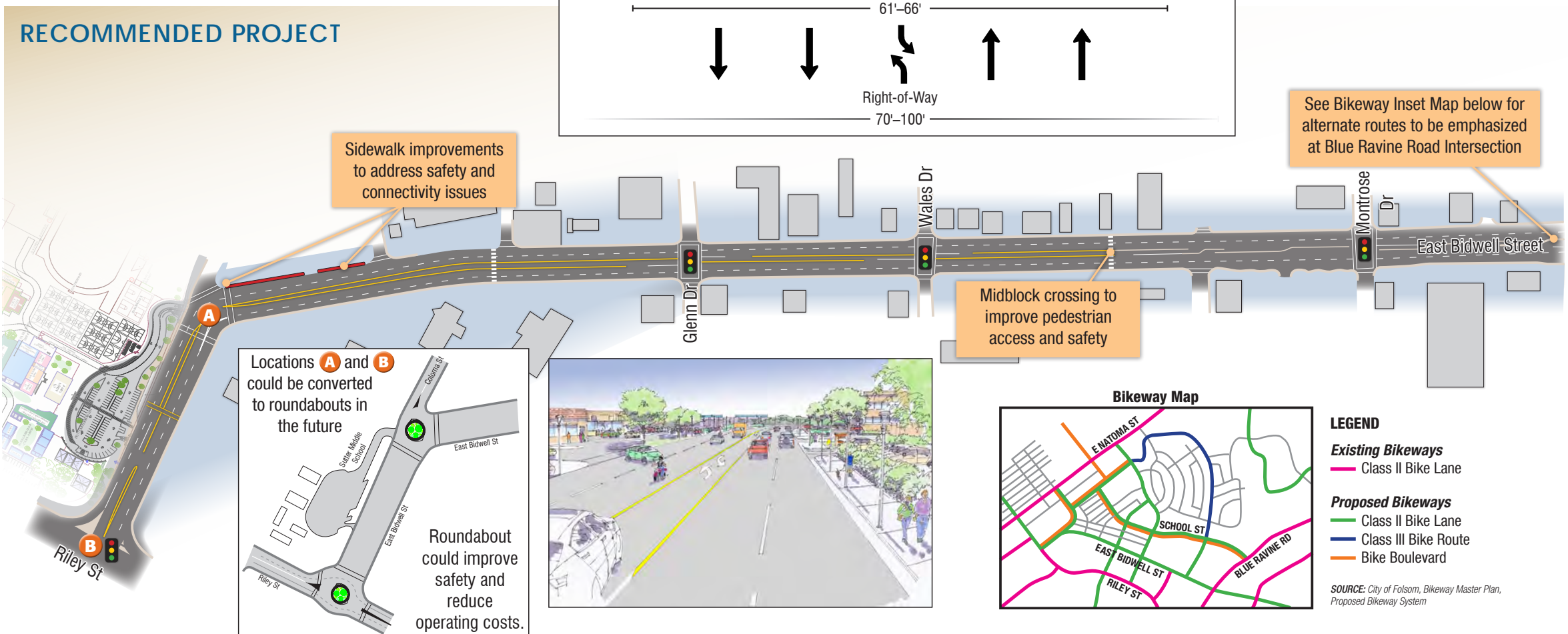
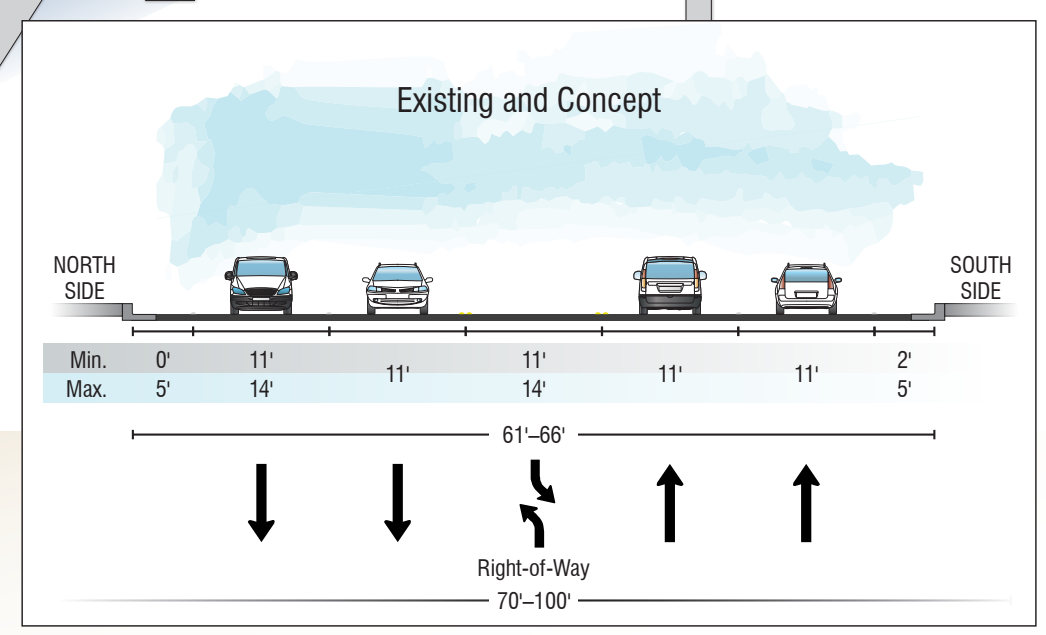
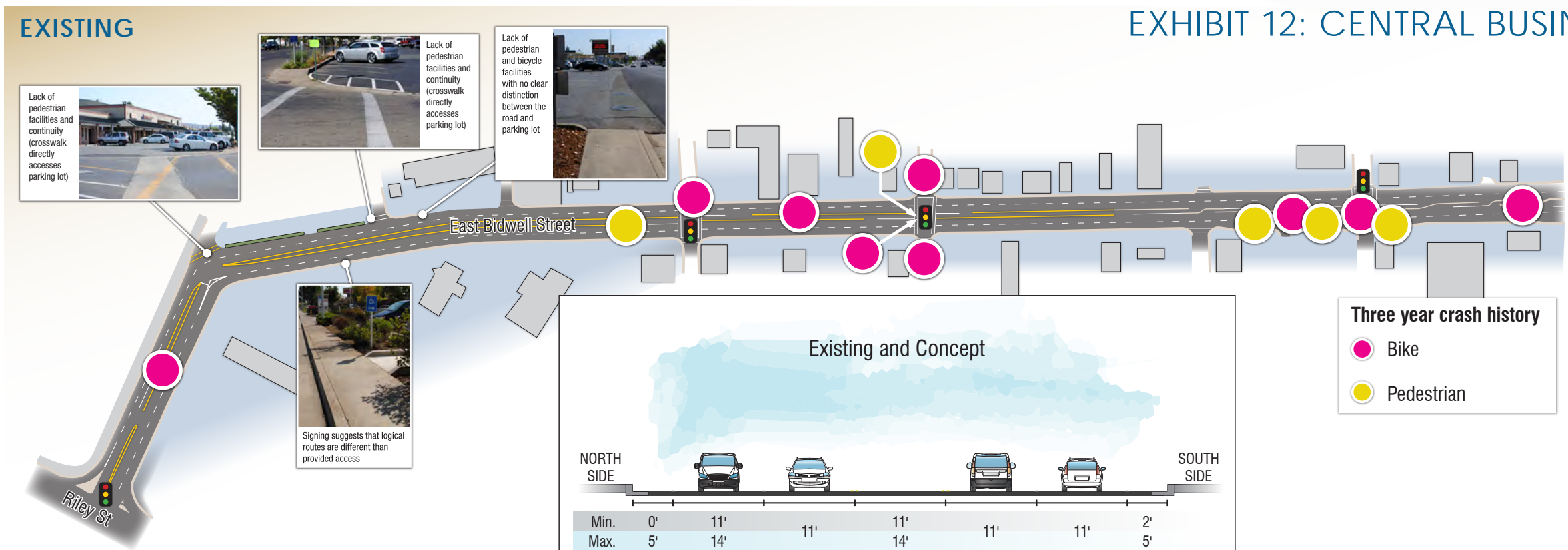
\*\* No gutter pan along north side of East Bidwell between Coloma Street and Rumsey Way



# East Bidwell Street

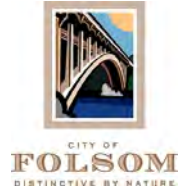
## COMPLETE STREETS CORRIDOR PLAN

### EXHIBIT 12: CENTRAL BUSINESS DISTRICT OVERVIEW



- LEGEND**
- Existing Bikeways**
    - Class II Bike Lane
  - Proposed Bikeways**
    - Class II Bike Lane
    - Class III Bike Route
    - Bike Boulevard

SOURCE: City of Folsom, Bikeway Master Plan, Proposed Bikeway System

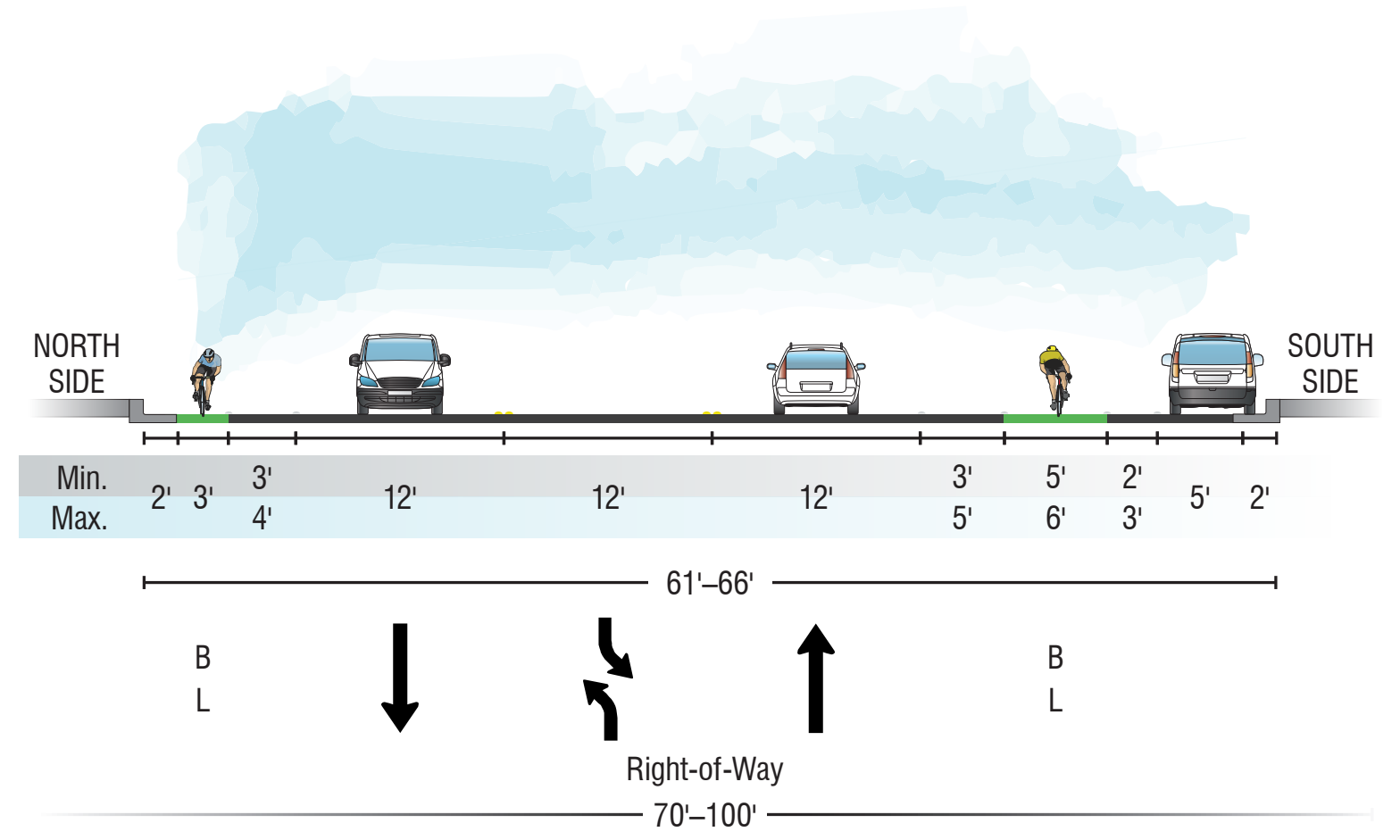
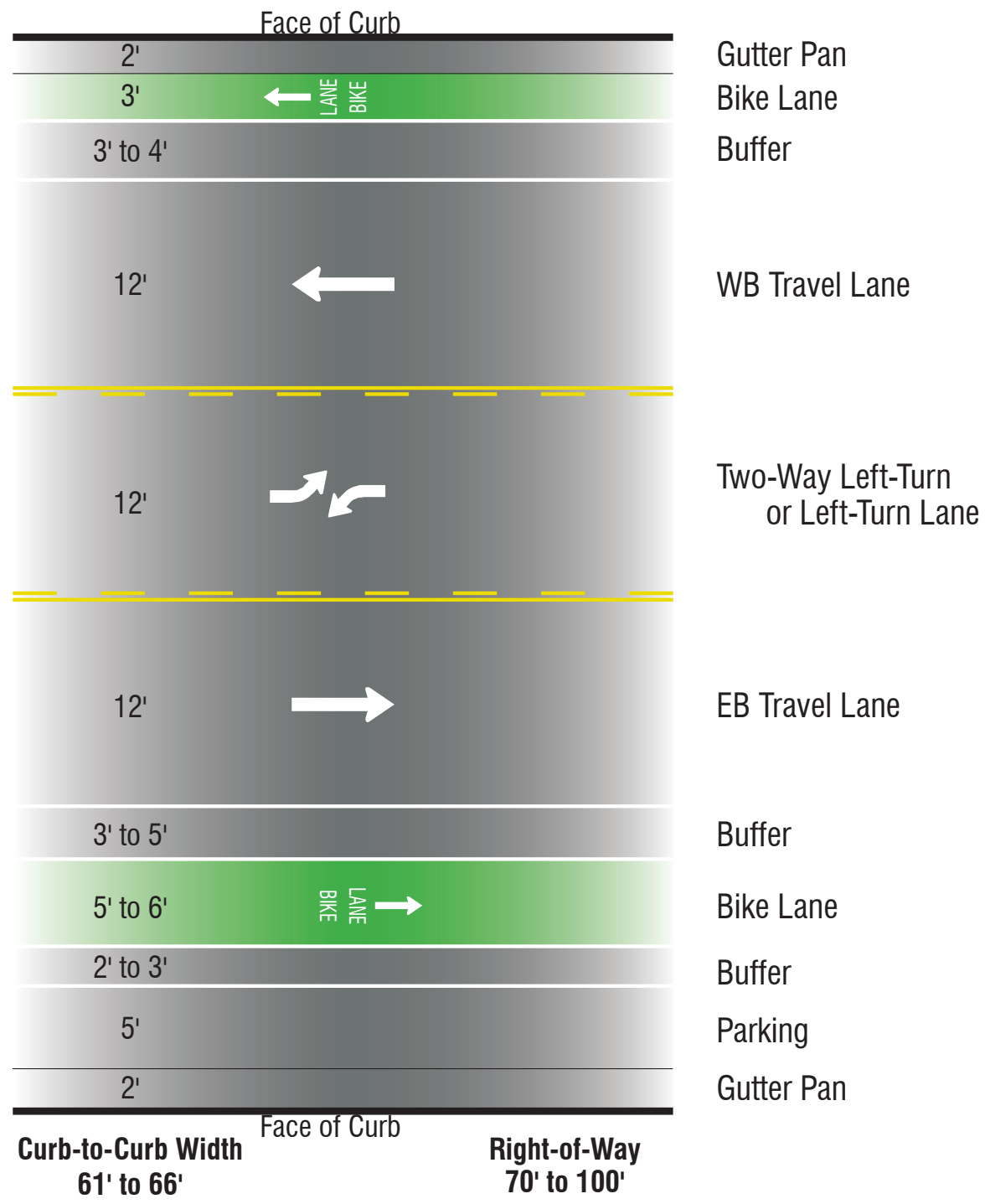


# East Bidwell Street

COMPLETE STREETS CORRIDOR PLAN

EXHIBIT 13: CENTRAL BUSINESS DISTRICT

ROAD DIET CONCEPT



CITY OF FOLSOM  
DISTINCTIVE BY NATURE

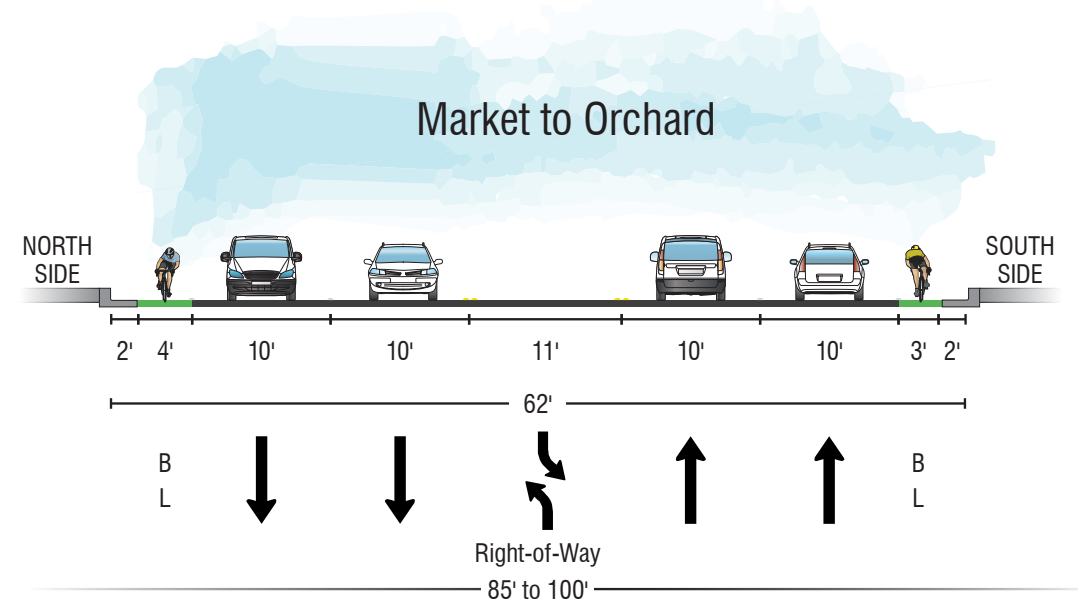
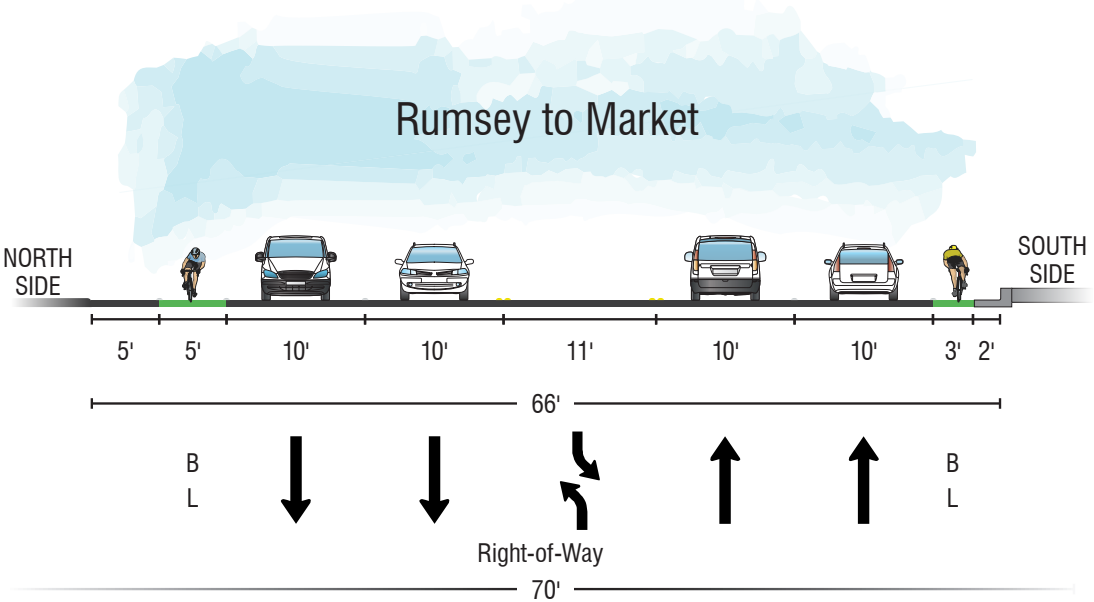
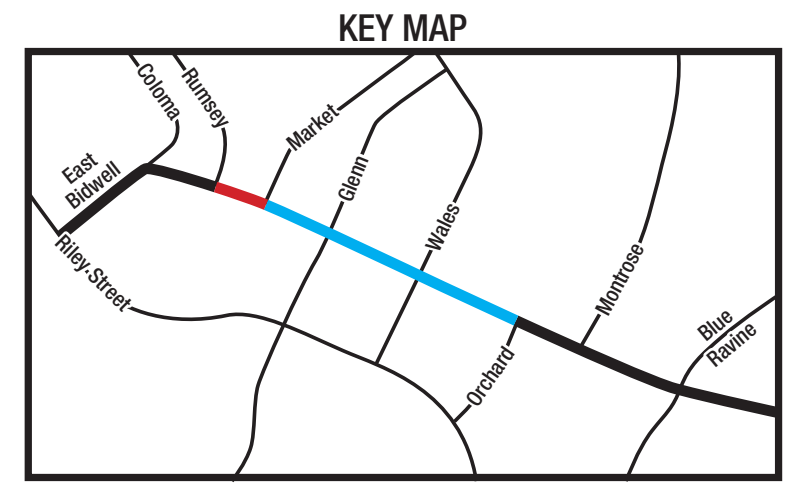
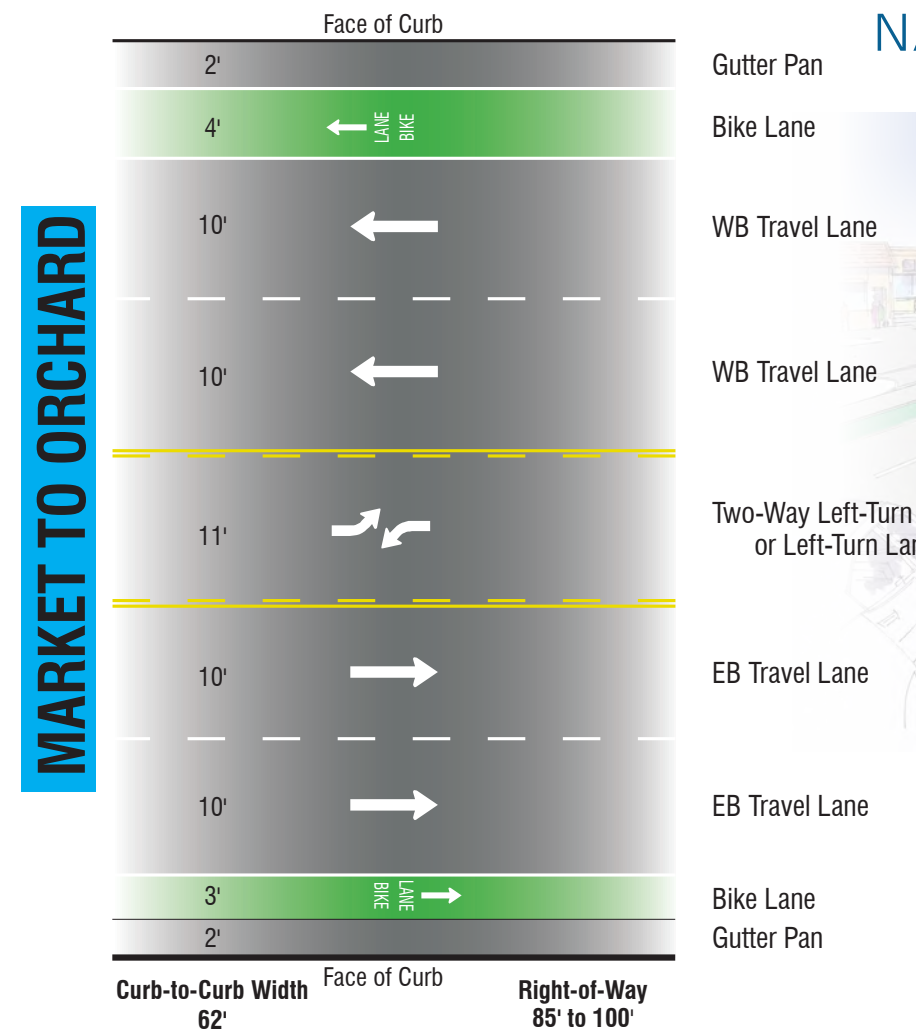
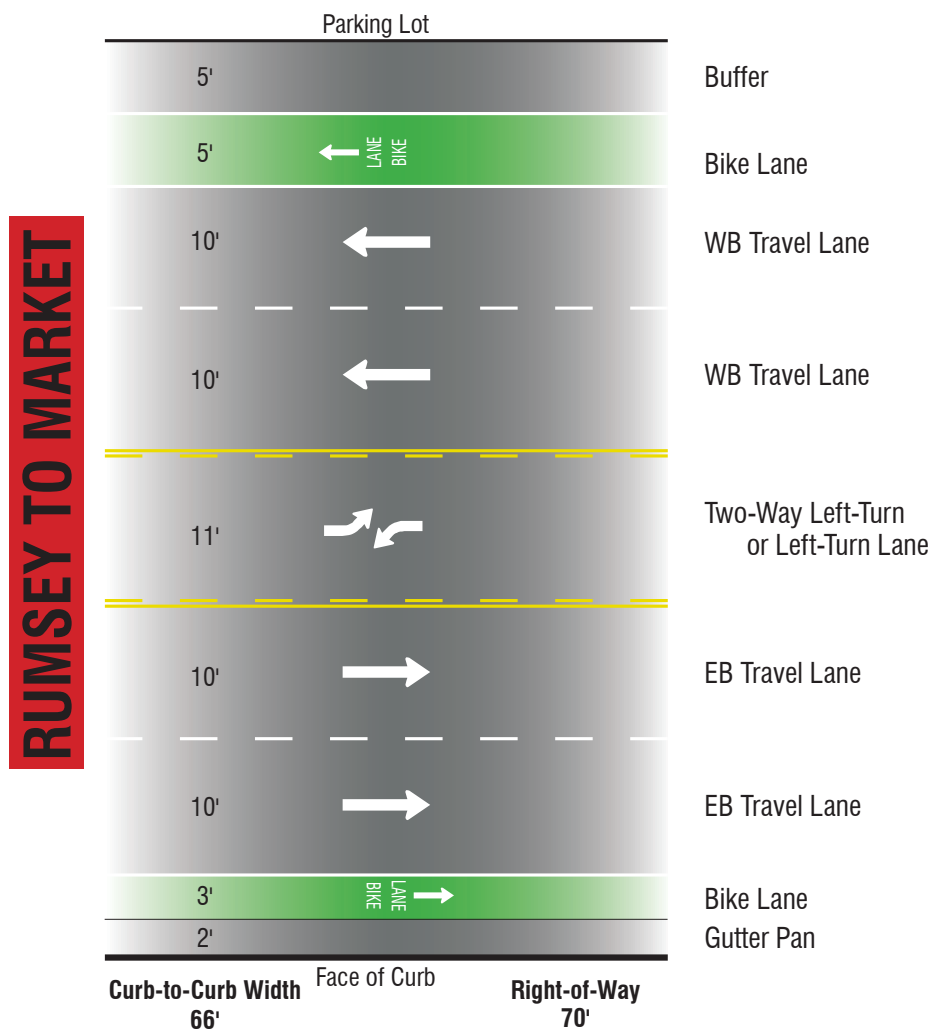


# East Bidwell Street

## COMPLETE STREETS CORRIDOR PLAN

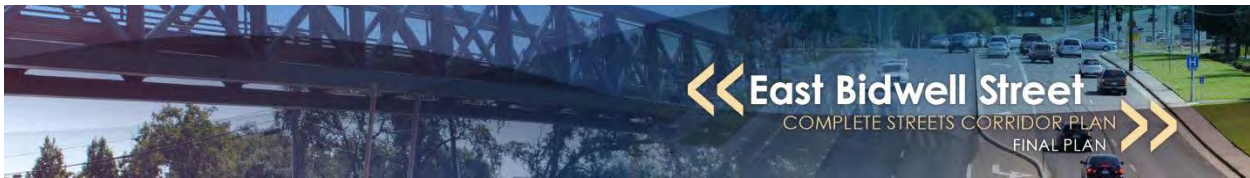
### EXHIBIT 14: CENTRAL BUSINESS DISTRICT

#### NARROW LANE CONCEPT



CITY OF FOLSOM  
DISTINCTIVE BY NATURE

Kimley»Horn



## 4. CORRIDOR-WIDE TREATMENTS

Beyond the number of through lanes and the projection of traffic volumes, each of the Corridor's Districts are envisioned to apply various bicycle, pedestrian, roadway, and aesthetic treatments to accomplish the following: enhancements to all modes of travel, and a consistent identity that spreads across and links the Districts into a single cohesive corridor. The following is a brief discussion of each of these treatments.

### 4.1 ENHANCED BICYCLE FACILITIES

As depicted in **Exhibit 15**, the enhancement of bicycle facilities can be achieved using a variety of treatments. These tools range from the buffering/separating of bike lanes from through traffic lanes, to the inclusion of high-visibility colored pavement treatments and accommodation of bike storage and repair facilities. These tools are ultimately important to emphasize bicycling as a viable transportation mode within the corridor.

### 4.2 PEDESTRIAN AND ROADWAY TREATMENTS

The range of treatments shown in **Exhibit 16** are aimed at enhancing the safety for pedestrians within the roadway environment. Whether using curb extensions or median islands/mid-block crossings, minimizing the amount of time pedestrians are "exposed" to vehicular traffic is a key strategy to enhancing their safety. Additional consideration for the use of "green street" features (i.e., environmentally conscious treatments) is also important as these enhancements can assist with pedestrian safety while also improving the environmental sensitivity of the facility.

### 4.3 AESTHETICS AND IDENTITY

Finally, corridor-wide aesthetic treatments will be vital to providing a consistent and uniform identity for the East Bidwell Street corridor. As depicted in **Exhibit 17**, there are a variety of streetscape

themes that can be applied and, when combined with strategically placed and design entry monuments, it is possible to establish the corridor as a predominant destination and provide an enhanced sense of place.

### 4.4 SIDEWALKS

A cohesive sidewalk network is vital to establishing a high level of accessibility and mobility for pedestrians along the East Bidwell Street corridor. Currently, there is a wide variety of sidewalk presence, widths, proximity to the roadway, and connectivity. In some portions of the Corridor there is no sidewalk but a well-worn path demonstrating pedestrian demand, while in other locations there are obstructions prohibiting access by pedestrians to constructed sidewalks. In addition to improving upon the current, deficient conditions, a comprehensive approach to planning the Corridor's sidewalks will be an important process.

Three types of sidewalk treatments are depicted in **Exhibit 18**. These treatment concepts include urban, contiguous, and non-contiguous sidewalk concepts. All dimensions depicted are for illustrative purposes only, and may vary depending on right-of-way availability. These concepts are discussed separately from the district roadway cross-sections as the sidewalk options could, and currently do, vary throughout the Corridor.

#### 4.4.1 URBAN SIDEWALKS

Urban sidewalks are typically used in high pedestrian areas, commonly where buildings are located adjacent to the back of walk. In these areas the sidewalk commonly covers the entire area between the curb and the property line. Street trees installed with tree grates are often used to maximize the available width for pedestrians. A clear path of 8-feet is desirable, as pedestrian activity is heavier where this section is used. Bus shelters, kiosks, benches, and other street furnishings can typically be accommodated within this option. In addition, sidewalk dining areas can be provided with appropriate permitting.

# East Bidwell Street

## COMPLETE STREETS CORRIDOR PLAN

### EXHIBIT 15: ENHANCED BICYCLE FACILITIES

Class I Bikeways (Off-Street Shared Use Path)



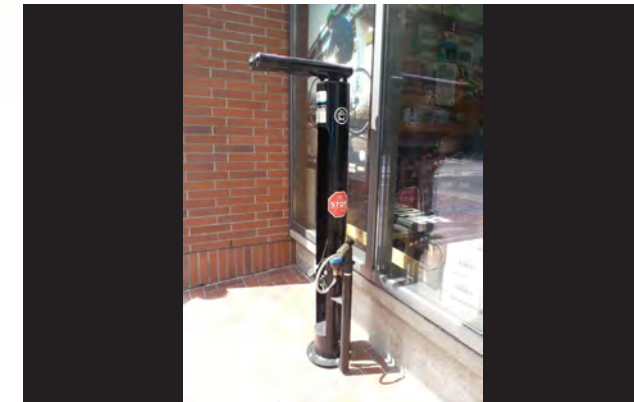
Bike Boxes



Buffered Bike Lanes



Bike Storage and Repair



Cycle Tracks



Colored Pavement Treatments



CITY OF FOLSOM  
DISTINCTIVE BY NATURE

Kimley»Horn

# East Bidwell Street

COMPLETE STREETS CORRIDOR PLAN

## EXHIBIT 16: PEDESTRIAN AND ROADWAY TREATMENTS

Curb Extensions



Median Island



Road Diet



Mid Block Crossings



Transit Facilities



Pedestrian Signal Timing



Green Street Treatments



CITY OF FOLSOM  
DISTINCTIVE BY NATURE

Kimley»Horn

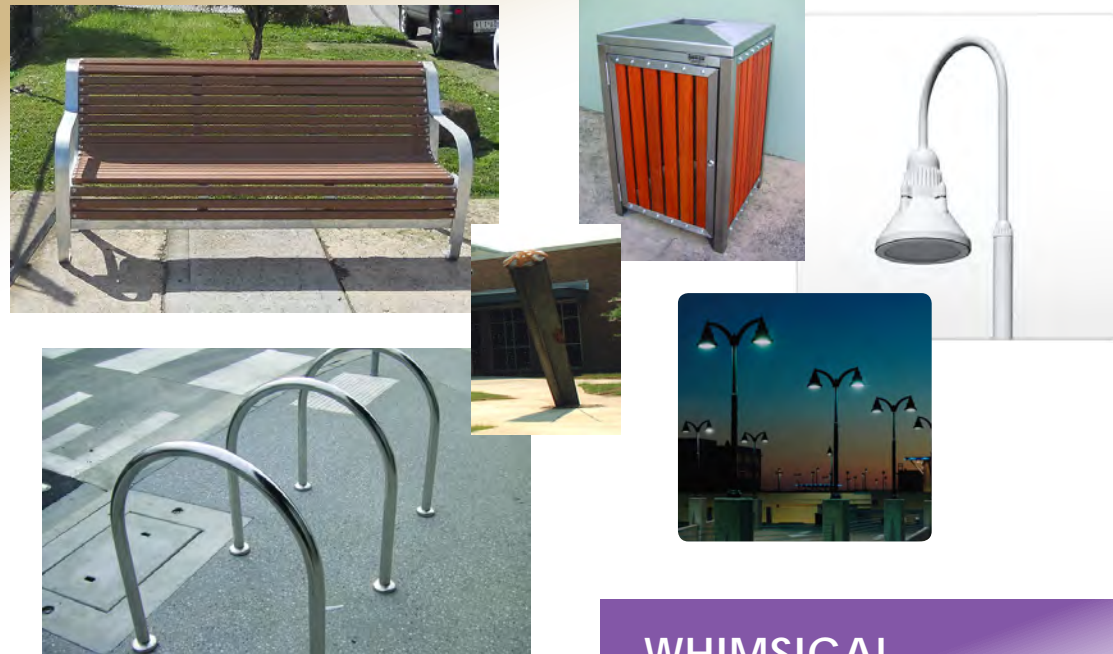
# East Bidwell Street

COMPLETE STREETS CORRIDOR PLAN  
EXHIBIT 17: AESTHETICS AND IDENTITY

## ENTRY MONUMENTS



## CLASSIC



## SUTTER



## WHIMSICAL



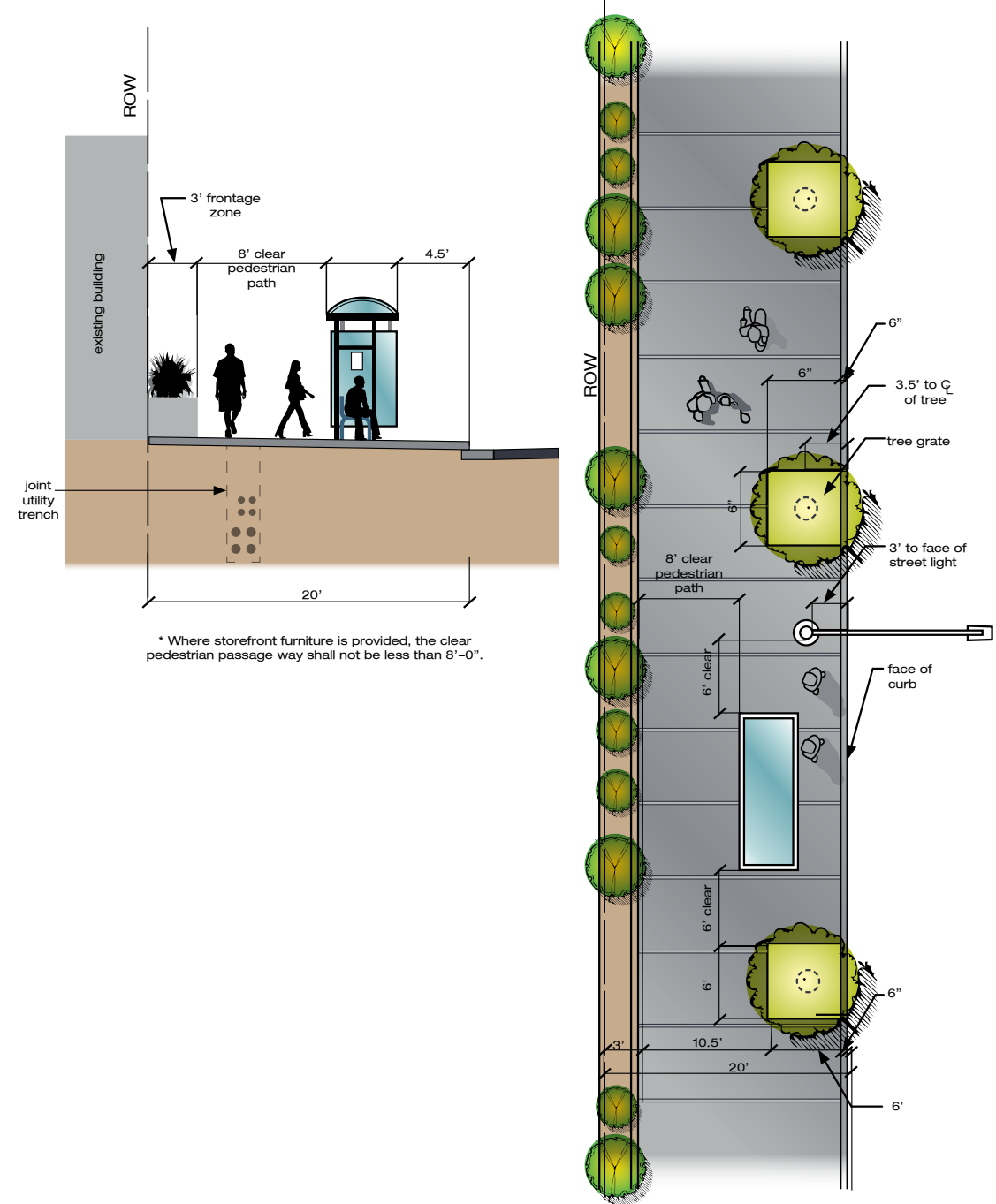
CITY OF  
**FOLSOM**  
DISTINCTIVE BY NATURE

# East Bidwell Street

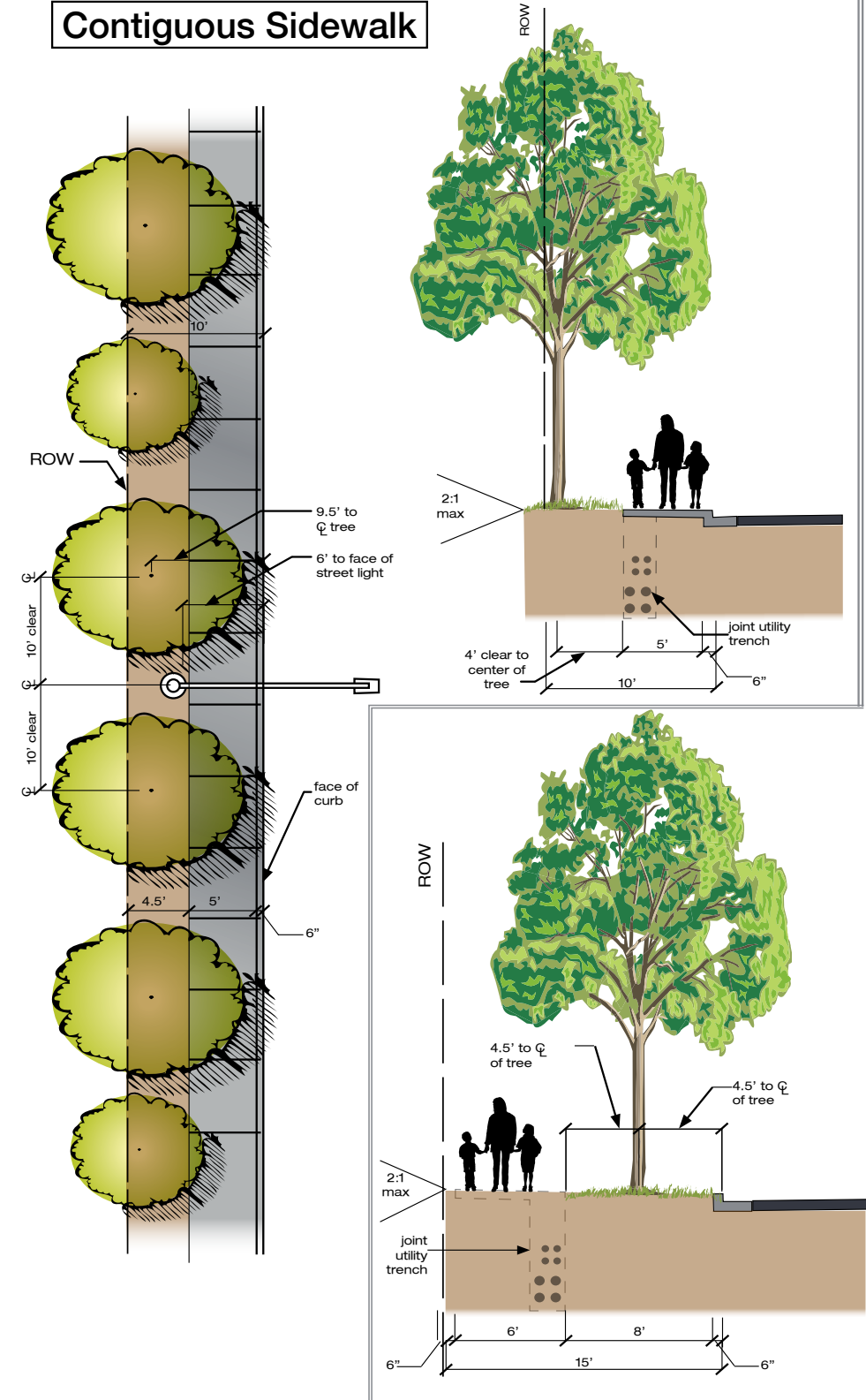
## COMPLETE STREETS CORRIDOR PLAN

### EXHIBIT 18: SIDEWALK OPPORTUNITIES

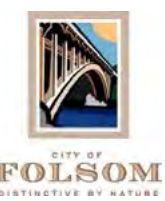
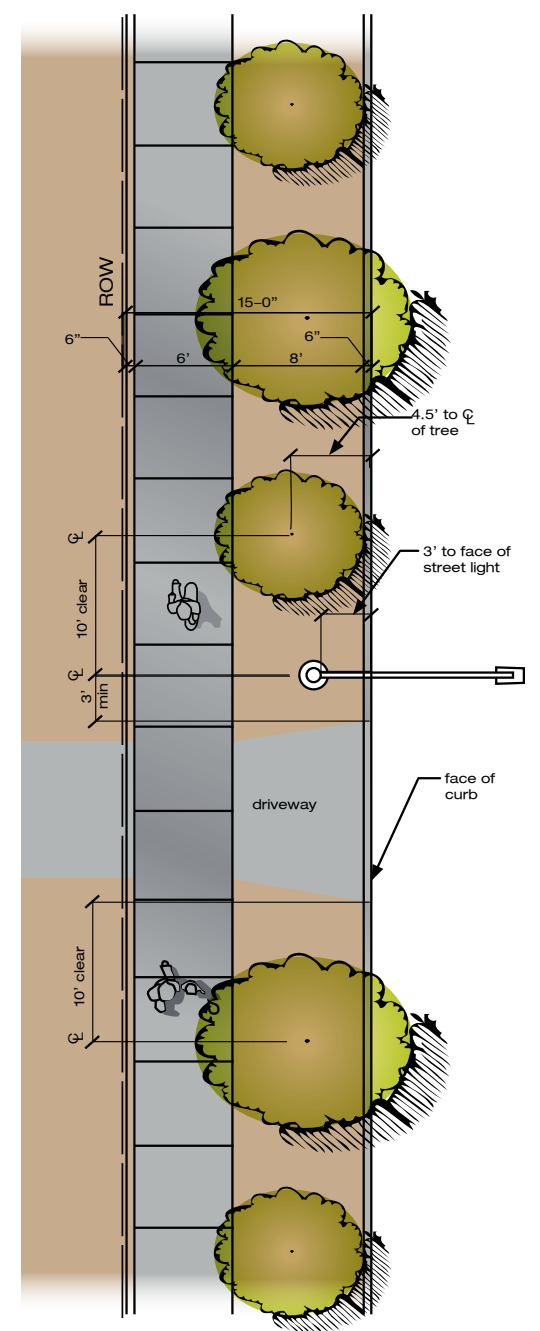
**Urban Sidewalk**

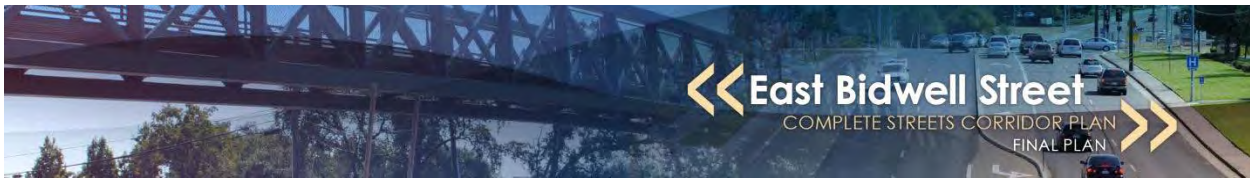


**Contiguous Sidewalk**



**Non-Contiguous Sidewalk**





#### **4.4.2 CONTIGUOUS SIDEWALKS**

This option places the sidewalk adjacent to the roadway, with landscaping between the sidewalk and the property line. This option is less comfortable for pedestrians as it places them next to moving traffic or bicycle lanes. A contiguous sidewalk is desirable when on-street parking is provided. While the presence of on-street parking has the benefit of separating pedestrians from moving traffic, a contiguous sidewalk adjacent to on-street parking also provides a paved surface from which passengers can access their parked vehicles. This option is often used in residential areas where the landscaping can be accommodated by the adjacent property owners.

#### **4.4.3 NON-CONTIGUOUS SIDEWALKS**

A non-contiguous sidewalk separates the sidewalk from moving traffic through the use of landscaping. With this option, sidewalk widths should be no less than 5-feet. The landscaped width will vary depending on the availability of right-of-way and the desired amount and type of plantings. This option is beneficial to pedestrians because it provides a walkway separated from adjacent automobile traffic. A variation of this option includes a detached, meandering sidewalk. In this configuration the sidewalk location fluctuates between the curb and the property line in a meandering fashion. This meandering design is often used when right-of-way availability is abundant. It should be noted that the meandering of the sidewalk has the effect of slightly increasing pedestrian travel times.

## **5. CORRIDOR OPPORTUNITIES**

As the East Bidwell Corridor transitions to a “Complete Street” the proposed changes anticipate a more pedestrian friendly future. While we will never be without the automobile, there is a shift in thinking about the role of streets and the management of auto traffic in California communities.

Within the realm of traffic and transportation management, major arterials carrying high volumes of traffic have been designed to rapidly move traffic through a community. Commercial development has been drawn to these corridors to capture the many thousands of trips each day, and this setup has created additional congestion, pollution, auto/pedestrian conflicts, and a cluttered visual environment.

It is the aim of the Complete Street approach to the East Bidwell Street Corridor to mitigate some of the more obvious conflicts, to create a more manageable multi-modal street, and to encourage development that will have a positive functional and visual affect throughout the Corridor.

### **5.1 EXISTING DEVELOPMENT**

The predominant configuration of land uses in the Corridor is what is termed as single use “strip commercial” and “power centers.” The character of this type of development emphasizes large land areas dedicated to surface parking and large floor-plate buildings. Buildings are usually one story “big box”, set a long way back from the street with a large parking field between the street and the store. While there may be sidewalks, pedestrians are not given priority in the parking lots. The walk to and from the street is ordinarily through a parking lot without designated pedestrian walks. Office development also exists in this Corridor, but these too have taken the “strip center” approach, locating at the back or center of the lot and presenting large parking lots to the street. Residential uses are segregated from these commercial centers, and residents must rely on multiple auto trips for essential services.

The businesses desire, and in most cases require, that traffic have easy access to the large parking lots. As a result, there are numerous curb-cuts as entry and exits to the lots. While these numerous curb-cuts provide easy access, they also create congestion on the street while drivers anticipate, choose, and then decide what lot entry to use.



Since it is important to attract passing traffic, large reader-board signs dominate the landscape mixing in with overhead utility lines and poles creating a visual clutter along the street. Signs are scaled to a particular traffic speed so that drivers have an easier time identifying where they might want to shop.

Sidewalks, while existing in many places along the Corridor, are “curb-tight” meaning there is no buffer between the sidewalk and 40 mile per hour traffic. Pedestrians likely don’t feel very comfortable in this configuration and, therefore, often choose not to walk or bike on these streets.

Along with being narrow and curb-tight, there is a lack of vegetation that can often serve to soften the edge of a busy street. There are limited street trees, usually associated with development that has occurred over the last decade or so. Lawns and shrub plantings are also lacking, giving the Corridor a harsh, unfriendly character, especially for pedestrians and bicyclists. Office developments generally landscape their properties greater than retail commercial, but the landscaping is in the form of foundation plantings and are rarely at the street edge of the property.

Large lot, low density development emphasizing parking lots and relying on large reader-board advertising and multiple curb-cuts is what dominates the East Bidwell Street Corridor. This character is reflective of an urban history dominated by the automobile and an era of vast petroleum resources and an environment that could still tolerate unrestricted carbon emissions.

As our land use planning policies prescribe more compact development and greater connectivity between people and essential services, it is only reasonable to address the re-configuration of our streets and corridors. It is with these principles in mind that we develop a vision for this Corridor. It is with these principles that we strive to reshape the landscape to address the pressing concerns for the community, the environment, and for sustainability.

## 5.2 CORRIDOR VISION

In order to enhance the character and quality of the Corridor, certain strategies are being used. A comprehensive approach to building location, land uses, parking management, pedestrian safety, and efficiency is being explored with an eye toward identifying appropriate locations to implement the necessary measures.

### 5.2.1 BUILDING PLACEMENT

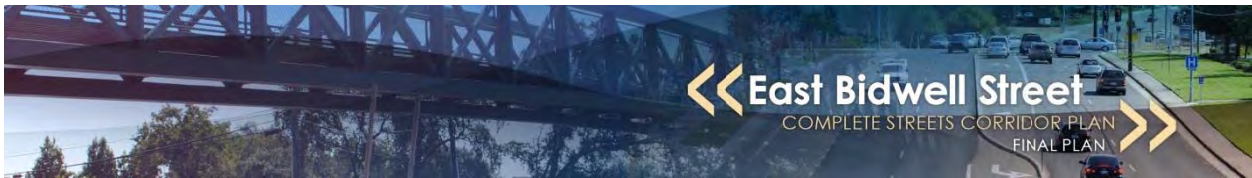
A well-defined street edge is a critical element in creating a sense of place. In the case of the East Bidwell Street Corridor, wide streets are the norm. Large expanses of parking lots adjacent to the wide thoroughfare creates a vast, anonymous landscape. Bringing building mass up to the back edge of sidewalks creates a defined edge and provides easy access for pedestrians and easier identification of retail establishments for passing motorists. Buildings can become their own advertising, thus eliminating the need for large reader-boards. Building mass close to the street edge also creates a refined pattern and character for the Corridor.

The best streets encourage participation. Left to an auto-dominated configuration the street becomes merely a facility to accommodate traffic. With buildings brought up to the street edge people interact with the street, participate in the activities provided by the buildings, and the place becomes enlivened. Contrast this with the existing scheme of large anonymous parking lots bordered by nominal landscaping and the potential for something better becomes a clear.

### 5.2.2 LAND USE

Along with building placement and a revised approach to site planning, it is anticipated that land uses will evolve to contain a mix of retail, commercial service, office, and residential where appropriate. While every site cannot accommodate residential uses, those appropriate sites and locations will be designated for a mix of uses. Locating housing close to, or integrating





housing units with other commercial uses provides a level of convenience not always found in suburban locations. The purpose of this strategy is to afford the opportunity to access essential services without major dependence on the automobile, and to create compact, efficient places with character.

There is a broad desire by many to introduce multi-family residential and/or interactive high-tech office campuses to help support the increased retail uses anticipated in this Corridor. Internal design of streets will emphasize narrower street widths to provide building and pedestrian interaction with the streets and adjacent neighborhoods. Improving the quality of the built environment and the character of the places will encourage more restaurants and retail to locate in the Corridor.

The over-arching goal of these land use strategies is to create identifiable places – places where people congregate and places that are memorable. These places will take the place of anonymous expanses of parking lots and monotonous building design.

### **5.2.3 PARKING MANAGEMENT AND PEDESTRIAN SAFETY**

Congestion along the Corridor is exacerbated by multiple curb-cuts inviting drivers in and dumping cars onto the main street. Buildings placed at the street edge define a new pattern of parking access eliminating the need for multiple curb cuts. With the elimination of multiple curb cuts, pedestrian safety is enhanced and traffic congestion on the arterial can be reduced. Side streets and internal drives will have a narrower configuration and thus a traffic-calming effect. With appropriate directional signs and well-marked access points, the visual clutter along the Corridor can be managed and reduced.

The intention of these strategies is to create safer pedestrian environments within the existing landscape. Making the environment more accessible for pedestrians and bicyclists will add to

the sense of security and will thus encourage more people to walk and bike for their essential services and daily trips.

## **5.3 BUILT ENVIRONMENT GUIDELINES**

### **5.3.1 CREATING MEMORABLE PLACES**

Outdoor spaces throughout the Corridor should provide a variety of venues to be used by a wide range of patrons. From a large central gathering space used for casual and formal events, to smaller intimate, quiet spaces used for privacy and solitude. Landscaping should reflect the native flora of the region but should be designed with water conservation in mind. Landscaping should be used strategically to screen utility uses from public view as well as to enhance the design of public spaces. The following design guidelines speak to usable outdoor spaces and landscaping:



- **Public Spaces**
  - Development in the Corridor should consider the needs of pedestrians by providing well-defined pedestrian walkways that link to public sidewalks, plazas and open spaces.
  - Outdoor plazas and gathering places should be sited with most building compositions on the Corridor. Plazas should be designed in such a way to allow for access by all surrounding commercial establishments.
  - Pedestrian amenities such as seating, street trees, landscaping, seasonal flowers, banners, and lighting are encouraged to create interest.



▪ **Landscaping**

- The use of native trees and other native plantings with special qualities (e.g., spring flowers or remarkable fall color) is strongly encouraged to unify the Corridor and create unique character.
- Along with colorful seasonal plantings, Xeriscaping for large planting areas is encouraged, utilizing drought resistant, native plant materials.
- A variety of native landscape materials, trees, evergreens, shrubs, groundcovers, and seasonal flowers should be provided for color and visual interest. Creative use of plant materials such as climbing vines or trellises is also encouraged, as are individual planting beds, trees, and hanging baskets.

▪ **Site Amenities**

- Any existing or planned bicycle routes through the Corridor and to connecting bicycle routes should be enhanced through landscape, signage, or other amenities (e.g., bicycle repair stations, respite areas with benches, etc.).
- Usable, as well as decorative water features should be integrated into major public spaces.
- Corridor development should include amenities such as street furniture, public art, fences or other decorative walls, fountains and courtyards.
- Street furniture (benches, kiosks, trash receptacles, etc.) should be consistent and/or complimentary throughout the Corridor providing a cohesive design motif for all outdoor spaces.
- Whenever possible, utilities should be located underground.
- ADA requirements apply to all pedestrian ways and public open spaces and should be designed in accordance with the prevailing codes and ordinances.

**5.3.2 BUILDING-TO-STREET RELATIONSHIP**

Good urban design addresses the critical relationship between buildings and open spaces. In the Corridor’s auto-dominated scheme it is especially important to understand the interrelationship of built space with the street.

The scale, (height, width, and bulk of a building) articulation (how a façade is broken up to avoid monotonous, blank walls), transparency (how much window to wall there is) and ease of understanding the location of entries to buildings is critical in creating a street edge that is pedestrian-oriented and a pleasant experience.



Blank walls and utility functions at the street level should be screened from view or avoided as much as practicable on the active street frontages of the East Bidwell Corridor. How buildings are designed to relate to the street include:

- Meeting the street to create lively, transparent (where appropriate), and articulated street frontages. Blank wall surfaces at street frontages are to be kept to a minimum.
- Facades that include elements that create a pedestrian scale.
- Entries and doorways that are clearly marked and defined either with signs or building elements.
- Weather protection (sun and rain) provided along sidewalks next to buildings - this could be accomplished with the use of canopies, awnings, or colonnades.
- Public spaces that are well marked, defined, and easily accessible.
- Appropriate and cohesive landscaping throughout the Corridor.



- Site elements that are arranged to best address climatic impacts - e.g., providing shade and shelter from harsh summer sun; taking advantage of solar access to warm spaces in winter.
- Landscape elements that are blended with adjacent landscape treatments where practical.

### 5.3.3 ARCHITECTURE AND THE DESIGN OF BUILDINGS

Buildings, in any context, tell a story about a city's history and development. The architectural treatment of building structures, including materials and style, should be compatible with a city's historical architectural character and the contemporary context as well. Like most California



cities, Folsom has a reasonably recent history and the styles that were built over a period of 150 years have varied with the eras. The underlying guideline for new

development and redevelopment is to consider one's neighbors and nearby structures and reinforce the existing historic character through sensitive, compatible design.

One of the intentions of the evolution of the East Bidwell Corridor is to have a unique, yet compatible Corridor that reflects a distinctive memorable quality and helps distinguish this corridor from others in the Folsom/Sacramento region. As with most architectural considerations, there are certain preferences put forth in this guide that might be considered prescriptive, such as acceptable and unacceptable materials. This guide addresses architectural treatment, materials, color, and lighting in such a way that the major design decisions are left to the individual developer or property owner. The general intentions of this guide are meant to:

- Promote a coordinated approach to the architectural treatment of the Corridor buildings aiming for high-quality site and building design.
- Give the Corridor a strong sense of place and unique character that distinguishes it from its general context. There may be an opportunity in each district to create certain buildings as "landmark" buildings identifiable as particularly special structures/places.
- Assure that architectural treatment of building structures, including materials and style, are compatible with Folsom's overall architectural character.
- Help to create a unified appearance, without being monotonous. Foster a sense of place and community identity in the Corridor.
- Encourage certain design considerations for utility functions, such as concealing a building's mechanical, electrical, and plumbing systems from view from the street or sidewalk, providing well-designed enclosures for trash receptacles, delivery areas, and utility areas to minimize their visual impact on streets and sidewalks, and assuring that rooftop mounted mechanical and communications equipment be concealed or screened behind finished architectural elements.
- Provide guidelines for physical dimensions of buildings – height, maximum/minimum stories, width, depth, percentage of window to wall proportions and the like. Certain minimum requirements will be suggested, such as not allowing single story buildings to line the Corridor, but rather encouraging a minimum of two stories on the street side.



### 5.3.4 INTERNAL SITE CIRCULATION, PARKING LOTS, PEDESTRIANS MOVEMENT, AND TRANSIT

Circulation through and around the East Bidwell Corridor requires a clear and defined set of circulation networks. These will be designed to accommodate vehicles and pedestrians. Vehicular traffic will be for patrons as well as for service and events. Pedestrians and non-motorized vehicles should be able to move freely throughout the Corridor. Visual screening of surface parking is important but visual isolation should be avoided for public safety purposes.

- Site circulation for vehicles and pedestrians should be designed to avoid auto/pedestrian conflicts to the greatest extent possible. Where practical, pedestrian precincts should be developed, well defined, clearly signed, and easily accessible.
- Curb cuts for parking areas and driveways should be minimized through shared entrances, exits and/or driveways, whenever possible.
- Reduction of impervious surfaces for surface parking lots will be encouraged through vegetated islands and Low Impact Development techniques.
- The perimeter of all surface parking lots should be screened with landscaping, thus reducing negative visual impacts and creating a softened edge.
- Site amenities such as sidewalks, street trees, landscaping, and street furniture will be required.
- Public streetscaping is addressed in other sections of this plan. New construction should follow the recommendations of those sections for public rights-of-way.
- Paving, street trees, pedestrian lights, benches, signage, etc., along streets should be consistent to help create an identifiable character for the Corridor.

- Where space permits, planting strips with the addition of trees to separate the sidewalk from the street are encouraged.
- Integrating transit into various developments provides access opportunities and a choice of transportation options in the Corridor.

### 5.3.5 GETTING AROUND – WAYFINDING

“Wayfinding” encompasses all of the ways in which people orient themselves in physical space and navigate from place to place. Providing a comprehensive sign program, along with a clearly defined hierarchy of spaces on a site, can facilitate an ease of navigation. Buildings themselves need to be “readable” with clearly articulated entrances and paths of circulation. Providing a comprehensive sign program that is consistent throughout adds to the unique identity for the Corridor. Any directional sign program should be part of a well-designed “way-finding” system for all areas of the Corridor development.

- Provide site maps at kiosks at strategic locations.
- Create landmarks and nodes with distinguishing features - “I’ll meet you at the Red Bench.”
- Clearly identify building and parking lot entrances.
- Create clear site lines across the site for ease of orientation.
- Utilize color and/or symbol coding throughout the corridor - “We parked in the Oak Tree lot.”

The application of the concepts presented in this section have been applied to the East Bidwell Street Corridor. **Exhibits 19-22** present the comprehensive opportunities for each District.

# East Bidwell Street

## COMPLETE STREETS CORRIDOR PLAN

### EXHIBIT 19: BROADSTONE DISTRICT OPPORTUNITIES



#### Corridor Map

- MIXED USE
- CAMPUS OFFICE



#### Overall Design Character:

Broadstone offers a unique opportunity in the corridor with a large undeveloped opportunity site. With pedestrian linkages to the neighborhoods to the east and the commercial center to the west, this site is ideally suited for mixed use and campus office development.

#### Campus Office

With the high demand in this corridor for commercial office, a campus office development would create an ideal employment center. With the potential for light rail to eventually serve this site and with its proximity to residential neighborhoods and major retail services, the environment would be ideal for high tech, financial, or corporate headquarters.

The character of the campus development is one of a pedestrian-oriented precinct with parking on the periphery or integrated into the lower portions of buildings (preferred). Buildings surround large open spaces with amenities and an internal pedestrian network. Buildings are 3 or 4 stories with distinctive architecture.



Microsoft - Washington



Google Campus - San Jose

#### Mixed Use

Mixed use designations provides for a variety of uses in either a vertical or horizontal configuration. The land use designation allows residential units to be intermixed with commercial uses providing convenience to residents and helping to create a vibrant community with active street life. The mix of uses promotes a pedestrian-oriented environment with shops and restaurants in close proximity to residence.

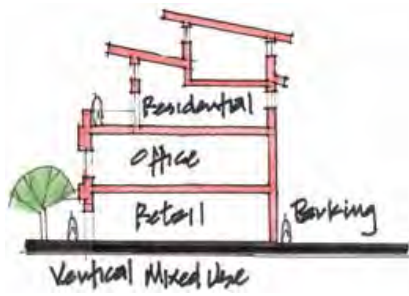
The character of mixed use buildings is 2 to 5 stories with retail on the ground floor. The upper floors can be commercial office or housing as well as a mix of both. The buildings frame the street with minimal setback. Parking is to the rear in surface lots or structures.



Mixed Use



Campus Office

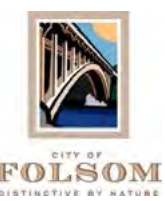


Vertical Mixed Use

Orenco Station - Mixed Use Station Community-Oregon



Horizontal Mixed Use



# East Bidwell Street

## COMPLETE STREETS CORRIDOR PLAN

### EXHIBIT 20: COLLEGE DISTRICT OPPORTUNITIES

#### Overall Design Character:

The College District presents several opportunities. Folsom Lake College has established a pattern of development with the design of its campus at the top of the hill. The vacant parcels along East Bidwell suggest an opportunity for mixed use, while the vacant parcels further east offer a chance for additional educational or institutional development, or for related uses, such as student housing.

#### Education/Institutional or Related Uses

Building on the existing educational campus, development of a similar type is appropriate for this site. The configuration can follow the existing "organic" layout, or the development could be more formal depending on the program and site conditions. Uses could include additional educational facilities, supporting institutional uses, or student-focused residential uses, which may be related to the campus or privately developed.

The character of the institutional development is similar to campus office. It is one of a pedestrian-oriented precinct with parking on the periphery or integrated into the lower portions of buildings. Buildings surround large open spaces with amenities and an internal pedestrian network. Buildings are 3 or 4 stories with distinctive architecture.



Stanford



UC Santa Cruz

#### Mixed Use

Mixed use designations provide for a variety of uses in either a vertical or horizontal configuration. The land use designation allows residential units to be intermixed with commercial uses, providing convenience to residents and helping to create a vibrant community with an active street life. The mix of uses promotes a pedestrian-oriented environment with shops and restaurants in close proximity to residences.

The character of mixed use buildings is 2 to 5 story with retail on the ground floor. The upper floors can be commercial office or housing as well as a mix of both. The buildings frame the street with minimal setback. Parking is to the rear in surface lots or structures or tucked under buildings.



Mixed Use Configurations



#### Corridor Map

-  MIXED USE
-  EDUCATION



Mixed Use



Education or Institution



CITY OF FOLSOM  
DISTINCTIVE BY NATURE

# East Bidwell Street

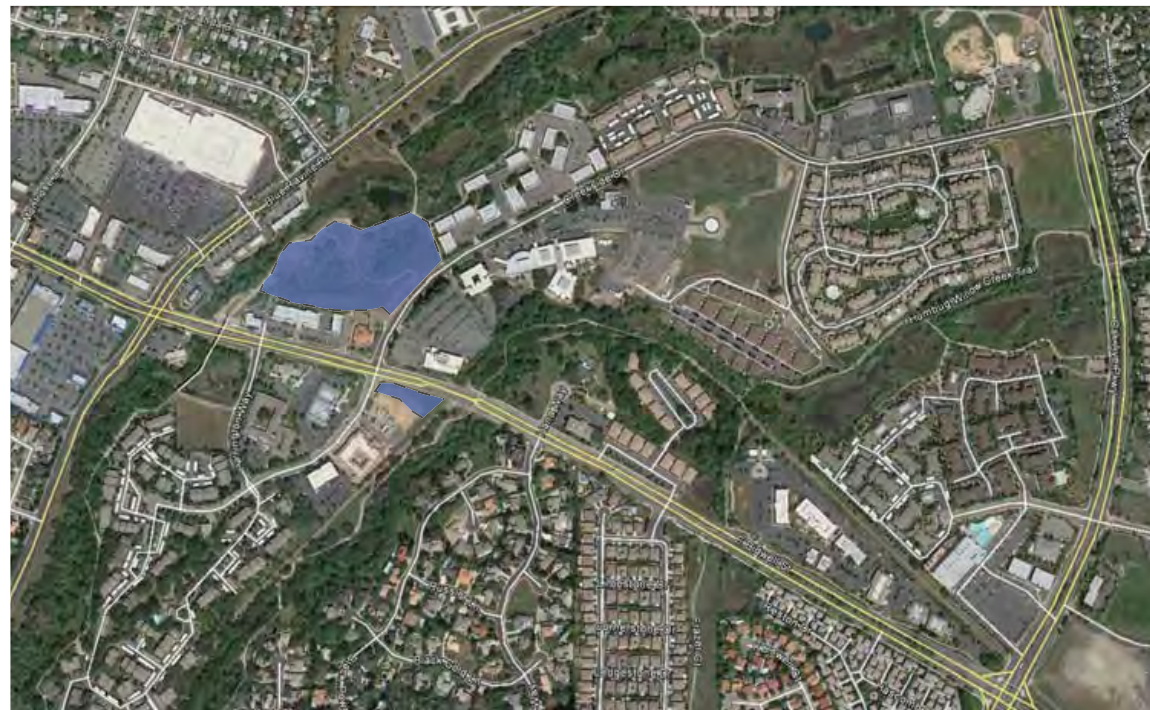
## COMPLETE STREETS CORRIDOR PLAN

### EXHIBIT 21: CREEKSIDE DISTRICT OPPORTUNITIES



Corridor Map

Mixed Use Sites



#### Overall Design Character:

The Creekside District is unique in the East Bidwell Corridor. Along East Bidwell there is a lower density residential character as well as the wilder creek open spaces giving it an almost rural character. Every effort should be made to retain this residential/open space character along the primary Corridor. It provides welcome relief from the more intense urban development on either end of this district.

There are, however, parcels that offer development opportunities. They are situated adjacent to existing commercial properties and to residential neighborhoods. These sites offer the chance to develop well designed projects that promote a slightly different pattern to the existing scheme.



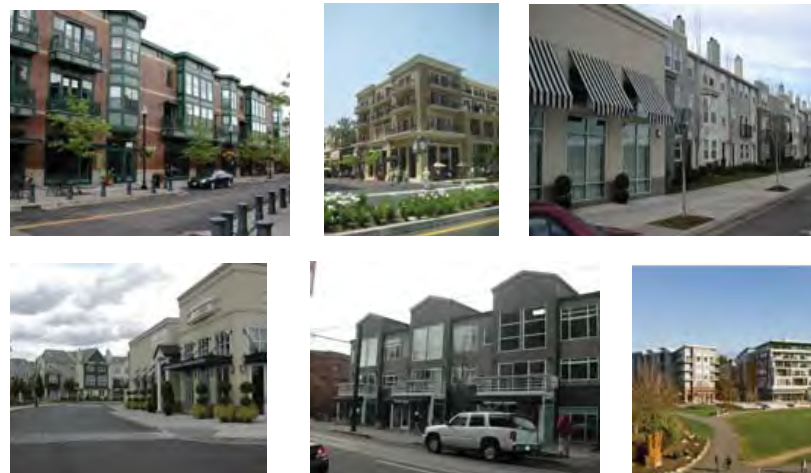
#### Contextual Mixed Use

Mixed use designations provide for a variety of uses in either a vertical or horizontal configuration. The land use designation allows residential units to be intermixed with commercial uses providing convenience to residents and helping to create a vibrant community with an active street life. The mix of uses promotes a pedestrian-oriented environment with shops and restaurants in close proximity to residences.

The character of mixed use buildings is 2 to 5 story with retail on the ground floor. In most cases in this district the upper floors will be housing units or medical offices. The buildings frame the street with minimal setback. Parking is to the rear in surface lots or structures.



A variety of methods for integrating housing with commercial uses in a mixed use development



Applicable Mixed Use for the Creekside District



CITY OF FOLSOM  
DISTINCTIVE BY NATURE

# East Bidwell Street

## COMPLETE STREETS CORRIDOR PLAN

### EXHIBIT 22: CENTRAL BUSINESS DISTRICT OPPORTUNITIES



Corridor Map

 MIXED USE OPPORTUNITY ZONE



#### Overall Design Character:

The traditional development pattern of the Central Business District presents a variety of opportunities for redevelopment and infill in a mixed use configuration (either horizontal or vertical). Large parking fields provide the framework for creating new pedestrian-oriented developments on the periphery of these parking lots with buildings facing the surrounding streets creating an interesting street wall throughout the corridor. There is an opportunity to introduce housing units in appropriate locations adding to the activity and vitality of this district.

#### Redevelopment

Every building type and commercial enterprise has a usable life cycle. Businesses change, tenants relocate, buildings are demolished and replaced. The Central Business District in the East Bidwell Corridor has witnessed these sort of changes over its entire history and this pattern will continue as retail trends evolve. The character and quality of redevelopment will change to reflect the current thinking about creating distinctive places with more emphasis on accommodating the pedestrian and establishing a new mix of uses.

In some cases entire sites will be redeveloped reflecting the market forces driving retail and commercial development. In others, small, incremental changes will occur retrofitting existing buildings and spaces to respond to new market demands. Either scenario will usher in a changed character and quality in the Corridor.

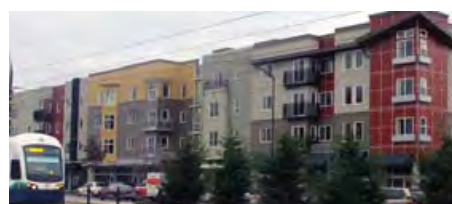


#### Infill

As places transition to new uses and configurations, small interventions occur where full-scaled redevelopment is not economically viable. Left over spaces, empty lots, portions of lots, and underutilized parking lots often present opportunities for development on a less grand scale than large projects. These smaller interventions become part of the fabric of a district and over time integrate themselves into the character of a place. The types of uses for infill varies with the site and the particular market sector they address. It can be retail, commercial office, housing, mixed use with retail at ground level, office and/or housing above or behind.



Mixed Use Redevelopment

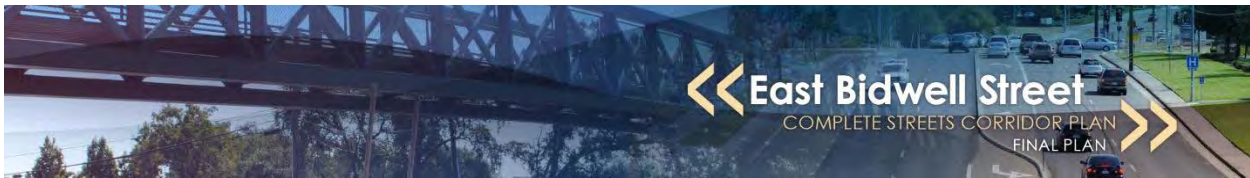


Mixed Use Infill



CITY OF FOLSOM  
DISTINCTIVE BY NATURE





## 6. FINANCIAL CONSIDERATIONS

This section provides a high-level summary of economic benefits related to Complete Streets improvements and rezoning districts to accommodate mixed-use development. Because implementation of the proposed East Bidwell Street Complete Streets Corridor Plan will require funding from local, State of California (State), and federal sources, this section also presents a summary of potential sources of funding for constructing capital improvements identified in the Plan.

### 6.1 ECONOMIC IMPACTS OF COMPLETE STREETS IMPROVEMENTS

Published reports on Complete Streets and related transportation improvements point to several benefits that can result from successful implementation. Measures of benefits associated with Complete Streets capture aspects ranging from improving health and public safety to stimulating the local economy.

This section provides a brief summary of the economic benefits of Complete Streets improvements based on a review of published reports. It is important to note that this high-level summary reflects anecdotal evidence of economic benefits witnessed primarily in larger jurisdictions such as New York, Washington D.C., San Diego, and San Francisco. Economic benefits to the local City economy stemming from implementation of the Plan may vary from those described below.

#### 6.1.1 BUSINESS ACTIVITY AND SALES TAX REVENUES

Designing more effective traffic flow and improving access to people traveling by foot and bicycle have been shown to increase sales at nearby businesses. In addition, residents who can safely walk or use bicycles generally spend more money in their local community compared to

residents who drive. These findings have been established by sales data and merchant surveys. A National Complete Streets Coalition study that looked at specific examples of Complete Streets in California showed a boost in sales of 20 percent in a San Diego neighborhood, as well as the construction of numerous new businesses, and a 60-percent increase in a San Francisco neighborhood, which nearby businesses attributed to higher levels of pedestrian and bicycle activity and greater convenience for shoppers.<sup>1</sup> The City of Lodi experienced a 30-percent increase in downtown sales tax revenues resulting from the retrofit of five main street blocks in which sidewalks were widened; curbs were bulbed out at intersections; gateway features were constructed; and trees, lighting, benches, and other streetscape amenities were added.<sup>2</sup>

Other examples from a study prepared by the New York Department of Transportation further demonstrated the positive impacts that better walking infrastructure provides on retail sales. This study showed an increase in retail sales of 49 percent in a case-study neighborhood after bicycle traffic was enhanced through the addition of separated bike lanes, and more than a 170-percent increase in sales adjacent to a former parking lot that was converted to a walkable pedestrian plaza.<sup>3</sup> Further, a Brookings Institution study on neighborhoods in Washington, D.C. found that raising the walkability score by one point resulted in an 80-percent increase in retail sales.<sup>4</sup>

---

<sup>1</sup> "It's a Safe Decision: Complete Streets in California." National Complete Streets Coalition and Local Government Commission, 2012.

<sup>2</sup> "The Economic Benefits of Walkable Communities." California Local Government Commission, Center for Local Communities.

<sup>3</sup> "Measuring the Streets." New York Department of Transportation, 2012.

<sup>4</sup> "Walk this Way: The Economic Promise of Walkable Places in Metropolitan Washington, D.C." Brookings Institution, 2012.



### 6.1.2 PROPERTY VALUES

Residential and commercial properties in neighborhoods with Complete Streets designs support higher property values and rents compared to properties with traditional transportation features. In addition to rent levels, commercial properties in a Complete Streets neighborhood tend to show lower vacancy rates. A notable amount of research on this topic relates to a connection between property values and walkability scores as measured by WalkScore.com. For example, according to a “CEOs for Cities” report that analyzed more than 90,000 home sales in 15 different markets nationally, “houses with the above-average levels of walkability command a premium of about \$4,000 to \$34,000 over houses with just average levels of walkability in the typical metropolitan areas studied.”<sup>5</sup>

In addition, research conducted by the Brookings Institution on neighborhoods in Washington, D.C. found that “a one-level increase in walkability translates into a \$8.88 value premium in office rents, a \$6.92 premium in retail rents, a \$301.76/square foot premium in residential rents, and a \$81.54/square foot premium in residential housing values.”<sup>6</sup>

Increased property values (in addition to increased taxable sales and private investment resulting from Complete Streets improvements), in turn, result in increased municipal revenues for local taxing entities.

### 6.1.3 COST SAVINGS

Using alternative modes of transportation that are encouraged through a Complete Streets design—including biking, walking, and taking transit—instead of driving, saves residents and visitors money. These cost savings free up disposable income, which then is recirculated in the economy

based on typical consumer spending patterns. The total amount of cost savings can be significant. For example, based on research conducted by Smart Growth America, people living in Dallas, Texas, saved an average of \$9,026 annually by switching from driving to taking transit, and those in Cleveland, Ohio, saved an average of \$9,576 annually (in 2012 dollars).<sup>7</sup> The total savings from biking, walking, or taking transit instead of driving really can add up across a city, ranging from \$2.3 billion in Chicago, to an astounding \$19 billion a year in New York City. Further, providing the infrastructure for people to get to work by walking, biking, or taking transit can provide a boost to the economy in other ways, too: traffic congestion costs businesses in the San Francisco Bay Area more than \$2 billion a year because of time employees spend stuck in traffic, and the total cost of congestion in the Los Angeles Region tops \$1.1 billion each year. A Complete Streets approach has the ability to recapture some of those costs.<sup>7</sup>

### 6.1.4 QUALITY OF PLACE

The design and transportation features associated with Complete Streets policies often create a high quality of place that is recognized by businesses and residents. This facilitates the ability to attract new businesses and residents to these neighborhoods. These types of neighborhoods also align with the preferences of young professionals and millennials, which often choose to work for businesses or live in residential properties in these areas. In addition to attracting businesses and talent, the quality of place created through a Complete Streets design draws additional private investment. For example, the National Complete Streets Coalition cites the example of Barracks Row in Washington, D.C., where Complete Streets implementation attracted

---

<sup>5</sup> “Walking the Walk: How Walkability Raises Home Values in U.S. Cities.” CEOs for Cities, 2009.

<sup>6</sup> “Walk this Way: The Economic Promise of Walkable Places in Metropolitan Washington, D.C.” Brookings Institution, 2012.

---

<sup>7</sup> “Benefits of Complete Streets: Complete Streets Stimulate the Local Economy.” Smart Growth America and National Complete Streets Coalition.



44 new businesses and 200 new jobs.<sup>8</sup> Mountain View, California, is another example that the Smart Growth America uses, where a Complete Streets treatment was followed by private investment of \$150 million.<sup>9</sup>

### 6.1.5 CASE STUDY: CITY OF LANCASTER BLVD TRANSFORMATION PROJECT

One of the most frequently cited cases of the economic benefits of a Complete Streets policy is Lancaster Boulevard in Lancaster, California. In an effort to bring economic activity back to the blighted downtown, the City of Lancaster implemented a redesign of a 9-block area that followed Complete Streets principles. Existing businesses flourished, new businesses were attracted to the area, and retail sales doubled within just 1 year of completing the project. Although it is only a couple of years old, City of Lancaster information shows the \$41 million public investment in the project has, to date, resulted in more than 40 new business locations, more than \$270 million in economic output, more than 800 permanent jobs, 1,100 construction jobs, hundreds of new housing units, and more than \$13 million in State and local revenues. Property values in the surrounding area have risen by 10 percent, at a time when the rest of the city saw values decline by 1.25 percent. The “BLVD” area is now a vibrant regional shopping and entertainment destination and a major center of community activity.

### 6.1.6 CONCLUSIONS

The Complete Streets benefits highlighted above point to the type of metrics generally used to measure economic activity. As the Plan is implemented, stakeholders can begin to track these metrics to measure and demonstrate the

<sup>8</sup> “Complete Streets Spark Economic Revitalization.” National Complete Streets Coalition.

<sup>9</sup> “Benefits of Complete Streets: Complete Streets Stimulate the Local Economy.” Smart Growth America and National Complete Streets Coalition.

associated economic benefits. To summarize, these are the economic metrics to consider:

- Transportation cost savings
- Residential property values
- Commercial property rents and vacancy rates
- Property and sales tax revenues
- Private investment
- New businesses and residents
- Merchant satisfaction

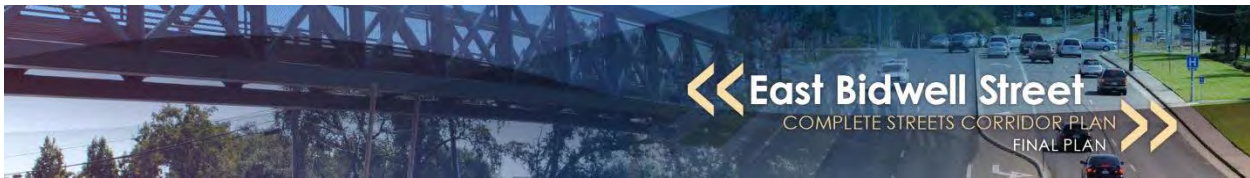


Source: City of Lancaster; Moule & Polyzoides Architects

## 6.2 ECONOMIC BENEFITS OF MIXED USE ZONING

A rezone involves changing allowable uses in a district from nonresidential to residential or mixed-use. As proposed in the Plan, the commercial districts along the East Bidwell Corridor may be amended to permit horizontal or vertical mixed-use development including housing.

Constructing horizontal or vertical mixed-use development—a mixture of residential, commercial, and recreational land uses near one another—can yield several community benefits, provided the project is constructed in a healthy



economy and meets financial feasibility thresholds. Primarily, city planners and policymakers view mixed-use development projects or districts as a vehicle for spurring economic development. In addition, mixed-use development projects or districts have several fiscal benefits to both municipalities and individual property owners. Further, the role of mixed-use development in improving walkability, encouraging more efficient development patterns, and enhancing a unique sense of place is recognized widely.<sup>10</sup>

The synergy and appeal of a quality mixed-use project can increase commercial lease rates, occupancy rates, and absorption. Retail tenants may be willing to pay higher rents because of the increased customer traffic generated by the compatible and complementary uses, while residents and hotel guests are attracted by the convenient location of nearby dining, retail, and entertainment uses.<sup>11</sup> Having residents and workers near each other creates activity and vitality via increased foot traffic, not just during the day, but also in the evenings. Office and retail spaces draw visitors during the day, while residential, restaurant, and entertainment spaces create activity in the evenings.<sup>11</sup>

In 2013, an analysis of myriad research studies around the United States concluded that building a walkable mix of proximate uses can yield substantial financial benefits. On average, when compared to conventional suburban development, walkable mixed-use development:

- Saves 38 percent in upfront infrastructure costs (savings related to associated ongoing operations and maintenance costs, including replacement costs, were also noted but not quantified).

---

<sup>10</sup> “Restore: Commercial and Mixed-Use Development Trends in the Rocky Mountain West.” Sonoran Institute, 2013.

<sup>11</sup> “Mixed-Use Development and Financial Feasibility: Part 1—Economic and Financial Factors.” Real Estate Issues, Volume 34, Number 1, 2009.

- Saves 10 percent in ongoing delivery of public services (i.e., police and fire) because of more efficient coverage areas.
- Generates 10 times more property and sales tax revenue on a per-acre basis.<sup>12</sup>

Because mixed-use development improves walkability and promotes non-vehicular modes of transportation, communities may experience many of the same benefits noted in the previous section. Mixed-use development districts can save individuals money on transportation costs; support local businesses by increasing foot traffic, thereby increasing business activity; increase taxable sales, property values, and public investment, which translates into increased municipal revenues; and enhance a district’s quality of place, attracting visitors, as well as employers and future residents who are considering quality-of-life criteria, in addition to other metrics, to determine where to locate.

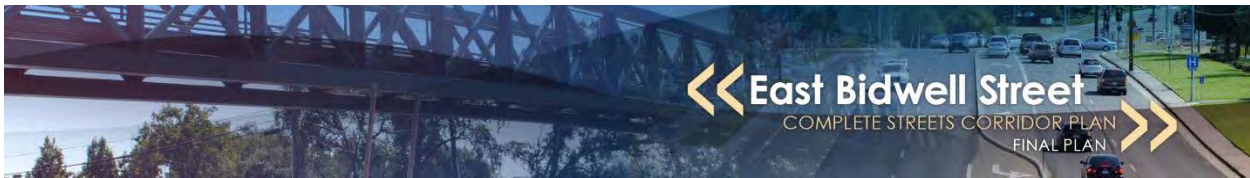
### **6.3 POTENTIAL FUNDING SOURCES AND FINANCING MECHANISMS**

The improvements described in the Plan ultimately will require funding through a combination of funding sources. In some cases, portions of the proposed Plan may be completed as part of the City of Folsom (City)’s capital improvement plan (CIP). For those portions that will rely on other funding mechanisms, there are several potential funding sources available from federal, state, city, and project-based (property owner-based funding and land-secured funding) sources.

This section describes funding sources and financing mechanisms available to the City for funding the capital construction of improvements identified in the Plan. As part of the next phase of the Plan, the City should prepare a financing strategy that details specific funding sources and uses based on prioritized improvements and associated engineering cost estimates.

---

<sup>12</sup> “Examining the Fiscal Benefits of Smart Growth.” Government Finance Review, August 2013.



The infrastructure funding and financing options currently available to the City fall into four general categories:

- State and Federal Programs
- City/Local Funding and Financing
- Property Owner-Based Funding
- Land-Secured Funding and Financing

The following sections describe each of the funding sources and financing mechanisms categorized under these general categories.

### 6.3.1 STATE AND FEDERAL PROGRAMS

- **State and Federal Grant Programs**  
Local and regional government entities participate in a range of state and federal grant programs, compete for special grants, and cooperate with agencies (e.g., Caltrans) on specific improvements for roads and transit. These grant programs and cooperative efforts, while mainly focused on maintenance of existing infrastructure, can be managed in a way that supports revitalization and economic development efforts.

One of the primary federal sources of surface transportation funding is the Moving Ahead for Progress in the 21<sup>st</sup> Century Act (MAP-21). Signed into law in 2012, MAP-21 governs federal transportation spending for the fiscal years 2012–13 and 2013–14. MAP-21, which expires in 2014, will require new legislation to continue the provision of funding. If current MAP-21 programs are reauthorized, the following programs may be suitable to fund Plan improvements:

- Congestion Mitigation Air Quality Improvement Program (CMAQ)
- Surface Transportation Program (STP)

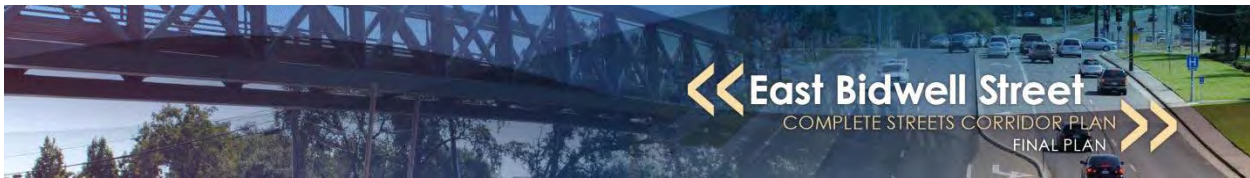
- Transportation Alternatives Program (TAP)<sup>13</sup>
- Transportation Infrastructure Finance and Innovation Act (TIFIA)

MAP-21 funding has been administered through State and regional governments. For the City, this is the Sacramento Area Council of Governments (SACOG). Funding criteria includes the quantification of costs and benefits, proof of public involvement and support, California Environmental Quality Act (CEQA) compliance, and commitment of local resources. In most cases, MAP-21 programs provide matching grants of 80 to 90 percent.

- **State Infrastructure Bank**  
The California Infrastructure and Economic Development Bank (I-Bank) was created in 1994 to finance public infrastructure and private development that promote a healthy climate for jobs, contribute to a strong economy, and improve the quality of life in California communities. The I-Bank operates pursuant to the Bergeson-Peace Infrastructure and Economic Development Bank Act (Government Code Sections 63000 et. seq.). The I-Bank is administered by the Governor’s Office of Business and Economic Development and is governed by a five-member Board of Directors. Since its inception, the I-Bank has financed more than \$32 billion in infrastructure and economic development projects around the State.

The I-Bank has broad authority to issue tax-exempt and taxable revenue bonds, provide financing to public agencies, provide credit enhancements, acquire or

<sup>13</sup> The TAP replaces the funding from pre-MAP-21 programs, including Transportation Enhancements, Recreational Trails, and Safe Routes to School. The TAP is funded regionally through the Active Transportation Program (ATP) via the California Transportation Commission and is administered by the Caltrans Division of Local Assistance.



lease facilities, and leverage State and federal funds. The I-Bank’s current programs include the Infrastructure State Revolving Fund (ISRF) Program, 501(c)(3) Revenue Bond Program, Industrial Development Revenue Bond Program, Exempt Facility Revenue Bond Program, and Governmental Bond Program. The ISRF Program provides very low-interest rate loans up to \$25 million (per applicant) to municipal governments for a wide variety of municipal infrastructure, including infrastructure needed to serve new development. An application is required for these loans, and loans require a stable and reliable source of repayment. If approved, loan repayment can be funded through a commitment of city general fund revenues or a pledge of a particular revenue source, including a citywide tax, land-secured assessment, or special tax levied on a particular area.

Challenges related to the I-Bank ISRF Program have included its cumbersome program application process, its strict credit standards and related risk aversion, and limited financial incentive to participate. However, recent changes to the program may increase I-Bank lending to cities without other credit options.

### **6.3.2 CITY FUNDING AND FINANCING**

As mentioned, the City may fund portions of the improvements identified in the Plan through the City’s CIP. Funding sources for the CIP include the City’s General Fund; Measure A, the Sacramento Countywide one-half percent sales tax used to fund roadway and transit improvements; property owner-based funding (impact fees); and transportation grants.

In addition, cities have several ways in which they can raise money for capital projects, including seeking voter approval of general obligation (GO) bonds or special tax bonds, use of enterprise revenues for enterprise (e.g., water and sewer

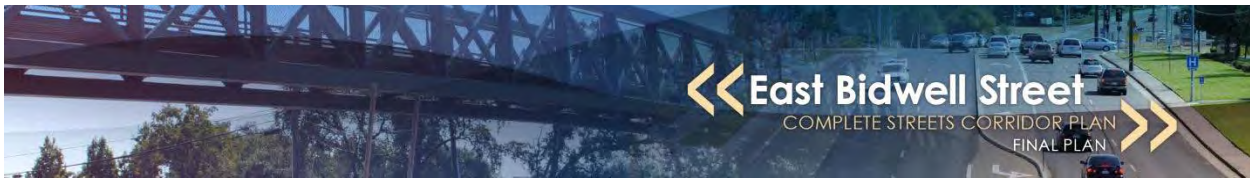
utilities) investments, and through “capitalizing leases” funded with general fund revenue sources. Cities also have discretion over the use of various State and federal grant program funds that continue to be available.

- **GO Bonds**

A GO bond is a type of municipal bond that is secured by a state or local government’s pledge to use legally available resources, most typically including property tax revenues, to repay bond holders. GO bonds are limited to capital improvement expenditures and are restricted to defined capital improvements. Because property owners usually are reluctant to risk losses because of unpaid property tax bills, credit rating agencies often consider a GO bond pledge to have very strong credit quality and frequently assign them investment-grade ratings. If local property owners do not pay their property taxes on time in any given year, a government entity is required to increase its property tax rate by as much as is legally allowable in a following year to make up for delinquencies. In the interim between the taxpayer delinquency and the higher property tax rate in the following year, the GO bond pledge requires the local government to pay debt service coming due with its available resources. In California, cities must secure a two-thirds voter approval to issue GO bonds.

- **Revenue Bonds**

Cities and other local governments typically issue revenue bonds when they have access to a stable source of revenue such as municipal utility rates. Revenue bonds are limited to enterprise-related expenditures (e.g., water, sewer) and to the precise purposes outlined in the authorizing bond instrument. Revenue bonds also are limited by the rate base, as utility rates must conform to Constitutional and statutory requirements



(e.g., Proposition 218). Utility rates that fund revenue bonds can vary within a given jurisdiction if there are substantial differences in the costs of providing services. To the extent the Plan includes water and sewer line improvements, revenue bonds may be a viable funding mechanism.

- **Parcel Taxes**

Citywide parcel taxes can be imposed with simple majority voter approval to fund general municipal infrastructure and services and two-thirds majority if used for specific (special) infrastructure and services. They can provide a broad-based source of funding for citywide-serving infrastructure and services. However, parcel taxes commonly are subject to a “sunset” date and must be reauthorized periodically to maintain funding. Because of the voter approval requirements, jurisdiction-wide parcel taxes or special taxes typically are successful only if they fund highly desired improvements and services. Parcel taxes differ from GO bonds in that they can be used for maintenance and operations, and they are not levied “ad valorem” (they typically have a flat or escalating rate structure applied to particular classes of properties).

- **Sales Tax and Other Local Taxes Linked to Municipal Credit and Financing**

Subject to a vote, cities and counties can use a variety of existing or new funding sources to fund infrastructure directly or provide interim financing for property owner-based obligations. For example, local sales tax increases, transient occupancy taxes, utility user taxes, development taxes, and real estate transfer taxes (Charter cities only) all can be created or increased for this purpose. By enhancing General Fund revenues, the City gains the ability to divert some funds to infrastructure projects. A commitment

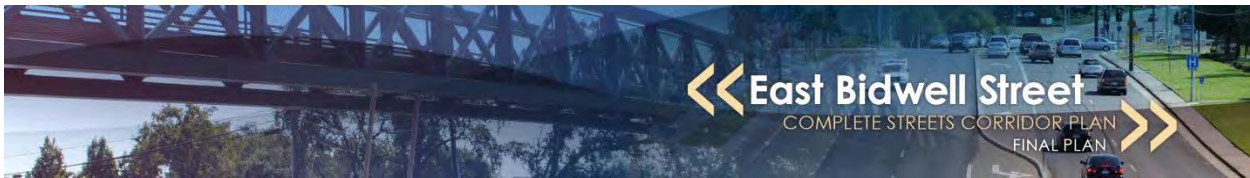
to fund specific types of projects can be made in the ordinances that create new taxes or can be made as a matter of city policy. City funding can be used to fund infrastructure using a “pay-as-you-go” approach, as a source of reimbursement, or to support a municipal bond issue (e.g., to fill an initial funding gap associated with development impact fee programs or land-secured financing programs).

- **Capitalizing Leases**

Capitalizing leases, most commonly Certificates of Participation (COPs), typically are used by government agencies for construction or improvement of public facilities. By use of a lease-type repayment structure, the monies needed to fund these building projects do not (by State law) constitute public debt and do not require voter approval. Usually, a public entity enters into a tax-exempt lease-purchase with a lessor, and the lessor provides the agreed-on public facility. As new financing needs emerge and market conditions change, government agencies often find their leasing powers provide more expedient access to the capital markets than the more restricted powers to incur debt. Cities can use capitalizing leases to provide upfront funding for projects needed to facilitate economic development, for example providing “bridge” financing for an infrastructure project.

- **Infrastructure Financing Districts**

Local agencies can establish an Infrastructure Financing District (IFD) for a given project or geographic area of the jurisdiction. IFDs would be able to fund all types of infrastructure as long as there is a direct connection (nexus) established between the needed infrastructure and its users. IFDs are not permitted to fund ongoing services, and it is important to note that dedicating tax revenue to



infrastructure limits funding for public services costs. Local agencies can fund project-related infrastructure using multiple funding streams, including a full complement of existing public mechanisms (tax increment authority, benefit assessments, fees), as well as private investment. Establishing an IFD requires approval by every local taxing entity that will contribute its property tax increment but does not require a vote unless tax increment bonds are issued. If tax increment bonds are issued, a voter approval threshold of 55 percent is required.

### 6.3.3 PROPERTY OWNER-BASED FUNDING

#### ▪ **Development Impact Fees**

A development impact fee is an ordinance-based, one-time charge on new development designed to cover a “proportional share” of the total capital cost of necessary public infrastructure and facilities. The creation and collection of impact fees are allowed under California Assembly Bill (AB) 1600 as codified in California Government Code Section 66000, known as the Mitigation Fee Act. This law allows a levy of one-time fees to be charged on new development to cover the cost of constructing the infrastructure needed to serve the demands created by new development. To the extent that required improvements are needed to address “existing deficiencies,” as well as the projected impacts from growth, only the portion of costs attributable to new development can be included in the fee. Consequently, impact fees are commonly only one of many sources used to finance a city’s needed infrastructure improvements. Fees can be charged on a jurisdiction-wide basis or for a particular subarea of the jurisdiction (such as a specific plan area).

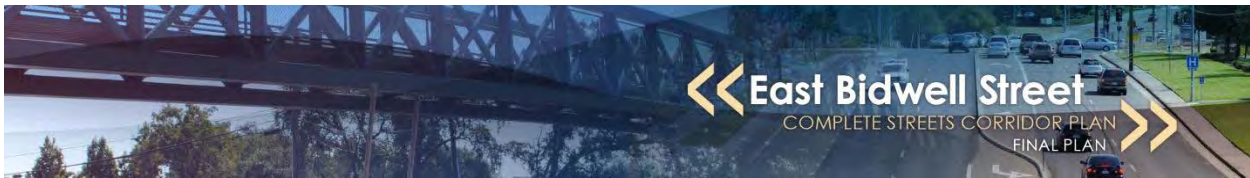
Development impact fees can be imposed through adoption of a local enabling ordinance supported by a technical analysis showing the “nexus” between the fee and the infrastructure demands generated by new development. Fees may be charged for a particular improvement (e.g., transportation improvement) or may include multiple infrastructure improvement categories in a comprehensive program. Impact fee programs must be reviewed annually and updated periodically to ensure adequate funding and proper allocation of fee revenues to the infrastructure for which the fees are collected.

Fees are a cost of development and are “internalized” into project costs in the same manner as all other development- and construction-related costs. There is no direct effect of fees on development pricing because markets set prices, independent of costs. However, when costs are too high for the market to bear, development may be deterred until such time as prices justify costs. All costs will influence land value, so it is often the case that landowners bear a portion of the cost of fees through lower land values (prices paid by property owners or builders). While individual circumstances will vary, industry experience has shown that aggregate cost for off-site infrastructure generally should not exceed approximately 15 to 20 percent of total development sale value. That is, as long as total development costs fall within a reasonable level, potential negative effects on development feasibility are manageable.

#### ▪ **Private Financing, Agreements, and Partnerships**

Developers commonly fund infrastructure requirements privately, for example virtually all “in-tract” improvements (infrastructure improvements in a given





subdivision) are privately financed. In some cases, area-serving infrastructure (not fully the responsibility of a particular property owner) can be privately financed. These cooperative arrangements typically are structured in development agreements (DAs) or reimbursement agreements (RAs). This upfront infrastructure development may be fully or partially refunded, using subsequently collected development impact fees, special tax bond proceeds, or other city funding sources. These arrangements tend to be available during times of strong market performance; in weaker markets or locales, it may be difficult to obtain such private financing.

*Project-Specific Conditions and Exactions* – While development impact fees have reduced the use of exactions (payments or construction of infrastructure required as a condition of subdivision or project approval), exactions remain an important part of development-based infrastructure financing because often there are infrastructure requirements of a new project that are not included in the applicable fee programs.

*DAs* – A DA is a legally binding agreement between a local government and developer authorized by State statute (Government Code Section 65864 et. seq.). A DA is a means for a developer to secure a development entitlement for a particular development project for an agreed-on period (often long-term approvals) in exchange for special considerations for the city (or county), generally including infrastructure improvements or amenities or other community benefits that cannot be obtained through the normal conditions applicable to the project. DAs are entirely discretionary on the part of local government (there is no nexus requirement) and must be individually adopted by local ordinance. Cities often

establish their own policies and procedures for considering DAs.

*Developer Funding Secured with Fee Credits and Reimbursements* – Pursuant to terms of a development impact fee, a specific development exaction, or a DA, a developer may build or directly fund infrastructure improvements and receive a credit against any formal fees or charges otherwise due. A developer also may receive reimbursement when the amount expended exceeds any fees or charges otherwise due. Such agreements effectively make use of private credit available to the developer to fund municipal infrastructure, subject to repayment from one or another municipal source of funding. Typically, repayment of reimbursable investments made by a developer is derived from future development impact fee revenue paid by other benefitting landowners or developers.

#### **6.3.4 LAND-SECURED FUNDING AND FINANCING**

- **Special Benefit Assessment Districts and Community Facilities Districts**

There is a long history in California and elsewhere in the United States of using land-secured financing methods to fund local infrastructure or services (ongoing maintenance and operations) that benefit a particular area (ranging from an entire jurisdiction to subareas of all sizes). Traditionally, special assessment bonds as authorized by the Improvement Bond Act of 1915 and other related legislation were issued and funded by annual property tax assessments from benefitting properties. Increased voting requirements created by Proposition 218 largely eliminated the use of Special Benefit Districts in the mid-1990s. However, since the mid-1980s the Mello-Roos Community Facilities District



(CFD) has been a well-used infrastructure finance tool, though it is not well suited for most infill applications because of voter-approval requirements.

California’s land-secured funding districts can fund a wide range of infrastructure improvements that generate direct and measurable benefits to specific properties. The districts require (resident) voter or landowner approval. In the case of assessment districts, majority landowner approval typically is required. In the case of a CFD, a two-thirds voter approval is needed in areas that have 12 or more registered voters (landowners can approve special taxes in areas with 11 or fewer registered voters).

There can be challenges associated with establishing measurable and specific benefits to specific properties. In addition, land-secured financing adds financing costs such as the cost of bond issuance and program administration. Further, the financing capacity of a district may be limited in early phases of development, and it may be necessary to rely on other sources of infrastructure funding (e.g., credit-enhancing advances from other sources) during initial years. Also, while land-secured financing has been widely used in “greenfield development” where landowner approval is the norm, infill development areas mostly are inhabited, thus resulting in the challenge of achieving a two-thirds voter approval.

- **Special Benefit Assessment Districts**

Special benefit assessment districts are a way of creating a property-based assessment on properties that benefit from a specific public improvement. Forming assessment districts requires majority approval of the affected property owners. Benefit assessments can fund a wide range of infrastructure

improvements, as long as a direct and measurable benefit can be identified for the benefitting properties. There are many forms of special benefit assessments in the California statutes, including the Municipal Improvement Act of 1913 and Lighting and Landscape Maintenance Districts. In 1996, Proposition 218 effectively eliminated the use of Assessment Districts in California by limiting the methods by which local governments may exact revenue from taxpayers without their consent. In addition, recent court rulings (Silicon Valley Taxpayers’ Assn., Inc. v. Santa Clara County Open Space Authority, 44 Cal. 4<sup>th</sup> 431 (Cal. 2008)) have tightened the requirements for demonstration of “special benefit,” thus further reducing the flexibility and utility of assessment districts. Most recent land-secured financings have been Mello-Roos CFDs.

- **Community Facilities Act**

The Mello-Roos Community Facilities Act of 1982 (authorized by Section 53311 et. seq. of the Government Code) enables the formation of a CFD by local agencies, with two-thirds voter approval (or landowner approval when there are fewer than 12 registered voters in the proposed district), for the purpose of imposing special taxes on property owners. The resulting special tax revenue can be used to fund capital costs or operations and maintenance expenses directly, or they may be used to secure a bond issuance, the proceeds of which are used to fund capital costs. Because the levy is a special tax rather than an assessment, the standard for demonstrating the benefit received is lower, thus creating more flexibility. CFDs have become the most common form of land-secured financing in California.



As special taxes and tax overrides approach or exceed ½-percent of assessed value annually, on top of the basic 1-percent property tax rate, there is a heightened risk of value impacts shifting to home and land prices (which offsets benefits associated with the additional special taxes). Cities using CFDs often adopt policies that regulate how they are used and the various limits and considerations to be applied in creating CFDs.

## 7. NEXT STEPS

This Complete Streets Corridor Plan will serve as a guiding document for the City’s long-term investment in East Bidwell Street. This Plan will provide the context for cohesive and complementary land use planning including: type and placement; access and circulation; multi-modal access and connectivity; and a unified identity. Although this Plan is limited to the preparation of preliminary, conceptual improvement concepts, the recommended project should be easily identifiable and accessible for implementation as the opportunities arise in the future.

Public participation and feedback has been vital to the success of this Plan. It is important to note that virtually all future actions within the East Bidwell Street Corridor will require environmental clearance and/or City approvals. It is through these established procedures, the public comment aspects of the environmental laws and the City’s public comment sessions at Planning Commission and City Council meetings, that on-going dialogue on the evolution of East Bidwell Street is ensured. Project stakeholders and the general public are encouraged to remain engaged and to capitalize on the momentum that has been achieved through this Plan’s development.

## 8. LIST OF PREPARERS

<b>Project Management</b>
Mark Rackovan, P.E. (City of Folsom)
Matt Weir, P.E., T.E., PTOE (Kimley-Horn)
<b>City of Folsom</b>
Mark Rackovan, P.E.
Scott Johnson, AICP
David Miller, AICP
<b>Kimley-Horn and Associates, Inc.</b>
Matt Weir, P.E., T.E, PTOE
Michael Schmitt, AICP CTP, PTP
Dave Sorenson, T.E.
Scott Colvin, P.E.
Patrick Ramos
<b>Jeffrey DeMure + Associates Architects Planners, Inc.</b>
Chelsea Richardson
Robert Yakas, AIA
Steven Balliet
Sean Richardson
<b>HDR Engineering, Inc.</b>
Kim Pallari
Tammy Teurn
<b>Mark Thomas &amp; Company, Inc.</b>
Aaron Silva
<b>Economic and Planning Systems,</b>
Amy Lapin
Jamie Gomes



**Appendix A**  
*Community Engagement Strategy*

**EAST BIDWELL STREET COMPLETE STREETS CORRIDOR PLAN  
Public Involvement/Strategic Communications Plan**

**July 2013**

**Table of Contents**

1.0 Purpose/Objectives.....2

2.0 Background.....2

3.0 Approach to Public Involvement .....3

4.0 TOOLS and Tactics .....3

    Stakeholder Coordination (Focus Group Meetings) .....3

    Project Website .....4

    Project Materials (Newsletters/Presentations/Display Boards/Brochures) .....2

    Media Relations (3 Press Releases) .....3

    Public Workshop .....3

## 1.0 PURPOSE/OBJECTIVES

This comprehensive Public Involvement and Strategic Communication Plan (the Plan) is designed to educate, engage, and seek input from a diverse public for the City of Folsom's East Bidwell Street Complete Streets Corridor Plan (herein referred to as the Bidwell Corridor). The Plan is designed to achieve the following communication objectives:

- *An open, transparent process*
- *Consistent communication*
- *Proactive education*
- *Active participation by all*
- *Consensus building*
- *Relationship networking*
- *Integrity in process*

To accomplish the objectives, the plan will employ a number of tools and tactics to reach a geographically broad and varied public within the project corridor and key targeted regional stakeholders. The Plan will set the course for the communications program guiding the project towards building community awareness and understanding of the planning process and soliciting valuable input and support for potential Complete Street improvements for the Bidwell Corridor. It should be viewed as a living document that may evolve throughout the course of the planning effort is recommended to be reviewed within the first several months of implementation to ensure that the original approach and tactics are appropriate after initial communications with the key stakeholders and general public.

## 2.0 BACKGROUND

East Bidwell Street is a vital transportation and commercial corridor bisecting the City of Folsom and providing a direct link between the Historic District and US 50. This roadway also connects key City areas and significant land uses including the Central Business District, the Creekside medical/healthcare center, Folsom Lake College, Broadstone, and the Palladio.

The corridor has a broad range of adjacent uses including residential, commercial, office, and retail. As one of the most significant transportation corridors in the City, East Bidwell Street is anticipated to serve increasing travel demand in the future. Given that some segments of the Corridor are still developing or are likely to redevelop in the future, there is significant opportunity to improve the overall transportation system to better meet future needs through the provision of a more comprehensive and multimodal system.

The City is carrying out this study using a Caltrans grant. The resulting Plan will serve as a guide for future development and transportation improvements. The Plan will also include several specific recommendations including: a streetscape vision; improvements to pedestrian, bicycle, and transit facilities; green and sustainable roadway and landscape improvements; and transportation improvements to meet the needs of existing and future development.

### What is a "Complete Street"?

A complete Street is a street for EVERYONE! It is designed and operated to enable safe access for all users, including pedestrians, bicyclist, motorists and transit riders of all ages and abilities. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work. They allow buses to run on time and make it safe for people to walk to and from train stations. The East Bidwell Street Complete Streets Corridor Plan will improve the overall street network to be better and safer for drivers, transit users, pedestrians, and bicyclists - making our City a better place to live.

## 3.0 APPROACH TO PUBLIC INVOLVEMENT

Today's public is increasingly savvy, demanding transparency, brevity and a voice. They are proactive, organized and knowledgeable, hold a better understanding of the environmental process, and have direct access to mass communication technology. Therefore, it is critical to develop a communication plan that is a seamless extension of the technical work and offers the public clear and concise opportunities to participate. The communication tools identified for the Bidwell Corridor must take into account the diverse communities and project stakeholders and their needs, understand the technical challenges, and utilize both traditional means of communication and newer technologies to ensure a broad reach in "their" preferred communication method. The Plan will create the opportunity to educate, inform, build public partners and trust in the process, assure awareness, and most importantly, result in informed decision-making. In developing the plan, there are three basic steps:

1. **Identification of Target Audiences:** A crucial step and the heart of the communication program is identifying the diverse stakeholders what we refer to as the four I's: interested, impacted, influential, and invisible.
2. **Establishing Key Messages:** In order to be effective in our communications while managing expectations of the public, we must establish clear and concise key messages that will be targeted to different audiences. The messaging will establish the "Project Givens" and, the areas where the public can influence.
3. **Identifying Tools/Tactics:** The tools identified will provide the best opportunity to capture the widest audience and include online and electronic tactics blended with traditional tools like mailers, in person meetings, and print pieces.

## 4.0 TOOLS AND TACTICS

### Stakeholder Coordination (Focus Group Meetings)

Identification of key stakeholders to engage in the project will be a critical step in ensuring our reach is broad and effective. The communication strategy for the Bidwell Corridor begins with working directly with City leaders, business owners, and interested stakeholders as the first point of contact with the public. Stakeholder engagement will be implemented by way of formation and facilitation of focus groups and presentations to target organizations or individuals. The focus groups will be split into four categories: Active Transportation; Business and Commerce; Municipal; and Service.



The City will work in partnership with the identified stakeholders to help share information and promote the project to their larger constituencies. The first activity and opportunity to garner initial input from the broad public will be through engagement and facilitation of the focus groups. The focus group participants will be contacted via electronic invitation from the City to participate in this important planning process. The meetings will be held at corridor venues for convenience such as Folsom Lake College or area schools or the Fire House. Each meeting will occur over the lunch hour and the participants will have the opportunity to view a power point presentation that walks them through the planning process, and provides a short education of what types of elements can be found within a “Complete Street” before engaging in an interactive discussion and engagement session.

The following table identifies potential key stakeholders who will be solicited to play an active role in the focus group meetings.

**ACTIVE TRANSPORTATION**

50 Corridor Transit Management Association
FEDS Historical Railroad
Folsom Area Bicycle Advocates (FABA)
Sac Regional Transit

**BUSINESS/COMMERCE**

Bernau Development Corporation
Elliott Homes
Folsom Chamber of Commerce
Folsom Lake Community Concert Association
Sean Roth, DDS
Tri-Commercial (Folsom Health and Wellness Center)
Sacramento Association of Realtors
Inter-Cal Real Estate Corporation
Folsom Lake Bowl & Sports Bar & Casino
Big 5 Sporting Goods Center
Nalasco Properties

**MUNICIPAL**

Public Information Officer
Sr. Traffic Engineer/Folsom Traffic Committee
Senior Trails Coordinator
Planning / Housing Coordinator
Public Works
Fire Chief
Police Commander

**SERVICES (CHURCHES, HEALTHCARE, EDUCATION)**

Folsom/Cordova School District
Folsom Lake College
Kaiser Permanente
Kindred Hospital
Lakeside Church
Mercy Hospital, Folsom
St. John the Baptist Catholic Church
Sunshine Retirement Community
Twin Lakes Food Bank

**Project Database**

Along with the identification of the key stakeholders for the focus group component, a larger database of property owners and occupants will be established and maintained for potential mailings and other notifications. The database will be no larger than 1,500 in size and be maintained throughout the planning process. The interested public will have the opportunity to sign up at public meetings or via the website to receive project updates via e-blasts and all information will be maintained in one central contact database for the entire Project Team to access.

## **Project Website**

As communication technologies continue to improve and identify new ways to engage directly, it is critical to not only understand who to communicate with but also the most appropriate tools to utilize. A project specific webpage will act as the primary resource for the public to garner updated information about the project. The City will host one page on their website and will work closely with the project team to garner key information to populate the site. Besides the page, the City will also work to promote key public meetings on their homepage under news and events.

[http://www.folsom.ca.us/depts/community\\_development/planning/projects/east\\_bidwell\\_street\\_complete\\_streets\\_corridor\\_plan.asp](http://www.folsom.ca.us/depts/community_development/planning/projects/east_bidwell_street_complete_streets_corridor_plan.asp)

## **Social Media/Online Tools**

National studies indicate that the majority of households contain at least one smart phone that has direct access to social media sites and the world-wide-web and that these online tools are used regularly to share and gather information. Although not everyone has access to in home computers, most every home has access to a smart phone. Understanding the evolving dynamics of our audiences and how they wish to communicate, the Plan must include use of the newer technologies and tools such as social media and other online tactics. For the Bidwell Corridor, the project team will work closely with the City to ensure that all milestone information is uploaded to their established social media sites in a timely manner. The plan also includes working closely with the City's consultant on the General Plan Update, Mintier Harnish, to utilize their existing Mind Mixer site to promote the Bidwell Corridor Project. Mind Mixer is a multi-faceted online tool that acts as an ideas generator and dialogue centric site. The Project Teams for the Bidwell Corridor Project and the General Plan Update will coordinate and collaborate closely on these two important efforts on behalf of the City.

## **Project Materials (Meeting Notices/Fact Sheet/Electronic Flyer)**

Project materials will be created and distributed both electronically and in hardcopy for purposes of further education about project components. Potential materials may include meeting notices, fact sheets, electronic newsletters and presentation materials including aerial maps, and display boards that help to educate and inform the public about the purpose and need for the planning effort, key project elements, and schedule, etc. Distribution method will focus on electronic promotion with some hand deliveries and potential mailing as needed.

## **Survey**

A survey will be developed that will help guide the public in addressing specific concerns and opportunities for the Bidwell corridor. The survey will also help determine priorities from the public's perspective and will be distributed both in hard copy at meetings and electronically via the online survey housed on the project website. The survey will be promoted via an e-blast to the contact database to ensure active participation.

### **Media Relations (3 Press Releases)**

Getting the attention of the public during a planning exercise can be a challenge and therefore we need to utilize existing and trusted communication resources to aid in establishing a presence. The Folsom Telegraph and City electronic newsletters are potential news oriented media tools that will be tapped to help spread the word. It is anticipated that three press releases will be generated and distributed at key milestones working closely with City staff to identify timing. The first release will go out at the onset of the planning project to promote the effort and the initial public meeting. The second will be distributed during the draft alternatives stage and the third release will be timed when the preferred alternative is identified.

### **Public Meetings**

The Plan will include up to three public meetings that will be interactive, provide updated information, and actively solicit feedback from the public. The first public meeting will occur at the onset of the project to begin the open dialogue about what the Bidwell Corridor visions are for the community. The second meeting will occur at the draft alternatives stage to introduce potential concepts and show the public how their input has been reflected in the potential alternatives and garner additional feedback. The final public meeting will occur once a preferred alternative has been identified based on the project objectives, purpose and need.

Each meeting will be held in the evening at a central and convenient venue within the corridor. The meetings will include a brief presentation, question and answer session and large and small displays. Key to the meetings will be the interactive stations designed to get the public to work side by side with the project team to identify issues and concerns as well as key visions and desires for the corridor.

Promotion of the meetings will occur through a number of tactics as mentioned above. The meetings will be promoted via the website, social media sites, media, e-blasts and hand deliveries of invitations within the corridor to ensure active participation.

### **Final Report**

The final component of the Plan is to develop a Public Involvement Report for the Bidwell Corridor Project. The report will document all activities implemented as part of the plan as well as the valuable input that was received from the public during the planning process. The report will include each communication piece and highlight the key themes of discussion amongst the participating public.



**Appendix B**  
*Summaries of Community Engagement Activities*

# Meeting Summary

---

**Re:** **Kick-Off Meeting and Corridor Tour**  
*East Bidwell Street Complete Streets Corridor Plan*

**Date:** February 13, 2013, 9:00 am  
Folsom City Hall

**Attendees:** Scott Denny, City of Folsom  
Scott Johnson, City of Folsom  
Mark Rackovan, City of Folsom  
Dan Wolfe, City of Folsom  
  
Larry Brohman, Caltrans  
Eric Fredericks, Caltrans  
  
Chelsea Richardson, JDA  
Sean Richardson, JDA  
  
Scott Colvin, Kimley-Horn  
Mike Schmitt, Kimley-Horn  
Matt Weir, Kimley-Horn

---

The following is an overview of the key points discussed as part of this Kick-Off Meeting and Corridor Tour:

- **Overall Corridor Discussion**
  - Numerous examples exist of poor bike/pedestrian connectivity exist
  - Today the corridor is a “barbell” with East Bidwell as the connection between the Historic District and the Plan Area. There is interest in having a more distributed and revitalized street.
  - There is the need to improve sidewalks along the entire corridor (where deficient)
  - City has deviated from standards (use of narrow lanes) along Natoma Street and Natoma Station Drive to add bike lanes and lower speeds. If narrow lanes are considered elsewhere, need to consider:
    1. Corner radii and truck turning templates as goods-movement has become increasingly more reliant on the use of large (STAA) trucks.
    2. Locations of designated truck routes
  - Southbound, south of Woodsmoke widening opportunities are limited due to an existing protected oak tree.
  
- **South End near US-50 and Palladio**
  - The study should consider future development and the potential relationship of land in this area to the undeveloped land in front of the college
  - Provides an important connection to the “new town” (Plan Area) to the south
  - Capacity and lane utilization are key issues. Dedicated/improved signage for drivers (southbound approaching Iron Point and US-50) was identified as one option.

- **Central Business District**
  - There could be an opportunity to channelize left-turns, potentially with raised medians. The resulting medians could be landscaped which is desirable to local merchants and can be financed using finance/assessment districts
  - Verify u-turn availability at intersections if medians/access restrictions are proposed
  - Section lacks consistent bike lanes
  - Parking lot layouts and locations (including separation from the street and pedestrian facilities) is a concern
  - Sidewalks should be wider and brought up to current design standards
  - Consideration should be given to developing a for a more fluid transition from East Bidwell onto Riley Street, the Historic District, and across the American River.
  
- **Rail Corridor**
  - There is interest amongst several groups in the community to support “excursion” rail service to El Dorado County. El Dorado County has not been supportive of “excursion” rail service.
  - Given the rail right-of-way, Folsom plans to accommodate both rail and trail within the right of way.
  - Active rail service would require treatment at ~ 7 grade crossings.
  - One option that could be considered is the provision of BRT along rail corridor. It was noted that Blue Ravine Road may be a better option for a BRT corridor given that it already has right-of-way (originally set aside for light rail)
  
- **US-50 Corridor**
  - Oak Avenue Interchange
    1. Has significant design challenges due to proximity to Prairie City interchange. Alternatively, Rowberry Drive Interchange has been discussed recently as an alternative location for full access, east of Oak Avenue
    2. Likely won’t need to be constructed until 2035 or beyond considering recent traffic projections.
    3. Currently evaluating effect of removing direct US-50 access at this location in the near-term (Plan Area build-out)
  - Empire Ranch Road Interchange
    1. Would likely be constructed before Oak Avenue Interchange given regional traffic demand
    2. Would be an important connection due to connectivity to El Dorado County’s Business Park (Carson Crossing Road) and future Connector alignment.
  
- **Upcoming Community Meetings**
  - City is hosting a US-50 Planning Charrette, March 7<sup>th</sup>, 10-3 at the City Library, Kimley-Horn to attend.
  - City is hosting a General Plan Update Community Workshop, April 2<sup>nd</sup>, 5-8 at the Community Center. Kimley-Horn to potentially attend and setup an informational table regarding this project.

- **Focus Groups**

- City requested a “Focus Group” strategy instead of the Committee approach originally envisioned as part of the grant application
- 4 Primary Groups were identified
  1. Active Transportation
    - Bike,
    - Ped,
    - Rail,
    - Local Transit (Include Sac RT?)
  2. Service
    - Healthcare
    - Folsom Lake College
    - Churches
  3. Business/Commerce
    - Desired to include land owners/business owners
    - Coordinate with Fedcorp to have them select 3-4 participants to represent business owners
  4. Municipal (City)
    - Park and Rec
    - Public Works
    - Fire
    - Police
    - Transit?
    - Healthcare may also participate with this group
- Anticipated Format
  1. 30 min presentation to provide a project overview, an introduction to Complete Streets, and set the tone for the focus groups
  2. Emphasis on gathering participants’ ideas/concerns
  3. Could include representative examples of the results

- **Immediate Next Steps**

- City/Caltrans/Kimley-Horn to complete a Grant Administration meeting the week of February 18<sup>th</sup>.
- Kimley-Horn/City to coordinate on compiling existing/baseline information to facilitate the development of the corridor basemap. As-builts, GIS info, utilities, 24-hour traffic profiles, and other information are needed.

# Meeting Summary

---

**Re:** **Stakeholder Meeting – Powerhouse Ministries**  
*East Bidwell Street Complete Streets Corridor Plan*

**Date:** July 10, 2013, 1:00 pm – 2:00 pm  
Powerhouse Ministries, 311 Market Street, Folsom

**Attendees:** Tom Carden, Powerhouse Ministries  
Kevin Hein, Powerhouse Ministries  
Matt Weir, Kimley-Horn

---

The following is an overview of the key points discussed as part of this stakeholder meeting:

- **Operations**
  - Been in operation for approximately 20 years
  - Provide utility and lodging assistance, spiritual/prayer, guidance, youth outreach (poverty, gangs, drugs), and life support guidance
  - Have men’s, women’s, and children programs with weekly meetings, also have services on Sundays, and provide winter shelter as needed
  - Primarily serves the Central Business District and the residential area bounded by East Bidwell Street, Natoma Street, and Blue Ravine Road/Montrose Drive
    1. Folsom’s lowest income population
    2. 2-3 block area primarily
    3. Bidwell Street apartments are also served
    4. Some are from Orangevale
  - Serve approximately 3,000 people per year with approximately 70-80% of those served arrive by walking or bicycle
  - One means of communications is an information board in lobby and flyers left on the front desk
  
- **Transportation**
  - Most of those served are surviving and may not be overly concerned with the absence of bicycle lanes, sidewalks, or other roadway features.
  - Folsom Stage Line services is relatively expensive, most can’t afford it, and most consider it not be cost effective or direct.
  - Trolley service along the East Bidwell Street corridor is considered to be “attractive”
  - Primarily rely on ministry vehicles but sometimes have to use own personal vehicles for transportation



- **Other**
  - Powerhouse Transition Center is a sister facility that provides services to women
    1. 20 people total (women plus children)
    2. Mobility is a significant challenge for those served
  - Translation needs (Spanish) are increasing
    1. Recently added a staff member and several volunteers who speak Spanish
    2. Has increased participation from those who speak Spanish
  - Consider as an economic and geographic disconnect between the Central Business District and the newer Broadstone and Palladio areas of the East Bidwell Street corridor

# Meeting Summary

---

**Re:** Stakeholder Meeting – Helping Hands, St. Vincent de Paul Society  
*East Bidwell Street Complete Streets Corridor Plan*

**Date:** July 10, 2013, 10:00 am – 11:00 am  
St. John The Baptist Catholic Church, 307 Montrose Drive, Folsom

**Attendees:** Dom Puglisi, St. John The Baptist Catholic Church  
John Hight, Helping Hands  
John Knight, Helping Hands  
Matt Weir, Kimley-Horn

---

The following is an overview of the key points discussed as part of this stakeholder meeting:

- **Operations**
  - Helping Hands is affiliated with the St. Vincent de Paul Society
  - Facility relocated from Parish property in 2011 to its current location
  - Open Monday, Wednesday, and Friday
    1. 9:00 a.m. – 12:30 p.m.
  - Facility not currently used for another other services/events
    1. Parish recently initiated Social Justice Ministries which may use facility in afternoons/evenings in the future
  - Primarily serves the Central Business District and the residential area bounded by East Bidwell Street, Natoma Street, and Blue Ravine Road/Montrose Drive
    1. 2-3 block area primarily
    2. Some arrive via van from White Rock Road facility in El Dorado Hills (via East Bidwell Street)
  - Provides (free of charge) groceries, clothing, limited/small appliances, toys, utility bill assistance, and limited lodging assistance
    1. Those served are only required to sign in to facilitate tracking/frequency
    2. Serves those in need, don't have to be a resident of Folsom or a parishioner
  - Serve 20-25 families per day, 200-300 people per month (groceries), 700-800 total people per month
- **Transportation**
  - Approximates that 50% of those served arrive by car, and 50% walk (very little biking)
  - Folsom Stage Line has a bus stop adjacent to the facility and is used as well
    1. Approximately 6 of 200-300 served for groceries arrive via transit
- **Other**
  - Translation is not currently a big issue but, when needed, the majority are Spanish
    1. Those needing translation typically have a child or family member with them to assist in translation
    2. Approximately 15% of those receiving groceries require translation assistance
  - Twin Lakes Food Bank has expanded operations and a broader service area

# Meeting Summary

---

**Re:** **Municipal Focus Group**  
*East Bidwell Street Complete Streets Corridor Plan*

**Date:** June 26, 2013, 11:30 am – 1:30 pm  
Folsom City Hall, Public Works Conference Room

**Attendees:** Kent Gary, City of Folsom (Solid Waste, Transit, & Fleet)  
Rick Hillman, City of Folsom (Police)  
Jim Konopka, City of Folsom (Parks and Recreation)  
Ron Phillips, City of Folsom (Fire Chief)  
Mark Rackovan, City of Folsom (Traffic)  
Sue Ryan, City of Folsom (Public Information Officer)  
  
Scott Johnson, City of Folsom  
Mike Schmitt, Kimley-Horn  
Matt Weir, Kimley-Horn

---

The following is an overview of the key points discussed as part of this Focus Group Meeting:

- **Segment I (CBD)**
  - Not bike/pedestrian friendly, uncomfortable, and travel way is not aesthetically pleasing
  - Bikes routinely travel, in both directions, on the sidewalks
  - Numerous mid-block driveways complicate conditions
  - Suggestion to consider to consider on-street parking, along with Class II (on-street) bike lanes
    1. Likely in conjunction with redevelopment with buildings closer to street, wider sidewalks, and parking “in the back” away from the street
    2. On-street parking will need to consider bus routes/stops
  - Aesthetically could benefit from the provision of additional trees/landscaping
  - Considered as a bypass route for Riley Street and can be very congested
  - Higher car-car and car-pedestrian crashes along this segment as compared to other segments.
  - Suggestion to consider removing medians in vicinity of Montrose to improve storage (into two-way left-turn lane)
  - The 90 degree curve at Coloma Street is not pedestrian friendly
  - Is a primary emergency response route for City and region given proximity to Mercy Hospital at Blue Ravine Road
  - Old, outdated segment that needs some enhancements to bike and pedestrian facilities
  - Suggestion that there is local unmet demand for outdoor dining and gathering, however proximity to traffic congestion is a challenge, needs buffers
  - Suggestion to consider changes to mix of land uses that shifts/spreads traffic demand over a longer period

- **Segment II (Creekside)**
  - If increased from 4 to 6 lanes would affect bike and pedestrian operations
    - 1. Future improvements should at a minimum include bike lanes, sidewalks and consideration for medians
    - 2. Current width makes it difficult for pedestrians to cross, should consider narrowing as much as possible at intersections
  - Is a primary emergency response route for City and region given proximity to Mercy Hospital at Blue Ravine Road
    - 1. Treatments need to consider emergency responder needs
  - Operational perception changes south of Blue Ravine Road and speeds are higher
  - Congestion in this segment is pretty much limited to the vicinity of Blue Ravine Road
    - 1. Blue Ravine Road intersection is routinely in the top 5 for City intersection crash frequency locations
  - No viable alternate route for cars to this section of the corridor
  - Other challenges:
    - 1. ADA requirements caused closure of sidewalk segment (now barricaded)
    - 2. Oak tree avoidance has resulted in a “chunky” cross section and unfavorable build-out
    - 3. Wetland avoidance has restricted the ability to provide sidewalk gap closures as evident by worn pedestrian paths
- **Segment III (FLC)**
  - Folsom Lake College is currently a significant user of local transit
  - Noted that City is beginning construction on the additional northbound through lane approaching Oak Avenue Parkway
  - Existing Class I bike trail exists in sections but needs to be comprehensively treated in Sections III and IV
    - 1. Should consider focusing on the north side along FLC frontage for bikes/pedestrians
    - 2. An elevated crossing of East Bidwell should also be considered
  - Segment has high speeds
  - Limited connectivity to community other than FLC
    - 1. Segment essentially a regional arterial accommodating traffic to/from US-50
- **Segment IV (Broadstone/Palladio)**
  - Side-streets may need treatments as well
  - Significant congestion during peak hours and on other periods as well
  - Congestion will be significantly worse during holiday shopping season once Palladio is fully occupied
  - High speeds and congested create less desirable pedestrian conditions
  - Iron Point Road intersection is heavily congested
  - Consider a pedestrian overcrossing which could double as a gateway/architectural feature
    - 1. Incorporation of Palladio parking structure could be a possibility
  - US-50 interchange is difficult for bike and pedestrians to cross
    - 1. Consider focusing/funneling bikes/pedestrians to existing Old Placerville Road undercrossing for connectivity with Plan Area

- **Rail Corridor**
  - Excursion rail service would need to be significant and viable, otherwise would be a financial burden on City due to investment required
  - Likely not politically popular given current financial conditions
  - Can't afford a "novelty", need to identify clear value for the community
  - Consider using corridor for BRT service and connect to Plan Area (Easton Valley Parkway)
    1. Would need to consider park-and-ride facilities
  - Ultimately who would operate/maintain a rail segment would need to be addressed
  - Desire to protect and preserve rail corridor including tracks
- **Other**
  - Public likely identifies with retail anchors rather than other district names (e.g., CBD).

# Meeting Summary

---

**Re:** **Business/Commerce Focus Group**  
*East Bidwell Street Complete Streets Corridor Plan*

**Date:** June 25, 2013, 11:30 am – 1:30 pm  
Fire Station 35, 535 Glenn Drive

**Attendees:** Ed Anderson, Cornerstone Real Estate  
Jerry Bernau, Bernau Development Corporation  
Craig Burnett, Sacramento-Yolo Mosquito & Vector Control  
Jeremy Dreher, Folsom Lake Bowl  
George Econome, Model Plaza  
Joe Gagliardi, Folsom Chamber of Commerce  
Kathleen Kirklin, Folsom Lake College  
Bob Nolasco, Folsom Lake Shopping Center  
Sean Roth, Sean Roth, DDS  
Gordon Stevenson, TRI Commercial  
Michael Wilson, Inter-Cal Real Estate  
  
Scott Johnson, City of Folsom  
Larry Mintier, Mintier Harnish  
Mike Schmitt, Kimley-Horn  
Matt Weir, Kimley-Horn  
Kim Pallari, HDR

---

The following is an overview of the discussion:

- **Overview**
  - Question over what problem is corridor plan trying to fix? Suggestion that this needs to be clearly articulated in the Plan.
  - Due to limited funds, initial efforts should focus on “hot spots” in corridor
  - People use multiple segments of the corridor during a typical trip, therefore care needs to be given to segment-by-segment identities and treatments
  - Perspective residents are interested in “walk scores” of communities, having a robust pedestrian system is important to remaining attractive
  - Historic District and Outlets (service employees) struggle with employees who have to rely on LRT due to limited service times and connectivity along the corridor
    1. Need late night service
    2. Should have a broad transit collaboration amongst all providers to improve connectivity
  - Parking (park-and-ride) should be considered in the corridor’s future. Suggestion that it could be located on the southern edge of the corridor and that some form or rail service could provide local circulation.
- **Medians**
  - Would affect access which is a major concern
  - Observation was made that Sutter Street was improved by removing medians

- Consider use of brick pavers or other pavement treatment instead of physical median barriers can preserve access while improving appearance and reinforcing spatial separations
- Desire to focus on improving traffic flow and provide beautification along corridor
- **Corridor Users, Function, and Regional Influences**
  - An origin-destination study could be useful to understand travel patterns and the role of the corridor in the City and region.
  - Corridor has two primary user groups, through traffic and local (destined for businesses along corridor) traffic
    - 1. Need to address the through traffic component
  - Oak Avenue is a primary regional route connecting East Bidwell with Granite Bay and El Dorado County via Broadstone/East Natoma
  - Riley Street (Rainbow Bridge) bottleneck has a significant effect on East Bidwell traffic operations
  - Folsom Boulevard turn restrictions resulting from LRT preemptions pushes traffic over to Riley and East Bidwell
  - Recent elimination of turn restrictions at the Riley/Sutter intersection creates congestion when turning vehicles block traffic
  - The signal at Old Placerville Road has significant delay and congestion
  - School Street is a common alternative route to East Bidwell in CBD, although it was noted that this is not desirable to neighbors fronting School Street
  - Left-turn pockets in Section II are too short
  - The Oak Avenue Interchange will reduce traffic on East Bidwell
  - Golf Links Drive experiences a lot of diverted traffic from East Bidwell
  - A Saratoga Way connection to El Dorado County would help alleviate some US-50 interchange congestion
  - Alternative routes should be publicized – suggestion to consider providing an “Insiders’ Guide” detailing the best routes to avoid congestion
  - The corridor has large, regional destinations that will likely continue to rely on personal vehicle access. Alternate modes are less useful given the need to transport purchases which can be large and bulky.
  - FCUSD should be engaged to proactively address pedestrians, pick-up and drop-off, and containment of activities on the Sutter Middle School property
- **Capacity and Connectivity**
  - Question as to why portions of corridor were only built to 4-lanes when right-of-way dedication is sometimes required for 6-lanes
    - 1. Is there a General Plan policy that could affect the outcome of this study?
    - 2. Example provided of right-of-way being dedicated for 6-lanes, but only 4-lanes built in Section II
  - Should consider pedestrian overcrossings (across East Bidwell) to improve connectivity and pedestrian safety
  - No consensus on viability of rail service as a major mode in corridor.
  - General interest in preserving rail corridor
  - Rail corridor could be used to accommodate bike/pedestrian facilities without removing track
  - There have been studies completed for the use of rail transit along Iron Point Road

- **Aesthetics and Other Treatments**
  - Standardization of lighting features is important
  - Parking lots that spill into roadway are a safety concern, such as those that occur in the CBD
- **Folsom Lake College**
  - Plan to triple enrollment to 20,000 over next decade
  - College Parkway perceived as being unsafe and having frequent accidents
  - Three Stages events attract ~1,000 patrons per stage and generate a lot of traffic
  - Scholar (via Cavitt) and College Parkway are only access points for college
  - Gaps in nearby RT system make LRT less attractive for students
  - A Rail transit option could assist with getting students out of cars
  - Alternate modes are important to student access and local connectivity



# Meeting Summary

---

**Re:** **Active Transportation Focus Group**  
*East Bidwell Street Complete Streets Corridor Plan*

**Date:** June 24, 2013, 11:30 am – 1:30 pm  
Fire Station 35, 535 Glenn Drive

**Attendees:** Bill Anderson, Feds Historical Railroad Association  
Kelley Butcher, Unico Engineering  
Rebecca Garrison, 50 Corridor TMA  
Chris Pair, Sacramento Regional Transit  
Scott Johnson, City of Folsom  
Chelsey Norton, Mintier Harnish  
Mike Schmitt, Kimley-Horn  
Matt Weir, Kimley-Horn  
Kim Pallari, HDR

---

The following is an overview of the discussion:

- **Congestion/Safety**
  - Congestion approaching Blue Ravine in conjunction with medians can create response issues for Fire
  - Some walking in the CBD but becomes less as you move south through the corridor
  - Pedestrians are reluctant to walk the corridor due to volumes and speeds
  - Peak-hour traffic volumes and there resulting congestion are an issue
  - The distance between corridor destinations and traffic congestion, particularly for multi-destination trips, makes pedestrian and bicycle travel challenging
  - Corridor needs to be more “welcoming”
  - Suggestion to provide additional bike facilities on parallel corridors rather than expanding on existing corridor facilities.
  - Parents need to have a high level of trust in a pedestrian facility for children to use it routinely
- **Aesthetics**
  - Corridor feels like a “concrete jungle”, not enough “green” (needs landscaping)
  - Strong desire to have consistent approach to transportation/connectivity with the Plan Area as development occurs
  - Corridor is almost a “stroll through history of planning”, old to new - many different decades of design and transportation approaches are represented. Some of which are in need of updating.
- **Connectivity**
  - Folsom Lake College is essentially an “island” and needs connectivity to all modes
    1. Mixed-use development is envisioned around the college with high density residential uses
    2. College students have been observed to walk along rail corridor
  - Schools generate pedestrian traffic along and across the corridor
  - Need to provide better connections between some pedestrian facilities

- Corridor would benefit from consistent connectivity for bikes, pedestrians, and cars
- There was a suggestion to consider creating a “grid” system similar to a more “old town” arrangement in CBD to divert traffic around (possibly using Riley Street)
- Corridor segment transitions could include “green” areas
- Corridor-wide signage/way-finding could assist in “telling a story” of the history of the corridor
- Clear and concise messaging in the corridor is important to effective routing
- Parallel, “back-door” streets are often used to avoid existing corridor congestion
- Oak Avenue intersection is a key route for commuters and patrons from Granite Bay and El Dorado County (Green Valley Road/E Natoma Street to Blue Ravine to Oak Avenue to E Bidwell)
- Because there are significant neighborhoods adjacent to the corridor, bikes can provide an important link to the corridor
- **Alternate Travel Modes**
  - Sac RT envisions “High Bus” (High Quality, High Frequency) in their 2035 Vision
    1. Folsom Lake College would be a major destination on the corridor
    2. Bus Rapid Transit (BRT) is a possibility, if installed it would likely be limited to segment IV (Broadstone/Palladio)
    3. Requires vertical curbs for ADA compliance
  - Rail Corridor
    1. Rail can be a major mode in the corridor and the outlook for ridership is positive
    2. Several different options for rail service ranging from local to regional
    3. Strong interest in preserving rail corridor
    4. Suggested that it could connect Historic District with Plan Area and out to Placerville
    5. Could provide local connectivity
    6. A trolley system could be a tourism attraction
    7. Rail is attractive in and of itself
    8. Hand Car Derby has been taking place for 22 years and demonstrates public interest in use of rail facility
    9. Should also consider street cars as they may be easier to implement than train/LRT service
    10. Strong interest in providing connections to RT system
  - Alternate mode options need to be frequent and reliable solutions (need to be equivalent to traveling in personal vehicle)
  - Bike facilities should be accommodating to “non-professional” users as well
    1. Consider providing combination bike/pedestrian separate from roadway travel lanes
    2. City is a “Bike Friendly City” and will be offering training later this summer
  - Should consider park-and-ride facilities
  - Bike parking and other worksite amenities are needed to incentivize alternate travel modes
    1. A dedicated circulator connecting business parks with restaurants/retail could reduce weekday local trips between corridor uses (hop on, hop off). This could also be a link to some form of rail service.
- **Corridor Identity**
  - Concern about being associated with specific corridor segment names that conjure particular images (particularly those that emphasize particular land uses) - expressed interest in having strong continuity along the corridor

**CITY OF FOLSOM**  
**E. BIDWELL STREET COMPLETE STREETS CORRIDOR PLAN**  
**PUBLIC OPEN HOUSE**

**Thursday, July 18, 2013 | 5:30 pm to 7:30 pm**  
**Folsom Lake College, Community Room (FL1 20)**  
**Meeting Summary**

**Project Team Attendees**

Scott Johnson, City of Folsom	Chelsea Richardson, Jeffery Demure + Associates
David Miller, City of Folsom	
Matt Weir, Kimley-Horn and Associates, Inc.	Kim Pallari, HDR Engineering, Inc.
Michael Schmitt, Kimley-Horn and Associates, Inc.	Terry Barragan, HDR Engineering, Inc.
	Chelsey Norton, Mintier Harnish

On Thursday evening, July 18, 2013, the City of Folsom held a Public Open House for the East Bidwell Street Complete Streets Corridor Plan. The Public Open House was held from 5:30 pm to 7:30 pm at the Folsom Lake College, Community Room (FL1 20) located at 10 College Parkway, Folsom, CA.

The City of Folsom and community outreach consultant firm, HDR Engineering, Inc., in conjunction with Kimley-Horn and Associates, Inc., made multiple efforts to contact the community and stakeholders to invite them to the meeting. Approximately 61 emails announcing the public open house were sent to community members and key stakeholders. Flyers were also hand delivered to key businesses, shopping centers, and residents on East Bidwell, Creekside, and School Street, beginning near the Folsom DMV all the way to Starbucks Coffee near Highway 50. Shopping centers included the Palladio Shopping Center, Broadstone Shopping Center and many more. Media announcements were sent and published in the *Sacramento Business Journal*. As a result of these efforts, approximately 20 members of the community attended the meeting along with project staff and team members.

The meeting was set up as an informal open house that allowed attendees to walk around the room, view a variety of project displays and illustrations of the study area and potential alternatives, and talk one-on-one with the project team staff and consultants. Along with the informational boards, there were also interactive stations set up where the public could use “dot” voting to evaluate their concerns related to different elements within the project corridor. The second interactive station included a large aerial that divided the corridor into sections and the public was asked to use sticky notes to write their comments/concerns/issues and place the sticky note right onto the map. The results are listed below as part of the summary of comments received.

At 6:00 pm, community outreach consultant Kim Pallari opened with welcoming remarks and noted the project team members present to answer questions. She then introduced Michael Schmitt, who gave the audience a brief overview of the project's background through a PowerPoint Presentation. Prior to opening the floor to questions and comments (see below), Kim thanked community members for their critical participation and continued patience during the project planning process and then outlined the next steps.

Once all questions and concerns had been addressed, the meeting format reverted to the open house style, and attendees were encouraged to continue visiting with project staff to discuss their specific questions in more detail.

***During the question and answer session, HDR recorded all comments and questions. These have been placed in no particular order below.***

- As far as right now, are there any plans currently in place?
- When will you make East Bidwell Street a complete street?
- Will there be any assurances in regards to how the project will be funded?
- Is the Caltrans grant specifically for this study?
- Will there be any assurances that there will be an assessment?

During sign-in and throughout the evening, attendees were given the opportunity to write comment cards, which could be turned in to the comment box during the meeting or brought home to mail or fax later.

***The following comment cards were submitted at the meeting:***

**Comment #1:**

Very interesting presentation! Thank you.

**Submitted by:**

Dennis Battrick  
754 Sheringham Court  
Folsom, CA 95630  
(916) 983-1930  
[dtbatt@msn.com](mailto:dtbatt@msn.com)

**Comment #2:**

Folsom Lake College feels landlocked. Can more access paths (vehicle, bike, and path) be added between campus core and surrounding areas? Would this reduce congestion on East Bidwell?

**Submitted by:**

Anonymous

***Below is a tally of surveys submitted at the meeting:***

The survey asked the attendee to indicate their level of agreement by selecting the appropriate statement. The attendee was asked to select one of the following answers to each question: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree

Results below:

1. The Corridor is broken down into the right segments. Agree: 3  
Neutral: 1
2. Corridor segments can have their own unique identity but all segments should have a uniform feel/appearance. Strongly Agree: 2  
Agree: 2
3. The Corridor, in general, is not comfortable or safe for pedestrians. Strongly Agree: 1  
Agree: 1  
Neutral: 1  
Disagree: 1
4. The Corridor, in general, is not comfortable or safe for bicycles. Strongly Agree: 1  
Agree: 1  
Neutral: 2
5. Traffic congestion during peak commute times is a significant problem. Agree: 2  
Disagree: 2
6. Parallel side streets are often used to avoid existing corridor congestion. Agree: 4
7. The length of most trips in the Corridor make anything other than car travel challenging. Agree: 2  
Disagree: 2
8. The roadway is not aesthetically pleasing and needs landscaping and/or other treatments. Agree: 3  
Disagree: 1
9. Transit is hard to use in the Corridor because of limited service times and connectivity. Strongly Agree: 1  
Neutral: 3

10. Medians should not be introduced into the CBD (Segment I).

Agree: 1  
Neutral: 1  
Disagree: 2

11. Bike facilities connecting the Corridor to adjacent neighborhoods are important.

Strongly Agree: 1  
Agree: 3

12. The rail tracks should be preserved for the future.

Strongly Agree: 1  
Agree: 2  
Neutral: 1

13. The rail corridor is an attractive place to provide pedestrian/bicycle facilities.

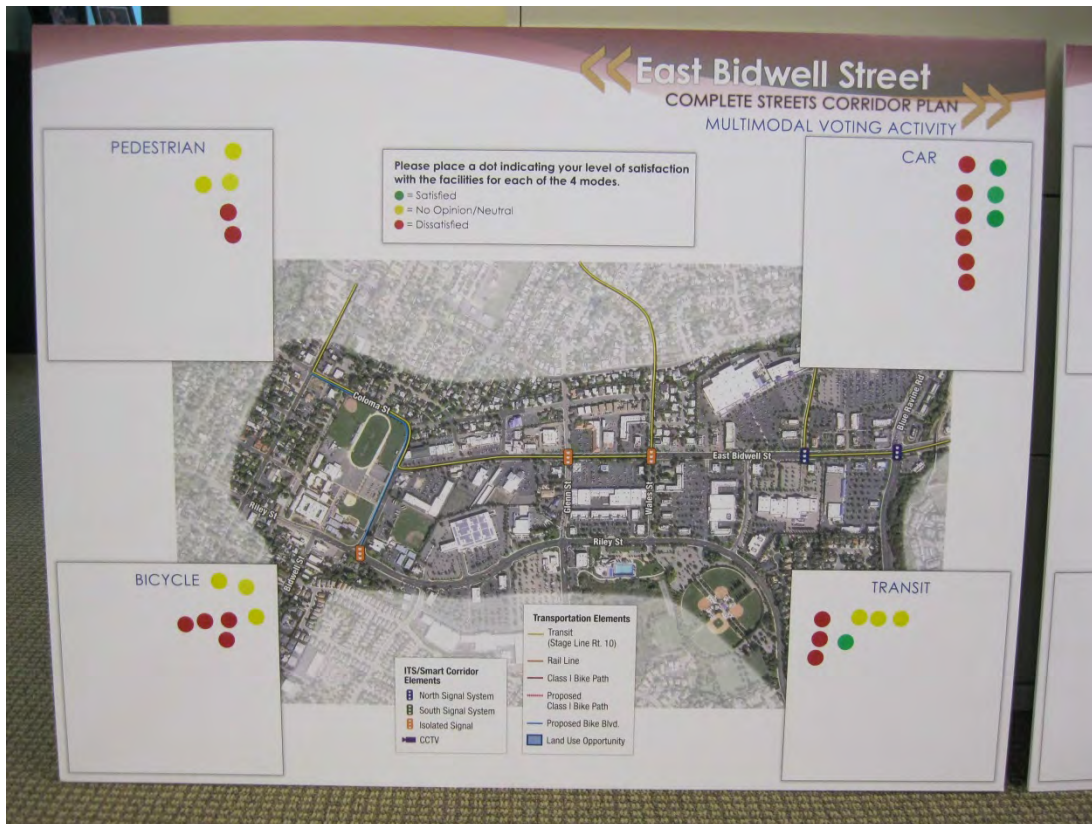
Strongly Agree: 1  
Agree: 3

Additional Comments (feel free to use the back as necessary):

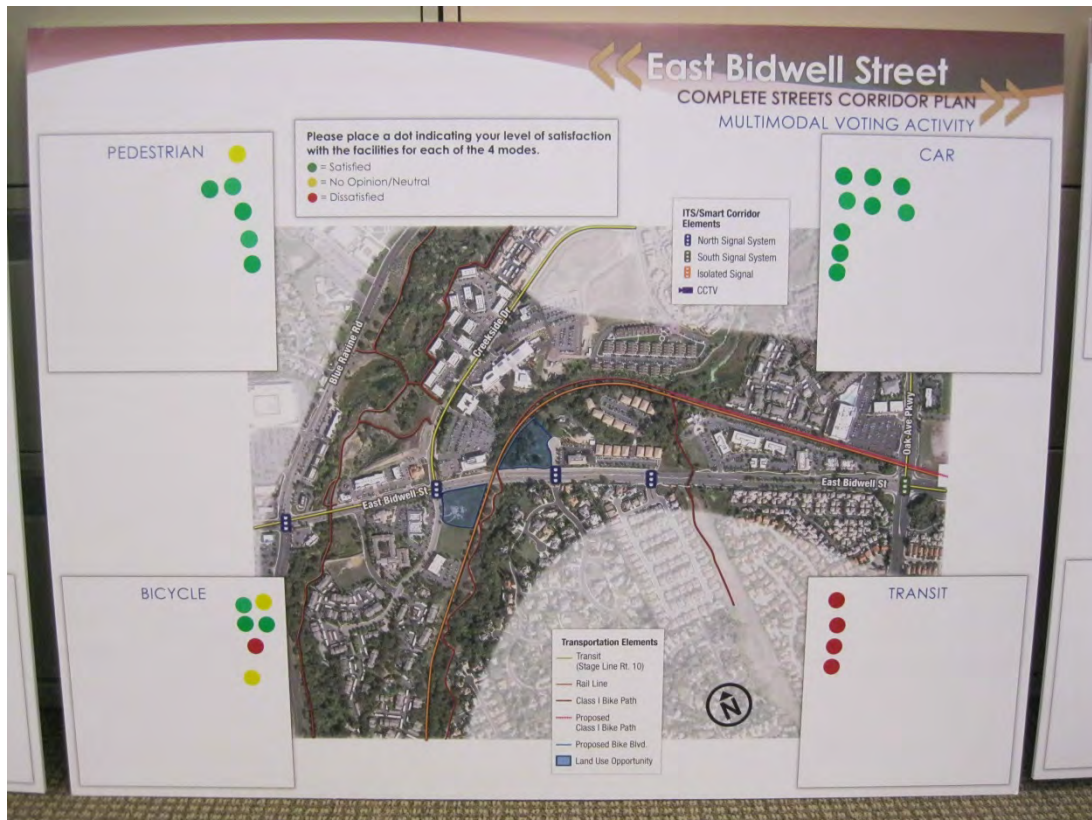
In regards to questions #12 & #13; can rail and pedestrian/bicycle coexist (i.e. can pedestrian/bicycle be run alongside each other)?

Four interactive boards were provided on which participants were encouraged to “vote” with colored dots indicating their level of satisfaction with the facilities provided for each of the following travel modes: Pedestrian, Bicycle, Car, and Transit. Green dots indicated “Satisfied”, yellow dots indicated “No Opinion/Neutral”, and red dots indicated “Dissatisfied”.

Interactive Board 1



Interactive Board 2



Interactive Board 3



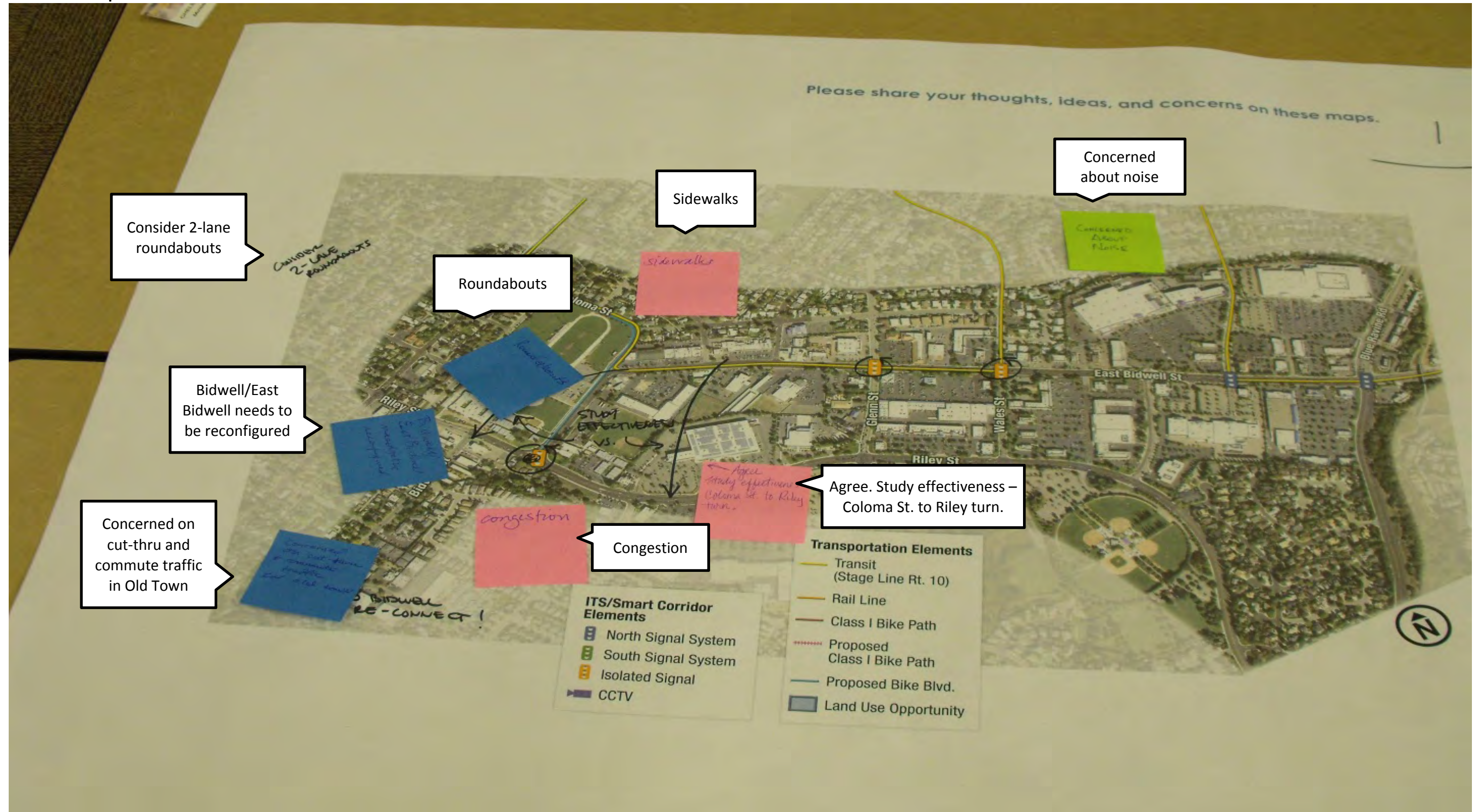
Interactive Board 4



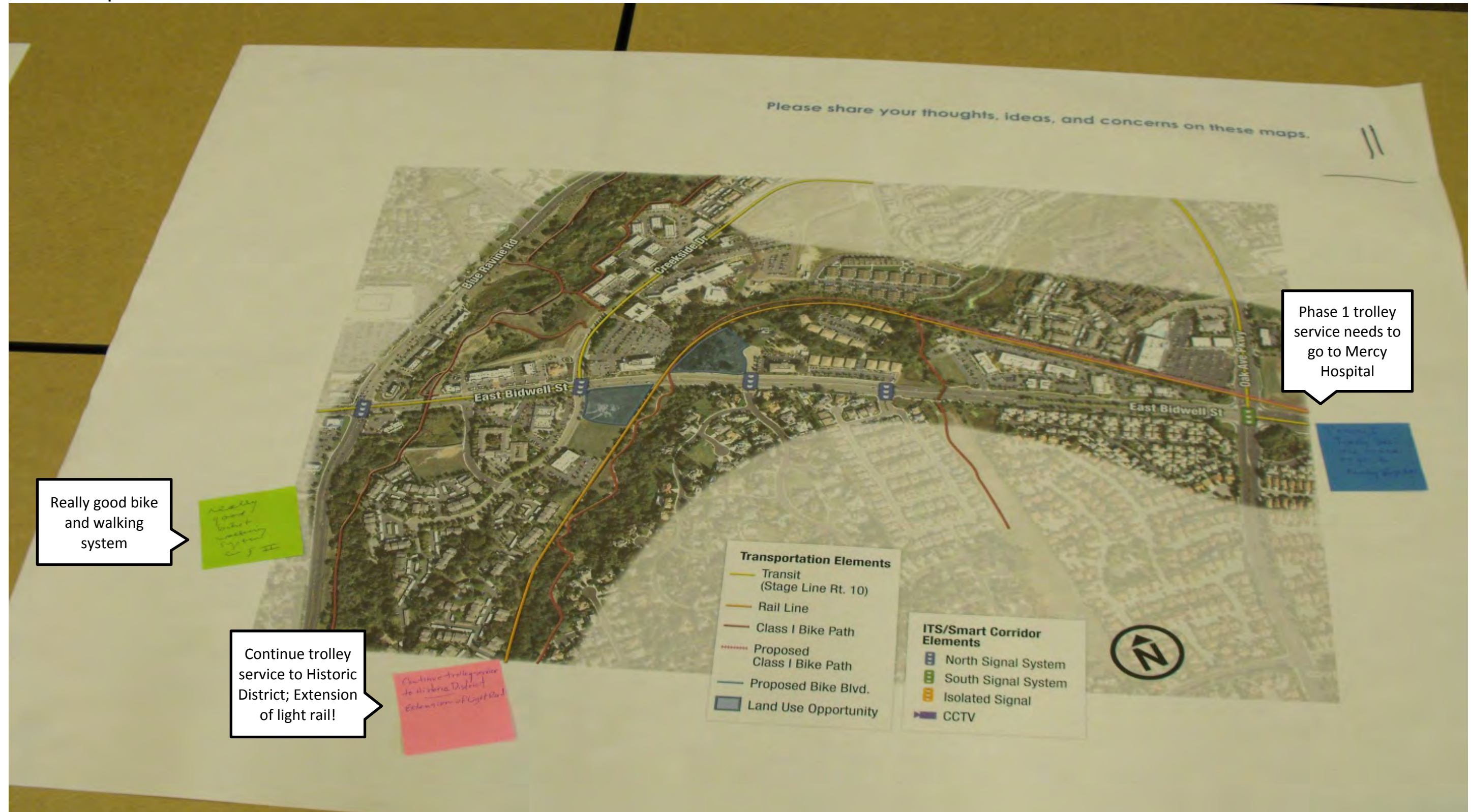


Four interactive maps were laid out on tables which allowed attendees to communicate on (post-it notes) their thoughts, ideas, and concerns.

**Interactive Map 1**



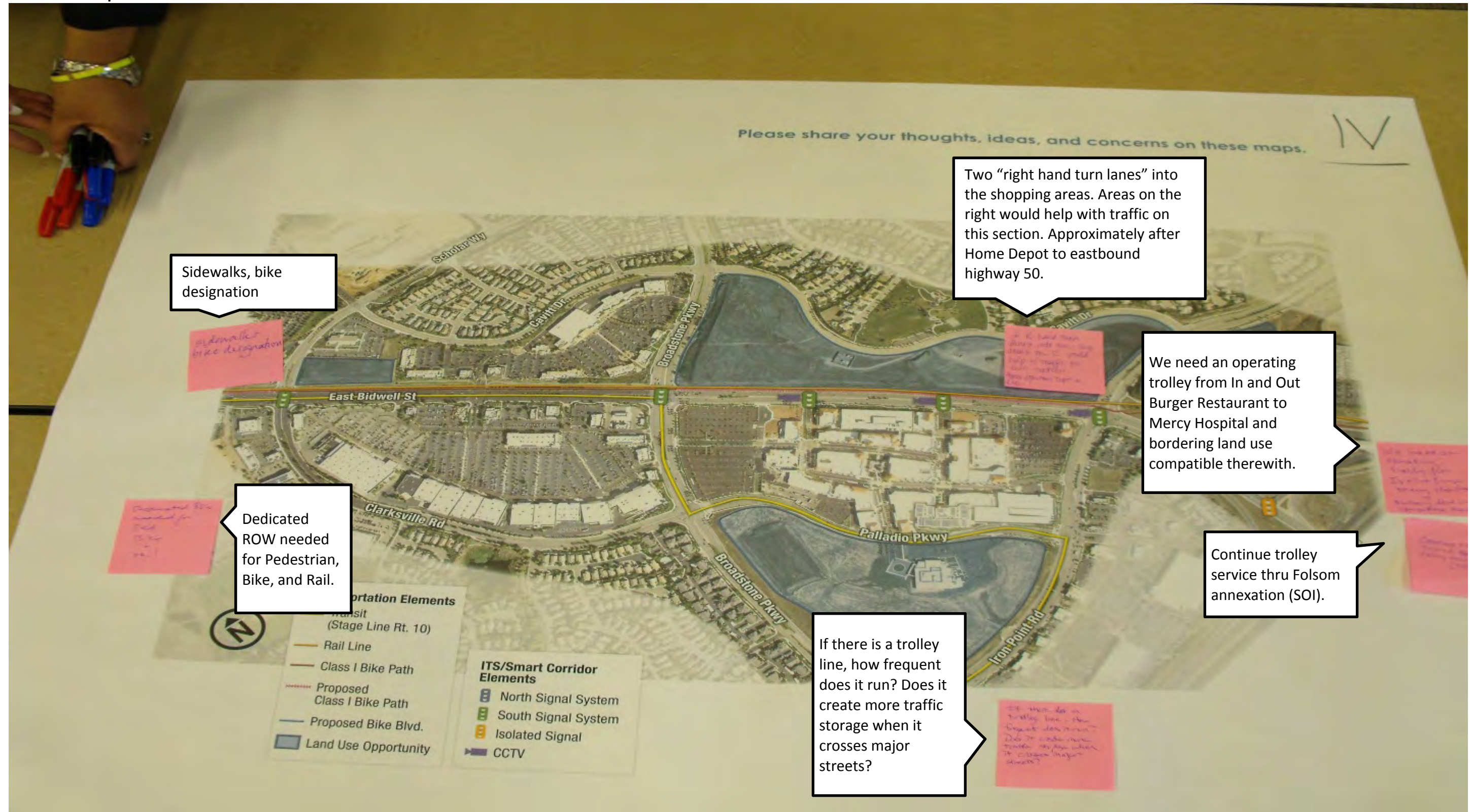
Interactive Map 2



Interactive Map 3



Interactive Map 4



## 1. The Corridor is broken down into the right segments.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Rating Average	Rating Count
Level of Agreement:	5.9% (4)	36.8% (25)	<b>42.6% (29)</b>	8.8% (6)	5.9% (4)	2.72	68
answered question							68
skipped question							7

## 2. Corridor segments can have their own unique identity but all segments should have a uniform feel/appearance.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Rating Average	Rating Count
Level of Agreement:	<b>32.4% (23)</b>	<b>32.4% (23)</b>	22.5% (16)	11.3% (8)	1.4% (1)	2.17	71
answered question							71
skipped question							4

## 3. The Corridor, in general, is not comfortable or safe for pedestrians.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Rating Average	Rating Count
Level of Agreement:	31.4% (22)	<b>35.7% (25)</b>	18.6% (13)	10.0% (7)	4.3% (3)	2.20	70
answered question							70
skipped question							5

#### 4. The Corridor, in general, is not comfortable or safe for bicycles.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Rating Average	Rating Count
Level of Agreement:	40.6% (28)	<b>46.4%</b> <b>(32)</b>	5.8% (4)	4.3% (3)	2.9% (2)	1.83	69
answered question							<b>69</b>
skipped question							<b>6</b>

#### 5. Traffic congestion during peak commute times is a significant problem.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Rating Average	Rating Count
Level of Agreement:	<b>50.0%</b> <b>(36)</b>	31.9% (23)	6.9% (5)	11.1% (8)	0.0% (0)	1.79	72
answered question							<b>72</b>
skipped question							<b>3</b>

#### 6. Parallel side streets are often used to avoid existing corridor congestion.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Rating Average	Rating Count
Level of Agreement:	25.7% (18)	<b>48.6%</b> <b>(34)</b>	11.4% (8)	10.0% (7)	4.3% (3)	2.19	70
answered question							<b>70</b>
skipped question							<b>5</b>

**7. The length of most trips in the Corridor make anything other than car travel challenging.**

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Rating Average</b>	<b>Rating Count</b>
Level of Agreement:	12.9% (9)	<b>55.7% (39)</b>	10.0% (7)	14.3% (10)	7.1% (5)	2.47	70
						<b>answered question</b>	<b>70</b>
						<b>skipped question</b>	<b>5</b>

**8. The roadway is not aesthetically pleasing and needs landscaping and/or other treatments.**

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Rating Average</b>	<b>Rating Count</b>
Level of Agreement:	<b>33.3% (24)</b>	30.6% (22)	19.4% (14)	15.3% (11)	1.4% (1)	2.21	72
						<b>answered question</b>	<b>72</b>
						<b>skipped question</b>	<b>3</b>

**9. Transit is hard to use in the Corridor because of limited service times and connectivity.**

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Rating Average</b>	<b>Rating Count</b>
Level of Agreement:	14.7% (10)	19.1% (13)	<b>63.2% (43)</b>	0.0% (0)	2.9% (2)	2.57	68
						<b>answered question</b>	<b>68</b>
						<b>skipped question</b>	<b>7</b>

### 10. Medians should not be introduced into the CBD (Segment I).

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Rating Average	Rating Count
Level of Agreement:	7.5% (5)	22.4% (15)	<b>53.7% (36)</b>	10.4% (7)	6.0% (4)	2.85	67
						answered question	67
						skipped question	8

### 11. Bike facilities connecting the Corridor to adjacent neighborhoods are important.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Rating Average	Rating Count
Level of Agreement:	38.9% (28)	<b>48.6% (35)</b>	8.3% (6)	0.0% (0)	4.2% (3)	1.82	72
						answered question	72
						skipped question	3

### 12. The rail tracks should be preserved for the future.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Rating Average	Rating Count
Level of Agreement:	<b>33.8% (24)</b>	23.9% (17)	16.9% (12)	15.5% (11)	9.9% (7)	2.44	71
						answered question	71
						skipped question	4



**13. The rail corridor is an attractive place to provide pedestrian/bicycle facilities.**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Rating Average	Rating Count
Level of Agreement:	38.0% (27)	<b>46.5% (33)</b>	7.0% (5)	5.6% (4)	2.8% (2)	1.89	71
						answered question	71
						skipped question	4

**14. Additional Comments**

	Response Count
	19
answered question	19
skipped question	56

**15. Thank you again for your participation in this survey! If you would like to be included on our email list for future East Bidwell Update announcements and notifications, please provide your contact information below:**

	Response Percent	Response Count
Name:	100.0%	41
Email Address:	97.6%	40
answered question		41
skipped question		34



# East Bidwell Street Complete Streets Corridor Plan

## CITY OF FOLSOM EAST BIDWELL STREET COMPLETE STREETS CORRIDOR PLAN FOCUS GROUP MEETING & PUBLIC OPEN HOUSE

Thursday, July 31, 2014 | 11:30 am – 1:30 pm  
Fire Station 35  
Meeting Summary

### Project Team Attendees

Mark Rackovan, City of Folsom  
Scott Johnson, City of Folsom  
Matt Weir, Kimley-Horn  
Dave Sorenson, Kimley-Horn  
Chelsea Richardson, JDA

Sean Richardson, JDA  
Steven Balliet, JDA  
Kim Pallari, HDR  
Tammy Nguyen, HDR

On Thursday afternoon, July 31, 2014, the City of Folsom held a focus group meeting for the East Bidwell Street Complete Streets Corridor Plan. The meeting was held from 11:30 am to 1:30 pm at Fire Station 35 (535 Glenn Drive, Folsom).

In addition, a public open house was held on Thursday evening, August 7, 2014, from 5:30 to 7:30 pm at the Folsom Public Library (411 Stafford Street, Folsom).

The City of Folsom and community outreach consultant firm, HDR, invited stakeholders and business owners via email and phone calls. The open house was also advertised on the City's newsletter and website. As a result of these efforts, approximately 23 stakeholders and business owners attended the focus group meeting, and 31 attended the open house along with project staff and team members.

The meetings were set up as an informal open house that allowed attendees to walk around the room, view a variety of illustrations of the study area and potential ideas, and talk one-on-one with the project team staff and consultants.

City Project Manager, Mark Rackovan, opened the meeting with welcoming remarks and talked about



the Caltrans grant for the study. He then introduced Matt Weir, who gave the audience a brief overview of the project's background through a PowerPoint Presentation.

Prior to opening the floor to questions and comments (see below), Kim thanked community members for their critical participation and continued patience during the project planning process and then outlined the next steps.

Once all questions and concerns had been addressed, the meeting format reverted to the open house style and attendees were encouraged to continue visiting with project staff to discuss their specific questions in more detail.

***During the question and answer session, HDR recorded all comments and questions. These comments have been placed in no particular order below.***

**Focus Group Meeting:**

- Homeless is an issue along Bidwell and benches could attract more.
- Making the corridor look better is good but not taking roadway to do so.
- Sutter Street lost business during the project
- With development south of 50, how are these people headed north going to get across the river?
- Pedestrian path should be in front of the stores rather than out by the street.
- Don't want to lose travel lanes or parking at expense of pedestrians in CBD.
- Bike consideration is great in residential areas but not in business areas.
- There are trails all over Folsom. We shouldn't be encouraging riding on the streets.
- What bike counts or studies have been conducted on Bidwell corridor.
- Need a balance between bikes and motorists.
- Are there any studies that show comparison of frequency of accessing stores via bike or car?
- Use parallel roads for adding bike/pedestrian access, not Bidwell.
- Has there been multi-modal studies done within this corridor?
- Can I get a copy of the traffic study report? (George Econome)
- Sutter School – Is there still a crosswalk @ the roundabout?
- Is it safer to have a roundabout at the Sutter/Riley corner if you have 2 lanes?
- Does narrowing of the lanes take into consideration commercial vehicles that are wider?

## Voting Tally:

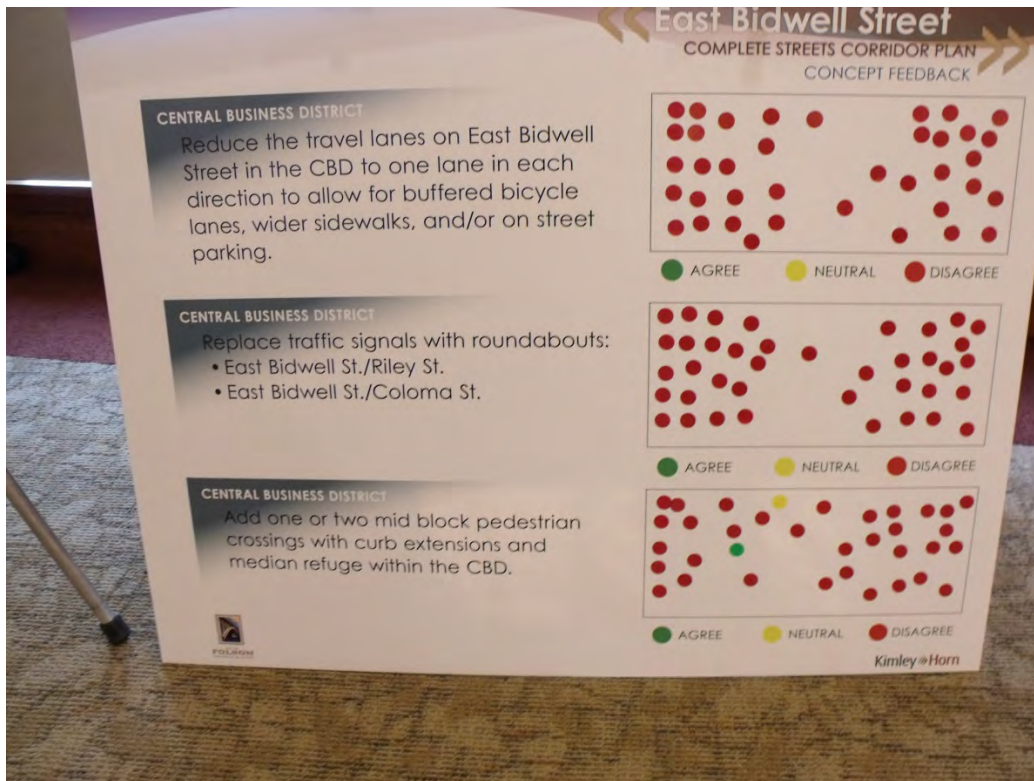
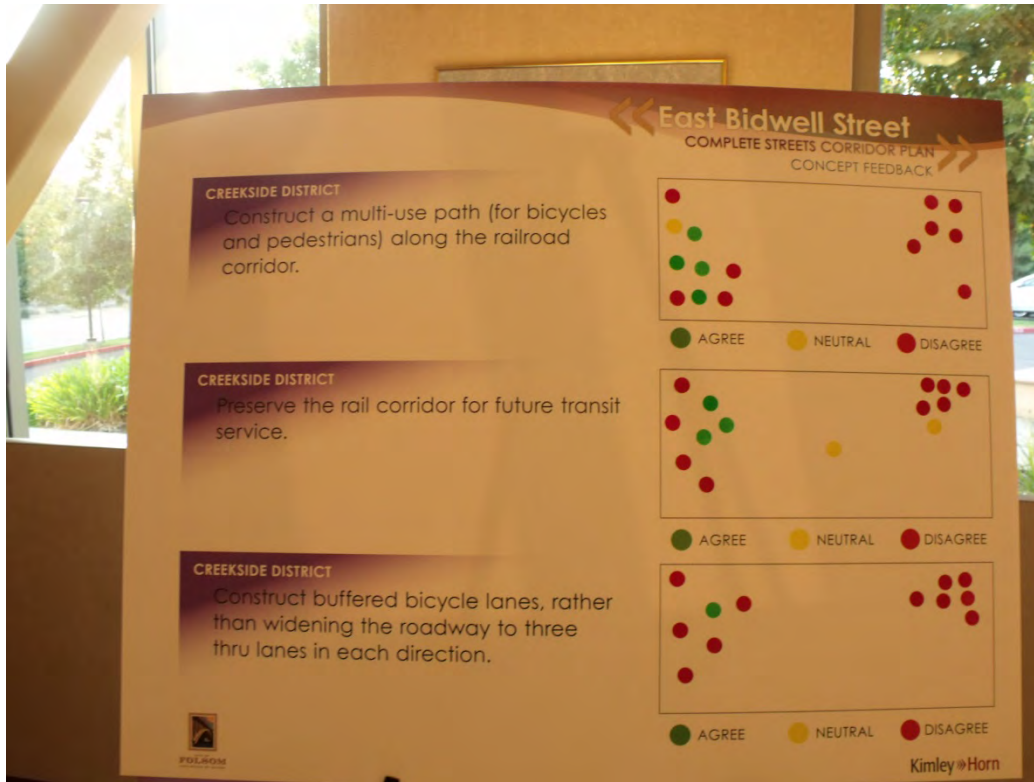
<b>RESPONSE RATING</b>	<b><u>1</u></b>	<b><u>2</u></b>	<b><u>3</u></b>	<b><u>4</u></b>	<b><u>5</u></b>	<b><u>6</u></b>	<b><u>7</u></b>	<b><u>8</u></b>
<b>Question #1</b>	10	5	1	0	3	2	2	1
<b>Question #2</b>	8	7	3	0	0	0	0	4
<b>Question #3</b> <i>Continues Bike Lane</i>	4	1	2	2	0	4	1	10
<b>Question #3</b> <i>Use buffer w/o taking traffic</i>	7	1	2	1	0	1	0	12
<b>Question #4</b>	9	5	3	1	1	0	0	5
<b>Question #5</b>	2	1	3	2	0	2	0	13
<b>Question #7</b>	2	7	3	2	0	2	1	3
<b>Question #10</b>	7	6	6	1	1	0	0	0
<b>Question #13</b>	11	7	3	2	1	0	0	0
<b>Question #14</b>	5	6	5	2	1	1	0	1

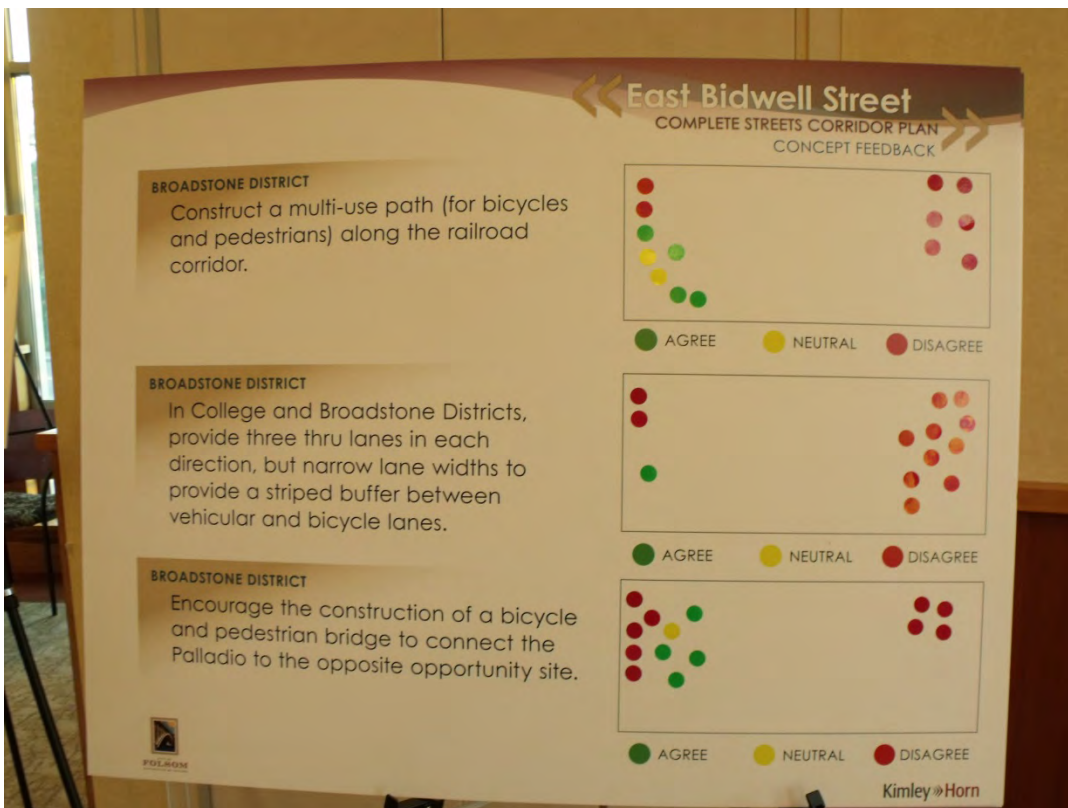
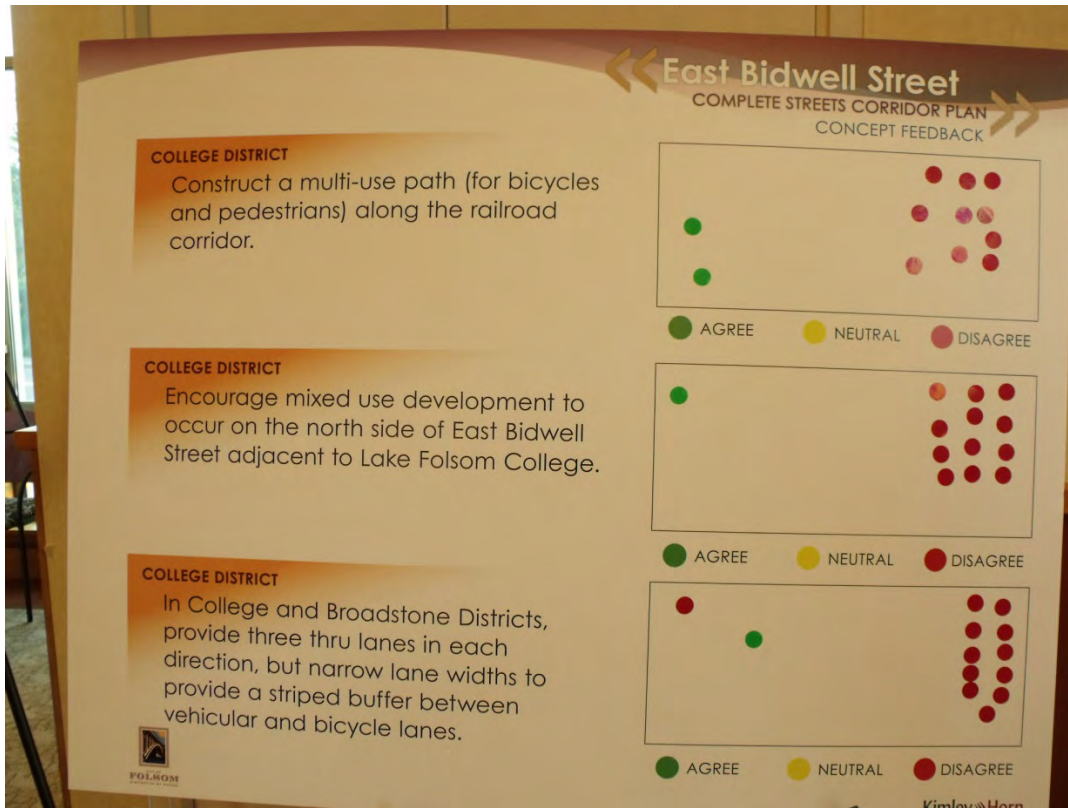
**Thursday, August 7, 2014 | 5:30 am – 7:30 pm**  
**Folsom Public Library**  
**Meeting Summary**

**Public Open House:**

- (Referring to presentation): Does that take into account the actual usage on the streets or just opinions?
- When you go down to two lanes, there will not be enough room. You will choke out businesses and force traffic onto the side streets. No one shops with bikes. You will impact businesses if you eliminate parking and cut into the lots. What is the purpose of going down to one lane?
- The most heavily populated street for businesses is East Bidwell. Is the study doing anything to show the effects the businesses would have?
- Fair vision would show how heavily populated businesses are effected.
- The lack of taking impacts to businesses is major issue. Making case harder rather than easier. Most of us would embrace amenities in instance of not reducing lanes. That is why the majority of us are here. A number of cars go by everyday. You are battling a lot by reducing lanes.
- The ability of people to get to businesses: fewer lanes of traffic = less cars seeing the shops and businesses.
- Operate on a margin. What you are talking about is eliminating margins.
- Resident: do not want more traffic coming onto residential streets.
- I avoid East Bidwell because of having to stop at all the traffic lights. I would rather drive slowly with all green lights vs. stopping all the time at high speed.
- The current speed limit is 35. If you lessen the lanes, will the speed limit reduce?
- Ongoing battle if reducing lanes.
- I am a resident of 22 years and get around via bike. The function of the City is safety and wellbeing of people. The more important issue is to feel safe for bikers. Not a decent way to walk or bike on East Bidwell, so nobody does.
- The Sutter Street revitalization impacted businesses. Businesses suffered because of lost street parking on Sutter.
- Sidewalks not safe to walk on. Will sidewalks be fixed? What are the different amenities/elements? Why do you have to reduce lanes? Is there an accidents study of bikes/pedestrians on East Bidwell? Can you add bike lanes without complete separation?
- How much are you going to encroach on private property? Rock wall on East Bidwell. Are you just going to do it or assist property owners if they want assistance?
- If possible and could be done, make the current four lanes narrower and add bike lane/trail with a flat median in the center would be a decent compromise, if it could be done.
- Our CBD is the least attractive. The business districts around the country are trying hard to get projects like this. If it is more attractive, you will get more business.
- It is not what you do; it is how you do it.

- No benches as people will sleep on them. Have separators with arms. The homeless is a growing aggressive element.
- Businesses in the CBD see maybe three pedestrians daily. The pedestrians/bikers are not shopping. There is already a lot of traffic and not enough lanes. Already existing trails and do not see bikers using East Bidwell.
- Make Glenn & East Bidwell safer and Riley better for cyclists.
- I moved to Limby Drive to walk to the CBD. Anything you can do for people to walk, a lot of us like to walk. Someone mentioned margins; there is a margin for pedestrians too.
- Regarding residential traffic comment, would you welcome bicycle traffic (on School Street)? Create bike lanes that parallel East Bidwell, make everyone happy.
- Has anyone asked how revitalization happens? I don't think the person who created this slide understands. Present/future view: the bloodline that created this town is gone with new businesses. Revitalization is a tricky word to use. How about "regenerating"?
- Who is providing money for the shopping centers to remodel?
- Make/create/upgrade image with fancy light bulbs, flag system, etc.
- If the public and business owners do not think the plans are a good idea, why force it down?
- What about making East Bidwell a one way from Riley to Blue Ravine?
- CBD – if it fits narrower travel lane (four lanes) and bike lanes.
- Not opposed to midblock pedestrian crossing if a traffic light is used.
- Creekside District – transit option: trolley using tracks to connect with rest of corridor and historic district. Can have stop at hospital.
- College District – use tracks for trolley to connect with light rail and other districts. Harris Center connected to dining in neighboring Broadstone District.
- Broadstone District – What is the "opportunity site"? Add equestrian along rail trail (co line – Natomas) not just foot and bike. For transit option, use tracks for trolley to connect with historic district, light rail and other East Bidwell corridor districts. Lots of dining options here. Trolley can connect with residential areas between East Bidwell and historic district.







During sign-in and throughout the evening, attendees were given the opportunity to write comment cards, which could be turned in to the comment box during the meeting or brought home to mail or fax later.

***The following comment cards were submitted at the Focus Group meeting:***

**Comment #1:**

First of all, thank you for all your hard work putting together the Focus Group Meeting. I found it very interesting. My area of interest in this project and why I attended is related to the fact that my residence on School Street is near the Central Business District of East Bidwell Street. I am quite often a pedestrian in the area. I do have concerns about the concept of going from four lanes to two lanes. School Street, Duchow, Glenn, and Whales already get a large amount of cut-through traffic. My concern about narrowing and slowing lanes by going from four lanes to two lanes in the CBD may lead to motorist frustration and send even more cut-through traffic to residential side streets. Consideration should be given to this sort of impact. If there is a way to discourage this, it would be better for the businesses because they'd keep their street traffic, and it would keep our residential streets from being used as expressways.

**Submitted by:**

Karen Forster  
1030 School Street  
Folsom, CA 95630  
983-54323  
[sterogirl@gmail.com](mailto:sterogirl@gmail.com)

**Comment #2:**

My main concern is CBD going down to two lanes. It will kill business. Business is a transaction based on ease, speed, and convenience. They will also divert to School Street or Riley due to delays. Narrow to 4 instead.

**Submitted by:**

Tom Econome  
480 Williams Street  
Folsom, CA 95630  
[tom@collectionplus.com](mailto:tom@collectionplus.com)

---

**Comment #3:**

The two main points that we both agree on are safety of the public and access for the public to businesses. By not implementing this project, bicyclists stay safer by not increasing mix use of bicycle and motor vehicles. By keeping the general plan you increase accessibility to businesses for our customers. As a business owner and Folsom resident we are firmly against this proposal.

**Submitted by:**

Dan Dreher  
511 E. Bidwell Street  
Folsom, CA 95630  
(916) 716-0100  
[dan@flb365.com](mailto:dan@flb365.com)

**Comment #4:**

I would like to discuss this dead end lane at 2310 East Bidwell. I have some ideas of pedestrian/bike/traffic movement here.

**Submitted by:**

Sean Roth  
2310 East Bidwell  
Folsom, CA 95630  
(916) 812-4775  
[Sroth66@hotmail.com](mailto:Sroth66@hotmail.com)

**Comment #5:**

Do not want any reduced traffic lanes! I am open to all other ideas depending on what they are other than lane reductions.

**Submitted by:**

George Econome  
9923 Valley Pines  
Folsom, CA 95630  
(916) 9878-5466  
[basiliki@comcast.net](mailto:basiliki@comcast.net)

**Comment #6:**

Need to develop bicycle/walking trail next to railroad tracks ASAP.

**Submitted by:**

Craig R Burnett  
9849 Oaklplace West  
Folsom, CA 94630  
(916) 849-3344  
[FLCCA-CRAIG@comcast.net](mailto:FLCCA-CRAIG@comcast.net)

**Comment #7:**

Examples show no loss of lanes. Sutter Street Successful? Not! Slower speed will move traffic to Riley Street. Presentation very skewed and reflect that the concerns for business owners are not as important.

**Submitted by:**

Jenny Briggs  
(916) 983-3688

***The following letter was submitted via fax after the Open House:***

Howard Thomas  
Pioneer Center  
P.O. Box 5185  
El Dorado Hills, CA 95762

August 12, 2014

Ms. Kim Pallari  
c/o Public Outreach  
2365 Iron Point Road, Suite 300  
Folsom, CA 95630

RE: Objection to Squeezing Traffic into Two Lanes in Central Business District  
East Bidwell Street Complete Streets Corridor Plan

Dear Ms. Pallari:

Since 1975, our family has owned the Pioneer Center located in the 400 block of East Bidwell Street which is in the Central Business District of the corridor plan. As a bit of history, the Pioneer Center and the 300 block were developed by Jack Kipp and his friends in the late 50's as the first "modern" retail development away from Sutter Street. I have upgraded the exterior, utilities, and signage but the footprint remains largely as Jack built it.

The Pioneer Center is a local business center. We take pride in housing local merchants who don't fit in big boxes or malls. These merchants earn a living, pay their employees, and give the community a local flavor that chain stores don't.

Local merchants don't have slick TV campaigns or internet teams like chain stores do. Rather, they depend on being discovered by local motorists who will spread the word among their friends. The more often potential customers see a local store, the more likely they will think of the local merchant when a need arises. Thus, traffic counts and visibility are vital to local merchant success. In the shopping center business; traffic counts, sightlines and demographics are considered the key metrics of site potential.

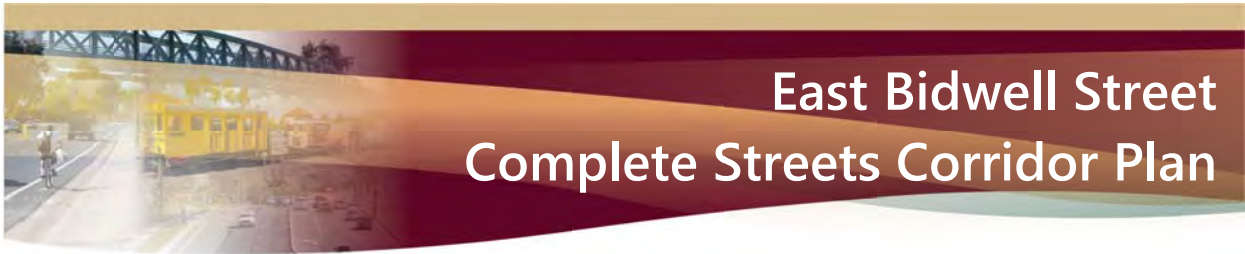
Because traffic counts and visibility are critical to local merchants, squeezing cars down to two lanes and hiding stores behind trees is a recipe for urban blight rather than urban renewal. As a member of the International Council of Shopping Centers, I have studied both successful and disastrous designs. I am an avid cyclist and have enjoyed the streets of Davis and Portland, Oregon which are often cited by bicycle advocates. However, Folsom is a low density community built on the aspirations of the Great Generation for micro estates far from commerce. During the post war years, the essence of residential zoning was segregation and minimum lot size. Unlike Portland, it is now impractical for any significant number of Folsom residents to bike from their single family residences, past local stores, to their jobs. Unlike Davis, Folsom isn't a college town where thousands of fit, young students live within a mile of their campus and apartments. Converting a few blocks of East Bidwell Street into a bicycle parkway won't change Folsom into a Portland or Davis because the density is too low. What squeezing Bidwell Street will do is drive out local merchants.

As an avid cyclist and someone who has publically spoken on the perils of global warming and acid rain since the '70's, I support reasonable efforts to make Folsom bicycle friendly and energy efficient. To me, it appears that there is room in the Central Business District to make East Bidwell Street safer for cyclists by adding either colored bicycle lanes or using shared lane markings (if there isn't enough room for dedicated lanes) while maintaining four traffic lanes. The City's traffic engineers are looking at these options. In particular, they are looking at installing dedicated, state specified, green bicycle lanes through the Central Business District which may require some narrowing of the traffic lanes. I would welcome this improvement because it would make cycling safer while preserving the vitality of local merchants.

Thank you for allowing me to participate in the recent stakeholder's luncheon and community meeting. Prior to my being contacted by another property owner, I was unaware of this study. In the future, please keep me on your mailing and outreach lists. My email is [hmthomas@msn.com](mailto:hmthomas@msn.com) and I can be reached at (925) 274-0432 any time. I look forward to working with the City regarding the particular challenges and opportunities of improving the infrastructure we have inherited.

Best Regards,

Howard Thomas



**CITY OF FOLSOM  
EAST BIDWELL STREET COMPLETE STREETS CORRIDOR PLAN  
PUBLIC OPEN HOUSE MEETING SUMMARY**

**Thursday, November 13, 2014  
5:30 - 7:30 pm  
Folsom Public Library**

**Project Team Attendees**

Mark Rackovan, City of Folsom  
Matt Weir, Kimley-Horn  
Dave Sorenson, Kimley-Horn  
Chris Gregerson, Kimley-Horn

Chelsea Richardson, JDA  
Steven Balliet, JDA  
Kim Pallari, HDR  
Tammy Teurn, HDR

On Thursday evening, November 13, 2014, the City of Folsom held a public open house for the East Bidwell Street Complete Streets Corridor Plan. The meeting was held from 5:30 to 7:30 pm at the Folsom Public Library (411 Stafford Street, Folsom).

The City of Folsom and community outreach consultant firm, HDR, invited stakeholders and business owners via email. The open house was also advertised on the City's newsletter and website. As a result of these efforts, approximately 31 stakeholders and business owners attended the open house along with project staff and team members.

The meeting was set up as an informal open house that allowed attendees to walk around the room, view a variety of illustrations of the study area and potential ideas, and talk one-on-one with the project team staff and consultants.

***Throughout the meeting, attendees were given an opportunity to submit comments via comment cards. These comments have been placed in no particular order below.***

**Comment #1:**

Thanks for listening to the local merchants in the CBD.

**Submitted by:**

Howard Thomas  
Pioneer Center  
925-274-0432

**Comment #2:**

I understand that currently there is not enough right-of-way to include bike lanes in the Central Business District. However, most of the reasons for biking in that area is to bike TO the business in that area. If bike traffic is rerouted to local/residential streets, there is no access to the businesses along Bidwell, which completely nullifies the “whole street” concept. There should be enough room to acquire right-of-way for bike lanes without taking out any existing business. Without bike lanes, it is also an abrupt transition from the south end of Bidwell where bike travel on the main road to the business is encouraged. All of a sudden you’re saying that bikes are no longer allowed on the same road, and in the area that would benefit the most from being more bike accessible.

**Submitted by:**

Bryan Fraser  
180 S. Lexington Drive #626  
Folsom, CA 95630  
541-646-0031  
[b.fraser1@u.pacific.edu](mailto:b.fraser1@u.pacific.edu)

**Comment #3:**

In the Broadstone and College segments, the idea shows the bike trail to follow the road across the railroad tracks and then making a 90° turn across the free right turns. As a bicyclist, this would be a hard turn to make as you have to look directly behind you to make sure no traffic is coming. It would be a lot easier if the trail can 90° to the sidewalk at the crosswalk so that it is easier for bicyclists to see cars moving through the right turn. It would also keep it a Class I bike lane as it would be separated from the sidewalk, instead of being down graded to a Class II.

**Submitted by:**

Bryan Fraser  
180 S. Lexington Drive #626  
Folsom, CA 95630  
541-646-0031  
[b.fraser1@u.pacific.edu](mailto:b.fraser1@u.pacific.edu)

**Comment #4:**

Not in favor of the Creekside plan. The general plan of action wasn’t favorable. Keep the streets as is. Roundabouts will not help the flow of traffic in the Business District, I believe it will make things worse.

**Submitted by:**

Kayla Harris  
115 Remington Drive  
Folsom, CA 95630  
916-996-0254  
[kayla@wallypizzabar.com](mailto:kayla@wallypizzabar.com)

**Comment #5:**

Still concerned with not sticking to the general plan on keeping three lanes in each direction in the Creekside District. There is a need now and it will increase in the future for access to the hospital in this District. I think it's best to stick to the general plan. I also am not in favor of any reduction in lane width or count in any District along E. Bidwell Street.

**Submitted by:**

Dan Dreher  
511 E. Bidwell Street  
Folsom, CA 95630  
916-716-0100  
[dan@flb365.com](mailto:dan@flb365.com)

**Comment #6:**

As an agent for the property owner of Folsom Landing Shopping Center (618-654 E. Bidwell), I am greatly concerned about the proposed Complete Street Project. This is the first I am hearing of the project and am I glad to be included in the discussion. I understand there are changes in the works of the original plan, possibly keeping the four lanes of traffic in existence on E. Bidwell Street – that is wonderful news!! I am certainly in favor of helping Central Folsom Business District, it just needs to support the businesses. Thank you.

**Submitted by:**

Stephanie Paschal-Jividen  
Lawrence Properties  
5740 Windmill Way #11  
Carmichael, CA 95608  
916-486-0209  
[lawprop@sbcglobal.net](mailto:lawprop@sbcglobal.net)

**Comment #7:**

Very happy about maintaining four lanes on the Central Business District. I am overall happy about the change and the project.

**Submitted by:**

John Steiner  
488 Rockport Circle  
Folsom, CA 95630  
916-878-7583  
[sbarkles@comcast.net](mailto:sbarkles@comcast.net)

**Comment #8:**

I recommend to stay with the general plan that has been in existence. Any reduction in lanes or lane size would be a detriment to access. Local traffic is already operating at a high volume/capacity.

**Submitted by:**

Jeremy Dreher  
511 E. Bidwell Street  
Folsom, CA 95630  
916-983-4411  
[Jeremy@flb365.com](mailto:Jeremy@flb365.com)

**Comment #9:**

I just learned tonight that the Central Business will have few to no changes in the traffic lane. I'm very happy to hear that!!! Thank you.

**Submitted by:**

Charles Thurman  
186 Price Way  
Folsom, CA 95630  
916-825-3548



CONTACT

**Mark A. Rackovan, P.E.**  
Section Manager/Traffic

City of Folsom  
Department of Public Works  
50 Natoma Street  
Folsom, CA 95630

**P: 916 351 3370**