



Agenda and Meeting Notice
THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS
Wednesday, February 2, 2011 – 8:30 am
Tahoe City Public Utility District

NLTRA Mission

“to promote tourism and benefit business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.”

Meeting Ground Rules

Be Prepared, Engage in Active Listening, Be Respectful of Others, No Surprises, It is OK to Disagree, Acknowledge Comments, but Do Not Repeat Comments

The NLTRA Board has also adopted the Nine Tools of Civility of the Speak Your Peace Civility Project: *Pay Attention, Listen, Be Inclusive, Do Not Gossip, Show Respect, Be Agreeable, Apologize, Give Constructive Criticism, Take Responsibility.*

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

A. CALL TO ORDER - ESTABLISH QUORUM

B. AGENDA AMENDMENTS AND APPROVAL

1. Agenda Additions and/or Deletions
2. Approval of Agenda

C. PUBLIC FORUM

Any person wishing to address the Board of Directors on items of interest to the Resort Association not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Board on items addressed under Public Forum.

D. REPORTS & ACTION ITEMS

3. Status Report—Overall Class 1 Bike Trail System throughout the North Lake Tahoe Resort Triangle
4. Presentation, Discussion, and Possible Action to Approve Infrastructure Funding Request of up to \$265,000 to Complete the Truckee River Corridor Access Plan Program Environmental Impact Report
5. Presentation, Discussion, and Possible Action to Approve an Infrastructure Funding Request of up to \$144,500 to Complete Preparation of Environmental Documents and Compliance Tasks as Required by Caltrans for the Class 1 Bicycle Trail Connection through Homewood
6. Presentation, Discussion, and Possible Action to Approve an Additional Infrastructure Funding Request of up to \$20,000 to Complete Wayfinding Signage Standards Manual Project Including Placer County Required Environmental Questionnaire and Zoning Text Amendment

7. Update, Discussion, and Possible Authorization of up to \$9,755 to Conduct an Independent Performance Review of the North Lake Tahoe Express Airport Shuttle Program
8. Review and Possible Update of Infrastructure and Transportation Development Integrated Work Plan Purpose, Criteria, and Highest Priorities for which to Consider Infrastructure, Transportation, and Strategic Planning Projects for Inclusion
9. Presentation of Placer County Legislative Platform and Possible Approval that All NLTRA Legislative Expenditures and Activities will be Those Consistent with Placer County Policies
10. Executive Director Search Process Update
11. Interim Executive Director Report
12. Marketing Report
 - Conference Revenue Statistics – January 2011
 - Amgen Tour of California
 - Status - Placer County Welcome Center M.O.U.
 - Status - Marketing Co-op Support of NLT Wedding Industry
 - Status – Placer County Release of Remaining Prior Year Fund Balance
13. Board/Staff Follow-up on Previous Action Items

E. CONSENT CALENDAR – MOTIONS (5 minutes)

All items listed under the consent calendar-motions are considered to be routine and/or have been or will be reviewed by committee, and will be approved by one motion. There will be no separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar-motions. All committee meeting minutes are provided for informational purposes only.

14. Board Meeting Minutes – January 5, 2011
15. Finance Committee Minutes – January 4, 2011
16. Financial Statements – December 2010
17. Joint Committee Minutes – January 24, 2011
18. Marketing Committee Minutes – January 25, 2011
19. Conference/Marketing Activity Report – January 2011
20. Infrastructure/Transportation Activity Report – January 2011
21. Revised Strategic Planning and Budget Development Process Schedule

**ADJOURN AS THE BOARD OF THE NORTH LAKE TAHOE RESORT ASSOCIATION AND
CONVENE AS THE BOARD OF THE NORTH LAKE TAHOE CHAMBER OF COMMERCE**

F. CHAMBER OF COMMERCE REPORTS

22. Lake Tahoe Basin Prosperity Plan
23. Community Awards Dinner
24. Chamber Advisory Committee Report – January 27, 2011
25. Chamber Activities and Events

G. CHAMBER OF COMMERCE CONSENT CALENDAR – MOTIONS

26. Chamber of Commerce Committee Minutes – January 27, 2011
27. North Lake Tahoe Chamber of Commerce Business Plan Implementation Report
28. Village at Northstar Grant Request - \$10,000
29. West Shore Association Grant Request - \$10,000

ADJOURN AS THE BOARD OF THE NORTH LAKE TAHOE CHAMBER OF COMMERCE AND RECONVENE AS THE BOARD OF THE NORTH LAKE TAHOE RESORT ASSOCIATION

H. DIRECTORS' COMMENTS

I. MEETING REVIEW AND STAFF DIRECTION

J. CLOSED SESSION

30. Personnel Matters
 - Executive Director

K. RECONVENE TO OPEN SESSION

31. Closed session report

L. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed, January 28, 2011



February 2, 2011

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: Status Report—Overall Class 1 Bike Trail System Throughout the North Lake Tahoe Resort Triangle

Background

One of the highest priorities of the NLTRA, as well as many other planning entities, has been the completion of a Class 1 bike trail system throughout North Lake Tahoe. This trail system is becoming the backbone of Greater North Lake Tahoe being recognized as one of the most spectacular bicycling areas available to recreational enthusiasts. The integration of programs and projects providing a combination of outstanding Class 1 trails, designated bike lanes on roadways, signage, facilities and transportation providing for bikes, special events, world-wide recognition as a designated Bicycle Friendly Community, and other marketing programs will establish and promote the theme of "Biking North Lake Tahoe", much as has and will continue to occur with "Skiing North Lake Tahoe".

The purpose of this agenda item is to provide the Board with a quick overview of the extent of the proposed trail system, the many different links composing the system, the progress being made in the development of the links, and who the NLTRA partners are.

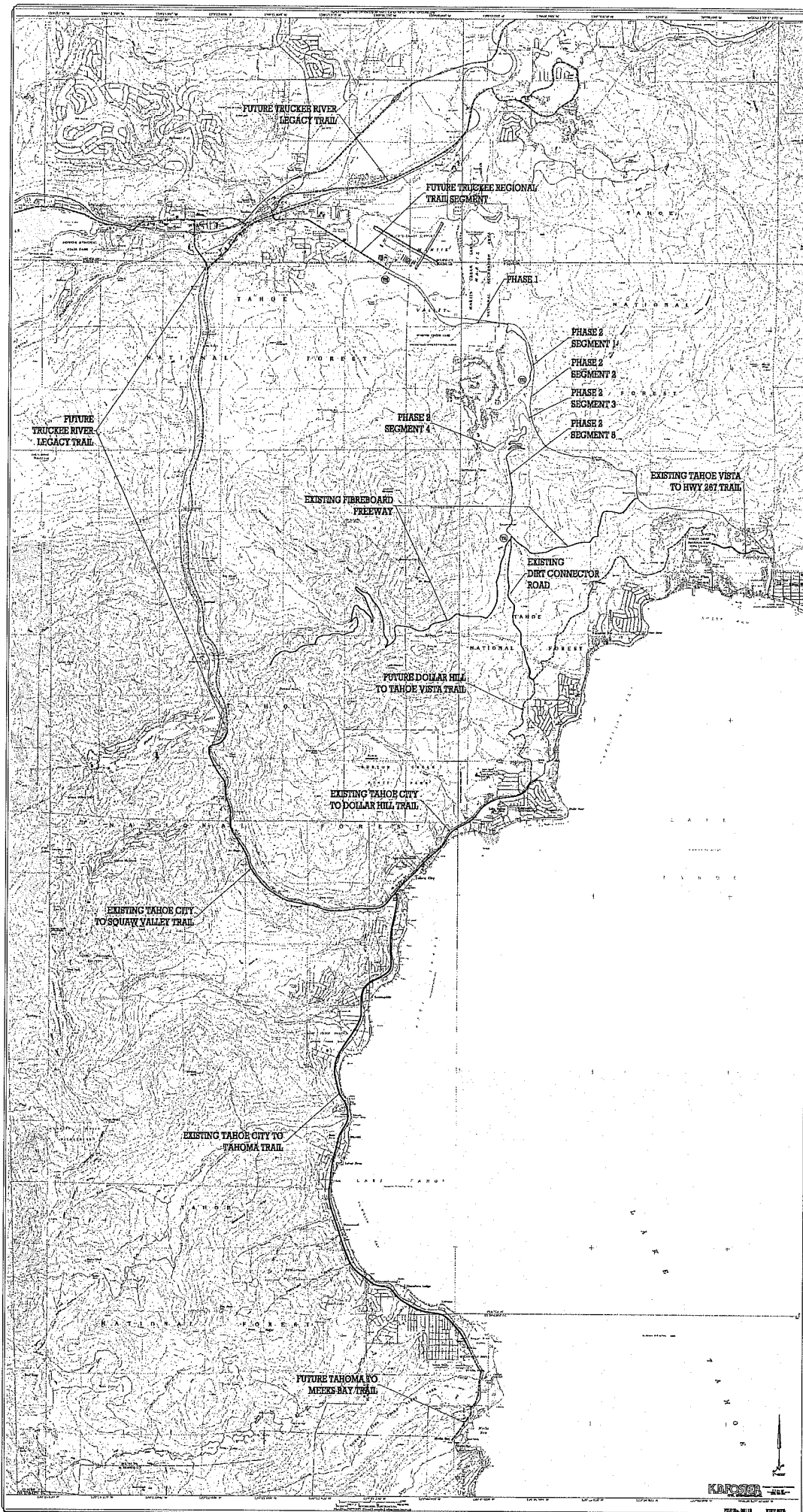
With the technical support of the Placer County Transportation Planning Agency, a brief visionary plan for this greater North Lake Tahoe Resort Triangle system as shown on the attached graphic is being prepared. This project, as proposed, will integrate all existing bike/ped plans for the Resort Triangle into one plan document. This will enhance the visibility of the existing bike/ped trail network, support and hopefully accelerate planning for expanding and enhancing the network, and help to obtain funding for both planning and construction. This visionary plan is expected to be completed by the beginning of summer.

The Trail System

As one traverses around the Resort Triangle loop, the Town of Truckee is responsible for the links within its boundaries between Martis Valley and the Truckee River Corridor. Placer County is preparing the environmental documentation which will allow the trail to proceed from the Truckee/Nevada County line, down the Corridor to Squaw Valley. From this point, the Tahoe City Public Utility District is providing the Trail to and through Tahoe City over to the top of Dollar Hill, as well as down the west shore to Sugar Pine

Point State Park. There are two small, but very important sections within the TCPUD links at Homewood and in Tahoe City which should be completed in the next 2-3 years. Continuing east from Dollar Hill, Placer County and the Tahoe Conservancy are doing the planning for the trail to reach the North Tahoe Regional Park in Tahoe Vista. From there it will go up to the Tahoe Rim, meeting the Northstar boundary at the "four-corners" area. Northstar Community Services District is actively working on the link from the Tahoe Rim down through the Northstar Village and up the Martis Valley to connect with the Truckee trails. NLTRA has been and will continue to be a funding and motivating partner with all the link providers. To this time, approximately \$4.3 million of TOT infrastructure funds has been provided for various phases of bike trail development, and it is anticipated that at least that much more will be required to complete the Resort Triangle system.

This item is for information purposes only and no action is necessary. The information will be relevant when considering infrastructure funding requests for the various bike trail projects.





February 2, 2011

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: Presentation, Discussion, and Possible Action to Recommend a Placer County Planning Division Infrastructure Funding Request of up to \$265,000 to Complete the Truckee River Corridor Access Plan Program Environmental Impact Report

Background

One of the important missing links in the overall Resort Triangle bike trail system is in the northernmost section of the Truckee River corridor stretching from the Placer/Nevada County line to Squaw Valley. Not only is this corridor abundant with recreational opportunities, but is rich with natural habitats brought about by the influence of the Truckee River. The location, the land ownership patterns, and difficulty of access have kept this area from receiving any broad-scale planning until recently. As stated in the attached very thorough Infrastructure Funding Application:

Today, no single agency, organization, or stakeholder has jurisdiction over all the land in the river corridor or control of all its issues; however, leadership in the form of coordination of plans and projects can go a long way toward creating solutions.

The Placer County Planning Division has undertaken this ambitious task of coordinating planning efforts for recreational access and environmental protection in the Placer County portion of the Truckee River Corridor. The first steps in this coordination have been the funding and preparation of the draft Truckee River Corridor Access Plan, which identifies environmental and access related river corridor issues and projects. The goals and objectives of the Access Plan and Placer County are:

- Coordinate the multiple jurisdictions with authority in the corridor through a single management strategy to address trails and public access, habitat conservation and restoration, and water quality.
- Identify restoration projects that will improve wildlife and aquatic, meadow and wetland habitat, restore a contiguous riparian plant community along the river, and enhance water quality.
- Identify a recreation and transportation route and/or trail for walking, in-line skating, and bicycle use from Squaw Valley to the Town of Truckee.
- Identify access improvements for angling and boating from the SR 89 Bridge (Fanny Bridge) to the Town of Truckee.
- Identify local and regional connections to multiuse trails and recreation access points.
- Coordinate with the Placer Legacy Open Space Conservation Program, watershed planning efforts, and other municipal planning and development initiatives.
- Develop a base map and related spatial information appropriate for future project-planning efforts along the Truckee River from Tahoe City to the Placer County line.
- Respect and protect private-property rights.

The Need

In order to implement the goals and objectives of the Truckee River Corridor Access Plan, Placer County Planning Division is requesting Infrastructure Funding of up to \$265,000 to prepare a programmatic Environmental Impact Report (EIR) to allow the adoption of the Plan by Placer County. The total project cost is estimated at \$350,000 and will take approximately 20 months to complete. This requires doing the tasks necessary to ensure project compliance with CEQA (California Environmental Quality Act). Without this compliance, Placer County cannot adopt the Plan, and specific implementation project proposals in the corridor cannot be brought before the County for evaluation and approval.

As stated in the Application:

Completion of the EIR will allow Placer County to seek addition funding to move forward with the construction of a multi-purpose trail linking Squaw Valley to the Town of Truckee that promotes safe public access and recreation and the sustainable use of this sensitive resource.

The completion of the Class 1 bike trail system in the Truckee River corridor and throughout North Lake Tahoe is a strong recommendation in the 2004 *North Lake Tahoe Tourism and Community Investment Master Plan*, and remains one of the highest priority goals of the NLTRA Infrastructure and Transportation Integrated Work Plan (IWP). The completed Resort Triangle bike trail system will be a very important component in the overall "Biking North Lake Tahoe" experience. Placer County Planning Division staff will be at the Board meeting to answer questions the Board may have.

Budget Consistency

This \$265,000 request is consistent with the funding capabilities of the 2010-11 NLTRA Infrastructure Budget, and is so reflected in the IWP. It will not have a negative impact on other future anticipated Infrastructure project funding needs.

Recommendation of the Joint Committee

At the January 24th meeting, the Joint Committee voted (11-0-1 abstention from Jennifer Merchant) to recommend the NLTRA Board approve an infrastructure funding request of up to \$265,000 to the Placer County Planning Division to complete the Truckee River Corridor access plan program environmental impact report. Edmund Sullivan, Placer County Planning Division, narrated a Power Point presentation showing the scope of the project, included the proposed alignment options for the Class 1 trail from Squaw to Truckee, and the other agencies involved. The trail will provide increased economic benefits because of the recreational, restoration, and interpretive opportunities. Challenges with the project include safety considerations in different segments and private property rights in some locations. In order to apply for additional funding, the California Environmental Quality Act (CEQA) must be completed.

Discussion followed regarding the process to get the CEQA analysis completed, what other environmental documents may be required, and the proposed design and construction schedule.

Requested Action

That following questions and discussion, the Board of Directors approve and recommend to the Placer County Board of Supervisors a Placer County Planning Division Infrastructure Funding Request of up to \$265,000 to Complete the Truckee River Corridor Access Plan Program Environmental Impact Report.

The North Lake Tahoe Resort Association
INFRASTRUCTURE PROJECT/PROGRAM
FUNDING APPLICATION

PROJECT INFORMATION

1. **Project/program name.** *TRUCKEE RIVER CORRIDOR ACCESS PLAN PROGRAM EIR*
2. **Brief description of project/program.** The Truckee River is a critically important resource that serves functions ranging from habitat to transportation to recreation. The river is a significant natural resource that provides a recreational trout fishery, habitat for the endangered Lahontan cutthroat trout, and riparian habitat for wildlife.

The Truckee River is also an essential transportation corridor. State Route (SR) 89 parallels the river, serving as a regional gateway to the North Shore of the Tahoe Basin. SR 89 also provides essential circulation for local residents living along the river and in both Placer and Nevada Counties, and is a key route for visitors to access major ski areas and the lake.

The Truckee River Corridor is also an outstanding recreation resource; providing a popular destination for paddlers, hikers, anglers, cross-country skiers, and bicyclists. The existing Class 1 trail along the southernmost river reach is popular with both families and more serious athletes. However, the public's love for the river combined with the recent growth in the local population and development has to put substantial pressure on the Truckee River corridor.

Pressures include habitat impacts, such as eroded streambanks, and degraded riverside wetlands and meadows. Safety hazards occur at intersections and where drivers park along SR 89 to walk to the river. Visitors and locals are inappropriately crossing private property to reach or cross the river.

Public interest in and use of the Truckee River is increasing among local and visiting recreationists, such as fly fishers, paddlers, bicyclists, and hikers. The Truckee River is an increasing attraction to tourists from outside the area. This is particularly evident with the recent revitalization of the Truckee River at the outlet of Lake Tahoe.

Today, no single agency, organization, or stakeholder has jurisdiction over all the land in the river corridor or control of all these issues; however, leadership in the form of coordination of plans and projects can go a long way toward creating solutions. The Placer County Planning Division has taken the first steps toward this coordination by funding the preparation of the Truckee River Corridor Access Plan to identify environmental and access-related river corridor issues and projects. The vision of the Truckee River Corridor Access Plan is to restore and enhance the river corridor's ecological, water quality, recreational

and non-motorized transportation values for the benefit of residents and visitors, while protecting private property rights of corridor landowners. This Plan is intended to serve as the guiding vision to help agencies and organizations 1) direct land management activities; 2) enhance, restore and protect natural resources; and 3) develop trails, staging areas, and other potential low-intensity recreational facilities.

In order to implement the guiding vision of the Truckee River Corridor Access (CAP), Placer County must prepare a programmatic Environmental Impact EIR for the adoption of the Plan by Placer County.

Our funding request before the NLTRA will result in Placer County putting into action the tasks necessary to ensure project compliance with the California Environmental Quality Act (CEQA). Completion and local ratification of a CEQA document is necessary in order for Placer County to adopt the CAP. When specific implementation projects come before the County for approval, they will be reviewed in light of the analysis in the Program EIR to determine if they are within the scope of the EIR, or whether they may need additional environmental analysis. If an implementation project involves Federal land or funding, it may need additional review under the National Environmental Policy Act. Improvements are *not* expected to encroach into the Tahoe Basin watershed; however, if a project did, it would need additional environmental review under Tahoe Regional Planning Agency Code of Ordinances and Rules of Procedure.

As a program EIR, the environmental document is intended to comprehensively examine the potential environmental effects of the series of potential projects proposed for the CAP, consistent with Section 15168 of the State CEQA Guidelines. Completion of the EIR will allow Placer County to seek additional funding to move forward with the construction of a multi-purpose trail linking Squaw Valley to the Town of Truckee that promotes safe public access and recreation and the sustainable use of this sensitive resource.

FINANCIAL INFORMATION

1. **Total project cost.** \$350,000
2. **Total TOT funds requested.** \$265,000
3. **Other funding sources.** Placer County
4. **Will the project require future financial funding?** No

What is the source of the future financial support? NA

5. **Provide project proforma and implementation schedule.** The approximate schedule for the Program EIR described in this scope of work is a general range, pending more precise determinations of the influence of seasonal field tasks and the time needed to refine the project description. In particular, if the traffic study identified the need for refinements in the trail description related to safety or traffic operation, it may require some time for project description review and County review, which would add to a normal EIR schedule. The estimated schedule of the Program EIR, as described in the scope of work above, would be between **14 and 20 months**.

6. **How will project cost overruns or operating cost shortfalls be funded?** The project includes a 10% contingency which is adequate for a project of this complexity.

QUALIFICATIONS OF PROJECT SPONSOR

1. **Name/address.** Placer County Planning Division, 3091 County Center Drive, Auburn CA 95603

2. **Financial Capability.** Placer County had nearly a \$800 million operating budget in FY 2009/2010 and annually manages numerous projects of this scope or greater.

3. **Experience with projects of similar nature.** The Placer County Planning Division was responsible for developing the Dry Creek Greenway Plan and the corresponding EIR.

4. **Objectives of project sponsor.**

The objectives of Placer County are as follows:

- Coordinate the multiple jurisdictions with authority in the corridor through a single management strategy to address trails and public access, habitat conservation and restoration, and water quality.
- Identify restoration projects that will improve wildlife and aquatic, meadow and wetland habitat, restore a contiguous riparian plant community along the river, and enhance water quality.
- Identify a recreation and transportation route and/or trail for walking, in-line skating, and bicycle use from Squaw Valley to the Town of Truckee.
- Identify access improvements for angling and boating from the SR 89 Bridge (Fanny Bridge) to the Town of Truckee.
- Identify local and regional connections to multiuse trails and recreation access points.
- Coordinate with the Placer Legacy Open Space Conservation Program, watershed planning efforts, and other municipal planning and development initiatives.
- Develop a base map and related spatial information appropriate for future project-planning efforts along the Truckee River from Tahoe City to the Placer County line.
- Respect and protect private-property rights.

ECONOMIC IMPACT OF PROJECT

Broadly, shared-use paths have the potential to improve the following economic factors:

- The majority of studies reviewed found that home prices near trails are higher than home prices farther away from trails.
- Bicycle-related tourism has been shown to bring in significant revenue to a region. Studies of bicycle tourism in Colorado, Maine and the Outer Banks Region of North Carolina estimate annual bicycle tourism revenues ranging from \$19.5 million to \$250.6 million.
- Bicycle and pedestrian facilities can lead to increased spending by consumers. A 1991 National Park Service study found that long rural trails generated more revenue per person than shorter urban trails. The study estimated average expenditures of rail-trail users at \$3.02 per person to \$23.63 per person.
- A high-quality bicycling environment can bring bicycle-related businesses to the region. Portland, Oregon's bicycle industry was worth approximately \$90 million in 2009, and a study of the economic impact of bicycling in Colorado found that manufacturing contributes \$990 million and retail sales and service contribute up to \$251 million.

TMDL and Water Quality Requirements

Placer County and other jurisdictions are required to meet water quality standards as defined in the Truckee River TMDL (May, 2008), NPDES Stormwater permits and Waste Discharge permits. Costs to meet these standards include [list costs such as public works maintenance, consultant fees, etc.].

Projects implemented under the program EIR will reduce costs associated with the water quality standards.

Safety

Each year, several accidents take place in the Truckee River Corridor which are directly caused by poor access and over-used access points. Costs are incurred by Placer County Sheriff and emergency services. With more distributed access, and better controlled access, public safety costs are reduced.

1. Estimated number of users.

2008 trail count survey results: daily peak bicycle/pedestrian summer users along the existing Truckee River Trail – 1,246

2. Time of year. See above

Weekends – Data not available

Weekdays – Data not available

3. Number of visitors to be attracted as a result of project/program. An additional 4,000 visitors per day during peak summer months (*Environmental, Economic and Public Health Impacts of Shared Use Paths in Lake Tahoe*. December 11, 2009. Prepared for: Lake Tahoe Regional Planning Agency)

% Local: 50%

% Out of area: 50%

4. Projected expenditures by out of area attendees (per capita):

Hotel – Standard North Tahoe visitation expenditures.

Restaurant – Standard North Tahoe visitation expenditures.

Other – Bicycle and sporting goods rental and retail sales.

5. How will the project improve or enhance service to the visitor?

This project enhances the ability for users of the existing Truckee River Trail, which terminates at Squaw Valley, to continue onto the Town of Truckee urban core on a safe trail connection. Moreover, the plan recommends the development of trails, staging areas, and other potential low-intensity recreational facilities.

COMMUNITY IMPACT

1. What geographic portion of North Lake Tahoe will benefit the greatest from this project?

The City, West Shore, North Shore, Town of Truckee, Squaw Valley, and Alpine Meadows

2. **What region-wide benefits will be created?**

- Improve places for people of all ages and abilities to access the Truckee River and redirect existing public access, where needed, to protect natural resources. Discourage and/or restrict access to sensitive habitat areas.
- Provide a more even distribution of recreation experiences along the Truckee River.
- Respect and protect private-property rights. Discourages trespassing and direct access away from private parcels along the river.
- Increase natural-heritage and wildlife values along the corridor.
- Maintain and improve water quality of the river.
- Improve wetland, meadow and riparian habitat
- Increase the educational and interpretive elements to highlight ecological, historic, cultural, and scenic qualities of the corridor.
- Encourage economic development by attracting new visitors and businesses and enhancing property values and local tax revenues.
- Promote compatible and mutually supportive land use patterns for developers, residents, the state and federal agencies, and local governments.
- The existing Tahoe area trail network is estimated to provide \$93 million in annual health-related savings for residents of the area.
- If a high-quality network of shared-use paths is constructed in the Tahoe Region, it is estimated to provide \$420 million in annual health-related savings for residents.

3. **What types of businesses will receive the greatest economic impact?**

Equipment rental businesses, commercial retail, restaurants, hotels, resorts, gas stations, and grocery stores

Are they supportive of this project? Yes, NLTRA has strongly supported this project.

4. **Will the project require the addition of governmental service?** This phase of the project will not require addition government services. However, when the trail is constructed additional government services will be required.

If yes, describe.

How will these costs be funded? Placer County and its partners such as the Truckee River Watershed Council will raise funds through state, federal and private grant sources.

5. **What is the importance of this project compared to other projects being considered within the community?**

This project has been identified as a priority of the Placer County Bicycle-Pedestrian Plan and the Town of Truckee Trails & Bikeways Master Plan as well as by the Truckee River Watershed Council Board. It is also identified in the TRPA Bicycle Master Plan, the SACOG Regional Transportation Plan, and the NLTRA Tourism Development Master Plan.

6. **Document the community support for the project.**

Project supporters include:

1. NLTRA
2. Town of Truckee
3. US Forest Service
4. Tahoe City PUD
5. Truckee River Watershed Council
6. Friends of Squaw Creek
7. Various Tahoe/Truckee area bicycle groups
8. Sierra Nevada Conservancy

NORTH LAKE TAHOE TOURISM AND COMMUNITY INVESTMENT MASTER PLAN

Describe how the project meets the goals of the Tourism Master Plan.

The 2004 North Lake Tahoe Tourism and Community Investment Master Plan stated a goal of environmental stewardship and building economic sustainability. It also identified that maintaining the qualities of clean water, fresh air, scenic beauty, open space, abundant plant and animal life, and opportunities for public recreation are elements that attract residents and visitors to the region. Completion of the CAP EIR will allow Placer County to seek additional funding to move forward with the construction of a multi-purpose trail linking Squaw Valley to the Town of Truckee that provides public access and recreation; improved storm water drainage; preservation of habitat; restoration of sensitive lands; and historical/environmental interpretation. Additionally, the TCIMP states that "investments should be made in projects that improve the functionality and appearance of our community and visitor amenities and services". The Truckee River CAP improves the functionality of the trail and road network by linking separate trail segments into one continuous system. The Truckee River CAP is an essential component of the effort to "promote pedestrian-oriented development patterns that reduce reliance on the automobile".

OTHER

List other benefits or elements that should be considered by the Resort Association in evaluating this request _____

Potential Access Solutions

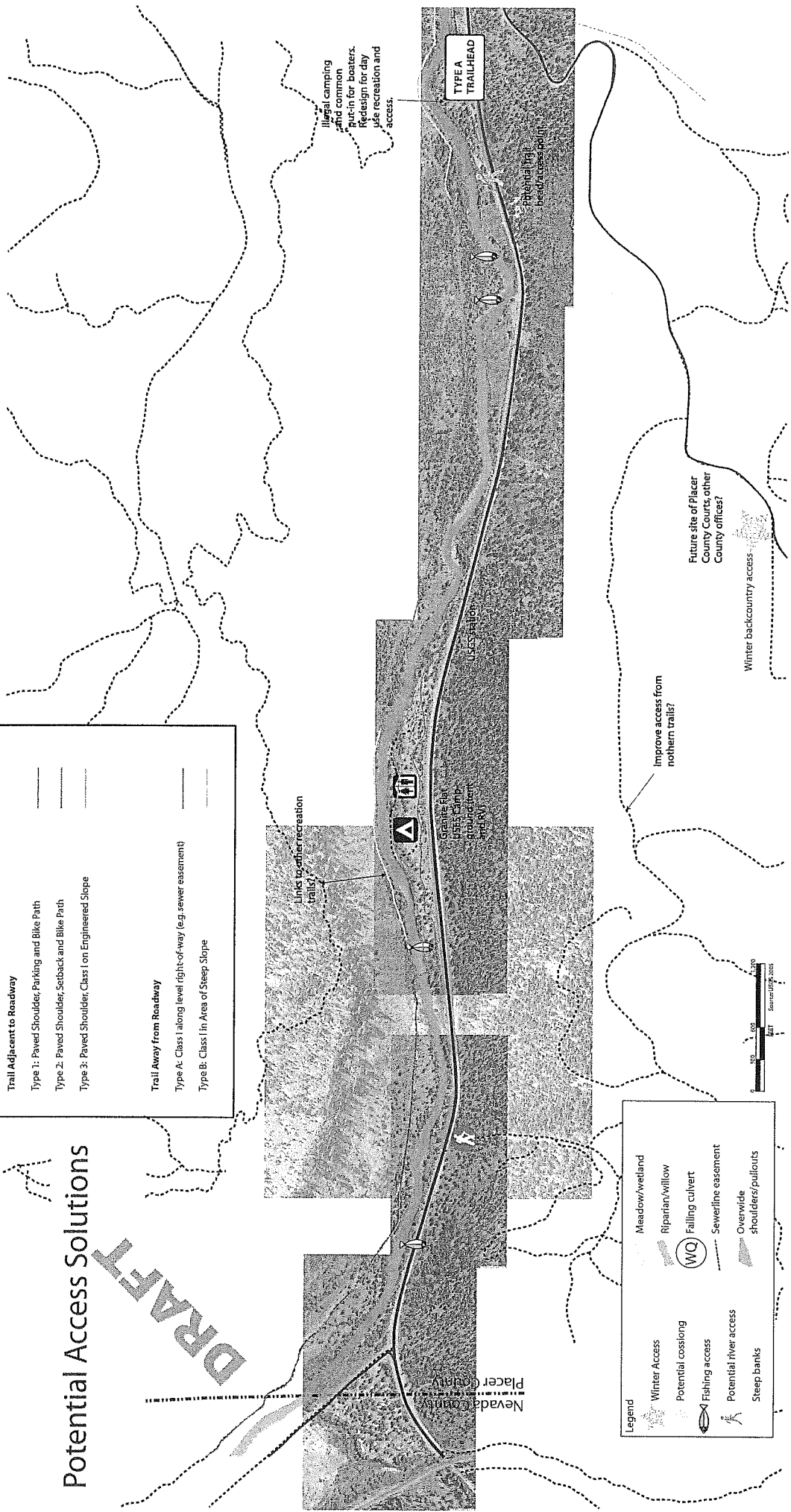
DRAFT

Trail Adjacent to Roadway

- Type 1: Paved Shoulder, Parking and Bike Path
- Type 2: Paved Shoulder, Setback and Bike Path
- Type 3: Paved Shoulder, Class I on Engineered Slope

Trail Away from Roadway

- Type A: Class I along level rights-of-way (e.g. sewer easement)
- Type B: Class I in Area of Steep Slope



Legend

- Winter Access
- Potential crossing
- Fishing access
- Potential river access
- Steep banks
- Meadow/wetland
- Riparian/willow
- Falling culvert (WQ)
- Sewerline easement
- Overwide shoulders/pulouts

Potential Access Solutions

DRAFT

Trail Adjacent to Roadway

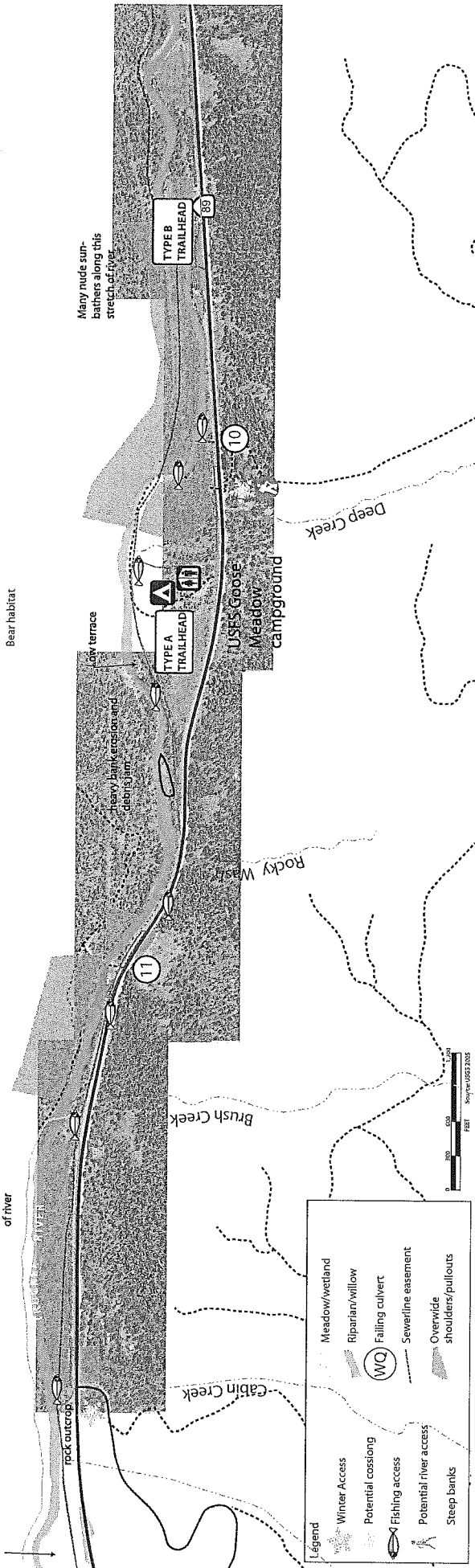
- Types 1: Paved Shoulder, Parking and Bike Path
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- Types 3: Paved Shoulder, Class 1 on Engineered Slope

Trail Away from Roadway

- Types A: Class 1 along level right-of-way (e.g. sewer easement)
- Types B: Class 1 in Area of Steep Slope

Illegal camping and common patch for boaters. redesign for day use recreation and access.

Many nude sunbathers along this stretch of river



Potential Access Solutions

Type 1: Paved Shoulder, Parking and Bike Path

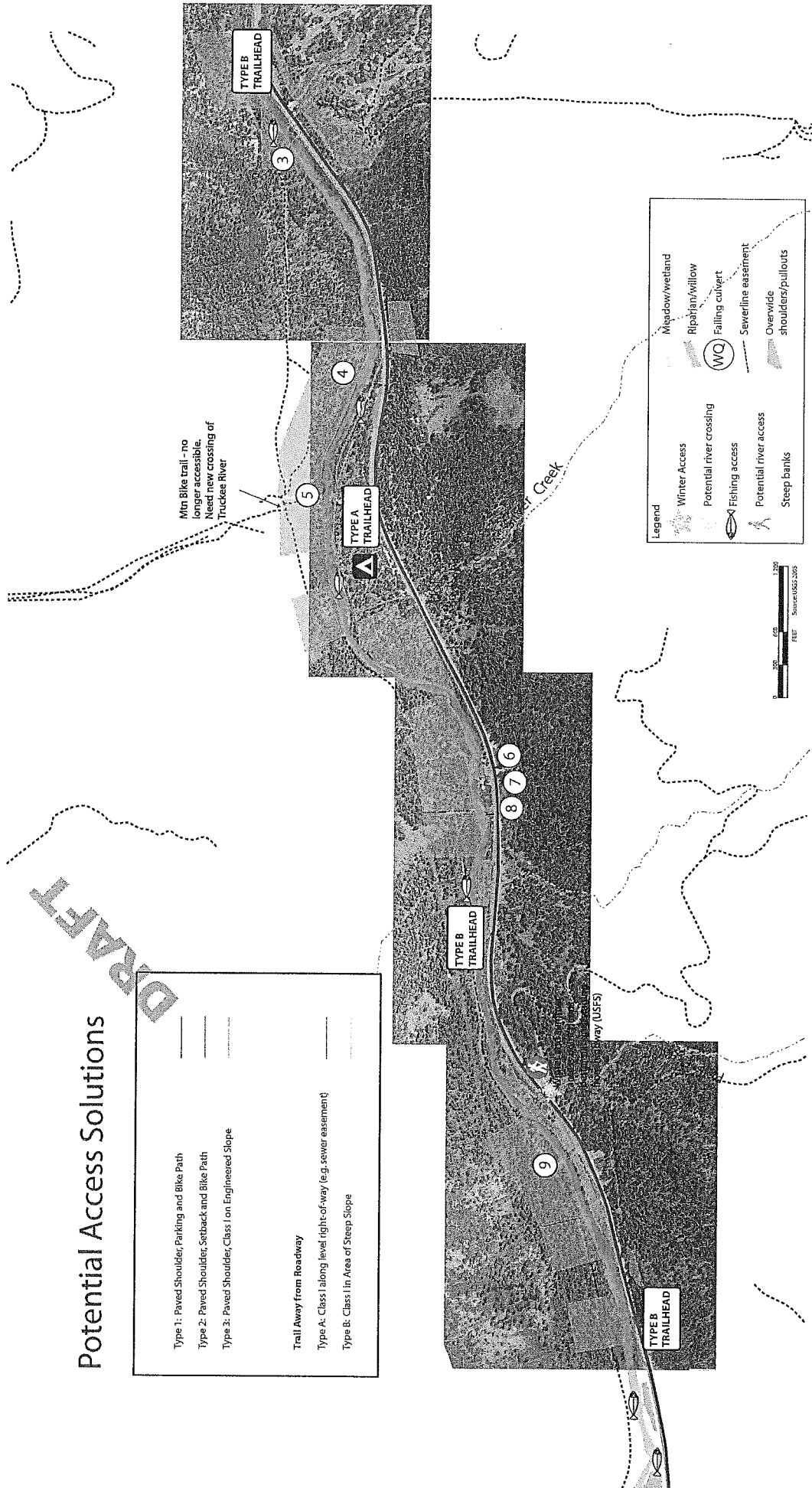
Type 2: Paved Shoulder, Setback and Bike Path

Type 3: Paved Shoulder, Class I on Engineered Slope

Trail Away from Roadway

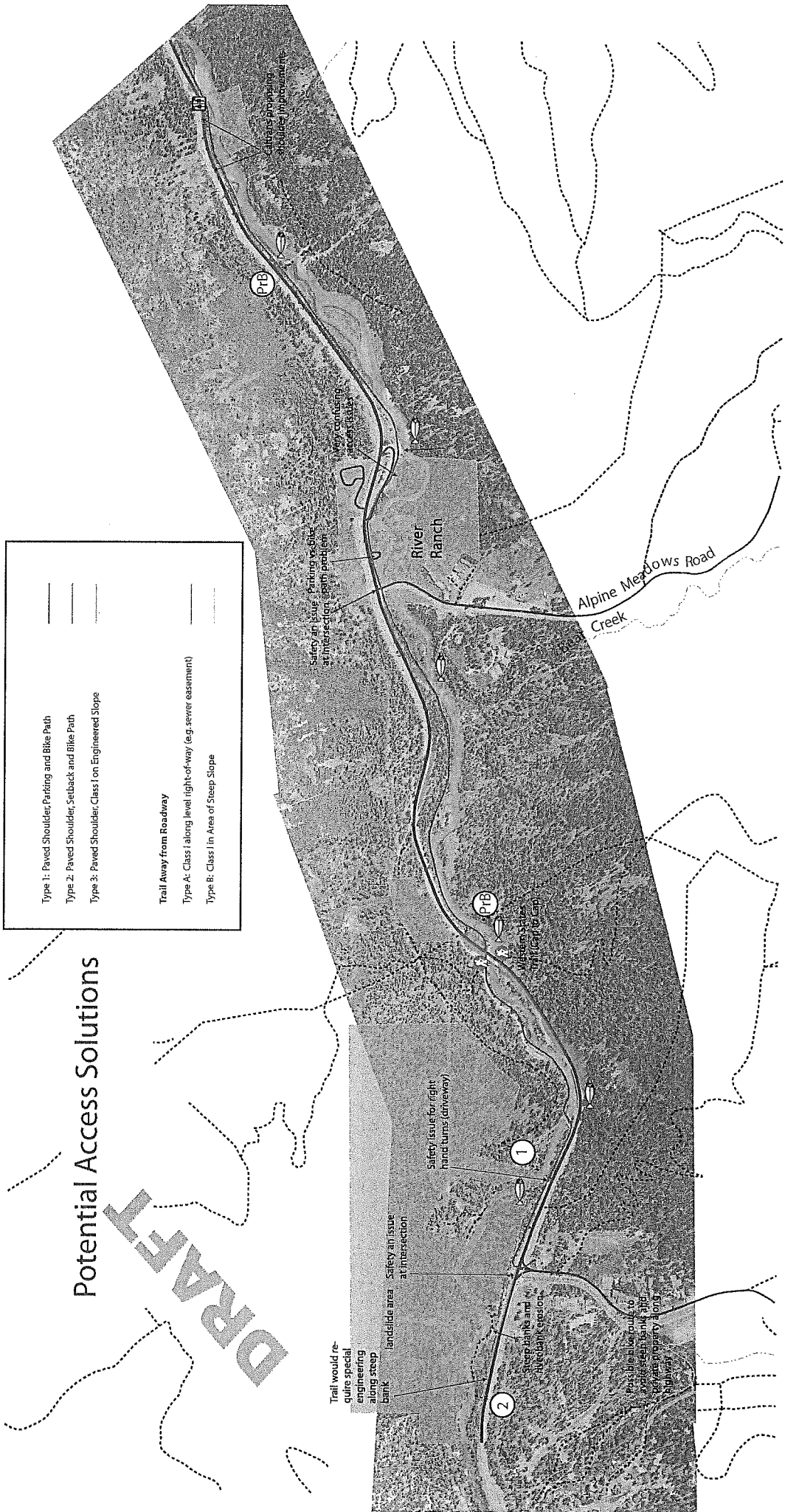
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Potential Access Solutions

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Trail Away from Roadway	
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February 2, 2011

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: Presentation, Discussion, and Possible Action to Approve a Tahoe City Public Utility District Infrastructure Funding Request of up to \$144,500 to Complete Preparation of Environmental Documents and Compliance Tasks as Required by Caltrans for the Class 1 Bicycle Trail Connection through Homewood

Background

For many years, with advocacy support from the NLTRA, the California Tahoe Conservancy, and the TRPA, the Tahoe City Public Utility District (TCPUD) has been working to plan and construct a vital missing link in the West Shore bike trail in the Homewood area. Currently, from Tahoe City to the northern edge of Homewood, the trail is Class 1, separated from Highway 89. Along the approximately one mile stretch from Cherry Street on the north and Fawn Street on the south, all trail users are forced to use the highway shoulder or road edge. This continues to be a serious safety concern, for both trail users and motorists. It interrupts what is otherwise one of the most popular bike trail segments in the entire Lake Tahoe Basin.

In 2008, with commendable persistence, particularly in working with Caltrans, the TCPUD was able to take on the next steps in the Homewood/Highway 89 trail planning and design process. After much discussion, Caltrans finally recognized this need to construct a Class 1 bike trail and determined that it could make some adjustments to the design of its Highway 89 water quality improvements project to accommodate the trail, but recommended that TCPUD do the design, permitting, and construction of the trail. The environmental documentation, which was thought to be adequate, had been completed in 2001.

The TCPUD was able to move ahead with design alternatives necessary to allow a final trail design, once the Caltrans final adjustments to the highway project were determined. This was enabled with the assistance of a \$165,000 TOT Infrastructure grant and a matching grant from the California Tahoe Conservancy (CTC) for the trail design, permitting, and construction documents. The TCPUD goal had been to complete the design, permitting, and bid process by the end of 2008, with construction being completed in conjunction with the Caltrans project during 2009/10. This has not occurred as Caltrans has delayed its project, which is now slated to be constructed during 2012/13. The over \$1 million necessary for construction of the bike trail is being requested from the CTC and from Placer County Park Dedication Fees.

As a result of the Caltrans project delays, and the conclusion that the highway adjustments, while now allowing for the bike trail, will require permits from Caltrans and some private property acquisition, Caltrans has determined that the previous TCPUD environment documentation is no longer adequate.

The Need

In the attached Funding Application, the TCPUD is requesting an Infrastructure allocation of up to \$144,500 to prepare the Environmental Documents and Compliance Tasks as required by Caltrans. The total project will cost \$164,500. Caltrans has reviewed the existing environmental document and is not willing to accept it based on its age and scope. In addition, the previous document only addressed CEQA (California Environmental Quality Act) compliance, and now it has been determined that the NEPA (National Environmental Policy Act) process must also be completed. This section of trail is one of the highest priority trail projects in the Lake Tahoe Basin. In addition, the completion of the Class 1 bike trail system throughout North Lake Tahoe, where possible, is an extremely prominent recommendation in the 2004 *North Lake Tahoe Tourism and Community Investment Master Plan*, and remains one of top three goals of the NLTRA Infrastructure and Transportation Integrated Work Plan (IWP). The completed Resort Triangle bike trail system is a very important component in the overall "Biking North Lake Tahoe" experience. TCPUD staff will be present at the Board meeting to answer questions the Board may have.

Budget Consistency

This \$144,500 request is consistent with the funding capabilities of the 2010-11 NLTRA Infrastructure Budget, and is so reflected in the IWP. It will not have a negative impact on other future anticipated Infrastructure project funding needs.

Recommendation of the Joint Committee

At the January 24th meeting, the Joint Committee voted (10-0-1 abstention from Pat Perkins) to recommend the NLTRA Board approve an infrastructure funding request of up to \$144,500 to the Tahoe City Public Utility District to complete preparation of environmental documents and compliance tasks as required by Caltrans for the Class 1 bicycle trail connection through Homewood.

General Manager Cindy Gustafson narrated a Power Point presentation outlining the District's request for funding to complete the environmental documents required by Caltrans. If approved, the project is scheduled for construction in 2012 and completion in 2013.

Requested Action

That following questions and discussion, the Board of Directors approve and recommend to the Placer County Board of Supervisors the Tahoe City Public Utility District Infrastructure Funding Request of up to \$144,500 to Complete Preparation of Environmental Documents and Compliance Tasks as Required by Caltrans for the Class 1 Bicycle Trail Connection through Homewood.

The North Lake Tahoe Resort Association
INFRASTRUCTURE PROJECT/PROGRAM
FUNDING APPLICATION

PROJECT INFORMATION

1. Project/program name Homewood Bicycle Trail Environmental Documents and Compliance Tasks
2. Brief description of project/program Preparation of Environmental Documents and Compliance Tasks as required by Caltrans.

In 2008, TCPUD received funding from NLTRA and the CTC for the final design phase of the Homewood Trail. The project request did not anticipate the cost of completing a new environmental review process. A 2001 planning level environmental document was completed for this section of trail along with two other sections of the trail using CTC funding. Unfortunately, Caltrans has reviewed the existing environmental document and is not willing to accept it due to its age and scope. In addition, the previous document only addressed CEQA (California Environmental Quality Act) compliance and we must also complete the NEPA (National Environmental Policy Act) process. Any of the alignments being proposed will require both Caltrans permits as well as some private property acquisition and thus a thorough environmental process must be completed. This funding request will fully address and complete the required environmental review.

FINANCIAL INFORMATION

1. Total project cost not to exceed \$164,500
2. Total TOT funds requested not to exceed \$144,500
3. Other funding sources Tahoe City Public Utility District
4. Will the project require future financial funding? Yes (for construction) What is the source of the future financial support? California Tahoe Conservancy, Placer County Park Dedication Fees.
5. Provide project proforma and implementation schedule.
See attached detail budget and implementation schedule.
6. How will project cost overruns or operating cost shortfalls be funded? This project budget includes a 10% contingency which is adequate for the complexity of the project.

QUALIFICATIONS OF PROJECT SPONSOR

1. Name/address Tahoe City Public Utility District, Box 5249, Tahoe City, CA 96145.
2. Financial Capability TCPUD has a \$8 million operating budget and manages over \$5 million in capital projects annually.
3. Experience with projects of similar nature TCPUD has successfully constructed over \$20 million in park, trail, and river access projects over the last 10 years.
4. Objectives of project sponsor This phase of the Homewood Bicycle Trail project will complete the environmental review

and compliance tasks required to coordinate the trail project with Caltrans State Route 89 water quality improvements project.

ECONOMIC IMPACT OF PROJECT

1. Estimated number of users Annually we estimate this section of trail to serve over 95,000 users.
2. Time of year May through October
Weekends 65%
Weekdays 35%
3. Number of visitors to be attracted as a result of project/program 300,000
% Local 33%
% Out of area 67%
(Define location of visitor)
4. Projected expenditures by out of area attendees (per capita):
Hotel Standard North Tahoe visitation expenditures.
Restaurant Standard North Tahoe visitation expenditures.
Other Bicycle and sporting goods rental and retail sales.
5. How will the project improve or enhance service to the visitor? Tahoe City PUD's bicycle trail network is the largest in the Tahoe Basin. It is the most highly used recreation facility on the North Shore of Lake Tahoe. Surveys indicate over 65% of the trail use is from visitors to the region. This project, the Homewood Bicycle Trail, will complete the largest missing link in the 19-mile network, connecting two existing Class 1 trail segments, allowing greater direct access to the trail network, and enhancing the safety of trail users through the corridor.

COMMUNITY IMPACT

1. What geographic portion of North Lake Tahoe will benefit the greatest from this project?
West Shore areas from Tahoe City to Meeks Bay
2. What region-wide benefits will be created? This project reduces conflicts between pedestrians/cyclists and motor vehicles while providing encouragement and enhancement for non-motorized travel in the vicinity.
3. What types of businesses will receive the greatest economic impact? Restaurants, retail shops, and lodging all benefit from having trail users access their businesses without needing parking. The primary reason people visit Lake Tahoe is for recreational experiences.
Are they supportive of this project? Yes, NLTRA has strongly supported this project, as has the Homewood Mountain Resort, the West Shore Association and many individual businesses.

If yes, describe Additional operations and maintenance

How will these costs be funded ? TCPUD ad valorem property taxes.

5. What is the importance of this project compared to other projects being considered within the community?

The TCPUD trail system, including this project, is identified as one of the most important recreation amenities in the region. The Homewood Trail has been cited as one of the highest priority trail projects in the Tahoe Basin. It is identified in the TRPA Environmental Improvement Program, the TRPA Bicycle Master Plan, the Regional Transportation Plan, and the NLTRA Tourism Development Master Plan.

6. Document the community support for the project. TCPUD has held numerous public workshops and hearings on Homewood Bicycle Trail. It has received support from TRPA, Placer County, and TNT/TMA.

The trail has remained strongly supported throughout this process.

TOURISM MASTER PLAN

Describe how the project meets the goals of the Tourism Master Plan

2004 North Lake Tahoe Tourism and Community Investment Master Plan stated a goal of environmental stewardship and building economic sustainability. It also identified that maintaining the qualities of clean water, fresh air, scenic beauty, open space, abundant plant and animal life, and opportunities for public recreation are elements that attract residents and visitors to the region. This project fills a gap in a multi-purpose trail that provides public access and recreation; storm water drainage; preservation of habitat; restoration of sensitive lands; and historical/environmental interpretation. These project elements protect and enhance the qualities cited in the Master Plan. Additionally, the Plan states that "investments should be made in projects that improve the functionality and appearance of our community and visitor amenities and services". The Homewood section of the TCPUD trail system improves the functionality of the trail and road network by linking separate Class 1 trail segments into one continuous system.

OTHER

List other benefits or elements that should be considered by the Resort Association in evaluating this request _____

Homewood Bicycle Trail

Environmental Documents and Compliance Tasks for CEQA and NEPA

TASK	ESTIMATED COST	TIMELINE
Preliminary Environmental Study Form and Map	\$ 13,000	July 2011
Preparation of Technical Studies Cultural Resources Assessment Biological Resources – NES Hazardous Waste Assessment Visual Impact Assessment Community Impact Assessment Water Quality Assessment Hydrology/Floodplain Evaluation Report Visual Impacts	\$ 64,500	November 2011
Preparation of Draft Environmental Document Admin Draft IS/MND Preliminary Draft IS/MND Public Review Draft IS/MND with QA/QC	\$ 49,500	November 2011
Preparation of Final Environmental Document Response to Comments Findings Mitigation Monitoring Program Notice of Determination and Categorical Exclusion	\$ 17,500	February 2012
TCPUD Project Administration	\$ 20,000	February 2012
TOTAL	\$164,500	February 2012



February 2, 2011

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: Presentation, Discussion, and Possible Action to Approve an Infrastructure Funding Request of up to \$20,000 to Complete the Wayfinding Signage Standards Manual Project Including Required Placer County Environmental Questionnaire and Zoning Text Amendment

Background

Both the 1995 *North Lake Tahoe Tourism Development Master Plan* and the 2004 *North Lake Tahoe Tourism and Community Investment Master Plan* identified, as a high priority, the need for a clear, consistent visitor information signage program. A good signage program will improve the efficiency of traffic flow and community parking by effectively directing visitors to their destination. The signage will create a more identifiable image for the region and make community attractions and services more available for the traveler. Wayfinding signage will recognize facilities for recreation, points of interest, and providers of visitor services.

In January, 2008, an Infrastructure allocation of up to \$138,000 was approved and awarded to San Diego based consultant firm, Carrier-Johnson, for the preparation of a much needed Wayfinding Signage Program Guidelines Manual. After 18 months, this Manual was nearing completion, as was the preliminary design for the later approved demonstration signage projects that are to test the Manual, ensuring its effectiveness. Once the test projects are approved through the permitting process, they will be completed as separate construction projects using additional funding to be requested at that time.

While the majority of the Manual was close to completion, the Permitting section, and Memorandums of Understanding between participating regulatory agencies required additional work beyond that defined in the Scope of Services. From the outset, the steering committee felt a memorandum of understanding or agreement stating a willingness to work together toward creating a simplified wayfinding signage process should be pursued, but that the mutual adoption of the end product must await the completion of the Manual. The committee also believed that the most efficient method for agencies and applicants would be to have a single lead agency to guide each project through the permit and approval procedure. The Manual was developed around this premise and it continued to seem reasonable as discussions took place at the steering committee meetings. Concerns were expressed, but everyone believed the Manual should still try to be developed to that end.

The third draft was distributed and discussed in mid 2009. All plan elements got the nod of acceptance except the permitting and approval process. Official responses received confirmed that this portion of the Manual would need revision and additional review and discussion. Most of the agencies said that they could not accept responsibility for projects outside their jurisdiction nor give up their responsibility for projects within their jurisdiction.

The added work, beyond the original scope of services, to develop a new approach for permitting and approval was initiated by Carrier-Johnson's local sub-consultant, Wild West Communications Group. Shortly thereafter, as the nation's economy started to falter, the status and operation of Carrier-Johnson changed dramatically to where the firm was no longer adequately staffed to do unfunded work or capable of reimbursing a sub-consultant for services. After several months of negotiation with Carrier-Johnson, staff was able to reach an agreement that terminated any additional services. Carrier-Johnson delivered all working files, including all drafts, for the Manual and demonstration projects to the NLTRA. In return, the NLTRA paid a small amount (\$3,600) for work that had already been accomplished with the funds being retained. A minor amount of the remaining \$5,600 has been paid to Wild West to keep the planning process moving forward with our partners.

The Need

While not a major revision to the Manual, additional work will be required from a consultant. Staff recommends completing this project by continuing with sub-consultant Wild West Communications Group, who is very familiar with all aspects of the project, has built working relationships with participating agencies, and has initiated the required Placer County Environmental Questionnaire (EQ) and Zoning Text Amendment (ZTA). Staff and Wild West have jointly prepared and negotiated the attached Project Completion Budget Assessment, Analysis and Estimated Timeline. The funds necessary for completion will not exceed \$24,900, of which as much as \$10,000 may be necessary to pay Placer County application fees for the EQ and ZTA submittals. After applying the remaining funds, the Infrastructure Request is for an amount not to exceed \$20,000. An addendum will be prepared for Wild West to complete the tasks as stated in the attachment.

Recommendation of the Joint Committee

At its January 24th meeting, the Joint Committee voted (9-0-1 abstention from Jennifer Merchant) to recommend the NLTRA Board approve an infrastructure funding request of up to \$20,000 to complete Wayfinding Signage Standards Manual Project including Placer County required environmental questionnaire and zoning text amendment. The question was asked, even though the hiring of Wild West to complete this project appears to be the most economical and efficient approach, is the NLTRA required to issue a RFP to solicit other proposals. The 2010/2011 NLTRA/Placer Agreement requires a procurement process to be utilized to support services in any amount greater than \$25,000. This amount was reduced from \$50,000 in the current Agreement.

Requested Action

That following questions and discussion, the Board of Directors approve and recommend to the Board of Supervisors, an Infrastructure Funding Request of up to \$20,000 to Complete the Wayfinding Signage Standards Manual Project Including Required Placer County Environmental Questionnaire and Zoning Text Amendment.



Memo to: Ron Treabess
 From: Lolly Kupec
 Date: November 29, 2010
 Subject: **North Lake Tahoe Wayfinding Signage Standards Manual project completion
 Budget Analysis & Draft Assessment**

Per our discussion on November 18th I have provided an analysis of the proposed budget assigning estimated costs to three categories: Permitting, Wayfinding Budget, additional funding needed. I have also identified where costs may be covered by NLTRA internal budgets.

1. Complete the permitting section of the Manual

- **Develop Zoning Text Ammendment with Placer County (PC)**

BUDGETS:	PERMITTING	WAYFINDING	ADD'L	NTRA
Prepare EQ package for submittal –				
Professional fees (WWCG)	\$ 570			
Copies – 17 sets 47 pgs	\$ 216			
PC application fees	\$ 6,500			
Prepare ZTA application package for submittal –				
Professional fees (WWCG)	\$ 450			
Copies – 15 sets 56 pgs	\$ 210			
PC application fees –	\$ 2,900			
Presentation before ZA & PC BOS				
Professional fees	\$ 600			
Exhibits	\$ 360			
PC application fees –	TBD			

- **Re-write draft MOU's between participating regulatory agencies and PC: TRPA, CTC, USFS, California SP, Caltrans**
- **Follow through with each agency to completion and/or resolution**
- **Write text for Permitting section in Manual**
- **Follow through with acceptance from all participants**

POST OFFICE BOX 346
 HOMEWOOD CA 96141
 VOICE ▲ 530-525-5201
 FAX ▲ 530-525-4559
 EM@WILDWEST-TAHOE.COM
 LAKE TAHOE

	PERMITTING	WAYFINDING	ADD'L	NTRA
Prepare and submit revised draft MOUs for 5 agencies; work with each agency staff				
Professional fees (WWCG)		\$ 950		
Write draft text for Permitting section				
Professional fees (WWCG)		\$ 1,760		
Copies – 6 sets 12 pgs, B/W				\$ 100

2. Edit content and text of draft Manual completed to date with goal of simplifying –

- Correct for content and consistency
- Correct permitting process references throughout
- Incorporate Permitting section
- Submit final draft Manual to NLTRA for review
- Submit final draft Manual to participating agencies for approval
- Make final edits, complete Manual

	PERMITTING	WAYFINDING	ADD'L	NTRA
Review and edit existing draft content of Manual				
Professional fees (Wild West)		\$ 3,800		
Copies – 6 sets 150 pgs, bound		\$ 750		

3. Publish final Wayfinding Signage Standards Manual

- Complete print-ready Manual artwork
- Obtain estimates for printing

	PERMITTING	WAYFINDING	ADD'L	NTRA
Prepare final print-ready manual artwork; get print estimates				
Professional fees (WWCG)		\$ 1,500		
Laser print 2 final color copies, bound		\$ 275		

4. Conduct Wayfinding Stakeholders Workshop to present final Manual

- Distribute copy of final Manual to all stakeholders

Facilitate live meeting/workshop with all stakeholders; coordinate date and invitation; distribute completed manual				
Professional fees (WWCG)			\$ 325	
Printed copies of Manual for distribution			TBD	
Location rental fee; refreshments			TBD	

5. Continue design and planning for implementation of pilot projects at Lake Forest Rd, Fabian Way and National Avenue

- Prioritize by ease of completion, i.e., likelihood, budget constraints, approvals, potential partners, etc.

	PERMITTING	WAYFINDING	ADD'L	NTRA
Review and modify 1st draft pilot project sign designs; consult with affected groups on each sign; determine potential partners; revise draft designs; review with agencies for ease of completion; develop budget; prepare prioritized report for NLTRA				
Professional fees (WWCG)			\$ 3,500	

	PERMITTING	WAYFINDING	ADD'L	NTRA
TOTALS				
• may not include all PC fees	\$11,806			
• assumes reasonable participation from stakeholders		\$ 9,035		
• does not include manual print costs for each stakeholder (TBD)			\$ 3,825	
• every effort will be made to allow NLTRA to cover costs such as making copies				\$ 100

Estimated Timeline for Manual Completion

DESCRIPTION OF TASK	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Meet w/ client / Memo Stakeholders	■	■	■	■	■	■		
Complete permitting section of Manual								
Develop ZTA w/ PC								
EQ package submittal / Staff review								
Prepare ZTA application submittal / Staff review								
Prepare materials / Present before Zoning Admin								
Present before BOS								
Write draft MOUs								
Review w agencies / Reach resolution								
Write text for Permitting section								
Submit to agencies for review / Follow up								
Edit Manual content								
Incorporate Permitting section								
Submit incremental drafts to NLTRA / Final draft								
Submit final draft to agencies / Collect input								
Make final edits / Complete Manual								
Publish Manual / Obtain cost estimates								
Complete print-ready artwork								
Print Manual								
Stakeholders' Workshop								
Continue planning for Pilot projects								
Revise draft sign designs w/ partner input								
Review with agencies for ease of completion								
Prepare final report w/ budget								



February 2, 2011

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: Update, Discussion, and Possible Authorization of Up to \$9,755 to Conduct an Independent Performance Review of the North Lake Tahoe Express Airport Shuttle Program

Background

Over the past two years, both the Joint Infrastructure/Transportation Committee and the NLTRA Board of Directors have expressed the need for more information, in a concise format, about the overall operations of the North Lake Tahoe Express (NLTE). The purpose being to knowledgably be able to evaluate and update program goals, determine how well the existing service is meeting those goals, assess the efficiency of the current operations, contracting and management, decide the level of NLTRA support, and determine what strategies can be implemented to improve the program.

At the November 22, 2011 meeting, the Joint Committee voted 12/0 to recommend the NLTRA Board approve up to \$9,755 for a transportation research and planning allocation to LSC Transportation Consultants to conduct an independent performance review of the NLTE Airport Shuttle program. At the meeting, LSC's Gordon Shaw stated that the study will include recommendations from LSC on pricing strategies, an analysis of current operations, and a plan for the future of the service (committee minutes 11/22/10).

The Committee recommendation was forwarded to the Board as part of its January 5th Board packet. Discussion followed at the meeting with some members proposing that staff do the analysis of the Express (Board minutes in packet). A motion to that effect did not pass. Further discussion did lead to a successful motion directing staff to return this item to the Joint Committee for its recommendation as to what parts of the proposed analysis can be done by staff, and what parts should be done by a consultant, including potential expansion of the scope to analyze possible improvements, program growth, and continued reduction of the NLTRA subsidy.

Recommendation of the Joint Committee

At the January 24th meeting, the Joint Committee, once again, approved a motion by Director McIntyre and seconded by Director Beck (13-0-1 abstention from Kali Kopley) to recommend the NLTRA Board approve up to \$9755 for a transportation research and planning allocation to LSC Transportation Consultants to conduct a performance review of the North Lake Tahoe Express Airport Shuttle program.

The discussion that preceded the vote was thorough and lengthy. Various members spoke regarding the components of the LSC proposal, the information being requested, and the options available. In response to a question, staff stated that staff has collected the data required by the consultant to complete the highly operational performance review (audit, analysis, and recommendations). This has always been the assumption in the proposal. Any additional data needed to allow a tertiary review of overall economic benefits, as has been suggested by the Board and Committee, would be based on easy to obtain existing data. Staff may be able to gather some of that information but it is a very small element of the review. Staff does feel they lack the time, the expertise, and the independency to evaluate the information and make acceptable recommendations. The Committee further discussed the scope of LSC's proposal, noting that this is mainly an operations review and does not consider the bigger picture of whether or not the Express is actually benefiting business on the North Shore, i.e., a study based on ridership, but not marketing effects or opportunities. There was consensus that the performance review from LSC is required for the operational evaluation of the NLTE, and will be able to give an indication if a more complete marketing component should be done at some point.

Funding Availability

The funds necessary are available in the approved FY-2010/11 within the monies designated to be expended on transportation research and planning.

The Request

Staff has attached the LSC proposal and encourages Board members to further review it with consideration of, both, the Joint Committee recommendation, and the need for this performance review in decision making. Staff does recommend that the Board authorize up to \$9,755 to conduct an independent Performance Review of the North Lake Tahoe Express Airport Shuttle Program. While this expenditure does not require Committee recommendation or Board approval, staff understands and appreciates the importance of the Board's involvement in the continued improvement of the NLTE and does request your authorization.

Upon receiving the Board authorization, staff will meet with the consultants, as stated in the proposal, to compile a specific list of data and possible other information to be provided by staff for consultant use in preparing the review, analysis and recommendations for the NLTE.



LSC TRANSPORTATION CONSULTANTS, INC.

2690 Lake Forest Road, Suite C
P. O. Box 5875
Tahoe City, CA 96145
(530) 583-4053
FAX (530) 583-5966
E-mail: lsc@lsc Tahoe.com
Website: www.lsc Tahoe.com

Mr. Ron Treabess, Interim Executive Director
NLTRA
PO Box 5459
Tahoe City CA 96145

RE: North Lake Tahoe Express Performance Review

Dear Mr. Treabess:

Per your request, LSC Transportation Consultants, Inc. would like to propose to conduct a Performance Review of the North Lake Tahoe Express shuttle program. The purpose of this study will be to assess how well the NLTE is doing in meeting the goals of the program, review current contracting and management, and make recommendations as to (1) whether NLTRA support should continue and, if so, (2) strategies that can be implemented to improve the program. We would propose to conduct this work through the following tasks:

1. **Kickoff / Review of Program Goals** – We will review and summarize the elements of the NLTRA Master Plan and other pertinent documents to provide a context for the review. As part of this task, we will also have a kick-off meeting with NLTRA staff and others at your direction. Also, as part of the overall study we will develop updated goals for the program.
2. **Review of Existing Service Performance** – Available ridership and service data since the initiation of the NLTE will be collected and reviewed, in order to document the following:
 - a. Ridership, by season and by route, and trends in ridership.
 - b. Current ridership characteristics (individual vs. group trips, group size, resident vs. visitor, etc.)
 - c. Current Fare revenue by type, and by route.
 - d. Current service levels (number of daily runs and vehicle-hours, by route, and by season)
 - e. Productivity (passengers per run, and passengers per vehicle-hour) and cost recovery.

LSC will also contact lodging property owners and conference planners in the area to get input as to how NLTE improves the marketability of the individual properties and the region as a whole to overnight visitation. Any available data regarding conference events or room nights that have occurred directly as a result of the NLTE will be

collected and summarized. In addition, any other available information regarding the economic benefits of the NLTE program will be reviewed.

3. **Review of Existing Contracting, Management and Funding** – LSC will review the existing contract and the current monthly invoicing procedures. We will also interview representatives of the service contractor, TNT/TMA, and others familiar with the service management. Existing funding sources for the program (fares, NLTRA, Washoe County, etc.) will be reviewed, along with the existing institutional arrangement between the NLTRA, TNT//TMA and TTD. Also as part of this task, we will assess whether it is appropriate to request new bids for service, as well as other potential changes to the current contract.
4. **Preparation and Presentation of Draft Report** – A concise administrative draft report will be prepared that documents our analysis and recommendations. In addition to a review of previous performance, this report will outline a plan to guide the future of the program. A meeting will be held at the staff level to review and discuss this document. After review by yourself and others at your direction, a public draft will be prepared (including 12 copies plus a pdf version) This will be the subject of a presentation at an NLTRA Transportation Committee meeting.
5. **Preparation of Final Report** – Comments received on the public draft will be addressed to yield a final study report.

As shown in Table A, we estimate that this work scope will require a total of \$9,755 to complete. Please note that the rates shown are lower than our standard 2010 rates, reflecting our longstanding relationship with the NLTRA. In addition to the three meetings identified above, LSC would be available for other meetings/presentations, at the billing rates shown in Table A.

LSC would be willing to undertake this work on a time-and-materials basis, with a total contract amount of \$9,755 that would not be exceeded without your prior written approval.



We would be happy to discuss any changes to the scope or contractual arrangements that you feel would be appropriate. Thank you for the opportunity to make this proposal. We look forward to working with the NLTRA in addressing this key issue for the North Tahoe region.

Respectfully Submitted,

LSC Transportation Consultants, Inc.

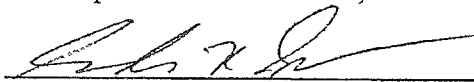
by: 
Gordon R. Shaw, P.E., AICP, Principal

TABLE A: Cost Estimate

**North Lake Tahoe Express
Performance Review**

	Required Staff Hours					Total Staff Hours	Total Cost
	Principal	Planner	Graphic Technician	Support Staff	Total Staff Hours		
	Total Hourly Rate	\$180	\$85	\$60	\$55		
TASK 1 Kickoff /Review of Study Goals		6	0	0	1	7	\$1,135
TASK 2 Review of Existing Service Performance		4	20	0	0	24	\$2,420
TASK 3 Review of Contracting/Management/Funding		8	0	0	0	8	\$1,440
TASK 4 Draft Report Preparation and Presentation		14	6	4	4	28	\$3,490
TASK 5 Final Report		4	2	2	2	10	\$1,120
TOTAL		36	28	6	7	77	\$9,605
							ADDITIONAL EXPENSES
							Printing/Copy Costs
							\$150
							TOTAL PROJECT COSTS
							\$9,755



February 2, 2011

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: Review and Possible Update of Infrastructure and Transportation Development Integrated Work Plan Purpose, Criteria, and Highest Priorities for which to Consider Infrastructure, Transportation, and Strategic Planning Projects for Plan Inclusion

Background

The Infrastructure and Transportation Committees and the NLTRA Board of Directors have compiled the current 2010-11 Integrated Work Plan and Long Range Funding Plan (IWP). This document or "action plan" summarizes the status of the infrastructure and transportation projects that are ongoing and those projected for the 2010-2015 time period. It is realized that in or before 2012, the 2% North Lake Tahoe portion of TOT must be considered for renewal. The plan provides project descriptions, identifies project partners, establishes priorities, estimates funding requirements, and suggests time frames for completion. Many of the projects listed are specifically listed in the NLTRA's adopted *1995 North Lake Tahoe Tourism Development Master Plan*, and the subsequent *2004 North Lake Tahoe Tourism and Community Investment Master Plan*, while others, not specifically identified in the Master Plan, are included as necessary to achieve the goals and objectives of that plan. The action plan was developed as a tool to help assist in identifying and evaluating additional proposed projects, setting priorities, and for budgeting of anticipated funding. It is used in the preparation of the annual budget. For this Integrated Work Plan and Long Range Funding Plan to remain a useful tool, we must review it on at least an annual basis to insure it is up to date and providing the proper direction for implementation of the *North Lake Tahoe Tourism Development Plan* and the *North Lake Tahoe Tourism and Community Investment Master Plan*.

It is necessary for the Board, the Joint Committee, the NLTRA project partners, and the community to review the current status of infrastructure and transportation projects in the Integrated Work Plan. This involves identification and/or evaluation of additional potential projects, setting the priority for accomplishment, and determining the appropriate level of NLTRA project partnership. Staff will then incorporate the results into a revised Draft Integrated Work Plan and Long Range Funding Plan for your approval and recommendation. This will provide direction to the NLTRA Board for the preparation of the F.Y. 2011-12 Budget, which may once again include, depending on the priorities established, a request for greater flexibility in the allocation of funds to infrastructure and transportation projects. This flexibility will be very important if funds are needed to backfill any shortages that TART may encounter that would otherwise cause visitor

transit services to be reduced. It is also probable that Placer County will need to direct some additional amount of TOT funds toward other county services, as occurred during the 2010-11 budget process.

Considerations

The first step in the annual IWP update process will be to review the purpose of the plan, the criteria, and the highest priorities for accomplishment. Attached for your review is the Introduction section from the FY-2010/2012 IWP. In addition to the specific needs already mentioned above, the plan will present the criteria necessary to better evaluate the priority of projects and programs as each relates to overall objectives of the NLTRA. These criteria include but are not limited to:

- Placing more “heads in beds”
- Strengthening the tourism economy
- Providing a better visitor experience
- Establishment of overall themes of North Lake Tahoe
- Integration of capital investment projects, programs, events, and marketing

At the February meeting, the Board will discuss, adjust, and/or add to the list of criteria that should be included in the IWP.

The following is a brief description of project priorities as stated in the FY-2010/11 Integrated Work Plan. Transportation and infrastructure needs identified in the Master Plan, the Work Plan, and in other related plans should be reviewed and discussed while setting 2010/11 priorities this year. While these all should have a high priority in helping to meet the goals and visions of the NLTRA Master Plans, there are several projects and types of projects that were confirmed last year as the highest priority for accomplishment with infrastructure/transportation funds in the North Lake Tahoe area. These highest priorities were:

- Completion of the Kings Beach Commercial Core Improvement Project
- Transit System providing half-hour headways year round on the Resort Triangle main routes (Hwy. 28 along the North Shore, and Hwys. 89 & 267 to Truckee) in daytime, and at nighttime during winter and summer peaks (*and other potential services such as water taxi, integrated skier shuttle, lodging service*)
- Completion of a Class 1 bike trail system throughout North Lake Tahoe to the extent it is feasibly possible (*and other biking program related facilities*)
- Further development of the Highway 89 Realignment Project near Tahoe City
- Further development of a North Lake Tahoe Performing Arts Center and related programs and facilities throughout the area
- Advancement of the Olympic Ski Museum (*and other cultural/heritage programs/facilities*)
- *Development of Visitor Information/Interpretation Facilities (Squaw, Tahoe City, Kings Beach)*
- Completion of smaller projects, such as bus shelters, interpretive /information signage, traffic calming measures, bike racks, public restrooms, etc., that can be advanced and completed in a reasonable timeframe

At the meeting, the progress toward accomplishing these priorities will be summarized and the Board will evaluate reconfirmation, additions and/or changes (*italics*).

The Request

That at the February 2nd meeting, the Board review and discuss the Integrated Work Plan purpose, criteria, and highest priorities for which to consider infrastructure, transportation, and strategic planning projects for plan inclusion. Staff is encouraging the Committee and the Board to reach acceptance of these points before advancing to specific projects review at the February Joint Committee meeting.

Reference Materials

As the overall process of updating the Integrated Work Plan progresses during the next few months, several materials that may provide a refresher or assistance to the Board and the Committee discussions can be located at www.nltra.org/documents. Staff can also provide paper copies if preferred. These include:

- 2010-11 Final Draft Infrastructure and Transportation Development Integrated Work Plan and Long Range Funding Plan 2010-2015 (includes the introduction)
- Excerpts from the 1994 *North Lake Tahoe Tourism Development Master Plan*
- Excerpts from the 2004 *North Lake Tahoe Tourism and Community Investment Master Plan*
 - Purpose of the Master Plan
 - Master Plan Recommendations and Priorities-Transportation
 - Master Plan Recommendations and Priorities-Visitor and Community Facilities and Services
- Strategic Goals and Objectives for Marketing and Chamber of Commerce Planning

It is not necessary to print out all these documents but it would be helpful to be generally familiar with the information.



February 2, 2011

To: Board of Directors

Fr: Management Team

Re: Presentation of Placer County Legislative Platform and Possible Approval that All NLTRA Legislative Expenditures and Activities will be Those Consistent with Placer County Policies

Background

Within the FY-2010/2011 NLTRA/Placer County Agreement under Section 5, Item F, Political Contributions, there is specific language directing the NLTRA as to the purposes the Association may obtain legislative advocacy services. To paraphrase, the Agreement says services (expenditures) are allowable as long as they are exclusively utilized in a manner consistent with the intent and purpose of the Agreement and not contrary to, or in conflict with, the duly adopted policies and legislative platform of the County. Such efforts may include advocacy for state and federal funding to implement identified infrastructure projects, transit operations, and/or other consistent legislative efforts.

At its January 11th meeting the Board of Supervisors adopted the Placer County Legislative Platform. In order for the NLTRA Board to become aware of this platform and accept the parameters for the NLTRA, Placer County's Allison Carlos will be at the February 1st meeting to present a concise description of the platform. A brief summary is attached and the full legislative platform can be found on the Placer County website.

Requested Action

Staff requests that after discussion of Placer County Legislative Platform and direction provided in the 2010/2012 Agreement, that the Board approve a directive that all NLTRA legislative expenditures and activities will be those consistent with Placer County policies.



Home > News > 2011 > January > Ieq Platform

Monday, Jan 17, 2011

Supervisors OK County's Legislative Platform

January 11, 2011

The Placer County Board of Supervisors today approved the county's 2011 legislative platform at its regularly scheduled meeting. Each year, the Supervisors consider and approve a platform that directs staff in its efforts to support, oppose or sponsor federal and state legislation, in addition to coordinating the county's legislative advocacy programs.

The platform is used by the Supervisors with both the state and federal government executive and legislative branches to promote goals and proposals that are beneficial to all Placer County.

In addition, at today's meeting, the Supervisors authorized a county contingent to travel to Washington, D.C., in February to advocate for the county. That trip, which will consist of some Supervisors and the County Executive Officer, will include meetings with elected or appointed federal officials to discuss legislative and regulatory issues affecting Placer County.

Over the last several years, the Board's efforts have secured more than \$105 million in federal funding, which has helped protect programs and county fiscal interests. This year, the platform will continue to seek federal funding for several County priorities. They include:

- The Regional Wastewater Treatment project;
- Transportation projects and programs funding;
- Placer Legacy;
- Placer County Conservation Program;
- Regional law enforcement communications upgrades; and
- Issues relating to management of the Auburn State Recreation Area.

On the state level, advocacy efforts will focus on a number of key fiscal, policy and regulatory interests on behalf of the County. This would include, but not be limited to:

- Opposing any proposed reductions or elimination of revenue sources;
- Supporting increased funding for program delivery, county self sufficiency, and economic growth and infrastructure improvements;
- Regulatory relief from new permitting requirements and thresholds, such as fire suppression requirements, wastewater compliance, and solid waste diversion requirements; and
- Supporting flexibility and stable funding for mandated program requirements, such as in County Health and Human Services programs.
- Typically, after the Board has approved the Legislative Program, Board members and staff travel to Washington, D.C. to meet with federal legislators and officials to discuss county priorities.

As in past years, the potential for cost reductions and/or increased revenue to the County can occur if the legislative platform is enacted. Funding for the annual legislative trip to Washington, D.C., is included in the county's Fiscal Year 2010-11 budget. The total estimated travel, lodging and related incidental cost is approximately \$1,200 to \$1,500 per Supervisor and will not exceed \$6,000.

9-2



February 2, 2011

To: Board of Directors

From: Ron Treabess, Interim Executive Director

Re: Executive Director Search Process Update: Progress to Date and Next Steps

Board Member and Search Committee Chair Gescheider and the Committee will provide an update on the progress of the executive director search and what the next steps are.



February 2, 2011

To: Board of Directors

From: Ron Treabess, Interim Executive Director

Re: Interim Executive Director Report

Status reports, updates, and work to be addressed during February and March will be verbally given on the following:

- California Strategic Growth Council Sustainable Community Grant
- TOT Renewal
- 2nd Quarter Report
- By-laws Revision
- FY-2010/11 Agreement Compliance Matrix Attachment A-1
- Six Month Strategic Planning and 2011/12 Budget Development
- 2011 Community Awards for 2010
- Tahoe Transportation District Update - Ron McIntyre
- TRPA Regional Plan Update - Jennifer Merchant

Monthly Report December 2010
CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 10/11

Prepared By: Anna Atwood, Sales & Marketing Coordinator

	<u>FY 10/11</u>	<u>FY 09/10</u>	<u>Variance</u>
Total Revenue Booked as of 12/31/10:	\$1,659,278	\$1,172,774	41%
Forecasted Commission for this Revenue:	\$131,097	\$59,910	119%
Number of Room Nights:	10159	6287	62%
Number of Delegates:	4818	3644	32%
Annual Revenue Goal:	\$2,200,000	\$1,500,000	
Annual Commission Goal:	\$140,000	\$85,000	
Number of Tentative Bookings:	36	40	-10%

<u>Monthly Detail/Activity</u>	<u>December-10</u>	<u>December-09</u>	
<u>Number of Groups Booked:</u>	1	3	
Revenue Booked:	\$36,491	\$96,066	-62%
Projected Commission:	\$3,649	\$8,961	-59%
Room Nights:	65	748	-91%
Number of Delegates:	194	380	-49%
Booked Group Types:	1 Corp	2 Assoc, 1 TA	
Lost Business, # of Groups:	2	2	

<u>Arrived in the month</u>	<u>December-10</u>	<u>December-09</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$2,550	
Projected Commission:	\$0	\$255	
Number of Room Nights:	0	34	
Number of Delegates:	0	18	
Arrived Group Type:	0	1 Govt.	

<u>Monthly Detail/Activity</u>	<u>November-10</u>	<u>November-09</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$176,553	\$60,389	192%
Projected Commission:	\$9,922	\$6,038	64%
Room Nights:	1530	521	194%
Number of Delegates:	525	360	46%
Booked Group Types:	1 Govt, 1 Assn	1 Corp, 1 Smf	
Lost Business, # of Groups:	1	1	

<u>Arrived in the month</u>	<u>November-10</u>	<u>November-09</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$40,363	
Projected Commission:	\$0	\$0	
Number of Room Nights:	0	414	
Number of Delegates:	0	150	
Arrived Group Type:	0	1 Assn.	

Monthly Detail/Activity	<u>October-10</u>	<u>October-09</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$293,259	\$70,173	318%
Projected Commission:	\$14,775	\$7,017	111%
Room Nights:	1525	630	142%
Number of Delegates:	247	1030	-76%
Booked Group Types:	1 Corp, 1 TA	1 Corp, 1 Society	
Lost Business, # of Groups:	1	5	

<u>Arrived in the month</u>	<u>October-10</u>	<u>October-09</u>	
Number of Groups:	8	3	
Revenue Arrived:	\$428,921	\$74,371	477%
Projected Commission:	\$36,298	\$3,217	1028%
Number of Room Nights:	2987	480	522%
Number of Delegates:	1708	199	758%
Arrived Group Type:	1 Corp, 4 Assn, 1 Govt, 1 Smf, 1 Found	1 Corp, 1 Assn, 1 TA	

Monthly Detail/Activity	<u>September-10</u>	<u>September-09</u>	
<u>Number of Groups Booked:</u>	1	0	
Revenue Booked:	\$26,865	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	150	0	
Number of Delegates:	50	0	
Booked Group Types:	1 Corp.	0	
Lost Business, # of Groups:	5	0	

<u>Arrived in the month</u>	<u>September-10</u>	<u>September-09</u>	
Number of Groups:	4	2	
Revenue Arrived:	\$145,651	\$42,522	243%
Projected Commission:	\$14,565	\$637	2186%
Number of Room Nights:	980	265	270%
Number of Delegates:	302	86	251%
Arrived Group Type:	4 Corp	1 Assn and 1 TA	

Monthly Detail/Activity	<u>August-10</u>	<u>August-09</u>	
<u>Number of Groups Booked:</u>	4	3	
Revenue Booked:	\$52,758	\$117,185	-55%
Projected Commission:	\$5,275	\$11,230	-53%
Room Nights:	430	954	-55%
Number of Delegates:	575	183	214%
Booked Group Types:	1 Corp, 1 Assn 1 TA, 1 Foundation	1 Corp, 1 Assn 1 Govt	
Lost Business, # of Groups:	9	6	

<u>Arrived in the month</u>	<u>August-10</u>	<u>August-09</u>	
Number of Groups:	8	5	
Revenue Arrived:	\$219,566	\$101,663	116%
Projected Commission:	\$14,117	\$9,237	53%
Number of Room Nights:	1294	534	142%
Number of Delegates:	830	330	152%
Arrived Group Type:	1 Corp., 6 Assn. 1 Society	1 Corp., 1 Assn., 1 Smf 1 Govt., 1 TA	

Monthly Detail/Activity

	<u>July-10</u>	<u>July-09</u>	
<u>Number of Groups Booked:</u>	5	2	
Revenue Booked:	\$47,336	\$213,831	-78%
Projected Commission:	\$4,733	\$21,373	-78%
Room Nights:	484	575	-16%
Number of Delegates:	373	1220	-69%
Booked Group Types:	1 Corp., 3 Assn. 1 Govt.	1 Corp. 1 Assn.	
Lost Business, # of Groups:	8	3	

	<u>July-10</u>	<u>July-09</u>	
<u>Arrived in the month</u>			
Number of Groups:	8	7	
Revenue Arrived:	\$579,888	\$293,154	98%
Projected Commission:	\$44,258	\$18,331	141%
Number of Room Nights:	2813	1268	122%
Number of Delegates:	1479	724	104%
Arrived Group Type:	1 Corp., 6 Assn. 1 Smf	5 Assn., 1 Smf, 1 TA	

Future Year Bookings, booked in this fiscal year:

For 2011/12:	\$687,379	(Goal) \$650,000
For 2012/13:	\$526,577	\$250,000

NUMBER OF LEADS Generated as of 12/31/10: 43

Total Number of Leads Generated in Previous Years:

2009/2010: 107
 2008/2009: 151
 2007/2008: 209
 2006/2007: 205
 2005/2006: 240
 2004/2005: 211
 2003/2004: 218
 2002/2003: 247
 2001/2002: 293
 2000/2001: 343
 1999/2000: 415
 1998/1999: 456
 1997/1998: 571
 1996/1997: 484

Monthly Report December 2010
CONFERENCE REVENUE STATISTICS

South Shore Properties

Year to Date Bookings/Monthly Production Detail FY 10/11

Prepared By: Anna Atwood, Sales & Marketing Coordinator

	<u>FY 10/11</u>	<u>FY 09/10</u>	<u>Variance</u>
Total Revenue Booked as of 12/31/10:	\$200,977	\$472,920	-58%
Forecasted Commission for this Revenue:	\$22,995	\$33,293	-31%
Number of Room Nights:	1829	4217	-57%
Number of Delegates:	1131	1656	-32%
Annual Revenue Goal:	\$300,000	\$450,000	
Annual Commission Goal:	\$15,000	\$35,000	
Number of Tentative Bookings:	32	40	

Monthly Detail/Activity	<u>December-10</u>	<u>December-09</u>
<u>Number of Groups Booked:</u>	0	1
Revenue Booked:	\$0	\$13,410
Projected Commission:	\$0	\$670
Room Nights:	0	100
Number of Delegates:	0	50
Booked Group Types:	0	1 TA
Lost Business, # of Groups:	2	5

<u>Arrived in the month</u>	<u>December-10</u>	<u>December-09</u>
Number of Groups:	0	0
Revenue Arrived:	\$0	\$0
Projected Commission:	\$0	\$0
Number of Room Nights:	0	0
Number of Delegates:	0	0
Arrived Group Type:	0	0

Monthly Detail/Activity	<u>November-10</u>	<u>November-09</u>
<u>Number of Groups Booked:</u>	0	0
Revenue Booked:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:	0	0
Lost Business, # of Groups:	2	1

<u>Arrived in the month</u>	<u>November-10</u>	<u>November-09</u>	
Number of Groups:	1	2	-50%
Revenue Arrived:	\$927	\$67,401	-99%
Projected Commission:	\$0	\$0	
Number of Room Nights:	13	715	-98%
Number of Delegates:	8	390	-98%
Arrived Group Type:	1 TA	2 Assn.	

Monthly Detail/Activity	<u>October-10</u>	<u>October-09</u>	
<u>Number of Groups Booked:</u>	0	1	
Revenue Booked:	\$0	\$10,800	
Projected Commission:	\$0	\$540	
Room Nights:	0	50	
Number of Delegates:	0	100	
Booked Group Types:	0	1 TA	
Lost Business, # of Groups:	4	3	
<u>Arrived in the month</u>	<u>October-10</u>	<u>October-09</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$5,280	\$4,784	10%
Projected Commission:	\$264	\$717	-63%
Number of Room Nights:	48	52	-8%
Number of Delegates:	100	70	43%
Arrived Group Type:	1 Assn.	1 Smf	

Monthly Detail/Activity	<u>September-10</u>	<u>September-09</u>	
<u>Number of Groups Booked:</u>	0	0	
Revenue Booked:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Booked Group Types:	0	0	
Lost Business, # of Groups:	4	0	
<u>Arrived in the month</u>	<u>September-10</u>	<u>September-09</u>	
Number of Groups:	4	4	
Revenue Arrived:	\$67,983	\$186,678	-64%
Projected Commission:	\$6,042	\$20,303	-70%
Number of Room Nights:	616	1750	-65%
Number of Delegates:	291	522	-44%
Arrived Group Type:	2 Corp., 1 Assn. 1 Smf	1 Corp., 2 Assn. 1 TA	

Monthly Detail/Activity	<u>August-10</u>	<u>August-09</u>	
<u>Number of Groups Booked:</u>	3	1	
Revenue Booked:	\$37,580	\$4,063	825%
Projected Commission:	\$3,724	\$609	511%
Room Nights:	484	35	1283%
Number of Delegates:	296	17	1641%
Booked Group Types:	1 Corp., 1 Assn., 1 Smf	1 Assn.	
Lost Business, # of Groups:	8	4	
<u>Arrived in the month</u>	<u>August-10</u>	<u>August-09</u>	
Number of Groups:	2	1	
Revenue Arrived:	\$34,749	\$25,269	38%
Projected Commission:	\$503	\$1,263	-60%
Number of Room Nights:	780	171	356%
Number of Delegates:	387	105	269%
Arrived Group Type:	1 Assn., 1 Smf	1 TA	

Monthly Detail/Activity	<u>July-10</u>	<u>July-09</u>
<u>Number of Groups Booked:</u>	2	0
Revenue Booked:	\$5,148	\$0
Projected Commission:	\$558	\$0
Room Nights:	80	0
Number of Delegates:	30	0
Booked Group Types:	1 Corp. and 1 TA	0
Lost Business, # of Groups:	8	3

<u>Arrived in the month</u>	<u>July-10</u>	<u>July-09</u>	
Number of Groups:	4	2	
Revenue Arrived:	\$98,226	\$35,159	179%
Projected Commission:	\$12,964	\$375	3357%
Number of Room Nights:	832	226	268%
Number of Delegates:	495	82	504%
Arrived Group Type:	1 Corp. 2 Smf 1 Non-Profit	1 TA, 1 Corp.	

Future Year Bookings, booked in this fiscal year:

For 2011/12:	\$15,093	(Goal) \$100,000
For 2012/13:	\$0	\$50,000

NUMBER OF LEADS Generated as of 12/31/10: 32

Total Number of Leads Generated in Previous Years:

2009/2010: 84
2008/2009: 113
2007/2008: 203
2006/2007: 155
2005/2006: 213
2004/2005: 183
2003/2004: 194
2002/2003: 233
2001/2002: 257
2000/2001: 248
1999/2000: 323
1998/1999: 366



February 2, 2011

To: Board of Directors

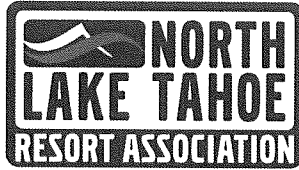
From: Management Staff

Re: Status-Placer County Release of Remaining Prior Year Fund Balance

Attached is a draft Amended Scope of Work to the FY-2011/12 NLTRA/County Agreement that is necessary for the Board and Board of Supervisors to approve. This will enable the County to release the prior year TOT fund balance, which has been being held by the County until it had been determined the County would not need the funds for any emergency purposed. The CEO has notified the NLTRA that this is now the case and that we should submit an amended Scope of Work as soon as possible. The Contract amendment will then be submitted for BOS approval enabling the marketing portion of the released fund balance to be utilized as described in the amendment to the original Scope of Work.

The Finance Committee will report on its recommendation at the Board meeting

Staff requests that pending the recommendation of the Finance Committee, the Board of Directors approve and recommend to the Placer County Board of Supervisors this amendment to the original 2011/12 Scope of Work.



**North Lake Tahoe Resort Association
FY 2010-2011 Scope of Work – Amendment #1**

Background

The purpose of the Amended Scope of Work – FY 2010-2011 is to summarize investment expenditures that are proposed for the use of FY 2009-2010 Placer County Transient Occupancy Tax fund balance allocated to the North Lake Tahoe Resort Association. This conceptual Scope of Work amendment is representative of the type of programs, services and projects that could be funded. It should be noted, that Placer County has already allocated 50% of the marketing share of the prior year fund balance carryover to the NLTRA through the contract process earlier this year. At that point it was mutually agreed that the remaining 50% of marketing prior year fund balance and the entire Infrastructure share of the prior year fund balance from FY 2010/11 would be held by the County until such a time that any actions by the State of California on local county budgets became clearer. With that in mind and the fact that the County CEO's office feels these funds can now be released, this amended Scope of Work has been drafted.

Direct Consumer Marketing

Specific media plan expenditures will be presented to and considered by the NLTRA Marketing Committee for the remaining 50% fund balance (\$199,000). The NLTRA Board will consider and act upon Marketing Committee recommendations. To further promote the various activities and benefits the North Lake Tahoe region offers to the traveling consumer, the requested fund balance carryover would be used to supplement our Northern California drive market efforts. These efforts will include additional radio exposure, internet and search promotion, and outdoor exposure. As many of North Lake Tahoe's competitors are active in the Bay Area/Northern California market, it is imperative to protect, maintain and grow our market share from this important segment. The investment of the additional TOT funds in the amount of \$199,000 for marketing will provide North Lake Tahoe and Placer County with important resources to protect and enhance our vital Bay Area/Northern California market share. As part of this expenditure, additional funds will be used for the production of the important upcoming AMGEN Tour of California bike race to be held in May of 2011.

Visitor Support/Transportation

The FY 2010-2011 Contract Amendment does not propose changes to transit services as originally outlined in Transportation Programs and Services, Scope of Work Attachment A-4. Funds allocated to the Visitor Support/Transportation Account based on the agreed-to formula, but not expended for transit and transportation services, are reallocated to the Infrastructure Account as defined in Attachment C, Contract Budget.

Infrastructure Development

All fund balance allocated to the Infrastructure Account by the attached FY 2010-2011 Contract Amendment will be held in the County Treasury until carried forward by recommendation from the Infrastructure Committee and Resort Association Board of Directors and allocated only following approval by the Placer County Board of Supervisors.

Board/Staff Follow-up on Previous Action Items

Assigned	Date	Action	Status	Date Completed
Andy	7/7/10	Marketing Committee to work on quantifying Key Performance Objectives.	On-going	
Staff	8/4/10	Investigate ways to distribute information from Chamber events to people who cannot attend them, but who may be interested in the content.	January Board meeting	
Kym	9/1/10	Include in Grant Funding Application the proposed ROI for the grant, have grantees report the proposed versus actual ROI and have grantees notify the committee if any material changes are made in the grantees use of funds.	January Chamber Advisory Committee meeting	
Ron	9/1/10	Present the overall bike trail plan to the Board.	February Board meeting	2/2/11
Staff	9/1/10	Take the codification of the Chamber of Commerce Advisory Committee & structure to the Chamber of Commerce Committee for discussion and recommendation.	March Chamber Advisory Committee meeting	
Ron/Placer County	9/1/10	Have Placer County present its legislative advocacy platform when appropriate.	February Board meeting	2/2/11
Ron/Andy	9/1/10	Document the chronology of the Marketing Conference Equity Committee negotiations and present to the Board Executive Committee and Director Beck for resolution direction.	December	
Staff	11/3/10	Clarify requirements for Business Association Grants and Community Marketing Grants.	January	
Kim	11/3/10	Dissolve the NLTCc and TNVCB corporations.	Paperwork sent to Atty General's office November 2010	
Staff & TOT Committee	12/14/10	Explore expanding the TOT Renewal Committee to include marketing, lodging and past president members. Develop a proposal for initiating survey/factfinding information for TOT renewal.	January, February	
Andy/Jason	12/14/10	Inform the Board as to how conference promotion is done.	January Board meeting	1/5/11
Staff	12/14/10	Determine staff participation in the Lake Tahoe Basin Prosperity Plan.	January Board meeting	1/5/11
Staff	12/14/10	Review information collection for economic indicators.	January Board meeting	
Kim	1/5/11	Be sure the 1995 Master Plan is posted on the website.	January	1/6/2011

Assigned	Date	Action	Status	Date Completed
Kim & Emily	1/5/11	Send out Committee assignments and meeting dates.	January	1/12/2011
Staff	1/5/2011	Send the Lake Tahoe Basin Prosperity Plan to Board members.	January	1/24/2011
Anna	1/5/2011	Include a percentage of change column in the Conference Revenue Statistics report.	January	1/17/2011
Kim	1/5/2011	Post old Board and Committee agendas on the website.	February	