

MEMORANDUM
OFFICE OF THE
COUNTY EXECUTIVE
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: David Boesch, County Executive Officer
Submitted by: Jennifer Merchant, Principal Management Analyst

DATE: November 20, 2012

SUBJECT: North Lake Tahoe Resort Association – Lighthouse Bus Shelter
Construction, Wayfinding Signage Master Site Plan

Action Requested

- I. Approve proposed North Lake Tahoe Resort Association infrastructure account expenditures for construction of the Lighthouse bus shelter in Tahoe City in the amount of \$60,000, and preparation of the Wayfinding Signage Master Site Plan in the amount of \$55,000.

Background

Placer County has entered into an annual agreement with the North Lake Tahoe Resort Association to provide transportation and infrastructure project development and tourism marketing and visitor information services. The agreement is funded with general fund Transient Occupancy Tax dollars and requires Board of Supervisors approval prior to expenditure from the infrastructure portion of the agreement budget.

The Resort Association's Infrastructure Committee and Board of Directors have voted to recommend that the County Executive Office carry forward the following projects for approval by your Board. In doing so, they affirm that the projects are consistent with the Resort Association's Tourism and Community Investment Master Plan, which was approved by your Board in July 2004. Therefore, the following NLTRA infrastructure expenditure is being recommended by the County Executive Office for approval.

The recommended projects have the potential to lead to significant improvements to the tourism infrastructure at North Lake Tahoe. The projects recommended for funding are consistent with goals in the Resort Association's Tourism & Community Investment Master Plan.

Brief Project Description / Funding Request:

Lighthouse Bus Shelter- \$60,000

The Resort Association has earmarked \$240,000 in funds specifically for the purpose of expanding the network of bus shelters to serve the Tahoe Area Regional Transit System. The last of three bus shelters to be completed as part of the Tahoe City Beautification Plan, this bus shelter will be located near the Lighthouse Shopping Center on the eastern end of the downtown core area. The shelter will be sited about 30 feet east of the current shelter, adjacent to the recently completed Phase VII of the Lakeside

Bike Trail. The proposed shelter was designed by Gary Davis Group with a design unique to the site. The total project estimate is \$80,001, and will be allocated as follows:

Design	\$ 11,600- donated
Agency Processing	\$ 9,500- donated
Coordination	\$ 7,900- donated
Construction Phase Services	\$ 1,000- donated
Agency Fees	\$ 1,556
Materials	\$ 19,393
Labor	\$ 39,051
TOTAL:	\$ 90,000

Agency fees, materials and labor costs will be paid with the \$60,000 in TOT funds recommended by the Resort Association. The County's contract with the Resort Association requires that they ensure that third parties utilize prevailing wages are paid in compliance with applicable state and federal law. The source for the balance of funding is a combination of donated engineering services and donated building materials. The shelter includes bear proof trash receptacles, lighting, signage and schedule racks and will be contracted for construction. Once completed, it will be owned and maintained by the Public Works Department's TART bus system.

Wayfinding Signage Master Site Plan- \$55,000

The proposed Master Site Plan is the second phase of a three phase wayfinding program undertaken by the Resort Association. The first phase, the *North Lake Tahoe Community Wayfinding Signage Design Standards Manual* was completed last year. The Master Site Plan will identify up to 50 specific signs, locations, wording, style, cost estimates for site specific design and installation, and will also identify property ownership, permitting requirements, and existing signage to be consolidated or removed as a result of the new wayfinding signage program.

A Request for Proposals process was undertaken and a multi-agency review committee recommended that the Resort Association Board of Directors direct staff to negotiate a contract for up to \$55,000, upon approval by your Board.

Fiscal Impact: The funding described above would come from Transient Occupancy Tax funds generated in the North Lake Tahoe area and currently held in the County Treasury for the purpose of capital project implementation in eastern Placer County. There are sufficient funds available to fund the amount of the requested expenditure approval.