

Regional Transportation Plan 2050 Round 1 Community Outreach Summary

Item I

Overview



Auburn Tree Lighting – Nov. 26, 2022

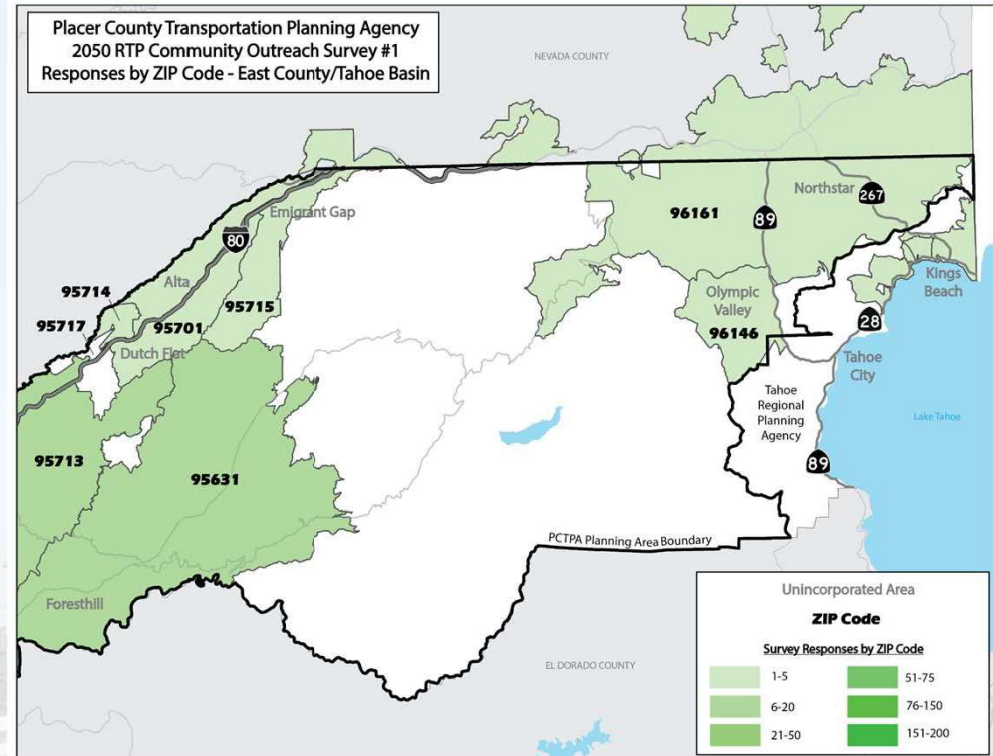
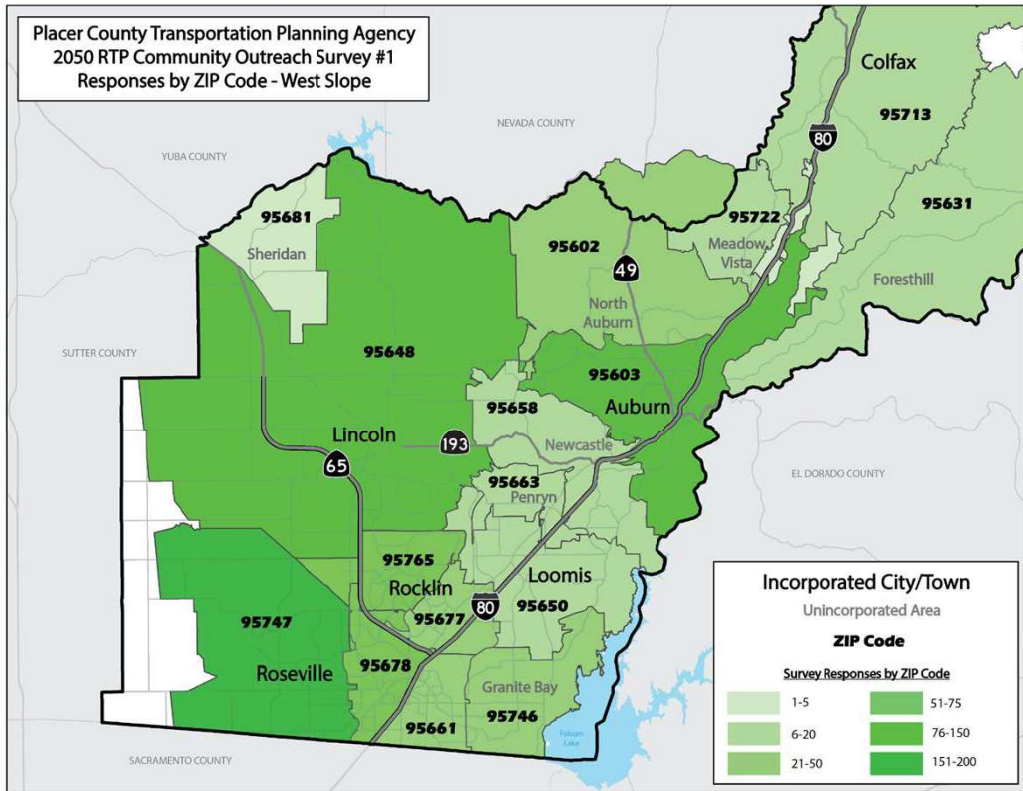
- **Online Survey**
- **Virtual & In-Person Workshops**
- **Pop-up Events**
- **City/Town Council and Board of Supervisor Presentations**
- **Project Website & Promotion**
- **Summary & Next Steps**

Online Survey

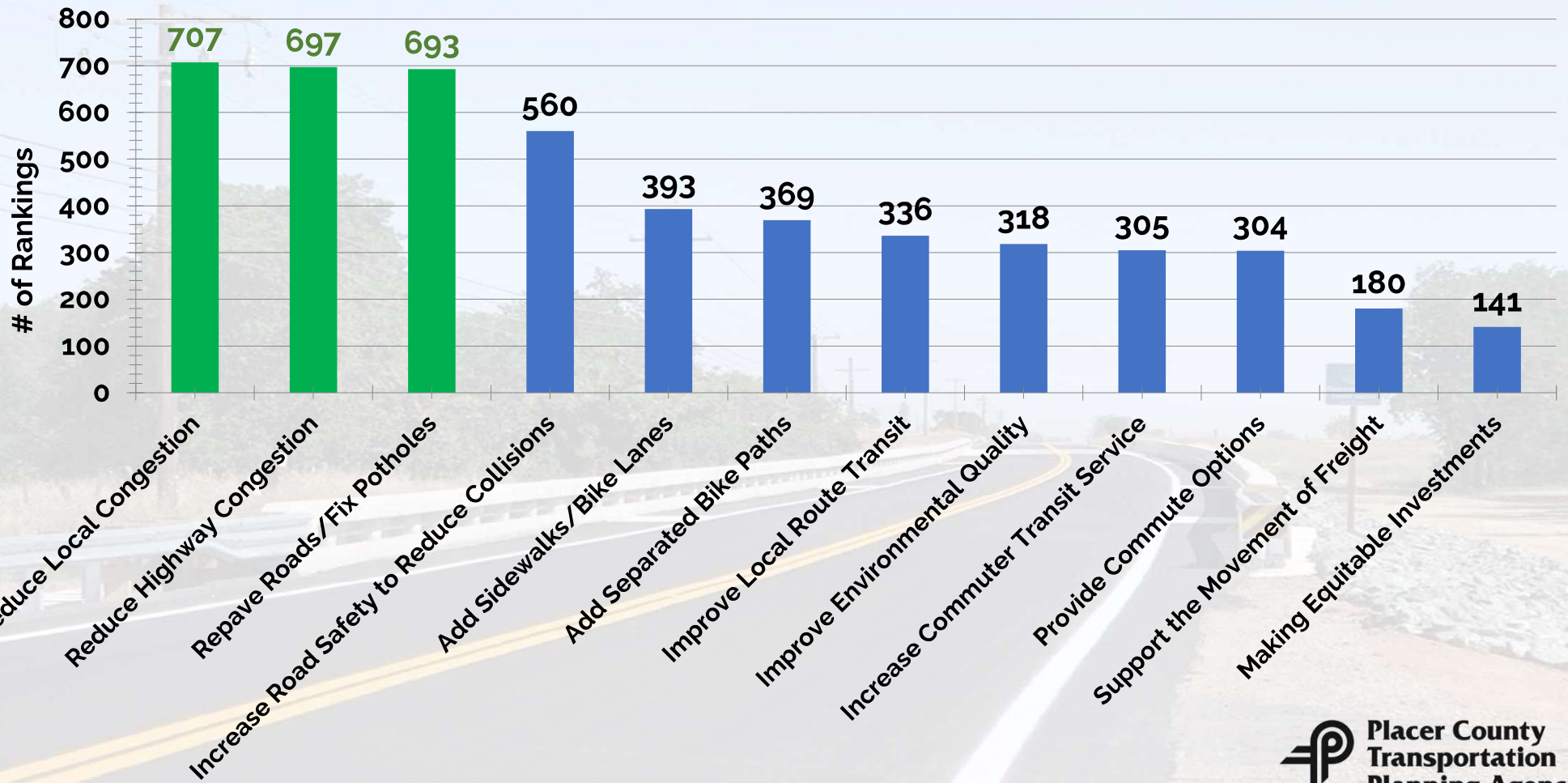


- Survey open two months; **1,109 responses** (English and Spanish)
- **93%** of self reported home ZIP codes in Placer County
- **West Roseville, Lincoln, and Auburn** had most responses

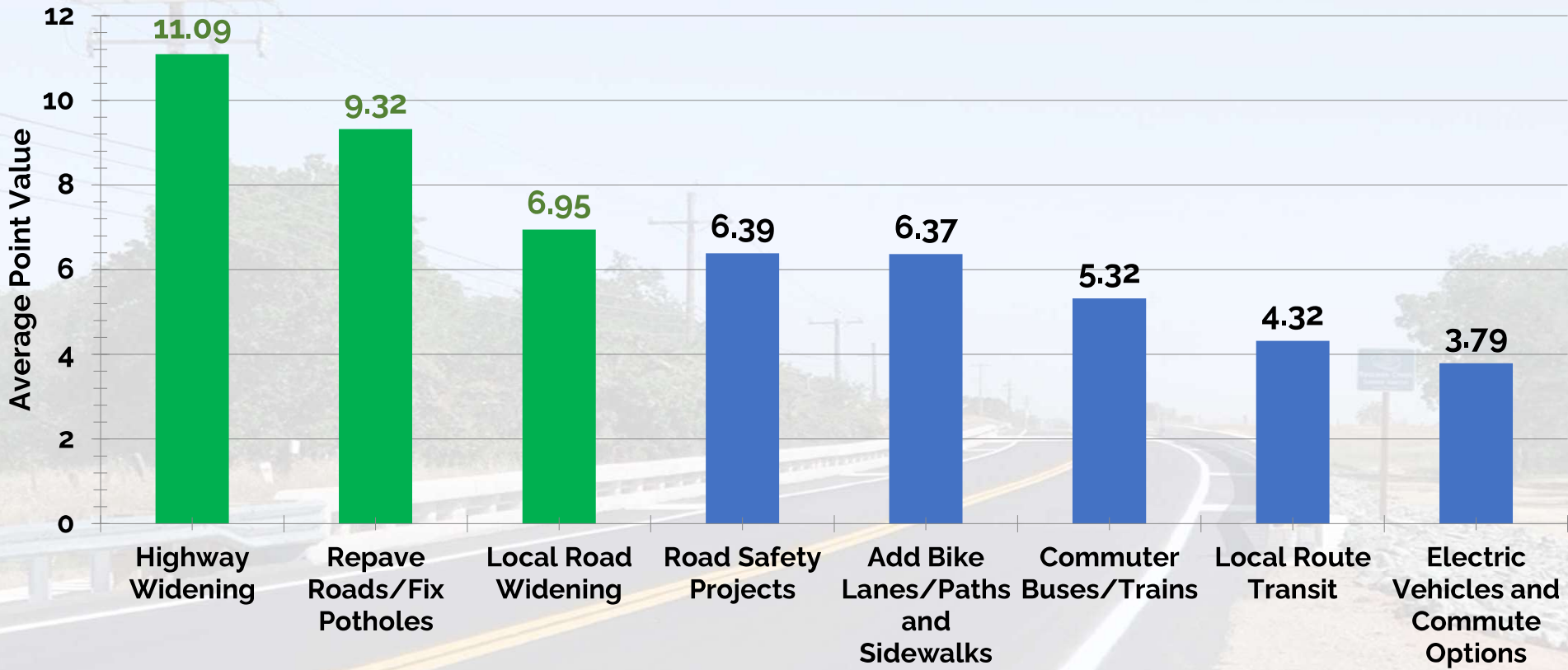
Geographic Reach



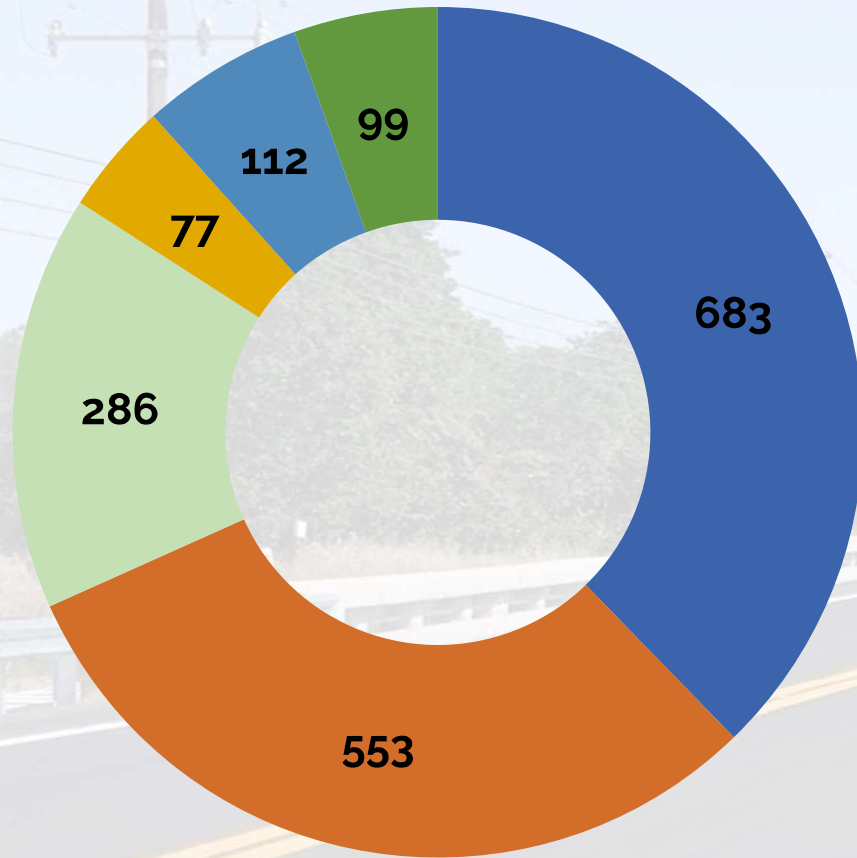
Rank Your Priorities



Allocate the Budget

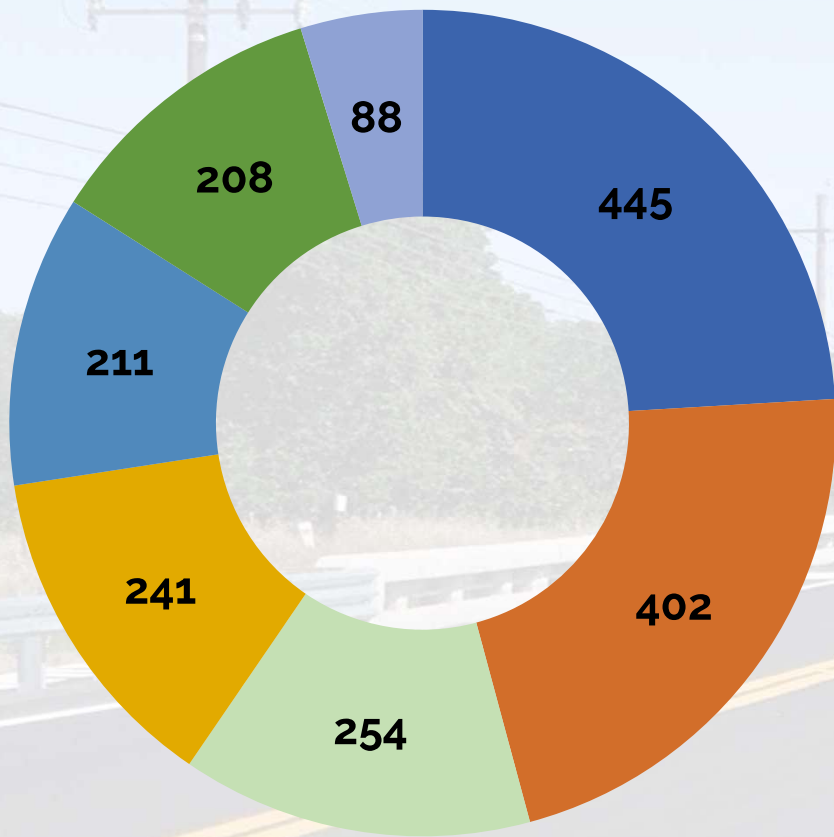


Prioritizing Strategies - Highways



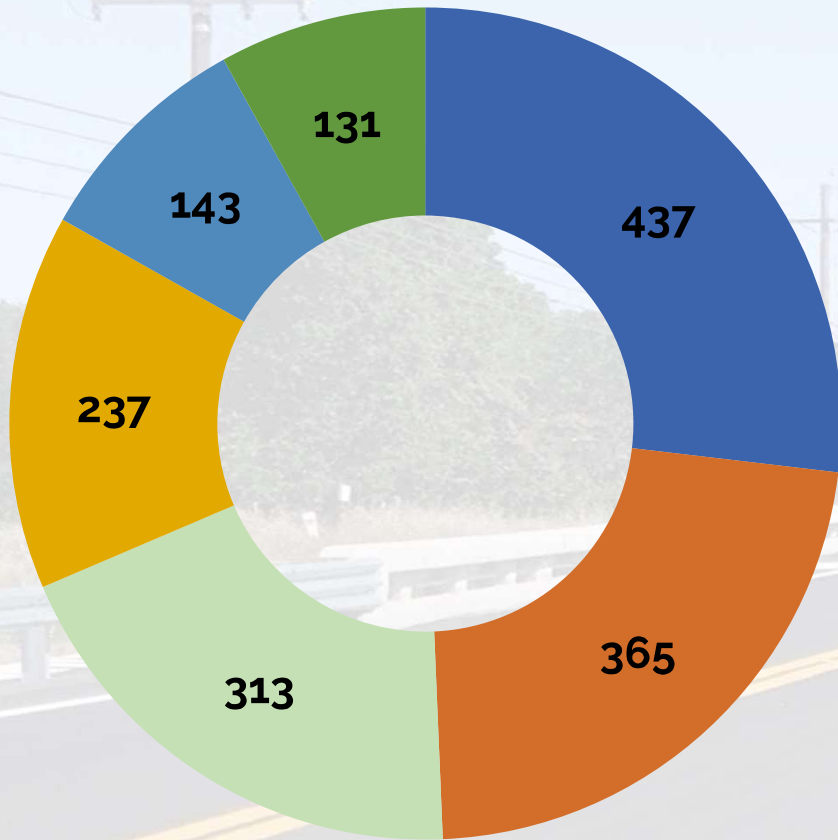
- Adding Lanes
- Repaving/Fixing Potholes
- Adding Carpool Lanes
- Adding Ramp Meters
- Freeway Service Patrol
- Managed Toll Lanes on Freeways

Prioritizing Strategies – Local Roads



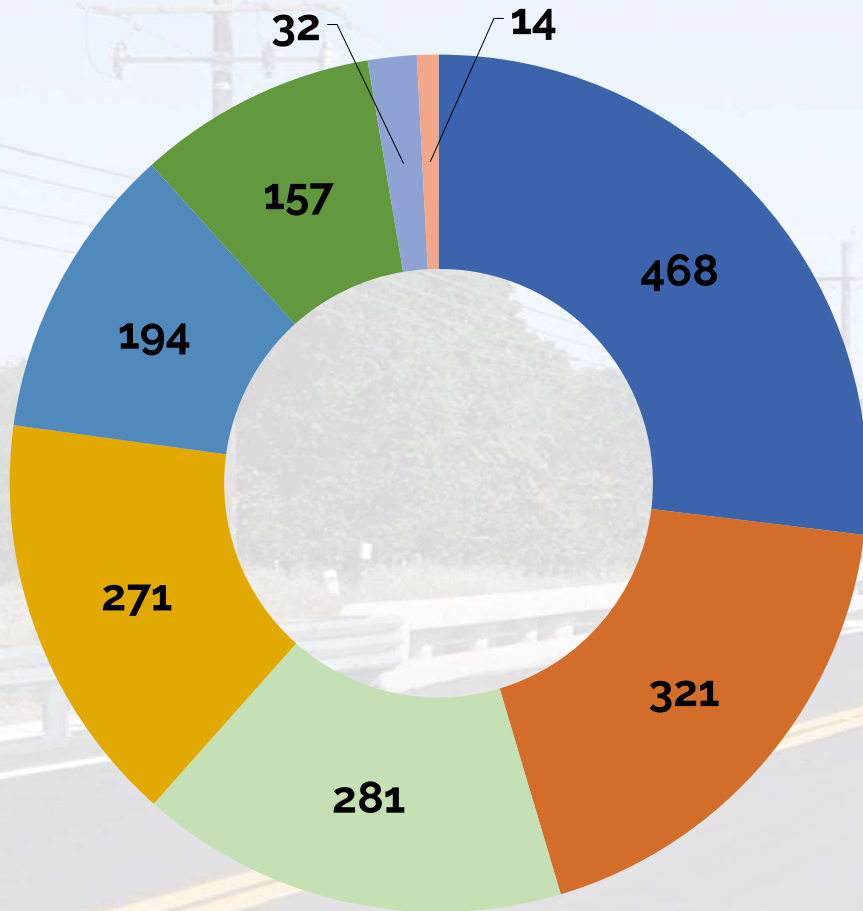
- Repaving/Fix Potholes
- Coordinating Signal Timing (smoother flow on roadways)
- Reconstructing Intersections (adding turn lanes; roundabouts)
- Local Road Widening
- Safety Improvements to Reduce Collisions
- Adding Bicycle/Pedestrian Facilities
- Adding more Electric Vehicle Charging Stations

Prioritizing Strategies – Public Transit



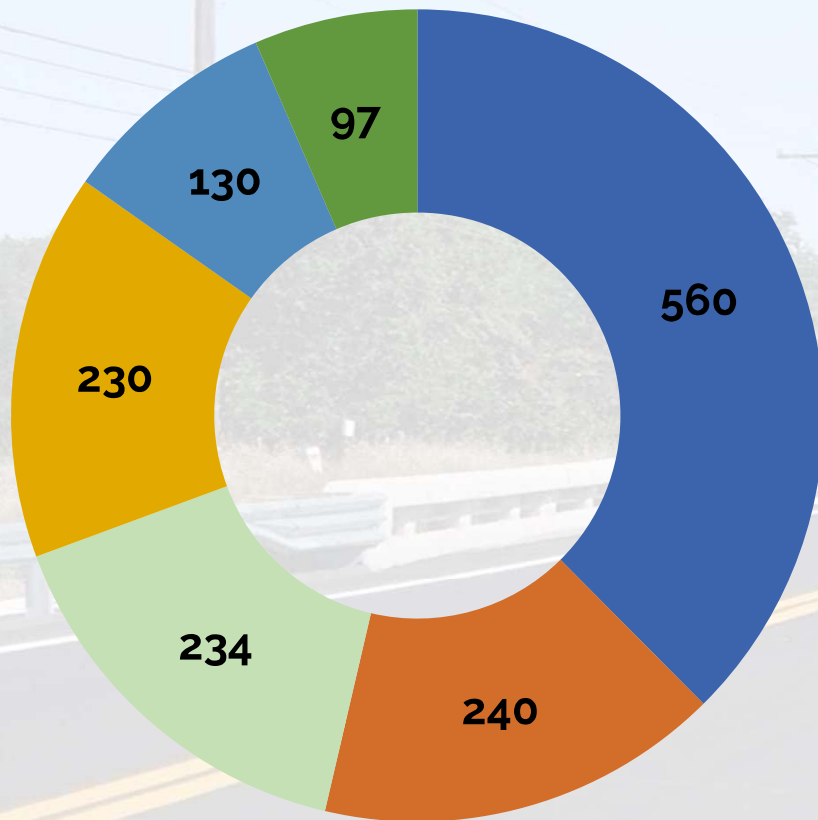
- Provide Wider Coverage of Services (serve more locations)
- On-Demand App Based Services (i.e. microtransit)
- Increase Frequency
- Upgrade Buses to Electric
- Improve Rural Bus Service
- Later/Weekend Service Hours

Prioritizing Strategies – Biking/Walking



- More Sidewalks and Bike Lanes Separate from Roadway
- Fixing Existing Infrastructure (Sidewalks, Bike Lanes, and Off-Street Paths)
- Prioritize Safe Routes to Schools Improvements
- Add More Regional Off-Street Trails
- Adding More Bike Lanes
- Adding More Sidewalks
- Bike Share in Downtown Areas
- Add More Bike Parking

Prioritizing Strategies – Environment/Systems Mgmt.



- Signal Timing (to help traffic flow better on local roads)
- Convert Transit Buses to Electric
- Incentives to Ride Transit
- Build More Electric Vehicle Charging Stations
- Carpool/Vanpool Incentives
- Managed Toll Lanes on Freeways

Virtual Workshops



- December 6th & 8th, 2022; 42 attendees
- Presentation, interactive polling, and live Q&A
- Participants asked to rank top priorities in each category
- Dec 6th participants polled congestion as top priority; Dec 8th participants preferred transit

In-Person Workshop



- December 7th, 2022, at PCPTA; 11 attendees
- Similar format to virtual workshops
- Participants asked to rank top priorities in each category on dot boards stationed around the room



Pop-Up Events



Sierra College Winter Carnival – Dec. 5, 2022

- Hosted pop-ups and info meetings around the county
- Promoted the online survey and virtual/in-person workshops
- Holiday themed collateral
- Directly interacted with over **380 people**

Board & City/Town Council Presentations



Loomis Town Council Presentation – Nov. 8, 2022

- Presented to governing board of Auburn, Colfax, Lincoln, Loomis, Rocklin, and Placer County (plus Roseville Transportation Commission)
- Truckee/North Tahoe TMA Board

Project Website & Promotion



Boosted social media post



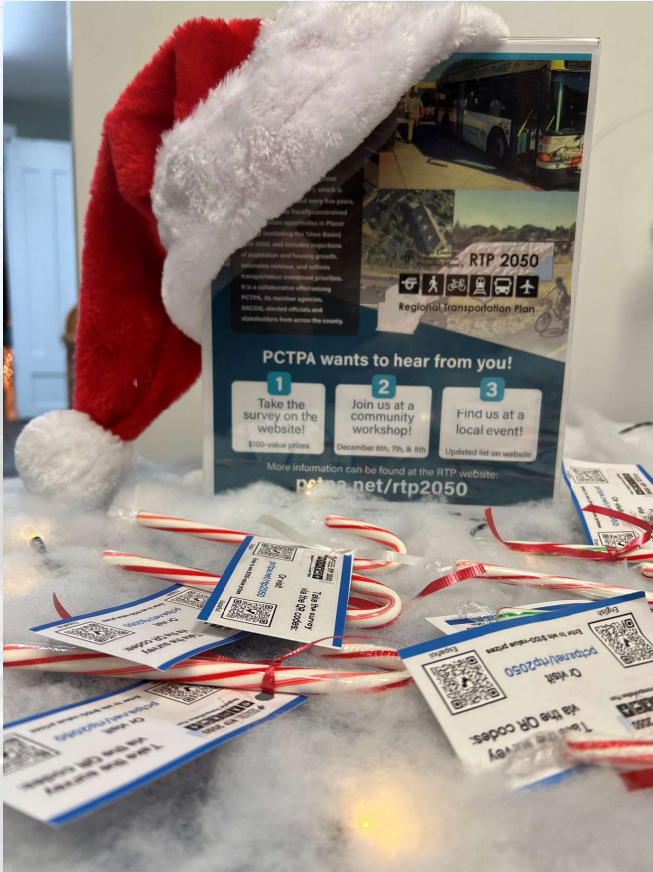
Flyer promoting workshops

- Everything promoted to one link: www.pctpa.net/RTP2050
- Boosted social media, informational video, email blasts, personal calls/emails, press releases/op-eds
- Flyers and holiday themed collateral for events

By the Numbers

- **1,109** online survey responses
- **Ten** pop-up events and informational meetings
 - PCTPA staff directly interacted with over **380 people**
- **Eight** City/Town Council, Board of Supervisor, and Commission meetings
- **53 people** attended virtual and in-person workshops
- **22,000 people** saw boosted social media posts
- **10,000 e-mail inboxes** received Constant Contact email blasts three times
- **Animated promotional video** developed by AIM with PCTPA staff that conveyed the RTP process in a fun and engaging manner
- **One press release** and **one Board of Supervisors' op-ed** regarding the RTP and public input opportunities

What's Next?



Colfax Winterfest – Dec. 10, 2022

- RTP Policies/Goals/Objectives
 - Consider results of public outreach
 - Roadway maintenance/repair and congestion improvement solutions rank top priority in survey results
 - What does equity look like for Placer?
- SACOG Blueprint pathway education and outreach – March through June 2023



**Thank you!
Questions?**



**Placer County
Transportation
Planning Agency** RTP 2050

Regional Transportation Plan

 **Placer County
Transportation
Planning Agency**