



AGENDA

August 20, 2019

TRANSPORTATION COMMISSION MEETING
6:00 PM
Council Chambers
311 Vernon Street
Roseville, California

THE CITY OF ROSEVILLE WELCOMES YOUR PARTICIPATION

If an agenda item is open to public comment, such public comment shall be addressed to the chair of the meeting.

Public Comment - Speakers have three minutes under Public Comment to speak on issues that are not listed on the agenda and are within the City's jurisdiction. The Brown Act does not permit any action or discussion on items not listed on the agenda.

Consent Calendar - If applicable, the Consent Calendar consists of routine items that may be approved by one motion. Any person can remove an item from the Consent Calendar to be discussed separately.

Agenda Items - Speakers have five minutes to address items that are listed on the agenda.

Americans with Disabilities Act - Notify the City Clerk or Secretary at least 72 hours in advance if special assistance is required to participate in a meeting including the need of auxiliary aids or services.

Audio/Visual Presentations - If making a presentation regarding an agenda item, audio/visual materials must be submitted to the City Clerk or Secretary at least 72 hours in advance.

Roseville City Clerk 311 Vernon Street, Roseville, CA 916-774-5200 TDD 916-774-5220

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **PLEDGE OF ALLEGIANCE**
4. **PUBLIC COMMENTS**
5. **CONSENT CALENDAR**
 - 5.1. Approval of July 16, 2019 Minutes
6. **REQUESTS/PRESENTATIONS**

6.1. Removal of Crosswalk on Folsom Road at Ben Ezra Avenue

The Transportation Commission will consider a request to install signage and striping improvements but to not re-install the marked crosswalk at the Folsom Road and Ben Ezra Avenue intersection. This crosswalk was installed many years ago to provide access between Roseville Square and the adjacent neighborhood. Since the original installation, ADA regulations have changed making the crosswalk no longer ADA compliant. If this request is approved, the changes would be implemented with the summer 2020 Arterial Resurfacing Project.

6.2. Game Day Express 2018/19 Report

This report provides an end of season summary of the Game Day Express bus service between the City of Roseville and the Sacramento Kings home basketball games at the Golden 1 Center in Sacramento and includes survey results provided by passengers of the service.

7. BOARD MEMBER / COMMISSIONER / STAFF REPORT

8. ADJOURNMENT



TRANSPORTATION COMMISSION COMMUNICATION

Title: Removal of Crosswalk on Folsom Road at Ben Ezra Avenue
Contact: Daniel Lierly, Delierly@roseville.ca.us, (916) 746-1300

Meeting Date: 8/20/2019

Item #: 6.1.

RECOMMENDATION

Staff recommends that the marked crosswalk across Folsom Road at Ben Ezra Ave. be removed, and the signage and striping improvements generally shown in Exhibit B be added.

BACKGROUND

Per Federal Highway Administration (FHWA) standards for road resurfacing projects, the City must ensure that all curb ramps adjacent to an overlay meet current ADA standards. During design of the upcoming (summer 2020) Arterial Resurfacing Project, staff identified the issue of accessibility at the crosswalk across Folsom Road at Ben Ezra Avenue.

Staff investigated several options to bring the crosswalk into compliance. For example, Exhibit A shows an option for an ADA-compliant crosswalk using curb extensions, ramps, and striping. However, this option raises the following concerns:

- While this improvement would provide an ADA compliant path of travel to the Roseville Square parking lot, there is no complimentary sidewalk on the Roseville Square side of Folsom Road. There is also not an on-site walkway leading from Folsom Road into the Roseville Square businesses. As a result, the addition of this feature would not improve mobility or access to Roseville Square businesses, or other uses, without additional improvements along Folsom Road and on Roseville Square property.
- The potential curb ramps would eliminate some Roseville Square parking and introduce pedestrian traffic to loading dock areas which could complicate Roseville Square operations and result in safety concerns.
- This option would require new striping and possible grading and paving improvements on the private Roseville Square property.
- Roseville Square would be obligated to install these on-site ADA pathway improvements. Since financial regulations restrict public funding of improvements on private development, this would result in a financial burden for the property owner.

Due to the concerns identified above, staff evaluated the option of removing the Crosswalk as a

part of the upcoming Arterial Resurfacing Project. Staff considered the following as part of this evaluation:

- Pedestrians/persons with mobility impairments have access to existing controlled intersections across Folsom Road at Douglas Boulevard (530 feet south of Ben Ezra) or Estates Drive (650 feet north of Ben Ezra).
- Per the California Vehicle Code, pedestrians may still legally cross at this unmarked crossing.

Staff received a request from a nearby resident to not remove the crosswalk. Staff conducted a pedestrian traffic study to determine the amount of use at the existing crosswalk. A camera was installed in November of 2018 and roughly three weeks of video data was collected. During this time the average number of daily crossings was 29.5. The busiest day was Sunday with an average of 37.5 crossings. The peak hour crossing time was 2 pm to 3 pm daily, with an average of 3.8 crossings during that hour. A fair amount of these crossings were cyclists or pedestrians that did not use the crosswalk, but chose to cross Folsom Road just south of the crosswalk. Follow up counts were performed in June of 2019, which confirmed the previous results.

FHWA Guidance suggests this location would not be considered a priority candidate for a crosswalk. A priority candidate has a minimum of 20 crossings during the peak hour, compared to the 3.8 crossings observed here. After further analyzing the options for compliance and crosswalk usage, Staff determined removal of the crosswalk to be the most feasible option.

Staff met with the Folsom Road Neighborhood Association on July 24th to discuss the crossing. Based on the meeting with the residents, signage and striping improvements shown on Exhibit B, and described below, are now proposed for the intersection as a part of the resurfacing project :

- The existing crossing signage (Signs W11-2 and W16-7) will be updated to the latest high visibility signs, indicating that the unmarked crosswalk still exists per the California Vehicle Code.
- New edge lines will be installed with the upcoming resurfacing project to help slow vehicular traffic.
- "PED XING AHEAD" pavement markings will be installed with the upcoming resurfacing project to Folsom Road.
- The Northwest and Southwest corners of Folsom Road and Ben Ezra Avenue will be updated with ADA compliant curb ramps.

California Vehicle Code (CVC) section 21950.5 states that an existing crosswalk cannot be removed unless notice and opportunity to be heard is provided to the public. A sign regarding the removal of this crosswalk was installed at the crosswalk location on June 19th, 2019. The sign notified that any comments or concerns could be brought to the City's attention at this Transportation Commission meeting.

Respectfully Submitted,

Daniel Lierly, Assistant Engineer

Jason Shykowski, Public Works Director

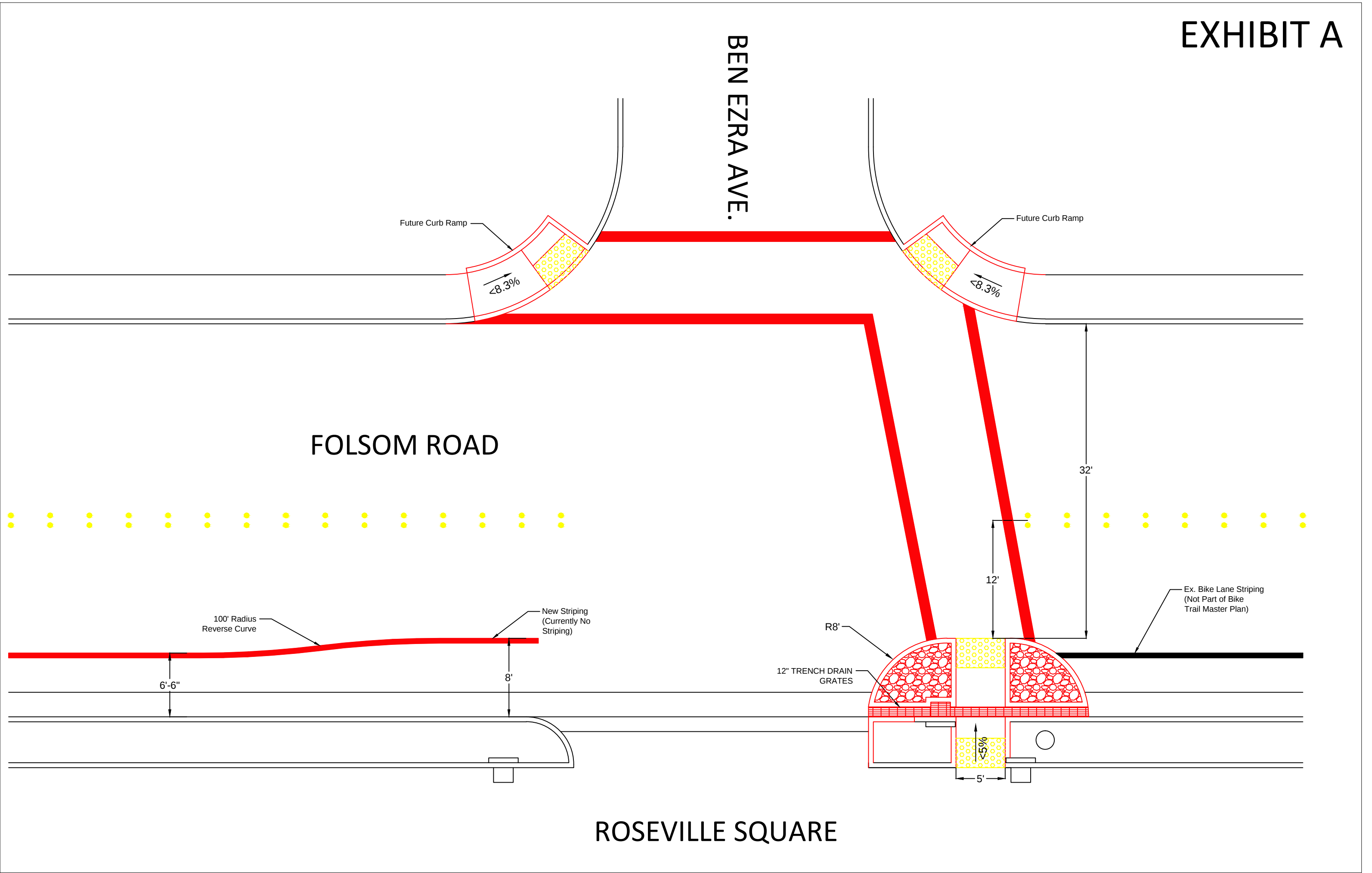
ATTACHMENTS:

Description

Exhibit A

Exhibit B - Proposed Improvements

EXHIBIT A





W16-9p

ADD W16-9p TO EXISTING PED WARNING SIGN.
INSTALL YELLOW REFLECTIVE TAPE TO UNISTRUT.

INSTALL YELLOW REFLECTIVE TAPE TO BOTH SIDES OF UNISTRUT.

BEN EZRA

INSTALL DETAIL 23, SOLID YELLOW CENTERLINE, BETWEEN EDGE LINES

ESTATES DR

W11-2



W16-7



INSTALL DETAIL 27B, WHITE EDGE LINE, 8' FROM FRONT OF CURB.

FOLSOM RD

INSTALL W11-2 AND W16-7 TO POLE TO CREATE DOUBLE SIDED SIGN. INSTALL YELLOW REFLECTIVE TAPE TO BOTH SIDES OF POLE.

ADD W16-9p TO EXISTING PED WARNING SIGN. INSTALL YELLOW REFLECTIVE TAPE TO UNISTRUT.

FROM

TO

RELOCATE R2-1.



TRANSPORTATION COMMISSION COMMUNICATION

Title: Game Day Express 2018/19 Report
Contact: Eileen Bruggeman, ebruggeman@Roseville.ca.us, 916-774-5449

Meeting Date: 8/20/2019
Item #: 6.2.

RECOMMENDATION

Staff requests that the Transportation Commission review and accept the staff report on the performance of the 2018/19 Game Day Express bus service.

BACKGROUND

The Game Day Express (GDE) bus service between the City of Roseville and the Kings home basketball games at the Golden 1 Center in Sacramento recently completed its third year of service. The GDE is an off-shoot of the City's commuter bus service, and as a result, one-way fares are identical to Roseville commuter fares: \$3.25 for residents and \$4.50 for non-residents. Same day (cash) ticket sales are also available on the bus.

The pick-up location in Roseville is at the Civic Center transfer point on Vernon Street. Per an agreement with the City of Sacramento, passenger drop off/pick up in Sacramento is at the Amtrak Sacramento Valley station, which is located less than four blocks from the Golden 1 Center.

Discussion

Highlights of the GDE season 3 include:

- A total of 1,724 trips were provided to forty-three (43) home games (includes 2 pre-season games) resulting in an average of 19 passengers per trip;
- The fare revenue generated was \$6,714;
- The total cost to run the service was \$16,257 inclusive of driver time, fuel, parking in Sacramento, and marketing costs; and
- A farebox recovery ratio (FRR) of 41% was achieved for the 2018/19 season.

A comparison of the 1st, 2nd and 3rd seasons are listed below.

	2016/17	2017/18	2018/19
Total Ridership	2,818	1,798	1,724

Total Expense	\$19,629	\$10,565	\$16,257
Total Revenue	\$10,369	\$ 6,686	\$ 6,714
FRR	53%	63%	41%

Ridership was higher the first year with the opening of the new Golden One Center. Since then, ridership has leveled off at just over 1,700 trips per year with ridership in 2018/19 similar to the prior year. We have adjusted operations by planning for only one bus per game, reducing the operational costs associated with drivers and fuel.

The FRR for the GDE is 41% for the 2018/19 season. This is less than the prior year primarily because we adjusted how we calculated costs in 2018/19. In particular, in the 2017/18 season, some program costs associated with advertising and staff time were not accurately captured.

The Roseville Short Range Transit Plan identifies FRR performance standards of 15% overall for Roseville Transit and 75% for Roseville Transit commuter services. At 41% FFR, the GDE contributes to a higher overall FRR for Roseville Transit, but since GDE is categorized as a commuter service, the GDE lowers the FRR for the commuter service.

2019 Post-Season Survey

Following the end of the season, GDE users were asked to complete a survey regarding various aspects of the service. Seventy-six (76) passengers participated. The survey results are attached and remain similar to prior years:

- The typical passenger used the service between 1-5 times, and used the service for convenience, to avoid parking and traffic in Sacramento, and price.
- The typical passenger rated the overall experience excellent and would use GDE again.
- 70% were Roseville residents.

Survey respondents had several suggestions and comments:

- A couple respondents requested a drop off location closer to the Golden 1 Center. The current location was determined to be the best available given game day street closures and traffic circulation. At this time, we are not aware of any change in conditions that warrant a modified drop-off location.
- Some commentators continue to suggest that the service should be offered to other Sacramento venues or other events such as concerts at the Golden 1 Center. As noted in prior reports, adding these additional services would likely incur additional City staff costs, require additional drivers and buses, and as a result is not feasible at this time.

Next Steps

Given the healthy average of 19 passengers per trip, the FRR of 41%, and the overall community and passenger support of the service, staff recommends that Roseville Transit continue providing the Game Day Express bus service to Sacramento Kings home games.

In FY2018/19 service was provided to two pre-season games with the very low attendance of one passenger transported in a van to the first game and five passengers attending the second pre-season game. Staff recommends against offering the service for pre-season games in the future. No additional modifications to operations are recommended at this time.

No Transportation Commission action is needed because continuation of the service is consistent

with the authorization provided by the City Council in September of 2016.

Respectfully Submitted,

Mike Dour, Alternative Transportation Manager

Jason Shykowski, Public Works Director

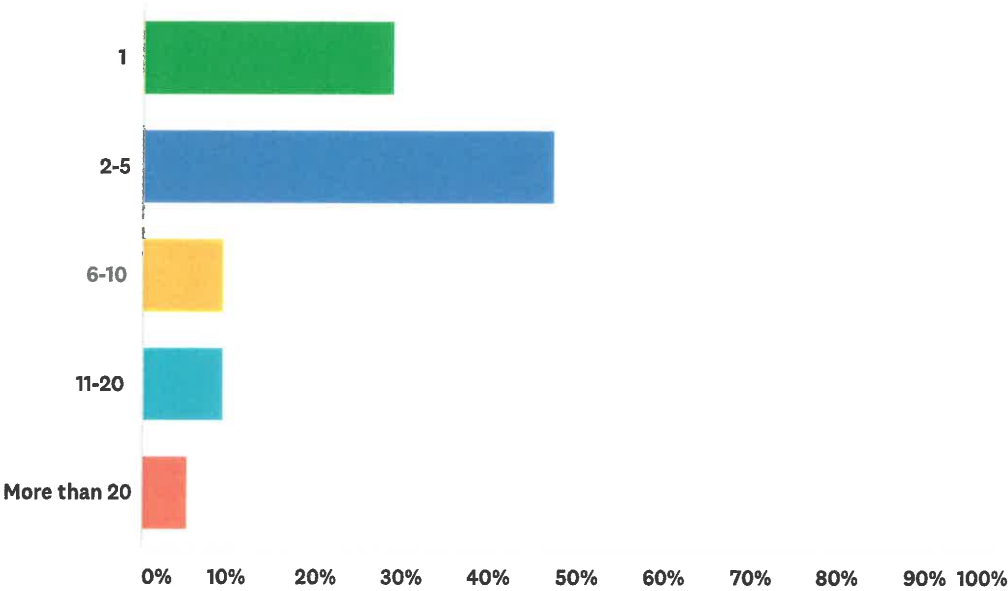
ATTACHMENTS:

Description

Attachment 1 - Game Day Express Survey Results

Q1 How many Sacramento Kings games did you attend during the 2018-2019 season?

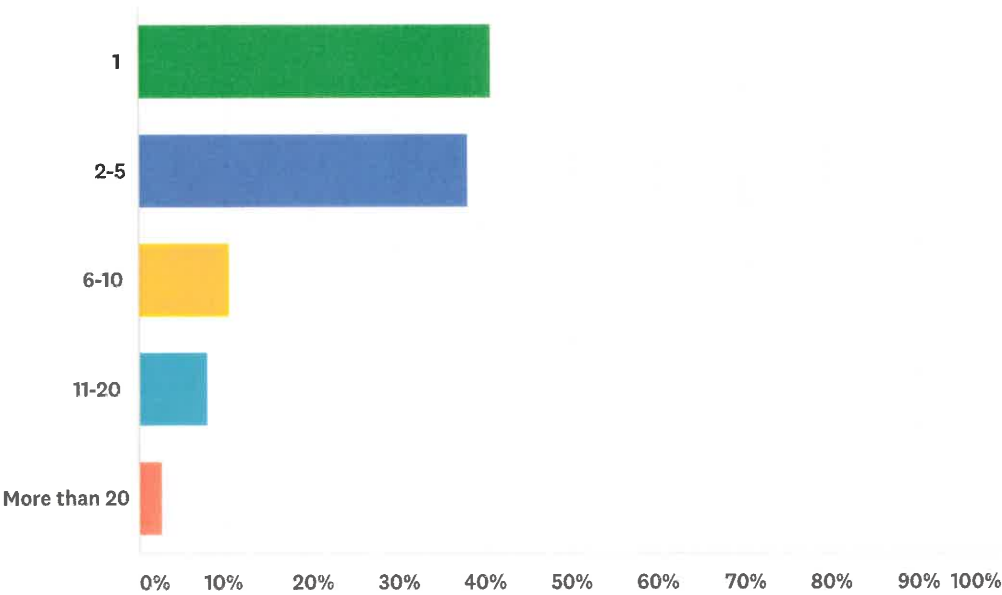
Answered: 76 Skipped: 0



ANSWER CHOICES	RESPONSES	
1	28.95%	22
2-5	47.37%	36
6-10	9.21%	7
11-20	9.21%	7
More than 20	5.26%	4
TOTAL		76

Q2 How many times did you use the Game Day Express bus service to go to those games?

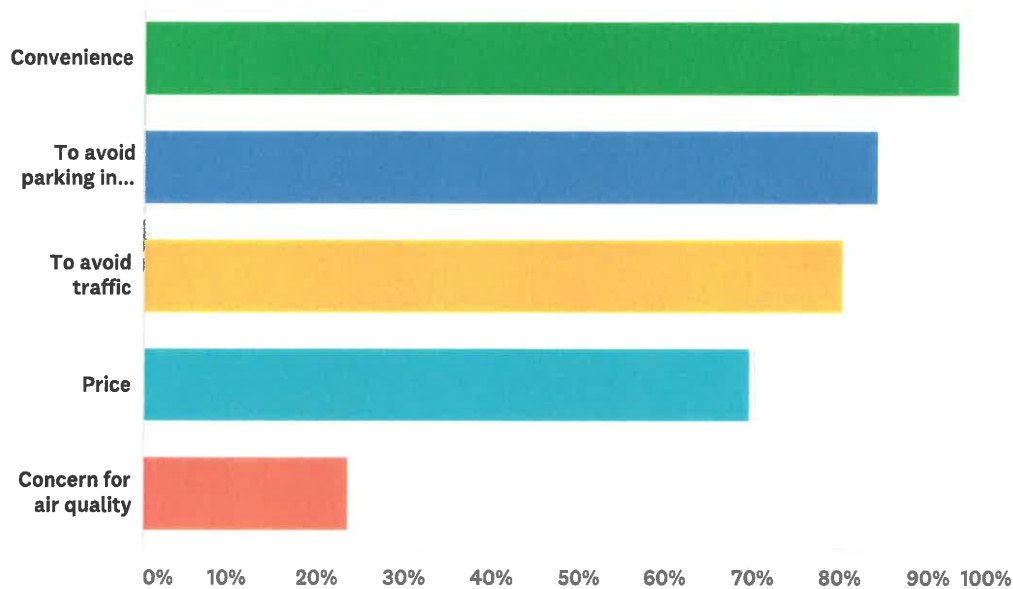
Answered: 76 Skipped: 0



ANSWER CHOICES	RESPONSES	
1	40.79%	31
2-5	38.16%	29
6-10	10.53%	8
11-20	7.89%	6
More than 20	2.63%	2
TOTAL		76

Q3 Why did you take the Game Day Express? Please check all that apply.

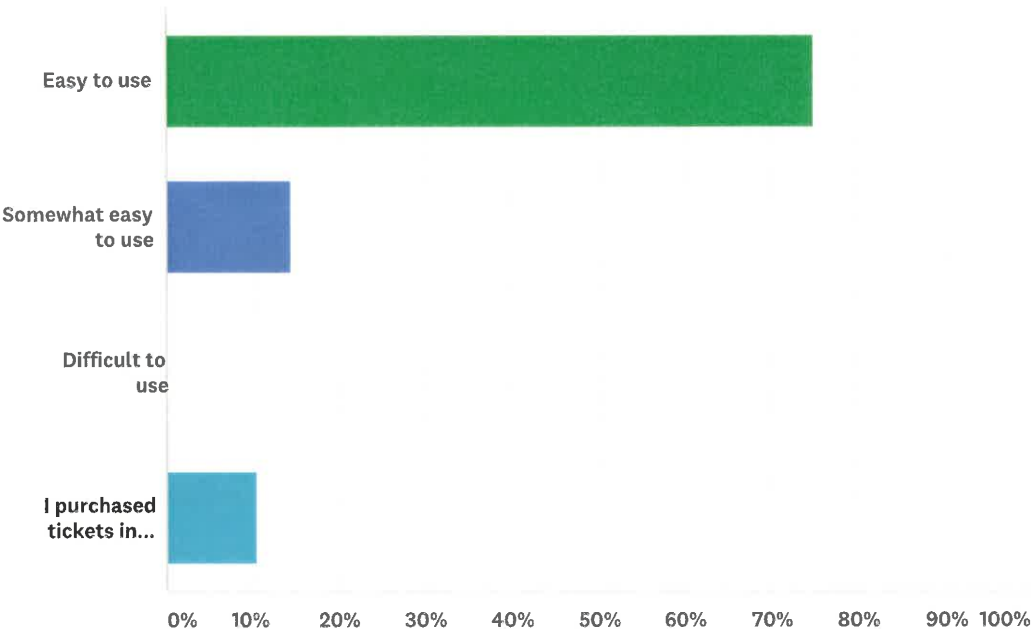
Answered: 76 Skipped: 0



ANSWER CHOICES	RESPONSES	
Convenience	93.42%	71
To avoid parking in downtown Sacramento	84.21%	64
To avoid traffic	80.26%	61
Price	69.74%	53
Concern for air quality	23.68%	18
Total Respondents: 76		

Q4 Tell us about your online ticket purchasing experience. Was the ticket system:

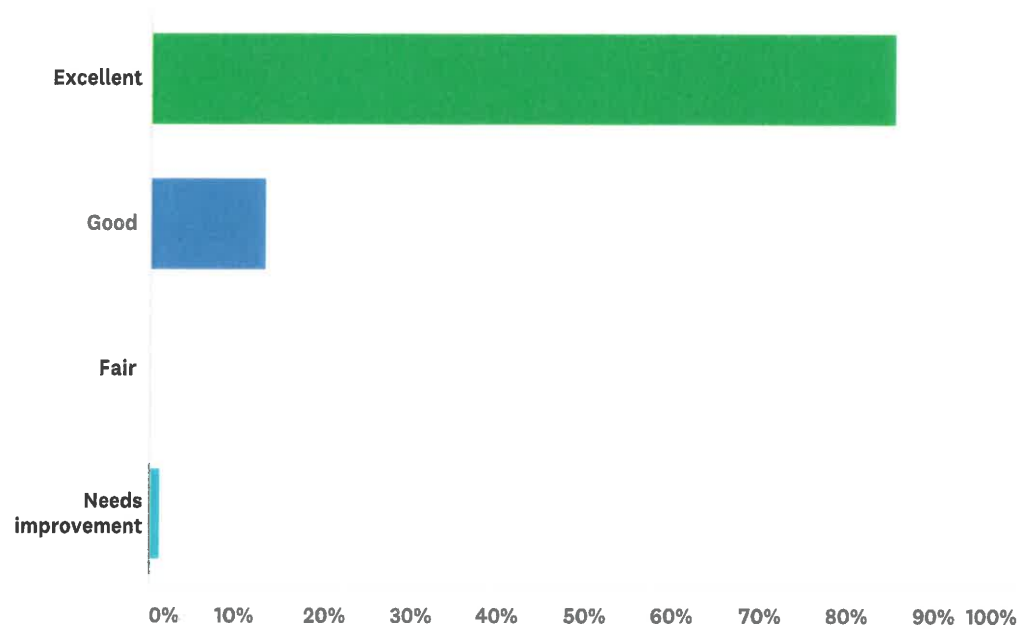
Answered: 76 Skipped: 0



ANSWER CHOICES	RESPONSES	
Easy to use	75.00%	57
Somewhat easy to use	14.47%	11
Difficult to use	0.00%	0
I purchased tickets in person	10.53%	8
TOTAL		76

Q5 How would you rate your overall Game Day Express experience?

Answered: 76 Skipped: 0



ANSWER CHOICES

RESPONSES

Excellent	85.53%	65
Good	13.16%	10
Fair	0.00%	0
Needs improvement	1.32%	1
TOTAL		76

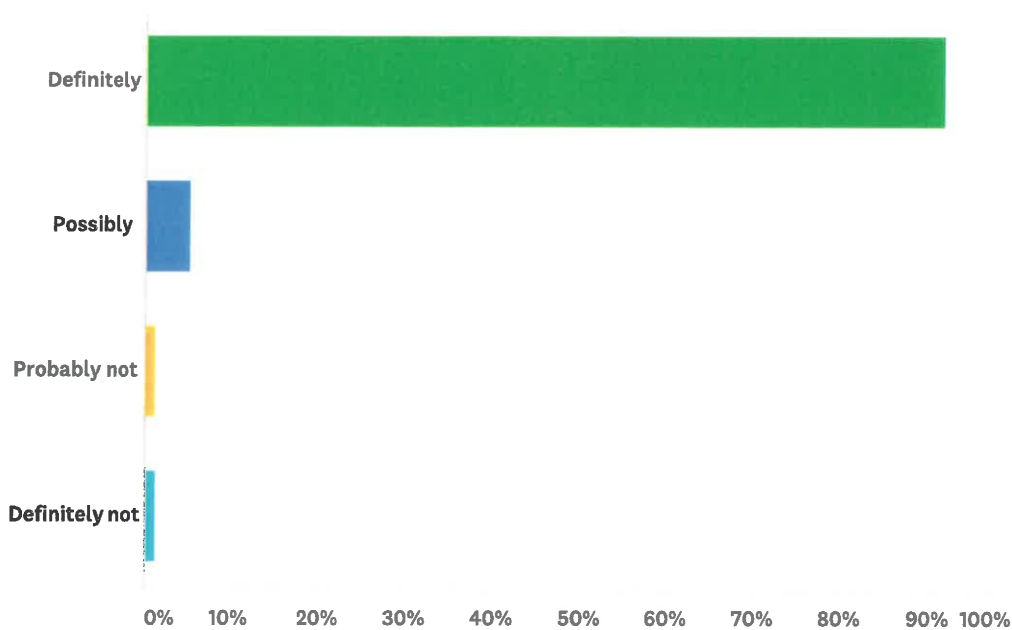
Q6 If the service needs improvement, please tell us how we can improve.

Answered: 24 Skipped: 52

#	RESPONSES	DATE
1	After the game we waited too long to leave and we had all the people on board	5/21/2019 11:36 AM
2	I don't have anything to suggest. My experiences with the Game Day Express have gone well each time I've used it.	5/11/2019 11:48 AM
3	Make sure the driver stays with the vehicle and is available to leave 30 minutes after the game ends.	5/10/2019 11:11 AM
4	N/A	5/10/2019 7:59 AM
5	Would be nice to drop off close to the arena. The game that I attended was on a rainy day.	5/9/2019 4:16 PM
6	We were among the riders that got 'stranded' on the return trip from the game. While it wasn't a big deal, it would be good if we had a way to communicate with dispatch, just so we knew when the bus could be expected.	5/9/2019 4:11 PM
7	On the return trip we went all the way to Eureka to get back to the start. A few miles out of the way. Just wondering why.	5/9/2019 3:52 PM
8	It was cold and rainy the day I went, but I don't think you can do anything about that unless you have omnipotent powers!!!	5/9/2019 3:46 PM
9	Service to River Cats games would be nice...	5/9/2019 1:50 PM
10	I think it should expand to pre season, playoffs, NCAA and some other events at the G1 center.	5/9/2019 12:08 PM
11	Leave promptly 30 mins after the game.	5/9/2019 11:42 AM
12	Only two glitches happened this season. One was a result of the Stephon Clark protests that shut down Golden1. As we couldn't get in, we went back to catch the bus at Amtrak station but there was communication mixup, had to Uber back to Roseville. I believe my wife suggested at the time to post real-time updates on your webpage. The other time was a late-season game that ended early. There was a different drive for the return trip, and we had to wait at the Amtrak intermodal station for like 45 minutes. All in all, I think you provide an outstanding service and we are most pleased.	5/9/2019 11:31 AM
13	I take a group of 20+ kiwanians to 1 game a year and the convenience and service is very good.	5/9/2019 11:30 AM
14	Too much time after the game ends. You really only need 15-20 minutes at most to return to the bus.	5/9/2019 10:45 AM
15	I feel that the bus needs to leave 15 minutes earlier to give us more time to get settled in the arena.	5/9/2019 9:48 AM
16	No improvement	5/9/2019 9:40 AM
17	Would like the service for concerts also	5/9/2019 9:31 AM
18	It is perfect as is.	5/9/2019 9:21 AM
19	I would like to see it for other events like concerts	5/9/2019 9:09 AM
20	I think more people would use this if they knew about it	5/9/2019 8:53 AM
21	Could drop us off and pick us up right at Golden One.	5/9/2019 8:52 AM
22	Can't think of anything. It's an outstanding service from the city.	5/9/2019 8:52 AM
23	Had I known about the Game Day Express beforehand, I would have used that method of transportation 100% of the time. The convenience can't be matched.	5/9/2019 8:50 AM
24	Consumer needs to be reimbursed for a ticket they cannot use if they cancel it in a good enough time or change it to a different day it was wrong that they kept my money when I had to cancel I had no choice in the matter to cancel and they would not let me reschedule and use a ticket for Another day. Thats not right !!!	5/9/2019 8:40 AM

Q7 If you plan to attend Kings games next year, would you use Game Day Express?

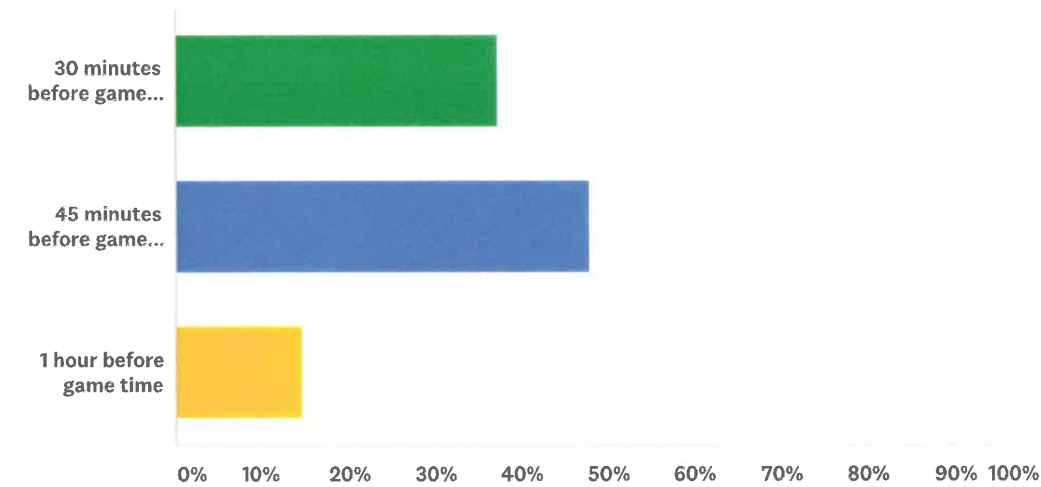
Answered: 76 Skipped: 0



ANSWER CHOICES	RESPONSES	
Definitely	92.11%	70
Possibly	5.26%	4
Probably not	1.32%	1
Definitely not	1.32%	1
TOTAL		76

Q8 How early would you like to arrive in Sacramento on game day?

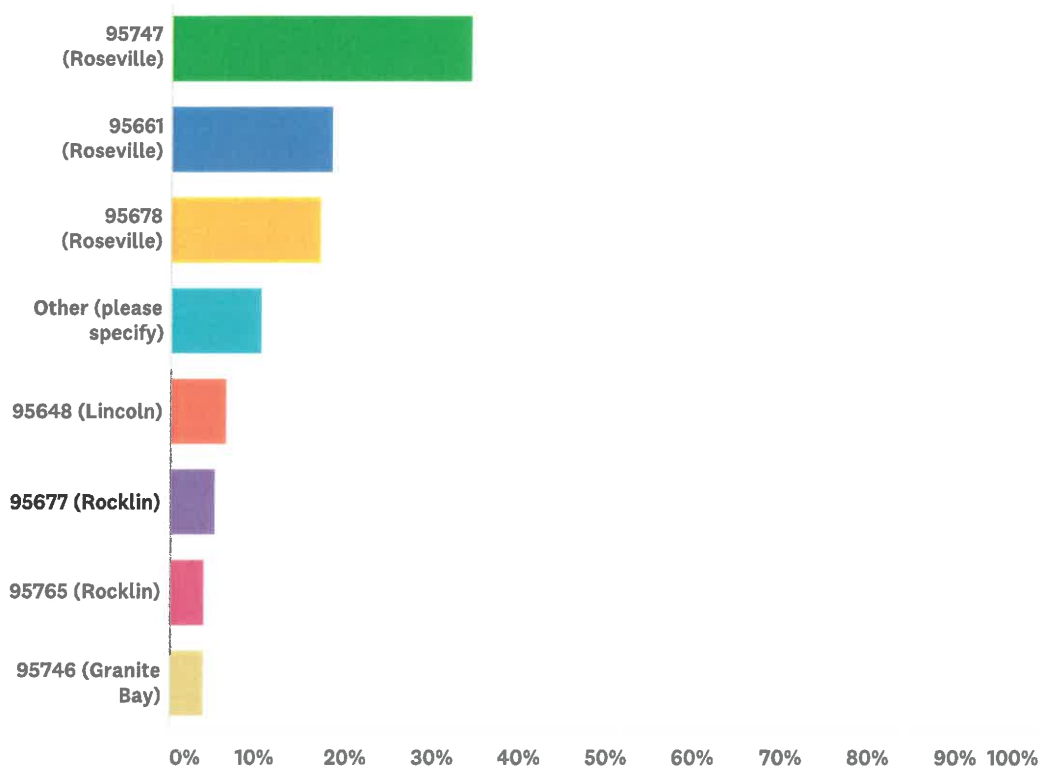
Answered: 75 Skipped: 1



ANSWER CHOICES	RESPONSES	
30 minutes before game time	37.33%	28
45 minutes before game time	48.00%	36
1 hour before game time	14.67%	11
TOTAL		75

Q9 What is your zip code?

Answered: 76 Skipped: 0



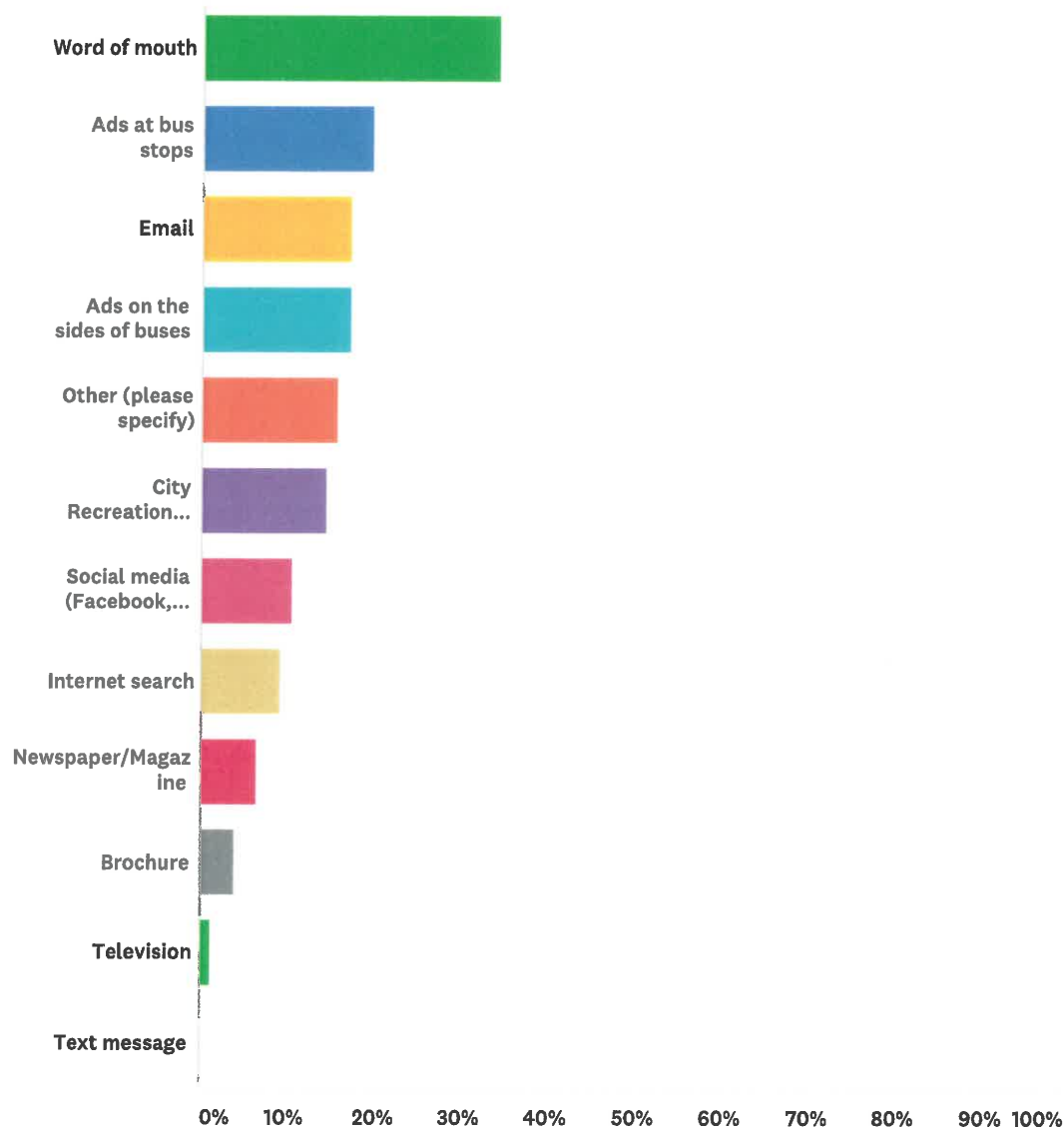
ANSWER CHOICES	RESPONSES	
95747 (Roseville)	34.21%	26
95661 (Roseville)	18.42%	14
95678 (Roseville)	17.11%	13
Other (please specify)	10.53%	8
95648 (Lincoln)	6.58%	5
95677 (Rocklin)	5.26%	4
95765 (Rocklin)	3.95%	3
95746 (Granite Bay)	3.95%	3
TOTAL		76

#	OTHER (PLEASE SPECIFY)	DATE
1	95610	5/21/2019 11:36 AM
2	95610	5/20/2019 7:50 PM
3	95650	5/9/2019 3:52 PM
4	95610	5/9/2019 12:45 PM
5	95658	5/9/2019 11:42 AM
6	95650	5/9/2019 10:49 AM

7	95650	5/9/2019 9:16 AM
8	95842	5/9/2019 8:44 AM

Q10 How did you first learn about the Game Day Express? Please select all that apply.

Answered: 76 Skipped: 0



ANSWER CHOICES	RESPONSES	
Word of mouth	34.21%	26
Ads at bus stops	19.74%	15
Email	17.11%	13
Ads on the sides of buses	17.11%	13
Other (please specify)	15.79%	12
City Recreation Guide	14.47%	11
Social media (Facebook, Twitter, Instagram, Nextdoor, YouTube, etc.)	10.53%	8

Game Day Express End-of-Season Survey 2019

SurveyMonkey

Internet search	9.21%	7
Newspaper/Magazine	6.58%	5
Brochure	3.95%	3
Television	1.32%	1
Text message	0.00%	0
Total Respondents: 76		

#	OTHER (PLEASE SPECIFY)	DATE
1	Friend who works for the city	5/20/2019 1:16 PM
2	radio ad	5/9/2019 12:45 PM
3	my wife works at the city	5/9/2019 12:35 PM
4	Sac Bee	5/9/2019 12:24 PM
5	e-blast through the chamber	5/9/2019 12:15 PM
6	Heard about it from a friend. 0	5/9/2019 11:42 AM
7	City website	5/9/2019 10:22 AM
8	Don't remember	5/9/2019 9:46 AM
9	Ads in commuter bus	5/9/2019 9:07 AM
10	I don't recall	5/9/2019 8:58 AM
11	Arena tour before grand opening	5/9/2019 8:52 AM
12	I am a member of the Roseville Area Chamber Of Commerce	5/9/2019 8:44 AM

Q11 We are interested in your opinion. Please share any other comments you have about the Game Day Express.

Answered: 36 Skipped: 40

#	RESPONSES	DATE
1	I liked the bus' parking was close and I didn't have to drive in the rain. I do think the drivers waited too long for some people after the game.	5/21/2019 5:04 PM
2	I really love game day express, will probably never drive to another kings game, it's so convenient and the price is great! Takes all of the anxiety out of game days for me	5/20/2019 4:00 PM
3	Advertise more! More people would probably ride it if they knew it was available. And even with a price increase I would still ride the Game Day bus	5/20/2019 1:16 PM
4	It would be great if this service was extended to other events at Golden 1 Center and not just Kings games.	5/20/2019 12:51 PM
5	We love the service. We would think twice about going to games if this service was not available. Please continue the service	5/12/2019 6:12 PM
6	I really appreciate this service. In my case, I can't drive, so having the Game Day Express has helped me with attending an extra Kings game every year.	5/11/2019 11:48 AM
7	We fully enjoyed using the game day bus. The drivers were excellent, courteous and professional. We will use the bus ride again.	5/10/2019 10:05 PM
8	We appreciate the convenience of the game day bus.	5/10/2019 11:11 AM
9	I LOVE IT !!!	5/10/2019 9:38 AM
10	Would love to see the service expanded for concerts at Golden 1.	5/10/2019 7:59 AM
11	Love it and tell everyone who goes to games.	5/9/2019 7:51 PM
12	It's a great service and your drivers are fantastic! Is there a transit staff appreciation day that we could contribute to? Thanks for the great service.	5/9/2019 4:11 PM
13	It was OK.	5/9/2019 3:52 PM
14	Another plus is companionship. I was alone and an older person, so it felt safer traveling with a friendly group from Roseville!	5/9/2019 3:46 PM
15	Love it, the only way we will go to a Kings game...We'll never drive and hazzle with traffic and a place to park.	5/9/2019 1:50 PM
16	I love the service provided and appreciate the whole game experience. Keep up the good work.	5/9/2019 1:27 PM
17	We love Game Day Express...please keep it running.	5/9/2019 12:35 PM
18	Awesome service hopefully you will keep it & continue to keep the price affordable!	5/9/2019 12:15 PM
19	I would like to complement two employees. They are Jackson and the lady in the ticket office. They were always friendly, courteous, and helpfull.	5/9/2019 11:42 AM
20	Again, we love this service and will continue to make maximum use of it, if offered. My wife and I are season ticket holders, and are most appreciative the City of Roseville looks out for its residents in this way. Bravo!	5/9/2019 11:31 AM
21	As a group outing the bus adds to our comraderie.	5/9/2019 11:30 AM
22	Great service. Have it for other Golden 1 center events.	5/9/2019 10:45 AM
23	This is a great convenience for residents. It's nice to see familiar faces heading to the game. Leaving from downtown Roseville also allows for easy parking and a chance to visit the restaurants pre/post game if desired. I wish the bus would run to a couple of Rally Cats games per month. I miss the bus when I head to the ballpark.	5/9/2019 10:22 AM

24	This is a great service. I only use it one way into Sacramento as I typically meet my husband at the game and we want to avoid having to pay for double parking. As stated above, I feel that the bus just needs to leave 15 minutes earlier than it does now to allow for more time to get into and settled at G1C.	5/9/2019 9:48 AM
25	It was great	5/9/2019 9:40 AM
26	The best way to go to a kings game.	5/9/2019 9:33 AM
27	Great service, friendly drivers convenient.	5/9/2019 9:31 AM
28	I would ask to expand service to other Golden One events.	5/9/2019 9:21 AM
29	Excellent service. Thank you!	5/9/2019 8:58 AM
30	Great transit service, especially for seniors, would really miss this if it were discontinued.	5/9/2019 8:53 AM
31	A great Service.	5/9/2019 8:52 AM
32	Very friendly drivers. Pleasant walk to the arena. Would love to have game day dining promotions offered by Vernon Street restaurants. Overall, we rave about the service and enjoy the experience of riding to the games.	5/9/2019 8:52 AM
33	Great service that I will continue to use every year.	5/9/2019 8:52 AM
34	This service needs to be advertised more so that more people are aware of this service.	5/9/2019 8:50 AM
35	my only opinion is allocating at least one bus to arriving at games earlier so that we (couples/families) can have enough time to grab a bite to eat at one of the restaurants near the Golden 1 Center.	5/9/2019 8:44 AM
36	Once again if someone needs to cancel they should get their money reimbursed or at least be able to use it on a different day!!!!	5/9/2019 8:40 AM