Citrus Heights

Pedestrian Master Plan

Needs Analysis Memo

May 2015

Prepared by Alta Planning + Design for the City of Citrus Heights

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Chapter 1: Needs Analysis

*The walking needs of the Citrus Heights community are diverse,
and are influenced by pedestrian network quality, age, trip type, and many other factors.
This chapter includes an overview of pedestrian needs identified through
a pedestrian demand model, a community survey, workshops, and stakeholder interviews.*

Pedestrian Demand

Understanding pedestrian related demand will help identify locations for walking improvements and help prioritize implementation.

The Pedestrian Suitability Index (PSI) model provides a general understanding of expected activity in the pedestrian environment by combining categories representative of where people live, work, play, access transit, and go to school into a composite of estimated citywide demand. Citrus Heights' specific land use and transportation factors, such as retail and commercial nodes, are considered as well as demographic factors that are correlated with high pedestrian trip generation, such as a high percentage of zero vehicle households.

The model results, illustrated in **Figure 1-1** shows high walking demand areas in red. Areas that yielded highest demand include the confluence of schools, retail, high employment, and higher density residential areas.

Areas with potential high pedestrian demand include:

- ♦ Greenback Lane
- ♦ Auburn Boulevard
- ♦ Old Auburn Boulevard (near Sunrise Boulevard)
- ♦ Sunrise Boulevard
- ♦ Sylvan Road
- ♦ San Juan Avenue

See **Appendix A** for a detailed description of the PSI model process and data used.
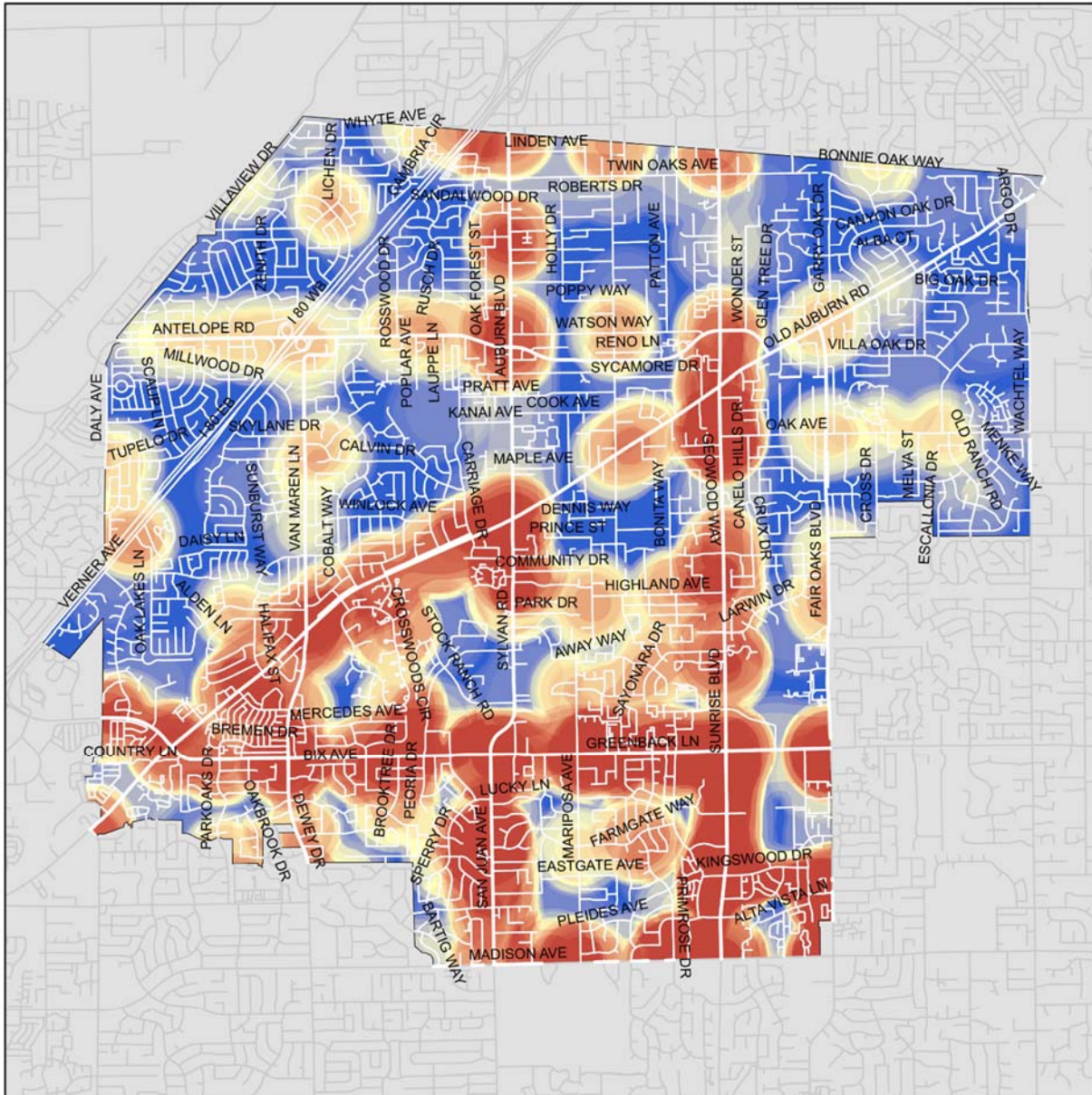
Composite Pedestrian Demand

High Demand

Low Demand

Sources: U.S. Census Bureau, SACOG,
City of Citrus Heights

0   0.25   0.5   1 Mile

Figure 1-1: Demand Composite

Public Workshop

A public workshop was held to gather input from community residents on January 29, 2015. Workshop participants were prese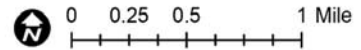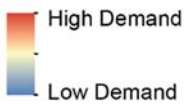nted with an overview of the planning process, and then invited to view maps and figures from the Existing Conditions report and provide comments or suggestions for improving the walking experience in Citrus Heights. The most common improvement themes from this feedback included:

- Complete sidewalk gaps, especially along key corridors including Antelope Road, Mariposa Avenue, Sunrise Boulevard, and Van Maren Lane.
- Improve existing sidewalks where they are obstructed or too narrow, lack sufficient separation from traffic, or where pavement is broken and uneven.

Participants also noted the following concerns:

- Motorists do not consistently yield to pedestrians in crosswalks
- Some signals do not allow sufficient time to cross, including along Antelope Road, Auburn Boulevard, Greenback Lane and Sunrise Boulevard
- Some bus stops are challenging to access
- Desire for an easy way to report pedestrian challenges to the city
- Preserve trees and shade for pedestrian comfort
- Perceived speeding
- Additional lighting is needed in many pedestrian areas

Community Survey

A community survey was available online from January 6, 2015 through March 4, 2015, and handed out in hard copy at the public workshop on January 29 as well as at numerous neighborhood meetings. A total of 310 responses to the survey were received; these are summarized below and detailed in **Appendix B**.

Who responded to the survey?

- Adults over 55 years of age (65 percent)
- Women (64 percent)

Seven percent of respondents use mobility assistive devices including canes, wheelchairs, and motorized scooters.

How do survey participants typically travel?

- For trips less than one mile, driving alone was the most commonly used mode (56.6 percent) followed by walking (28.8 percent).
- For trips between one and five miles, driving alone was the most commonly used mode (75.8 percent), followed by carpooling (12.9 percent).

How often do participants walk for different trip types?

- Respondents most commonly reported that they frequently walk for exercise or health, for recreation, or to walk the dog.
- The least common walking trip purpose reported was commuting to work or school.

Exercise was overwhelmingly the most common reason respondents chose to walk instead of taking some other form of transportation, as shown in **Figure 1-2**. Several common themes emerged in the write-in responses for the "other" category, where respondents reported they also choose to walk for environmental reasons, to walk their dogs, because they have no other transportation options, because of disabilities, or to access transit.
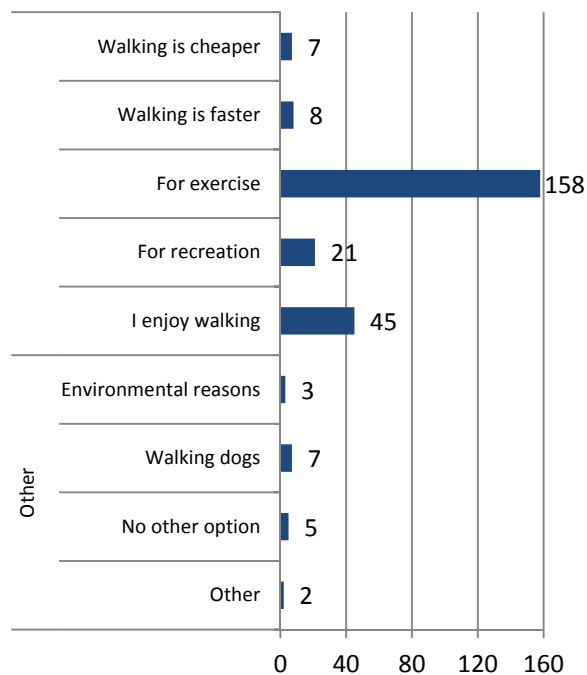
When asked what factors prevent them from walking more often, respondents most cited safety concerns, lack of time, and destinations that were out of walking distance (see **Figure 1-3**). Destinations that respondents would like to see improved walking access to include parks, retail districts, and transit stops.

Factors that Discourage Walking:

Factor	Value
Concerns about safety	106
Sidewalks in poor condition	48
Lack of sidewalks	79
Obstructions on sidewalks	26
Lack of curb ramps	12
Not enough time	93
Destinations are too far	87
Insufficient lighting	45
Weather	59
Disability/other health impairment	34
Vehicle speeds	5
Not a priority/lazy	6
Too much to carry	3
Other	9
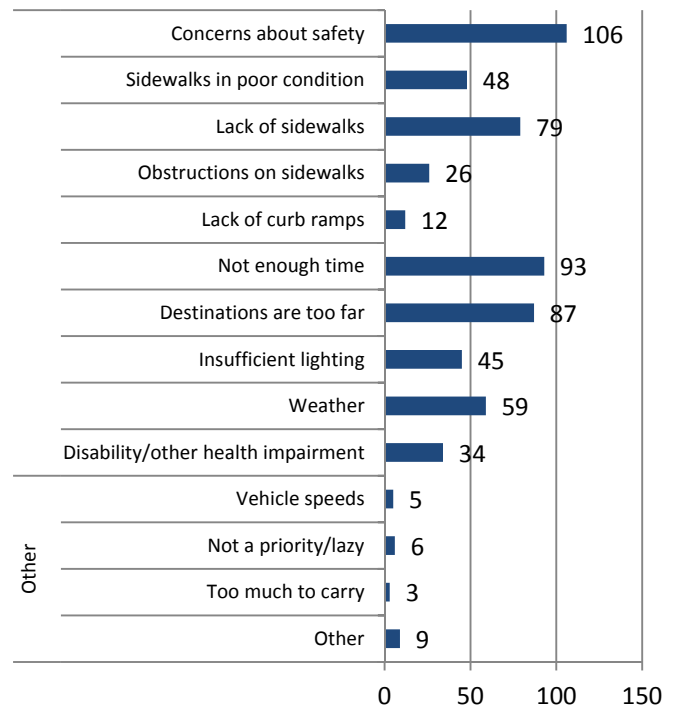
Figure 1-3: Factors that Discourage Walking

Reasons for Walking:

Reason	Value
Walking is cheaper	7
Walking is faster	8
For exercise	158
For recreation	21
I enjoy walking	45
Environmental reasons	3
Walking dogs	7
No other option	5
Other	2

Figure 1-2: Reasons for Walking

Locations listed as respondents' favorite places to walk included Arcade Creek Park Preserve, Stock Ranch Nature Preserve, Mariposa Avenue, Old Auburn Road, and Sunrise Mall. Least favorite places reported included Auburn Boulevard, Greenback Lane, Sunrise Boulevard, and Van Maren Lane.

Citrus Heights is an aging community where people are very used to driving. As we're all getting older, we're going to have to walk places and feel comfortable

- Stakeholder Interviewee

Stakeholder Interviews

Stakeholder interviews were conducted with representatives of key groups that might not normally participate in the public engagement process. These groups included:

- Citrus Heights Chamber of Commerce
- Citrus Heights Rotary
- Local business owners
- Carrington College
- Safe Routes to School
- San Juan Unified School District
- Sunrise Recreation and Park District
- Paratransit
- Antelope Crossing Business Association
- Sylvan Library
- Sunrise MarketPlace
- Sunrise Mall
- Citrus Heights Collaborative

For a detailed description of the interview process and responses, see **Appendix C**.

OVERALL WALKABILITY AND ACCESS

In general, participants indicated the pedestrian experience in Citrus Heights could benefit from improvement. Some noted that Citrus Heights was not designed to be a walkable community.

Specific challenges that participants noted include the City's layout, multi-lane roadways with fast-moving vehicles, lack of connectivity between residential and retail areas, and transient populations.

PREFERRED METHODS OF TRANSPORTATION

Stakeholders overwhelmingly noted the predominant mode of transportation in Citrus Heights is personal vehicles, followed by public transportation. Walking was identified as the least likely mode of transportation for multiple reasons, including large distances between residences and jobs, lack of knowledge of walkable routes, and a desire for the convenience of driving to additional destinations.

Some stakeholders reported students, seniors, and recreational pedestrians were the most likely to walk in the community. Others observed that individuals with limited mobility may rely heavily on public transportation and the pedestrian network to access their destinations.

CURRENT PEDESTRIAN INFRASTRUCTURE

Many stakeholders felt the pedestrian infrastructure in Citrus Heights is not inviting. Distances between marked crosswalks are great, and there is no separation between sidewalks and fast-moving traffic on arterial streets. Participants also noted concerns about motorists failing to yield to pedestrians, a lack of accessible facilities for seniors, and a desire for increased visibility of crossings.

Bus shelters and benches could use better maintenance or are missing, and some stakeholders noted these shelters are sometimes used by transients.

Multiple stakeholders expressed a desire for a pedestrian overcrossing between Sunrise Mall and Birdcage Center, and one across Interstate 80.

Business associations indicated changing sidewalk designs would likely benefit their businesses by improving pedestrian access; however any construction that requires private right-of-way and impacts parking would be a challenge. Some businesses are concerned that street trees or other features would decrease visibility of their business from the street, while tenants in the Sunrise MarketPlace have agreements requiring high parking ratios.

BENEFITS AND OPPORTUNITIES

Stakeholders overwhelmingly felt improving the pedestrian experience in Citrus Heights would benefit the community by increasing the number of visitors that patronize businesses, increasing enrollment at the local private college, and making the community safer for seniors and people with disabilities.

Specific opportunities to improve pedestrian safety were expressed by stakeholders, including providing barriers or separation between sidewalks and roadways, and adding crosswalk-warning systems. Other opportunities to improve connectivity included constructing sidewalks and paths that avoid high-traffic areas and that connect homes to parks and retail areas.

PROGRAMMING OPPORTUNITIES

Stakeholders also noted there are programmatic opportunities, including:

♦ Educational programming – incorporate outreach to schools, parks department, and non-English-speaking communities.

♦ Economic development – encourage businesses to develop along walkable routes and near job centers.

Needs Analysis Summary

An analysis of community needs reveals opportunities for both infrastructure and programmatic improvements.

INFRASTRUCTURE NEEDS

Infrastructure needs identified in this analysis include:

♦ A pedestrian network that provides connectivity between residential areas and community destinations
♦ Additional separation between pedestrians and vehicle traffic on higher-speed or higher-volume arterials
♦ Improved pedestrian crossings
♦ Improved access for pedestrians with mobility impairments
♦ Improve access to and amenities at transit stops

Key corridors that emerged as community priorities for improved pedestrian facilities include:

♦ Antelope Road
♦ Auburn Boulevard
♦ Fair Oaks Boulevard
♦ Greenback Lane
♦ Mariposa Avenue
♦ Oak Avenue
♦ Old Auburn Road
♦ San Juan Avenue
♦ Sunrise Boulevard
♦ Sylvan Road
♦ Twin Oaks Road
♦ Van Maren Lane

PROGRAM NEEDS

Based on the community survey, public workshop, and stakeholder interviews, several needs for programs were identified:

♦ Educational programming for motorists, pedestrians, and bicyclists, including through schools, parks department, and non-English speaking communities
♦ Targeted enforcement to address challenging locations
♦ Economic development efforts to encourage businesses to develop along walkable routes and near job centers

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Appendix A: Pedestrian Demand Technical Analysis

This appendix presents the methods and key findings of Alta Planning + Design's application of its Pedestrian Suitability Index (PSI) for the City of Citrus Heights.

PSI measures pedestrian activity demand by quantifying factors that support pedestrian movement. The purpose of PSI is to identify areas for improvement and to prioritize potential pedestrian projects.

PSI results in a composite Demand Typologies Model that can be used to identify geographic patterns of demand highs and lows.

PSI helps define citywide variation in pedestrian demand and variation in the quality of the pedestrian experience along the existing pedestrian network. The analysis serves as the basis for understanding and visualizing suitability and is an integral part of the Los Altos Pedestrian Master Plan.

PSI provides the following benefits:

- Quantify factors that impact pedestrian activity, objectively identifying areas where pedestrians are most likely to want to be
- Provide for a geographically informed project list
- Identify pedestrian network gaps and corridors as potential projects
- Guide community leaders and the public on one aspect of the project prioritization process

This appendix includes:

Methodology

The analytical methods in the PSI provide an objective, data-driven process of identifying areas of potential high pedestrian activity. PSI provides a general understanding of expected activity in the pedestrian environment by combining categories representative of where people live, work, learn and play, access transit, and access community services into a composite sketch of citywide walking demand. Citrus Heights' specific land use and transportation factors, such as retail and commercial nodes, are considered as well as demographic factors that are correlated with high pedestrian trip generation, such as a high percentage of zero vehicle households.

PSI DEMAND ANALYSIS DEVELOPMENT

PSI's Demand Analysis demands a consistent unit of distance to generate logical patterns. It is for this reason that all scores are given a location on the corner of each census block. Census blocks closely represent the street network, with their corners approximating where foot traffic is prevalent. This method is based on the "Low-Stress Bicycling and Network Connectivity" report (Mineta Transportation Institute, May 2012).

DEMAND ANALYSIS SCORING METHOD

Scores reflect relative impact on walking to and from adjacent census block group corners. As such, scores are represented as density patterns of census block corners within a ¼ mile of each other. Subsequently, the scores are effectively a combination of two factors: distance decay – greater distances yield lower scores for features over ¼ mile away from other features; and spatial density – the effect of closely clustered features yields higher scores. Scores will increase in high feature density areas and if those features are close together. Scores will decrease in low feature density areas and if features are further apart. In essence, the score is the intersection of distance and density.

Based on density and proximity, categories are scored on a scale of 1 – 5 to normalize categorical inputs that make up the composite pedestrian demand

DEMAND ANALYSIS APPLICATION

The following expression describes how each demand category is calculated:

$$DC = \frac{\sum_{i=1}^{n}(F_i)}{n}$$

DC = Demand category
F = normalized density layer for categorical variable
n = number of variables combined to determine categorical demand

Composite demand is calculated similarly to categorical demand; demand categories that have been calculated using the above expression are summed, and then divided by the number of demand categories being considered.

The purpose of the demand analysis is to identify areas of potential walking demand to justify improvement projects, if warranted by the relative quality of the supply. The following sections illustrate and describe how the features contribute to the variation in overall demand.

Inputs and Results

PSI DEMAND – WHERE PEOPLE LIVE

Where people live includes 2008-2012 American Community Survey (ACS) data by census block group level. This category includes three components: population density, percentage of households without a vehicle, and percent of work trips made by using active transportation. These locations represent potential trip origin locations.

The variables are determined and then combined using raster algebra to create a composite score. Densities are determined using a ¼ mile search radius, and areas with high densities of the above categories are shown as hot-spots on the map.
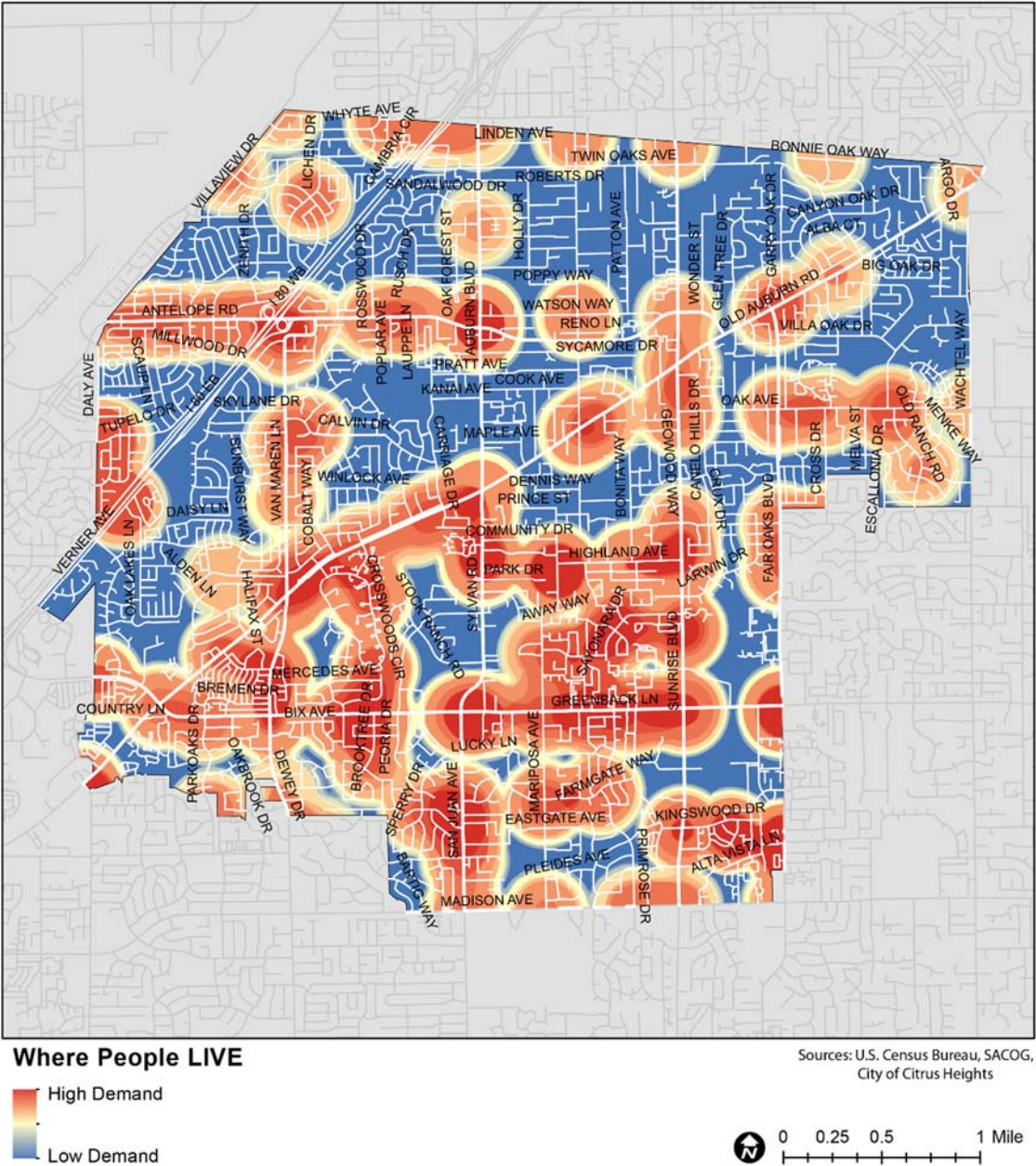

Figure A-1: Where People LIVE

PSI DEMAND – WHERE PEOPLE WORK

Where people work mainly represents trip destinations for people working within Citrus Heights, regardless of residency. The basis is 2011 total employment by census block, aggregated to the block group level. Depending on the type of job, this category can represent both trip attractors (i.e., retail) and trip generators (i.e., office parks and office buildings) in terms of base employment population. It is therefore also used in the **where people play** category by overlaying specific job types, such as arts, recreation, and retail.

This category accounts for high densities of employment using a ¼ mile search radius.
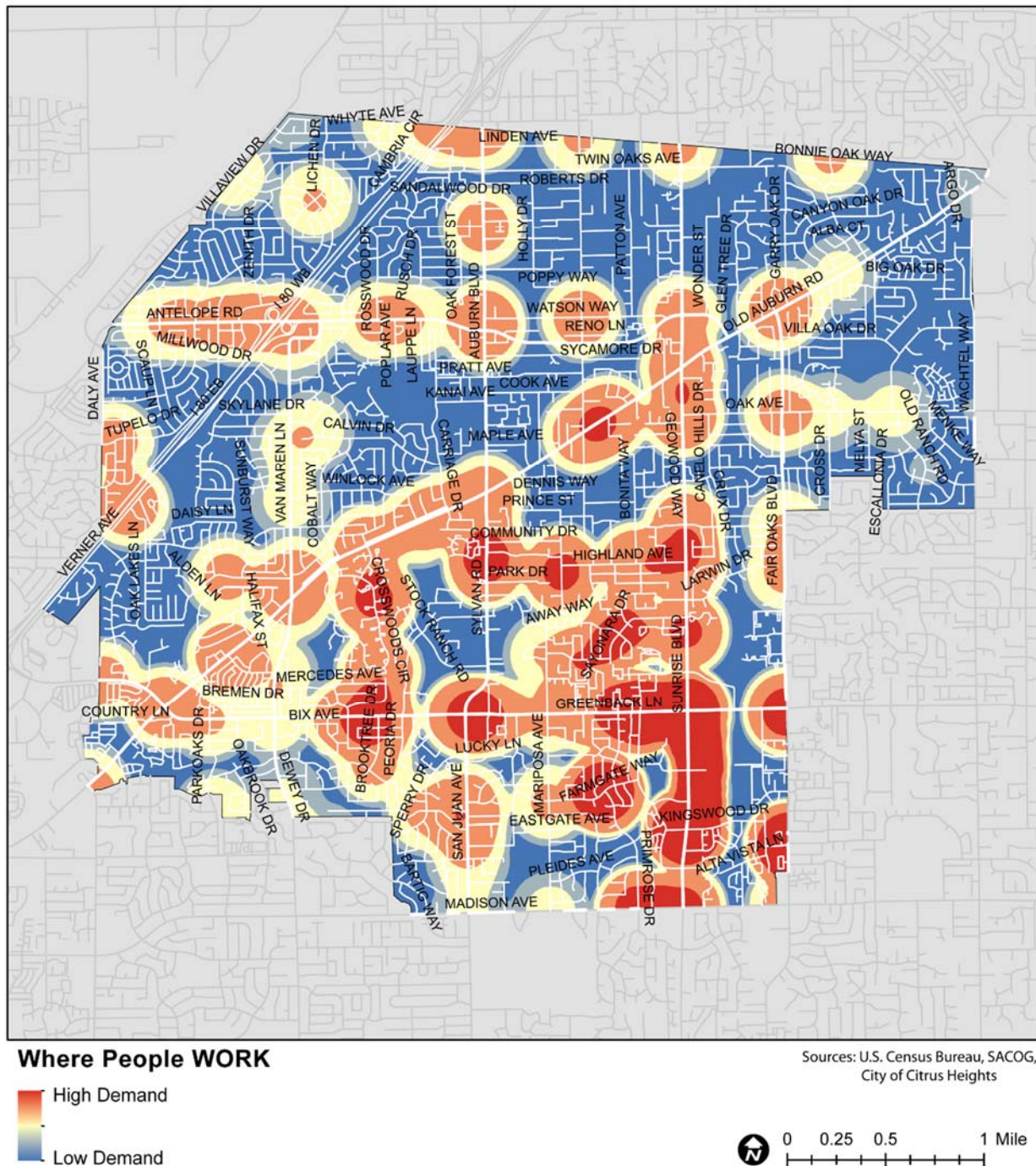

Figure A-2: Where People Work

PSI DEMAND – WHERE PEOPLE LEARN AND PLAY

Where people learn and play is a combination of land use types and destinations. Destinations such as schools, parks, community gardens, arts and recreation employment, retail employment, and hotel and lodging employment are used to identify areas likely to experience higher levels of pedestrian activity. While all destinations are not exactly where one would expect to "play," many of the civic amenities included in this category are still destinations of importance due to the temporary nature of the visit.

This category measures density using locations for parks and schools, as well as measures of recreation and retail employment. Using a ¼ mile search radius, areas with a high density of categories leading to "play" are determined.
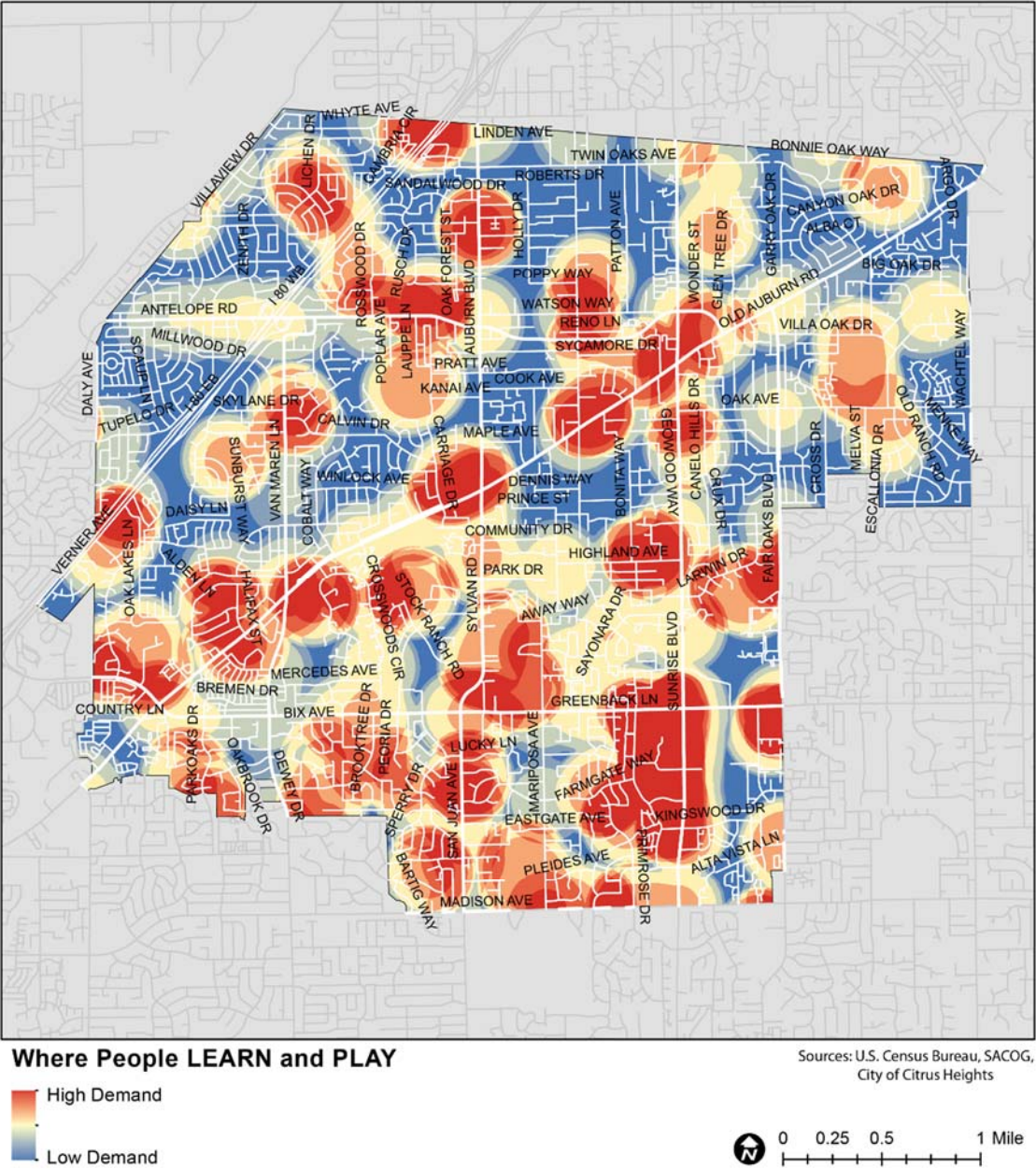
Figure A-3: Where People Learn and Play

PSI DEMAND – WHERE PEOPLE ACCESS TRANSIT

Where people access transit is gauged using bus stop locations. Density of pedestrian demand is measured using a ¼ mile search radius; areas with a larger number of bus stops within ¼ mile will show greater demand in the map.

This category accounts for the transit stops within 1/4 mile of each other.

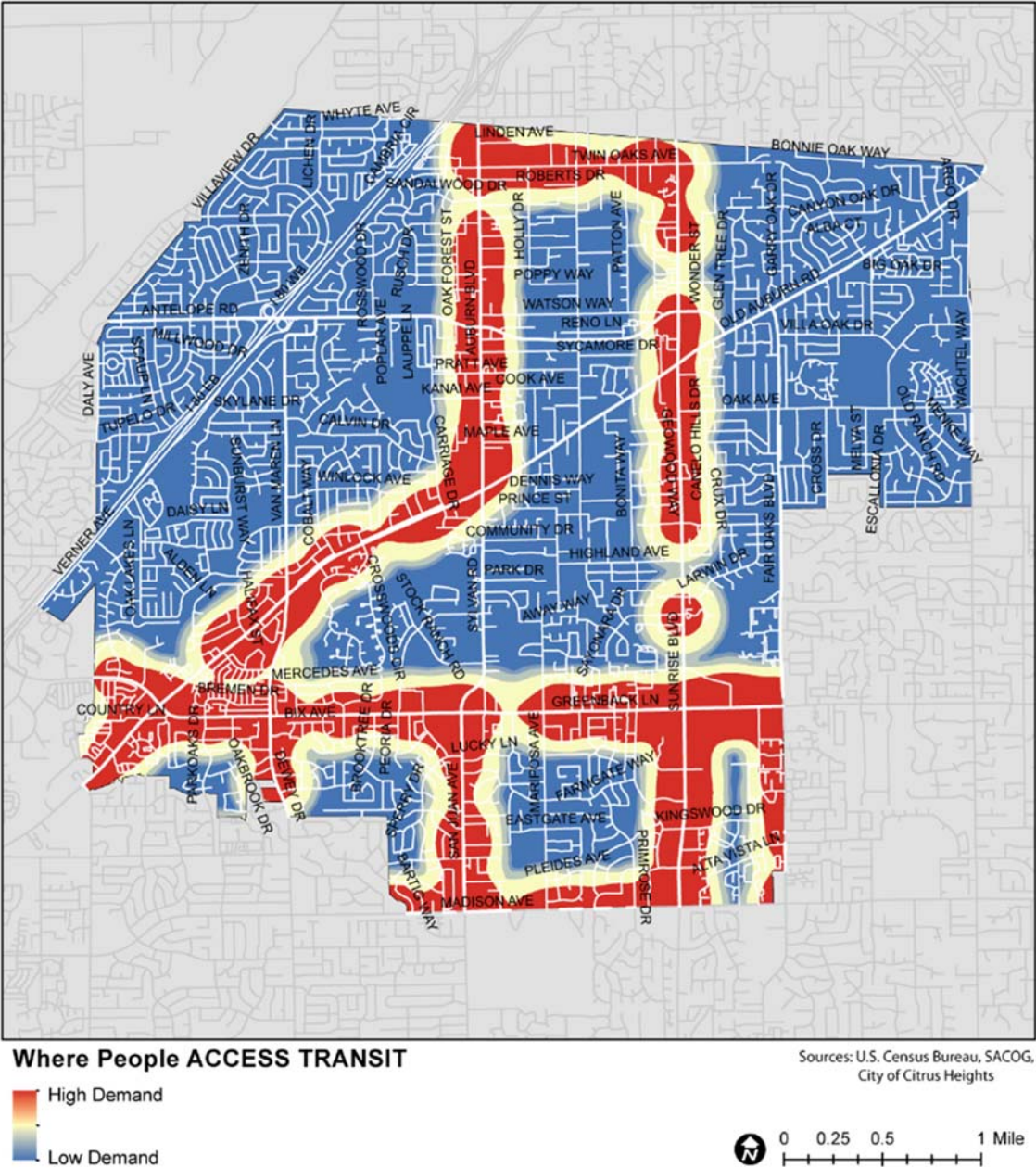Figure A-4: Where People Access Transit

PSI DEMAND – WHERE PEOPLE ACCESS COMMUNITY SERVICES

Where people access community services is assessed using health care facilities, the Women, Infants and Children (WIC) facility, Sunrise Food Ministry, and community centers in Citrus Heights. The density of offered services is measured using a ¼ search radius.
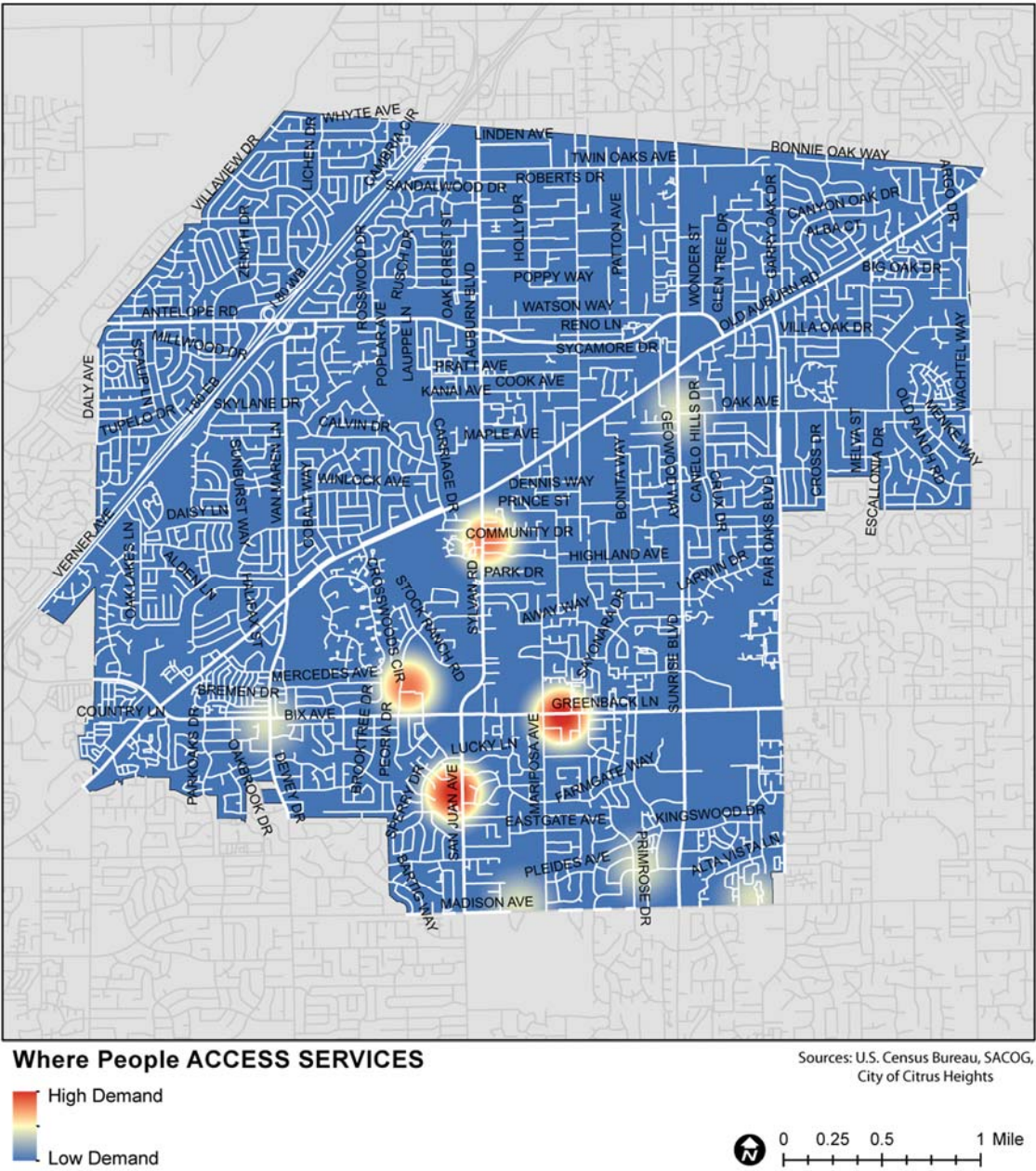

Figure A-5: Where People Access Services

PSI DEMAND – COMPOSITE MODEL

After independently processing the features, a composite model was created using the Live, Work, Play, Transit, and Community Services layers that were created as independent components of the PSI.

Figure A-6 shows the composite model with high walking demand areas in red. Areas that yielded highest demand include the confluence of schools, retail, high employment, and higher density residential areas. Areas largely dominated by single-family homes on larger lots, although representing potential trip generators, represent the lowest demand areas.

Areas with potential high pedestrian demand include:

- Greenback Lane
- Auburn Boulevard
- Old Auburn Boulevard (near Sunrise Boulevard)
- Sunrise Boulevard
- Sylvan Road
- San Juan Avenue

These corridors are also those with higher numbers of pedestrian related collisions than other corridors in the City. The following section evaluates the demand model output with existing infrastructure including sidewalks, posted speed limits and intersection controls.

Composite Pedestrian Demand

High Demand

Low Demand

Sources: U.S. Census Bureau, SACOG,
City of Citrus Heights

0   0.25   0.5   1 Mile

Figure A-6: Demand Composite

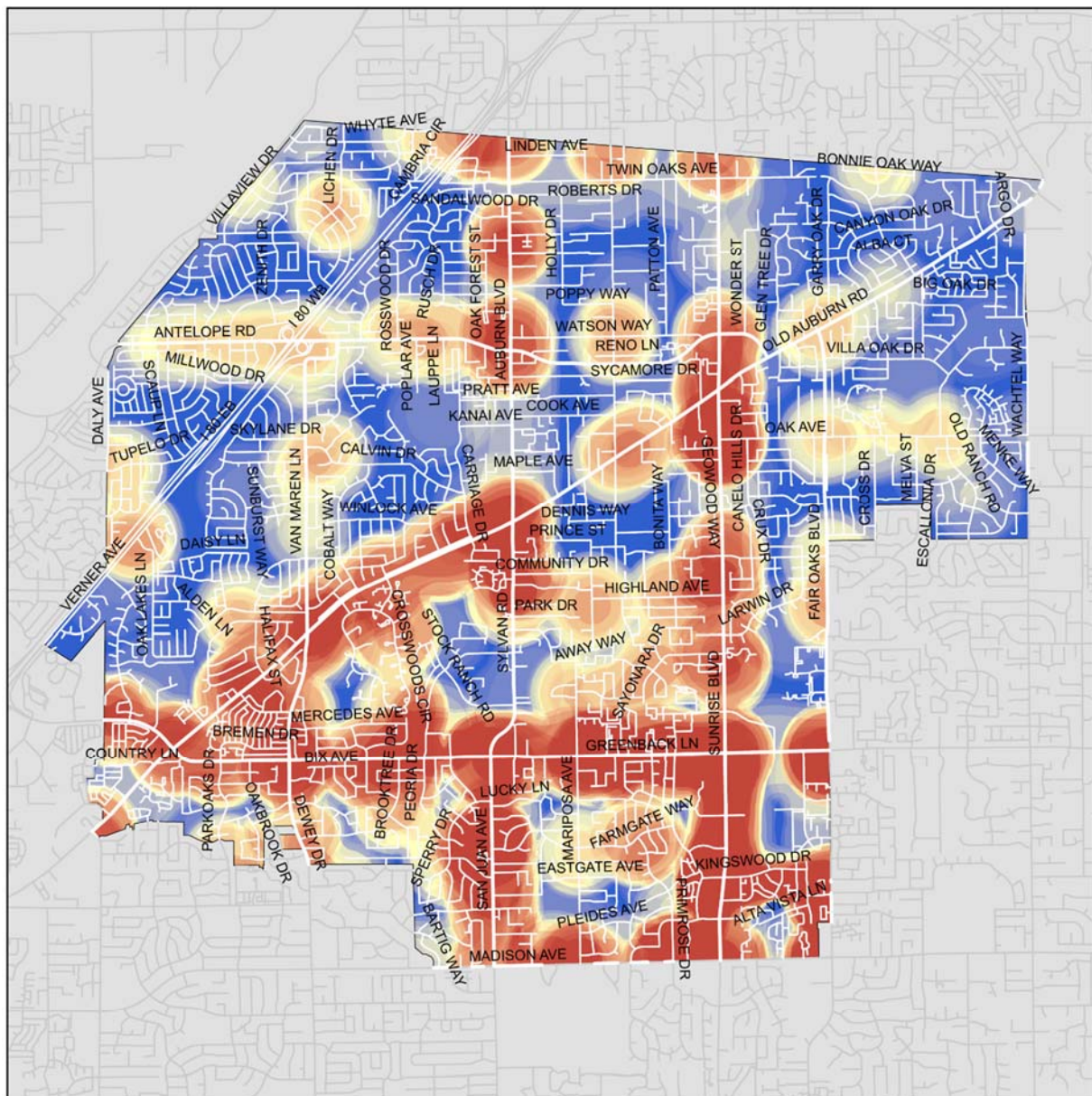## Demand Evaluated with Existing Infrastructure

The composite demand shows areas within the City that have potential for high pedestrian activity and an understanding of the relationship between demand and existing infrastructure will inform the development of project recommendations. This section overlays the composite model with existing sidewalk, posted speed limit, and intersection controls.

SIDEWALKS

The presence of sidewalks is an indicator of the corridor walkability. Figure A-7 shows the sidewalk network along with potential walking demand. While the areas of high demand have a nearly complete sidewalk network, there are a number of gaps including:

♦ Auburn – Old Auburn Boulevard between Van Maren Lane and Sunrise Boulevard
♦ Antelope Rd between Auburn Boulevard and just west of Sunrise Boulevard
♦ Sunrise Boulevard
  o North of Antelope Road
  o Between Greenback Lane and Old Auburn Boulevard (west side)

Pedestrian Facilities: SIDEWALKS

Sources: U.S. Census Bureau, SACOG, City of Citrus Heights

High Composite Demand — Existing Sidewalks
— Existing Shared-Use Paths
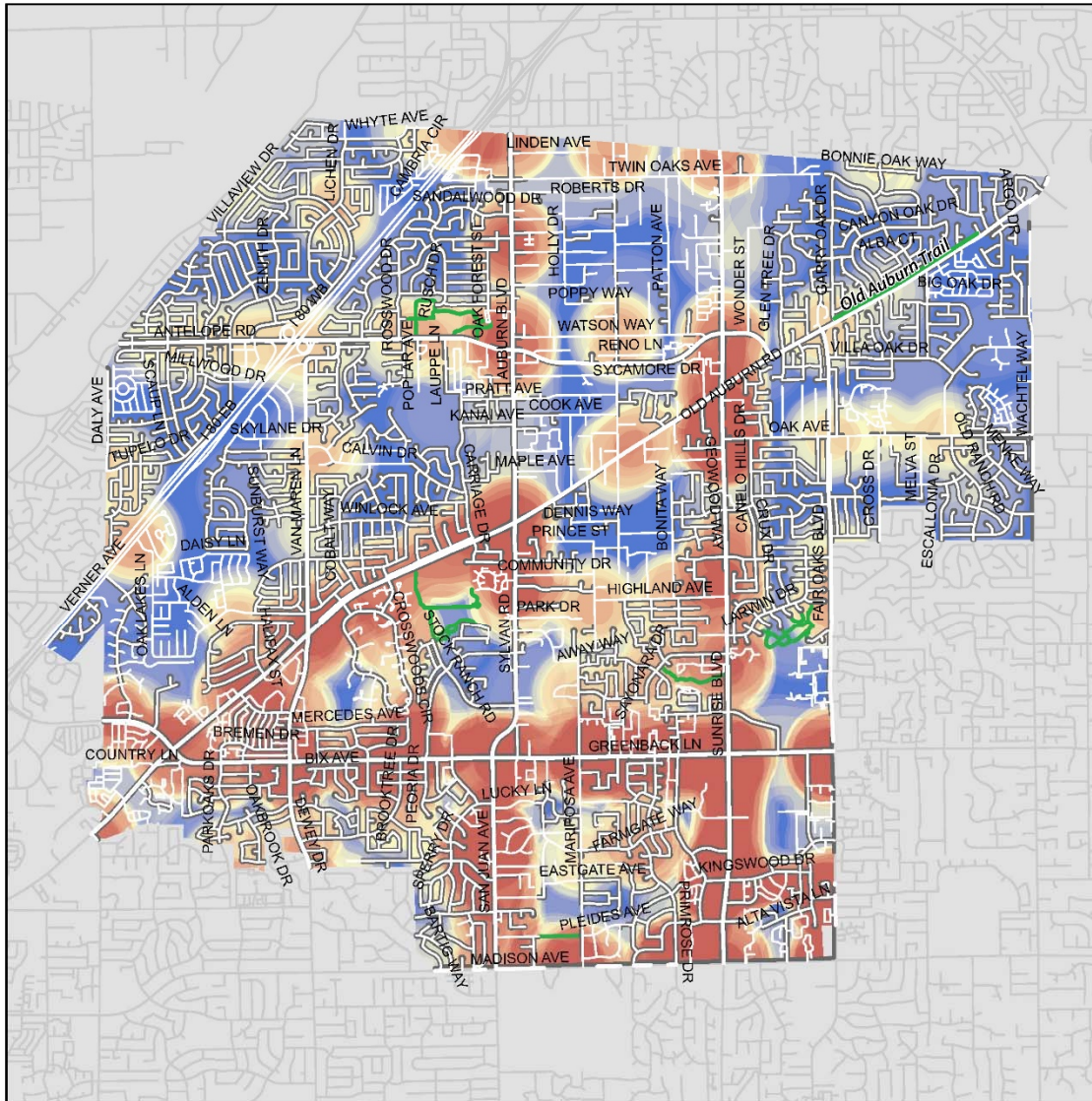Low Composite Demand

0   0.25   0.5   1 Mile

Figure A-7: Composite Model with Presence of Sidewalks

POSTED SPEED LIMIT

Speed limit also impacts the pedestrian environment. Fast-moving vehicle traffic reduces the comfort of pedestrians and the likelihood of surviving a collision if one occurs. The figure below illustrates the rapid increase in the likelihood of pedestrian death that occurs as vehicle speeds increase.

Source: U.K. Department of Transport
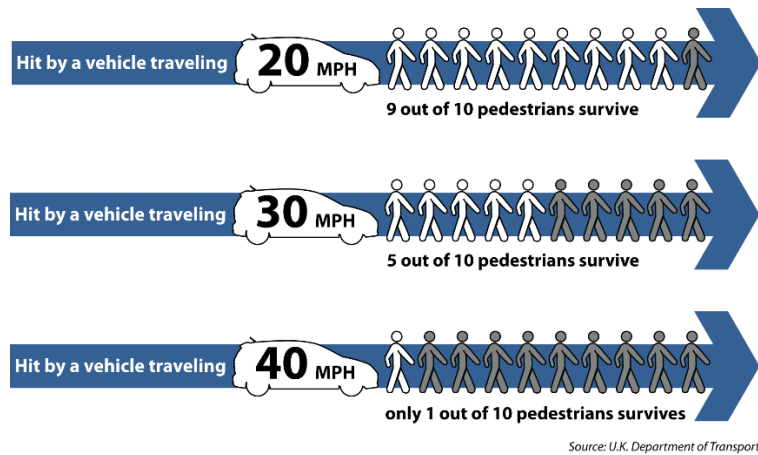
Figure A-8 on the following page shows the posted speed limits with walking demand. Areas with highest walking demand also (typically) are on corridors with posted speed limits of 40-45 miles per hour.

Speed Limit

High Composite Demand

Low Composite Demand

Posted Speed Limit

— 0 - 25 MPH
— 30 - 35 MPH
— 40 - 45 MPH
— 45 MPH <

Sources: U.S. Census Bureau, SACOG,
City of Citrus Heights

0   0.25   0.5   1 Mile

Figure A-8: Composite Model with Posted Speed Limits

INTERSECTION CONTROL DEVICES

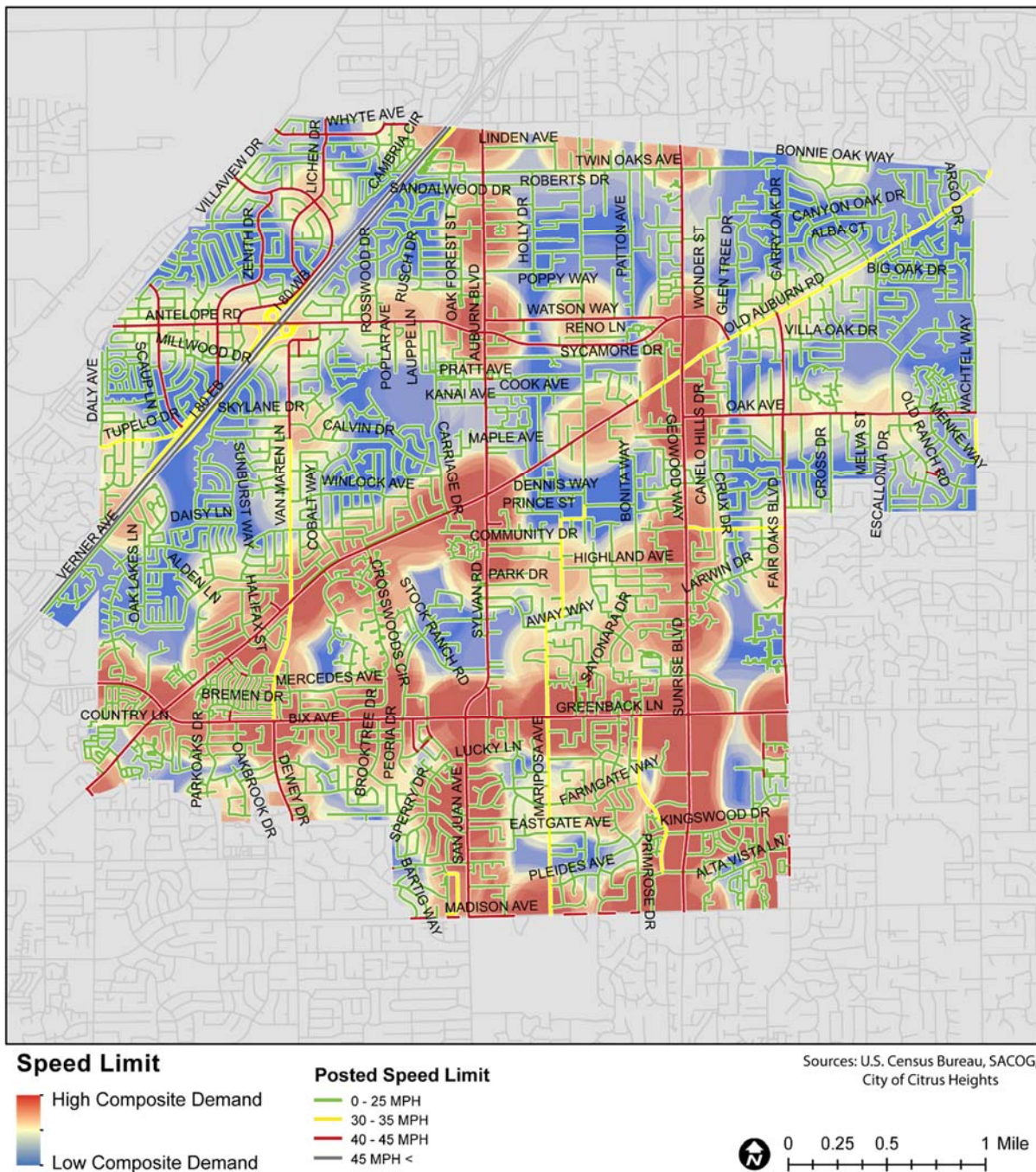Intersection control devices (traffic signals, stop signs) assist with pedestrian crossings. Figure A-9 shows intersection controls with walking demand. Areas with highest walking demand also (typically) are on larger roadways with longer walking distances between controlled crossings.
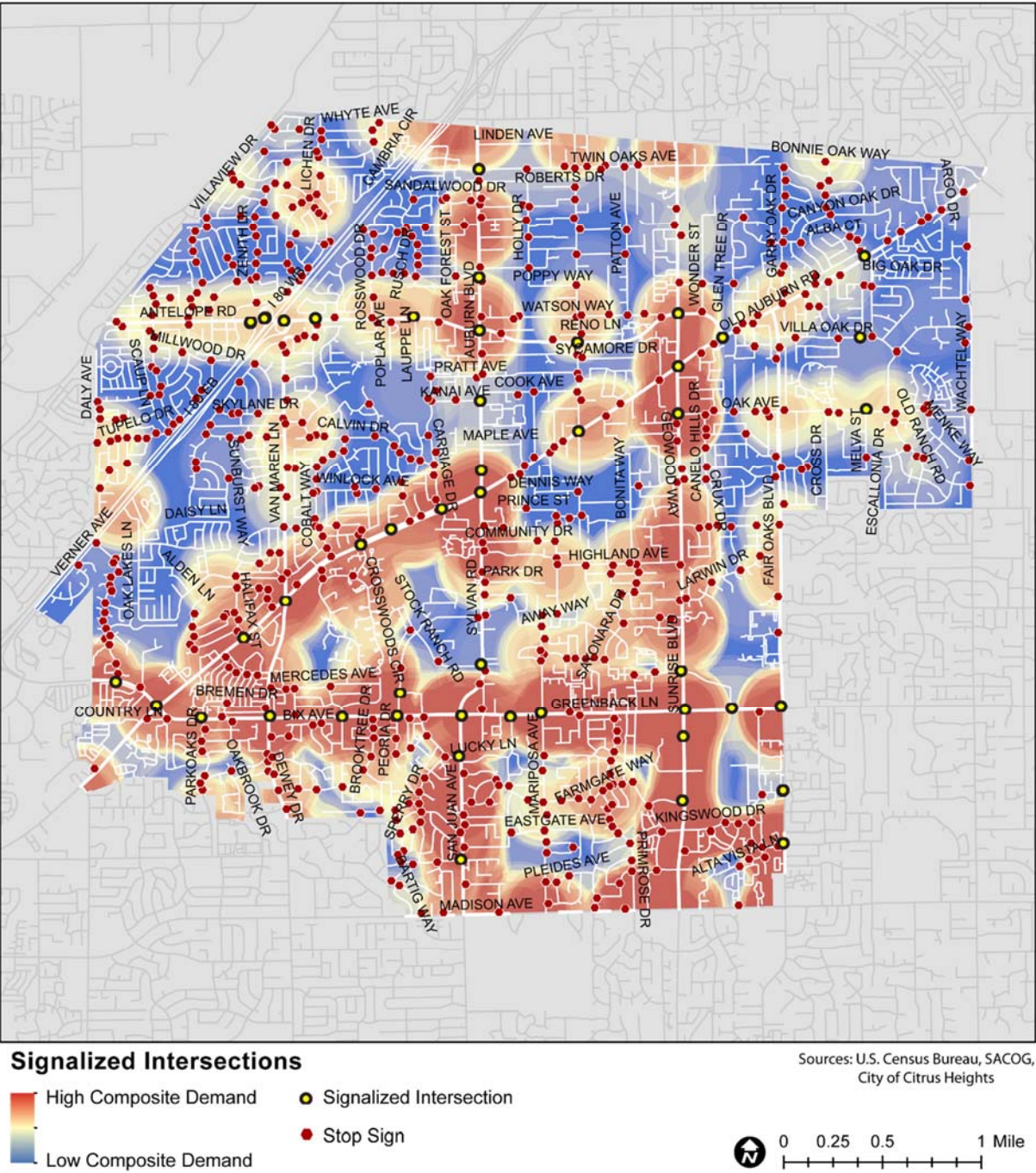

Figure A-9: Composite Model with Traffic Control Devices

Appendix B: Community Survey Results

This appendix presents the results of a community survey made available online and in hard copy to Citrus Heights residents to gather feedback on the development of this Plan.

The online survey was available from January 6, 2015 through March 4, 2015. Hard copies of the survey were distributed at a community workshop on January 29, 2015.

A total of 310 responses to the survey were received. Summary data for each question is presented on the following pages.

WHAT AGE GROUP ARE YOU IN?

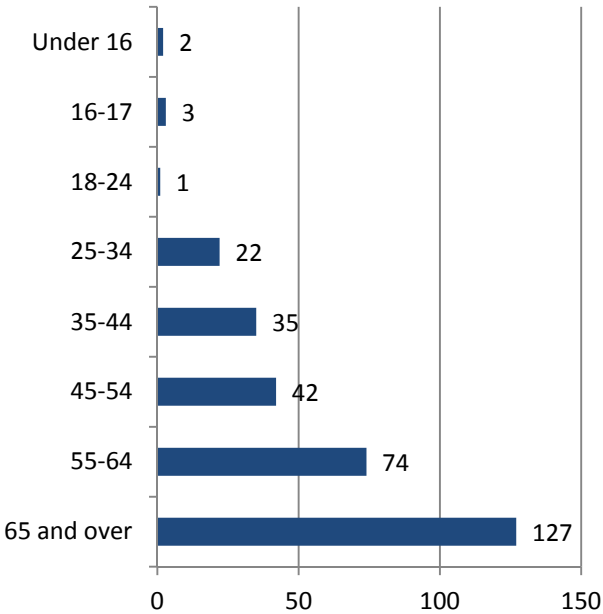The vast majority of respondents were 65 and over, as shown in **Figure B-1**.

Figure B-1: Age of Respondents

WHAT IS YOUR GENDER?

Nearly two-thirds of respondents were female, as shown in **Figure B-2**.
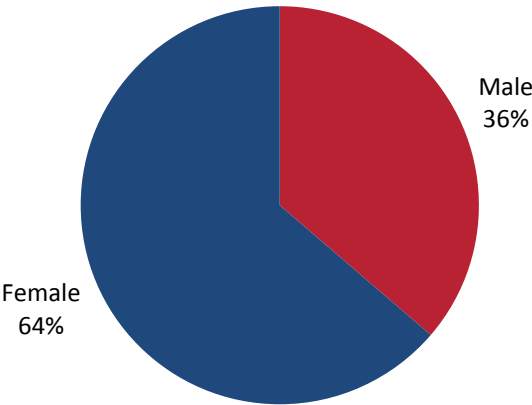

Figure B-2: Gender of Respondents

DO YOU USE A MOBILITY ASSISTIVE DEVICE?

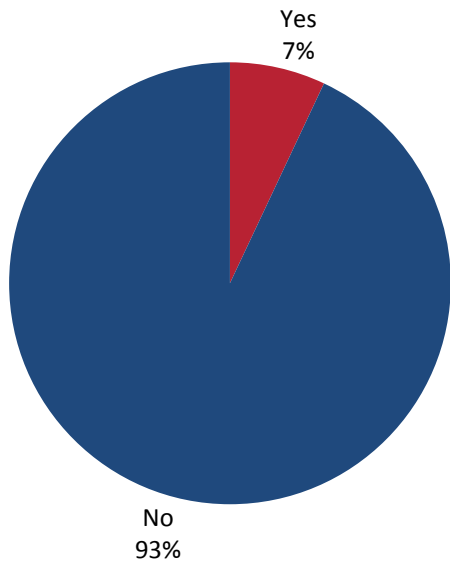Only seven percent of respondents reported using a mobility device (**Figure B-3**).

Figure B-3: Use of Mobility Assistive Devices

IF YOU USE AN ASSISTIVE DEVICE, WHAT DEVICE DO YOU USE?

Canes were the most commonly reported assistive devices used by respondents, as shown in **Figure B-4**. Other assisted devices reported include walking poles, Segway, and crutches.
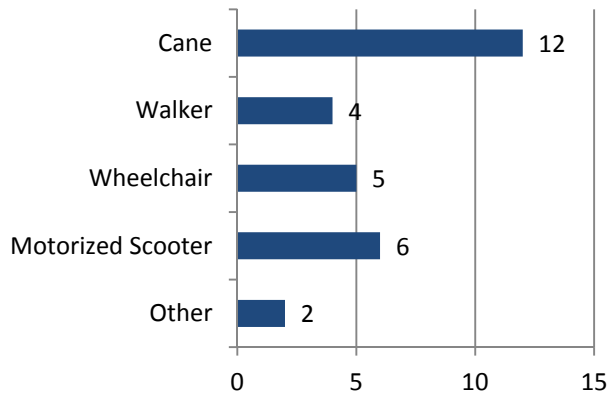
Figure B-4: Assistive Devices Used

WHEN YOU MAKE TRIPS LESS THAN ONE MILE, HOW DO YOU TYPICALLY TRAVEL? (INDICATE PERCENTAGE, SHOULD ADD UP TO 100%)

Participants estimated the percentage of trips less than one mile they make using the modes listed in **Figure B-5**. Percentages average all responses.

Driving alone was the most commonly reported mode at 56.6 percent, followed by walking at 28.8 percent.
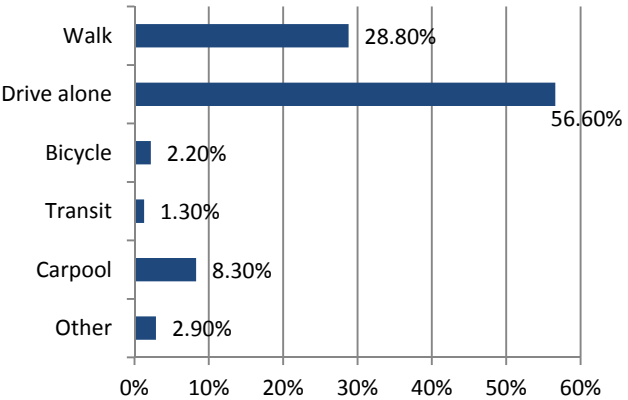
Figure B-5: Trip Modes – Less than 1 Mile

WHEN YOU MAKE TRIPS LESS THAN FIVE MILES, BUT MORE THAN ONE MILE, HOW DO YOU TYPICALLY TRAVEL? (INDICATE PERCENTAGE, SHOULD ADD UP TO 100%)

For trips between one and five miles, the most commonly used mode was driving alone (78.8 percent) followed by carpooling at 12.9 percent (**Figure B-6**).
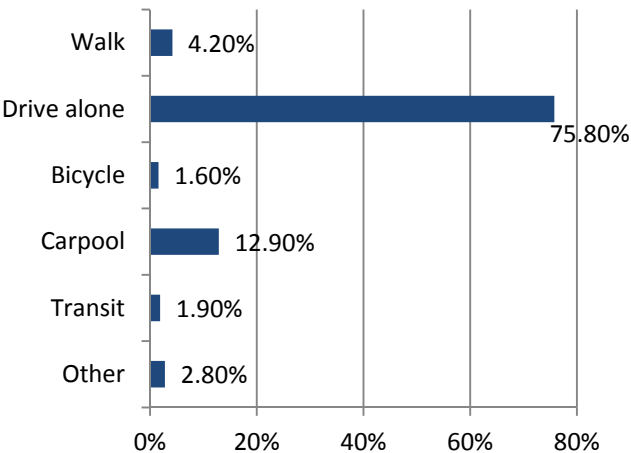
Figure B-6: Trip Modes – 1 to 5 Miles

ON A SCALE OF 1 TO 5, WHERE 1 IS "NEVER" AND 5 IS "FREQUENTLY," HOW OFTEN DO YOU WALK?

The most common purpose for walking trips reported was for exercise or health reasons, followed by recreation and walking the dog. The least common walking trip purpose was commuting to work or school, as shown in **Figure B-7**.
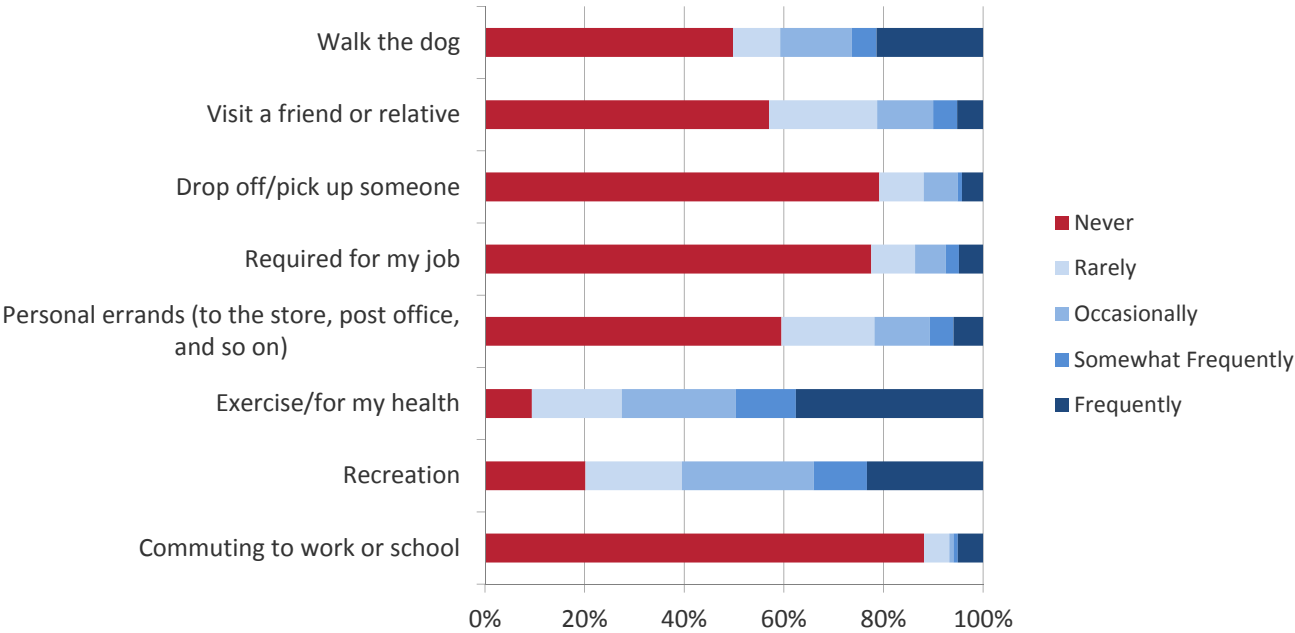
Figure B-7: Frequency of Walking Trip Types

PLEASE TELL US ABOUT YOUR WALKING EXPERIENCES IN CITRUS HEIGHTS.

The statement that received the highest number of "disagree" or "strongly disagree" responses was "I feel safe from cars." See **Figure B-8**.
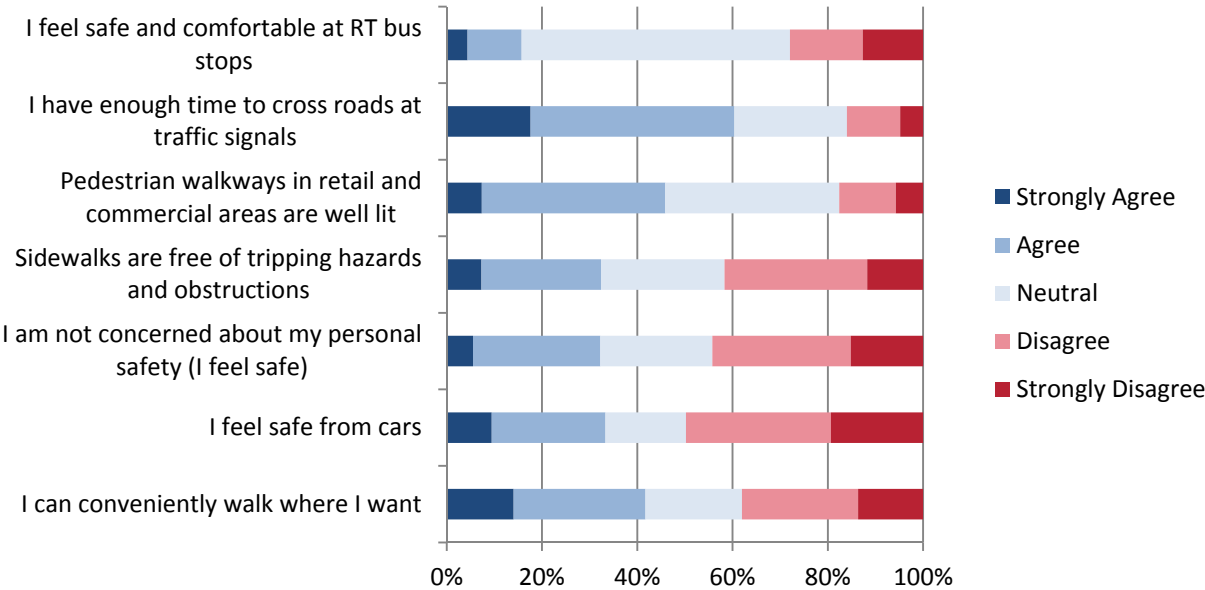
Figure B-8: Walking Experience

WHAT IS YOUR STARTING POINT FOR MOST OF YOUR WALKING TRIPS WITHIN CITRUS HEIGHTS? WHERE DO YOUR WALKING TRIPS USUALLY END?

Most walking trips start and end at home, as shown in **Figure B-9**.
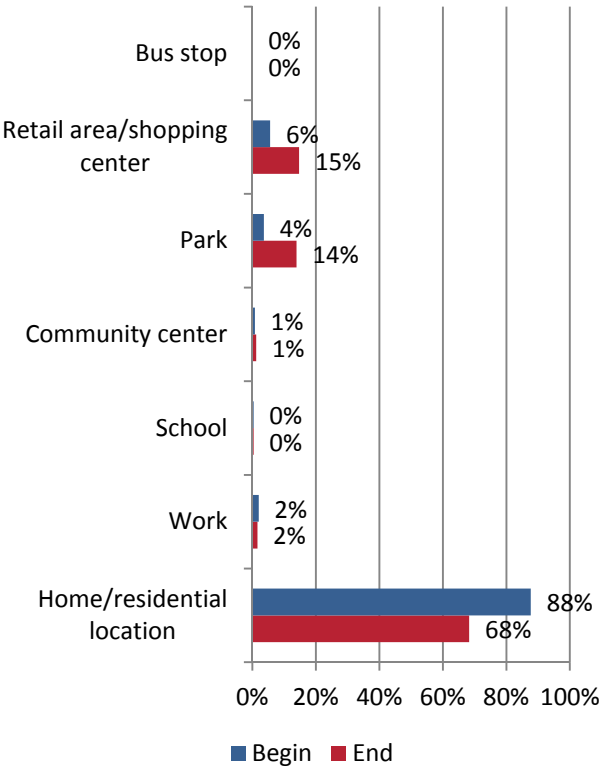
Figure B-9: Walking Trip Beginning and Ending Locations

WHEN YOU WALK, HOW FAR DO YOU TYPICALLY TRAVEL?

The most commonly reported walking trip length was 1-2 miles or 31-60 minutes (**Figure B-10** and **Figure B-11**).
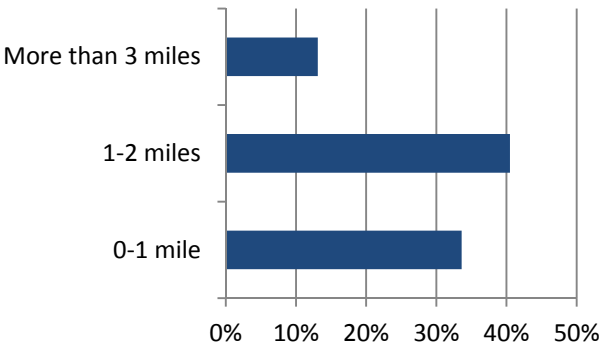
Figure B-10: Typical Walking Distance
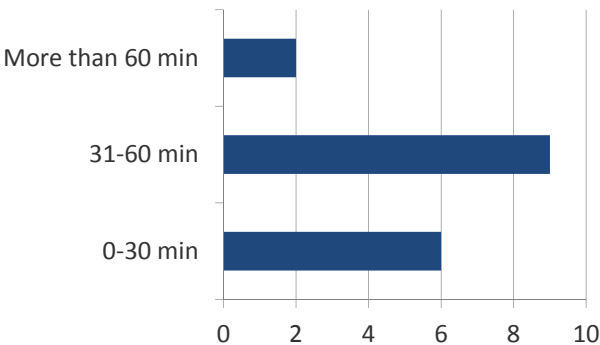
Figure B-11: Typical Walking Time

WHEN DO YOU MAKE WALKING TRIPS? (CHECK ALL THAT APPLY)

Respondents reported making walking trips during all four seasons, with slightly lower walking rates reported in winter. See **Figure B-12**.
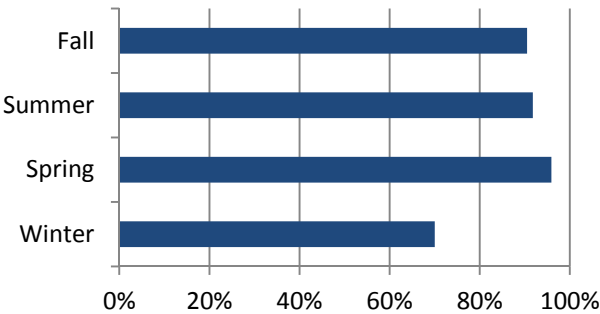
Figure B-12: Walking Trip Seasonality

WHAT TIMES DO YOU MAKE WALKING TRIPS? (CHECK ALL THAT APPLY)

Walking trips were most commonly reported on weekend and weekday mornings, as shown in **Figure B-13**.
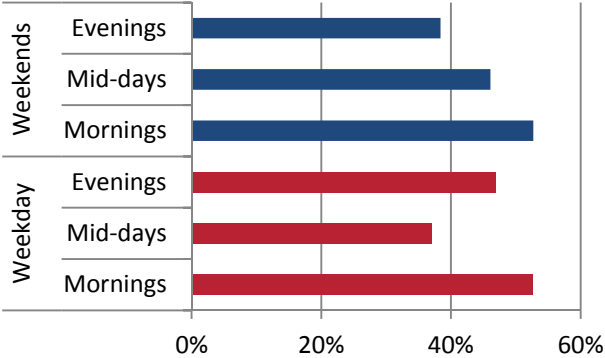
Figure B-13: Walking Trip Time of Day

WHAT IS THE MAIN REASON THAT YOU CHOOSE TO WALK INSTEAD OF SOME OTHER FORM OF TRANSPORTATION?

Exercise was overwhelmingly the most common reason respondents chose to walk. Several common themes emerged in the write-in responses for the "other" category, as shown in **Figure B-14**.
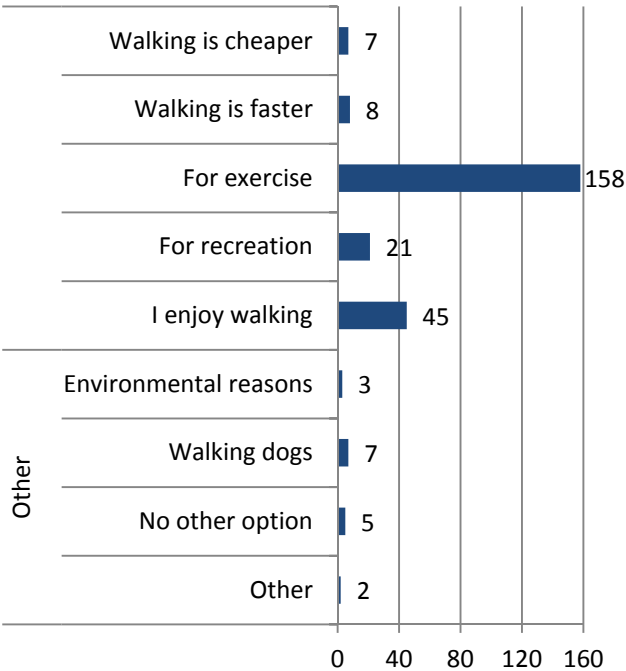
Figure B-14: Reasons for Walking

WHAT ARE YOUR FAVORITE PLACES OR STREETS TO WALK? PLEASE NOTE SPECIFIC STREETS OR DESTINATIONS.

Responses generally fell into three major categories: parks, streets, and neighborhoods. Locations that received three or more responses are listed below.

- Parks
  - American River Parkway (3)
  - Arcade Creek Park Preserve (6)
  - Brooktree Park (6)
  - C-Bar-C Park (4)
  - Crosswoods Park (4)
  - Greenback Wood Park (4)
  - Rusch Park (5)
  - San Juan Park (3)
  - Stock Ranch Nature Preserve (8)
- Streets
  - Auburn Boulevard (7)
  - Crosswoods Circle (6)
  - Fair Oaks Boulevard (3)
 - Garry Oak Drive (3)
  - Greenback Lane (5)
  - Indian River Drive (4)
  - Kenneth Avenue (3)
  - Mariposa Avenue (10)
  - Navion Drive (3)
  - Oak Avenue (4)
  - Old Auburn Road (11)
  - Olivine Avenue(4)
  - Park Oaks Drive (3)
  - Sunrise Boulevard (5)
  - Sylvan Road (3)
  - Twin Oaks Road (5)
  - Wachtel Way (3)
- Neighborhoods
  - Greenback Wood (6)
  - Stock Ranch (5)
  - Sunrise Mall (9)

WHAT ARE YOUR LEAST FAVORITE PLACES OR STREETS TO WALK? PLEASE NOTE SPECIFIC STREETS OR DESTINATIONS.

Responses were primarily corridors, with many respondents noting their discomfort resulted from a lack of sidewalks or adequate lighting. Locations mentioned three or more times include:

- Antelope Road (19)
- Auburn Boulevard (25)
- Daly Avenue (3)
- Dewey Drive (4)
- Fair Oaks Boulevard (3)
- Greenback Lane (43)
- Highland Avenue (3)
- Madison Avenue (8)
- Mariposa Avenue (11)
- Oak Avenue (4)
- Old Auburn Road (16)
- San Juan Avenue (10)
- Sayonara Drive (3)
- Sunrise Boulevard (53)
- Sunrise Mall (5)
- Sylvan Road (7)
- Van Maren Lane (13)
- Verner Avenue (7)
- Wachtel Way (3)

WHAT PREVENTS YOU FROM WALKING MORE OFTEN? (CHECK ALL THAT APPLY)

Safety concerns were the most commonly cited reason Citrus Heights residents do not walk more often, followed by a lack of time and a lack of nearby destinations. See **Figure B-15**.

Factor	Count
Concerns about safety	106
Sidewalks in poor…	48
Lack of sidewalks	79
Obstructions on…	26
Lack of curb ramps	12
Not enough time	93
Destinations are too far	87
Insufficient lighting	45
Weather	59
Disability/other health…	34
Vehicle speeds (Other)	5
Not a priority/lazy (Other)	6
Too much to carry (Other)	3
Other	9
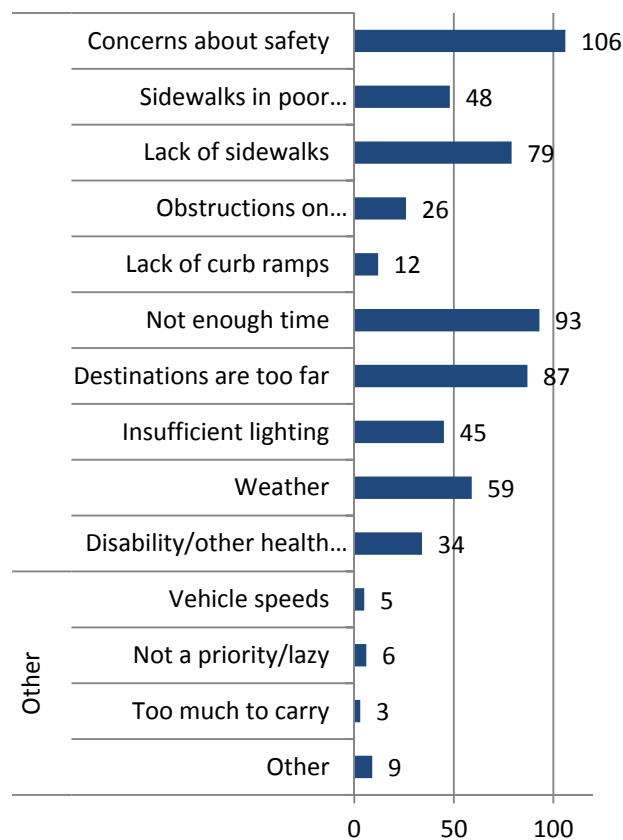
Figure B-15: Factors that Discourage Walking

RATE THE IMPORTANCE OF IMPROVING WALKING ACCESS TO THE FOLLOWING LOCATIONS:

Destinations rated most important for improved walking access include parks, retail, and transit (**Figure B-16**).
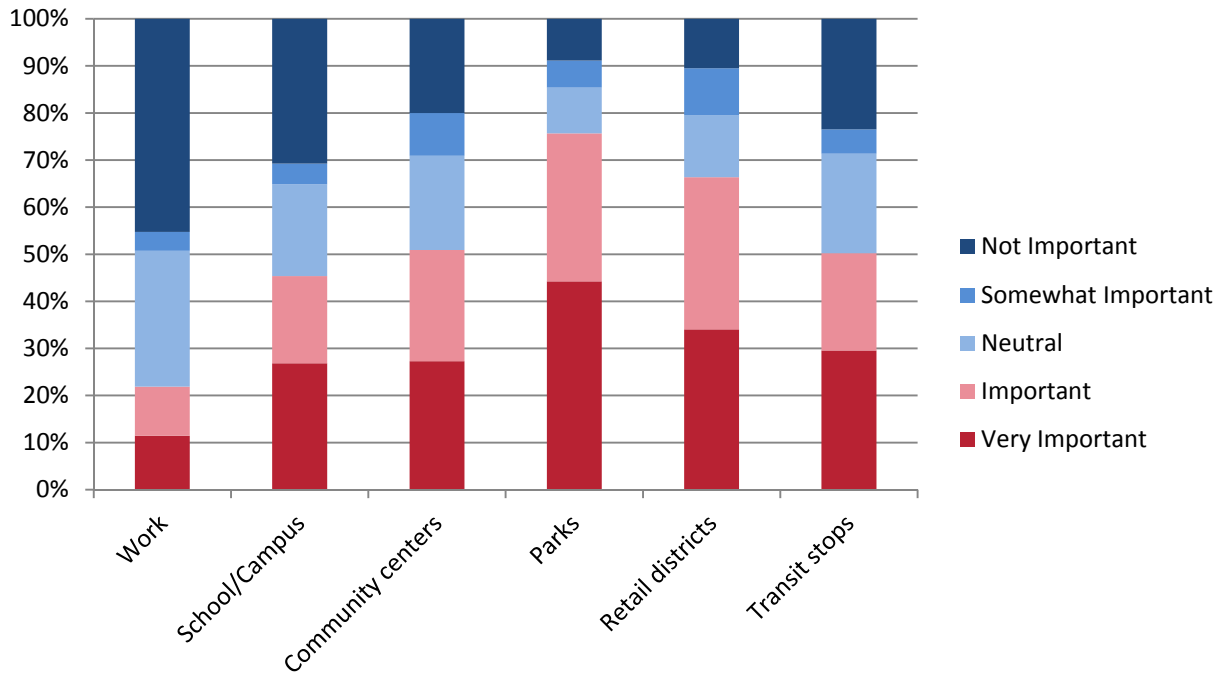
Figure B-16: Destinations for Improved Walking Access

DO YOU HAVE ADDITIONAL COMMENTS? PLEASE BE AS SPECIFIC AS POSSIBLE.

Additional comments were widely varied. Most respondents were supportive of efforts to improve walking conditions in Citrus Heights, while a few noted concerns that the city is simply not suitable for walking, that creek trails are undesirable, or that pedestrian improvements are not desirable in their neighborhoods.

Comments and concerns fell into a few broad categories, listed below.

- Abandoned vehicles (1)
- Crossings are too far apart or feel unsafe (4)
- Disability concerns (6)
- Disagreement that pedestrian improvements are desirable (5)
- Infill development to provide more walkable environment (2)
- Lighting is inadequate (7)
- No sidewalks provided (21)
- Obstructed sidewalks (4)
- Poor sidewalks (*)
- Safety concerns (10), including
    - Dogs (2)
    - Transients/graffiti (5)
- Signal timing (4)
- Safe Routes to School desired (4)
- Traffic calming needed (16)
- Trails desired over sidewalks (5)
- Transit access (1)

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Appendix C: Stakeholder Interview Report
Prepared by Crocker & Crocker

The City of Citrus Heights is embarking on its first ever Pedestrian Master Plan (PMP). The PMP will help guide City staff through prioritized improvements to the City's existing pedestrian environment, including pedestrian safety, connectivity and accessibility.

This plan will represent the full scope of the pedestrian population living, working and visiting the City of Citrus Heights. This includes individuals with disabilities, limited mobility, recreational/leisure walkers, commuters, students and other pedestrians. In order to reach those individuals, the City called upon public outreach consultants to identify and interview key stakeholders that might not normally participate in the public comment process.

Crocker & Crocker, along with Alta Planning and Design and the City of Citrus Heights, interviewed individuals and organizations that would provide pertinent insights to pedestrian access throughout the City. These individuals and organizations represent business and economic development, education, parks and recreation, individuals with limited mobility and targeted community groups.

The project team developed a questionnaire to guide conversation with the stakeholders. These questions revolved around several key topics, including:

- Overall Walkability and Access
- Preferred Methods of Transportation
- Current Pedestrian Infrastructure
- Concerns and Challenges Associated with Pedestrian Mobility
- Benefits and Opportunities Associated with Pedestrian Access

In January Crocker & Crocker, Alta Planning and Design, WALKSacramento and the City of Citrus Heights conducted nine interviews. This document will be updated with additional information following the completion of remaining interviews.

The following stakeholders served as representatives of their respective businesses or organizations:

Individual	Organization
Bill Van Duker	Owner, All Star Printing; Citrus Heights Rotary; Citrus Heights Chamber of Commerce
Michelle Kreuzer	Executive director, Carrington College
Dan Allison	Safe Routes to School coordinator, San Juan Unified School District
Dave Mitchell	District administrator, Sunrise Recreation and Park District
Kevin Welch	Assistant to the director of mobility operations, Paratransit
Dale Covey Kathe Anderson	Antelope Crossing Business Association
Laura Powell	Branch manager, Sylvan Library
Kathilynn Carpenter Christi Woodards	Executive director, Sunrise MarketPlace (Chair, Chamber of Commerce) General manager, Sunrise Mall (former Chair, Chamber of Commerce)
Citrus Heights Collaborative	Representatives from regional stakeholder groups (see Appendix II)

Each interview followed the same line of questions but the interviewees were encouraged to elaborate on specific areas of concern or support. The comments received during these interviews provide valuable feedback on pedestrian access in Citrus Heights. Many stakeholders identified specific intersections needing improvements. These locations and concerns are listed in Appendix I.

The following summary captures trends in responses and sentiments of participants.

Overall Walkability and Access
In general, participants indicated that the pedestrian experience and walkability in Citrus Heights needs improvement. The current condition of walkability within the City of Citrus Heights varies by area, with stakeholders indicating some safe routes with bright and clear crossings, and more areas of unsafe routes near large arterials. A few stakeholders indicated that by no fault of the city, Citrus Heights was not designed to be a walkable community.

A few stakeholders expressed the opinion that pedestrian access is poor because of the City's layout. Noted concerns include multi-lane roadways with fast-driving cars, few marked crosswalks, poor connectivity between retail and residential spaces and a convergence of transient populations. In nearly every interview, a confirmed or perceived barrier to walking in Citrus Heights included transient populations.

Stakeholder Quotes:
- *Citrus Heights doesn't have a culture of walking, for understandable reasons. It wasn't built that way. It (the city) has evolved in a positive way but it still doesn't have a culture of walking. We need to make good use of infrastructure investments while still creating a culture of walking.*
- *There are some no-brainer opportunities to connect walking with natural amenities. If we're encouraging people to walk in the city, natural elements and destinations should be considered. Take advantage of greenbelts, parks, separated spaces from roadways.*
- *When you have a walkable area and access to public transit, it forms great relationships with residents.*
- *Citrus Heights is an aging community where people are very used to driving. As we're all getting older, we're going to have to walk places and feel comfortable.*

Preferred Methods of Transportation
Overwhelmingly, stakeholders noted that the predominant mode of travel in Citrus Heights is vehicular, with both personal vehicles and public transportation. Several stakeholders indicated walking as the least likely mode of transportation for their staff for multiple reasons. Those included the proximity to home (many did not live within a "walkable" distance of their employer), convenience of having a vehicle and knowledge of walkable routes either to work or from public transportation. They also indicated that unless food options were close by their business or organization, staff is more likely to bring their own meals or drive to another location.

Four stakeholders mentioned they serve small populations of pedestrians because of their location and type of business or organization. Of these populations, the most common to walk were overwhelmingly students, seniors and recreationalists.

One stakeholder identified that the city needs to take a proactive approach to walkability in community events and outreach. This individual felt that the city prioritizes information on parking and street routes over walking or public transportation.

Some populations, identified by one stakeholder as individuals with limited mobility, rely nearly entirely on public transportation and sidewalks/pathways. Concerns specific to pedestrian access for individuals with disabilities are included later in the document.

Stakeholder Quotes:
- *The City should take the lead on walking. When you host, permit or sponsor events, the first thing about how to get there (on fliers, website, etc.) should be walking. Right now it's all about how to drive there and where to park.*
- *Parks are a destination for most people, not part of their "activity loop," per say. How they get there varies on how far away they live but by in large, they're driving.*
- *We also consider not only are people married to their cars, but they're also shopping. They don't want to carry packages. They're going to drive.*

Current Pedestrian Infrastructure
Many stakeholders linked the current state of pedestrian access to poor pedestrian facilities. The most common facilities mentioned were marked or lit crosswalks, sidewalks, walking pathways and distance between sidewalks and fast-moving arterials.

In the opinion of many stakeholders, because the City lacks pedestrian facilities, it increases concerns about the safety of seniors, students and people with disabilities when walking. Three stakeholders stated the distance between existing crosswalks was too great. One stakeholder voiced concern over the lack of benches, well-lit bus shelters and mobility ramps. Two others commented that existing bus shelters and benches are so poorly taken care of that pedestrians do not want to use them. They also noted that transients use those locations and could prevent pedestrians from wanting to use public benches or shelters.

Multiple stakeholders mentioned the benefit of bridging, from an infrastructure, cultural and economic perspective, areas where pedestrians could use better access. Those areas included a bridge or raised pedestrian access between Sunrise Mall and Birdcage Center. Stakeholders representing business and educational interests both mentioned the desire to build a larger and more complex pedestrian crossing to connect the west and east sides of Interstate 80. They felt it would increase feelings of connectivity for the entire city.

Below are specific areas stakeholders identified as having either a very good or a very poor pedestrian experience.

Good Pedestrian Experience	Poor Pedestrian Experience
- Citrus Town Center - Auburn Boulevard and Sylvan Road - Arcade Creek Park Preserve - Portions of Stock Ranch Road - Stones Gambling Hall (private driveways) - Antelope Road and Lichen Drive	- Sunrise Boulevard and Greenback Lane (both individual streets and the intersection) - Crossing between Birdcage MarketPlace and Sunrise Mall - Auburn Boulevard near Arcade Creek Manor (Van Maren Ln) - Antelope Road - At Tupelo Drive/Zenith Drive - At City's boundary - Antelope Road overcrossing - Missing sidewalks near Rusch Park - Unpaved path between Carrington College and Safeway – dangerous and used by seniors - Sunrise Boulevard and Birdcage

Stakeholder Quotes:
- *Stones Gambling Hall has flashers in the ground of their crosswalks. It's not great for high-volume traffic areas, but works well for lower volume streets.*
- *Pedestrian facilities are generally better taken care of along high-speed arterials, but people don't want to walk there. They don't want to walk adjacent to fast moving traffic.*
- *People respond to bright and catchy signs. Like the ones that say, "drive like your kids live here," seems to be a popular one that works.*
- *Preferably adding in more crossings with illuminations would be great.*
- *At Zenith and Tupelo, there are four directions but at Lichen, you have cars coming only from three directions rather than four. There is less turn movement and you feel like it's more controlled.*
- *Benches and bus shelters are great spots for seniors. Make sure that any shelters that are built are accessible for wheelchairs.*

Concerns and Challenges Associated with Pedestrian Mobility

Stakeholders indicated current challenges or concerns associated with pedestrian access range from rural communities unsupportive of sidewalks to limited mobility for individuals with disabilities because of incomplete or unsafe sidewalks.

Most stakeholders noted that safety was the most prominent perceived or actual barrier to walking. Issues mentioned as affecting feelings of safety included sidewalk proximity to high-speed arterials,

driver disregard for crosswalks and pedestrians, poorly lit crossings, transients and older pedestrian facilities. Most stakeholders agreed that crossings with pedestrian activated signals and lit signs made them feel safer both as a pedestrian and as a driver.

Areas noted in the table above as having a poor pedestrian experience were all described as feeling "unsafe." Of those asked if a separated barrier between the roadway and sidewalk would make them feel safer, every stakeholder said yes.

Two stakeholders indicated concern over pedestrian access for individuals with limited mobility, including seniors and people with physical disabilities. One stakeholder indicated specific locations in the city where pedestrian or transit access does not meet the standards of the Americans with Disabilities Act. These locations are along Antelope Boulevard, west of Interstate 80. Two stakeholders indicated areas within the City where poor sidewalks or crossings presented fall-hazards, especially for seniors, near Stock Ranch Road and Sylvan Road.

Business associations indicated changing sidewalk design would likely benefit pedestrian access to businesses; however, they noted any construction or design that required private right of way that would impact vehicle parking would be a challenge. In smaller business districts like the Antelope Crossing area, businesses rely on visibility from the roadway and would likely oppose trees or visual barriers between roadways and the sidewalks. In larger retail areas like the Sunrise MarketPlace, the city will have different problems. For example, at Sunrise MarketPlace, tenants have agreements requiring high ratios of parking spots.

Stakeholder Quotes:
- *Crossing (Sunrise Blvd.) at Woodmore Oaks has greatly improved. Before, we were taking our lives in our own hands to get across. Several blind people live in the complex (near Woodmore Oaks and Sunrise) and had an incredibly difficult time crossing (Sunrise Blvd).*
- *I don't think businesses that would have right of way issues would support a physical barrier between the street and the sidewalk. It could block their visibility from the road.*
- *Accessibility into the mall is terrible; you have people walking through the parking lot. They have to cross Greenback, which is dangerous.*
- *Barriers between the road and sidewalks are great, but they need to be filled with turf. When you fill flowerbeds with mulch, it compresses and seniors are likely to fall.(regarding bus stops)*
- *One of our students was walking across Greenback and San Juan and was hit by a vehicle. She missed three weeks of school and eventually dropped out because she was too far behind.*

Benefits and Opportunities Associated with Pedestrian Access
Stakeholders overwhelmingly felt that increasing pedestrian access and walkability would benefit the community.

Many stakeholders felt an improved pedestrian experience would benefit Citrus Heights. Four stakeholders noted that better pedestrian access and increased safety measures would boost the number of visitors to their business or location. One stakeholder noted that better access could provide a boost in enrollment at their college, as well as an increase in the population of college educated residents in the surrounding area. Another stakeholder felt that improvements would make the community more accessible and safe for seniors and people with disabilities.

Almost every stakeholder expressed specific opportunities for the City to improve pedestrian safety. The most notable opportunities included adding barriers between roadways and sidewalks and adding crosswalk-warning systems.

Many stakeholders also felt that the City has the opportunity to improve pedestrian access. These opportunities included the construction of sidewalks, walking and biking pathways that avoid high-traffic areas and routes that improve the connectivity of neighboring retail spaces.

Many stakeholders also shared their opinions on additional opportunities that they felt would benefit the City. One stakeholder felt the City should create streetscape spaces like that in the Citrus Town Center. Three stakeholders mentioned the opportunity to increase connectivity by building pathways between homes and parks or homes and retail spaces. Another stakeholder mentioned opportunities for the City to upgrade public facilities to meet ADA requirements.

Stakeholder Quotes:
- *We can implement walking programs like other businesses have done. Kaiser emphasizes physical activity more than anything else. They do Walk with a Doc around the perimeter of Capitol Park. We could do that with the mayor or with Dignity Health.*
- *Making the city more walkable would increase the sense of community.*
- *Citrus Town Center has done a good job with internal circulation within their own business area. Families take advantage of the seating areas within that space. If we did that outside business areas, that'd make people want to walk more.*
- *Signals like those near Burich Avenue make it safer for people to cross. It helps make the city safer and community more attractive.*
- *We should continue to partner with Parks to create walkways that pedestrians can use as a cut-through in case they don't want to walk on the street.*

Other Insights

While not part of the official questionnaire, other topics reoccurred in multiple interviews that can benefit the city as they develop the PMP and work to make Citrus Heights a more walkable community:

Transient/Homeless Population

Both perceived and experienced concerns over the transient population negatively affecting walkability in Citrus Heights were noted in almost all interviews. Stakeholders felt that whether or not the transient

community had contact with pedestrians in the City, their presence makes walking feel less safe. Noted areas with high populations of transients include:

- Between Sam's Club and Carrington College on Greenback Lane
- Between businesses near the Antelope Crossing Business Association and Interstate 80
- At parks and public facilities throughout the City (stakeholders noted not all individuals loitering in parks and public facilities are transients, but their presence makes walking in those areas feel less safe)
- In bus shelters or benches near the Sunrise MarketPlace

Integrate Educational Programming

One stakeholder noted opportunities for the city to fold educational and behavior change marketing into the overall plan. Specific ideas include:

- School Outreach: Identify supportive principals or parents at key schools – they will be champions for pedestrian safety and can help implement youth programs, including:
    o Traffic safety poster contest
    o Traffic safety t-shirt contest
    o Pedestrian safety curriculum in physical education classes
    o Website improvements for schools that would include general pedestrian safety information, as well as pick up and drop off procedures
    o Walk to School days
- Behavior Change Marketing: Reach older youth (high school aged) and adults with information to change behaviors both as a pedestrian and as a driver interacting with a pedestrian
- Partnership with Parks: Representatives from Sunrise Recreation and Parks District support facilitating after school programs that promote safe walking. Since many children walk or ride their bikes to the parks facilities after school, a target audience group is already at the facility.
- Community outreach: Stakeholders identified community events where the City can promote educational pedestrian programming
    o Annual skateboarding event at Rusch Park
    o Community health events
- Multi-cultural outreach: partner with non-profit organizations that serve non-English speaking communities to share pedestrian and traffic ordinances

Economic Development to Support Walking

Some stakeholders mentioned economic development improvements that would help create a more walkable community. Those included more walking-destination "fast-casual" style restaurants where individuals could walk, dine and return to their job within a reasonable amount of time. This also included coffee shops along already walkable routes. This would encourage walking in spaces already perceived as safe for walking.

Two stakeholders indicated focusing on high-density office buildings and creating patterns for people to get to and from retail spaces or restaurants and their offices. Specific locations included the 6060 Sunrise Vista and 7070 Sunrise Vista buildings.

Students graduating from technical schools in the area are actively seeking jobs or externships near their home. They have indicated walking to work or to transit is a priority.

APPENDIX I

Stakeholders identified the following locations as needing improvements to enhance the pedestrian experience in the City of Citrus Heights.

Location	Concern
Sunrise Blvd and Greenback Lane	• High-speed traffic inattentive to pedestrians (even if pedestrian signal is activated) • Not enough time for individuals with limited mobility to cross • No sidewalks on some access roads
Sunrise Blvd crossing between Birdcage Shopping Center and Sunrise Mall	• Not enough crossings between Macy's Plaza Drive and Greenback Lane • No bus pull-outs impede vehicular traffic and can make pedestrian experience less safe
Sunrise Blvd	• Areas without sidewalks north of Antelope Road • Vandalized bus shelters along Sunrise • Large homeless population at bus stop on Macy Plaza Drive and Sunrise • Not enough signal time at Macy Plaza Drive and Sunrise for seniors or people with limited mobility to cross
Sunrise Blvd at Birdcage Crossing	• Need signalized intersection
Greenback Lane	• Need crossing on Greenback between Arcadia and Sunrise (frequent jaywalking) • Greenback at San Juan – a lot of close calls with pedestrian vs. vehicle • Poor lighting makes it difficult to see pedestrians at Burich Ave
Sunrise Vista Drive	• Need crossings behind Sunrise Mall to serve office buildings
Auburn Boulevard near Arcade Creek Manor (Van Maren Ln)	• Sidewalks are in poor condition and might not meet ADA requirements
Private right of way behind Carrington College	• Unpaved path between Carrington College and Safeway – dangerous and used by seniors
Antelope Road	• Need second crossing between Saybrook Rd and Mango Tree Way – not safe to cross for people walking to Starbucks • Near Auburn boulevard – poor lighting makes it difficult to see pedestrians
Antelope Road at Tupelo Drive/Zenith	• Inattentive drivers

Drive	• Would like light "watch for pedestrians" signage
	• North side of Antelope feels more limited
	• Transients camp at Caltrans property
	• New lights are brighter, but harder to see pedestrians
	• Tupelo is not well lit
Antelope Road at City's boundary	• Lose sidewalks at boundary
Antelope Road overcrossing of Interstate 80	• Narrow, unprotected sidewalk frequently used by children
Antelope Road near Rusch Park	• Entire section of sidewalk missing between Shell station and skate park
	• Utility poles inhibit ADA access along Antelope near Rusch Park
Antelope Road west of I-80	• Soft barrier between sidewalk and roadway impedes buses at bus stops from lowering lift and allowing individuals with disability from boarding (exact stops coming)
Woodmore Oaks and Red Maple Way	• Protected corners help, but drivers ignore stop sign
Sunrise Boulevard from Sayonara Drive to Woodmore Oaks	• General unsafe feeling
	• No sidewalks
	• Limited legal crossings – frequent jaywalking and have seen children ticketed for illegal crossing
Sunrise Boulevard from Larwin Drive to Woodmore Oaks	• Uneven sidewalks
Highland Avenue	• Inconsistent sidewalks
	• Inattentive drivers
Sayonara Drive	• Access to Arcade Creek Park Preserve is not well marked from the street
Oak Avenue	• Limited sidewalks on Oak between C-Bar-C Park entrance and Olivine Ave and Olivine to new development
Olivine Avenue	• No sidewalks from Oak Ave to Villa Oak Dr. – near park so many families walk that route
Old Auburn Road	• Between Sylvan Road and Sunrise Boulevard – not a lot of space for pedestrians and cyclists to share the road or sidewalks
	• Near Fair Oaks Blvd – students walking along busy, high-speed street with no sidewalks to get to school
Mariposa	• Near Skycrest Elementary School – limited walking space near the school and families that speak limited English and have little to no knowledge of traffic laws

APPENDIX II

The following stakeholders attended the Citrus Heights Collaborative stakeholder group interview:

Name	Organization
Sharon Neilson	City of Citrus Heights
Elizabeth Lopez	San Juan Unified School District
Jenny Churchill	Terra Nova Counseling
Sheril Anderson	Visions for Education
Gladys Standard	City Life Centers
Becky Hertz	Sunrise Recreation and Parks District
Shannon Mlcoch	A Community for Peace
Javon Torres	San Juan Unified School District
Ricardo Reyes	Crossroads Diversified Services
Sheng Lo	ARI Community Services
Chris Shirey	San Juan Unified School District, Attendance Review
Laura Powell	Sylvan Oaks Library
Jack Frost	Community Home Retrofit Project
Jay Showalter	Sunrise Recreation and Parks District