



TOT COMMITTEE Special Meeting

DATE: Monday, September 18, 2023

TIME: 2:00 – 4:00 p.m.

LOCATION: North Tahoe Event Center
8318 North Lake Blvd., Kings Beach, CA

ADDITIONAL LOCATIONS:

692 Jule, South Lake Tahoe, CA
128 Market Street, Stateline, NV 89449
827 Chimalus Dr., Palo Alto, CA 94306

Each teleconference location is open to the public and any member of the public has an opportunity to address the TOT Committee from a teleconference location in the same manner as if that person attended the meeting location at 8318 North Lake Blvd., Kings Beach, CA 96143

COMMITTEE MEMBERS

CHAIR SAMIR TUMA, Kila Properties
VICE CHAIR TERESA CRIMMENS, SIERRA COMMUNITY HOUSE
ALYSSA BETTINGER, TRPA
KIM BOYD, TAHOE CITY PUD
ALYSSA REILLY, NTBA
LINDA MECKEL, WSP
PAT FRASER, PALISADES TAHOE
SARAH COOLIDGE, Coolidge Consulting

KANE SCHALLER, Dickson Realty/KJM Team
SARA VAN SICLEN, TNT/TMA
DAVE WILDEROTTER, TAHOE DAVE’S
KRISTINA KIND, MOUNTAIN HOUSING COUNCIL
SCOTT ZUMWALT, Bridgetender/West Shore Market

PLACER COUNTY APPOINTED ADVISORY SEATS:

STEPHANIE HOLLOWAY
SHAWNA PURVINES

INSTRUCTION FOR PUBLIC PARTICIPATION:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device or in-person. To participate via Zoom, join the meeting from the link:

<https://us02web.zoom.us/j/81452633890?pwd=VWRTdkhxdVcrdTU1ZjI3aFZjSG1RZz09>

Meeting ID: 814 5263 3890, Passcode: 197642, Dial by your location • +1 669 900 9128 US (San Jose)

If you wish to make a public comment, use the “Raise Hand” feature in Zoom or *9 on your telephone. You will be called upon and unmuted when it is your turn to provide comment. Comments must be 3 minutes or less and limited to one comment per item.

The meeting will be conducted in-person and the room is open to the public. As a courtesy, the public may participate via video conference or telephone. Online and telephonic access does not guarantee the public the ability to observe the meeting or to make public comment in the event there is a disruption that prevents the NTCA from broadcasting the meeting or the public from being able to offer public comment. Members of the public who want to be assured that they have the ability to observe the meeting and offer comment during the meeting should attend the meeting in-person.

- 2:00 p.m.** 1. Call to Order – Establish Quorum
- 2. Public Forum – Any person wishing to address the TOT Committee on items of interest to the committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the TOT Committee on items addressed under Public Forum.
- 3. Agenda Amendments and Approval

4. Approval of Joint Committee Meeting Minutes CAP & TOT from Aug 23, 2023 [ACTION}

5. Approval of Joint Committee Meeting Minutes (CAP, TOT, TBID Advisory, Zone 1) from Aug 29, 2023 [ACTION}

2:10 p.m.

6. Action Items:

a). The Transient Occupancy Tax (TOT) Committee approves recommendation of expenditure of Transient Occupancy Tax funds in the amount of up to \$602,754 as presented for the Placer Washoe Van Pool Pilot program to the North Tahoe Community Alliance Board of Directors.

b). The Transient Occupancy Tax (TOT) Committee approves recommendation of expenditure of Transient Occupancy Tax funds in the amount of up to \$900,000 as presented for the Workforce Transit Pilot program to the North Tahoe Community Alliance Board of Directors.

7. CEO/Staff Updates

4:00 p.m.

8. Adjournment



Joint CAP & TOT Committee

DATE: Wednesday, Aug 23, 2023
TIME: 12:30 p.m. – 4:30 p.m.
LOCATION: Granlibakken Resort
725 Granlibakken Rd., Tahoe City, CA

ADDITIONAL LOCATIONS:
2587 Lake Shore Dr., Niles MI 49120

Each teleconference location is open to the public and any member of the public has an opportunity to address the CAP Committee from a teleconference location in the same manner as if that person attended the meeting location at 725 Granlibakken Rd., Tahoe City, CA 96145

CAP COMMITTEE

CHAIR SARAH COOLIDGE – REPRESENTING PLACER COUNTY
ANDREW RYAN - REPRESENTING NTCA
DAN WILKINS – REPRESENTING SPECIAL DISTRICT
DANIELLE MUELLER - REPRESENTING PLACER COUNTY
MITCHELL MURRAY – REPRESENTING LODGING
VINTON HAWKINS – REPRESENTING AT-LARGE
JIM PHELAN - REPRESENTING NTCA

VICE CHAIR Ron PARSON – REPRESENTING NTCA
NANCY OUDEGEEST – REPRESENTING BUSINESS ASSOC.
ERIC MARTIN - REPRESENTING SPECIAL DISTRICT
GORDON SHAW - REPRESENTING TRANSPORTATION
JERUSHA HALL – REPRESENTING SKI RESORTS
RICK STEPHENS – REPRESENTING AT-LARGE
RON PARSON - REPRESENTING NTCA

PLACER COUNTY ADVISORY SEATS
STEPHANIE HOLLOWAY/LINDSAY ROMACK (ALTERNATE)

TOT COMMITTEE

CHAIR SAMIR TUMA – KILA PROPERTIES
ALYSSA BETTINGER - TRPA
DAVE WILDEROTTER – TAHOE DAVE’S
KANE SCHALLER – DICKSON REALTY/KJM TEAM
PAT FRASER – PALISADES TAHOE
SCOTT ZUMWALT – BRIDGETENDER/WEST SHORE MARKET

VICE CHAIR SARAH COOLIDGE – COOLIDGE CONSULTING
ALYSSA REILLY– NTBA
KIM BOYD – TAHOE CITY PUD
KRISTINA KIND – MOUNTAIN HOUSING COUNCIL
LINDA MECKEL –
TERESA CRIMMENS – SIERRA COMMUNITY HOUSE

PLACER COUNTY ADVISORY SEATS
STEPHANIE HOLLOWAY/SHAWNA PURVINES

1. Call to Order – Establish Quorum

Sarah Coolidge called the meeting to order at 12:35 PM. A quorum was established for each Committee.

CAP Committee members in attendance

Seat #2 Business Association – Nancy Oudegeest, Serene Lakes
Seat #3 Special District – Dan Wilkins, Kings Beach/Tahoe City
Seat #4 Special District – Eric Martin, Olympic / Northstar Valley
Seat #5 County General – Danielle Mueller, Olympic Valley
Seat #6 County General – Sarah Coolidge
Seat #7 NTCA – Jim Phelan, Tahoe City
Seat #8 NTCA – Ron Parson, West Shore
Seat #10 Lodging – Mitchell Murray
Seat #12 At-Large – Vinton Hawkins
Seat #13 At-Large – Rick Stephens, Martis Valley, North Lake Tahoe
Seat #9 Transportation – Gordon Shaw, Eastern Placer County
Seat #11 Ski Resorts – Jerusha Hall
Lindsay Romack as Advisor

Absent

Seat #1 Business Association – Andrew Ryan

TOT Committee members in attendance: Samir Tuma, Kim Boyd, Scott Zumwalt, Linda Meckel, Alyssa Bettinger Teresa Crimmens, Sarah Coolidge, Kristina Kind, Sara Van Sclen, and Dave Wilderotter
Absent:, Kane Schaller, Pat Fraser, and Allyssa Reilley

Also present were Tony Karwowski, Francois Cazalot, Derrick Vaughan, and Erin Casey

2. Public Forum

There were no comments on items not on today's agenda.

3. Agenda Amendments and Approval [ACTION]

Item 4 was tabled. The agenda was approved by affirmation.

4. Approval of Joint CAP/TOT Committee meeting minutes from July 17, 2023 [ACTION]

This item was tabled.

5. Presentation of CAP and TOT committee review and scoring of sponsorship projects and programs for further deliberation and funding consideration.

Karwowski explained today's discussion is designed to inform staff of the Committee's priorities in allocating dollars. Applicants were invited to today's meeting to answer questions. Following that, the Committees will deliberate the pros and cons of the requests.

Casey reviewed the scores for each submittal, noting the TOT Committee may have scored a project differently than the CAP Committee did. She asked the Committees what questions they had regarding each project. Some items raised were put in a "parking lot" for discussion at a later date.

Casey explained that today's requests are for three-year sponsorship dollars. That said, there will be contractual agreements on the metrics to be achieved each year and year 2 and 3 allocations will be reconsidered each year. There may be projects the Committees will only recommend for one year of grant funding or that other pots of money may be more appropriate.

Discussion followed as the scoring and questions for applicants were clarified.

TC Park & Ride Winter Operation – TOT

The Committee agreed to recommend approval of this request, contingent on an agreement with the USFS.

RTTP Project Component 1B TART Connect Expanded Service

There was agreement that this is a great program and it should be expanded. There was a recommendation to add an app in Spanish. There was also a suggestion to consider charging a small fee to offset costs.

Sierra Community House's Workforce Housing Advocacy and Direct Assistance Program

Crimmens recused herself from this item.

In response to a question about how additional funds could be used, Crimmens said more people could be helped. The demand is outstripping the funds available.

The group suggested recommending doubling the allocation requested.

Placer/Washoe Vanpool Pilot Program and Workforce Transit Pilot

Van Sienen recused herself from this item.

Both programs are designed to serve employees. The application is for each project to work independently in years 1 and 2 and consider joint operations in year 3. Van Sienen explained the TMA program would join the existing Commute with Enterprise out of Washoe County funded in part by RTC. Keith Fountain said the

Workforce Transit Pilot would be an extension of the Mountaineer program and only operate in Olympic Valley and Alpine Meadows.

The Vanpool program was supported but it was suggested an annual grant may be more appropriate.

The Workforce Transit program was a “maybe” with a suggestion to move it to the annual grant cycle, given the limited service area.

Chalet Blanc Mixed Use Achievable Housing Project

The applicant Robb Olson was present. There were questions about how the Workforce Housing Deed Restriction may apply to this program. Details of the County requirements are still being considered, including whether or not the housing would be restricted to people who live and work in the County or only live here. Olson is still waiting to hear if he will be required to use prevailing wage on the project. He said the funds will not be needed until later in the year when many of these questions would be answered. There is work that can be done in the meantime, including engineering and design. Olson hopes to break ground in 2024 or 2025.

There was support for the program, but to hold the funds for now as part of a more extensive pilot program. Funding recommendations will be contingent on the decision regarding prevailing wage.

Dollar Creek Crossing BOTH

Paul Breckenridge reviewed the scope and status of this project. He explained the environmental review likely to be required. The County is now seeking entitlements and will then continue to identify funding. He said that if TOT and/or CAP funds are allocated, they could be used into the post-entitlement phase rather than pre-entitlement.

There was consensus to fund the program, but clarify when the dollars are actually needed. Milestones need to be clear in the contract.

RTTP Project Component 1A: SR 89 and SR 267 Adaptive Corridor BOTH

Rebecca Taber explained Placer County is the lead agency for this program because it is a “local” program and the County can probably get it done more quickly than Caltrans. Caltrans is involved as a stakeholder. She described the timeline that includes a study period leading to the design and permitting phases. This request is for the local contribution toward what will ultimately be a \$5 million - \$6 million project. Discussion followed regarding how this proposal will impact traffic congestion. There will need to be a management strategy that includes public and private shuttles.

Both Committees felt this is an important project and should be funded.

Lease to Locals Program

Romack noted the Placer County Board of Supervisors invested in this program a year ago. There is not a lot of data available on the Placer County side, but in Truckee about 60% of owners continue to rent long-term, even though the subsidy is only for one year. There is no discussion at this point about extending the subsidy beyond one year.

There was consensus to recommend funding. However, before the next funding cycle, the applicant will be asked to report back on the longevity and ongoing rentals. A tiered incentive system may be considered to increase the retention rate. There needs to be a better process so there is less engagement between landlords and tenants regarding the finances.

Workforce Housing Preservation Program BOTH

Nikki Streegen provided more detail on how the program works. To date, seven applications have been processed at a cost of about \$800,000. There are 37 people on the waitlist. For every \$1 million in property sold, there are 6-9 deed restrictions approved at an average payout of \$116,000 per home.

Although there was general agreement that this is a good program, there was question about using CAP funds. An argument could be made that this is infrastructure, however TOT funds may be a better choice. There was a desire to see the program expanded to include existing owners, not just new property owners.

RTTP Project Component 1C: NLT Parking Management

Taber said this request is for the first phase of implementing the Parking Management program in Kings Beach, which includes infrastructure, code enforcement officers, and administration for operations. Over the years, the revenues from paid parking should cover the staffing costs.

The Committees recommend funding for the Kings Beach component. They suggested there be assertive community engagement, encouragement for private parking lot owners to participate, and appropriate infrastructure for the cell or wi-fi technology.

North Tahoe Trail Segment 1 BOTH

Both Committees agreed this request should be approved.

Tahoe City Downtown Access Improvements BOTH

Andy Deinken explained his role is to get the project built. Operations will be handled by Facilities Management or the Parks Department. This is a primary component of a larger parking management program in Tahoe City.

Both Committees recommended funding this project.

Kings Beach Western Approach Project BOTH

Deinken explained Caltrans involvement as a partner on this project. Caltrans will ultimately operate and maintain the infrastructure. One of the main goals is pedestrian safety by installing wider sidewalks and landscaped buffer zones. Discussion followed as the differences between this proposed round-about and the others in Kings Beach were clarified.

Both the CAP and TOT Committees agreed to recommend funding.

Truckee River Recreation Access Plan & Multipurpose Trail BOTH

In response to a question, Taber said the County may consider accepting one year of funding rather than three, but it could narrow the scope. The pros and cons of the project were discussed.

There was a recommendation to consider this request in the annual grant cycle.

TCPUD Multi-Use Trail System – Trail Segment Reconstruction Project – CAP

Parson noted the age of this trail system. Casey added that CAP had approve a reconstruction of the Truckee River Trail as capital replacement. Boyd said fewer dollars would delay the project. TCPUD has a report that replacing 12 miles of trails over several years will cost approximately \$12 million. TCPUD is researching other grants and sources of funding.

Romack said Placer County has been in conversation with all the agencies who own bike trails in the area. A draft RFP to work on an overall strategic plan for the regional trails system is being considered to understand what segments still need to be built and where there is a need for reconstruction and repairs.

There was agreement to fund this project but future maintenance and replacement should be in TCPUD's budget. The governance policy being worked on by the stakeholders should be consistent and clear and set priorities and policies for the entire system.

Pam Emmerich Memorial Pinedrop Trail Reconstruction and Extension - CAP

Justin Broglio and Nathen Chorey provided more detail on this multi-year request to rebuild and expand the trail. These funds would be used for planning and design. A request for \$1.3 million has been requested from the California State Parks fund.

There was consensus to fund the project. However, the concerns about future maintenance were similar to those voiced for the Multi-Use Trail System.

6. CEO/Staff Update

Karwowski thanked everyone for their time. Staff will compile the comments for use during next week's meeting when allocations will be recommended.

7. Adjourn Committee Meeting

There being no additional business to come before the Committees, the meeting was adjourned at 5:05 PM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



Joint TBID Advisory, Zone 1, TOT, & CAP Committee Special Meeting

DATE: Tuesday Aug 29, 2023
TIME: 2:00 PM – 4:00 PM
LOCATION: Granlibakken Resort
725 Granlibakken Rd., Tahoe City, CA

ADDITIONAL LOCATIONS:
827 Chimalus Dr. Palo Alto, CA 94306 (Tuma)
2 Portola Plaza. Monterey, CA 93940 (Boyd & Coolidge)

Each teleconference location is open to the public and any member of the public has an opportunity to address the CAP Committee from a teleconference location in the same manner as if that person attended the meeting location at 725 Granlibakken Rd., Tahoe City, CA 96145

1. Call to Order – Establish Quorum

Jim Phelan called the meeting to order at 2:13 PM. A quorum was established for each Committee.

TBID Advisory Committee members in attendance

Jonn Melrose, Jim Phelan, Dave Wilderotter, Katherine Hill, Jonny Roscher, and Jerusha Hall

Committee members absent

Tom Feiten and Danny Scott

A quorum was established.

Zone 1 Committee members in attendance

Jim Phelan, Alex Mourelatos, DJ Ewan, and Jill Schott

Committee members absent

Melissa Siig and Connor McCarthy

A quorum was established

CAP Committee members in attendance

Seat #1 Business Association – Andrew Ryan

Seat #2 Business Association – Nancy Oudegeest

Seat #4 Special District – Eric Martin

Seat #5 County General – Danielle Mueller

Seat #6 County General – Sarah Coolidge

Seat #7 NTCA – Jim Phelan

Seat #8 NTCA – Ron Parson

Seat #10 Lodging – Mitchell Murray

Seat #12 At-Large – Vinton Hawkins

Seat #11 Ski Resorts – Jerusha Hall

Lindsay Romack as Advisor

Committee members absent

Seat #3 Special District – Dan Wilkins

Seat #9 Transportation – Gordon Shaw

Seat #13 At-Large – Rick Stephens (Present but cannot vote because location not identified)

A quorum was established

TOT Committee members in attendance

Samir Tuma, Kim Boyd, Linda Meckel, Kane Schaller, Pat Fraser Alyssa Bettinger Teresa Crimmens, Sarah Coolidge, Kristina Kind, Sara Van Sclen, Dave Wilderotter, and Scott Zumwalt (arrived at 2:34 PM)

Committee members absent

Absent: Allyssa Reilley (Present but cannot vote because location not identified)

A quorum was established.

Also present were Tony Karwowski, Adam Wilson, Anna Atwood, Francois Cazalot, Derrick Vaughan, and Erin Casey

2. Public Forum

There were no comments on items not on today's agenda.

3. Agenda Amendments and Approval [ACTION]

Each Committee approved today's agenda by affirmation.

4. Presentation and Discussion

A. Review and discussion of funding options for Community Vitality and Economic Health Investment Program 2023 Sponsorship Program projects and programs.

Karwowski discussed the process and hoped-for outcomes today. He explained the final approval process, noting the NTCA Board will approve recommendations for TBID Advisory and Zone 1 allocations. That Board will make recommendations to the Placer County Board of Supervisors for approval of TOT and CAP Committee allocations.

Today's discussion will focus on the three-year Sponsorship bucket, to which each Committee allocated the highest percentage of funds. Casey explained that each approved project will have a separate contract which will include contingencies requested by the funding committee. Funding for years 2 and 3 will be reaffirmed each year based on the project's progress and meeting the criteria in the contract.

Casey presented two scenarios for funding based on previous meetings. The Committees reviewed each project and deliberated variations of the funding proposed. In some cases, there was agreement that the project is best suited for a one-year Grant allocation, rather than three-year Sponsorship. Also, some projects may be more heavily funded in different years of the Sponsorship, depending on need.

As the groups continued to deliberate, Casey explained that if there is not total agreement on every project today, the Committees can meet separately for more consideration. Discussion continued as the options and impacts were clarified.

It was noted that the recommendation for Sierra Community House in both Scenario A and Scenario B should be \$900,000, although the request was for \$450,000.

5. Action Items

A. The TBID Zone 1 Committee approves recommendation of expenditure of TBID Zone 1 funds as presented for projects and programs associated with the Community Vitality and Economic Health Investment Program 2023 Sponsorship Program to the North Tahoe Community Alliance Board of Directors.

Mourelatos was not present for this vote.

It was moved by Phelan and seconded by Schott to recommend approving Zone 1 projects up to the amounts presented in Scenario A with the understanding that all projects recommended for zero funding be reconsidered at the Committee level. Motion carried unanimously.

B. The TBID Advisory Committee approves recommendation of expenditure of TBID funds as presented for projects and programs associated with the Community Vitality and Economic Health Investment Program 2023 Sponsorship Program to the North Tahoe Community Alliance Board of Directors.

It was moved by Phelan and seconded by Roscher to recommend approving TBID Advisory projects up to the amounts presented in Scenario A with the understanding that all projects recommended for zero funding be reconsidered at the Committee level. Motion carried unanimously.

C. The Capital Projects Advisory (CAP) Committee approves recommendation of expenditure of Transient Occupancy Tax (TOT) funds as presented for projects and programs associated with the Community Vitality and Economic Health Investment Program 2023 Sponsorship program to the North Tahoe Community Alliance Board of Directors.

It was moved by Parson and seconded by Martin to recommend funding Scenario B less 10% from all CAP recommended projects except the TCPUD request which has already been reduced.

AYE: Oudegeest, Parson, Murray, Hawkins

NAY: Phelan, Hall, Ryan, Mueller, Martin

RECUSAL: Coolidge from those projects related to NTPUD requests

4:5:1 Motion failed

It was moved by Phelan and seconded by Hall to recommend funding CAP projects up to the amounts presented in Scenario A with the understanding that all projects recommended for zero funding be reconsidered at the Committee level.

AYE: Mueller, Phelan, Murray, Hall

NAY: Oudegeest, Ryan, Martin, Parson, Hawkins

RECUSAL: Coolidge from those projects related to NTPUD requests

4:5:1 Motion failed

It was moved by Martin and seconded by Mueller to recommend funding CAP projects up to the amounts presented in Scenario A with the understanding that all projects recommended for zero funding be reconsidered at the Committee level. Further, to fund the TCPUD request at \$3,900,000 and reallocating \$1 million from Buckets 3 and 4 to support the increase.

AYE: Mueller, Phelan, Murray, Hall, Oudegeest, Martin, Hawkins

NAY: Parson and Ryan

RECUSAL: Coolidge from those projects related to NTPUD requests

7:2:1 Motion carried

D. The Transient Occupancy Tax (TOT) Committee approves recommendation of expenditure of Transient Occupancy Tax (TOT) funds as presented for projects and programs associated with the Community Vitality and Economic Health Investment Program 2023 Sponsorship Program to the North Tahoe Community Alliance Board of Directors.

It was moved by Phelan and seconded by Schaller to recommend approving TOT projects up to the amounts presented in Scenario A with the understanding that all projects recommended for zero funding be reconsidered at the Committee level. Motion carried with Coolidge recusing from those projects related to NTPUD requests

6. Informational Updates

A. Review and comment on updates to Annual Grant Cycle criteria based on community workshop feedback.

No additional reports were given.

7. Adjournment

There being no further business to come before the Board, the meeting adjourned at 4:53 PM.

Respectfully submitted,

Judy Friedman
Recording Secretary
THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



North Tahoe Community Alliance
Staff Report
September 18, 2023, TBID Advisory Committee Meeting

To: TOT Committee

Date: September 18, 2023

From: Tony Karwowski, Tara Hetz, Erin Casey, Francois Cazalot

Subject: Approval of the recommended allocation of Transient Occupancy Tax (TOT) in the amount up to \$1,502,754 as presented for Placer Washoe Van Pool Pilot program and Workforce Transit Pilot program investments consistent with the Community Vitality and Economic Health Investment Program 2023 Sponsorship Program to the North Tahoe Community Alliance Board of Directors.

ACTION REQUESTED:

- A. The Transient Occupancy Tax (TOT) Committee approves recommendation of expenditure of Transient Occupancy Tax (TOT) funds in the amount of up to \$602,754 as presented for the Placer Washoe Vanpool Pilot program to the North Tahoe Community Alliance Board of Directors.
- B. The Transient Occupancy Tax (TOT) Committee approves recommendation of expenditure of Transient Occupancy Tax funds in the amount of up to \$900,000 as presented for the Workforce Transit Pilot program to the North Tahoe Community Alliance Board of Directors.

BACKGROUND: The Community Vitality and Economic Health Investment Program is designed to enhance economic health, community vitality, and environmental sustainability in the North Lake Tahoe region by investing in various programs, projects, services, and limited maintenance activities. This initiative seeks to strategically allocate Transient Occupancy Tax (TOT) and North Lake Tahoe Tourism Business Improvement District (NLTTBID) assessment funds to foster community well-being and economic growth.

On August 29th, a joint committee meeting involving the TOT Committee, CAP Committee, TBID Advisory Committee, and Zone 1 Committee resulted in the approval of funding for 17 projects, totaling up to \$20,027,558 in TBID and TOT funds.

However, during this meeting, two investments—Mountaineer Transit Company’s Workforce Transit Pilot and the TNT-TMA’s Placer-Washoe Vanpool Pilot—generated differing opinions among committee members. While some favored sponsoring one or both proposals, others proposed an immediate merger or one-year funding. Consequently, these two projects were excluded from the list of recommended investments presented to the NTCA Board of Directors on September 6th, 2023. The TOT committee decided to reconvene to revisit potential funding of these two programs in this meeting on September 18th, 2023.

Summary of both projects:

Project Title: **Placer-Washoe Vanpool Pilot Program**

Project Applicant: Truckee North Tahoe Transportation Management Association

Project Request: \$602,754

- Provide commute alternative for workers commuting from Washoe County to Eastern Placer County.
- Offers subsidies for vanpools of 4-14 commuters.
- Increase vanpool subsidy for commuters.
- Utilizes the existing Regional Transportation Commission of Washoe County (Washoe RTC) Smart Trips program.
- Subsidy provided for up to 20 vanpools.

Project Title: **Workforce Transit Pilot**

Project Applicant: Mountaineer Transit Company

Project Request: \$900,000

- Mountaineer Transit Company (MTC) aims to expand and formalize van pool pilots.
- Target locations: Reno and other OV/AM employee population centers.
- Expansion details:
 - Enhance collaboration with micro transit expert, Downtowner.
 - Incorporate technology to:
 - Optimize, monitor, and report on ridership.
 - Offer collective cost savings.
 - Reduce liability and ensure scalability.
 - Subsidizes and expands vanpools that Olympic Valley/Alpine Meadows employers piloted and utilizes Commute to Enterprise
 - A regional program that leverages MTC's employer relationships and large workforces; these employers have asked MTC to facilitate and scale a program and they're ready to support it with matching funds
 - All businesses associated with MTC and NTCA TBIDs will be solicited for interest, matching employer dollars will be secured, RTC program match will be pursued, and transactions will be brokered with interested employers

- User-Interface technology through Downtowner or another provider will be developed and deployed for efficient groupings of employees, tracking, and reporting

Fiscal Implications:

- Both projects combined total \$1.5 million of needed funding.
- The TOT committee will need to consider reallocating funds from the Annual Grant Cycle, Opportunistic Cycle, and Reserve/Flex funding buckets to fund these projects.

NTCA staff recommends the TOT committee approve TOT funds of up to \$1,502,754 for the two transportation projects, Place-Washoe Vanpool Pilot Program and Workforce Transit Pilot, to enhance community vitality and economic well-being in the North Lake Tahoe region.