

# DRAFT FINAL REPORT US 50 ACCESS CONTROL ACTION PLAN AND PROOF OF CONCEPT

February 24, 2022



## US 50 | CORRIDOR ACTION PLAN



Prepared For



Prepared By





# TABLE OF CONTENTS

**Background** ..... 1

    Access Control Plan Purpose and Objective ..... 1

    Access Control Action Plan and Access Control Proof of Concept ..... 1

    Study Area ..... 2

**Current Conditions and Factors** ..... 3

    Existing Roadway Conditions ..... 3

    Risk Assessment for Peak Period Access Control ..... 3

    Impacts by Mode ..... 5

**Stakeholder Coordination Process** ..... 6

    Project Development Team ..... 6

    Emergency Services and First Responders ..... 6

**Proposed ACCESS CONTROL Proof of Concept** ..... 7

    Overview ..... 7

    Downtown Placerville Access ..... 7

    Study Area Detours ..... 9

**Public Outreach Plan** ..... 10

    Public Outreach Approach ..... 10

**Access Control PROOF OF CONCEPT Next Steps** ..... 10

    Proof of Concept Evolution ..... 10

    Access Control Proof of Concept Next Steps ..... 12

## FIGURES

- Figure 1 – Site Map
- Figure 2 – Center Street to Bedford Avenue Cross Section
- Figure 3 - Risk Register

## TABLES

- Table 1 – Project Development Team Representation

## APPENDICES

- Appendix A - PDT Presentations and Meeting Summaries
- Appendix B – US 50 Proof of Concept Plan Sheets
- Appendix C – Public Outreach Campaign Scope of Services

## BACKGROUND

### Access Control Plan Purpose and Objective

US 50 is the most significant and highly utilized transportation corridor in El Dorado County, providing east-west connectivity to Sacramento County, the State of Nevada, and east across the United States to Ocean City, Maryland. US 50 is the primary east-west route for interregional tourism travel into the Lake Tahoe Basin, as well as the Apple Hill agritourism area of El Dorado County. Furthermore, US 50 often carries additional traffic to/from the Tahoe Basin and points east during winter closures of Interstate 80 over the Sierra Nevada Mountains. US 50 is also the major commute route to employment locations in the greater Sacramento metropolitan area and supports goods movement and agriculture in El Dorado County and the Lake Tahoe Basin. As the primary transportation corridor extending through El Dorado County, US 50 serves the County's major population centers of El Dorado Hills, Cameron Park, Shingle Springs, Diamond Springs, Placerville, Camino, Pollock Pines, and South Lake Tahoe.

US 50 through El Dorado County is a four-lane controlled-access expressway, from the Sacramento County line east to Pollock Pines where it transitions to an expressway with at-grade access, a distance of approximately 30 miles. Approximately 16 miles from the western County line within the City of Placerville, US 50 transitions from a controlled-access expressway with grade-separated access, to a series of three at-grade signalized intersections, including an at-grade intersection with State Route (SR) 49, and one stop-controlled access. This short transition from limited-access to at-grade access creates significant congestion and back-ups along US 50 during peak visitation seasons with travelers from Sacramento and the Bay Area accessing Apple Hill and Lake Tahoe. The resulting congestion not only impacts mobility and travel times along US 50 but travelers seeking to bypass this congestion utilizing mobile applications such as Google Maps, Waze, and other platforms cause additional congestion on the local road network throughout Downtown Placerville.

### Access Control Action Plan and Access Control Proof of Concept

The purpose of this Access Control Action Plan is to perform a data collection effort, conduct a risk assessment, and develop traffic management strategies to prepare an Access Control Action Plan for future deployment of a "proof of concept" project along US 50 within the City of Placerville during peak travel times. The Access Control Action Plan will guide implementation of a proof of concept which will close off local access movements to US 50 at the three signalized intersections in Downtown Placerville to maintain continuous green time on US 50 and alleviate congestion. The objective of this Access Control Action Plan and proof of concept implementation is to determine the effectiveness and feasibility of limiting local access during peak periods as a potential on-going strategy to address peak time congestion in lieu of a permanent solution to the decades old and ongoing congestion. The resultant increase in throughput on US 50 for regional travelers is anticipated to reduce congestion on local roadways, allowing residents and visitors to Placerville to efficiently utilize local detours. The proof of concept is anticipated to be executed over two or more weekends during peak travel season in Fall of 2022. The Access Control Action Plan is part of a larger US 50 Action Plan to address existing and long-term congestion along US 50 in El Dorado County.



## Study Area

The US 50 Access Control Action Plan study area extends through, along, and adjacent to US 50 in and around Downtown Placerville and includes the signalized intersections with Canal Street, Spring Street/SR 49, and Bedford Avenue as shown in **Figure 1**. There is an existing at-grade right-in/right-out intersection with eastbound US 50 at Center Street and an existing ramp from westbound US 50 to northbound Coloma Street. California SR 49 crosses the corridor at the Spring Street at-grade intersection in a north-south direction in Downtown Placerville, providing connectivity to the nearby communities of Diamond Springs, Coloma, and Auburn, California.

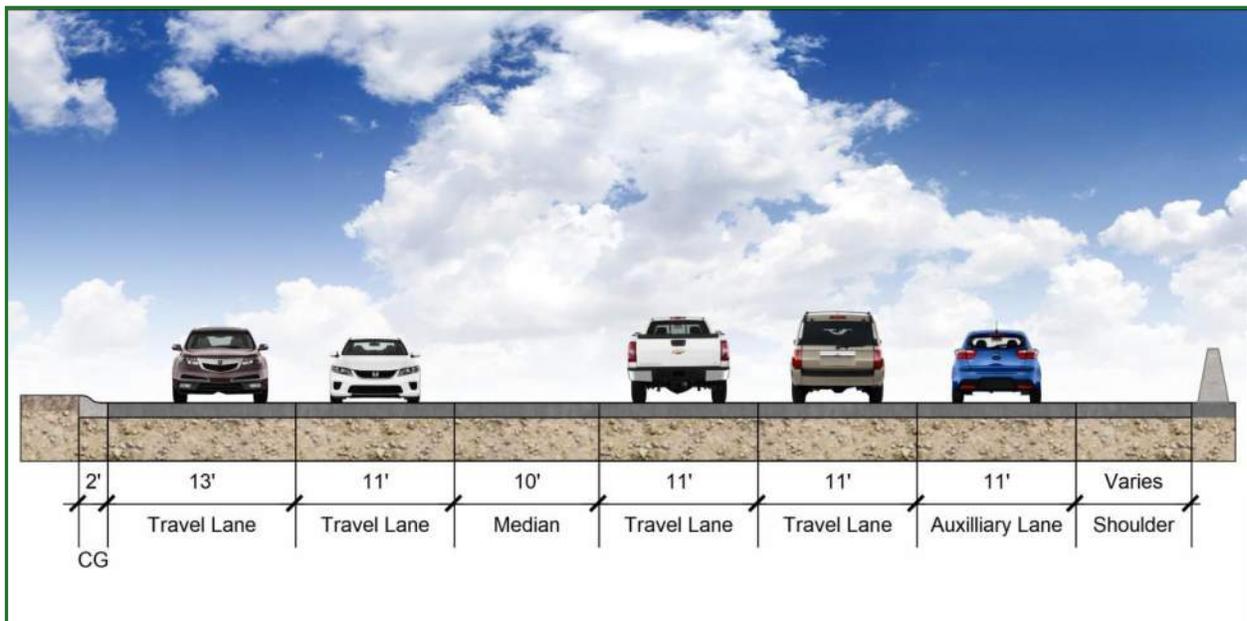


*Figure 1 – Site Map*

## CURRENT CONDITIONS AND FACTORS

### Existing Roadway Conditions

US 50 through Downtown Placerville is classified as an expressway and consists of two travel lanes in each direction, a center striped median, and an auxiliary lane in the eastbound direction, from Center Street to Bedford Avenue as shown in **Figure 2**. Traffic volumes are in the range of approximately 50,000 Average Daily Traffic (ADT) with sharp increases during peak visitation time as tourist flock to and from Apple Hill and South Lake Tahoe. The posted speed limit drops from 65 miles per hour (mph) east and west of Placerville to 40 mph through Placerville. The roadway does not include bicycle or pedestrian facilities along US 50, however, at-grade crosswalks exist at the Canal Street and Spring Street signals and pedestrian overpasses are located at Coloma/Center Street and Bedford Avenue.



*Figure 2 – Center Street to Bedford Avenue Cross Section*

### Risk Assessment for Peak Period Access Control

Prior to developing the detailed access control plan and proof of concept, a risk assessment was conducted to identify risks and mitigating opportunities that should be considered and potentially incorporated into the plan. The potential risks and mitigation opportunities were discussed with the Project Development Team (PDT). The resulting risk register is illustrated in **Figure 3**. The risk register includes the following components:

- ❖ Risk Description – Brief explanation of the identified risk issue.
- ❖ Type – The category or discipline the risk item refers to. It is acknowledged that some risk items touch multiple types; however, one is listed for simplicity.
- ❖ Severity – The relative impact the risk could have, rated from low to high.
- ❖ Likelihood – How likely the risk item is to potentially occur, rated from low to high.
- ❖ Mitigation – The ability for the risk item to be mitigated or relieved, rated non, partially, or fully.

Access Control Pilot Project Risk Assessment and Register Updated: 2/23/22							
No.	Risk Description	Type	Severity	Likelihood	Mitigation	Mitigation Description	Risk Rating
1	Maintaining right-in/right-out access at intersections	Design	Low	High	Partially	Provide or ensure alternate access	6
2	Ability to temporarily control physical access at intersections	Traffic Management	Medium	Low	Fully	Determine viable products to manage intersection control or use Cozeep	4
3	Access control creates unacceptable congestion on surface streets	Operations	Low	Medium	Partially	Conduct traffic operations analysis to identify hot spots or maximize access	5
4	Ability to adequately communicate proof of concept project to regional travelers destined for Placerville	Outreach	Medium	Medium	Fully	Prepare and fund access control outreach strategy	5
5	Maintain adequate speed control during extended green times	Safety	Medium	Medium	Partially	Implement a speed management plan through feedback signs and enforcement	6
6	Are acceptable connections provided to active transportation modes across US50	Traffic Management	Low	Medium	Fully	Include all modes in Traffic Management Plan	4
7	Ability to maintain freight deliveries on legal roads	Traffic Management	High	Medium	Fully	Include freight considerations in Traffic Management Plan	6
8	Maintaining emergency and first responder access	Safety	High	High	Fully	Develop emergency access handling plan and determine if preemption is feasible	7
9	Driver notification program to deter closed movements	Traffic Management	Medium	Medium	Fully	Prepare Traffic Management Plan	5
10	Temporarily close off turn lanes on US50	Operations	Low	Medium	Fully	Develop layouts for temporary closures	4
11	Detour plan and outreach program for local traffic	Outreach	Medium	Medium	Fully	Prepare, fund and implement outreach strategy. Opportunity to partner with Waze/Google	5
12	Detour plan for bicyclists and pedestrians	Traffic Management	Medium	High	Fully	Include bicycle/pedestrian considerations in Traffic Management Plan	6

Figure 3 – Risk Register



- ❖ Mitigation Discussion – A brief description of the potential mitigation, where applicable.
- ❖ Risk Rating – A score that combined severity, likelihood, and mitigation into an overall risk score, with the higher the number representing the highest overall risk.

## Impacts by Mode

While the access control plan is focused on vehicular traffic through Placerville and to/from Downtown, alternate transportation modes must be taken into consideration as well to maintain connectivity and mobility. A summary of potential impacts and mitigations by mode are as follows:

- ❖ Pedestrian – At-grade pedestrian connectivity across US 50 at Canal Street and Spring Street at the existing signalized intersections must be restricted to keep the signals in continuous green for US 50 vehicular traffic. Pedestrian traffic will have to be detoured to the pedestrian overcrossing at Coloma Avenue.
- ❖ Bicycle – Similar to the pedestrian mode, at-grade connectivity across US 50 at Canal Street and Spring Street at the existing signalized intersections must be restricted to keep the signals in continuous green for US 50 vehicular traffic. Pedestrian traffic will have to be detoured to the pedestrian overcrossing at Coloma Avenue.
- ❖ Transit – El Dorado Transit runs two routes that utilize existing at-grade access to/from US 50 in Placerville: Local Route 20 and the Saturday Express. These services will require rerouting based on the Access Control Action Plan to maintain service. Minor impacts to scheduled service times could be experienced.
- ❖ Freight – Freight and heavy vehicle usage across the US 50 corridor within Downtown Placerville is limited. Regardless, freight access and routing will have to be modified based on the access control plan. Special consideration must be given to truck turning movements throughout the detour to ensure they can be accommodated, or alternate routing provided for heavy vehicles.



## STAKEHOLDER COORDINATION PROCESS

### Project Development Team

The US 50 access control plan affects numerous agencies, including various functional units within Caltrans given US 50 is a Caltrans owned and operated facility. To coordinate the various aspects of the plan, a Project Development Team (PDT) was convened. PDT member representation is shown in **Table 1**. The PDT met two times throughout the process and PDT presentations and meeting summaries are provided in **Appendix A**.

**Table 1: Project Development Team Representation**

Caltrans Transportation Planning	El Dorado County Transportation Commission
Caltrans District 3 Maintenance	Caltrans District 3 Traffic Management Center
Caltrans SHOPP and Minor Programs	El Dorado County
Caltrans District 3 Liaison	City of Placerville
Caltrans District 3 Traffic Operations	Consultant Staff

### Emergency Services and First Responders

Emergency response is a critical consideration in the development of the access control plan and the impacts to routing and emergency response must maintain response times and metrics. Study representatives met with first responders twice during plan development. Some of the key considerations for first responders include the following:

- ❖ Ambulances traveling from the east use Bedford Avenue exit.
- ❖ The El Dorado County Fire Protection District uses Center Street for eastbound US 50 access and Spring Street for westbound.
- ❖ Station 25, located at Sacramento Street/SR 49 in Placerville averages approximately 10 calls per day with Sunday typically being the most active day.
- ❖ The use of the Opticon system would help trigger access, however, subsequent testing revealed the system does not work when US 50 is in full-time green mode.
- ❖ Due to State Legislation, US 50 through Placerville is the responsibility of Placerville Police and not California Highway Patrol (CHP)
- ❖ The following minimum openings were suggested for emergency use:
  - *Eastbound right-in at Bedford Avenue*
  - *Eastbound right-out at Center Street*
  - *Westbound left-out at Spring Street*
  - *Cross US 50 access at Spring Street and/or Canal Street. If only one, use Spring Street.*



## PROPOSED ACCESS CONTROL PROOF OF CONCEPT

### Overview

The access control proof of concept has potential to become an ongoing implementation during events of peak period congestion. However, before investing in a long-term solution and to ensure the concept is viable, a proof of concept will be implemented to simulate detours and access restrictions under a temporary trial over two or more weekends. This proof of concept will serve as a means for data collection that will inform and guide a potential longer-term access control solution and forms the basis of the US 50 Access Control Plan.

### Downtown Placerville Access

The following describes access within Downtown Placerville and is further illustrated in the detour maps located in **Appendix B**.

#### Right-In/Right-Outs with Center Street Access

Overview: At-grade access to/from US 50 through Downtown Placerville is limited to select right-in and right-out movements from/to US 50. This allows access to Downtown Placerville at strategic locations while still reducing access to limit conflicts and operational congestion. All bicycle and pedestrian traffic is rerouted to existing pedestrian bridges. Specific details are as follows:

Open Access Locations: Open access includes public and emergency access.

- ❖ Canal Street (*no public access, emergency access only*)
- ❖ Spring Street
  - *Right-in from US 50 eastbound*
  - *Right-out onto US 50 eastbound*
  - *Right-in from US 50 westbound*
- ❖ Center Street
  - *Right-in from US 50 eastbound*
  - *Right-out onto US 50 eastbound*
- ❖ Bedford Avenue
  - *Right-in from US 50 eastbound*
  - *Right-out onto US 50 eastbound*
  - *Right-in from US 50 westbound*

Closed Access Locations: Closed access to the public.

- ❖ Canal Street – *Full closure from US 50.*
- ❖ Spring Street
  - *Left-in from US 50 westbound to Spring St. southbound*



- *Left-in from US 50 eastbound to Spring St. northbound*
- *Right-out onto US 50 westbound*
- *Access across US 50 at Spring St.*
  
- ❖ Center Street (*none*)
- ❖ Bedford Avenue
  - *Left-in from US 50 westbound to Bedford Ave. southbound*
  - *Left-in from US 50 eastbound to Bedford Ave. northbound*
  - *Right-out onto US 50 westbound*
  - *Access across US 50 at Bedford Ave.*

Emergency Vehicle Only Access Locations: Emergency access occurs at all open access locations, as well as the additional locations listed below. Law enforcement will be available to assist with emergency vehicle traffic control.

- ❖ Canal Street
  - *Access to/from Canal Street across US 50 through Road Closed barricade chicane (see **Appendix B** downtown plansheet detail)*
  
- ❖ Spring Street
  - *Southside access to and from westbound US 50*
  - *Across US 50 to and from Spring Street*

### **Changeable Message Sign (CMS) Locations**

In addition to temporary detour, closure and access signs and barricades, CMS signs are anticipated at select locations to advise travelers of the temporary changes.

- ❖ US 50 EB, approximately 2 miles upstream of Canal Street
- ❖ US 50 EB, approximately 0.5 miles upstream of Canal Street
- ❖ US 50 WB, approximately 2 miles upstream of Bedford Avenue
- ❖ US 50 WB, approximately 0.5 miles upstream of Bedford Avenue
- ❖ SR 49 SB, approximately 1 mile upstream of Combellack Road
- ❖ SR 49 NB, approximately 1 mile upstream of Missouri Flat Road
- ❖ SR 193 SB, approximately 1 mile upstream of Coloma Road

Ongoing implementation and construction of new, permanent CMS boards as part of the state's Intelligent Transportation System (ITS) expansion may affect the need for locations listed above.



## Study Area Detours

In addition to maintaining access to Downtown and local business, perpetuating regional access and connectivity across US 50 in and around Placerville during the access control proof of concept implementation is equally important. This is particularly true for SR 49 which carries north/south vehicular and freight traffic along the Sierra Foothills, as well as SR 193. To that end, a robust detour plan was developed to maintain these traffic patterns. The study area detours are illustrated in the detour maps located in **Appendix B**.



## PUBLIC OUTREACH PLAN

### Public Outreach Approach

Informing the public, including businesses, residents, regional travelers, freight, and first responders, is paramount to ensuring the access control proof of concept and associated detours are as effective as possible and cause the least disruption as possible. A Public Outreach consultant was retained to develop an overarching plan and strategies to engage the public with a robust information campaign prior to and during implementation of the access control proof of concept. An access control proof of concept implementation was originally planned for two weekends during the Fall of 2021 but was deferred due to Caldor Fire emergency response. The campaign was specifically tailored for this Fall season but remains applicable to any timeframe. With that in mind, the goals of the outreach campaign include the following:

- ❖ **Goal 1** – Implement widespread public outreach and education for the Fall 2021 US 50 proof of concept about what it is, why it is happening, and how it is being implemented. Includes a marketable naming convention for the access control proof of concept; “The 50 Fix: Trip the Green Light.”
- ❖ **Goal 2** – Identify and engage with targeted audiences to educate and build awareness about the access control proof of concept program.
- ❖ **Goal 3** – Develop and implement a consistent and disciplined messaging protocol for handling inquiries from the public and from the media.



The full scope of the public outreach campaign is outlined in Appendix C.

## ACCESS CONTROL PROOF OF CONCEPT NEXT STEPS

### Proof of Concept Evolution

An access control proof of concept implementation over two weekends during the Fall of 2021 was initially planned in Fall of 2021. However, prior to rolling out the proof of concept and during Summer of 2021, the Caldor Fire struck El Dorado County and the US 50 Corridor. The fire caused significant damage and disruption and the planned access control proof of concept for Fall of 2021 was cancelled. However, during evacuations from the Caldor Fire on August 17, 2021, many elements of the access control proof of concept were implemented to support evacuation flow through Placerville. Some lessons learned were noted by City of Placerville staff that should be considered during implementation of the access control proof of concept. These lessons learned and observations are as follows:

- ❖ Proof of Concept (Trip to the Green) General Notes/Lessons
  - Divert Cedar Ravine headed north to turn right for westbound, taking Mosquito Road on-ramp.
  - West parking lot at high school, close south entrance and force them left to Combellack Road.
  - Intercept traffic at Sac Hill/SR 49/Pleasant Valley to lighten SR 49 northbound traffic. Keep them on Pleasant Valley to Missouri Flat.



- Consider implementing during daylight only. It takes about 2 hours to set up and reduces the burden of field staff.
- Ensure plenty of signs that inform people of no lefts on US 50.
- Be clear there will be some local traffic delays in our public outreach.
- Each intersection does need to be manned with information on detour directions. And they are going to need to be patient as public interactions can be time consuming.
- Pedestrian and bicyclists were found to be more active than expected. Get multimodal detours in place quickly to deter pedestrian crossings on no access.

❖ SR 49 and Local Road Set Up

1. Set up pedestrian and bicycle detours to overcrossings.
2. Cedar Ravine/Main Street: Prohibit lefts from Cedar Ravine westbound on to Main Street and start sending westbound traffic to Mosquito Road. CMS: "Westbound traffic, take Mosquito Rd. on ramp."
3. Highway 49 north: intercept traffic at SR 49, send them down Combella Road. CMS: "WB access only on 50, EB detour to Placerville Dr."
4. Canal Street at Bee Street: Southbound Canal Street closed at Bee Street, divert southbound traffic to Spring Street/SR 49.
5. Spring Street/Coloma Street intersection: detour signs to head north on SR 49 to Combella Road/Middletown Road.
6. Middletown Road/Cold Springs Road: straight arrow detour to Pierroz Road.
7. Highway 49 south/Pleasant Valley: intercept southbound traffic, detour to Missouri Flat Road interchange. CMS: "Access to US 50, use Missouri Flat Rd."
8. Highway 49/Main Street. CMS: "Westbound follow detour, to Placerville Drive"
9. Lower Main Street: straight arrow detour signs to Placerville Drive.
10. El Dorado High School on Canal Street: West parking lot at high school, close south entrance and force them left to Combella Road.

❖ US 50 Set Up

1. Close the left turn lanes on US 50 first, then close the side streets up the hill. No left turn/lane closed signs in left turn lanes.
2. Close pedestrian crossings at Canal Street and Spring Street. Detour to pedestrian overcrossings.
3. Canal Street north: prohibit straight and left turn movements on to US 50, detour right sign.
4. Canal Street south: prohibit straight and left turn movements on to US 50, detour right sign at Main Street.
5. Spring Street north: prohibit straight and left turn movements on to US 50, detour right sign.
6. Spring Street south: prohibit straight and left turn movements in the dual left turn lanes on to US 50, detour right sign at Main Street.
7. Bedford Avenue north: divert Spring Street to Bedford Avenue heading towards Coleman Street. Detour right sign at US 50.
8. Bedford Avenue south: close straight and left turn lanes at Main Street, detour right sign.
9. CMS just west of Missouri Flat Road: "lights held green, no left turns ahead. Speed laws enforced."
10. CMS at Smith Flat Road: "lights held green, no left turns ahead."



## Access Control Proof of Concept Next Steps

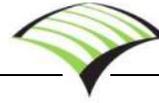
The access control proof of concept is intended to build and mature over time, if consistently proven successful. This allows for the concept to be continuously tested with improvements and lessons learned incorporated along the way. This maturation helps ensure that investments made along the way have the greatest potential return on investment and lifespan. The following next steps are suggested to further advance and invest in a longer-term access control plan for Downtown Placerville:

- ❖ **Step 1:** Proof of Concept (Trip the Green Light) - In coordination with the PDT, implement the planned proof of concept in Fall of 2022 over a minimum two-weekend period. The team may consider adding a third weekend depending on budget, public acceptance, and effectiveness of the initial proof of concept implementation.
- ❖ **Step 2:** Ongoing Trip the Green Light Implementation - If the proof of concept is successful, identify facets that could best be served by more permanent installations that require less manpower and provide for faster setup and take down. Primary considerations may be given to ITS technologies collocated where temporary CMS signs had been used, moveable roadway barricades, barricade arms, permanent internally illuminated signs, and a public information quick-messaging platform (e.g. text alerts).



# Appendix A

## PDT presentation and Meeting Summaries



# MEETING MINUTES

WOOD RODGERS

**TO:** Jerry Barton, EDCTC Senior Planner

**FROM:** Bryan Gant, Wood Rodgers Project Manager

**PROJECT:** *US 50 Corridor Action Plan*  
Placerville, California

**PURPOSE:** User System Analysis, Investment Strategy, and Access Control Action Plan – Project Development Team (PDT) Meeting #1

**MEETING DATE:** January 29, 2021 – 3:00 PM

**LOCATION:** Zoom Meeting

**ATTENDEES:**

Jerry Barton (EDCTC)	Andrew Gaber (El Dorado County)
Rebecca Neves (City of Placerville)	Darryl Brown (El Dorado County)
Brian Alconcel (Caltrans)	Natalie Porter (El Dorado County)
Clark Peri (Caltrans)	Bryan Gant (Wood Rodgers)
David Dosanjh (Caltrans)	Celia McAdam (Wood Rodgers)
Eric Royer (Caltrans)	Danielle Wood (Wood Rodgers)
Kevin Yount (Caltrans)	Mario Tambellini (Wood Rodgers)
Patrick Bishop (Caltrans)	Mark Rayback (Wood Rodgers)
Robert Nguyen (Caltrans)	Matt Salveson (Wood Rodgers)
Teresa Limon (Caltrans)	Stanley Tat (Wood Rodgers)
Tim Yassa (Caltrans)	Steven Robinson (Wood Rodgers)

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## BACKGROUND

The first meeting for the US 50 Corridor Action Plan PDT was held via Zoom. The purpose of the meeting was to introduce and discuss the US 50 Corridor System User Analysis, Investment Strategy, and Access Control Action Plan, as well as, initiate a risk assessment of the proposed Access Control Plan Pilot Project.

## AGENDA

1. Study Purpose
2. Study Area Overview
3. Schedule Overview/Key Tasks
4. Deliverables Review
5. Outreach and Involvement
6. Planned PDT Meetings
7. US50 Risk Assessment for Peak Period Access Control
8. Traffic Modeling and Analysis
9. Action Items and Next Steps

## DISCUSSION SUMMARY

- ◆ Study Purpose
  - Improve travel time through the US50 corridor in Placerville:
    - Determine the demographics and trip characteristics of travelers through US 50 in the Placerville area

- Develop financing strategies for long-term investments in the corridor to reduce/eliminate congestion
- Prepare an Access Control Action Plan for interim congestion relief during peak congestion periods in conjunction with a Pilot Project to test the Access Control Action Plan. The Pilot Project consists of the temporary closure to/from local access for the at-grade intersections through Placerville to provide continuous green time for US 50 traffic. This would be conducted over one weekend in the Fall of 2021.
- ◆ Study Area Overview
  - US 50 in downtown Placerville, from Canal Street to Bedford Avenue for the Access Control Action Plan, and the Sacramento Urban Area to South Lake Tahoe for the System User Analysis
  - *Be cognizant of the new constructed ramp at US50 and Forni Road*
- ◆ Schedule Overview/Key Tasks
  - The schedule is broken into key tasks with the Access Control Plan and Pilot Project for US 50 in Placerville as the primary, upfront effort. Following the Pilot Project in the Fall of 2021, the effort will shift towards the System User Analysis, Financing Strategies and developing the Final Plan. The overall schedule should take around 1.5 years and end in the Spring of 2022.
    - *Notifying the public in the area to not use the cross streets during the pilot project hours will be critical*
    - *The team should be mindful of emergency vehicles and especially those from nearby Fire Station 25*
    - *Will the work impact evacuation plans? It is assumed that the pilot project will have to be removed if an evacuation condition occurs.*
    - *The pilot project should use barriers that can be easily moved in case of emergency*
    - *It was suggested to schedule the set-up/take-down work during off peak hours to minimize the impact on traffic*
- ◆ Deliverables Review
  - The Study is broken up into several small deliverables that eventually make up the totality of the US 50 Corridor System User Analysis, Investment Strategy, and Access Control Action Plan. These deliverables will be shared with the PDT for their input along the way.
- ◆ Outreach and Involvement
  - The initial outreach effort is focused on the Pilot Project and getting the word out regarding what is planned for the test weekend to both local and regional travelers. Following the Pilot Project, outreach efforts are focused on getting input on the Investment Strategy.
    - *It should be noted that the Pilot Project outreach strategy is not currently funded and included in the consultant scope. Once the Pilot Project Outreach Strategy has been prepared, additional funds will be required to implement the plan.*
    - *It was suggested to reach out to Waze and others to potentially reroute traffic around the work area during the Pilot Project. It was noted that Waze can be difficult and/or unwilling to work with for this type of endeavor.*
    - *Everyone agreed that public outreach will be vital to making the Pilot Project successful.*
- ◆ Planned PDT Meetings

- There are a total of six PDT meetings planned throughout the process. Four of the meetings are anticipated to focus on the Pilot Project and Access Control Plan with two on the Investment Strategies and the Final Plan.
  - *The team will need to coordinate with others to obtain necessary information for the project, this includes SACOG with respect to their Replica tool for the System User Analysis.*
- ◆ US50 Risk Assessment for Peak Period Access Control
  - Wood Rodgers walked through a matrix of potential risks associated with the Pilot Project and encouraged the PDT participants to add additional risks to the matrix. This Risk Assessment Matrix would be tracked throughout development of the Pilot Project to ensure proper mitigations are incorporated.
    - *The PDT discussed a range of concerns and risks that were documented in the Risk Assessment Matrix attached. Note that, following the meeting, Wood Rodgers added a Risk Rating column to identify which risks require the most attention.*
- ◆ Traffic Modeling and Analysis
  - Wood Rodgers approach to modeling traffic is to investigate both the SACOG and El Dorado County Travel Demand Models to determine which provides the most granularity through the study area. The Access Control Plan will then be coded into the model to determine where traffic may reroute. Key intersections will then be analyzed under these traffic loads. Wood Rodgers will coordinate with appropriate agencies to obtain the necessary traffic information.
- ◆ Action Items and Next Steps
  - Wood Rodgers to update the Risk Assessment Matrix based on the discussion
  - Wood Rodgers will develop an initial pilot project access control plan for review by the PDT

## **ATTACHMENTS**

- ◆ Risk Assessment Matrix
- ◆ PDT Presentation



**US 50** | **CORRIDOR  
ACTION PLAN**



# Project Development Team Meeting #1

January 29, 2021

- **Introductions**
- **Study Purpose**
- **Study Area Overview**
- **Schedule Overview / Key Tasks**
- **Deliverables Review**
- **Outreach and Involvement**
- **Planned PDT Meetings**
- **US50 Risk Assessment for Peak Period Access Control**
- **Traffic Modeling and Analysis**
- **Action Items and Next Steps**





Project Management  
Traffic Modeling and Analysis  
Traffic Management Planning  
System User Analysis  
Documentation

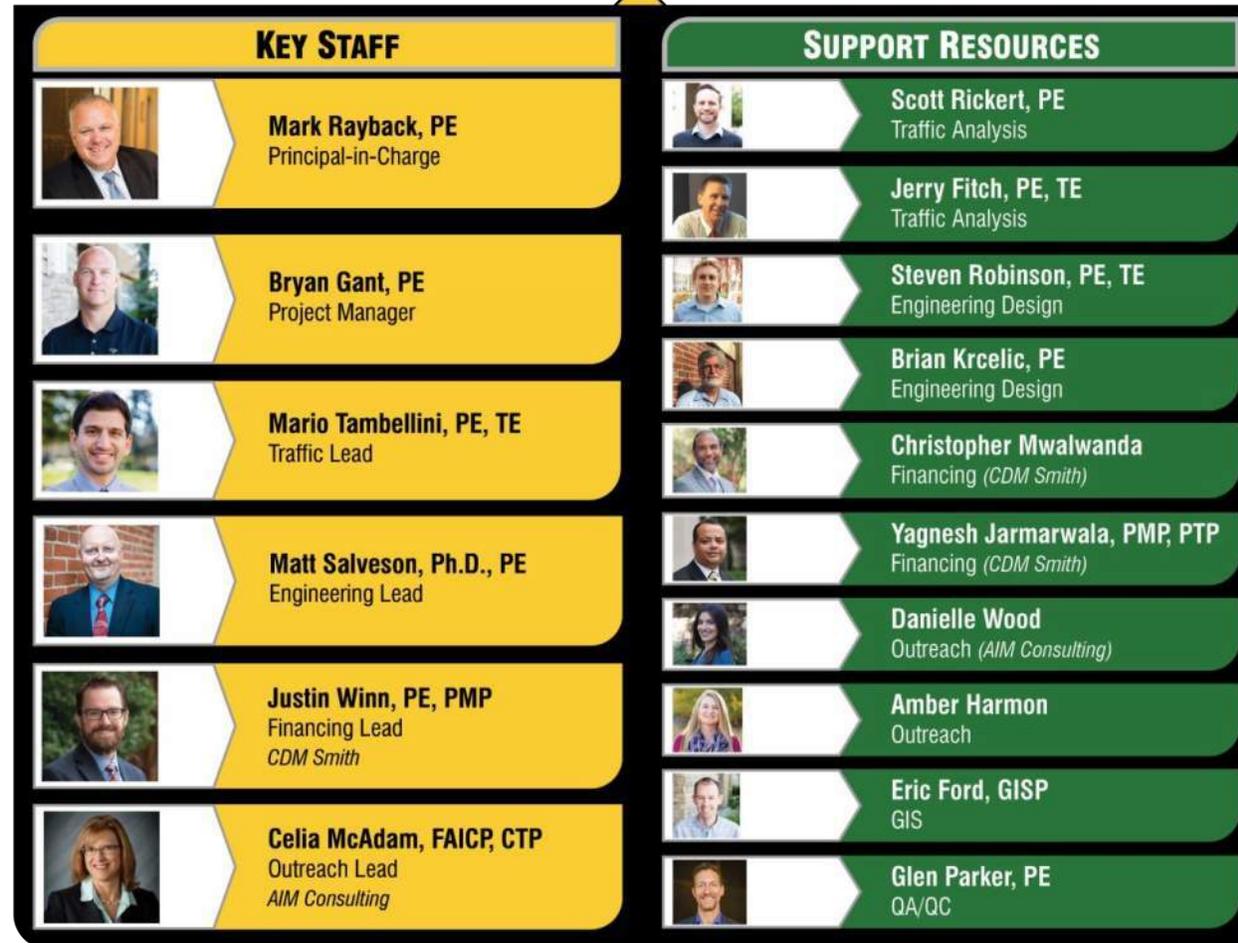


Public and Stakeholder Outreach  
Pilot Project Communication



Financing Strategies  
(Tolling, Managed Lanes, Congestion Pricing)







## Project Development Committee Roles

- ▶ Collaborate on study processes, findings and recommendations
- ▶ Provide technical input and expertise
- ▶ Coordinate needs, responsibilities and actions within respective organizations
- ▶ Ensure we develop the most effective plan possible for the traveling public



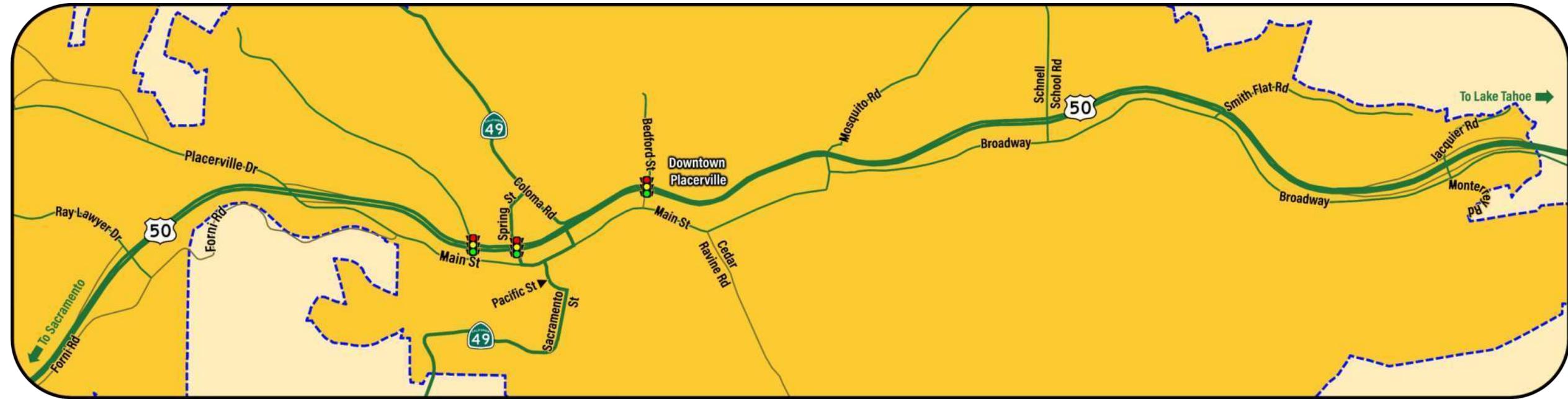
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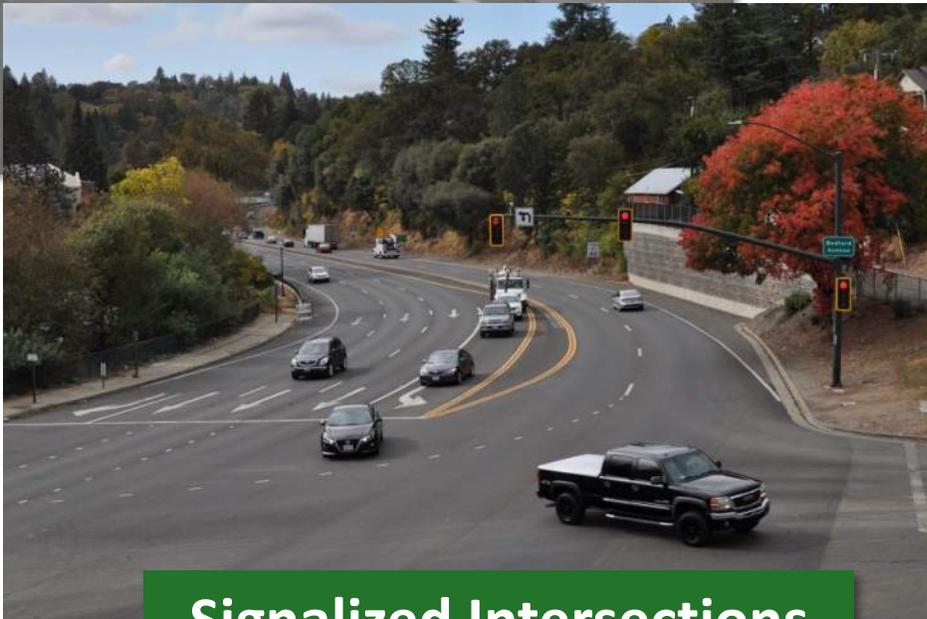
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# Study Area



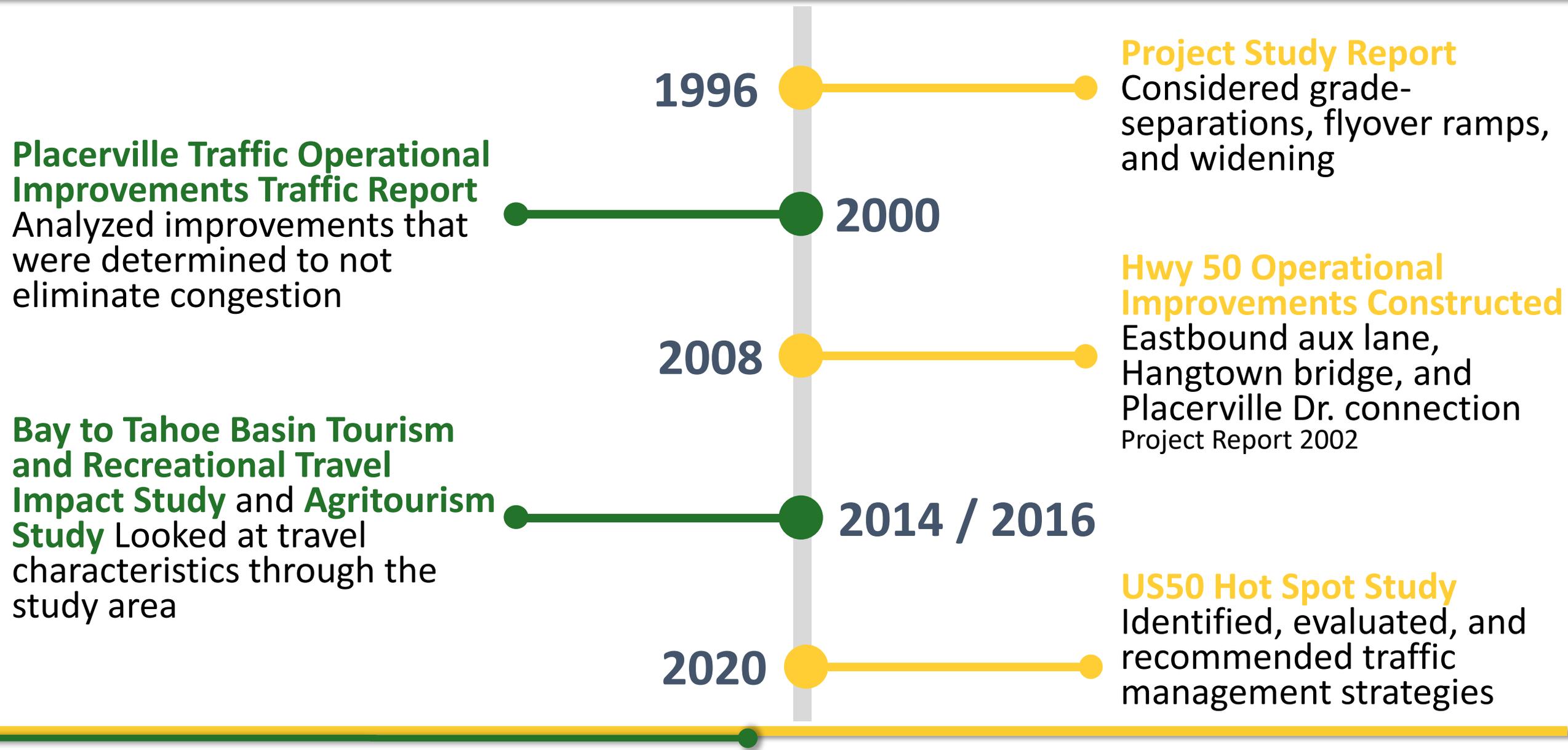


**Signalized Intersections**



**Result in Congestion**

# Study Purpose



1996

## Project Study Report

Considered grade-separations, flyover ramps, and widening

2000

## Placerville Traffic Operational Improvements Traffic Report

Analyzed improvements that were determined to not eliminate congestion

2000

## Hwy 50 Operational Improvements Constructed

Eastbound aux lane, Hangtown bridge, and Placerville Dr. connection  
Project Report 2002

2008

## Bay to Tahoe Basin Tourism and Recreational Travel Impact Study and Agritourism Study

Looked at travel characteristics through the study area

2014 / 2016

## US50 Hot Spot Study

Identified, evaluated, and recommended traffic management strategies

2020



# Study Purpose



The public's attitude regarding major improvements is evolving



# Schedule Overview and Key Tasks

Kick Off

Q1 21

Q2 21

Q3 21

Q4 21

Q1 22

Q2 22

 Access Control Plan for US 50 in Placerville

 System User Analysis

 Financing Strategies

 Final Plan

 Public Outreach

Kick Off

Q1 21

Q2 21

Q3 21

Q4 21

Q1 22

Q2 22

## Access Control Plan for US 50 in Placerville

-  Risk Assessment
-  Traffic Modeling & Microsimulation
-  Access Control Traffic Management Plan
-  Public Outreach Strategy
-  Operations Evaluation and Project List
-  US50 Access Control Plan

## System User Analysis

-  System User Travel Data Set
-  Graphic Materials and Narrative
-  System User Analysis Tech Memo

## Financing Strategies

-  US50 Financing Strategies
-  Demographic and Economic Analysis
-  Transportation Model Run Tech Memo
-  Capital Project Lists and Implementation
-  Financing and Investment Tech Memo

## Final Plan

-  Draft and Final US50 Corridor Plan

## Public Outreach

-  Online Survey and Response Analysis
-  Public Workshop Materials and Summary
-  Public Outreach Summary Memo

# Outreach and Involvement

Kick Off | Q1 21 | Q2 21 | Q3 21 | Q4 21 | Q1 22 | Q2 22 |

 **Public Outreach**

PDT PDT PDT PDT PDT PDT

 **Develop Access Control Outreach Strategy**



◀ US50 Access Control Focus | Financing Strategies Focus ▶

# Planned PDT Meetings

Kick Off

Q1 21

Q2 21

Q3 21

Q4 21

Q1 22

Q2 22



## PDT Meetings

PDT

Kick-Off and Introduction

PDT

Risk Assessment & Outreach

PDT

Access Control Analysis

PDT

Draft Access Control Plan

Finance Strategies

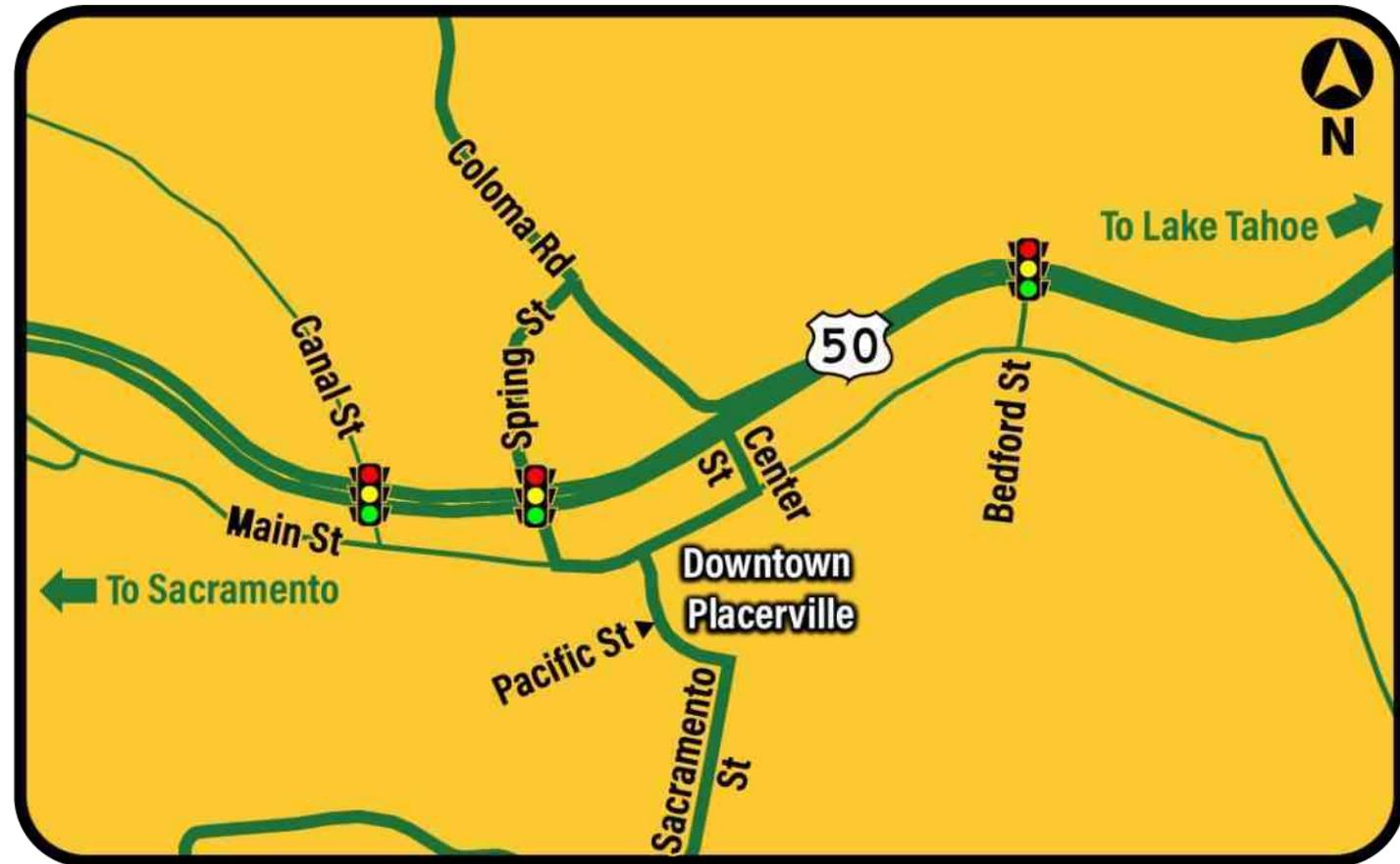
PDT

Draft Final Plan

PDT

## Risk Assessment Task

Conduct a risk assessment for a pilot project to prevent at-grade access onto US 50 at the three signals, and Center Street within the City of Placerville, for a limited time period during a peak congestion event





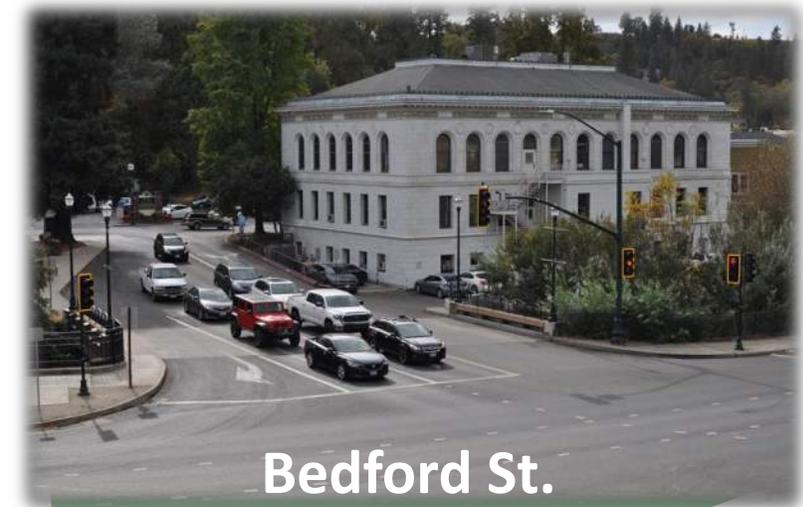
# Risk Assessment



Spring St.



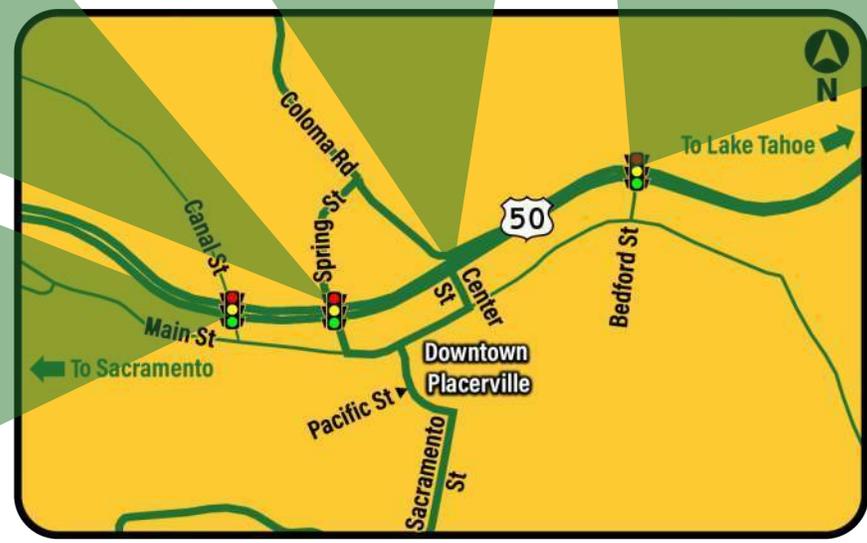
Center St.



Bedford St.

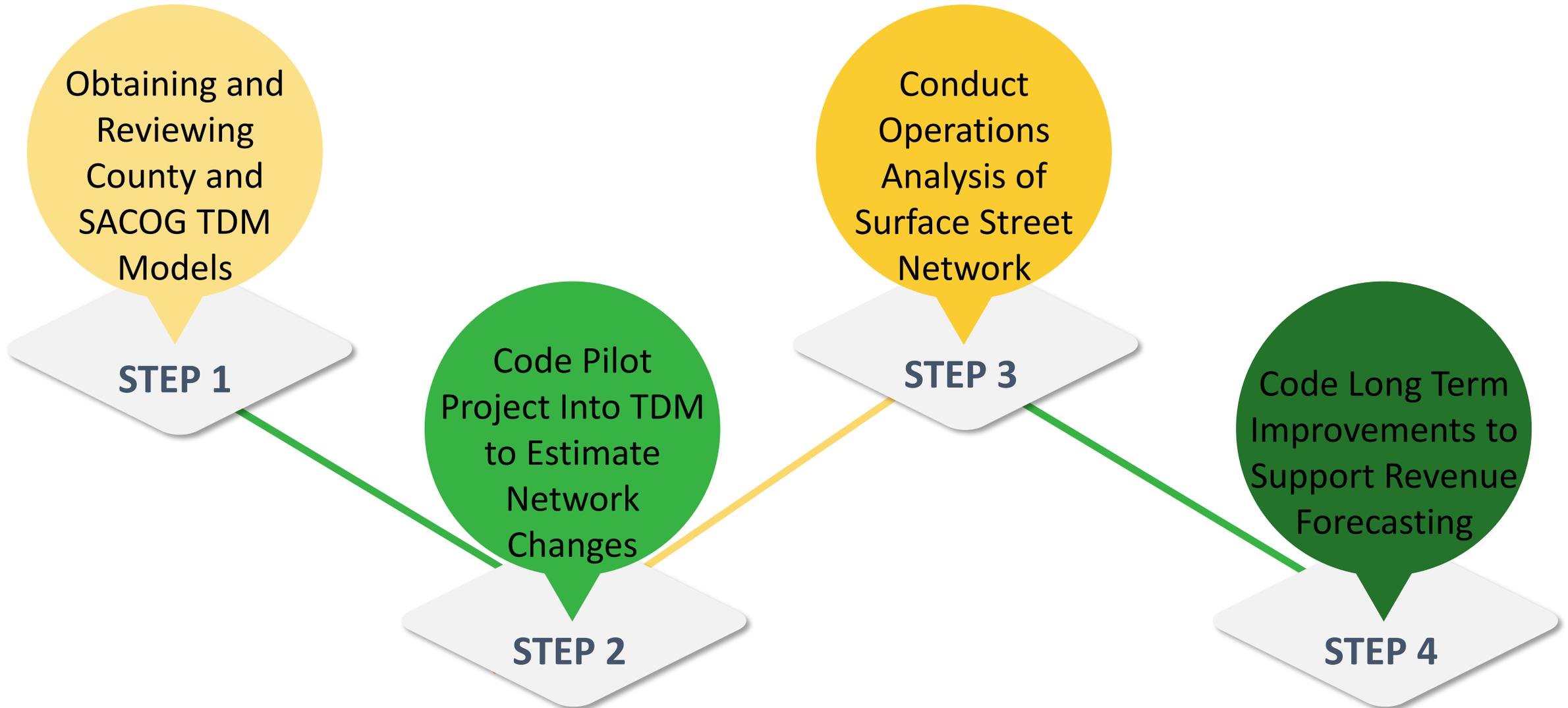


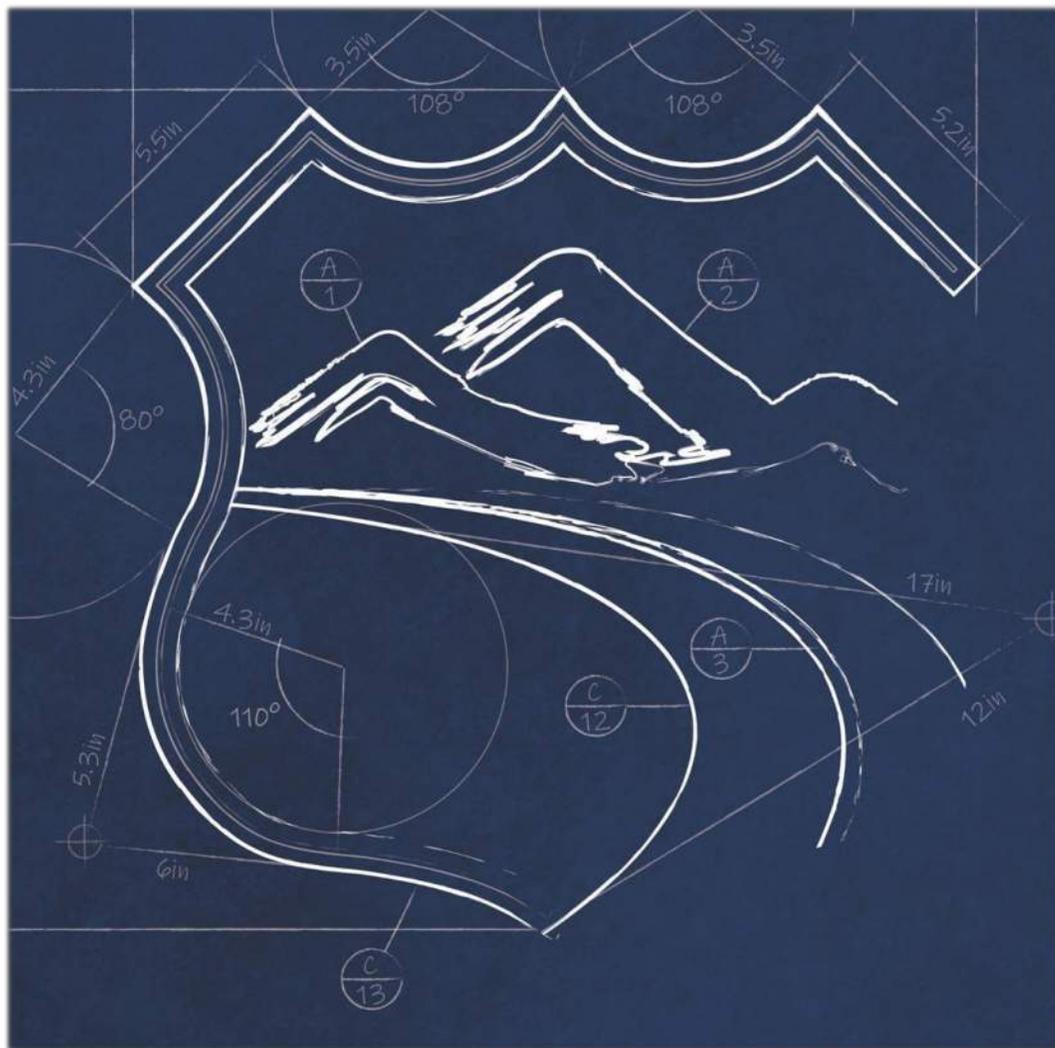
Canal St.





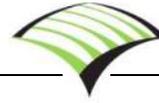
# Traffic Modeling & Analysis





**Jerry Barton**  
**Senior Transportation Planner**  
**EDCTC**

**[jbarton@edctc.org](mailto:jbarton@edctc.org)**  
**530-642-5267**



# MEETING MINUTES

WOOD RODGERS

**TO:** Jerry Barton, EDCTC Senior Planner

**FROM:** Bryan Gant, Wood Rodgers Project Manager

**PROJECT:** *US 50 Corridor Action Plan*  
Placerville, California

**PURPOSE:** User System Analysis, Investment Strategy, and Access Control Action Plan – Project Development Team (PDT) Meeting #2

**MEETING DATE:** April 8, 2021 – 1:00 PM

**LOCATION:** Zoom Meeting

**ATTENDEES:**

Jerry Barton (EDCTC)	Woody Deloria (EDCTC)
Rebecca Neves (City of Placerville)	Melissa McConnell (City of Placerville)
Brian Alconcel (Caltrans)	Natalie Porter (El Dorado County)
Darryl Brown (El Dorado County)	Bryan Gant (Wood Rodgers)
David Dosanjh (Caltrans)	Celia McAdam (Wood Rodgers)
Eric Royer (Caltrans)	Danielle Wood (Wood Rodgers)
Kevin Yount (Caltrans)	Mario Tambellini (Wood Rodgers)
Patrick Bishop (Caltrans)	Mark Rayback (Wood Rodgers)
Robert Nguyen (Caltrans)	Matt Salveson (Wood Rodgers)
Teresa Limon (Caltrans)	Stanley Tat (Wood Rodgers)
Tim Yassa (Caltrans)	Steven Robinson (Wood Rodgers)

---

## BACKGROUND

The second meeting for the US 50 Corridor Action Plan PDT was held via Zoom. The purpose of the meeting was to walk through the initial detour concept for the Access Control Pilot Project and receive feedback before further refining. The planned approach to public outreach and traffic analysis was also reviewed.

## AGENDA

1. Introductions
2. Study Purpose and Recap
3. Activity Since Last PDT Meeting
4. Draft US 50 Access Control Pilot Project Walk Through
5. Critical Emergency Access Locations
6. Pilot Project Outreach Strategy
7. Preliminary Pilot Project Cost Estimate
8. Traffic Analysis Approach
9. Action Items and Next Steps

## DISCUSSION SUMMARY

- ◆ Study Purpose and Recap
  - The PDT is the collaborative body to discuss and coordinate all project issues. The PDT provides technical expertise and coordinates items as needed within respective organizations.

- The overall study area covers US 50 to the west of Placerville to Echo Summit at the Tahoe Basin.
- The study is intended to help address long standing congestion associated with the at-grade intersections through Placerville which differ from the access-controlled character of US 50 on either side of Placerville.
- The study is the next step in work that has been going on for decades and most recently spring-boarding off of the US 50 Hot Spot Study where the community expressed a renewed desire to address congestion.
- The study is broken into several distinct tasks:
  - Determine the demographics and trip characteristics of travelers through US 50 in the Placerville area
  - Develop financing strategies for long-term investments in the corridor to reduce/eliminate congestion
  - Prepare an Access Control Action Plan for interim congestion relief during peak congestion periods in conjunction with a Pilot Project to test the Access Control Action Plan. The Pilot Project consists of the temporary closure to/from local access for the at-grade intersections through Placerville to provide continuous green time for US 50 traffic. This would be conducted over one weekend in the Fall of 2021.
- The US 50 Access Control Plan Pilot Project in downtown Placerville, from Canal Street to Bedford Avenue, is a first step to test the viability to maintain constant green time on the US 50 through movements at each signal through Placerville over a peak weekend(s).
  
- ◆ Activity Since the Last PDT Meeting
  - Since meeting #1, Wood Rodgers has developed a draft detour plan for the Pilot Project. The draft plan has been reviewed by EDCTC, the City and discussed with first responders. The latest draft of the detour plan reflects their input.
  
- ◆ Draft US 50 Access Control Pilot Project Walk Through / Critical Emergency Access Locations
  - Wood Rodgers staff walked through the GIS Story Map that had been prepared to illustrate the detour plan. The Story Map shows the overall, collective plan, then breaks down each origin/destination detour into its own map. Detour signing is shown but only very rough and will be further detailed once the detour plan is finalized. During the walk through, the following items were discussed:
    - *Caltrans asked if the team had looked at California legal trucks. The team had not looked in any great detail wanting to get the concept down first. It was noted that SR 49 is limited for kingpin length (~ 30' length). The Caltrans website has the requirements. The detour plan may need some minor tweaks at select locations where trucks need different accommodations (e.g. Middletown Rd. to Cold Springs Rd.)*
    - *Outreach to trucking concerns in the area was encouraged as part of the outreach strategy*
    - *Many of the street in the plan serve small, neighborhood streets. Consideration should be given to neighborhood impacts*
    - *The review should include the Caltrans District Traffic Engineer (Yomani) and Tony Diaz (invited but not available)*
    - *Access points along US 50 will need to be manned to allow for emergency movements and opening the barriers*
    - *Marshall Hospital, south of US 50 near Downtown Placerville, is the only hospital for the western slope of El Dorado County*

- *The option to maintain an eastbound right-in at Bedford Ave. was discussed. It was noted that typical eastbound right-turn movements at Spring and Canal Streets would be relocated as well and should be accounted for. Maintaining an eastbound right-in at Spring Street would be good to perpetuate to capture traffic prior to downtown. The team agreed that a smaller, focused meeting could be scheduled to work out the details of access at the at-grade intersections. SR 49 signal operations should be part of the discussion.*
- As part of the detour plan discussion, the study team requested input on the best type of barrier to use to control access at the closed intersections. The range of options include type III barricades, water filled barriers, and temporary concrete barrier rail (k-rail).
  - *With overnight setup of the access control, we should not consider k-rail. Consider cones where there is emergency access and type III barricades and water filled barriers for locations without emergency access.*
- ◆ Pilot Project Outreach Strategy
  - AIM Consulting has prepared an initial outreach strategy for the pilot project. It includes a base approach, as well as additional strategies that can be considered as well.
    - *The team should consider the Post Office as an audience in their list of stakeholders that should be informed of the detours*
    - *Social media may be the biggest outreach time effort. It required constant monitoring to avoid misinformation from spreading.*
    - *EDCTC is preferring to go with a larger outreach effort if possible, feeling that it is critical for success*
    - *The challenge associated with engaging navigation apps was discussed and how they are often unresponsive. Caltrans can treat the pilot project like a full closure which Waze typically does respond to and incorporates into their routing.*
    - *It was noted that the pilot is an interim strategy until the full solution can be implemented. There is some concern that the public may think it will happen all of the time. To that end, the term “pilot project” may not enforce the notion that this is a one-time test. To that end, the term “proof of concept” was suggested as a possible replacement.*
- ◆ Preliminary Pilot Project Cost Estimate
  - An initial cost estimate range has been developed to get an order of magnitude of what the pilot may cost. The range is \$145,800 to \$250,600.
    - *Caltrans offered to provide many of the traffic control items using in-house maintenance forces. This could reduce the cost substantially.*
    - *The question was asked if the cost estimate was for a single weekend or if it covered multiple. The estimate was developed based on a single weekend. EDCTC noted that the preference would be to implement up to three weekends to get a true feel for how it works and to avoid a single incident from effecting the results. Caltrans shared that anything longer than 55 hours goes through the Lane Closure Committee for approval and adds a lot of tome and complexity to the approval process. Caltrans can get behind a single proof of concept weekend. EDCTC countered that the City of Placerville leadership is pushing for more than one weekend. If multiple weekends are implemented, the weekends should be spread out to allow for proper advance messaging. It is possible to tell the public “up to three weekends” then refine as we get closer.*

◆ Traffic Analysis Approach

- Wood Rodgers discussed the traffic analysis approach and how it has evolved. Originally, the intent was to run either the SACOG or El Dorado County travel demand model with the closures in place, see how volumes reroute and run operations analysis at key intersections. After reviewing both models, there is not enough granularity to get meaningful travel demand modeling results and a different approach is warranted. Wood Rodgers is suggesting that existing counts be obtained through existing sources where possible and incorporating those straight into operations analysis. Some counts have been obtained while others still need to be tracked down. More to come on this item.
  - *Caltrans stated the preference to collect data for the full demand of traffic. Caltrans may set up cameras to record the changes in traffic. Drones were brought up as an option and Caltrans may look into their applications as well with the understanding that battery life will limit data collection duration. Darcy is the licensed NDOT drone pilot.*

◆ Action Items and Next Steps

- The next PDT meeting is anticipated to cover details of the detour plan and results from the traffic analysis
- As part of the discussion of next steps, the study team inquired as to the necessary approvals. Which approvals are needed, who makes the ultimate approval, is the encroachment permit process appropriate and does it make sense for the City to be the lead local agency?
  - *A lane closure approval will be required along with an encroachment permit process for the physical elements. The City is the easiest lead agency. EDCTC and the City are encouraged to work directly with the encroachment permit staff.*
  - *The team should plan on multiple reviews of the signing package, including freight designation mapping*

**ACTION ITEMS SUMMARY**

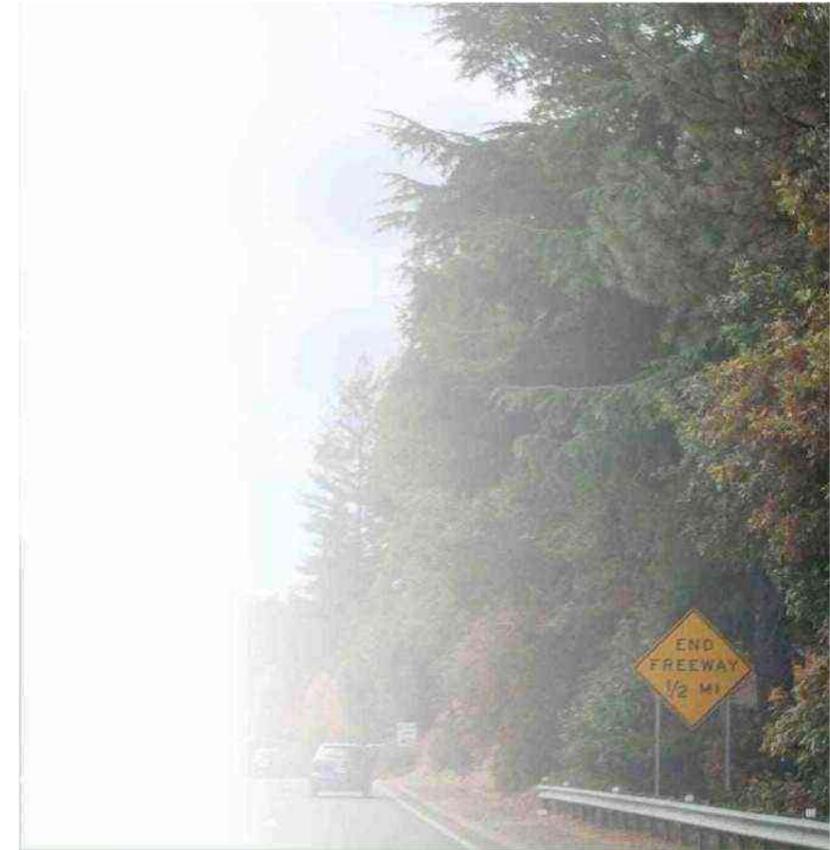
1. Wood Rodgers to send out a copy of the story map link for team review
2. Wood Rodgers to convene a meeting to discuss the details of local access during the pilot project
3. Study team to consider CA legal loads and potential impacts to routing

**ATTACHMENTS**

- ◆ PDT Presentation



**US 50** | **CORRIDOR**  
**ACTION PLAN**



# Project Development Team Meeting #2

April 8, 2021

- **Introductions**
- **Study Purpose and Recap**
- **Activity Since Last PDT Meeting**
- **Draft US 50 Access Control Pilot Project Walk Through**
- **Critical Emergency Access Locations**
- **Pilot Project Outreach Strategy**
- **Preliminary Pilot Project Cost Estimate**
- **Traffic Analysis Approach**
- **Action Items and Next Steps**





## Project Development Team Roles and Expectations

- ▶ Collaborate on study processes, findings and recommendations
- ▶ Provide technical input and expertise
- ▶ Coordinate needs, responsibilities and actions within respective organizations
- ▶ Ensure we develop the most effective plan possible for the traveling public

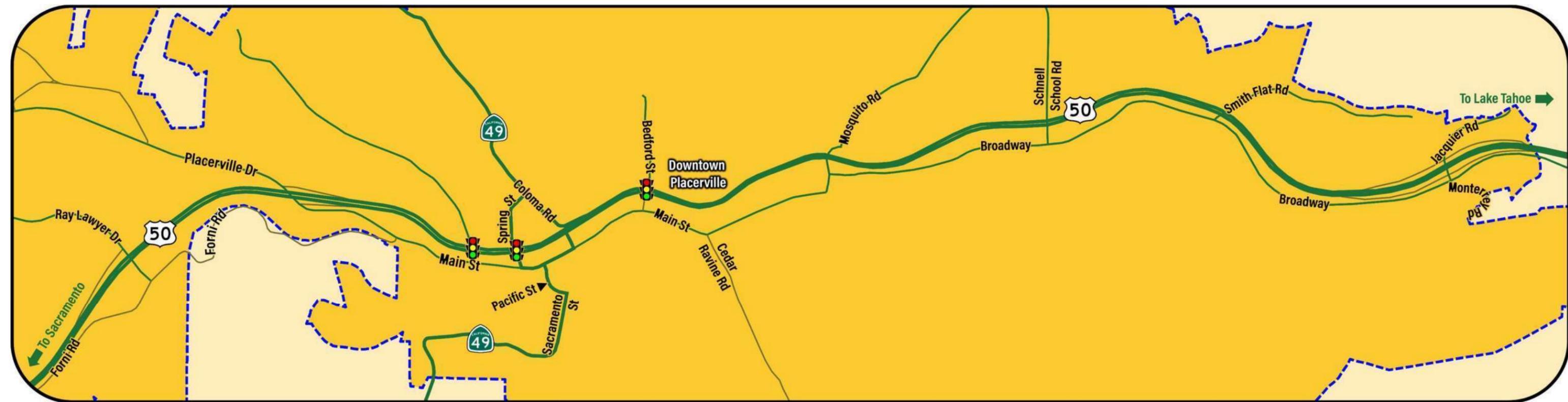


District

3



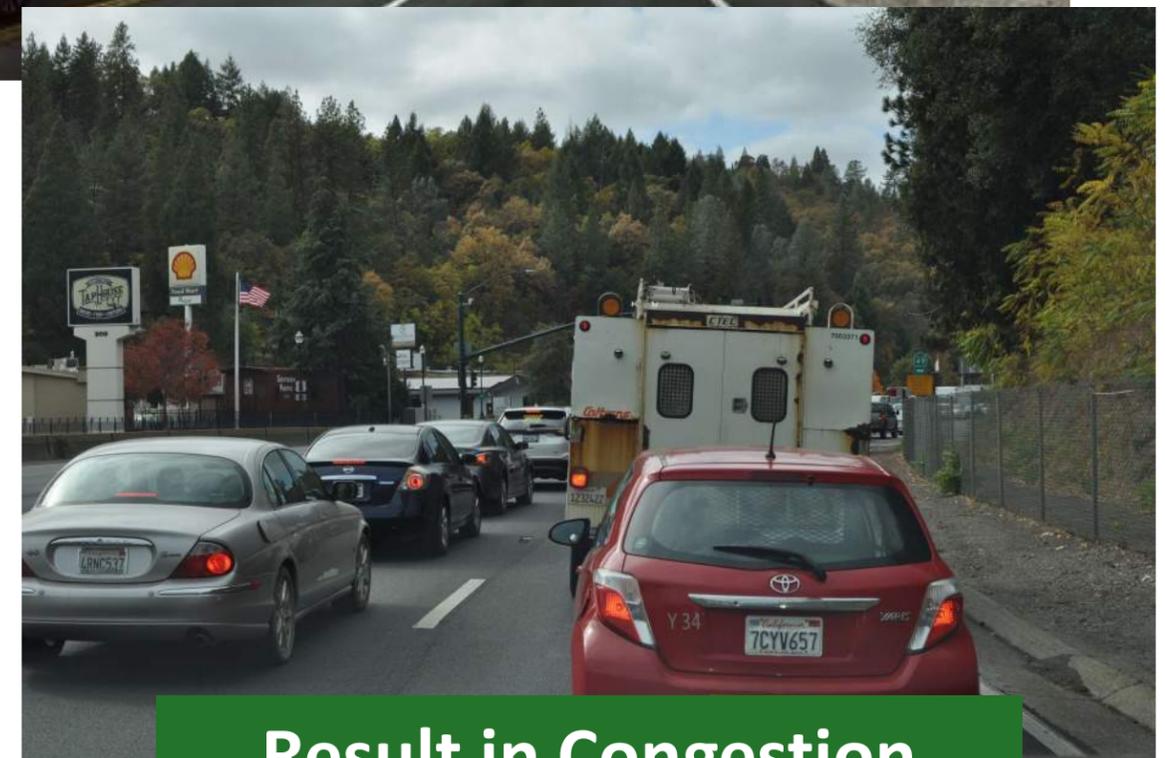
# Study Area



# Study Purpose



**Signalized Intersections**



**Result in Congestion**

# Study Purpose

**Placerville Traffic Operational Improvements Traffic Report**  
Analyzed improvements that were determined to not eliminate congestion

**Bay to Tahoe Basin Tourism and Recreational Travel Impact Study and Agritourism Study**  
Looked at travel characteristics through the study area

**1996**



**Project Study Report**  
Considered grade-separations, flyover ramps, and widening

**2000**

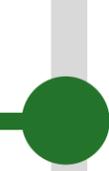


**Hwy 50 Operational Improvements Constructed**  
Eastbound aux lane, Hangtown bridge, and Placerville Dr. connection  
Project Report 2002

**2008**



**2014 / 2016**



**US50 Hot Spot Study**  
Identified, evaluated, and recommended traffic management strategies

**2020**



# Schedule Overview and Key Tasks

Kick Off | Q1 21 | Q2 21 | Q3 21 | Q4 21 | Q1 22 | Q2 22 |

 Access Control Plan for US 50 in Placerville

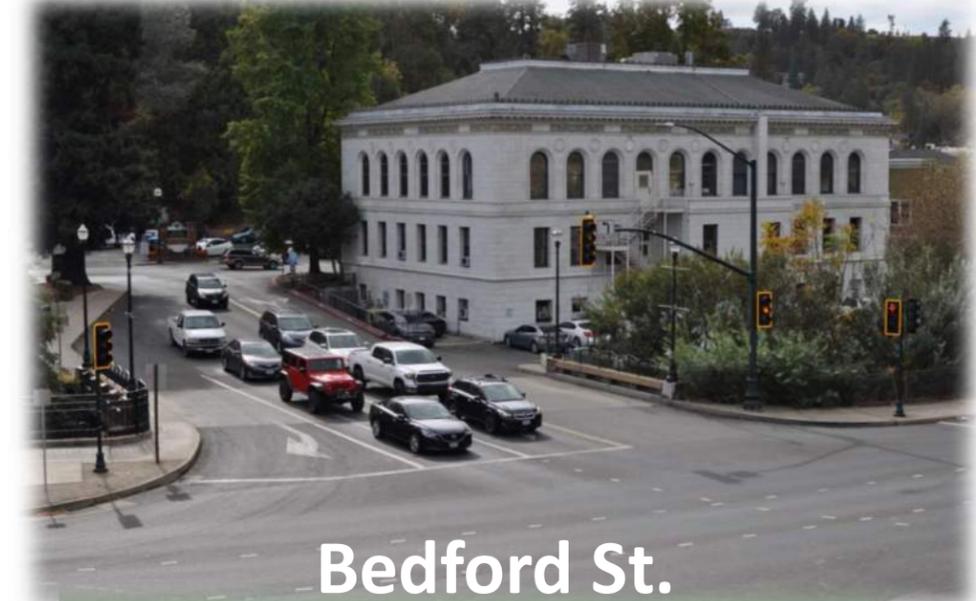
 System User Analysis

 Financing Strategies

 Final Plan

 Public Outreach

# Access Control Plan Pilot Project



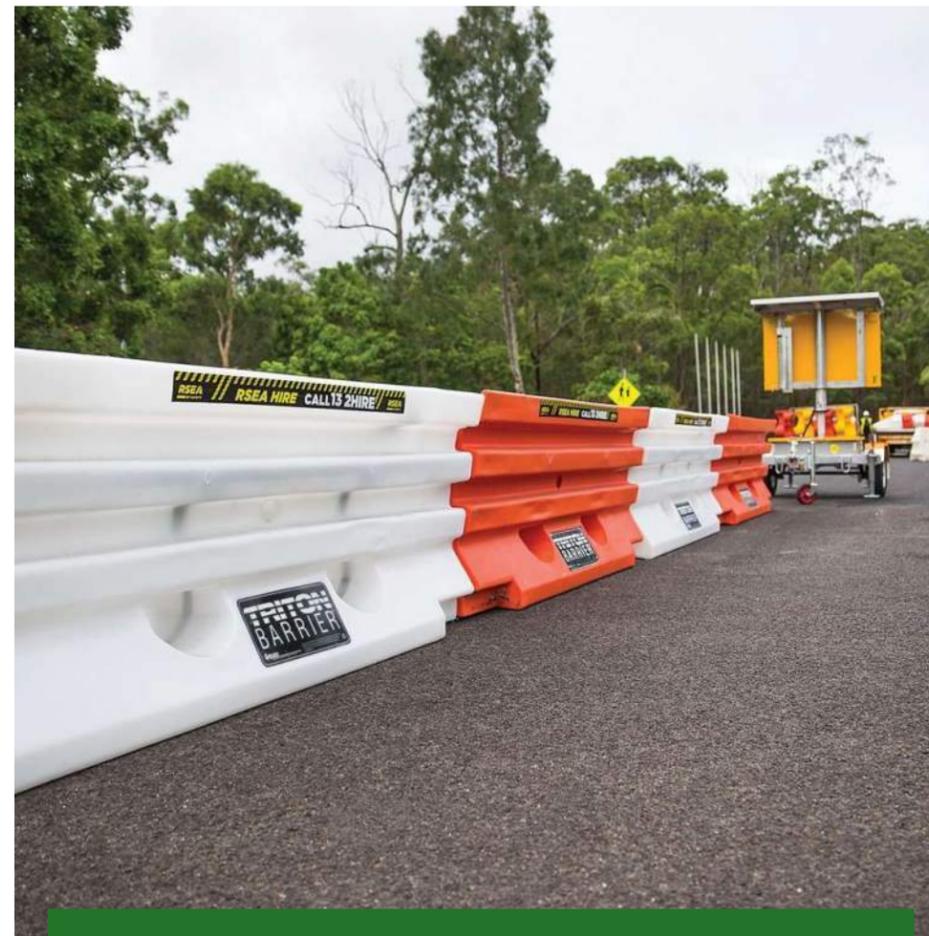
# Pilot Project Detour and Routing Plan



# Barrier Options



**Type III Barricades**



**Water Filled Barricades**



**Temporary Barrier Rail**

# Outreach and Involvement

Kick Off | Q1 21 | Q2 21 | Q3 21 | Q4 21 | Q1 22 | Q2 22 |

 **Public Outreach**

PDT

PDT

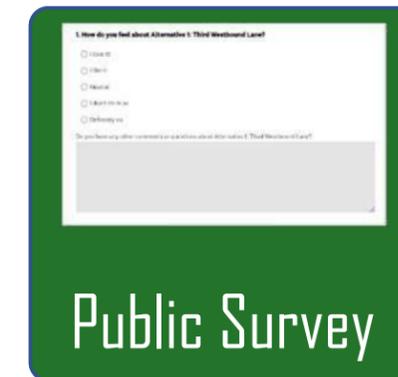
PDT

PDT

PDT

PDT

 **Develop Access Control Outreach Strategy**



◀ US50 Access Control Focus | Financing Strategies Focus ▶

# Access Control Outreach Strategy

## Develop Access Control Outreach Strategy

### Consistent and Disciplined Messaging

- What the Pilot Program is
- Why it is being implemented
- How the impacts will be handled

### Target Audiences

- US 50 users, particularly north and south
- Downtown Placerville
- Delivery and goods movement
- Emergency services

### Feedback Focus

- Answering questions
- Fielding suggestions on improvements to Pilot Program
- Avoid revisiting whether this should be done



*Subject to Change  
Pending Funding*

# Access Control Outreach Strategy

## Develop Access Control Outreach Strategy

### Baseline Strategy

- Primary Point of Contact
- Database of key stakeholders
- Branding with graphics and slogan/logo
- Web page
- Informational flyer design
- Door hanger design
- Social media presence and monitoring
- Outreach to regional partners
- Final summary report

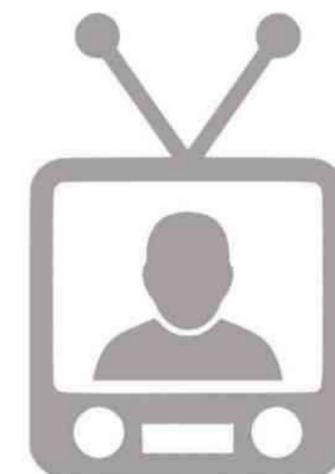


# Access Control Outreach Strategy

## Develop Access Control Outreach Strategy

### Additional Strategies

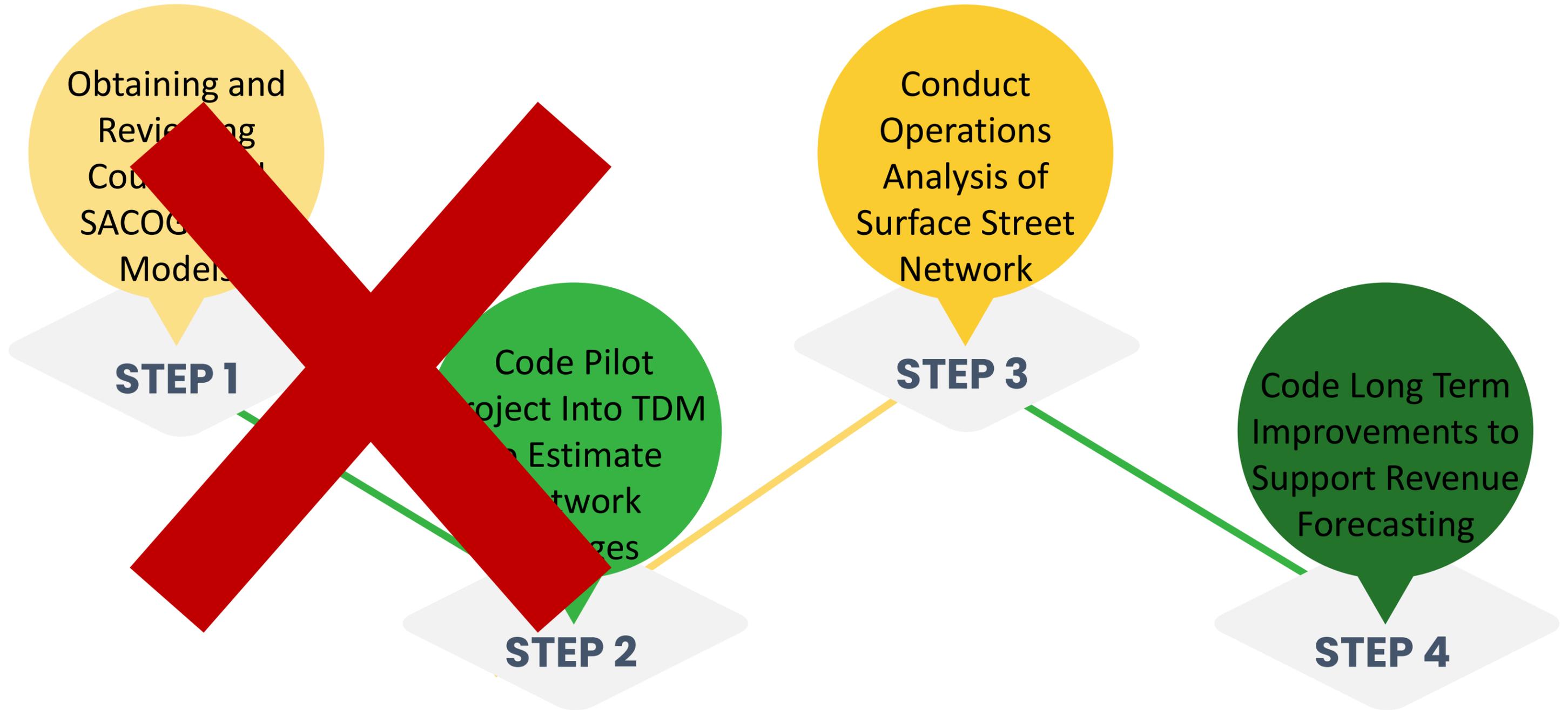
- Video explaining project and detailing closures/detours
- Direct interaction with stakeholders/flyer distribution
- “Face of outreach”
- Press releases
- Dedicated hotline phone number
- Interim outreach progress reports
- Mailed postcards
- Changeable message signs
- Community-wide questionnaire upon completion



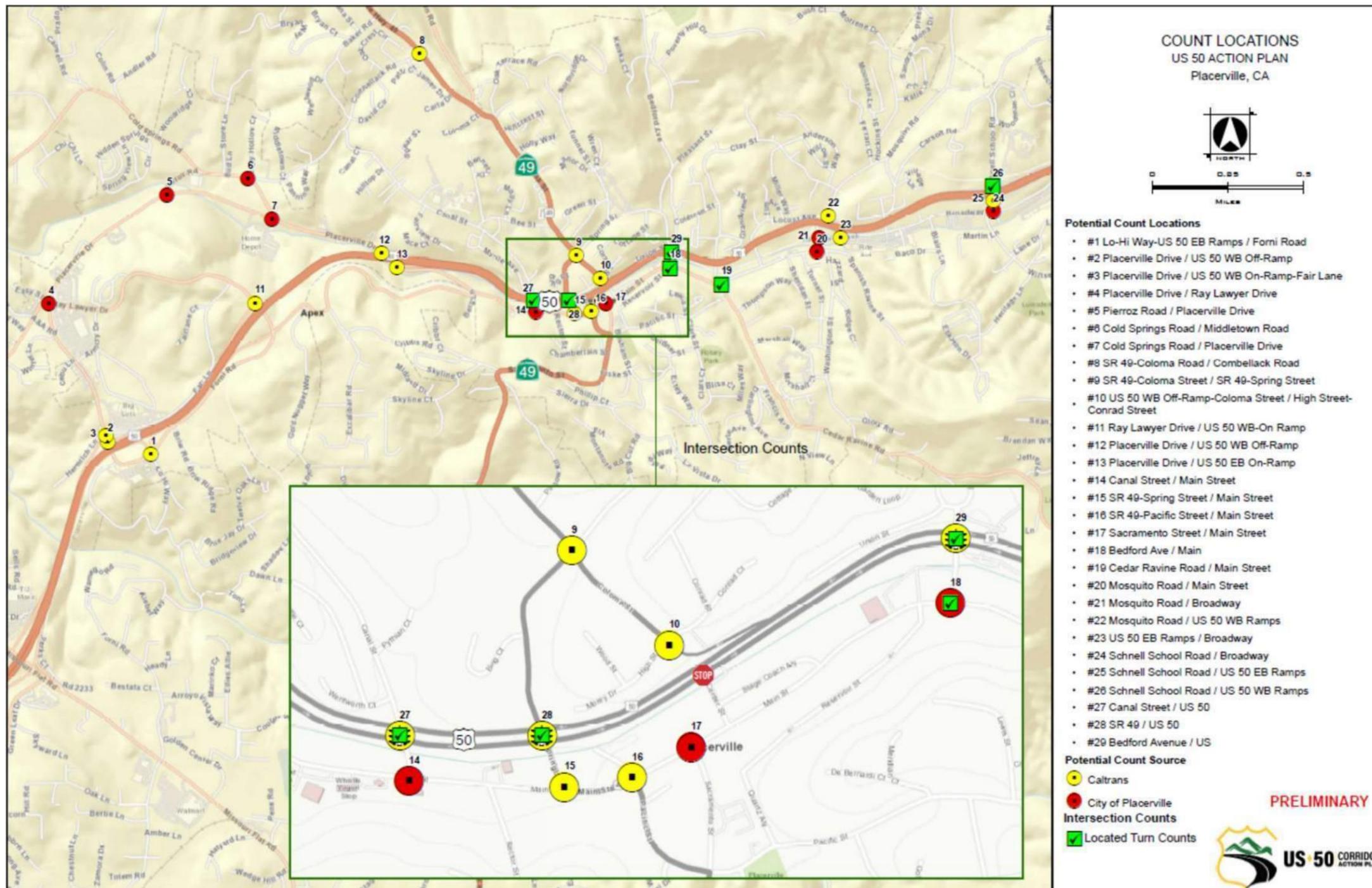
# Preliminary Pilot Project Cost Estimate

Item Description	Estimated Quantities		Units	Unit Cost <sup>2</sup>	Estimated Cost	
	Low Range	High Range			Low Cost	High Cost
<b>Traffic Control Devices</b>						
Mobilization <sup>1</sup>					\$10,000	\$20,000
Temp. Detour Signs	60	90	EA	\$250	\$15,000	\$22,500
Changeable Message Signs	5	15	EA	\$1,200	\$6,000	\$18,000
Temp. Barricade	35	50	EA	\$120	\$4,200	\$6,000
Temp. Barrier Rail	750	1000	FT	\$50	\$37,500	\$50,000
Traffic Drums	75	115	EA	\$60	\$4,500	\$6,900
Traffic Signal Timing Mod	3	6	EA	\$1,000	\$3,000	\$6,000
Misc. Traffic Control <sup>3</sup>					\$5,000	\$10,000
<b>Manpower</b>						
CHP Officers (COZEEP)	12	24	PP/Shift	\$1,500	\$18,000	\$36,000
Placerville Road Staff	32	64	Hrs	\$50	\$1,600	\$3,200
<b>Public Outreach Campaign</b>						
Outreach Consultant					\$41,000	\$72,000
<b>Total Cost Range</b>					<b>\$145,800</b>	<b>\$250,600</b>

# Traffic Modeling & Analysis



# Intersection and Count Locations



Kick Off | Q1 21 | Q2 21 | Q3 21 | Q4 21 | Q1 22 | Q2 22 |

## PDT Meetings

**PDT** • Kick-Off and Introduction

**PDT** • Draft Pilot Project Detour Plan

**PDT** • Pilot Project Traffic Analysis and Details

**PDT** • Draft Access Control Plan

Finance Strategies • **PDT**

Draft Final Plan • **PDT**



Are there any Caltrans approvals anticipated for the Pilot Project?



Who makes the ultimate approval?



Is the encroachment permit process appropriate?



City of Placerville as lead local agency



**Jerry Barton**  
**Senior Transportation Planner**  
**EDCTC**

**[jbarton@edctc.org](mailto:jbarton@edctc.org)**  
**530-642-5267**



# Appendix B

## US 50 Proof of Concept Plan Sheets

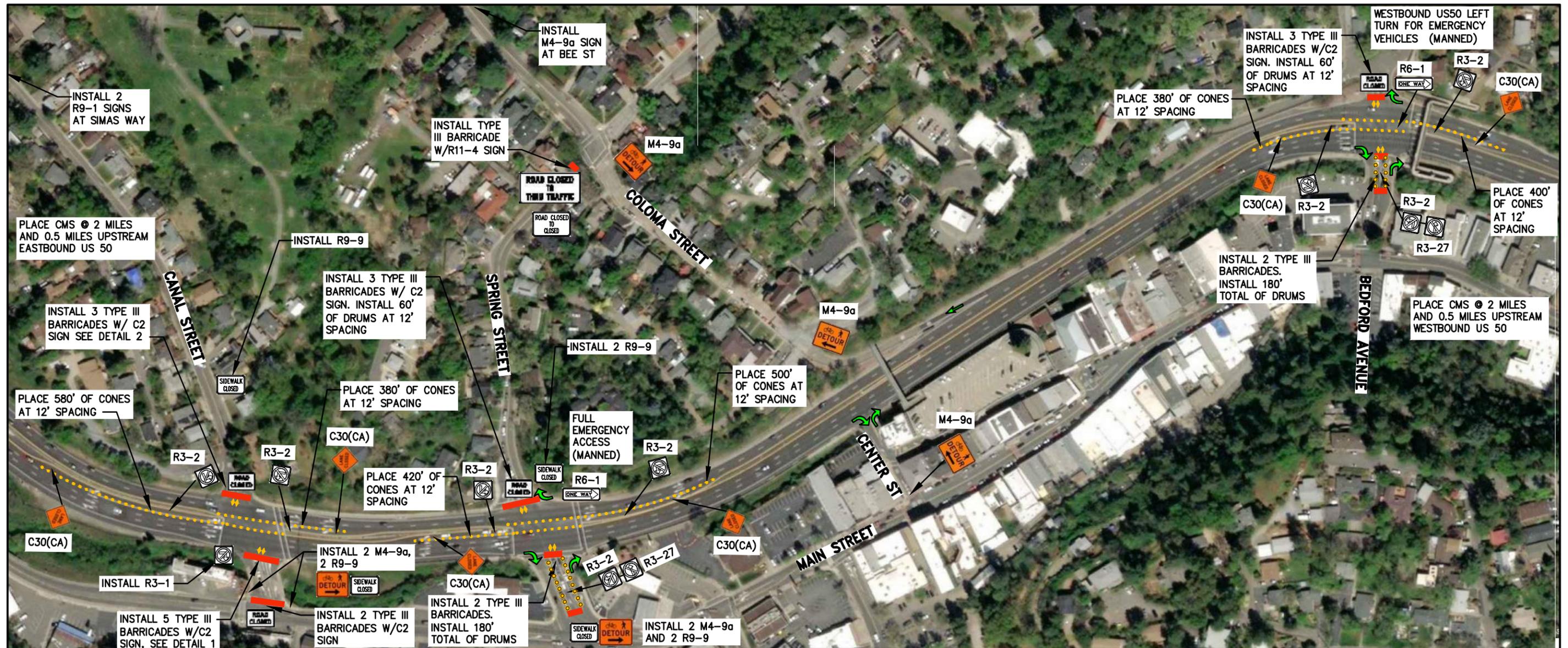
# US 50 CORRIDOR ACTION PLAN

## DOWNTOWN PLACERVILLE ACCESS DETAILS

PLACERVILLE

CALIFORNIA

JULY, 2021



**LEGEND**

- CLOSED ACCESS MOVEMENTS
- TYPE III BARRIER 12' WIDE
- 36" CONES WITH RETROREFLECTIVE BANDS
- TRAFFIC DRUMS
- CHP LOCATIONS

**WOOD RODGERS**  
 BUILDING RELATIONSHIPS ONE PROJECT AT A TIME  
 3301 C ST, BLDG. 100-B TEL 916.341.7760  
 SACRAMENTO, CA 95816 FAX 916.341.7767

J:\Jobs\8541\_EDCTC\US\_50\_Action\_Plan\Civil\Exhibits\Potential Intersection Access Option 2.dwg 6/29/2021 9:27 AM Lorenzo Sanchez

# US 50 CORRIDOR ACTION PLAN

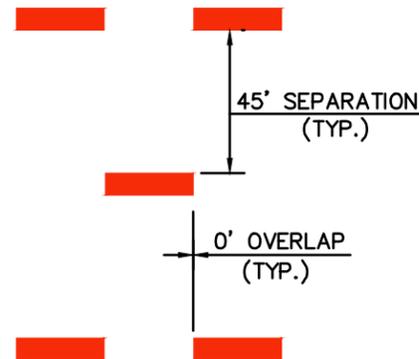
## DOWNTOWN PLACERVILLE ACCESS DETAILS 2

PLACERVILLE CALIFORNIA

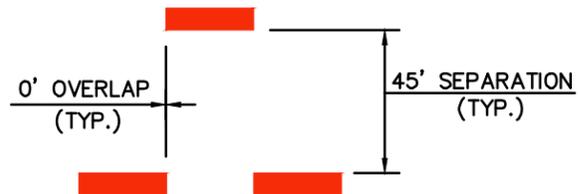
AUGUST, 2021



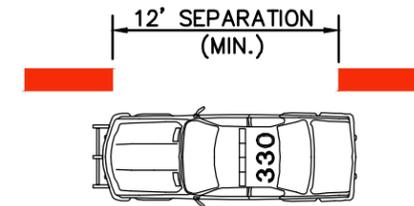
**DETAIL 1**



**DETAIL 2**



**DETAIL 3  
CHP LOCATION  
"OPTIONAL"**



### QUANTITY ESTIMATE

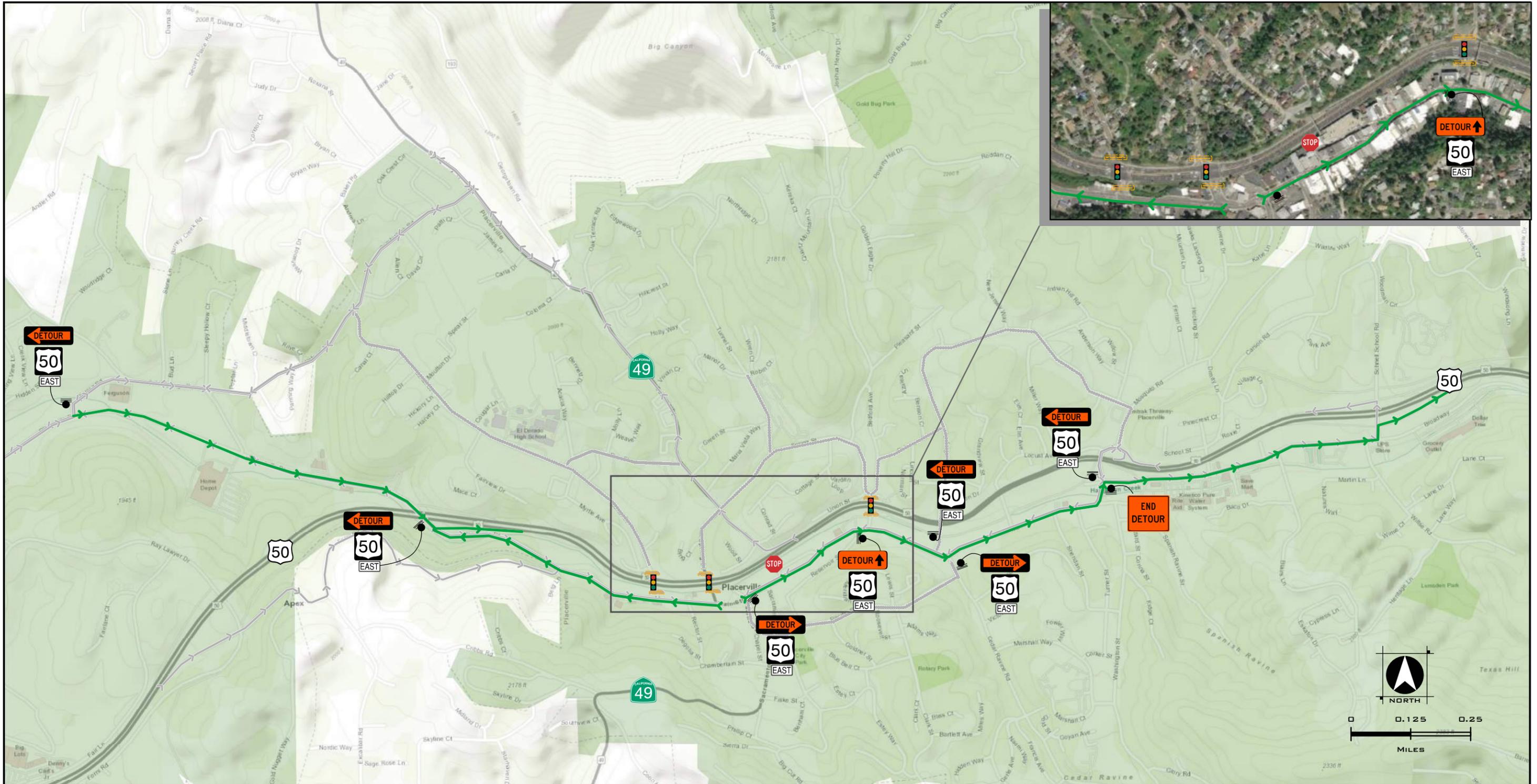
ITEMS	SIGNS	QUANTITIES	
C2	Road Closed	16	EA
C30(CA)	Lane Closed	6	EA
G26-1	US50 Marker	11	EA
G28-1	SR49 Marker	19	EA
M3-1	North Marker	7	EA
M3-2	East Marker	7	EA
M3-3	South Marker	12	EA
M3-4	West Marker	7	EA
M4-8a	End Detour	4	EA
M4-9a	Bicycle and Pedestrian Detour	8	EA
M4-10	Detour Arrow (Left/Right)	22	EA
R3-1	No Right Turn	2	EA
R3-2	No Left Turn	8	EA
R3-27	No Straight Through	2	EA
R6-1	One-Way Arrow	2	EA
R9-1	Walk on Left	2	EA
R9-9	Sidewalk Closed	7	EA
R11-4	Road Closed	1	EA
SC3	Detour Arrow (Forward)	11	EA
ITEMS	ROADWAY ITEMS	QUANTITIES	
CMS	Changeable Message Sign	8	EA
BARRICADE	Type III Barricade	23	EA
CONES	36" Traffic Cones w/ Retroreflective Bands at 12' Spacing	2,660	LF

### CMS LOCATION DETAILS

1	US 50 EB, approximately 2 miles upstream of Canal Street
2	US 50 EB, approximately 0.5 miles upstream of Canal Street
3	US 50 EB, approximately 1 mile upstream of Placerville Drive
4	US 50 WB, approximately 2 miles upstream of Bedford Avenue
5	US 50 WB, approximately 0.5 miles upstream of Bedford Avenue
6	SR 49 SB, approximately 1 mile upstream of Combellack Road
7	SR 49 NB, approximately 1 mile upstream of Missouri Flat Road
8	SR 193 SB, approximately 1 mile upstream of Coloma Road



**WOOD RODGERS**  
 BUILDING RELATIONSHIPS ONE PROJECT AT A TIME  
 3301 C ST, BLDG. 100-B TEL 916.341.7760  
 SACRAMENTO, CA 95816 FAX 916.341.7767



# DETOUR ROUTES

## US 50 ACTION PLAN

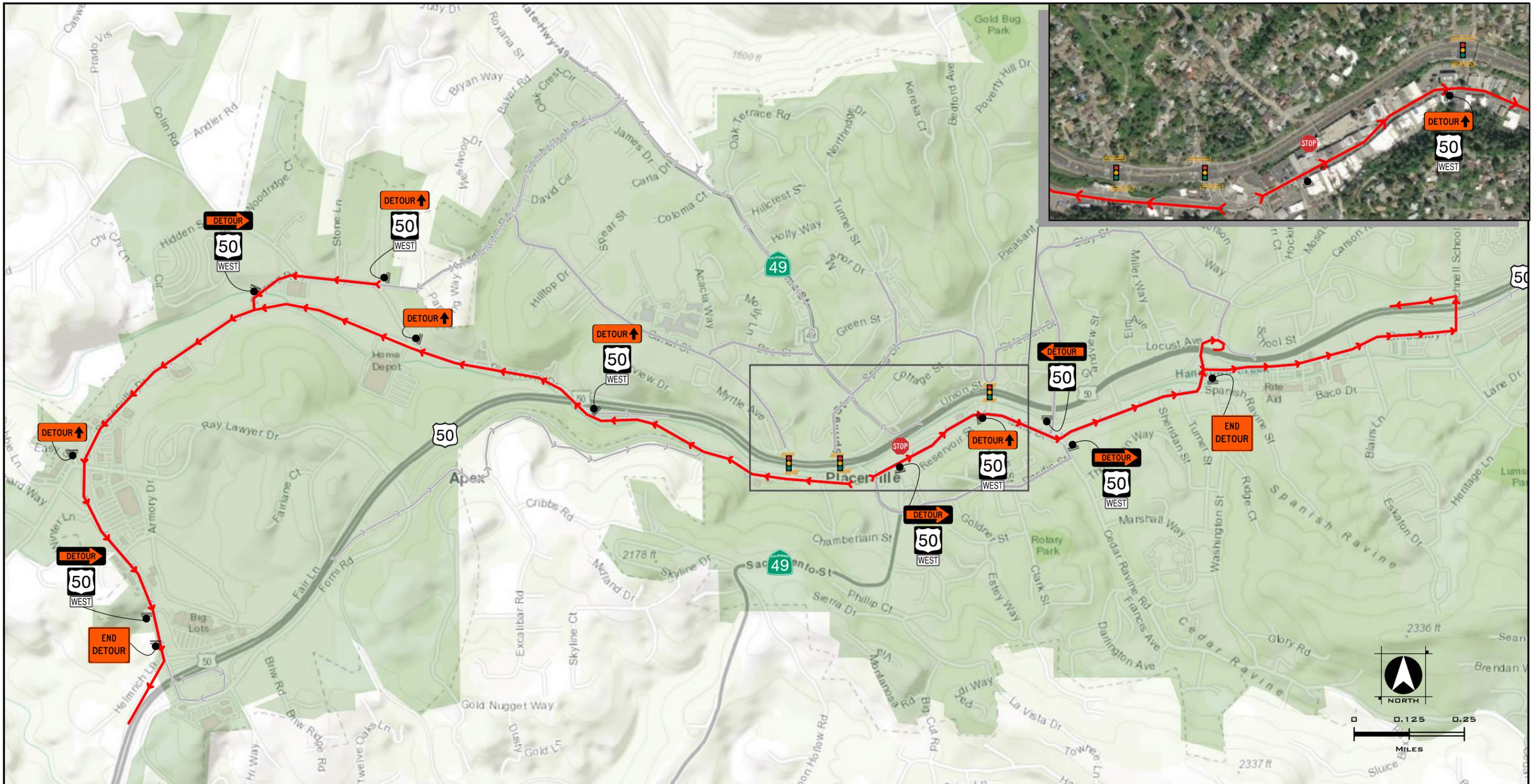
### Placerville, CA

#### Legend

- US 50 Eastbound Access from Downtown Placerville
- Alternative Detour Routes
- + City of Placerville
- - - - Modified Access Location



**PRELIMINARY**



# DETOUR ROUTES

## US 50 ACTION PLAN

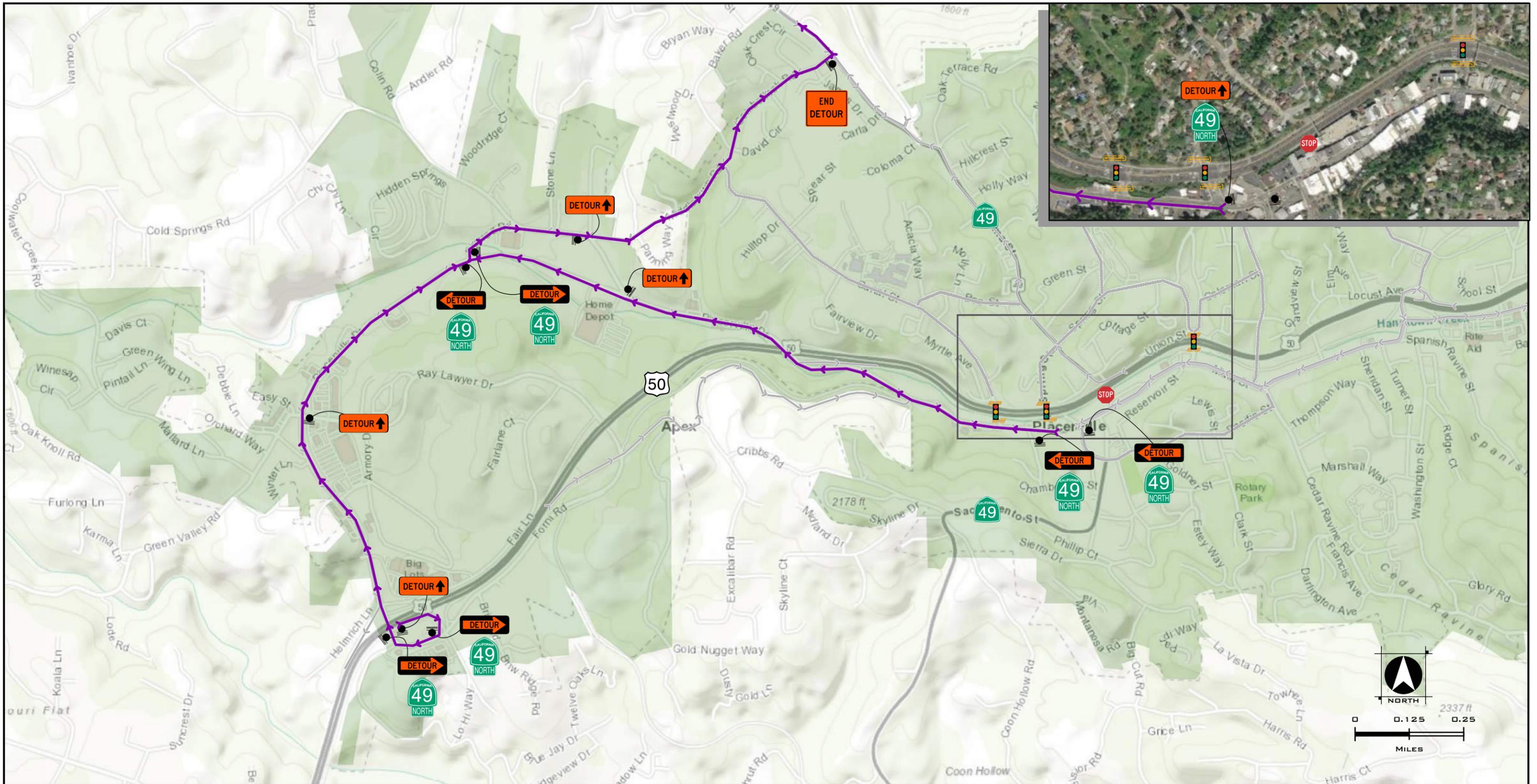
### Placerville, CA

#### Legend

- US 50 Westbound Access from Downtown Placerville
- Alternative Detour Routes
- + City of Placerville
- - - - - Modified Access Location



**PRELIMINARY**



# SR 49 NORTHBOUND DETOUR ROUTES

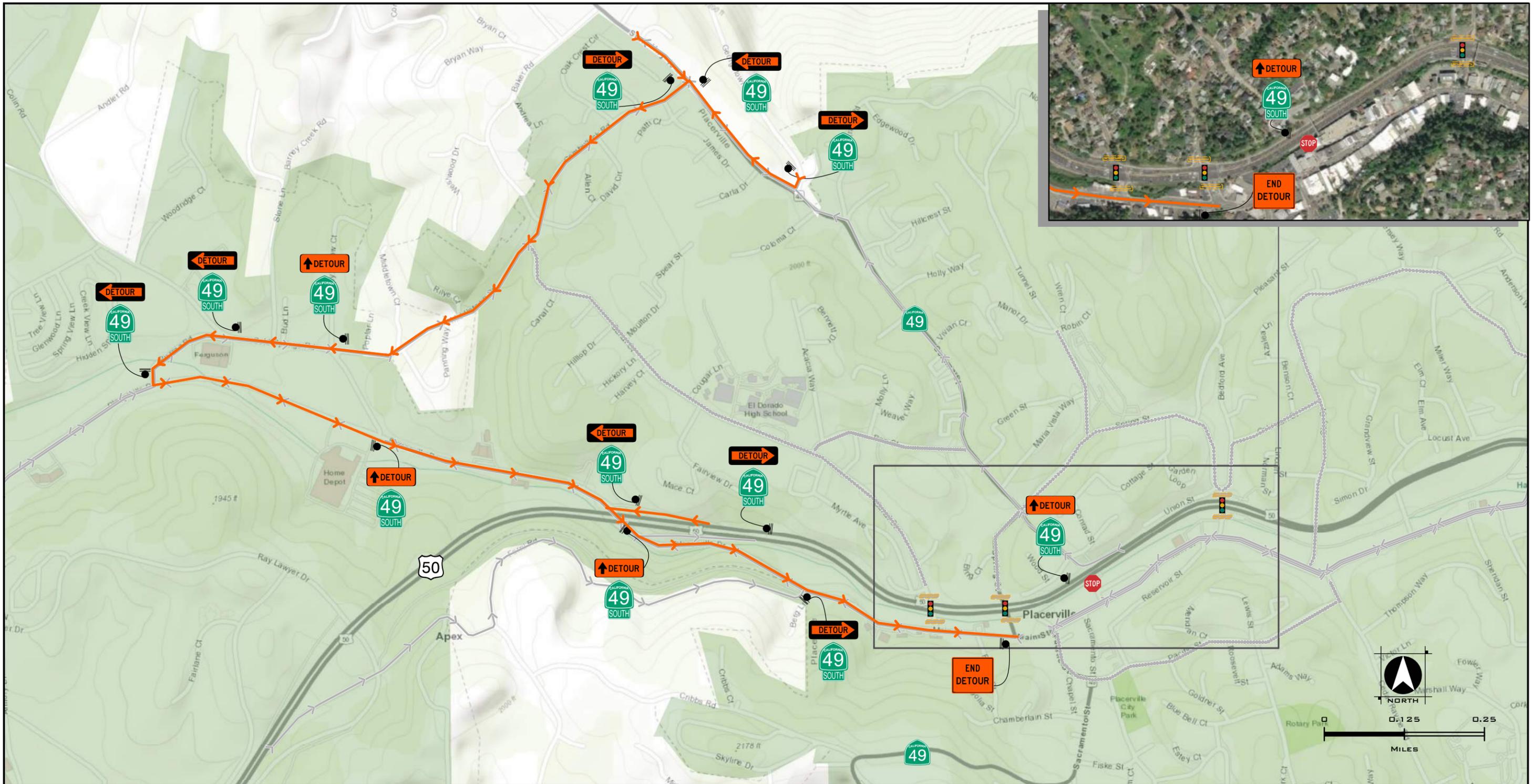
## US 50 ACTION PLAN Placerville, CA

### Legend

- SR 49 Northbound Detour Routing
- Alternative Detour Routes
- + City of Placerville
- - - - - Modified Access Location



**PRELIMINARY**



# SR 49 SOUTHBOUND DETOUR ROUTES US 50 ACTION PLAN Placerville, CA

## Legend

- SR 49 Southbound Detour Routing
- Alternative Detour Routes
- + City of Placerville
- - - - Modified Access Location



**PRELIMINARY**



# Appendix C

## Public Outreach Campaign Scope of Services

# US 50 Corridor Proof of Concept Outreach Plan FINAL

## Project Managers

### Agency: El Dorado County Transportation Commission

Project Lead	Name: Woody Deloria Email: wdeloria@edctc.org Phone: 530-642-5265
Project Support	Name: Jerry Barton Email: jbarton@edctc.org Phone: 530-642-5267

### External Public Outreach Team: AIM Consulting

Project Lead	Name: Celia McAdam Email: cmcadam@aimconsultingco.com Phone: (916) 206-4035
Project Support	Name: Danielle Wood Email: dwood@aimconsultingco.com Phone: (916) 442-1168

### Partner Agency: City of Placerville

Project Lead	Name: Rebecca Neves Email: rneves@cityofplacerville.org Phone: 530-642-5250
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## Public Outreach Purpose and Goals

The purpose of the US 50 Proof of Concept Outreach Plan is to provide El Dorado County Transportation Commission and the City of Placerville with an implementation plan, approach and schedule for widespread awareness of the temporary access closures to US 50 throughout Placerville.

Public outreach goals	
Goal 1	Implement widespread public outreach and education for the Fall 2021 US 50 Proof of Concept about what it is, why it is happening, and how it is being implemented.
Goal 2	Identify and engage with the targeted audiences to educate and build awareness about the Proof of Concept Program.
Goal 3	Develop and implement a consistent and disciplined messaging protocol for handling inquiries from the public and from the media.

## Targeted Audiences

To address the specific public outreach goals of EDCTC’s US 50 Corridor Proof of Concept, the project development team has identified specific targeted audiences that will need to be engaged throughout the process. A description of these groups is below:

Audience	Specific groups or Individuals
Adjacent neighborhoods	Eskaton Village Placerville, Sunrise Apartments, Cottonwood Senior Apartments, Tunnel St. Apartments, Deerview Park Apartments, Carson Ridge Apartments, Sunrise Garden Apartments, Placerville Apartments, Ridgecrest Apartments, Woodridge East Apartments, Placer Village Apartments, Placerville Senior Center El Dorado County, Tunnel Street Senior Center Apartments, Clay Street/Cottonwood
Emergency responders/Civil and Public Services	Placerville Police Department, El Dorado County Sheriff's Office, El Dorado County Jail, California Highway Patrol Placerville, CalFire Amador-El Dorado, El Dorado County Fire District, El Dorado County Emergency Services Authority, Marshall Hospital, PG&E, AT&T, Comcast, El Dorado County Public Health, City of Placerville City Hall, Placerville Town Hall, Placerville Public Works Department and Corporation Yard, Caltrans Corporation Yard, El

<p><b>Goods movement/package distribution firms</b></p>	<p>Dorado Disposal, Air Quality Management District          UPS, United States Postal Service, Amazon Prime, California Trucking Association, Mountain Mail Placerville, FedEx, Same Boat Delivery Services, Thompson's Hauling</p>
<p><b>Main Street businesses</b></p>	<p>Placerville Downtown Association, MattyWags, Kollektive, Memory Lane Antiques, Placerville Art Gallery, Pop Art Custom Framing Gallery, Placerville Antiques, Man Cave, Placerville News Company, The Bookery, Brass &amp; Oak, Sierra Consignment Co., Sierra Mountain Outdoors, Art Studio 360, The Scarlet Halo, Gold Country Artists' Gallery, Placerville Hardware, Ambiance, Placerville Flowers on Main, Lobos Del Mar, Robinson's Pharmacy, Panic &amp; Swoon General Store, Kelsey's Needle Krafts, Placerville Public House, Heyday Café, Powell's Steamer Co &amp; Pub, , Totem Coffee, Diedrick's Cheese, Law office of Tom Cumpston, Main Street Yoga, Placerville News Company, Hog Wild Bar-B-Que, Whistle Stop Yogurt, KFC, Placerville Coin &amp; Bullion, 49er Liquors, Fuel 4 Less, Motherlode Board Supply Company, Marble Valley Regional Center, Shell, Buttercup Pantry, The Original Mels Diner, Main Street Taphouse, El Dorado Savings Bank, Elements Hair Salon, Bowtie Barbershop, Historic Cary House Hotel, Winterhill, The Farm Table Restaurant, River City Bank, Body Basics, Stephanie Mirando, PharmD, Enchanted Forest Dining Experience, VibesUP, Romans Jewelry, Cascada, Gold Country Artists Gallery, T.W.BONKERS Toy &amp; Candy Emporium, Ancient Gold Jewelers, Sourdough &amp; Co, Hangtown Cyclery, Empire Antiques, Bene Ristorante Italiano, Natures Art In Stone, Midnight Kin, Artistic Beads &amp; Studio, Old Town Grill, Placerville True Value Hardware, Violets Are Blue, Lighthouse, Timmy's Brown Bag, Placerville Trading Post, The Wild Pea, The Supply Sergeant, Bricks Eats &amp; Drinks, Arts and Culture El Dorado, Appraiser Chris, Round Table Pizza, Vaught Wright &amp; Bond Insurance, Royal Six Tattoo, El Dorado County Chamber of Commerce, Bagel Works, Iron Wok   Chinese Cuisine, Genie Tompkins, The Courtyard, Hangtown Cantina, Sweetie Pie's, Main Street Melters, The Empress, C&amp;H Motor Parts, Blue Ribbon</p>

	<p>Personnel Services, Independent Restaurant &amp; Bar, Outbreak Brewing Co, Thompson's Auto Group, Thompson's Service Center, Sierra Nevada Tire &amp; Wheel, SOL Community Farmers' Market, Sierra Glass Works, Studia Nova, Queen Bee's Barbershop, Sherwin-Williams Paint Store, Quality In Home Care, Placerville Dental Group, Subaru Specialist Main Street, The Green Room Social Club</p>
<p><b>Nearby properties</b></p>	<p>El Dorado County Superior Court, El Dorado County Fair &amp; Event Center, Placerville Speedway, El Dorado County Jail, El Dorado Irrigation District, El Dorado Veterans Services Office, El Dorado Trail, Upper Room Dining Hall, Hangtown Village Square, Nello Olivo Winery/Sequoia House, Our Saviour Episcopal Church, The Church of Jesus Christ of Latter-day Saints, Federated Church, St. Patrick's Church, Full Gospel Church, New Wine Christian Fellowship, Bayside Placerville, Green Valley Church, Temple El Mesias, First Church Christ Scientist, First Lutheran Church, Grace Reformed Baptist Church, Placer Heights Baptist Church, Seventh day Adventist, Hangtown Range, National 9 Inn, Apple Hill Grower's Association, El Dorado County Winery Association</p>
<p><b>Placerville Drive area businesses</b></p>	<p>Inter-County Title Co, Thompsons Buick GMC, Thompson's Dodge, Thompson's Toyota, Diamond Pacific, In-N-Out Burger, Arco, Absolute Auto Glass, Big O Tires, Chevron, Floors to Go, Safelite AutoGlass, Jerry's Automotive Paint &amp; Supply, Kwik Serv, Placerville Restaurant and Brewery, After Market Wholesale, Santa Maria Taqueria, Raley's, Peet's Coffee &amp; Tea, Wells Fargo Bank, Guild Mortgage Company, Spanky's Pizza, Denny's, Carl's Jr., Sierra Central Credit Union, Sierra Home Alternatives, Briggs Brian Attorney, Imperial Printing, Vallarta Mexican Restaurant, Placerville Drive Market &amp; Deli, Placerville Lotus Massage &amp; Spa, Big 5 Sporting Goods, Under The Arbor, J&amp;J Auto Care, Regal Placerville, Nelson Orthodontics, Annie's Mimosas, American Kitchen Cabinet, MORE, Zelinsky David CPA, The Bean Barn, Speedway, Pro Builders Supplies, Placerville Car Wash, Placerville Food Co-op, All Star Rents, Tom's Burgers &amp; Frosty, Clifton &amp; Warren, Ranch Supply Saddle &amp; Tack Shop, Enterprise Rent-A-Car, AutoPlus,</p>

	Inc., Summitview Child & Family Services, China Garden Rd, Nerdy Dave's Computers, Placerville Polaris & Power Tools, Edward's A-1 Appliance, Fulmer's Auto Body
<b>Schools (Including opposing high schools for athletics)</b>	El Dorado Union High School District, Markham Middle School, Country Day Montessori School, El Dorado High School, Coon Hollow School, Big Red Barn Day Care Pre-School, Placerville School District, Sierra Elementary School, Placerville Union Elementary, Schnell Elementary School, El Dorado Adventist School, First Friends Montessori, Placerville-Camino Junior Academy, Marysville High School, Rosemont High School, , Union Mine High School, Ponderosa High School, Oakridge High School, Rescue Union School District, Buckeye School District, Pollock Pines Elementary School District, Camino Union Elementary School District, Mother Lode Union School District

## Public Outreach Strategies

The following strategies will help achieve the public outreach goals and reach target audiences.

Strategies	Description
<b>Key Stakeholder Outreach</b>	<p>AIM will coordinate with EDCTC and partner agencies to make initial contact with key stakeholder groups and start to build the awareness of the Proof of Concept Program. Working with EDCTC and partners, AIM will customize teams to implement the personal outreach that will best resonate with the target audience. For example, door-to-door outreach and flyer distribution to Main Street businesses could include a representative of the merchant association along with a member of the consultant team or EDCTC/City of Placerville staff. On the other hand, a meeting with Marshall Hospital might include an elected official or board member with the team members, while notification of UPS might include only technical staff. Businesses would be encouraged to post the flyer in a prominent place for additional awareness by their patrons and customers. AIM will develop and maintain database of key stakeholders and points of contact to provide electronic updates.</p> <p><i>Deliverables</i></p> <ul style="list-style-type: none"> <li>• Stakeholder database denoting outreach teams</li> </ul>

	<p><i>Roles and responsibilities</i></p> <ul style="list-style-type: none"> <li>• <b>EDCTC/City:</b> Stakeholder identification and database development support, electronic messaging and content support</li> <li>• <b>AIM:</b> Stakeholder identification and database development, electronic messaging and content</li> </ul>
<p><b>Regional Communication Partnerships</b></p>	<p>While the primary impacts for the US 50 Proof of Concept Program are expected to be felt by those nearest to the intersection closures and detour routes, there are also impacts to regional travel that require outreach and education. AIM will develop regionally focused messaging, including targets on the SR 49 corridor and recreational through travel (Apple Hill, South Lake Tahoe, Sacramento, Bay Area). Distribution of the messaging will maximize existing regional partnerships, and include public information distribution channels such as:</p> <ul style="list-style-type: none"> <li>• Caltrans Districts 3 and 4</li> <li>• Sacramento Area Council of Governments</li> <li>• Cities of Folsom, Rancho Cordova, Citrus Heights, Roseville, Auburn, Sacramento, and South Lake Tahoe</li> <li>• Placer, Amador, Nevada, Calaveras, and Sacramento Counties</li> <li>• Lake Tahoe Visitors Authority</li> <li>• Tahoe Regional Planning Agency</li> <li>• Metropolitan Transportation Commission</li> </ul> <p>AIM will develop database of regional TV, radio, and newspapers, including the Bay Area, to distribute press releases and explore interview opportunities.</p> <p><i>Deliverables</i></p> <ul style="list-style-type: none"> <li>• <b>Messaging</b></li> <li>• <b>Regional partners list</b></li> </ul> <p><i>Roles and responsibilities</i></p> <ul style="list-style-type: none"> <li>• <b>EDCTC/City:</b> Media database development support</li> <li>• <b>AIM:</b> Regionally-focused messaging development, distribution of messaging, media database development</li> </ul>
<p><b>Project Webpage</b></p>	<p>AIM will develop a project webpage with comprehensive and consistently updated information and graphics about the US 50 Proof of Concept, including timing, detour information, and FAQs. Hosting could be done by AIM, EDCTC, or another partner agency.</p> <p><i>Deliverables</i></p>

	<ul style="list-style-type: none"> <li>• <b>Project webpage</b></li> </ul> <p><i>Roles and responsibilities</i></p> <ul style="list-style-type: none"> <li>• <b>EDCTC:</b> Building project webpage on EDCTC’s website, content development support</li> <li>• <b>AIM:</b> Content and mock-up development, graphics development, creating updated content and messaging throughout the project</li> </ul>
<p><b>Project Branding</b></p>	<p>AIM will develop strong, easily identified, and consistent graphics/logo and slogan for use in all media and collateral materials.</p> <p><i>Deliverables</i></p> <ul style="list-style-type: none"> <li>• <b>Project logo</b></li> <li>• <b>Project branding style guide</b></li> </ul> <p><i>Roles and responsibilities</i></p> <ul style="list-style-type: none"> <li>• <b>EDCTC/City:</b> Graphic design and branding development support</li> <li>• <b>AIM:</b> Graphic design and branding development</li> </ul>
<p><b>Informational Project Video</b></p>	<p>AIM will develop a short and engaging video for the US 50 Proof of Concept Project which explains the need for the effort, as well as graphically illustrating closures, impacts, and detours. EDCTC or and AIM staff member can record the voiceover for the informational video. AIM will include the video on the project web page.</p> <p><i>Deliverables</i></p> <ul style="list-style-type: none"> <li>• <b>Script and storyboard</b></li> <li>• <b>Informational video</b></li> </ul> <p><i>Roles and responsibilities</i></p> <ul style="list-style-type: none"> <li>• <b>EDCTC:</b> Script development, uploading video to project webpage, recording video voiceover</li> <li>• <b>AIM:</b> Storyboard and graphics development, script development support, film production and editing, uploading video to YouTube, recording video voiceover support</li> </ul>
<p><b>Project Point of Contact</b></p>	<p>AIM will work with EDCTC and partner agencies to designate a “face of the outreach” to provide a consistent image and messaging for media engagement. This could be a technical staff person, trusted local community member, elected official, business leader, public information officer, or other articulate, non-controversial spokesperson.</p> <p><i>Roles and responsibilities</i></p>

	<ul style="list-style-type: none"> <li>• <b>EDCTC:</b> Coordination and determining point of contact</li> <li>• <b>AIM:</b> Coordination and logistical support</li> </ul>
<b>Project Hotline</b>	<p>AIM will set up, advertise, and monitor a dedicated hotline phone number where interested parties can provide comments or questions. AIM will coordinate with EDCTC and partner agencies to provide timely responses to inquiries and issues.</p> <p><i>Deliverables</i></p> <ul style="list-style-type: none"> <li>• <b>Project hotline</b></li> <li>• <b>Communications log</b></li> </ul> <p><i>Roles and responsibilities</i></p> <ul style="list-style-type: none"> <li>• <b>EDCTC/City/Caltrans:</b> Providing hotline responses</li> <li>• <b>AIM:</b> Providing hotline responses support, monitoring project hotline, recording hotline voicemail message, updating communications log</li> </ul>

<b>Informational Flyers</b>	<p>Using the branding developed for the US 50 Proof of Concept Program, AIM will develop an informational flyer for distribution to local businesses and posting for additional awareness. Consultant will be responsible for color printing of flyers.</p> <p><i>Deliverables</i></p> <ul style="list-style-type: none"> <li>• <b>Informational flyer</b></li> <li>• <b>Distribution list/map</b></li> </ul> <p><i>Roles and responsibilities</i></p> <ul style="list-style-type: none"> <li>• <b>EDCTC:</b> Materials development support, map of locations for distribution</li> <li>• <b>AIM:</b> Materials development, coordination with local businesses, printing and distribution</li> </ul>
<b>Door Hangers</b>	<p>Using the branding developed for the US 50 Proof of Concept Program, AIM will develop door hangers to be used for distribution to adjacent residential areas. Consultant staff will go door-to-door in designated neighborhoods adjacent to the US 50 corridor distributing door hangers to notify residents and businesses of the Proof of Concept Program. Designation of areas to be covered will be provided by EDCTC. Consultant will be responsible for the printing and placement of the door hangers.</p> <p><i>Deliverables</i></p> <ul style="list-style-type: none"> <li>• <b>Doorhangers</b></li> <li>• <b>Distribution list/map</b></li> </ul> <p><i>Roles and responsibilities</i></p> <ul style="list-style-type: none"> <li>• <b>EDCTC:</b> Materials development support, printing and distribution support, map of locations for distribution</li> <li>• <b>AIM:</b> Materials development, printing and distribution</li> </ul>
<b>Direct Outreach</b>	<p>AIM will provide direct outreach to local service and community groups, connecting with their membership and communication channels to distribute educational materials and linkage to project web page.</p> <p><i>Deliverables</i></p> <ul style="list-style-type: none"> <li>• <b>Education materials</b></li> <li>• <b>Outreach messaging</b></li> </ul> <p><i>Roles and responsibilities</i></p> <ul style="list-style-type: none"> <li>• <b>EDCTC/City:</b> Coordination and logistics support</li> <li>• <b>AIM:</b> Materials development, coordination with local service</li> </ul>

	and community groups
<b>Social Media Presence</b>	<p>AIM will create and manage a social media presence for the Proof of Concept Program by creating a project page on Facebook, creating content to be shared, posting notifications and updates, monitoring comments and messages, and coordinating with EDCTC and partner agencies to provide timely responses.</p> <p><i>Deliverables</i></p> <ul style="list-style-type: none"> <li>• <b>Social media account (Facebook)</b></li> <li>• <b>Social media graphics and content</b></li> <li>• <b>Monthly social media plans</b></li> </ul> <p><i>Roles and responsibilities</i></p> <ul style="list-style-type: none"> <li>• <b>EDCTC:</b> Coordination with project team and partners support, graphics and content development support</li> <li>• <b>AIM:</b> Social media account creation, graphics and content development, social media plan development, monitoring and responding to messages and comments, coordination with project team and partners</li> </ul>
<b>Press Releases</b>	<p>AIM will develop press releases and coordinate with local TV stations, radio, Mountain Democrat, and other local media. Interviews would be arranged with “face of the outreach”, Primary Point of Contact, key elected officials, business leaders, technical staff, and/or other appropriate spokesperson(s).</p> <p><i>Deliverables</i></p> <ul style="list-style-type: none"> <li>• <b>Press releases</b></li> <li>• <b>Media contact list</b></li> </ul> <p><i>Roles and responsibilities</i></p> <ul style="list-style-type: none"> <li>• <b>EDCTC/City:</b> Press release development support, media list development</li> <li>• <b>AIM:</b> Press release development, coordination with media contacts, media list development</li> </ul>
<b>Direct Mailer</b>	<p>As another avenue of notification, particularly to those who may not have internet connections, AIM will develop mailer postcards to notify local residents and businesses of the US 50 Proof of Concept Program. Once finalized by EDCTC, AIM will print and mail postcards.</p> <p><i>Deliverables</i></p> <ul style="list-style-type: none"> <li>• <b>Direct mailers</b></li> <li>• <b>Address list</b></li> </ul>

	<p><i>Roles and responsibilities</i></p> <ul style="list-style-type: none"> <li>• <b>EDCTC/City of Placerville:</b> Determining mailer boundaries</li> <li>• <b>AIM:</b> Purchasing address data, graphics and content development of mailers, printing and distribution of mailers</li> </ul>
<p><b>Changeable Message Signs (CMS)</b></p>	<p>Working with Caltrans, the City of Placerville, and El Dorado County, AIM will ensure Changeable Message Signs are deployed at key points inside and outside of the US 50 Proof of Concept Project area to inform travelers of the upcoming closures and detour.</p> <p><i>Deliverables</i></p> <ul style="list-style-type: none"> <li>• <b>CMS messaging</b></li> <li>• <b>CMS location map/list</b></li> </ul> <p><i>Roles and responsibilities</i></p> <ul style="list-style-type: none"> <li>• <b>EDCTC:</b> Determining key locations for CMS, messaging development support</li> <li>• <b>Project partners (Caltrans, City of Placerville, El Dorado County):</b> Deploying CMS at key locations, messaging development support</li> <li>• <b>AIM:</b> Coordination with project partners, developing messaging for signs</li> </ul>
<p><b>Progress Reports</b></p>	<p>AIM will work with technical team to develop facts and figures on the impacts and success of the US 50 Proof of Concept Program on both an interim and final basis. The two progress reports will be added to the web page, featured on press releases and social media posts and coordinated with partner agencies.</p> <p><i>Deliverables</i></p> <ul style="list-style-type: none"> <li>• <b>Progress reports (2)</b></li> </ul> <p><i>Roles and responsibilities</i></p> <ul style="list-style-type: none"> <li>• <b>EDCTC:</b> Progress report development support, partner coordination support</li> <li>• <b>AIM:</b> Partner coordination, progress report development</li> </ul>

## Community-Wide Online Questionnaire

Once the Proof of Concept closures have been completed, AIM will design, develop, and implement a community-wide online questionnaire, hosted on the project's webpage. The online questionnaire will run for two weeks and will provide an outlet for the community to provide feedback on the pilot program and share how the pilot program negatively or positively impacted their travel patterns. The online questionnaire, tailored to the project needs, will provide the project team with actionable public data to support decision making. At the conclusion of the community-wide online questionnaire, AIM will develop a summary of findings.

### *Deliverables*

- **Online Questionnaire**
- **Summary of findings**

### *Roles and responsibilities*

- **EDCTC:** Content development support, community awareness and notification support
- **AIM:** Coordination with the team, content development, community awareness and notification materials, summary of findings



## Public Outreach Timeline

### Project Branding

Process	Staff	Key Date
Develop slogan options	AIM	July 14
Review and select slogan options	EDCTC	July 16
Develop logo based on slogan	AIM	July 20
Review logo options and provide revisions	EDCTC	July 21
Refine/edit logo options	AIM	July 22
Select final logo	EDCTC	July 23
Develop graphic treatment/style guide	AIM	July 21 (concurrent w/logo)
Review graphic treatment/style guide	EDCTC	July 22 (concurrent w/logo)
Finalize project branding/style guide	AIM	July 23

### Project Hotline

Process	Staff	Key Date
Purchase hotline number	AIM	July 21
Record voicemail for hotline	AIM	July 23
Create communications log	AIM	July 23
Launch hotline (add to webpage)	AIM	August 17
Monitor messages and coordinate responses	AIM	Throughout project duration
Develop responses to hotline messages	AIM/EDCTC/City/Caltrans	Throughout project duration

### Project Webpage

Process	Staff	Key Date
Develop webpage mock-up (including graphics)	AIM	August 6
Create list of vanity urls for webpage	AIM	August 6
Review webpage mock-up and select vanity url	EDCTC	August 10
Finalize webpage content and	AIM	August 13



graphics and purchase domain		
Build webpage on EDCTC's website and launch webpage	EDCTC	August 17
Update webpage regularly	AIM/EDCTC	Throughout project duration

### Social Media Presence

Process	Staff	Key Date
Develop Facebook project page content/mock-up	AIM	August 6
Review page content/mock-up	EDCTC/City	August 10
Create and launch Facebook page	AIM	August 17
Develop monthly social media plan	AIM	Monthly basis throughout project duration
Monitor and log social media messages	AIM	Throughout project duration
Develop responses to social media comments/questions	AIM/EDCTC/City	Throughout project duration
Develop and post social media graphics	AIM	Throughout project duration

### Project Point of Contact

Process	Staff	Key Date
Team meeting to discuss options for POC	AIM/EDCTC	July 16
Contact/finalize POC	EDCTC/City	July 21

### Key Stakeholder Outreach

Process	Staff	Key Date
Identify stakeholders and develop database	AIM	July 20
Review database	EDCTC	July 22
Finalize database	AIM	July 26
Develop initial email to stakeholders using project logo/branding	AIM	August 10
Review initial email	EDCTC	August 12
Send initial email to stakeholders	AIM or EDCTC or City	August 16
Ongoing communications with	AIM	Throughout project duration



stakeholders		
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### Regional Communication Partnerships

Process	Staff	Key Date
Develop regional media list	AIM	July 23
Review media list	EDCTC/City	July 27
Finalize media list	AIM	July 30
Create draft press release announcing project initiation using project branding and logo	AIM	August 13
Review press release	EDCTC/City	August 20
Finalize and distribute press release	AIM	August 24
Media follow-ups	AIM	September 7 – 9, October 5 - 7
Ongoing communications with regional partners	AIM	Throughout project duration

### Informational Project Video

Process	Staff	Key Date
Develop script and storyboard	AIM/EDCTC	July 30
Review script and storyboard	EDCTC/City	August 3
Finalize script and storyboard	AIM	August 5
Record voiceover	EDCTC or AIM	August 6
Produce draft video	AIM	August 16
Review video	EDCTC/City/Caltrans	August 18
Finalize video and upload to YouTube	AIM	August 20
Upload video to project webpage and launch video	EDCTC/AIM	August 24

### Informational Flyers

Process	Staff	Key Date
Draft informational flyer	AIM	August 11
Review flyer	EDCTC/City	August 13
Develop list of businesses for flyer distribution	EDCTC/City	August 17
Print flyers	AIM	August 25
Distribute	AIM	August 30 – Sept 3

### Door Hangers

Process	Staff	Key Date



Draft doorhangers	AIM	August 11
Review doorhangers	EDCTC/City	August 13
Develop map of locations for doorhangers	EDCTC/City	August 17
Print doorhangers	AIM	August 24
Distribute	AIM	August 31 – September 3

#### Direct Mailer

Process	Staff	Key Date
Draft direct mailers	AIM	August 13
Review	EDCTC	August 17
Identify neighborhoods/boundaries for direct mailer	EDCTC	August 20
Purchase address data	AIM	August 25
Finalize mailer design and send PDF to vendor	AIM	September 1
Printing and postage	AIM	September 3 - 7
Mailer arrives	AIM	September 8

#### Direct Outreach

Process	Staff	Key Date
Develop educational project materials and messaging	AIM	August 10
Review	EDCTC/City	August 13
Identify local community organizations	AIM	August 13
Review contact list	EDCTC	August 18
Direct outreach to local service and community organizations	AIM	August 23 – August 27

#### Press Releases

Process	Staff	Key Date
Develop press release at key project milestone	AIM	3 weeks before key date/project milestone
Review	EDCTC	2.5 weeks before key date/project milestone
Distribute press release	AIM	2 weeks before key date/project milestone
Distribute media advisory	AIM	Week of key date/project milestone
Post press releases on	EDCTC/City	After initial distribution

webpage		
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### Changeable Message Signs (CMS)

Process	Staff	Key Date
Draft messaging	AIM	4 weeks before closures of US 50
Coordinate with project partners	AIM	4 weeks before closures of US 50
Review messaging	EDCTC	3.5 weeks before closures
Implement CMS signs	AIM/Caltrans/City of Placerville/El Dorado County	3 weeks before closures

### Progress Reports

Process	Staff	Key Date
Draft progress report	AIM	Halfway through project and end of project
Review	EDCTC	-
Distribute (press release, social media post and on webpage)	AIM/EDCTC/City/Caltrans	-

### Community-Wide Online Questionnaire (End of project)

Process	Staff	Key Date
Coordination and logistics	AIM/EDCTC	5 weeks before launch
Develop content for questionnaire	AIM	4.5 weeks before launch
Review content	EDCTC/City	4 weeks before launch
Build questionnaire in SurveyMonkey	AIM	3.5 weeks before launch
Review questionnaire	EDCTC/City	3 weeks before launch
Develop awareness materials	AIM	2.5 weeks before launch
Review awareness materials	EDCTC/City	2 weeks before launch
Finalize awareness materials	AIM	1 week before launch
Pretest questionnaire internally	AIM/EDCTC/City	1 week before launch
Finalize questionnaire	AIM	4 days before launch
Update webpage with questionnaire link	EDCTC	On launch day
Launch awareness campaign	AIM	On launch day
Close questionnaire	AIM	2 weeks after launch
Develop summary of findings	AIM	2 weeks after questionnaire closes

