



**MEMORANDUM  
COUNTY EXECUTIVE OFFICE  
ADMINISTRATION**  
County of Placer

TO: Honorable Board of Supervisors  
FROM: David Boesch, County Executive Officer  
By: Jennifer Merchant, Deputy County Executive Officer  
DATE: October 25, 2016  
SUBJECT: Presentation by the County Executive Office – Infrastructure and Transportation Investment in North Lake Tahoe

---

**ACTION REQUESTED**

Receive a presentation by the County Executive Office – Tahoe staff on Infrastructure and Transportation investment of Transit Occupancy Tax (TOT) Funds in North Lake Tahoe to support implementation of the 2015 Tourism Master Plan (2015 TMP).

**BACKGROUND**

Placer County currently allocates 2 percent of the total 10 percent of TOT funds collected in eastern Placer County to transit and other visitor-serving projects, a majority of which goes to transit, trails and other transportation projects. Since the 2 percent dedicated funding was put in place in 1996, more than \$32 million has been allocated to such projects, leveraging over \$235 million in local, state and federal matching funds.

County Executive Office (CEO) staff will provide an overview to your Board of TOT funded projects with emphasis on top tier priorities identified in the 2015 TMP such as class I bike paths and trail systems, pedestrian infrastructure and expansion of transportation services. County priority areas addressed by these projects include environmental stewardship, transportation, recreation and parks, visitor services, tourism and economic development.

CEO staff will highlight community partnerships in addition to Placer County’s various roles in project implementation from project lead to project partner and funder. These projects also address County priorities identified in the TART Systems Plan Update, Placer County General Plan and Area Plan.

**FISCAL IMPACT**

TOT funds are allocated to infrastructure and transportation projects each year in the Tahoe Tourism and Promotions Budget.

