

City of Sacramento - Fruitridge Road Safety and Mobility Plan

Community Workshop #1 Summary - March 4th, 2026

Introduction

On March 4, 2026, the City of Sacramento hosted the first public Community Workshop for the Fruitridge Road Safety and Mobility Plan at Sacramento New Technology High School (1400 Dickson St, Sacramento, CA). The workshop took place from 5:30 PM to 7:00 PM and was attended by 28 community members. The purpose of the workshop was to introduce the planning effort, share early safety and mobility findings, and gather feedback from people who live, work, and travel along the Fruitridge Road corridor.

Project Background

The Fruitridge Road Safety and Mobility Plan aims to improve safety and mobility for all users along the corridor, including pedestrians, bicyclists, drivers, transit riders, and people using mobility devices. The plan builds on previous and ongoing efforts such as Vision Zero, the Transportation Priority Plan, Streets for People Plan, and the City of Sacramento 2040 General Plan. Rather than starting from scratch, the City is leveraging past community input and technical analysis to shape improvements that reflect local priorities and needs.



Community members and the project team discussing the Fruitridge Road Safety and Mobility Plan

Meeting Overview

The workshop was held in the media room at Sacramento New Technology High School.

The event began with a brief presentation introducing the project and the proposed alternatives. Following the presentation, the workshop transitioned into an open house format where attendees could speak directly with staff from the City of Sacramento, Fehr & Peers, Mark Thomas, and AIM Consulting. Informational exhibits and maps of the project corridor were available for attendees to review, and comment cards were provided for participants to share feedback.

Presentation

The meeting began with introductions from City of Sacramento staff and the consultant team. The presentation was organized around the following key topics:

Project Overview and Goals

The team outlined the project goals, which include:

- Creating a shared vision reflective of community priorities
- Improving safety along a High Injury Corridor
- Expanding active transportation and transit access
- Creating a more connected network to daily destinations
- Supporting local businesses through improved accessibility and economic activation

The corridor limits and relationship to adjacent projects were reviewed, along with how the plan integrates with broader City initiatives such as Vision Zero and the 2040 General Plan.

Existing Conditions and Safety

The team presented data on:

- Average daily traffic volumes
- All injury collisions and KSI (Killed or Seriously Injured) collisions
- Primary collision factors
- High-priority safety segments and intersections

The presentation highlighted Fruitridge Road's designation as a High Injury Corridor and discussed crash data and traffic operations patterns.

Navigating the Corridor

The team reviewed key corridor segments and challenges, including:

- I-5 and SR 99 ramp areas
- School frontage conditions



Chris Dougherty (City of Sacramento) presenting the Fruitridge Road Safety and Mobility Plan



Chris Dougherty getting interviewed by a local news station



- Frontage roads
- Transit routes and the Fruitridge Road Light Rail Station
- Existing and proposed bikeways
- Key east–west connections

Specific locations, such as Seamas Avenue, Laurine Way, Ethel Way, and Gilgunn Way to Monterey Way, were discussed in the context of safety and connectivity.

Community Input and Next Steps

The team asked community members to reflect on:

- Issues or barriers not captured in existing safety data
- Missing origins and destinations
- Intersections or segments of concern
- Community-voiced priorities

The presentation concluded with an overview of next steps, including continued engagement, analysis of alternatives, and development of draft recommendations.

Stations and Board Exhibits

Below is an overview of the stations and board exhibits presented at the event.

Welcome Station

Upon arrival at the workshop, community members were welcomed and invited to sign up with their contact information to receive future project updates and event notifications. A total of 28 community members signed up.



Project Introduction Station

Station 1: Project Introduction

Station One introduced the Fruitridge Road Safety & Mobility Plan with an informational project fact sheet board. The board outlined the plan's purpose, corridor limits, and goals to improve safety and mobility for people walking, biking, taking transit, and driving along Fruitridge Road. It also highlighted key features along the corridor and provided an overview of the planning process.

Station 2: Corridor Segments

Station Two focused on the Fruitridge Road corridor segments and included eight boards: four corridor map boards and four corresponding feedback boards. The corridor was divided into four segments: Riverside Boulevard to Monterey Way, Monterey Way to 24th Street, 24th Street to Mendocino Boulevard, and Mendocino Boulevard to Stockton Boulevard. The purpose of this station was to better understand how community members experience different parts of the corridor and where they see opportunities for improvement.



Community members providing feedback on the Monterey Way to 24th Street Corridor

Community members could provide feedback in two ways. First, they could place transportation mode stickers on the feedback boards to share their experiences along each corridor segment. The travel mode stickers represented walking, biking, driving, public transit, and wheelchair use. These stickers were placed on three Likert-scale questions for each segment: Safety (More Safe to Less Safe), Uses (Corridor Destinations to Non-Corridor Destinations), and Efficiency (More Efficient to Less Efficient). Second, attendees could write comments on sticky notes and place them directly on the corridor map boards to identify specific locations, concerns, or ideas along Fruitridge Road.



Community members providing feedback on sticky notes

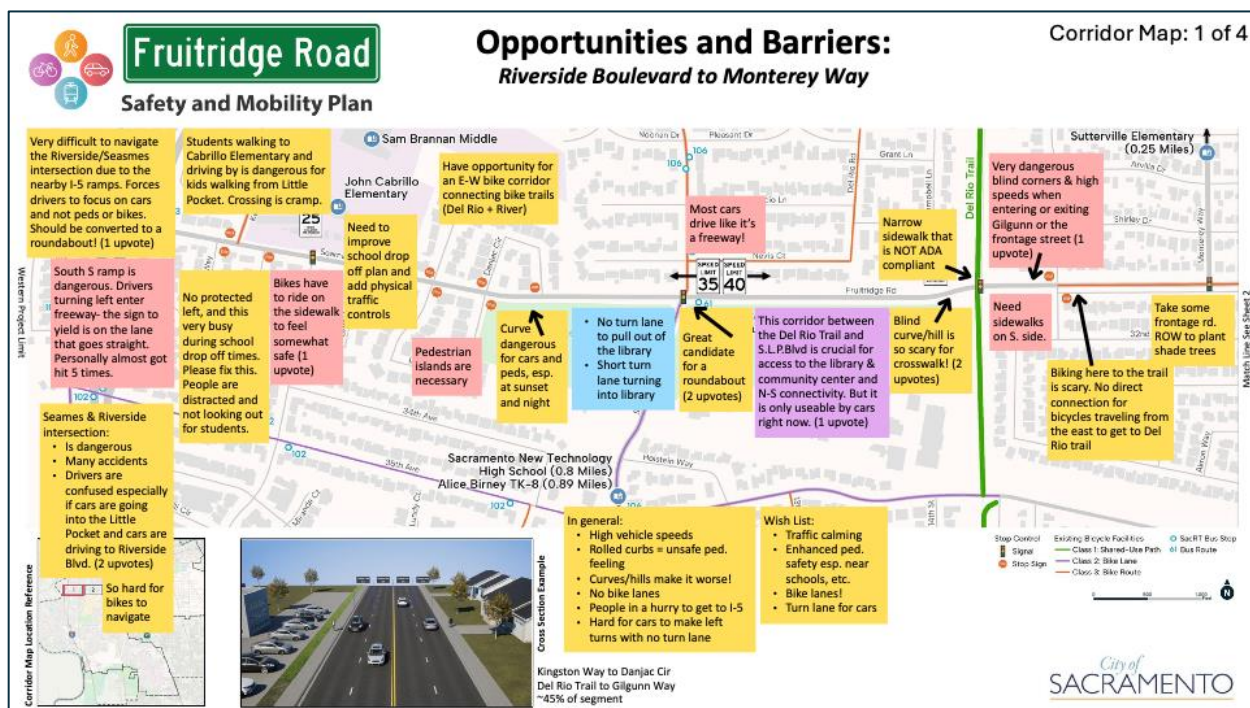


Community members discussing the project with project team members



Corridor Map (1 of 4): Riverside Boulevard to Monterey Way

This board shows the western segment of Fruitridge Road from Riverside Boulevard to Monterey Way. It highlights nearby schools, transit service, key intersections, and existing roadway conditions along the corridor.



Corridor Map (1 of 4) Riverside Boulevard to Monterey Way
with Community Feedback

Feedback Board: Riverside Boulevard to Monterey Way

Safety

Response Category	Walking	Biking	Driving	Transit	Wheelchair
More Safe	0	0	2	0	0
Somewhat Safe	0	0	0	0	0
Neutral / Mixed	1	0	2	1	0
Somewhat Unsafe	2	1	1	0	0
Less Safe	1	4	1	0	0

Uses

Response Category	Walking	Biking	Driving	Transit	Wheelchair
Corridor Destinations	0	2	1	1	0

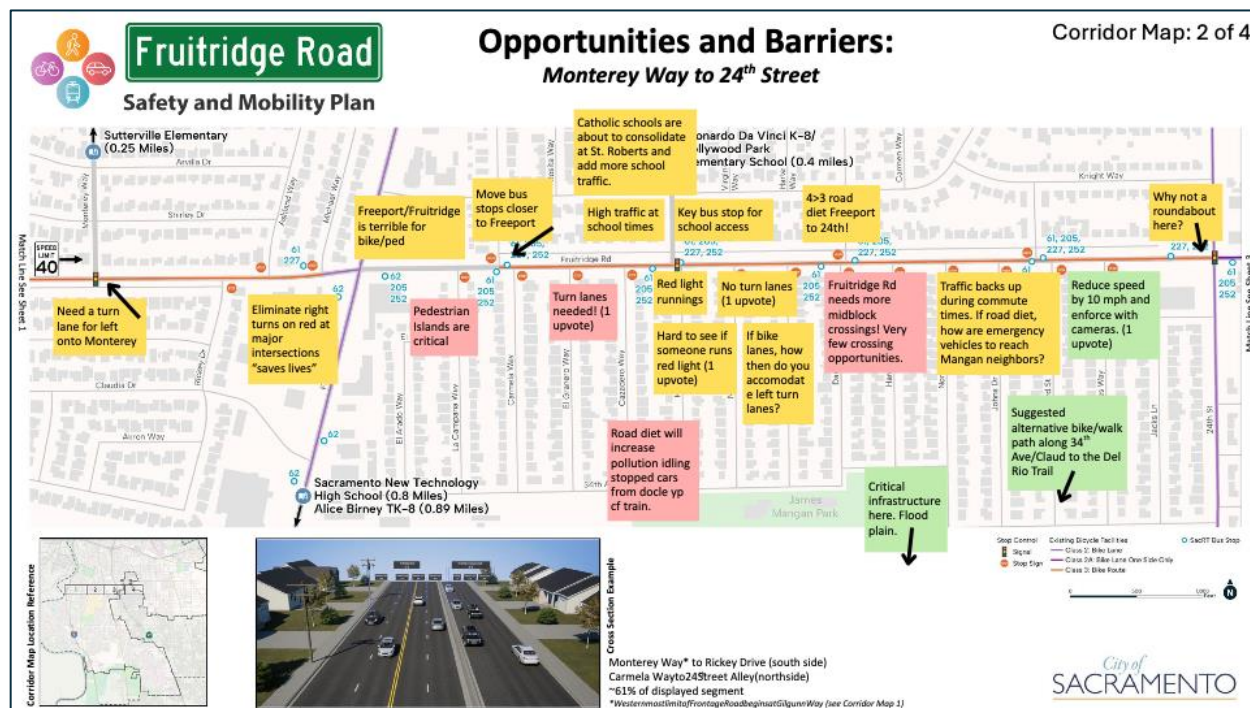
Mostly Corridor Destinations	1	0	2	0	0
Neutral / Mixed	0	0	1	0	0
Mostly Non-Corridor Destinations	1	2	0	0	0
Non-Corridor Destinations	0	1	3	0	0

Efficiency

Response Category	Walking	Biking	Driving	Transit	Wheelchair
More Efficient	0	0	6	0	0
Somewhat Efficient	0	0	1	1	0
Neutral / Mixed	1	0	2	0	0
Somewhat Inefficient	0	0	0	0	0
Less Efficient	0	3	0	0	0

Corridor Map (2 of 4): Monterey Way to 24th Street

This board shows the segment of Fruitridge Road from Monterey Way to 24th Street. It includes nearby schools and parks, bus routes and stops, intersections, and existing conditions along this portion of the corridor.



*Corridor Map (2 of 4) Monterey Way to 24th Street with
Community Feedback*

Feedback Board: Monterey Way to 24th Street

Safety

Response Category	Walking	Biking	Driving	Transit	Wheelchair
More Safe	0	0	2	0	0
Somewhat Safe	0	0	0	0	0
Neutral / Mixed	0	1	0	0	0
Somewhat Unsafe	3	1	0	1	0
Less Safe	2	5	4	0	0

Uses

Response Category	Walking	Biking	Driving	Transit	Wheelchair
Corridor Destinations	1	0	6	0	0
Mostly Corridor Destinations	1	0	0	0	0
Neutral / Mixed	0	2	0	0	0
Mostly Non-Corridor Destinations	0	0	0	0	0
Non-Corridor Destinations	1	0	0	0	0

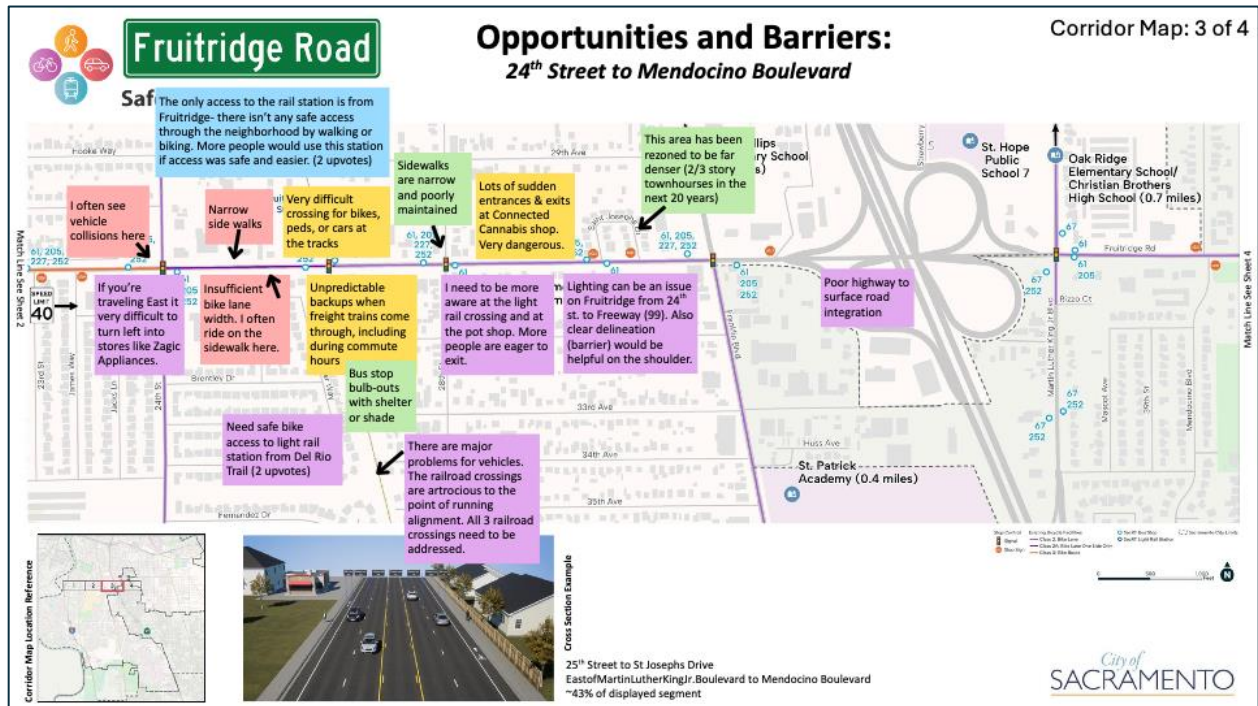
Efficiency

Response Category	Walking	Biking	Driving	Transit	Wheelchair
More Efficient	0	0	4	0	0
Somewhat Efficient	0	0	0	0	0
Neutral / Mixed	1	1	0	0	0
Somewhat Inefficient	2	1	0	0	0
Less Efficient	2	2	0	1	0



Corridor Map (3 of 4): 24th Street to Mendocino Boulevard

This board shows the segment of Fruitridge Road from 24th Street to Mendocino Boulevard. It highlights Fruitridge Station, nearby schools, transit connections, major intersections, and existing opportunities and barriers along the corridor.



Corridor Map (3 of 4) 24th Street to Mendocino Boulevard with
Community Feedback

Feedback Board: 24th Street to Mendocino Boulevard

Safety

Response Category	Walking	Biking	Driving	Transit	Wheelchair
More Safe	0	0	0	0	0
Somewhat Safe	0	0	0	1	0
Neutral / Mixed	0	0	1	0	0
Somewhat Unsafe	1	0	2	0	0
Less Safe	1	3	0	0	1

Uses

Response Category	Walking	Biking	Driving	Transit	Wheelchair
Corridor Destinations	0	0	3	1	0
Mostly Corridor Destinations	0	0	0	0	0



Neutral / Mixed	0	0	0	0	0
Mostly Non-Corridor Destinations	0	0	1	0	0
Non-Corridor Destinations	0	0	1	1	0

Efficiency

Response Category	Walking	Biking	Driving	Transit	Wheelchair
More Efficient	0	0	1	2	0
Somewhat Efficient	0	0	0	1	0
Neutral / Mixed	1	1	1	0	0
Somewhat Inefficient	0	0	0	0	0
Less Efficient	0	0	0	0	0

Corridor Map (4 of 4): Mendocino Boulevard to Stockton Boulevard

This board shows the eastern segment of Fruitridge Road from Mendocino Boulevard to Stockton Boulevard. It includes nearby community destinations, schools, transit routes, intersections, and existing roadway conditions along the corridor.



Corridor Map (3 of 4) Mendocino Boulevard to Stockton Boulevard with Community Feedback

Feedback Board: Mendocino Boulevard to Stockton Boulevard

Safety

Response Category	Walking	Biking	Driving	Transit	Wheelchair
More Safe	0	0	0	1	0
Somewhat Safe	0	0	0	1	0
Neutral / Mixed	0	0	1	0	0
Somewhat Unsafe	0	0	2	0	0
Less Safe	2	2	3	0	1

Uses

Response Category	Walking	Biking	Driving	Transit	Wheelchair
Corridor Destinations	1	0	5	0	0
Mostly Corridor Destinations	0	0	0	0	0
Neutral / Mixed	0	0	0	0	0
Mostly Non-Corridor Destinations	1	0	0	0	0
Non-Corridor Destinations	0	0	1	1	0

Efficiency

Response Category	Walking	Biking	Driving	Transit	Wheelchair
More Efficient	0	0	1	2	0
Somewhat Efficient	0	0	2	0	0
Neutral / Mixed	0	0	1	0	0
Somewhat Inefficient	1	1	1	1	1
Less Efficient	0	0	0	0	0

Photos of the map boards and feedback collected at this station can be reviewed in the Appendix at the end of this document.

Station 3: Open Feedback

Station three provided an opportunity for community members to share their input on the project. Attendees were invited to provide open-ended feedback via comment cards, allowing them to share thoughts, concerns, and suggestions on the plan.



Community members providing open feedback



Open-ended Feedback Results:

- Suggest a bike lane on Riverside Blvd. from Fruitridge and Riverside to the West Inn Hotel in order to access the bike trail along the river. The bike lane should be protected and along the freeway wall on Riverside. Thanks! You got a lot of input at this meeting.
- Even if my kids don't benefit from this work because of the long time, I am grateful that future residents will. My kids will take their lives in their hands bicycling from South Land Park Dr. to the John Cabrillo area/Park Terrace. I think this work will anger some motorists, but ultimately, I hope everyone sees the benefits of a safer, multi-modal corridor! Cars included!
- More accessible mobility for handicapped or senior residents along Fruitridge would be ideal. Many school-aged children in Mendocino Blvd-Visita Way. They often walk through neighborhoods or our community park to avoid the main street of Fruitridge.
- A major deterrent for pedestrian use is 5 lanes of dynamic traffic without pedestrian safety islands. Any major intersection without pedestrian islands will remain a death zone. Middle left- and right-turn lanes are very hazardous to pedestrians. Reduce the speed limit by 10 mph and enforce it with cameras.
- Please consider a different kind of road diet. Instead of dropping the number of lanes from two (both sides of the road) to one (with a middle turn lane), why not drop from two to one and a half, with the half being a bike path that allows slow-turning cars to use this lane as well? By separating the car traffic, it becomes easier to have through traffic continue in the left lane and turning has more stop on yield signs and therefore more conducive to "sharing" the lane with bicycles, and future neighborhoods' golf carts" and transit stops, not necessary everywhere but an option that should be considered.

Public Awareness and Notification

The project team used several strategies to promote the workshop and encourage community participation, including:

- **Email Communications:** The City of Sacramento first promoted the workshop through an Adobe Campaign email sent on February 13, 2026. On February 23, 2026, members of the Fruitridge Community Advisory Group (CAG) were invited to attend the CAG meeting and received invitations by email and flyer. A broader email announcement was then distributed by the engagement team on March 2, 2026, to community members and stakeholders, including transportation advocacy groups, city agencies, chambers of commerce, community-based organizations, housing and neighborhood associations, environmental groups, social service providers, and schools.



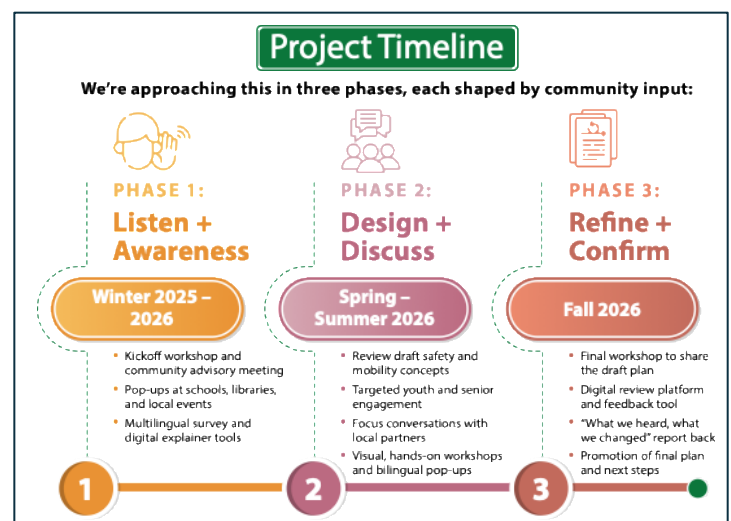
- **Online:** Information about the workshop was posted on Eventbrite and shared through the project website at cityofsacramento.gov/FruitridgePlan.
- **Social Media:** The City of Sacramento supported outreach through targeted social media promotion to help broaden awareness of the workshop among community members.
- **Lawn Sign and Flyer Delivery:** On February 18, 2026, the engagement team visited local businesses and high-traffic destinations along the Fruitridge corridor to distribute lawn signs and flyers promoting the workshop. Locations included:
 - Belle Cooledge Library
 - John Cabrillo Elementary School
 - Sacramento New Technology High School
 - Fruitridge Community Center
 - La Familia’s Maple Neighborhood Center
 - Mangan Park
 - Bahnfleth Park



Workshop lawn sign in Spanish at the Belle Cooledge Library

Next Steps

The Fruitridge Road Safety & Mobility Plan will continue through the next phases of community engagement and concept development. During Spring and Summer 2026, the project team will enter the Design and Discuss phase, which will focus on reviewing draft safety and mobility concepts for the corridor. This phase will build on the feedback received to date and help shape potential improvements for people walking, biking, taking transit, driving, and using mobility devices along Fruitridge Road.



Project timeline graphic

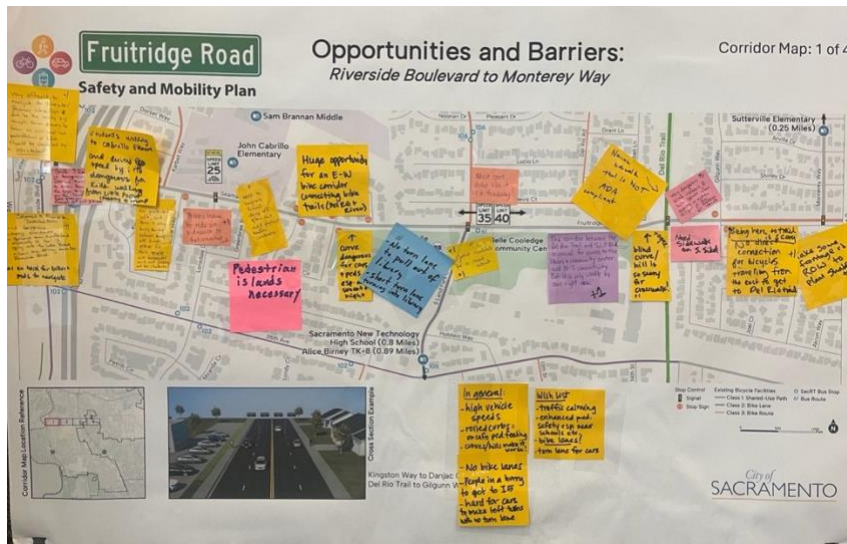
In Fall 2026, the project will move into Phase 3: Refine and Confirm. During this phase, the project team will present the draft plan for public review through a final community workshop



and a digital review platform. Community members will be invited to review the draft recommendations and provide additional feedback before the plan is finalized.

Appendix

Corridor Map (1 of 4): Riverside Boulevard to Monterey Way



Feedback Board: Riverside Boulevard to Monterey Way

Safety
Place a dot underneath the experience you have.

More Safe Less Safe

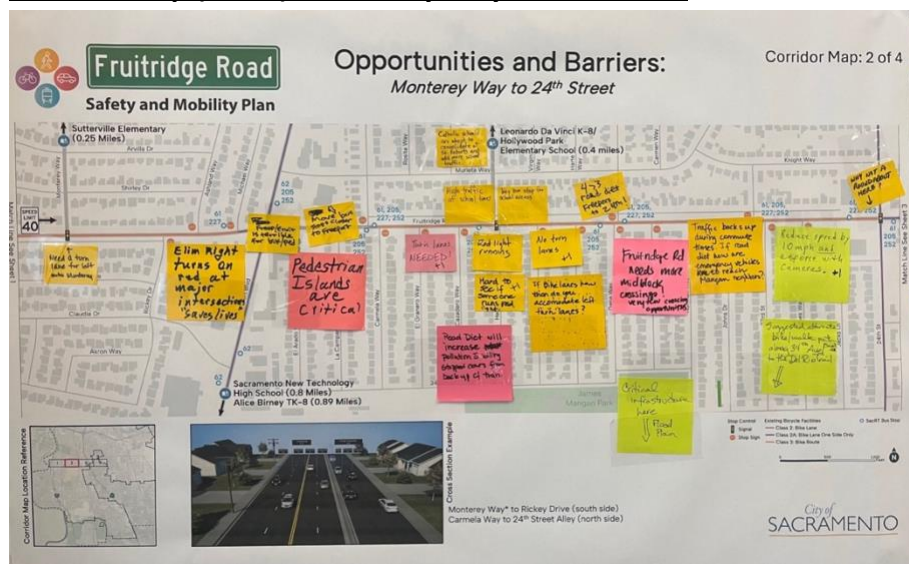
Uses
Place a dot underneath how you most often use the corridor.

Corridor Destinations Non-Corridor Destinations

Efficiency
Place a dot underneath the experience you have.

More Efficient Less Efficient

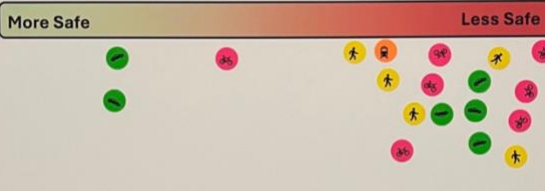
Corridor Map (2 of 4): Monterey Way to 24th Street



Feedback Board: Monterey Way to 24th Street

Safety

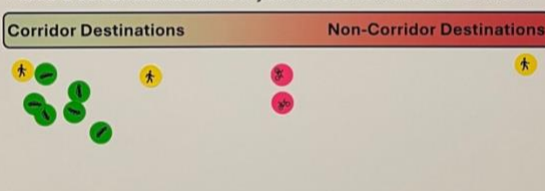
Place a dot underneath the experience you have.



A horizontal scale bar with a gradient from light yellow on the left to dark red on the right. The left end is labeled "More Safe" and the right end is labeled "Less Safe". Below the bar, there are 15 colored dots: 5 green, 5 yellow, and 5 pink. The dots are distributed across the scale, with a higher concentration of green dots on the left and more yellow and pink dots on the right.

Uses

Place a dot underneath how you most often use the corridor.



A horizontal scale bar with a gradient from light yellow on the left to dark red on the right. The left end is labeled "Corridor Destinations" and the right end is labeled "Non-Corridor Destinations". Below the bar, there are 15 colored dots: 5 green, 5 yellow, and 5 pink. The dots are distributed across the scale, with a higher concentration of green dots on the left and more yellow and pink dots on the right.

Efficiency

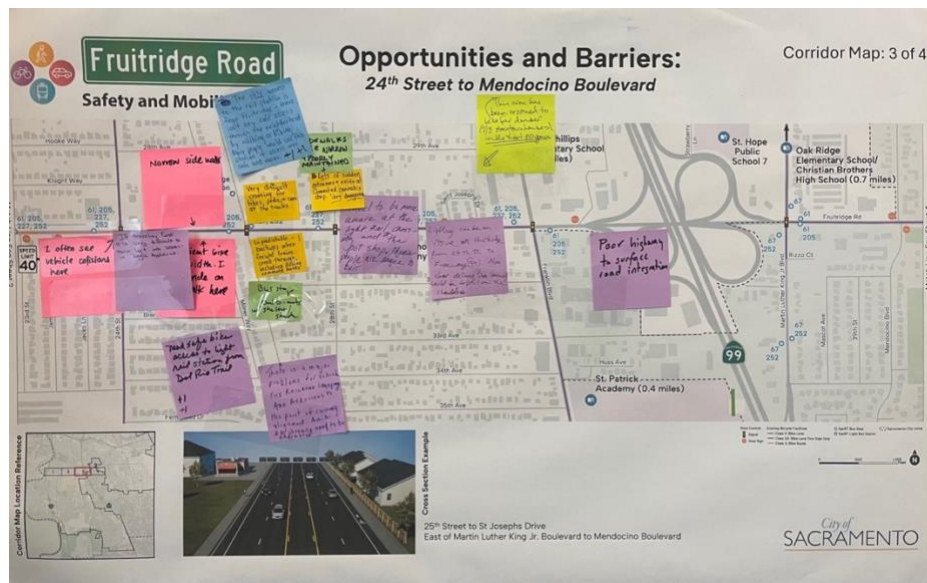
Place a dot underneath the experience you have.



A horizontal scale bar with a gradient from light yellow on the left to dark red on the right. The left end is labeled "More Efficient" and the right end is labeled "Less Efficient". Below the bar, there are 15 colored dots: 5 green, 5 yellow, and 5 pink. The dots are distributed across the scale, with a higher concentration of green dots on the left and more yellow and pink dots on the right.



Corridor Map (3 of 4): 24th Street to Mendocino Boulevard



Feedback Board: 24th Street to Mendocino Boulevard

Safety
Place a dot underneath the experience you have.

More Safe Less Safe

Uses
Place a dot underneath how you most often use the corridor.

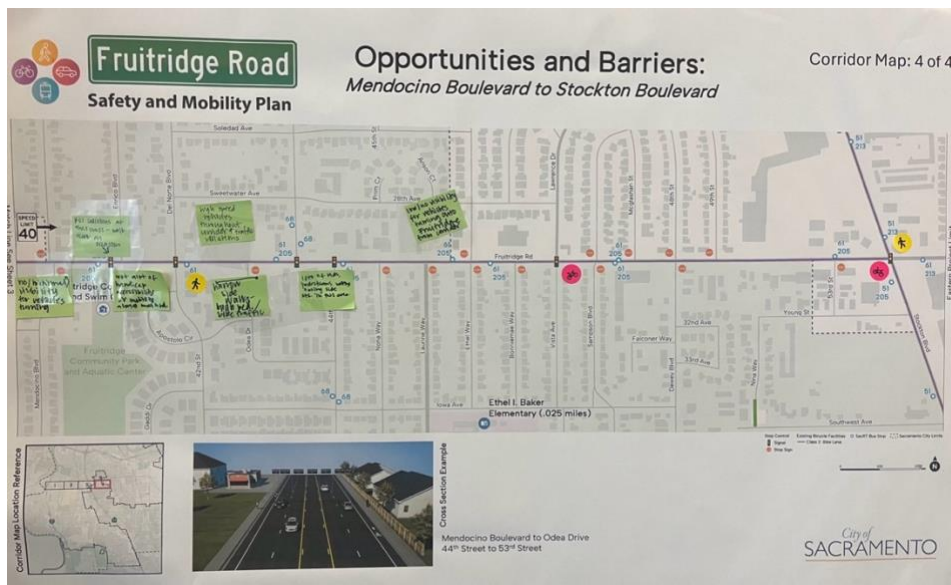
Corridor Destinations Non-Corridor Destinations

Efficiency
Place a dot underneath the experience you have.

More Efficient Less Efficient



Corridor Map (4 of 4): Mendocino Boulevard to Stockton Boulevard



Feedback Board: Mendocino Boulevard to Stockton Boulevard

Safety
Place a dot underneath the experience you have.

More Safe Less Safe

Uses
Place a dot underneath how you most often use the corridor.

Corridor Destinations Non-Corridor Destinations

Efficiency
Place a dot underneath the experience you have.

More Efficient Less Efficient