



**MEMORANDUM  
COUNTY EXECUTIVE OFFICE  
ADMINISTRATION**  
County of Placer

TO: North Lake Tahoe Resort Association Board of Directors

DATE: June 8, 2021

FROM: Erin Casey

SUBJECT: Additional "Tourism Mitigating" Projects and/or Services to be funded with FY 2019-20 Transient Occupancy Tax Fund Balance as a Result of TBID Formation

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**Background**

In January 2020, the Placer County Board of Supervisors approved an agreement (Agreement) with the NLTRA for a five-year period which outlines the county's commitment to investing Transient Occupancy Tax (TOT) revenues, no longer needed to fund the NLTRA contract because of TBID formation, in eastern Placer County. The Agreement also describes the NLTRA's new role in advising the Placer County Board of Supervisors on the allocation of these "freed-up" TOT funds to housing and transportation programs and projects.

That advisory role also applies to FY 2019-20 TOT fund balance in the amount of \$2.1 million as detailed in the Agreement. This memo outlines proposed transportation and other tourism mitigating projects and services that could be funded with the FY 2019-20 TOT fund balance and implemented immediately in 2021. While this proposal focuses on existing TOT fund balance and not "freed-up" TOT, the formation of the TBID impacts how these funds might be used. Should your Board vote to recommend the allocation of these funds to projects described below, county staff will present the recommendation as part of the Resort Association contract renewal on June 22, 2021.

In 2020, your Board took action to recommend the allocation of \$250,000 of FY 2019-20 TOT fund balance to the Workforce Housing Preservation Program. This recommendation was approved by the Placer County Board of Supervisors on February 9, 2021. On March 3, 2021, your Board took action and recommended \$1,105,000 for tourism mitigating projects and services. The Board of Supervisors approved the allocation of funds to those projects consistent with your Board's recommendation. Therefore, total available funds from this funding source are \$745,000. The total requested amount for these potential tourism mitigating projects and services is \$715,000.

**Proposed Tourism Mitigating Projects/Services 2.0**

**Winter Microtransit Service in North Lake Tahoe (Includes expanded service to Olympic Valley and Alpine Meadows) – \$500,000**

On-demand shuttle service has been identified as a priority in the Tourism Master Plan and the Resort Triangle Transportation Plan. On-demand microtransit service is currently provided in Olympic Valley and Alpine Meadows by the Downtowner. County staff has met with Downtowner owners and staff to discuss expanding the current microtransit program to the Placer County portion of the Lake Tahoe Basin in the winter months and expanding the pilot to Olympic Valley and Northstar in addition to the Tahoe Basin.

**Temporary Signal at Grove Street and SR 28 - \$150,000**

In 2020, county staff hired a third-party consultant develop a design for a temporary signal at the Grove Street and SR 28 intersection. Staff has also worked with Caltrans to obtain the necessary permits and approvals for the signal. On March 2, 2021, your board recommended \$150,000 in TOT be allocated to the project however, bids came in higher than estimated. Therefore, the county is requesting an additional \$100,000 to support this project,

By installing a temporary signal, county staff can monitor traffic flow conditions to determine whether a permanent signal could work. In addition, if funding for this is approved, crossing guards at Grove Street would not be needed. DPW staff will be available to answer questions on this proposal during the NLTRA's June 9, 2021 board meeting.

**Restrooms on Donner Summit - \$15,000**

County staff has worked with the USFS and Nevada County to address trash issues on and around Donner Summit. There are several attractions on Donner Summit but limited public restrooms and parking. To address this issue, the county is requesting up to \$15,000 to place portable restrooms at popular trailheads. The total funds requested may not be needed if the USFS and Nevada County contribute funds to address this issue. County staff will continue to work with the USFS and Nevada County to determine where the restrooms should be placed and if additional funds are available to support this effort.

**Westshore Pedestrian Improvements - \$50,000**

County staff is working in partnership with the Tahoe City PUD to improve pedestrian crossings along the Westshore. Project costs have exceeded the budgeted amount so county staff is seeking additional funding to cover those costs to ensure the project is completed. Details will be provided by DPW staff during the Resort Association board meeting.