

**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:** February 23, 2010

**SUBJECT:** North Lake Tahoe Resort Association's proposed expenditure of budgeted infrastructure funds for Bike Trail Wayfinding Signage, Bus Shelters and Bear-Proof Trash Cans (up to \$202,260)

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**Action Requested**

Approve the North Lake Tahoe Resort Association's proposed expenditure of up to \$202,260 in budgeted Infrastructure Account funds for Bike Trail Wayfinding Signage, Bus Shelters and Bear-Proof Trash Cans

**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 expenditures are being recommended by the County Executive Office for approval.

**Brief Project Description / Funding Request:**

**Bus Shelters- \$153,000**

The recommended Infrastructure Fund expenditure in combination with an equal amount of Placer County Traffic Mitigation Fee matching funds for installation of five new bus shelters in the North Lake Tahoe area served by the County's Tahoe Area Regional Transit system. Two shelters will be located on the westbound side of SR 28 east of Tahoe City near Old Mill and Fabian roads, eastbound at National Ave. in Tahoe Vista, and the north and southbound stops on SR 89 at Sunnyside. The shelters will include paved turnouts, sidewalks and bear proof trash receptacles and are expected to begin construction this spring. This project is a partnership between the Truckee North Tahoe Transportation Management Association and the Department of Public Works. The TNT-TMA will bid and purchase and DPW is responsible for installation and ongoing maintenance through TART's existing shelter maintenance services.

**Bike Trail Wayfinding Signage- \$29,260**

The recommended Infrastructure Fund expenditure will fund design, production, construction and installation of 24 Wayfinding information map signs to be located along the Tahoe City Public Utility District's 19 miles of multi-purpose trails, including the final Lakeside Trail sections for which your Board approved funding late last year. The project will be consistent in theme with the over North Lake Tahoe Wayfinding Signage program and include "you are here" features, as well as identify location of nearby restrooms, transit stops, recreation areas, and business districts, and provide trail etiquette information. The total project cost is just over \$39,000, with local match funds being allocated from the TCPUD, and is scheduled to begin construction this spring.

**Bear-Proof Trash Receptacles- up to \$20,000**

The recommended Infrastructure Fund expenditure will fund purchase and installation of 13 bear-proof trash receptacles at existing heavily-used transit shelters in the North Lake Tahoe region served by the County's TART bus system. The receptacles will include containers for regular and recyclable trash and will be maintained through TART's existing shelter maintenance services.

**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 these infrastructure projects 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. The specific projects were and continue to be evaluated under CEQA by the corresponding lead agencies.

**Recommendation:** Approve the North Lake Tahoe Resort Association's proposed expenditure of up to \$202,260 in budgeted Infrastructure Account funds for Bike Trail Wayfinding Signage, Bus Shelters and Bear-Proof Trash Cans.

The recommended project represents the cooperation of multiple agencies and funding partners and the expenditure has the potential to lead to significant improvements to the tourism infrastructure at North Lake Tahoe. The project recommended for funding is consistent with goals in the Resort Association's Tourism & Community Investment Master Plan.