



February 26, 2009

To: Board of Directors

Fr: Management Team

Re: Discussion and Possible Action to Approve the Appointment of Michael Bennett to the Chamber of Commerce Advisory Committee

Background

Subsequent to the annual committee appointment process in January, Mr. Bennett expressed his interest in serving on the Chamber of Commerce Advisory Committee. For those who may not know Mr. Bennett, he is the Publisher of the Sierra Sun newspaper. To demonstrate his interest, he attended and participated in the Committee's February meeting; we anticipate his participation at the March 3rd Committee meeting. Mr. Bennett's appointment would be consistent with the NLTRA's adopted *Supplemental Operating Procedures and Policies* as it relates to membership on the Chamber of Commerce Advisory Committee.

Requested Action

That the Board approve the appointment of Michael Bennett as a member of the Chamber of Commerce Advisory Committee for 2009.



February 26, 2009

To: Board of Directors

Fr: Sally Lyon, CFO

Re: Discussion and Possible Action to Approve the CFO's Request to Move
NLTRA Infrastructure Fund Investments

Background

Currently, the NLTRA has infrastructure funds on account with UBS Financial and Wachovia. A total of approximately \$400,000 is invested. Our UBS broker recently called to advise that he is moving to Wachovia, which, as you are aware, is now a part of Wells Fargo. Given this circumstance, along with market conditions, I am requesting Board authorization to open accounts at other financial institutions. My primary consideration will be to do business with local banks and maximize earnings. The banks I plan to consider include Plumas, Citizens, and El Dorado Savings.

Requested Action

That the Board approve the request of the NLTRA Chief Financial Officer to open new accounts for NLTRA funds.

Note: This item will be considered by the Finance Committee at its regular meeting of March 2nd. The Committee's recommendation will be reported as part of the Board's consideration of this item.



March 4, 2009

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: Presentation, Discussion and Possible Action on Request by Placer County Department of Public Works for an Infrastructure Allocation of Up to \$68,000 to Design and Install a Community Wayfinding Signage Demonstration Project at the Tahoe City Transit Center

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 can actually 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 2007, the NLTRA and a steering committee defined a project that would create a Regional Wayfinding Signage Program Guidelines Manual. This manual was to define signage development policies, including subject and design criteria, approval and permitting procedures, amongst other information that will provide agencies and organizations seeking to design and install wayfinding signage with the proper tools. The steering committee that was formed represented the agencies and organizations responsible for provision, approval, and/or permitting of signage at North Lake Tahoe. This group includes representatives from Placer County, TRPA, U.S. Forest Service, Caltrans, California Tahoe Conservancy, California State Parks, North Tahoe PUD, Northstar CSD, and Tahoe City PUD. They 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.

In early 2008, the NLTRA and Placer County approved an Infrastructure allocation of \$138,000 to initiate a professional services agreement with consultant Carrier Johnson-Culture to work with the NLTRA and the steering committee to prepare the Guidelines

Manual. It was agreed that once a final draft of the manual was nearing completion, a specific signage project(s) would be defined that would demonstrate and test the manual to ensure its effectiveness. Once defined and agreed to, the demonstration project(s) would be completed as a separate project with additional funding to be requested at that time.

The Need

The final draft of the manual is now at a point where actual on-site demonstration signs based on the proposed design criteria will be beneficial to test the manual and give guidance to organizations and agencies contemplating signage. The manual defines wayfinding signs as those that help people orient themselves and navigate through the region. Wayfinding can be designed for both vehicular and pedestrian viewpoints. It can include destination names or icons placed on-route or at an important decision making point. It may also include arrival signs which indicate to road users or pedestrians that a destination has been reached. Collectively, the presence of logically placed wayfinding signage indicates concern for the welfare of visitors, reflects the hospitality of a region and aids in the definition of place.

These demo projects will provide examples of the wayfinding signage needed to serve the different purposes described in the manual. Included are destination monuments, vehicular directional, pedestrian directional, and trail system directional and informational markers. The projects will be individually considered as Infrastructure funding requests are submitted.

The Request

The first project being proposed that will demonstrate the standards of the manual is signage that will accompany the Tahoe City Transit Center to be built in the Truckee River Access Park. Placer County Department of Public Works is requesting an Infrastructure allocation of up to \$68,000 to complete this project. The attached application submitted by DPW describes the five signs, their purpose, location, and costs. They will demonstrate a destination monument sign with rock base, 2 pole mounted vehicular directional signs, and two pole mounted pedestrian signs. The standards of the manual will be tested the design of the signs as well as during the construction. A report will be prepared for the NLTRA to evaluate the design, permitting and construction process defined in the manual. The wayfinding signage project will be completed as part of the larger \$7,000,000 transit center. Final design and permitting is scheduled to be completed this spring, with construction commencing July 1, 2009 and continuing through 2010. DPW staff will be at the Board meeting to answer questions.

A second project demonstrating trail system directional and informational markers is anticipated for this summer and will be funded as a separate request.

Budget Consistency

This up to \$68,000 request is consistent with the funding capabilities of the 2008-09 NLTRA Infrastructure Budget, and it will not have a negative impact on other future anticipated Infrastructure project funding needs. The 2008-09 Budget has included funding in the amount of \$150,000 for the Regional Wayfinding Demonstration Signage Project(s) that has not yet been allocated. In addition, the Infrastructure/Transportation Integrated Work Plan proposes \$550,000 in future years to help finance and provide incentives to encourage applicants the needed wayfinding signage that will result from the completion of this Manual.

Recommendation of the Joint Infrastructure/Transportation Committee

At the February 23rd meeting, the Joint Committee approved (Mourelatos, Casey, 13-0) and recommended that the NLTRA Board of Directors approve the Placer County DPW request for an allocation of up to \$68,000 to design and install a Community Wayfinding Signage Demonstration Project at the Tahoe City Transit Center. There was discussion as to whether lighting should be a consideration of the manual and a part of this demonstration project, whether the NLTRA should initiate a study to locate specific sites for specific signage throughout the North Lake Tahoe area, and whether various agency sign codes can be identified that may require necessary changes. These are appropriate comments for final review of the manual, but do not affect moving ahead with the demonstration project(s).

Requested Action

That following questions and discussion, the Board approves and recommends that the Placer County Board of Supervisors approve the Placer County DPW request for an allocation of up to \$68,000 to design and install a Community Wayfinding Signage Demonstration Project at the Tahoe City Transit Center. This will include a report to be prepared for the NLTRA that evaluates the design, permitting and construction process defined in the manual.

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

PROJECT INFORMATION

1. Project/program name:

Tahoe City Transit Center (EIP No. 853) – Community Wayfinding Signage Demonstration Project

2. Brief description of project/program:

The proposed Community Wayfinding Signage Demonstration Project (CWSDP) consists of 5 varying signs demonstrating the standards set forth in the Draft North Lake Tahoe Community Wayfinding Signage Standards (DNLTCWSS). The project will be a subset of the larger Tahoe City Transit Center (TCTC) project, benefiting from the permitting schedule and economy of scale of the project as a whole.

FINANCIAL INFORMATION

1. Total project cost:

The engineer's estimate for construction is \$52,000 (see attached cost estimate); total project cost is estimated at \$68,000 in funding necessary through construction, including project administration, design and construction management. The project will benefit as a subsidiary of the TCTC, in that all permitting is underway and accounted for in the TCTC budget.

Project Admin	\$5,000
Design	\$6,000
Construction	\$52,000
Const. Mgmt.	\$5,000
Total	\$68,000

2. Total TOT funds requested: \$68,000.00

3. Other funding sources:

Although the CWSDP will be funded solely through the above requested funds, the project will benefit from economies of scale with the larger TCTC, funded by the following: Federal Transit Administration (FTA), Prop 1(B), Placer County Redevelopment Agency (RDA) Funds, Placer County Tahoe Traffic Mitigation Fees, TRPA Air Quality Mitigation Fees and FTA Alternative Transportation in Public Parks and Lands (ATPPL).

4. Will the project require future financial funding? No

What is the source of the future financial support? N/A

5. Provide project proforma and implementation schedule.

Final Design/Permitting: December 10, 2008 – March 31, 2009
Bidding: April 1 – June 30, 2009
Construction: July 1, 2009 – December 31, 2010

6. How will project cost overruns or operating cost shortfalls be funded?

The project includes a 9 percent contingency, which is adequate for the level of design and complexity. An operation and maintenance plan is under development for the TCTC, within which sign maintenance will be addressed.

QUALIFICATIONS OF PROJECT SPONSOR

1. Name/address: Placer County Department of Public Works
10825 Pioneer Trail, Suite 105, Truckee, CA 96161

2. Financial Capability:

The proposed Department of Public Works (DPW) project budget for Fiscal Year 2008-09 is \$107.8 million, which consists of roads, bridges, transportation planning, Tahoe projects and National Pollutant Discharge Elimination System (NPDES) projects.

3. Experience with projects of similar nature:

Placer County Department of Public Works has experience in project management for numerous construction projects including roadways, bridges, parking lots, signage, and pedestrian and bicycle facilities.

4. Objectives of project sponsor:

The project aims to serve as a demonstration project of the standards set forth in the DNLTCWSS. The TCTC offers an excellent demonstration opportunity due to implementation proximity to the DNLTCWSS, both the number of visitors to and varying activities on the site, and integration of permitting with presently underway TCTC efforts.

ECONOMIC IMPACT OF PROJECT

- 1. Estimated number of users - Average Daily Use: 712*
- 2. Time of year: Year-Round
 - Weekends - Average Daily Use: 203*
 - Weekdays - Average Daily Use: 509*

**Data sources: 64-Acre Tract Intermodal Transit Center DEIR, Table 6-3 and Tahoe Area Regional Transit boarding counts for fiscal year 2007/08.*

3. Number of visitors (%local/out of area) to be attracted as a result of project/program:

Specific data is not available regarding the number of visitors to be attracted as a result of the project. The project will benefit and enhance the visitor experience, inevitably attracting visitors, by providing ease of access, increased safety and decreased frustration.

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

Specific data is not available regarding projected expenditures by out of area attendees. However, the project will, as noted above, increase visitors' ease of access and quality of experience, therefore increasing expenditures to hotels, restaurants, etc.

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

The project will enhance ease of wayfinding on the USFS 64-Acre Tract and serve as a demonstration of the DNLTCWSS, encouraging more wide-spread adoption and use throughout the community.

COMMUNITY IMPACT

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

The project will benefit all north shore areas including, but not limited to, Tahoe City, Kings Beach, Brockway, Crystal Bay in California and Incline Village in Nevada.

2. What region-wide benefits will be created?

The project will encourage region-wide participation in the DNLTCWSS and will increase ease of use for the TCTC, which will increase parking capacity, access and safety, encourage and increase intermodal transit, reduce dependency on the private vehicle, and improve air and water quality.

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

All types of businesses, including, but not limited to, restaurants, retail shops, lodging and ski resorts will benefit from the improved and increased transit access, parking, pedestrian and bicycle facilities.

Are they supportive of this project?

The community is supportive of the DNLCWSS. Inclusion of a demonstration DNLCWSS project at the TCTC was suggested for incorporation at Design Review Committee.

4. Will the project require the addition of governmental service?

Yes. Sign maintenance will be necessary.

How will these costs be funded?

The costs will come from the annual TART budget using transit funds. An operation and maintenance plan for the TCTC is under development, as required by the project's Placer County Conditional Use Permit; funding will be an integral part of this plan.

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

A coordinated community signage program has been identified as a high priority in the community. The demonstration project is an integral part of the TCTC, which is a high priority for Placer County.

6. Document the community support for the project:

Numerous organizations and agencies have been involved with permitting and development of the DNLCWSS.

TOURISM MASTER PLAN

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

A coordinated community signage program has been identified as a high priority in both the North Lake Tahoe Tourism Master Plan (2004) and the NLTRA Infrastructure and Transportation Development Integrated Work Plan and Long Range Funding Plan (April 2008). The demonstration signage project is a called for aspect of the DNLCWSS program.

	Quantity	Unit	Rate	Total \$
Sign A: Stone-based Destination Monument				
Concrete				
Concrete footing: 12'-2" x 22" x 21" H	1	EA	1,200.00	1,200
Concrete base: 12'-2" x 20" x 24" H	1	EA	1,750.00	1,750
Stone finish				
4" stone finish; fractured granite	60	SF	80.00	4,800
Wood posts and headers				
Wood posts; 8" x 8"	64	BF	8.00	512
Wood header bar; 8" x 3"	48	BF	8.00	384
Sign panel				
Powder coated aluminium sign panel; 1/4" thick, including graphics	48	SF	50.00	2,400
Powder coated aluminium support straps	5	EA	250.00	1,250
Powder coated aluminium thru bolts, 1" diameter	15	EA	20.00	300
Connectors				
Powder coated aluminium thru bolts, 2" diameter	4	EA	45.00	180
Post base connector; welded 1/2" steel with bolts	2	EA	100.00	200
				12,976

Sign B: Pole Mounted Vehicular Directional

Concrete				
Concrete pier: 30" x 14" x 12" on concrete footing: 3'-10" x 2'-6" x 12" H	1	EA	450.00	450
Concrete pier: 14" x 14" x 12" on concrete footing: 2'-6" x 2'-6" x 12" H	1	EA	200.00	200
Wood posts and headers				
Wood posts; 8" x 8"	230	BF	8.00	1,840
Wood header bar; 8" x 3"	22	BF	8.00	176
Sign panel				
Powder coated aluminium sign panel; 1/4" thick, including graphics	67	SF	50.00	3,350
Connectors				
Powder coated aluminium thru bolts, 2" diameter	12	EA	45.00	540
Post base connector; welded 1/2" steel with bolts	3	EA	350.00	1,050

	Quantity	Unit	Rate	Total \$
Miscellaneous metals				
Powder coated aluminium caps	3	EA	75.00	225
Powder coated aluminium support cover, 8" x 8" x 34.5" H	3	EA	800.00	2,400
				10,231

Sign C: Pole Mounted Vehicular Directional

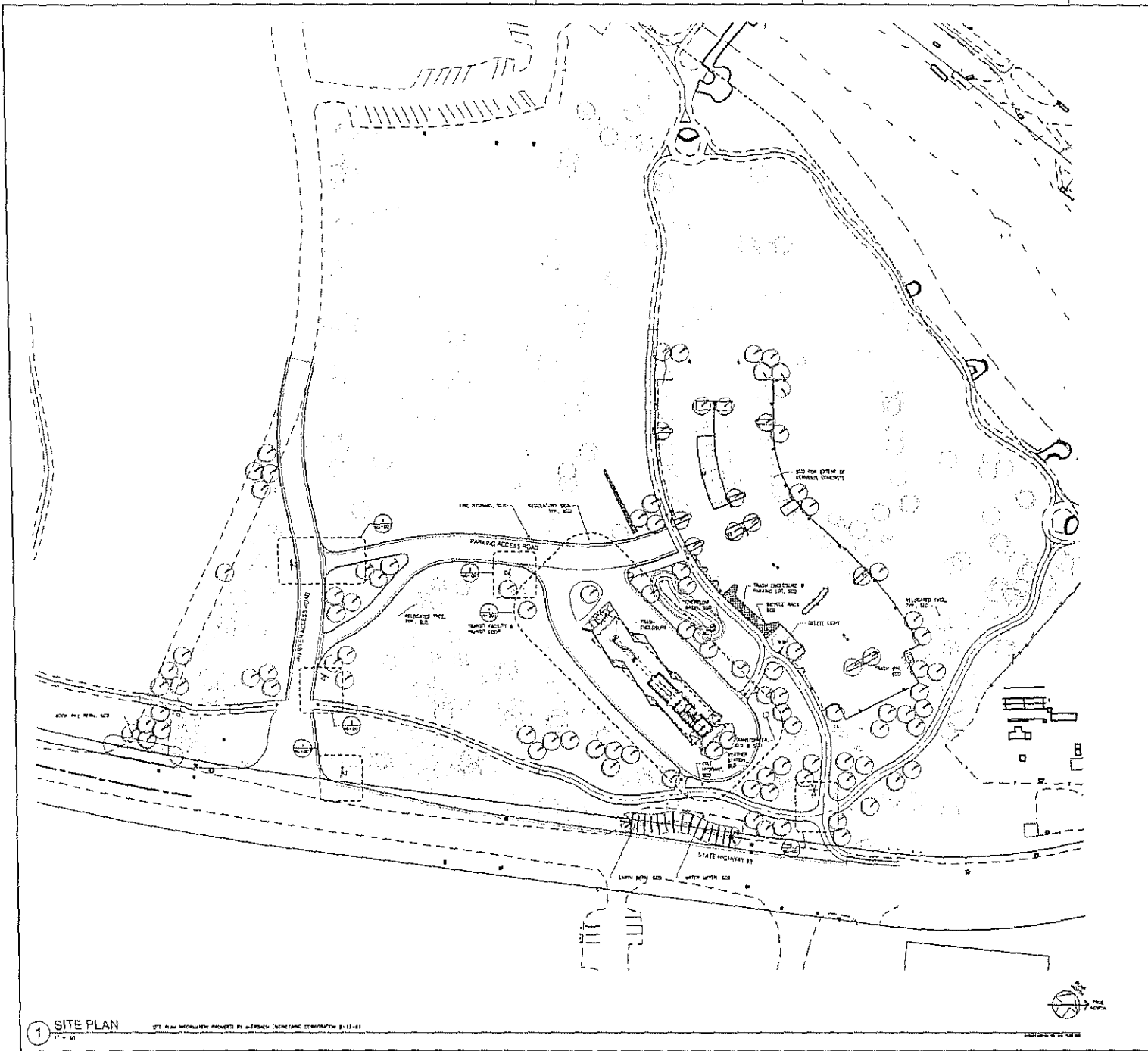
Concrete				
Concrete pier: 30" x 14" x 12" on concrete footing: 3'-10" x 2'-6" x 12" H	1	EA	450.00	450
Concrete pier: 14" x 14" x 12" on concrete footing: 2'-6" x 2'-6" x 12" H	1	EA	200.00	200
Wood posts and headers				
Wood posts; 8" x 8"	198	BF	8.00	1,584
Wood header bar; 8" x 3"	22	BF	8.00	176
Sign panel				
Powder coated aluminium sign panel; 1/4" thick, including graphics	45	SF	50.00	2,250
Connectors				
Powder coated aluminium thru bolts, 2" diameter	12	EA	45.00	540
Post base connector; welded 1/2" steel with bolts	3	EA	350.00	1,050
Miscellaneous metals				
Powder coated aluminium caps	3	EA	75.00	225
Powder coated aluminium support cover, 8" x 8" x 34.5" H	3	EA	800.00	2,400
				8,875

	Quantity	Unit	Rate	Total \$
<u>Sign D: Pole Mounted Vehicular Directional</u>				
Concrete				
Concrete pier: 30" x 14" x 12" on concrete footing: 3'-10" x 2'-6" x 12" H	1	EA	450.00	450
Concrete pier: 14" x 14" x 12" on concrete footing: 2'-6" x 2'-6" x 12" H	1	EA	200.00	200
Wood posts and headers				
Wood posts; 8" x 8"	187	BF	8.00	1,496
Wood header bar; 8" x 3"	22	BF	8.00	176
Sign panel				
Powder coated aluminium sign panel; 1/4" thick, including graphics	40	SF	50.00	2,000
Connectors				
Powder coated aluminium thru bolts, 2" diameter	12	EA	45.00	540
Post base connector; welded 1/2" steel with bolts	3	EA	350.00	1,050
Miscellaneous metals				
Powder coated aluminium caps	3	EA	75.00	225
Powder coated aluminium support cover, 8" x 8" x 34.5" H	3	EA	800.00	2,400
				8,537

Sign E: Pole Mounted Pedestrian Directional

Concrete				
Concrete pier: 12" x 12" x 12" on concrete footing: 20" x 20" x 8" H	2	EA	150.00	300
Wood posts and headers				
Wood posts; 8" x 8"	112	BF	8.00	896
Wood header bar; 8" x 3"	12	BF	8.00	96
Sign panel				
Powder coated aluminium sign panel; 1/4" thick, including graphics	18	SF	50.00	900
Connectors				
Powder coated aluminium thru bolts, 2" diameter	8	EA	45.00	360
Post base connector; welded 1/2" steel with bolts	2	EA	350.00	700

	Quantity	Unit	Rate	Total \$
Miscellaneous metals				
Powder coated aluminium caps	2	EA	75.00	150
Powder coated aluminium support cover, 8" x 8" x 34.5" H	2	EA	800.00	1,600
				<hr/>
				5,002
Sub-Total (Signs A, B, C, D & E)				<hr/>
				\$45,621
General Conditions	9%			4,106
Contractor's Overhead & Profit or Fee	5%			2,273
				<hr/>
Total				\$52,000



SHEET NOTES

- FOR SETBACK, HOUSING, UTILITIES, PARKWAYS AND TREE PLANTING - SEE THE CITY CHARTER.
- FOR LANDSCAPE RESTRICTIONS AND SET-BACKS - SEE LANDSCAPE CHARTER.
- STREET SCENIC TO COMPLY WITH LOCAL AND CALIFORNIA STDS.
- REMARKS BY PLANNING - SEE THE CITY.
- DATE: 10/27/09 - 11:00 AM ATTACHED FROM THE CITY.

SHEET LEGEND

- 1" TREE, 10'
- TREE TO BE PLANTED, 10'
- ▭ FACILITY SIGN
- ▭ FRONT SIDE OF SIGN

WRNS
 401 BRIDGE STREET
 SUITE 1000 STE 100
 SAN FRANCISCO
 CALIFORNIA 94103
 415.443.2222
 415.443.2222 FAX
 WWW.WRNS.COM

NO.	DATE	DESCRIPTION
1	10/27/09	ISSUED
2	11/11/09	REVISED
3	11/11/09	REVISED

**TAHOE CITY
 TRANSIT CENTER
 PLACER COUNTY, CALIFORNIA**

PROJECT NO.	DATE	DESCRIPTION
TAHOE CITY	11/11/09	ISSUED
TAHOE CITY	11/11/09	REVISED
TAHOE CITY	11/11/09	REVISED

SITE PLAN

1 SITE PLAN

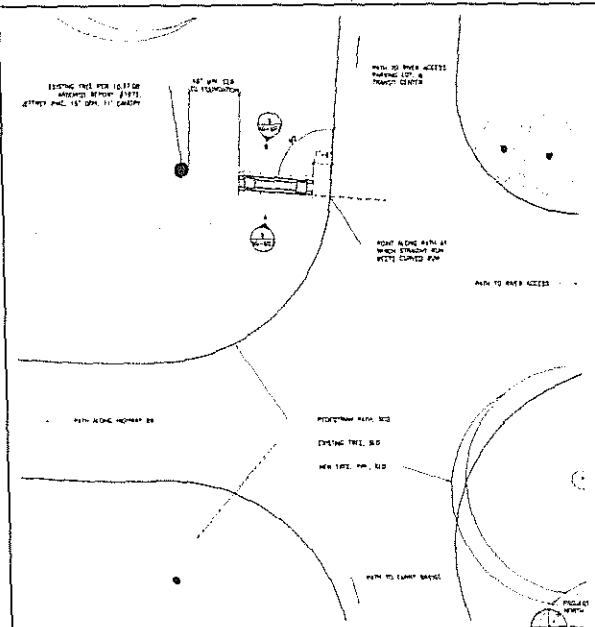
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 SHEET: 11-100

A-100

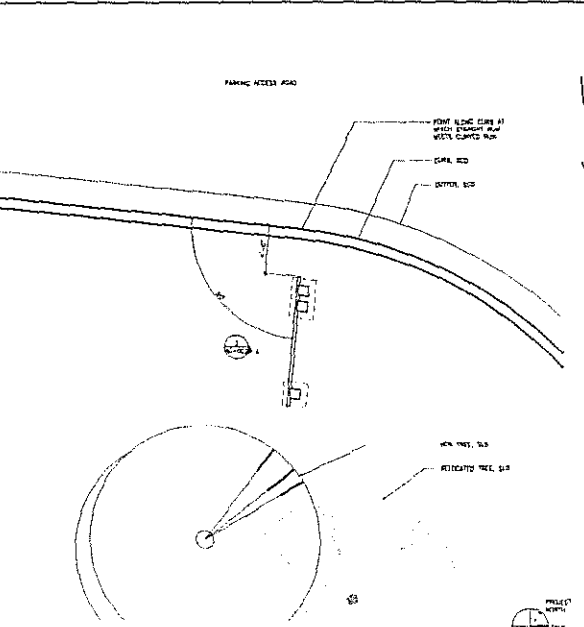
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WRNS DESIGN CENTER
 4700 ROCKY HILL RD
 SUITE 200
 CALIFORNIA 95762
 916 488 1514 FAX
 916 488 8788 WWW.WRNS.COM

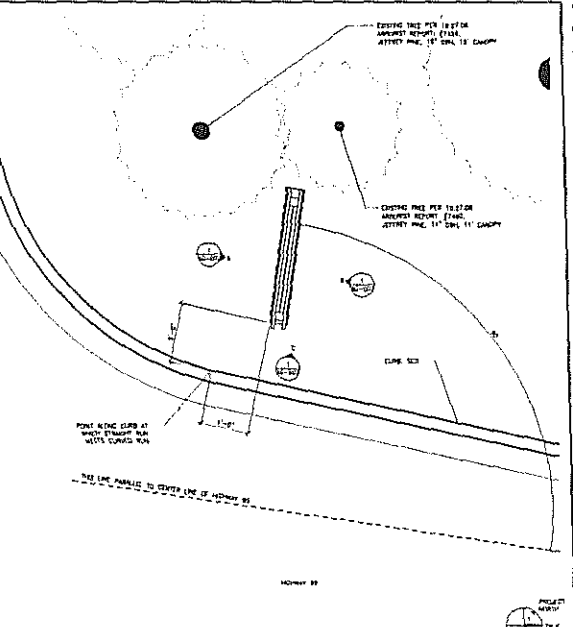
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1/11/09	ISSUE FOR PERMITS
1/11/09	ISSUE FOR PERMITS



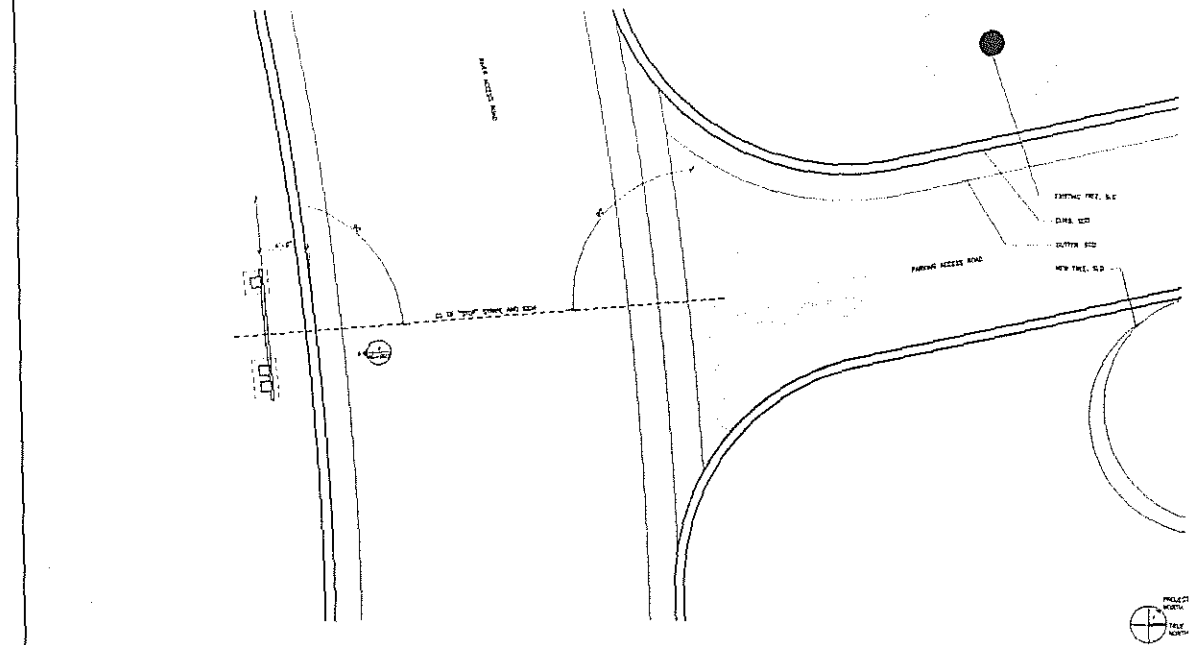
5 SIGN E: POLE MTD PEDESTRIAN DIRECTIONAL
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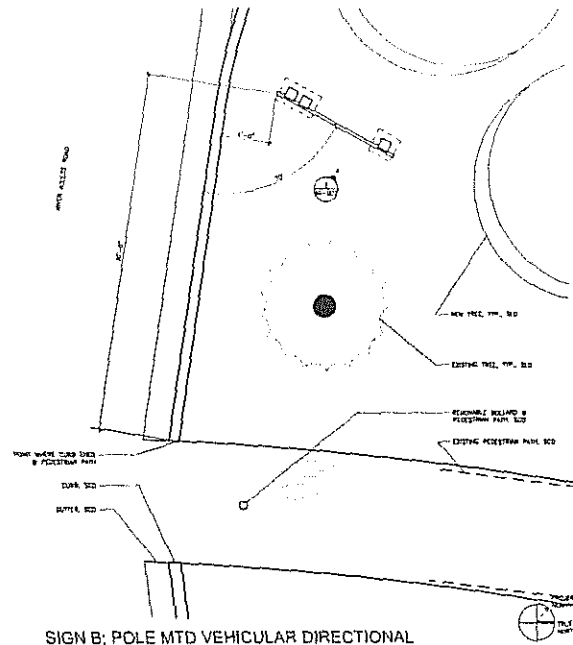
3 SIGN D: POLE MTD VEHICULAR DIRECTIONAL MULT DESTINATIONS
 11' x 11' 1/2"



1 SIGN A: STONE-BASED DESTINATION MONUMENT
 11' x 11' 1/2"



4 SIGN C: POLE MTD VEHICULAR DIRECTIONAL MULT DESTINATIONS
 11' x 11' 1/2"



2 SIGN B: POLE MTD VEHICULAR DIRECTIONAL MULT DESTINATIONS
 11' x 11' 1/2"

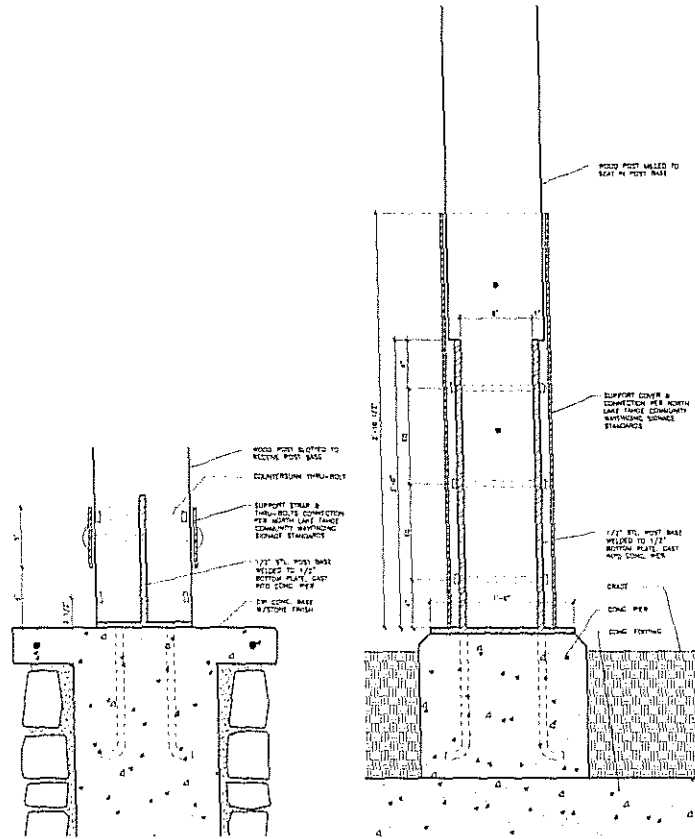
TAHOE CITY TRANSIT CENTER
 PLACER COUNTY, CALIFORNIA

DATE	DESCRIPTION
1/11/09	ISSUE FOR PERMITS
1/11/09	ISSUE FOR PERMITS
1/11/09	ISSUE FOR PERMITS

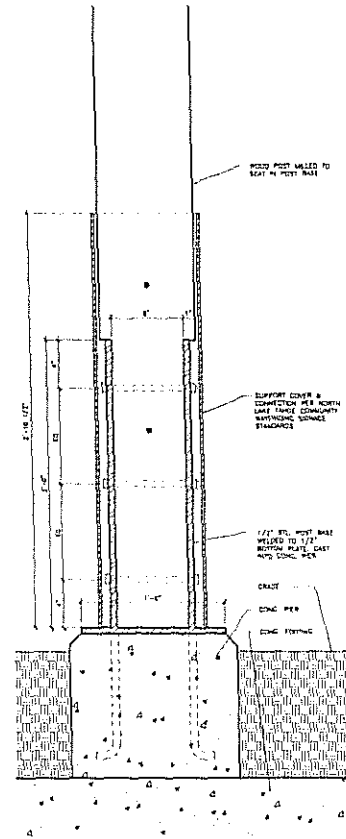
SIGNAGE SCHEDULE

AG-001

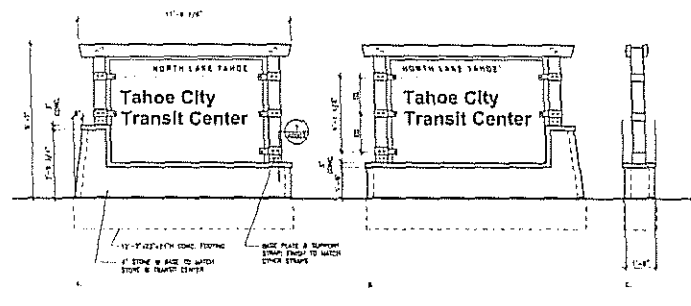
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1	ISSUE	12/18/09
2	FOR RECORD	11/11/10
3	FOR RECORD	11/11/10



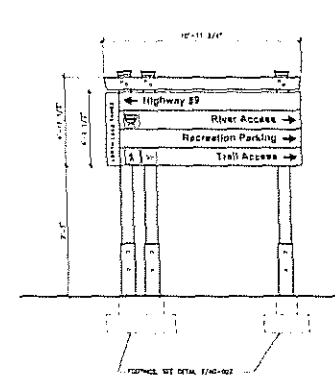
7 POST CONNECTION: SIGN A
 1/2" = 1'-0"



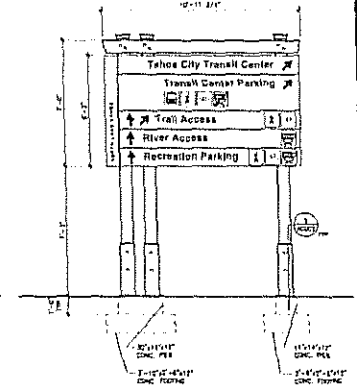
6 POST CONNECTION: SIGN B, C, D, E
 1/2" = 1'-0"



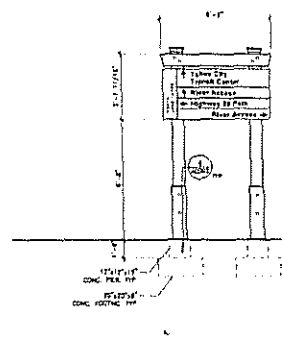
1 SIGN A: STONE-BASED DESTINATION MONUMENT
 1/2" = 1'-0"



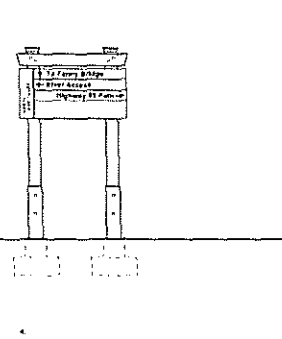
4 SIGN C: POLE MTD VEHICULAR DIRECTIONAL, MULT DESTINATIONS
 1/2" = 1'-0"



2 SIGN B: POLE MTD VEHICULAR DIRECTIONAL, MULT DESTINATIONS
 1/2" = 1'-0"



5 SIGN E: POLE MTD PEDESTRIAN DIRECTIONAL
 1/2" = 1'-0"



3 SIGN D: POLE MTD VEHICULAR DIRECTIONAL, MULT DESTINATIONS
 1/2" = 1'-0"

TAHOE CITY
 TRANSIT CENTER
 PLACER COUNTY, CALIFORNIA

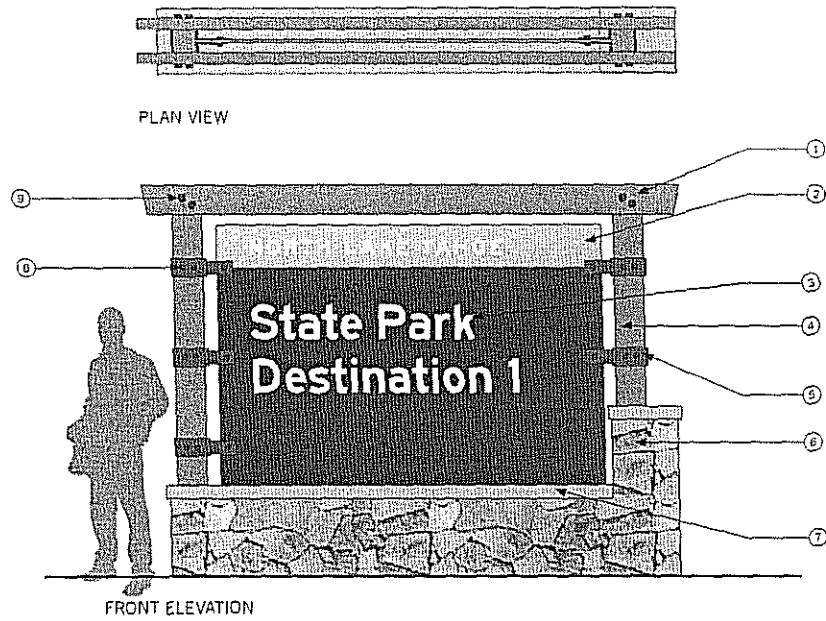
DATE	BY	REVISION
12/18/09	WRNS	ISSUE
11/11/10	WRNS	FOR RECORD

SIGNAGE ELEVATIONS

Signtype XX: Destination Monument

DESTINATION MONUMENT

Scale: 3/8"=1'-0"



SPECIFICATIONS

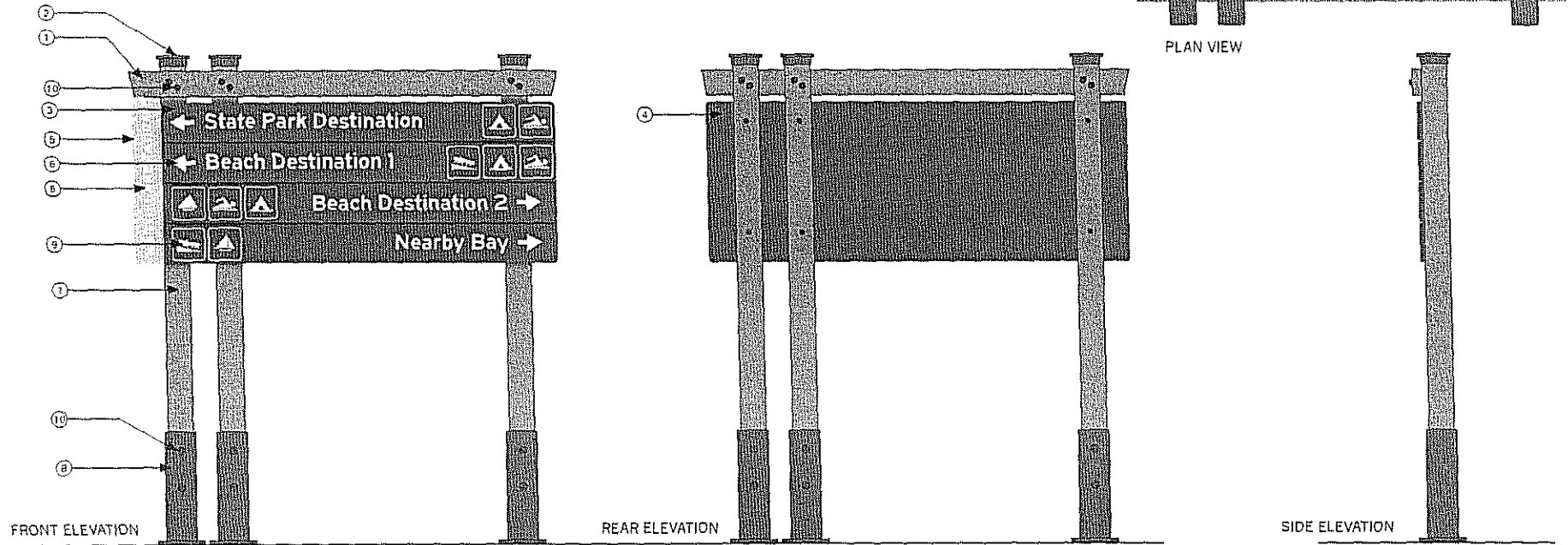
- 1 8" x 3" wood (Douglas Fir or Western Red Cedar) header bar. Mounts to vertical support beams with round 2" thru bolts.
- 2 1/4" powder coated aluminum sign panel with 1" radius corners. Face colors to match PMS 451c, and 4625c. Rear of panel solid color to match PMS 4625c. Panel finished with Clear Anti-Graffiti Coating 1800 Series by Ecological Coatings, LLC.
- 3 White reflective vinyl top.
- 4 6" sq. vertical wood support beam.
- 5 Powder coated aluminum support straps. Color to match PMS 496c. Mount to vertical support beams and aluminum panel with 1" thru bolts.
- 6 C/P concrete base with fractured granite face.
- 7 C/P concrete top, color to match xxx.
- 8 1" powder coated aluminum round thru bolts. Color to match PMS 4625c.
- 9 2" powder coated aluminum round thru bolts. Color to match PMS 4625c.



Signtype XX: Vehicular Directional; Pole-mounted, Multiple Destinations

POLE MOUNTED VEHICULAR DIRECTIONAL, MULTIPLE DESTINATIONS

Scale: 3/8"=1'-0"



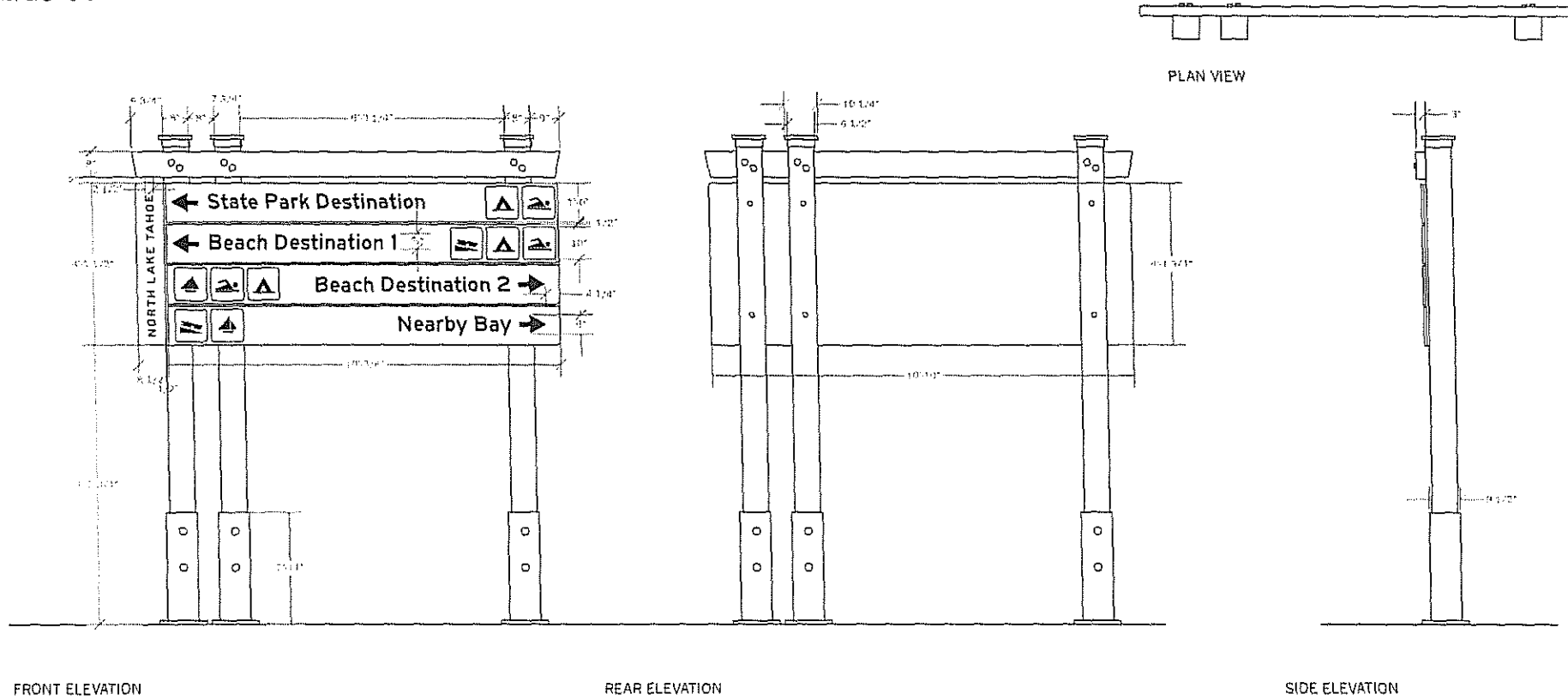
SPECIFICATIONS

- 1 8" x 3" wood (Douglas Fir or Western Red Cedar) header bar. Mounts to vertical support beams with round 2" thru bolts.
- 2 Powder coated aluminum caps. Color to match PMS 469c. Finished with Clear Anti-Graffiti Coating 1800 Series by Ecological Coatings, LLC.
- 3 1/4" powder coated aluminum sign panel with 1" radius corners. Color to match PMS 342c. Panel finished with Clear Anti-Graffiti Coating 1800 Series by Ecological Coatings, LLC. Panels spaced 1/2" apart. Mounts to backer panel with construction adhesive.
- 4 1/4" powder coated aluminum backer panel with 1" radius corners. Color to match PMS 342c. Panel finished with Clear Anti-Graffiti Coating 1800 Series by Ecological Coatings, LLC. Panels spaced 1/2" apart. Mounts to vertical support beams with counter-sunk fasteners.
- 5 1/4" powder coated aluminum sign panel with 1" radius corners. Color to match PMS 451c. Panel finished with Clear Anti-Graffiti Coating 1800 Series by Ecological Coatings, LLC. Mounts to backer panel with construction adhesive.
- 6 White reflective vinyl copy and directional arrows.
- 7 8" sq. vertical wood support beam (Douglas Fir or Western Red Cedar).
- 8 Powder coated aluminum support covers. Color to match PMS 469c. Finished with Clear Anti-Graffiti Coating 1800 Series by Ecological Coatings, LLC. Mount to vertical support beams with round 2" thru bolts.
- 9 10" vinyl recreational symbol with 1" radius corners. Symbol background to match PMS 469c, symbol in white.
- 10 Round 2" powder coated aluminum thru bolts. Color to match PMS 4625c.

Signtype XX: Vehicular Directional; Pole-mounted, Multiple Destinations

POLE MOUNTED VEHICULAR DIRECTIONAL, MULTIPLE DESTINATIONS

Scale: 3/8"=1'-0"



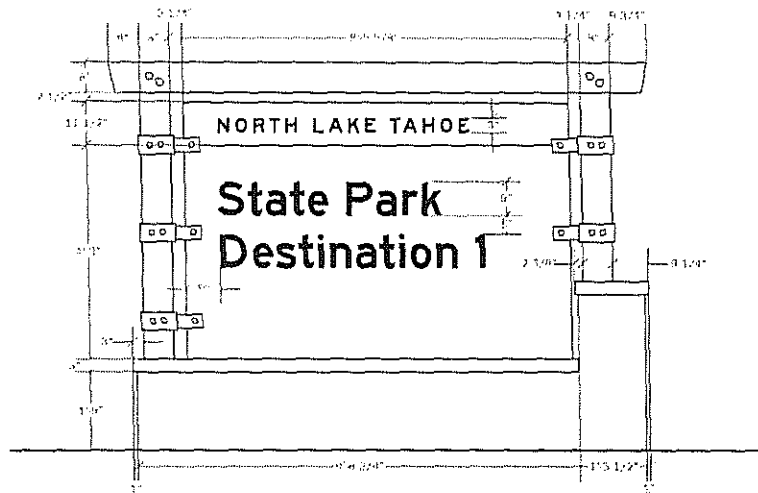
Signtype XX: Destination Monument

DESTINATION MONUMENT

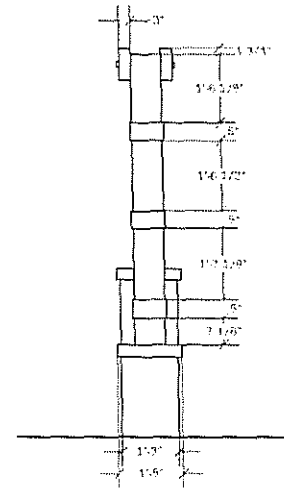
Scale: 3/8"=1'-0"



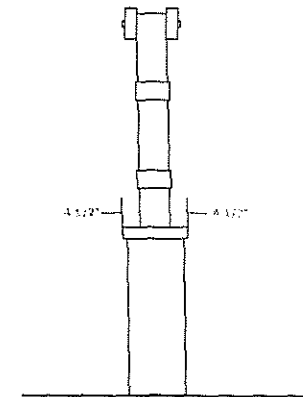
PLAN VIEW



FRONT ELEVATION



EAST ELEVATION



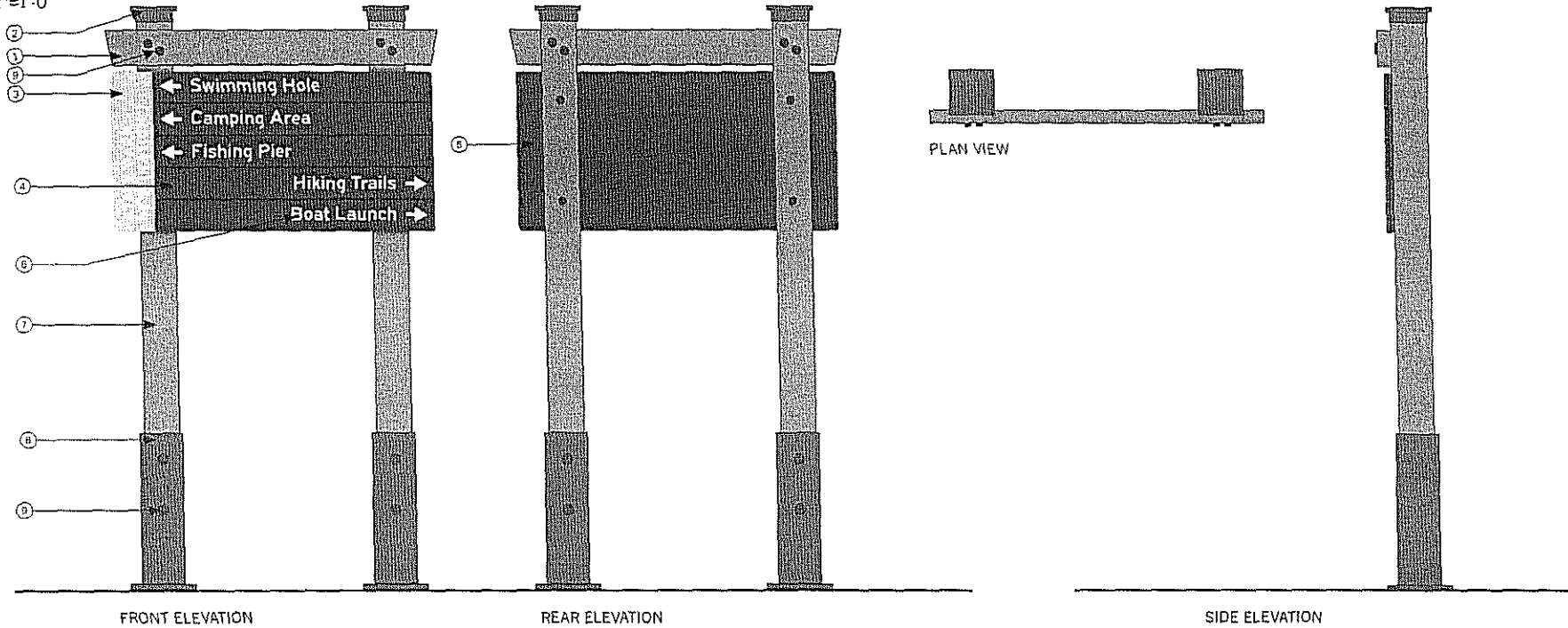
WEST ELEVATION



Signtype XX: Pedestrian Directional; Pole-mounted

POLE MOUNTED PEDESTRIAN DIRECTIONAL

Scale: 1/2"=1'-0"



SPECIFICATIONS

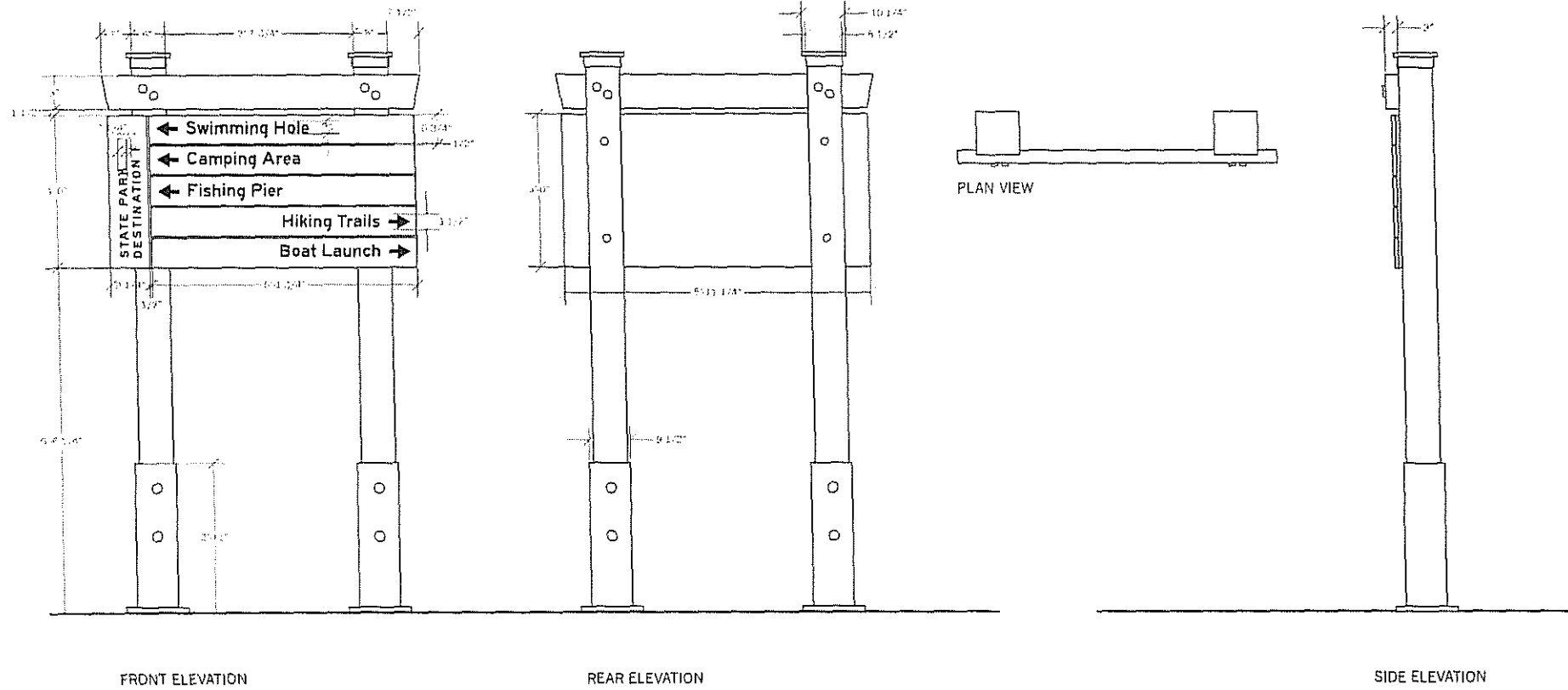
- 1 8" x 3" wood (Douglas Fir or Western Red Cedar) header bar. Mounts to vertical support beams with round 2" thru bolts.
- 2 Powder coated aluminum caps. Color to match PMS 469c. Finished with Clear Anti-Graffiti Coating 1800 Series by Ecological Coatings, LLC.
- 3 1/4" powder coated aluminum sign panel with 1" radius corners. Color to match PMS 451c. Panel finished with Clear Anti-Graffiti Coating 1800 Series by Ecological Coatings, LLC. Panels spaced 1/2" apart. Mounts to backer panel with construction adhesive.
- 4 1/4" powder coated aluminum backer panel with 1" radius corners. Color to match PMS 4625c. Panel finished with Clear Anti-Graffiti Coating 1800 Series by Ecological Coatings, LLC. Panels spaced 1/2" apart. Mounts to vertical support beams with counter-sunk fasteners.
- 5 1/4" powder coated aluminum sign panel with 1" radius corners. Color to match PMS 4625c. Panel finished with Clear Anti-Graffiti Coating 1800 Series by Ecological Coatings, LLC. Mounts to backer panel with construction adhesive.
- 6 White reflective vinyl copy and directional arrows.
- 7 8" sq. vertical wood support beam (Douglas Fir or Western Red Cedar).
- 8 Powder coated aluminum support covers. Color to match PMS 469c. Finished with Clear Anti-Graffiti Coating 1800 Series by Ecological Coatings, LLC. Mount to vertical support beams with round 2" thru bolts.
- 9 Round 2" powder coated aluminum thru bolts. Color to match PMS 4625c.



Signtype XX: Pedestrian Directional; Pole-mounted

POLE MOUNTED PEDESTRIAN DIRECTIONAL

Scale: 1/2"=1'-0"





February 26, 2009

To: Board of Directors

Fr: Management Team

Re: Discussion and Possible Action to Approve One Year Extension of Contract with the California Tahoe Conservancy to Provide Rental Services at North Tahoe Beach in Kings Beach

Background

In the spring of 2004, the NLTRA entered into a contract with the California Tahoe Conservancy to provide site rental services at North Tahoe Beach in Kings Beach and Patton Landing in Carnelian Bay. Both are public recreation/Lake access sites owned by the Conservancy. The specific site at North Tahoe Beach that can be rented is known as the "Pavilion." Primarily due to the need to "bring in" virtually all the necessary logistics for an event at Patton Landing, this facility did not prove viable as a rental opportunity under the NLTRA/CTC contract. Accordingly, by mutual agreement with the Conservancy, the Patton Landing site was deleted from our contract. Starting with the 2007 season, we have only provided rental services at North Tahoe Beach.

Our current one year contract with CTC for rental services at North Tahoe Beach will expire on March 31, 2009. Attached to this memorandum is an amendment which extends our CTC contract for one year, through March 31, 2010. The amendment contains no other contract modifications.

Also attached to this memorandum is a summary of the rental activity and revenue totals for the years 2005 through 2008. The NLTRA earns a commission of 30% from each rental transaction. The balance of the revenue generated accrues to the Conservancy to help fund site maintenance. Site maintenance is performed by the North Tahoe Public Utility District (NTPUD) under a separate contract between the CTC and NTPUD.

Requested Action

Following any questions and discussion, that the Board approve the proposed one year extension of the NLTRA contract with the California Tahoe Conservancy for rental services at North Tahoe Beach. CTC staff supports this request.

CALIFORNIA TAHOE CONSERVANCY

1061 Third Street
SOUTH LAKE TAHOE, CA 96150
(530) 542-5580



January 30, 2009

Steve Teshara, President and CEO
North Lake Tahoe Resort Association
P.O. Box 5459
Tahoe City, CA 96145

RE: Agreement # CTA-03 021, Amendment #5

Dear Steve:

Enclosed are five (5) copies of Agreement CTA-03 021, Amendment #5, between North Lake Tahoe Resort Association and the California Tahoe Conservancy for group site reservation services.

Please have all copies of the agreement signed with an original signature and returned to this office. Once this agreement has been fully executed by the Conservancy, it will be forwarded to the Department of General Services for final processing and approval. One original signed agreement will be mailed to you upon approval.

If you have any questions, please call me at (530) 543-6018.

Sincerely,

Janet Shintaku
Contract and Grant Analyst

Enclosure

STANDARD AGREEMENT AMENDMENT

STD. 213 A (Rev 9/01)

 CHECK HERE IF ADDITIONAL PAGES ARE ATTACHED _____ Pages

AGREEMENT NUMBER

CTA-03021

AMENDMENT NUMBER

5

1. This Agreement is entered into between the State Agency and Contractor named below:

STATE AGENCY'S NAME

California Tahoe Conservancy

CONTRACTOR'S NAME

North Lake Tahoe Resort Association

2. The term of this

Agreement is April 7, 2004 through March 31, 2010

3. The maximum amount of this

Agreement after this amendment is: \$15,000

4. The parties mutually agree to this amendment as follows. All actions noted below are by this reference made a part of the Agreement and incorporated herein:

A. The term of the agreement is extended through March 31, 2010.

All other terms and conditions shall remain the same.

IN WITNESS WHEREOF, this Agreement has been executed by the parties hereto.

CONTRACTOR

CONTRACTOR'S NAME (If other than an individual, state whether a corporation, partnership, etc.)

North Lake Tahoe Resort Association

BY (Authorized Signature)



DATE SIGNED (Do not type)

PRINTED NAME AND TITLE OF PERSON SIGNING

Alex Mourelatos, Chair – Board of Directors

ADDRESS

P.O. Box 5459, Tahoe City, CA 96145

STATE OF CALIFORNIA

AGENCY NAME

California Tahoe Conservancy

BY (Authorized Signature)



DATE SIGNED (Do not type)

PRINTED NAME AND TITLE OF PERSON SIGNING

Patrick Wright, Executive Officer

ADDRESS

1061 Third Street, South Lake Tahoe, CA 96150

CALIFORNIA
Department of General Services
Use Only Exempt per:SCM 4.10

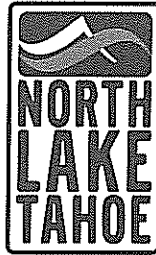
**SUMMER 2008
NORTH TAHOE BEACH**

	Total	NLTRA Commission	NLTRA Security	NLTRA Total	Conservancy	
06/28/2008	650.00	150.00	0.00	150.00	500.00	
07/18/2008	635.00	135.00	50.00	185.00	450.00	
08/01/2008	635.00	135.00	50.00	185.00	450.00	
08/08/2008	635.00	135.00	50.00	185.00	450.00	
08/10/2008	995.00	195.00	150.00	345.00	650.00	
08/19/2008	635.00	135.00	50.00	185.00	450.00	
09/10/2008	765.00	165.00	50.00	215.00	550.00	
TOTALS	4,950.00	1,050.00	400.00	1,450.00	3,500.00	7 Rentals

SUMMER 2007						
TOTALS	9,695.00	2,130.00	465.00	2,595.00	7,100.00	15 Rentals

SUMMER 2006						
TOTALS	8,060.00	1,860.00		1,860.00	6,200.00	14 Rentals

SUMMER 2005						
TOTALS	6,570.00	1,500.00	70.00	1,570.00	5,000.00	10 Rentals



February 27, 2009

To: Board of Directors

Fr: Management Team

Re: Discussion and Possible Action to Approve Extension of the North Lake Tahoe Cooperative Participation Agreement between the North Lake Tahoe Resort Association and the Incline Village Crystal Bay Visitors Bureau

Background

At your February meeting, staff presented an initial set of proposed minor modifications to the North Lake Tahoe Marketing Cooperative Participation Agreement. In the attached, revised agreement, staff has incorporated input from the Board as well as from the NLTRA Marketing Committee. These additional changes were also minor in nature. Note: While the proposed extension is for an additional three-year term, consistent with Section 5. Term, either party may file a written notice to cancel, with a minimum notice of 12 months.

As part of this agenda item, staff will also present additional ROI information, as requested by Board members at the February meeting.

Marketing Committee Recommendation

At its meeting of February 24, members of the NLTRA Marketing Committee voted unanimously (8/0) to recommend that the NLTRA approve a three year extension of the North Lake Tahoe Marketing Cooperative Participation Agreement.

Requested Action

Following discussion, that the Board approve a three-year extension of the North Lake Tahoe Marketing Cooperative Participation Agreement.

**NORTH LAKE TAHOE MARKETING COOPERATIVE
PARTICIPATION AGREEMENT**

This NORTH LAKE TAHOE MARKETING COOPERATIVE PARTICIPATION AGREEMENT ("**Agreement**") dated as of the first day of July 2009 is entered into by, between and among the Participants (as defined below).

RECITALS:

WHEREAS, the Participants are comprised of public non profit corporations which receive Transient Occupancy Tax ("**TOT**") funds from their respective local political jurisdictions for the purposes of marketing the North Lake Tahoe (Exhibit B) region and desire to join together to contribute funds to market and position the region as one tourism destination through a North Lake Tahoe Marketing Cooperative ("**NLTMC**").

WHEREAS, the Participants desire to develop and implement on the terms and conditions set forth herein a NLTMC marketing plan to support the North Lake Tahoe hospitality industry by establishing an overall resort destination identity.

WHEREAS, to develop and implement this marketing plan the Participants agree to establish a Cooperative Marketing Committee ("**CMC**") and to elect representatives to serve on the CMC to coordinate this cooperative effort.

NOW, THEREFORE, in consideration of the foregoing recitals, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Participants agree as follows:

AGREEMENT:

1. DEFINITIONS.

1.1 Participants: The term "**Participants**" shall refer to the following organizations:

(i) The Lake Tahoe Incline Village Crystal Bay Visitors Bureau, a Nevada non-profit corporation ("**LTIVCBVB**");

(ii) North Lake Tahoe Resort Association, a California public benefit non profit corporation ("**NLTRA**");

1.2 North Lake Tahoe Marketing Cooperative: The NLTMC as established by the Participants as a cooperative agreement.

1.3 Cooperative Marketing Committee: The committee established by the Participants to coordinate efforts to fund and implement the North Lake Tahoe Marketing Cooperative. The role of the CMC is to finalize a Regional Cooperative Marketing Plan ("Plan") and oversee Plan implementation, using the budget resources identified and approved by the Participants. The CMC shall oversee the Plan by providing direction and oversight to the Plan Administrator. The Plan shall not be effective unless and until approved by the Boards of each Participant.

Subject to Section 8, below, each Participant will select four individuals to serve as voting members of the CMC ("**Voting Member**"). CMC meetings shall be noticed and conducted in accordance with the Nevada Open Meeting Law and in accordance with those requirements of NLTRA's agreement with Placer County, and held at least once each quarter, or as needed, at the discretion of the CMC Chairperson, based on marketing initiatives or programs requiring CMC discussion, direction, or action in the form of a vote.

1.4 CMC Chairperson: The Chairperson ("**Chair**") to be elected on an annual basis by a majority of the voting members of the CMC, subject to conditions in Section 9, Paragraph 1.

1.5 Plan Administrator. The NLTRA shall provide a person to serve as the NLTMC Plan Administrator ("Administrator") throughout the term of this Agreement, at the discretion of the CMC. The Administrator shall manage the CMC approved Plan implementation. The Administrator shall update the CMC at all regularly scheduled meetings and provide additional updates as required, depending on programs or as directed by the CMC Chair. The Administrator shall be responsible for (i) identifying and retaining the services of such persons, firms and organizations to provide creative and other necessary support to develop and implement the Mission Statement and the Plan; (ii) identifying and implementing sales and marketing projects to achieve the goal of the Mission Statement and Plan and set forth in sections 2 and 3 of this Agreement, respectively; (iii) identifying and supporting strategies, organizations and businesses that are cooperative with, or further the Mission Statement and the Plan. In addition, the Administrator shall authorize invoices and payments consistent with the Plan and ensure financial accountability to both the CMC and the Participants.

1.6 Budget Administrator The person designated by the LTIVCBVB to act as Budget Administrator, at the discretion of the CMC. The role of the Budget Administrator is to (i) ultimately authorize payments in accordance with the approved CMC Budget subsequent to plan administrator approval, (ii) coordinate cooperative fund contributions and payment of vendors and contractors, and (iii) coordinate accounting procedures to insure financial compatibility between each participating organization and the CMC.

1.7 **Limited Partners.** New Limited Partners (LP) may be accepted at any time upon the approval of all existing Participants in the NLTMC, provided that the new LP agrees in writing to terms and conditions as specified by existing participants and as warranted by the extent of financial contributions.

2. **MISSION STATEMENT.** The Participants agree that the intent and mission of the NLTMC is to bring together public and private organizations and businesses to contribute marketing dollars and expertise to position the North Lake Tahoe region as one destination, to focus on identifying regional, national and international markets, and to target common tourism industry interests and desires for cooperative action and marketing programs.

3. **REGIONAL COOPERATIVE MARKETING PLAN** The Participants shall develop and implement a Plan for the purpose of furthering the adopted NLTMC Mission Statement, supporting the regional tourism industry and business community by establishing an overall resort destination marketing identity; developing regional private sector support for this identity and a commitment to position and sell private sector products and/or services as components of the identity and Plan, as may be appropriate for each Participant and supporting partner. During the term of this agreement, participants agree that any other marketing activities undertaken, outside the Cooperative Marketing Plan will in no way compete with the destination brand as further developed and supported by the cooperative.

4. **FUND CONTRIBUTION.** Preparation, administration and implementation of the Plan shall be funded through annual contributions made by each Participant. Contributions shall be made by each Participant for each fiscal year of the program. Each Participant agrees to annually contribute the amount of money set forth in Exhibit A attached hereto and incorporated by reference. The Participants recognize and agree that the amount of funding each contributes may vary from fiscal year to fiscal year, depending on the total amount of TOT funding available to each from their respective local political jurisdictions. All funds contributed to this Agreement shall be used for the purpose of funding the Plan as generally defined in section 3, above. In no event shall the cumulative expenses and costs of the Plan exceed the aggregate amount of the marketing funds set forth in Exhibit A.

5. **TERM.** This Agreement shall remain in effect unless canceled, in writing, by one of the Participants. It is recognized that to achieve maximum effectiveness, the NLTMC should be established and continued for the long-term. Therefore, a written notice to cancel by any one of the Participants must provide a minimum of 12 months notice prior to the effective date of the cancellation, so that the NLTMC can wind down operations with minimum disruption to the separate marketing programs of each Participant. In the event that notice is given, CMC operations and governance shall continue as specified in this Agreement and funding levels shall be maintained at a level of at least 75% of the contribution, of each Participant, at the time of notice of intent to cancel. It is further agreed by the Participants that the initial term of

this agreement shall be three years. The Agreement may be renewable for one or more additional three year terms, as may be agreed, in writing, by the Participants.

6. **FUNDS AVAILABLE.** The Participants recognize and agree that their ability to provide funds to support the NLTMC is contingent upon the receipt of TOT revenues from their respective local political jurisdictions. Should one or more of the Participants be advised by their local political jurisdiction of a reduction or elimination of TOT revenues, a notice of cancellation, if necessary, can be submitted in writing with a notice of less than 12 months. However, the Participants pledge their good faith efforts to ensure that any cancellation of this Agreement takes place over a minimum of 12 months to help ensure a minimum disruption to the separate marketing programs of each Participant.

7. **DISSOLUTION**

7.1 **RETURN OF EXCESS FUNDS.** If this Agreement is canceled, upon dissolution of the NLTMC, any excess funds remaining in the NLTMC account shall be distributed on a pro rata share to the Participants in accordance with their annual contributions to the NLTMC account as of the effective date of termination. Should there be a deficiency of funds to cover authorized expenses, the Participants agree to fund their share of such expenses, consistent with the manner by which any excess funds would be distributed. Lists and data collected and projected during the term of this Agreement will be equally the property of all Participants at the time of dissolution. Collateral materials produced by cooperative marketing funds (e.g., brochures, exhibits, ticket stock, etc) shall be divided among the Participants in the same manner as the distribution of any excess marketing funds.

7.2 **USE OF PARTICIPANT INTELLECTUAL PROPERTY** Unless otherwise agreed, upon dissolution none of the participants will have the right to any brand, creative, or intellectual property created using cooperative funds. The Participants acknowledge that each Participant owns certain intellectual property (specifically including but not limited to trademarks, service marks, trade secrets, websites and the like), and each Participant hereby agrees not to use any intellectual property belonging to another Participant without first executing a separate trademark license agreement governing such use.

8. **MEMBERSHIP OF THE COOPERATIVE MARKETING COMMITTEE.** Consistent with the role of the CMC, as defined in Section 1, above, the membership of the CMC shall consist of four (4) members selected by the Board of Directors of each Participant, to include the Executive Director ("CEO") of each Participant, two (2) existing Board members from each Participant, and one (1) At Large representative from each Participant. The term of each selected CMC member shall be one year. No term limits shall apply, however, each may be replaced, at will, by their respective Participant board of directors.

9. **VOTING AND VOTING PROCEDURES.** All transactions of business requiring approval of the CMC shall only be taken with a quorum present and provided a majority of the duly authorized voting members has participated in discussions and has voted on the action proposed. A quorum of the Committee is established with five members. The transaction of business requiring approval of the CMC shall include, but not be limited to, the responsibilities as outlined in Section 1.3, above. Voting shall be conducted at any regularly scheduled and noticed meeting of the CMC or at a meeting scheduled and noticed at the direction of the Chair with the consent of a majority of the CMC members. Voting members may participate by telephone in scheduled, noticed meetings of the CMC, as long as all participants can hear each other and there is a physical location for the meeting accessible to the public and at least one voting member is present at that location.

9.1 **Chair.** The Chair of the CMC shall preside at all CMC meetings and exercise and perform such other powers and duties as may be required from time to time as part of the role of CMC Chair. The term of the Chair shall be one (1) year. The position shall rotate between the participants on a yearly basis.

10. **MISCELLANEOUS.**

10.1 **Binding Effect.** This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns, and no other party shall be a beneficiary hereunder.

10.2 **Entire Agreement.** This Agreement may not be amended or modified except in writing executed by all parties hereto. The Participants each acknowledge that there are no other agreements or representations regarding the subject matter hereof, either oral or written, express or implied, that are not embodied in this Agreement, and this Agreement, and the Exhibits attached to this Agreement, represent a complete integration of all the prior and contemporaneous agreements and understandings and documents regarding the subject matter hereof.

10.3 **Governing Law.** This Agreement will be governed by, interpreted under, and construed and enforced in accordance with the laws of the State of Nevada. Each of the parties hereto acknowledges and agrees that the laws of the State of Nevada were freely chosen.

10.4 **Severability.** The invalidity, illegality or unenforceability of any provision of this Agreement shall not affect the enforceability of any other provision of this Agreement, all of which shall remain in full force and effect.

10.5 **Counterpart.** This Agreement may be signed in counterparts by the participating parties, which counterparts together shall constitute a single instrument.

The Participants have executed this Agreement to be effective as of the date first written above.

10.6 NRS Compliance This is an interlocal agreement subject to the provisions of NRS 277.100, et seq., and will not be valid until approved in accordance with that chapter.

10.7 Precedence In Conflicting Documents. It is further expressly agreed by and between the participants hereto that should there be any conflict between the terms of this instrument and the NLTRA/Placer County Agreement, as it reads on the date of this document signing, then the NLTRA/ Placer County Agreement shall control and nothing herein shall be considered as acceptance of the said terms by either NLTRA nor Placer County.

**INCLINE VILLAGE/CRYSTAL BAY NORTH LAKE TAHOE RESORT
VB ASSOCIATION**

By: _____

By: _____

Its: _____

Its: _____

Date: _____

Date: _____

EXHIBIT A

**North Lake Tahoe Marketing Cooperative
Contribution Schedule**

<u>Month</u>	<u>% of Total Due</u>
July	.083
August	.083
September	.10
October	.10
November	.10
December	.083
January	.083
February	.083
March	.083
April	.066
May	.066
<u>June</u>	<u>.066</u>
Total	100

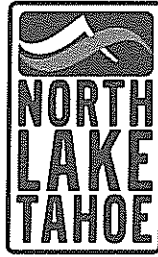
Participants agree to a minimum contribution of 45% of their total marketing budgets for the initial year of this agreement (may be pro-rated dependent upon coop start date). This percentage is subject to review and adjustment on an annual basis to coincide with the budgeting process for both participants.

EXHIBIT B

”North Lake Tahoe” Geographic definition

The North Lake Tahoe Marketing Cooperative will brand “North Lake Tahoe” which will encompass the specific and general areas encompassing the following communities:

Incline Village
Crystal Bay
Kings Beach
Tahoe Vista
Carnelian Bay
Tahoe City
West Shore
Squaw Valley
Northstar
Greater Truckee
Alpine Meadows



February 27, 2009

To: Board of Directors

Fr: Management Team

Re: Report on Outcomes of the Marketing Workshops held February 24th and March 3rd; Board Discussion and Further Direction to Staff re: Next Steps in Updating the NLTRA Marketing Strategy Document and Marketing Plan for FY-2009/10

Background

As endorsed by the Board in the NLTRA's FY-2009/10 Strategic Planning and Budget Development Process ("Six Month Plan"), the first two of a series of marketing workshops will have been held by the March 4th Board meeting (February 24th and March 3rd).

Attached to this memorandum is a summary of the February 24th workshop. Staff will provide a verbal overview of the March 3rd workshop at the meeting.

Staff is prepared to take additional Board direction specific to updating the NLTRA Marketing Strategy Document and FY-2009/10 Marketing Plan, but also encourages the Board to review summary notes from the March 3rd workshop before providing a complete set of directions related to next steps for NLTRA marketing strategy and the FY-2009/10 Marketing Plan.

NLTRA

Joint Workshop: Marketing Committee/Chamber Advisory
Lodging Subcommittee

1 – 4 pm

2/24/09



Summary

Emerging Priorities:

- **Marketing - Special Events**
 - 8 dots (7 comments)
 - Increase to \$100k
 - Need regional bigger events that draw people to area
 - Wider strake zone
 - (see opportunities discussion at end of notes)
- **General - Staffing**
 - 7 dots (10 comments)
 - Hire someone to help with event coordination and implement bigger events
 - One said more staff for web optimization
- **Marketing - Programs**
 - 7 dots (2 comments)
 - Don't see value in Film, increase community grants and evaluate community marketing strategies.
 -
- **Coop – Consumer Marketing - Web – 6 dots (4 comments)**
 - Integrated picture, reevaluate \$'s, increase by \$30k, hotspot, take \$'s from destination, increase optimization, bigger presence
- **Total Marketing**
 - 4 dots (3 comments)
 - Increase as % of total budget – less from infrastructure
- **Coop - Conference 4 dots (7 comments)**
 - Mixed reviews – most say more (\$250k), some say less –need to evaluate

Detailed Capture

Total Marketing - \$1.8 million

3 comments

4 dots

Area: Re-evaluate division of dollars infrastructure vs. marketing more to _____,

Area: Funding.
Rational: Reduce overhead
Ron P.



Area: Overall budge split
Amount: 54% to transportation and infrastructure. 41% to marketing.
Joy Doyle

NLTRA Marketing - \$267,000

1 comment
0 dots

Amount: Too little funded.
Rational: Too many regions with too little money.
Bret Williams

NTEC Conference Center - \$15,000

1 comment
0 dots

Rational: Stop funding. Not equality for other conference locales and flawed concept with little hope of success without re-development (updated lodging)

Marketing Other - \$18,500

Community Map - \$2,700

0 comments
0 dots

Fabulous Fall Event - \$15,750

1 comment
0 dots

Amount: Should be better managed to be a real festival coordination
Rational: Great opportunity
Dave Wilderotter

Can't read

Marketing Research - \$16,000

1 comment
0 dots

Area: Fully vetted community acceptance of our "strikezone" periods.
Rational: Better ability to target specific periods (which the community buys into)
Dan Tester



Autumn Food & Wine - \$88,700

11 comments

0 dots

Rational: Re-evaluate time of year, cost, focus of event.

Liz

Amount: \$75,000

Rational: Event needs re-evaluation and time of year, location(s), cost to participate, etc. Has lost focus of being a North Tahoe event to bring people here during fall. Need time. Could become a revenue generator (to a small degree)

Amount: \$0

Can't Read

Ron P.

Topic: Autumn Food & Wine should no longer be a function of NLTRA.

Amount: \$5,000 towards promotion of the stand alone event.

Rational: If it can't survive on its own with \$ help from NLTRA, it should go away. We should not be in the business of operating outside businesses! It should be operated like Snowfest, Big blue and Concourse d'Elegance. Also, more transparency of TOT funds.

Dave Wilderotter

Amount: Lower

Rational: Should be integrated into Event Program. Should staffing be outsourced?

Amount: No change

Rational: Great program! Could it be held over a non-peak timeframe?

Les Pedersen

Rational: Change the event date to early of mid-October (more of a shoulder season time frame). Spreading the events around the North Lake Communities as opposed to packing everything at one location – more businesses and organizations benefit from market money spent by NLTRA

Heather Leonard

Make later in fall or even end of Sept. or first weekend in Oct.

Rational: Area so busy early already

Jan Colyer

Amount: Over funded, so \$60,000

Rational: Moving to Sept vs. Oct should help but very big slice of the pie

Brett Williams



Rational: Push the strike zone! This event should be weeks after Labor Day, which is already a busy, competing time. Autumn Food & Wine, not Summer Food & Wine.

Molly

Big Blue Event - \$5,000

0 comments

0 dots

Learn to Ski & Ride Event - \$5,000

1 comment

0 dots

Amount: \$10,000

Rational: Taking some of the money from Autumn Food & Wine. This represents the future of our sport and therefore impacts the attractive longevity of our region. Start them skiing, they'll come back.

John Monson

Sales Calls - \$2,000

0 comments

0 dots

Promo Items - \$2,800

0 comments

0 dots

* Re-address %'s

- Infrastructure
- Marketing
- Chamber

*Assess Wedding/Honeymoon

- Membership
- Effectiveness
- List of People

Programs - \$114,400

2 comments

7 dots

Can't read

Ron P.

Community Marketing = \$50,000

3 comments

0 dots



Rational: Can't Read

Ron P.

Amount: Delete in current form

Rational: Fragmented effort. Little impact

Amount: Higher. \$50-\$100,000

Rational: Need to support marketing efforts of BA

Alex Mourelatos

Community Event Grants - \$10,000

5 comments

0 dots

Amount: From \$10-\$50,000 incorporating special event grants

Rational: Put it where people want it. Promote and incubate

Dave Wilderotter

Amount: \$50,000

Rational: Need to truly support new events/activities and help improve on events that are here already. Just need assistance to build a foundation. Quality activities are more critical than ever to bring repeat traffic to area.

Amount: Delete

Rational: Too little dollars to make any impact.

Amount: Increase to \$50,000

Rational: There are many events that would benefit from marketing assistance. The Business Case and evaluation process with the requirement to come back and present ROI will help ensure better quality and more events to attract visitors. Budget to help provide additional/program services would also be required.

Alex Mourelatos

Amount: \$25,000

Rational: Let's give the community some more credit. They can generate some great ideas and we could/should support them to a higher level. Maybe steering allocations to shoulder season.

John Monson

Placer/LT Film - \$54,000

7 comments

0 dots

Amount: \$35,000

Rational: Hasn't seemed to give ROI to other programs



Amount: \$40,000

Rational: Important to be sure, but \$54K seems steep. If a shoot is looking for a high alpine lake, they may very well already be thinking of Tahoe.

John Monson

Amount: Evaluate benefit – is our share of cost correct?

Rational: Delete funding. Greatly reduce. Little ROI.

Amount: Higher Community events grants. Lower Placer Lake Tahoe film

Rational: We don't see much from the film sector and I know we (as Squaw Valley Business Assoc.), could benefit greater from grants.

C. Beck

Rational: Every request for potential film shoot comes directly to us. Not sure what the role is or why we need it?

Deanna Gescheider

Amount: Lower. \$5-\$15,000

Rational: I recommend considering reducing this and increasing community event grants.

Joy Doyle

Special Events - \$15,500

7 comments

8 dots

Amount: Higher, \$100,000

Rational: Staffing, not volunteers. Dedicate sporting money makers.

Area: Staffing special events

Amount: Re-organize to remove Autumn Food & Wine and replace with "in-house" web master and special events advocate. Also, more transparency.

Rational: Money is better spent

Dave Wilderotter

Area: Regional events. Have a staff function to bring in and facilitate regional events.

Ron P.

Area: Snowfest/Lake Tahoe Music Festival, etc.

Amount: \$30-\$50,000

Rational: Find a way to fund large established events that bring quality PR opportunities and large amounts of people to various areas of NLT.

Amount: More money. \$30,000. Need events to widen the strike zone of the high season.



Amount: + \$100,000 our of infrastructure
Rational: To attract more events and support current events.
Deb Dudley

Need to take a serious look at how we address events in general. Evaluate Autumn Food & Wine against expenditure. \$88,000 + \$10,000 grants if all combined what would we could we do to make more of marketing with event, PR and event support, plus _____ of event. What should our standards be?

Co-Op Marketing - \$872,000

1 comment
0 dots

Topic/Area: Need to decipher
Rational: Need to decipher
Ron P.

PR - \$89,000

2 comments
0 dots

Area: Excellent investment. Expand effort

Area: Add responsibilities to provide support to events
Amount: Possible increase or modify priorities
Rational: Part of an Event Program strategy
Alex Mourelatos

Leisure Sales - \$111,000

0 comments
0 dots

Conference Sales - \$189,000

7 comments
4 dots

Amount: \$175,000
Rational: Way to find finding for other needs – research today tells that this segment is not spending as much today



Area: Co-op marketing conference sales

Amount: \$200-\$250,000

Rational: Additional funding for conference business to support shoulder season business and auxiliary conference business spending.

Gary Holiat

Amount: \$250,000

Rational: Increased number of guest rooms in 2009/10 with the new Ritz will provide the opportunity to grow TOT and the County's contribution to regional marketing.

Les Pedersen

Rational: Increase staffing to _____

Ron P.

Amount: Add additional resources to focus on group sales within the region.

Rational: Need to shift to compete more aggressively pursue leads in this increasingly competitive space.

Alex Mourelatos

Area: Conference of leisure sales

Amount: Increase by \$10,000 contribution/segment allocated specifically for pursuing, attracting and booking participatory sporting events.

Rational: On-target with outdoor/active enthusiasts, this is a \$54 billion industry that generates \$300,000 per event. If we can secure the infrastructure with Parks & Rec, we should go get the business.

John Monson

Misc. Co-Op Programs - \$298,000

Sierra Ski Marketing Council - \$93,000

6 comments

1 dot

Rational: Generally in favor as it leverages our funds. Hard to give ROI.

J. Maurer

Amount: Same

Rational: Working

Dave Wilderotter

Amount: TBD

Rational: Allocate a chunk of this to align with Parks & Rec. to go get participatory sporting events.

John Monson

Topic: Sierra Ski – Would like to have an evaluation of how their money is spent to see if different ways to promote area. Maybe more dollars should go there. Would like to review program.



Topic: Sierra Ski
Amount: Same
Rational: Leverage is a huge benefit

CA Snow Campaign - \$28,000

1 comment
1 dot

Amount: \$38,000 + \$10,000 to align with the state
Rational: The CTTC has secured funding from the state at an impressive level. As Tahoe is California's main winter playground, it seems we should co-op more with them.
John Monson

NLT Weddings & Honeymoons - \$90,000

6 comments
0 dots

Amount: Increase investment. No real advertising in our community. Need to promote weddings more. \$25,000 per year.

Rational: ROI should show exact number of weddings booked through Association, based on solid fact and not on marriage license purchase

Amount: Maintain dollars. Ask for better/clearer ROI.
Rational: Leveraged and consolidated effort that makes our destination easy to book for wedding customers.
J. Maurer

I loved the verbal from Kay about incorporating Weddings & Honeymoons Association content into the NLTRA's website, rather than sending people to outside links. I also think that "Double Pay" into the Association is ridiculous. We didn't gain any business from the Association when we did pay the \$400, which was a huge amount for PJ.
Molly

Amount: Should follow the same campaign. The N Campaign. Shouldn't be a separate campaign.
Rational: North Lake Tahoe = Leisure, Conference, Weddings, Events. Why you come to North Lake Tahoe – one message one brand.



Amount: \$100,000

Rational: Relatively resistant market to economic downturn.
Exposes Tahoe to more destination travelers via wedding visitors.

Gary Holiat

Regional Marketing Co-op - \$50,000

3 comments

3 dots

Amount: \$60,000

Rational: Now we can make a bigger long-term impact when market is slow
Brett Williams

Amount: Same

Rational: Dollars are leveraged and important to maintain/grow air service
J. Maurer

Amount: Same

Rational: Supporting R/T International Airport directly supports destination tourism.
Butts in seats = visitors.
D. Geschieder

Consumer Marketing - \$846,000

0 comments

0 dots

Drive - \$259,000

2 comments

0 dots

* Look at combined \$ of drive market. Just outside strike zone = NLTRA

Amount: Higher

Rational: For the near term (1-2 years) should increase focus on drive market
Alex Mourelatos

Area: Greater emphasis on a retail message in NorCal

Amount: Higher

Rational: Sales message capitalizing on the Grand we are building (like we are currently doing with radio and internet)

Dan Tester

Web Production - \$70,600

4 comments

6 dots

* More specific. Integrated whole picture of web, wedding, conference events.



Amount: Re-evaluate. These are big dollars for maintaining a website, especially w/content management tool.

Amount: \$30,000 higher

Rational: This is the hot spot. S/B ready for updates and new things
Jan Colyer

Area: Co-op Marketing Consumer Spending, web.

Amount: Increase web percentage. Take from destination (23%).

Rational: With this economy, if your website is optimized properly, it can help to cover the destination market. Website is the most important marketing tool.

C. Beck

Area: Co-op Marketing Consumer Spending, web.

Amount: 10%

Rational: Invest in better/bigger web presence using web analytics, SEO, usability testing, etc.

Gary Holiat

Direct Response - \$90,000

1 comment

0 dots

Amount: \$100,000

Rational: Today's needs!

Production/Promo Planning - \$133,000

0 comments

0 dots

Internet (drive destination) - \$102,000

* Web optimization on Internet

1 comment

1 dot

Amount: Higher

Rational: Take advantage of new methods and leverage consumer increasing use of web to generate awareness and act via web.

Alex Mourelatos

Destination - \$192,000

4 comments

2 dots

Area: Co-op Marketing Consumer Spending Destination



Amount: Even split with Drive market
Rational: Need to gain destination market share from International travel and longer stay destination travel. Need to compete with Whistler, UT, CO, as a major destination.
Gary Holiat

Area: Loss Broad Destination
Rational: Cant' read
Ron P.

Amount: \$250,000
Rational: Increased spending in long haul markets will grown lodging, dining and retail revenues and make us more competitive with other mountain destinations like Vail, Aspen, etc.
Les Pedersen

Area: Co-Op Marketing Consumer Spend
Amount: Less in destination, more in Internet and web
Rational: With all the economic issues we will be facing the coming year, I think people will be driving to their vacations, staying only 2 nights.
C. Beck

Reserves – Tactical Marketing

3 comments
2 dots

Area: Consumer Marketing Contingency
Amount: \$25,000
Rational: Keep funds available for situations that require reaction (i.e., Dew Tour, 9-11, gas prices)

Area: Reserve/Tactical Fund
Amount: Lower. Contracted reserve to 10% of budget. Create a new line item as a tactical fund that will e spend in year to react to opportunities and challenges.
Alex Mourelatos

Area: Tactical Marketing
Amount: 5% allocated from the current 15% budget reserve.
Rational: Adapt to conditions quicker
Bret Williams

Staffing Recs.

7 dots
10 comments

Amount: Pricing web "in-house"
Rational: Cheaper, better, quicker
Dave Wilderotter



Rational: Full time event coordinator that helps foster all events.
Deb Dudley

Staff member or staff time directed towards bringing events and activities that people have to participate in. (sporting events, x games, marathons, bike races)

Amount: Higher

Rational: NLT is missing out on these event opportunities because it isn't being made a priority. Event organizers are choosing similar locations/competitors like Vail, Park City.
Heather Leonard

Consider adding a staff position that oversees event/marketing program management, assisting individual event producers and collectively and cohesively marketing events.
Joy Doyle

Rational: Full time web master to implement updates and social networking
Deb Dudley

Staffing program manager to work collaboratively with public agencies and private partners to attract "must attend" events. Athletic, cultural, whatever.

Amount: What ever it takes within reason

Rational: Ability to generate visitation and economic impact across "strike zones" all year.

Dan Tester

Area: Resources for Customer Experience Program (Event program management).

Rational: Consider investment in customer experience to develop shoulder season business. Consider changes in staffing and 3rd party relationships to support a shift to incubating events. This would be a program that provided a set of services to event planners. Frontline training, marketing grants, infrastructure capital, rigor in ensuring quality/business costs, provide outreach and promotional assistance, ensure cohesive messaging.

Area: Website – Improve navigation. Less clicks to reserve or click through to lodging, add links to Chamber, BA's, improve.

Amount: Re-design current support. Possibly increase budget or apply current budget differently.

Rational: Website is the critical conversion tool. Clearly most visitors research and book through the web.

Alex Mourelatos

Additional Opportunities Identified

1 comment

0 dots



1) Contact major sports events.

- People fly from all over for greater LOS

Off season

- Mountain biking
- Golf

2) Jan-March

- Winter could be shoulder for major events
- More popular to begin with

Amount: \$200,000

Rational: Need to solicit sport organizations to have their events in Tahoe. Let them promote Tahoe and run their own events. Leverage their efforts.

Nick Pullen

3) Definition of Shoulder Season

- By resort/town
- Sun-Thurs. winter
- Sun-Thurs. + weekend fall

4) Arts – Strategic direction

- Culture assets
 - Olympic heritage
 - @ 1st investment in assets
 - → \$ as destination

Area: Culture & Heritage

Rational: Tahoe visitors will be informed and can navigate their way around NLT from a cultural perspective. Idea: Create a "cultural passport". \$30 gets a visitor admission to all locations.

Heather Leonard

5) Conference – place on cusp of high season (mid June-early Sept.) Last 2 weeks of August.

- Continue to push
- Tie to major events and culture
- They have to come
- Weddings/family reunions

6) Reno – WAC Championships. Get them to stay in Tahoe

- Poetic. Supporting event \$5.4 B.

- NASC – National Association of sports commission
- Do More
 - Map – go to business, replace their maps, distribution.
 - Coordinate map – inform with individual maps. Need to list
 - Biz in my area



North Shore, TCDA, TDA



March 4, 2009

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: Review Initial Draft Revision and Provide Further Input in Support of Updating the Integrated Transportation and Infrastructure Work Plan and Long Range Funding Plan (2009-2014)

Background

The process to update the Integrated Work Plan began at a workshop that was held as part of the January 26th Joint Infrastructure/Transportation Committee meeting. The purpose of the workshop was for the Committee, Board members, and other interested people to review the current status of infrastructure and transportation projects in the Work Plan, revise and confirm its priorities for accomplishment, identify and/or evaluate additional projects, and determine the appropriate level of NLTRA project partnership. The comments, suggestions, and directions given to staff at that meeting were summarized in the January Joint Committee meeting minutes. The initial workshop was then followed by a Community Workshop held on the evening of February 10th. Approximately 27 to 30 people attended this drop-in session representing organizations, special districts, and the public at large. The format was informal, allowing the participants to browse the exhibits, discuss them with staff and each other, ask questions, and write their comments on the several flip charts located throughout the room. A summary listing of the workshop comments is attached to this report.

*Input provided at the two workshops has been incorporated, as appropriate, into the attached first draft of the 2009-2014 Integrated Work Plan. Based on the reviews and written comments submitted, the highest priorities have been expanded, some additional projects have been included, some estimates revised, and corrections made for consistency. Certain transportation elements have been updated and adjusted to better reflect transit service criteria guidelines, TART's current five-year transit plan and the *Eastern Placer County Transportation Funding Plan* prepared by LSC Transportation Consultants, Inc. The changes, including additions and deletions, to the priorities, the ongoing and future transportation projects, as well as the ongoing and future infrastructure projects were reviewed for concurrence to move ahead at the Joint Committee meeting. The Board of Directors will now receive a status report and be asked to provide any additional input to this first draft at the March 4th meeting.*

Integrated Work Plan Development Schedule

The February 23rd Joint Committee meeting was the second in a series of four monthly committee meetings to provide input in support of updating the Integrated Work Plan and Long Range Funding Plan. As previously stated, the Board will now review the initial draft of the FY 2009-14 Work Plan providing further input into this update. At the March 24th (Tuesday) Joint Committee meeting, the Committee will develop a recommendation on an updated FY 2009-10 Work Plan for the NLTRA Board of Directors to approve at their April 1st meeting. At the fourth Joint Committee meeting, to be held April 28th, the Committee will provide direction to staff related to FY 2008-09 Budget Development using the, at that time, Board approved FY 2009-10 Integrated Work Plan and Long Range Funding Plan (2009-2013).

Recommendation of the Joint Infrastructure/Transportation Committee

Following questions and discussion at the February 23rd meeting (minutes are in the Board packet), the Joint Committee recommended that the Board of Directors direct staff to incorporate necessary changes and prepare a final draft for review and recommendation.

Request

That following staff presentation, discussion, and comments on the Initial Draft FY 2009-10 Integrated Work Plan and Long Range Funding Plan (2009-2014), that the Board of Directors direct staff to incorporate necessary changes and continue preparation of a final draft for review and recommendation. The final draft will state the status of current infrastructure and transportation projects, identify additional potential projects, set the priorities for accomplishment, determine the appropriate level of NLTRA project partnership, and include the long range funding summary. In accordance with the schedule in the NLTRA 6 month Strategic Business Plan, the Final Draft Work Plan and Long Range Funding Plan will then be brought back to the Joint Committee and to the Board for approval at their respective March and April meetings.



Data Collected at the Community Workshop for Integrated Work Plan Consideration

Transportation Comments

1. AMTRAK faster and more frequent trips from San Francisco/Sacramento/Truckee
 - Would feed into local transportation
 - More people would travel to Tahoe
2. Sell the Trolleys
3. Additional transportation from North Shore to Squaw and Alpine
4. Do not add more trains from San Francisco and Sacramento
5. Green Bus Shelters - solar used to provide lighting at night
6. Tie in regional transit from:
 - Northern Nevada/Reno/Carson
 - North and South Tahoe
 - Sacramento
 - San Francisco/Bay Area
7. 267 Bus Service-Year round, every 30 minutes*
8. Shuttles from Amtrak station to Truckee/Basin
9. Waterborne transit at major hubs-Kings Beach, Tahoe City, Carnelian Bay(?), Tahoe Vista*
10. Neighborhood Shuttles*
11. Pilot Shuttle-Stateline to Highway 89 Corridor Resorts
12. No Water Taxi (Keep Tahoe Blue)
13. Link Transit together from each Transit Center (Tahoe City/Kings Beach/Incline Village/Truckee)
14. Ride or Car Share for Local Residents (Tied to Social Service Groups)

Infrastructure Comments

1. Ice Skating Rink in Tahoe City or Kings Beach or Tahoe Vista*
2. Crosswalk warning signs in Kings Beach*
3. Quagga/Zebra Mussels
4. Execute the Arts and Cultural Master Plan*
5. Sidewalk connecting Kings Beach to Crystal Bay
6. Sidewalk from Tahoe Vista to Kings Beach
7. Underground utilities in Tahoe Vista
8. Maintenance endowment fund
9. NTPUD park playground equipment
10. Gondola from Tahoe Vista Regional Park up to Northstar to eliminate car traffic and connect to waterborne transit in Tahoe Vista State Recreation Area
11. ADA elevator for Tahoe Community Center*
12. Expanded Visitor Center at Tahoe Community Center*
13. Enlarge sandy beach at Commons Beach (import sand)*
14. Covered Picnic Area at Skylandia Park*

15. Expanded 64 Acres Parking
16. Interpretive Signs/Information Kiosks on Bike Trails*
17. 64 Acres Restroom*
18. Lake Forest Boat Ramp Restroom Enhancement/ADA Improvements
19. Bike Trail Restroom Construction (West Shore/Kilner Park)*
20. Downtown Tahoe City LED Holiday Light Display*
21. Tahoe City Wye LED Holiday Display*
22. Downtown Tahoe City Dog Park Construction
23. Skylandia Park ADA Beach Access*
24. Skylandia Park ADA Pier (Upgrade to existing Pier)*
25. Skylandia Park Restroom Enhancement/ADA Improvements*
26. Concession Booth at Commons Beach
27. Inflatable Portable Movie Screen (Movies in the parks)
28. Platform Stage for Small Commons Beach Performances
29. Skylandia Lodge Building for Small Meetings or Retreats
30. Skylandia Park Playground Construction*
31. Lake Forest Beach Restroom Construction
32. Construct a Restroom along Truckee River Trail*
33. Snow Storage Area(s) for Downtown Businesses
34. Easter Placer County Recreation Plan
35. Tahoe Vista Recreation Area Restroom

*Already incorporated in the Integrated Work Plan



Serving our Members, our Community and Placer County
Since 1996

**First Draft
Infrastructure and Transportation Development
Integrated Work Plan
and Long Range Funding Plan**

February 2009

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Infrastructure and Transportation Development Integrated Work Plan and Long Range Funding Plan F. Y. 2009 – 2014

This first Draft of the FY 2009-14 Integrated Work Plan and Long Range Funding Plan is based on review and discussion by the Infrastructure and Transportation Committees and the results of the Community Workshop held on February 10, 2009. This document or "action plan" summarizes the status of the infrastructure and transportation projects that are ongoing and those projected for the 2009-2014 time period. It is realized that in 2012, the 2% North Lake Tahoe portion of the Placer County Transient Occupancy Tax (TOT) must be considered for renewal. At this time, the Long Range Funding Plan is based on the premise that the 2% TOT is renewed. The work plan establishes the highest priorities, provides project descriptions, identifies project partners, estimates funding requirements, and suggests time frames for completion. Many of the projects listed are specifically stated in the NLTRA's adopted *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.

Approval of the Integrated Work Plan and Long Range funding Plan does not give approval to any NLTRA proposed budgets nor does it approve any individual project which still requires a specific Infrastructure Funding Application to be submitted. The work plan is developed as a tool to help assist in identifying and evaluating additional proposed projects, setting priorities, and for budgeting of anticipated funding. It is not all-inclusive, and does not preclude an agency or organization request for TOT funding for a new project at any time. In fact, the process is in place to encourage those requests and the work plan assists the board's decision making. For this Integrated Work Plan and Long Range Funding Plan to remain a useful tool, we must review it on a regular basis to insure it is up to date and providing the proper direction for implementation of the *North Lake Tahoe Tourism and Community Investment Master Plan*. We appreciate and consider all review comments that we receive.

There are many projects included in the Draft Work Plan and the Draft Funding Summary, when completed, that will determine whether there is potential funding for full accomplishment. While these all have a high priority in helping to meet the goals and visions of the NLTRA Master Plan, there are several that are necessary to achieving the primary objectives that were confirmed as the highest priority for accomplishment with infrastructure/transportation funds in the North Lake Tahoe area. These highest priorities are:

- Completion of the Kings Beach Commercial Core Improvement Project
- Transit System providing half-hour headways year round on the main routes in daytime, and at nighttime during winter and summer peaks
- Completion of a Class 1 bike trail system throughout North Lake Tahoe to the extent it is feasibly possible
- Further development of the Highway 89 Realignment Project at 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, the 2010 Olympic Heritage Celebration, and the related Squaw Valley Visitor Information Center
- Select some smaller projects that can be advanced and completed in a reasonable timeframe

DRAFT

North Lake Tahoe Resort Association

Infrastructure and Transportation Development Integrated Work Plan 2009-2014

February 2009

A. ONGOING INFRASTRUCTURE PROJECTS

A-1. Kings Beach Commercial Core Improvement Project

Lead Agency: Placer County Department of Public Works

Project Status: The construction of a pedestrian friendly commercial core area has been a priority of the NLTRA from its inception, as recommended in adopted *Kings Beach Community Plan*, the 1995 *Tourism Development Master Plan*, and the 2004 *North Lake Tahoe Tourism and Community Investment Master Plan*. The Kings Beach project has proceeded with protracted deliberation over many years due to various complexities. The EIR/EIS (environmental report) for this project was released for public review and comment in Fall of 2007. Placer County DPW and the Placer County Redevelopment Agency are currently assembling a funding package to support project construction. This is a complex project, designed to address a number of environmental, transportation and community design issues, including water quality improvements, highway design, sidewalks, streetscape and lighting, landscaping, and appropriate parking improvements.

Based on the current estimated schedule, it is anticipated that a preferred alternative and final project will be approved in 2009. Construction is to begin in the spring of 2010, with a completion date in the fall of 2012. The NLTRA's role is to continue working with Placer County, TRPA, Caltrans, the NTBA Main Street Design Committee, and the community at large to ensure timely development and completion of the project.

To date, the NLTRA has allocated \$3,850,000 in support of project development. The NLTRA has budgeted and approved an additional \$500,000 for FY 2009-10. This project remains a very high priority for the community and the NLTRA.

NLTRA funds committed to date: \$3,850,000 Funds expended to date: \$2,280,560

A-2. Lakeside Multi-purpose Trail

Lead Agency: Tahoe City Public Utility District

Project Status: With the completion of project phase 4 in 2007, this lakefront trail is now open from the Truckee River Outlet, across the dam, through the Commons Beach ending at Grove Street. The planning for phases 5, 6, and 7, along the commercial lake frontage east of Commons Beach, continues. According to current schedules, the entire project, with the exception of the Tahoe Marina Lodge, is scheduled for completion in

2011. The NLTRA remains a major funding partner for this project and can anticipate additional requests of at least \$1,000,000.

NLTRA funds committed to date: \$716,000

Funds expended to date: \$501,840

A-3. State Highway 89 Realignment and Improvements (Tahoe City)

Lead Agency: Placer County Department of Public Works

Project Status: The planning process for this project began with a study of the future of Fanny Bridge. That study concluded that there is an approximate ten year remaining life span for the current Fanny Bridge and that the bridge will have to be replaced (or traffic over the bridge significantly reduced). This conclusion gave additional impetus to the need to study alternatives to Highway 89 linking Tahoe City and the West Shore. The NLTRA, Truckee-North Tahoe TMA, and other local stakeholders participated in a public process to help develop a range of project alternatives. TRPA has been the lead agency coordinating development of a formal environment review of project alternatives. A request has been made for DPW to assume the lead agency status for better overall project coordination at a local level. Funding should be necessary in 2008-09 to complete the environmental work that is now on hold. Securing federal funding and Caltrans funding remain necessary high priorities.

The NLTRA anticipates the need for a very active role in support of advancing this project as a major component of reducing chronic peak season traffic congestion between Tahoe City and the West Shore and within Tahoe City itself.

NLTRA anticipated funding: \$725,000

A-4. TART Bus Shelters Upgrades

Lead Agency: TART, DPW

Project Status: Many of the TART bus shelters are in need of refurbishment or replacement. This project will be spread over five years. TART is seeking additional funding sources to supplement the TOT funds. The Contractors Association of Truckee Tahoe has volunteered their services to assist with the planning and construction of the bus shelters.

NLTRA anticipated funding: \$300,000

A-5. Update Master Plan Surveys, Data Analysis, Update of NLTRA Strategic Plans

Lead Agency: NLTRA

Project Status: Solicit community input of NLTRA strategic plans through surveys similar to those used during development of the 2004 Tourism and Community Investment Master Plan; and an update of strategic plans and projects, as appropriate. These surveys will be completed using infrastructure, marketing, and research & planning funds.

NLTRA funds committed to date: \$20,000

Funds expended to date: \$16,500

A-6. North Tahoe Regional Park Recreation Access Improvements

Lead Agency: North Tahoe Public Utility District

Project Status: During 2007, the North Tahoe Public Utility District constructed 26 additional parking spaces at the North Tahoe Regional Park utilizing \$65,000 of TOT funding. This project will increase public parking to support multiple uses in the park, improve access to bike trails, and support an increase in community recreation facilities and programs, including a new regional soccer field. An additional \$50,000 allocation was approved in 2007 to leverage the completion of the entire \$950,000 project. The NLTRA is awaiting an invoice from the NTPUD for the remaining \$50,000.

NLTRA funds committed to date: \$115,000

Funds expended to date: \$65,000

A-7. Northstar Community Multi-Purpose Trail

Lead Agency: Northstar Community Services District

Project Status: The Northstar Community Services District has initiated the project for planning and construction of this roughly seven mile paved recreation trail running from the Northstar border near Highway 267, through the Northstar community up to the Basin rim at Four Corners. While this is a necessary trail for visitor recreation and circulation within Northstar, it will also provide a potential link in the Tahoe Vista-Northstar Bike Trail connecting Lake Tahoe with the Martis Valley and Truckee. The total project cost for all planning, environmental, permitting, and construction is expected to be approximately \$12 million. The lead agency for this project is the Northstar Community Services District. The NLTRA has committed \$500,000 in TOT funds to conduct planning and environmental work in advance of detailed project design. The first phase was the preparation of an economic feasibility analysis and community survey. This has been completed. NCS D has now moved forward with work necessary for the environmental documentation of this project. This work is expected to be completed during 2009.

NLTRA funds committed to date: \$500,000

Funds expended to date: \$140,915

A-8. Squaw Valley Transit / Bus Stops

Lead Agency: Placer County TART and DPW

Project Status: Community input has determined this to be the priority transit project in Squaw Valley. The Placer County Department of Public Works has taken the lead, working with NLTRA, Squaw Valley Business Association, and other partners to identify and implement a network of new transit stops within the Valley. At this time, a transit center is not a part of this project; and the need for one will be evaluated after the completion of the transit stops. The design for the initial two new shelters was finished in summer, 2008. The Contractors Association of Truckee Tahoe has volunteered to provide construction assistance. Construction should be accomplished during spring 2009.

NLTRA funds committed to date: \$399,000

Funds expended to date: \$75,720

A-9. Squaw Valley Visitor Information Center

Lead Agency: NLTRA

Project Status: The NLTRA, utilizing appropriate professional services and community-based committees, has taken the lead in the planning, design, and construction process to develop a visitor information center, outdoor exhibit area, restrooms, parking, and transit stop shelter at the entrance to Squaw Valley. The project is also addressing options for sewer service to the site, which could serve other public facilities, such as Squaw Valley Park. It is intended that the NLTRA will be responsible for the operation and maintenance of the facility, much as is being done at the Tahoe City Visitor Information Center. The initial amount committed was \$17,000 to accomplish the first two phases of the project, which has determine programming, site feasibility, schematic design, and preliminary cost estimates for design, construction and operation of the facility. Assuming the successful completion of these phases and agreement from Placer County to allow utilizing the site, NLTRA staff will then request the funds to continue the design and construction of the project. The first two phases are have been reviewed with design commencing in summer, 2009, and construction being completed in late 2010. Total additional unallocated funds shown in the Integrated Work Plan are \$540,000.

NLTRA funds committed to date: \$17,000

Funds expended to date: \$16,936

A-10. North Lake Tahoe Arts and Culture Feasibility Study

Lead Agency: NLTRA

Project Status: There continues to be discussions by interested parties throughout the Resort Triangle to explore the scope of facilities needed to accommodate the cultural and performing arts. The NLTRA is participating as one of the lead agencies in this process to help determine the need for providing programs and facilities to support the performing arts and other arts and cultural enhancements. The NLTRA is partnering with the Arts & Cultural Council Truckee-Tahoe, and the Incline Vision Arts Cultural and Heritage Committee, and others to fund a strategic feasibility plan. This plan, which will be completed in spring, 2009, will define the role of the Truckee/North Lake Tahoe region in creating a thriving arts and culture community. It will inventory what programs and facilities exist, what programs and facilities are necessary, where they should be located, and how they should be managed, operated, and maintained. Future NLTRA funding will be necessary to support the development of recommended facilities.

NLTRA funds committee to date: \$60,000

Funds expended to date: \$30,730

A-11. Tahoe City Transit Center

Lead Agency: Placer County Dept. of Public Works

Project Status: The Placer County Board of Supervisors approved the EIR/EIS for this project and authorized the start of work on project design. A Request for Proposals was circulated and a design consultant was selected. The Design is now approaching the 90% level. 130 parking spaces will be constructed as part of this project. The NLTRA previously approved \$150,000 to assist with project planning and design. An additional funding request of \$500,000 was approved in fall, 2008. A demonstration wayfinding

signage project will be a part of the transit center development but will be funded as part of the Regional Wayfinding Signage Project (A-18).

NLTRA funds committed to date: \$650,000 Funds expended to date: \$150,000

A-12. Truckee River Outlet Winter Plaza Maintenance

Lead Agency: Tahoe City PUD

Project Status: The recent completion of the multi-purpose trail paralleling the Truckee River Dam and the plazas on both sides of the river has presented visitors with an outstanding initial view of Lake Tahoe upon their arrival. There are also many historic and natural features now being interpreted at this, the only outlet of Lake Tahoe. Many visitors have been stopping and walking this area each day during the current winter. It is obvious that this will be a priority attraction for visitors year round. The TCPUD will provide winter, as well as summer, maintenance but will need the funding partnership of the NLTRA and California State Parks. A funding partnership agreement will be prepared in 2009.

NLTRA anticipated annual funding: \$10,000

A-13. Squaw Valley Water Supply Enhancement Project/Aquifer Storage and Recovery

Lead Agency: Squaw Valley Public Service District

Project Status: The Squaw Valley Water Supply Enhancement Project has been a multi-phase project being conducted by the Squaw Valley Public Service District. The SVPSD completed Phases 1 and 2. This \$445,000 original allocation was specifically for Phase 3 of the ASR. After having to wait two years to do test drilling in the meadow to evaluate additional aquifer storage capacities, the drilling was accomplished in fall, 2007. The results of the drilling have proved that the ASR option is no longer a viable option. SVPSD is now evaluating other options that may be available for supplying additional water in Squaw Valley. The NLTRA is awaiting a final invoice of approximately \$90,000 from SVPSD. The remainder of this allocation has been returned to NLTRA undesignated funds to be used for new approved projects before new allocations are requested from Placer County.

NLTRA funds committed to date: \$270,000 Funds expended to date: \$181,094

A-14. Signage - Roadside Mile Markers

Lead Agency: NLTRA

Project Status: After the installation of the mile marker signs was completed, \$25,000 was approved to provide for ongoing maintenance of the markers located along Highways 28 and 89 within Placer County. Each year the markers are inspected and the necessary repairs are made.

NLTRA funds committed to date: \$25,000 Funds expended to date: \$8,513

A-15. Tahoe City “Y” Entrance Redevelopment

Lead Agency: Tahoe City PUD, Redevelopment Agency

Project Status: The TCPUD had a plan for the beautification of the Tahoe City “Y” prepared but was put on temporary hold awaiting a Caltrans decision on future changes that may affect the “Y”. It now appears that no changes will occur, or at least it will be a very long time if that decision is ever made. This major arrival point to Lake Tahoe should be redeveloped to provide the appropriate welcome to Lake Tahoe.

NLTRA anticipated funding: \$95,000

A-16. North Lake Tahoe Welcoming Lighting Infrastructure

Lead Agency: To Be Determined

Project Status: There is a need to provide welcoming/holiday lighting infrastructure at points of entrance to the North Lake Tahoe area. This could include Northstar, Kings Beach, Tahoe City, West Shore, and Squaw Valley.

NLTRA anticipated funding: \$80,000

A-17. Update 2003 Report of Economic Significance of North Lake Tahoe Travel

Lead Agency: NLTRA

Project Status: Infrastructure funding will be required to prepare an update to the 2003 basic data report titled *The Economic Significance of Travel to the North Lake Tahoe Area*. The primary objective of the report is to provide reliable, detailed economic data, which allow for year to year comparisons to help guide decisions on Master Plan recommendations for transportation and infrastructure planning, policy, and marketing. During the Master Plan process, it was recommended that the data in this report be revised every five years at a minimum. It is anticipated that this update can be prepared in conjunction with the Placer County county-wide economic data report now underway. NLTRA total funding for this project is \$24,000; \$14,000 of which is marketing funds.

NLTRA funds committed to date: \$10,000

Funds expended to date: \$3,060

A-18. Regional Wayfinding Signage

Lead Agency: NLTRA/Others to be determined

Project Status: Initial planning efforts are underway to develop wayfinding signage throughout the North and West Shore. The NLTRA organized and hosted a workshop intended to move this project forward. Many partners will be involved in developing, approving and implementing the signage project. The firm of Carrier Johnson-Culture was selected to prepare the Wayfinding Signage Design Guidelines Manual and a Professional Services Agreement, allowing the project to begin, was signed in January 2008 for an amount not to exceed \$138,000. The NLTRA anticipates an overall funding requirement of \$525,000 to develop the manual and to participate in the design and construction of some of the signage. The Guidelines Manual will be completed in spring, 2009, and a sign demonstration project will then begin to test the workability of the manual.

NLTRA funds committed to date: \$150,255

Funds expended to date: \$142,292

A-19. Homewood Class 1 Bicycle Trail

Lead Agency: Tahoe City PUD

Project Status: With advocacy support from the NLTRA, TCPUD is working with California Tahoe Conservancy, TRPA, and Caltrans to request that this section of Class I trail be incorporated into the planning and construction of a Caltrans highway/water quality improvement project on Highway 89 in Homewood. Caltrans has reviewed this request and has made some adjustments to their project to accommodate the trail, but recommends that the TCPUD do the design, any additional environment analysis if necessary, and construction of the trail. NLTRA funding will be required to assist with this environmental work, design and construction. NLTRA and CTC have partnered to provide the initial \$330,000 necessary to complete the environmental work. Additional funding will be requested.

NLTRA funds committed to date: \$165,000

Funds expended to date: \$165,000

A-20. Tahoe City Historic Walking Tour

Lead Agency: Tahoe City Downtown Association, Redevelopment Agency

Project Status: Tahoe City's history is now being interpreted in segments in several disconnected locations (Gatekeepers Museum, Truckee River Outlet, Commons Beach, Watson Cabin, and Heritage Plaza). A Historic Walking Tour will tie the area's events, places, and people together as it would connect the exiting interpretive features with many that, at this time, are not being interpreted at all. This self-guiding tour would require a place of beginning, a guide and map, directional aids, and interpretive stops throughout Tahoe City. Funding for the first phase has been approved and is underway. Additional funding will be requested the completion of Phase One.

NLTRA funds committed to date: \$8,000

Funds expended to date: \$8,000

A-21. Squaw Valley Olympic Ski Museum

Lead Agency: Squaw Valley Olympic Museum Committee

Project Status: Various organizations are working to combine the Western Ski Museum, now located at Boreal, with an Olympic Ski Museum. The new facility would be located in Squaw Valley. These plans are just beginning, but the enthusiasm is extremely high. As this project progresses, the NLTRA will be asked to be a partner. The Olympic Museum Committee was formed and became a 501 (c) 3 as a result of an initial \$12,000 grant. The Committee then requested \$200,000, of which \$100,000 has been approved by the Board of Supervisors to complete the feasibility study and business plan. Consultants have been retained to define the museum space and functions, select a site, and develop a capital campaign. Additional funding requests of \$648,000 are anticipated.

NLTRA funds committed to date: \$112,000

Funds expended to date: \$112,000

A-22. Kings Beach Traffic Calming

Lead Agency: Placer County DPW, North Tahoe Business Association

Project Status: The NLTRA has participated in several successful traffic calming projects around the North Shore, including CHP traffic control, pedestrian crossing flags, and radar speed advisory signs in Kings Beach. There is still a need for approximately four crosswalk improvement locations which will require pedestrian crosswalk signage and better delineated crosswalk markings along Highway 28 through the business area.

NLTRA anticipated funding: \$20,000

A-23. Tahoe City Fish Hatchery Interpretive Center

Lead Agency: U.C. Davis Tahoe Research Group

Project Status: U. C. Davis has restored the old Tahoe City Fish Hatchery. The improved facility will not only function as a state-of-the-art field lab and research, but also as an interpretive, education, and nature center for visitors, school groups, and area residents. The interpretive features will include kiosks, interpretive paths, interactive exhibits, wayside informational signage, observation deck, and welcoming signage. The U. C. Davis Tahoe Research Group is preparing a request for infrastructure funding to assist with the interpretive features of this new visitor serving facility.

NLTRA anticipated funding: \$185,000

A-24. Enhanced Snow Removal Maintenance-Squaw, Alpine, Northstar

Lead Agency: Placer County DPW

Project Status: As part of the 2008-09 County agreement with the NLTRA, the Board of Supervisors included infrastructure funds totally \$100,000 to better maintain the snow removal on the entrance roads into ski areas at Squaw Valley, Alpine Meadows, and Northstar. The intent is to enhance the visitor experience by reducing the negativity of dangerous or difficult driving in getting to the ski slopes.

NLTRA funds committed to date: \$100,000

Funds expended to date: none

A-25. Kings Beach Visitor Information Center (VIC)

Lead Agency: NLTRA/CTC/RDA

Project Status: The vision and potential location for this project remain at the "very preliminary discussion" stage. There is a good opportunity to consider combining this VIC with a transit/trolley stop and parking facility to form a Welcoming Center at the bottom of Brockway Hill. The Redevelopment Agency is evaluating this area for its potential.

NLTRA anticipated funding: \$450,000

B. ONGOING TRANSPORTATION PROJECTS

B-1. Winter Traffic Management – Proposed Improvements

Lead Agency: Placer County/NLTRA

Project Status: This ongoing program will continue at the same level as 2007-08 with much better reliability on the part of the contractor. Flexibility of cone placement will remain a part of this program as agreed to by Placer County, Caltrans, and the contractor. The program will operate every day from 3 pm until 6 pm during the Christmas/New Years holiday period, and for the same hours on Fridays and Saturdays through Easter, 2009.

NLTRA funds committed for 08-09: \$32,000

Funds expended to date: none

B-2. Summer Traffic Management – Proposed Improvements

Lead Agency: NLTRA/California Highway Patrol

Project Status: Caltrans has installed a self-actuated pedestrian signal on the south side of Fanny Bridge along with a signalization project at the Tahoe City "Y". The success of this new signal has allowed the transfer of CHP traffic management to the intersection of Bear St. and Hwy. 28 in Kings Beach on weekends and holidays. The CHP has continued the program on Thursday mornings for the Farmer's Market traffic in Tahoe City. A proposal for additional traffic management and traffic calming in Kings Beach and Tahoe City will be forthcoming for implementation in summer, 2008.

NLTRA funds committed for 08: \$22,000

Funds expended to date: \$14,608

B-3. Summer Trolley Transit Service

Lead Agency: TART

Project Status: A summer daytime trolley service has been operated on a high frequency schedule, free to the user, and has successfully served Tahoe Vista (National Avenue), Kings Beach and North Tahoe state line. This trolley operated on a similar schedule in 2008.

A similar free summer daytime Tahoe City trolley service was operated on a high frequency schedule between the Sixty-Four Acre parcel and Lake Forest, east of Tahoe City. The service was operated by TART, using drivers from a private company under contract with TART. It had been estimated that this service would provide a significant opportunity to help address Tahoe City's traffic and parking problems. That has not proven to be the case and the continuation of this service is being evaluated. The funds used for this trolley might better be used to increase the frequency of other North Shore routes.

Both of these trolley services interconnect with TART buses, effectively enhancing half-hour service along the "North Shore" corridor. As the TART service frequency increases, the free trolley services will continue to be evaluated for their necessity.

The nighttime trolley service operates hourly between Squaw Valley and the Hyatt Regency Lake Tahoe in Incline Village. This service is currently free to the visitor. The NLTRA covers the operating cost, with contributions from our Nevada partners. In 2008, the expansion of this service continued to serve Northstar and the West Shore.

A free recreational shuttle, running on 2-hour headways, connected the Tahoe City "Y" with Emerald Bay. At Emerald Bay, the rider could connect with bus transportation to South Lake Tahoe. This service was sponsored by the U.S. Forest Service and the TMA, and was provided again in summer, 2008. While no TOT funds are being used to support this service, it is an integrated part of the summer transit program and could require some level of TOT funding in the future.

NLTRA anticipated funding for 09: \$195,000

B-4. Enhanced Winter Transit Service-TART Hwy 89 and North Shore Runs

Lead Agency: TART

Project Status: In partnership with TART, the Town of Truckee, Sugar Bowl and others, the NLTRA contributes funds to shuttles and enhanced bus service during the winter season. This provides a much needed service for skiers and employees. For clarity, these winter services have been separated into three project descriptions: B-4, B-4a, and B-4b. The B-4 component of the Enhanced Winter Transit Service increases TART service by allowing for additional runs between the hours of 6:30 am and 6:30 pm with 60 minute headways on the Highway 89 corridor connecting the North Shore, Alpine Meadows, Squaw Valley, and Truckee. The additional earlier and later runs also serve Highway 28 along the North Shore. NLTRA funding anticipated for 09-10 is \$45,000.

NLTRA funds committed for 08-09: \$45,000

Funds expended to date: none

B-4a. Enhanced Winter Transit Service—TART Hwy 267

Lead Agency: TART

Project Status: This component of the Enhanced Winter Transit Service connects the North Shore, Northstar, the Truckee Tahoe Airport, and the Truckee Railway Depot along Highway 267. The service runs hourly between 7:00 am and 6:00 pm and interfaces with the Highway 89 and Sugar Bowl routes at the Depot. NLTRA funding anticipated for 09-10 is \$80,000.

NLTRA funds committed for 08-09: \$80,000

Funds expended to date: none

B-4b. Enhanced Winter Transit Service—Sugar Bowl/Truckee Depot

Lead Agency: Town of Truckee, Sugar Bowl

Project Status: The third component of the Enhanced Winter Transit Service runs every two hours between the Truckee Depot and the Sugar Bowl/Donner Summit area. Hours of operation are from 7:00 am until 6:00 pm. This service is contracted by the Town of

Truckee and is financially supported by the Town, Sugar Bowl and the NLTRA. NLTRA funding anticipated for 09-10 is \$20,000.

NLTRA funds committed for 09-09: \$20,000

Funds expended to date: none

B-5. Reno/North Lake Tahoe Airport Shuttle Service

Lead Agency: Tahoe Transportation District, TNT/TMA

Project Status: This long needed airport shuttle service began in the fall of 2006. 8 runs are provided on a 2 hour headway between the Reno-Tahoe Airport and the North Shore. A private contractor is operating the service which is managed by the Tahoe Transportation District and the TNT/TMA. The NLTRA is the primary source of funding for this service, with additional funding provided by Washoe County and some private sources. The first year of service had a ridership of over 11,000 passengers and was able to operate with a subsidy just below what was budgeted. Ridership thus far in 2008-09 is ahead of last year. It is anticipated that revenues will continue to grow allowing vehicle and driver subsidy to be reduced and used to reinvest in the service as well as the necessary marketing. Funding anticipated for 2009-10 is \$200,000.

NLTRA funds committed for 008-09: \$215,000

Funds expended to date: \$84,942

B-6. Winter Nighttime Transit Service

Lead Agency: Tahoe Transportation District, TNT/TMA

Project Status: Nighttime service has been provided hourly during peak summer season for several years by TART's trolley program. Last year was the first nighttime transit service provided during peak winter season by private contractor. The nighttime service includes 60 minute headways between Squaw Valley and Stateline, with routes serving the West Shore and Northstar, which interfaces with the Truckee nighttime service. The 2008-09 transit service is utilizing 4 buses enabling easier connections between the routes. Ridership, which has increased this year, and other factors will be evaluated to help determine any changes to the 2009-10 winter nighttime service. The NLTRA provides funding support for the nighttime program, in conjunction with private sector sponsorships, including contributions to marketing. Funding anticipated for 2009-10 is \$185,000.

NLTRA funds committed for 08-09: \$185,000

Funds expended to date: none

B-7. Year Round Hwy 267 Hourly Transit Service (Non Winter)

Lead Agency: TNT/TMA, Northstar

Project Status: While TART is providing the winter portion of this needed year round service, the TNT/TMA has taken the lead to contract with other providers to continue this service throughout the remainder of the year. The service was initiated in summer 2007 through a contract with Northstar's transportation division. This will allow continuation of hourly service during the non winter seasons between the North Shore and Northstar with a connection to the Town of Truckee transportation system at the Truckee Tahoe Airport. At some point in time, TART anticipates providing this year

round service. Until that time, the NLTRA and the TNT/TMA will continue to contract this service with other providers.

NLTRA anticipated funding for 09-10: \$78,000

B-8. Year Round Hwy 89 Hourly Transit Service (Fall and Spring)

Lead Agency: TART

Project Status: Starting in spring, 2008, TART will be providing hourly service, year round between North Shore, Alpine Meadows, Squaw Valley, and Truckee by adding spring and fall service to their existing peak seasons transit program. Additional NLTRA anticipated funding for 09-10 is \$125,000.

NLTRA funds committed for 08-09: \$125,000

Funds expended to date: none

B-9. Tahoe Vista/Northstar Winter Pilot Program

Lead Agency: NLTRA, TNT/TMA, Northstar

Project Status: This pilot program will be initiated at the request of the Tahoe Vista lodging purveyors who believe that a more convenient skier shuttle to Northstar will improve the visitor experience, increase their occupancy, and raise TOT collections. This program begins on January 17th and will run each weekend through Easter and for the entire President's week. Ridership data will be collected and a report prepared at the program's conclusion. This will help determine any future continuation in coming years. Funding will come from carryover monies from other transit services. No funding is anticipated for 09-10.

NLTRA funds committed for 08-09: \$19,000

Funds expended to date: none

**C. HIGH PRIORITY TRANSPORTATION PROJECTS
REQUIRING FUTURE FUNDING**

C-1. Year Round Daytime Half-Hourly Transit Service Tahoe City to Stateline

Lead Agency: TART

Project Status: Currently, half-hourly frequency is provided by TART between Tahoe City and the Hyatt only during the peak summer daytime period. This will be expanded to provide the half-hourly daytime service for the North Shore corridor year round. The existing shuttle routes should be evaluated for possible reductions or revisions.

NLTRA anticipated annual funding: \$250,000

C-2. Half-Hourly Daytime Squaw Valley to Tahoe City Service

Lead Agency: TART

Project Status: Based on Master Plan recommendations, the goal is to provide 30 minute headways during both winter peak daytime and summer peak daytime from Squaw Valley to Tahoe City. This service would interface with the daytime hourly

service between Truckee and Tahoe City, and the daytime half-hourly frequency that will be provided in the North Shore corridor.

NLTRA anticipated annual funding: \$145,000

C-3. Half-Hourly Nighttime Squaw Valley to North Shore Stateline Service

Lead Agency: TART, TMA

Project Status: This would be provided in summer and winter by inserting additional vehicles to the hourly nighttime service now in operation. Half-hourly service would be extended to Northstar. The West Shore would continue to be served with hourly service. These services would replace the nighttime services in B-3 and B-6.

NLTRA anticipated annual funding: \$250,000

C-4. Water Taxi Service Feasibility Study, North and West Shores

Lead Agency: To Be Determined

Project Status: With the undertaking of the Lake Tahoe Waterborne Transit Study, the need to evaluate a water taxi system for the North Shore and the West Shore has a higher priority. This transit element identified in the NLTRA Master Plan will provide yet another potential for reducing traffic congestion as well as adding a unique recreational experience. A study will be necessary to determine how a water taxi system could best serve in the overall transportation needs of North Lake Tahoe.

NLTRA anticipated funding: \$10,000

C-5. Regional Traffic Management Programs Regional Traffic Management Coordination

Lead Agency: None Identified.

Project Status: The NLTRA Master Plan identified the need for an organization or agency to coordinate the various individual traffic management programs operated in the region. Such an organization has not yet been identified, nor the funding to support a coordinated regional traffic management effort.

NLTRA anticipated funding: Possibly

C-6. Neighborhood Shuttle Programs

Lead Agency: To Be Determined

Project Status: Many neighborhoods and community activity centers are not within a convenient walking distance of the current transit routes. A "flex route" program, serving both scheduled stops and direct requests, would consist of one transit vehicle serving Tahoe City/Dollar Hill/Sunnyside and a second serving Tahoe Vista/Kings Beach. This would directly serve many shorter trips and also provide shuttle connections to the regional transit routes.

NLTRA Anticipated Funding: possibly

D. HIGH PRIORITY INFRASTRUCTURE PROJECTS **REQUIRING FUTURE FUNDING**

D-1. Dollar Hill/Tahoe Vista Class 1 Bicycle Trail

Lead Agency: North Tahoe PUD

Project Status: Completion of the planning, environmental review and construction of this project is back on track after being stalled due to concerns over potential impacts to wildlife species (primarily birds) having habitat in areas along the proposed trail route in the "back country" from Dollar Hill to the Regional Park in Tahoe Vista. The California Tahoe Conservancy has been the primary project funding agency. The North Tahoe PUD remains the lead agency for planning, preparation of the environmental document, and project development.

NLTRA anticipated funding: \$1,150,000

D-2. Burton Creek State Park / Tahoe City East Parking, Trailhead, Transit, and Visitor Information

Lead Agency: California State Parks/Redevelopment Agency

Project Status: There are discussions of a possible preliminary project on California State Park lands at the east end of Tahoe City, which could provide multiple benefits to visitors and residents utilizing Burton Creek State Park (BCSP), Tahoe State Recreation Area, and Tahoe City. There is the opportunity in this location to provide a major parking area to serve what will be one of the more popular trailheads into BCSP, as well as Tahoe City. It will allow an easy interface with a Tahoe City Trolley and other transit vehicles. Additionally, information services will be provided here, enabling visitors to learn of the opportunities of BCSP, other State Parks, and Tahoe City/North Shore. This project would be consistent with many findings and recommendations in the *North Lake Tahoe Tourism and Community Investment Master Plan* and is being reviewed as part of the Burton Creek State Park General Plan process. The NLTRA may receive a request to help fund the planning and environmental analysis if this project proceeds.

NLTRA anticipated funding: \$125,000

D-3. Tahoe Vista to Northstar Multi-Use Trail

Lead Agency: North Tahoe Public Utility District

Project Status: This trail is proposed to begin at the Regional Park in Tahoe Vista, traverse the mountains and connect to the Northstar Community Multi-Purpose Trail, providing a link between Lake Tahoe and the trail systems of Northstar, Martis Valley and Truckee. A formal project planning process recently began involving the North Tahoe Public Utility District, California Tahoe Conservancy, Placer County, TRPA, U.S. Forest Service, Northstar Community Services District and the NLTRA. Preliminary route investigation will proceed during 2009-10. It is anticipated that the California Tahoe Conservancy will be the primary funding agency for project planning and construction within the Tahoe Basin.

NLTRA anticipated funding: \$1,000,000

D-4. North Shore State Line Transit Center

Lead Agency: Not Yet Identified - Presumably Placer County DPW/TART

Project Status: The vision and potential location for this project remain at the "very preliminary discussion" stage. This project should be considered for incorporation with the Kings Beach Visitor Information Center project.

NLTRA anticipated funding: Possibly

D-5. Tahoe City Visitor Center/Fire Station Site Expansion/Redevelopment

Lead Agency: NLTRA, TCPUD, Redevelopment

Project Status: The vision and potential location for this project remain at the "very preliminary discussion" stage. The need is to relocate the existing center to a more visible, larger facility, which would better serve visitor needs for information. There is interest from the Sierra State Parks Foundation to partner with NLTRA to provide a more complete visitor information center in Tahoe City. A potential site, at the time the fire station is relocated away from the Commons, is the current site which will need to be redeveloped and restored to be an integral part of the existing Commons beach and plazas. This may be the location to include a multi-agency North Lake Tahoe Visitor Center, Lake Tahoe interpretation/performance theater, and other visitor serving enhancements. Initial planning funds will be necessary to prepare for the abandonment of the fire station function.

NLTRA anticipated funding: \$450,000

D-6. North Tahoe Public Ice Skating Facility

Lead Agency: Not yet identified

Project Status: While the vision and potential location for this project remain at the "very preliminary" stage, the need and desire for ice skating at the lake continues to be discussed.

NLTRA anticipated funding: \$300,000

D-7. Winter Multi-Purpose Trail Maintenance

Lead Agency: Tahoe City PUD

Project Status: This would allow winter use of the trail from Lake Forest Road to Cathedral Drive, including the Lakeside Trail through Tahoe City.

NLTRA anticipated annual funding: \$40,000

D-8. North Tahoe Regional Park Skateboarding Facility

Lead Agency: North Tahoe PUD, League to Skate Lake Tahoe

Project Status: The non-profit League to Skate Lake Tahoe is working closely with the NTPUD to select the proper location for a regional skateboard park. Their business plan

is complete and the capital campaign is well underway. An Infrastructure request will be forthcoming to assist in the development of this visitor and resident recreational facility.

NLTRA anticipated funding: \$40,000

D-9. North Tahoe Regional Park Snowboarding Facility

Lead agency: North Tahoe PUD

Project status: There is a proposal to develop a snowboarding facility at North Tahoe Regional Park.

NLTRA anticipated funding: \$25,000

D-10. Bike Trail Restrooms (West Shore, Truckee River Access Park, Truckee River)

Lead Agency: Tahoe City PUD

Project status: The bike trail system continues to become a more heavily used recreation opportunity for visitors to the North Lake Tahoe area. One reason visitors actually come to the Lake is to use this well known system. These trails will be even more enjoyable for the user with the addition of strategically placed restrooms. The TCPUD has identified three locations for restrooms within the District's portion of the bike trail system.

NLTRA anticipated funding: \$800,000

D-11. Tahoe Vista Recreation Area ADA Access and Bike Trail

Lead Agency: North Tahoe PUD

Project Status: The completion of the Tahoe Vista Recreation Area Phase II includes the parking lot, bike trail, ADA access to the beach, and other amenities. NLTRA has provided \$500,000 toward Phase I of this project. An additional request will be made toward the bike Trail and ADA access.

NLTRA anticipated funding: \$175,000

D-12. Commons Beach Sand Improvement

Lead Agency: Tahoe City PUD

Project Status: Commons Beach in Tahoe City is one of the most popular visitor beaches on the North Shore for events and general beach recreation. There is a need for sand replenishment to revitalize this sandy beach.

NLTRA anticipated funding: \$60,000

D-13. North Tahoe Regional Park Interpretive/Information Kiosk

Lead Agency: North Tahoe PUD

Project Status: The construction of this project will provide information about North Tahoe Regional Park, bear and other animal awareness, forest management, safe approaches to the wilderness, leave no trace, etc.

NLTRA anticipated funding: \$40,000

D-14. North Tahoe Regional Park Nature Trail Renovation/Expansion

Lead Agency: North Tahoe PUD

Project Status: This nature trail renovation and expansion will include ADA trail accessibility and signage.

NLTRA anticipated funding: \$75,000

D-15. Lakeside Multi-Purpose Trail 2-C/Tahoe Marina Lodge

Lead Agency: Tahoe City PUD, Redevelopment Agency

Project Status: This remaining link in the Lakeside Trail will require some difficult land use decisions and/or agreements to be made in order to complete this very necessary trail segment.

NLTRA anticipated funding: Possibly

D-16. Skylandia Park Enhancements and ADA Improvement

Lead Agency: Tahoe City PUD

Project Status: This ever popular lakeside park provides many recreational opportunities to visitors and residents alike. Included is a kids summer day camp available to everyone. The park is in need of ADA beach access, an ADA pier, a covered picnic area, playground construction, and restroom enhancement with ADA improvements.

NLTRA anticipated funding: \$320,000

D-17. Waterborne Transit Pier/Kings Beach State Recreation Area

Lead Agency: To Be Determined

Project Status: Waterborne Transit Studies are underway which may lead to this area becoming an important part of the waterborne transportation system.

NLTRA anticipated funding: Possibly

D-18. Squaw Valley/ Truckee Multi-Purpose Trail

Lead Agency: Placer County

Project Status: Placer County is working on a recreation plan for the Truckee River Canyon that will include a multi-purpose trail. The benefits that the trail will provide are measured in terms of reducing auto use as well as providing a recreational amenity to visitors and residents. Extension of this trail for the 8 miles between Squaw Valley and

the Town of Truckee's trail system will be a key link in the region-wide Class 1 trail system.

NLTRA Anticipated Funding: \$600,000

D-19. Water Taxi Service Dock Improvements

Lead Agency: To Be Determined

Project Status: This project would be one of potential high priority based on the completion of the Water Taxi Service Feasibility Study (C-4). A summer "water taxi" service using relatively small boats (20-30 passengers, plus room for carrying bicycles could provide an attractive alternative access between key activity centers along the north and west shores. Once established, this service should not require an ongoing operating subsidy. However, it is anticipated that funding would be needed to strengthen docks for regular use and to ensure that adequate, safe passenger waiting and loading facilities be provided.

NLTRA Anticipated Funding: \$250,000

E. PROJECTS THAT NLTRA ADVOCATES AND/OR MONITORS

E-1. State Highway 89 Improvements (Mousehole Project)

(south of I-80 in Truckee)

Lead Agency: Caltrans, Town of Truckee

Project Status: The Town of Truckee served as Lead Agency for several years to ensure that efforts to secure funds to formally initiate the planning process would be successful. In 2005, with advocacy support from the NLTRA and the Truckee-North Tahoe TMA, the Town received a \$2.8 million federal earmark in the Federal Transportation Reauthorization bill. Combined with \$498,000 in State funds, the formal planning process for this vital project has proceeded and various alternatives have been discussed and a recommendation now has been made. The NLTRA will remain an active advocate for additional funds and for a comprehensive planning process with adequate opportunity for public and stakeholder input.

E-2. Expanded Public Parking

Lead Agency: Placer County Redevelopment Agency

The following is a summary of public parking projects under the lead of the Redevelopment Agency and the status of each:

<u>Project</u>	<u># Spaces</u>	<u>Status</u>
Salmon Street, Kings Beach	25	Planning stage
Rainbow Lot, Kings Beach	40	Planning stage

Note: No NLTRA funds are involved with any of these public parking projects.

E-3. Vista Village Workforce Housing

Lead Agency: Placer County Redevelopment Agency

Project Status: 70-150 affordable rental units in the EIR phase.

E-4. Highland Village

Lead Agency: Placer County Redevelopment Agency

Project Status: 78 employee and senior rental units in the EIR phase.

E-5. Truckee River Corridor Access Plan

Lead Agency: Placer County Planning

Project Status: Preliminary Planning phase.

E-6. Eastern Placer County Recreation Plan

Lead Agency: Placer County Planning

Project Status: Discussion stage.

E-7. Traveler Information/ITS Project (signage)

Lead Agency: Caltrans

Project Status: The purpose of this project is to provide real time information to highway travelers in our region, and to help reduce traffic congestion and related pollution. Working in partnership with the Truckee-North Tahoe Transportation Management Association (TNT/TMA), the North Lake Tahoe Resort Association (NLTRA) is a strong advocate for these projects, including the expansion of information networks and improvements in system technology.

The next phase of improvements is scheduled for construction in 2010 and will include installation of the following:

- Update to the existing Highway Advisory Radio (HAR) signs in Tahoe City and Truckee and the installation of a new HAR and sign in Kings Beach.
- New Closed Circuit Television (CCTV) cameras and Traffic Monitoring Systems (TMS) at I-80/Highway 89, Highway 89/267, Highway 267 @ Northstar Drive, and Highway 267 @ Brockway Summit.
- A new CCTV will be installed at the Tahoe City Wye as part of installation of the signalized pedestrian crossing at Fanny Bridge and related update to the Wye traffic signal

A future phase planned for construction starting in 2009 is scheduled to include:

- 8 additional CCTV cameras and 16 additional TMS locations around the Lake Tahoe Basin, along with 3 additional HARs and 7 additional CMS, all within the Basin.

E-8. Sugar Pine to Meeks Bay Multi-purpose Trail

Lead Agency: Tahoe City PUD

Project Status: While this extension of the West Shore bike trail is proposed for El Dorado County, it is an enhancement to the North Lake Tahoe bike trail system which is a top priority of the NLTRA. Planning and coordination between the TCPUD, Caltrans,

and California Tahoe Conservancy has begun. The NLTRA will remain an active advocate to encourage the progress of this project.

E-9. Sacramento/Donner Summit/Truckee/Reno Rail Service

(and connecting shuttle bus service)

Lead Agency: CCJPA

Project Status: The NLTRA is a participant in a major public-private partnership established several years ago through the Capitol Corridor Joint Powers Authority (CCJPA). The goal of this partnership is to extend the popular Capitol Corridor passenger rail service which currently connects the Bay Area with the Sacramento area up to Auburn. Expanded Capitol Corridor service would include stops in Colfax, Donner Summit, Truckee (with shuttle bus connections to North Lake Tahoe), Reno and Sparks. As a member of this partnership, the NLTRA contributed \$30,000 toward a feasibility study which was intended to examine this proposed service expansion.

Unfortunately, the effort has bogged down based on the refusal of Union Pacific Railroad (which owns and operates the tracks) to participate in the study in any meaningful way. Union Pacific says it's in the freight business, not the passenger rail business. Based on their projections of a significant increase in freight traffic, they don't believe they can accommodate "track time" for passenger rail service.

What Union Pacific may not understand is that the partnership involved in advocating passenger rail will not take "no" for an answer. However, the campaign to extend the Capitol Corridor service in the face of the railroad's "position" promises to be long, very challenging and very expensive, since major track improvements will be needed, starting in Roseville and extending over the summit, to accommodate the passenger service. Union Pacific is pursuing track improvements over the summit, primarily for the purpose of providing additional freight service.

E-10. I-80 Improvements

Lead Agency: Caltrans

Project Status: Caltrans continues to plan, design and construct a series of improvements on the Interstate 80 corridor. The NLTRA, Truckee-North Tahoe TMA, Placer County and others are typically focused on those improvements between the Sacramento/Placer County line and the Nevada State Line east of Truckee. The NLTRA and Truckee-North Tahoe TMA continue to be active legislatively in support of the federal and state funding necessary to plan and construct I-80 improvements.

E-11. Gondola connecting Alpine Meadows and Tahoe City

Lead Agency: None Identified.

Project Status: This is not an active project.

Infrastructure and Transportation Development Integrated Work Plan

ATTACHMENT 'A' - MASTER PLAN REFERENCES

All of the projects, programs and initiatives in this Integrated Work Plan are consistent with recommendations in the North Lake Tahoe Tourism and Community Investment Master Plan, adopted June 8, 2004 by the NLTRA Board of directors and July 26, 2004 by the Placer County Board of Supervisors.

Specific references to Master Plan recommendations by category of project(s) are as noted below:

Traffic Management Programs

Chapter 4, Transportation, Page 64

Summer Trolley Service

Chapter 4, Page 66

Enhanced Winter Season Skier and Employee Transit Service

Chapter 4, Page 65

Kings Beach Commercial Core Improvement Project

Chapter 5, Visitor and Community Facilities and Services, Page 79

Tahoe City Transit Center

Chapter 4, Page 63

State Highway 89 Realignment & Improvement

Chapter 4, Page 70

Public Parking

Chapter 5, Pages 78-79

Squaw Valley Wayfinding Signage

Chapter 5, Page 80

Lakeside Bike Trail

Chapter 4, Page 63; Chapter 5, Page 80

Squaw Valley Master Plan Improvements / Water Supply Enhancement Project

Depending on the outcome of a feasibility study for use of Aquifer Storage Recovery Technology, this project could be consistent with Chapter 2, Environmental Stewardship and Sustainable Tourism, Pages 47-48

North Tahoe Regional Park Recreation Access Improvements

This public parking project at the North Tahoe Regional Park is consistent with various Master Plan findings and recommendations related to the need for improved access to recreation amenities, including parking for trail access; Chapters 4 and 5.

Tahoe Vista – Northstar Bike Trail

Chapter 5, Page 84

Squaw Valley Transit / Bus Stops

This project is consistent with the goals and recommendations related to transit service and system improvements as set forth in Chapter 4.

Squaw Valley Visitor Information Center

Chapter 5, Pages 77-78

Reno/North Lake Tahoe Airport Shuttle Service

Chapter 4, Page 67

Northstar Community Multi-Purpose Trail

Chapter 5, Pages 80, 84

Regional Wayfinding Signage

Chapter 5, Page 80

Tahoe Vista Recreation Area Shoreline Improvement & Parking Access

Chapter 5, Pages 76-78

Burton Creek State Park / Tahoe City East

Chapter 4, Pages 63, 66; Chapter 5, Pages 74, 77, 78

**North Lake Tahoe Resort Association Integrated Infrastructure and Transportaton Work Plan
2009-2014 Project Funding Needs**

Project	Total Project Estimate	NLTRA Funds Allocated	NLTRA Funds Expended	NLTRA Allocated Funds Remaining	2010-2014 Additional NLTRA New Funding Anticipated					Total Additional New Funding	
					2009-2010 Proposed Budget Not Allocated	2010-2011	2011-2012	2012-2013	2013-2014		
A. ONGOING INFRASTRUCTURE PROJECTS											
A-1	Kings Beach Commercial Core Improvement Project	\$45,000,000	\$3,850,000	\$2,280,560	\$1,569,440	\$500,000					\$0
A-2	Lakeside Multi Purpose Trail	\$5,850,000	\$716,000	\$501,840	\$214,160	\$200,000	\$800,000				\$800,000
A-3	State Hwy 89 Realignment and Improvement					\$225,000	\$500,000				\$500,000
A-4	TART Bus Shelters Upgrade					\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$240,000
A-5	Master Plan Review, Survey and Update	\$56,000	\$20,000	\$16,500	\$3,500		\$55,000	\$75,000			\$130,000
A-6	North Tahoe Regional Park Recreation Access Improvements	\$965,000	\$115,000	\$65,000	\$50,000						\$0
A-7	Northstar Community Multi-Purpose Trail	\$11,000,000	\$500,000	\$140,915	\$359,085		\$250,000	\$250,000			\$500,000
A-8	Squaw Valley Transit/Bus Stops	\$399,000	\$399,000	\$75,720	\$323,557						\$0
A-9	Squaw Valley Visitor Information Center	\$407,000	\$17,000	\$16,936	\$64	\$90,000	\$350,000	\$100,000			\$450,000
A-10	North Lake Tahoe Performing Arts Center	\$120,000	\$60,000	\$30,730	\$29,270	\$150,000	\$150,000	\$400,000	\$500,000		\$1,050,000
A-11	Tahoe City Transit Center	\$6,900,000	\$650,000	\$150,000	\$500,000		\$125,000				\$125,000
A-12	Truckee River Outlet Winter Plaza Maintenance					\$10,000	\$10,000	\$10,000	\$10,000		\$30,000
A-13	Squaw Valley Water Enhancement Project/ASR	\$3,000,000	\$270,000	\$181,094	\$83,929						\$0
A-14	Signage - Mile Markers	\$25,000	\$25,000	\$8,513	\$16,487						\$0
A-15	Tahoe City "Y" Entrance					\$95,000					\$0
A-16	North Lake Tahoe Welcoming Lighting Infrastructure					\$80,000					\$0
A-17	Update 2003 Economic Significance Report & Placer Co.	\$24,000	\$10,000	\$3,060	\$6,940						\$0
A-18	Regional Wayfinding Signage	\$550,000	\$150,255	\$142,292	\$7,280	\$175,000	\$250,000	\$100,000	\$100,000	\$150,000	\$600,000
A-19	Homewood Class 1 Bike Trail	\$3,300,000	\$165,000	\$165,000			\$200,000	\$200,000	\$200,000		\$600,000
A-20	Tahoe City Historic Walking Tour	\$125,000	\$8,000	\$8,000		\$32,000	\$55,000				\$55,000
A-21	Squaw Valley Olympic Ski Museum	\$6,200,000	\$112,000	\$112,000		\$100,000	\$150,000	\$200,000	\$200,000		\$550,000
A-22	Kings Beach Traffic Calming					\$20,000					\$0
A-23	Tahoe City Fish Hatchery Interpretive Center					\$185,000					\$0
A-24	Enhanced Snow Removal Squaw, Alpine, Northstar	\$100,000	\$100,000								Possibly
A-25	Kings Beach Visitor Information Center					\$50,000	\$250,000	\$150,000			\$400,000
	Total	\$84,021,000	\$7,167,255	\$3,898,160	\$3,163,712	\$1,972,000	\$3,205,000	\$1,545,000	\$1,070,000	\$210,000	\$6,030,000

**North Lake Tahoe Resort Association Integrated Infrastructure and Transportation Work Plan
2009-2014 Project Funding Needs**

Project	Total Project Estimate	NLTRA Funds Allocated	NLTRA Funds Expended	NLTRA Allocated Funds Remaining	2010-2014 Additional NLTRA New Funding Anticipated					Total Additional New Funding	
					2009-2010 Proposed Budget Not Allocated	2010-2011	2011-2012	2012-2013	2013-2014		
B. ONGOING TRANSPORTATION PROJECTS											
B-1	Winter Traffic Management-08/09	\$32,000	\$32,000		\$32,000	\$34,000	\$34,000	\$34,000	\$36,000	\$36,000	\$140,000
B-2	Summer Traffic Management-08	\$22,000	\$22,000	\$14,608	\$7,392	\$22,000	\$22,000	\$22,000	\$15,000	\$15,000	\$74,000
B-3	Summer Trolley Transit Service-08 includes Night Service	\$237,000	\$237,000	\$206,486	\$30,513	\$195,000	\$250,000	\$250,000	\$250,000	\$250,000	\$1,000,000
B-4	Enhanced Winter Skier Transit Service-TART-Hwy 89+NS Runs	\$45,000	\$45,000		\$45,000	\$45,000	\$46,000	\$47,000	\$47,500	\$47,500	\$188,000
B-4a	Enhanced Winter Transit Service-TART-Hwy 267	\$80,000	\$80,000		\$80,000	\$80,000	\$82,000	\$82,000	\$83,000	\$85,000	\$332,000
B-4b	Enhanced Winter Skier Shuttle & Employee Transit Service-Truckee/Sugar Bowl	\$20,000	\$20,000		\$20,000	\$20,000	\$28,000	\$28,000	\$30,000	\$30,000	\$116,000
B-5	Reno/North Lake Tahoe Airport Shuttle Service	\$215,000	\$215,000	\$84,942	\$130,058	\$200,000	\$175,000	\$175,000	\$150,000	\$150,000	\$650,000
B-6	Winter Nighttime Transit Service	\$185,000	\$185,000		\$185,000	\$185,000	\$185,000				\$185,000
B-7	Year Round Hwy 267/Hourly Transit Service (Non Winter)	\$58,000	\$58,000	\$58,000		\$78,000	\$78,000	\$78,000	\$80,000	\$80,000	\$316,000
B-8	Year Round Hwy 89 Hourly Transit Service (Fall & Spring)	\$125,000	\$125,000		\$125,000	\$125,000	\$130,000	\$130,000	\$135,000	\$135,000	\$530,000
B-9	Tahoe Vista/Northstar Winter Pilot Program	\$19,000	\$19,000		\$19,000						
	Total	\$1,038,000	\$1,038,000	\$364,036	\$673,963	\$984,000	\$1,030,000	\$846,000	\$826,500	\$828,500	\$3,531,000
C. HIGH PRIORITY TRANSPORTATION PROJECTS REQUIRING FUTURE FUNDING											
C-1	Year Round Daytime Half-Hour Transit Tahoe City to Stateline						\$250,000	\$250,000	\$265,000	\$265,000	\$1,030,000
C-2	Winter, Summer Daytime Half-Hour Transit Squaw to Tahoe City						\$72,000	\$145,000	\$145,000	\$155,000	\$517,000
C-3	Winter, Summer Nighttime Half-Hour Transit Squaw to Stateline							\$250,000	\$250,000	\$265,000	\$765,000
C-4	Water Taxi Service Feasibility Study	\$10,000				\$10,000					\$0
C-5	Regional Traffic Management Programs and Coordination										Possibly
C-6	Neighborhood Shuttle Programs										Possibly
	Total	\$10,000	\$0	\$0	\$0	\$10,000	\$322,000	\$645,000	\$660,000	\$685,000	\$2,312,000

**North Lake Tahoe Resort Association Integrated Infrastructure and Transportation Work Plan
2009-2014 Project Funding Needs**

Project	Total Project Estimate	NLTRA Funds Allocated	NLTRA Funds Expended	NLTRA Allocated Funds Remaining	2010-2014 Additional NLTRA New Funding Anticipated					Total Additional New Funding	
					2009-2010 Proposed Budget Not allocated	2010-2011	2011-2012	2012-2013	2013-2014		
D. HIGH PRIORITY INFRASTRUCTURE PROJECTS REQUIRING FUTURE FUNDING											
D-1	Dollar Hill/Tahoe Vista Bike Trail						\$100,000	\$250,000	\$800,000		\$1,150,000
D-2	Burton Creek State Park/Tahoe City East Parking						\$125,000				\$125,000
D-3	Tahoe Vista - Northstar Bike Trail								\$500,000	\$500,000	\$1,000,000
D-4	North Shore State Line Transit Center										\$0
D-5	Tahoe City Visitor Center/Fire Station Site Expansion/Redevelopment						\$150,000	\$300,000			\$450,000
D-6	North Tahoe Public Ice Skating Facility						\$300,000				\$300,000
D-7	Winter Multi-Purpose Trail Maintenance						\$40,000	\$40,000	\$40,000	\$40,000	\$160,000
D-8	North Tahoe Regional Park Skateboarding Facility						\$40,000				\$40,000
D-9	North Tahoe Regional Park Snowboarding Facility						\$25,000				\$25,000
D-10	Bike Trail Restrooms (West Shore, Truckee River, 64 Acres)							\$300,000	\$200,000	300000	\$800,000
D-11	Tahoe Vista Recreation Area ADA Access and Bike Trail						\$75,000	\$100,000			\$175,000
D-12	Commons Beach Sand Improvements						\$60,000				\$60,000
D-13	North Tahoe Regional Park Interpretive/Information Kiosk						\$40,000				\$40,000
D-14	North Tahoe Regional Park Nature Trail Renovation/Expansion							\$75,000			\$75,000
D-15	Lakeside Multi-Purpose Trail 2-C Tahoe Marina Lodge										Possibly
D-16	Skylandia Park Enhancement and ADA Improvements						\$80,000	\$80,000	\$60,000	\$100,000	\$320,000
D-17	Waterborne Transit Pier Kings Beach State Recreation Area										Possibly
D-18	Squaw Valley-Truckee Bike Trail							\$100,000	\$250,000	\$250,000	\$600,000
D-19	Water Taxi Service Dock Improvements								\$250,000		\$250,000
	Total						\$1,035,000	\$1,245,000	\$2,100,000	\$1,190,000	\$5,570,000

**North Lake Tahoe Resort Association Integrated Infrastructure and Transportation Work Plan
2009-2014 Project Funding Needs Summary**

Project Category	Projects	NLTRA Funds Allocated	NLTRA Funds Expended	NLTRA Allocated Funds Remaining	2010-2014 Additional NLTRA New Funding Anticipated					Total Additional New Funding
					2009-2010 Proposed Budget Not Allocated	2010-2011	2011-2012	2012-2013	2013-2014	
Total Ongoing Infrastructure Projects	A-1 to A-25	\$7,167,255	\$3,898,160	\$3,163,712	\$1,972,000	\$3,205,000	\$1,545,000	\$1,070,000	\$210,000	\$6,030,000
Total High Priority Infrastructure	D-1 to D-19					\$1,035,000	\$1,245,000	\$2,100,000	\$1,190,000	\$5,570,000
Total Infrastructure		\$7,167,255	\$3,898,160	\$3,163,712	\$1,972,000	\$4,240,000	\$2,790,000	\$3,170,000	\$1,400,000	\$11,600,000
Total Ongoing Transportation	B-1 to B-9	\$1,038,000	\$364,036	\$673,963	\$984,000	\$1,030,000	\$846,000	\$826,500	\$828,500	\$3,531,000
Total High Priority Transportation	C-1 to C-6				\$10,000	\$322,000	\$645,000	\$660,000	\$685,000	\$2,312,000
Total Transportation		\$1,038,000	\$364,036	\$673,963	\$994,000	\$1,352,000	\$1,491,000	\$1,486,500	\$1,513,500	\$5,843,000
Total		\$8,205,255	\$4,262,196	\$3,837,675	\$2,966,000	\$5,592,000	\$4,281,000	\$4,656,500	\$2,913,500	\$17,443,000
Total Allocated Funds Remaining		\$ 3,837,675								
Total Proposed Budget Not Allocated Funds		\$ 2,966,000								
Total Additional New Funding Needs Anticipated		\$17,443,000								
Total Allocated, Budgeted, and New Funding Needs Anticipated		\$24,246,675								

Available Infrastructure TOT Funds Held by the County \$5,528,800

INFRASTRUCTURE TOT FUNDING ACCOMPLISHED

1996-2008

Project	Regional	Tahoe City West Shore	North Shore Kings Beach	Martis Valley Northstar	Squaw Valley
Area Signage/Mile Markers	\$90,000				
Midway Bridge to Squaw Valley Bike Trail					\$200,000
64 Acre Transit Center	\$150,000				
Tahoe City Sidewalks		\$1,700,000			
Sunnyside Park and Ride		\$102,000			
Kings Beach Sidewalks			\$3,850,000		
Lakeside Bike Trail		\$716,000			
Squaw Valley Park					\$900,000
Squaw Valley Transit Shelters					\$400,000
Arts/Institute					\$125,000
Squaw Valley Signage					\$353,500
Squaw Valley Master Plan Improvements					\$263,000
Improvements			\$500,000		
Olympic Trail Restoration	\$15,000	\$10,000			
Commons Beach		\$275,000			
Trolley Purchase	\$570,000				
Squaw Valley Tourism Development Plan					\$100,000
Boys & Girls Club			\$600,000		
Alpenlight Festival	\$35,000				
Friends of Squaw Creek					\$15,000
Heritage Plaza		\$441,500			
Tahoe City Community Center Improvements		\$137,000			
Plan	\$200,000				
North Lake Tahoe Economic Analysis, Runyan	\$53,000				
North Tahoe Arts Center		\$19,000			
NTCC Improvements			\$35,000		
Regional Recreation Center	\$200,000				
Marketing/CenRes Relocation	\$82,000				
JARC Match	\$206,000				
Reno/Tahoe Airport Shuttle	\$185,000				
North Tahoe Regional Park Improvements			\$115,000		
Northstar Community Trail				\$500,000	
Squaw Valley Visitor Information					\$17,000
Sequoia Ave. Bike Trail		\$259,000			
Squaw Valley Water Project					\$445,000
NTHS Auditorium/Theater		\$150,000			
Redevelopment Concept Planning	\$50,000				
WHATT Business Plan	\$50,000				
Regional Wayfinding Signage	\$150,255				
Reno/Tahoe Airport Shuttle	\$185,000				
Kings Beach Information Center			\$5,000		
Portable Stage Repairs		\$6,100			
Community Portable Stage	\$126,000				
Waterborne Transit Study	\$15,000				
Tahoe Maritime Museum		\$250,000			
Olympic Ski Museum					\$112,000
Tahoe City Historic Walking Tour		\$8,000			
Kings Beach Speed Signs			\$17,000		
Enhanced Snow Removal	\$100,000				
Homewood Class I Bike Trail		\$165,000			
Totals	\$2,462,255	\$4,238,600	\$5,122,000	\$500,000	\$2,930,500

Total Infrastructure Funding Expended \$15,253,355

Infrastructure/Transportation Priorities

The highest priorities are:

- Completion of the Kings Beach Commercial Core Improvement Project
- Transit System providing half-hour headways year round on the main routes in daytime, and at nighttime during winter and summer peaks
- Completion of a Class 1 bike trail system throughout North Lake Tahoe to the extent it is feasibly possible
- Further development of the Highway 89 Realignment Project at 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, the 2010 Olympic Heritage Celebration, and the related Squaw Valley Visitor Information Center
- Select some smaller projects that can be advanced and completed in a reasonable timeframe



February 27, 2009

To: Board of Directors
 Fr: Management Team
 Re: Status Report - Contract Compliance

Background

As directed by the Board, this agenda item provides an opportunity for a review and discussion on the status of NLTRA compliance with provisions of the FY-2009/10 Placer County Contract.

<u>ITEM</u>	<u>ACTION</u>
<u>Page 2, Item 2.D</u> Annual Conflict of Interest Filing	All NLTRA Board Members and Executive Director must file their annual Conflict of Interest Statement no later than February 1st. This action is annual.
<u>Page 2, Item 2.E</u> Quarterly Infrastructure Reports	These are prepared and filed by staff no later than 45 days after the end of each quarter. This action is quarterly.
<u>Page 3, Item 2.F</u> Placer County Lodging Property Web site Promotion	Staff works to ensure that all lodging properties in Placer County are listed on the GoTahoeNorth.com Web site; if they are not Chamber members, they have a listing, but no direct link. This action is complete and ongoing.
<u>Page 3, Item 2.G, Part 1</u> 15% commission for conference sales outside of Placer County	The NLTRA Board has established a commission structure which charges 15% for booked leads for conference business outside of jurisdictions which are members of the North Lake Tahoe Marketing Cooperative (Placer/Washoe). This action was taken by the NLTRA prior to the September 8, 2008 deadline.

D.9

<p><u>Page 3, Item 2.G, Part 2</u> Washoe County Conference Program Marketing and Booking</p>	<p>Based on a review of pertinent information, the NLTRA has adopted a finding of "equitability" in the Placer and Washoe TOT funding of the NLT Coop's Conference Program Marketing and Booking. The NLTRA has also established a review and action process for maintaining program equitability. This action was taken prior to January 1, 2009; A discussion with the CEO's office regarding compliance is continuing.</p>
<p><u>Page 3, Item 2.H, Part 1</u> External Jurisdiction Marketing Policy</p>	<p>The NLTRA Board has adopted a written policy with regard to external jurisdiction marketing. This action is complete.</p>
<p><u>Page 3, Item 2.H, Part 2</u> Signed Agreement from Town of Truckee on a plan to demonstrate "equitable funding" for marketing, sales and promotion.</p>	<p>The NLTRA has: 1) transmitted a letter to the Town of Truckee formally requesting Town funding participation in the North Lake Tahoe Marketing Cooperative (November 5, 2008); 2) Presented an Overview of the Coop to the Town Council (Dec 18, 2008); 3) transmitted a letter to the Town requesting meetings to further discuss and develop a plan for Truckee's participation in the Marketing Coop. (December 22, 2008); and, 4) Removed the final Truckee lodging property from the GoTahoeNorth.com Web site. Written confirmation from the CEO's office as to whether these actions constitute compliance is pending.</p>
<p><u>Page 4, Item 4.A</u> Quarterly Reports</p>	<p>These are prepared and filed by staff no later than 45 days after the end of each quarter. This action is quarterly.</p>
<p><u>Page 4, Item 4.B</u> Draft Scope of Work & Budget</p>	<p>The NLTRA is required to prepare and submit its Draft Scope of Work and TOT Budget Request for the subsequent fiscal year by no later than May 31st. Staff ensures that this action is timely each year. This action is annual.</p>
<p><u>Page 4, Item 4.C</u> Public/NLTRA Board and Committee Review and Comment on proposed Draft Scope of Work & Budget</p>	<p>The NLTRA is required to provide for public, NLTRA Board and NLTRA Committee review and comment on the proposed Draft Scope of Work and Budget prior to submittal to Placer County. Staff ensures that this action is timely each year. This action is annual.</p>

<p><u>Page 6, Item 5.C.1</u> 15% Marketing Account Reserve</p>	<p>The NLTRA is required to maintain a 15 % reserve of the total budgeted expenditures for marketing to “provide for fluctuations in the Transient Occupancy Tax collected.” This action is associated with development and adoption of the annual NLTRA budget. Staff ensures this action is timely each year. This action is annual.</p>
<p><u>Page 7, Item 5.C.4</u> Marketing ROI Reports</p>	<p>The NLTRA is required to provide a Marketing ROI data and Analysis Report as part of its “Bi-Seasonal Marketing Collateral Reports.” The summer April-September Report is due no later than 45 days following the end of the first quarter; the winter October-March Report is due no later than 45 days following the end of the third quarter. Staff prepares and submits these reports and ensures that this action is timely. This action is bi-annual.</p>



M E M O R A N D U M

DATE: March 4, 2009

TO: Board of Directors

FROM: Ron Treabess
Director of Community Partnerships
And Planning

SUBJ: February 1-28, 2009
Activity Report

A. Integrated Infrastructure and Transportation Work Plan—Update

1. Reno/North Lake Tahoe Airport Shuttle (North Lake Tahoe Express) (B-5)

As of July 2008, the North Lake Tahoe Express started into its third fiscal year of operation. The July, August, September first quarter totals show total revenue of \$146,740 with a ridership of 5460 passengers. This continues to compare very favorably to revenue totaling \$115,733 and 4099 passengers for the same period last year. The second quarter, although showing a slight dip for November, continued to show an overall growth in total revenue and ridership. The F.Y. 08-09 second quarter had total revenue of \$117,715 and ridership of 4346 passengers as compared to the 07-08 second quarter revenue of \$105,040 and ridership of 4070. The third quarter showed a drop in both revenue and ridership during January, but increases in the same categories have returned in February. There will be figures for the additional runs accompanying the next NLTE report.

2. Winter Transportation Programs (B-4, B-4a, B-4b, B-6, B-9)

All winter transit services were underway as of December 19 and will run until April 12th. TART services are up 17% for the first 30 days of the winter season. This overall percentage includes a 36% increase along the Highway 89 corridor and a 15% increase on the Highway 267 route.

The winter night service (Night Rider) has shown continued growth amongst visitors, residents, and employees. The first 56 days of winter operation has served over 21,600 passengers at the rate of 19.8 passengers/service hour.

3. Tahoe Vista/Northstar Skier Shuttle

The NLTRA Board recommended Tahoe Vista/Northstar skier/employee shuttle demonstration project began on January 17th and will run morning and afternoon routes every weekend though April 12th, including the full President's Day week. The service has now run for 18 days and carried 1147 passengers at a rate of 8 passengers/service hour. Monitoring is being done according to a directive from Placer County to enable proper evaluation of the service.

4. Winter Traffic Management (B-1)

Traffic control services in Tahoe City for the upcoming ski season began on December 20. Road Safety Services is the contractor. This program was in operation, as the

weather permitted, for two weeks during the holiday period, and will continue to be each weekend through Easter. Some positive adjustments have been made to the traffic coning locations allowing traffic to flow more smoothly through the Grove Street intersection. During later February and March, the service will be provided only on Saturdays and we will monitor the results of not providing traffic management on Friday afternoons.

5. Transit Service Guidelines

County staff, NLTRA staff, and Joint Committee members are engaged in discussions of transit measurement guidelines that can be used to evaluate the success of TOT funded transit operations. County staff presented suggested guidelines for discussion purposes only at the January Committee meeting. Direction was provided to NLTRA staff to continue working with the County to incorporate the comments of the Committee in preparing draft criteria guidelines that can be used for transit service evaluation. These were presented at the February Joint Committee meeting. Comments were to not use demographics of ridership, meeting a community need, or availability of alternative transportation as criteria for evaluating transit services. It was also recommended that the County develop additional quantifiable factors for the fiscal guidelines that would allow a phased approach for service achievement. Lastly, it was emphasized that the guidelines be considered collectively with flexibility, and that no one criteria will be used singularly to determine the success or failure of a route or service. The Committee requested that the criteria guidelines be brought back to them one more time before recommendation to the Board for approval.

6. Regional Wayfinding Signage (A-18)

The last reviews were held at the November 18th Joint Committee meeting and at the Wayfinding Advisory Committee meeting on November 19th. At those meetings, the 1st draft of the front-end content for the standards manual received a progress review on format/organization. In addition the developing signage standards package that was reviewed presented alternatives for color and material exploration, and design for signage for various purposes. These included vehicular directional, area identification, destination arrival, vehicular/pedestrian combination, pedestrian wayfinding, and trail/mile markers. The project is on schedule so that funds can be requested this winter to design demonstration signage for implementation next construction season. The first of the demonstration projects requesting infrastructure funding was presented at the February Joint Committee meeting and is on the March Board agenda for approval.

7. Squaw Valley Transit/Bus Stops (A-8)

The NLTRA has taken the lead on the project and is partnering with Placer County's Tahoe Design Division (TDD) and TART to locate, design, and construct bus stops and shelters in the Valley. Presently, TDD has designed an appropriate shelter that can be used as a template for the individual shelters needed in Squaw Valley, and has prepared a site plan for the first two locations. The first of these shelters is under construction and scheduled for completion this season. The Contractors Association of Truckee Tahoe, Community Project (CATT CP) is donating services and providing materials at cost, to these bus shelter projects, after providing very favorable estimates to construct the two shelters. Staff has an agreement with CATT CP to provide \$33,760 for services and materials to construct each shelter. The second shelter will be constructed in the spring. TDD excavated the footings in which the foundations were poured by CATT CP. TDD is providing construction oversight for the NLTRA. The construction will be completed this winter as the weather allows.

8. North Lake Tahoe Performing Arts Center (A-10)

The consulting firm selected to prepare this Arts and Culture Feasibility Study is the very experienced Webb Management Services from New York City. An initial series of interviews and an inventory of existing programs and facilities took place during the week of June 16th, followed by meetings on August 25th, and November 5th. Members of

the Joint Committee and NLTRA Board have been involved in this process. The information that resulted from those meetings was incorporated into a draft final report which was presented by Mr. Webb to all interest parties on December 11th. All comments were submitted by year's end and the report has been finalized for distribution and determination of next phase of action. A meeting of stakeholders has been scheduled for March 18th to strategize an approach for application of the plan. The results will be presented to the Joint Committee and Board for determination and confirmation of plan proposals that will be the focus of the NLTRA and TOT funding.

9. Olympic Heritage Museum and Celebration (A-21)

Members of the Olympic Western Ski Heritage Museum Committee (Squaw Valley Olympic Museum Committee-SVOM), and the Olympic Heritage Celebration Committee (subcommittee of SVOM) attended the September Board meeting to present the economic impact and value of implementing a celebration of the 50th anniversary of the 1960 Winter Olympic Games and the important linkage to the development and construction of the planned Olympic and Western Ski Heritage Museum. At the October 1st meeting, the Board of Directors voted to recommend to the Board of Supervisors an Infrastructure allocation of up to \$50,000 for a consultant to manage the Squaw Valley Olympic and Western Ski Heritage Museum project (within a one year period of time) and up to \$50,000 to study the scope of the museum including site locations and design and to earmark another \$100,000 contingent upon review of the Board after the first of the year. The Board of Supervisors then, at their October 21st meeting, approved the proposed expenditure of budgeted Infrastructure funds in the amount of \$100,000 toward planning efforts to establish the Squaw Valley Olympic Museum and Western Winter Sports Heritage Center. The SVOM is moving ahead under this direction and approval. They have hired an executive director and selected local consulting firm, Gary Davis Group. They have also received official notification from the IRS that the Squaw Valley Ski Museum Foundation has been given 501(c)(3) status, which is a result made possible by an earlier TOT Infrastructure grant. The Committee anticipates making a progress report to the Joint Committee and Board in March and April.

10. Update 2003 Economic Significance Report & Public Assessment Surveys (A-17)

At the May, 2008 NLTRA Board Meeting, the Board considered the use of Infrastructure funds for updating research projects including the NLTRA share of funding for the Placer County wide Tourism Impact Study, incremental funds necessary to complete an update of the 2003 report *The Economic Significance of Travel to the North Lake Tahoe Area*, and community and visitor surveys in support of the NLTRA's 2012 initiative. The Board approved the allocation of up to \$80,000 for these projects using a combination of funds (infrastructure, research and planning, marketing) developed by further discussions between the NLTRA staff and Placer County. NLTRA and CEO staff representatives reached an agreement that the split would be \$30,000 of Infrastructure funds, \$31,000 of Marketing funds, and the balance from Research and Planning. Progress has been made on all of these projects using Marketing and Research and Planning funds. The Board of Supervisors approved the request for \$30,000 of Infrastructure funds at their November 25th meeting. Staff has received a rough draft of the mail-out residential survey and web site survey summary tables. The narrative parts of the report are now being prepared. We anticipate having the total report available within the next two weeks. When complete, a presentation will be made to the Joint Committee and Board.

11. Historic Tahoe City Fish Hatchery Interpretive Center (D-21)

U. C. Davis has restored the old Tahoe City Fish Hatchery. The improved facility will not only function as a state-of-the-art field lab and research, but also as an interpretive, education, and nature center for visitors, school groups, and area residents. The interpretive features will include kiosks, interpretive paths, interactive exhibits, wayside informational signage, observation deck, and welcoming signage. The U. C. Davis Tahoe Research Group has prepared a request for infrastructure funding to assist with the

interpretive features of this new visitor serving facility. This request for up to \$200,000 will be presented at the March Joint Committee meeting.

12. Mousehole Project (E-1)

The Town of Truckee is continuing to work with Caltrans and Union Pacific to find an acceptable solution for improving the safety of the Highway 89 tunnel that passes under the railroad tracks and referred to as the Mousehole. Union Pacific has remained reluctant to have the tracks temporarily relocated while a new underpass is constructed, which would add a great deal of cost to the project. Consequently, in mid-2008, the Town hired a consulting firm to prepare a geotechnical feasibility study to see if borings could safely be done for a new tunnel (tunnels) without having to relocate the tracks. The Town and Caltrans are now reviewing the draft of this report with the intent of being able to present it to Union Pacific in Omaha during the month of March.

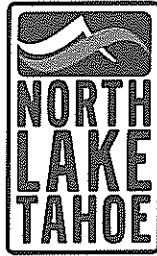
Simultaneous, the Town and the Stakeholder group, of which the NLTRA partakes, has been working with Caltrans to recommend some short term interim improvements that could provide a greater level of safety to the existing Mousehole situation. In general, Caltrans has indicated that they will move the northbound speed limit sign 50 feet south of its existing location, conduct a speed study this spring, analyze the suggested guardrail alternatives, and work with the Town and Stakeholders to develop appropriate warning light devices. The next meeting is scheduled for Tuesday, March 3rd.

13. Review and Update of Integrated Work Plan

The process to update the Infrastructure and Transportation Development Integrated Work Plan was initiated at the January Joint Committee meeting. The current Work Plan was reviewed included the priorities, the on-going infrastructure and transportation projects, and the proposed long-range projects to be considered over the next 5 years. Suggestions and recommendations were noted for possible inclusion as revisions to the plan. This was followed by an evening Community Workshop at the Tahoe City Public Utility District with our funding partners and interested community members. Input from this meeting, as appropriate, has also been used to develop the first draft of this year's proposed 2009-2014 Integrated Work Plan. The draft was reviewed and discussed at the February Joint Committee meeting and a status report will be presented at the March NLTRA Board meeting.

B. Other Meetings and Activities Attended

- Tuesday Morning Breakfast Club
- Olympic Museum and Celebration Committee
- NLTRA Board of Directors Meeting
- TNT/TMA Board
- RTTPC
- TCPUD Board
- Sierra State Parks Foundation Board
- Community Integrated Work Plan Workshop
- 55th Annual Community Awards
- North Tahoe Regional Advisory Committee
- Joint Infrastructure/Transportation Committee
- TCPUD Rate Protest Hearing
- CEO/Area Managers



February 27, 2009

To: Board of Directors

Fr: Steve Teshara, President & CEO

Re: President & CEO's Report - March 2009

The following items will be addressed in this report:

- 18th Annual Placer County Economic Development Board Economic Development Summit - Thursday, March 19th 7:30 am to 9:00 am @ Sun City Lincoln Hills, Lincoln, CA Program to include a Keynote Address by Caroline Beteta, President & CEO, California Travel and Tourism Commission (CTTC); Presentation: "The Ritz Carlton comes to Northstar," by Allen Highfield, General Manager and Steven Holt, Director of Public Relations; Presentation: Placer County Travel and Tourism Study, by Dean Runyan, President, Dean Runyan Associates.
- Status Report - Placer County Economic Development Study
- California Senate Concurrent Resolution (SCR-13) Creation of a Joint Committee for the Protection of Lake Tahoe
- Letter from Colonel Thomas C. Chapman, District Engineer, United States Army Corps of Engineers, Sacramento District

Introduced by Senator Steinberg
(Principal coauthor: Assembly Member Jones)
(Coauthor: Assembly Member Ma)

February 2, 2009

Senate Concurrent Resolution No. 13—Relative to the creation of the Joint Committee for the Protection of Lake Tahoe.

LEGISLATIVE COUNSEL'S DIGEST

SCR 13, as introduced, Steinberg. Creation of the Joint Committee for the Protection of Lake Tahoe.

This measure would create the Joint Committee for the Protection of Lake Tahoe. The measure would require the committee to consist of 8 members, who shall include 4 Senators appointed by the Senate Committee on Rules and 4 Assembly Members appointed by the Speaker of the Assembly. In addition, this measure would require the members to meet at various times and places on or before December 31, 2009. This measure would authorize the termination of the committee on November 30, 2010.

Fiscal committee: no.

1 WHEREAS, Lake Tahoe has long been recognized as a natural
2 resource of national and international significance as one of the
3 world's largest, clearest, and most scenic Alpine lakes and is one
4 of only two Outstanding National Resource Waters in the State of
5 California; and

6 WHEREAS, It is the expressed policy of this state, of the State
7 of Nevada, and of the United States of America, through adoption
8 and ratification of the Tahoe Regional Planning Compact as
9 amended in 1980, to preserve the scenic beauty and outdoor

1 recreational opportunities of the region by insuring an equilibrium
2 between the region's natural endowment and its manmade
3 environment; and

4 WHEREAS, This state, along with the State of Nevada, the
5 United States of America, and other public and private entities,
6 committed itself in 1997 to the development and implementation
7 of the Environmental Improvement Program, an element of the
8 Tahoe Regional Plan that allocates and guides capital investments
9 in conservation and restoration measures designed to achieve the
10 environmental threshold carrying capacities and to repair
11 environmental damage from the past that are beyond the capacity
12 of the Tahoe Regional Plan to address through regulation and the
13 mitigation of impacts of current activities; and

14 WHEREAS, Representatives of the State of California are
15 participating in a variety of ways in the development of a new
16 Tahoe Regional Plan, including a new Environmental Improvement
17 Program, in partnership with the Tahoe Regional Planning Agency;
18 and

19 WHEREAS, The Lake Tahoe region deserves special
20 representation by the Legislature to provide appropriate policy and
21 budgetary guidance; now, therefore, be it

22 *Resolved by the Senate of the State of California, the Assembly*
23 *thereof concurring*, That the Legislature of the State of California
24 hereby establishes the Joint Committee for the Protection of Lake
25 Tahoe; and be it further

26 *Resolved*, That the committee consist of eight members, who
27 shall include four Senators appointed by the Senate Committee on
28 Rules and four Assembly Members appointed by the Speaker of
29 the Assembly; the members of the committee from each house
30 shall include three members of the majority caucus and one
31 member of the minority caucus; and be it further

32 *Resolved*, That the chair and vice chair of the committee shall
33 be appointed by mutual agreement of the Senate Committee on
34 Rules and the Speaker of the Assembly; and be it further

35 *Resolved*, That the Joint Committee for the Protection of Lake
36 Tahoe shall meet at least once prior to the adoption of the annual
37 Budget Act for the 2009–10 fiscal year, once in the Lake Tahoe
38 region on or before August 31, 2009, and once with its respective
39 committee representing the State of Nevada on or before December
40 31, 2009; and be it further

1 *Resolved*, That the joint committee is authorized to act until
2 November 30, 2010, when its existence shall terminate; and be it
3 further

4 *Resolved*, That the Secretary of the Senate transmit copies of
5 this resolution to the author for appropriate distributions.



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
U.S. ARMY ENGINEER DISTRICT, SACRAMENTO
CORPS OF ENGINEERS
1325 J STREET
SACRAMENTO, CALIFORNIA 95814-2922

Executive Office

FEB 18 2009

Mr. Steve Teshara
President & CEO, North Lake Tahoe Resort Association
Executive Director; North Lake Tahoe Chamber of Commerce
P.O. Box 5459
Tahoe City, CA 96145

Dear Steve,

I am writing to thank you for your warm hospitality at the recent North Lake Tahoe Community Awards Dinner. Ordinarily, when the U.S. Army Corps of Engineers engages with our partners, it is with their organizational representatives or with agency executives. On Thursday night however, we had the opportunity to meet and hear about the everyday community members for which our service is really targeted. That our organization was included for an award within this group speaks volumes for the strong partnership built between Lake Tahoe and the Corps. I assure you that we will strive to never betray that trust.

We believe that any success the Corps may experience at Lake Tahoe is directly attributable to our strong partners such as yourself and your team. This continuing partnership is evidenced in no small part by your efforts on the Lake Tahoe Federal Advisory Committee, as co-Chair of the Lake Tahoe Transportation and Water Quality Coalition, as guiding light for the community sustainability indicators and your regular duties as President of the North Tahoe Chamber of Commerce.

Once again, thank you for sharing your special evening with the Corps and for your unselfish service in implementing the vision of restoring Lake Tahoe.

Sincerely,

A handwritten signature in black ink, appearing to read "Tom Chapman", written over a horizontal line.

Thomas C. Chapman
Colonel, Corps of Engineers
District Engineer