Pedestrian Master Plan

DRAFT - JUNE 9, 2014

CITY OF FOLSOM
DISTINCTIVE BY NATURE

Prepared by:
Kimley»Horn

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EXECUTIVE SUMMARY

This Pedestrian Master Plan seeks to enhance Folsom's distinction as one of the most livable communities in the Sacramento region, to the benefit of residents, commuters, shoppers, and visitors alike. This Master Plan offers a vision of a future Folsom where:

- People can conveniently walk to their destinations.
- People feel safe walking.
- Facilities are provided for people from all age groups.
- People with disabilities are more easily mobile.
- Visitors are attracted to the enhanced walking environment.
- Commercial streets are exciting places to visit.

Six broad goals have been established as part of the Pedestrian Master Plan and are the basis for its development:

1. Continue to develop a pedestrian system that supports the lifestyle and amenities that Folsom resident's value.

2. Maintain Design Guidelines that result in the construction of pedestrian improvements that are attractive, functional, and accessible.

3. Continue to develop a pedestrian system that encourages this important form of exercise.

4. Promote Safe Routes to School.

5. Expand linkages to important pedestrian destinations.

6. Maintain consistency between the City of Folsom's Bikeway Master Plan and SACOG's Regional Bicycle, Pedestrian, and Trails Master Plan.

While the Pedestrian Master Plan is a standalone document, with its most recent update, an effort was made to eliminate redundancy and facilitate the Pedestrian Master Plan's implementation by better aligning it with other City documents. As such, pedestrian specific considerations are also included in the following important City of Folsom documents:

- Bikeway Master Plan
- Americans with Disabilities Act Self-Evaluation & Transition Plan
- General Plan
- Historic District Design and Development Guidelines
- Design and Procedures Manual and Improvement Standards/Standard Construction Specifications and Details

The basis for much of this plan is the public outreach effort that was carried out in conjunction with the plan's development and focused on understanding the needs and priorities of local residents and stakeholders. Outreach included online participation, online and written surveys, and a public meeting.

One of the principal methods to collect public input was through the use of two surveys. The first, a public survey, had 248 respondents and had representation from throughout the City. Among the types of improvements provided in the survey, respondents had the following top three rankings:

1. Adding traffic calming measures to slow traffic to improve safety
2. Filling in gaps between existing sidewalks
3. Lighting

The second focused on input from the parents of school age children, and was based on a standardized Safe Routes to School survey obtained from the National Center for Safe Routes to School. It was administered at 13 elementary and middle schools and had more than 1,700 responses. In addition to being used as part of this plan's development, detailed results from this survey will also be used during a more extensive Safe Routes to School effort in the future.

Based on the school survey, it was determined that walk trips both in the AM and PM constituted less than 13 percent of trips and bicycle trips were 3 percent of the total trips. The top 3 reasons parents provided for not allowing their child to walk or bike from/to school were:

- Safety of intersections and crossings
- Distance
- Amount of traffic along route

Based on the nature of parent's concerns it appears that a robust Safe Routes to School effort could have a significant impact.

This document includes project recommendations that seek to entice people to walk more for short trips, enhance the environment for people with disabilities and children walking to school, and lead overall to an increase in the number of pedestrian trips. In addition to providing detailed cost estimates, each of the 47 projects identified for inclusion in the Master Pedestrian Plan were prioritized based on their significance, connectivity, and cost.

The project list shown in **Exhibit 1** includes projects that were identified as being "high priority" based on the resulting rankings. Based on changing needs and/or community values the priorities of projects will need to be periodically reviewed and updated over time.

The Pedestrian Master Plan concludes with a Chapter on its planned public awareness and education program. This important chapter emphasizes, that public involvement is an important complement to the proposed pedestrian improvements included in the plan. Through its implementation, the program can raise awareness of walking as means of transportation, emphasize crossing safety, and contribute to helping people make healthier lifestyle choices.

Exhibit 1 – High Priority Project List

Project Type	Exhibit	Location ID	Project Description	Cost
HD	10C	3	Intersection Crossing Safety Improvements - Install high-visibility crossing improvements, motorist warning signage, pedestrian signals, and pedestrian sign actuators. Riley Street between Figueroa Street and Mormon.	$226,400
MU	10E	29	Crosswalk installed on Folsom Blvd. at Iron Point Road - Restripe lane approach, install motorist warning signage and high visibility crosswalk striping. At Folsom Boulevard and Iron Point Road.	$2,550
SR	10E	12	Intersection Crossing Safety Improvements for Folsom High School - Add storage for pedestrians, consider a scramble signal, provide safer drop-off and pick-up areas, provide "no stopping" signs, add flashing school speed limits signs. At Grover and Iron Point. [PARTIALLY COMPLETED]	$16,000
SR	10C	19	New Off Street Pathway St. John's Notre Dame and Mount Olive Schools - Improve existing path, improve maintenance and management allocation, remove existing bollards, construct new vehicle access control, and remove existing vegetation to improve visibility. At Marchant between Montrose Drive and Cimarron Circle.	$21,400
SR	10C	26	Intersection Crossing Safety Improvements - Reconfigure intersection to shorten crossing of Coloma and allow crossing of E. Bidwell on both legs. At Coloma Street and East Bidwell Street.	$300,000
CR	10C	42	New Sidewalk - Design and construct improved sidewalks, some which are planned with the library construction. On Stafford Street between Natoma and Rodeo Grounds.	$135,000
CR	10E	43	New Sidewalk - Construct 700 linear feet of sidewalk. On Park Shore between Folsom Boulevard and State Park entrance.	$37,800
CR	10E	45	New Sidewalk - Construct 300 linear feet of sidewalk. On Folsom Blvd. (West side) between Natoma Station and Alder Creek State Park entrance.	$16,200
HD	10C	8	Intersection Crossing Safety Improvements - Eliminate dedicated right turn lane to inn. Install high-visibility crossing improvements, motorist warning signage, and pedestrian signals at Leidesdorf-Riley intersection from intersection to powerhouse.	$26,900
MU	10D	36	Improve Trail Crossing at Prewitt Drive - Design roadway narrowing/bulb-outs for specific location, construct traffic calming bulb-outs, restripe lane approach. Install motorist warning signage, high visibility crosswalk striping, and reconstruct curb ramps. At Prewitt Drive.	$64,908
SR	10D	17	New Off Street Pathway Folsom Middle School - Construct sidewalk and new school access point. On North side of Folsom Middle school at Ed Mitchell Park path system and adjacent neighborhood.	$56,000
SR	10D	18	New Off Street Pathway Folsom Middle School - Construct 900 linear feet of concrete sidewalk. On North side of Folsom Middle School at Ed Mitchell Park path system and adjacent neighborhood.	$30,000
SR	10E	21	Pedestrian Safety at free-right turns High School - Convert free right turns to require a stop, eliminate acceleration lanes. At Iron Point, Prairie City intersection.	$124,400
SR	10E	22	Improve Pedestrian Access to High School Campus - Create dedicated pedestrian entrances, improve pedestrian access at vehicular entrances. At Iron Point, Prairie City intersection.	$43,200
SR	10E	23	Intersection Crossing Safety Improvements Natoma Station - Design access through adjacent park and construct concrete pathway. At Grover Street and Russi Road.	$90,000
SR	10C	25	New Sidewalk Theodore Judah - Construct sidewalk on both sides of street. On School Street between Dean Way and Market Street.	$72,000
SR	10C	28	New Sidewalk Theodore Judah - Construct sidewalk. On Dean Way between School Street and Coloma Street.	$129,000

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1. INTRODUCTION

Folsom is known as an attractive residential community with excellent access to many of Northern California's amenities. Folsom residents enjoy close proximity to the American River Parkway, California state parks, and the rolling foothills. In addition to these natural amenities, Folsom is conveniently located near jobs throughout the Sacramento region, offers multiple and single-family housing, and access to a variety of commercial shopping destinations. The relatively undeveloped character of the outlying City limits, coupled with the area's proximity to the growing Sacramento area, have resulted in substantial and continuing population growth in Folsom. Between 2000 and 2010, Folsom experience a nearly 40 percent increase in the population for a total of more than 72,000.

This steady increase in population, with parallel growth in commercial development, has resulted in a geographically expanding City with increased traffic on most major roadways. Most recently, after an extensive visioning and planning process, the City annexed approximately 3,500 acres of mostly undeveloped land South of Highway 50. This area will accommodate much of the City's future growth over the coming decades. City leaders, staff, and residents are committed to ensuring that growth in this area and throughout Folsom results in a pedestrian friendly community where all residents can walk comfortably and pleasurably between a wide variety of destinations.

The City has done an excellent job of developing a comprehensive multi-use trail network, which includes the American River Parkway. This trail alone serves more than five million users per year along its entire length from Sacramento to Folsom. The City also has great potential for creating a vibrant downtown given the historic pedestrian scale of development.

Folsom residents enjoy the region's Gold Rush history and look forward to many events on the streets of the City's Historic District.

Folsom residents wish to make their city even more desirable for walking, and to address constraints for pedestrians especially on existing major roadways, in commercial areas, and in areas of future growth. In various areas throughout the City, especially around schools, libraries, community centers, and business districts, there is a need for pedestrian infrastructure upgrades. These upgrades include intersection improvements, sidewalk completion, Americans with Disabilities Act (ADA) compliance, landscaping, and connectivity.

This Pedestrian Master Plan seeks to enhance Folsom's distinction as one of the most livable communities in the Sacramento region, to the benefit of residents, commuters, shoppers, and visitors alike. Further developing an attractive and inviting pedestrian environment will help to preserve and promote Folsom as a place where people want to live, work, and visit. What will Folsom be like for pedestrians in the future? This Master Plan offers a vision of a future Folsom where:

- People can conveniently walk to their destinations.
- People feel safe walking.
- Facilities are provided for people from all age groups.

- People with disabilities are more easily mobile.
- Visitors are attracted to the enhanced walking environment.
- Commercial streets are exciting places to visit.

The goals and objectives outlined in this Plan can turn this vision into a reality. This document includes recommendations that will entice people to walk more for short trips, enhance the environment for people with disabilities and children walking to school, and lead overall to an increase in the number of pedestrian trips. The Plan focuses on enhancing pedestrian safety in crosswalks and along streets, and provides a blueprint for improving residents' quality of life, creating a more sustainable environment, and reducing traffic, noise and energy consumption. The Plan includes innovative and exciting options for safe and convenient pedestrian passage, and will link local bus and light rail routes and an emergent network of bicycle routes.

1.1 PLAN CONTENTS

This Pedestrian Master Plan is organized according to the following chapters:

- **CHAPTER 2. GOALS AND OBJECTIVES -** presents the goals and objectives developed for this plan. These goals and objectives provide a basis for the plan organization.
- **CHAPTER 3. EXISTING CONDITIONS -** presents the state of overall pedestrian mobility in Folsom. It discusses existing conditions, collision patterns, pedestrian needs, and uses Geographic Information Systems (GIS) mapping data to analyze pedestrian collisions.
- **CHAPTER 4. DESIGNING FOR PEDESTRIANS -** discusses important guidance for designing to accommodate to pedestrians, including the need to design for accessibility.
- **CHAPTER 5. RECOMMENDED PROJECTS -** presents prioritized pedestrian including maps of project locations.
- **CHAPTER 6. FUNDING SOURCES -** outlines available local county, state and federal funding sources that can provide project funding and a brief description of program features such as minimum local match requirements or limitations on eligible projects.
- **CHAPTER 7. PROGRAMS TO ENCOURAGE WALKING -** outlines a variety of strategies and initiatives for developing education and outreach programs.

1.2 RELATIONSHIP TO OTHER CITY OF FOLSOM DOCUMENTS

In addition to the Pedestrian Master Plan, there are several important documents and plans that address pedestrian considerations in the City of Folsom, including:

City of Folsom Bikeway Master Plan – includes details on the more than 34 miles of paved trails used by cyclists, walkers, and joggers. Because the Bikeway Master Plan specifically addresses planning for these shared facilities, it is an important resource for understanding the full extent of pedestrian facilities available in the City of Folsom. The current Plan is available on the City's website.

City of Folsom Americans with Disabilities Act Self-Evaluation & Transition Plan – as part of this most recent update to the Pedestrian Master Plan, ADA considerations are being further consolidated into this important stand-alone document. While the plan still expressly includes access for disabled individuals as a critical consideration, this consolidation will further reduce the need to both refer to and update multiple documents.

City of Folsom General Plan - provides long-term guidance for the physical, economic, and environmental growth of the City. At the time

of this report, the City was updating its General Plan. The current General Plan is comprised of goals, policies, and implementation programs which are based on an assessment of current and future needs and available resources. The Plan is strongly oriented toward the development of land uses, the circulation network, and supporting facilities and services. As stated in the Plan introduction, an "important concern of the General Plan is enhancement of Folsom's quality of life." Within this structure and focus, pedestrian facilities are addressed in several sections of the General Plan document. Relevant goals and policies that relate to the development of a Pedestrian Master Plan and recommended pedestrian improvements are listed below.

Land Use Element Goals and Policies

Goal 1: To retain and enhance Folsom's quality of life, separate identity and sense of community. Folsom's identity and quality of life are defined by:

1. The historic district and other historic places throughout the community.
2. The physical form of Folsom's neighborhoods.
3. Ease of movement.
4. Public access to pedestrian and bicycle trails.

Policy 1.4 - Each new residential neighborhood shall be encouraged to provide pedestrian and bicycle access to parks or schools located within or near development.

Policy 1.6 - Folsom's historic district shall be enhanced and maintained through improvement of public facilities.

Transportation and Circulation Element Goals and Policies

Goal 17: To develop a comprehensive transportation/circulation system which includes as a minimum:

4. Pathways and designated routes for bicycle and pedestrian traffic.

Policy 17.8 - A five-year Capital Improvement Plan (CIP) for road improvements should be prepared and implemented by the City. The road improvement plan shall be updated at least every other year subsequent to its initial adoption. The road improvements plan shall establish a schedule for needed road repair and construction and identify sources of funding for road improvements. The five-year CIP should be consistent with the Fiscal Element of the General Plan which will be prepared to identify total citywide public facility funding mechanisms.

Policy 17.10 - The City should develop and maintain a bikeways and pedestrian master plan that links residential developments with sources of employment, public open spaces, parks, schools, neighborhood shopping areas, the central commercial districts, other major recreational destinations, and adjoining communities.

Historic District Design and Development Guidelines - provides guidance to maintain a traditional small town at the heart of a modern, developing small city. These guidelines implement regulations imposed by Chapter 17.52 of the Folsom Municipal Code, which are applicable within the original 1855 boundaries of Folsom. Chapter 2: Goals and Policies, and Chapter 3: Development Plan Concept, both address pedestrian circulation. Chapter 3 specifically provides detailed circulation plans and basic street cross-section concepts intended to be implemented over the life of the plan. Policies and guidelines included in the Historic District Design and Development Guidelines that are relevant to the Pedestrian Master Plan include:

Historic District Design and Development Guidelines

Goal 4. Circulation

To facilitate movement of vehicles, transit systems, pedestrians, and bicycles through the historic district in such a way as to provide adequate access for local and through traffic without excessive traffic impacts on the character of the Historic district area and to facilitate adequate parking.

Policy 4.1 - Heavy flows of commute traffic should be directed to the fringes of the Historic District rather than bisecting it.

Policy 4.2 - Construction of streets wider than two lanes should be avoided, in favor or maintaining the two-lane grid system laid out by Theodor Judah, with modifications essential to traffic flow and safety. One-way streets may be considered

Policy 4.3 - Circulation and project designs shall allow for future development of transit routes and facilities, including a potential multi-use terminal.

Policy 4.4 - Pedestrian and bicycle circulation shall be encouraged through construction and improvement of pathways and safety features. Such paths shall connect to existing and future routes to serve both tourists and commute needs.

Policy 4.5 - Innovative circulation solutions may be considered if the character of the Historic District is maintained.

Policy 4.6 - Adequate public parking shall be provided in proximity to commercial uses, including provision for tour buses. Such parking shall be designed and constructed to blend with historic structure or shall be screened.

Policy 4.7 - Transportation System Management measures shall be included in all development within the Historic District.

The Historic District Design and Development Guidelines also include a list of recommended projects for circulation improvements targeting the neighborhood.

Design and Procedures Manual and Improvement Standards/Standard Construction Specifications and Details – Previously, the Pedestrian Master Plan included detailed guidance on the design and construction of pedestrian facilities. However, with this most recent update that detailed information has been added to this document. This consolidation has been done to help avoid the need to both refer to and update multiple documents in the future. However, this arrangement does not eliminate the need to update design guidelines in conjunction with policy and planning updates in the future, as pedestrian design guidelines are one of the most effective strategies for improving the urban and suburban environment for walking.

1.3 PUBLIC PARTICIPATION PROCESS

As part of the development of this plan, a public outreach effort focused on understanding the needs and priorities of local residents and stakeholders was carried out. Major elements of the public participation plan included:

- Facebook page for Walk Folsom
- City of Folsom's website
- Online and written survey
- School specific survey
- Public Meeting

During the course of the study, the City maintained a Facebook page (https://www.facebook.com/WalkFolsom) for the purpose of providing information on public involvement activities and to provide an additional opportunity for public involvement. At the conclusion of the study, it is anticipated that this page will continue to be maintained after the project as part of an ongoing public information campaign (further information on this is provided in Chapter 7). In addition, the City also used its main webpage to provide information and public notifications of ongoing public involvement opportunities.

One of the principal methods to collect public input was through the use of two different surveys; one directed at residents and the public and a second focused at getting input from the parents of school age children. The public survey was developed and distributed both manually and electronically (internet based). The resident survey was advertised on the homepage of the City of Folsom's website, on the WalkFolsom Facebook page, and by word of mouth via survey respondents, City of Folsom staff, and consultant staff. The survey was available between October 1, 2013 and November 19, 2013. This non-scientific survey included 16 questions focused on understanding respondents walking activities and patterns, their experiences walking, and to identify locations for potential improvements.

The survey had 248 respondents and had representation from each of the six broad geographic areas defined for the purposes of the survey (a minimum of 20 responses was received from each area). Complete survey results can be obtained from the City of Folsom. Included in the survey were several questions asking for feedback on prioritizing and identify needed opportunities. Among the types of improvements provided in the survey, respondents had the following top three rankings:

1. Adding traffic calming measures to slow traffic to improve safety
2. Filling in gaps between existing sidewalks
3. Lighting

From the open ended questions regarding the, the following improvements were identified as

being mentioned my multiple survey respondents:

- Desire for improved crossing(s) of Folsom-Auburn Road
- Identified numerous gaps and inadequate crossings of Natoma Street
- The majority of the Historic District is missing/needs sidewalks
- Segments of Sibley Street were identified as having sidewalk gaps and poor crossings
- Gaps in the East Bidwell Street sidewalk network was identified, as well as the need for improved pedestrian access to Folsom Lake College
- Pedestrian access around schools, namely Sutter Middle School and Folsom High School
- Empire Ranch Road was named as having locations with connectivity gaps and too few crossings

As part of the public participation process, a standardized Safe Routes to School survey obtained from the National Center for Safe Routes to School was administered at 13 elementary and middle schools in the City of Folsom. As described on the organization's website the survey is designed to be distributed to the parents of school age children and asks a variety of questions focused on gather "information about what factors affect whether parents allow their children to walk or bike to school, the presence of key safety-related conditions along routes to school, and related background information." Of the more than 8,000 surveys distributed, 1,720 were received back (a 21 percent response rate). Detailed results from this survey were used as part of this plans' development and will be used during a more extensive Safe Routes to School effort in the future. Survey results are available from the City of Folsom.

Based on the survey, it was determined that majority (more than 70 percent) of school trips are completed using the "family vehicle" or as part of a "carpool". Walk trips both in the AM and PM constituted less than 13 percent of trips and bicycle trips were 3 percent of the total trips. The top 3 reasons parents provided for not allowing their child to walk or bike from/to school were:

- Safety of intersections and crossings
- Distance
- Amount of traffic along route

These same reasons were also cited by parents who do allow their children to walk to school or bike as their top 3 concerns. More than 86 percent of all respondents indicated that they believe walking or biking to/from school is either "healthy" or "very healthy". These findings tend to suggest that more children would walk or bike to school if more could be done to address parent's concerns. Furthermore based on the nature of parent's concerns it appears that a robust Safe Routes to School effort could have a significant impact.

A public meeting was held on April 30, 2013. Participants discussed such issues as pedestrian crossing safety, sidewalks, and other general and specific pedestrian issues in the City. Members of the public identified specific locations with safety issues. Participants in the workshop were asked to brainstorm about what were the positive and negative aspects of the existing pedestrian environment in the City. These ideas and locations to be studied were then incorporated into the needed improvements list. A visual depiction of recommendations from the workshop is available from the City of Folsom.

1.4 HOW CITIZENS CAN USE THIS PLAN

Citizens can use this Pedestrian Master Plan to ensure that pedestrian needs and conditions are properly identified, and assist the City in keeping this Plan accurate over time as it is updated. Citizens can also identify City priorities

and proposals and how and when they may impact their own neighborhoods or walking routes. Perhaps most importantly, citizens can use this Plan to identify the various tools and strategies that are available to improve conditions on their streets, and work with the City to help fund and implement those improvements.

1.5 HOW THE CITY WILL USE THIS PLAN

This document will serve as a technical resource for the City to guide the implementation of goals in Chapter 2. This document will help City staff with the following steps essential to successful plan implementation:

- Understand the constraints, opportunities, and setting that will define project feasibility
- Identify appropriate programs and plans
- Identify areas where further neighborhood input in necessary
- Prioritize projects
- Identify funding sources
- Update design and management plan policies
- Update guidelines, standards, and policies

2. GOALS AND OBJECTIVES

The goals and objectives will guide the development and implementation of the Pedestrian Master Plan for years to come. These goals and objectives are particularly important because they establish a basis for pedestrian specific policies and design guidance provided in other City of Folsom plans and documents. The following six broad goals and accompanying objectives have been established for the Pedestrian Master Plan:

Goal 1 – Continue to develop a pedestrian system that supports the lifestyle and amenities that Folsom resident's value. Folsom is well known for its outstanding trail system. Many of its residents strongly associate with Folsom's active lifestyle that is supported by a multitude of outdoor recreational opportunities, including the extensive pedestrian and trail systems. Objectives to promote this goal include:

- Maintain the existing pedestrian network
- Expand the pedestrian network to increase walking opportunities for both transportation and recreation
- Improve deficient pedestrian crossings at identified intersections
- Enhance pedestrian circulation in residential areas
- Enhance pedestrian access to transit facilities, including regional transit
- Update this plan on a regular basis

Goal 2 – Maintain Design Guidelines that result in the construction of pedestrian improvements that are attractive, functional, and accessible. Folsom's residents experience the results of this plan primarily through the built environment that is its ultimate result. Accordingly, it is important that the design guidelines be closely aligned with the plan so that the resulting constructed improvements properly represent Folsom's vision for its pedestrian system. Objectives to promote this goal include:

- Design pedestrian environments that are accessible to all people
- Seek out opportunities to design and construct pedestrian facilities that exceed minimum requirements
- Maintain pedestrian design guidelines that reflect Folsom's unique characteristics
- Require new development to comply with pedestrian design guidelines

Goal 3 – Continue to develop a pedestrian system that encourages this important form of exercise. Walking is broadly understood to be one of the best and most widely available forms of exercise. The health benefits of walking, even in small increments, are well established. Maintaining a pedestrian system that accommodates a broad range of users, including school-age pedestrians and those with disabilities is important to making walking attractive and helping to maintain the well-being of Folsom's residents. Objectives to promote this goal include:

- Encourage people to walk through education and awareness efforts
- Actively enforce pedestrian laws
- Support Safe Routes to School efforts that increase the number of students walking to school

Goal 4 – Promote Safe Routes to School. Providing safe and efficient routes for Folsom's youngest residents is among Folsom's highest priorities. Pedestrian connections for school-age children promote walking and its benefits to the next generation, creates options for transportation modes to schools, benefits the transportation system as a whole, and provides for regional consistency with SACOG's newly-established Safe Routes to School policy, as well

as other national and state priorities. Objectives to promote this goal include:

- Coordinate with regional and national organizations to support the implementation of Safe Routes to School programs
- Use the survey data collected as part of this plan to determine the focus of future Safe Route to School efforts
- Encourage students to walk through education and awareness efforts
- Prioritize improvements that promote Safe Routes to School efforts

Goal 5 – Expand linkages to important pedestrian destinations. Walking is an important mode of transportation that links residents to activity centers, employment, schools, and shopping opportunities. Continually improving these linkages, including those between the City's trail and sidewalk systems, benefits the overall transportation system by giving it users choices and can result in important reductions in traffic congestion and greenhouse gases (GHG), improve pedestrian safety, and help to maintain the community's vibrancy. Objectives to promote this goal include:

- Use zoning to promote the implementation of this plan
- Promote land use, site and building design guidance, requirements, and incentives that promote this plan
- Promote circulation and parking guidance, requirements, and incentives for zoning ordinance changes
- Coordinate pedestrian improvements with other City plans that use walking as an

Goal 6 – Maintain consistency between the City of Folsom's Bikeway Master Plan and SACOG's Regional Bicycle, Pedestrian, and Trails Master Plan. Improving and maintaining regional connectivity is an important consideration for Folsom's residents as many of their walking trips extend beyond Folsom's boundary. Close coordination with neighboring jurisdictions and SACOG is essential to creating a region-wide system that promotes Folsom's values and maximizes opportunities for its residents to use walking as a mode of travel. Objectives to promote this goal include:

- Recognize plans for bicycle and trail improvements within this plan
- Coordinate with regional and adjacent jurisdictions on the implementation of this plan
- Participate in regional planning activities and awareness programs
- Coordinate updates to this plan with the Bikeway and Trails Master Plans

3. EXISTING CONDITIONS

The City of Folsom is located in the northeast corner of Sacramento County situated against the western foothills of the Sierras. The American River runs through the northern edge of town with Folsom Dam and Lake bordering the city to the northeast. The City has segregated districts of both residential, commercial uses and business parks, housing major international corporations. As of January 2005, there were a total of 61,466 Folsom residents and a total of 17,986 households. Folsom has a total land area of 15,170 acres of which three percent are parks.

Common Folsom Residential Sidewalk Condition

Between 2000 and 2010, Folsom experience a nearly 40 percent increase in the population for a total of more than 72,000 residents.

The urban form of Folsom dates back to a traditional grid street network in the downtown historic district along the southeastern bank of the American River. A majority of the City is, however, relatively new with most of the growth located between the historic district and U.S. Highway 50. These typical suburban developments were mostly built in the last two decades. This has resulted in the creation of a relatively standardized pedestrian network and a well-used multi-use trail network.

3.1. HISTORICAL DEVELOPMENT OF THE PEDESTRIAN SYSTEM

Like many Sacramento and Sierra Nevada communities, Folsom began as a Gold Rush-era settlement in the mid-1800's. Many of the historic buildings remain today, including the Wells Fargo Office and the old Southern Pacific Depot, where the current Chamber of Commerce is housed today. The Folsom Historic District has largely preserved the small commercial blocks which facilitate walking and the elevated sidewalks characteristic of the gold rush. This district is home to many small commercial establishments and frequent festivals and parades making use of the streets and parks in the area.

An early view of the historic Wells Fargo building in Folsom, illustrating the Gold Rush street and sidewalk development pattern.

The urban form of the Historic District is well defined with a grid street system of over 42 blocks with consistent dimensions and orientation. Each block is 350 feet by 450 feet, providing a comfortable pedestrian scale and predictable orientation. The entire downtown is

Residential street and sidewalk configuration.

also just under one square mile, which is the maximum distance most people are willing to walk. This urban form is most conducive to make walking a viable daily transportation option, especially when there is a mix of uses such as neighborhood retail, schools and offices. However the Historic District is comprised of mostly residential uses except for portions of Sutter Street and Natoma Street.

Following the boom of development during the Gold Rush period, the predominant development pattern until the mid-20th Century consisted of small ranches, ranchettes and small-scale subdivisions. These developments were often isolated from the historic downtown and other commercial areas that were more pedestrian friendly and many were connected by roads that lacked quality pedestrian facilities.

Affordable land and construction prices in the greater Sacramento region have resulted in continuing demand for residences. In Folsom, single family residential zoning comprises the greatest proportion of any land use designation. The majority of Folsom's recent development consists of master planned residential communities with a similar street pattern and sidewalk standard. While these communities provide for safe walking within residential areas, the connections to commercial or job centers and between subdivisions are less attractive including many that do not have a suitable walking options.

Commercial and office uses comprise less than 10 percent of land area. Some of the most significant office parks and shopping centers are concentrated along the Highway 50, Folsom Blvd., and E. Bidwell corridors. While there are several activity centers scattered throughout the City, the area's major activity centers are concentrated around downtown Folsom. Within Folsom, major activity centers include the following:

- Historic District of "Old Town"
- City Hall, Folsom City Park and Zoo, Folsom Community Center
- Folsom Lake College
- Lembi Park/Sports Complex
- Folsom Lake State Recreation Area
- Mercy Hospital
- Folsom High, Folsom Middle and Sutter Middle Schools
- Commonwealth Square
- Walmart Center
- Broadstone Power Center
- Folsom Premium Outlet Stores

Recent Bel Air market in Folsom with parking area, illustrating the contemporary commercial development pattern.

New commercial centers have also been built using a consistent design approach. Centers are typically located on major roadways. Limited pedestrian provisions exist within the shopping centers, resulting in few pedestrian trips made between one destination or center and another.

Most recently, after an extensive visioning and planning process, the City annexed approximately 3,500 acres of mostly undeveloped land South of Highway 50. This area will accommodate much of the City's future growth over the coming decades. City leaders, staff and residents are committed to ensuring that growth in this area and throughout Folsom results in a pedestrian friendly community where all residents can walk comfortably and pleasurably between a wide variety of destinations.

Access to the Folsom College campus, highlighting vehicle access and pedestrian drop off zone.

3.2. EXISTING PEDESTRIAN FACILITIES

Exhibit 2 shows the extent of pedestrian facilities which is the focus of this study. As discussed in **Section 1.2 Relationship to other City of Folsom Documents**, although there are other important pedestrian facilities (shared bicycle facilities and trails), they are the focus of other plans and as such specific recommendations related to them are not included in this plan. They are however included for the purpose of understanding context and the connectivity of the entirety of the active transportation system.

A windshield survey of pedestrian facilities along the major travel corridors shown in **Exhibit 2** was completed at the onset of this study. This survey was then supplemented with information from other plans and aerials to compile graphical representations of the major existing pedestrian facilities within the City of Folsom. The results of this effort are shown in **Exhibit 3**, **Exhibit 4**, and **Exhibits 5** and include details on:

- Location and extent of sidewalks
- Location of trails and major connections to sidewalks
- Planned trails (as of the preparation of this document)
- Crosswalks and traffic control

3.2.1. SIDEWALKS

Based on a review of the extent of sidewalks in **Exhibit 3**, the following conclusions were drawn:

- Most of the streets within the historic district lack sidewalks with the exception of Natoma Street.
- Sidewalks in newer areas of development are mostly on both sides of the street.
- Sutter St. and short stretches of perpendicular streets near Natoma create significant gaps in the system.
- Areas north of the American River, along Folsom Auburn Road and along Folsom Boulevard lack sidewalks The presence of multi-use trails paralleling these corridors provide an alternative for pedestrians. However, the pedestrian routes in this area are more recreational than functional. They do not serve businesses along Auburn and Folsom.
- While all the newer residential subdivisions include sufficient pedestrian

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EXHIBIT 2
PEDESTRIAN CORRIDORS INCLUDED IN STUDY

City of Folsom Pedestrian Master Plan Update

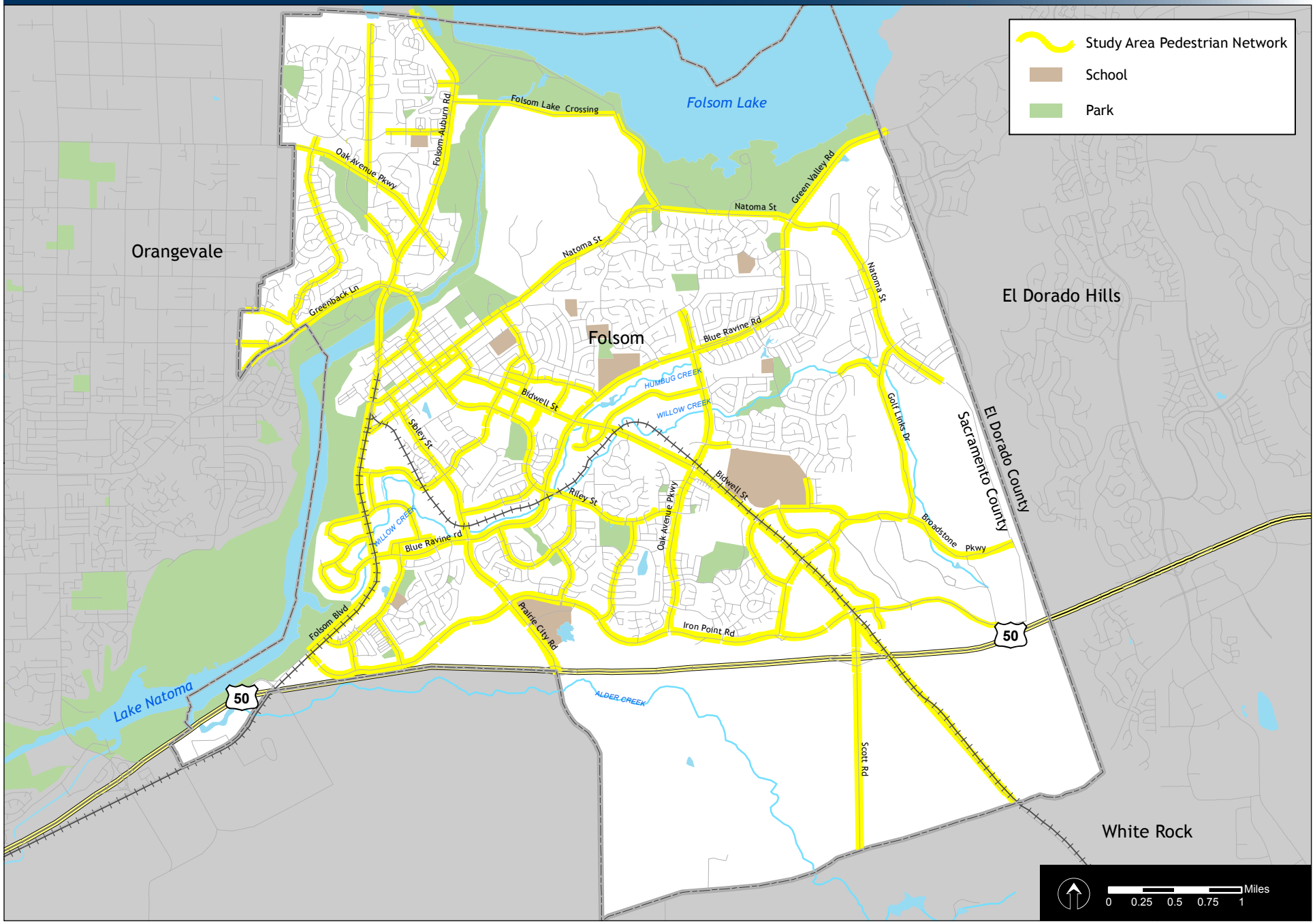

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EXHIBIT 3
EXISTING PEDESTRIAN FACILITY INVENTORY

City of Folsom Pedestrian Master Plan Update

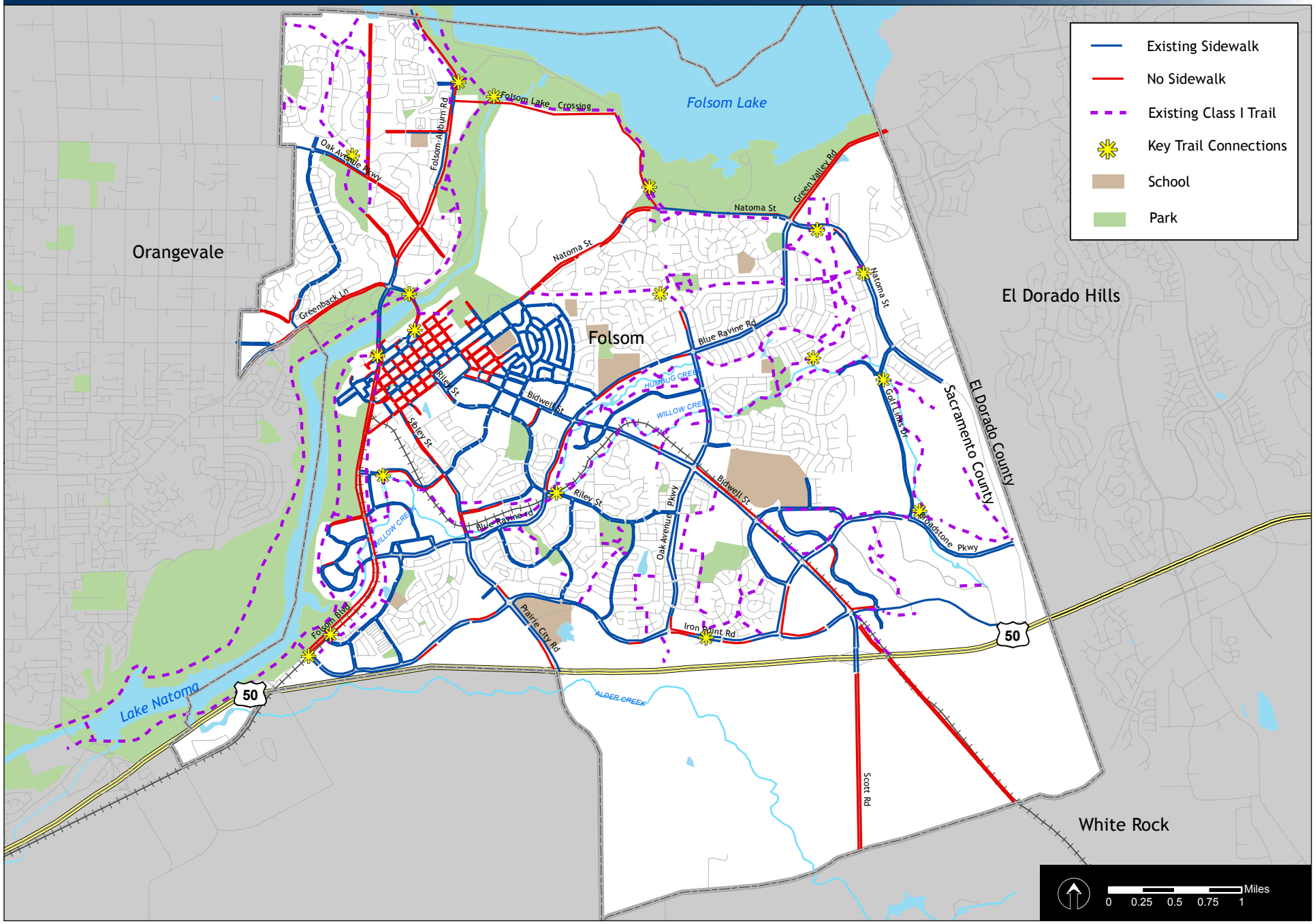

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EXHIBIT 4
MULTI-USE TRAIL NETWORK

City of Folsom Pedestrian Master Plan Update

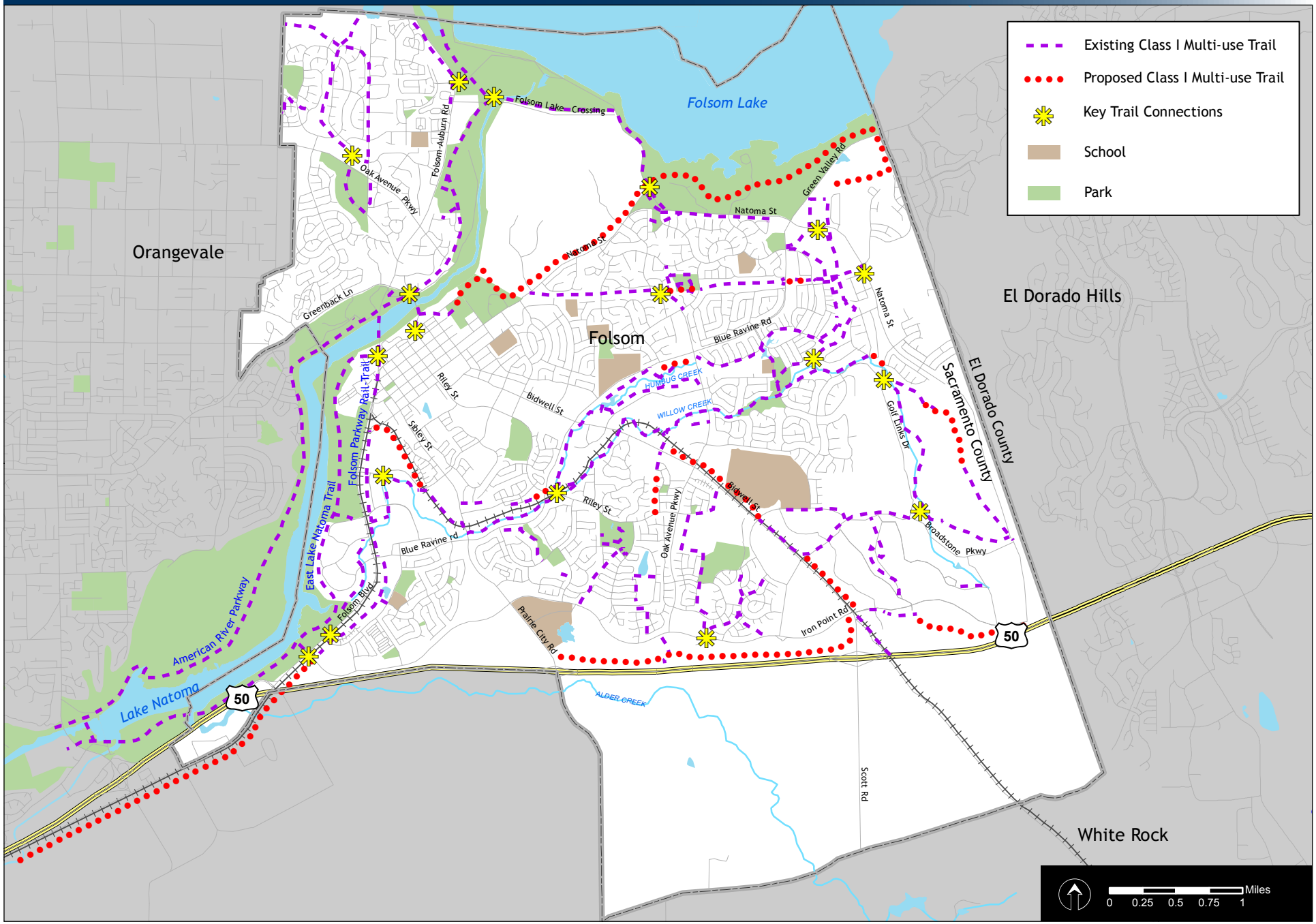

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EXHIBIT 5A
CROSSWALKS AND TRAFFIC CONTROL (NORTHWEST)

City of Folsom Pedestrian Master Plan Update

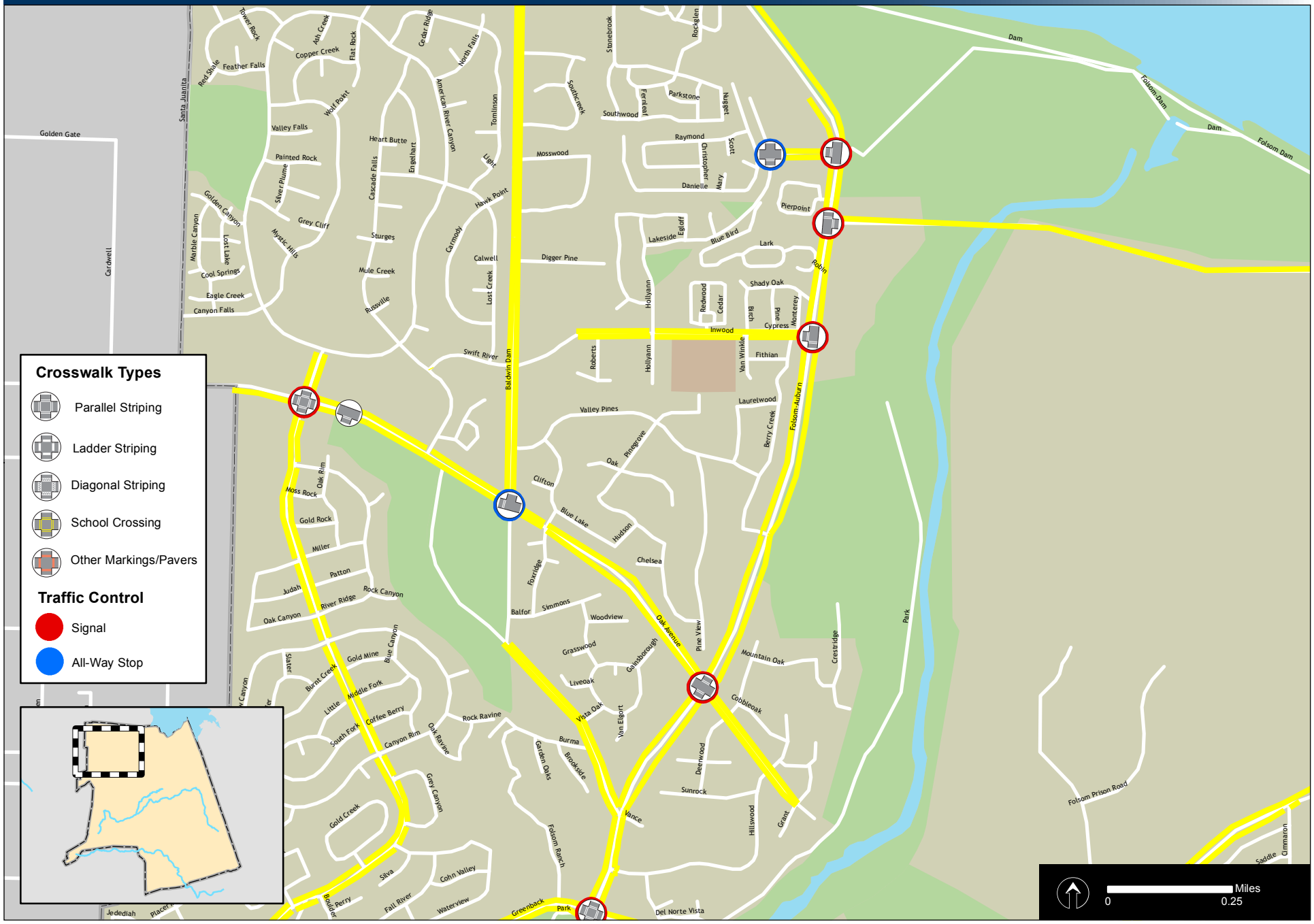

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EXHIBIT 5B
CROSSWALKS AND TRAFFIC CONTROL
(NORTHEAST)

City of Folsom Pedestrian Master Plan Update

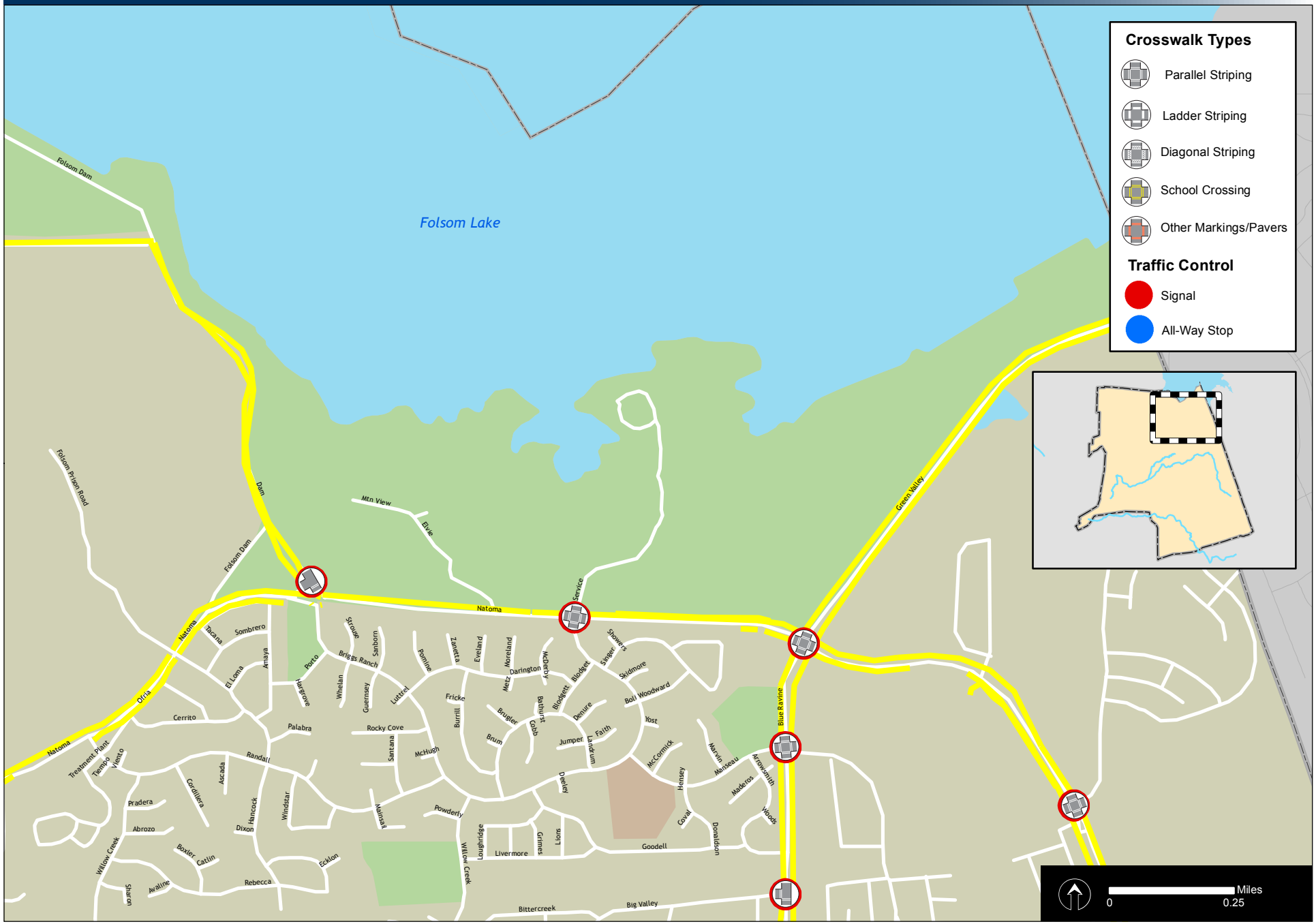

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EXHIBIT 5C
CROSSWALKS AND TRAFFIC CONTROL
(CENTRAL-WEST)

City of Folsom Pedestrian Master Plan Update

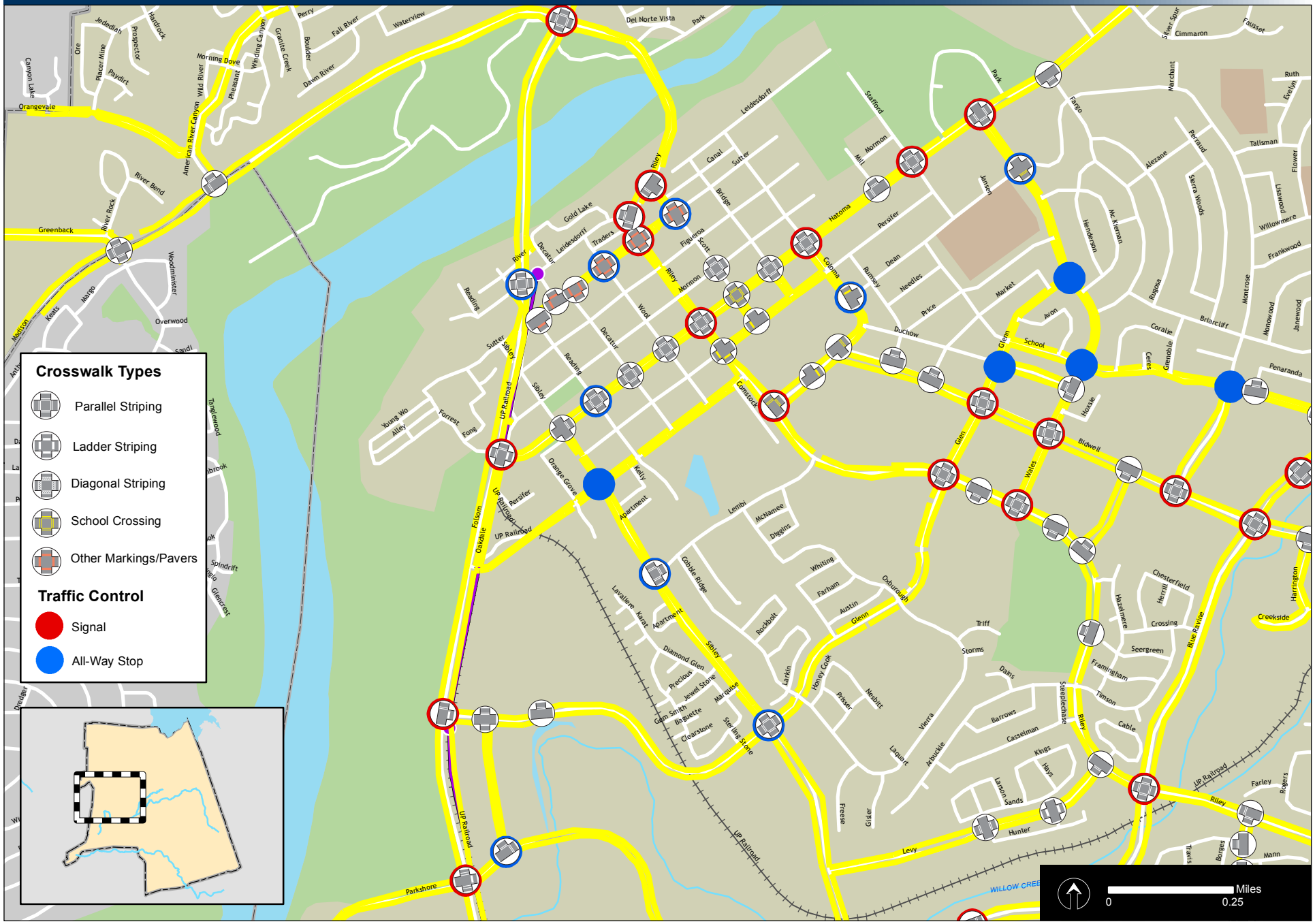

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EXHIBIT 5D
CROSSWALKS AND TRAFFIC CONTROL
(CENTRAL-EAST)

City of Folsom Pedestrian Master Plan Update

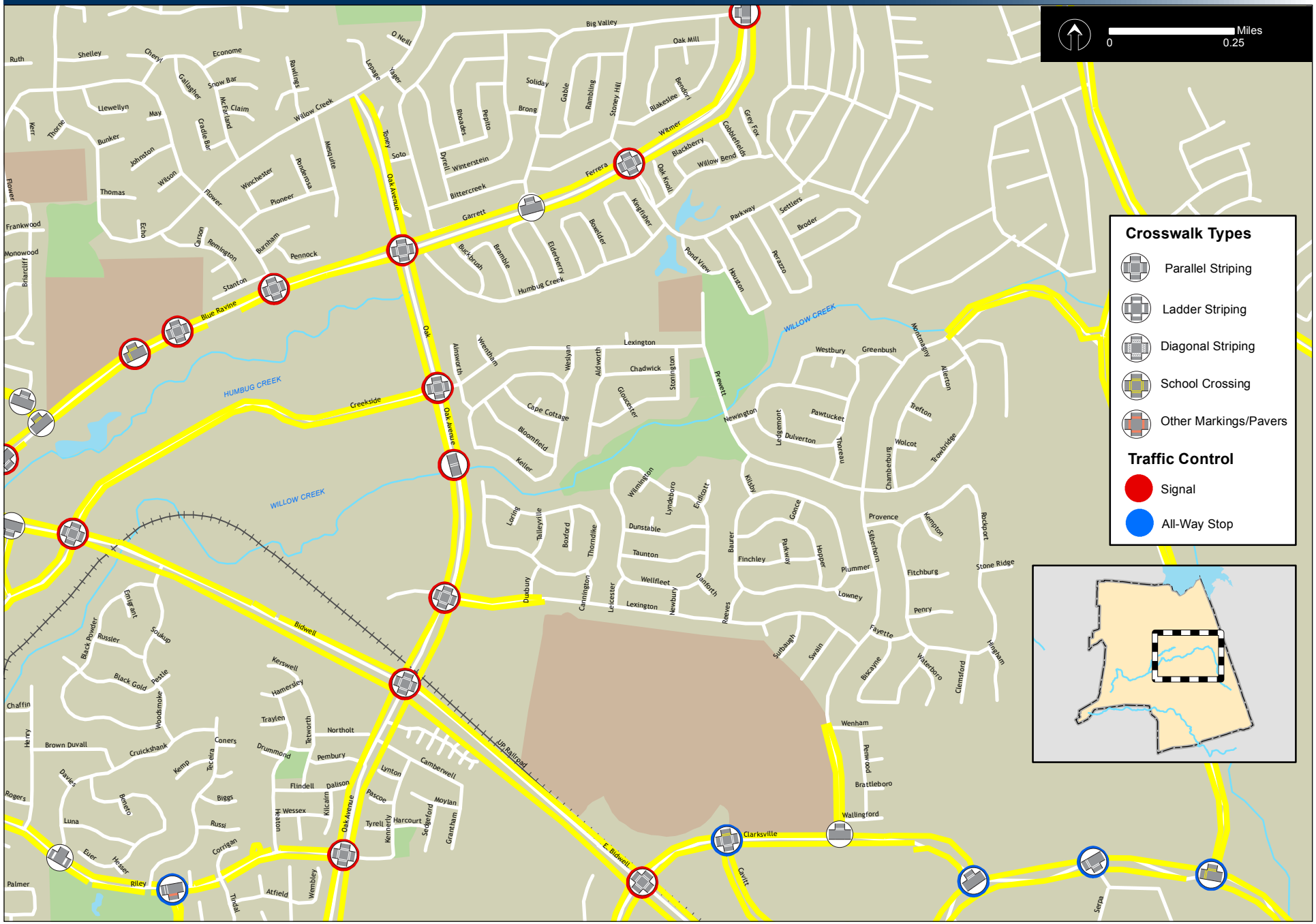

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EXHIBIT 5E
CROSSWALKS AND TRAFFIC CONTROL (SOUTHWEST)

City of Folsom Pedestrian Master Plan Update

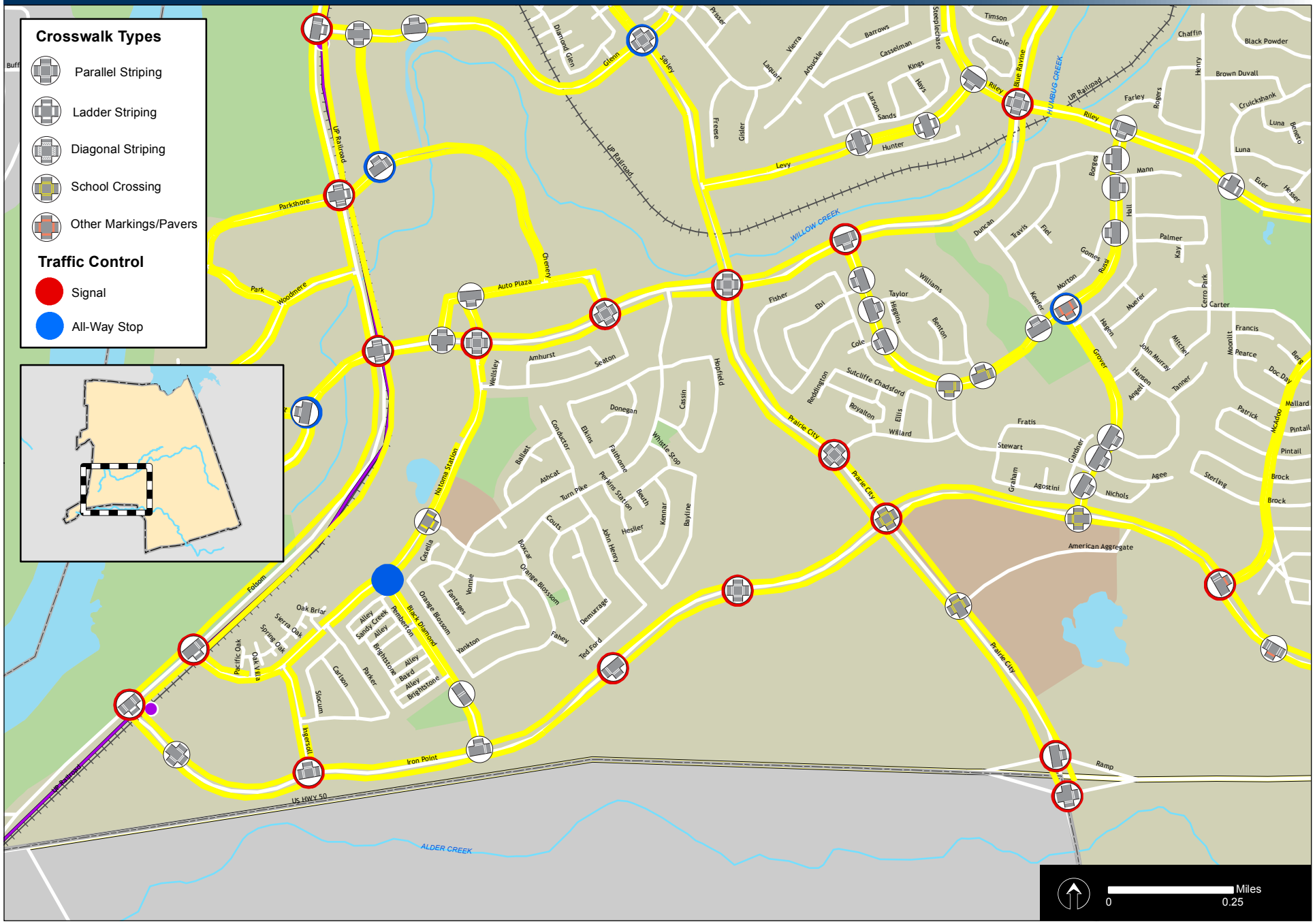

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EXHIBIT 5F
CROSSWALKS AND TRAFFIC CONTROL (SOUTHEAST)

City of Folsom Pedestrian Master Plan Update

facilities, the major street arterials connecting the subdivisions with schools, employment centers and commercial districts are significantly lacking.

Several patterns of issues were identified based on a review of existing conditions. Some of these are citywide, and some affect particular areas of Folsom. Some of the more significant issues include:

Sidewalk Obstructions - Most of the obstructions are utility poles, sign poles and fire hydrants. Riley Street, Persifer, Coloma Street and Oak Avenue Parkway have a high concentration of utility pole obstructions. There is also a concentration of fire hydrant obstructions along Clarksville Road. According to ADAAG, minimum clear width of an accessible route shall be 36 inches, 32 inches if a pinch point is not continuous for more than 24 inches. The State of California also utilizes the Caltrans Design Information Bulletin Number 82-01 – Pedestrian Accessibility Guidelines for Highway Projects. As discussed in **Section 1.2 Relationship to other City of Folsom Documents**, ADA specific planning is provided for in a separate document.

Curb Ramps – There are several locations where curb ramps conditions do not meet Americans with Disabilities Act – Accessibility Guidelines (ADAAG) minimum guidelines. Properly designed curb ramps are key accessibility features. Any program addressing curb ramps should prioritize areas where curb ramps are missing from intersections or mid-block crossings. As discussed in **Section 1.2 Relationship to other City of Folsom Documents**, ADA specific planning is provided for in a separate document

Pedestrian Crossings - Pedestrian exposure to traffic at intersections directly affects safety, especially for older persons and children who may not be able to cross streets quickly or discern (or be seen by) on-coming traffic. In some locations, such as across East Bidwell Street, Blue Ravine Road and Iron Point, the distance for pedestrians to cross a street is relatively long. In other locations, wide curb radii create long pedestrian crossings and encourage higher speed vehicle turning movements. **Exhibit 5** shows where each leg of the intersection is striped with crosswalks.

3.2.2. TRAILS AND PATHWAYS

The City of Folsom has an impressive network of multi-use trails and pathways. These trails provide access to regional recreational opportunities from Folsom Lake, neighborhood parks to wildlife observation and boating along the American River. Multi-use paths are an important component of the City's pedestrian network. Unlike sidewalks, which are located in the public right-of-way and maintained by standard public works procedures, trails provide routes that are entirely segregated from motorized vehicles. These trails are often also categorized as Class I bicycle facilities, which to meet standard, Caltrans Bikeway Specifications, must maintain a minimum of eight feet of paved width and an additional two foot gravel shoulder on either side. Bicyclists are required to yield to slower pedestrian traffic and share the pathway. Another difference is that multi-use trails are typically eligible for different pools of funding as they frequently provide interpretive signage to highlight unique ecosystem features to historically significant sites. Often-times multi-use trails compete better for funding sources as they provide opportunities for cultural education. While sidewalk improvements are usually funded by regular road maintenance and developer fees.

The 31-mile American River Parkway starts in downtown Sacramento and terminates near the southern end of Folsom Lake. Within Folsom, the last four miles of the trail extend along the American River. More than 5 million visitors enjoy the American River Parkway corridor

annually. Fishing, boating and rafting opportunities lure water enthusiasts. Paved trails within this network lead to picnic sites, golfing and guided natural and historic tours.

Feeding into the American River Parkway trail are fifteen miles of Humbug-Willow Creek Parkway Corridor trails and three miles of Folsom Parkway Rail-Trail. The Humbug-Willow Creek trail primarily connects residential subdivisions, local parks and schools. The Folsom Parkway Rail-Trail connects to the Humbug-Willow Creek trails, the three light rail stations and two major employment centers within the Lake Forest Technical Center and Parkshore Office Park which employ over 5,000 people. The extent of the existing and planned off-street trail system is shown **Exhibit 4.**

Although the multi-use paths contribute to the pedestrian network, they were not examined in detail as they present unique management and maintenance issues that are more appropriately addressed within the City's Bikeway Master Plan.

3.3. KEY PEDESTRIAN GENERATORS/ATTRACTORS AND TRANSIT

Areas with the greatest potential for pedestrian activity typically include a traditional urban grid street layout, short blocks and a mix of land uses. Downtown Historic Folsom fits this characterization with average block lengths of 350 to 500 feet (compared to 1,500-foot-long blocks with curving streets found in the neighboring residential subdivisions). The downtown district has the potential to become a major pedestrian attractor and generator with the given the number of light rail stations, the Folsom Parkway Rail-Trail connecting the stations, and number of commuters living within a 10-minute walking radius of the station.

Schools are another area of potential pedestrian activity. Folsom has a total of eight elementary schools, two junior high schools, one high school, and one junior college. The City has recently undertaken several Safe Routes to School programs with plans to continue to pursue others. The Safe Routes to School surveys completed as part of this update will be an invaluable resource for prioritizing future Safe Routes to School projects.

The major employment centers occupying business parks along U.S. Highway 50 create a minimal effect on pedestrian generation and attraction as they provide parking spaces and infrastructure that accommodates driving to the site. Two major employment sites that are potential pedestrian generators are the existing Lake Forest Technical Center and Parkshore Office Park due to their proximity to the Folsom Parkway Rail Trail and Glenn Drive and Iron Point light rail stations.

Commercial centers located along the East Bidwell Street corridor south of Coloma Street will likely only be potential pedestrian generators or attractors if the sites are redeveloped or retrofitted with significant pedestrian facilities. The present configuration prioritizes vehicle mobility by locating expansive parking lots between sidewalks and the buildings. Many of the shopping centers are set back over 200 feet from the street where the sidewalks are located. Many businesses along this corridor are inaccessible by pedestrians on the sidewalk.

3.4. PEDESTRIAN-TRANSIT CONNECTIVITY

Given Folsom's medium to low density pattern of development, most residents are commuting to work with automobiles. People typically only utilize public transit if the route to access stops is obvious and convenient. Strategically located bus stops feeding regional rail system can

encourage more people to navigate multiple mode shifts, i.e. walking to a bus stop and boarding the bus that takes the commuter to the nearest rail station. However the design of these stops and their chosen locations greatly influence use of services. For example installing bus shelters helps shield patrons from wind, sun and rain exposure.

The Sacramento Regional Transit Authority opened ten new light rail stations in the winter of 2005-06. This project completed a $230.5 million dollar project to extend the light rail line from the Mather Field/Mills station to the City of Folsom. Three of the new stations are in Folsom: Historic Folsom, Glenn Drive and Iron Point Stations. Since their opening, pedestrian volumes are up most notably at Iron Point and Historic District stations, mainly in the form of walking from outlying parking lots. It is less evident at Glenn station, where all the parking is contained on-site. The Historic Folsom Station will potentially generate the most weekend pedestrian activity. The station is located between Sutter Street, and lined with local shops and the East Lake Natoma Trail, a major recreational destination. The Glenn Station also generates pedestrian activity as the Parkshore Office Plaza and the Lake Forest Technical Center are located within 500 feet to a half mile of the station. The Iron Point Road Station is the furthest south located closest to Highway 50 and the Natoma Station Factory Outlets. This station generates retail-oriented pedestrian activity.

Historic District Light Rail Station

It is important to ensure that pedestrian access is prioritized in accessing these stations given their proximity to office parks, recreational parks and retail centers as well as any future development projects within a one mile radius of the stations. Given the park-and-ride lots included at each station, routing pedestrian traffic circulation to these sites, while minimizing conflicts with vehicle traffic accessing the park-and-ride lots, will be essential to maximize encouragement for pedestrian approach to these stations.

Following completion of the extended light rail, the Folsom Stage Line service changed from a downtown commuter shuttle to a light rail feeder system—the routes now pick up from the neighborhoods and other pedestrian attractions and connect them to the three light rail stations. The Folsom Stage Line buses run Monday through Friday. The local bus routes provide a way for riders to travel to major employers and points of interest within Folsom. The bus routes also connect with the Historic District and Iron Point Road light rail stations. Folsom Stage Line buses are equipped with a hydraulic lift for wheelchairs and front-mounted racks for bicycles.

There are two Folsom Stage Line Routes: Route 10 and Route 20. Route 10 connects to Light Rail at Iron Point Station and Historic Folsom Station; connects with the RT bus service Line 24 at Main and Madison Avenues and serves Historic Folsom, E. Bidwell, the Broadstone Market Place, Broadstone Plaza, Folsom Aquatics Center, Folsom Lake College, Intel, Kaiser Permanente, Folsom Premium Outlets and Century Theatres. Route 20 connects to Empire Ranch Road, E. Natoma, Vista del Lago High School, Folsom Lake College and Transfers to Route 10.

Any plans for new bus stops should carefully consider location of the stops with respect to adequate and safe pedestrian access. For example a bus stop should be located where it can be accessed by crosswalks and sidewalks. If the stop is located close to an arterial with high traffic volume and speeds, the stop should be set back to safely buffer bus riders.

Exhibits 6 and **Exhibit 7** show the locations of major employers and key points of interest in the context of pedestrian and transit lines. Assuming, a normal walk shed to a light rail stop of a ½-mile and ¼-mile to a bus stop and in light of the connectivity provided by the existing pedestrian facilities, it is for many residents to use transit and walking in combination to reach most major employers and key points of interests.

3.5. PEDESTRIAN COLLISION ANALYSIS

Vehicle-pedestrian collisions are much more likely to result in fatalities or severe injuries than vehicle-vehicle collisions. Plotting collision locations can help determine areas requiring special attention or further monitoring. Vehicle-pedestrian collisions for three years between 2007 and 2012 were obtained from the City of Folsom. There were 35 reported collisions over this period of time. During the period of time analyzed in the previous version of this report there were 23 over the course of four years (2001-2004). So during the most recent six-year analysis period, the average annual rate has actually been lower. **Exhibit 8** shows the location of pedestrian and vehicle collisions between 2007 and 2012.

Similar to the prior analysis, the majority of the collisions surround the East Bidwell Street corridor, just south of the historic downtown area. The streets in this area are wide multi-lane arterials with high traffic speeds. To cross East Bidwell Street anywhere between Coloma Street and Blue Ravine Road involves crossing five lanes of traffic.

Of the collisions reported between 2007 and 2012, only four pedestrian collisions were classified as resulting in severe injury. A majority of the crashes (14) occurred during daylight hours with a spike in crashes during the afternoon commute rush. The distribution of crashes throughout the days of the week shows most of the crashes taking place during weekdays (20).

Although, the most recent analysis did not include a review of the age of pedestrians involved in collisions, the prior analysis found that the range of ages indicated a lack of adults in the 20 to 40 years old brackets (this segment of the population is most likely and able to drive vehicles). These results are a common pattern seen in similar communities and underscore the need to be cognizant of the abilities of older and younger pedestrians.

Specifically, children are less mentally and physically developed than adults. They have the following characteristics:

- Less peripheral vision
- Less ability to judge speed and distance
- Difficulty locating sounds
- Read less than adults or not at all, so do not understand text signs
- Sometimes act impulsively or unpredictably
- Lack familiarity with traffic
- Face difficulty carrying packages

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EXHIBIT 6
PROXIMITY OF MAJOR EMPLOYERS TO PEDESTRIAN AND TRANSIT FACILITIES

City of Folsom Pedestrian Master Plan Update

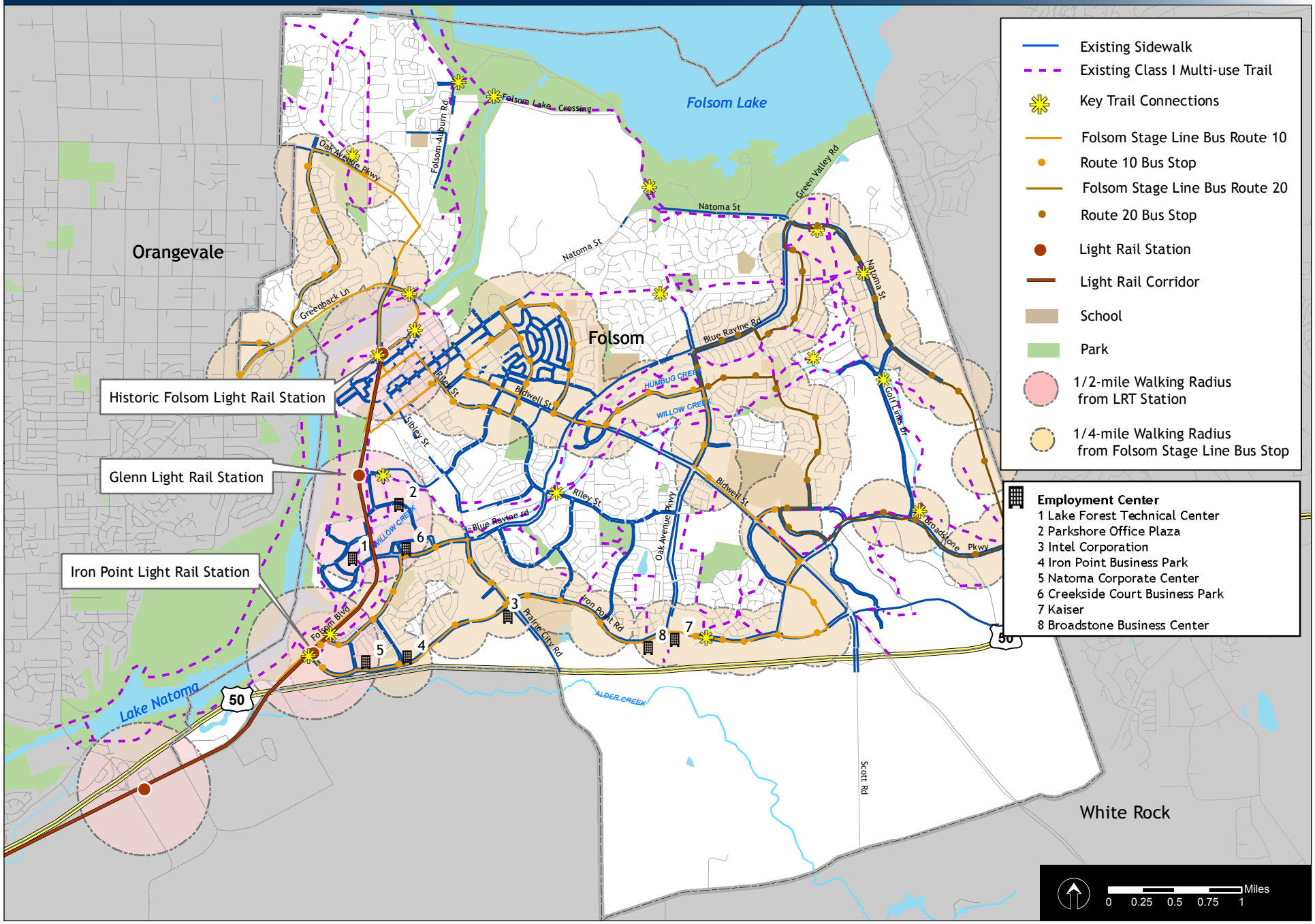

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EXHIBIT 7
PROXIMITY OF KEY POINTS OF INTEREST TO PEDESTRIAN AND TRANSIT FACILITIES

City of Folsom Pedestrian Master Plan Update

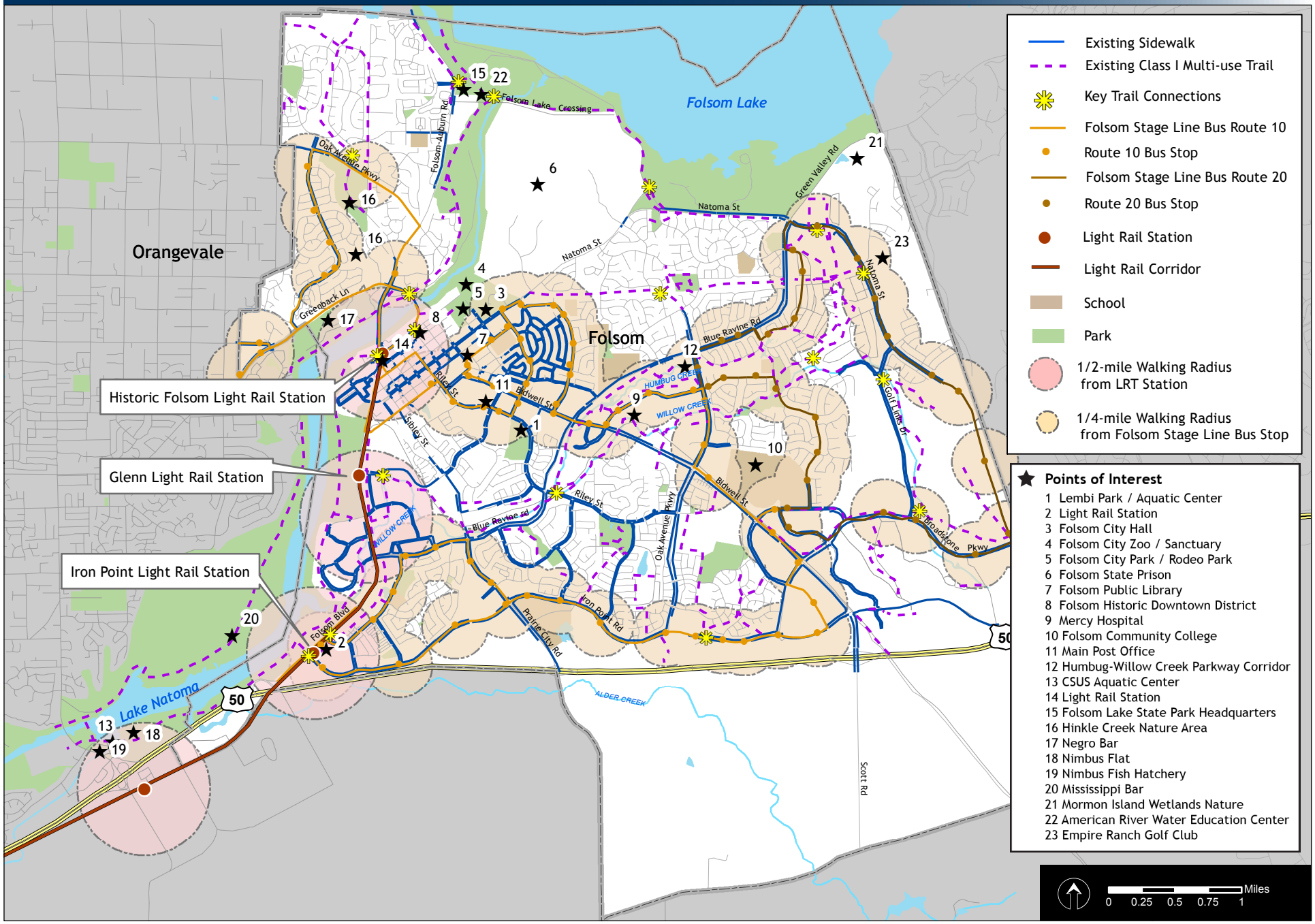

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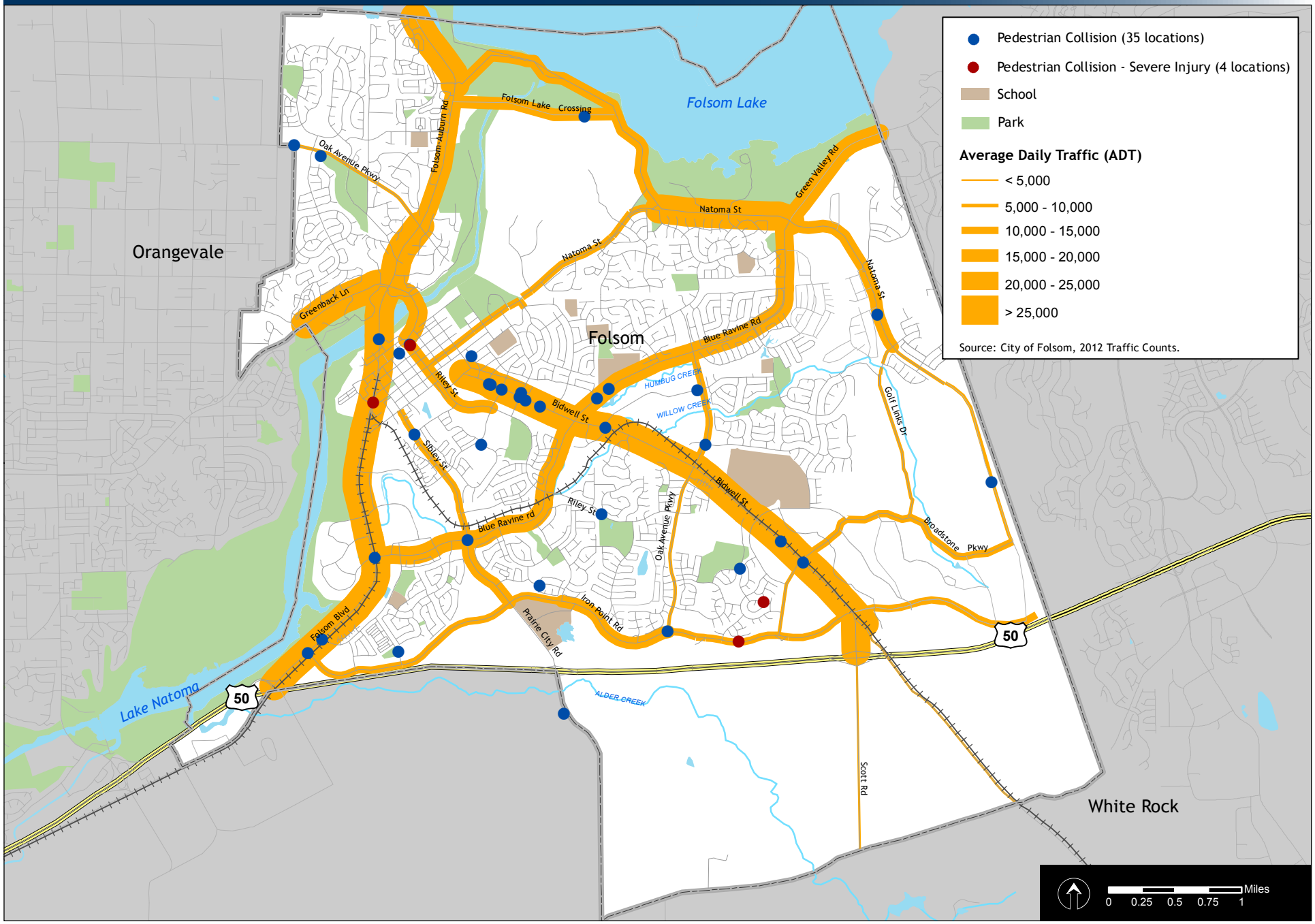
EXHIBIT 8
PEDESTRIAN AND VEHICLE COLLISIONS (2007-2012)

City of Folsom Pedestrian Master Plan Update



Likewise, older adults often exhibit degrading sensory or physical capabilities. This can cause them to:

- Gradually lose vision, especially at night
- Have decreased ability to hear sounds and detect where they come from
- Have less endurance; have less strength to walk up hills
- Have less balance, especially on uneven or sloped sidewalks
- React slowly to dangerous situations
- Walk slowly

Guidelines for improving walking conditions for these vulnerable groups are included in **Section 4 – Designing for Pedestrians.**

4. DESIGNING FOR PEDESTRIANS

The design of many streetscape elements is regulated by state and federal law. Traffic control devices must follow the procedures set forth in the Manual of Uniform Traffic Control Devices (MUTCD), while elements such as sidewalks and curb cuts must comply with guidelines implementing the Americans with Disabilities Act (ADA). Additional the City maintains its own guidelines. As discussed in **Section 1.2 Relationship to other Folsom Documents**, the previous version of the Pedestrian Master Plan included detailed guidance on the design and construction of pedestrian facilities. However, with this most recent update that detailed information has been added to the City of Folsom *Design and Procedures Manual and Improvement Standards/Standard Construction Specifications and Details*. This consolidation has been done to help avoid the need the need to both refer to and update multiple documents in the future. However, this does not eliminate the need to update design guidelines in conjunction with policy and planning updates in the future, as pedestrian design guidelines are one of the most effective strategies for improving the urban and suburban environment for walking.

Similarly, with this most recent update to the Pedestrian Master Plan important design guidance related to meeting the needs of all user's is now provided in the City of Folsom *Americans with Disabilities Act Self-Evaluation & Transition Plan.* While the plan still expressly includes access for disabled individuals as a critical consideration, this consolidation will further reduce the need to both refer to and update multiple documents.

4.1. PEDESTRIAN DESIGN CONSIDERATIONS

The foundation of a pedestrian-friendly community is the provision of human-scaled environments, compact mixed-use development and economically viable and vital places. This foundation is achieved in part through use of design elements like:

- Continuous appropriately sized sidewalks;
- Access for disabled citizens (compliance with the American's with Disabilities Act);
- Easily navigated intersections;
- Manageable walking distances;
- Human scale of adjacent building facades;
- Personal security;
- Aesthetic and visual interest;
- Suitable climate for walking including shade protection;
- Limited pedestrian exposure to high levels of noise and poor air quality; and,
- Access to efficient transit and/or vehicle parking facilities.

Pedestrian facilities must be compliant with all state and federal standards for access. Sidewalks must provide enough width to accommodate a throughway for disabled citizens, along with room for landscaping and street furniture. Pedestrian facilities become more inviting when elements like scale and visual interest are incorporated into the environment. For this reason, design standards for pedestrian facilities should introduce elements like zero lot line setbacks, architectural design review of new development projects, public space elements like pocket parks, and landscaping requirements for sidewalks and rights-of-way. Streetscapes should be designed with a human scale in mind, enabling pedestrians to feel comfortable and in control as they use the pedestrian environment.

Including a mix of business, residential and commercial uses at a pedestrian scale will

ensure an environment that functionally supports a choice to walk. A mix of well-designed uses provides numerous reasons for pedestrians to patronize businesses, transit and civic amenities during all business hours. Ample pedestrian traffic contributes to actual security in the pedestrian environment, as well as perceived security. Clear signage for both businesses and city streets will help pedestrians to navigate between destinations. Safe intersections will enable pedestrians to move between streets and between shops and restaurants.

The climate of Folsom provides a challenge for increased pedestrian activity. Folsom weather frequently reaches over 100 degrees Fahrenheit through the summer, which is a challenge for day time pedestrians, but this climate creates a night time opportunity for pedestrian activity as the weather cools to a comfortable 70 degrees.

The safety and efficiency of pedestrian facilities is shaped significantly by the character of intersection with roadways of all types and classifications. Intersection design is an integral part of overall pedestrian design, and safety is the preeminent goal of intersection design. Many of Folsom's existing roadways present significant challenges to safe intersection design. Intersections which prioritize vehicle mobility are often difficult to retrofit into safe pedestrian facilities.

4.2. PRINCIPLES FOR PEDESTRIAN DESIGN

The following design principles represent a set of ideals which should be incorporated, to some degree, into every pedestrian improvement. The principles are ordered roughly in terms of relative importance.

- **The pedestrian environment should be safe.** Sidewalks, walkways, and crossings should be designed and built to be free of hazards and to minimize conflicts with external factors such as noise, vehicular traffic, and protruding architectural elements.
- **The pedestrian network should be accessible to all.** Sidewalks, walkways, and crosswalks should ensure the mobility of all users by accommodating the needs of people regardless of age or ability.
- **The pedestrian network should connect to places people want to go.** The pedestrian network should provide continuous direct routes and convenient connections between destinations, including homes, schools, shopping areas, public services, recreational opportunities, and transit.
- **The pedestrian environment should be easy to use.** Sidewalks, walkways, and crossings should be designed so people can easily find a direct route to a destination and will experience minimal delay
- **The pedestrian environment should provide good places.** Good design should enhance the look and feel of the pedestrian environment. The pedestrian environment includes open spaces such as plazas, courtyards, and squares, as well as the building facades that give shape to the space of the street. Amenities such as seating, street furniture, banners, art, plantings, shading, and special paving, along with historical elements and cultural references, should promote a sense of place.
- **The pedestrian environment should be used for many things.** The pedestrian environment should be a place where public activities are encouraged. Commercial activities such as dining, vending, and advertising may be permitted when they do not interfere with safety and accessibility.
- **Pedestrian improvements should preserve or enhance the historical qualities of a place and the City.** Folsom's history should be preserved in the public

space. Where applicable, pedestrian improvements should restore and accentuate historical elements of the public right-of-way. Good design will create a sense of time that underscores the history of the City.

- **Pedestrian improvements should be economical**. Pedestrian improvements should be designed to achieve the maximum benefit for their cost, including initial cost and maintenance cost as well as reduced reliance on more expensive modes of transportation. Where possible, improvements in the right-of-way should stimulate, reinforce, and connect with adjacent private improvements.

4.3. DESIGNING FOR THE DISABLED

People who are disabled typically use sidewalks and buses more often than fully able people, often because they are unable to drive. Planning public improvements for people with disabilities enables them to go about their daily activities unimpeded. Without adequate facilities for disabled pedestrians, some people are housebound, unable to go to work, school, shopping, or engage in other normal activities.

Many communities are implementing universal design techniques that results in upgrading existing pedestrian infrastructure and ensuring new facilities accommodate people with disabilities. Walking environments that accommodate people with disabilities also improve walking conditions for everyone else. People with strollers, carts, skateboards, and skates can use the same curb ramps and other improvements.

In order to adequately plan the pedestrian environment for people with disabilities, one needs to take into account each of the disabilities and the limitations they present. It is important to also be aware of how planning for people with one disability affects people with another. For example, gradual ramps and smooth transitions to the street help people in wheelchairs, but present challenges for the sight-impaired when they cannot easily find the end of the sidewalk and beginning of the street. The section below identifies the various disabilities that should be taken into account.

People with Mobility Impairments - People with mobility impairments range from those who use wheelchairs, crutches, canes, orthotics, and prosthetic devices, to those who use no such devices but face constraints walking long distances, on non-level surfaces, or on steep grades.

Wheelchair and scooter users are most affected by:

- Uneven surfaces that hinder movement
- Rough surfaces that make rolling difficult and can cause pain especially for people with back injuries
- Steep uphill slopes that can make movement slow
- Steep downhill slopes that can cause a loss of control
- Cross slopes that can tip the device over
- Narrow sidewalks that impede the ability of users to turn or to cross paths with others
- Devices that are hard to reach, such as push buttons for walk signals and doors

Walking-aid users are most affected by:

- Steep uphill slopes that can make movement slow or impossible
- Steep downhill slopes that are difficult to negotiate
- Cross slopes that can cause the walker to lose stability
- Uneven surfaces that can cause someone to trip or lose balance
- Long distances
- Situations that require fast reaction time

Prosthesis users often move slowly and often have difficulty with steep grades or cross slopes.

People with Sensory Impairments - People with sensory impairments include those who are partially or fully blind or deaf. They also include people whose perception of touch or balance is not good, as well as those who are colorblind.

Visually impaired people face the following difficulties:

- Limited or no perception of the path ahead
- Limited or no information about their surroundings, especially in a new place
- Changing environments in which they rely on memory
- Lack of non-visual information
- Inability to react quickly
- Unpredictable situations, such as complex intersections that are not at 90 degrees
- Inability to distinguish the edge of the sidewalk from the street
- Compromised ability to detect the proper time to cross a street
- Compromised ability to cross a street along the correct path
- Need for more time to cross the street

Most people with visual impairments are only partially blind.

Hearing impaired people rely on visual information, which is often adequate. They face most of their mobility difficulties in not being able to hear approaching vehicles and not being able to detect the time of their arrival. This is especially an issue in locations with limited sight distances, such as where streets curve or landscaping blocks their view.

5. RECOMMENDED PROJECTS

Planning the future of a pedestrian network for any community begins with an effort to receive input from the local community and local staff familiar with the best routes and existing constraints and opportunities. For this project, the project team built on the previous effort that resulted from a staff-based Technical Advisory Committee and a public meeting, with additional staff and public input as discussed in **Section 1.3 Public Participation Process**.

This input was used along with information regarding the existing pedestrian network, ongoing plans and programs, and technical analysis to establish the project list shown in **Exhibit 9**. The locations of projects are shown graphically in **Exhibit 10**.

5.1. CLASSIFYING AND RANKING RECOMMENDED PROJECTS

The project list shown in **Exhibit 9** was classified using the previously established categories of improvements, which include:

Cultural and Recreational Facilities Access Projects (CR) - Most of these improvements are focused around recreational facilities that somewhat overlap with the multi-use trail improvements.

Historic District Projects (HD) - The historic district can be identified by the historic grid street style of network. It is located on the south bank of Lake Natoma just west of Folsom State Prison. Typically projects identified for this area include new sidewalk construction.

Multi-Use Trail Connectivity (MU) - Projects are primarily focused on trail connectivity in the form of intersection crossings.

Network Connectivity (NC) – These improvements eliminate gaps and improve connectivity along major study area corridors.

Safe Routes to Schools Projects (SR) - Most projects address intersection improvements and sidewalk gap closures and new off-street path construction.

Identified projects were subsequently prioritized based the following criteria:

- **Significance –** This criterion seeks to establish the importance of projects in terms of how they align with community values. Rankings were established using the following scale:
  - **High** - Safety issue, ADA improvement, or Safe Routes to School
  - **Medium** - Shopping, commercial, or high priority destination or a trail connection. Also includes demand lines that suggest significant demand.
  - **Low** - Residential link or low priority link including improvements to most foot paths
- **Connectivity –** This criterion seeks to establish the level of necessity based on the availability of alternative routes. Rankings were established using the following scale:
  - **High** - No reasonable alternative route based on distance to next safe route (typically requiring a detour of more than 1/8 of a mile).
  - **Medium** - Reasonable alternate route may exist but is not convenient (typically resulting in a detour of more than a 100 feet but less than 1/8 of mile).

Exhibit 9 – Project List

Project Type	High Priority	Significance	Connectivity	Cost	Exhibit	Location ID	Project Description	Cost
Cultural and Recreational Facilities Access	X	-	+	+	10C	42	New Sidewalk - Design and construct improved sidewalks, some which are planned with the library construction. On Stafford Street between Natoma and Rodeo Grounds.	$135,000
	X	-	+	+	10E	43	New Sidewalk - Construct 700 linear feet of sidewalk. On Park Shore between Folsom Boulevard and State Park entrance.	$37,800
	X	-	+	+	10E	45	New Sidewalk - Construct 300 linear feet of sidewalk. On Folsom Blvd. (West side) between Natoma Station and Alder Creek State Park entrance.	$16,200
		-	+	-	10D	39	Intersection Crossing Safety Improvements - Design signalized intersection, traffic study, install traffic control signal, and construct pedestrian safety improvements. On Blue Ravine and School Street (to provide access to Humbug-Creek Trail from north of Blue Ravine).	$267,500
		,	+	+	10A	40	New Sidewalk - Design sidewalk connection, construct sidewalk. At Old Oak Avenue (West side) from Lew Howard Park to Folsom-Auburn Road.	$140,400
		-	+	-	10C	44	Intersection Crossing Safety Improvements - Construct protected crossing of Riley Street. Install median refuge, high visibility crosswalk striping, and signage. At Riley Street and South entrance of Lembi Park.	$11,400
		-	+	,	10C	38	New Sidewalk - Design sidewalks to provide access to Negro Bar State Park and construct sidewalk. At Greenback Lane from Madison to Auburn-Folsom Road.	$330,000
		-	+	,	10A	41	New Sidewalk - Design sidewalk connection, construct sidewalk. On Oak Avenue Parkway (both sides) from East of American River Canyon Drive to Auburn-Folsom Road. Project would be constructed as part of major roadway widening.	$378,000
Historic District	X	+	+	+	10C	3	Intersection Crossing Safety Improvements - Install high-visibility crossing improvements, motorist warning signage, pedestrian signals, and pedestrian sign actuators. Riley Street between Figueroa Street and Mormon.	$226,400
	X	+	-	+	10C	8	Intersection Crossing Safety Improvements - Eliminate dedicated right-turn lane to inn. Install high-visibility crossing improvements, motorist warning signage, and pedestrian signals at Leidesdorf-Riley intersection from intersection to powerhouse.	$26,900
	+ **High**	- **Medium**	, Low					

	High Priority	Significance	Connectivity	Cost	Exhibit	Location ID	Project Description	Cost
		,	-	+	10C	7	New Off Street Pathway - Replace steel swing gate with bollards. Alley between Sutter and Leidesdorf (provides flatter route from East end of Leidesdorf to the Sutter Street commercial district) from Scott to Bridge.	$35,160
		,	-	+	10C	9	New Off Street Pathway - Construct 200 linear feet concrete pathway. At Lake Natoma Crossing from East Lake Natoma multi-use trail to East-side sidewalk/trail on the Lake Natoma Crossing.	$17,400
		-	-	,	10C	10	New Off Street Pathway - Construct concrete pathway, property negotiations and acquisition. On Sutter St. from Sutter St. (East end) to Rodeo Park.	$1,068,400
		,	-	-	10C	11	New Sidewalk - Construct 6,000 feet of sidewalk. On Bidwell Street (both sides) between Folsom Boulevard and Riley Street.	$367,200
		,	-	,	10C	2	New Sidewalk - Construct missing segments of sidewalks on north side and south side. On Natoma Street between Folsom Blvd. and Sibley Street.	$70,200
Multi-Use Trail Connectivity	**X**	+	+	+	10E	29	Crosswalk installed on Folsom Blvd. at Iron Point Road - Restripe lane approach, install motorist warning signage and high visibility crosswalk striping. At Folsom Boulevard and Iron Point Road.	$2,550
	X	-	+	+	10D	36	Improve Trail Crossing at Prewitt Drive - Design roadway narrowing/bulb-outs for specific location, construct traffic calming bulb-outs, restripe lane approach. Install motorist warning signage, high visibility crosswalk striping, and reconstruct curb ramps. At Prewitt Drive.	$64,908
		-	-	+	10F	30	Trail Crossing installed at Marsh Hawk - Design roadway narrowing/bulb-outs for specific location, construct traffic calming bulb-outs, restripe lane approach. Install motorist warning signage, high-visibility crosswalk striping, two curb ramps. On Marsh Hawk Drive.	$34,100
		-	-	+	10F	31	Trail Crossing installed at Densmore - Design roadway narrowing/bulb-outs for specific location, construct traffic calming bulb-outs, re-stripe lane approach. Install motorist warning signage, high-visibility crosswalk striping, two curb ramps. At Densmore.	$109,100
	+ **High** - **Medium** , Low							

Exhibit 9 – Project List, cont'd

	High Priority	Significance	Connectivity	Cost	Exhibit	Location ID	Project Description	Cost
		-	-	+	10D	32	Trail Crossing improved at Parkway Drive - Design roadway narrowing/bulb-outs for specific location, construct traffic calming bulb-outs, re-stripe lane approach. Install motorist warning signage and high visibility crosswalk striping.	$104,300
		-	+	-	10A	37	Intersection Crossing Safety Improvements - Design signalized traffic control and construct signalized traffic control with bicycle pedestrian actuation. Install high visibility crossing and motorist warning signage. At Auburn-Folsom Road and Berry Creek Drive/trail head.	$175,000
		-	-	,	N/A	34	Signage Improvements - Develop consistent signage addressing right-of-way, direction of travel, directing trail users at roadway intersections/crossings, and wayfinding signage and mile markers for trail users. All trails.	$50,800
		-	-	,	N/A	35	Miscellaneous Trail-Street intersections - Remove rolled curbs with ADA approved ramps at trail/street connection. Install curb ramps and trail connections across landscape strips to provide access from trails to streets.	$190,500
Network Connectivity		-	-	+	10C	50	Construct approximately 2,800 linear feet of new sidewalk along both sides of Natoma Street between Fargo Way and Cimmaron Circle.	$308,000
		-	,	+	10E	33	Natoma Station/Turnpike Dr. to Folsom Rail Trail Linkage - This provides pedestrian access to the Iron Point Station from homes in Natoma Station.	$27,000
		-	+	,	10A	46	Construct new sidewalk on Folsom-Auburn Road (East side) between Inwood Road and the existing sidewalk approximately 740 linear feet to the north.	$40,700
		-	+	,	10E	47	Construct approximately 800 linear feet of new sidewalk on Sibley Street (both sides) from the UPRR tracks just north of Blue Ravine Road to Levy Road. This project requires several key design considerations, including a crossing at the inactive UPRR spur and utility constraints along the east side of Sibley Street.	$88,000
	+	**High**	-	**Medium**	,	Low		

	High Priority	Significance	Connectivity	Cost	Exhibit	Location ID	Project Description	Cost
		-	+	,	10A	48	Construct approximately 3,350 linear feet of new sidewalk along the west side of Folsom-Auburn Road between Oak Avenue and Berry Creek Road, connecting to the existing sidewalk along the west side of Folsom-Auburn Road north of Berry Creek Drive.	$184,250
		-	,	+	10E	51	Construct approximately 950 linear feet of new sidewalk along the south side of Iron Point Road from just east of Black Diamond Drive to the Intel access driveway.	$52,250
		-	,	+	10E	52	Construct approximately 940 linear feet of new sidewalk along the north side of Iron Point Road from Willard Drive to the existing sidewalk just west of Prairie City Road.	$51,700
Safe Routes to Schools	**X**	+	+	+	10E	12	Intersection Crossing Safety Improvements for Folsom High School - Add storage for pedestrians, consider a scramble signal, provide safer drop-off and pick-up areas, provide "no stopping" signs, add flashing school speed limits signs. At Grover and Iron Point. [PARTIALLY COMPLETED]	$16,000
	X	+	+	+	10C	19	New Off Street Pathway St. John's Notre Dame and Mount Olive Schools - Improve existing path, improve maintenance and management allocation, remove existing bollards, construct new vehicle access control, and remove existing vegetation to improve visibility. At Marchant between Montrose Drive and Cimarron Circle.	$21,400
	X	+	+	+	10C	26	Intersection Crossing Safety Improvements - Reconfigure intersection to shorten crossing of Coloma and allow crossing of E. Bidwell on both legs. At Coloma Street and East Bidwell Street.	$300,000
	X	+	-	+	10D	17	New Off Street Pathway Folsom Middle School - Construct sidewalk and new school access point. On North side of Folsom Middle school at Ed Mitchell Park path system and adjacent neighborhood.	$56,000
	X	+	-	+	10D	18	New Off Street Pathway Folsom Middle School - Construct 900 linear feet of concrete sidewalk. On North side of Folsom Middle School at Ed Mitchell Park path system and adjacent neighborhood.	$30,000
	X	+	+	-	10E	21	Pedestrian Safety at free-right turns High School - Convert free right turns to require a stop, eliminate acceleration lanes. At Iron Point, Prairie City intersection.	$124,400
	+ **High**	- **Medium**	, Low					

Exhibit 9 – Project List, cont'd

High Priority	Significance	Connectivity	Cost	Exhibit	Location ID	Project Description	Cost
X	+	-	+	10E	22	Improve Pedestrian Access to High School Campus - Create dedicated pedestrian entrances, improve pedestrian access at vehicular entrances. At Iron Point, Prairie City intersection.	$43,200
X	+	+	-	10E	26	Intersection Crossing Safety Improvements Natoma Station - Design access through adjacent park and construct concrete pathway. At Grover Street and Russi Road.	$90,000
X	+	+	-	10C	25	New Sidewalk Theodore Judah - Construct sidewalk on both sides of street. On School Street between Dean Way and Market Street.	$72,000
X	+	+	-	10C	28	New Sidewalk Theodore Judah - Construct sidewalk. On Dean Way between School Street and Coloma Street.	$129,000
	+	-	-	10C	13	Intersection Crossing Safety Improvements Sutter Middle School - Construct protected crossing of Riley Street, sidewalk landings, curb ramps, and raised median refuge. At Riley St. and Persifer St. intersection between Persifer St. and Natoma St.	$124,000
	+	-	-	10C	14	Sidewalk Safety Improvements Sutter Middle School - Complete sidewalks on both sides of Riley Street, construct curb/gutter, relocate fire hydrant, relocate utility pole(s). On Riley Street from Bidwell/Persifer to Natoma Street.	$46,640
	+	,	+	10C	15	New Sidewalk Sutter Middle School - Construct sidewalk and curb ramps along east side of Coloma street and high-visibility crosswalks at intersection. On Coloma Street between East Bidwell Street and Natoma Street.	$51,900
	+	-	-	10C	16	New Sidewalk Sutter Middle School (East Side) - Construct sidewalk on East Bidwell Street from Coloma Street to Market Street.	$54,000
	+	+	,	10E	20	Grade Separated Crossing High School - Provide grade-separated crossing where existing bike trail from the north terminates at Iron Point between Grover and McAdoo.	$1,000,000
	+	+	,	10A	24	New Off Street Pathway Carl Sundahl - Design path from west end of Inwood Road to Baldwin Dam Road to provide access to American River Canyon North, the new bike trail along Baldwin Dam Road, and Lew Howard Park. On Inwood Road.	$500,000
	+	,	+	10E	27	Improvements Sandra J. - Allow crossing of west leg of Stewart-Willard intersection. At Stewart Street and Willard Street.	N/A

+ **High** - **Medium** , Low

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EXHIBIT 10A
RECOMMENDED IMPROVEMENT PROJECTS (NORTHWEST)

City of Folsom Pedestrian Master Plan Update

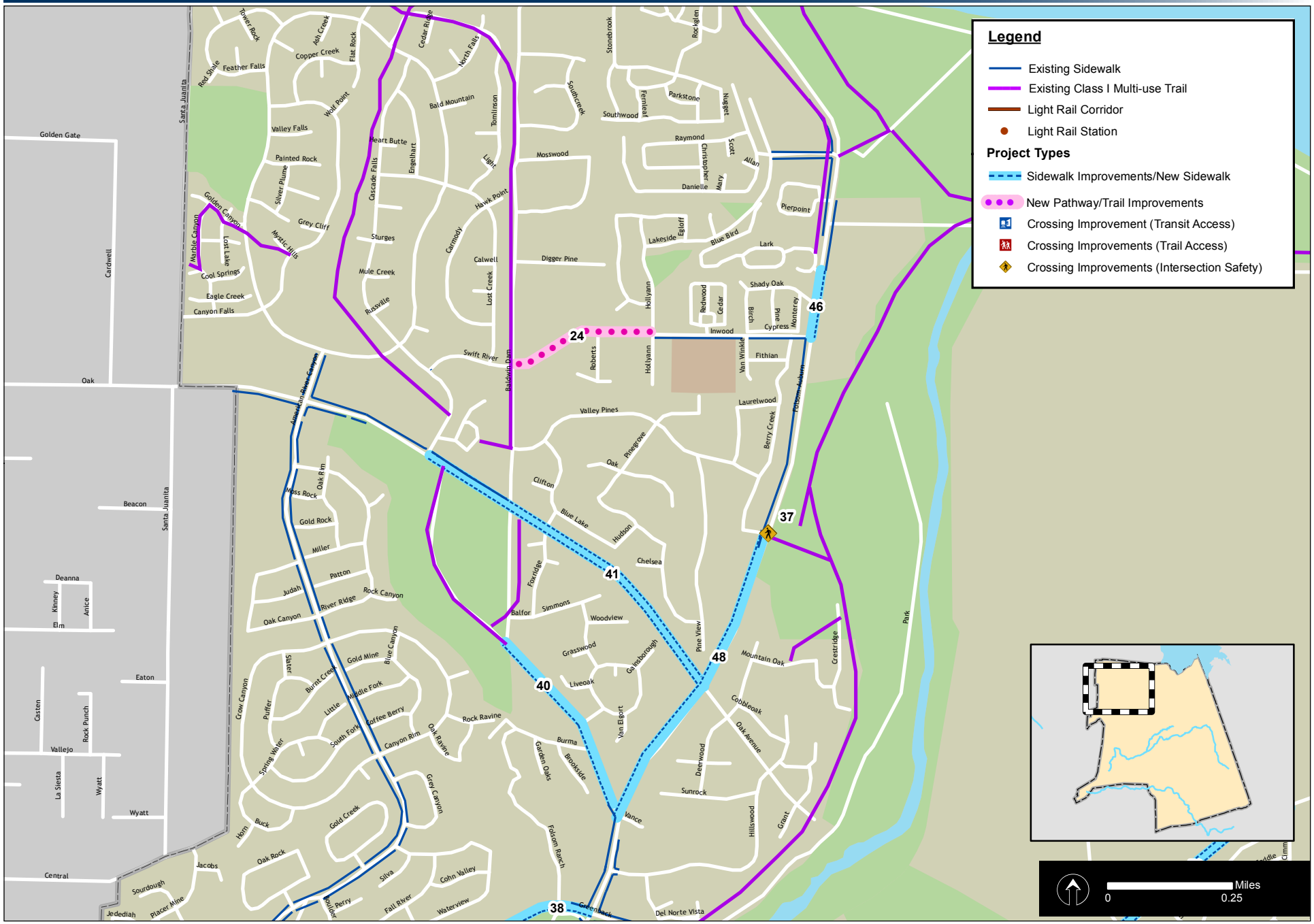

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EXHIBIT 10B
RECOMMENDED IMPROVEMENT PROJECTS (NORTHEAST)

City of Folsom Pedestrian Master Plan Update

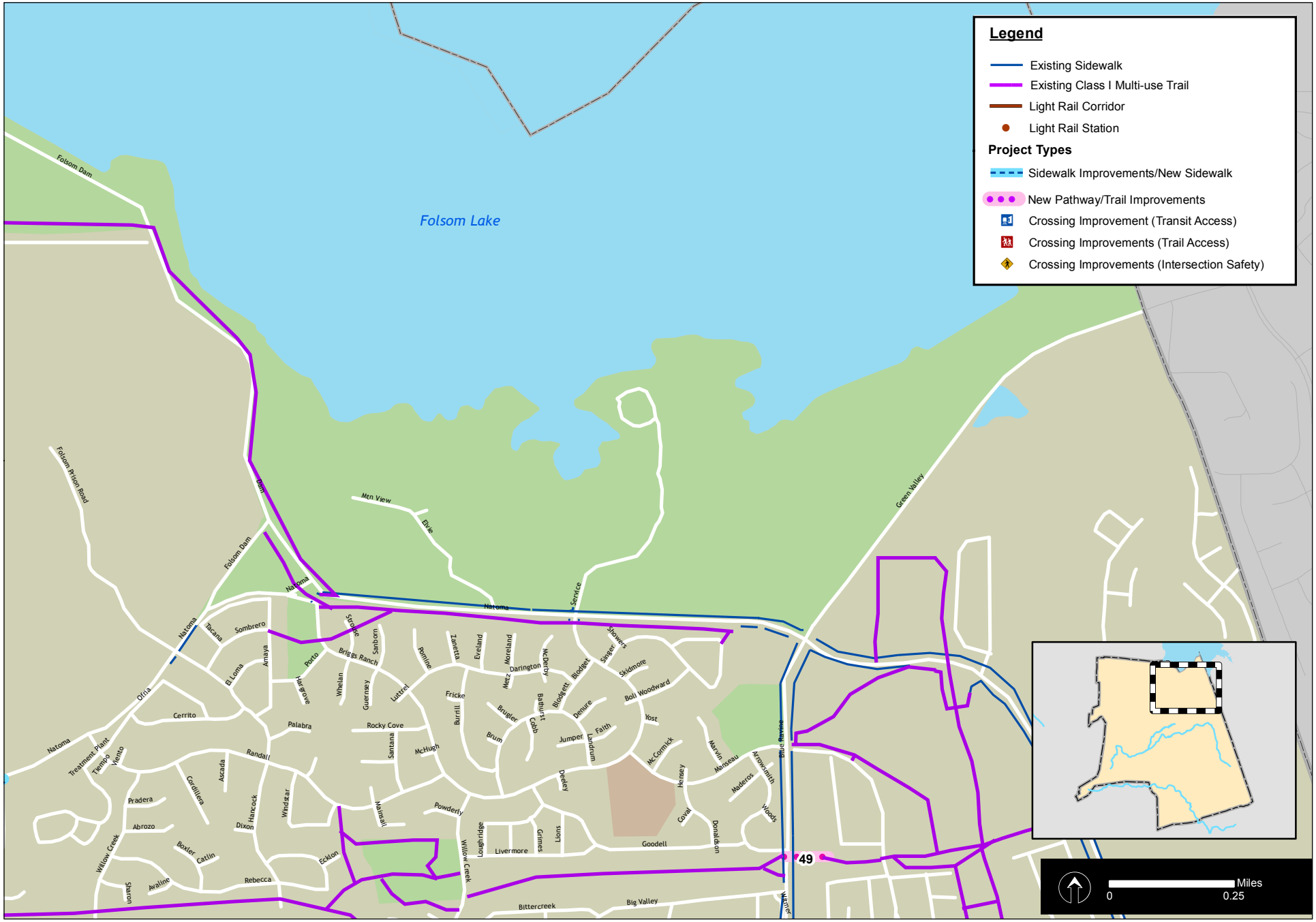

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EXHIBIT 10C
RECOMMENDED IMPROVEMENT PROJECTS (CENTRAL-WEST)

City of Folsom Pedestrian Master Plan Update

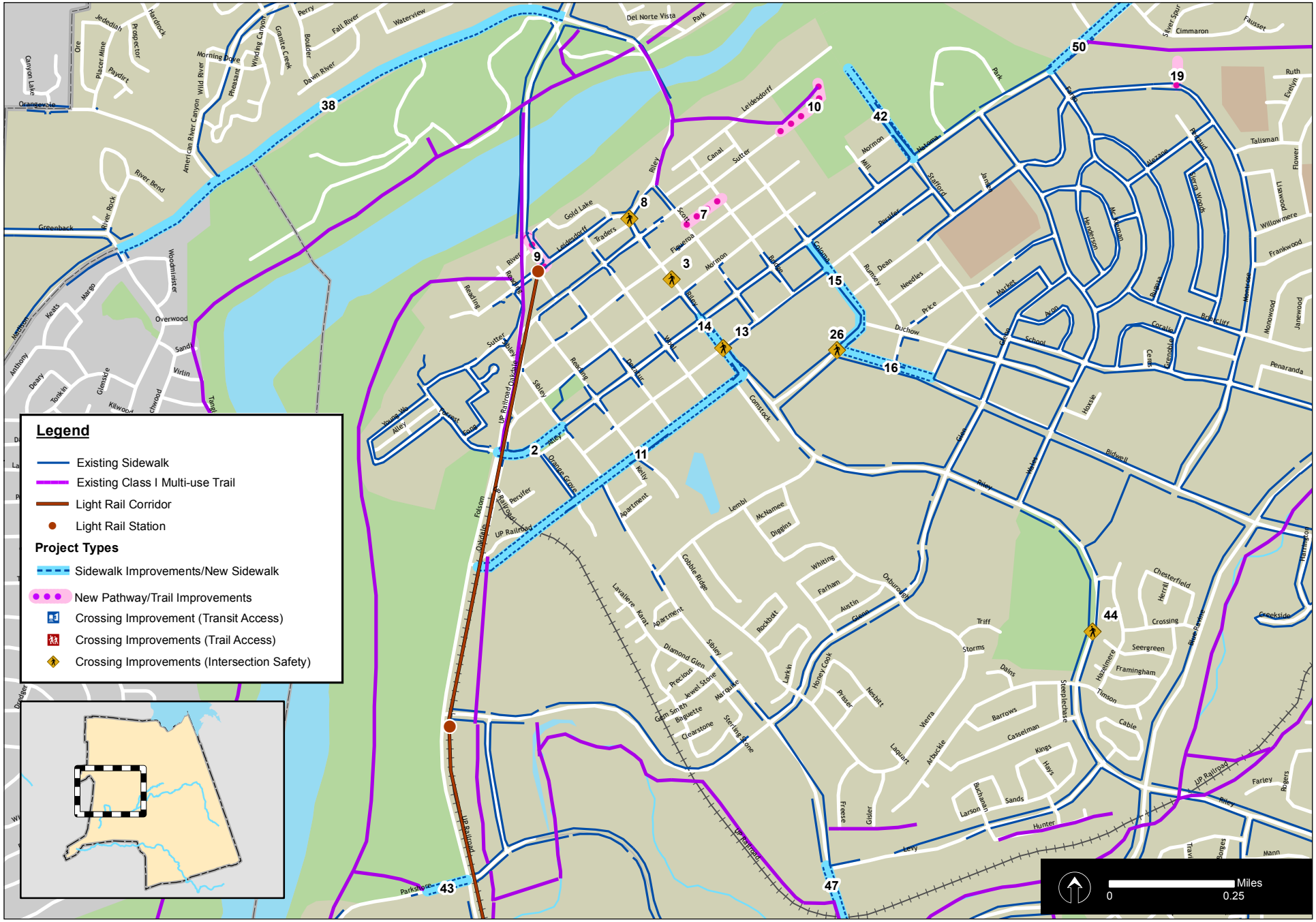

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EXHIBIT 10D
RECOMMENDED IMPROVEMENT PROJECTS (CENTRAL-EAST)

City of Folsom Pedestrian Master Plan Update

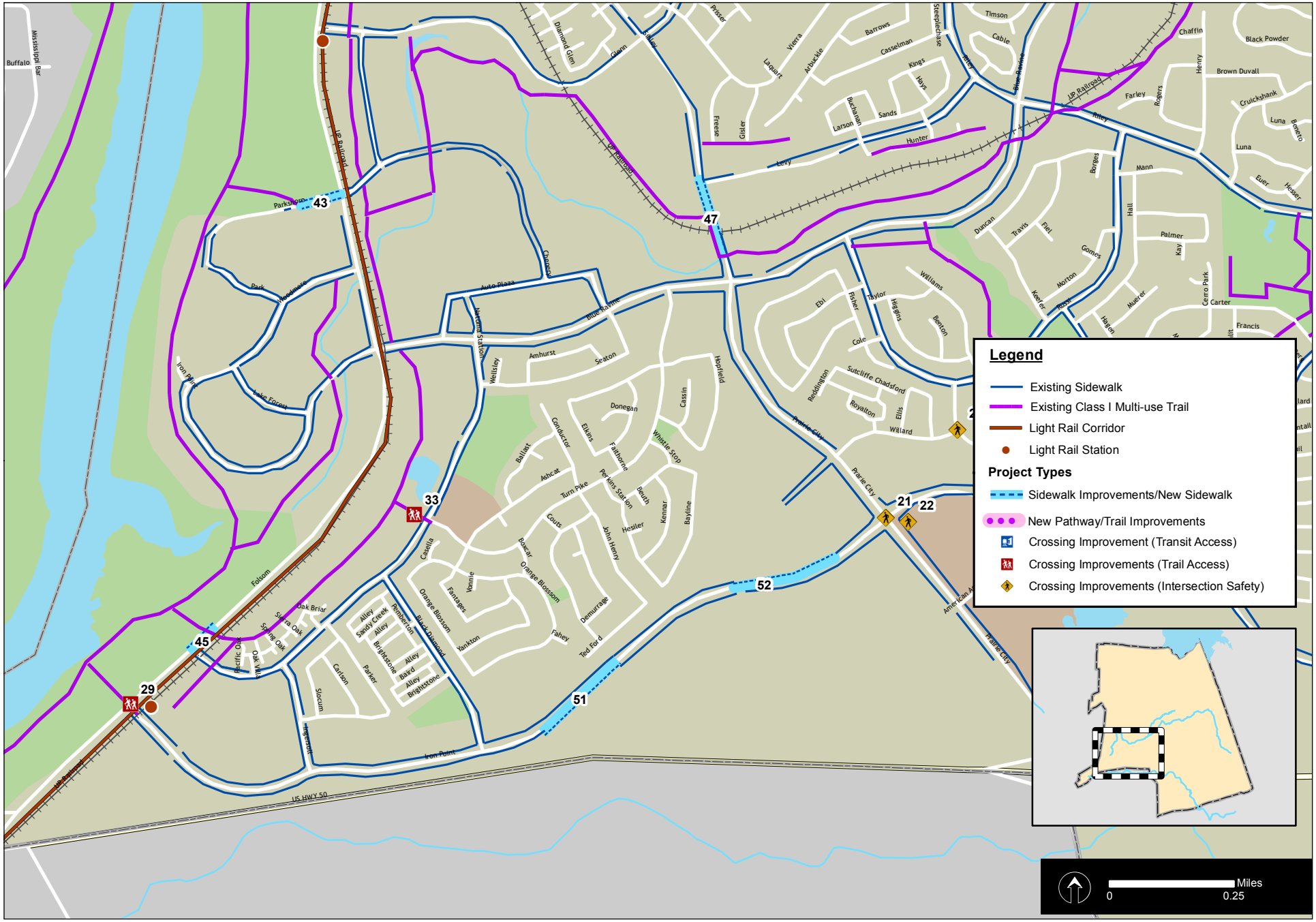

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EXHIBIT 10E
RECOMMENDED IMPROVEMENT PROJECTS (SOUTHWEST)

City of Folsom Pedestrian Master Plan Update

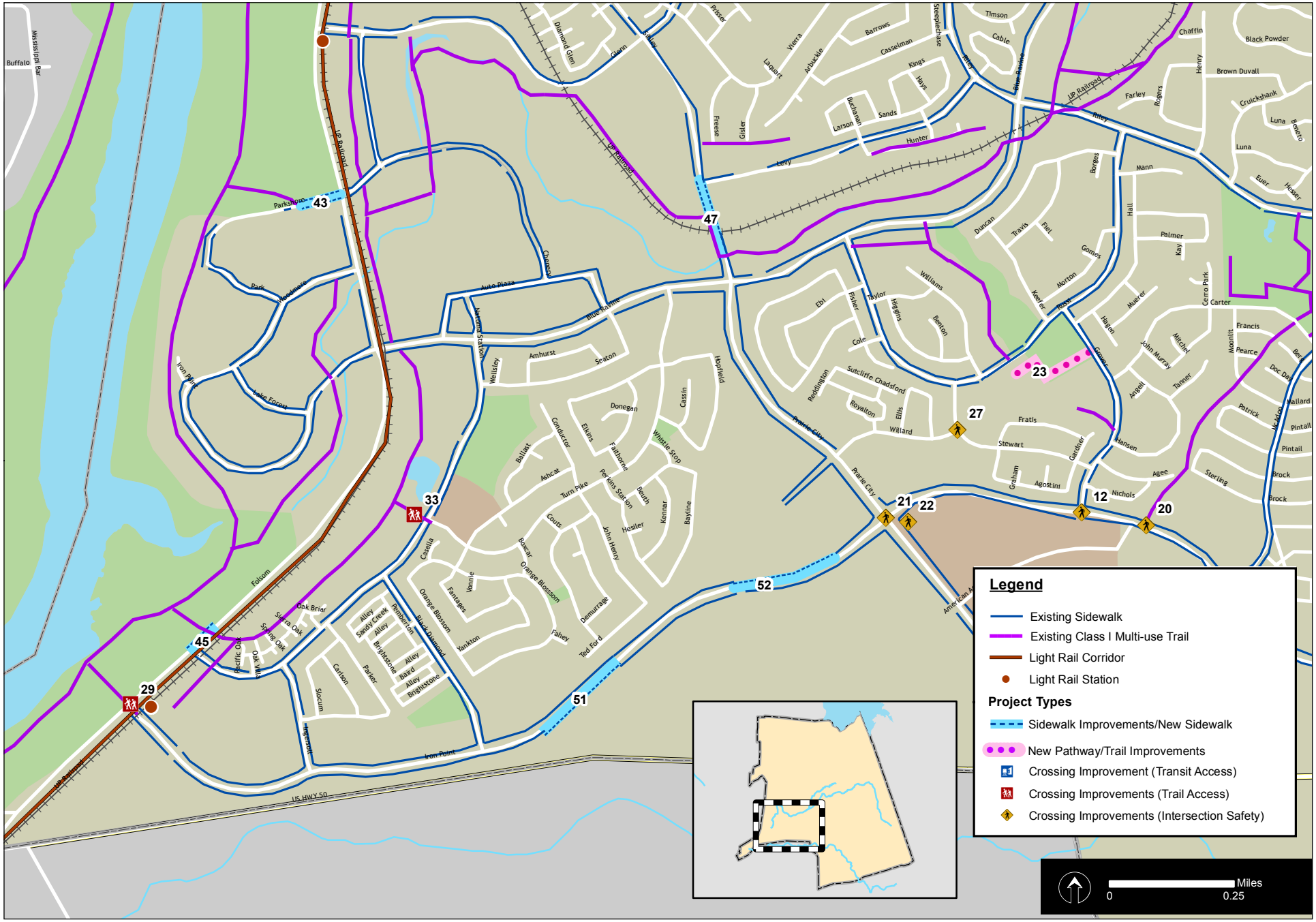

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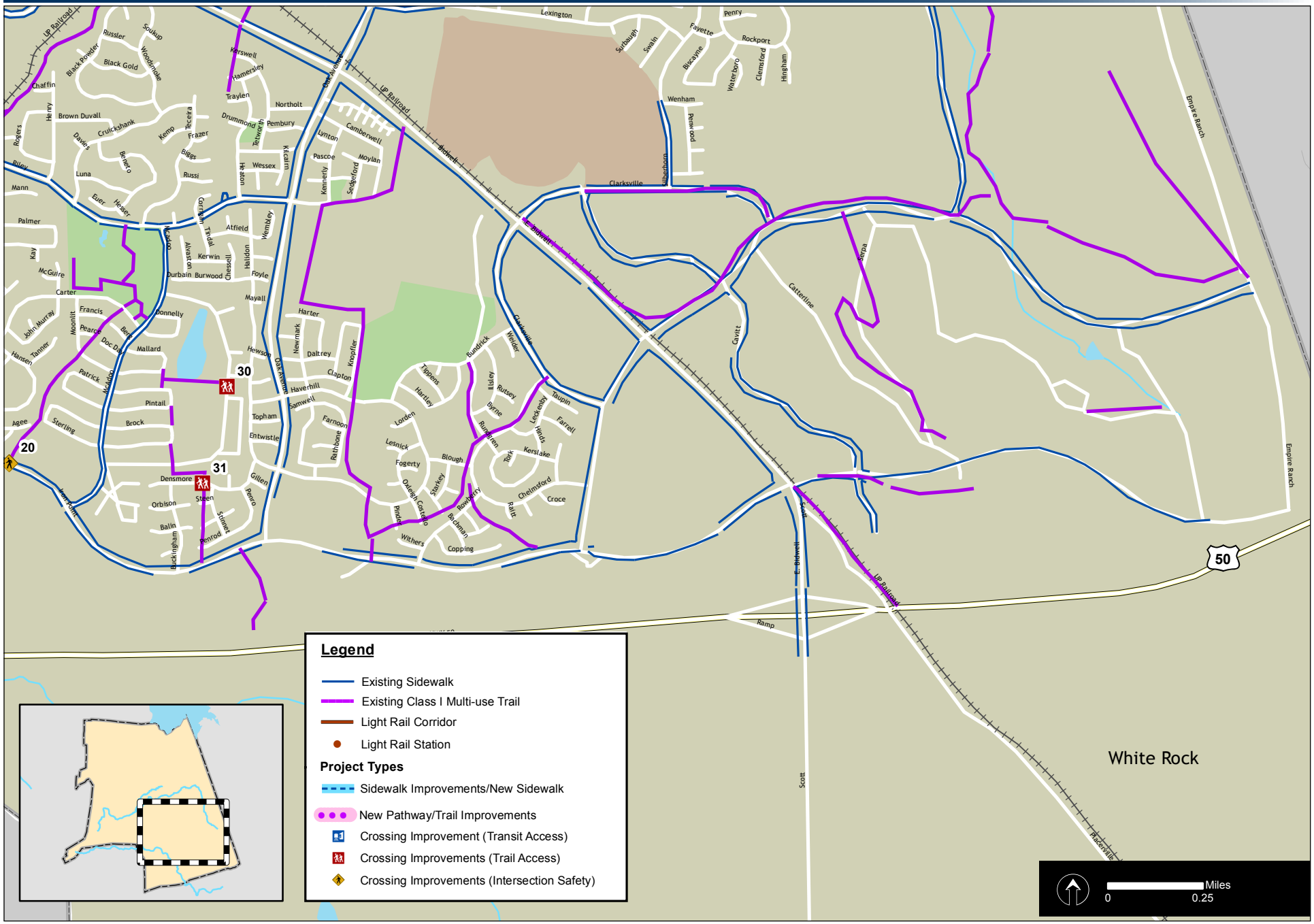
EXHIBIT 10F
RECOMMENDED IMPROVEMENT PROJECTS (SOUTHEAST)

City of Folsom Pedestrian Master Plan Update



  - **Low** - Connection is redundant (sidewalk exists on other side of street, can get to destination by using other legs of crosswalk, alternate route is accessible with only a very short detour, etc.)
- **Cost –** This criterion seeks to rank projects in terms of their relative cost to other similar projects. The purpose of this criterion is to improve the standing of projects which have a low cost relative to other similar projects. Rankings were established using the following scale:
  - **High**- Likely within City's right-of-way, minimal impact to environment, and minor construction issues resulting in increased cost
  - **Medium -** Likely right-of-way acquisition, likely some marginal environmental impact, or some atypical construction issues resulting in noted cost increase
  - **Low** - Likely significant right-of-way costs, major impact to adjacent properties or environmental impact, or an atypical construction issue resulting in significant cost

The rankings were summed together to create a composite score which was then used to both rank projects against all other projects and against other projects within the same class. The resulting recommended project list shown in **Exhibit 9** also includes the following information:

- A unique project identification number
- A project category assignment
- Description of project boundaries
- Design concept
- Order of magnitude cost information
- Prioritization summary

It is important to note that based on changing needs and/or community values these rankings will need to be periodically reviewed and updated. Additionally, while useful for prioritizing City of Folsom funds, outside grants or other sources of funding are often ear marked such that the project description or circumstances may likely be more important than its relative ranking within **Exhibit 9**. Accordingly, the rankings should be considered a planning tool and not a definitive order for constructing pedestrian improvements.

5.2. PROJECT COSTS

As Shown in **Exhibit 11**, a total of 47 projects have been identified. The City staff should review the priority project list on an annual basis to ensure that it reflects the most current priorities, needs, and opportunities for implementing the pedestrian master plan in a logical and efficient manner. As projects are implemented and taken off the list, mid-term and long-term projects may become high priority projects.

Exhibit 11 – Summary of Recommended Projects Cost Estimates

Summary of Recommended Projects	# of Projects / Total Cost	
Cultural and Recreational	8	$1,316,300
Historic District	7	$1,811,660
Multi-Use Trail	8	$731,900
Network Connectivity	7	$751,900
Safe Routes to School	17	$2,685,540
Totals:	***47***	***$7,028,358***

6. FUNDING SOURCES

There are a variety of potential funding sources including local, state, regional, and federal funding programs that can be used to construct the proposed pedestrian improvements. Most these programs are competitive and involve the completion of applications with clear documentation of the project need, costs, and benefits. Local funding for pedestrian projects typically come from Transportation Development Act (TDA) funding, which is prorated to each County based on the return of gasoline taxes.

Federal funding through the Congestion Mitigation Air Quality (CMAQ) program, Surface Transportation Program (STP), and Transportation Alternatives Program (TAP) and are allocated to the Sacramento Area Council of Governments (SACOG) and distributed either competitively or proportionally.

The **Safe Routes to School programs (state-legislated SR2S and federally-legislated SRTS**) were historically (prior to 2012) reliable sources for bicycle and pedestrian planning and infrastructure projects in California. Signed into law in July 2012, the Moving Ahead for Progress in the 21st Century Act (MAP-21) consolidated the Federal Safe Routes to School program into the broad Transportation Alternatives Program (TAP), effectively reducing the reliability of future program funding. At the time of this report the state-legislated program's funding was also largely uncertain as the adopted 2013-14 state budget suspended Safe Route to School funding.

The **Transportation Enhancement (TE) Program**, a funding source that historically provided funding for capital improvement projects, was also consolidated into TAP through MAP-21.

Caltrans administers the **Highway Safety Improvement Program (HSIP**), a core MAP-21 program. HSIP funding can be used for a variety of projects, including pedestrian safety improvements that are supported by a history of incidents.

The Sacramento Area Council of Governments (SACOG) administers several programs that are potential funding sources for the City's pedestrian projects. Every two years, most recently in May 2013, SACOG conducts a programming round to allocate funds based on apportionments of regional Congestion Mitigation and Air Quality (CMAQ), Regional Surface Transportation Program (RSTP), and State Transportation Improvement Program (STIP) funds. These funds are administered through the following grant programs:

- Bicycle & Pedestrian
- Community Design
- Regional/Local
- Air Quality
- Transportation Demand Management (TDM)

The City should consider the following two programs, both of which are competitive, as primary sources for pedestrian project funding through SACOG:

The **Bicycle & Pedestrian Program** provides funding for walking and biking facilities, as well as connections between them. This program is primarily for capital projects, including construction, preliminary engineering, and right-of-way activities. Eligible non-capital projects include bicycle and pedestrian planning, education, information, and marketing aspects of promoting the facilities. This program has a minimum project cost of $167,205 and an 11.5 percent minimum required match. In 2012, SACOG awarded nearly $8 million through this program.

The **Community Design Program** is intended to encourage mixed land uses, housing diversity, and compact development, all of which have been shown to reduce reliance on automobiles and increase the level of bicycling, walking, and public transit use. Minimum requirements include an 11.5 percent local funding match (10 percent for non-competitive projects), and minimum project cost ranging from $100,000 or less to as high as $4,000,000 depending on the project type. In the latest round, approximately $8 million is anticipated to be funded through this program.

Exhibit 12 provides guidance on the how the primary applicable funding programs may be used for the classifications of *Plan* projects (see Section 5.1 for definitions):

Future road widening and construction projects are a means of providing pedestrian facilities. To ensure that roadway construction projects provide facilities where needed and feasible, it is important that an effective review process be in place so that new roads meet the standards and guidelines presented in this *Plan*.

Another potential local source of funding is developer impact fees, typically tied to trip generation rates and traffic impacts produced by a proposed project. A developer may reduce the number of trips (and hence impacts and cost) by paying for on- and off-site pedestrian improvements that will encourage residents to walk rather than drive. Establishing a clear nexus or connection between the impact fee and the project's impacts is critical in avoiding a potential lawsuit.

Exhibit 12 – Primary Funding Programs by Project Type

Program (Agency)	CR	HD	MU	NC	SR
SRTS/SR2S (Caltrans)					✓
TE (Caltrans)	✓	✓	✓	✓	
HSIP (Caltrans)			✓	✓	
Bicycle & Pedestrian (SACOG)	✓	✓	✓	✓	
Community Design (SACOG)	✓	✓	✓	✓	

In addition, several local funding mechanisms should be considered. Pedestrian infrastructure such as paths, sidewalks, and intersection improvements, can be funded as part of a local assessment or benefit district, commonly established according to the Mello-Roos Community Facilities Act. Defining the boundaries of the benefit district may be difficult unless the facility is part of a larger parks and recreation or public infrastructure program with broad community benefits and support.

7. ENCOURAGING PEOPLE TO WALK

An effective public awareness and education program is an important complement to the proposed pedestrian improvements of this plan. This program can raise awareness of walking as means of transportation, emphasize crossing safety, and contribute to helping people make healthier lifestyle choices. The City of Folsom includes a wide spectrum of people who can benefit from walking, including an active senior community, visitors, tourists, students, employers, employees, and others. Sometimes, providing improvements to the pedestrian environment is not enough. Encouraging people to walk can provide the invitation necessary to start a lifestyle change.

As part of this update, some of the original recommendations regarding an information campaign based on Walk Folsom were undertaken. In particular many of the public information materials developed over the course of the study were branded with the Walk Folsom logo, including the newly established Walk Folsom Facebook Page. Furthermore, public information materials from the public meeting have also gone onto be used at other public events.

In addition the significant Safe Routes to School survey undertaken as part of this update (discussed in **1.3 Public Participation Process**) will also be used as baseline material in pursuing Safe Routes to School grants and in upcoming planned outreach efforts to schools.

The following sections provide an overview of the major methods the City of Folsom plans to use to expand outreach activities to encourage walking and its many benefits in Folsom.

7.1. PEDESTRIAN AWARENESS CAMPAIGNS

A public awareness campaign, through online engagement, print, public service announcements, community event participation, and promotional activities can be used to make walking a more attractive option.

Online Engagement – As demonstrated by this update, online engagement can be a low cost effective option for engaging the public. Although this form of engagement is rising in popularity, it does have some drawbacks including the inability to reach those who may not have an internet connection (disproportionally low-income, minority, and older populations). Potential online media and social media approaches include:

- **Continuing to maintain the Walk Folsom Facebook page** (https://www.facebook.com/WalkFolsom) – This option allows the City to continually promote ongoing pedestrian activities with minimal investment of time and cost. However, there is the need to provide regular updates to the page to maintain interest as well as an ongoing need to monitor comments posted to insure they are inappropriate and on-topic.
- **Informational webpage** – Unlike social media (such as Facebook), there is less of an expectation that static webpages will be regularly updated. A dedicated page included as part of the City's overall website, could be used to post downloadable educational material in addition to providing a schedules of pedestrian activities. The downside of this approach is, unless special provisions are made, the site will not be interactive limiting the opportunity for community engagement.
- **Mobile Applications** – This is a growing area of usage by cities and other government agencies. Most recently the City of Folsom introduced an informational

mobile application for use on the iPhone, Android, and Blackberry. Apptology, a local mobile application development company, created the app at no cost to the City.

Print Campaign Program – There are many options for a print campaign including guides with map inserts, bumper stickers, and posters. The downside to print campaigns is that they are more costly than online engagement and typically require more lead time and planning than online engagement. It is a best practice to continue to maintain some level of print campaign in deference to populations who might not otherwise receive the information. Print materials are also highly effective in conjunction with community events or other situations where online engagement is impractical. Example print campaign materials include:

- **Brochures** - can be used to present a variety of information including maps highlighting routes and sites, the health benefits of walking, the rules of the road and sidewalks, and contact information.
- **Posters** - would feature the promotional slogan "Walk Folsom For More Information, Call XXX-XXXX." To offset the cost to the City of Folsom, sponsors could be secured.
- **Street Banners** - Display street banners with the message "Walk Folsom!" during periods of promotion.

Community Event Participation – Participation in planned community events is a cost-effective way to reach both the general public and specific target groups. Given that a particular event may attract a specific population or interest group this can be used to reach a variety of audiences. Folsom can create a standardized exhibit that promotes the "Walk Folsom" campaign which can then be featured at a variety of events including those that directly promote pedestrian related causes such as Earth Day, Clean Air Week, Bike to Work Week, and other events. The exhibit could be built to allow assembly and attendance to be done by one person.

7.2. MAJOR THEMES AND TARGET GROUPS

Education can make pedestrians and motorists more aware of potentially hazardous environments and teach them the skills needed to make walking a more effective and enjoyable way to travel. There are several specific topics and themes the pedestrian awareness campaign can focus on, including:

- Jaywalking based on "Save A Life – Your Own. Don't Jaywalk."
- Crosswalk awareness such as "STOP! It could be someone you love in the crosswalk" or "Want to meet cops? Don't stop for pedestrians in the crosswalk."
- Maintaining a safe speed such as "Use the other pedal and slow down" or "Slow Down! It could be someone you love."
- Driver awareness based on "Share the Road"
- Walk Guides with information on responsibilities of drivers and pedestrians
- Age specific campaigns such as Safe Routes to School
- Disabled specific campaigns

As each pedestrian awareness campaign is undertaken, in addition to selecting a specific theme to address, consideration should be given to the target audiences of that campaign. Common target audiences include:

- Drivers
- School age children (discussed further in **Section 7.3 Safe Routes to School**)
- Teen
- Adult
- Senior Citizens
- Disabled

7.3. SAFE ROUTES TO SCHOOL

Safe Routes to School is an important focus and a major Goal of this plan as described in **Chapter 2. Goals and Objectives**. Outreach campaigns carried out as part of a comprehensive Safe Routes to School program can help children and adults:

- Safety while walking
- Recognize and avoid common pedestrian collisions
- Promotion of benefits of walking as an effective mode of transportation
- Traffic knowledge assessment and skills
- Safety at bus stops
- Proper behavior around bus stops
- Bus passenger skills

Programs for elementary schoolchildren can include a variety of programs that are tailored to meet the needs of schoolchildren, parents, and teachers in pre-school through 6th grade, including:

- **Community-based rodeos** - can be conducted for families of school-aged children and include bicycle and pedestrian education. Volunteers—including parents, senior citizens, bike enthusiasts, and other screened/qualified volunteers—could staff the rodeo.
- **Curricula** - can be implemented in pre-schools, childcare centers, and elementary schools in Folsom. The curricula would be designed to target specific grade levels: pre-school, kindergarten, 1st, 2nd, 3rd, 4th, 5th, and 6th grades. Each grade level program would include basic information, demonstrations, activities, and printed material. An outline of a model curriculum is described below while a detailed curriculum is attached in the Appendix.

As part of planned activities, City of Folsom staff will be undertaking school specific outreach. Using the data that resulted from the survey carried and existing databases, staff will seek to develop school specific outreach as well as identify additional school specific improvements. **Exhibit 13** shows a sample of the materials that will be used in conjunction with those efforts.

7.4. ENFORCEMENT OF PEDESTRIAN LAWS

Targeted pedestrian enforcement action should be focused in those areas with high pedestrian volumes or where pedestrians are especially vulnerable. Law enforcement efforts should be targeted during periods and at locations where motorists and the general public will become aware of pedestrian laws and their penalties. Focused enforcement should also take place at the start of the school year at selected schools near their primary access points by children walking. Police input can provide invaluable input to determine appropriate educational material, advisory and warning signs, and other tools to help them accomplish their mission.

Pedestrians are protected in the public right-of-way by the California Vehicle Code, as enforced by the Folsom Police Department. Some of the key provisions of the California Vehicle Code as it relates to pedestrians are shown below.

- **21950. Right-of-Way at Crosswalks.**
  - (a) The driver of a vehicle shall yield the right-of-way to a pedestrian crossing the roadway within any marked crosswalk or within any unmarked crosswalk at an intersection, except as otherwise provided in this chapter.
  - (b) This section does not relieve a pedestrian from the duty of using due care for his or her safety. No pedestrian may suddenly leave a curb or other place of safety and walk or run into the path of a vehicle that is so close as to constitute an immediate hazard. No pedestrian may unnecessarily stop

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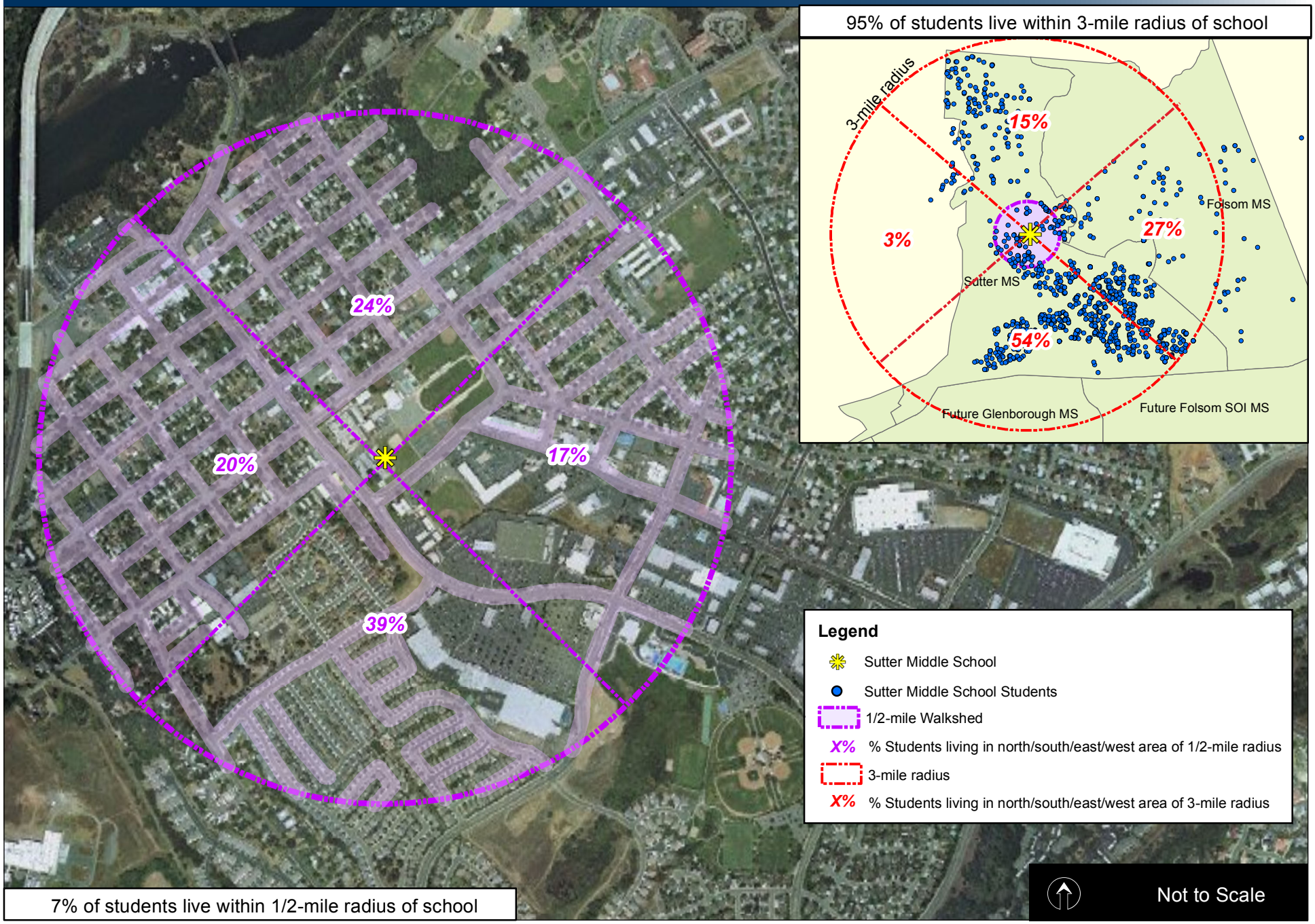
EXHIBIT 13
SAMPLE SAFE ROUTES TO SCHOOL ANALYSIS (SUTTER MIDDLE SCHOOL)

City of Folsom Pedestrian Master Plan Update



- or delay traffic while in a marked or unmarked crosswalk.

  (c) The driver of a vehicle approaching a pedestrian within any marked or unmarked crosswalk shall exercise all due care and shall reduce the speed of the vehicle or take any other action relating to the operation of the vehicle as necessary to safeguard the safety of the pedestrian.
- (d) Subdivision (b) does not relieve a driver of a vehicle from the duty of exercising due care for the safety of any pedestrian within any marked crosswalk or within any unmarked crosswalk at an intersection.
- *Amended Sec. 8, Ch. 833, Stats. 2000. Effective January 1, 2001.*

- **21950.5. Removal of Marked Crosswalk: Notification.**
  - (a) An existing marked crosswalk may not be removed unless notice and opportunity to be heard is provided to the public not less than 30 days prior to the scheduled date of removal. In addition to any other public notice requirements, the notice of proposed removal shall be posted at the crosswalk identified for removal.
  - (b) The notice required by subdivision (a) shall include, but is not limited to, notification to the public of both of the following:
    - (1) That the public may provide input relating to the scheduled removal.
    - (2) The form and method of providing the input authorized by paragraph (1).
- *Added Sec. 9, Ch. 833, Stats. 2000. Effective January 1, 2001.*
- **21951. Vehicles Stopped For Pedestrians.** Whenever any vehicle has stopped at a marked crosswalk or at any unmarked crosswalk at an intersection to permit a pedestrian to cross the roadway the driver of any other vehicle approaching from the rear shall not overtake and pass the stopped vehicle.
- **21954. Pedestrians Outside of Crosswalks**
  - (a) Every pedestrian upon a roadway at any point other than within a marked crosswalk or within an unmarked crosswalk at an intersection shall yield the right-of-way to all vehicles upon the roadway so near as to constitute an immediate hazard.
  - (b) The provisions of this section shall not relieve the driver of a vehicle from the duty to exercise due care for the safety of any pedestrian upon a roadway.
  - *Amended Ch. 1015, Stats. 1971. Operative May 3, 1972.*
- **21955. Crossing Between Controlled Intersections**. Between adjacent intersections controlled by traffic control signal devices or by police officers, pedestrians shall not cross the roadway at any place except in a crosswalk.
- **21956. Pedestrian on Roadway.**
  - (a) No pedestrian may walk upon any roadway outside of a business or residence district otherwise than close to his or her left-hand edge of the roadway.
  - (b) A pedestrian may walk close to his or her right-hand edge of the roadway if a crosswalk or other means of safely crossing the roadway is not available or if existing traffic or other conditions would compromise the safety of a pedestrian attempting to cross the road.
  - *Amended Sec. 10, Ch. 833, Stats. 2000. Effective January 1, 2001.*

Pedestrian Master Plan

DRAFT - JUNE 9, 2014

CITY OF FOLSOM
DISTINCTIVE BY NATURE

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