

MEMORANDUM
OFFICE OF THE
COUNTY EXECUTIVE
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: David Boesch, County Executive Officer
By: Jennifer Merchant, Principal Management Analyst

DATE: June 18, 2013

SUBJECT: North Lake Tahoe Resort Association – Way Finding Signage for Snow Creek Restoration Project and Tahoe Cross Country Center Multi-Use Trails

Action Requested

1. Approve a proposed Tahoe TOT infrastructure account expenditure for Snow Creek Wetlands and Tahoe Cross Country Multi-Use Trail way finding signage projects, in the amount of up to \$20,595.

Background

Placer County has entered into an annual contract with the North Lake Tahoe Resort Association to provide transportation and infrastructure project development and tourism marketing and visitor information services. The contract is funded with general fund Transient Occupancy Tax dollars and requires that Board of Supervisors approval is granted 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 project for approval by your Board. In doing so, they affirm that the project is consistent with the Resort Association's Tourism and Community Investment Master Plan, which was approved by your Board in July 2004. The recommended project has the potential to lead to significant improvements to the tourism infrastructure at North Lake Tahoe. Therefore, the following NLTRA infrastructure expenditure is being recommended by the County Executive Office for approval. The signage will be consistent with the Way Finding Signage Design Guidelines Manual.

Brief Project Description / Funding Request:

Way Finding Signage —Snow Creek Restoration Project, Up to \$12,000

This project will construct two to three (depending on bids) way finding/interpretive signs in Placer County's Snow Creek Restoration project. The project includes multi-use trails and significant restoration of an old concrete batch plan on National Ave. in Tahoe Vista. Possible sign locations are at junctures with other trails in the Tahoe Vista, as well as at the trailhead. The signage will be consistent with the Way Finding Signage Design Guidelines Manual.

Way Finding Signage —Tahoe Cross Country Multi-Use Trails, \$8,595

This project includes installation of 30 signs in and near the Tahoe Cross Country Center. It will expand the current winter only skier use by creating a marked trail system on existing trails for hikers, runners and mountain bikers to navigate year round. The signage will be consistent with the Way Finding Signage Design Guidelines Manual.

Fiscal Impact

The funding described above would come from Transient Occupancy Tax funds generated in the North Lake Tahoe area and currently held in the County Treasury for the purpose of capital project implementation in eastern Placer County. There are sufficient funds available to fund the amount of the requested expenditure approval.

Environmental Analysis

The Board of Supervisors' approval of the NLTRA's funding contribution to this project is categorically exempt for CEQA per Guidelines 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 project applicants are responsible for undertaking environmental review of this project per CEQA, if applicable. Allocation of the recommended funding toward project construction would occur only once associated environmental analysis is certified as complete by the applicant.