

# ATTACHMENT A—SCOPE OF WORK

## TASK 1 DOCUMENT REVIEW

Nelson\Nygaard perform a complete document review of past and/or current local and regional plans for the Lake Tahoe North Shore Area. During the review, we will extract pertinent community data and information, including adopted goals, policies and objectives with respect to transportation and to the extent applicable, Transportation Demand Management (TDM). Specific documents to review include but are not limited to the Tahoe Regional Planning Agency's *Regional Plan*, Placer County *Tahoe Basin Area Plan*, and *Tahoe Valley Area Plan*. This task will also include a thorough review of resort websites and identify what transportation information is currently provided for area residents, employees and visitors. This effort will help identify general gaps and opportunities for each community and for the region.

## TASK 2 CASE STUDIES & BEST PRACTICES

Nelson\Nygaard will investigate and summarize a series of case studies and TDM best practices currently in place at other relevant and comparable areas to the Lake Tahoe North Shore Area. Case studies may consider current transportation-related programs in other well-established resort areas that may include but not limited to Aspen and Breckenridge, CO; Park City, UT; and Mammoth Mountain in California. In addition, we have extensive research on TDM programs across the country and will draw on our past work along with additional research to identify what parking and TDM strategies have proven successful.

This region is particularly unique as a major tourist destination during all seasons, with a considerable number of visitors flocking to the area for skiing/snowboarding/hiking in fresh powder in the fall/winter months and to swim, hike, and camp in the warm spring/hot summer months. There is indeed a multitude of parking and TDM strategies to consider; however, Nelson\Nygaard will carefully determine which case studies and best practices are most applicable to the Lake Tahoe North Shore Area. These case studies and best practices will also include a discussion of how TDM programs were enacted, who is responsible for each TDM program, and to the extent possible, the level of effectiveness of the TDM program in reducing vehicle/parking demand. These case studies and best practices will be used to inform the strategy development in Task 3.

## TASK 3 TDM STRATEGY PLAN

Using information from the previous tasks, Nelson\Nygaard will prepare a comprehensive TDM Strategy Plan. Components of the plan will include:

- **Area of Opportunity:** Nelson\Nygaard will identify overarching TDM strategies for the region to consider as well as tailored strategies to specific communities/resorts, depending on what programs are already available and where additional TDM strategies are recommended;
- **Target Markets:** the plan will include a discussion of targeted markets (e.g., residents, permanent or part-time employees, visitors, etc.) for each recommended TDM strategy to be considered;

- **Cost Estimate:** to the extent possible, Nelson\Nygaard will prepare a planning-level cost estimate of each recommended TDM strategy to be considered; this data will draw from case studies, best practices, and relevant information that is currently available;
- **Implementation:** the plan will describe how each TDM strategy can be implemented, a general timeline of which TDM strategies can be implemented in the near-, mid-, and long-term (based on the level of complexity/coordination), and who would be responsible for each recommended TDM strategy to be considered; and
- **Monitoring:** Nelson\Nygaard will include a discussion of how communities, resorts and/or the region can monitor TDM, and develop key metrics and identify ways to measure the effectiveness of TDM and related programs.

Nelson\Nygaard will prepare one (1) draft TDM Strategy Plan for review by the Client and then upon receiving one set of non-conflicting comments, we will make the necessary revisions and prepare one (1) final TDM Strategy Plan.

Deliverables:     Draft TDM Strategy Plan  
                          Final TDM Strategy Plan

## TASK 4     WORKSHOP MEETINGS

Nelson\Nygaard will participate in up to two (2) workshop meetings with community members. In addition, we will coordinate in preparation of meeting materials, including but not limited to a formal presentation and/or a limited number of storyboards, posters, etc.

It is assumed that the first meeting will focus on informational gathering from meeting participants and to gain insight into their needs, values, and concerns with respect to transportation and mobility in the Lake Tahoe environs. This information will support the preparation of potential strategies for further consideration (see Task 3). The second meeting will include Nelson\Nygaard staff presenting draft strategies for incorporation into the TDM Strategy Plan and to receive feedback/input on each strategy.