



MEMORANDUM
COUNTY EXECUTIVE OFFICE
ADMINISTRATION
County of Placer

TO: Board of Supervisors DATE: July 27, 2021
FROM: Todd Leopold, County Executive Officer
By: Nicholas Martin, Senior Management Analyst
Lindsay Romack, Management Analyst I
SUBJECT: Update on North Lake Tahoe Tourism Mitigation Projects

ACTION REQUESTED

1. Receive a report on the progress of tourism mitigation projects in North Lake Tahoe funded with \$1,376,348 of Transient Occupancy Tax dollars previously approved by your Board.

BACKGROUND

On March 9, 2021 your Board approved the allocation of \$1,105,000 (and a subsequent budget increase of \$56,348 at the May 25, 2021 Board of Supervisors (BOS) meeting) in Transient Occupancy Tax (TOT) fund balance to tourism mitigating projects and services as recommended by the North Lake Tahoe Resort Association Board of Directors. On June 22, 2021, your Board approved the allocation of an additional \$215,000 in TOT fund balance to three additional tourism mitigating projects and services, which were recommended by the North Lake Tahoe Resort Association Board of Directors. A list of the recommended projects and services and their budgeted costs are provided below, more detailed descriptions of each project or service are followed:

- Microtransit Service in North Lake Tahoe - \$506,348
- Expanded Park and Ride Service to Summer Peak Periods - \$150,000
- Enhanced Litter/Trash Service - \$150,000
- Pedestrian Crossing Guards - \$140,000
- Temporary Signal at Grove Street and SR 28 - \$150,000
- CMS Message Board - \$15,000
- Expanded Trail Snow Clearing Service - \$50,000
- *Additional Funding for Temporary Signal at Grove Street - \$150,000*
- Restrooms and Trash Service on Donner Summit - \$15,000
- Westshore Pedestrian Improvements - \$50,000

Microtransit Service in North Lake Tahoe - \$506,348

On-demand shuttle service has been identified as a priority in the Tourism Master Plan and the Resort Triangle Transportation Plan. This summer, the County began service of microtransit on-demand service in the Tahoe Basin under the brand TART Connect. Funding for this program was recommended by the North Lake Tahoe Resort Association and approved by the Board of Supervisors in March from TOT dollars. The County is contracting with Downtowner to run the service after Downtowner's successful operation of the Mountaineer microtransit service in Olympic Valley and Alpine Meadows. There are two zones operating this summer- Zone 1 includes Dollar Hill, Tahoe City, and the West Shore; and Zone 2 includes Brockway, Kings Beach, and Tahoe Vista.

- Update: The service began on June 24, 2021 and is scheduled to run through September 6, 2021. Within the first 12 days (June 24-July 5), there were a total of 2,900 passenger trips within the two zones- 2,102 in Zone 1 and 798 in Zone 2. The average wait times for a ride was around seven minutes and for the period of July 1-5, 32% of the rides in Zone 1 were shared which means many additional vehicles were kept off the road.

Expanded Park and Ride Service to Summer Peak Periods - \$150,000

Currently, Placer County contracts with the North Lake Tahoe Truckee Transportation Management Association (TNT-TMA) to manage a park and ride program during peak periods. This program is being expanded to include peak periods during summer months and includes offering park and ride service between June 2021 – August 2021 on weekends from July 3 through September 5. This program includes funding for a park and ride program at current service levels in winter months and expansion to summer months. Program goals include reducing traffic congestion, reducing vehicle miles traveled (VMT), encouraging use of public transit and improving the overall visitor experience to the region. This service complements the microtransit pilot program as riders can take a Tahoe Truckee Area Regional Transit (TART) bus from the park and ride lot in Truckee (Truckee Tahoe Airport District parking lot and Truckee Tahoe Unified School District parking lot) to the Tahoe Basin then use microtransit to move around North Lake Tahoe.

- Update: This service has just begun and there is limited data yet available, however a more specific update on the service will be provided verbally at the July 27 BOS meeting.

Enhanced Litter/Trash Service - \$150,000

To address the issues with litter and trash that were experienced during 2020, the County has contracted with Clean Tahoe to supplement existing trash service during the summer and winter. Clean Tahoe will be addressing overflowing public garbage receptacles in Town Centers and monitoring litter and trash in our Town Centers, beaches, and parks.

- Update: This service began the week of July 5th so there is limited data yet available, however a more specific update on the service will be provided verbally at the July 27 BOS meeting. The main progress on this service has been the Department of Public Works' (DPW) lead on the coordination and execution of a multi-agency agreement and providing office space in Kings Beach for Clean Tahoe staff to operate from.

Pedestrian Crossing Guards - \$140,000

To increase pedestrian safety and assist in reducing traffic congestion, Placer County is building on the success of this service from 2020 and has again contracted with a third-party vendor to provide crossing guards on weekends from July – September in Kings Beach and Tahoe City.

- Update: This service began at the end of June so there is limited data yet available, however a more specific update on the service will be provided verbally at the July 27 BOS meeting.

Temporary Signal at Grove Street and SR 28 - \$300,000

Staff has worked with Caltrans over the past year to obtain the necessary permits and approvals to study the impact of a traffic signal at the Grove Street and SR 28 intersection on overall traffic flow and congestion. By installing a temporary signal, county staff can monitor traffic flow conditions to determine whether a permanent signal could work. Due to project bids coming in higher than expected, this project cost increased from \$150,000 to \$300,000.

- Update: The temporary signal was installed on July 1st, so there is not yet any data available to report, however a more specific update on the service will be provided verbally at the July 27 BOS meeting.

CMS Message Board - \$15,000

Over the past several years, the county has borrowed or rented message boards to message traffic congestion issues, COVID-19 related restrictions, a temporary alcohol ban on the Truckee River and other information. This message board would be owned and operated by the county and used to communicate with residents and visitors as needed.

- Update: Staff has ordered the message board and is anticipating delivery in August. 240

Expanded Trail Snow Clearing Service - \$50,000

This service includes snow removal on portions of the Martis Valley Trail and Dollar Creek Trail, in alignment with other local public agencies and community expectations for expanded plow service on trails. These funds will support snow removal on all sections of paved trail in eastern Placer County consistent with community feedback and the approach of an adjacent jurisdiction. This expanded service would be through winter 2021-22.

- Update: There is no update at this time as this is a winter-focused service.

Restrooms and Trash Service on Donner Summit - \$15,000

County staff has worked with the United States Forest Service (USFS) and Nevada County to address trash issues on and around Donner Summit. There are several attractions on Donner Summit but limited public restrooms and parking. This funding will place portable restrooms and garbage dumpsters at two popular locations on Donner Summit.

- Update: Staff has secured an encroachment permit with Nevada County that outlines a cost sharing agreement between the two counties. Portable restrooms have been ordered (delayed lead time) and two dumpsters have already been placed.

Westshore Pedestrian Improvements - \$50,000

County staff is working in partnership with the Tahoe City Public Utility District (TCPUD) to improve pedestrian crossings along the Westshore. Project costs have exceeded the budgeted amount, so this additional funding will cover those costs to ensure the project is completed.

- Update: This project is essentially complete and may also provide additional support to TCPUD on other pedestrian improvements in the area.

ENVIRONMENTAL IMPACT

This item is an informational discussion only.

FISCAL IMPACT

There is no fiscal impact as this is an informational item.

ATTACHMENTS

None

