



MEMORANDUM
COUNTY EXECUTIVE OFFICE
TAHOE OPERATIONS DIVISION
County of Placer

TO: Honorable Board of Supervisors **DATE:** October 26, 2021
FROM: Todd Leopold, County Executive Officer
BY: Stephanie Holloway, Principal Management Analyst
SUBJECT: 2021 Summer Tourism Projects, Affordable and Workforce Housing and
Recognition of the Transportation Management Association

ACTION REQUESTED

Receive a report on 2021 summer tourism mitigating transportation and housing advancements in eastern Placer and provide a presentation from the Truckee North Tahoe Transportation Management Association highlighting their 30th Anniversary.

BACKGROUND

On March 3, 2021, the North Lake Tahoe Resort Association Board reviewed and recommended to your Board transportation and other tourism mitigating projects and services to be funded with Transient Occupancy Tax fund balance which would be implemented in the summer of 2021.

In agreement with these recommendations from the North Lake Tahoe Resort Association, your Board approved an allocation of \$1,376,348 in Transient Occupancy Tax for summer 2021 transportation needs and tourism mitigating projects and services in eastern Placer at the March 9, May 25 and June 22, 2021 meetings of the Placer County Board of Supervisors. These projects and programs included micro transit, Park and Ride services, enhanced trash service, pedestrian control and safety pilots, and community messaging.

Additionally, in 2020 the North Lake Tahoe Resort Association Board recommended allocation of \$250,000 of Transient Occupancy Tax fund balance to the Placer County Workforce Housing Preservation Program. This recommendation was approved by your Board on February 9, 2021.

On January 28, 2020, your Board approved a multi-year agreement with the North Lake Tahoe Resort Association to reflect changes to its partnership with Placer County contingent upon the formation of a Tourism Business Improvement District (TBID) in North Lake Tahoe. The multi-year agreement stipulates that Transient Occupancy Tax (TOT) collections previously used to fund the North Lake Tahoe Resort Association contract be allocated to housing and transportation services in eastern Placer County ("freed up" TOT).

While the appointment of Transient Occupancy Tax revenues outlined above is provided from Transient Occupancy Tax fund balance and not "freed-up" TOT, the formation of the Tourism Business Improvement District affects how TOT revenues might be prioritized into the future. Therefore, this report is intended to provide a highlight of several key transportation, housing and tourism mitigation initiatives from those recently recommended and authorized by the North Lake Tahoe Resort Association and your Board.

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Housing

On October 1, 2021 the Town of Truckee and Placer County celebrated current housing projects with a Ribbon Cutting Festival showcasing 288 new affordable housing units within 5 projects in the Tahoe-Truckee area: Coldstream Commons, Frishman Hollow II, Truckee Artist Lofts, Meadow View Place, and Hopkins Village. The two projects within Placer include 56 units of affordable rentals at Meadow View Place and 40 achievable for-sale units in Hopkins Village, both in the Martis Valley area. Rental units are restricted to applicants with household incomes of 50% or less of Area Median Income (AMI) (35 units) and 60% or less of Area Median Income (20 units). The for-sale units will be reserved for local workers with households not exceeding 180% Area Median Income, with anticipated sale prices of approximately \$575,000-\$595,000.

Housing Trust Placer recently provided a presentation to local housing advocates and stakeholders on the benefits of a Private Housing Trust. Future discussions and considerations of an eastern County regional trust are ongoing and could include Nevada County and the Town of Truckee. In the meantime, Placer County is coordinating with Housing Trust Placer to purchase existing rental property in the Tahoe City area, with the intention to deed restrict units for local workers and make them affordable to households earning 80% or below Area Median Income.

As stated previously, your Board authorized \$250,000 to support the Workforce Housing Preservation Program. The program provides up to 15% or \$100,000 as down payment assistance in exchange for deed restriction. Since initiation of the program and funding authorization, County staff has qualified eight buyers who are currently searching for homes in the Tahoe-Truckee area.

Tourism Mitigation

Clean Tahoe:

The County contracted with Clean Tahoe to supplement existing trash service during the summer and winter. Clean Tahoe addresses overflowing public garbage receptacles in Town Centers and monitors general litter and trash in our town centers, beaches, and parks. Their impact was immediate in making these areas much cleaner by addressing overflowing trash as well as providing courtesy messages to private property owners to better manage their litter disposal. During the first three months of service, Clean Tahoe collected and disposed of 248 cans along with trash pickup at several public receptacles on weekend days to supplement Tahoe Truckee Sanitation District weekday services.

Tahoe City Pedestrian Crossing Guards:

To increase pedestrian safety and assist in maintaining more consistent traffic flows during peak periods, Placer County continued building on the success of this service from 2020 and again contracted with a third-party vendor to provide crossing guards on weekends from July through September in Kings Beach and Tahoe City. The feedback from the community continues to be positive toward the continuation of this program.

Transportation

Grove Street Temporary Signal:

The County has engaged in a discussion with Caltrans District 3 regarding the potential need for pedestrian crossing improvements to address traffic flow and safety concerns in the downtown area of Tahoe City. County staff has recently been advised by Caltrans staff that a full traffic

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signal is the recommended congestion and safety mitigating device. To study the effects of a traffic signal at the intersection of Grove Street and State Route 28 in Tahoe City, County staff proposed installation of a temporary traffic signal to allow for further assessment of the effectiveness of overall traffic flow, vehicle congestion and pedestrian mobility, and to further a technical discussion. The temporary signal was installed on July 1st and operated continuously until removal on September 14th. Initial data is being reviewed in coordination with a traffic consultant and Caltrans staff to assess the traffic impacts and other effects of the signal. During deployment of the temporary signal, a public survey was developed and distributed for additional community input. While the initial data results are being analyzed and the public survey is scheduled to close on October 15th, the initial preliminary results of the analysis and survey will be provided at the October 26th BOS meeting.

TART Connect Micro transit:

On-demand transit shuttle service has been identified as a priority in the Tourism Master Plan and the Resort Triangle Transportation Plan. This summer, the County piloted on-demand micro transit service in the Tahoe Basin under the brand TART Connect. The County contracted with Downtowner to run the service, modeled after Downtowner's successful operation of the Mountaineer micro transit service in Olympic Valley and Alpine Meadows. Based on that success, your Board recently authorized funds to support continuation of TART Connect through April 2022. A separate presentation and in-depth review of the summer pilot will be provided under separate update at the October 26th BOS meeting.

TNT-TMA

Formed in 1991, the Truckee North Tahoe Transportation Management Association (TNT-TMA), a public/private partnership, is celebrating its 30th year, as a forum for discussion, consensus, advocacy and action in support of transit, pedestrian, biking, and environmentally sound roadway infrastructure designed to enhance mobility and reduce congestion throughout the Truckee-North Tahoe Resort Triangle.

Key programs managed by the TNT-TMA, funded in part by Placer County Transient Occupancy Tax revenues, include the North Lake Tahoe Express airport shuttle service to/from Reno International Airport to/from Truckee and North Lake Tahoe as well as regional marketing for Tahoe Truckee Area Regional Transit (TART) and management and promotion of the Regional Park and Ride Program.

Throughout the pandemic, the North Lake Tahoe Express to/from the Reno International Airport continued to operate with COVID-19 protocols in place and had a total of 2,224 riders, down 55% from pre-pandemic levels. However, as summer travel increased in July 2021, the North Lake Tahoe Express recorded its highest ridership during the month of July to-date, with 1,029 riders in July alone. Following the fires in the area, ridership dropped for the remainder of the summer. Operated by My Ride to Work, the service offers convenient and affordable transportation with continual high customer satisfaction ratings.

The TART regional marketing program for the recent summer 2021 services included targeting local residents in North Lake Tahoe and Truckee as well as visitors from the San Francisco Bay Area and Sacramento as 41% of visitors travel from these markets and 81% of these visitors are driving. As 42% of visitors are families with children, the campaign "Car-free Summer Fun

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in 2021” focused on information efforts toward this demographic. The program encouraged visitors and residents to leave their cars behind and utilize free transit options, including regional TART service, TART Connect (the new micro-transit pilot program), parking at Park and Ride lots, and then taking TART or a 3rd party shuttle service. The marketing program included digital paid advertising. This advertising cost was approximately \$8,500 and yielded over 692,000 impressions, building awareness of TART programs, and nearly 3,500 new website visitors to TahoeTruckeeTransit.com.

The Park and Ride Program provided parking on the weekends beginning July 3rd and planned through Labor Day, at Northstar California, taking passengers to/from Kings Beach and in Truckee at the Truckee Tahoe Unified School District taking passengers to/from Tahoe City. TART provided services as well as a 3rd party shuttle provider. The service had limited usage as the fires in the area impacted the number of riders who could potentially utilize the service and special events, such as 4th of July celebration, which historically had been a prime weekend for visitors and usage of a park and ride program, was cancelled due to COVID-19 precautions. In addition, the service did not operate Labor Day weekend due to the impacts of the Caldor Fire.

The TNT-TMA Board and staff just completed a Strategic Plan 2021-2024 outlining strategic objectives and goals for the next three years. The Plan is available on the TNT-TMA website: www.tnttma.com/strategic-plan. The TNT-TMA’s 30th Anniversary celebration is scheduled for November 4, 2021 at Palisades Tahoe. For more information and to attend please contact the TNT-TMA staff at 530-582-4964.

FISCAL IMPACT

None.

ATTACHMENTS

None.