

MEMORANDUM
OFFICE OF THE
COUNTY EXECUTIVE
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Thomas M. Miller, County Executive Officer
Submitted by: Jennifer Merchant, Principal Management Analyst

DATE: January 10, 2012

SUBJECT: North Lake Tahoe Resort Association's Proposed Expenditure

Action Requested

Approve the North Lake Tahoe Resort Association's proposed expenditure of up to \$245,000 for capital improvements at the Northstar Drive Entrance and Roundabout, and the Squaw Valley Winter Pedestrian Trail Snow Removal Pilot Program.

Background

Placer County has entered into an annual agreement with the North Lake Tahoe Resort Association (NLTRA) 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. These projects have the potential to lead to significant improvements to the tourism infrastructure at North Lake Tahoe and are consistent with goals in the Resort Association's Tourism & Community Investment Master Plan. Therefore, the following NLTRA infrastructure expenditures are being recommended by the County Executive Office for approval.

Brief Project Description / Funding Request:

Northstar Drive Entrance and Roundabout Improvement Project- \$105,000

The funding requested will fund a portion of a project completed by the Northstar Community Services District this fall. The total project cost was \$650,000. The portion proposed for TOT funding includes wayfinding signage (\$8,000), landscaping (\$12,000), and concrete work (\$85,000). The enhanced roundabout better accommodates turning movements for larger buses and improves surface runoff, which reduces sanding/plowing and increases safety and traffic flow. The addition of wayfinding signage will assist visitors in identifying their destination.

Squaw Valley Winter Pedestrian Trail Snow Removal Pilot Program- \$140,000

The requested funding will create a two-year pilot program to remove snow on the Placer County-owned Squaw Valley multi-purpose trail. The 1.3 mile trail will provide a pedestrian link between the Resort at Squaw Creek and the Village, with access at various points along the roadway. The Squaw Valley Public Service District has agreed to become the lead agency and will receive an encroachment permit from Placer County. The purpose of the pilot program is to identify any shortcomings in the proposed snow removal concept and determine long-term feasibility. The funding will support snow removal, sanding when necessary, as well as year-end maintenance needed to prepare the trail for summer use.

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

Environmental Analysis: The Board of Supervisors' approval of the NLTRA's funding contribution to this infrastructure project is categorically exempt from CEQA per Section 15061, which provides a general rule that if an activity does not have the potential to cause a significant environmental effect, it is exempt from CEQA. If necessary, the specific projects will be evaluated under CEQA by the corresponding lead agencies.

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.