



north lake tahoe

Chamber | CVB | Resort Association

April 3, 2012

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: North Lake Tahoe Water Shuttle Pilot Project Funding Request

Background

The Board has been reviewing the North Lake Tahoe Water Shuttle proposal since late 2010, including last month, when the draft Request for Proposals was presented prior to going to the Tahoe Transportation District Board (TTD) for approval. This pilot project to get the north and west shore water shuttle service operating this coming summer is remaining on schedule, albeit a very tight schedule that may require some adjustment. Staff is working closely with the TTD, which will be the contract manager, and the TMA, which will manage the operations, similar to the way they are in the operation of the North Lake Tahoe Express. The consultants advanced planning that was approved at the Oct.-Nov. meetings is nearing completion. The project is now at the point that funding is necessary to implement this 3-year pilot program. Thus, an Infrastructure request of up to \$380,000 over three years will enable the water shuttle to begin about June 30 this summer and run through the month of September. The service will operate from Memorial Day weekend until September 30th during years 2 and 3 of the pilot program. It is estimated that by the end of the third year, if not before, no subsidy for the operation of the vessel(s) will be necessary. At that time, the monitoring of the shuttle service will allow evaluation of the extent the NLTRA will remain involved with the service.

The Request for Proposals for service providers was approved by the TTD Board on March 9th and released to solicit proposals on March 16th. A mandatory pre-proposal meeting was held on March 26th at which 11 interested vessel owners/operators were in attendance. The submittal deadline is April 6th, which enables the selection process to take place on April 9th. The final decision to approve the operator selection and implement the water shuttle program will take place at the April 13th TTD Board meeting. To view the RFP, which was previously distributed to the Committee, go to the TTD website at www.tahoetransportation.org/rfp-info. As shown on the attached project task schedule, activities that will be prepared on a parallel track with the RFP process include:

- Preparation and submittal of TRPA permit application
- Preparation and submittal of CEQA categorical exemption

- Development of ticketing system
- Development of marketing program
- Development of the water shuttle monitoring program
- Prepare access and use agreements with pier owners
- Determine what signage and landing site improvements, if any, are necessary
- Development of operational costs and ridership revenue

Simultaneously, staff and the consultants have been developing the estimated costs for all elements of the program so that the infrastructure funding request for this three year pilot program could be brought to the March Joint Committee meeting and to the April Board meeting.

Cost and Ridership Estimate

The cost and ridership numbers that are shown on the attached sheets indicate start-up costs, on-going operation expenses and off-setting revenue from expected passenger ticket sales. It is, primarily, these three elements that have led to the determination of the funding request amount. The majority of the cost and ridership estimates used to determine this funding request have been derived from technical information provided in the *Lake Tahoe Waterborne Shuttle Service Conceptual Development/Feasibility Study*, (www.nltra.org/documents) which was prepared for the Tahoe Transportation District as a model plan to develop a North Lake Tahoe water shuttle.

NLTRA Master Plan and Funding Consistency

The project supports the *North Lake Tahoe Tourism and Community Investment Master Plan* and the Strategic Goals 2011-2016. The Plan and Goals refer to:

- The need for Waterborne Transit
- Service to reduce congestion
- Increase ridership on service and recreational routes
- Support intermodal transit systems

This request is consistent with the funding capabilities of the 2011/12 NLTRA Infrastructure Budget, the current unallocated prior year's Infrastructure funds available held by Placer County, and the 2011-2016 Integrated Work Plan. This request does not have a negative impact on other future anticipated Infrastructure project funding needs as currently being estimated.

Recommendation of the Infrastructure/Transportation Committee

After the presentation and brief discussion, the Joint Committee recommended (13-0-0) an allocation of up to \$380,000 to support the Tahoe Transportation District's North Lake Tahoe Water Shuttle 3-year Pilot Program.

Requested Action

Following any questions and discussion, staff requests that the NLTRA Board of Directors approves and recommends to the Placer County Board of Supervisors an allocation of up to \$380,000 to support the Tahoe Transportation District's North Lake Tahoe Water Shuttle 3-year Pilot Program.



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NORTH LAKE TAHOE WATER SHUTTLE

FUNDING REQUEST

ITEM	2012	2013	2014
Permitting	\$ 8,000		
CEQA	\$ 4,500		
Pier Owner Agreement	\$ 5,000		
Vessel Operator Selection	\$ 800		
Vessel Operator Contract	\$ 4,000		
Landing Site Improvements	\$ 10,000	\$ 4,000	\$ 4,000
Signage	\$ 3,500	\$ 2,000	\$ 2,000
Ticketing/Reservation System	\$ 11,000	\$ 3,000	\$ 3,000
Marketing Campaign	\$ 17,500	\$ 10,000	\$ 10,000
Project Management (TMA)	\$ 20,000	\$ 20,000	\$ 20,000
Project Oversight (TTD)	\$ 9,000	\$ 9,000	\$ 9,000
1 Vessel Operation Cost	<u>\$135,000</u>	<u>\$135,000</u>	<u>\$135,000</u>
Total Cost	\$228,300	\$183,000	\$183,000
Passenger Fares (17,802x\$7.75)	<u>(\$137,965)</u>	<u>(\$137,965)</u>	<u>(\$137,965)</u>
Total Net Cost	\$ 90,335	\$ 40,035	\$ 40,035
2 Vessel Operation Cost	<u>\$235,000</u>	<u>\$235,000</u>	<u>\$235,000</u>
Total Cost	\$328,300	\$283,000	\$283,000
Passenger Fares (22,252x\$7.75)	<u>(\$172,453)</u>	<u>(\$172,453)</u>	<u>(\$172,453)</u>
Total Net Cost	\$155,847	\$110,547	\$110,547
Total Funding Request = \$380,000	\$158,000	\$111,000	\$111,000



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NORTH LAKE TAHOE WATER SHUTTLE SERVICE

REVISED SCHEDULE OF PROJECT TASKS

(All Dates Subject to Minor Adjustment)

<u>Task</u>	<u>Completion Date</u>
• TTD Concept Design and Feasibility Study.....	Completed 11/2010
• Determine Necessary Landside Facilities.....	March 9/2012
• Determine Necessary Use Agreements and Letters of Intent.....	March 9/2012
• Determine Necessary Permits.....	March 12/2012
• Determine Funding Needs for Completing Above.....	March 12/2012
• Develop Draft Request for Proposal for Shuttle Providers.....	Completed 2/2012
• Review and Approval of RFP by TTD.....	March 9/2012
• TTD Release of RFP for Solicitation of Proposals.....	March 15/2012
• Mandatory Pre-Proposal Meeting	March 23/2012
• Complete Letters of Understanding for Landside Facilities.....	March 23/2012
• Determine Up-to Cost for Potential Shuttle Operating Costs.....	March 23/2012
• Prepare and Submit Permit Applications.....	Mid-March 2012
• Prepare and Submit Categorical Exemption to CEQA Office.....	Mid-March 2012
• Define Ticketing, Marketing, and Monitoring Programs.....	Mid-March 2012
• Determine Funding Needed to Set-Up above Programs.....	March 23/2012
• Design Ticketing System/Program.....	March 26/2012
• Design Marketing Program/Materials.....	March 26/2012
• Prepare and Submit Request for TOT Funding for Start-Up Funds Listed Above, Including Operational Costs for 3-Year Pilot Program.....	March 26/2012
• Draft Access and Use Agreements with Pier Owners.....	April 02/2012

- Approval and Recommendation of Request for TOT Funding.....April 04/2012
- Shuttle Operator RFP's Submittal Deadline.....April 06/2012
- Review and Recommend Operator to TTD for Selection.....April 09/2012
- TTD Final Decision to Approve Operator and Implement Water Shuttle Program.....April 13 /2012
- TTD Determination of Water Shuttle Program Manager (TMA).... April 13/2012
- Approval of TOT Funding by Placer Board of Supervisors.....April 24/2012
- Approval of Necessary Permits.....Mid-April 2012
- CEQA Exemption Filing Period Closes.....Mid-April 2012
- Finalization of Access and Use Agreements.....Late April 2012
- Any Necessary Signage and Landing Site Improvements Installed.....April/May 2012
- Shuttle Schedule is finalized.....April/May 2012
- TTD Approval of Finalized Shuttle Operator Contract..... May 11/ 2012
- All Agreements/Permits in Place..... May 11/2012
- Ticketing System is Operable..... May 2012
- Marketing Program Initiated..... May 2012
- Operation of Water Shuttle Service Commences..... June 30 or asap
- Water Shuttle Program Manager Monitoring Commences..... June 30--Sept 30

Annual Water Shuttle Operating and Vessel Costs

	1 Boat			2 Boats		
	Unit	Quantity	Unit Cost	Unit	Quantity	Unit Cost
Captain	Hours	1457.5	\$ 40	Hours	2803	\$ 40
Hours per Year			\$ 58,300			\$ 112,100
Fuel	Nautical Miles per Year	14987.316	\$ 1.90	Miles	28262.192	\$ 1.30
	Boat Cleaning/Maintenance	1	\$ 5,000	Boat	2	\$ 5,000
	Insurance	2	\$ 1,000	Week	2	\$ 1,800
	Marketing/Website		\$ -	Ea		\$ -
	Storage Docking Fees					
	Overnight	1	\$ 1,000	Boat	2	\$ 1,000
	Over Winter	1	\$ 2,000	Boat	2	\$ 2,000
	Uniforms	3	\$ 250	Captain	6	\$ 250
	Service Monitoring (Surveys, Analysis, Report)		\$ 10,000	Ea		\$ 10,000
	Stop Cleaning/Maintenance		\$ 1,000	Ea		\$ 1,000
	TTD Project Manager		\$ 20,000	Ea		\$ 20,000
	TTD Administration and Overhead		\$ 9,000	Ea		\$ 9,000
	Vessel "Lease" Cost (Rough Estimate Only)		\$ 30,000			\$ 60,000
	Stop Improvements/Mitigation		\$ 10,000			\$ 10,000
	TOTAL		\$ 178,550			\$ 275,900

Note: Fuel cost per mile calculated at \$4.75/gal and 2.5 nm per gal.

TABLE 13: Estimate of Actual Ridership

Boat Scenario	1 Boat	1 Boat	2 Boat	2 Boat
Span of Season	Short	Long	Short	Long
Total Maximum Daily 1-Way Tickets				
West Shore	140	140	252	252
North Shore	140	140	252	252
Total	280	280	504	504
Percent of Peak Daily Capacity Not Utilized	10%	10%	20%	20%
Busy Summer Daily Ridership	252	252	403	403
Number of Days per Season	95	116	95	116
Day of Season Factor	0.94	0.87	0.76	0.68
Annual Ridership	22,504	25,432	29,097	31,789

- Ridership will also be lower on some days than others during the operating season, particularly in the beginning and end of the season. The ridership by day data for the Emerald Bay Trolley service was evaluated to identify a factor equal to the average percentage of demand to capacity (or 100 percent, for days when demand exceeds capacity for the specific scenario) over the course of the operating season. This factor was found to be as follows:

- 1 Boat Scenario, Short Season – 0.94
- 1 Boat Scenario, Long Season – 0.87
- 2 Boat Scenario, Short Season – 0.77
- 2 Boat Scenario, Long Season – 0.68

These factors were multiplied by the number of days of operation and the ridership on the peak day to identify the total ridership over the course of the season. The resulting annual ridership figures range from a low of 22,504 with 1 boat and a short season, to a high of 31,789 with 2 boats and a long season.

Marketing

An effective marketing campaign will be essential for the initial and long term success of a water shuttle program. This campaign should include the following, along with estimated costs based on current costs in the North Tahoe region:

- Logo design - \$2,000
- Website design – \$2000
- Production and Installation of small “bus stop type” signs at all water shuttle stop locations (2 per stop) – \$3,000
- Participation in the “TouchTour” interactive kiosk program at major lodging properties throughout the Tahoe/Truckee region – \$400 per year
- Participation in the “TahoeTV” in-room cable channel – \$2,000 per year
- Rack cards distributed throughout the North Tahoe/Truckee region – design \$300, printing \$1,500 per year, distribution \$700 per year
- Annual contact with all lodging properties in the North Shore area – \$500 per year (provided as in-kind service by the Truckee – North Tahoe Transportation Management Association (TNT/TMA))
- Flyers for posting at all lodging properties and visitor information centers in the North Shore area – \$300 per year
- Inclusion in the TNT/TMA summer transit brochure – \$500 per year (provided as in-kind service by the TNT/TMA)
- Inclusion in the TNT/TMA posters provided at transit centers, transit stops and visitor information centers in the North Shore area – \$500 per year (provided as in-kind service by the TNT/TMA)
- Advertisements in the pocket-sized “Sunny Day Guide” Sunny Day Guide – \$500 per year
- Ads in the Sierra Sun and the Tahoe Truckee Weekly – \$2,500 per year
- Ads in the “101 Things to Do in Tahoe” guide – \$500 per year
- Community outreach – Rotary, Kiwanis, Business Associations, Tuesday Morning Breakfast Club, others – \$400 per year (provided as in-kind service by the TNT/TMA)

These costs total \$7,300 in initial costs, plus \$10,800 per year in ongoing annual costs.

Monitoring Plan

An important element of the Water Shuttle strategy is to serve as a “laboratory” with regards to waterborne passenger transportation services on Lake Tahoe. As such, monitoring the service

FINDINGS

Key findings of this study are as follows:

- A water shuttle connecting communities along the Placer County portion of Lake Tahoe's shoreline is consistent with many adopted plans, including the TRPA *Regional Plan*, regional transportation plans, and Community Plans. It could serve as a "feeder" service to a potential future cross-lake service.
- The program provides an opportunity to start with a modest waterborne public transportation program, monitor the ridership and impacts of the program, and use adaptive management techniques to tailor future expansions both in the study area and elsewhere around the lake to maximize the benefits of such a program.
- There are several examples of similar water shuttle services around the nation.
- Demand for service in the summer and early fall seasons will substantially exceed the capacity of a 1-Boat or 2-Boat program on busy summer days.
- There are at least four viable manufacturers of boats that could be used for a water shuttle service.
- Potential viable landing sites (at current lake levels) exist in Homewood, Sunnyside, Tahoe City, Carnelian Bay, and Tahoe Vista. A landing site at Kings Beach would be a strong benefit to the program, but would require a combination of higher lake levels and a new pier. Interest in participating in a program has been expressed by landing site owner/operators in Tahoe City, Carnelian Bay, and Tahoe Vista, and conditional interest has been expressed in Homewood and Sunnyside.
- Modifications to existing docks and piers to accommodate a water shuttle service are expected to be modest. The size of some landing locations would limit boat size to approximately 35 feet in length.
- The annual operating costs for the recommended two-boat program would range from approximately \$230,000 to \$262,000 per year.
- Passenger fare revenues are forecast to exceed operating costs by at least \$18,500 per year, avoiding the need for ongoing public subsidies.
- Estimated capital costs for the recommended 2-Boat program is \$1,344,000. There are several federal programs that could potentially provide these funds.
- The recommended 2-Boat service would reduce the number of vehicle-miles of travel on Tahoe roadways by 1,154 per busy summer day.
- The service would reduce overall peak parking demand in Tahoe City by 24, would increase parking demand in Tahoe Vista by 15 (assuming no landing site in Kings Beach) and would have a negligible impact on overall parking demand in other communities.
- Air emissions generated by a water shuttle service will roughly equal the emission reductions associated with auto trips eliminated.

Table A-1 (Base Service) and A-2 (Supplemental Service)

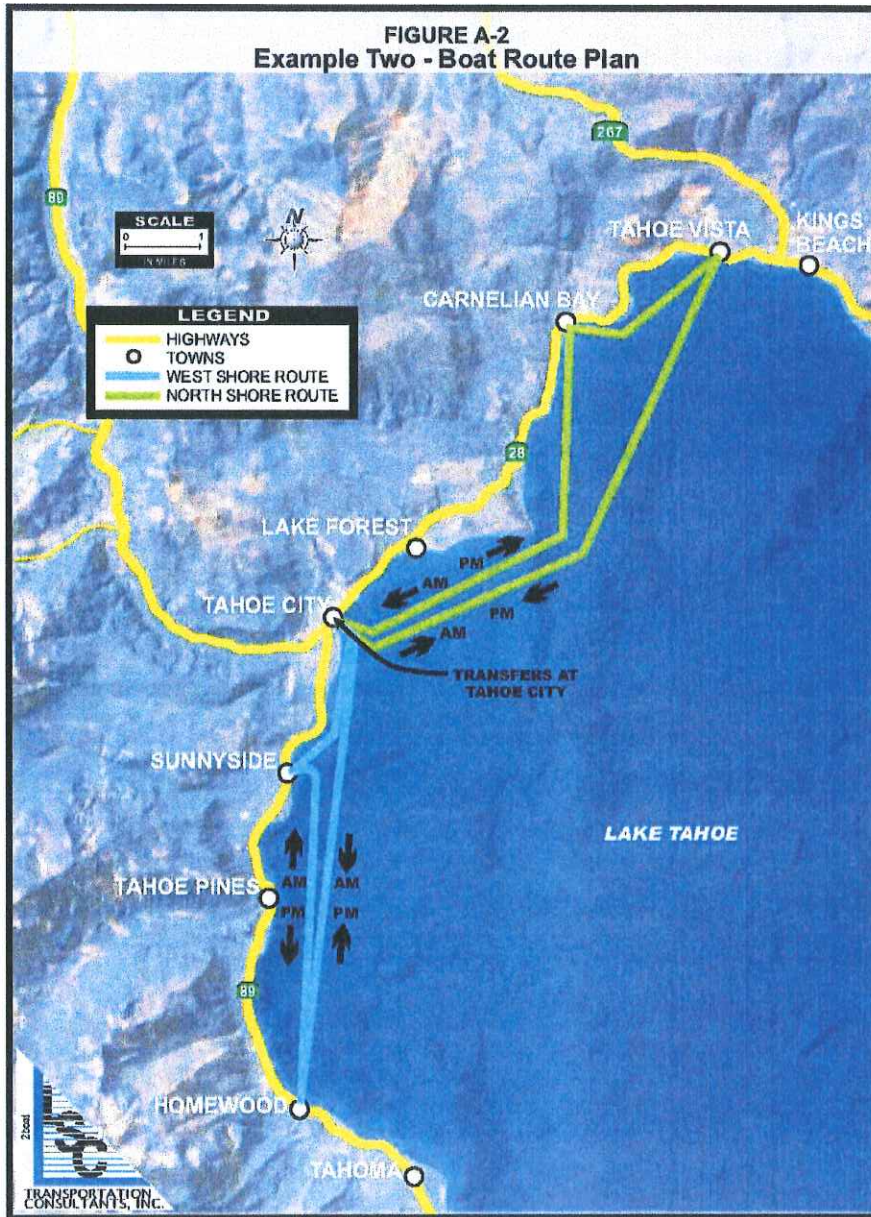
	Homewood -- Dep	8:00 AM	10:34 AM	1:18 PM	4:03 PM	6:37 PM
N	Sunnyside -- Arr	8:12 AM	10:46 AM	1:30 PM	--	--
/	Sunnyside -- Dep	8:22 AM	10:56 AM	1:40 PM	--	--
E	Tahoe City -- Arr	8:30 AM	11:04 AM	1:48 PM	4:22 PM	6:56 PM
	Tahoe City -- Dep	8:40 AM	11:14 AM	1:58 PM	4:32 PM	7:06 PM
B	Carmelian Bay -- Arr	--	--	2:14 PM	4:48 PM	7:22 PM
D	Carmelian Bay -- Dep	--	--	2:24 PM	4:58 PM	7:32 PM
	Tahoe Vista -- Arr	9:01 AM	11:35 AM	2:32 PM	5:06 PM	7:40 PM
	Tahoe Vista -- Dep	9:11 AM	11:45 AM	2:52 PM	5:16 PM	7:50 PM
S	Carmelian Bay -- Arr	9:19 AM	11:53 AM	--	--	--
/	Carmelian Bay -- Dep	9:29 AM	12:03 PM	--	--	--
W	Tahoe City -- Arr	9:45 AM	12:19 PM	3:13 PM	5:37 PM	8:11 PM
	Tahoe City -- Dep	9:55 AM	12:29 PM	3:23 PM	5:47 PM	8:21 PM
B	Sunnyside -- Arr	--	--	3:31 PM	5:55 PM	8:29 PM
D	Sunnyside -- Dep	--	--	3:41 PM	6:05 PM	8:39 PM
	Homewood -- Arr	10:14 AM	12:48 PM	3:53 PM	6:17 PM	8:51 PM
Breaks						
Shift Change						

West Shore Route										
	Homewood -- Dep	8:00 AM	9:15 AM	10:40 AM	11:55 AM	1:40 PM	3:06 PM	4:21 PM	5:36 PM	7:01 PM
N	Sunnyside -- Arr	8:12 AM	9:27 AM	10:52 AM	12:07 PM	1:52 PM	--	--	--	--
B	Sunnyside -- Dep	8:22 AM	9:37 AM	11:02 AM	12:17 PM	2:02 PM	--	--	--	--
	Tahoe City -- Arr	8:30 AM	9:45 AM	11:10 AM	12:25 PM	2:10 PM	3:25 PM	4:40 PM	5:55 PM	7:20 PM
	Tahoe City -- Dep	8:40 AM	9:55 AM	11:20 AM	12:35 PM	2:20 PM	3:35 PM	4:50 PM	6:05 PM	7:30 PM
S	Sunnyside -- Arr	--	--	--	--	2:28 PM	3:43 PM	4:58 PM	6:13 PM	7:38 PM
B	Sunnyside -- Dep	--	--	--	--	2:38 PM	3:53 PM	5:08 PM	6:23 PM	7:48 PM
	Homewood -- Arr	8:59 AM	10:14 AM	11:39 AM	12:54 PM	2:50 PM	4:05 PM	5:20 PM	6:35 PM	8:00 PM
North Shore Route										
	Tahoe Vista -- Dep	8:06 AM	9:21 AM	10:46 AM	12:01 PM	1:46 PM	3:14 PM	4:29 PM	5:44 PM	7:09 PM
W	Carmelian Bay -- Arr	8:14 AM	9:29 AM	10:54 AM	12:09 PM	1:54 PM	--	--	--	--
B	Carmelian Bay -- Dep	8:24 AM	9:39 AM	11:04 AM	12:19 PM	2:04 PM	--	--	--	--
	Tahoe City -- Arr	8:40 AM	9:55 AM	11:20 AM	12:35 PM	2:20 PM	3:35 PM	4:50 PM	6:05 PM	7:30 PM
	Tahoe City -- Dep	8:50 AM	10:05 AM	11:30 AM	12:45 PM	2:30 PM	3:45 PM	5:00 PM	6:15 PM	7:40 PM
E	Carmelian Bay -- Arr	--	--	--	--	2:46 PM	4:01 PM	5:16 PM	6:31 PM	7:56 PM
B	Carmelian Bay -- Dep	--	--	--	--	2:56 PM	4:11 PM	5:26 PM	6:41 PM	8:06 PM
	Tahoe Vista -- Arr	9:11 AM	10:26 AM	11:51 AM	1:06 PM	3:04 PM	4:19 PM	5:34 PM	6:49 PM	8:14 PM
Breaks										
Shift Change										

Fig A-1 (Base Service)



Fig A-2 (Supplemental Service)





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April 3, 2012

To: Board of Directors

From: Sandy Evans Hall, CEO/Executive Director and Staff

Re: North Lake Tahoe Visitor Center, Truckee and Auburn Welcome Centers Funding Request

Background

Attached is the NLTRA Request for Infrastructure Funding in an amount not to exceed \$112,000 to continue expanding the provision of visitor information in Tahoe City, Truckee, and Auburn. Staff has the opportunity to place a North Lake Tahoe information exhibit in both the Auburn and Truckee California Welcome Centers. In Tahoe City, there is the opportunity to relocate the existing Visitor Information Center to a new larger, more visible location on the ground floor of the NLTRA office building. Each of the Welcome Center exhibits will require up to \$15,000, while the new North Lake Tahoe Visitor Center will need funding up to \$82,000. Proposed cost estimates for all three are also attached.

NLTRA Master Plan and Funding Consistency

The project supports the *North Lake Tahoe Tourism and Community Investment Master Plan* and the Strategic Goals 2011-2016. On page 138 the Master Plan describes how visitor facilities, such as visitor welcome and information centers are integral to the visitor experience. On the same page, the Visitor Information Center is specifically defined along with its values to the visitor. The Strategic Goals 2011-2012 state that regional needs for visitor information distribution should be assessed and a plan be executed.

This request is consistent with the funding capabilities of the 2011/12 NLTRA Infrastructure Budget, the current unallocated prior year's Infrastructure funds available held by Placer County, and the 2011-2016 Integrated Work Plan. This request does not have a negative impact on other future anticipated Infrastructure project funding needs as currently being estimated.

Recommendation of the Infrastructure/Transportation Committee

At its March 26th meeting, the Joint Committee recommended (12-0-1, abstention by GilanFarr) the allocation of up to \$112,000 to provide visitor information in Tahoe City, Truckee, and Auburn. It was asked if an RFP process was being used for the North Lake Tahoe Visitor Center portion of this funding request. Phil GilanFarr responded that the majority of the NLTRA expense is for procurement from many sources with some funds being used for fabrication and

installation by different sources under separate hiring (IT, cabinet maker, electrician, signage). The contract work to prepare the space is being done and paid for by the landlord.

Requested Action

Following any questions and discussion, staff requests that the NLTRA Board of Directors approves and recommends to the Placer County Board of Supervisors an allocation of up to \$112,000 to provide visitor information in Tahoe City, Truckee, and Auburn.



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Request: To Approve TOT Infrastructure funding in an amount of up to \$112,000. These funds are to provide visitor information in Tahoe City, Truckee and Auburn.

The purpose of the North Lake Tahoe Chamber|CVB|Resort Association's Visitor Information Centers and exhibits is to provide high quality, comprehensive and convenient information services to welcome visitors to North Lake Tahoe and provide them with helpful information to enhance their stay.

Tahoe City Visitor Center

The TC VIC is being relocated from its current location 380 North Lake Blvd., to a new location, 100 North Lake Blvd.

This center is open year-round, week-days and week-ends and provides guests with information concerning North Lake Tahoe. It also provides referral services for North Lake Tahoe Chamber of Commerce members and lodging properties in North Lake Tahoe.

Over the past three years the current Visitor Information Center has an average of 14,611 visitors (walk-ins). The expansion will have a gift shop, sponsorship opportunities, concierge services, library/book shop, local product sales, local gatherings, agency sharing and private business kiosks/displays. This will allow the NLTRA to better service visitors, the entire North Lake Tahoe local business community/Chamber Members and lodging properties.

Construction is slated to start upon approval of this request. The opening date of the new center is set for June 1, 2012. The total projected cost to remodel the new center and provide additional equipment to better assist guests will not exceed \$82,000 (see attached estimate).

Displays in California Welcome Centers

Truckee California Welcome Center

The NLTRA is in the process of creating a North Lake Tahoe specific display in the Truckee California Welcome Center. The display will have racks to distribute the North Lake Tahoe Official Visitor Guide and the Neighborhood map. Request for funds in the amount up to \$15,000.

Auburn California Welcome Center

The NLTRA is in the process of creating a North Lake Tahoe specific display in the Auburn California Welcome Center. The display will have racks to distribute the North Lake Tahoe Official Visitor Guide and the Neighborhood map. Request for funds in the amount up to \$15,000 (see attached estimate).

Information Center - Tahoe City

Building Finishes	Landlord	Tenant	Have Already/Costs	Staff Responsible
Wall frame and build	x			
Door to Conference Room	x			
Return Air	x			
Thermostat move	x			
Electric Outlets in floor	x			
Paint	x			
Carpet	x			
Track lighting for new wall		x	\$ 400	Sandy
Slat wall removal (wall by side door and front retail area stay)	x			
Consulting Fees and Contingency			\$ 10,000	
Bathroom				
Grab Bars	x			
Toilet	x			
Sink	x			
Flooring	x			
Door Signage		x	\$ 25	Emily
Shelves/Cabinet		x	\$ 150	Emily
TP/Hand Towel Dispensers		x	Have already	Emily
Storage				
Solid Door	x			
Shelving in former dressing room		x	\$ 400	Emily
Visitor Center needs - Tenant				
Island Counter			\$ 10,000	Sandy/Emily
Building Signage			\$ 5,000	Sandy/Emily
Computers - 4			\$ 3,560	Lisa
Printers - 2			\$ 250	Lisa
Phones - 3			Have already	Emily/Lisa
POS System for sales/inventory			\$ 2,700	Emily/Lisa
Retail sales racks/shelves			\$ 4,000	Emily
Music System			\$ 300	Emily
Kiosks - 6			\$ 6,000	Sandy
Couches/Chairs - Library			\$ 3,000	Emily/Kym
Chairs-Computer Station (3-Guests)			\$ 450	Emily/Kym
Chairs - Computer Station (3-employees)			\$ 450	Emily/Kym
Brochure Racks - 2			Have already	Emily/Kym
Concierge Desk			Have already	Kym
Internal Signage			\$ 450	Emily/Kym
Touch Screen Technology			\$ 10,000	Sandy
Flat Screen TVs - 2			\$ 4,500	Sandy
Outdoor tables and umbrellas			\$ 1,200	Emily
Vacuum			\$ 300	Emily
Outside lighting			\$ 6,000	Ron
Way-finding signage			\$ 6,600	Ron
Bike Rack			\$ 1,100	Ron
Conf. Room needs - Tenant				
Tables/Chairs			\$ 3,300	Sandy/Deanna
Refrigerator			\$ 200	Sandy/Deanna
Projector			Have already	Sandy/Deanna
White Board/White Wall			\$ 700	Sandy/Deanna
Coffee Maker			\$ 300	Sandy/Deanna
Cabinets			\$ 630	Sandy/Deanna
		Total	\$ 81,965	



Environments That Make Connections

**QUOTE
QTE12006.**

DATE: FEB. 15, 2011

ATTN: Ron Treabess (530) 581. 8735
Director of Community Planning

ADDRESS: **North Lake Tahoe V & CB**
100 North Lake Blvd, Second Floor
P.O.Box 5459
Tahoe City, CA 96145

PROJECT: Auburn V.C. Displays **ORIGINAL CONTRACT:** \$ 14,773.00
INVOICE \$ -

DETAILS:	Finishes to Match existing Visitor Center		
1.1	Double Sided Kiosk Displays (3)	\$	6,183.00
	Identical Graphics Panels (6)	\$	2,450.00
1.2	Curved Display Wall 60"x95" (1) :OPTION	\$	3,240.00
	Graphic (Front & Back Side) :OPTION	\$	1,800.00
	Graphic Design and layouts (Images by NLTRA)	\$	400.00
1.4	Skids to ship / packing	\$	700.00
1.5	Shipping (Not Included)	\$	-
		\$	-
		\$	-
		\$	-
		\$	-
		\$	-
		\$	-

TERMS: F.O.B. Shop - Vista, CA
50% Deposit with Signed Contract **SUBTOTAL** \$ 14,773.00
Balance Due 3 Days prior to shipping

TOTAL: **TOTAL** \$ 14,773.00

AGREED TO:
Ron Treabess - Director of Community Planning Date

BANG! Creative, Inc.
2385 Camino Vida Roble, #107
Carlsbad, CA 92011-1509
(760) 727-2004



Scope of Work & Cost Estimate

Truckee Train Station Visitor's Center NLTRA Exhibit

TO: Ron Trebess / NLTRA / E: Ron@PureTahoeNorth.com / T: 530.581.8735
FROM: Shelley Fallon and Bobbi Coulter/Fallon Multimedia
Contact: Bobbi Coulter / E: bobbi@falloncoulter.com T: 775.771.7320 F: 888.308.9108
DATE: March 20, 2012

The North Lake Tahoe Resort Association (NLTRA) is seeking to plan and install an exhibit in the Historic Truckee Train Station Visitor's Center, in Truckee, CA. The goal of this exhibit is to encourage people to visit North Lake Tahoe by showcasing the beauty of the Lake and North Shore communities including ski resorts, things to do, restaurants, attractions and recreational trails. It is expected that the exhibit will be a focal point in the train station, and that it will interest, inspire and educate potential visitors about North Lake Tahoe. Special care will be taken to best incorporate the NLTRA brand, designated fonts, and overall mission.

Project Scope includes:

- One large professionally-designed interpretive panel – Approximate size: 54" high x 102" tall . Panel would have customized cut-outs to give a three-dimensional effect.

- Discovery and development
- Creative design and copywriting
- Photography and image gathering
- Art production and scanning
- Color sample review and direction
- Copy of digital files delivered to client
- 10 year warranty on fabrication
- Shipping & installation

- Customized collateral display rack(s) and storage shelves

- Other services included:

- Project strategy and management
- Research and planning
- Highlight lighting
- Installation of shelves and cabinetry
- Client correspondence and meetings
- Status reports

Cost Estimate: \$ 15,000

Client Approval / Date

This cost estimate is good for thirty days and based on prices provided by professional designers, researchers, copywriters, project managers, programmers and interpretive planning firms. Any increase in shipping and/or material costs will be communicated to the client in the form of a change order. Please note that buy-outs such as photography, fabrication or hardware will not be marked-up. Payment is requested in two installments with the first half due upon start of project and remaining half due upon completion of the exhibit and delivery of the digital files (unless another payment plan is discussed and agreed upon by both parties).



north lake tahoe
Chamber | CVB | Resort Association

April 4, 2012

To: Board of Directors

From: Ron Treabess, Director of Community Partnerships and Planning

Re: Kings Beach Commercial Core Improvement Project Funding Request

Background

The Kings Beach Commercial Core Improvement Project (KBCCIP), recently has had a name revision to *Lake Tahoe Regional Multimodal Pedestrian and Safety Improvement Project* has been of a high priority for many years now, The NLTRA, which has previously allocated \$4,350,000, to this \$48,600,000 project, is being requested by the Board of Supervisors to provide additional funding to help with the potential funding shortfall that Placer County Department of Public Works (DPW) may experience as the County prepares to start construction in May of 2013. The amount being requested is \$2,500,000. The approval of this request will bring the total TOT funding allocated for this project up to \$6,850,000 of which \$4,468,439 is still available.

Among the many positive goals of the project are included roadway safety enhancements, "complete street" concepts, and streetscape improvements. The multi-modal benefits and safer transportation connections within our communities will result in a greater economic vitality.

NLTRA Master Plan and Funding Consistency

It is assumed that Placer County will use the TOT funds, as others are required to do, for the parts of the project that are appropriate to the mission of the NLTRA, and the goals and objectives of the *North Lake Tahoe Tourism and Community Investment Master Plan* and the Strategic Goals 2011-2016.

This request is consistent with the funding capabilities of the 2011/12 NLTRA Infrastructure Budget, and the current unallocated prior year's Infrastructure funds available held by Placer County. As this is a new request and has not been previously been considered in the FY-2011/12 Integrated Work Plan, we must evaluate each new request to make sure it will not have a negative impact on other future anticipated Infrastructure project funding needs as currently being estimated.

Recommendation of the Infrastructure/Transportation Committee

At its March 26th meeting, the Joint Committee recommended (11-0-2), with abstentions from Auerbach and Perkins, an additional allocation of up to \$2,500,000 for the Kings Beach Commercial Core Improvement Project. These funds will be used to the extent possible for parts of the project appropriate to TOT infrastructure funding. The NLTRA Committee also requests that DPW, as it has in the past, use this flexible TOT funding only after utilizing less flexible

funds from other sources. Peter Kraatz, Deputy Director, DPW, was asked how this additional funding would be used.

Peter thanked the Committee for recognizing the importance of this project. He said he believed this project aligned well with the NLTRA Tourist Development Master Plan. A brief power point presentation highlighted the master plan goals, the manner in which the funds would be spent, and the phases of construction. He envisions most of this request to be used for construction of streetscape elements and esthetics such as benches, walkways, lighting, landscaping, bike racks, trash receptacles, and signage. The walkways along the core are estimated at \$1.3 million. Those connecting the core to the grid would be another \$400,000, and the Class 2 bike lanes would be an additional \$600,000. The remaining amenities will cost approximately \$1.1 million. Some funding will be used for design of these elements before construction can begin.

Requested Action

Following any questions and discussion, staff requests that the NLTRA Board of Directors approve and recommend to the Placer County Board of Supervisors an additional allocation of up to \$2,500,000 for the Kings Beach Commercial Core Improvement Project. These funds will be used to the extent possible for parts of the project appropriate to TOT infrastructure funding. The NLTRA Committee also requests that DPW, as it has in the past, use this flexible TOT funding only after utilizing less flexible funds from other sources that would not remain at North Lake Tahoe if not used for this project.

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

PROJECT INFORMATION

1. Project/program name:
Kings Beach Commercial Core Improvement Project. In a recent grant application to US Department of Transportation, the project name was revised as "Lake Tahoe Regional Multimodal Pedestrian and Safety Improvement Project" to better identify the project's benefits and its regional significance.

2. Brief description of project/program:
Located along the north shore of Lake Tahoe in Placer County, California, this "**shovel-ready**" project consists of a major public infrastructure effort to revitalize the lake shore community of Kings Beach with intermodal and roadway safety enhancements coupled with "complete street" concepts and streetscape improvements. The project will help trigger redevelopment efforts and provide multi-modal benefits that will better connect and provide safer transportation options within the community and to other communities¹ resulting in fostering regional economic vitality.

Multi-modal connections center around rehabilitating 1.1 miles of CA State Route 28, including addition of Class 2 bike lanes and curb, gutter and continuous sidewalk on both sides of highway and on County roads to connect to businesses, roundabouts at two intersections for improved roadway safety, and transforming the highway from four lanes (two travel lanes in each direction) to one travel lane in each direction with a continuous center turning lane.

FINANCIAL INFORMATION (See attached funding outlook table)

1. Total project cost:
Total project cost estimated at \$48.6M which includes funding amassed and spent since 2002 for preliminary engineering, environmental analysis and documentation, and a portion of detailed design. Nearly \$35M of funding has been secured to date, and the unspent amount remains for: 1) completing detailed design, 2) obtaining right-of-way, and 3) a portion of construction.

2. Total TOT funds requested: \$2,500,000 for construction scheduled to begin May 1, 2013

3. Other funding sources:
California State Department of Transportation (Caltrans) through the State Transportation Improvement Program (STIP); California Tahoe Conservancy (CTC); U.S. Forest Service; Tahoe Regional Planning Agency (TRPA); Southern Nevada Public Lands Management Act (SNPLMA); Placer County Infrastructure Bond Funding; and Placer County Traffic Impact Fees.

4. Will the project require future financial funding?: Yes.
What is the source of the future financial support?:

¹ Communities such as Tahoe City and Truckee, CA and Incline Village, NV that all connect to Interstate 80 linking visitors and residents within and outside the North Lake Tahoe region.

State Community Development Block Grant; US DOT (TIGER IV), TRPA Water Quality Mitigation Funds, Placer County Traffic Impact Fees.

5. Provide project proforma and implementation schedule.

Approve final triple agency environmental document (EIR/EIS/EA)	March 2010
Begin detailed project design	October 2010
Begin right-of-way acquisition	March 2012
Complete project design and right-of-way acquisition	January 2013
Advertise and bid project (all construction funding available)	February 2013
Begin construction	May 2013
Complete construction	October 2014

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

The estimated construction budget includes a 10 percent contingency which is considered appropriate for complexity of project. Operation costs primarily consist of sidewalk maintenance and shall be handled through hopeful formation of a benefit assessment district to be funded by property owners in the project area.

QUALIFICATIONS OF PROJECT SPONSOR

1. Name/address:

Placer County Department of Public Works
Tahoe Engineering Division
P.O. Box 336
7717 North Lake Blvd, Kings Beach, CA 96143

2. Financial Capability:

The Department of Public Works routinely manages a capital improvement program (CIP) annual budget of approximately \$100M. On the order of 95% of our annual CIP budget is supported by grant funds that we compete for and secure locally, statewide and at a national level. DPW's track record for fiscal responsibility can be considered outstanding. All of our grants are routinely audited, and our records show nominal exceptions with our grant management performance.

3. Experience with projects of similar nature:

DPW designed and built a very similar urban improvement project in Tahoe City in 2000. We have been and are currently involved with a number of multimodal and environmental improvement projects in the region including Class 1 trail design (Dollar Hill area), TART bus shelter design and construction, public parking lot design and construction, delivery of Phase 1 traffic calming elements for the Kings Beach CCIP, and delivery of various storm water quality and stream restoration improvement projects.

ECONOMIC IMPACT OF PROJECT (primarily based on Benefit-Cost Analysis performed by LSC Transportation Consultants, Inc. Report dated March 15, 2012)

1. Estimated number of users:

Currently, it is estimated that this section of highway serves over 25,000 vehicle drivers, and approximately 1,200 bicycles and pedestrians on a peak summer day.

2. Time of year: Year-round.

Weekends: Approximately 65 percent.

Weekdays: Approximately 35 percent.

3. Number of visitors to be attracted as a result of project/program:

As a result of this project, an additional 3,600 bicyclists and pedestrians are projected to travel to and/or through the commercial core of Kings Beach on a peak summer day. This translates to increased non-motorized traveler use of 305,000 additional bicycle trips per year, along with 313,000 additional walking trips, resulting in \$1.7M per year in economic benefit related to mobility, health, recreation, and avoided auto costs for bicyclists and pedestrians.

% Local: 60 percent.

% Out of area: 40 percent. No information available to define location of visitor.

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

Hotel: Cannot quantify, but it is estimated that project will increase property values in commercial

Restaurant: core area by \$4.14M. This increase will only occur through increased expenditures at

Other: hotels, restaurants and other venues.

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

The project enhances pedestrian, bicycle, and parking facilities which will enable visitors to more safely and easily patronize the local businesses in a healthy way. More specifically, the multimodal nature of the project is estimated to reduce vehicle-miles of travel (VMT) by 69,600 annually which will in turn eliminate 11.23 metric tons of carbon from the atmosphere, along with 3.16 tons of volatile organic compounds, nitric oxides of sulfur and particulate matter. These reductions have an annual economic benefit of \$227,000.

COMMUNITY IMPACT

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

All north shore areas including Kings Beach, Tahoe City, Brockway, Crystal Bay in California and Incline Village in Nevada.

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

The project will greatly improve the storm water runoff in the area that should help reverse the downward trend of Lake Tahoe clarity. The unique clarity of Lake Tahoe can be considered one of the biggest contributors to attracting visitors to come here. In addition, designated parking, pedestrian/bicycle improvements, and enhanced TART bus stops will provide a region-wide benefit for traveling in and out of Kings Beach to other communities in the region.

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

Restaurants, retail shops, and lodging all will benefit from having improved pedestrian and bicycle facilities, and fully enhanced streetscape aesthetics and added features (i.e., street lighting, landscaping, benches, trash receptacles, bicycle racks). As stated earlier, property values in the commercial corridor of the project area are estimated to increase \$4.14M as a result of the project.

Are they supportive of this project?:

Yes, the North Tahoe Business Association (NTBA) and many north shore businesses have supported this project. A recent letter of support from the NTBA is attached along with another important local community organization, the North Tahoe Family Resource Center.

4. Will the project require the addition of governmental service?:
Not anticipated. We are optimistic to have the NTBA champion the formation of a benefit assessment district (District) that property owners within the District will fund ongoing operation and maintenance of the public improvements (i.e., snow management and maintenance of sidewalks, trash pickup, and streetscape/landscape maintenance).

If yes, describe: Not applicable.

How will these costs be funded?: Through the District.

5. What is the importance of this project compared to other projects being considered within the community?:
To DPW, the project is the most important of all CIP projects we manage in the community and region. It is one of the last communities around Lake Tahoe to experience any recent public infrastructure revitalization.
6. Document the community support for the project:
Placer County retained the Sierra Business Council to conduct a public outreach program and gain community consensus around a preferred roadway alternative. This effort consisted of 25 stakeholder meetings where concerns were voiced in regards to the project or a specific alternative. These interviews were the basis of discussion topics in a subsequent series of five public workshops. These workshops built on one another leading to a community preference for a three-lane alternative with roundabouts. Most recently, DPW submitted a US Department of Transportation grant for the project and we were able to garner letters of support from over 20 organizations at the local, regional, bi-state and federal levels. Attached is the master list of letters received along with letters from local organizations.

NORTH LAKE TAHOE TOURISM AND COMMUNITY INVESTMENT MASTER PLAN

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

In the transportation chapter of the 2004 Plan (p. 63), it states under higher priorities and capital elements subsection of the chapter, "Building upon the strong economic success of the Tahoe City streetscape program and the village strategy discussed above, improvements to the commercial streetscape of Kings Beach are a key transportation and economic element of this plan. In addition to improving the pedestrian/bicycling environment and organizing parking and traffic flows, these improvements are key in capturing the economic benefits associated with nearby residential and lodging developments in the North Lake Tahoe area and Martis Valley. The NLTRA will play an important role in achieving this complicated project, and in providing key local funding."

OTHER

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

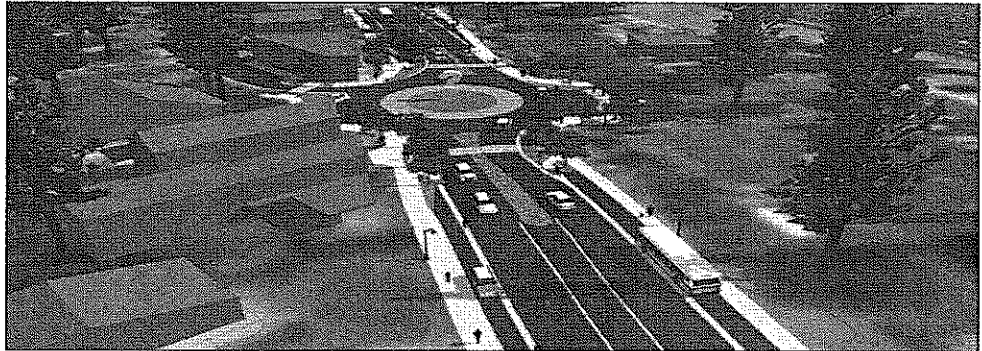
Benefits: Overall business revitalization, increased draw for tourists, catalyst for further redevelopment in the community. The Tourism Master Plan clearly emphasizes the high priority to deliver this project to enhance the community's and region's economic vitality, livability and transportation system. These benefits are underscored by a recent benefit-cost analysis study performed by LSC Transportation Consultants, Inc. (report dated March 15, 2012). A summary of the quantified benefits are attached.

Elements: Ongoing planning effort that NLTRA has been involved in and supported for numerous years.

Use and Schedule of Funding:

The requested \$2.5M in will be specifically used to fund construction of the project by the lowest responsible and responsive contractor administered by Placer County rules and the California Public Contract Code. Construction will include in summary items such as sidewalks, Class 2 bike lanes, roundabout with interior landscaping, and streetscape elements such as street lamps, benches, trash receptacles, bicycle racks, and TART bus stop enhancements.

The proposed schedule for the requested funding is relatively immediate with anticipation that we will advertise the project for bidding in February 2013 at which time all funds committed to construction would need to be fully secure and available.



Community Input: Streetscape theme preferences expressed during 2011 public meeting.

NLTRA FUNDING APPLICATION ATTACHMENTS

PROJECT FUNDING OUTLOOK FOR KINGS BEACH CCIP
(as of 3/19/2012)

FUND SOURCE	SECURED	PROPOSED	FUTURE POTENTIAL
Placer County Infrastructure Bonds	\$11,000,000		
State Community Development Block Grant			\$1,500,000
State Transportation (STIP)	\$6,252,000	\$2,631,000	
Federal State Lands (SNPLMA) – FHWA Source	\$11,175,000 Rounds 5-9		
US Forest Service/CTC	\$1,200,000		
US DOT (TIGER IV)			\$3,000,000
Transit Occupancy Tax (NLTRA)	\$ 4,350,000	\$2,500,000	
Federal Transportation (TEA)	\$146,000		
TRPA Water Quality Funds	\$200,000		\$1,800,000
County Traffic Impact Fees	\$600,000		\$1,400,000
SUBTOTAL	\$34,923,000	\$5,131,000	\$6,200,000
	ESTIMATED SHORTFALL		\$846,000
	TOTAL PROJECT COST		\$48,600,000

Summary of Benefits

Current Status/ Baseline & Problem to be Addressed	Change to Baseline/ Alternatives	Type of Impact	Population Affected by Impacts	Economic Benefit	Summary of Results	Page Reference in BCA
Lack of Bicycle Facilities Along Busy State Highway 28	Provide Class II Bicycle Lanes	Increase Mobility	Cyclists and Persons Not Cycling Due to Lack of Facilities	\$402,000 per year	\$1,733,700	1
		Improvements in Health		\$60,000 per year		2
		Enhanced Recreation		\$1,265,000 per year		2
		Reduced Auto Use		\$6,700 per year		2
Lack of Sidewalks Along Busy State Highway 28	Provide Sidewalks	Increase Mobility	Pedestrians and Persons Not Walking Due to Lack of Facilities	\$83,000 per year	\$508,400	1
		Improvements in Health		\$61,000 per year		2
		Enhanced Recreation		\$361,000 per year		2
		Reduced Auto Use		\$3,400 per year		2
Lack of Bicycling/Pedestrian Facilities Results in Additional Auto Use	Provide Class II Bicycle Lanes and Sidewalks	Reduced Air Emissions	All Persons	\$228,030 per year	\$228,030	2
		Reduced Accidents	Drivers, Cyclists, Pedestrians	\$225,200 per year		2
4 lane Configuration, Traffic Signal and Lack of Non-Auto Facilities Results in High Accident Rate	Reduction in Travel Lanes, Provide Roundabouts, Sidewalks, Bike Lanes	Increase in Property Values	Property Owners	\$4,137,000 (one time)	\$4,137,000	3
		Reduction in Sediment Discharge	All Residents and Visitors to	Not Quantifiable		
Degraded Highway Corridor Negatively Impacts Commercial Property Values	Provide Enhanced Streetscape, Sidewalks					
Current Corridor Design Results in High Particulate Loading to Lake Tahoe	Capture and Treatment of All Runoff From Corridor					

**Lake Tahoe Regional Multimodal and Pedestrian Safety Improvement Project
Proposal**
(aka Kings Beach Commercial Core Improvement Project)
Placer County Department of Public Works
Letters of Support Inventory

Legislative Representatives

Congressional Representative - CA Senator Barbara Boxer (pending – to be submitted directly to US DOT)
California State Senator Ted Gaines
California State Assemblywoman Beth Gaines

Federal

U.S. Forest Service – Lake Tahoe Basin Management Unit

State of Nevada

Dept. of Transportation
Dept. of Conservation and Natural Resources – Division of State Lands
Dept. of Environmental Protection

State of California

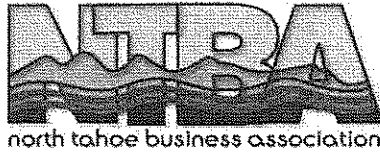
Dept. of Transportation (Caltrans)
California Tahoe Conservancy
Lahontan Regional Water Quality Control Board

Regional

Tahoe Metropolitan Planning Organization
Placer County Transportation Planning Agency
Transportation Management Association
North Lake Tahoe Resort Association
Washoe County Department of Public Works
Sierra Business Council

Local

North Tahoe Business Association
North Tahoe Family Resource Center
Domus – Affordable Housing Developer
North Tahoe Public Utility District
Tahoe City Downtown Association
Tahoe City Public Utility District



The mission of the North Tahoe Business Association (NTBA) is to improve the economic well-being of the business community and enhance the quality of life through the creation and long-term preservation of a vibrant economic climate.

March 9, 2012

**Subject: Support for FY-2012 TIGER Program Funding Application
Kings Beach Commercial Core Improvement Project
State Route 28, Placer County, California**

To Whom It May Concern:

The Kings Beach Commercial Core Improvement Project (KBCCIP) is a multimodal transportation infrastructure project for the Lake Tahoe region and the states of California and Nevada. Because of its timing and transformational characteristics, we believe it is also an excellent national model that will enhance traveler mobility, improve air quality, promote public health, and make it easier and safer for residents to commute to work and access goods and services.

The North Tahoe Business Association (NTBA) is a non-profit business association located in Kings Beach. The mission of the NTBA is to improve the economic well-being of the business community and enhance the quality of life through the creation and long term preservation of a vibrant economic climate. The association strives to provide leadership and facilitate redevelopment efforts to create a healthy balance of commerce, employment, entertainment and livability. The NTBA represents the Bay to Bay business community - Carnelian Bay, Tahoe Vista, Kings Beach and Crystal Bay. Kings Beach represents the main commercial area of our district. For several years, members of the NTBA Board of Directors and committees have partnered with Placer County to conduct outreach to the property and business owners in Kings Beach regarding the KBCCIP. This effort was done to ensure this project's success. The Kings Beach community, business and property owners are anxiously awaiting this investment to improve Kings Beach.

The KBCCIP is consistent with the California Department of Transportation (Caltrans) Deputy Directive DD-64-RI (Complete Streets). It is consistent with efforts to develop a **Lake Tahoe Complete Streets Implementation Strategy**. The importance of this effort was reinforced last summer to Transportation Secretary Ray LaHood by United States Senator Dianne Feinstein after meetings with federal, state, regional and local officials at the 2011 Lake Tahoe Summit.

The KBCCIP has been approved by Caltrans, Placer County, and the Tahoe Regional Planning Agency (TRPA). It is an excellent example of a wide-ranging funding partnership. Additional dollars are needed to ensure the completion of all project phases, but, to date, the funding package includes significant state and local public funds along with private sector funds. These are leveraged with some existing federal funds made available through the Federal Highway Administration (FHWA).

Local public funding originates from the Placer County infrastructure bond and traffic mitigation fee fund sources. The source of private sector funding is transient occupancy tax paid by local lodging properties paid to Placer County and expended through the North Lake Tahoe Resort Association. Under TIGER program criteria, this project is located both in an Economically Distressed Area and a rural

Board of Directors

Lesley Bruening
Bruening Associates
Real Estate

Ernie Dambach
Tahoe Tech Group

Tyler Gaffaney
Tahoe Biltmore

Michael Gelbman
Sierra Sun &
NLT Bonanza

Dana Hayes
The Grid Bar & Grill

Bill Matte
Shooting Star
Bed & Breakfast

Alex Mourelatos
Mourelatos
Lakeshore Resort

Beth Moxley
Rockwood Tree
Service

David Polivy
Tahoe Mountain
Sports

Jody Precit
Bank of the West

Todd Willard
Taneva Auto Parts

Executive Director

Joy M. Doyle

area. Although not required for a rural project, non-Federal matching funds are committed to this project well in excess of 20%. The TIGER program would complete the funding package for the project, and it represents funding not available from other entities at this time.

The project is consistent with goals of the TIGER program to support 21st century projects designed to change the U.S. transportation landscape by strengthening the economy, stimulating jobs, reducing traffic gridlock and providing safe, affordable, healthy and environmentally sustainable transportation choices connecting residents and visitors across the community and regionally to adjacent counties and cities. It is a signature project of the adopted **Mobility 2030 Lake Tahoe Regional Transportation Plan** (August 2008) prepared for the TRPA and the Tahoe Metropolitan Planning Organization (TMPO).

Located in a densely developed area along the north shore of Lake Tahoe, the project will also result in significantly reducing sediment- and nutrient-laden storm water runoff to help meet the Total Maximum Daily Load (TMDL) water quality standard for improving deep water clarity of Lake Tahoe recently approved by the U.S. Environmental Protection Agency. Finally, the project will provide the public infrastructure improvements needed to spur environmentally responsible and sustainable private redevelopment in the community resulting in economic stimulus and long-term job creation as emphasized in the TIGER program criteria.

On behalf of the North Tahoe Business Association Board of Directors, we are pleased to support Placer County's TIGER Program funding application for the Kings Beach Commercial Core Improvement Project.

Respectfully submitted,

Joy M. Doyle
Executive Director



NORTH TAHOE
Family Resource Center

8321 Steelhead Ave.
P.O. Box 2810
Kings Beach, CA 96143
Telephone (530) 546-0952
Fax (530) 546-4573

Board of Directors

- Meredith Rosenburg, Chair
- Monica Galda, Co-Chair
- Kathryn Dunning, Treasurer
- Wanda McDermott, Secretary
- John Shuff, Member
- Bethan Whyman, Member
- Linda Hussak, Member
- Cordeon Shaw, Member

March 16, 2012

**Subject: Support for FY-2012 TIGER Program Funding Application
Kings Beach Commercial Core Improvement Project
State Route 28, Placer County, California**

To Whom It May Concern:

The Kings Beach Commercial Core Improvement Project (KBCCIP) is a multimodal transportation infrastructure project for the Lake Tahoe region and the states of California and Nevada. Because of its timing and transformational characteristics, we believe it is also an excellent national model that will enhance traveler mobility, improve air quality, promote public health, and make it easier and safer for residents to commute to work and access goods and services.

The project is consistent with the California Department of Transportation (Caltrans) Deputy Directive DD-64-RI (Complete Streets). It is consistent with efforts to develop a **Lake Tahoe Complete Streets Implementation Strategy**. The importance of this effort was reinforced last summer to Transportation Secretary Ray LaHood by United States Senator Dianne Feinstein after meetings with federal, state, regional and local officials at the 2011 Lake Tahoe Summit.

The KBCCIP has been approved by Caltrans, Placer County, and the Tahoe Regional Planning Agency (TRPA). It is an excellent example of a wide-ranging funding partnership. Additional dollars are needed to ensure the completion of all project phases, but, to date, the funding package includes significant state and local public funds along with private sector funds. These are leveraged with some existing federal funds made available through the Federal Highway Administration (FHWA).

Local public funding originates from the Placer County infrastructure bond and traffic mitigation fee fund sources. The source of private sector funding is transient occupancy tax paid by local lodging properties paid to Placer County and expended through the North Lake Tahoe Resort Association. Under TIGER program criteria, this project is located both in an Economically Distressed Area and a rural area. Although not required for a rural project, non-Federal matching funds are committed to this project well in excess of 20%. The TIGER program would complete the funding package for the project, and it represents funding not available from other entities at this time.

The project is consistent with goals of the TIGER program to support 21st century projects designed to change the U.S. transportation landscape by strengthening the economy, stimulating jobs, reducing traffic gridlock and providing safe, affordable, healthy and environmentally sustainable transportation choices connecting residents and visitors across the community and regionally to adjacent counties and cities. It is a signature project of the adopted **Mobility 2030 Lake Tahoe Regional**

Partner Agencies

- Boys and Girls Club of North Lake Tahoe
- Early Head Start
- Employment Development Department
- North Lake Business Association
- Placer County
- Health and Human Services
- Office of Education
- Probation Department
- Sheriff's Department
- Project MANA
- Sierra College
- Sierra Mental Wellness
- Tahoe Forest Hospital
- Tahoe Truckee Unified School District
- Tahoe SAFE Alliance

A 501 (c) (3)
A non-profit Organization
Tax ID #68-0219421



Transportation Plan (August 2008) prepared for the TRPA and the Tahoe Metropolitan Planning Organization (TMPO).

Located in a densely developed area along the north shore of Lake Tahoe, the project will also result in significantly reducing sediment- and nutrient-laden storm water runoff to help meet the Total Maximum Daily Load (TMDL) water quality standard for improving deep water clarity of Lake Tahoe recently approved by the U.S. Environmental Protection Agency. Finally, the project will provide the public infrastructure improvements needed to spur environmentally responsible and sustainable private redevelopment in the community resulting in economic stimulus and long-term job creation as emphasized in the TIGER program criteria.

On behalf of the North Tahoe Family Resource Center, we are pleased to support Placer County's TIGER Program funding application for the Kings Beach Commercial Core Improvement Project. If you have any questions regarding this letter of support please feel free to contact me directly at 530-412-2144.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Emilio Vaca".

Emilio Vaca
Executive Director



April 4, 2012

To: Board of Directors

Fr: Sandy Evans Hall and Staff

Re: Status Report—TOT Renewal

Staff will provide a verbal report at the Board meeting.



north lake tahoe

Chamber | CVB | Resort Association

THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

Wednesday March 7, 2012 – 8:30 am – 11 am

Tahoe City Public Utility District

Preliminary Minutes

ATTENDANCE: Ron McIntyre, Ron Parson, Phil GilanFarr, Kali Kopley, Wally Auerbach, Jennifer Merchant, Bill Rock, Allen Highfield, Eric Brandt, and Alex Mourelatos

NOT PRESENT: Julie Regan, Valli Murnane, Andy Wirth

STAFF IN ATTENDANCE: Sandy Evans Hall, Ron Treabess, Kym Fabel, Andy Chapman, Deanna Frumentti, and Lisa de Roulet

OTHERS IN ATTENDANCE: Cindy Gustafson, Les Pedersen, Mike Gelbman, Brian Stewart, Judy Friedman, Kelli Twomey

A. CALL TO ORDER - ESTABLISH QUORUM

The meeting was called to order at 8:30 am by Chair Ron Parson and a quorum was established.

B. AGENDA AMENDMENTS AND APPROVAL

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

M/S/C (Rock/Brandt) (8-0-0) to approve the agenda with items taken out of order if necessary.

C. PUBLIC FORUM

D. REPORTS & ACTION ITEMS

Marketing:

3. MTRiP Report for Remainder of Ski Season- Andy Chapman

Andy Chapman, Chief Marketing Officer, reported that the MTRiP report showed that January occupancy was down 17% compared to last year, which was a record year. Occupancy for February was down 8% and March's reservations were down 14%. Reservations occupancy booked in January for January was 5.4%. Reservations booked in January for February was 12% and 10% for March. The average daily rate has held steady. Last week a new radio campaign was launched in the Bay Area with a positive snow message.

ACTION: The Lodging Committee will develop a strategy for leisure travel promotion for small lodging, means of representing data from small lake lodging, and strategies for retaining and raising ADR.

4. Marketing Committee Recommendation for Retention of Co-op and Changes to the 5-year Agreement-Les Pedersen/Andy Chapman

Les Pedersen, Marketing Committee Chair, discussed the Marketing Committee's recommendation to continue participating in the Marketing Cooperative (Co-op) in a 3-year agreement. The Marketing Co-op consists of the NLT Chamber/CVB/Resort Assn. and the Incline Village Crystal Bay Visitors Bureau. The original intent of the Co-op was to leverage

existing agency marketing funds, maximize efforts to brand the region as a single vacation destination, clean-up consumer confusion about south and north lake's multiple marketing efforts, distinguish North Lake Tahoe from its competitors, increase awareness of North Lake, and increase overnight visitation. The Marketing Committee unanimously approved to continue the relationship with a 3-year extension. The ad awareness of North Lake Tahoe has gone up significantly in the last three years due to the Co-op.

Sandy Evans Hall, Chief Executive Officer, elaborated on the agreement discussion. One factor discussed was to allow the NLT Chamber/CVB/Resort Assn. to maintain the budget and accounting for the Coop. Sandy and Bill Hoffman agreed to change the requirement of two Board members to represent each county to at least one board member. Another change would be to have at least two members of each county present in order to establish a quorum. This will ensure there is equal representation of each county present.

ACTION: Sandy will ensure that parity and governance are addressed in new Co-op agreement.

ACTION: Andy will develop 3-year measureable goals for the Co-op.

5. Review and Input on Agency RFP Process – Andy Chapman

An RFP for a marketing/advertising agency will be released on March 15th. There has been a subcommittee created for selection of the agency. The scope of services RFP will be requested within a month. Creative examples will be included, though a creative scope of work will not be requested at this time. Qualified proposals will be due April 16th.

Transportation/Infrastructure:

6. Golf Course Funding and MOU– Cindy Gustafson

Cindy Gustafson, General Manager of the TCPUD, presented the minor modifications of the MOU for the purchase of the Tahoe City Golf Course to the Board. Modifications included changing the title from "Benefits" to "Benefits of Importance to All" on page two and on page four section C adding the words "or adjacent TCPUD property."

Judy Friedman, TCPUD Board President, thanked the Board for their participation and patience in working on something lasting for the community.

M/S/C (Mourelatos/Highfield) (7-0-2 Abstention Merchant and Auerbach) to accept the MOU changes.

Jennifer Merchant reviewed the County's funding agreement with the Board in regards to buying the Tahoe City Golf Course. She emphasized that it is Placer County's priority to make sure that there will be available funding for the Kings Beach Commercial Core Improvement Project. The County would like the money for that project to be set aside. Since the Board of Supervisors meeting, the County has received some revised financial information on projections for TOT revenue and capital funding. Per the funding agreement, there will be no loan of monies required unless the treasuries have a below zero balance; then a loan will be required.

Wally Auerbach voiced his concern that the Board of Supervisors had asked the County to provide a financing agreement if the NLT Chamber/CVB/Resort Assn. needed it, but due to the new financial information provided, it is not needed. The funding agreement would be void and he is unsure the agreement needs to be signed with its current stipulations to the Board from the County. Jennifer Merchant clarified that the agreement is to protect the County's interests.

M/S/NC (GilanFarr/Rock) (4-4-1) to approve the County's funding agreement with the following changes to bullet number two: The removal of "for a period of five years" and add "KBCCIP or other projects prioritized." Then add a fifth bullet that says "Changes in contract percentages would nullify this agreement."

M/S/C (GilanFarr/Mourelatos) (7-0-2 Abstention Merchant and Auerbach) to approve the funding agreement eliminating bullet point number two adding bullet point number five “Change in contract percentages would nullify the agreement” in a staff package with a revised allocation of funds showing that we have reserved funds for the Kings Beach project.

7. Status of Integrated Work Plan Preparation– Ron Treabess

Ron Treabess, Director of Community Partnerships and Planning, discussed the steps taken to develop an Integrated Work Plan that will meet the Tourism Master Plans and the five-year Strategic Goals. The criteria and core function areas developed last year will help select the projects as we move forward. Environmental Stewardship was suggested as criteria to add to the list. This year the core function areas would be used for grouping the current projects, and projects that relate to one another will fall into those categories. The projects would be numbered respectively to their groupings. Also this year the Integrated Work Plan would provide a clear definition of each project. Ron will submit an updated draft of the Integrated Work Plan at the next Board meeting.

8. Status of North Tahoe Water Shuttle Project – Ron Treabess

Ron Treabess updated the Board on the Tahoe Transportation Board Meeting Friday, March 9, 2012. The RFP for operators for the water shuttle will be reviewed and possibly approved at this meeting. The Tahoe Transportation District will be the manager of this transportation system. Ron detailed the remaining items that will need to be accomplished for the shuttle to run this summer.

ACTION: The NLT Chamber/CVB/Resort Assn. will work with lodging providers to promote the summer water shuttle service and keep them informed of the progress.

9. Maintenance Funds for Pedestrian Safety Program – Ron Treabess

Ron Treabess requested funds for the Pedestrian Safety Program annual maintenance. These funds will come from the maintenance reserve.

M/S/C (Kopley/Rock) (9-0-0) to approve the allocation of monies from the maintenance reserve to fund the pedestrian safety program for three-years.

ACTION: Infrastructure/Transportation Committee needs to discuss and come back with a recommendation for use of the maintenance fund.

10. TOT Renewal Presentation and Outreach Plan – Ron Treabess

Sandy Evans Hall reported that the TOT tax is up for renewal. Projects paid for by the TOT tax include parks, trails, and transportation.

Kelli Twomey, Director of Resource Development and Community Relations for the TCUPD, walked the Board through a power point presentation created to educate voters on the June 5th renewal of the TOT tax. The measure would be called measure F and would be paid by visitors staying in North Lake Tahoe, not by local residents. The funding is exclusively for North Lake Tahoe’s public improvement projects and services. The TOT tax is very competitive to other resort destinations. Recently, there was a survey with voters and more than eighty-percent surveyed were in support of renewing the TOT tax. Without the tax, North Lake Tahoe would lose two-million dollars annually for development and improvement projects. The education committee for the renewal will be submitting a letter of support for the ballot information booklet.

E. CONSENT CALENDAR – MOTIONS

- 11. Board Meeting Minutes – February 11, 2012**
- 12. Special Board Meeting Minutes– February 15, 2012**
- 13. Financial Statements – Approval of December Financials**
- 14. Joint Infrastructure/Transportation Committee – February 27, 2012**
- 15. Marketing Committee – February 28, 2012**

16. Membership Advisory Committee – February 8, 2012
17. Group Sales Subcommittee – February 2, 2012
18. Lodging Committee – NO MEETING IN FEBRUARY
19. Finance Committee – February 15, 2012
20. Conference Sales Reports
21. Infrastructure/Transportation Activity Report – February
22. Membership Business Plan Progress Report – February

M/S/C (GilanFarr/Kopley) (8-0-1 Abstention Merchant) to approve the consent calendar as presented.

F. MEMBERSHIP REPORTS

23. Membership Activities and Events – Community Awards Dinner, February 16 at The Ritz-Carlton - Kym Fabel

Kym Fabel thanked The Ritz-Carlton, Lake Tahoe and all attendees for such a successful Community Awards Dinner.

- March 13th- Time Management class
- May 5th- The April US Bank Mixer has been moved to May 5, 2012
- March 22nd- Series of 4 business education classes will begin
- April 3rd- Disabled Access seminar

ACTION: Develop a press release or talk to local paper about doing a story on ADA requirements and what businesses need to do to comply and not be sued.

G. DIRECTORS' COMMENTS

Ron McIntyre would like to acknowledge the Board and the staff for their work to buy the Tahoe City Golf Course.

H. MEETING REVIEW AND STAFF DIRECTION

- Develop strategy for leisure travel promotion for small lodging, means of representing data from small lake lodging, and strategies for retaining and raising ADR.
- Sandy is to ensure that parity and governance are addressed in new Co-op agreement.
- Develop 3-year measureable goals for Co-op.
- Work with lodging providers to promote the summer water shuttle service and keep them informed of progress.
- Infrastructure/Transportation Committee needs to discuss and come back with a recommendation for use of the maintenance fund.
- Develop a press release or talk to local paper about doing a story on ADA requirements, and what businesses need to do to comply to avoid being sued.

I. CLOSED SESSION

J. RECONVENE TO OPEN SESSION

ADJOURNMENT

The meeting adjourned at 11:27 am.

Submitted by
Deanna Frument, Executive Assistant
NLT Chamber/CVB/Resort Association