

# Making Bicycling a Viable Transportation Option

## Advancing Bicycling in the Capital Region Workshop

Michael Wixon  
Alternative Transportation Manager  
September 23, 2015

# The Roseville Experience

## KEY FACTORS:

1. People
2. Geography and Climate
3. Community and Council/Board Support
4. Planning and Development (jobs/housing/tools)
5. Legislation and Funding
6. Outreach – Education, Marketing, Communications



# The Roseville Experience

## KEY FACTORS:

1. People
2. Geography and Climate
3. Community and Council/Board Support
4. Planning and Development (jobs/housing/tools)
5. Legislation and Funding
6. Outreach – Education, Marketing, Communications





# People Love Bicycling





# The Roseville Experience

## KEY FACTORS:

1. People
2. Geography and Climate
3. Community and Council/Board Support
4. Planning and Development (jobs/housing/tools)
5. Legislation and Funding
6. Outreach – Education, Marketing, Communications



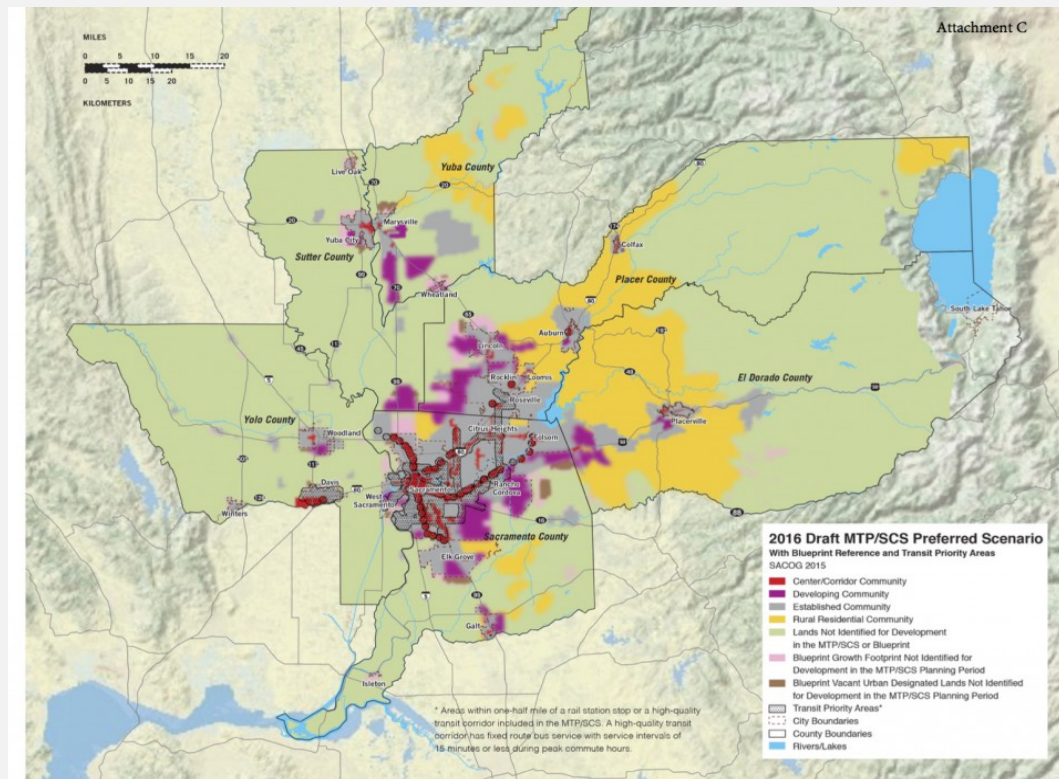
# Roseville Geography and Climate

**Population:** 128,382      **Incorporation:** April 10, 1909

**Government Type:** Charter City      **Location:** 16 miles northeast of Sacramento

**Area:** 43 square miles      **Elevation:** 165 feet above sea level

**Climate:** Mediterranean      **Annual rainfall** 22"      **Sunny Days:** 227



# Roseville Geography and Climate

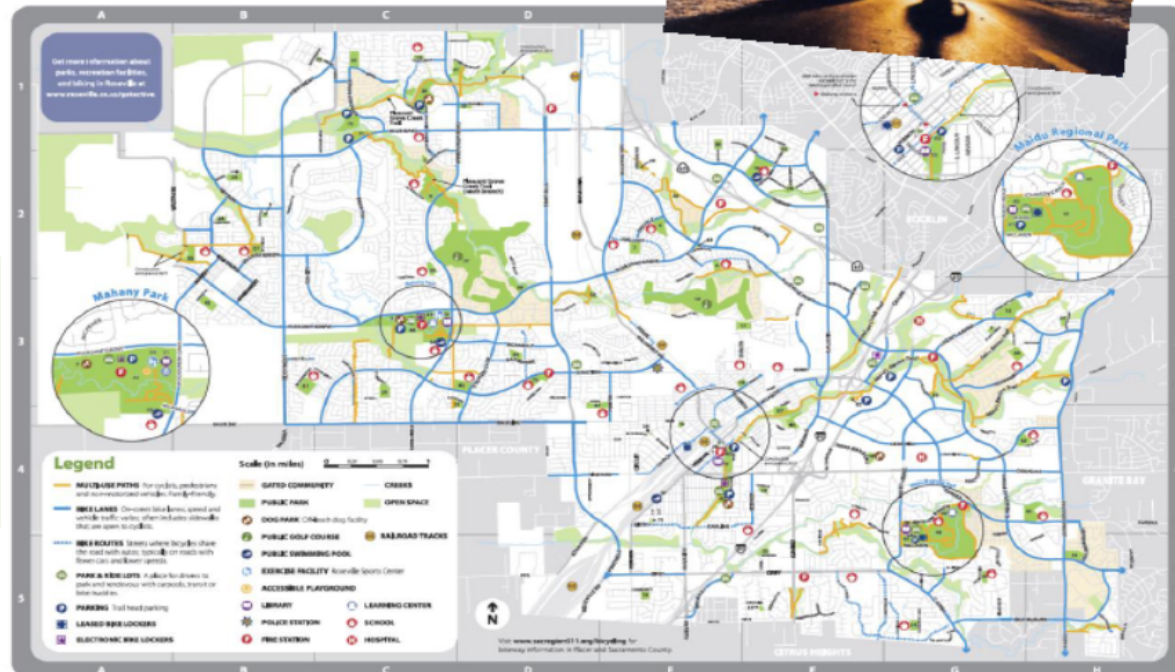
## Where can you bike in Roseville?

The City also communicates cycling opportunities via this handy pocket-sized bike map. The map tells riders all of the bike paths (Class I), bike lanes (Class II), and bike routes (Class III), plus places to Park and Ride and the locations of parks, libraries, schools, etc. Here's a link to the bike map: [www.roseville.ca.us/map](http://www.roseville.ca.us/map)



32

The number of Class I  
bike path miles in Ro-  
seville just itching to  
be ridden !





# The Roseville Experience

## KEY FACTORS:

1. People
2. Geography and Climate
3. **Community and Council/Board Support**
4. Planning and Development (jobs/housing/tools)
5. Legislation and Funding
6. Outreach – Education, Marketing, Communications



# Council and Community Support

## Council and Community Support:

- ☐ Annual Community Surveys
- ☐ Quality of Life Amenities
- ☐ Integrated with other programs/services (TSM, Transit, SR2S)
- ☐ Marketing and Communications with Residents, Business Owners and Outside Groups



# The Roseville Experience

## KEY FACTORS:

1. People
2. Geography and Climate
3. Community and Council/Board Support
4. Planning and Development (jobs/housing/tools)
5. Legislation and Funding
6. Outreach – Education, Marketing, Communications



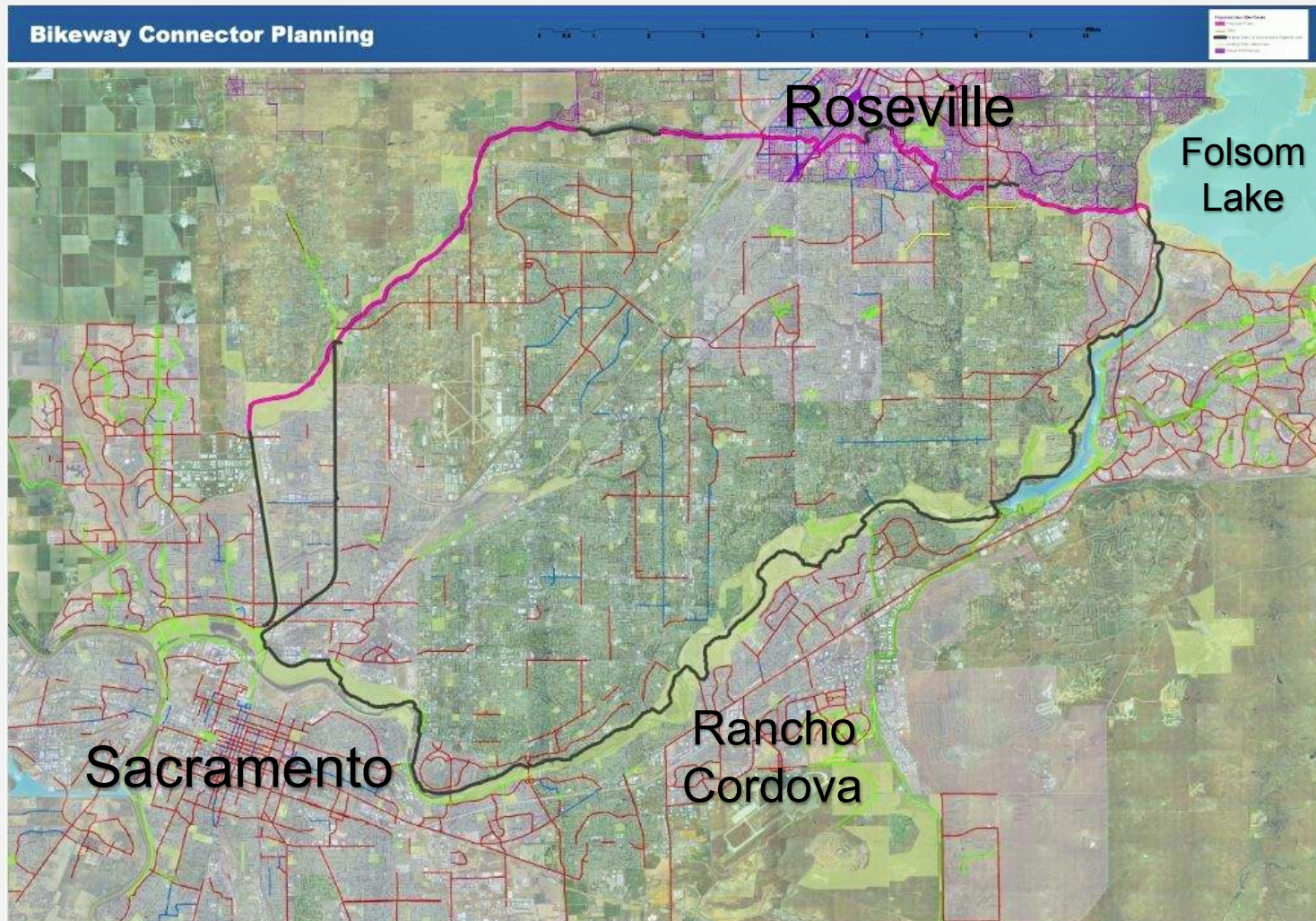


# Planning and Development Tools

## ❑ Regional, State and Federal Plans

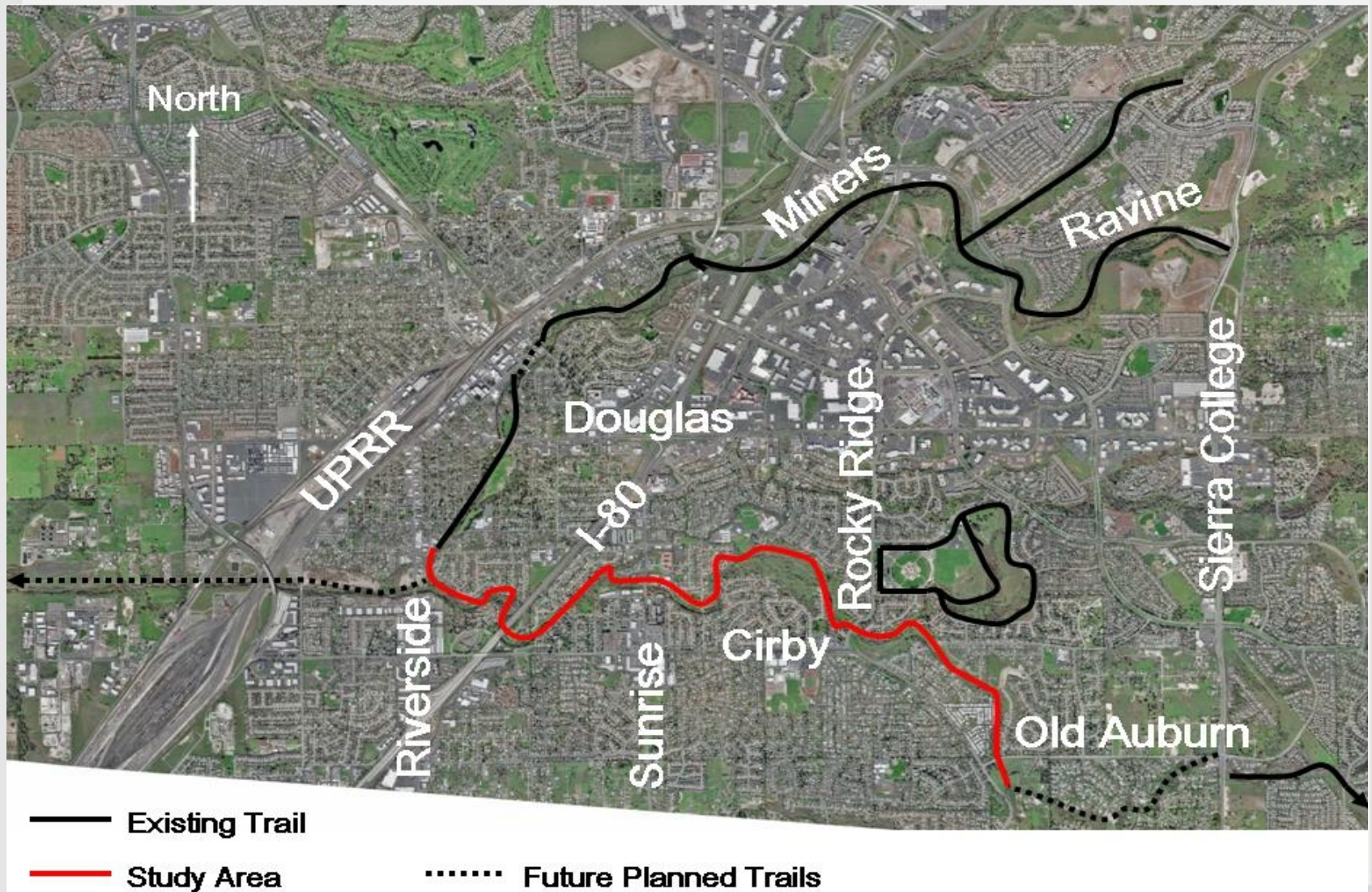


# Planning -- The Emerald Necklace





# Planning – Dry Creek Greenway (East)





# Planning – Dry Creek Greenway (West)



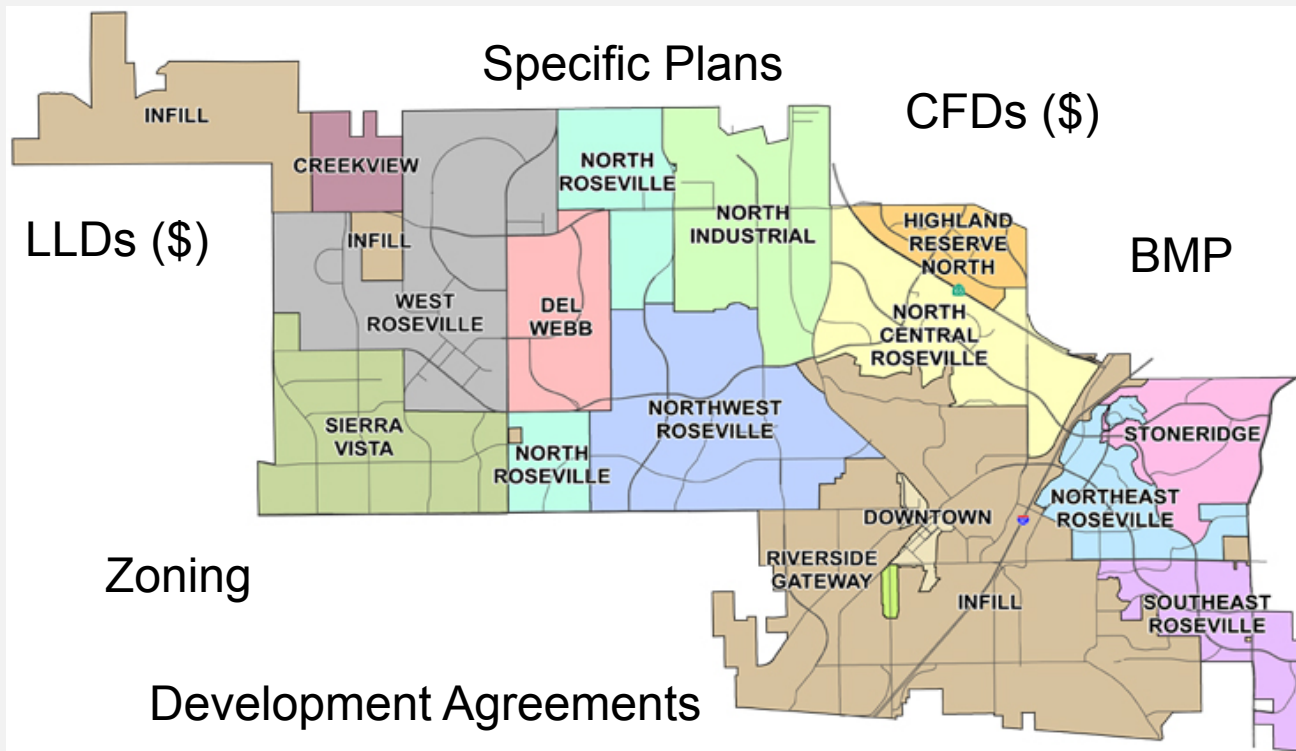


This aerial site plan for the Veterans Memorial Hall project shows the proposed bridge crossing Dry Creek. The plan includes various features such as parking lots, plazas, bike trails, and landscaping. Key elements labeled include:

- Streets:** Oak Street, Park Drive.
- Waterway:** Dry Creek.
- Structures:** Downtown Bridge, Ice House Bridge, Veterans Memorial Hall, Ex. Fire Station, Ex. Playground.
- Landscaping:** Planting area, Trash/Recycling Receptacles, Existing Rube Nelson Plaque relocated, Existing Flood Wall, Monument Plaza, Future Parking Lot.
- Infrastructure:** Accessible Ramp, Stairs, Landing, Parking Lot, Plaza, Bike Trail, Bike rack, Abutment Columns with Accent Lighting, Pilaster with Overhead Lighting, Bench, Ex. Picnic Area.
- Other:** Area of Future Development, Existing Rube Nelson Plaque relocated.

# Planning & Financing Tools

- Regional, State and Federal Plans
- Local Plans and Financing Mechanisms





# Legislation and Funding

## KEY FACTORS:

1. Geography and Climate
2. Community and Council Support
3. Planning and Development (jobs/housing/tools)
- 4. Legislation and Funding**
5. Outreach – Education, Marketing, Communications

# Legislation and Funding

## **Federal:**

- ☐ MAP-21 -- The Moving Ahead for Progress in the 21st Century Act
- ☐ The DRIVE Act -- Developing a Reliable and Innovative Vision for the Economy

## **State:**

- ☐ STIP Funds
- ☐ Sustainable Transportation Planning Grants
- ☐ BTA
- ☐ New Transportation Funding Legislation

## **Local:**

- ☐ TDA (Articles 3, 4 and 8)
- ☐ Transportation Sales Tax
- ☐ Fee Programs, LLDs, CFD...
- ☐ Non-profits and foundations

# Education, Marketing, Communications

## KEY FACTORS:

1. Geography and Climate
2. Community and Council Support
3. Planning and Development (jobs/housing/tools)
4. Legislation and Funding
5. Outreach – Education, Marketing, Communications



# Education, Marketing, Communications



## Roseville Bikefest

Saturday, October 3  
9 a.m. – Noon  
Vernon Street Town Square

FREE  
Family  
Event

## Parks, Trails & Bikeways Map

View >>



## Share the Trail



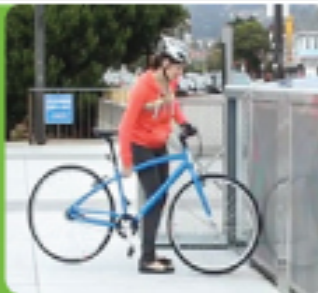
### Be a responsible trail user.

- Don't block the trail
- Keep dogs under control — 6' leash maximum
- Travel at a safe speed
- Pass with care
- Bicyclists keep right except to pass
- Pedestrians keep left to face oncoming cyclists

[www.roseville.ca.us/ShareTheTrail](http://www.roseville.ca.us/ShareTheTrail)

## Electronic Bike Lockers

Learn More >>



BIKE / WALK  
Ambassadors

# Conclusion

