



Community Open House #2 Community Engagement Summary



**Location: Sunrise Tech Center
7322 Sunrise Boulevard, Citrus Heights**

Date: Tuesday, May 21, 2019

Time: 5:00pm – 7:00pm

PROJECT OVERVIEW

The Electric Greenway Trail Project (Project) is a proposed 2.9 mile multi-use trail between Sunrise Boulevard (near Arcade Creek Park Preserve) and Wachtel Way largely following an existing Sacramento Municipal Utility District (SMUD) electric corridor easement. The Project is located in the City of Citrus Heights and unincorporated Orangevale, and connects several neighborhoods to seven parks, several schools and the Sunrise MarketPlace. In addition to a paved multi-use trail, this Project also includes:

- A new signalized crossing of Fair Oaks Boulevard
- Pathway lighting
- Sidewalk, curb and gutter along a segment of Oak Avenue
- Drainage improvements
- Traffic signal modifications
- Landscaping



OPEN HOUSE PURPOSE

The purpose of the second open house was to provide additional feedback about the Project to the public, solicit input from residents about the Project, and introduce the Project to residents that may not have attended the previous open house. Residents had the opportunity to express their questions, concerns, or comments regarding the proposed trail with staff members from the City of Citrus Heights, San Juan Unified School District, Sunrise Recreation and Park District, Orangevale Recreation and Park District, and local law enforcement. Residents could also review and discuss the environmental document for the project.

Staff members noted all verbal questions, concerns, and ideas and attendees were also provided comments card to provide written feedback. The frequently asked questions and answers from the previous workshop were compiled into a document and made available for workshop attendees to view and take. Staff encouraged participation in the virtual community workshop online where residents could leave feedback and pin-point which amenities they would like to see at a specific location on the trail. For those who wanted to take the virtual community workshop at the event, laptops and hard-copies were available. All Project partners will continue to collect feedback from the public via phone calls, emails, or comment cards. Staff will use all the feedback provided by the public to finalized development the Electric Greenway Trail Project.

ATTENDANCE

The event was attended by 47 people. Most of the attendees indicated they lived near the project area. There were also a few attendees that lived around Crosswoods on the west side of the city.

OPEN HOUSE FORMAT

The event was conducted as an open house format. Upon entering, attendees were asked to sign in with their name, physical address, phone number and/or email address, and how they heard about the event. However, providing this information was voluntary and not a requirement to participate in the open house. Attendees also had the option to place a sticker dot on a large map identifying which part of the community they lived. Attendees were encouraged to take a comment card to submit a written statement of any questions, concerns, or comments regarding the proposed trail.



The open house was organized into stations hosted by representatives of various entities to present or explain particular aspects of the Electric Greenway Trail Project. Each station was labeled with a fictional street name. Several stations had exhibits and display boards with maps, renderings, and trail amenity options. Staff encouraged attendees to write their comments on post-it notes to place them on the exhibits and display boards where their comments related to a particular location. All post-it note comments are attached in Appendix A. All presentation materials are attached in Appendix B.



Electric Greenway Trail:

- **Purpose:** Present the Project to the public and answer questions regarding the trail alignment, property easements, right-of-way, etc.

- **Hosted:** Citrus Heights city staff, GHD (project prime consultant), Alta Planning & Design (project sub consultant), and the San Juan Unified School District Safe Routes to School Coordinator.
- **Handouts:** Fact sheets summarizing the Project including an introduction, connectivity of the parks and schools in Citrus Heights, accessibility, funding, overall goals, and web links to additional information. Project overview sheet showing the entire trail through Citrus Heights and the park locations. The frequently asked questions from first open house workshop was also available. Fact sheets, Project overview, and frequently asked questions are attached in Appendix C.
- **Displays:** Proposed trail alignments showing the Project through Citrus Heights. (Copies of the display boards are attached as part of Appendix B).

Environment Avenue:

- **Purpose:** Answer questions relating to the environmental impacts of the trail and the environmental precautions taken by the city. Attendees were able to submit comments or questions regarding environmental via specified purple comment cards.
- **Hosted:** Bargas Environmental Consulting (project sub consultant).
- **Handouts:** The Environmental Document (CEQA Initial Study/Proposed Mitigated Negative Declaration). SMUD document regarding the understanding of electric and magnetic fields (EMF). Environmental document and EMF document are attached in Appendix E.



Safety Street:

- **Purpose:** Answer questions regarding public safety and enforcement on the trail.
- **Hosted:** Officers and deputies from the Citrus Heights Police Department and the Sacramento County Sheriff's Department.
- **Displays:** Paper copy of the public safety exhibits including crime prevention, pedestrian lighting, and fencing along the Project.

Park Place:

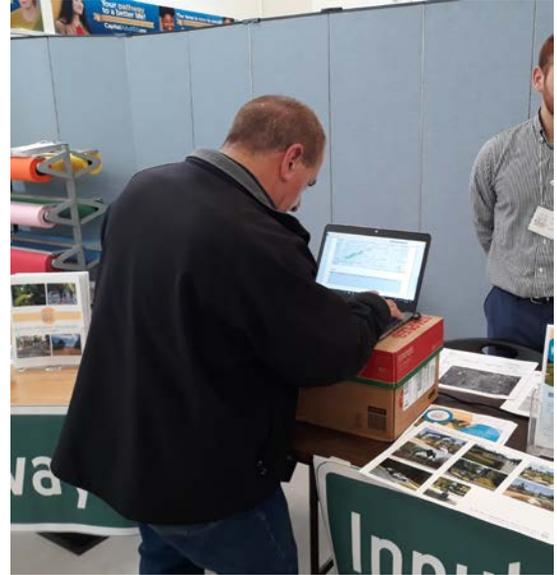
- **Purpose:** Answer questions regarding Orangevale Parks (Sundance Natural Area and the Streng Avenue Open Space) and Sunrise Parks (Tempo Community Park, Northwoods Park, C-Bar-C Park, Olivine Drive Open Space and Woodside Oaks Park).
- **Hosted:** District Administrators and supporting staff from the Orangevale Recreation and Parks District and Sunrise Recreation and Parks District.



- **Displays:** Proposed park facilities including trail alignment for the Sundance Natural Area, Stren Avenue Open Space, Tempo Community Park, Northwoods Park, C-Bar-C Park, Olivine Drive Open Space Site and Woodside Oaks Park.

Input Avenue:

- **Purpose:** Allow attendees to provide feedback via the online virtual community workshop. The virtual community workshop included an interactive map where participants could choose an amenity (such as different types of lighting, signs, benches, drinking fountains, etc.) and pin it where they would like to see it on the trail. Additionally, participants could provide feedback on various types of fencing, retaining walls, and bridges. The Virtual community workshop was open May 21, 2019 through June 4, 2019. Laptops were provided at the Open House as well as a paper-copy.
- **Hosted:** GHD (project prime consultant)



Refreshment Road:

- **Purpose:** Provide cookies, water, and napkins to attendees.

Kids Coloring Station:

- **Purpose:** Provide an area for children to sit down and color using crayons.

PUBLICITY & NOTICING

Postcard

2,635 invitation postcards to were mailed all residents and property owners living within 1000 feet of the proposed trail alignment or 1000 feet from the border of one of the seven parks through which the proposed trail will travel, whichever was greater.

Postcards in English, Spanish, and Russian were also placed in the Citrus Heights City Hall lobby, Citrus Heights Police Department lobby, Citrus Heights Community Center lobby, Sunrise Recreation and Parks District office lobby, Orangevale Recreation and Park District office lobby, Sunrise Tech Center office, and Woodside K-8 office.



Copies of the postcards are attached as Appendix D.



Website

A project specific webpage was developed and hosted on the City's website. Included on the website was project information, an informational video, contact information, etc. The image of the project specific webpage is attached in Appendix D.

Newsflash

The city maintains an email subscription list of all members of the public who have requested to receive news updates. These news updates, called Newsflash, are released periodically with various city related news.

A Newsflash was published on May 17, 2019 at 5:14 PM inviting the public to the second community open house.

A Newsflash was published on May 24, 2019 at 12:05 PM promoting the Electric Greenway Trail Project virtual community workshop.

Citrus Heights Newsflash had 4,257 subscribers as of January 2, 2019.

E-Newsletter

The city publishes a monthly e-newsletter to any member of the public that has requested to receive it.

On May 1, 2019, the Citrus Heights Monthly E-Newsletter, Volume 12 was published containing a link to the event details page regarding the Electric Greenway Trail Project Community Open House 2. The e-newsletter and calendar event details are attached in Appendix D.

The Citrus Heights e-Newsletter had over 1,450 subscribers as of May 2019.

Facebook

This city posted information regarding the project and Open House on Facebook on several occasions. A summary of the posts is as follows:

- May 7, 2019 inviting the public to the second community open house. This post reached 623 Facebook users and had 39 engagements.
- May 14, 2019 inviting the public to the second community open house. This post reached 1,493 Facebook users and had 57 engagements.
- May 20, 2019 at 8:00 AM and 12:00 PM inviting the public to the second community open house. These posts reached a total of 859 Facebook users and had 31 engagements.
- May 21, 2019 at 9:02 AM reminding the public the open house will commence that day. This post reached 408 Facebook users and had 53 engagements.
- May 21, 2019 at 5:13 PM inviting the public to the open house that was currently in session. This post reached 1,150 Facebook users and had 14 engagements.
- Posted on May 22, 2019 at 1:54 PM thanking those who came to the community open house and providing a link to the virtual community workshop, open through June 4, 2019. This post reached 3,045 Facebook users and had 94 engagements.



- Posted on May 31, 2019 at 9:02 AM promoting the Electric Greenway virtual community workshop, open through June 4, 2019. This post reached 352 Facebook users and had 19 engagements.

Twitter

The city tweeted information regarding the project and Open House on Twitter on several occasions. A summary of the posts is as follows:

- May 7, 2019 with details about the open house including an image of the postcard.
- May 14, 2019 with a reminder about the open house including an image of the postcard.
- May 20, 2019 with a reminder about the open house including a project promotional image.
- May 22, 2019 with a link to the virtual community workshop and an image of virtual community workshop flier.
- May 28, 2019 with a link to the virtual community workshop including an image of the virtual community workshop flier.
- May 31, 2019 promoting the virtual community workshop including an image of the virtual community workshop flier.
- June 4, 2019 promoting the virtual community workshop including an image of the virtual community workshop flier.

The Citrus Heights Twitter account had 977 followers as of June 11, 2019.

Message Board Communication

Information regarding the Open House was advertised on the marquee message boards at the following locations:

- Sunrise Tech Center marquee message board: “Come learn about the Electric Greenway Trail Project on 5/21. Learn more at www.citrusheights.net”. Displayed May 13,2019 through May 21, 2019.

Electronic Invitations

Electronic invitations were emailed on May 1, 2019 to organizations identified as stakeholders for the Electric Greenway Trail Project. A list of identified stakeholders are attached in Appendix D. In addition, the invitation was emailed to the attendees of the previous open house and other interested residents (approximately 65 invitations).

Press Release

The city issued a press release on May 14, 2019 regarding the open house. A list of recipients is attached in Appendix D.

The event was also added to The Citrus Heights Sentinel (the local online newspaper) event website. A copy is attached in Appendix D.