

**Folsom, California • Stage 1 Report**

# **The results are in!**

**Find out what Folsom residents believe should change to secure a better future for everyone.**

Change.org and the City of Folsom teamed up to start a conversation that crossed boundaries:

“What would **positive change** look like in Folsom?”

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Get over a thousand people to share their ideas and vote on the ideas of others.

Identify their **common interests**, despite differences on other issues.

Bring 100 people together for a conversation about those resonant issues.

Less expansion, more focus on infrastructure.

Conduct a study of E. Bidwell traffic patterns to relieve congestion.  
Implement traffic flow improvement.

Adjust the intersection lights along Folsom Boulevard to match the light rail trains.

In Phase 1, we received **68,123 votes** on

**430 IDEAS**

from **1,039 residents.**

ss suburban

Develop local financial support to preserve and enhance Folsom residents' quality of life.

Identify consistent, reliable and adequate funding to maintain parks, trails, roads, storm drains and open space to preserve quality of life and property values.

Don't build infrastructure unless funding for future maintenance is earmarked in the budget.

Increase the developer fees to cover the actual cost of new infrastructure.

## Our analysis identified priorities with broad support across 3 opinion groups



### ■ Civic Infrastructure Stewards

Focus on civic infrastructure stewardship – public access, support for aging residents and unhoused neighbors, and preserving Folsom’s independence.

### ■ Balanced Growth Skeptics

Question the city’s current growth model. Push for smarter mobility – transit, walkability, traffic enforcement – and demand new development pay for itself.

### ■ Small Town Traditionalists

Preserve Folsom’s small-town identity – strict enforcement, slower growth, fewer apartments, and infrastructure focused on existing residents rather than expansion.

# CIVIC INFRASTRUCTURE STEWARDS

The largest group, they focus on long-term civic infrastructure stewardship — public access, support for aging residents and unhoused neighbors, and preserving Folsom’s institutional independence. They favor public transit investment, inclusive public spaces, and partnerships with State Parks and tribes. They strongly oppose merging away Folsom’s institutions, speculative schemes for the city reserve, and stripping resident voice from city decisions.

## MAKE OR BREAK

All new playgrounds should focus on inclusivity and accessibility for children and caregivers with various disabilities. I.e. ramps to play structures, pour in place instead of bark, tunnels large enough for anyone to go through, fences, etc.

This group: 82% approve

vs Others: 64% approve

18% gap

- Long-term funding for civic infrastructure (parks, trails, roads, storm drains)
- Investment in public transit and accessible public spaces
- Affordable housing for aging residents and shelter for unhoused neighbors
- Partnerships with State Parks, tribes, and community organizations
- Preserving Folsom’s independence and voter control over city services

## SUPPORTS

- Develop long-term plan for financial sustainability that preserves quality of life for Folsom residents. 99% approve
- There needs to be a long term funding plan for the maintenance of our existing parks and trails. 98% approve
- Enhance the “Adopt a Trail” program to enable businesses to sponsor sections of trail through donations. 98% approve

## OPPOSES

- Annex land for a data center. 89% oppose
- Diversify 10–20% of the city’s reserve fund into Bitcoin. 98% oppose
- Change the charter to let council outsource city services (parks, pool, zoo, waste) without voter approval. 84% oppose

# BALANCED GROWTH SKEPTICS

This group questions Folsom's current growth model and pushes for smarter mobility, walkability, and traffic enforcement. They favor expanded public transit, native landscaping, and removing parking minimums to reduce car dependence. They support consolidating services to reduce costs — but strongly oppose unchecked commercial development, schemes that strip resident voice, and speculative reserve-fund bets.

## MAKE OR BREAK

**Remove parking minimums (aka how many parking spots required for a business)... Improve public transportation so we don't have to be so reliant on cars.**

This group: 96% approve

vs Others: 63% approve

33% gap

Remove parking minimums and reduce car dependence

Expand public transit, light rail, and walkable corridors

Traffic enforcement (speed cameras, red light cameras)

Consolidate city services to reduce costs (Fire dept merger)

Native landscaping and environmental sustainability

## SUPPORTS

Slow down new housing development. Maintain oak tree groves and natural green spaces. 100% approve

Connect the two bike/walking trails on each side (underneath) of highway 50 along Placerville Road — only 100 yards needs to be constructed. 100% approve

Identify consistent, reliable and adequate funding to maintain parks, trails, roads 100% approve

## OPPOSES

Build an outdoor mall like the Roseville Galleria 88% oppose

Diversify 10–20% of the city's reserve fund into Bitcoin. 98% oppose

Build an automobile race track out past Folsom high school. 83% oppose

# SMALL TOWN TRADITIONALISTS

The smallest but most distinct group, they want to preserve Folsom's small-town identity. They push for strict enforcement, slower growth, fewer apartments, and infrastructure focused on existing residents rather than expansion. They strongly oppose new public transit projects, expanded bus service, light rail on Bidwell, and SO50 development. They are skeptical of housing-density solutions and most growth-driven proposals.

## MAKE OR BREAK

**New light rail on Bidwell to relieve traffic congestion and make Folsom more human-friendly instead of car centric.**

This group: 4% approve

vs Others: 56% approve

52% gap

Reduce homeless and transient presence in old town

Slow expansion; preserve Folsom's small-town character

Strict code enforcement and e-bike regulations

Skepticism of new public transit and bus expansion

Infrastructure for existing residents, not new growth

## SUPPORTS

Less expansion, more focus on infrastructure. 96% approve

Enforce e-bike rules and regulations. 95% approve

Decrease the amount of homeless and transient people hanging out in old town. 100% approve

## OPPOSES

More shelter options for the 100+ growing population of unhoused citizens 88% oppose

Increase affordable housing options specifically for aging adults, in proximity to services and transportation. 83% oppose

New light rail on Bidwell to relieve traffic congestion. 96% oppose

# Unifying Ideas

These are the ideas that were popular across all groups, regardless of other differences.\*

#1

Fix the traffic issue at E Bidwell and Hwy 50.  
(100% BRIDGING SUPPORT)

2. Enforcement of e-bike rules and regulations. Especially around the middle schools at dismissal time. (95%)
3. Less expansion, more focus on infrastructure. (93%)
4. The trash along white rock rd is an issue. I believe it's mostly from all the construction. Can something be done about it? (91%)
5. Identify consistent, reliable and adequate funding to maintain parks, trails, roads, storm drains and open space to preserve quality of life and property values. (89%)
6. More raw nature, less endless suburban sprawl. (89%)
7. Code enforcement should start fining chronic offenders. (88%)
8. More outreach like this. It's impossible for most working families to make in person meetings to give city feedback, ignoring large portion of population. (88%)
9. Adjust the intersection lights along Folsom Boulevard to match the light rail trains. (88%)
10. Don't build infrastructure unless funding for future maintenance is earmarked in the budget. (86%)

\*Scores reflect the minimum support across the groups; rankings account for pass/rates.

\*\*Duplicates not included in this list.

# Resonant Issues: 1-3

The issues that were most important to all groups

01

**26**  
BRIDGING IDEAS

## Growth & Development

Slow housing growth until infrastructure catches up, make developers pay the full cost of new infrastructure

*"Less expansion, more focus on infrastructure"*

✓ 93%  
bridge

*"Don't build infrastructure unless funding for future maintenance is earmarked in the budget."*

✓ 86%  
bridge

*"Develop a list of 5 critical infrastructure projects. Since we must pay matching funds even with a grant, the city should spend NO money towards ANY project not on that list."*

✓ 73%  
bridge

02

**23**  
BRIDGING IDEAS

## Streets & Roads

Enforce e-bike rules, build missing sidewalks, complete bike-and-trail connections

*"Enforcement of e-bike rules and regulations. Especially around the middle schools at dismissal time"*

✓ 95%  
bridge

*"Focus selective traffic enforcement on red-light running and aggressive driving throughout the city."*

✓ 74%  
bridge

*"Connect the two bike/walking trails on each side (underneath) of highway 50 alongside Placerville Road. The two paths are fabulous and only 100 yards or so needs to be constructed."*

✓ 86%  
bridge

03

**20**  
BRIDGING IDEAS

## City Hall

Long-term financial planning, increase resident access, limit council self-dealing

*"Identify consistent, reliable and adequate funding to maintain parks, trails, roads, storm drains and open space to preserve and maintain civic infrastructure, quality of life and property values."*

✓ 89%  
bridge

*"City council should not vote to get their own raise. That decision should come from many-budget analysis, city manager, public, city planning, non partial committee, dept mgrs all included, but not for themselves."*

✓ 79%  
bridge

*"More outreach like this. It's impossible for most working families to make in person meetings to give city feedback, ignoring large portion of population."*

✓ 88%  
bridge

✓ % shows cross-group bridging score

# Resonant Issues: 4-6

The issues that were most important to all groups

04

14  
BRIDGING IDEAS

## Highway Interchanges & US-50 Access

Build interchanges and relieve the Bidwell bottleneck

"Prioritize solving the US 50/E. Bidwell overcrossing traffic nightmare."

✓ 87%  
bridge

"Prioritize construction of the Empire Ranch Road interchange on US 50. Would relieve traffic at the E. Bidwell offramp."

✓ 86%  
bridge

"Complete Alder Creek road all the way to prairie city to alleviate traffic on bidwell."

✓ 70%  
bridge

05

12  
BRIDGING IDEAS

## Parks & Recreation

Maintain parks and trees, reduce litter, fund trail rehabilitation

"Keep all water fountains at parks working, unclogged & not leaking. Ensure each park has at least one. Many have been broken for years or leak making huge mud pits."

✓ 78%  
bridge

"More trees along walking areas. The hot summers are too much for people to enjoy being out."

✓ 74%  
bridge

"Enhance the 'Adopt a Trail' program to enable businesses to sponsor sections of trail through donations, which would be used for trail repairs and improvement projects."

✓ 77%  
bridge

06

6  
BRIDGING IDEAS

## Public Safety

Strengthen code enforcement, develop a long term funding plan for police and fire, reduce loitering

"Decrease the amount of homeless and transient people hanging out in old town. It's become too much. They are sleeping all over the area and loitering into our neighborhoods."

✓ 82%  
bridge

"Code enforcement should start fining chronic offenders."

✓ 88%  
bridge

"Enforcing the law/codes to maintain quality of life. Code enforcement should actually enforce violations."

✓ 71%  
bridge

✓ % shows cross-group bridging score

Of everything we heard,

# Growth & Infrastructure

emerged as the topic to talk about in the dialogue.

## RELEVANT

Residents consistently engaged with this topic. Growth and infrastructure resonated strongly across all three opinion groups — making it the central question for Folsom's future.

## ACTIONABLE

Permitting policy, developer agreements, infrastructure maintenance budgets, and zoning are core municipal levers the city can act on.

## COMPLEX

Real trade-offs exist between accepting housing growth, requiring developers to fund their own infrastructure, preserving small-town character, and maintaining long-term financial health. Residents broadly agree the issue matters but disagree about how.

**NEXT UP**

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# Folsom Civic Dialogue

**We'll gather a representative group of 100 residents from all over the city to talk about:**

**Growth & Infrastructure in Folsom.**

If you are interested in participating in the live dialogue, sign up at [ideasforchange.org/folsom](https://ideasforchange.org/folsom).