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APPENDIX C

PUBLIC OUTREACH AND COMMUNITY ENGAGEMENT SUMMARY

Public Outreach and Community Engagement Summary

1. Engagement - Executive Summary

The Placer County Transportation Planning Agency (PCTPA), in coordination with the Sacramento Transportation Authority (STA) and regional partners, implemented a three-month community awareness and engagement campaign for the 2026 Placer–Sacramento Gateway Plan Update. Outreach combined in-person conversations, a corridor-wide survey, distributed print materials, digital promotion, project website information, and coordination with agency public information and communications teams. The effort was intended to reach residents, commuters, businesses, transit riders, and other people who travel within the I-80, SR-65, and Business 80 corridor. Table 1 summarizes the public engagement conducted for the 2026 Placer–Sacramento Gateway Plan Update.

Table 1. Public Engagement Summary

Survey responses	5,038
Campaign duration	Three months, July–September 2026
Community pop-ups	10 total throughout the corridor ranging from Sacramento to Citrus Heights, Roseville and Loomis.
Flyers distributed	625 during 4 different days in July/August 2026
Additional channels	Boosted advertising, partner PIO/communications distribution, project website updates

2. Outreach Objectives and Approach

The campaign sought to increase public awareness of the plan update; encourage survey completion; hear directly from corridor users about congestion, safety, travel reliability, and multimodal options; and document priorities for future project evaluation and investment. A mix of on-the-ground and digital channels helped provide multiple opportunities for participation across communities along the corridor.

3. Three-Month Awareness Campaign

The Placer-Sacramento Gateway Plan Update included a robust three-month awareness campaign to engage residents, businesses, and communities, throughout the corridor. Engagement strategies included community pop-up events, the distribution of flyers to local businesses and community spaces, digital advertising to expand survey awareness, coordination with partner agencies, and the inclusion of a project website. Engagement efforts provided valuable insight into how people travel throughout the corridor, the challenges they experience, and the transportation improvements they would like to see in the future.

3.1 Community pop-up events

Introduction

To support the Placer-Sacramento Gateway Plan Update, the AIM Consulting team attended ten pop-up events throughout the corridor. These events gave the team opportunities to connect with community members who use the corridor, explain the plan, answer questions, and encourage participation in the 2026 survey. This summary documents the outreach conducted at six of the ten events and the transportation needs and priorities shared by attendees. In addition to the six events summarized below, o included four smaller pop-up events in Citrus Heights, Midtown Sacramento, and Roseville. Of the ten pop-up events conducted, four were smaller-scale outreach efforts held in Citrus Heights, Midtown Sacramento, and Roseville.

Pop Up 1: Town of Loomis Summer Concert - July 9, 2026

Community outreach in Loomis included a stop at the Town of Loomis Summer Concert, held at the historic downtown Train Depot, 5775 Horseshoe Bar Road. The team shared information about the Gateway Plan Update and encouraged corridor users to complete the 2026 survey. Conversations with community members highlighted interest in expanded Amtrak service, including an additional stop beyond Rocklin, and more commuter travel options. Attendees also appreciated learning how the plan has evolved and seeing transportation improvements considered for Loomis.



Engagement team explaining the importance of the PCTPA survey at the Town of Loomis Summer

Pop Up 2: PlacerGROWN Farmers' Market at the Fountains - July 21, 2026

While engaging with visitors at the PlacerGROWN Farmers' Market at the Fountains in Roseville, 1013 Galleria Boulevard, the project team gathered input on travel experiences along the Gateway Corridor and promoted participation in the 2026 survey. Conversations focused on the challenges of relying on a car for everyday travel. Attendees expressed interest in expanded transit service and more commuting options between Roseville and Sacramento. One retired attendee who now travels exclusively by e-bike said she would like more protected bike lanes in Roseville.

Pop Up 3: Downtown Roseville Tuesday Nights - July 28, 2026



Engagement team explaining the Gateway Plan's boundaries at Downtown Roseville Tuesday Nights

Downtown Roseville Tuesday Nights provided an opportunity for the project team to connect directly with community members at Vernon Street Town Square, 311 Vernon Street, answer questions about the Gateway Plan Update, and encourage survey participation. Team members spoke with attendees about their transportation experiences, answered questions, and heard a range of priorities for the corridor. Participants expressed interest in more frequent Amtrak service through Roseville, safer bicycle connections between Roseville and downtown Sacramento, and highway widening near the SR-65/I-80 interchange. One newer Roseville resident also shared that driving appeared to be their only practical way to get around. Together, these conversations highlighted interest in improving both roadway travel and alternatives to driving.



Engagement team explaining the Gateway Plan's boundaries at the PlacerGROWN Farmers' Market at the Fountains

Pop Up 4: Auburn Food Truck Fiesta - August 14, 2026

Outreach efforts in Auburn brought the project team to the Auburn Food Truck Fiesta at the Auburn Recreation District, 123 Recreation Drive, where attendees learned about the Gateway Plan Update and were encouraged to complete the 2026 survey. Conversations reflected varied travel experiences across the region. Attendees raised concerns about weekend traffic and safety on routes toward Lake Tahoe, a difficult bus boarding experience, and congestion at the SR-65/I-80 interchange. Others described relying on bicycles or walking for local trips and identified gaps from Auburn to regional connections beyond the corridor. One attendee also expressed interest in learning which projects emerged from the plan's earlier work.



Engagement team explaining the Gateway Plan's boundaries at the Auburn Food Truck Fiesta



Engagement connecting with community members at the Natomas Farmers Market

Pop Up 5: Natomas Farmers Market - August 22, 2026

To broaden engagement across the Gateway Corridor, the project team connected with attendees at the Natomas Farmers Market at North Natomas Regional Park, 2501 New Market Drive, including residents from equity priority areas. Attendees expressed interest in faster bus service and a light rail connection between Natomas and downtown Sacramento. Some shared that they travel by e-bike and raised concerns about neighborhood street lighting and vehicle speeds, particularly for children biking or playing outside during the shorter fall and winter days. A Caltrans STOPP program representative also asked how future corridor projects would be funded.

Pop Up 6: Natomas Street Eats - September 3, 2026

Conversations with attendees at Natomas Street Eats at Orchard Park, 2936 W River Drive, focused on the Gateway Plan Update and encouraged people who travel along Business 80 to share their experiences through the 2026 survey. This outreach was part of the team's effort to connect with communities throughout the Gateway Corridor, including residents in equity priority areas. Community members expressed interest in more bus service within Natomas and stronger transit connections between Roseville and Sacramento. One attendee wanted to take the train to Roseville but said there was no convenient option for the return trip. Others said they would like to bike more often but felt unsafe because of roadway conditions and gaps in bicycle connections.



Engagement team at the Natomas Street Eats

3.2 Printed outreach and flyer delivery

Throughout July and August, the team distributed 625 survey flyers to businesses, civic facilities, community centers, libraries, restaurants, transit-related destinations, and other gathering spaces throughout the corridor. The flyer delivery memo includes a detailed location inventory spanning Sacramento, Roseville, Rocklin, Lincoln, Loomis, Newcastle, and Auburn. The flyers directed community members to the survey and invited feedback on travel conditions and investment priorities.

3.3 Boosted digital advertising and awareness

Boosted social media ads supported the campaign by extending survey awareness beyond in-person events. AIM Consulting hosted 8 boosted Ads over this time period that targeted specific zip codes and jurisdictions. These ads generated over 3,050 survey hits and 2,200 website views.

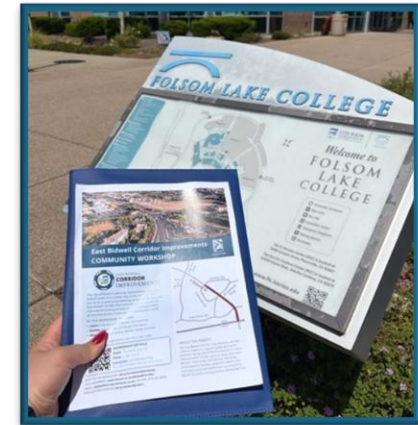
3.4 Agency PIO and communications coordination

PCTPA, STA, and partner public information and communications teams supported distribution of project and survey information. This included posts on the City and agencies pages, support with placement in local newsletter distributions and email blasts.

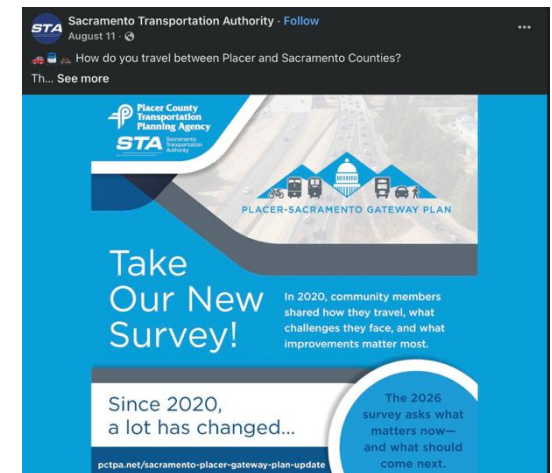
3.5 Project website

The project website was updated to communicate the plan update, explain participation opportunities, and direct visitors to the survey. The project page was hosted on PCTPA's main page:

<https://www.pctpa.net/placer-sacramento-gateway-plan-update>.



Flyer delivery day!



STA Agency posted about the survey on August 11th

4. Implications for the Plan Update

The engagement results provide input for identifying and evaluating future corridor improvements. The project team can use survey priorities and location-specific comments to examine roadway bottlenecks, transit service coverage and travel times, intercounty connectivity, safety concerns, and bicycle/pedestrian network gaps. Future analysis should consider feasibility, costs, equity, implementation timing, and other technical criteria alongside community preferences.

5. Survey Response Distribution by Question

Question 1. How often do you travel in the Placer–Sacramento Gateway Corridor?

- 5 or more days per week — 29.0%
- 2 to 4 days per week — 33.6%
- Once per week — 14.7%
- Once every two weeks — 8.4%
- Once per month — 9.2%
- Once per year — 1.7%
- Never — 0.8%
- Other (please specify) — 2.7%

Question 2. Compared to around 2020, how has your travel on this corridor changed?

- More frequent — 33.2%
- Less frequent — 20.6%
- About the same — 39.5%
- I did not travel on this corridor in 2020 — 6.7%

Question 3. Which best describes your connection to the corridor? (Select all that apply)

- Live — 53.0%
- Work/school — 44.9%
- Pass through — 36.0%
- Visit — 34.8%
- Other (please specify) — 7.8%

Question 4. What is the primary purpose of your most typical trip in the corridor?

- Travel to and from work (commute) — 35.0%
- Travel for work (non-commute) — 4.5%
- Running errands or shopping — 24.9%
- Travel to and from my school — 0.8%
- Taking others (e.g., children) to and from school — 6.4%
- Travel to and from recreation or leisure activities — 18.8%
- Travel to and from medical appointments — 6.1%
- Other (please specify) — 3.5%

Question 5. Where does this trip usually begin?

- Downtown Sacramento — 12.7%
- North Sacramento — 2.2%
- Citrus Heights — 11.2%
- Roseville — 18.3%
- Rocklin — 18.1%
- Loomis — 7.5%
- Natomas — 7.3%
- Auburn — 9.1%
- Lincoln — 8.1%
- Outside the corridor (please specify) — 5.5%

Question 6. Where does this trip usually end?

- Downtown Sacramento — 26.5%
- North Sacramento — 6.5%
- Citrus Heights — 3.0%
- Roseville — 27.5%
- Rocklin — 7.4%
- Loomis — 1.3%
- Natomas — 3.5%
- Auburn — 7.7%
- Lincoln — 3.4%
- Outside the corridor (please specify) — 13.3%

Question 7. Which part of the corridor do you travel on the most?

- Segment 1 (Business 80 at Q Street) — 12.2%
- Segment 2 (Business 80 at the American River) — 4.2%
- Segment 3 (Business 80 at Howe Avenue) — 3.1%
- Segment 4 (I-80 at Madison Ave) — 4.0%
- Segment 5 (I-80 at Antelope Road) — 9.5%
- Segment 6 (I-80 at Douglas Boulevard) — 14.8%
- Segment 7 (I-80 at Sierra College Boulevard) — 10.2%
- Segment 8 (I-80 at Newcastle Road) — 8.7%
- Segment 9 (Highway 65 at Galleria Boulevard) — 19.2%
- Segment 10 (Highway 65 at Twelve Bridges Drive) — 9.4%
- Segment 11 (I-80 at Northgate Boulevard) — 2.6%
- Segment 12 (I-80 at El Camino Avenue) — 1.9%

Question 8. How do you usually travel on the corridor for this trip? (Primary mode)

- Car — 74.9%
- Public Transportation (Train, Rail, Bus) — 16.2%
- Bike (E-bike, Scooter) — 8.0%
- Walk — 0.2%
- Ridesharing (Lyft, Uber) — 0.6%

Question 9. Do you use the bus?

- Yes — 20.7%
- No — 79.3%

Question 10. What bus service do you use during your typical trip?

- Open-ended; see data

Question 11. At the beginning of your bus trip, how do you get there?

- Open ended see data

Question 12. At the end of your bus trip how do you get to your destination?

- No directly comparable numeric answer-choice distribution shown in the extracted worksheet; refer to the original workbook for question-specific results.

Question 13. Do you use light rail?

- Yes — 15.3%
- No — 84.7%

Question 14. Which lines do you take for your typical trip?

- No directly comparable numeric answer-choice distribution shown in the extracted worksheet; refer to the original workbook for question-specific results.

Question 15. Do you use the Capitol Corridor?

- Yes — 23.4%
- No — 76.6%

Question 16. Where do you get on and off the train for your typical trip? Please provide a response for your first trip of the day (e.g., morning trip from home to work).

- Open ended

Question 17. At the beginning of your trip how do you get there?

- Open ended

Question 18. At the end of your trip how do you get to your destination?

- Open ended

Question 19. About how long does your typical trip take (one way)?

- Under 15 minutes — 6.4%
- 15–30 minutes — 35.5%
- 30–45 minutes — 29.5%
- 45 minutes–1 hour — 16.9%
- 1–1.5 hours — 5.9%
- More than 1.5 hours — 5.8%

Question 20. When do you most often travel in the corridor? (select all that apply)

- Monday — 53.3%
- Tuesday — 61.3%
- Wednesday — 63.4%
- Thursday — 61.7%
- Friday — 56.5%
- Saturday — 45.0%
- Sunday — 35.2%

Question 21. What time of day do you most often travel the corridor?

- Morning — 79.9%
- Evening — 19.3%
- Nights — 0.8%

Question 22. What best describes your current work or school schedule?

- Fully in-person — 27.9%
- Hybrid — 32.4%
- Fully remote — 7.0%
- Not applicable — 32.8%

Question 23. How much flexibility do you have in choosing when to travel?

- None — 22.2%
- Some — 51.6%
- A lot — 26.2%

Question 24. How satisfied are you with your travel experience today related to the following?

- Travel time — 10.4%
- Travel time reliability — 9.3%
- Personal safety — 6.6%
- Safety from collisions — 10.4%
- Travel cost — 14.3%
- Availability of travel options — 22.8%

Question 25. Are there specific locations along the corridor where safety or comfort is a concern for you?

- Segment 1 (Business 80 at Q Street) — 6.7%
- Segment 2 (Business 80 at the American River) — 7.0%
- Segment 3 (Business 80 at Howe Avenue) — 4.0%
- Segment 4 (I-80 at Madison Ave) — 9.2%
- Segment 5 (I-80 at Antelope Road) — 2.1%
- Segment 6 (I-80 at Douglas Boulevard) — 6.3%
- Segment 7 (I-80 at Sierra College Boulevard) — 1.7%
- Segment 8 (I-80 at Newcastle Road) — 2.5%
- Segment 9 (Highway 65 at Galleria Boulevard) — 24.8%
- Segment 10 (Highway 65 at Twelve Bridges Drive) — 2.4%
- Segment 11 (I-80 at Northgate Boulevard) — 0.8%
- Segment 12 (I-80 at El Camino Avenue) — 0.8%
- No — 20.5%
- Other location (please specify) — 11.1%

Question 26. What prevents you from using other travel options more often? (Select up to 3)

- Takes too much time — 48.1%
- Not reliable enough — 20.7%
- Doesn't serve where I need to go — 55.7%
- Safety or comfort concerns — 15.5%
- Cost — 5.3%
- The schedule doesn't work — 26.0%
- Need my car for other trips — 20.1%
- I already prefer my current option — 16.3%
- Other (please specify) — 7.6%

Question 27. What prevents you from sharing a ride with other people?

- My schedule is not flexible — 12.4%
- I prefer traveling alone — 9.9%
- It takes too long to coordinate with others — 6.3%
- I need my vehicle during the day — 9.0%
- I have concerns about reliability or timing — 5.7%
- I do not know others traveling the same route — 22.9%
- Safety or personal comfort concerns — 4.6%
- Carpool or vanpool options are not convenient — 1.7%
- I travel with children, equipment, or errands — 10.1%
- Nothing prevents me from sharing a ride — 9.0%
- Other (please specify) — 8.3%

Question 28. What prevents you from riding a bicycle?

- Bicycle facilities are in poor condition — 0.8%
- It's too far to bike — 42.9%
- I don't own a bicycle — 3.2%
- The bicycle network doesn't cover the places I need to go — 9.0%
- I don't feel safe sharing the road with cars — 16.4%
- I don't know how to ride a bicycle — 0.7%
- The weather is not comfortable for riding — 1.1%
- My workplace does not have adequate amenities (e.g., bike lockers, showers, etc.) — 0.7%
- Age or health issues — 11.1%
- I would never ride a bicycle — 3.6%
- Other (please specify) — 10.8%

Question 29. What prevents you from using transit more?

- Transit does not go where I need to travel — 31.3%
- Service is not frequent enough — 10.1%
- Transit takes too long — 14.6%
- Transit schedules are unreliable — 1.3%
- Stops/stations are too far away — 6.1%
- Transfers are too difficult — 0.9%
- Safety concerns while using transit — 5.7%
- Service is limited during the times I need it — 4.0%
- Transit is too expensive — 0.4%
- I prefer driving my own vehicle — 15.4%
- Other (please specify) — 10.3%

Question 30. What prevents you from traveling outside the morning or afternoon rush?

- My work or school schedule is fixed — 29.8%
- Transit service outside peak hours is limited — 6.3%
- Safety concerns during off-peak hours — 1.8%
- Family or caregiving responsibilities — 6.5%
- I coordinate travel with others' schedules — 3.8%
- I prefer traveling during regular business hours — 4.2%
- I do not have flexibility in my schedule — 9.8%
- Nothing prevents me from traveling outside rush hour — 32.4%
- Other (please specify) — 5.3%

Question 31. How important are the following in your travel decisions today?

- Fuel or energy costs — 12.9%
- Parking costs — 29.5%
- Transit fares — 49.2%
- Real-time travel information — 10.3%

Question 32. Which tools do you use to plan or adjust your travel?

- None of the above — 10.1%
- Navigation apps — 66.1%
- Transit apps — 18.6%
- Radio — 3.5%
- Highway Message Boards — 1.5%
- Employer-provided commute tools — 0.3%

Question 33. What would most improve your travel experience on the corridor?

- More travel options — 13.5%
- Reduced travel time — 14.3%
- More predictable travel time — 3.9%
- Enhanced Sense of personal safety — 6.1%
- Better access to transit — 8.9%
- Increased transit frequency — 9.9%
- Better transit stop/station amenities — 1.8%
- Reduced cost to travel — 2.6%
- More reliable transit — 1.9%
- More EV Charging Stations — 1.2%
- Better pavement conditions — 8.1%
- More complete bicycle network — 9.1%
- Better real-time travel information — 1.8%
- More highway lanes — 16.9%

Question 34. Where should improvements be prioritized?

- Segment 1 (Business 80 at Q Street) — 4.8%
- Segment 2 (Business 80 at the American River) — 4.8%
- Segment 3 (Business 80 at Howe Avenue) — 2.2%
- Segment 4 (I-80 at Madison Ave) — 4.5%
- Segment 5 (I-80 at Antelope Road) — 3.1%
- Segment 6 (I-80 at Douglas Boulevard) — 5.3%
- Segment 7 (I-80 at Sierra College Boulevard) — 3.7%
- Segment 8 (I-80 at Newcastle Road) — 2.2%
- Segment 9 (Highway 65 at Galleria Boulevard) — 25.6%
- Segment 10 (Highway 65 at Twelve Bridges Drive) — 4.1%
- Segment 11 (I-80 at Northgate Boulevard) — 0.9%
- Segment 12 (I-80 at El Camino Avenue) — 0.4%
- Throughout the corridor — 27.5%
- Specific locations (open-ended) — 11.0%

Question 35. Thinking about the corridor's future, which approaches would you support? (Select all that apply)

- Improving transit and shared travel options — 49.9%
- Investing in safety improvements — 39.3%
- Using technology and real-time information — 28.9%
- More EV charging stations — 11.6%
- Expanding bike and pedestrian connections — 38.1%
- Managing congestion through pricing or incentives — 21.7%
- Adding roadway capacity where needed — 52.6%

Question 36. Zip Code

- Open ended

Question 37. How do you identify?

- American Indian or Alaska Native — 0.6%
- Asian — 6.7%
- Black or African American — 0.9%
- Hispanic or Latino — 21.3%
- Native Hawaiian or Other Pacific Islander — 0.7%
- White — 53.0%
- Two or more races — 5.3%
- Prefer not to answer — 15.1%

Question 38. Age

- Under 18 — 0.0%
- 18-24 — 2.4%
- 25-34 — 8.7%
- 35-44 — 17.5%
- 45-54 — 19.3%
- 55-64 — 21.0%
- 65+ — 31.1%

Question 39. Members of your household working (including yourself)

- 0 — 17.5%
- 1 — 22.4%
- 2 — 42.3%
- 3 — 9.4%
- 4+ — 8.4%

Question 40. Annual Household Income

- Under \$15,000 — 0.9%
- Between \$15,000 and \$29,999 — 1.7%
- Between \$30,000 and \$49,999 — 3.2%
- Between \$50,000 and \$74,999 — 7.4%
- Between \$75,000 and \$99,999 — 24.0%
- Between \$100,000 and \$150,000 — 26.5%
- Over \$150,000 — 36.1%

Question 41. How many vehicles are available at your house to use (including your own)?

- 0 — 1.6%
- 1 — 23.7%
- 2 — 47.9%
- 3 — 19.7%
- 4+ — 7.1%