



MEDIA ALERT MEDIA ALERT MEDIA ALERT

TAHOE TRANSPORTATION DISTRICT TO PRESENT LOOP ROAD ALTERNATIVES AT CITY COUNCIL, MARCH 12

- WHAT:** Comprehensive public update for US 50/South Shore Revitalization Project (aka Loop Road) regarding design alternatives at South Lake Tahoe City Council meeting.
- WHO:** **Mark Rayback**, Project Engineer for the Loop Road and principal, Wood Rodgers, an engineering, architectural and planning firm, will present history, benefits and design alternatives.
- David Zehnder**, Economic & Planning Systems, Inc., a Sacramento-based land economics consulting firm, will present findings from the recent Loop Road economic analysis which indicates potential for a \$16-\$25 million annual increase in area retail sales.
- WHERE:** City Council Chambers at Lake Tahoe Airport
901 Airport Rd., Ste. 206. South Lake Tahoe, CA 96150
- WHEN:** March 12, 2013 from 6 p.m. to 8 p.m.
- WHY:** To provide residents, businesspersons, area citizens, interested parties and City Council members with a brief project history, current status report and future timeline of various stages and approvals required for the Loop Road Project.
- To receive public comments and opinions from citizens concerned for the destination's future: economic, environmental, safety, and appeal:
A preferred alternative has NOT been selected. Various alternatives are currently being vetted through the public process for the Environmental Impact Study. A

decision will follow the completion of the EIS and only after review by numerous governmental agencies charged with project oversight.

NOTES:

The US 50/South Shore Revitalization Project is a possible realignment of Highway 50 between Lake Parkway in Nevada and Pioneer Trail in California. A reclassification from federal highway to local street status would provide for local area control and development of a local “main street.”

A recent US Highway 50 economic analysis indicates that a completed downtown area outlined within the Loop Road, City of South Lake Tahoe’s General Area Plan and the South Shore Vision Plan would provide for an annual retail sales increase of \$16-\$25 million.

A revitalized downtown, or “complete streets” concept, includes a combination of upgraded elements: wider sidewalks, bike lanes, special bus lanes, comfortable and accessible transit stops, frequent crossing opportunities, median islands and accessible pedestrian signals. The project would support the conditions for future development, from which the potential exists for more than a billion dollars in private construction activity, numerous short and long-term employment prospects as well as other recreational, environmental and community benefits.

For details on Tahoe Transportation District and its current projects, visit www.TahoeTransportation.org or call (775) 589-5500.

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Tahoe Transportation District

The Tahoe Transportation District (TTD) is responsible for the implementation and management of transportation projects and programs in the Tahoe Basin. The organization has facilitated many area safety infrastructure projects, including bicycle paths, roadway improvements, pedestrian thoroughfares, water quality and water shed improvements and public transit solutions.