

FINAL REPORT US 50 CORRIDOR SYSTEM USER ANALYSIS, INVESTMENT STRATEGY, AND ACCESS CONTROL ACTION PLAN

May 04, 2023



US 50 | CORRIDOR ACTION PLAN



Prepared For



Prepared By



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Acknowledgement

The El Dorado County Transportation Commission and the City of Placerville thank the Project Development Team partners whose participation made this plan a collaborative effort and made the 2022 Trip to Green proof of concept a reality. The project partners also thank the community who experienced the Trip to Green Proof of Concept and participated in the public outreach process, helping to shape this plan and next steps for improving transportation on US 50 in the City of Placerville.

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INTRODUCTION

The United States Highway 50 (US 50) Corridor System User Analysis, Investment Strategy, and Access Control Action Plan (US 50 Corridor Action Plan) is led by the El Dorado County Transportation Commission (EDTC) in close coordination with Caltrans, the City of Placerville, and other local agencies. The study focuses on US 50 in El Dorado County with a specific emphasis on US 50 through the City of Placerville. This stretch of US 50 is unique in that it is situated between the Sacramento and San Francisco Bay Area metropolitan areas to the west and the popular recreation destinations of Apple Hill and Lake Tahoe to the east. US 50 generally consists of a freeway, with grade-separated and access-controlled interchanges and intersections to the east and west of Placerville, except for three signalized at-grade intersections within the City of Placerville. This transition from freeway to signalized intersections results in significant congestion during peak recreation and visitation periods. This action plan builds upon previous efforts to identify short- and long-term opportunities to address this persistent congestion.

Study Area

The US 50 Corridor Action Plan study area extends along US 50 through the City of Placerville to the east and west as shown in **Figure 1**. US 50 connects the greater Northern California area, including metropolitan Sacramento and the Bay Area, with South Lake Tahoe. Additionally, California State Route (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. The study area encompasses US 50 through the City of Placerville in particular, as well as connecting communities, origins, and destinations between the San Francisco Bay area and the Lake Tahoe Basin.

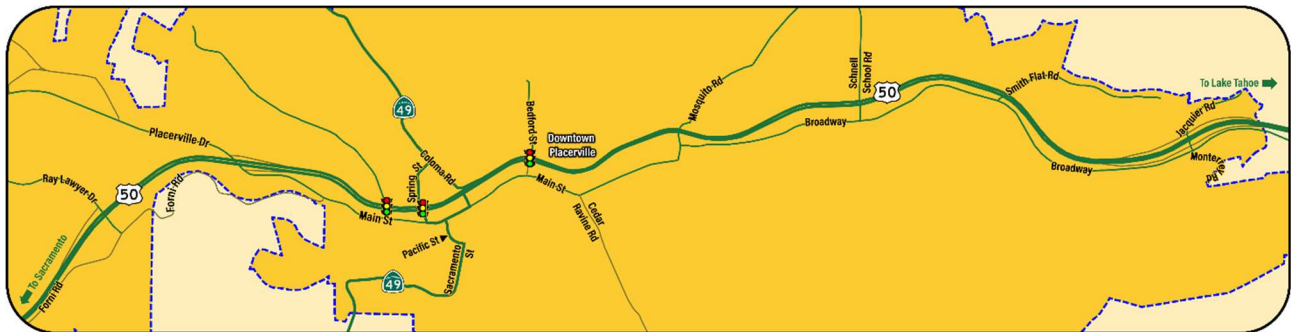


Figure 1: Study Area Map

Study Purpose and Need

Congestion on US 50 through Placerville has been a problem for many years. Large volumes of recreation and visitor traffic during peak seasons exceeds the operational capacity of the signalized intersections through Downtown Placerville. Queues from this congestion, particularly in the westbound direction, can extend for miles. Travel times are greatly increased, and the congestion often causes diversionary traffic through Downtown Placerville, congesting the local roadway network as well and making access to area businesses and emergency response more difficult. In fact, data obtained from Caltrans reveals that, during peak fall periods, the average speed on US 50 through Downtown Placerville drops by 50-percent in the eastbound direction and nearly 80-percent in the westbound direction. This delay is estimated to total over 116,000 hours annually, which is equal to approximately one sixth of the average human’s entire life span.

Solutions are needed to address this congestion to maintain reliability for travelers, reduce delays and vehicle hours traveled, improve emergency access and response, and improve quality of life for Placerville area residents. Potential solutions are difficult as Downtown Placerville is a built environment within a topographically constrained setting of the Sierra Nevada Foothills. This study is intended to build upon previous efforts to identify viable paths forward to address this persistent seasonal congestion.



Figure 2: Seasonal Congestion in Placerville

Previous Plans and Studies

The US 50 Corridor Action Plan builds upon the decades of previous efforts, projects, and studies. These previous efforts are summarized in **Figure 3** on the following page. The evolution of these efforts suggests changes in the community’s perspective over time. Major infrastructure was analyzed in a Project Study Report in 1996, and the public preference was not to construct major infrastructure to address congestion as it is out of character with the Downtown setting. Community members expressed concern over the long-term construction impacts of such a project. Since that time, congestion has worsened, and other strategies have not been able to fully solve the congestion issue. Such strategies included the US 50 Operational Improvements Project, which added an eastbound auxiliary lane, connected Main Street with Placerville Drive, and improved turning movements and access to local streets in Placerville. Over the years, public sentiment has evolved to be more open to creative solutions. The US 50 Corridor Action Plan is a step forward to identify short- and long-term actionable solutions to alleviate the congestion burden on City of Placerville residents.

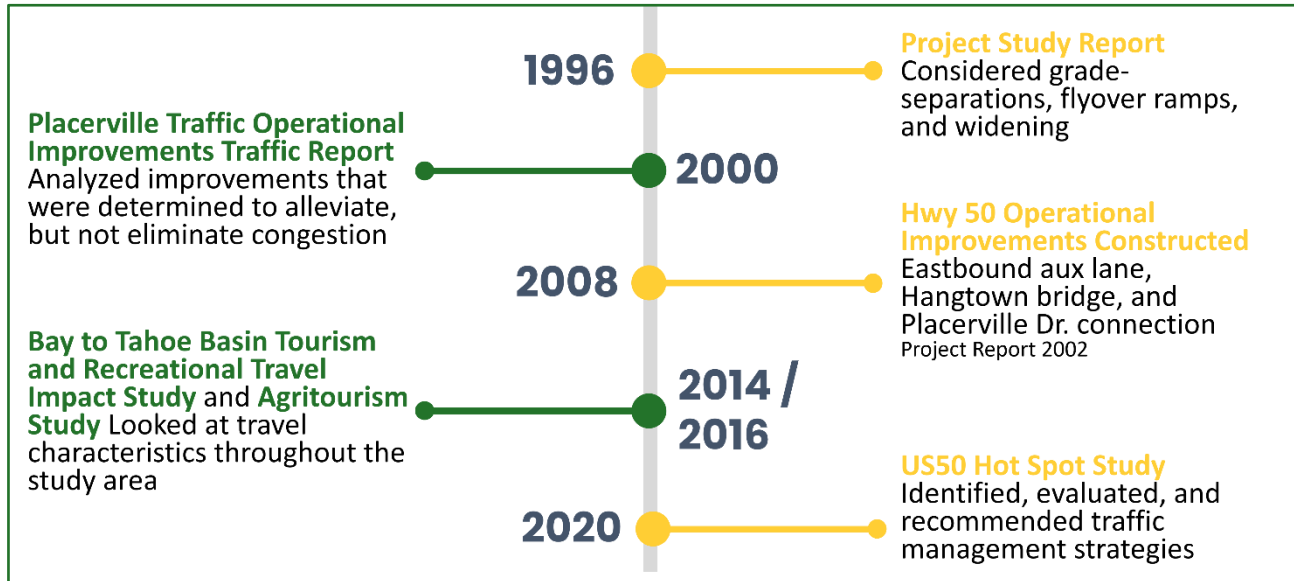


Figure 3: Previous Plans and Studies

Study Partners

The US 50 Corridor Action Plan was developed in close collaboration with several important partners and stakeholders. Partners involved include Caltrans District 3, the City of Placerville, El Dorado County, and first responders. A Project Development Team (PDT) was convened four times throughout the study. The role of the PDT was to collaborate on study processes, findings, and recommendations; provide technical input and expertise; coordinate needs, responsibilities, and actions within respective organizations; and ensure an effective plan was developed for the traveling public.



Study Elements

The study consists of four overarching elements that make up the US 50 Corridor Action Plan and achieve the study objectives. These elements are illustrated in **Figure 4**, are described below, and make up the major sections of this document.

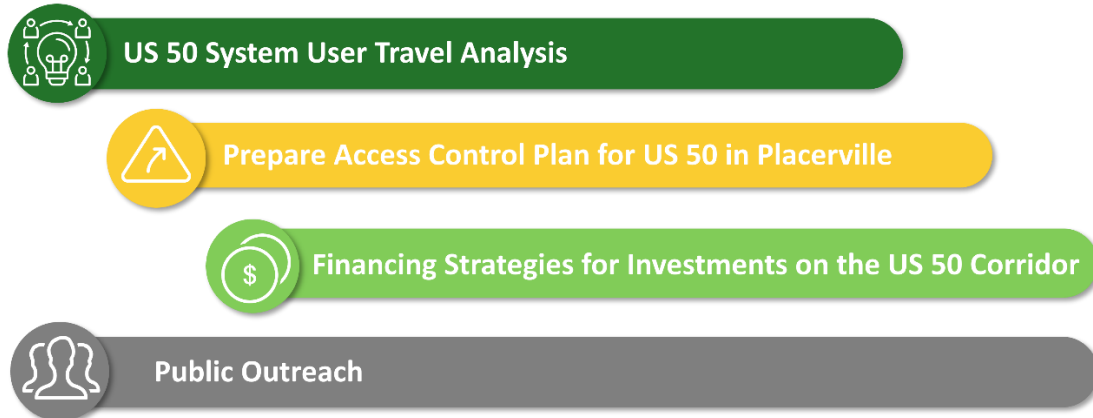






Figure 4: US 50 Corridor Action Plan Elements

 **US 50 System User Travel Analysis:** An analysis using big-data (geospatial traveler location data) outputs to develop an in depth understanding of US 50 travel patterns including origins/destinations, travel times, peak period congestion, and traveler demographics.

 **Access Control Plan for US 50 in Placerville:** Conduct a risk assessment and develop a proof-of-concept pilot project to allow east/west through traffic to free-flow on US 50 at the signals near Downtown Placerville by providing detours that restrict movements and at-grade access onto the highway, thus reducing congestion-related detours and impacts to the local road network and US 50. The proof-of-concept pilot project could be used as a blueprint for a similar permanent solution.

 **Financing Strategies for Investments on the US 50 Corridor:** Conduct a sketch-level funding analysis to determine if tolling is a feasible funding option for long-term infrastructure maintenance of potential future solutions to congestion.

 **Public Outreach:** The EDCTC and study partners are committed to engaging in meaningful public input to help shape the plan and develop next steps to follow. The study includes multiple touch points with the public to ensure comprehensive engagement.

SYSTEM USER TRAVEL ANALYSIS

System User Travel Analysis 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 all the way 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 periodic 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.

With this diversity of users, it is important that planners and decision-makers have a thorough understanding of corridor travelers. This section provides an analysis of US 50 travel patterns and user demographics to help shape that understanding.

System User Traveler Analysis Methodology

To glean a better understanding of travel patterns and traveler characteristics, the US 50 System User Traveler Analysis leverages available datasets and data platforms. Existing datasets include the Caltrans Performance Measurement System (PeMS) for US 50 traffic volumes. Data platforms include Replica, a big-data platform that aggregates location-based devices, demographics, and spend data to provide insights into trip and traveler characteristics (screenshot shown in **Figure 5**). The Sacramento Area Council of Governments (SACOG) provided access to the Replica platform for member agencies, in this case EDCTC, and EDCTC provided raw data outputs to the study team to process into consumable outputs.

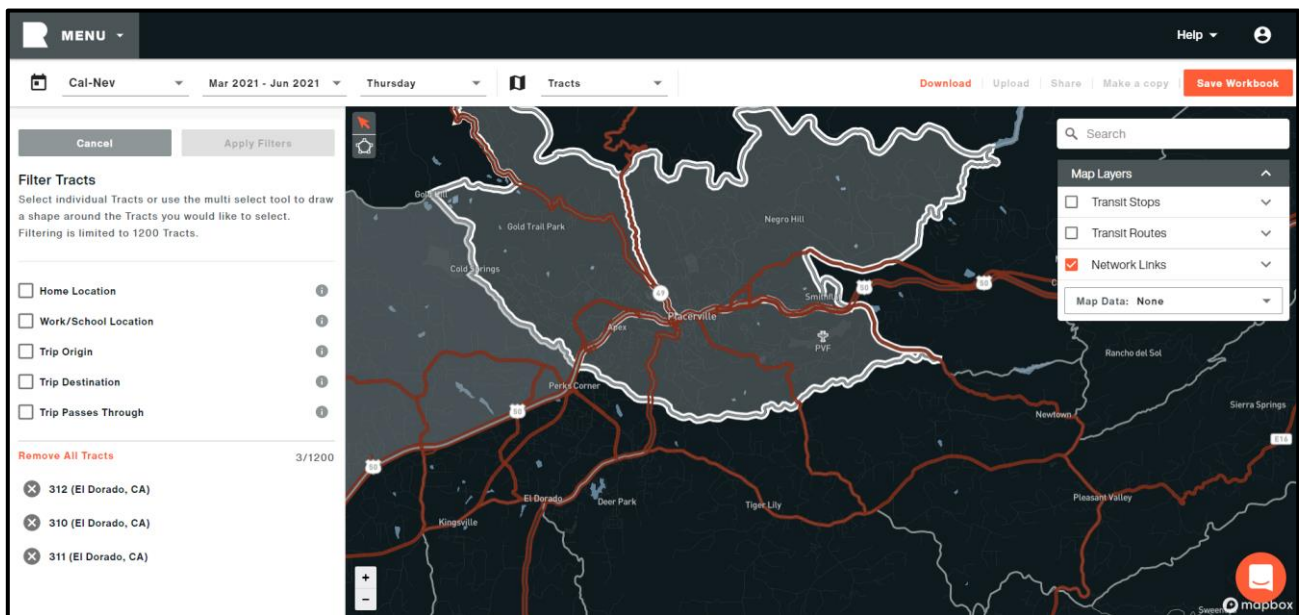


Figure 5: Replica Screenshot

The results of the Corridor System User Analysis are summarized herein as a series of questions answered by the data outputs to inform the study and potential improvements projects.

How Much Traffic is on US 50 Through Placerville?

PeMS data on US 50 west of Placerville Drive from October 2019 was obtained to determine the level of traffic during peak fall visitation. Both weekday (Thursday) and weekend days were obtained and reported as Average Daily Traffic (ADT). The results are shown in **Figure 6**.

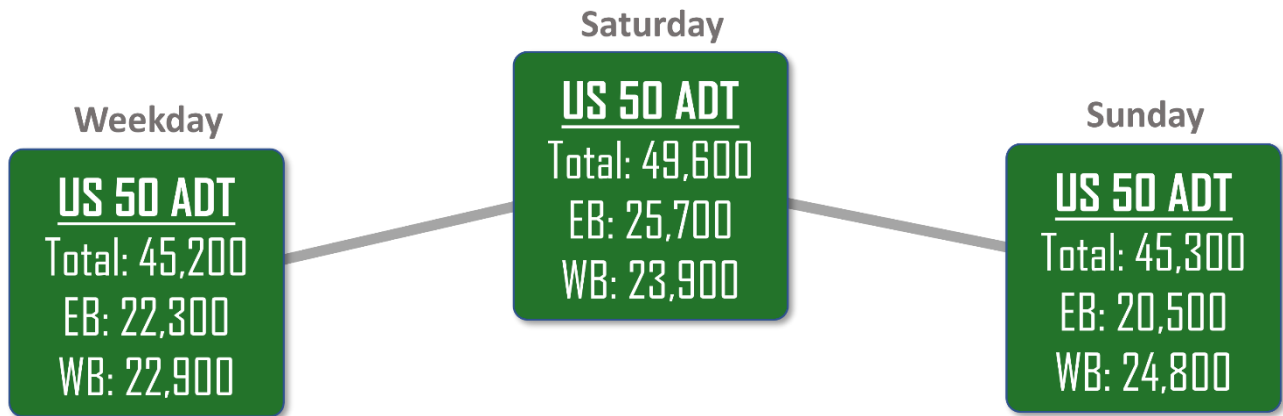


Figure 6: ADT October 2019

As displayed in Figure 6, Saturday has the largest overall average traffic with Sunday and weekday very similar in terms of overall traffic volumes. However, where the weekday is very balanced in the eastbound and westbound directions, Saturday is heavier in the eastbound direction and Sunday is heavier in the westbound direction. This is consistent with visitor traffic patterns from Sacramento and the Bay Area locations traveling to and then from Apple Hill and South Lake Tahoe. Furthermore, the average vehicle occupancy is higher on the weekends, meaning there are more person-trips on the weekend versus the weekday. Another factor is the hourly distribution of the traffic. Weekend traffic being heavier in one direction, likely concentrates peak traffic. In other words, visitor and recreation traffic on Sunday is likely to be more concentrated in the afternoon versus spread throughout the day.

Who Makes Up the Majority of this Traffic?

Replica data was obtained on US 50 at Bedford Avenue for weekdays (Thursday) and Saturdays from September through November 2019. Data was obtained for traveler residency: what share of the traffic is from Placerville residents versus visitors. The results are shown in **Figure 7** and indicate a clear majority of travelers through Downtown Placerville, on both weekdays and Saturdays are from outside of the City of Placerville (non-City residents).

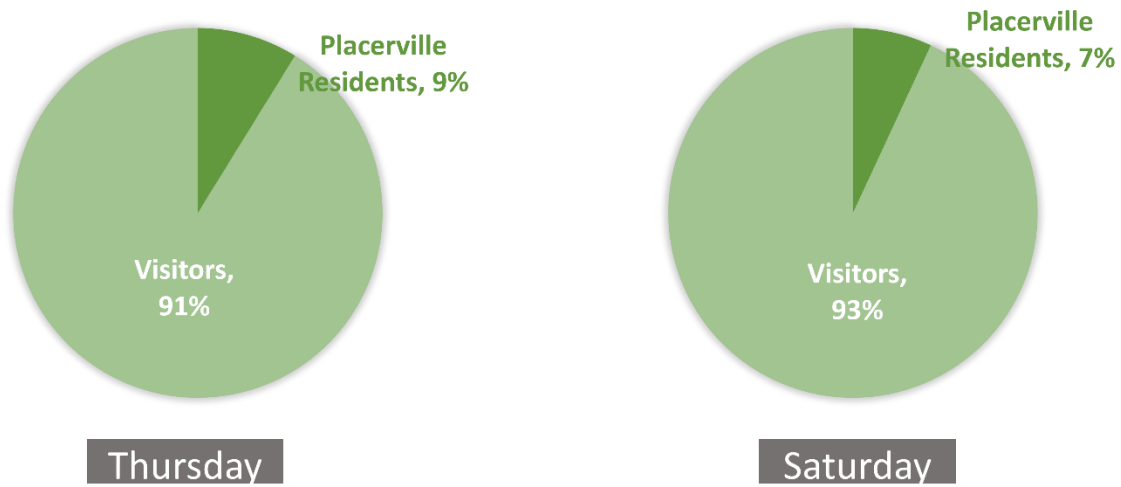


Figure 7: Residents vs. Visitors

Local city residents comprise only 9-percent of weekday travelers with that share decreasing to 7-percent on Saturday. With traffic increases on Saturday as shown in Figure 6, the reduction in local travelers reinforces the understanding that the increased traffic is centered around recreational and tourist traffic en-route to other destinations. It should be noted that Thursday traffic may include some instances of travelers taking a “long weekend,” however that share is assumed to be negligible.

How Far Away are Users Traveling From?

Replica data was mined and evaluated to determine trip length for travelers passing Bedford Avenue on US 50 in Downtown Placerville (September through November 2019). Trip length provides insights into where trip origins may begin and the type of trip. Short, local trips typically represent journey to/from work, shopping, and school while longer distance trips typically represent freight, deliveries, intrastate and interstate travel, as well as tourism and recreation. The results of the data analysis are illustrated in Figure 8.

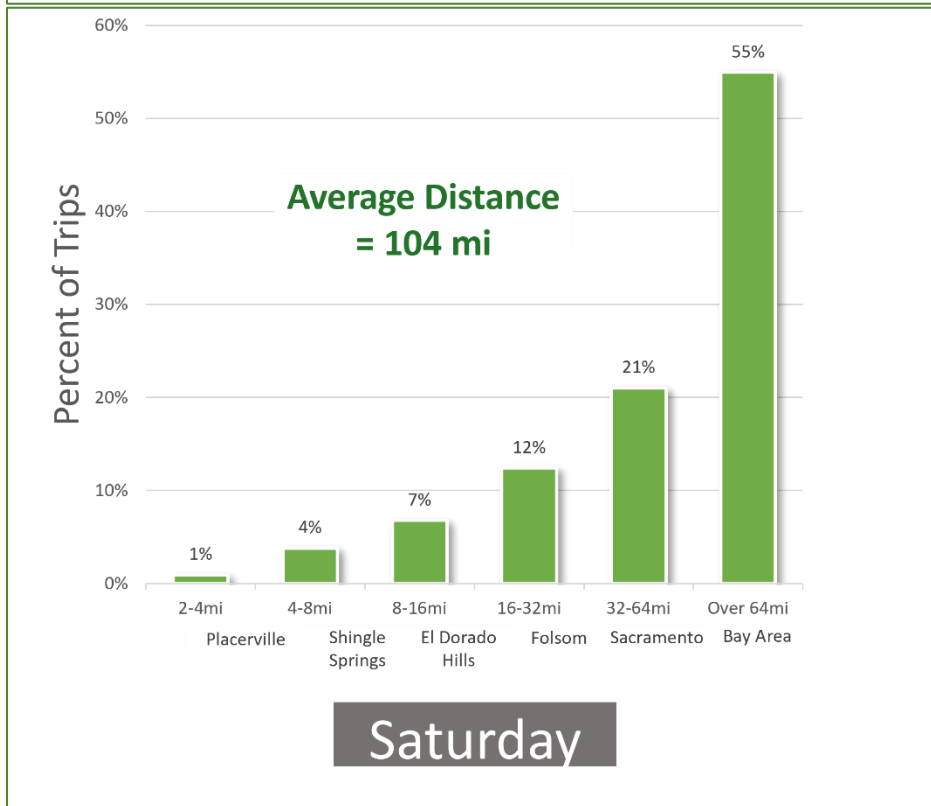
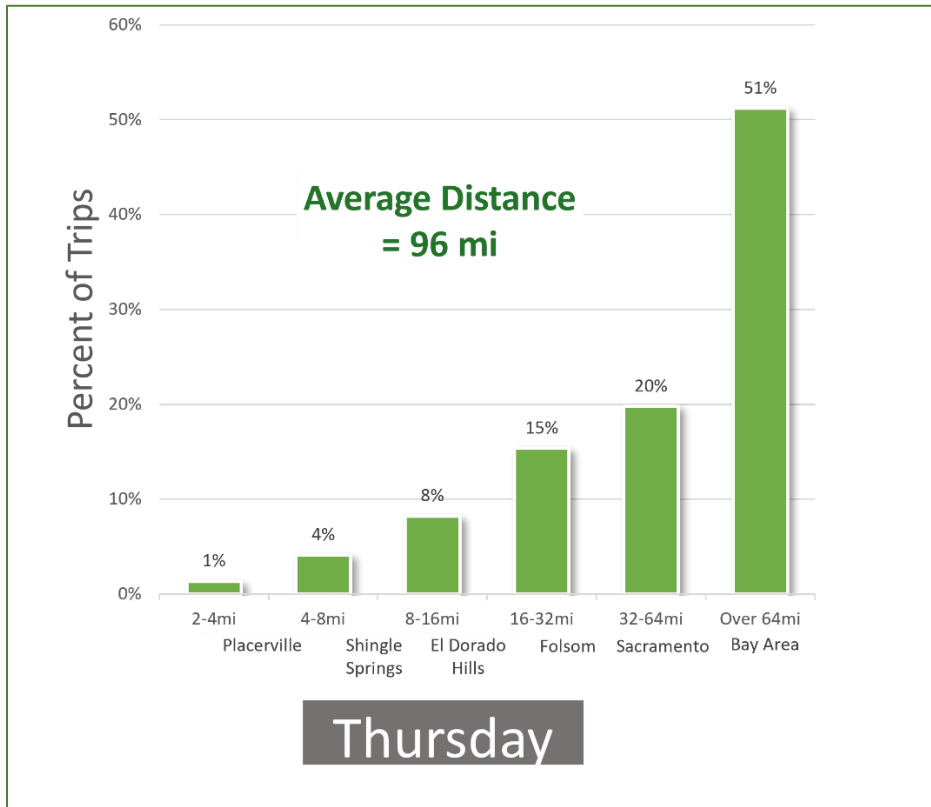


Figure 8: Trip Distance

The results reveal that only 1-percent of weekday trips are less than four miles and a total of only 5-percent of trips are less than eight miles, indicative of local trips. Whereas 51-percent of weekday trips are greater than 64 miles in length, a distance indicative of the Bay Area or similar distant locations. Downtown Sacramento is approximately 32 miles from the City of Placerville. It's also important to note that on weekdays, 86-percent of the traveling public on US 50 is from outside of El Dorado County, and that amount increases to 88-percent on weekends.

Looking deeper at the trip distance data reveals that 76-percent of vehicles on US 50 in Placerville on Saturdays are traveling at least 32 miles. This equates to 38,000 long-distance vehicle trips or 63,000 long-distance person-trips considering average vehicle occupancy. 63,000 person-trips is equal to nearly six times the population of Placerville. This is important to note because the City of Placerville, with a very low population of approximately 11,200, is extraordinarily impacted by this influx of out of area travelers. Furthermore, transportation funding is typically distributed by population and lane miles, which puts the City of Placerville at an inequitable disadvantage when it comes to funding eligibility for constructing and maintaining transportation improvements.

Where do Trips Through Placerville Originate?

Eastbound trips on US 50 at Bedford Avenue were analyzed to summarize trip origins, or where trips began. Replica depicts which census tracts each trip originates from. This data was summarized to illustrate the general regions trips began for both weekday (Thursday) and Saturday conditions in fall 2019. The results of this analysis are shown in **Figure 9**.

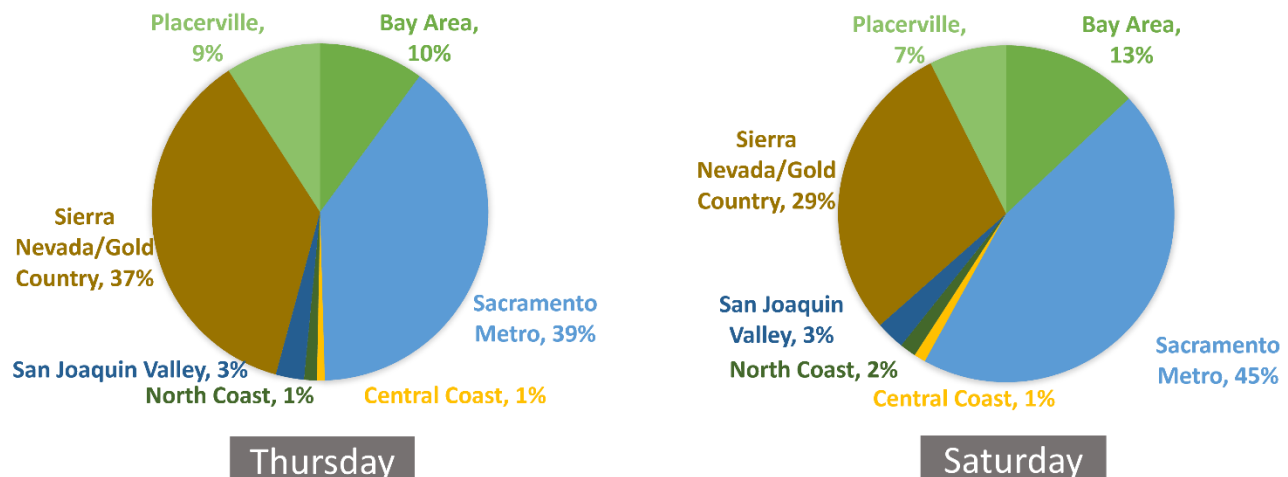


Figure 9: Trip Origins

Consistent with the previously mentioned results, only 9-percent of trips during the week are local (Placerville city resident) trips and that percentage drops to 7-percent on Saturday. As shown in **Figure 9**, Sacramento and the Bay Area account for almost half (49-percent) of trip origins during the week which increases to 58-percent on Saturday. It is also noteworthy that the share of trip origins from nearby Sierra Nevada/Gold Country communities drops significantly, from 37-percent to 29-percent from weekdays to Saturday.



Where do Trips Through Placerville Go?

The same trip data used to analyze trip origins was utilized to determine trip destinations, or where trips are going, for both weekday (Thursday) and Saturday conditions in fall 2019. The results are shown in Figure 10.

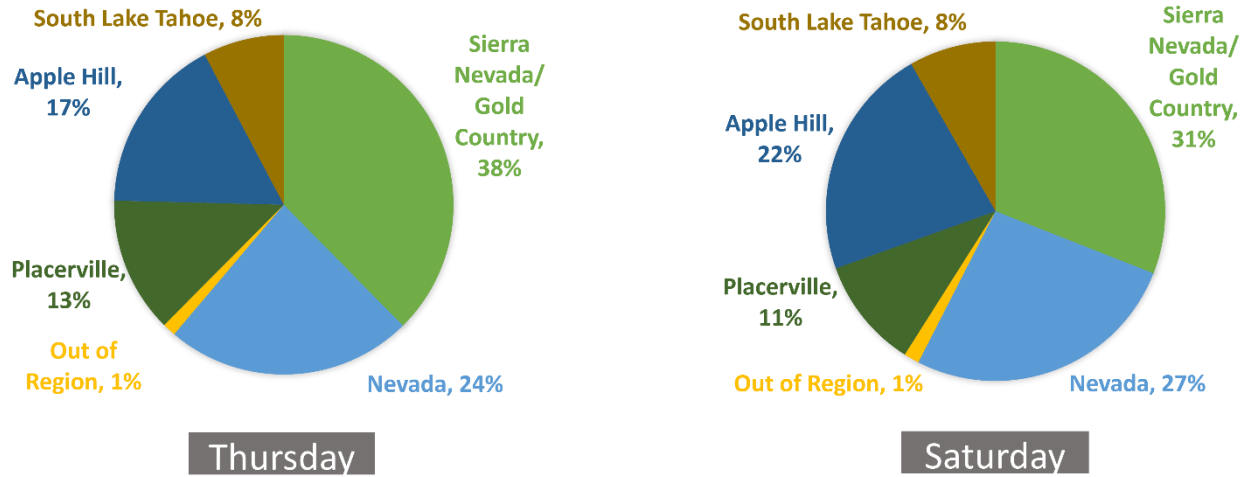


Figure 10: Trip Destinations

The data reveals a drop in the proportion of trips destined for Placerville and nearby Sierra Nevada/Gold Country locations on Saturdays compared to weekdays. Saturday increases are seen at Apple Hill and Nevada, which includes the resort corridor of South Lake Tahoe.

What is the Purpose for these Trips?

Trip purpose data was extracted from the Replica platform for trips on US 50 at Bedford Avenue in fall 2019. Trip purposes include work, school, recreation, commercial, etc. A summary of the trip purposes is shown in Figure 11 for weekday (Thursday) and Saturday trips.

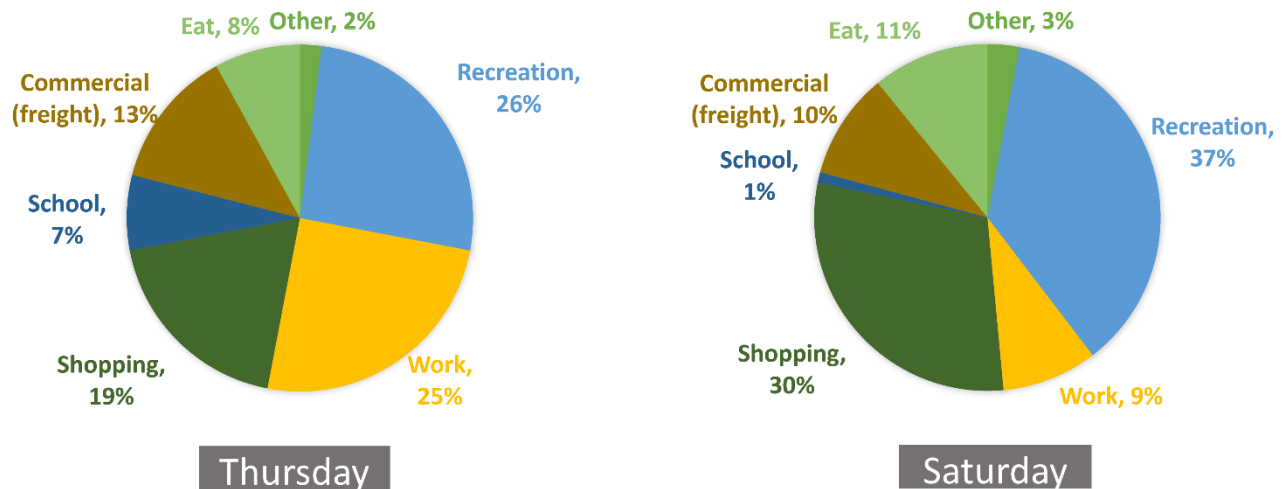


Figure 11: Trip Purpose

The results illustrated in the figure depict an expected shift in trip purpose from work, school, and commerce on weekdays to recreation, shopping and eating on Saturday. However, recreation travel trips remain significant during the week at 26-percent, in part due to the fact that US 50 typically supports a large amount of recreation and tourism travel on each and every day, and, likewise, the data was gathered on a Thursday in which case some travelers might be taking a long weekend (Thursday – Sunday).

How are People Traveling?

Replica trip mode data on US 50 eastbound at Bedford Avenue was mined to determine which means of travel was being utilized. US 50 does not include bicycle or pedestrian facilities along the roadway and modes are limited to private auto, commercial vehicles, and taxi/transportation network companies (TNC) such as Uber and Lyft. Transit usage on US 50 through the study area is also limited. The weekday (Thursday) and Saturday trip mode data is summarized in **Figure 12**.

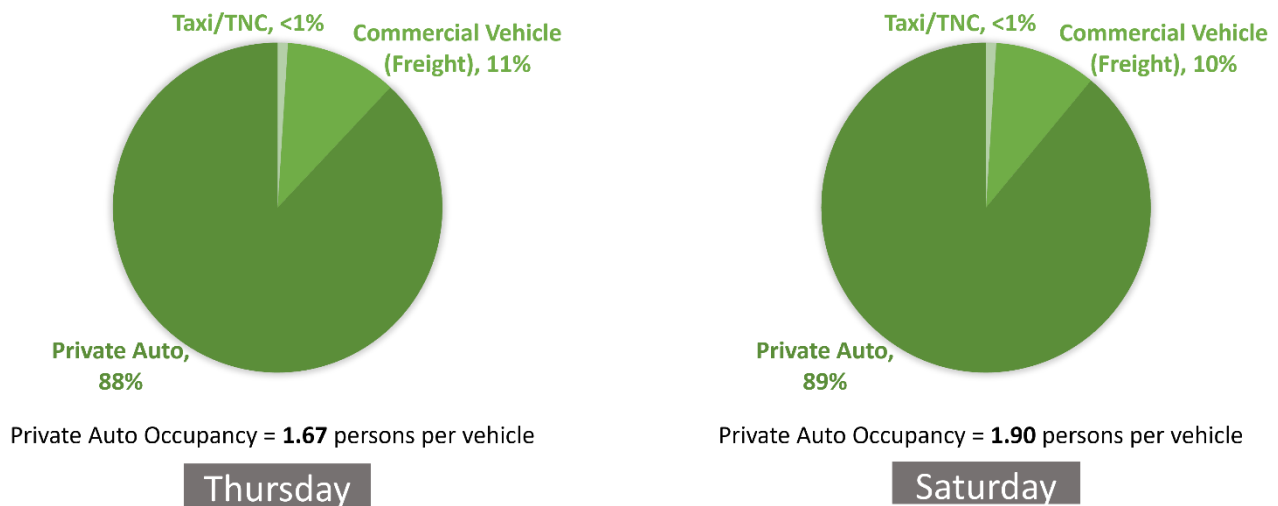


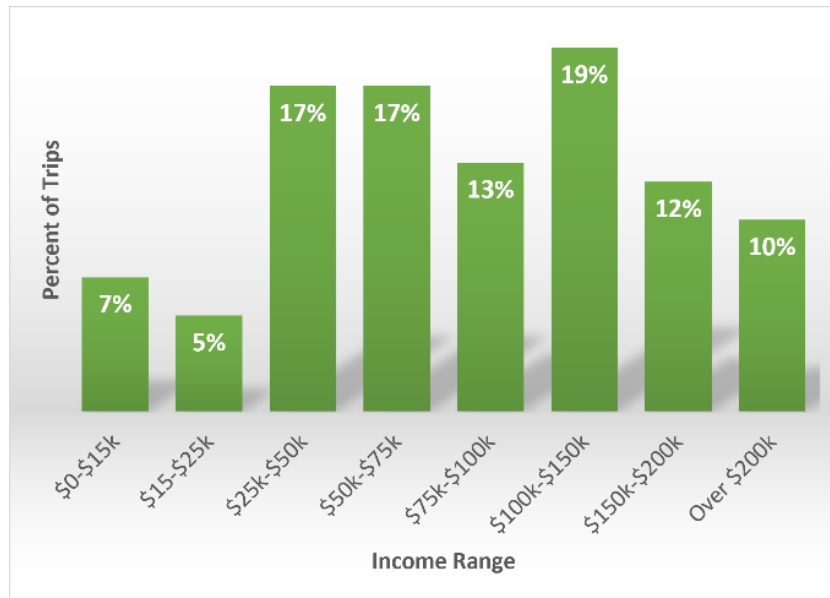
Figure 12: Trip Mode

Mode share changes little between the weekday and Saturday data with private auto increasing by a single percentage point and commercial vehicles reducing. This intuitively follows the shift from commercial trips to recreational trips shown in the previous figure.

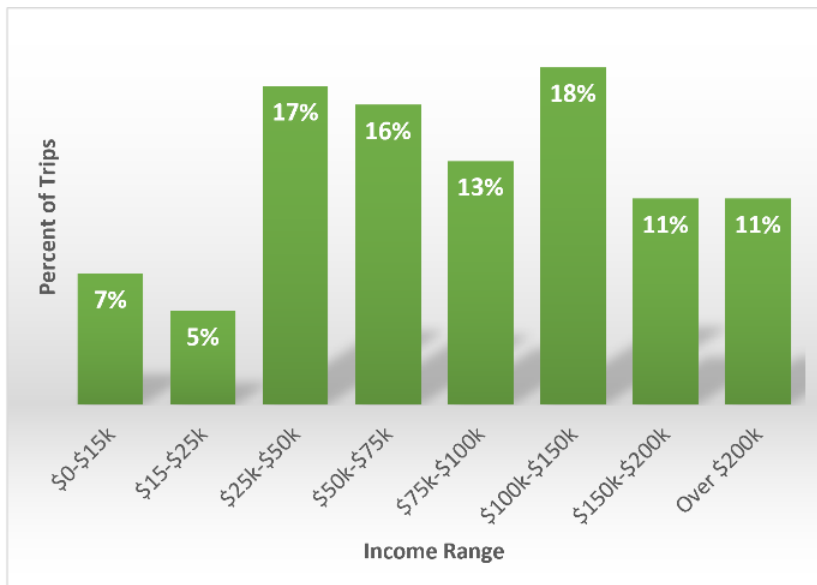
In addition to trip mode data, private auto occupancy data was also available. Occupancy increases from an average of 1.67 persons per vehicle during the week to 1.90 persons per vehicle on Saturday. This reflects the higher occupancy associated with recreation and tourism trips.

What are Traveler Income Demographics?

Replica household income data was analyzed to determine the differences in income demographics between weekday (Thursday) and Saturday on US 50 at Bedford Avenue. The results are illustrated in **Figure 13**.



Thursday



Saturday

Figure 13: Household Income

The results show minor shifts in average household income, limited to a single percentage point among income ranges.

PREPARE ACCESS CONTROL PLAN FOR US 50 IN PLACERVILLE

Access Control Action Plan and Access Control Proof of Concept

The purpose of this Access Control Action Plan is to perform a focused data collection effort, conduct a risk assessment, and develop traffic management strategies associated with a “proof of concept” project along US 50 within the City of Placerville to be implemented during peak travel times. The Access Control Action Plan guides engagement of a proof of concept to close off all left turns, cross traffic, and other select turning 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 allowing pass through traffic to flow freely during peak travel periods as a potential on-going strategy to address peak period congestion that affects the local road network and the highway system. The resultant increase in throughput on US 50 for regional travelers reduces congestion on local roadways, allowing residents and visitors to Placerville to efficiently utilize local roads. The proof of concept was executed over three weekends during peak travel season in summer and fall of 2022. The Access Control Action Plan has been branded as the “Trip to Green” project as part of the outreach campaign and these terms are used interchangeably within this document.

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 only, from Canal Street to Bedford Avenue as shown in **Figure 14**. Traffic volumes are in the range of approximately 50,000 Average Daily Traffic (ADT) with sharp increases during peak visitation time as tourists 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 at the signals. The roadway does not include bicycle or pedestrian facilities along US 50; however, two at-grade crosswalks exist at the Canal Street and Spring Street signals and pedestrian overpasses are located at Coloma/Center Street and Bedford Avenue.

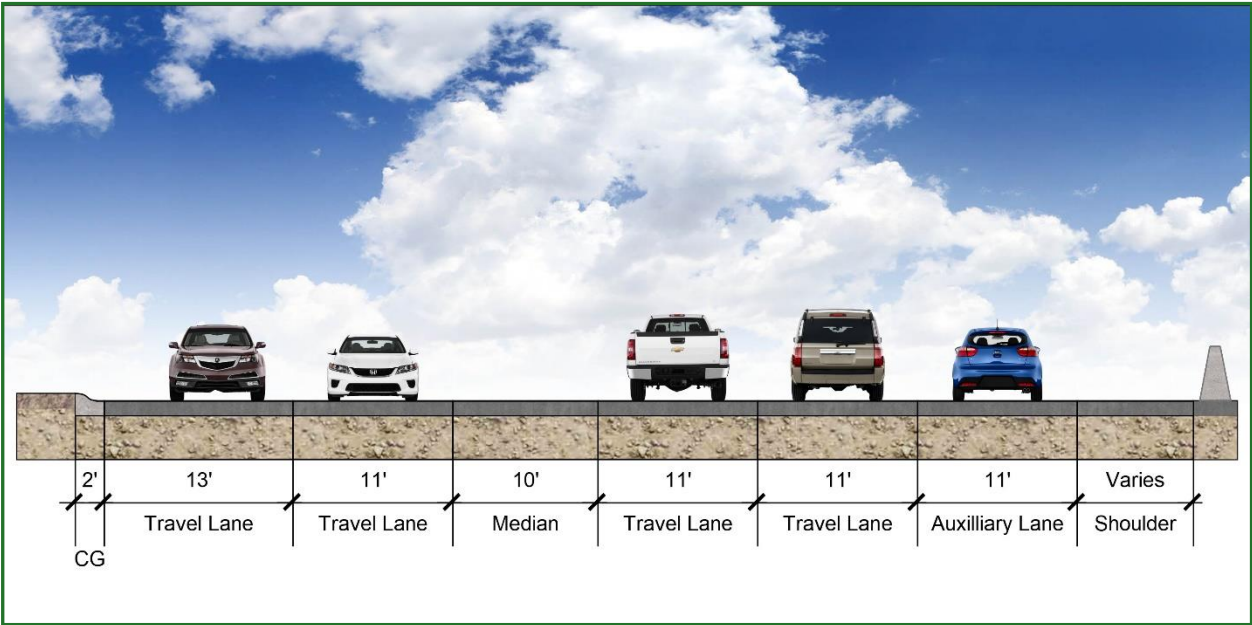


Figure 14: Canal Street to Bedford Avenue Cross Section

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 highlight opportunities that should be considered. The potential risks and opportunities were discussed with the PDT. The resulting risk register is illustrated in **Table 1**. 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 categories; 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.
- ❖ Mitigation Discussion – A brief description of the potential mitigation, where applicable.
- ❖ Risk Rating – A score that combines severity, likelihood, and mitigation into an overall risk score, with the higher the number representing the highest overall risk. For example, a risk with low severity, low likelihood, and can be fully mitigated would have a risk rating of three (3), while a risk with high severity, high likelihood, and cannot be mitigated would have a risk rating of nine (9).

Access Control Pilot Project Risk Assessment and Register <i>Updated: 2/23/22</i>							
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

Risk Rating Scale Low to High: 3-9
Table 1: Risk Assessment and Register



Impacts by Transportation 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, mobility, and safety. A qualitative summary of 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 prohibited to keep the signals in continuous green for US 50 vehicular traffic. Pedestrian traffic is detoured to the pedestrian overcrossings at Coloma Street and Bedford Avenue.
- ❖ Bicycle – Similar to the pedestrian mode, at-grade connectivity across US 50 at Canal Street and Spring Street at the existing signalized intersections is prohibited to keep the signals in continuous green for US 50 vehicular traffic. Bicycle traffic is detoured to the pedestrian overcrossings at Coloma Street and Bedford 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 require rerouting detours 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 are modified based on the access control plan. Special consideration has been given to truck turning movements throughout the detour to ensure they can be accommodated, or alternate routing provided for heavy vehicles.

Emergency Services and First Responders

Emergency response is a critical consideration of the access control plan and the impacts from proposed detours 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 the left-turn movement at Bedford Avenue to access Marshall Hospital via Cedar Ravine Road.
- ❖ 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/State Route 49 in Placerville, averages approximately 10 calls per day with Sunday typically being the most active day.
- ❖ The use of the Opticom system would help trigger access for critical cross-highway movements during an emergency.
- ❖ Due to State Legislation, enforcement of US 50 through Placerville is delegated to the Placerville Police Department and not California Highway Patrol (CHP)
- ❖ The following minimum openings were suggested for emergency use, utilizing Station 25 as the central response center:
 - *Eastbound right-in at Bedford Avenue*
 - *Eastbound right-out at Center Street*
 - *Eastbound right-in at Spring Street*

- *Westbound left-out at Spring Street through the use of an Opticom system*
- *Cross US 50 access at Spring Street and/or Canal Street through the use of an Opticom system*

Downtown Placerville Access

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

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 reducing 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/State Route 49 (Open Access)
 - *Right-in from US 50 eastbound*
 - *Right-out onto US 50 eastbound*
 - *Right-in from US 50 westbound*
 - *Right-out onto US 50 westbound*
- ❖ Center Street (Open Access)
 - *Right-in from US 50 eastbound*
 - *Right-out onto US 50 eastbound*
- ❖ Bedford Avenue (Open Access)
 - *Right-in from US 50 eastbound*
 - *Right-out onto US 50 eastbound*
 - *Right-in from US 50 westbound*
 - *Right-out onto US 50 westbound*

Closed Access Locations: Closed access to the public.

- ❖ Canal Street – *Full closure from US 50.*
- ❖ Spring Street/State Route 49
 - *Left-in from US 50 westbound to Spring St. southbound*
 - *Left-in from US 50 eastbound to Spring St. northbound*
 - *Public 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*



- *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 is available to assist with emergency vehicle traffic control.

- ❖ Canal Street
 - *Access to/from Canal Street across US 50 through Road Closed barricade (see **Appendix A** downtown plan sheet detail)*
- ❖ Spring Street/State Route 49
 - *Southside access to and from westbound US 50*
 - *Across US 50 to and from Spring Street/State Route 49*

Changeable Message Sign (CMS) Locations

In addition to temporary detour, closure and access signs and barricades, CMS signs are deployed 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
- ❖ Pleasant Valley Road at SR 49 NB approximately 3 miles south of US 50

Study Area Detours

In addition to maintaining access to Downtown and local businesses, maintaining regional access and connectivity to US 50 in and around Placerville during the Trip to Green implementation is equally important. This is particularly true for SR 49 at Spring Street 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 A**.

Trip to Green Lessons Learned

The US 50 Access Control Action Plan was executed for a proof of concept during the summer and fall of 2022, known as Trip to Green. The proof of concept was originally scheduled for 2021; however, the Caldor Fire impacted the study area and its regular travel and traffic patterns, necessitating postponement. However, elements of the Trip to Green proof of concept were used to aid in evacuations during the Caldor Fire, providing opportunity for initial lessons learned for consideration that were then considered and implemented during the 2022 Trip to Green. These lessons learned are noted in **Appendix B**.



The 2022 Trip to Green was deployed over three weekends, allowing for a mix of holiday and fall weekend travel to be observed. The Trip to Green dates were as follows:

- ❖ August 6-7, 2022: Saturday to Sunday
- ❖ September 3-5, 2022: Saturday to Monday
- ❖ October 1-2, 2022: Saturday to Sunday

Caltrans provided INRIX data from the September 3-5 Trip to Green to analyze performance. INRIX is a platform that provides real-time speed and congestion data on major roads in the US. Average speeds were extracted from INRIX by Caltrans for the segment of US 50 between Forni Road and Mosquito Road, encompassing Downtown Placerville. The average speeds were extracted for Labor Day weekend 2022 with eastbound speeds obtained for September 3 of the Trip to Green weekend and August 26 of the prior weekend as a control. Westbound was similarly captured for September 5 and August 28. The results are shown in **Figure 15**.

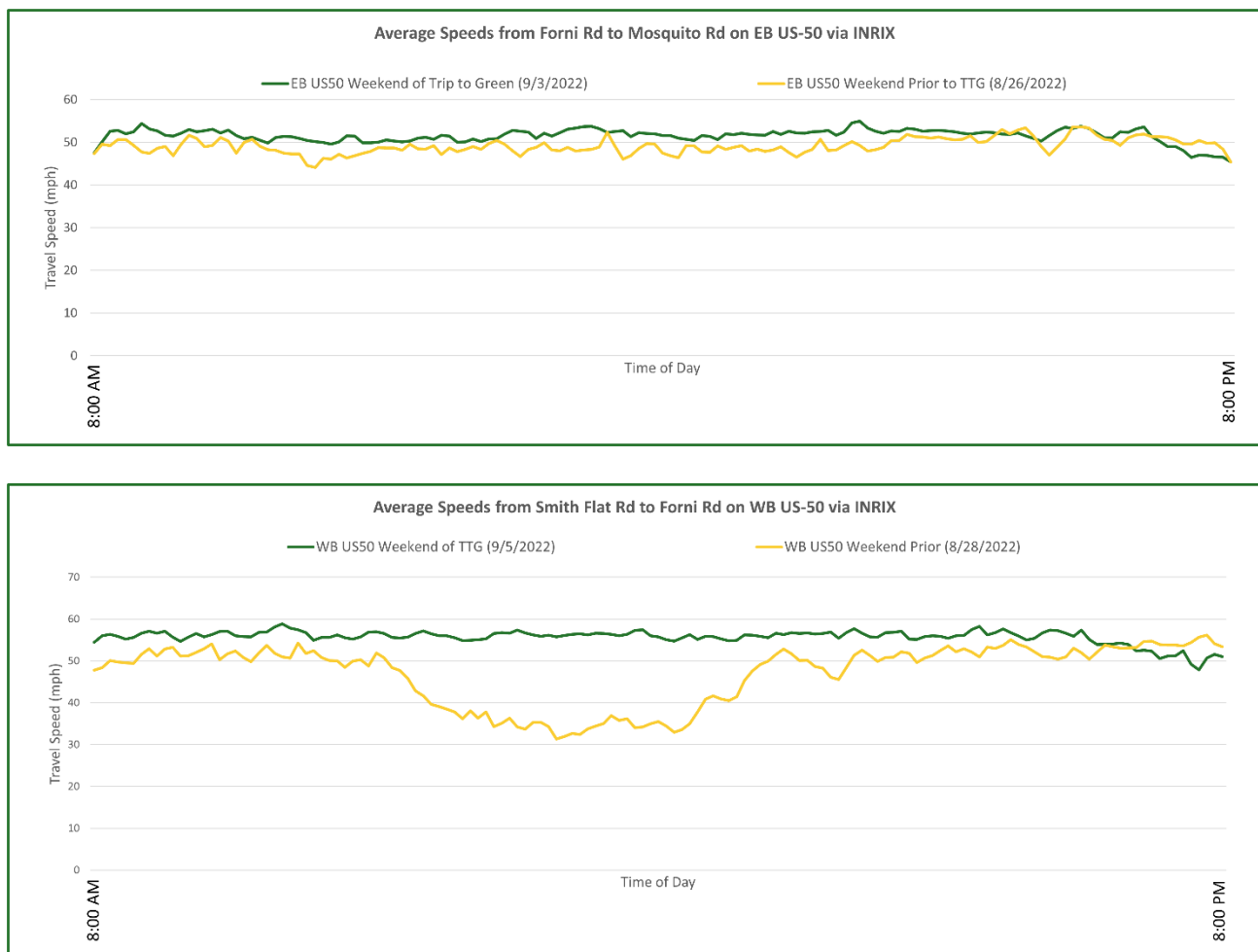


Figure 15: Average Speed Data

The data reveals an average speed benefit for both directions of travel compared to the non-Trip to Green weekend. However, the eastbound direction suggests an average speed increase of approximately 3-4 miles per hour (mph) during peak periods or about an 8-percent improvement while the westbound direction suggests an average speed increase of almost 20 mph during peak periods or an approximately 34-percent improvement. This reflects the congestion during peak travel times that occurs on Sundays versus the more dispersed peak travel times in the eastbound direction.

Considering this data and other observations, the following takeaways are identified:

- ❖ No crashes were reported during Trip to Green.
- ❖ The average speed directional results suggest that a Trip to Green deployment on Sundays for typical weekends and Mondays for holiday weekends may be a viable option on most weekends.
- ❖ While the 2022 Trip to Green proof of concept was implemented from 8:00AM to 8:00PM on Trip to Green days, the results suggest a narrower timeframe around the peak hours can be considered.
- ❖ Future consideration could be given to allowing westbound left-turns into Downtown Placerville during westbound Trip to Green to maintain access to businesses. Signal equipment capabilities may not currently allow, and new infrastructure may potentially be required.

Other lessons learned and data outputs are provided in **Appendix B**.

FINANCING STRATEGIES FOR INVESTMENTS ON THE US 50 CORRIDOR:

Financing Strategies Purpose

Funding is a critical link to move projects from concept through design and development to construction and ultimately receiving supportive maintenance. Funding is perpetually limited for transportation agencies, requiring strict prioritization and a non-stop effort to seek available funding sources. Within this context, the study includes consideration of tolling as a potential funding source to help augment the costs associated with potential permanent infrastructure and its ongoing maintenance. Tolling is not a required funding component, but is analyzed at a sketch-level, or planning-level perspective to determine the order of magnitude of revenue that could support the construction and ongoing maintenance of permanent improvements. The tolling approach could further evaluate the potential to toll out-of-area users only during active implementation of Trip to Green (e.g. tolls only apply to out-of-county westbound traffic on Sundays). Considerations such as local exemptions to tolling have been utilized on various highways throughout the country and could also be considered during the more in-depth analysis of tolling. If considered for analysis, a new toll facility would require additional studies and approvals.

This section provides an overview of the financing strategy analysis and results. Detailed documentation is provided in **Appendix C**. For this analysis, two scenarios were modeled: 1) New elevated express lanes, and 2) Permanent Trip to Green infrastructure. These two scenarios and their results are summarized in this section.

Scenario 1: Construct New Elevated Express Lanes

The first scenario considered consists of constructing elevated express lanes through Downtown Placerville. The elevated lanes would allow through traffic to avoid stopping at the at-grade intersections by passing over them. Local traffic accessing downtown, and area residents would remain at-grade (or at street level) and utilize the signalized intersection to navigate. The elevated express lanes are tolled in this scenario, which would take place through open road tolling where vehicles do not stop and those without toll transponders would be sent a bill for the toll based on an image of their license plate number. A conceptual cross-section of this potential scenario is shown in **Figure 16**.

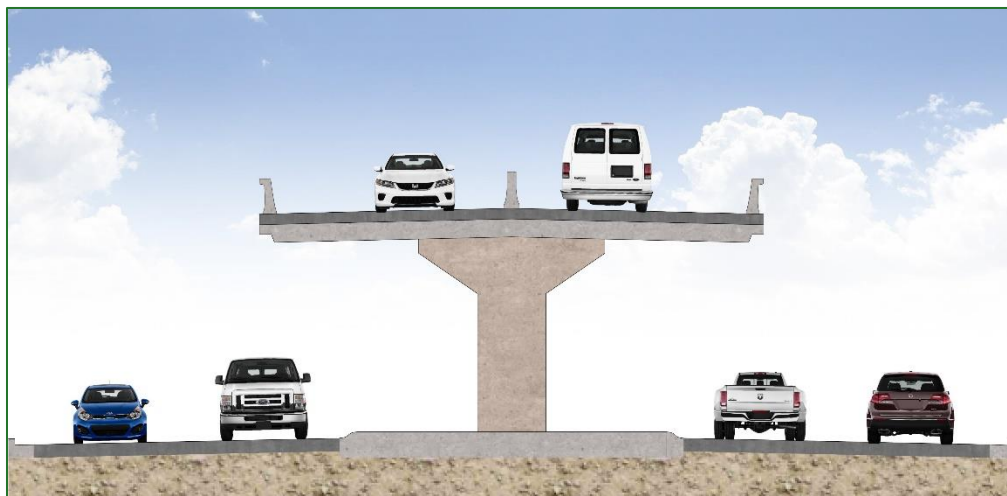


Figure 16: Elevated Express Lanes Concept

This scenario assumes the permanent elevated express lanes western terminus would be located near Placerville Drive with the eastern terminus near Mosquito Road. The configuration also assumes one lane in either direction for simplicity. Consideration could be given to a directional concept where one or two lanes are changed to accommodate the predominate direction of traffic flow. Either way, the express lanes would be in place and available for use 24 hours per day, 365 days per year.

Scenario 1 Methodology

To conduct the sketch-level financial analysis, the following steps were completed:

1. Create an hourly traffic profile using available data for trips using the corridor
2. Use available data to estimate the travel time savings
3. Estimate express lane traffic and resulting toll revenue considering:
 - a. Through traffic eligible to use the lanes
 - b. Value of time based on traveler demographics
 - c. Forecasted future traffic growth
4. Assume tolling of the permanent elevated express lanes facility in operation continuously

Scenario 1 Results

The analysis estimates the elevated express lanes would carry 25-percent to 35-percent of total corridor volumes at peak toll rates of \$1.00 to \$1.75 and off-peak toll rates of \$0.50. Based on these conditions, the elevated express lanes could be expected to generate annual gross revenue ranging from \$1.37 million (2025) to \$1.81 million (2045). This annual revenue could be used to help offset the estimated \$200 million to \$300 million necessary to design and construct an elevated express lanes concept, but does not provide full construction or maintenance funding. These results are summarized in **Figure 17** below.



- **Project Cost Range: \$200M-\$300M**
- **Annual Gross Tolling Revenue: \$1.3M-\$1.8M**

Figure 17: Scenario 1 Summary

Scenario 2: Permanent Trip to Green

Scenario 2 analyzed in the investment strategy consists of permanent infrastructure to support Trip to Green operations as needed. This would be in the form of automatic gates, dynamic signs, and other automated systems to allow for quick deployment with minimal field staff required. Examples of this type of potential infrastructure is illustrated in **Figure 18**.

For simplicity in the investment strategy, it is assumed that all traffic on US 50 is tolled while Trip to Green is in operation. Similarly, this would consist of open road tolling where vehicles do not stop, pass through a toll gantry, and those vehicles that do not have a transponder (e.g. FasTrak) are sent a bill based on license plate information. As mentioned previously, an exemption could be in place for local residents.

While Scenario 1 includes a no-cost option by traveling US 50 at-grade (existing highway), Scenario 2 would toll all non-local traffic. Diversions are a factor in Scenario 2 as some motorists may elect to leave US 50 and use local roads to avoid the toll. Some of this could be mitigated through selecting a lower end tolling rate.



Figure 18: Example Permanent Trip to Green Infrastructure

Scenario 2 Methodology

To conduct the sketch-level, hypothetical analysis, the following steps were completed:

1. Create a traffic profile for trips during twelve Trip to Green weekends (five holiday and seven fall weekends)
2. The signals on US 50 are held to constant green for the entire weekend using permanent infrastructure (the entire weekend was assumed for simplicity purposes)
3. Approximate traffic diversion to alternate routes under potential toll scenarios
4. Estimate traffic and sketch-level toll revenue

Scenario 2 Results

The analysis assumes toll gantries located between El Dorado Road (eastbound) and east of Point View Drive (westbound) to minimize diversionary traffic. The analysis also assumes local City of Placerville residents are exempt (however, future studies may include County resident exemptions), equating to approximately 10-percent of traffic. With a toll amount ranging from \$1.00-\$3.00, annual gross revenue could be expected to range from \$620,000 and \$1,800,000. This annual revenue could be used to help offset the estimated \$16 million necessary to design and construct Trip to Green infrastructure, as well as ongoing maintenance. The results are summarized in **Figure 19** on the following page.



Scenario 2: Select Trip to Green

- **Project Cost Range: \$16+ million**
- **Annual Gross Tolling Revenue: \$620k-\$1.8M**

Figure 19: Scenario 2 Summary

PUBLIC OUTREACH

Public Outreach Overview

Public Outreach is a critical component of all projects. The US 50 Corridor Action Plan included a robust outreach effort, particularly around public notification of the Trip to Green operations. The study incorporated four major touch points with the public, with specific emphasis on downtown businesses and nearby residents. These four touch points are further described below.

Trip to Green Public Engagement

Trip to Green operations require significant notification to the public, nearby residences, area businesses, first responders, schools, and freight operators among other audiences. The restricted access to, from, and across US 50 affects all roadway users and a major public engagement campaign was initiated to inform the public of these temporary access restrictions during the Trip to Green weekends. The campaign consisted of eleven outreach strategies, including a post-project community survey. A detailed summary of the Trip to Green engagement is provided in **Appendix D**. A key takeaway from the Trip to Green engagement post-project community survey is that, out of 559 survey responses received, 57-percent would support ongoing implementation of Trip to Green. However, local Placerville merchants expressed concerns about access to local businesses under the circumstance of Trip to Green.

December 2022 Open House

An open house was hosted by EDCTC and the City of Placerville on Thursday, December 8, 2022, at the City of Placerville Town Hall. The focus of this event was to share the results of the Trip to Green proof of concept weekends and next steps as well as key takeaways for the System User Traveler Analysis. A total of 32 community members attended with seven comments received. The comments and a summary of the open house are provided in **Appendix E**.

January 2023 Workshop

Following the December Open House, a community workshop was held at the City of Placerville Town Hall to provide an overview of the results of the Investment Strategy. The workshop also provided an opportunity to receive feedback on potential next steps for the US 50 Corridor Action Plan. A presentation was given to provide attendees an overview of the Investment Strategy and an opportunity to ask questions. A total of 25 community members attended the workshop and were asked to place stickers corresponding to most preferred, least preferred, and potentially preferred next step opportunities. The results suggested little interest for an elevated express lane or similar large-scale solution as well as little interest in doing nothing. A majority preferred to consider opportunities for permanent Trip to Green infrastructure. A detailed summary of workshop is provided in **Appendix F**.

February 2023 Online Workshop

On Thursday, February 16, 2023, the EDCTC and the City of Placerville jointly hosted a virtual workshop on Zoom about the US 50 Corridor Action Plan. At this event, participants had the opportunity to review the draft plan elements and discuss next steps regarding the US 50 Corridor Action Plan and Trip to Green. A total of 57 community members attended the meeting. Comments received centered around funding, impacts to residents and businesses, and potential ways to leverage Trip to Green. A detailed workshop summary is provided in **Appendix G**.

NEXT STEPS

Next Step Opportunities

A key goal of the US 50 Corridor Action Plan is to inform potential next steps for addressing congestion through Downtown Placerville. The Trip to Green proof of concept provided an opportunity to test the concept of limiting access while maintaining green lights at each of the three signals for through traffic on US 50. The Investment Strategy also informs the order of magnitude of potential revenue that could be generated if tolling were implemented to help pay for future infrastructure. With this information in hand, decision-makers, in concert with public feedback, can determine the appropriate next steps following this study.

Four potential options for future next steps have been identified. These were shared with the public for feedback at the January 2023 Workshop. The four options are illustrated in **Figure 20** and further described below.

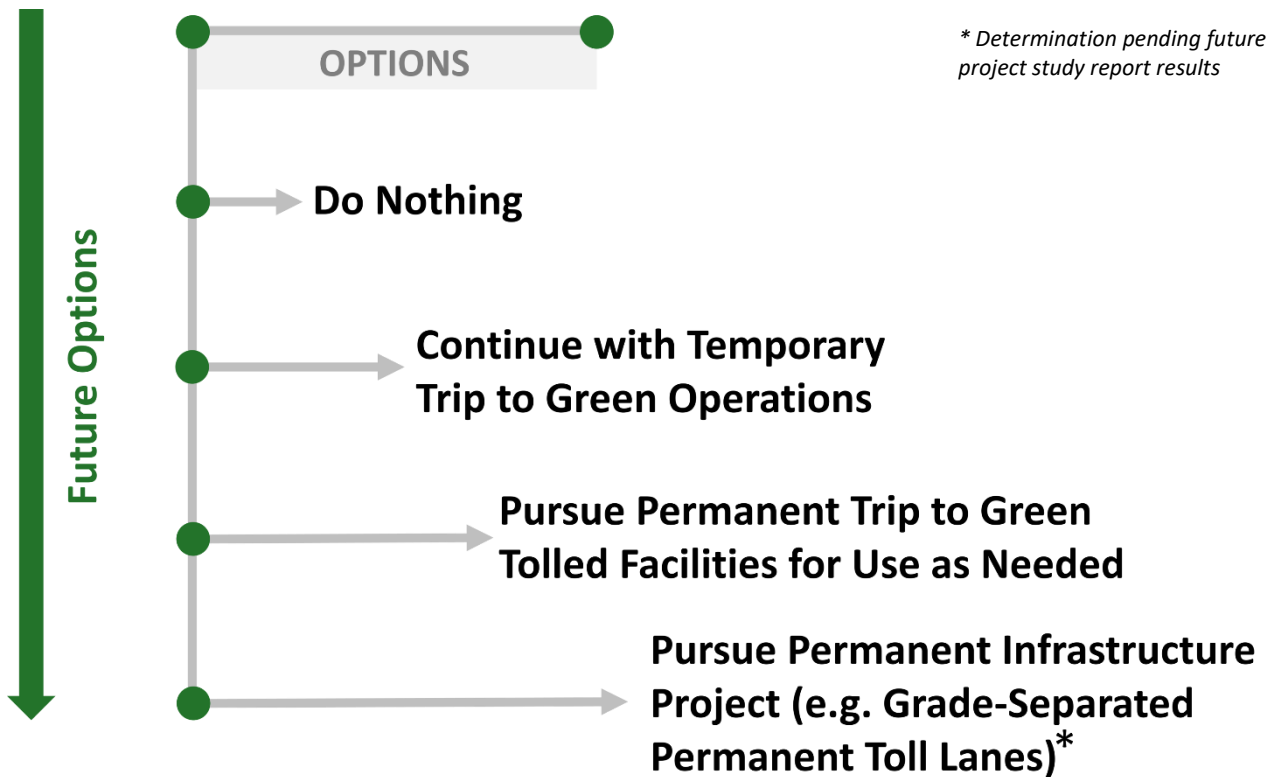


Figure 20: US 50 Corridor Action Plan Next Step Options

Do Nothing Option

This potential next step would be to do nothing further and keep US 50 as it is today. Trip to Green would not be implemented moving forward and no new infrastructure to address congestion would be pursued.

Continue with Temporary Trip to Green Operations

The option would continue with temporary deployments as needed during peak periods using temporary traffic control equipment as was done during the Trip to Green proof of concept.

Pursue Permanent Trip to Green Infrastructure

This option would design and construct permanent infrastructure to operate Trip to Green on an as-needed basis. Equipment would likely include gate arms, message boards, and dynamic signs to automate deployments. This concept is consistent with Scenario 2 from the Investment Strategy. As such, tolling could be considered to help fund this implementation.

Pursue Permanent Infrastructure Project

This option would design and construct permanent, long-term infrastructure such as elevated express lanes through Downtown Placerville. This option represents the large, heavy infrastructure option and would require significant time and investment to implement. This option is consistent with Scenario 1 in the Investment Strategy and tolling could be considered as an option to provide a minor offset to the high construction costs.

The four potential next steps are summarized in **Table 2** on the following page, including pros and cons and potential cost and schedule of each option.

Next Step Recommendation

The data and results, as well as the feedback received from the public, suggest that the most feasible option is the permanent Trip to Green infrastructure option. Given existing and reasonably foreseeable funding and other regional priorities, paying for any infrastructure investment will be challenging. The ability to potentially fund permanent Trip to Green infrastructure is much more likely versus the capital-intensive permanent elevated express lanes option, while still providing relief during peak travel periods. It appears to best balance value and feasibility within a reasonable timeframe.

The City of Placerville and EDCTC should continue to coordinate to pursue funding options for improved Trip to Green design concepts that effectively move traffic and enhance emergency response during peak congestion periods, while also addressing merchant and local concerns about access and out-of-direction travel. It should be noted that CEQA environmental review may be required as part of further project development.



Table 2: Next Steps Summary

Next Step Option	Pros	Cons
Do Nothing	Requires no new or ongoing investment	Continued or worsening traffic congestion on peak weekends and holidays
		Does not aid in evacuations
		Potential safety concerns with difference in US 50 speeds from slow downs associated with congestion
		Continued traffic diverting through downtown when US 50 is congested due to Google, Waze, and other mapping apps
Potential Cost: None Potential Timeframe: None		
Continue Temporary Trip to Green Operations As Needed	Temporary relief from seasonal recreation and holiday travel	Setup and take down requires labor and equipment being available
	Low capital cost compared to permanent infrastructure	Labor availability limit ability to adjust to conditions quickly
	Time and date adjustments can be made to mitigate peak traffic impacts	Safety concerns over field staff being exposed to traffic during setup and take down and fallen cones/signs
		Need to identify ongoing funding for operations Public alerts required to inform travelers/public prior to operations
Potential Cost: \$200k-\$500k per year Potential Timeframe: 0-3 years		
Install Permanent Trip to Green Infrastructure for As-Needed Operations	Ability to quickly deploy based on traffic conditions or during evacuations	Public alerts required to inform travelers/public prior to operations
	Minimal labor required, increasing flexibility and reliability	
	Minor infrastructure required	
Potential Cost: \$16+ million Potential Timeframe: 3-5 years		
Design and Construct Permanent Infrastructure Such as Elevated Express Lanes	Continuously available, does not require setup or deployment	Large, expensive infrastructure required
	No labor required, maximizing reliability	Visual impacts for nearby residences and through downtown
	Opportunity for lower traffic surface streets to incorporate complete streets and streetscapes	Elevated lanes conflict with existing pedestrian bridges and could require out of direction travel.
		Heavy infrastructure funding limited under current state federal guidelines
Potential Cost: \$200-\$300 million Potential Timeframe: 20+ years		



Appendix A

Trip to Green Detour Maps

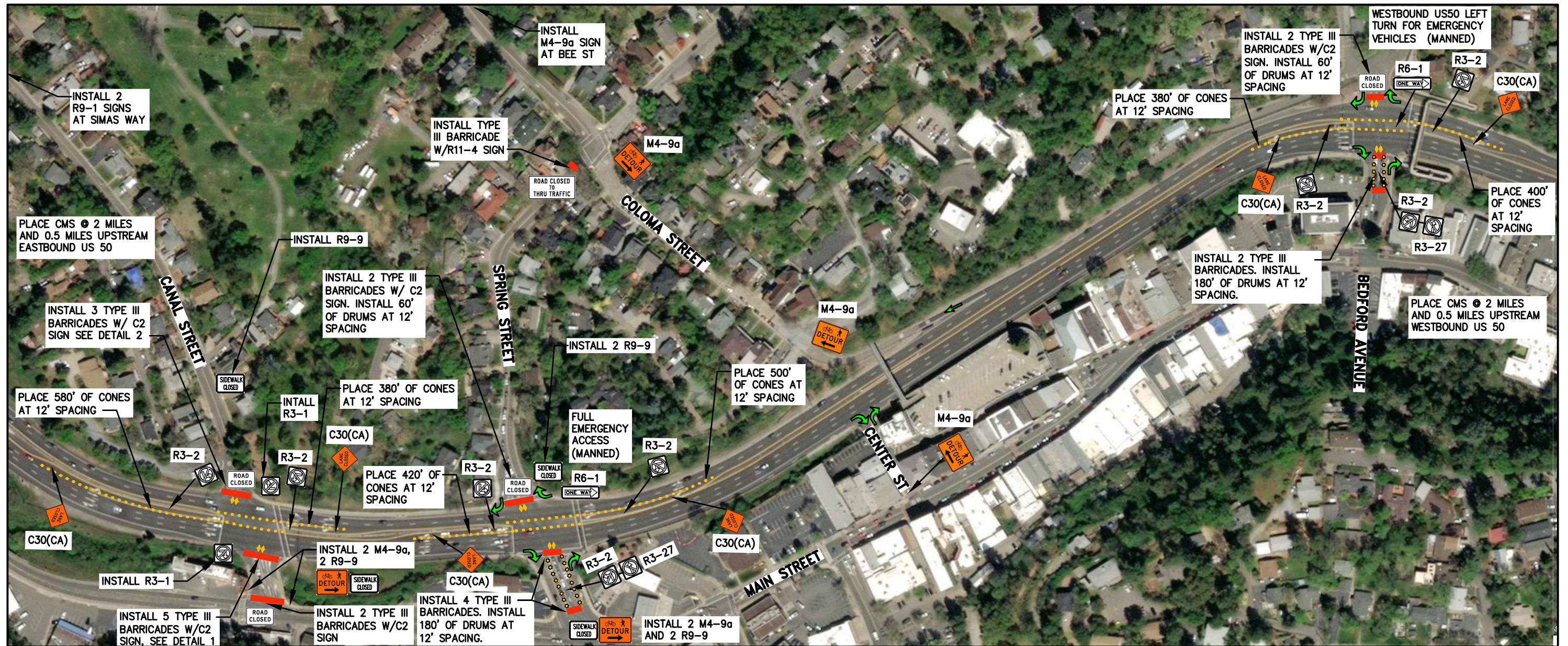
US 50 CORRIDOR ACTION PLAN

DOWNTOWN PLACERVILLE ACCESS DETAILS

PLACERVILLE

CALIFORNIA

AUGUST, 2021



LEGEND			
	CLOSED ACCESS MOVEMENTS		36" CONES WITH RETROREFLECTIVE BANDS
	TYPE III BARRIER 12' WIDE		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 6/22/2022 10:40 AM Lorenzo Sanchez

US 50 CORRIDOR ACTION PLAN

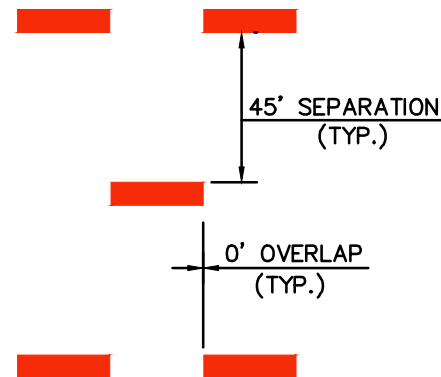
DOWNTOWN PLACERVILLE ACCESS DETAILS 2

PLACERVILLE CALIFORNIA

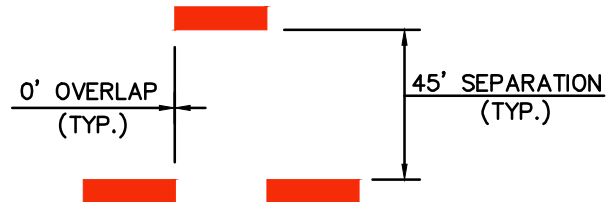
AUGUST, 2021



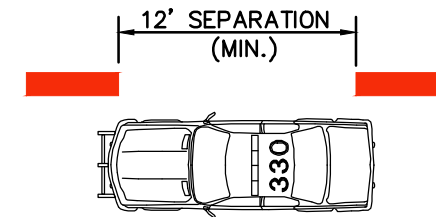
DETAIL 1



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	21	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 Combella Road
7	SR 49 NB, approximately 1 mile upstream of Missouri Flat Road
8	SR 193 SB, approximately 1 mile upstream of Coloma Road

US 50 POST MILE R15.0 TO 20.3

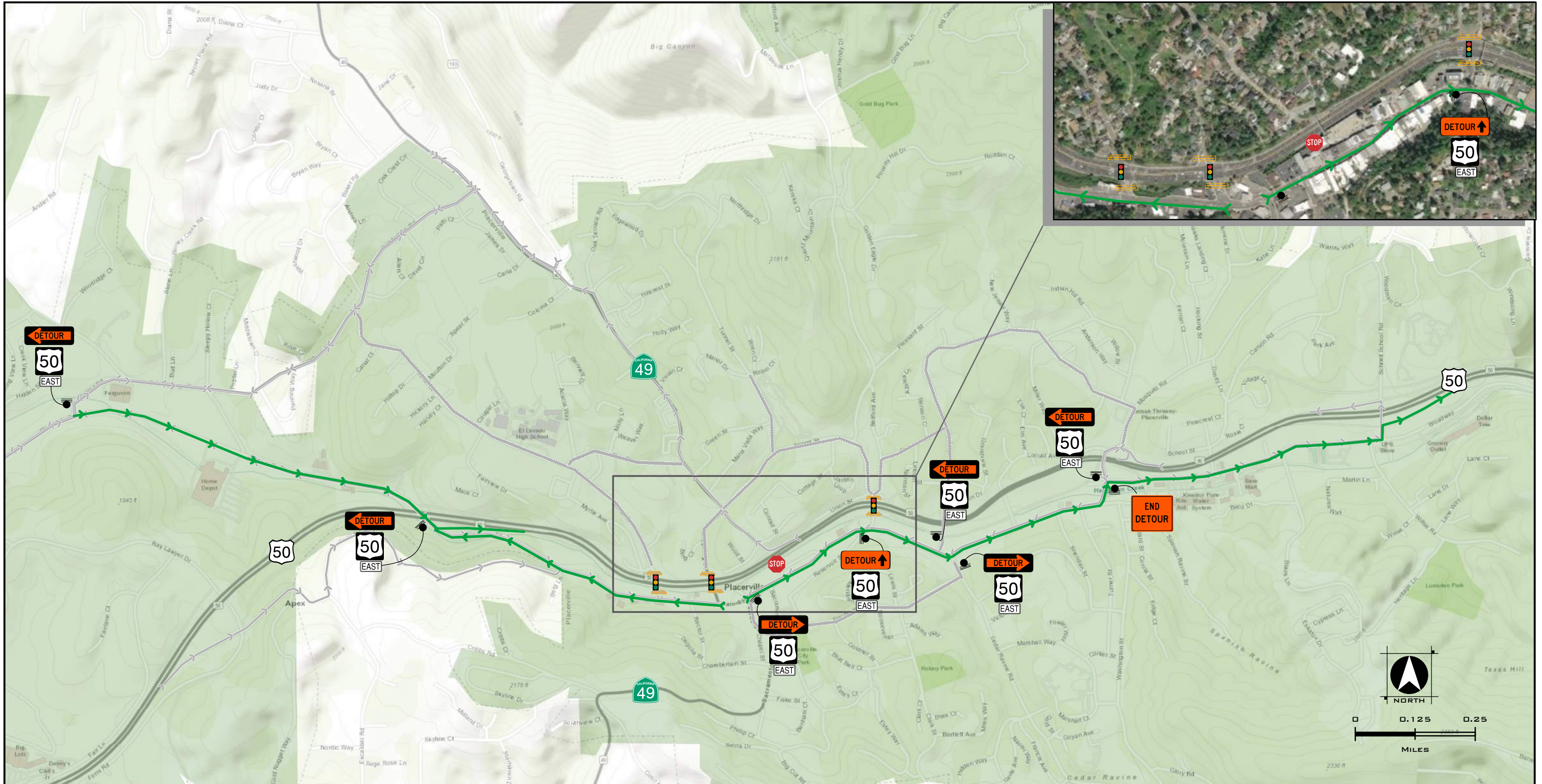


WOOD RODGERS

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

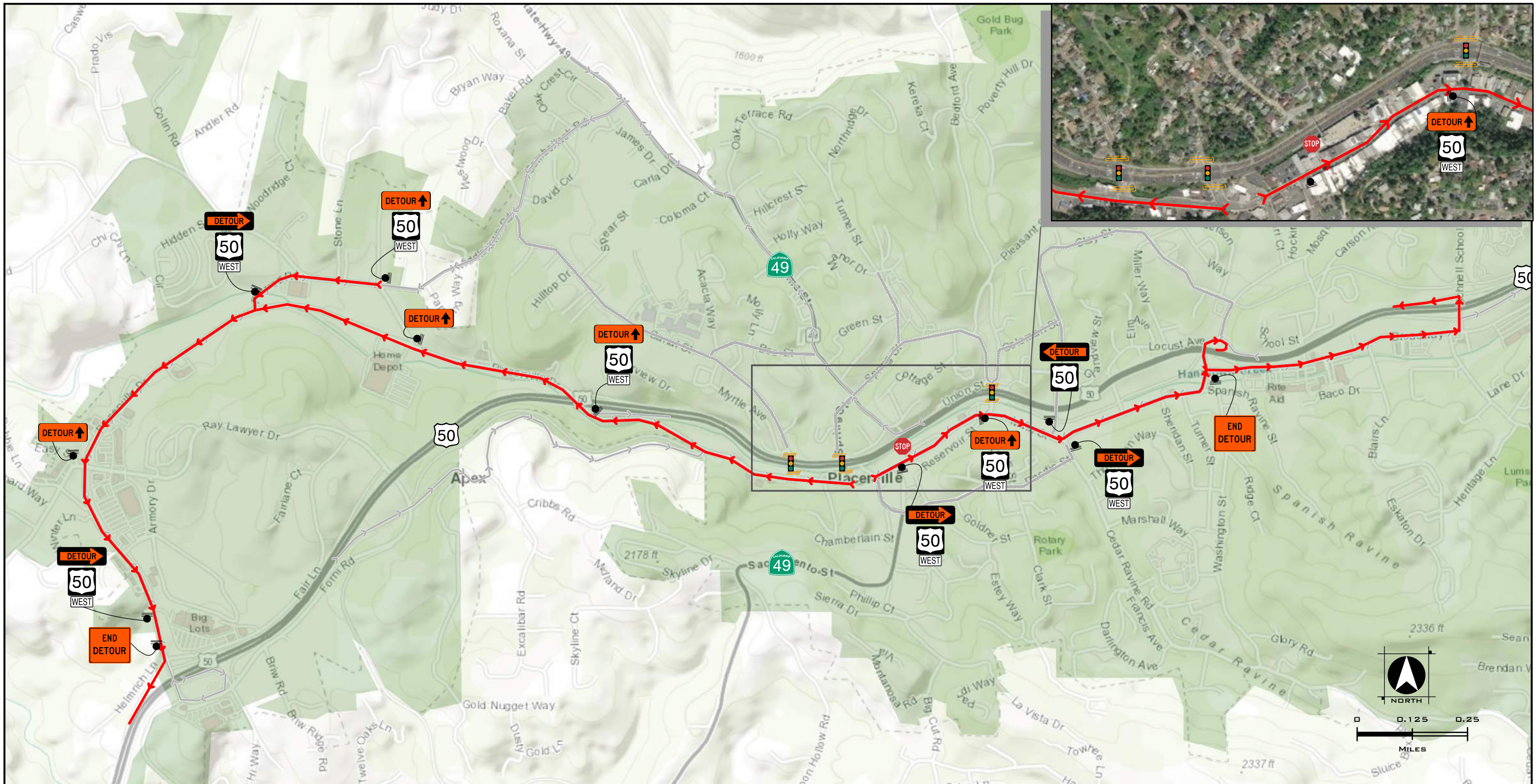
US 50 ACTION PLAN

Placerville, CA

Legend

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





DETOUR ROUTES

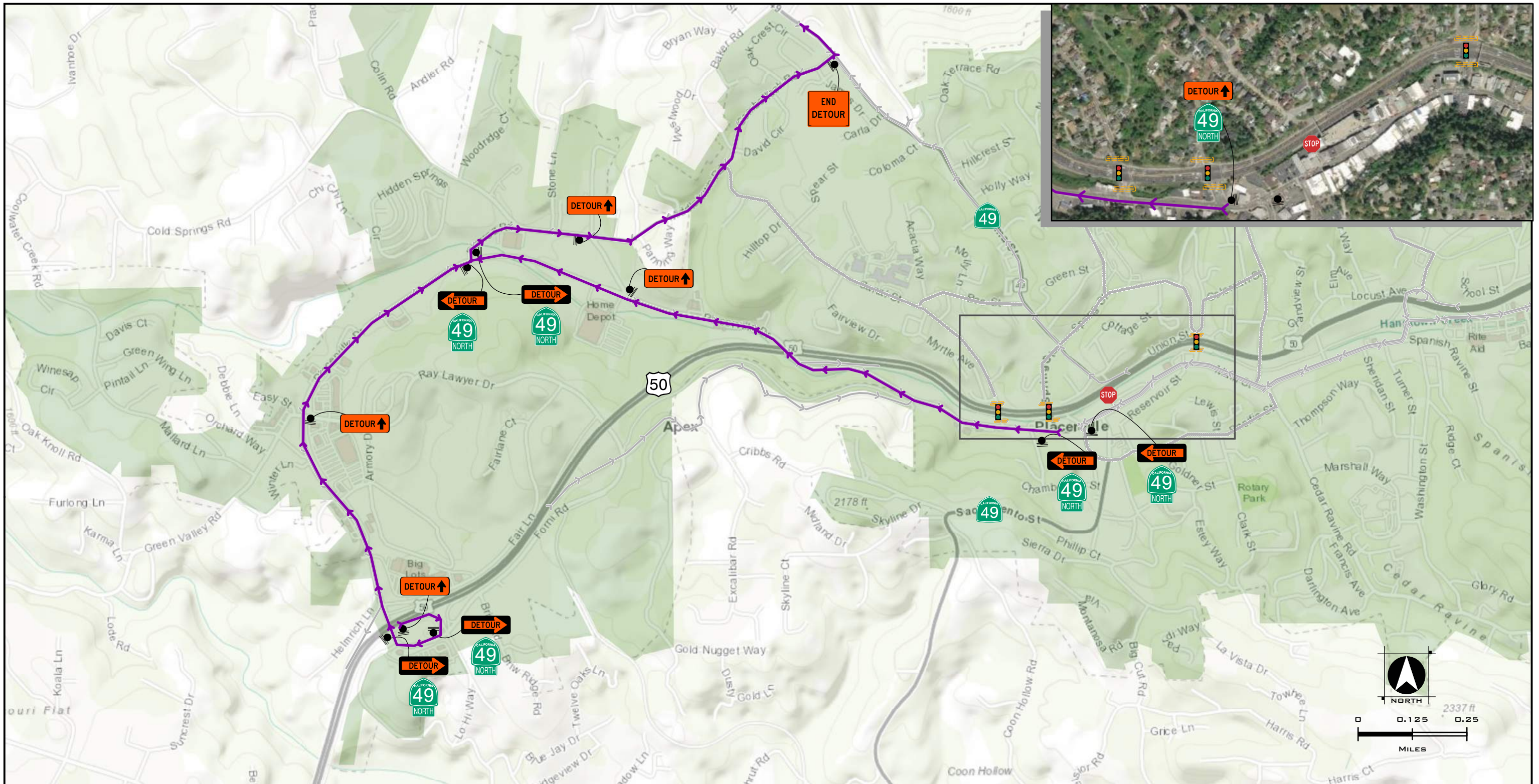
US 50 ACTION PLAN

Placerville, CA

Legend

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



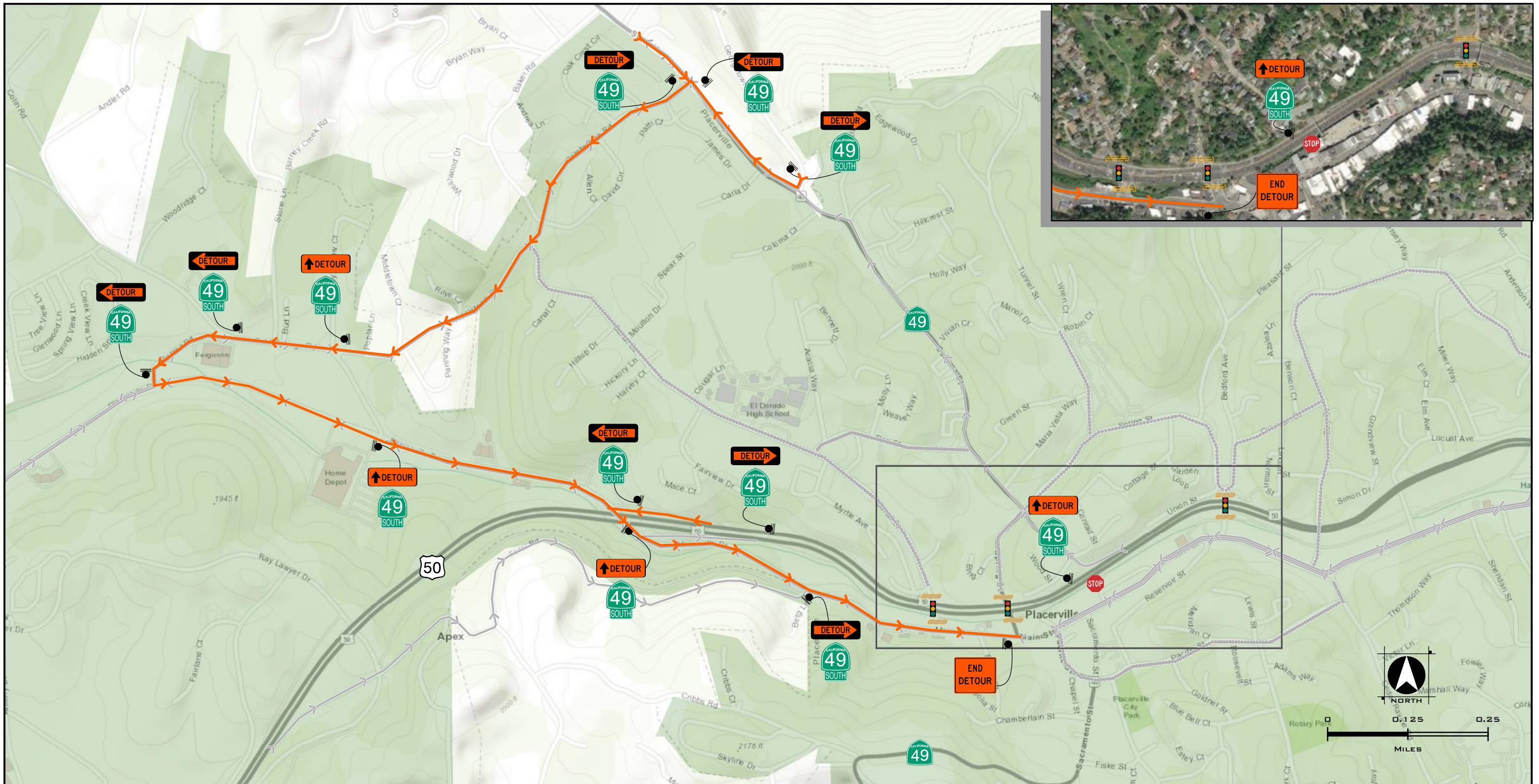


**SR 49 NORTHBOUND
DETOUR ROUTES
US 50 ACTION PLAN
Placerville, CA**

Legend

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





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





Appendix B

Trip to Green Lessons Learned and Data



ACCESS CONTROL PROOF OF CONCEPT LESSONS LEARNED

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 Trip to Green. These lessons learned and observations are as follows:

❖ Proof of Concept (Trip to 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 Combella 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 two 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.*



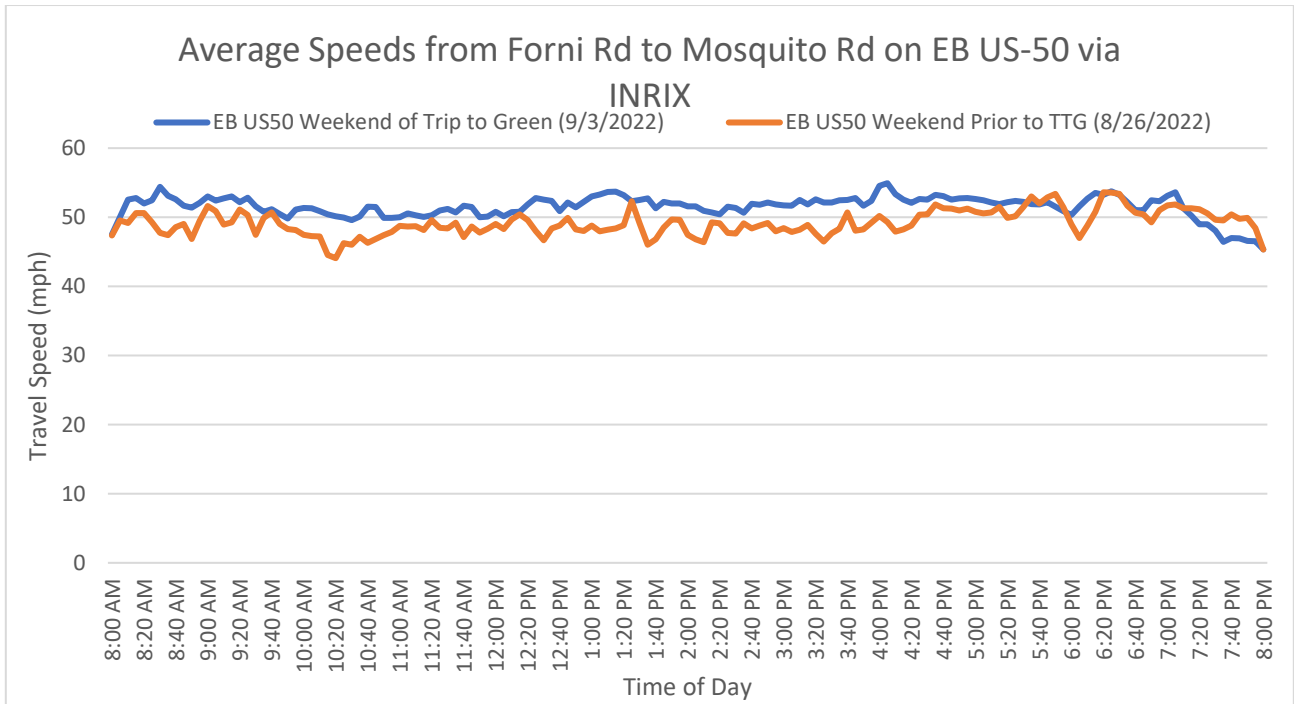
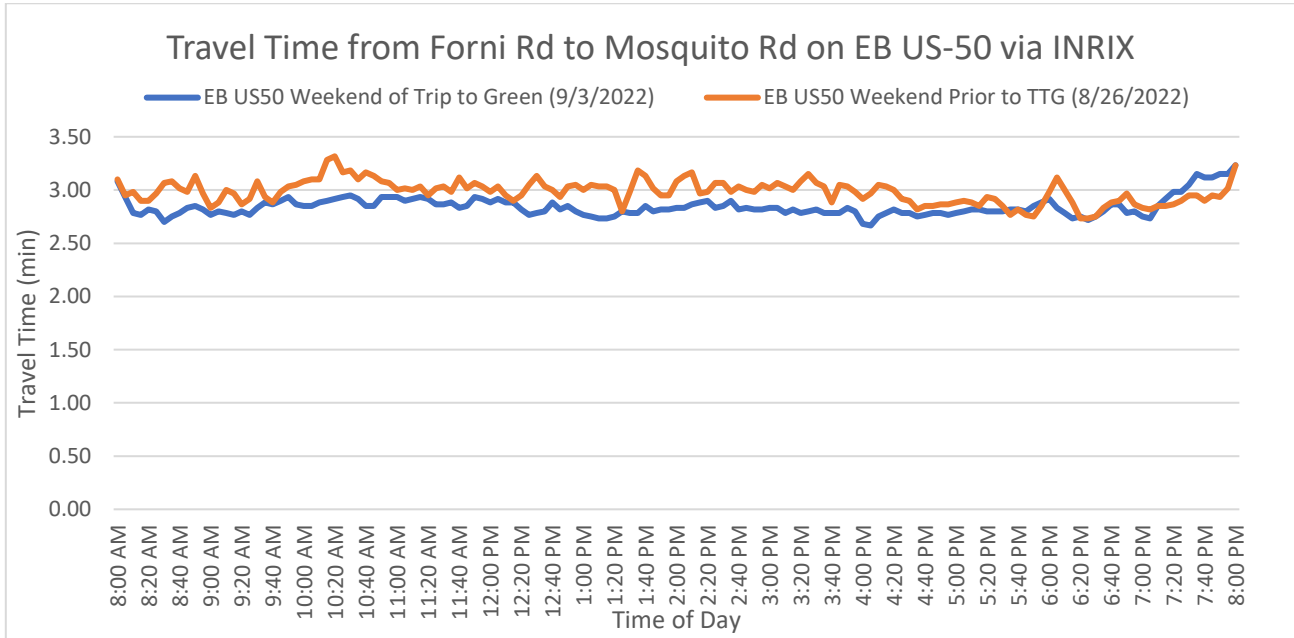
❖ US 50 Set Up

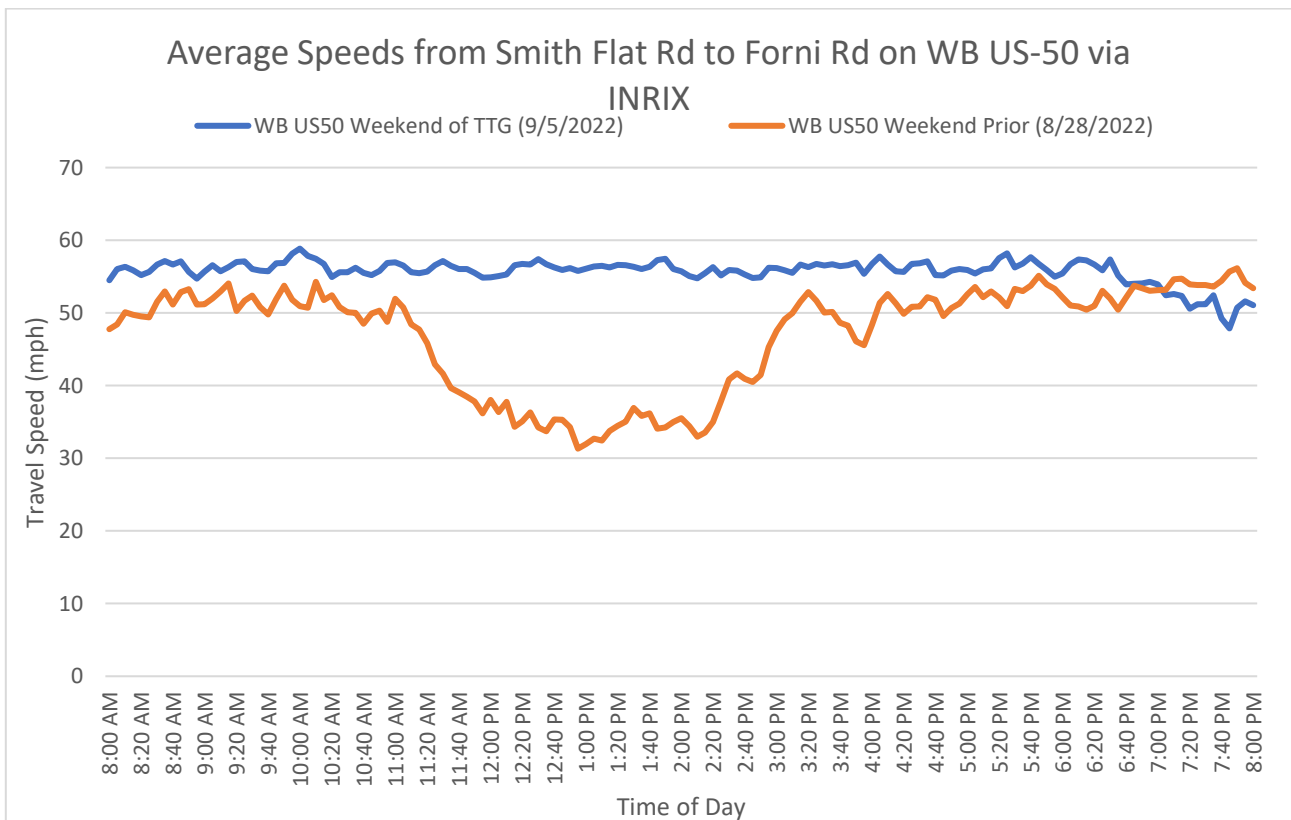
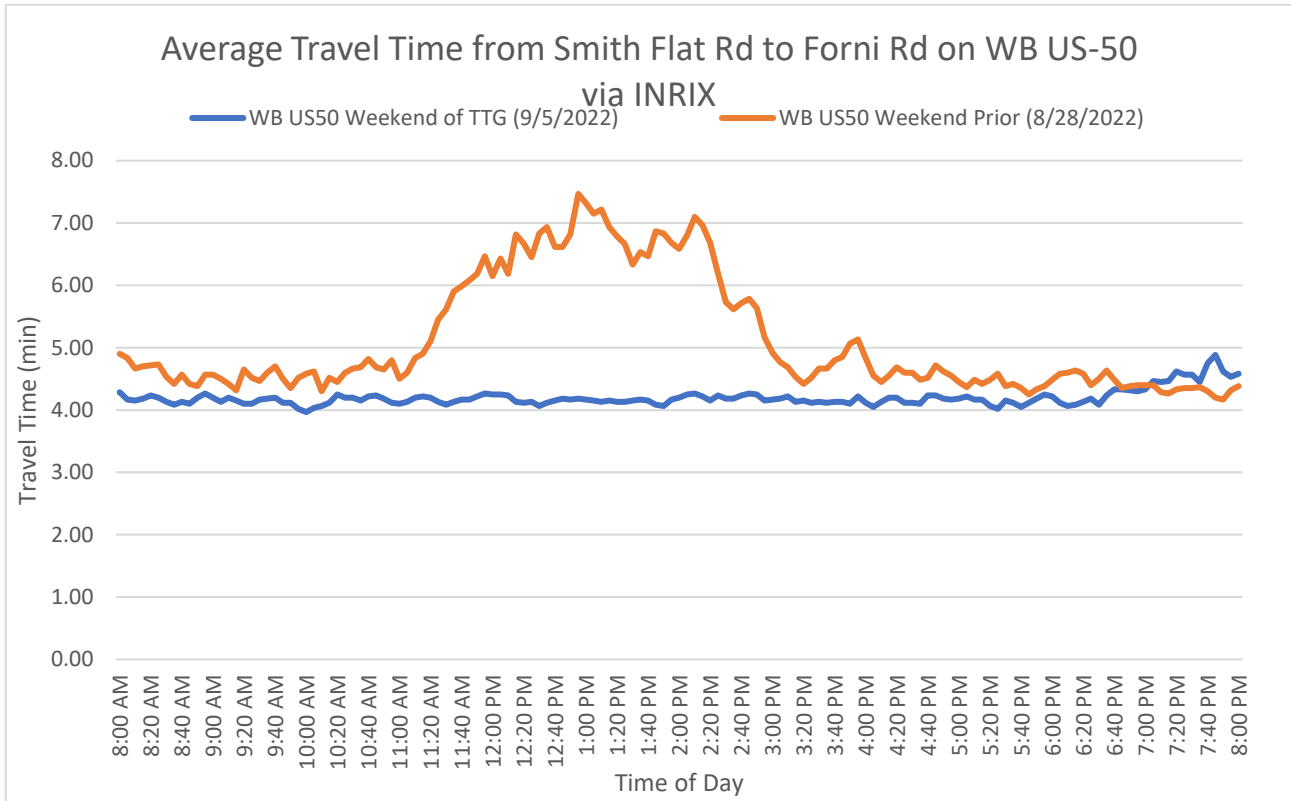
1. *Close the left turn lanes on US 50 first, then close the side streets up the hill. No left turn/lane closed signs in left turn lanes.*
2. *Close pedestrian crossings at Canal Street and Spring Street. Detour to pedestrian overcrossings.*
3. *Canal Street north: prohibit straight and left turn movements 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."*

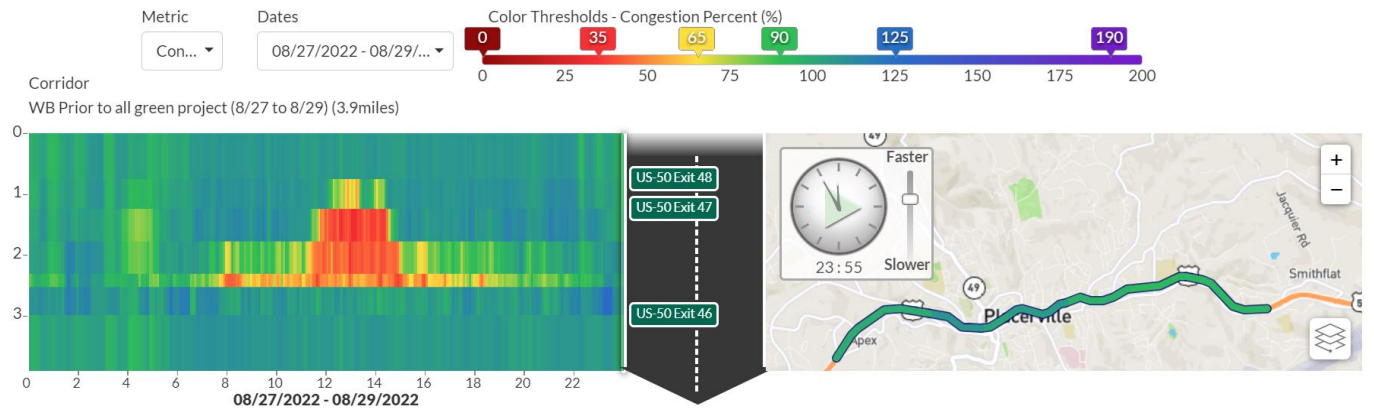
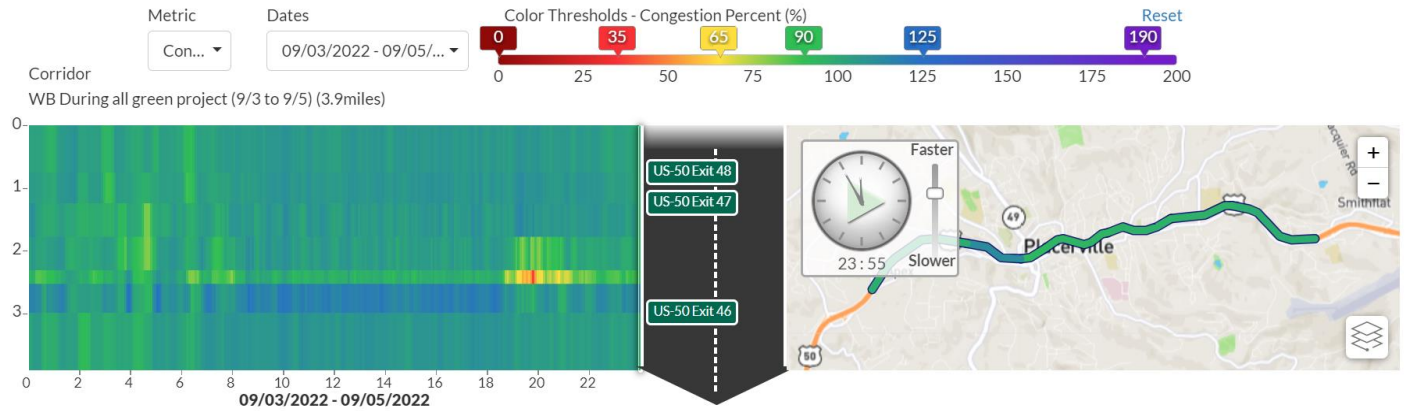


TRIP TO GREEN DATA

During Trip to Green operations and over a control weekend prior, Caltrans obtained INRIX data to inform how the Trip to Green performed. Below are outputs from the INRIX data.









Appendix C

US 50 Pricing Alternatives Sketch-Level Traffic and Revenue Study



Memorandum

To: Jerry Barton, EDCTC; Bryan Gant, Wood Rodgers

From: Cissy Kulakowski, Benjamin Reibach, Justin Winn

Date: November 17, 2022

Subject: US 50 Pricing Alternatives Sketch-Level Traffic and Revenue Study, FINAL

In order to address long term problems associated with limited data availability and a need for a comprehensive investment strategy for the US 50 Corridor, El Dorado County Transportation Commission (EDCTC), in partnership with local and regional partners and Caltrans District 3, engaged Wood Rodgers and CDM Smith to conduct a system user analysis, identify, and assess pricing and investment strategies for the US 50 Corridor. Innovative pricing and investment strategies will include tolling, pricing, and others to advance the efforts of Caltrans' US 50 Managed Lanes Feasibility Study.

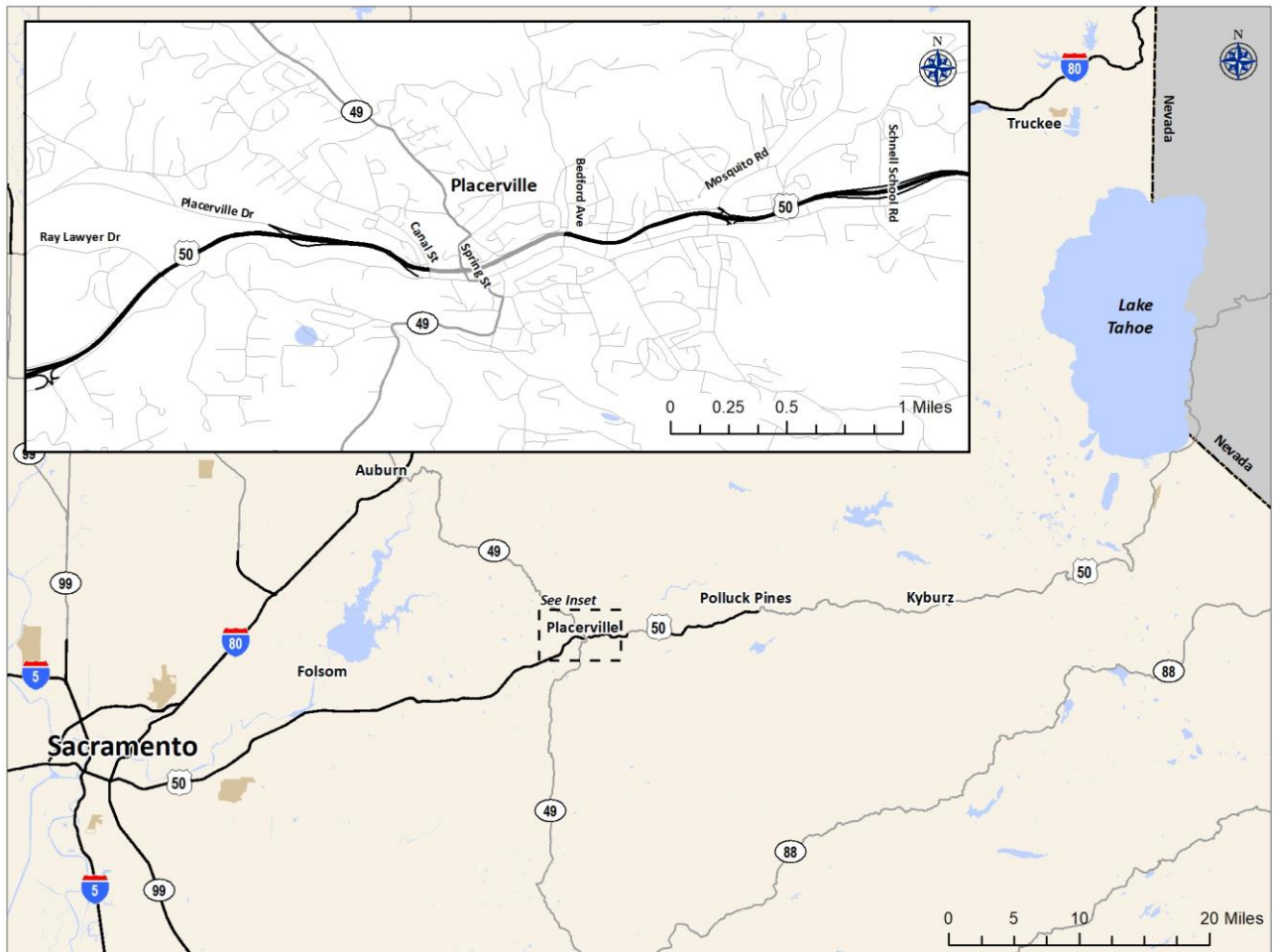
Project Description

CDM Smith performed a sketch-level traffic and revenue study (T&R Study) of potential toll revenue from two pricing alternatives along the US 50 Corridor through Placerville in El Dorado County. The City of Placerville is a city of 11,000 residents¹ located approximately 40 miles northeast of Sacramento, California (see **Figure 1**). The detailed study area for this analysis generally extends one mile east and west from Placerville city limits along US 50, a total distance of approximately 6 miles. US 50 within this area is generally two lanes in each direction with a speed limit of 45 miles per hour. US 50 is access-controlled with grade separations and interchanges between Sacramento and Placerville. Within Placerville, US 50 has three traffic signals, located at Canal Street, Spring Street (SR 49), and Bedford Avenue. There is a third auxiliary lane in the eastbound direction that begins just west of Canal Street and extends through the three stoplights to the east side of Bedford Avenue.

US 50 serves as the primary connection between the Sacramento region and recreational areas to the east, including Lake Tahoe, which is approximately 85 miles east of Sacramento. Fall weekends are considered a peak season in this corridor, with recreational traffic traveling along US 50 to access orchards and vineyards in the Apple Hill region of Camino, just east of Placerville. Winter travel is primarily oriented to Lake Tahoe for skiing and summer recreation is common for destinations in the Sierra Nevada mountains. Holiday weekends increase recreational traffic and result in extreme congestion at the three stoplights in the City of Placerville.

¹ Estimated 2020 population from <https://data.census.gov/cedsci/table?q=population%20of%20placerville,%20ca&g=1600000US0657540>

Figure 1: Study Area



The T&R Study's purpose was to provide an initial analysis of the likely revenue for two scenarios (Ultimate Elevated Express Lanes and Interim Trip to Green Pricing) to assist EDCTC in assessing the viability of the potential option to construct bypass express lanes through Placerville, which was one recommendation from the US 50 Recreational Travel Hot Spots study.

The T&R Study consisted of the following tasks:

- Assemble and Summarize Data
- Estimate Traffic and Revenue

This memorandum documents these efforts, performed largely in March-May 2022.

Data Assembly and Collection

The collection of data for this study included existing traffic counts, travel times, and travel patterns. Due to the planning-level nature and short-term timeframe of the study, using data that

was readily available and didn't require large scale collection efforts was required. Data was obtained from many different sources which are detailed below.

Traffic Count Profile

The two primary sources of data for traffic counts on the study corridor were:

- Previously collected intersection turning counts within Placerville
- Caltrans' Performance Measurement System (PeMS) (<https://pems.dot.ca.gov/>)

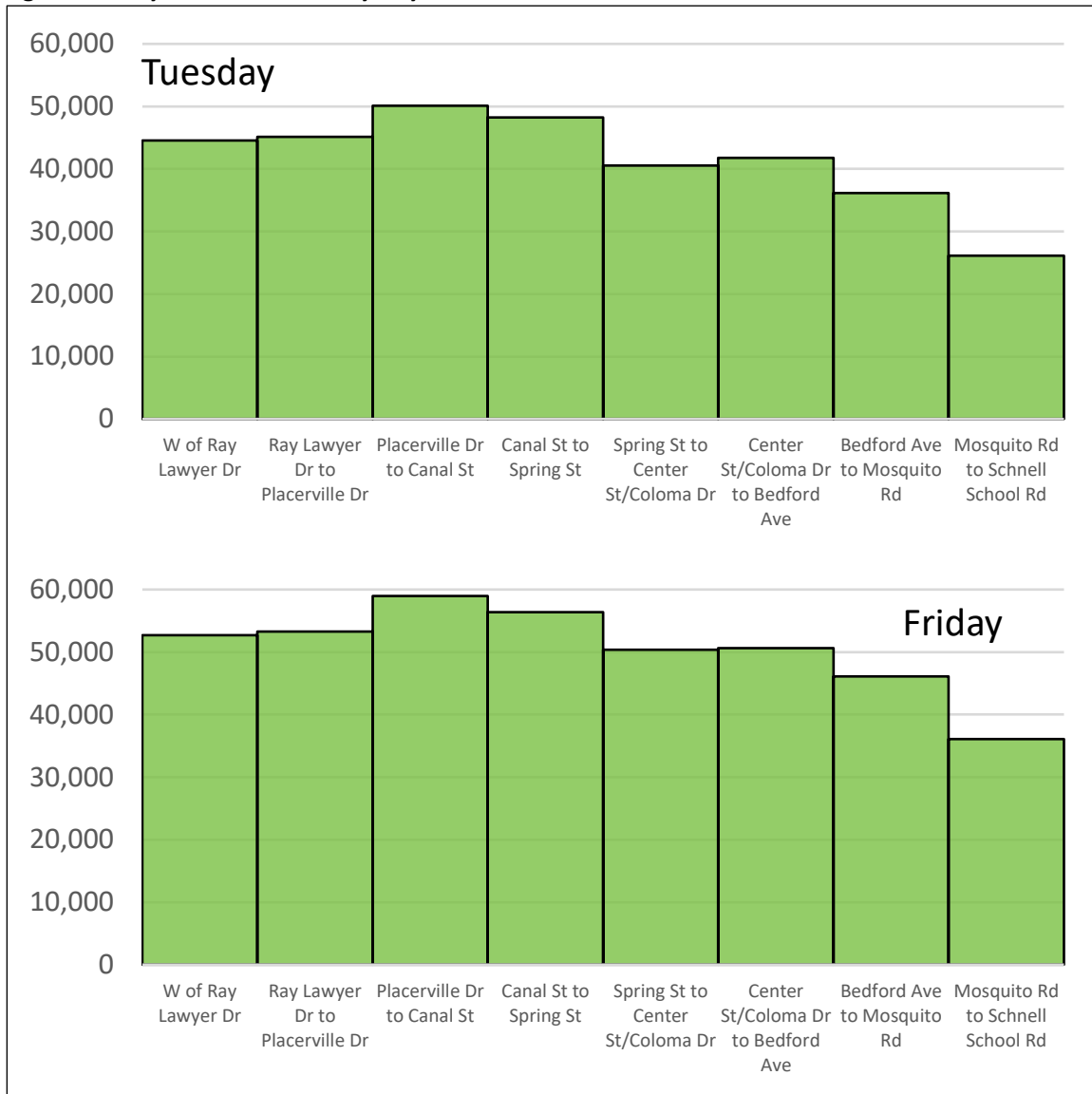
In addition to these main sources of count data, the daily traffic volumes from the Caltrans Census Program were used to scale hourly traffic volumes at different points on US 50 within the study area.

Turning movement counts conducted in 2012 and 2015 at the three signalized intersections on US 50 were used to estimate an hourly traffic profile for each segment of US 50 within the study area. These covered the intersections of US 50 and Canal Street, Spring Street, and Bedford Avenue.

Hourly data from PeMS was downloaded for multiple different locations within the corridor; the PeMS station between Placerville Drive and Ray Lawyer Drive was used to estimate adjustment factors to grow the turning movement counts to 2019 levels.

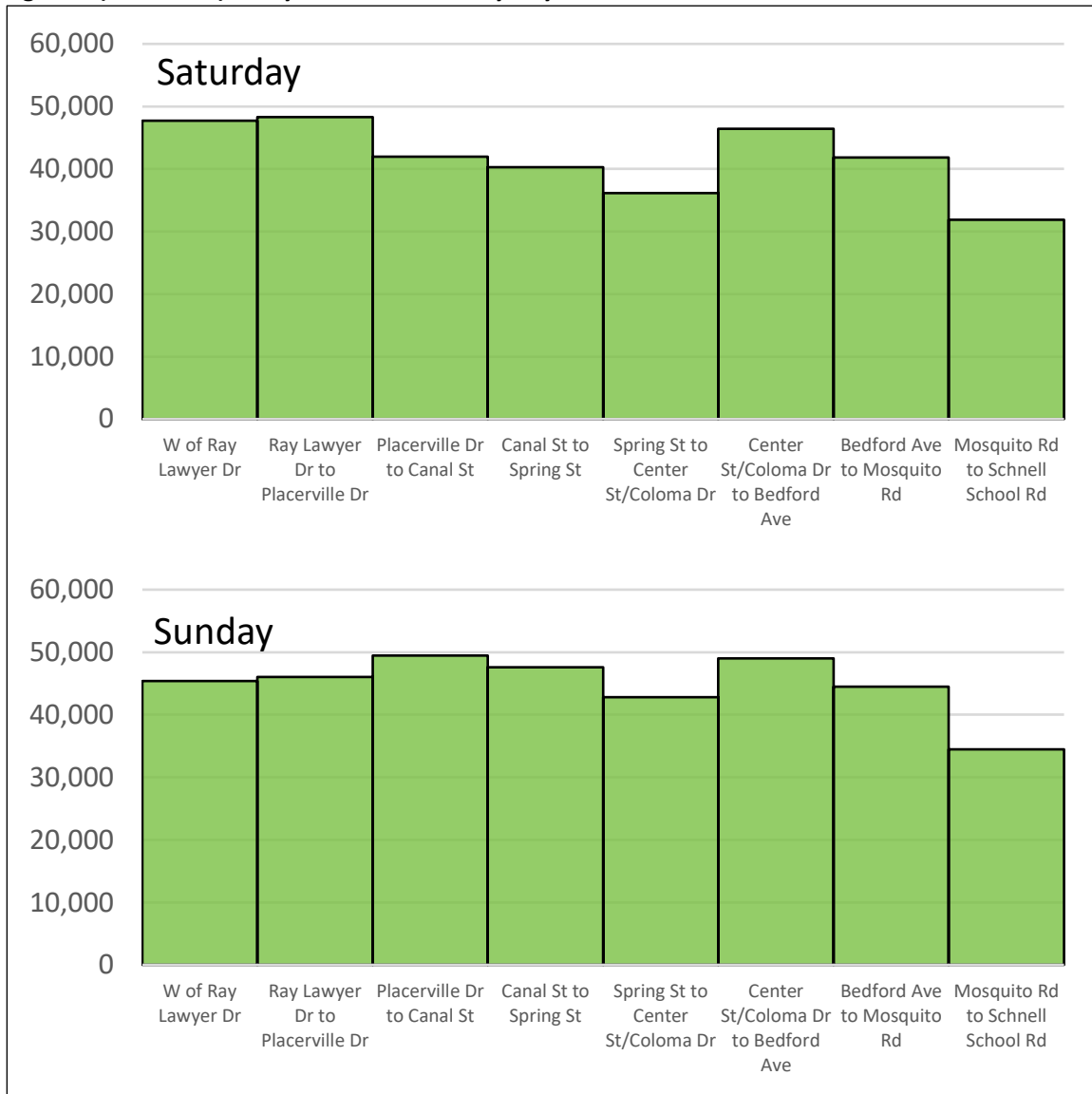
Using the turning movement count data and the mainline data from PeMS, a 2019 hourly traffic profile by location was created for four different days of the week: Tuesday, Friday, Saturday, and Sunday. The daily total of traffic by location for each day is shown below in **Figure 2**. On a daily basis, volumes within the study area are typically highest on Friday and lowest on Tuesday.

Figure 2: Daily Traffic Volumes by Day of Week and Location, Fall 2019



Source: CDM Smith using data from Caltrans PeMS

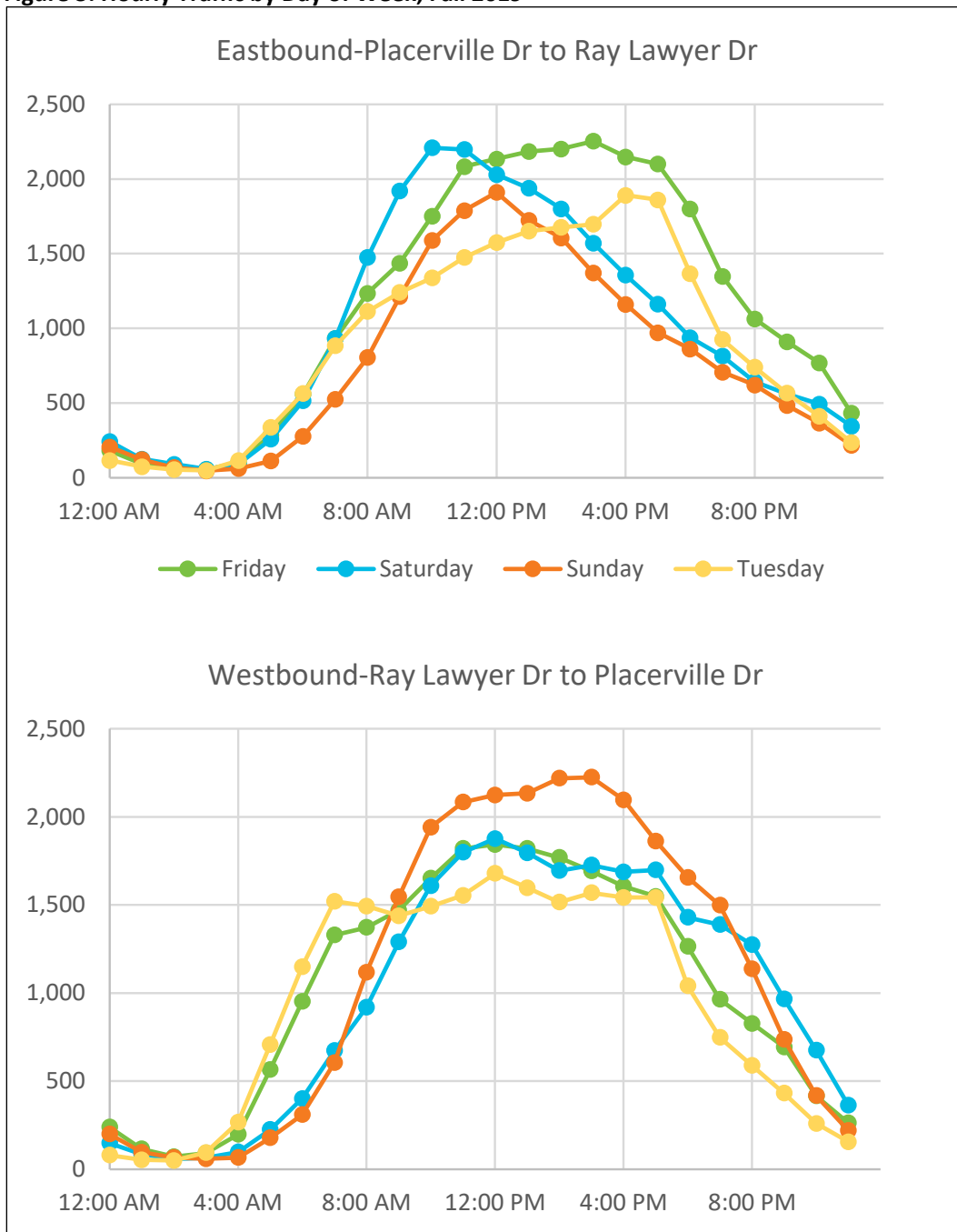
Figure 2 (continued): Daily Traffic Volumes by Day of Week and Location, Fall 2019



Source: CDM Smith using data from Caltrans PeMS

Hourly traffic variation patterns using data from the PeMS station between Placerville Drive and Ray Lawyer Drive are shown in **Figure 3** for days during Fall 2019. In the eastbound direction, traffic is highest either on Friday afternoon or Saturday morning. In the westbound direction traffic is highest on Sundays.

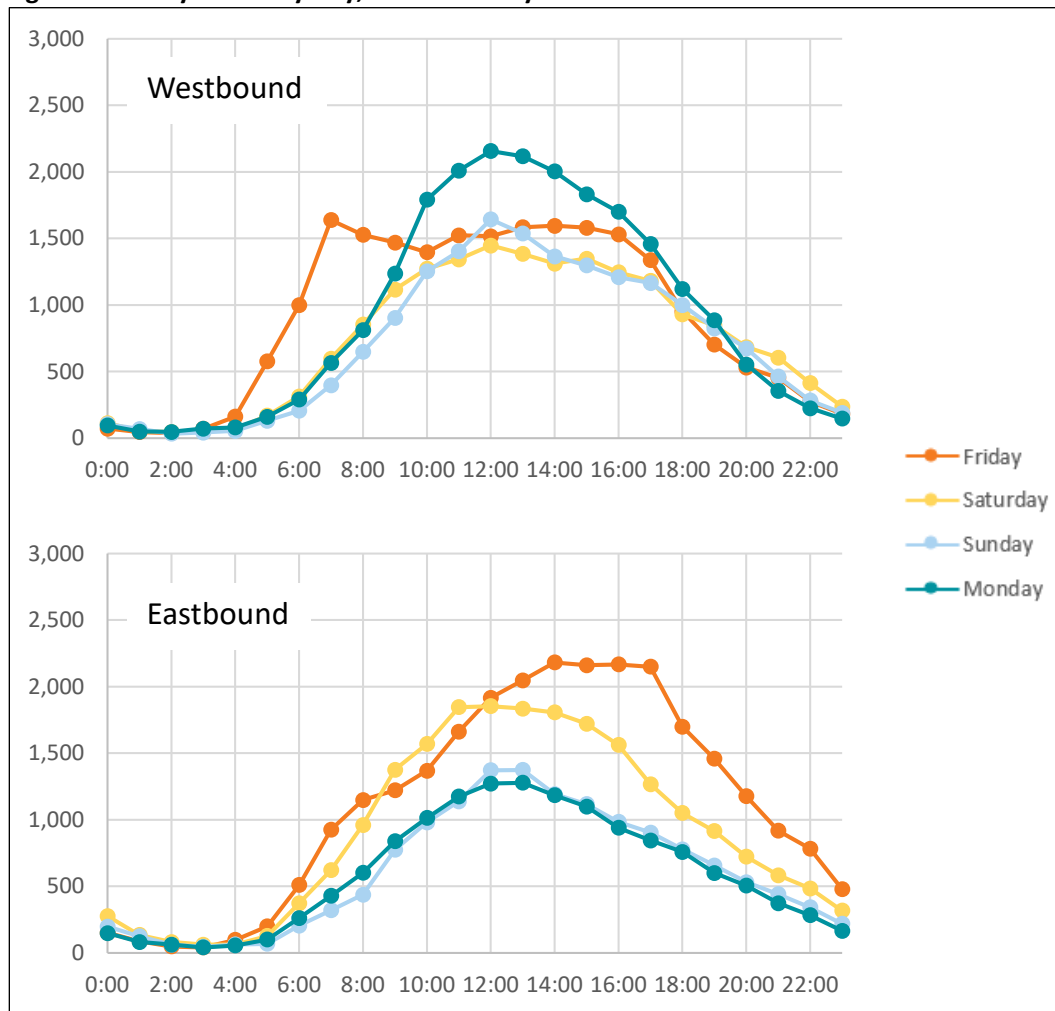
Figure 3: Hourly Traffic by Day of Week, Fall 2019



Source: Caltrans PeMS

A second set of traffic counts were extracted from PeMS to identify hourly variation patterns for various holiday days and weekends. There were two different types of holidays that were reviewed; fixed day holidays and moving day holidays. Examples of fixed day holidays are Memorial Day and Labor Day which always fall on a Monday. Examples of moving day holidays are Independence Day and Christmas, where the day of the week changes from year to year. Traffic patterns for fixed day holidays follow the same pattern from year to year while the moving day holidays depend on which day of the week the holiday falls. **Figure 4** shows the 2019 volumes for the PeMS station at Placerville Drive to Ray Lawyer Drive over Memorial Day weekend. In the eastbound direction volumes are highest on Friday as people leave for the weekend while in the westbound direction volumes are highest on Monday as people returned from the long weekend. Hourly volumes on Friday and Monday are at or exceed 2,000 vehicles per hour for 4 to 6 hours during the middle of the day on these days. This pattern holds true for Labor Day as well.

Figure 4: Hourly Traffic by Day, Memorial Day Weekend 2019



Source: Caltrans PeMS

Travel Speeds and Travel Times

INRIX data was provided By Wood Rodgers for the corridor being analyzed. Data was downloaded from October 1, 2019 through November 24, 2019 by day of the week, representing average non-holiday days in the Fall. **Figure 5** shows speed “heatmaps” for travel in the eastbound direction while **Figure 6** shows speeds in the westbound direction by hour and road segment. In Figures 5 and 6, segments highlighted in shades of green are generally operating at 45 mph or better while cells in shades of yellow are operating in the range of 35 to 45 mph; orange shaded cells are generally 30 mph or slower. Dark orange cells are operating at 15 mph or slower. Travel through the section of US 50 between Spring Street and Mosquito Road are influenced by the three traffic signals, with average speeds in the range of 30 to 45 mph.

Figure 5: Average Fall 2019 Eastbound Travel Speeds by Day of Week

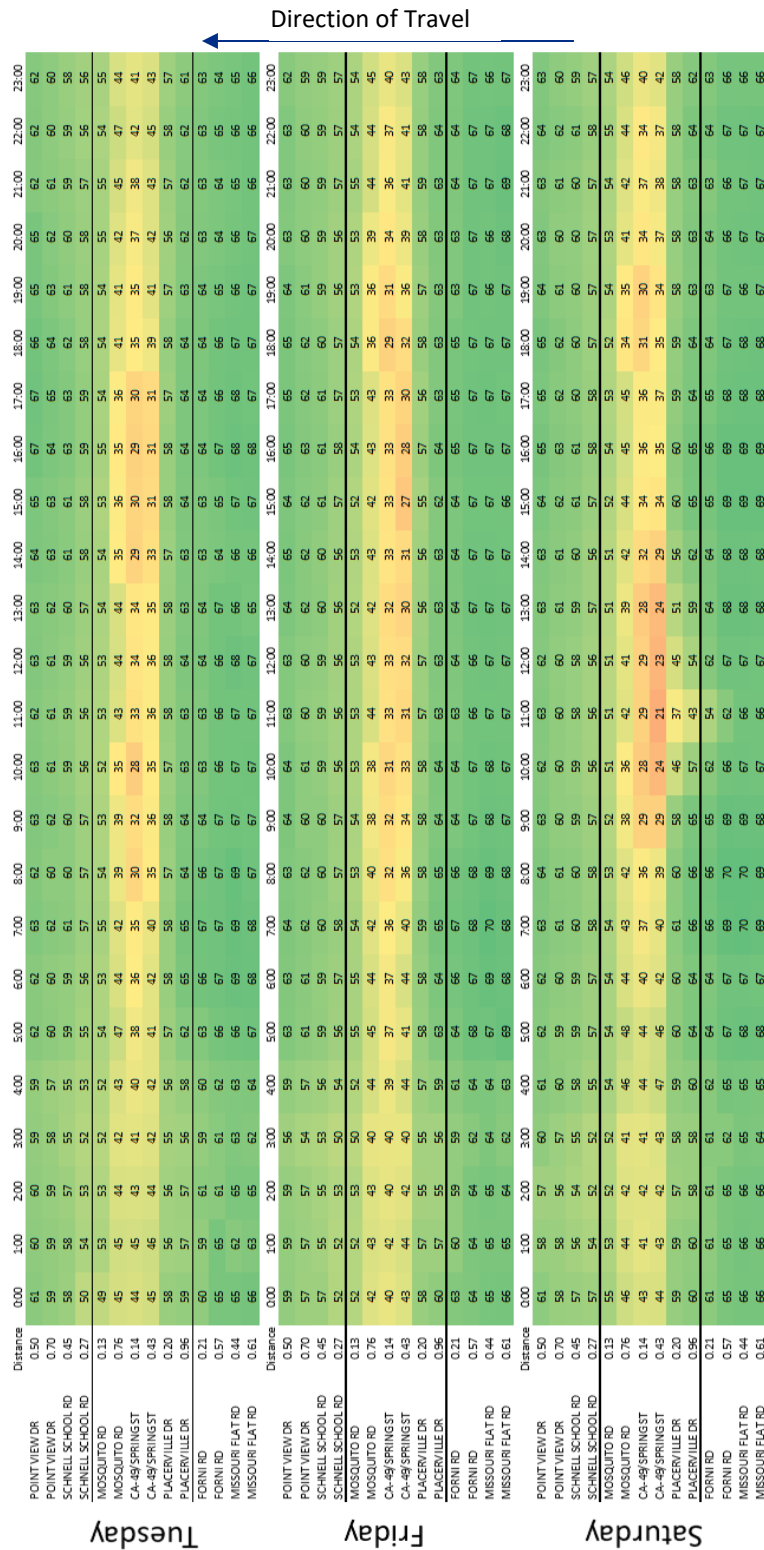
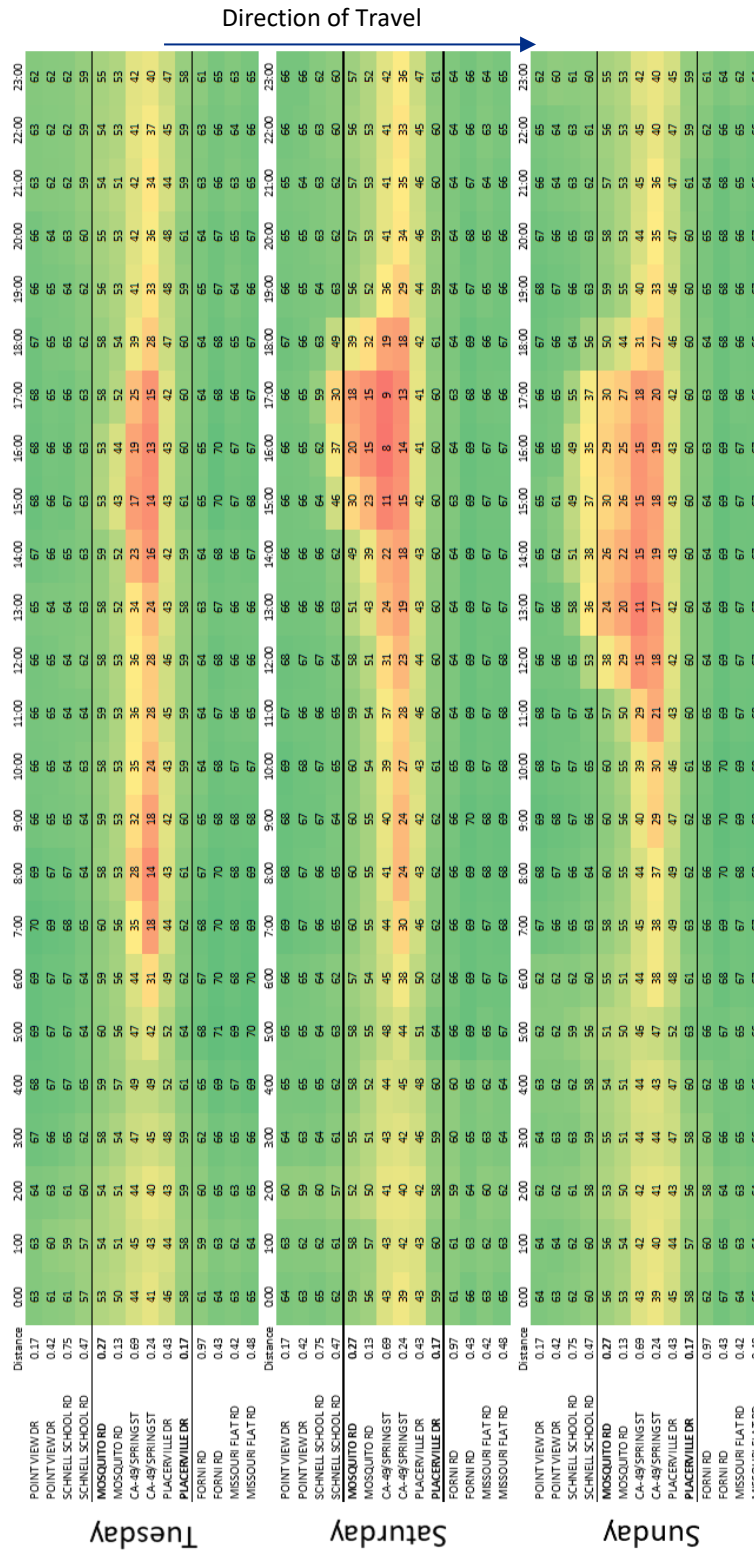


Figure 6: Average Fall 2019 Westbound Travel Speeds by Day of Week



Source: INRIX, from October to November 2019, excluding Thanksgiving.

In general, the severity of the speed degradation through Placerville is mostly correlated with the traffic demand. On days with higher traffic, the speeds are lower through Placerville. Outside of Placerville, both to the east and west, speeds only experience minor differences throughout the day. In the eastbound direction, speeds are lowest on Saturday, especially near Spring Street, where average speeds fall to below 25 miles per hour from 10 AM to 2 PM. In the westbound direction, speeds are lowest on Saturday, but the total backup is longer on Sunday, stretching as far back as Schnell School Road from 11 AM until 6 PM. Westbound travel speeds drop to below 10 miles per hour through Placerville, improving only after the Spring Street intersection.

Eastbound travel speeds tend to be faster than westbound speeds for several reasons: (1) travel tends to be metered by any upstream congestion that may exist on the roads exiting Sacramento; and (2) within Placerville, a third auxiliary travel lane exists to relieve friction from turning vehicles and provide additional capacity for the eastbound travel toward Lake Tahoe.

Westbound travel speeds are slower than eastbound speeds through Placerville due to queuing that extends back from the traffic signal at Spring Street as far as Schnell School Road. A westbound elevated express lane could provide relief for traffic that is not turning onto local streets in Placerville.

The INRIX travel time/speed data was used to calculate travel time estimates through a 1.7-mile stretch from Placerville Drive to Mosquito Road by hour, day of the week, and direction (see **Table 1**). In the eastbound direction, total travel time between Placerville Drive and Mosquito Road is estimated to be 2 to 3 minutes, regardless of day and time. In the westbound direction, travel along the same route can be as high as 5 minutes on average on a weekday or Friday, 8 minutes on average on Saturday, and 6 minutes on average on Sunday. The severity of the speed degradation is the worst on Saturday, but the overall duration of congestion is worse on Sundays, with slow speeds from 9 AM to 9 PM. With an average off-peak travel time of about 2.2 minutes through this section of US 50, maximum delay in the westbound direction range from about 2.2 minutes on Tuesdays to 5.3 minutes on Saturdays.

Table 1: Average Travel Time from Placerville Drive to Mosquito Road (1.7 miles)

Hour Beginning	Westbound Travel Time				Eastbound Travel Time			
	Tuesday	Friday	Saturday	Sunday	Tuesday	Friday	Saturday	Sunday
12:00 AM	2.2	2.2	2.3	2.2	2.1	2.2	2.1	2.2
1:00 AM	2.2	2.2	2.2	2.3	2.1	2.2	2.2	2.2
2:00 AM	2.2	2.2	2.3	2.3	2.2	2.2	2.2	2.2
3:00 AM	2.1	2.0	2.2	2.1	2.3	2.3	2.3	2.1
4:00 AM	1.9	2.1	2.1	2.2	2.2	2.2	2.1	2.1
5:00 AM	2.0	2.1	2.0	2.0	2.2	2.2	2.0	2.1
6:00 AM	2.3	2.2	2.1	2.2	2.2	2.2	2.2	2.1
7:00 AM	2.9	2.7	2.3	2.1	2.3	2.3	2.3	2.1
8:00 AM	3.5	3.1	2.5	2.2	2.5	2.4	2.3	2.3
9:00 AM	3.0	2.9	2.6	2.4	2.5	2.6	2.7	2.5
10:00 AM	2.7	2.5	2.5	2.4	2.7	2.6	3.1	2.4
11:00 AM	2.6	2.5	2.5	3.0	2.4	2.5	3.1	2.5
12:00 PM	2.6	2.7	2.9	4.6	2.3	2.5	2.9	2.5
1:00 PM	2.8	3.5	3.4	5.8	2.4	2.6	2.9	2.4
2:00 PM	3.7	3.8	3.7	4.7	2.7	2.5	2.6	2.3
3:00 PM	4.4	4.9	5.7	4.5	2.7	2.7	2.4	2.2
4:00 PM	4.3	4.1	7.5	4.5	2.8	2.6	2.3	2.2
5:00 PM	3.6	3.2	7.2	4.1	2.7	2.5	2.3	2.2
6:00 PM	2.5	2.6	4.0	2.8	2.4	2.7	2.7	2.2
7:00 PM	2.3	2.3	2.6	2.3	2.3	2.6	2.7	2.3
8:00 PM	2.2	2.3	2.3	2.2	2.3	2.4	2.4	2.2
9:00 PM	2.3	2.3	2.3	2.2	2.2	2.2	2.3	2.2
10:00 PM	2.3	2.3	2.3	2.1	2.1	2.2	2.3	2.2
11:00 PM	2.2	2.4	2.3	2.2	2.2	2.2	2.2	2.1

Source: INRIX, from October to November 2019, excluding Thanksgiving.

Estimate Traffic and Revenue

The previously described data was used to analyze traffic and revenue potential for two pricing scenarios.

- Scenario 1 – Add one elevated express lane per direction from Placerville Drive to Mosquito Road
- Scenario 2 – Implement pricing during an interim “Trip to Green” operations plan, whereby US 50 traffic is tolled during time periods when the signals are held in a solid green phase and vehicular access across US 50 is limited to emergency vehicles only.

Scenario 1 – Elevated Express Lanes

Elevated express lanes have been identified in the US 50 Recreational Travel Hot Spot study as a potential long-term solution for recurring corridor congestion due to high levels of recreation and tourism travel through the area on weekends. Scenario 1 involved estimating the revenue potential for elevated express/bypass lanes that would allow through traffic to travel through Placerville unimpeded while keeping the existing roadway open for local travel.

Analysis Approach

The following steps were used to evaluate Scenario 1:

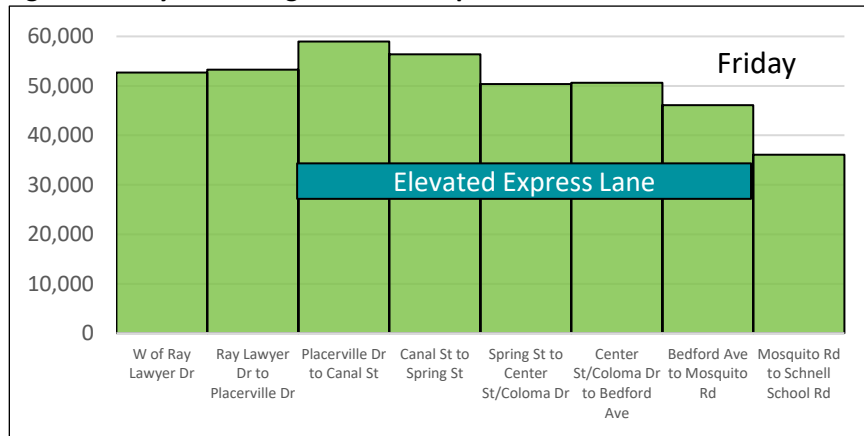
1. Identify traffic eligible to use the lanes (through traffic)
2. Use observed data to estimate potential travel time savings
3. Estimate sketch-level traffic and toll revenue

Identify Eligible Traffic

As noted earlier, hourly traffic profiles representing a typical weekday, Friday, Saturday, Sunday, and holiday were developed for each segment of the US 50 Corridor within the study area. The analysis focused on the hourly traffic on the segments at the express lanes termini, which were the segments from Mosquito Road to Schnell School Road and from Ray Lawyer Drive to Placerville Drive.

As illustrated in **Figure 7**, traffic that would be able to use the express lanes must be traveling from west of Ray Lawyer Drive to east of Mosquito Road. Since the elevated express lanes would serve through traffic only, the maximum demand for the express lane would be limited to the roadway segment with the lowest traffic volume. Although traffic volumes are higher closer to the center of Placerville, the additional traffic represent local trips that either begin or end in Placerville.

Figure 7: Daily Traffic Eligible to Use Express Lanes



For the purposes of this T&R Study, current hourly demand was increased to 2025 levels assuming growth of 1 percent per year from 2019 to 2025 and 0.5 percent per year from 2025 to 2045, using information from the El Dorado County travel demand model.

To estimate potential demand for the express lanes, the total traffic at Mosquito Road was further reduced by the following factors:

- 70 percent of trips at Mosquito Road travel through Placerville to a point west of Ray Lawyer Drive
- 10 percent of through trips may make a stop in Placerville and would use the local lanes (90 percent could use the express lanes)
- Total eligible demand is 63 percent ($0.70 \times (1-0.10)=0.63$)

That is, the maximum amount of traffic that could use the elevated express lanes even under toll-free conditions is estimated to be 63 percent of the traffic at Mosquito Road. This factor was applied to estimate the hourly traffic volumes for a typical Fall weekday, Friday, Saturday, and Sunday that is the start point of the traffic and, toll rate, and revenue analysis.

Estimate Potential Travel Time Savings

Estimated time savings for those choosing to use the express lanes were derived from the observed travel times for each of the days of the week. Since much of the existing delay on US 50 is due to traffic signals, which would remain in place, it was assumed that drivers' *perceived* delay using the existing lanes would match existing levels.

Estimate Sketch-level Traffic and Toll Revenue

Traffic demand for the express lanes was determined by the maximum eligible demand, the estimated travel time savings during different hours of the day, and drivers' willingness to pay a toll to save time. Because the existing lanes on US 50 would remain available for toll-free use, and are

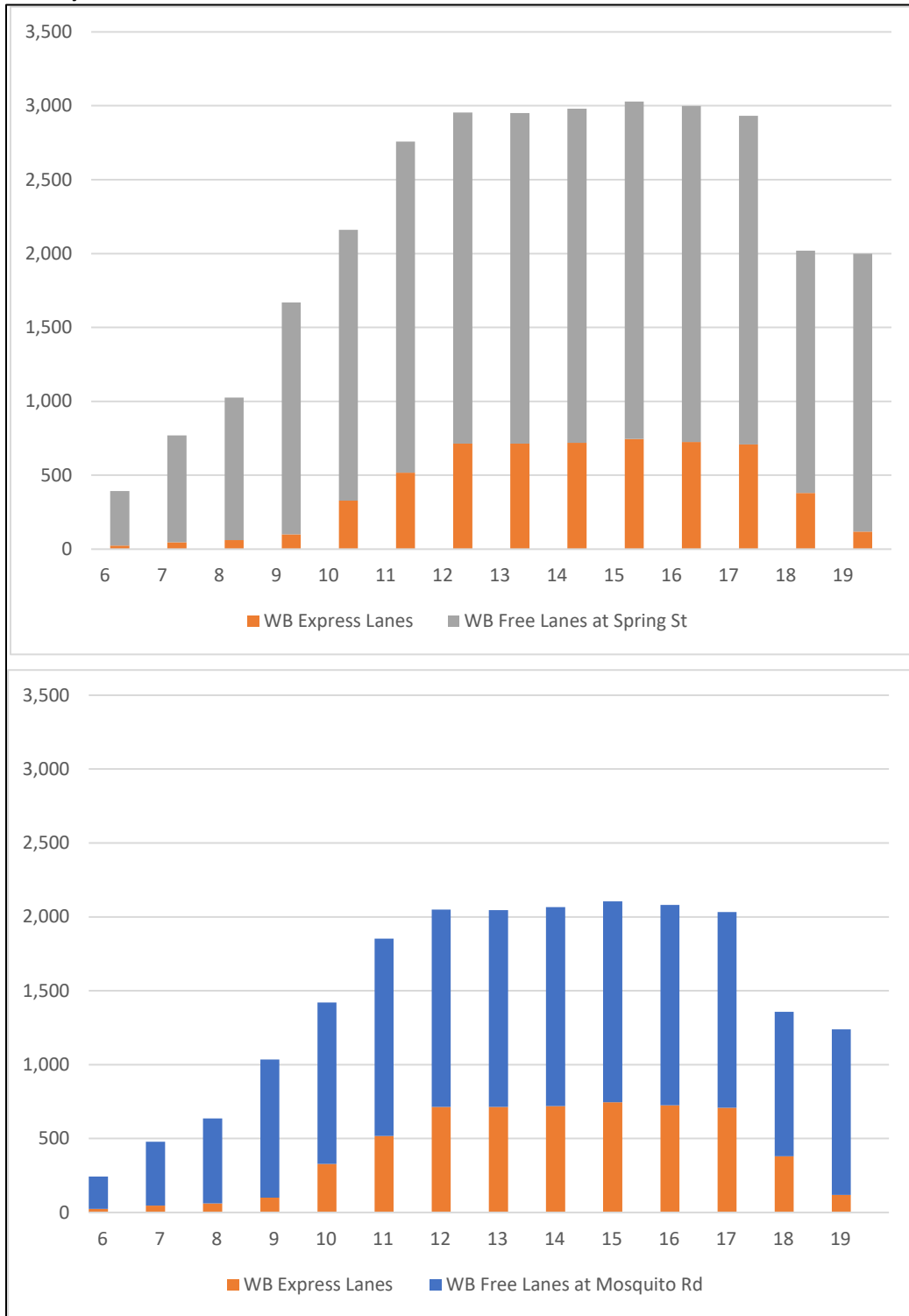
easily accessed by all traffic, the express lanes would attract more traffic during peak traffic periods, when higher delays are expected, and less at night, when little or no delay is expected.

Drivers' willingness to pay is dependent on their value of time. For this sketch-level analysis, recognizing variations in income levels in the region, it was assumed that values of time for out-of-town trips are \$0.295 per minute (or \$17.70 per hour) and values of time for local residents are \$0.266 per minute (or \$16.00 per hour).

Hourly toll schedules were developed for each day of week by direction assuming that tolls would be set low enough to encourage use of the express lanes but high enough to maintain freeflow speeds. Tolls assumed to range from \$0.50 to \$1.75 (in 2021\$) depending on congestion levels in each hour/direction, and the value of time by user group was used to estimate the share of total traffic that would be willing to pay the toll.

Figure 8 illustrates the estimated share of express lanes traffic vs. total westbound traffic demand for a typical holiday in 2025. As shown, the share of demand in the express lanes at Mosquito Road is forecasted to be approximately 700 vehicles per hour out of the total traffic estimated at 2,100 vehicles per hour, or 33 percent. The same traffic, when compared to the higher traffic volumes (3,000 vehicles per hour) at the west end of the corridor, represent approximately 23 percent of total demand.

Figure 8: Estimated Westbound Hourly Express Lane Usage as Share of Total Traffic at Two Locations, 2025 Holiday



Assuming operation 24 hours per day, 365 days per year, the daily traffic and revenue for the express lanes were factored to annual levels. Annual transactions and gross toll revenues are presented in **Table 2** for 2025 through 2045. As shown, gross toll revenues are estimated to be approximately \$1.4 million (in 2021\$) in 2025, increasing to approximately \$1.8 million (in 2021\$) by 2045, driven primarily by traffic growth rates. It is noted that these gross toll revenues do not account for revenue leakage (uncollectible tolls) that may occur due to invalid Fastrak accounts, unreadable camera images, invalid DMV lookups/addresses, non-response to violations notices, etc.

Table 2: Annual Transactions and Toll Revenue, Elevated Express Lanes Through Placerville

Year	Annual Transactions	Annual Gross Toll Revenue (2021\$)
2025	2,004,000	\$1,369,000
2026	2,013,000	1,392,000
2027	2,022,000	1,414,000
2028	2,031,000	1,436,000
2029	2,040,000	1,458,000
2030	2,049,000	1,480,000
2031	2,058,000	1,503,000
2032	2,067,000	1,525,000
2033	2,076,000	1,547,000
2034	2,085,000	1,569,000
2035	2,094,000	1,591,000
2036	2,103,000	1,613,000
2037	2,112,000	1,636,000
2038	2,121,000	1,658,000
2039	2,130,000	1,680,000
2040	2,139,000	1,702,000
2041	2,148,000	1,724,000
2042	2,157,000	1,747,000
2043	2,167,000	1,769,000
2044	2,176,000	1,791,000
2045	2,185,000	1,813,000
Total	43,977,000	\$33,417,000
Notes: Toll revenue numbers do not include deductions for leakage.		

Scenario 2 – Tolling During Trip to Green

In Fall of 2022, the City of Placerville, Caltrans and EDCTC implemented a pilot project called “Trip to Green”, whereby the traffic signals on US 50 in Placerville were held in a solid green phase for through traffic on US 50 and cross-street traffic was rerouted to local streets. The program was tested during the first three weekends of August, September (including Labor Day Monday) and October during 2022. As a potential measure to fund the Trip to Green program, and accumulate funding for the longer-term express lanes improvement, CDM Smith was requested to study the revenue potential for a pricing application during Trip to Green weekends assuming this program becomes a short- to medium-term solution for weekend, holiday and recreation and tourism congestion.

The assumptions for Scenario 2 for this sketch-level analysis include the following:

- Pricing applied during 12 weekends, consisting of 5 holiday weekends and 7 “typical” Fall weekends
- Tolls will be charged to all traffic passing through a zone or gantry, although residents of the immediate area will be exempt
- All tolls would be collected via electronic or video methods (non-stop collection)

Analysis Approach

The following steps were used to evaluate Scenario 2:

1. Identify program parameters
2. Estimate sketch-level traffic and toll revenue

Identify Program Parameters

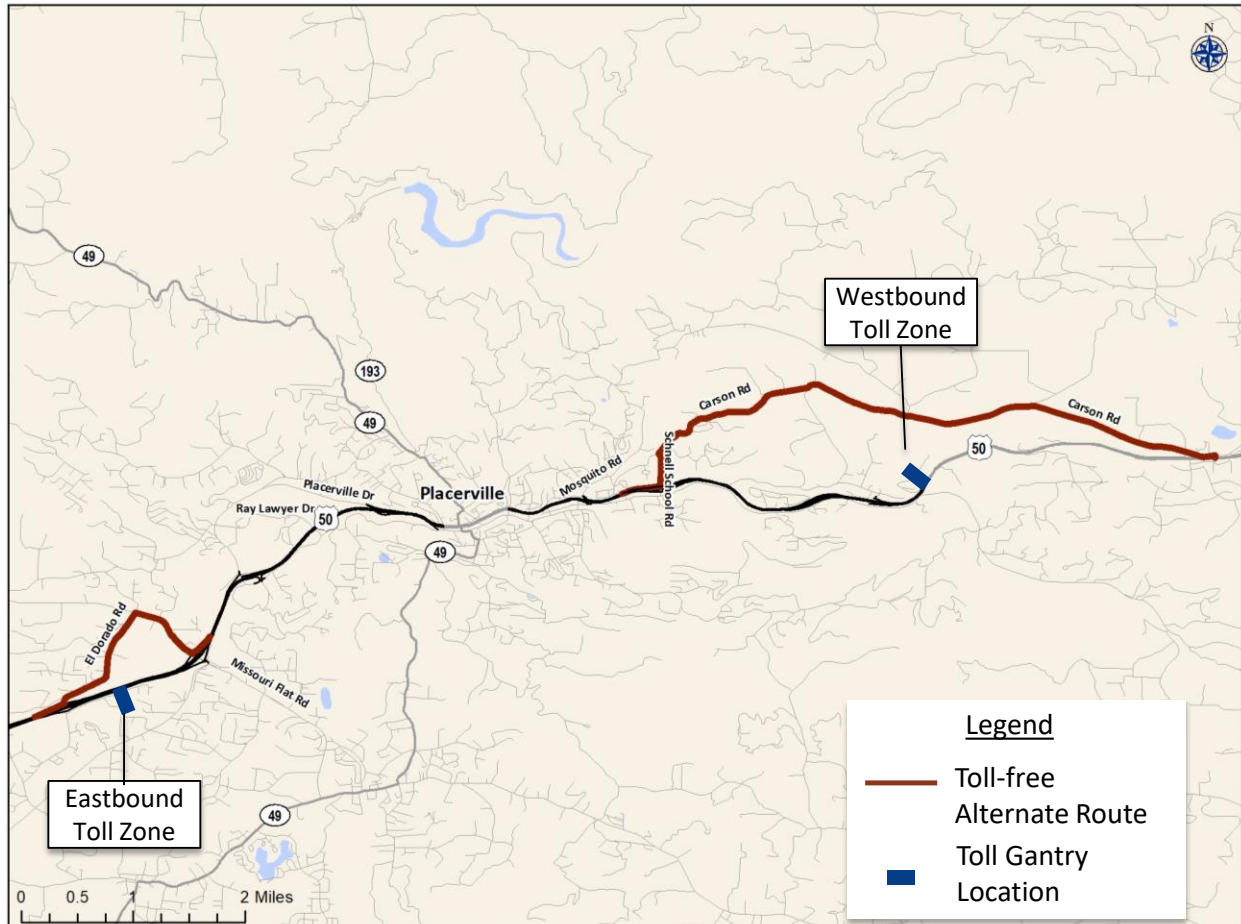
Key elements to assessing the traffic and revenue for Scenario 2 include: identifying the days/weekends that warrant a pricing program of this type; identifying the hourly traffic demand and appropriate hours for pricing; and identifying preferred locations for toll gantries to minimize diversion to local streets. While the Trip to Green program may be in effect for the entire weekend, it was assumed that pricing would only occur during 8 to 10 daytime hours, since there is no congestion during nighttime hours even on peak season weekends.

For Scenario 2 – Trip to Green, Traffic data from PeMS stations were used to create hourly traffic profiles representing for five holiday periods (Memorial Day, Independence Day, Labor Day, Thanksgiving, and Christmas/New Year’s) and a typical Fall weekend.

Next, potential gantry locations were reviewed to identify locations that would be most difficult to bypass and cause the lowest amount of diversion to local streets. The preferred locations were identified to be between El Dorado Road and Missouri Flat Road for eastbound travel and east of Point View Drive for westbound travel (see **Figure 9**). While these are outside of the intersections

subject to the Trip to Green, through trips could easily be captured at these locations. As shown in Figure 9, the possible diversion routes around these toll points are much longer and on lower capacity roadways, which would discourage drivers from leaving US 50.

Figure 9: Potential Tolling Points and Potential Toll-free Diversion Route



Since all traffic would be subject to tolling, local residents would be exempt from pricing since they have few options and are likely to make multiple trips through the priced area. Based on information from the Replica database collected as part of this study, the share of local trips that would be exempt from tolling is estimated to be 10 percent for the purposes of this scenario.

Estimate Sketch-level Traffic and Toll Revenue

For Scenario 2 – Trip to Green, potential tolled transactions were estimated by summing the hourly traffic volumes for three days in each weekend over the priced period and reducing this total by the amount of exempt trips. At a toll of \$1.00, it is assumed that up to 5 percent of traffic would either divert to a toll-free alternate route or consolidate trips to reduce the number of trips across the toll zones over the weekend. Since through trips are not likely to divert around the toll zone given the

long-distance nature of their travel, traffic was considered to be relatively insensitive to higher tolls within a reasonable toll range. Therefore, at tolls of \$1 to \$3 per direction, Scenario 2 is estimated to generate annual gross revenue of approximately \$620,000 to \$1.8 million (2021\$) at current traffic levels with tolling applied to 12 weekends per year. Revenue growth would be proportional to traffic growth for the corridor, ranging between 0.5 to 1.0 percent per year, or about 12 percent through 2035, in the absence of future toll increases, for a range of \$695,000 to \$2.0 million (2021\$).

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We trust these results are suited to your needs. Please let us know if additional information would be useful in your planning for these corridor improvements.

Disclaimer

CDM Smith used currently-accepted professional practices and procedures in the development of the sketch-level traffic and revenue estimates in this report. However, as with any forecast, it should be understood that differences between forecasted and actual results may occur, as caused by events and circumstances beyond the control of the forecasters. In formulating the estimates, CDM Smith reasonably relied upon the accuracy and completeness of information provided (both written and oral) by the El Dorado County Transportation Commission (EDCTC), the California Department of Transportation, and data collected by Wood Rodgers. CDM Smith also relied upon the reasonable assurances of independent parties and is not aware of any material facts that would make such information misleading.

CDM Smith made qualitative judgments related to several key variables in the development and analysis of the traffic and revenue estimates that must be considered as a whole; therefore, selecting portions of any individual result without consideration of the intent of the whole may create a misleading or incomplete view of the results and the underlying methodologies used to obtain the results. CDM Smith gives no opinion as to the value or merit of partial information extracted from this report.

All estimates and projections reported herein are based on CDM Smith's experience and judgment and on a review of information obtained from the multiple agencies listed above. These estimates and projections may not be indicative of actual or future values, and are therefore subject to substantial uncertainty. Certain variables such as future developments, economic cycles, pandemics, government actions, climate change related events, or impacts related to advances in automotive technology etc. cannot be predicted with certainty and may affect the estimates or projections expressed in this report, such that CDM Smith does not specifically guarantee or warrant any estimate or projection contained within this report.

While CDM Smith believes that the projections and other forward-looking statements contained within the report are based on reasonable assumptions as of the date of the report, such forward-looking statements involve risks and uncertainties that may cause actual results to differ materially from the results predicted. Therefore, following the date of this report, CDM Smith will take no responsibility or assume any obligation to advise of changes that may affect its assumptions contained within the report, as they pertain to socioeconomic and demographic forecasts, proposed residential or commercial land use development projects and/or potential improvements to the regional transportation network.

The report and its contents are intended solely for use by the EDCTC, designated parties approved by EDCTC, and CDM Smith. Any use by third-parties, other than as noted above, is expressly prohibited. In addition, any publication of the report without the express written consent of CDM Smith is prohibited.

CDM Smith is not, and has not been, a municipal advisor as defined in Federal law (the Dodd Frank Bill) to EDCTC and does not owe a fiduciary duty pursuant to Section 15B of the Exchange Act to EDCTC with respect to the information and material contained in this report. CDM Smith is not recommending and has not recommended any action to EDCTC. EDCTC should discuss the information and material contained in this report with any and all internal and external advisors that it deems appropriate before acting on this information.



Appendix D

Trip to Green Engagement Summary

ENGAGEMENT SUMMARY

2022



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WHAT IS TRIP TO GREEN?



The Trip to Green (TTG) project set the traffic signals to stay green on both eastbound and westbound US 50 in the City of Placerville so that traffic may flow freely on the first weekend of August, September, and October 2022. US 50 sees nearly 50,000 vehicles per day—and on peak/holiday weekends like those tested, it is even higher. Agritourism, outdoor recreation, and general awareness of the areas in and surrounding the city have evolved to year-round activities and vacation travel to Lake Tahoe, which once was a seasonal expectation of congestion, has become a year-round impact.

The traffic congestion on US 50 also affects the surrounding areas. When traffic backs up, it spills on to local roads that serve as parallel facilities, such as Broadway, Main Street, Airport Road, Pacific Street, and other local roads, which makes it even harder for locals to get around. Businesses are also finding that travelers are not stopping once they get to town because of the travel delays they are already experiencing to get through the intersections.

Permanent improvements take time to plan, design, fund, and ultimately construct. Until long-term solutions are feasible, El Dorado County Transportation Commission (EDCTC), the City of Placerville, and Caltrans were looking to test near-term, lower-cost solutions to relieve congestion and improve the transportation network in and around Placerville. The Trip to Green project is a low-cost simulation of whether and how potential infrastructure improvements could improve traffic flow through Placerville.

Traffic signal closures took place during three weekends:

AUGUST 6 & 7
from 8 am to 8 pm
each day

SEPTEMBER 3, 4 & 5
from 8 am to 8 pm
each day

OCTOBER 1 & 2
from 8 am to 8 pm
each day

TRIP TO GREEN ENGAGEMENT STRATEGY

AIM Consulting was selected to develop and implement a comprehensive public awareness and engagement program for the Trip to Green project. The following methods were used to inform stakeholders, Placerville area residents, local and regional businesses, and the overall traveling public about the Trip to Green project.

These included:

01

Trip to Green website
including content shared
to partner websites

02

An original video
to explain
Trip to Green

03

Stakeholder
notification

04

Dedicated telephone
hotline and
email address

05

Informational
flyers

06

Utility
bill inserts

07

Merchant
engagement

08

Door
hangers

09

Press Outreach &
Media Coverage

10

Social
media

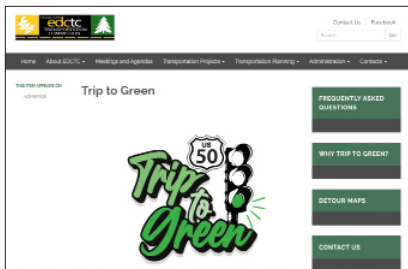
11

Post-project
community survey

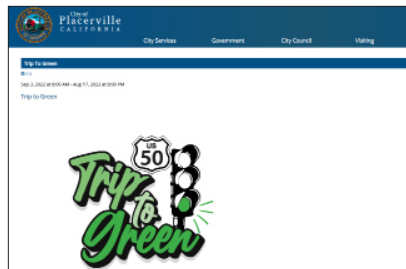
01: Trip to Green Website and Partner Website Content

AIM Consulting created website content for EDCTC to host on their website. Additionally, many websites hosted content regarding the Trip to Green project that Placerville residents, merchants, and the general public could turn to for reference.

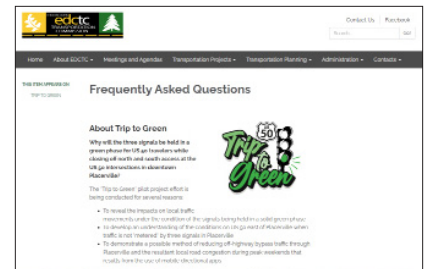
The following is a list of links to those websites:



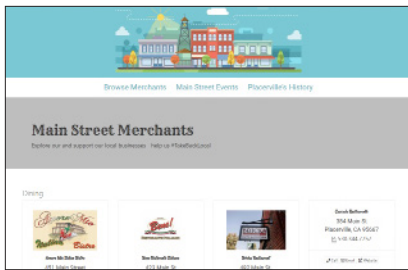
EDCTC's official Trip to Green website



City of Placerville's Trip to Green event information page



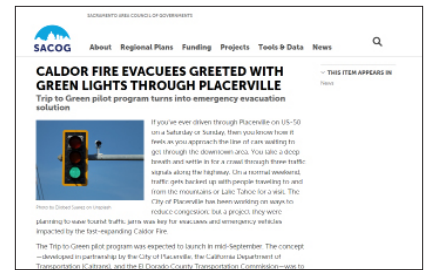
EDCTC's Trip to Green Frequently Asked Questions page



Historic Placerville's list of Main Street merchants



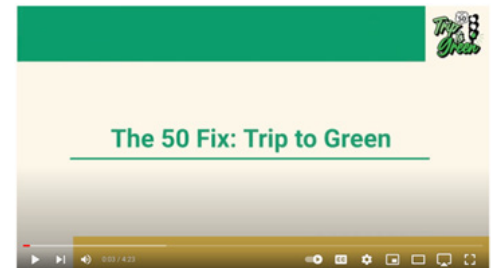
PlacerMainStreet.org Placerville Downtown Association



SACOG's article about green lights for Caldor Fire evacuees in Aug. 2021 (shared as a reminder of the program's planning stages)

02: Video

AIM Consulting created a 4:23-minute long video called "The 50 Fix: Trip to Green" to explain the basics of the Trip to Green project and why it was being implemented. The video was uploaded to YouTube and shared multiple times on the Trip to Green Facebook page throughout the program. It received 247 views.



Screenshot of the Trip to Green video on YouTube

03: Stakeholder Notification

AIM Consulting developed a Stakeholder Database comprising of 262 contacts across the following categories: adjacent neighborhoods, emergency responders/public services, goods movement/package delivery, Main Street businesses, nearby properties, Placerville Drive area businesses, schools (including opposing high schools for athletics), and city/county/public agencies. Each stakeholder in the database received direct notification the week of July 18, 2022, either by email, flyer, and/or phone call.

04: Dedicated Telephone Hotline & Email Address

A call-in hotline was established to create yet another mechanism for people to ask questions and provide feedback on the Trip to Green project. The hotline was available from July through October and could be reached at 530-323-9668. A total of 11 phone calls were received between August 1 and October 3, each of which were responded to within 24 hours of receipt. A summary of the comments and responses are shown in the Appendix.

Additionally, an email address was created as yet another channel for residents and the public to connect with the project team: US50TripToGreen@gmail.com. Eighteen emails were received between July 18 and October 12. A summary of the comments and responses are shown in the Appendix.

05: Informational Flyers

AIM Consulting developed two-sided, full-color informational flyers that included a description of the Trip to Green project, timing, detour maps, contact information, and the variety of ways to ask questions or obtain additional information. These were distributed at public venues such as Placerville City Hall, as well as through utility bill inserts and direct merchant engagement as described below.



The front and back of the informational flyer distributed throughout the city.

06: Utility Bill Inserts

Flyers were included as inserts in two separate billing cycles to utility customers. Approximately 3600 households or businesses were reached in each cycle in July 2022 and September 2022.

07: Merchant Engagement

On July 20, 2022, City of Placerville Mayor Kara Taylor and City Manager Cleve Morris joined the Trip to Green project team to deliver flyers and meet with merchants to discuss the project and answer questions. Every business on Main Street from Mosquito Road to Canal Street received a visit, and many agreed to post the informational flyer in their front windows. See the Appendix for the briefing document that details who participated in these visits.



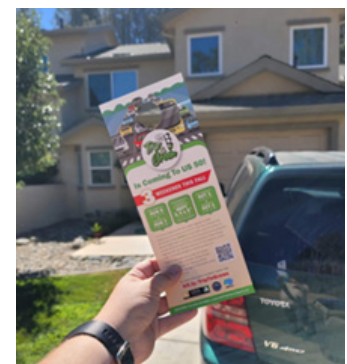
Mayor Taylor meets with Main Street businesses.

08: Door Hangers

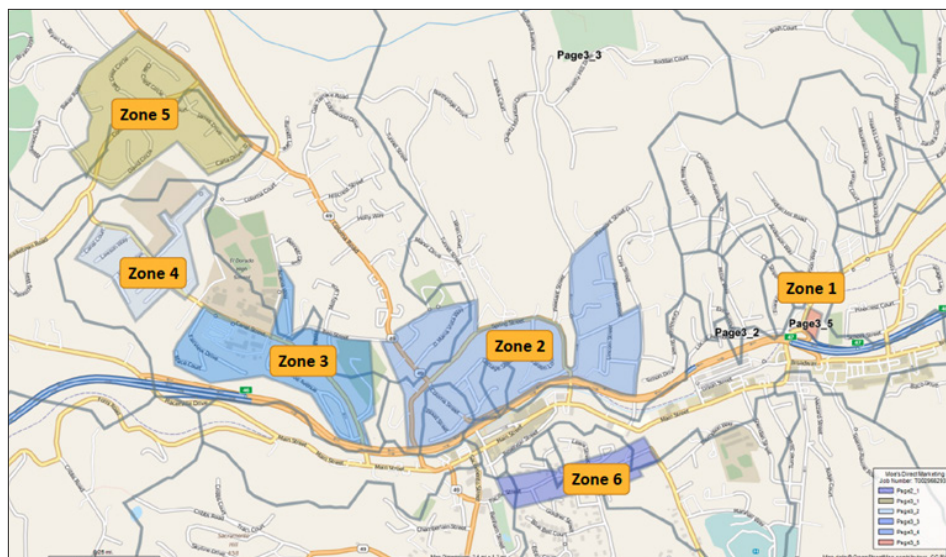
A total of 1200 door hangers were distributed in two rounds to residences both in the immediate area near US 50 and along detour routes. The first round happened August 1-2, hanging 600 door hangers in zones 1, 2, and a portion of zone 6 (see list and map below). The second round happened August 30-31, with another 600 door hangers in the remainder of zone 6, and again to zones 1 and 2. These two distribution periods coincided with the first two closure weekends. Throughout the distribution process, workers from AIM Consulting were able to answer basic questions from residents and direct them to the project website and Facebook page.

The following details the zones where door hangers were distributed:

- Zone 1 on Mosquito Road has 8 addresses.
- Zone 2 just north of downtown in Coloma/Bedford area has 389 addresses.
- Zone 3 is a little further west along Canal Street and has 163 addresses.
- Zone 4 is just north of Zone 3 and has 74 addresses.
- Zone 5 is just north of Zone 4 and has 165 addresses.
- Zone 6 is just south of downtown and has 112 addresses.



1,200 door hangers were distributed throughout Placerville across two different weekends.



Map of Placerville and surrounding area detailing the zones where door hangers were distributed.

09: Press Outreach & Media Coverage

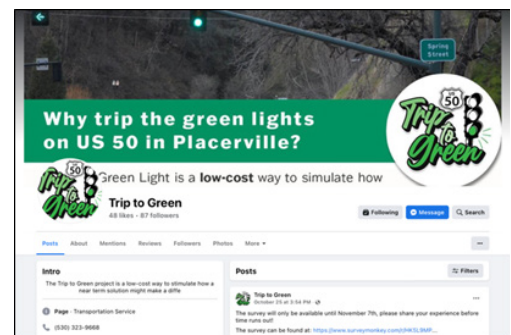
AIM Consulting developed two separate media releases that explained the Trip to Green program, provided background, explained detours, and provided contact information. The first was distributed before the project began, and the second before the final closure weekend. The following news outlets received both media releases: Sacramento Bee, KQVR CBS Channel 13, KXTV ABC Channel 10 (news 10), El Dorado Hills Telegraph, The Clipper, The Mountain Democrat, Village Life, San Francisco Gate, NBC Bay Area, and San Francisco Weekly, and In El Dorado County. See the Appendix for the text of both media releases.

Subsequently, the Trip to Green project got covered by local media outlets, especially around the closure weekends. Coverage includes:

- “Trip to Green granted green light again” via [Mountain Democrat](#) (July 19)
- “Trip to Green: How to get around Placerville this weekend” via [Mountain Democrat](#) (Aug. 5)
- “Trip to Green project implemented on US-50 through Placerville — no red lights on highway on selected dates” via [South Tahoe Now](#) (Aug. 6)
- “Traffic lights to stay green longer along Highway 50 in Placerville as part of a test” via [Fox40](#) (Aug. 7)
- “Trip to Green test vexes some, impresses others” via [Mountain Democrat](#) (Aug. 10)
- “Highway 50 signals to go green again” via [Mountain Democrat](#) (Aug. 31)
- “Why you’ll see nothing but green lights on Hwy 50 through Placerville this weekend” YouTube video via [ABC](#) (Sept. 1)
- “Traffic signals along Highway 50 in Placerville stay green during Labor Day weekend” via [ABC10](#) (Sept. 1)
- “Placerville residents, businesses ‘frustrated’ by green stoplight program along Highway 50” via [KCRA](#) (Sept. 3)
- “Share thoughts on Trip to Green” via [Mountain Democrat](#) (Oct. 26)
- “Trip to Green pilot takes off in Placerville: Study sheds light on new traffic solutions” via [SACOG](#) (Oct. 31)

10: Social Media

AIM Consulting created content for and managed a Facebook account throughout the project’s tenure. The Trip to Green Facebook account was created on July 7, 2022 to provide yet another avenue to inform the public of the program and its reasoning, while reminding people as the three closure weekends approached. Throughout the project, AIM Consulting staff created original content, linked EDCTC official resources, and emphasized community connections by sharing media coverage and content from partner pages including the City of Placerville, El Dorado County, and the Placerville Police Department. Furthermore, at least a week before each of the three closure weekends, posting would increase to at least two times per day to increase page reach. See the Appendix for detailed statistics, post content and engagement, and more.



Screenshot of the Trip to Green Facebook page.

11: Post-Project Community Survey

Following the completion of the Trip to Green project, El Dorado County Transportation Commission (EDCTC) implemented a three-week online community survey to engage residents and community members in the City of Placerville and beyond in a discussion about ways to ease traffic congestion on US 50, especially during peak travel times. The survey was open from October 17 through November 7, 2022 and received 559 responses.

Methodology

The online community survey consisted of thirteen (13) multiple-choice and open-ended questions asking participants how they are connected to Placerville, their experience with the Trip to Green project, and their suggestions on how to solve peak season traffic congestion on US 50. Twelve of the thirteen questions provided a multiple-choice opportunity, with four of those questions adding an opportunity for write-in responses. The final question was entirely open-ended as a space for respondents to communicate anything that was not captured in the rest of the survey.

The thirteen questions are listed below:

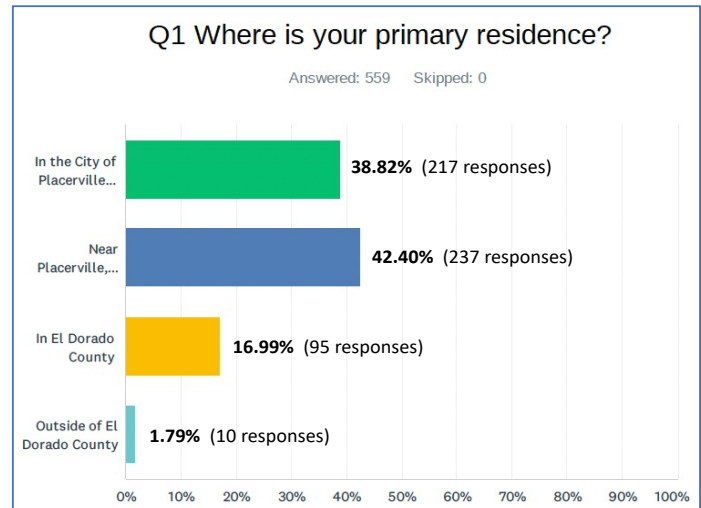
1. Where is your primary residence?
2. PAST EXPERIENCE: Has peak seasonal congestion on US 50 impacted you in any way (i.e. during Apple Hill or Tahoe Recreational Traffic)?
3. PAST EXPERIENCE: Has peak seasonal traffic congestion on US 50 impacted your ability or willingness to travel to goods and services in and around the City of Placerville?
4. If yes, what changes did you make?
5. TRIP TYPE: How did you experience Trip to Green? (check all that apply)
6. TRAVEL MODE: What method of travel did you use during Trip to Green? (check all that apply)
7. LOCAL MOBILITY/CIRCULATION: Did Trip to Green improve how you travel in and around Placerville compared to how you would typically during peak seasonal congestion events (i.e. Apple Hill Season, Holiday weekends, Sunday afternoons)?
8. LOCAL MOBILITY/CIRCULATION: During Trip to Green, how did it affect your decision to visit Main Street in Placerville?
9. SAFETY: In the event of an emergency, would you feel safer with Trip to Green activated and congestion reduced on local streets?
10. OVERALL EXPERIENCE: Did you find it easier to access goods and services in and around the City of Placerville during Trip to Green?
11. Would you support ongoing implementation of Trip to Green during peak traffic congestion periods or while Main Street is closed for events?
12. If you answered no or maybe to the previous question, what is your suggestion to address traffic congestion in and around Placerville due to the three signals on US 50?
13. Do you have any additional comments?

Overview of Results

Below is a summary of the 559 community submissions broken down by question. A full list of the comments submitted is available in this document's appendix.

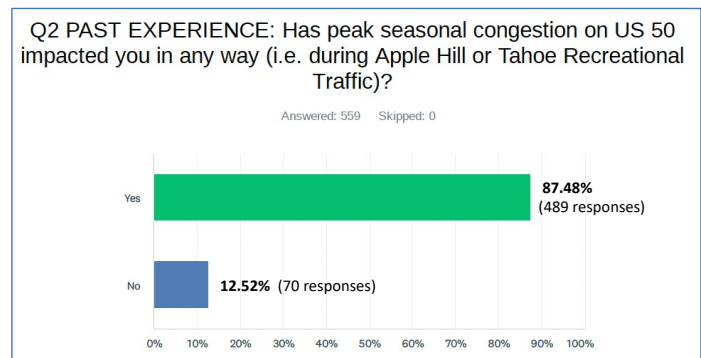
Question 1: Where is your primary residence?

- 217 respondents live within the city limits of Placerville (38.82%).
- 237 respondents live near Placerville but outside city limits (42.40%).
- 95 respondents are El Dorado County residents (16.99%).
- 10 respondents reside outside of the County entirely (1.79%).



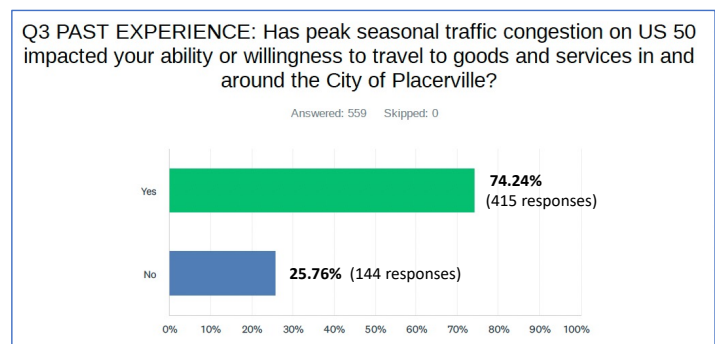
Question 2: PAST EXPERIENCE: Has peak seasonal congestion on US 50 impacted you in any way (i.e. during Apple Hill or Tahoe Recreational Traffic)?

- 489 respondents expressed that yes, peak seasonal congestion on US 50 has indeed impacted them in some way (87.48%).
- Only 70 respondents indicated “no” to this question (12.52%).



Question 3: PAST EXPERIENCE: Has peak seasonal traffic congestion on US 50 impacted your ability or willingness to travel to goods and services in and around the City of Placerville?

- 415 respondents expressed that peak seasonal traffic congestion impacted their ability or willingness to travel to goods and services in and around Placerville (74.24%).
- 144 respondents indicated congestion did not impact their ability nor willingness (25.76%).

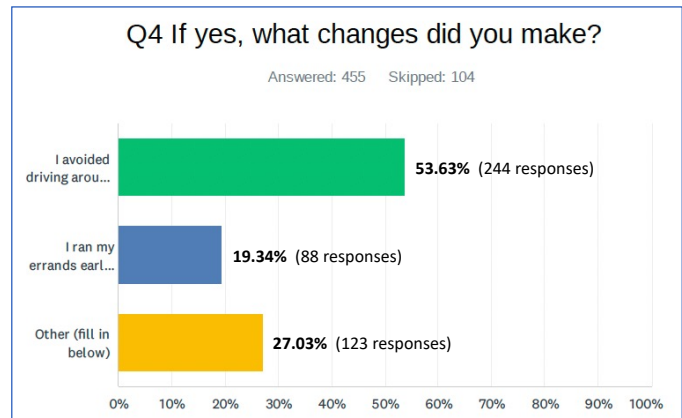


Question 4: If yes, what changes did you make?

This follow-up question allowed people to indicate how they changed their behavior around seasonal traffic congestion.

- 244 respondents (53.63%) selected “I avoid driving around town on Sunday afternoons.”
- 88 respondents (19.34%) said “I ran my errands early in the morning to avoid traffic.”
- 123 respondents selected “other,” (27.03%) and were able to type in their responses.

A good deal of those write-ins indicates that they use both of the listed strategies. See the Appendix for a comprehensive list of all write-in responses.



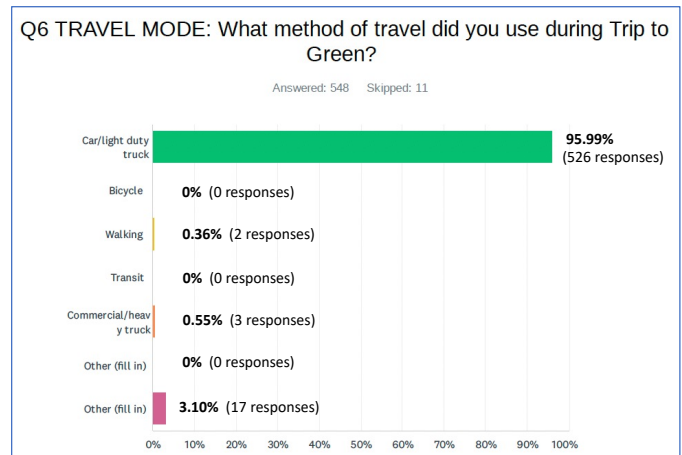
Question 5: TRIP TYPE: How did you experience Trip to Green? (check all that apply)

- 361 respondents selected “I traveled on US 50 through the Trip to Green corridor (Placerville Drive through Schnell School Road) on my way to a destination outside Placerville” (64.93%).
- 319 respondents selected “I traveled on local roads/detours along the Trip to Green corridor” (57.37%).
- 57 respondents noted they “did not travel this corridor during Trip to Green” (10.25%).



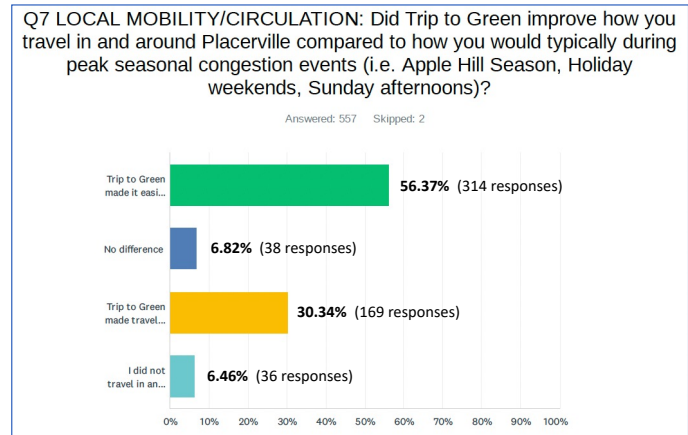
Question 6: TRAVEL MODE: What method of travel did you use during Trip to Green? (check all that apply)

- 526 respondents (95.99%) noted they used a car/light-duty truck to travel during Trip to Green.
- 2 respondents walked (.36%).
- 3 used a commercial/heavy truck (.55%).
- 17 filled in another answer (3.10%). See the Appendix for a comprehensive list of all write-in responses to this question.



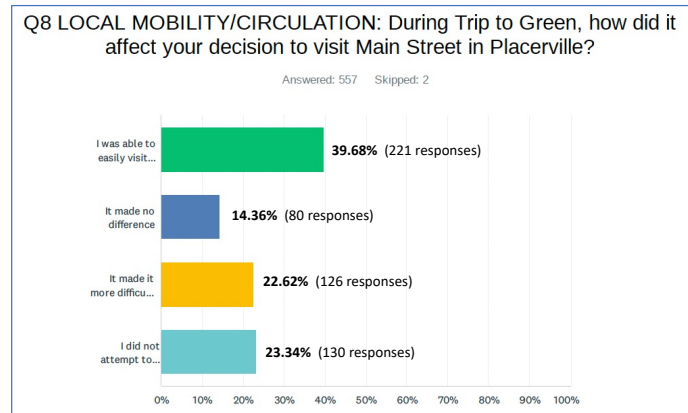
Question 7: LOCAL MOBILITY/CIRCULATION: Did Trip to Green improve how you travel in and around Placerville compared to how you would typically during peak seasonal congestion events (i.e. Apple Hill Season, Holiday weekends, Sunday afternoons)?

- 314 respondents (56.37%) expressed that Trip to Green made it easier to get around.
- 169 respondents noted the project made travel more difficult (30.34%).
- 38 respondents reported no difference in ease of travel (6.82%).
- 36 respondents did not travel in and around Placerville during Trip to Green (6.46%).



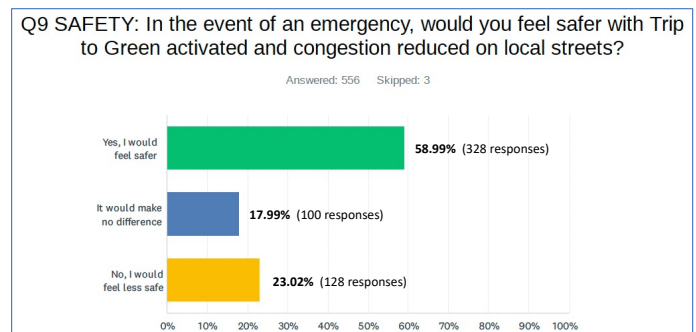
Question 8: LOCAL MOBILITY/CIRCULATION: During Trip to Green, how did it affect your decision to visit Main Street in Placerville?

- 221 respondents (39.68%) were able to easily visit Main Street during Trip to Green.
- 80 respondents saw no difference (14.36%).
- 126 respondents noted it was more difficult to visit Main Street (22.62%).
- 130 respondents did not attempt to visit Main Street during the Trip to Green weekends (23.34%).



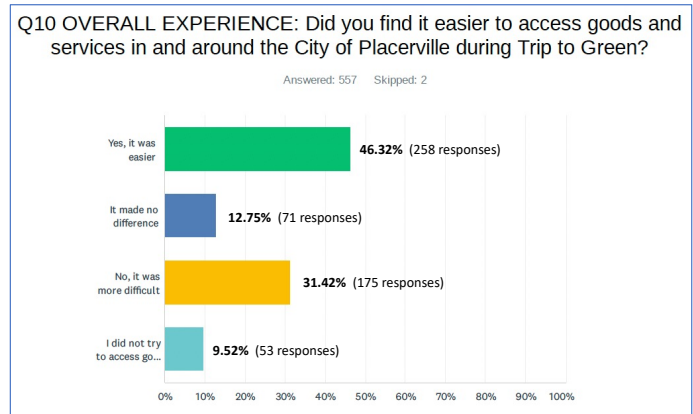
Question 9: SAFETY: In the event of an emergency, would you feel safer with Trip to Green activated and congestion reduced on local streets?

- 328 respondents (58.99%) said they would indeed feel safer during an emergency with Trip to Green activated.
- 100 respondents said they would not feel safer (17.99%).
- 128 respondents expressed neutrality (23.02%).



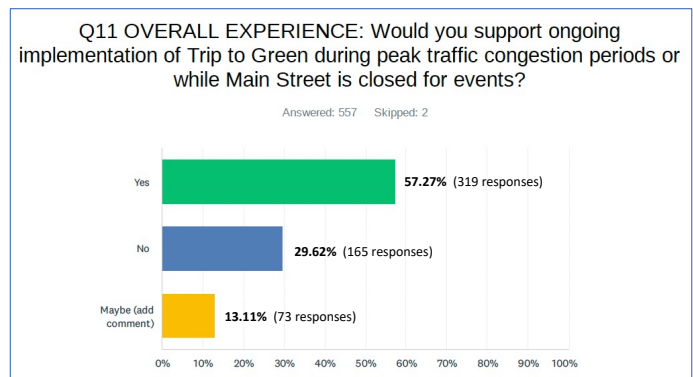
Question 10: OVERALL EXPERIENCE: Did you find it easier to access goods and services in and around the City of Placerville during Trip to Green?

- 258 respondents found it easier to access goods and services in and around the city during Trip to Green (46.32%).
- 71 respondents found it to be neutral(12.75%).
- 175 respondents found it to be more difficult (31.42%).
- 53 respondents did not try to access goods and services during the Trip to Green weekends (9.52%).



Question 11: Would you support ongoing implementation of Trip to Green during peak traffic congestion periods or while Main Street is closed for events?

- 319 respondents noted they would support the future use of Trip to Green to ease traffic congestion (57.27%).
- 165 respondents (29.62%) said no.
- This question had a write-in option, which 13.11% utilized.



Common themes in the write-ins include support for Trip to Green with modifications (adjusting the hours, reducing the hours, using it only if Main Street is closed); supporting it only if it does not have negative impacts on Main Street merchants and the Placerville economy; and recognizing it is not a permanent solution, but useful for now.

See the Appendix for a comprehensive list of all write-in responses to this question.

Question 12: If you answered no or maybe to the previous question, what is your suggestion to address traffic congestion in and around Placerville due to the three signals on US 50?

This question is a follow-up to the previous one; only about half of the respondents answered it.

- Most that responded wrote in their own idea (23.61%, summarized below).
- “Start planning for a US 50 bypass of Placerville” (53 responses, 18.40%).
- “Do nothing, traffic congestion is good for business, and if it worsens over the years, we’ll just deal with it” (50 responses, 17.36%).
- “Do nothing, the traffic is not that bad” (45 responses, 15.63%).
- “Work to obtain funding and construct an overpass that is estimated at hundreds of millions and would take more than 10 years to construct” (40 responses, 13.89%).
- “Work toward construction of a tolled two-lane flyover of Placerville for through travelers” (32 responses, 11.11%).

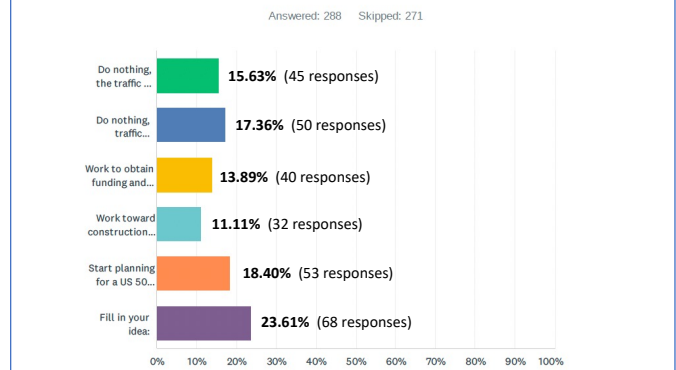
Question 13: Do you have any additional comments?

This intentionally open-ended question captured any feedback that wasn’t already addressed in the rest of the survey. While less than half of respondents wrote something (199), most answers were multiple sentences and intentional. Answers tended to fall into three main categories:

- Very positive toward Trip to Green, recognizing it as an excellent near-term solution that addresses a growing problem, and some wished it continued into Apple Hill season.
- Very negative toward Trip to Green, including seeing it as killing Placerville and/or the businesses on Main Street, or highlighting its inconvenience for residents for the sake of tourists.
- Seeking small changes to the Trip to Green program, such as those listed above in previous questions (happen more or less frequently, for longer or shorter times, modifying the hours at which it runs, etc.).

See the Appendix for a comprehensive list of all responses to this question.

Q12 If you answered no or maybe to the previous question, what is your suggestion to address traffic congestion in and around Placerville due to the three signals on US 50?



- Common themes in the write-ins include modifications to Trip to Green (happen more frequently or less frequently, for shorter or longer durations at a time); better light timing; other traffic-calming measures, such as roundabouts, under crossings, or additional lanes; and putting the cost on tourists or tourism destinations. See the Appendix for a comprehensive list of all write-in responses to this question.

APPENDIX A PRINT AWARENESS MATERIALS

The front and back of the flyer sent in the two cycles of utility bills, made available throughout the city, and hand-distributed to merchants; and the door hanger (same design printed on both sides).

3 WEEKENDS THIS FALL

Why Trip to Green on US 50?
Trip to Green is a low-cost way to simulate how a near-term technology or permanent infrastructure solution might impact a difference when it comes to local and regional traffic. This temporary pilot program is meant to test the concept and evaluate the effectiveness and impacts on the community before any permanent short- or long-term solutions are identified or pursued. After the closures, technical data, such as the changes to traffic queues, traffic delay, air quality, as well as feedback from the residents and businesses in the area, will help inform EDC/IC, the City of Placerville, and Caltrans as they evaluate what does and does not work for the community.

3 WEEKENDS THIS FALL

- SATURDAY AUG 6** 6 AM - 6 PM
- SUNDAY AUG 7** 8 AM - 4 PM
- SATURDAY OCT 1** 6 AM - 6 PM
- SUNDAY OCT 2** 8 AM - 4 PM
- WEEKEND SEPT 3, 4 & 5*** 6 AM - 6 PM (Subject to weather)

For three weekends this fall, traffic signals on both eastbound and westbound US 50 in the City of Placerville will be set to stay GREEN so that traffic may flow freely. To ensure safe travel, northbound and southbound movements across US 50 at Center Street, Spring Street (State Route 49/Highway 49), and Bedford Avenue will be closed to public traffic, allowing emergency vehicle access only. Right-in and right-out access will remain available at Spring Street, Center Street, and Bedford Avenue. Detours will be available, and signage will be posted along each detour route.

LEARN MORE AT: bit.ly/TripToGreen

DETOUR MAPS AND ROUTES

Signage will be posted along each detour route. Visit the project website at bit.ly/TripToGreen for more information on detours.

Visit the project website: bit.ly/TripToGreen

During the closures, right-in and right-out access will remain available at:

Spring Street: Travelers will have the ability to turn right on Spring Street from US 50 in both the eastbound and westbound directions. They will also be able to turn right onto westbound US 50 from Spring Street. Only emergency vehicles will have access in the north and southbound directions as needed.

Center Street: Travelers will have right-in and right-out access to and from Center Street on westbound US 50. The Center Street westbound off-ramp to Spring Street (State Route 49) will remain open.

Bedford Avenue: Travelers will have the ability to turn right on Bedford Avenue from US 50 in both the eastbound and westbound directions. They will also be able to turn right onto westbound US 50 from Bedford Avenue. Only emergency vehicles will have access in the north and southbound directions as needed.

Caltrans Street: Access in the north and southbound directions across US 50 will be prohibited for the duration of Trip to Green.

US 50 emergency will be available at:

- Placerville Drive
- Ray Lanier Drive
- Day Street
- Canon Road
- Missouri Road
- School School Road

QUESTIONS? Call (530) 323-9668 or email US50TripToGreen@gmail.com

Is Coming To US 50!

3 WEEKENDS THIS FALL

3 WEEKENDS THIS FALL

- SATURDAY AUG 6** 6 AM - 6 PM
- SUNDAY AUG 7** 8 AM - 4 PM
- SATURDAY OCT 1** 6 AM - 6 PM
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For three weekends this fall, traffic signals on both eastbound and westbound US 50 in the City of Placerville will be set to stay GREEN so that traffic may flow freely. To ensure safe travel, northbound and southbound movements across US 50 at Center Street, Spring Street (State Route 49/Highway 49), and Bedford Avenue will be closed to public traffic, allowing emergency vehicle access only. Right-in and right-out access will remain available at Spring Street, Center Street, and Bedford Avenue. Detours will be available, and signage will be posted along each detour route.

For more information on detour routes, visit bit.ly/TripToGreen

QUESTIONS? Call (530) 323-9668 or email US50TripToGreen@gmail.com

APPENDIX B

LOG OF HOTLINE CALLS & REPLIES

DATE CALL RECEIVED: 8/1/22

Comment/Question: Concern with speeding on Airport Road as happened with last year's evacuations, wants CMS posted to remind people of 25mph speed limit.

Date of response: 8/2/22

Project Team Response: Airport Road is not on the detour, but team will be monitoring traffic speeds and consider signage if a problem occurs (left voicemail).

DATE CALL RECEIVED: 8/2/22

Comment/Question: Why were these weekends chosen? Will there be an interactive map on the detours? How can her guests get back on to US 50?

Date of response: 8/2/22

Project Team Response: Weekends represent a variety of recreational traffic conditions. There are detour maps on project website, though not interactive. Walked her through the detours and explained her guests could get onto westbound US 50 from her house north of the highway via right turn at Canal.

DATE CALL RECEIVED: 8/5/22

Comment/Question: Objects to/opposes detour traffic going past her house on Combellack Road. She plans to complain to City Hall.

Date of response: N/A

Project Team Response: Let the team know of caller's objection

DATE CALL RECEIVED: 8/5/22

Comment/Question: Wants to know if the Coloma Shuttle will be able to connect across US 50 from SR 49 to SR 193.

Date of response: 8/5/22

Project Team Response: Assured her that her drivers could get where they needed to go; there were detours to get across US 50 and directed her to maps on website.

DATE CALL RECEIVED: 8/6/22

Comment/Question: Opposes the closure of access to US 50, and expressed concern about the merchants downtown. Did not need a return call.

Date of response: N/A

DATE CALL RECEIVED: 8/15/22

Comment/Question: Has questions and concerns.

Date of response: 8/15/22 & 8/18/22

Project Team Response: Left message with direct number on 8/15. Called caller again on 8/18 and spoke with her. She resides on Canal Street and has a Main Street business. She likes the signals on US 50 as is and thinks the project will hurt downtown. Should be better signage for detours.

DATE CALL RECEIVED: 8/31/22

Comment/Question: Has questions about Trip to Green.

Date of response: 8/31/22

Project Team Response: Caller lives on Middletown Road and it has become a "speedway" with the detours coming down his street. Wants speed enforcement. He said Placerville Police Department said they were unaware of Trip to Green. He asked who at the city was in charge, and I said Rebecca is the point person, and gave her phone number.

DATE CALL RECEIVED: 9/3/22

Comment/Question: Three calls one minute apart from same person. Is angry about Trip to Green closures for local streets, expressed his strong opposition with profanity. Did not need a call back

Date of response: N/A

DATE CALL RECEIVED: 9/3/22

Comment/Question: Two more calls, one minute apart, one minute after last call above from the same person using a different phone. Continues to be angry about Trip to Green closures for local streets, all five calls include the phrase "How stupid are you?" and several stating the City Council should be fired.

Date of response: N/A

DATE CALL RECEIVED: 9/5/22

Comment/Question: Area resident/Main Street business owner with questions about the why of Trip to Green.

Date of response: 9/6/22

Project Team Response: Explained Trip to Green rationale and will send her link to Recreational Travel Study. She owns a store on Main Street and notes 95% of her business is from Bay Area, and felt her receipts were down at least 50% over Labor Day. She notes that Trip to Green is very impactful on residents and businesses and makes it much more difficult to get around via detour.

DATE CALL RECEIVED: 10/3/22

Comment/Question: Area resident wants to know how to vote "no" on Trip to Green happening again.

Date of response: 10/3/22

Project Team Response: Explained survey would be available and offered to send link when it goes live.

APPENDIX C

LOG OF EMAILS & REPLIES

EMAIL #1: JULY 18

Message:

Please send your Trip to Green flyer electronically so we can publish to our database. Thank you.

Response:

We appreciate your inquiry. Hopefully, you received the Trip to Green flyer that was e-mailed to all the stakeholders, including the El Dorado County Chamber of Commerce, in late July.

EMAIL #2: JULY 26

Message:

We live off Mosquito within the city limits, the gridlock this may cause is concerning, if there is a medical emergency, how is a person to easily access the south side of 50 ie; Marshall hospital?

Also, are you going to suspend the one-way traffic restrictions on Coleman from Clay to Bedford?

Residents of the city of Placerville will be truly inconvenienced to accommodate the travelers of Highway 50, how does that make sense? How about closing the remaining off ramps ,allowing only residents..

Your idea in my opinion is flawed and I hope you learn after the 1st closure in Sept.

Response:

We appreciate your comments and questions on the Trip to Green pilot project. The team has included emergency responders in the planning for this project. Emergency vehicles will have access across US 50 as needed, and each closure location is staffed to ensure that emergency access is available. One way traffic on Coleman was not suspended.

One driving factor behind the Trip to Green project is to respond to complaints of residents of the City of Placerville that are already being inconvenienced by travelers on US 50. Backups on the highway have driven many of these pass-through travelers into the downtown and residential areas, jamming up the local roads for residents. This pilot idea allows those traveling on US 50 to stay on US 50, while still allowing right turns into and off the highway.

As noted, this project tests the idea to see how it is received by residents, businesses, and the traveling public, as well as providing data on the impacts to traffic. This information will help guide what, if any, permanent solutions to traffic backups on US 50 are pursued.

EMAIL #3: AUGUST 4

Message:

I am wondering if you can point me to the CEQA documentation filed for the project as required under Pub. Res Code Section 21065? Or the traffic study that was prepared to analyze the project?

Response:

We appreciate your inquiry. The Trip to Green project is a traffic management project and determined categorically exempt pursuant to [CEQA Guidelines Section 15301\(c\)](#). This pertains to Class 1 exemptions which addresses existing facility operations, maintenance, etc., inclusive of existing highways and streets with either negligible or no expansion of the use.

A traffic study of US 50 was prepared as part of the US 50 Recreational Travel Hot Spot Study completed in 2021:

<https://edctc.specialdistrict.org/files/9a717a3b6/D3+Recreation+Travel+Hot+Spot+Study+Final+10-19-21.pdf>

The plan and technical information for the Trip to Green pilot project ("Proof of Concept") is shown here: <https://www.edctc.org/files/d82dd67fb/10B-US50+Action+Plan+-+Proof+of+Concept+Report+Draft+Jan+22.pdf>

EMAIL #4: AUGUST 8

Message:

My name is ___ and I am a lifelong resident of Placerville and also (an employee at a business on Main Street). I am reaching out because we have just experienced the first weekend of the pilot program which keeps all lights green and limits highway access into Main Street from the three stoplights present in our town. I am wondering if there will be any public meeting to address the impacts this program has to local business. If there is, I would definitely like to participate and offer my feedback. If no such meeting is scheduled, I will say directly that this past weekend has demonstrated the acute negative impact such a program would have on businesses on Placerville's Main Street.

While the cross-traffic closure produces less of a detrimental effect on Friday eastbound traffic, as vehicles are still able to turn right into Main Street on there way from points west toward Lake Tahoe, on Saturday and Sunday, through traffic is completely incapable of stopping in Placerville without negotiating detours which many travelers are unwilling or unable to navigate in order to access our downtown. Concordantly, I have firsthand been witness to the detrimental effect this has caused on business at my restaurant.

I do not claim to have an answer to address why this program was trialed, but I do think it is important that a public discussion is enacted so that its organizers can better understand that this program translates into serious economic harm for the very populace it seeks to benefit.

Thank you for your time and consideration.

Response:

We appreciate your comments. The Trip to Green was a pilot project to try a creative approach to address the complaints of Placerville area residents and businesses about traffic congestion on US 50. Backups on the highway have driven many of these pass-through travelers into the downtown and residential areas, jamming up the local roads for residents. This pilot idea allows those traveling on US 50 to stay on US 50, while still allowing right turns into and off the highway.

As noted, this project tests the idea to see how it is received by residents, businesses, and the traveling public, as well as providing data on the impacts to traffic. This information will help guide what, if any, permanent solutions to traffic backups on US 50 are pursued.

There are a couple of ways that we are soliciting feedback on the Trip to Green project. One is the online community survey that is running through November 7, which can be accessed at <https://www.surveymonkey.com/r/HK5L9MP>

The other opportunity to voice your opinion is the upcoming public workshop, set for Thursday, December 8 from 5:00 – 7:00 pm at the Placerville Town Hall, 549 Main Street in Placerville. The Trip to Green project is part of the development of the US 50 Corridor Action Plan to look at short and long term approaches to addressing the traffic congestion issues on US 50. We hope to see you there!

EMAIL #5: AUGUST 8

General Comment submitted to EDCTC and forwarded to box

Message:

I would like to make a complaint against the all green light all weekend. Our taxes should go to what's best and easier for the residents of this county. I can't imagine any merchant downtown being ok with this option of waving by all of their potential patrons ALL weekend long.

No response necessary

EMAIL #6: AUGUST 8

General comment given to EDCTC forwarded to box

Message:

The "all green light" test is proving this is not a good idea. As a local, I intentionally avoided the area because of the confusion and was going to cause. Not to mention being unable to turn off 50 to Main St. Yes, we can go the back way in, but we should not be prohibited from using Hwy 50 to access downtown.

No response necessary

EMAIL #7: AUGUST 9

Message:

Hi there,

I'm a server at a main st restaurant and noticed a huge decline in patronage during the trip to green days this last weekend. On a Sunday morning shift I usually net between \$900-1200 for my restaurant but this week it was \$76. It was a huge pay loss for me individually and a huge loss for the business. It impacted us almost as badly on Saturday, but I think Sunday was worse because people are usually returning from Tahoe that day, and the no left turns made it seem impossible for them to access main st. even if they had intended to stop. The signage on the freeway wasn't clear enough to direct tourists to use Broadway or Placerville drive exits to go downtown.

As far as making these changes permanent or implementing them during holidays and busy seasons for our area, that would mean death for many main st businesses. We rely on the traffic slowing down enough to notice our small town, and if they don't then we miss out on a tourist season that floats this town the rest of the year.

I understand the desire to address apple hill/Tahoe traffic but I hope another solution can be found. This one hurt us all pretty significantly.

Thanks for your time.

Response:

Thank you for your comments. Please know that the team made a concerted effort to get the word out to Main Street businesses to ensure you were aware of the project ahead of time, as we knew this could be impactful.

Your comments are the kind of specific feedback we are looking for as we evaluate the Trip to Green idea to see how it is received by residents, businesses, and the traveling public, as well as providing data on the impacts to traffic. This information will help guide what, if any, permanent solutions to traffic backups on US 50 are pursued.

EMAIL #8: AUGUST 10

Message:

As a long-time resident of Placerville I strongly oppose the Trip to Green nonsense. We rely on our local businesses to provide income for the well-being of our city. Furthermore, the time of year that you're closing Highway 50 is the very time when we get (used to get) the most tourists. This is OUR city, we pay taxes and maintain the vitality of our community. You are destroying our city. I will support the city and our businesses suing you for damages.

Response:

We appreciate your comments. The Trip to Green was a pilot project to try a creative approach to address the complaints of Placerville area residents and businesses about traffic congestion on US 50. Backups on the highway have driven many of these pass-through travelers into the downtown and residential areas, jamming up the local roads for residents. This pilot idea allows those traveling on US 50 to stay on US 50, while still allowing right turns into and off the highway to access local businesses.

As noted, this project tests the idea to see how it is received by residents, businesses, and the traveling public, as well as providing data on the impacts to traffic. Your opposition to the Trip to Green idea is noted, and will help guide what, if any, permanent solutions to traffic backups on US 50 are pursued.

EMAIL #9: AUGUST 10**Message:**

As a resident of El Dorado county I strongly oppose the Trip to Green nonsense. We rely on our local businesses to provide income for the well-being of our city. Furthermore, the time of year that you're closing Highway 50 is the very time when we usually get the most tourists. This is OUR city, we pay taxes and maintain the vitality of our community.

You are destroying Placerville and inconveniencing El Dorado residents to serve the interests of the affluent from Sacramento and San Francisco counties.

I will support Placerville, El Dorado County, and our businesses suing you for damages.

Response:

We appreciate your comments. The Trip to Green was a pilot project to try a creative approach to address the complaints of Placerville area residents and businesses about traffic congestion on US 50. Backups on the highway have driven many of these pass-through travelers into the downtown and residential areas, jamming up the local roads for residents. This pilot idea allows those traveling on US 50 to stay on US 50, while still allowing right turns into and off the highway to access local businesses.

As noted, this project tests the idea to see how it is received by residents, businesses, and the traveling public, as well as providing data on the impacts to traffic. Your opposition to the Trip to Green idea is noted, and will help guide what, if any, permanent solutions to traffic backups on US 50 are pursued.

EMAIL #10: AUGUST 10**Message:**

I think this weekend was a great success - went into town on the way to Groveland (we live above Chili Bar) and there was really not major impact to getting into / from town. The diversion down Combellack and left at Home Depot was quick.

Would love to understand (and if I can help support) wider plans to address the challenge of traffic backing up in town on a longer-term basis. I notice in the Mountain Democrat that various plans were proposed in 1996 and 2019. We moved here in 2012 so I missed that first round (and seemingly the second too!)

Are there links / summaries of the proposed solutions?

For the future business environment in the town, one idea that strikes me is that the City parking garage near the clocktower could become an EV charging hub - at the moment there's obviously the Bank of America or the Tesla / Chargepoint stations by McDonald's at Target.

In the very near future everyone coming up from the Bay will be looking for somewhere to charge and grab a bite to eat or a coffee on the way to / from Tahoe as EV's take off (sales just passed the magic threshold of 5% last year and will rise quickly with gas prices and the new Senate bill that passed)...

Placerville could get ahead of the curve by offering an easy option that would benefit all the businesses on Main St by attracting stopping traffic - while those that want to just transit through could benefit from the Green light initiative.

Would love to discuss ideas.

Response:

We appreciate your comments. The Trip to Green was a pilot project to try a creative approach to address the complaints of Placerville area residents and businesses about traffic congestion on US 50. Backups on the highway have driven many of these pass-through travelers into the downtown and residential areas, jamming up the local roads for residents. This pilot idea allows those traveling on US 50 to stay on US 50, while still allowing right turns into and off the highway to access local businesses.

The Trip to Green project is actually part of a larger planning effort, the US 50 Corridor Action Plan. A draft document was presented to the El Dorado County Transportation Commission in June 2022, with a summary that includes some of the previous efforts to address the longstanding traffic issues on US 50. This is a Power Point summary document that may answer many of your questions about potential solutions: <https://www.edctc.org/files/c996d5d7d/10A-US50+Corridor+Action+Plan+-+EDCTC+June+2022.pdf>

As noted, the Trip to Green pilot project tests the idea to see how it is received by residents, businesses, and the traveling public, as well as providing data on the impacts to traffic. Your support for the idea is noted, and will help guide what, if any, permanent solutions to traffic backups on US 50 are pursued.

Also, we will be holding a public workshop on the US 50 Corridor Action Plan, including the Trip to Green project, from 5:00 – 7:00 pm on Thursday, December 8 at the Placerville Town Hall at 549 Main Street. We encourage you to drop by and find out more!

EMAIL #11: AUGUST 14

Message:

Hi there. I am a long time Camino resident and travelled through Placerville during the first weekend of the test in August. All went smooth and there was no backup or confusion for me driving through town.

On suggestion - I noticed signage saying "Businesses Open" at Mosquito and Placerville Drive exits, but they were easy to miss. Someone new to the area or a local who was not aware may have missed the opportunity to access Main Street in Placerville if they were not aware the left turns were blocked. This could impact Main Street businesses, so I wanted to submit a suggestion for the next trip to green weekend.

Recommend signage being improved to clearly indicate the exits they should take to access Main Street businesses. Maybe a lighted or other large sign saying Access to Main Street Business placed at Schnell School, Mosquito Road, and/or Placerville Drive exits going westbound may help get people directed to the correct access?

Thanks so much for the effort to test this out. I appreciate the attempt to address the weekend traffic back up, particularly with Apple Hill season coming.

Response:

We appreciate your comments. This is the kind of specific feedback we are looking for as we evaluate the Trip to Green idea to see how it is received by residents, businesses, and the traveling public, as well as providing data on the impacts to traffic.

Your support for the Trip to Green idea is noted, as well as your suggestions for improvements, and will help guide what, if any, permanent solutions to traffic backups on US 50 are pursued.

EMAIL #12: AUGUST 16**Message:**

Good morning,

As a long-time, tax-paying resident of Placerville the experiment of closing access to hwy 50 off from most of the side streets was extremely unfair to residents.

The city has put a no right or left turn sign on the corner of Clay and Coleman on Weekends between noon and 6:00 pm, how unfair is that to residents that live on Bedford that rely on that route as the only way home since locked gates are blocking several of the other routes which constitutes a major fire danger.

If you must continue with this trial please unlock the gates, take down the no turn signs on Clay and Coleman and if necessary create a pass for residents to show the Placerville Police Department when they have the roads blocked to residents during Apple hill season.

Come on let's be fair to the tax paying residents not the tourists just passing through.

Response:

We appreciate your comments. The Trip to Green was a pilot project to try a creative approach to address the complaints of Placerville area residents and businesses about traffic congestion on US 50. Backups on the highway have driven many of these pass-through travelers into the downtown and residential areas, jamming up the local roads for residents. This pilot idea allows those traveling on US 50 to stay on US 50, while still allowing right turns into and off the highway to access local businesses.

Your comments are the kind of specific feedback we are looking for as we evaluate the Trip to Green idea to see how it is received by residents, businesses, and the traveling public, as well as providing data on the impacts to traffic.

Your opposition to the Trip to Green idea is noted, as well as your suggestions for improvements should this program be further pursued in the effort to find solutions to traffic backups on US 50.

EMAIL #13: AUGUST 31**Message:**

Thank you very much for all the printed material that made sure we got to make Trip to Green weekends reasonably easy. The workers manning the side roads on 50 were efficient and courteous. I wish they wouldn't have to work out in the heat.

Response:

We appreciate your comments. This is the kind of specific feedback we are looking for as we evaluate the Trip to Green idea to see how it is received by residents, businesses, and the traveling public, as well as providing data on the impacts to traffic.

Your support for the Trip to Green idea is noted, and will help guide what, if any, permanent solutions to traffic backups on US 50 are pursued. We'll also pass along the compliments to the workers.

EMAIL #14: SEPT 2

Message:

There are no merge lanes on Bedford going west onto Hwy 50. I sat for 20 minutes trying to find a safe way to enter with 5 cars honking behind me and no where to make a safe Uturn to get out of my situation. Finally found a gap to enter but had to gun my engine to fit in and the car behind me followed and almost got broadsided... horns honking and tires screeching... Further, you have set up a dangerous situation and in violation of all reasonable driving instructions and safety laws. When cars are going 40-50mph, I have to allow a certain number of feet to safely merge into traffic which was very risky as traffic was packed and going downhill. Someone is going to get hurt. I am a safe driver with no accidents on my record of driving 50 years. The other two streets further west also have no merge lane. Please stop this project before someone gets killed.

B&B clients are in peril and complaining to me as they are struggling to find their way to Main Street and are lost on side streets.

Response:

We appreciate your comments. The Trip to Green was a pilot project to try a creative approach to address the complaints of Placerville area residents and businesses about traffic congestion on US 50. Backups on the highway have driven many of these pass-through travelers into the downtown and residential areas, jamming up the local roads for residents. This pilot idea allows those traveling on US 50 to stay on US 50, while still allowing right turns into and off the highway to access local businesses.

Your comments are the kind of specific feedback we are looking for as we evaluate the Trip to Green idea to see how it is received by residents, businesses, and the traveling public, as well as providing data on the impacts to traffic.

Your opposition to the Trip to Green idea is noted, as well as your suggestions for merge lane improvements should this program be further pursued in the effort to find solutions to traffic backups on US 50.

EMAIL #15: SEPT 6

Comment given to EDCTC forwarded to box

Message:

Howdy, I live off Spring Street and have for over 30 years, and what is being done with our intersections right now is absolutely the STUPIDEST idea you have ever come up with!!!! I would like to know who came up with the idea, and who voted to approve it, because I will be voting AGAINST THEM and actively supporting their opposition. Placerville is Placerville, and everyone loves it!!! Get rid of the stupid blockades and get our signals back in action and DON'T EVER THINK OF DOING THIS IDIOTIC THING AGAIN!!!!!! Thank you,

Response:

We appreciate your comments. The Trip to Green was a pilot project to try a creative approach to address the complaints of Placerville area residents and businesses about traffic congestion on US 50. Backups on the highway have driven many of these pass-through travelers into the downtown and residential areas, jamming up the local roads for residents. This pilot idea allows those traveling on US 50 to stay on US 50, while still allowing right turns into and off the highway to access local businesses.

Your comments are the kind of specific feedback we are looking for as we evaluate the Trip to Green idea to see how it is received by residents, businesses, and the traveling public, as well as providing data on the impacts to traffic.

Your opposition to the Trip to Green idea is noted, and will help guide what, if any, permanent solutions to traffic backups on US 50 are pursued.

EMAIL #16: SEPT 6

Comment given to EDCTC forwarded to box

Message:

Trip to green??? what an awful idea. After reading the web site I am still confused on what the point of this is for safety, you claim? You expedite people through the city so they can travel through fast and "SAFELY". They are most likely from the big cities, there used to lights and traffic. Way to go, speed them through so they can rush up the mountain and don't want to stop and spend money in our town with thousands of wasted dollars in orange detour signs and manned intersections. Yet again way to stick the finger up at your locals who have lived here our whole lives. My families and myself will from now on will drive to auburn or placer county to do all out commerce. Just my way of sticking my finger up back to you Placerville AKA the only incorporated city in El dorado co. HMMMM ? Please review this Trip To Green policy, then remove it and return yourself back to where ever you moved here from. Thanks P.S. the massive homeless problem your town has allowed to thrive looks real nice. I'm ashamed to be from this place anymore. Nice work????

Response:

We appreciate your comments. The Trip to Green was a pilot project to try a creative approach to address the complaints of Placerville area residents and businesses about traffic congestion on US 50. Backups on the highway have driven many of these pass-through travelers into the downtown and residential areas, jamming up the local roads for residents. This pilot idea allows those traveling on US 50 to stay on US 50, while still allowing right turns into and off the highway to access local businesses.

Your comments are the kind of specific feedback we are looking for as we evaluate the Trip to Green idea to see how it is received by residents, businesses, and the traveling public, as well as providing data on the impacts to traffic.

Your opposition to the Trip to Green idea is noted, and will help guide what, if any, permanent solutions to traffic backups on US 50 are pursued.

EMAIL #17: SEPT 30

Message:

I would like to share my concerns with this project. The program touts better traffic patterns and mitigation of traffic on secondary routes. In my experience the past few weekends, I have experienced more difficulty making it around town. Especially going north and south of Highway 50. This is a minor inconvenience and has no real impact other than slight delays.

My main concern is the loss of revenue for the local businesses on Main Street. I have spoken to multiple business owners on Main Street, and they have all reported a loss in business on the weekends of Trip to Green. One shop owner said he even closed early due to the decrease in foot traffic and business. It would seem this would cause an overall loss in tax revenue. The diversion of revenues is potentially benefiting the county but not the city.

I appreciate the fact that there is a solution being sought for traffic concerns, but the backup on Highway 50 is a minor inconvenience for travelers. Additionally, the regulation of traffic through Placerville has downstream effects on the passage between Placerville and South Lake Tahoe. The lights seem to work to meter the traffic on Eastbound Highway 50.

Thank you for your attention to this correspondence.

Response:

We appreciate your comments. The Trip to Green was a pilot project to try a creative approach to address the complaints of Placerville area residents and businesses about traffic congestion on US 50. Backups on the highway have driven many of these pass-through travelers into the downtown and residential areas, jamming up the local roads for residents. This pilot idea allows those traveling on US 50 to stay on US 50, while still allowing right turns into and off the highway to access local businesses.

The project team, particularly the City of Placerville, is working closely with the Main Street businesses to get feedback on their experience, including changes in foot traffic and revenue, with the Trip to Green pilot project. Your comments are more of the kind of specific feedback we are looking for as we evaluate the Trip to Green idea to see how it is received by residents, businesses, and the traveling public, as well as providing data on the impacts to traffic.

Your concerns about the Trip to Green idea are noted, and will help guide what, if any, permanent solutions to traffic backups on US 50 are pursued.

EMAIL #18: OCT 12

Message:

I would be interested in reading any report developed to analyze the impacts of the recently concluded "Trip to Green" initiative. Please let me know when such a document might be available

Response:

We appreciate your inquiry. The Trip to Green pilot project is part of a larger study, and the analysis will be incorporated into the US 50 Corridor Action Plan. We expect the draft document to be available from the El Dorado County Transportation Commission (www.edctc.org) in January/February 2023.

APPENDIX D

MAYOR TAYLOR BRIEFING



EDCTC Trip to Green Briefing with Placerville Mayor Taylor

AGENDA

Monday, July 11, 2022 | 2:00 pm – 3:00 pm

Zoom Meeting ID# 844 672 3881, Passcode: 567809

- 1) Introductions and Meeting Overview
- 2) Trip to Green Outreach Overview
- 3) "Face of the Project" Duties
 - a) Press release quotes
 - b) Offer to media for interviews
 - c) Distribution of project flyers to Main St. merchants
- 4) Discussion
- 5) Wrap Up/Next Steps

EDCTC/City of Placerville:

- Mayor Kara Taylor

Trip to Green Team:

- Woody Deloria, EDCTC
- Jerry Barton, EDCTC
- Rebecca Neves, City of Placerville
- Cleve Morris, City of Placerville
- CJ Crawley, AIM Consulting

Facilitator:

- Celia McAdam, AIM Consulting

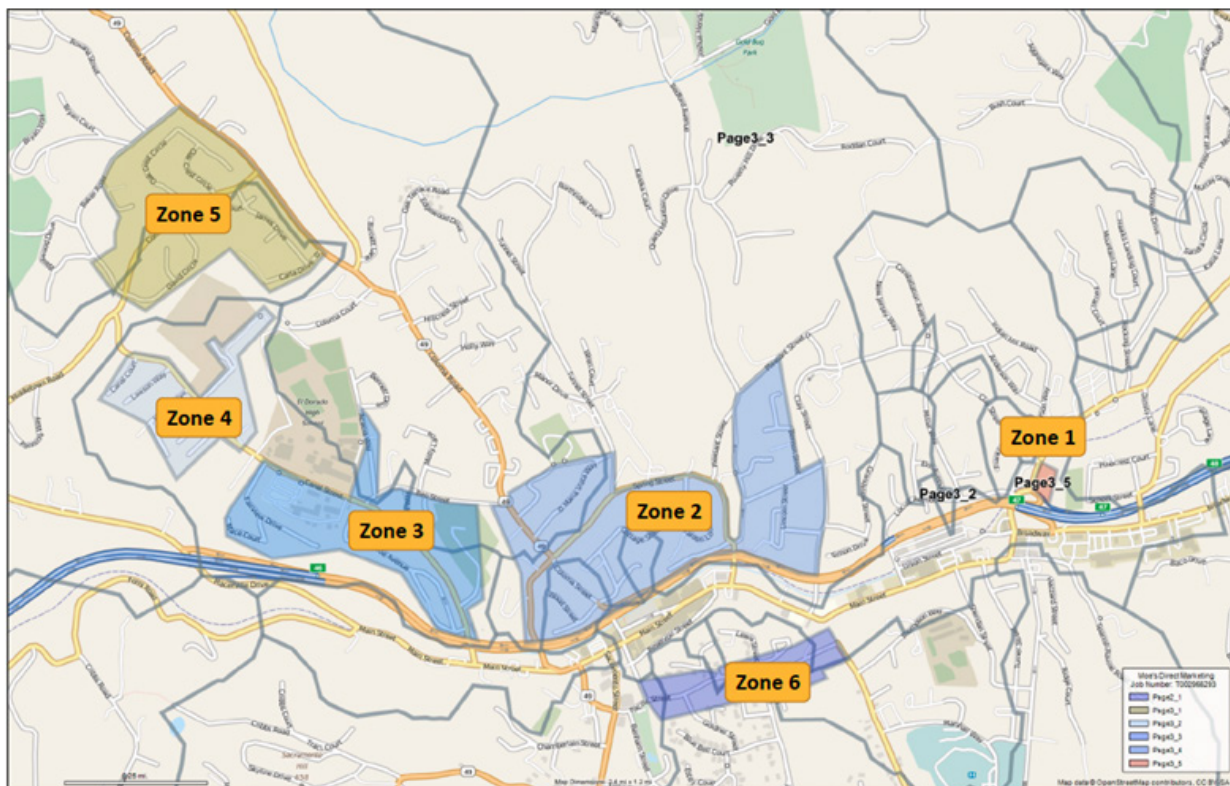
Meeting Materials (shared screen uploads)

- Agenda
- Press release

APPENDIX E DOOR HANGER DISTRIBUTION MAP

The following details the zones where door hangers were distributed:

- Zone 1 on Mosquito Road has 8 addresses.
- Zone 2 just north of downtown in Coloma/Bedford area has 389 addresses.
- Zone 3 is a little further west along Canal Street and has 163 addresses.
- Zone 4 is just north of Zone 3 and has 74 addresses.
- Zone 5 is just north of Zone 4 and has 165 addresses.
- Zone 6 is just south of downtown and has 112 addresses.



APPENDIX F

MEDIA RELEASE 1

MEDIA RELEASE
FOR IMMEDIATE RELEASE

Contact:
Celia McAdam
AIM Consulting
cmcadam@aimconsultingco.com

“TRIP TO GREEN” WILL TEST CONCEPT TO RELIEVE RECREATION TRAFFIC CONGESTION ON US 50 AND LOCAL STREETS IN PLACERVILLE

PLACERVILLE, CA — What would it be like to consistently get a green light during the weekend while driving on US 50 through Placerville? The public will soon find out through the innovative Trip to Green program set to take place for three weekends this fall.

Led by the El Dorado County Transportation Commission (EDCTC), the City of Placerville, and CalTrans District 3, the Trip to Green program will set the signals for eastbound and westbound traffic on US 50 in Placerville to stay green so that interregional traffic can flow freely.

To ensure safe travel, north and southbound movements across US 50 at Canal Street, Spring Street (SR 49), and Bedford Avenue will be closed to public traffic, allowing for emergency vehicle access only. Detours will be available, and signage will be placed along each detour route. Right-in and right-out access will remain available at Spring Street, Center Street, and Bedford Avenue. Canal Street will remain closed.

Trip to Green will take place on the first weekends of August, September, and October beginning August 6-7, with subsequent weekends being September 3-5 (including Memorial Day, Monday September 5th) and October 1-2. Each day during the weekend, the closure will begin at 8am and end no later than 8pm.

“Traffic congestion on US 50 in Placerville has been a huge problem for our community for a long time,” said Placerville Mayor Kara Taylor. “The Trip to Green project gives us a great opportunity to test an innovative way to fix traffic backups, make it easier for people get around, and improve the quality of life for our area residents and downtown businesses.” Trip to Green aims to reduce congestion on local roads

from through travelers using mobile directional applications to avoid the stop lights, which has created gridlock on local streets, impacting Placerville residents' ability to safely and efficiently move around.

Trip to Green is a low-cost way to simulate how a near term technology or permanent infrastructure solution might make a difference when it comes to local and regional traffic. Officials will then evaluate the real-world effectiveness and impacts on the community before any permanent short or long-term solutions are identified or pursued.

After the closures, technical data, such as the changes to traffic speeds, traffic delays, air quality, as well as feedback from the residents and businesses in the area, will help inform EDCTC, the City of Placerville, and Caltrans as they evaluate what does and does not work for the community.

For more information on the Trip to Green project and available detour routes, visit <https://www.edctc.org/trip-to-green> or follow us on Facebook at <http://www.Facebook.com/TripToGreen>

For questions, call the project hotline at (530) 323-9668 or email US50TripToGreen@gmail.com

APPENDIX G

MEDIA RELEASE 2

MEDIA RELEASE
FOR IMMEDIATE RELEASE

Contact:
Celia McAdam
AIM Consulting
cmcadam@aimconsultingco.com

THIRD "TRIP TO GREEN" WILL COMPLETE TEST OF CONCEPT TO RELIEVE RECREATION TRAFFIC
CONGESTION ON US 50 AND LOCAL STREETS IN PLACERVILLE

PLACERVILLE, CA — What would it be like to consistently get a green light during the weekend while driving on US 50 through Placerville? The public has gotten a sense through the first two weekends of the innovative Trip to Green program, with the third event to take place on October 1 and 2.

Led by the El Dorado County Transportation Commission (EDCTC), the City of Placerville, and CalTrans District 3, the Trip to Green program sets the signals for eastbound and westbound traffic on US 50 in Placerville to stay green so that interregional traffic can flow freely.

To ensure safe travel, north and southbound movements across US 50 at Canal Street, Spring Street (SR 49), and Bedford Avenue will be closed to public traffic, allowing for emergency vehicle access only. Detours will be available, and signage will be placed along each detour route. Right-in and right-out access will remain available at Spring Street, Center Street, and Bedford Avenue. Canal Street will remain closed.

The first two weekends of the Trip to Green took place August 6-7 and September 3-5 (including Labor Day, Monday September 5), with the final weekend taking place October 1-2. Each day during the weekend, the closure will begin at 8am and end no later than 8pm.

"Traffic congestion on US 50 in Placerville has been a huge problem for our community for a long time," said Placerville Mayor Kara Taylor. "The Trip to Green project gives us a great opportunity to test an innovative way to fix traffic backups, make it easier for people get around, and improve the quality of life for our area residents and downtown businesses." Trip to Green aims to reduce congestion on local roads

from through travelers using mobile directional applications to avoid the stop lights, which has created gridlock on local streets, impacting Placerville residents' ability to move around safely and efficiently.

Trip to Green is a low-cost way to simulate how a near term technology or permanent infrastructure solution might make a difference when it comes to local and regional traffic. Officials will then evaluate the real-world effectiveness and impacts on the community before any permanent short or long-term solutions are identified or pursued.

After the closures, technical data, such as the changes to traffic speeds, traffic delays, air quality, as well as feedback from the residents and businesses in the area, will help inform EDCTC, the City of Placerville, and Caltrans as they evaluate what does and does not work for the community.

For more information on the Trip to Green project and available detour routes, visit <https://www.edctc.org/trip-to-green> or follow us on Facebook at <http://www.Facebook.com/TripToGreen>

For questions, call the project hotline at (530) 323-9668 or email US50TripToGreen@gmail.com

APPENDIX H

SOCIAL MEDIA STATISTICS

This table summarizes the types of posts made and engagement received across the three closure weekends:

	Weekend 1: August 6–7	Weekend 2: September 9–5	Weekend 3: October 1–2
Dates of posts	July 18 – Aug. 8	Aug. 26 – Sept. 6	Sept. 20 – Oct. 2
Total number of posts	18	26	20
Original posts*	13	17	17
Reshares from other accounts**	5	9	3
Total reacts	19	8	8
Total comments	15	1	1
Total post shares from others	135***	11	3

*Including posting links to news articles, websites (like FAQs and Placerville Main Street), posting images.

**Reshares always included original written content. Most common was sharing from City of Placerville.

***Including the first post introducing Trip to Green, which garnered 89 shares.

Overall statistics

- Overall topics covered: Countdown beginning each week before the demo weekend, FAQs, Main Street Placerville shopping, door hangers, detours
- Total number of posts: 64
- Followers: 85
- Post reach: 23,109
- Post engagement: 2,948
- Top 3 posts:
 1. July 18 (first post made on the account) – “What would it be like to consistently get a green light during the weekend while driving on US 50 through Placerville...”
 - 7,277 impressions, 6,963 post reach, and 1,200 engagements
 2. September 1 – “We are only TWO DAYS away the second pilot from Saturday-Monday 8 am to 8 pm! Main Street businesses...”
 - 4,175 impressions, 3,989 post reach, and 213 engagements
 3. July 26 – “Last Thursday Placerville Mayor Kara Taylor and AIM hit the streets to talk to local businesses about the upcoming...”
 - 3,389 impressions, 3,389 post reach, 696 engagements

Weekend 1: August 6–7, 2022

- Posts began: July 18, 2022
- Posts ended: August 8, 2022
- Overall topics covered: Introduction of program, Mayor involvement, countdown, FAQs, detours, Main Street Placerville shopping, door hangers going out.
- Total number of posts: 18
- Weekly plan: Create posts around informing public about what it is and why we are doing it. Made sure to post FAQs, links, and overall project info.
- Post reach: 17,806
- Post engagement: 2,633

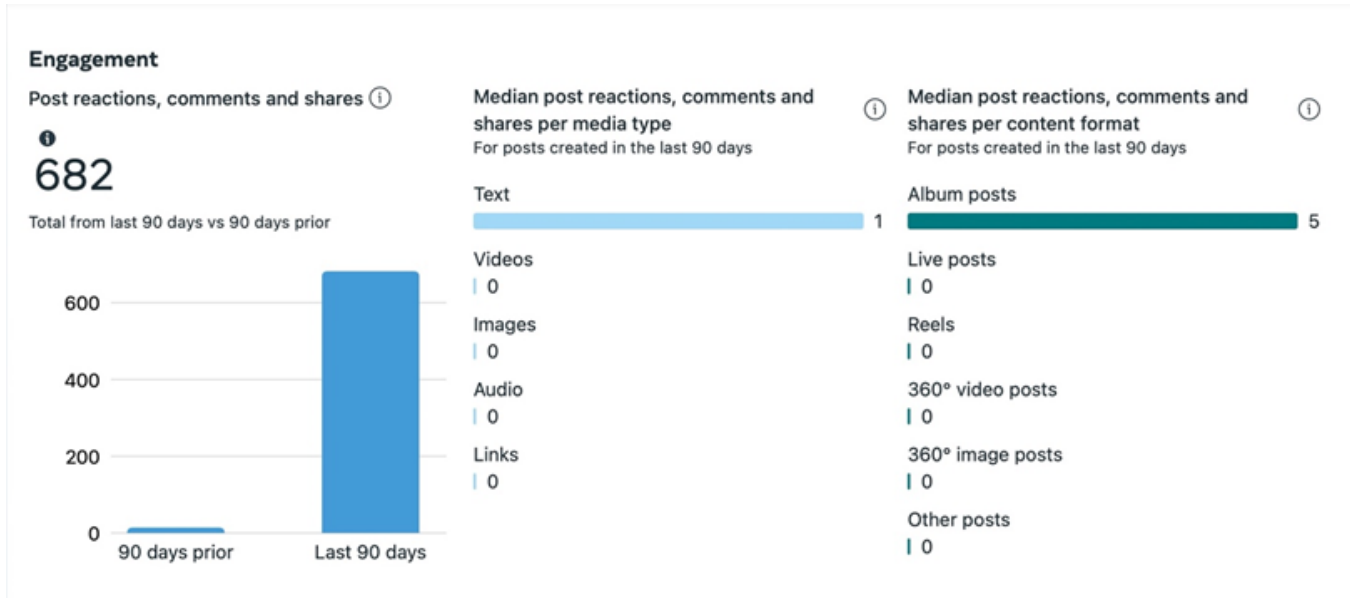
Weekend 2: September 3–5, 2022 (Labor Day weekend)

- Posts began: August 26, 2022
- Posts ended: September 6, 2022
- Overall topics covered: Countdown, sharing of news articles from the first weekend, door hangers going out.
- Total number of posts: 26
- Weekly plan: Engage with public about improvements we are making this time, how they can contact us for questions and concerns, and YouTube video explaining what is Trip to Green
- Post reach: 4,674
- Post engagement: 46

Weekend 3: October 1–2, 2022

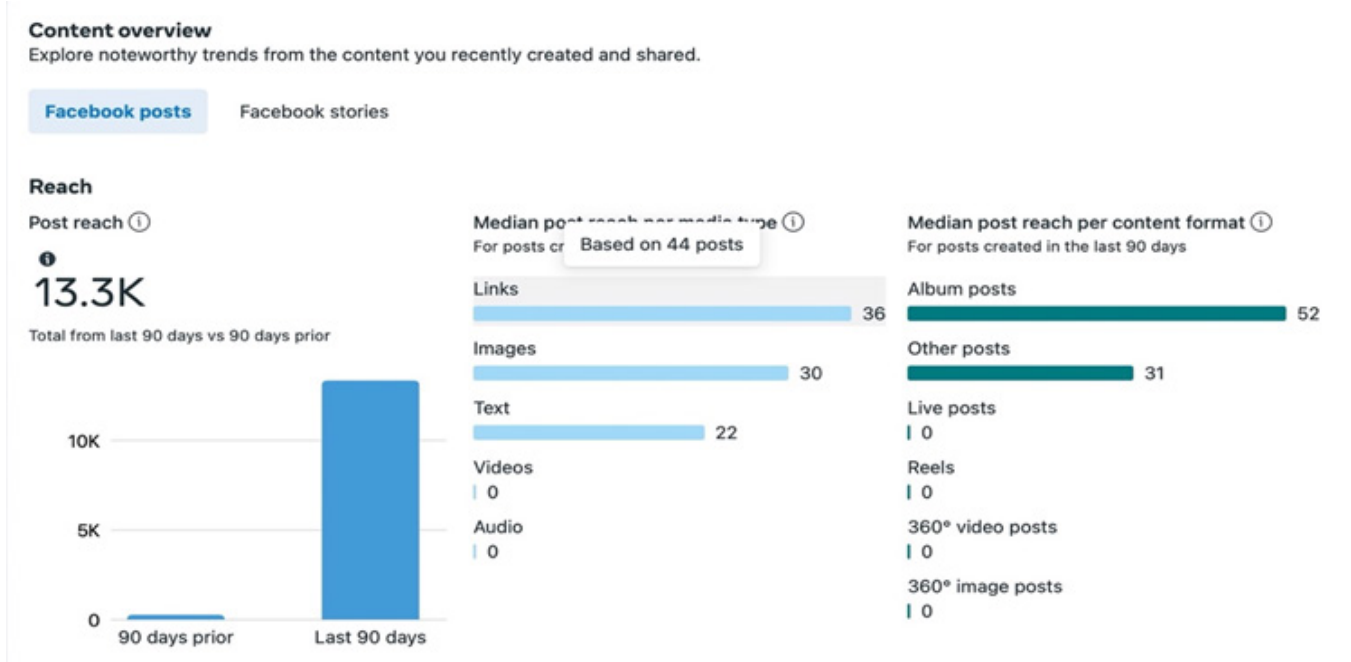
- Posts began: September 20, 2022
- Posts ended: October 2, 2022
- Overall topics covered: Countdown, FAQs, Main Street Placerville, detours
- Total number of posts: 20
- Weekly plan: Wrapping up program by having a countdown for last weekend, share gratitude for everyone's participation, and survey to understand how Trip to Green went.
- Post reach: 496
- Post engagement: 38

Post engagement statistics



Post reach trend

- Past 90 days reach: 13.3k
- Median post reach pe media type: links (36) images (30) Text (22)
- Median post reach per content format: album (62) other posts (31)



Posts reach statistics

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ



Facebook post
What would it be like to consistently get a green light...
Jul 18, 2022, 10:55 AM

This post reached **21,659%** more people (6,963 people) than your median post (32 people) on Facebook.

Highest reactions on a post ⓘ



Facebook post
What would it be like to consistently get a green light...
Jul 18, 2022, 10:55 AM

This post received 176 reactions compared to your median post (0 reactions) on Facebook.

Highest comments on a post ⓘ



Facebook post
What would it be like to consistently get a green light...
Jul 18, 2022, 10:55 AM

This post received 97 comments compared to your median post (0 comments) on Facebook.

APPENDIX I

SOCIAL MEDIA CONTENT

News articles posted:

- “Why you’ll see nothing but green lights on Hwy 50 through Placerville this weekend” YouTube video via [ABC](#), posted on Sept. 27
- “Trip to Green project implemented on US-50 through Placerville — no red lights on highway on selected dates” via [South Tahoe Now](#), posted on Sept. 23 & Aug. 6
- “Traffic signals along Highway 50 in Placerville stay green during Labor Day weekend” via [ABC10](#), posted on Sept. 3
- “Highway 50 signals to go green again” via [Mountain Democrat](#), posted on Sept. 3 & Sept. 1
- “Trip to Green: How to get around Placerville this weekend” via [Mountain Democrat](#), posted on Aug. 29 & Aug. 5
- “Traffic lights to stay green longer along Highway 50 in Placerville as part of a test” via [Fox40](#), posted on Aug. 8

NOTE: City of Placerville and Placerville Police Department each made videos about Trip to Green to share on their pages, which we then reshared on official Trip to Green Facebook page.

Websites shared:

- City of Placerville’s Trip to Green event info page
- EDCTC’s official Trip to Green website
- EDCTC’s Trip to Green Frequently Asked Questions page
- Historic Placerville’s list of Main Street merchants
- PlacerMainStreet.org Placerville Downtown Association
- YouTube video explaining Trip to Green
- SACOG’s article about green lights for Caldor Fire evacuees in Aug. 2021 (shared as a reminder of the program’s planning stages)

Video posted:

Trip to Green The 50 Fix YouTube video.

Posts with most engagement

August 8th:



August 8th:



September 5th:



September 9th:



July 26th:



August 5th:



Photos posted

WEEKEND 1:

July 7th:



July 18th:



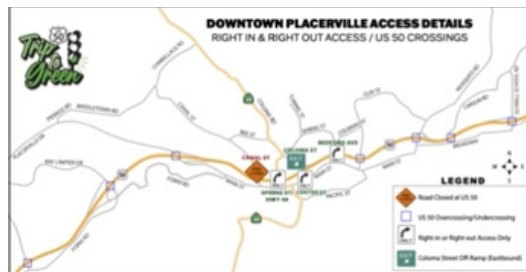
July 26th:



August 1st:



August 2nd:



August 3rd:



August 4th:



August 5th:



August 6th:



August 8th:



WEEKEND 2:

August 26th & August 27th:



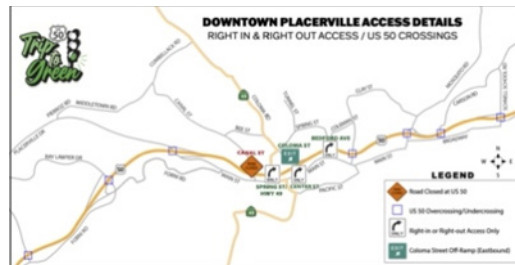
August 29th:



August 30th:



August 31st:



September 1st:



September 2nd:



September 3rd:

3 WEEKENDS THIS FALL

NATURDAY AUG 6
10 AM - 2 PM

NATURDAY AUG 7
10 AM - 2 PM

NATURDAY SEPT 4 & 5
10 AM - 2 PM

NATURDAY SEPT 11
10 AM - 2 PM

NATURDAY OCT 2
10 AM - 2 PM

Why Trip to Green on US 50?

Trip to Green is a tested way to simulate how a near-term technology or permanent infrastructure solution might make a difference when it comes to local and regional traffic. This temporary pilot program is meant to test the concept and evaluate the effectiveness and impacts on the community before any permanent short or long-term solutions are identified or pursued. After the pilot program, such as the changes to traffic signals, traffic lights, air quality, as well as feedback from the residents and businesses in the area, will help inform EDC/TC, the City of Placerville, and Caltrans as they evaluate what does and does not work for the community.

LEARN MORE AT: bit.ly/TripToGreen

DETOUR MAPS AND ROUTES

Visit the project website: bit.ly/TripToGreen

During the closures, right-in and right-out access will remain available at:

- Spring Street:** Travelers will have the ability to turn right on Spring Street from US 50 onto the eastbound and westbound shoulders. They will also be able to turn right onto westbound US 50 from Spring Street. Only emergency vehicles will have access to the north and southbound shoulders as needed.
- Center Street:** Travelers will have right-in and right-out access to and from Center Street on westbound US 50. The Caltrans Street shoulder of Spring Street, Center Street, and US 50 will remain open.
- Southard Avenue:** Travelers will have the ability to turn right on Southard Avenue from US 50 onto both the eastbound and westbound shoulders. They will also be able to turn right onto westbound US 50 from Southard Avenue. Only emergency vehicles will have access to the north and southbound shoulders as needed.

US 50 closures will be available at:

- Placerville
- The Lakeside
- Old Street
- Center Street
- Mountain Road
- Spring Street

QUESTIONS? Call (530) 323-9668 or email US50TripToGreen@gmail.com

DOWNTOWN PLACERVILLE ACCESS DETAILS
RIGHT-IN & RIGHT-OUT ACCESS / US 50 CROSSINGS

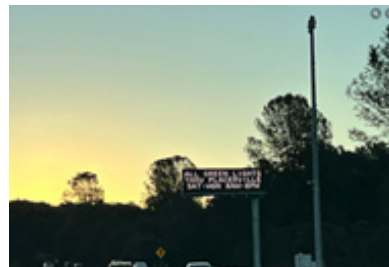
LEGEND

- Road Closed at US 50
- US 50 Overcrossing/Undercrossing
- Right-in or Right-out Access Only
- Caltrans Street Off-Ramp (Eastbound)

DOWNTOWN PLACERVILLE ACCESS DETAILS
BICYCLE AND PEDESTRIAN CROSSINGS

LEGEND

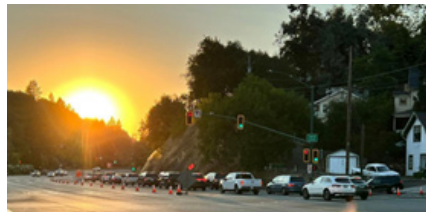
- No Pedestrian Crossing at Canal St & Spring St/Highway 49
- Bicycle and Pedestrian Over-Crossing



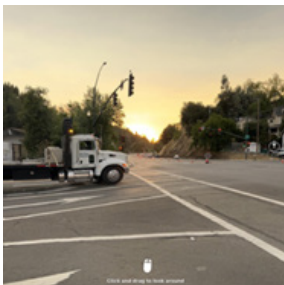
September 4th:



September 5th:



September 6th:

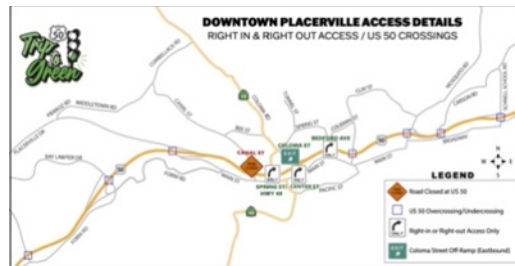


WEEKEND 3:

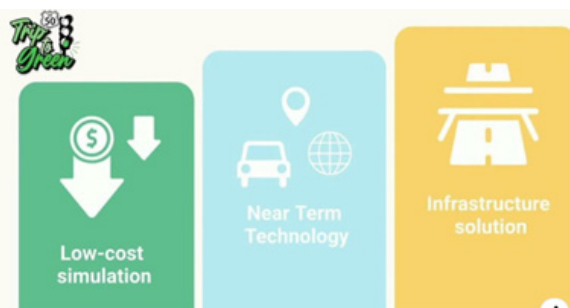
September 20th:



September 23rd:



September 26th:



September 27th:



September 28th:



September 29th

DETOUR MAPS AND ROUTES

With the project website: bit.ly/TripToGreen

During the closure, signs and signal work will remain available at:

- Spring Street:** Trucks will have the right-of-way on Spring Street to go north with the detour and will be able to turn right on Center Street. They will also be able to turn right on Bedford Street. They will also be able to turn right on Bedford Street to go north on Bedford Street. They will also be able to turn right on Bedford Street to go south on Bedford Street. They will also be able to turn right on Bedford Street to go east on Bedford Street.
- Center Street:** Trucks will have the right-of-way on Center Street to go north with the detour and will be able to turn right on Bedford Street. They will also be able to turn right on Bedford Street to go north on Bedford Street. They will also be able to turn right on Bedford Street to go south on Bedford Street. They will also be able to turn right on Bedford Street to go east on Bedford Street.
- Bedford Avenue:** Trucks will have the right-of-way on Bedford Avenue to go north with the detour and will be able to turn right on Bedford Street. They will also be able to turn right on Bedford Street to go north on Bedford Street. They will also be able to turn right on Bedford Street to go south on Bedford Street. They will also be able to turn right on Bedford Street to go east on Bedford Street.

50th Anniversary will be available at:

- City Center
- City Hall
- City Office
- City Office
- City Office

QUESTIONS? Call (508) 523-3668 or email: 50th@trip-togreen.com

September 30th:

3 WEEKENDS THIS FALL

Why Trip to Green on US 50?

The 50th Anniversary is a celebration of our city's history and the progress we've made. It's a chance to showcase our city's history and the progress we've made. It's a chance to showcase our city's history and the progress we've made. It's a chance to showcase our city's history and the progress we've made.

LEARN MORE AT: bit.ly/TripToGreen

October 1st:

Why trip the green lights on US 50 in Placerville?

Trip the Green Light is a **low-cost** way to simulate how a near term solution might **make a difference** when it comes to local and regional traffic.

This temporary pilot program is meant to test the concept and **evaluate the effectiveness and impacts on the community** before any permanent short or long-term solutions are identified or pursued.

Learn more at: bit.ly/TripTheGreenLight %ink is case sensitive

October 2nd:

DETOUR MAPS AND ROUTES

With the project website: bit.ly/TripToGreen

Being the obvious, right and rightist, wrong will never be available at:

- Spring Street:** Trucks will have the right of way on Spring Street in all directions. All vehicles will be stopped at the intersection. Trucks will have the right of way on Spring Street in all directions. All vehicles will be stopped at the intersection. Trucks will have the right of way on Spring Street in all directions. All vehicles will be stopped at the intersection.
- Winter Street:** Trucks will have the right of way on Winter Street in all directions. All vehicles will be stopped at the intersection. Trucks will have the right of way on Winter Street in all directions. All vehicles will be stopped at the intersection. Trucks will have the right of way on Winter Street in all directions. All vehicles will be stopped at the intersection.
- Market Street:** Trucks will have the right of way on Market Street in all directions. All vehicles will be stopped at the intersection. Trucks will have the right of way on Market Street in all directions. All vehicles will be stopped at the intersection. Trucks will have the right of way on Market Street in all directions. All vehicles will be stopped at the intersection.
- State Street:** Trucks will have the right of way on State Street in all directions. All vehicles will be stopped at the intersection. Trucks will have the right of way on State Street in all directions. All vehicles will be stopped at the intersection. Trucks will have the right of way on State Street in all directions. All vehicles will be stopped at the intersection.

All detour maps will be available at:

- Placerville City
- State Street
- Market Street
- Spring Street

QUESTIONS? Call (530) 323-3668 or email 2022@tripthegreen@gmail.com



APPENDIX J

POST-PROJECT MERCHANT SURVEY

The following text was provided to the City of Placerville for their use:

The El Dorado County Transportation Commission (EDCTC), City of Placerville, and Caltrans implemented a Trip to Green program on US 50 on the first weekends in August, September, and October of 2022. This kept the traffic signals on US 50 in a green phase to prevent extreme congestion on local streets from drivers using Google Waze and other mobile directional applications to avoid the traffic signals. Local access to US 50 from Canal St, Spring St (SR 49) and Bedford Ave was limited and detours were provided for local traffic.

1. Did you see an increase or decrease in business during Trip to Green weekends?
 - A. Increase
 - B. No change
 - C. Decrease

2. If your business increased or decreased, do you believe that was a result of:
 - A. Weather/Heat
 - B. School/Community Schedules
 - C. Other (fill in) _____

3. Did your customers find it easier to access your local business during Trip to Green?
 - A. Yes
 - B. No
 - C. I don't know

4. How has congestion on Highway 50 impacted your local business?
 - A. My business benefits from congestion and related traffic from Highway 50.
 - B. My business is not affected by traffic or congestion.
 - C. My business is negatively impacted by congestion in and around Placerville.

5. Would you support ongoing implementation of Trip to Green during peak traffic congestion periods or while Main Street is closed for events?
 - A. Yes
 - B. No
 - C. Maybe _____

6. If you answered no or maybe to the previous question, what is your suggestion to address traffic congestion in and around Placerville due to the three signals on US 50?
 - A. Do nothing, the traffic is not that bad.
 - B. Do nothing, traffic congestion is good for business, and if it worsens over the years we'll just deal with it.
 - C. Work to obtain funding and construct an overpass that is estimated at hundreds of millions and would take more than 10 years to construct.
 - D. Work toward construction of a tolled two-lane flyover of Placerville for through travelers.
 - E. Start planning for a US 50 Bypass of Placerville.
 - F. Fill in your idea: _____

Thank you for taking our survey!

APPENDIX K

POST-PROJECT

COMMUNITY SURVEY

The following text was posted as a Survey Monkey link, available between October 17 through November 7, 2022:

Trip to Green is a low-cost pilot program meant to stimulate how green lights on US 50 can make a long-term difference when it comes to traffic congestion in and around Placerville. Your opinion matters to us — please take this quick survey to let us know how Trip to Green went for you!

1. Where is your primary residence?
 - A. In the City of Placerville (within the City limits)
 - B. Near Placerville, but outside City limits
 - C. In El Dorado County
 - D. Outside of El Dorado County
2. PAST EXPERIENCE: Has peak seasonal congestion on US 50 impacted you in any way (i.e. during Apple Hill or Tahoe Recreational Traffic)?
 - A. Yes
 - B. No
3. PAST EXPERIENCE: Has peak seasonal traffic congestion on US 50 impacted your ability or willingness to travel to goods and services in and around the City of Placerville?
 - A. Yes
 - B. No
4. If yes, what changes did you make?
 - A. I avoided driving around town on Sunday afternoons
 - B. I ran my errands early in the morning to avoid traffic
 - C. Other (fill in) _____

The El Dorado County Transportation Commission (EDCTC), City of Placerville, and Caltrans implemented a Trip to Green program on US 50 on the first weekends in August, September, and October of 2022. This held the traffic signals on US 50 in a green phase to prevent extreme congestion on local streets from drivers using Google Waze and other mobile directional applications to avoid the traffic signals. Local access to US 50 from Canal St, Spring St (SR 49) and Bedford Ave was limited and detours were provided for local traffic.

5. TRIP TYPE: How did you experience Trip to Green? (check all that apply)
 - A. I traveled on US 50 through the Trip to Green corridor (Placerville Drive through Schnell School Road) on my way to a destination outside Placerville (i.e. Apple Hill, Tahoe Basin, Sacramento, Bay Area).
 - B. I traveled on local roads/detours along the Trip to Green corridor.
 - C. I did not travel this corridor during Trip to Green.

6. TRAVEL MODE: What method of travel did you use during Trip to Green? (check all that apply)
 - A. Car/light duty truck
 - B. Bicycle
 - C. Walking
 - D. Transit
 - E. Commercial/heavy truck
 - F. Other (fill in) _____

7. LOCAL MOBILITY/CIRCULATION: Did Trip to Green improve how you travel in and around Placerville compared to how you would typically during peak seasonal congestion events (i.e. Apple Hill Season, Holiday weekends, Sunday afternoons)?
 - A. Trip to Green made it easier to get around
 - B. No difference
 - C. Trip to Green made travel more difficult
 - D. I did not travel in and around Placerville during Trip to Green

8. LOCAL MOBILITY/CIRCULATION: During Trip to Green, how did it affect your decision to visit Main Street?
 - A. I was able to easily visit Main Street during Trip to Green
 - B. It made no difference
 - C. It made it more difficult to visit Main Street
 - D. I did not attempt to visit Main Street during Trip to Green

9. SAFETY: In the event of an emergency, would you feel safer with Trip to Green activated and congestion reduced on local streets?
 - A. Yes, I would feel safer
 - B. It would make no difference
 - C. No, I would feel less safe

10. OVERALL EXPERIENCE: Did you find it easier to access goods and services in and around the City of Placerville during Trip to Green?
 - A. Yes, it was easier
 - B. It made no difference
 - C. No, it was more difficult
 - D. I did not try to access goods or services around Placerville

11. Would you support ongoing implementation of Trip to Green during peak traffic congestion periods or while Main Street is closed for events?
 - A. Yes
 - B. No
 - C. Maybe _____

12. If you answered no or maybe to the previous question, what is your suggestion to address traffic congestion in and around Placerville due to the three signals on US 50?
 - A. Do nothing, the traffic is not that bad.
 - B. Do nothing, traffic congestion is good for business, and if it worsens over the years, we'll just deal with it.
 - C. Work to obtain funding and construct an overpass that is estimated at hundreds of millions and would take more than 10 years to construct.
 - D. Work toward construction of a tolled two-lane flyover of Placerville for through travelers.
 - E. Start planning for a US 50 Bypass of Placerville.
 - F. Fill in your idea: _____

13. Do you have any additional comments? _____

APPENDIX L

COMMUNITY SURVEY WRITE-INS

Below follows a comprehensive list of community comments made on the following questions:

- Question 4
- Question 6
- Question 11
- Question 12
- Question 13

Question 4: If yes, what changes did you make?

- Both of the above plus avoided driving around town Friday night and Saturday as traffic dictated. Suggested out of town friends not visit during these times.
- I did not avoid it
- Not an issue
- Stayed home
- Friday evening also
- I go the back way or go on weekdays
- I take alternate routes through neighborhoods.
- I live in Apple Hill area and I avoid Carson Rd as much as possible during weekend days
- Had to find alternative routes to get home south of Placerville when I traveled to north of Placerville
- Find back roads home to avoid 50
- Went up Hwy 80 to Tahoe
- Avoided driving downtown on weekends.
- I stayed away from Downtown Placerville on weekends.
- Avoided driving around town Saturday and Sunday
- Took back roads
- I generally try to go backroads to avoid the excess traffic
- We avoided going anywhere in the weekend.
- Out of town glad we missed this shit
- Both of the answers above.... Depends
- All of the above
- I didn't make any changes
- I left a few minutes earlier than I would have off peak season
- All of the above
- took back roads, side roads, to avoid Hwy 50.
- Stayed home Friday through Sunday and made plans to run errands or go to Apple Hill during weekdays.
- I avoid driving on or near the freeway on weekends. I don't travel east of Placerville on the weekend during Apple Hill
- Stayed away Sat. and Sun.
- I avoided going anywhere on weekends, if possible.
- We avoid the CoVid carrying tourists downtown entirely.
- I Both'd it. I avoided driving and also ran errands early.
- None
- Take a longer way around.
- Avoided driving-period!

- Avoided going out most of the weekend, early service for church, back roads if necessary.
- Avoided Placerville and shopped elsewhere to avoid traffic.
- Stayed home as over the last 7 or 8 YEARS Hwy 50 traffic has spilled over onto most surface streets from Schnell School Road to Placerville Drive, making navigating in and around Placerville impossible from mid-September through early November.
- I don't like the green program
- Know my way around and know what streets to take to get me where I want go avoiding the freeway.
- avoided town on weekends, side streets, only early or very late errands
- I just don't leave the house on the weekends.
- I stay home on busy weekends
- Took alternate routes
- Avoided driving to Placerville on Fridays and Sundays
- Traffic is congested on Saturdays as well as Sundays. Some weekends I avoided driving around town both days.
- I stayed home. My apt. is on Schnell School Road & the traffic is bad all day
- Avoided peak days, delayed business
- I ran my errands on weekdays or use internet shopping.
- I avoided driving to town on Saturdays and Sundays
- I went far out if my way on backroads
- Take back roads (Snows)
- If traffic was backed up I took back roads
- Not just avoid Sundays...
- Avoided leaving the house on weekends and holiday weekends
- I used backroads
- I stay out of town on weekends
- It varied based on the situation downtown over the last 20+ years
- Went down the hill
- I don't go out on Saturday or Sunday.
- Tried to get errands done during weekdays to avoid the weekend congestion.
- Stay home
- try to avoid on wknds
- I avoided driving around town Friday, Saturday and Sunday.
- Didn't go
- Refused to leave my house during peak hours
- Go during the week
- I avoided driving any given sat/sun at peak traffic times
- I chose not to leave my house to go into town. Instead I purchased things online. The traffic in Camino is so bad that leaving my house was not worth it.
- I would not go up the hill Friday thru Sunday
- Avoided going to placerville the entire weekend
- My commute to work, I added more time knowing I would hit every red light with lots of traffic driving from pollock to south sac.
- Both of the above choices
- I didn't go that direction unless I had no other choice
- Didn't bother me

-
- I avoided driving around town on Friday afternoons through Sunday afternoons
 - Went up Snows Road. Had customers not want to visit. Left work late. Suffered lower revenues.
 - Don't travel there on weekends
 - Avoid downtown on the weekends
 - Avoid traveling down the hill from pollock pines on the busy weekends
 - I avoid Newtown rd into town. I take missouri flat instead.
 - stayed home or found other less preferred ways to get where I wanted to go.
 - I avoided going down the hill after 2pm on Sat & Sun and up the hill in the mornings
 - I was late
 - Aviod doing anything Friday through sunday
 - Both of the above. Luckily I'm retired so we usually go into town during the week.
 - no trips to P'ville after noon Friday u til Monday am
 - Avoided going out on weekends or busy times during the week.
 - I avoided going to placerville on weekends.
 - I avoided traveling at all on busy weekends. Traffic going east Friday evening and in the AM Saturday & Sunday, west in the PM Saturday & Sunday. It's a nightmare to plan around..
 - I avoided all peak traffic hours
 - Tried to get around it on county roads which then are congested as well
 - Don't leave the house on the weekends
 - Avoided going into town Saturday and sunday
 - Avoided weekends completely during Apple Hill season.
 - I don't leave the house on weekends during Apple Hill season.
 - I avoided 50 corridor during the whole weekend. Had to drive pleasant valley road costing more in gas!
 - Both of the above
 - Our county needs the revenue so I don't complain about it
 - Use roads tourists aren't aware of or choose to vary my drive times
 - No change, just dreaded having to add an extra 15m to my schedule
 - I will either be sure to be out and about before noon, or try and take alternate routes around traffic on Broadway, Main Street and/or Highway 50.
 - Stayed home during the weekend.
 - I stay home on the weekends during busy seasons
 - Avoided town entirely on weekends
 - Avoided driving on weekends
 - Stayed home Saturday & Sunday
 - I did my best to avoid traveling on the weekend Driday evening going up tht hill to Sunday and coming back down the hill.
 - Did errands and went to local farms during the week.
 - Took side streets
 - All of the above
 - na
 - We stay home during peak season. I run errands during the week instead.
 - Back roads
 - Both of the options above - more so option 1 though
 - All of the above

- Back roads
- Wouldn't go on the weekends
- I didn't make any changes.
- I take alternative roads to get home
- I avoid the 50 Corridor thru Placerville because of all the traffic problems and the lights.
- Avoid traveling on 50 on Saturday & Sunday
- Had to take major back roads to avoid congestion on highway, Broadway, and main Street
- We stopped going to town on weekends.
- Both of the above to avoid gridlock on all roadways (incl. 50, broafway/Main St, Carson Rd, Mosquito Rd) during peak srasob/times

Question 6: TRAVEL MODE: What method of travel did you use during Trip to Green?

- SUV
- car and walking
- Car/ work vehicles
- Out of town! All summer +
- Motorcycle
- Didn't bother leaving the house, avoided the hassel.
- None
- Did not my house on weekends, period.
- Bicycle and Car
- Malfunctioning, Can't do all that apply!
- Stayed home
- By car most trips, by bike also, and drove to El Dorado Trail to walk dog. Was not allowed to check all three
- None, purposely avoided
- Na
- And Bike
- Did not travel
- Stayed hone

Question 11: OVERALL EXPERIENCE: Would you support ongoing implementation of Trip to Green during peak traffic congestion periods or while Main Street is closed for events?

- For if hours are much more limited
- For traffic congestion: yes - - for Main Street events: no.
- I would ONLY support trip to green if it was during shorter blocks of time, set up similar to carpool hours. There is no reason for it to be all day like the pilots were.
- From what I noticed, it seems that there are still alternatives to a full on trip the green. Maybe setting lights for longer times during those busy hours, yet not allowing for traffic to back up onto side streets through town.
- I see the need and benefit. As someone who routinely turns left on 50 it can be annoying
- It was easier for us, but I'm concerned about how it affected Main St Businesses
- Depends on cost and hours of operation.
- only if main st was closed.
- Can you please take the lights out
- It was somewhat helpful. I came both at the beginning and the end of the time and it made it worse because the

lights were not set up or had already been taken down. Since I didn't come during peak times I can't really tell if it was successful or not.

- Should have done the bypass that Caltrans tried, but city council voted no
- Maybe when Main Street is down / closed.
- When Main St. is closed for events only.
- Sure why not? I'm retired and don't depend on weekends.
- Signage needs improvement, should not need staff in street.
- With Main St closed it would not be good at all for trip to green
- If it was limited only to the really congested hours, not a full weekend
- more limited hours, like 3:pm-6:pm on Friday and 1:pm-4:pm on Sunday
- Depends
- See below
- I would suggest shortening the hours, say 11A to 6P.
- I would want to see the analysis for TTG during Main St events before supporting this idea.
- I fear that eventually CalTrans and the County will decide upon a Placerville bypass, which will kill the City.
- I would like if there were no right hand turns from the side street Spring and Canal onto WB HWY50 (there is no visibility, traffic on 50 doesn't slow down like when there are lights, and they are pretty blind turns). Also if you allow EB HWY50 to exit onto Main St at KFC it would also assist with congestion and slowing on freeway. Trip to Green will NOT DO ANYTHING to relieve congestion during Main Street Events - it will make things worse.
- It's hard to merge onto 50 in downtown with traffic going pretty fast. Doesn't seem like a permanent solution. Not sure how it would alleviate traffic from downtown event closures.
- During fire evacuations
- Indifferent
- I think it's pilot program was great, but signage into the downtown corridor needed to be better. e
- Not sure
- I'm not sure.
- The hours are off!!! Fri 4-7 Sat 8-12 & 4-7 Sun 8-7
- Minimal time for trip to Green. Friday's only after 3pm, no Saturday, and only afternoon after 12 or 1 on Sunday or Monday.
- I think it is a band-aid for a larger problem (obviously) and can be confusing for locals and tourists/travelers alike. A permanent fix or program needs to be implemented.
- The expectations should match the actual hours set for this purpose for safety
- When main street is closed for an event. Trip to green works.
- Still have safety concerns
- If the impact for local businesses was negligible I would support but as a local it made me just not want to attempt to drive through town.
- Seems good, but I am not a Placerville resident
- While the concept is nice for people passing through, I know we chose not to go down to dinner in placerville on those days knowing that it would be more cumbersome getting off and on the freeway.
- Not sure about during Main Street events. We should try that and see!
- When Main Street is closed for event only
- I simply avoided the area because the detours sent me too far out of the way. Not sure if traveling so far out of the way is better or worse than the congestion
- The added signs at Main Street exits were helpful

- I would want to know how it affected downtown businesses
- Build freeway through town
- if businesses are negatively affected by the trip to green, I would be concerned.
- Need to see how it effects business
- I would support what is best for the downtown merchants.
- While main street is closed.
- Shorten the hours of trip to green to 12 noon to 8pm.
- Maybe if this wasn't the permanent solution. It makes it easier to travel on 50 but a pain to get around town.
- More communication or set times of set up and take down
- Speed limit needs to be enforced through the area so it is safer during trip to green. People speed through the area and make it difficult to pull out onto Hwy 50 because they are going faster than 40 MPH
- Concerned about lack of Main Street business
- Not sure. Main Street closures and Apple Hill traffic are two different things.
- It would depend on where the event is. If it's on Main Street, Trip to Green wouldn't make a difference.
- Only if the 40MPH speed limit was actually enforced
- Traffic was very congested on Main St around Taps Brewhouse and the Shell station.
- I do not think it needs to be in place all weekend. Sunday afternoon only would probably be sufficient, especially outside of apple hill season.
- Too much traffic on side streets
- prefer other options like underpass or overpasses
- I think Trip to Green should be highly considered from Main Street merchants' POV. I support them.
- If you had more Main Street connections open
- Maybe we could get used to it or build some underpasses or something
- If there was enough community members who truly feel it helps alleviate traffic in their neighborhoods then I would be ok with it. It is a pain in the neck for locals, and I can't imagine the businesses downtown like it. But if it was their consensus then I'm ok with it. I can avoid downtown on the weekends if I have to.
- It appeared traffic downtown was less during affected hours. Program should have occurred during posted times. I believe 8am-8pm was too broad or a window. Having more exit opportunities seemed to be better received.
- Yes for events and weekends from Oct-Xmas but Main St and neighbors need better/more access.
- Depends on business impacts...Main St was easier to travel because there was reduced customers...that could kill our town.
- Concerned about business impact and keeping tourism out of downtown.
- Doesn't not need to be from 8am to 8pm
- would rather see the lights go away completely.
- Don't want to see downtown business suffer during traffic congestion.

Question 12: If you answered no or maybe to the previous question, what is your suggestion to address traffic congestion in and around Placerville due to the three signals on US 50?

- Trip to Green more often
- Maybe instead of eliminating all cross traffic, you adjust the lights so thru traffic goes slightly longer during high traffic times.
- Trip to Green seems to work pretty well.
- Control lights better
- Downtown Placerville needs the travelers and shoppers for business.

- Round about
- Trip to green is a good low cost solution, most of the others could destroy downtown business.
- If you are claiming it to be apple hill & Tahoe traffic, then they should be paying for solutions since it is their traffic causing the issue. Don't make locals pay for the problem. Or toll the out of towners not locals who already pay taxes to benefit the city
- Add a tourism tax to pay for a bypass
- Bypass that caltrans wanted
- Change the time from 10 to 5. I think the merchants and locals would favor this
- Shorten trip to green to most congested times.
- Keep trip to green hours shorter, some traffic is expected on weekends.
- Lived here for years and nothing seems good or possible for either the business' or community. Its been talked about for years and nothing has ever been done
- Ban all flat-landers, look what they caused on 50 in Camino/PP
- See previous question
- Trip to green never needed to be implemented for 12 hour periods. It might work if it was scheduled for a few hours Fri evenings and Sunday afternoons...so shorter limited hours.
- How about cars slow down while traveling through small towns then speed back up when the sign changes
- It may be more tolerable if this were done only on a few holiday sundays. It seemed unnecessary on friday and Saturday and some not even peak travel.
- A tunnel under the City rather than a flyover.
- Trip to Green more often
- Realistically, taking into consideration driver safety and the possibility of evacuations the elevated HWY, bypassing the intersections, would be the best option. However anytime you have condensing lanes (going from 3 to 2) it causes congestion! Always. Make it a 4 lane (2 lanes in each direction of travel) and traffic will flow smoothly.
- Enforce speed limits and stops - nothing wrong with slower, SAFER traffic through small town areas
- Undercrossings
- Elevated bypass but not a toll rd
- The trip to Green idea could work, just needs better signage
- Add more lanes
- Do the green light 1 day each weekend.
- Modified hours
- An overpass is not a realistic option, it would destroy our town. If you want to bypass the lights we need a tunnel.
- Make alternate routes off 50 for locals only. Ie 50 traffic sticks to 50 and not on Broadway, Carson, and other "short cuts"
- cosway over cross streets
- Good luck
- Have better sign alizarin timing. Talk to my favorite consultant for that Yeh & Associates
- I believe that the Camino traffic and increased visitors to apple hill impacts our town negativity. The traffic keeps us held up in our houses, we have no safe way to escape during a fire, and they tear up our roads. Carson road, and north canyon are completely destroyed which causes wear and tear on our local cars. We have to pay for new tires frequently due to poorly maintained roads. The businesses do nothing to mitigate traffic, and many of them are playing music until late at night so the congestion goes well past 5 pm.
- Maybe a compromise of the timing of the lights?
- I don't honestly know

- How about extending the lights or timing them that you don't hit all 3 as reds.
- Consider a roundabout at Hwy49/50 intersection, a flyover to eliminate the westernmost traffic light, and undergrounding 50 to create one or more grade separations. Geo Wheeldon has always said that if you mine the excavation spoils, you could offset some costs.
- Trip to green eastbound on Saturday and westbound on Sunday with standard light patterns the opposite direction allowing for left turns from the all green side
- I'm fine with trip to green but then need a better way to get from one side of 50 to the other. By the time I drive down to the point I can get on the 50 to drive up to Placerville, it makes better sense to do what I need not in Placerville.
- Smith Flat
- A more gradual narrowing from 3 lanes to two (eastbound) that takes place further after the signal light stretch in downtown. The suddenness of the lane ending & merge combined w/ the signal worsens the back-up there
- Tax Apple Hill businesses for any expenses associated with the congestion.
- Realign 49 around town
- I would like to see the lights on HWY 50 timed together so there was flow through all of the lights. Letting all of the traffic go, then let the side streets go at the same time. The side streets would need to wait a couple of minutes but could still be used. With the lights not synchronized you can have a green on HWY 50 and not be able to move because the section above is blocked. The gridlock is the problem.
- Program the lights for through traffic to be sequential and for longer stretches. Cross traffic would wait slightly longer. Since hwy is congested the entire length from Meyers to Placerville, there is no reason to keep the lights green full time in Placerville. Also kudos btw for wording these pre-written responses in such a ridiculous manner.
- cut down Apple hill farms and really take a look at the cost to our environment, safety, way of life, trash, emergency services and how much it benefits the county versus the damage.
- Use the lights and change how long it stays green
- No lights only right turn offs
- The wording of these options are written with a negative tone in order to influence the answer selected. I would prefer this survey to have been written from a non biased source.
- Simply time the lights like they do in Sacramento.
- Shorten the trip to green to be from noon to 8 pm.
- Continue trip to green. Especially during October weekends when apple hill is crazy. Maybe even October through December!
- Create off ramps like a normal freeway and remove the lights but don't block every way to get in/out of the city.
- Work to finish the construction prior to Placerville, and also after and/or in Placerville. One more lane of traffic could really ease congestion, especially in the evenings with people coming down from Apple Hill or Tahoe.
- Green lights is the best solution of the above. It cleared up the Broadway/Main Street area and was less stressful for local traffic
- Adjust length of green lights for only peak hours Fri afternoon going east, Sunday afternoon going west
- Not sure what the answer is but maybe these surveys someone will come up with one
- work to place underpass for spring street
- I don't have a solution
- Give more money to the Apple Hill Growers Association so they can be open for more than 4 months out of the year. Stop congestion on surface streets by putting up check points and only let locals through. Maybe put a toll on 50 to encourage tourist to use 80 to get to Lake Tahoe.
- Only eastbound green lights in the am (8am-noon) and westbound only in the afternoon (2pm-6pm).
- Dear God, NO BYPASS OR OVERPASS

- I've lived here all my life ... this issue has been tossed to the side for all those years. Build a elevated freeway where existing 50 is now. . just do it.
- I don't believe that trip to green needs to from 8 to 8pm. Most of the traffic on the weekends is from noon to 4pm.
- Really anything is better than having lights in the middle of a highway just to appease merchants.
- Implement trip to greens every weekend during the heaviest travel works permanently.

Question 13: Do you have any additional comments?

- All green lights was great! Do it
- As a resident living on spring street and traversing Hwy 49 over to Diamond Springs frequently, the trip to green was awful and it just forces more traffic onto Missouri Flat Road, so all your doing is moving traffic jam to another location. And living on North side of 50, very inconvenient getting to the post office and Main street and more traffic at detour routes.
- Several times during trip to green hours I noticed little traffic on 50. I would like to see the times tweaked to better reflect traffic patterns.
- As a Placerville resident for over 33 years I strongly object to Trip to Green. It made it very difficult to get to the other side of Highway 50 and also as a senior citizen emergency vehicles would take way longer to get to our side of the freeway. I feel it is favoring all those who do not live or pay taxes and support the city of Placerville. I also feel it deeply impacts downtown small businesses who are trying to make a go of it during these difficult times. to
- Love trip to green for busy weekend traffic
- I tried to head out 45 minutes before the traffic restrictions were in places but they had already closed the left hand turns at Bedford! That was way before the closure and I had to do the "drive around" to head east.
- When no good solutions are possible, I think this is the very best we can hope for. I feel much safer should there be a disaster situation. I also think that when people get used to it, they will find it to be mildly inconvenient to get into town. Well done!
- Keep things as they were. This trip to green only helps people drive through our town without a convenient stop off on Main St. Doesn't help the locals we already know back roads.
- "Trip to Green" was great. We often drive on Highway 50 from East of Placerville on the weekends and not having to be stuck in traffic was wonderful. There were signs all over to guide drivers to downtown Placerville easily. Thank you and I hope it continues.
- TTG is an excellent solution for the near term issues of traffic congestion during peak tourist times and fire seasons.
- This has been an issue for years! Should have been addressed years ago but
- Was not happy about the loss of business on Main Street. Several friends own small businesses on main and this has a severely negative impact on them.
- Love it!
- I am a merchant and these 3 weekends killed Sunday business. Those returning from Tahoe did not have enough notice to get off at Mosquito.
- This was a nightmare trying to visit downtown shops. Also blocked and backed up the local firehouse and ambulance in downtown.
- If people don't like it they can stay home. Stop changing placerville. Just leave it as it is. That's why we moved here 40 years ago. City can't take care of what they have now!
- Your questions are poorly worded. However, this idea stinks. There really has never been a problem of congestion. I think this is just like building a highway bypassing the city. It will reduce the traffic to our local businesses. Plus, this was a bureaucratic move. It should be voted on.
- I think it was hard on local businesses but I think Placerville has grown so much that the opinions of the local

businesses can not be the deciding factors. They can do other things, like events and advertising, to get people to stop.

- I loved this changed!! I really hope our county can make this positive change.
- Please consider the locals and our small businesses when implementing ANY potential route for addressing tourist traffic. On these trip to Green days the local businesses (that we could park and walk to) were completely dead. We barely attempted to get toward Main Street before realizing how difficult that would have been to manage and ended up going back home instead of grabbing dinner.
- Loved the ease of traveling without stopping! Please continue during peak congestion, especially Sundays during the summer when everyone is coming home from Tahoe!
- A total waste of tax payers money!
- As a commuter, the back up on 50 is real. I don't think the answer is routinely inconveniencing locals for the sake of tourism.
- What a perfect idea. Made life so much easier. Dreaded going out in afternoon when there wasn't trip to green.
- I would have liked to see the trip to green Pilot pushed a few weeks out so that it could have captured the peak of apple hill season. This feels like a missed opportunity and I'm unsure of the validity of the data in that respect.
- I live in Camino heights and it's dangerous!! We are trapped. We have do go up to Pollock pines to shop. Then traffic is stoped or one line before carson do to the traffic so we have to go down to smith flat to turn around to come home
- Love it!!
- Trip to green was very unfair to residence. Take the no turn sign down at Clay and Coleman down for good, residences need to use it all the time.
- The local residents should not be inconvenienced or impacted to make thing better for the tourists.
- It was great to have trip to green. Traffic has been horrible the past few weeks and we wish that trip to green was still triggered.
- Bay area people hate the lights in pville but this doesn't stop them from coming. I'm not in a position to come up with an idea for fixing the traffic... but most places have traffic and while it's not fun and I do try to avoid it, it's almost unavoidable. Plus there really doesn't seem to be a good option. I'm not sure not inconveniencing bay area people with the green lights are worth it. Because trust me they are very used to traffic.
- This makes getting to Main Street so difficult. Why are we catering to tourists instead of locals?
- Please stop the idiocracy!!! Trip to Green made it take SO much longer for locals and so a family emergency getting to marshall was a much worse experience and took longer, a child's allergic reaction and needing emergency service took 11 mins longer and almost cost my child his life. Please think of locals more then tourists!!!
- Getting out of God forsaken county/state
- We need to do something! The traffic is too bad. I'm all for providing safe modes of transport for our city.
- I am a lifetime resident of Camino/ now placerville born and raised and am no stranger to the joys of the fall/winter traffic. I found the trip to have a very slight inconvenience when trying to get from the north side of 50 to the south but other than that it was a pleasent experience that I am glad to see something finally taking place to relieve the residents of traffic not only on the freeway but surface roads as well. I would love to see a more permeant solution to the ever increasing problem.
- The current situation is untenable. As a Placerville resident, I believe we need to move traffic safely and quickly through our corridor. Trip to Green is a simple, reasonable, and cost-effective solution to our town's traffic congestion problem.solution
- Trip to green hinders local business and is a terrible idea
- Go green during late hours that Main Street is closed.
- Trip to Green makes driving more convenient for non-residence,, who do not pay local taxes at the expense of the welfare of tax paying locals.

- For us locals, it's not a problem getting across 50 using the side streets we already use. It keeps out of towners off local streets so the streets are not backed up same as when 60 is backed up.
- No perfect solution.
- Allow traffic to exit Canal Street from e/b 50. There is plenty of time for vehicles to slow. Do not allow w/b traffic to exit between Bedford and Canal. Definitely not enough time to safely slow to exit with other traffic on the highway.
- Trip to Green made life alone easier getting around town. We had made multiple trips into town to buy products during trip to green where we would have not because traffic would be backed up
- we have underpasses and overpasses to get around. but I found it easier and faster on 50 with no lights and did not sit idling with others polluting the air, wasting fuel
- I can't begin to say how much easier it was to travel to and from my church and downtown Placerville. downtown
- Attendance at the Fountain Tallman Museum was steady on the Green Weekends
- Please! Please, continue Trip To Green, just fine tune some. Monitor what hours it is really needed. Thank you!
- Traffic congestion leads to pollution as cars idle on the freeway. EMS can't get through. How much extra business is Main St getting when there is nowhere to park? How would they handle lines out the door they think they are missing? Residents will drive the back roads to get out as they always did during congestion. Feigning stupidity that they can't find their way across is just nonsense. Everyone complains no matter what. What is safer? We sure didn't hear the sirens ALL day those weekends of Trip To Green. We live off of Broadway. Please continue Trip To Green, we will adjust.
- Love Trip to Green because it is working! Fully support Trip to Green in Placerville! Thank you for creating this survey so the residents of Placerville can express our position on Trip to Green.
- Trip to Green not only made my travel easier, it also provided for better access for all of our first responders. I patronized businesses downtown that I normally would not visit during the fall (Apple Hill) season.
- Highway 50 traffic has been a long standing problem and has worsened over the last 10 years, making travel on weekends from September through December impossibly difficult for everyone. It also creates a public safety nightmare for first responders and law enforcement. From my point of view, Trip to Green was a success. I was able to travel from east to west and west to east with no delay. I was able to travel on surface streets with no delay. Please, I am Begging the powers that be to implement Trip to Green from September 1 through December 1 as soon as possible. It makes life better for locals and tourists to the Apple Hill/Tahoe areas. No one wants to sit in traffic. Again, please implement Trip to Green on a permanent basis from September 1 to December 1.
- I hope this is implemented again during peak traffic times - last weekend without the trip to green the traffic at about 3.30 pm was once again backed up to point view drive.
- Something in the way of a bypass or elevated freeway should definitely be considered.
- Traveling the 50 corridor was much easier but I still did not dare to venture up Carson Rd or down Main St, and thankfully had no business on Bedford, Spring or Canal Streets!
- Please keep Trip to Green going!
- Although the traffic is annoying, I love our merchants on Main St and want to ensure they have the traffic they need to be successful and continue to service our community and visitors.
- Many years ago there was funding and a few different ideas, but nothing was done. A permanent, better solution is needed.
- Whoever resets the lights going west out of placerville needs to do far better, the Canal Street light backs up traffic all morning
- The suggested detours from Spring St to Mosquito are ridiculous.
- This is a great example of getting traffic moving without having to incur capital expense. This also allows placerville to maintain its quaint feel (e.g. no big overpasses)

- I think it is a cost effective solution. The signs were very helpful.
- It's a no brainer
- Let the tourists sit in traffic.
- No
- 12 hours shifts to TTG were too long. Please consider shorter time frames eg 10a.m. To 5:30p.m. or during the true peak traffic times. Thank you.
- I love this idea and wish it was every weekend from Sep-Dec
- This project was a major hindrance to anyone who lived or needed to visit the north side of placerville. With gas prices as expensive as they are those extra miles hurt.
- Trip to green is one of the dumbest things I have recently seen. I wanted to visit a park a few weeks ago and straight up could not get there. And guess what? Traffic wasn't even any better than it is normally. All this served to do was create confusion and annoyance for anyone who wanted to access the down town area. The people of Placerville should not have to accommodate all the people coming from the metro area to visit Tahoe. The only benefit we ever see are people sometimes stopping for gas. The people that live here actually want to continue to be able to use our downtown on the weekends.
- No more Trip to Green
- As it went on for those 3 weekends, the signs along the highway that indicated how to get to downtown Placerville were helpful, especially for people passing through and want to check out Placerville or go to a downtown restaurant. I think that because the lights were all staying green, people were less likely to stop in Placerville
- I would like if there were no right hand turns from the side street Spring and Canal onto WB HWY50 (there is no visibilit, traffic on 50 doesn't slow down like when there are lights, and they are pretty blind turns). Also if you allow EB HWY50 to exit onto Main St at KFC it would also assist with congestion and slowing on freeway. Trip to Green will NOT DO ANYTHING to relieve congestion during Main Street Events - it will make things worse.
- Apple Hill merchants cause and MUST PAY to fix THEIR caused traffic issues same as any business is made to do! Not right to prostitute our roads for their greed and they not improve ALL areas of congestion. That Camino Roundabout didnt solve anything. We were almost killed coming down 50 by jammed up cars to turn right onto Carson rd backed out and east up 50 Sunday afternoon!!!
- All the candidates running for City Council support trip to green.
- I was skeptical about how well Trip to Green would work and I was pleasantly surprised. I observed no traffic back up on Hwy 50 and it was really easy to get around Placerville with all the detour signage. Over the last several weekends since the last Trip To Green, traffic has been horrible and I find myself hoping for a permanent Trip to Green during peak season.
- Cars SHOULD go slower and stop at the lights in Placerville. Encouraging a speedway is ridiculous
- I heard from some merchants who complained the "trip" impacted their business, but there was also smoke from the Mosquito Fire and excessive heat. Both of those factors would decrease main street traffic on any given day. I hope trip to green is temporary because the real solution should be a complete remodel; elevated freeway with a local traffic on lower surface streets. The lights on 50 create daily headaches for hundreds of drivers both on the freeway as well as trying to leave the high school each afternoon.
- As a Pollock Pines resident, not only do we have to put up with the never-ending construction on Hwy 50 through Camino, and Apple Hill traffic, but then we have to get way backed up when we come down into Placerville. I stopped coming down at all on the weekends, even though I used to love shopping on Main Street.
- Hurt our business off Hwy 49
- As a local trip to green made traversing 50 nearly impossible.
- Traffic is terrible during Apple Hill season, please continue with trip to green

- I don't know how the traffic was trying to go through town, because I didn't try to go east and then come back. I live on canal street and it was a huge pain for me. The backup is not fun either, and I could understand this as a short term solution but to not have to take the long backroads multiple weekends a year would not be optimal long term. How many weekends would we do this? All of summer, apple hill season, and winter for snow? Close canal street altogether?
- Wake up don't ruin business. Take a field trip to Grass Valley! Downtown business is Grass Valley is great!
- I found it very helpful to have. I go to work on Saturdays and drive from Camino to Shingle Springs and loved the way traffic was improved during the trip to green and I was able to go out and do things on Sunday instead of avoid it
- Trip to green is a good interim way to deal with traffic congestion and speeding until a permanent solution is put in place. I visited and shopped on Main Street during each of the trip to green events and had a wonderful, normal experience. I saw no downturn in business and in fact, noticed pedestrian activity was a bit higher than normal.
- The rationale for Trip to Green is biased towards tourists. People who live in Placerville should not have to take a back seat to out-of-town traffic. Keep in mind that the Apple Hill traffic, admittedly very heavy at times, is entirely due to people seeking a leisure activity. We, on the other hand, have our daily routines, and therefore our lifestyles altered to accommodate the tourists. It makes me feel like a second-class citizen. No one has to go to Apple Hill. But we residents of Placerville who live on the north side of the highway, are automatically inconvenienced while trying to travel to our workplaces, shopping destinations, etc. Yes, I can work around the situation via the detours; it's the principle that bothers me. The safety issue with gridlock on the highway is a moot point, as emergency vehicles will take longer to cross the highway to reach destinations on the north side as a consequence of Trip To Green.
- I live off North Bedford and thought it was a great program. I noticed a huge difference on Colman, Broadway and upper main.
- The backup is a pain. It was nice to move right on through.
- Trip to green was very nice. Wish there were more weekends it was trialed. More next summer and fall please!
- Some of your answer choices are poorly written as to direct survey takers to different answers
- An overpass is not a realistic option, it would destroy our town. If you want to bypass the lights we need a tunnel.
- I loved the trip to green! please do it more often
- The old timers warned of the traffic way back.in the day. Elevate the highway.
- Stop creating a problem to fix one that doesn't exist.
- An overpass would be logical as it would increase parking and make more event friendly space
- The traffic going out of the Placerville area on 50 was nicely dispersed.
- It made it easier to get places since the city closed public streets on top of the congestion problem.
- Placerville has known for 30 plus years they need a few overpasses on 50 yet the cheapskates in charge want to screw around with STUPID ideas like like trip from hell
- As a resident of the city of placerville, the detour made it hard to get out of my driveway!
- Please let's never try this experiment again. I work in the AEC Industry and I can think of a plethora of solutions to work to improve traffics congestion instead of catering to non-locals. This experience was horrible and made it harder for me to get around town. It took me over 20 minutes to see my parents for what would have been a normal 5 minute drive to their house.
- I don't think it needs 12 consecutive hours. I'd like to see a trial with a few hours in morning and a few in the afternoon. Also I'm curious of the cost effectiveness of manning each intersection for 12 hours.
- The answers/responses in question #12 seem bias when one option mentions costs and time (the overpass) but the next (two-lane flyover) does not list costs and time in response. Seems leading.
- It literally takes at most less than 15 minutes to get through all 3 of these lights at peak tourist times. Why should I be inconvenienced by having to go all over the town using side streets to get from my home to the business I own on

Main St. to make it more convenient for people to drive faster through our town? And by the way, my business DID lose \$ during this nonsensical experiment.

- Something MUST be done about the stop sign on Carson Road North side of HY50 from the new Ponderado Road roundabout!
- Stop this trip to green nonsense ASAP
- This was a colossal waste of money. Anyone with an IQ above room temperature could have known that thru traffic would improve with the lights on green. But the citizens of Placerville were hampered in their movements around the city.
- Apple Hill businesses need to be given consequences for over crowding. Wineries should be reservation only like Napa to mitigate these massive crowds. Our roads should be better maintained, and these businesses need to stay seasonal. Many are booking live bands and staying open until 10 pm. What in the world does a live band have to do with agriculture? Businesses are taking advantage of Camino and should be fined for it to decrease the traffic flow and improve the roads. Keep the trip to green and keep traffic flowing.
- I appreciate trying to make a change to help with a huge problem.
- N/A
- Leave EDC as it is. We don't need all this progressive stuff. Stay in the City if you don't like rural living!
- I think the decision should be based on whatever is best for the businesses of Placerville. They've been through enough trials to stay in business.
- I would love to see trip to green implemented either every weekend or at least during all peak apple hill weekends and holiday weekends.
- This is very inconvenient for residents and horrible for downtown businesses
- Experiment with Green seemed good to me (live in Folsom). Seems like a bypass or something similar would be good. I'm not familiar with "flyover" but looked it up, seems like an idea to consider. Sonora got a bypass. I still go there for local businesses. I would still go into Placerville to shop.
- Loved it! We once waited close to 1/2 hour to 45 minutes on a Saturday night to get through lights for dinner. After that, choose other places for dinner to avoid lights during apple hill. With trip to green we don't think twice—sail right to our destination.
- Hundreds of millions... the state is building a bullet train, that let's face it is a scam in itself.
- Trip to green sucks. I avoided the area.
- Thank you for the thoughtful way this was rolled out. Last weekend, as I tried to get to the Green Room at 4:30 pm on Sunday, I wish Trip to Green was in effect!
- We don't make plans to go anywhere on trip to green weekends. Every neighbor I've talked to told us the same.
- I liked it. I live off Smith flat and it was great. I support it going forward.
- Now fix the Camino round about.
- Question 7 was poorly designed. I had an easier time moving through Placerville to go elsewhere, but a harder time trying to move within Placerville downtown
- I refuse to go downtown during this time, so I appreciate the heads up on when this is happening
- I keep hearing it would take 10 years. Well, I have been here for 20 years, so if the problem would have been worked on 20 years ago it would have been solved a decade ago. Ten years will go by whether or not we do something to solve the problem, so you may as well start working to obtain the funding at get done what is inevitably the only reasonable solution!
- No one has asked ANY questions about how the Highway 50 'Safety' Project impacted any of the Camino businesses. Why does no one care?
- No

- Though we did get to experience trip to green, I appreciate the city's efforts to identify a potential solution and give it a try. Conceptually it seems like a good strategy and there are feasible ways to get around town. Something needs to be done to alleviate the traffic.
- I wish we could trip to green every weekend
- A bypass for highway 50 would greatly reduce traffic stress in and around Placerville. Without that, the green light weekend is a good alternative.
- Great job! The traffic mess has been an issue for years, leaving us locals to hunker down at home every fall weekend. Choices and solutions are limited, this seems like a good, viable option! Thank you!!
- I live up in the Apple Hill area and during the trip to Green Day's it actually was so smooth though town we have ever had, especially during times of Apple Hill or holidays!! Hopefully we see more of these!!
- I live in Camino so dreaded going to/through Placerville all year long on weekends after 3pm. It was nice to not have to worry about it on the Trip to Green days. I did go to Home Depot & Raleys at times I wouldn't normally go. And also when into El Dorado Hills/Folsom area without having to plan around traffic. Thank you for trying something new!
- Locals know how to get around Trip to Green. So no impact on me.
- I hope you continue the program. Without Trip to Green, I avoid Placerville on the weekends.
- I support the idea because I'm not thrilled about living so close to massive amounts of stop and go traffic and pollution. However, the hours seemed excessive and it is challenging to get into town. We're on Conrad and I usually took Coleman to Clay, which are one lane roads. If I was a resident on those streets or Bedford I'd be upset. The streets are narrow and in disrepair already. There were times I wanted to go somewhere and did not because it was too difficult to get around. A bypass sounds ideal. I know that merchants are concerned about lost revenue but it would be interesting to talk to folks in Amador City, Sutter Creek etc. that were bypassed a few years ago. My impression was that they were pleased with the results of the bypass. Travelers that want to stop can and those that are just trying to get through use the bypass.
- Do it every weekend during apple hill season and snow event weekends.
- I live on the East edge of Placerville (Mosquito exit) and LOVE Trip to Green because it's the only time I can easily get through town. It usually takes 15 minutes of traffic just to get through Canal Street and we avoid going anywhere unless we have to. Every day when school starts or gets out at Markum and EDHS, plus Apple Hill and Tahoe, its always a mess. Trip to Green was beautiful.
- Absolutely a waste of taxpayer money and time!
- I support it fully, but DEFINITELY during an emergency. We would be absolutely trapped in that area if everyone was trying to evacuate.
- Loved trip to Green! WE visited down town Placerville and outside
- I really enjoyed it. There was no congestion on 50. Detour through town was not that bad. I just had to remember and slightly think about it. I thought it created me traffic in a good way through our downtown. A reminder that I haven't shopped at this store or that store in a while.
- Don't do it again.
- It seems Placerville could benefit from carefully selected weekends to implement Trip to Green.
- I appreciate the trip to green. I live right off canal street and it definitely made traffic more bearable. It would be nice to have an overpass for pedestrians from Canal or Spring. I think that is my only complaint about the program, but it's not make or break.
- I can only understand the "Trip to green" premise in the event of emergency situations directly impacting the area. Otherwise, it is willingly cutting off tourist access to our downtown corridor to funnel them away from the center of our communities small businesses and send them to larger metro for their usual trip related goods and services.

This city has a history of being a waystop- Pony Express anyone?- and to eliminate that would greatly erase what's grown in that legacy.

- Trip to Green was great!
- It slows down businesses on Main Street because people just keep driving. Living here it is expected to have traffic build up on holidays and Apple Hill, we learn to live with it. Trip to green should only be implemented during an emergency example fire.
- Well, should have been done decades ago but planning always seems to be decades too late, only when things become totally out of hand. Vision in the US is always short term and get me re-elected.
- I think the hours are longer than necessary. Signs for Main Street exits should read exit 1 of 3, 2 of 3 etc. I'd actually like to see this done more often than 3 weekends!
- I've driven many highways and they all eventually go through small towns. The speed of traffic lowers and you just deal with it. Trip to green implies that the city council only cares about out of towners. It's way more difficult for people like me that live on the north side to get around. There is a real concern as to how long it will take for emergency to get to the north side. Are you monitoring the average speed going through our town? I'd ticket everybody thinking that 40 mph doesn't matter because the lights are green for them. I'm just tired of feeling like the city council cares little about those that live here.
- Start getting more police to help. Shit is out of control.
- Please do not build a bypass. People driving to And from the Tahoe area and the seasonal Apple Hill area already know it's going to be slow. Don't wreck the Placerville area and it's history and charm full time for a few hours of congestion a week.
- Folks know what to expect when travelling during this time. Perhaps just extend the time of the green lights, east and westbound, but do not have them full time green.
- Other options-a sensor in the road or on a stop light that detects number of vehicles or light vs heavy traffic. If it gets heavier, have a way for the lights to temporarily switch to a trip to green format, or possibly be on a 60-120 second timer of green, to help ease congestion through the 3 stop lights.
- I live in Pollock Pines and really liked weekends with all green. Made it way easier to go down the hill to run errands and come home without sitting in traffic in Placerville
- Speed limits need to be enforced through the area because people fly through town when it is a 40 MPH zone and nothing is done to make it safer.
- It was very difficult for pedestrians on Canal / Spring Streets
- I live in Apple Hill, Carson Road and experience terrible traffic especially in October. I LOVED being able to travel thru Pville during Trip Green. I read many complaints online related to downtown. I feel if someone is going to go downtown, they will. People traveling west on 50 thru town don't want to get out of line (traffic) to go downtown. Thanks for working towards a solution....much appreciated!.
- We do not support Trip to Green.
- I made a trip on purpose. It was fine and the street was full of parked cars shopping. YOU could just only go in one direction.
- What about flashing yellow lights instead of green lights to keep speed slowed down?
- If trip to green isn't implemented could the lights be timed to be green for longer periods of time to allow for the east/west bound traffic flow better?
- This was a wonderful experience for me personally. I feel bad for those businesses that claim this was the number 1 reason for business decline (and not other factors like locals deliberately staying away from Placerville during the pilot). I would like to see more done from the businesses to advertise on their own behalf instead of blaming this pilot for their woes. As a resident and lifelong local, I would like to this be a permanent change. If any money was to

be spent, spend it on an overpass at Spring Street/ Hwy 49.

- It helped with congestion on the 50, but traffic was very congested on Main St, especially between Mel's and the Shell station.
- I live on one of the detour roads, and our quiet road has now become much busier not only on trip to Green Days but many people seem to use our road as a short cut on normal days. I'm pretty sure none of you live on or off of any of the detour roads!
- It is my understanding that the biggest issue is impact to local streets as tourists are driving back down the hill. Perhaps a middle ground would be closing some of the westbound exits to discourage tourists exiting into residential areas. This programs negatively affects locals more than doing nothing, and serves the tourists only.
- The Council of our county has no care about the repercussion to our local businesses. As seen clearly in how they've phrased the possible responses to question 12.
- No
- Trip to Green is killing local a businesses downtown No tourists are stopping
- I think trip to green should be every weekend in October. The back up has been so terrible these past few weekends. It's so hard to get around the Broadway area when it's super conjested
- When Canal street was closed for this why wasn't the stop sign covered? There was no reason to stop there is there is no cross traffic and the cars piled up there when they should have been able to drive right through. I avoided the freeway for fear of trying to get on or off with no traffic lights to slow people down.
- I purposely did not got downtown during Trip to Green weekends. Normally I would, so businesses missed out on my business those weekends.
- I really liked "Trip to Green". It made it possible to leave my house in Camino to go to Placerville. Thank you for all your hard work and I hope to see this continue.
- Let's be real- people who live in the neighborhood of these lights are greatly inconvenienced having to take detours to get to Main St and the other side of the freeway in general. "Punishing" the community because tourist complain about having to stop at some stop lights is unacceptable.
- Please get rid of the stop lights on 50! If people want to stop downtown they will. Most people who travel to Tahoe get off on Broadway for fast food anyways.
- Please make Trip to Green permanent! Thanks!
- Chipped green greatly reduce the traffic volume on my local streets I hundred percent support this Program every weekend
- People who are traveling from outside of Placerville know the traffic is going to be an issue. I don't think that deters them.
- Trip to green was awesome especially on Sunday afternoon traveling from Tahoe to El Dorado Hills!
- This could probably be activated most weekends
- I'm off of cold springs, so not directly impacted by traffic from Waze. But if many locals are, and if the businesses are ok with it then I'll support trip to green. So far I've only heard negative feedback about the experience, but that may not be the majority and it may not be people impacted by traffic from Waze and similar apps.
- Thank you for testing this idea!
- I was a proponent of TTG but in practice it is clearly punishing merchants during the busy shopping season as well as neighbors. We don't travel on that chunk of 50 on weekends anymore and are hesitant to take 49 from Diamond Springs now that neighbors are 'trapped' against 50.
- I was shocked how clear the highway was on opening weekend of Apple Hill.
- Thank you for all your work to do trip to green. I saw a lot of negative comments about trip to green and was very disappointed. Living on the north side of 50 (in city limits), we are constantly dealing with the negative effects of

peak traffic. It was such a relief to run errands without having to either avoid peak hours (difficult to do with two young children).

- If there is any impact to businesses at all, then another option should be considered. Why do we want to push the traffic on to the next town for a bite to eat, gas, etc?
- This surveys wording is bias. Trip to green is horrible
- I understand the need to “try” an idea to help with Highway 50 traffic at peak times. Trip to Green does move traffic through the area and definitely helps for West bound traffic. Current Highway speeds through Placerville during T2G are unsafe for motorists trying to enter the Highway. I was almost hit 3 separate times at Spring St as Speeds are too great and visibility is limited. I actually had to aggressively step on the throttle one day to avoid being hit and the floor mat caught the gas pedal and my throttle stuck wide open. (That’s my error I know, but it was a result of having to mash the gas to avoid a TC. I was able to fix the issue just before Placerville Dr thankfully). My other concern is Downtown Merchants. I have spoken to several and ALL have said that T2G has not had a positive impact on their Small Mom & Pop, don’t have large corporate dollars, backbone of our community businesses. And finally, As a Local resident (family has been here since the late 1800’s) if you’re telling the residents that road is closed at 8am-8pm. And it’s actually closed starting at 7am..... This throws a big ole wrench into our plan to navigate the closures. Getting around town is not too much of an inconvenience, but none the less it is definitely an inconvenience and with current gas prices, a long route definitely costs more. Thank you for your time. Casey King. Local Placerville Resident.
- I hate trip to green.
- I was born and raised in Placerville, 49 years. I live right behind main st, off of Pacific St., and I went on a Saturday to get my hair done with a stylist on Main St, it took me 20 minutes to get home. THAT is ridiculous. I left the 3 level parking garage and was stuck between the Bonkers toy store and the Liars bench then had to eh almost cut someone off to turn up Sac Hill. I think the man power at the on/off ramps looks ridiculous and is a waste. People are ALWAYS going to deal with the traffic to come to Apple Hill and Lake Tahoe. Those lights were fought for by business owners. Leave it!!!
- I think trip to green is great for the meantime, but not a permanent fix.
- I live in pollock - the weekend traffic through town has been a nightmare for years and this is a step in the right direction. If downtown merchants want to cry they can get bent, we’re sick of this bullshit.
- Please keep this going it has made a huge difference
- The trip to green would alleviate a lot of the traffic congestion caused by Bay Area retunees from Tahoe and Apple Hill on weekends. However, the debacle that is the new freeway construction in Camino will no doubt contribute to increased traffic regardless. The lights in Placerville are a problem at other times as well. The timing of the turn lane on Eastbound 50 to Canal doesn’t last near long enough during peak el dorado high school hours and events, and should also be looked at. It causes a major traffic backup at times. Thank you.
- Nooooo, for once I feel this is a good idea.... things like round-a-bouts, etc just really pisses me off.... To me this is a positive and necessary change.
- I cannot imagine how Trip To Green negatively impacted downtown businesses - Main St/Broadway were accessible. Maybe add more signage indicating businesses are open and which exits to take. Without Trip to Green traffic Westbound traffic is a nightmare during peak seadons/times for all traveling that corridor and has exponentially gotten worse in recent years.*please excuse typos...chubby fingers on small digital keyboard
- I think we should get rid of the traffic lights all of the time.
- Loved this program
- I thought it was great, now it’s back to dreading driving through Placerville traffic





Appendix E

December 2022 Open House Summary



US 50 Corridor Action Plan
Open House
December 8, 2022 | 5:00-7:00 p.m.

US 50 Corridor Action Plan Community Open House Event Summary

Introduction

On Thursday, Dec. 8, 2022, the El Dorado County Transportation Commission (EDCTC) and City of Placerville jointly hosted a community open house about the US 50 Corridor Action Plan. At this event, participants had a chance to hear updates on the Action Plan, to view the results of the Trip to Green demonstration weekends, and to provide feedback on next steps. A total of 32 community members attended the meeting, which was at the Placerville Town Hall located at 549 Main Street in Placerville.

Project Overview

As the primary transportation corridor extending through El Dorado County, US 50 highway serves the County's major population centers, including El Dorado Hills, Cameron Park, Diamond Springs, Placerville, Camino, and South Lake Tahoe. Peak month Average Daily Traffic (ADT) ranges from 106,000 at the west end of the County at Latrobe Road, to 16,800 at the junction of SR 89 in South Lake Tahoe (from 2017). To address long-term problems associated with limited data availability and a need for a comprehensive investment strategy for the US 50 Corridor, EDCTC in partnership with the City of Placerville, local and regional partners, and Caltrans District 3, is conducting system user analysis, identifying, and assessing innovative pricing and investment strategies for the US 50 Corridor. The project also includes data collection and development traffic management strategies, which led to the deployment of Trip to Green, a pilot project of access control along US 50 within the City of Placerville.

Workshop Purpose

The El Dorado County Transportation Commission (EDCTC), the City of Placerville, and Caltrans are developing the US 50 Corridor Action Plan to consider creative solutions to the longstanding congestion issues on US 50 through Placerville. At this workshop, community members reviewed previous efforts to address traffic on US 50 and its existing conditions, received updates on the recent 'Trip to Green' Pilot Program, and learned about potential alternatives and solutions for traffic congestion issues. Representatives from the City of



Welcome Sign



Placerville, EDCTC, and the project consultant team were available to discuss the project and answer questions.

Stations

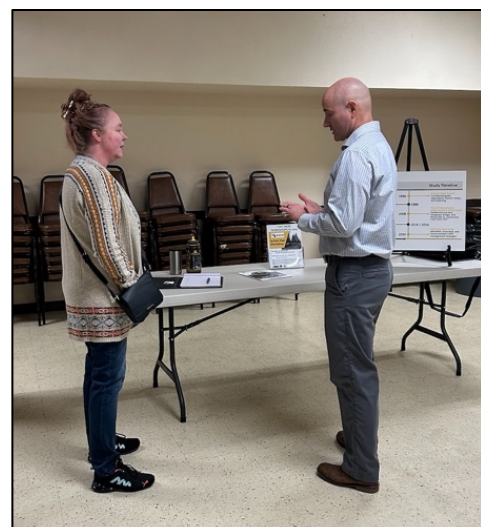
The workshop was structured in an open-house format with four stations, which allowed flexibility for participants to come and go as they please. These stations included: How We Got Here, Trip to Green Program, Traffic Model and System Analysis, and What Now/Next Steps. A detailed description of the four stations participants visited at the open house follows.

Welcome Table

This station included sign-in sheets and two project staff members welcoming participants and explaining the open house layout.

Station 1: How We Got Here

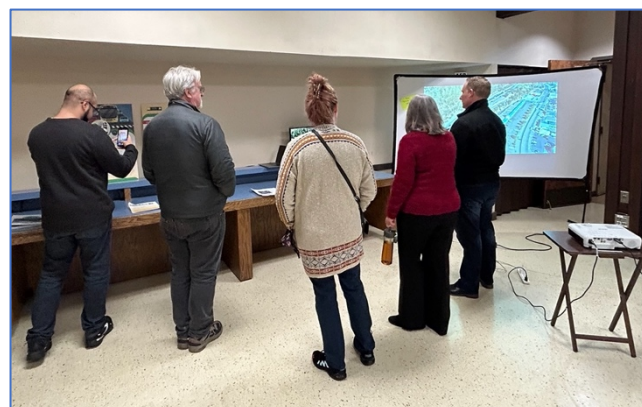
An EDCTC project member was at Station 1 to speak with the public about how we got to this point in the project. This station included an information board of the timeline of what has been done so far and a one-pager fact sheet explaining the traffic congestion problems for participants to take home.



Station 1 – How We Got Here

Station 2: Trip to Green Program

A City of Placerville project member was at Station 2 to speak about the Trip to Green program. This station included a video of drone footage showing traffic on US 50 on a Trip to Green weekend versus a non-Trip to Green weekend. An information board explaining the Trip to Green program and key takeaways was located at this station, along with a 72-page outreach summary detailing efforts made to let the public know about the Trip to Green weekends and questionnaire results given to the community a week after the last Trip to Green weekend.



Station 2 – Trip to Green Program



US 50 Corridor Action Plan
Open House
December 8, 2022 | 5:00-7:00 p.m.

Station 3: Traffic Model and System Analysis

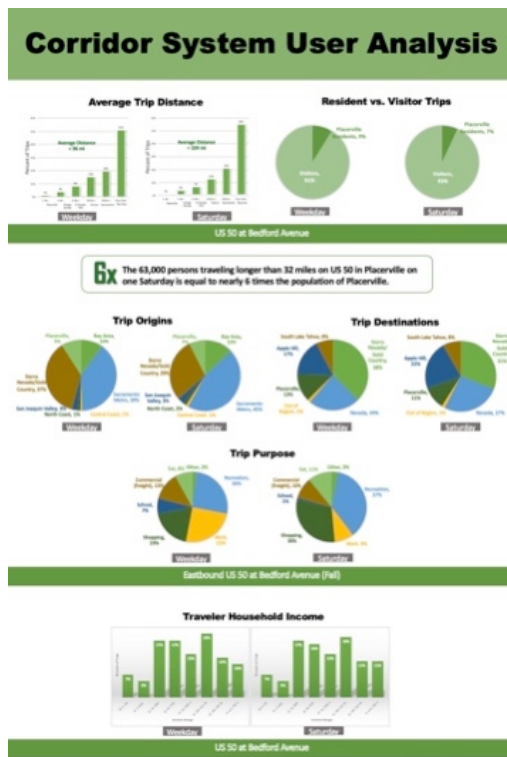
A project member from Wood Rodgers engineering firm was at Station 3 to discuss the traffic model and system analysis. This station included an information graphic comparing traffic data of a typical fall travel weekend with a Trip to Green weekend.

Station 4: What Now

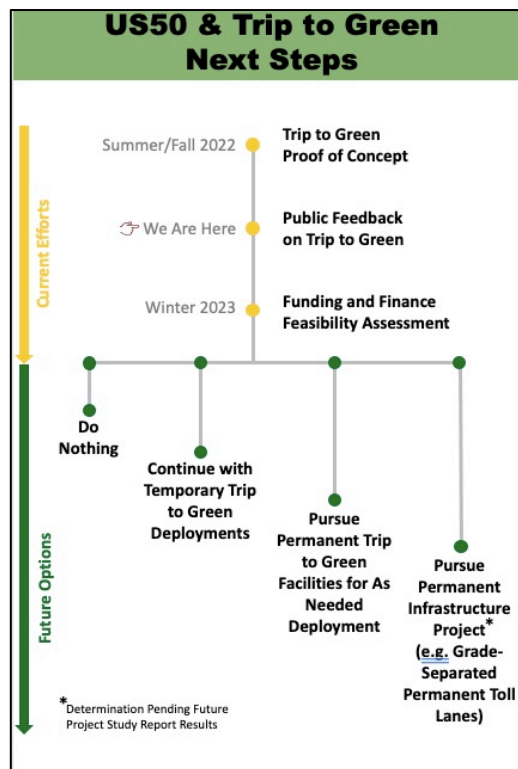
A Wood Rodgers project member was at Station 4 to explain possible future alternatives for dealing with US 50 traffic congestion. Some examples include grade separated toll lanes, flyovers, roundabouts, or do nothing. Station 4 included an information board of the US 50 Trip to Green's next steps and timeline.

Comment Card Table

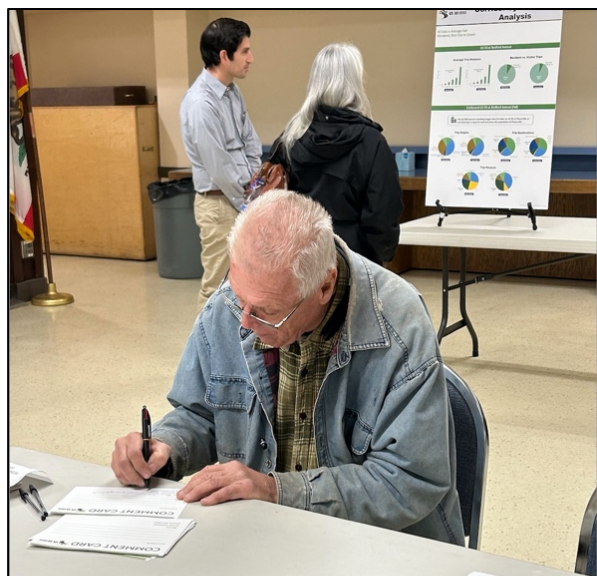
In the middle of the room was a table with comment cards and pens to encourage the community to give input on the project. A comment box was provided to collect comment cards. See "Community Input" below, for a detailed log of all comment cards submitted.



Station 3 - User Analysis Board



Station 4 - Timeline Board



Comment Card Table



US 50 Corridor Action Plan
Open House
 December 8, 2022 | 5:00-7:00 p.m.

Publicity & Noticing

The project development team identified specific targeted audiences that that are being engaged throughout the US 50 Corridor Action Plan and Trip to Green projects. AIM Consulting created a stakeholder database of 220 unique contacts spanning community members, adjacent neighborhoods, emergency responders, distribution firms, main street businesses, nearby properties, Placerville Drive area businesses, and more.

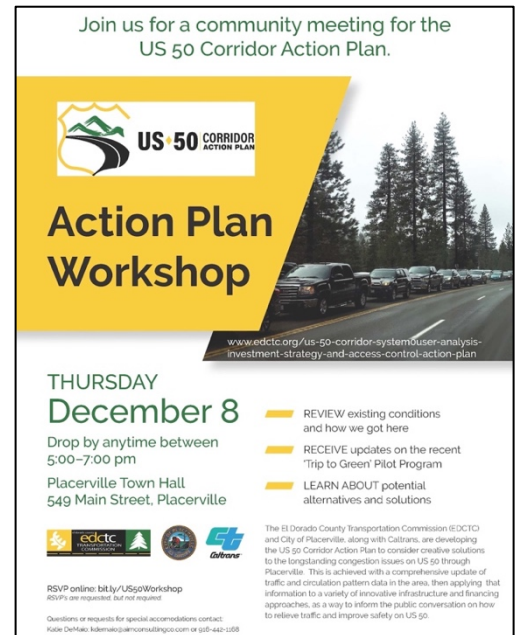
To publicize and notice this workshop, Personalized phone calls were made on November 15, November 29, and December 7 to inform people about the event and encourage their attendance. People in the stakeholder database received three rounds of emails on November 14, November 28, and December 6 including the event flyer, which they were encouraged to share with their organization. Furthermore, the flyer and event information was shared via social media weekly, including various Facebook groups specific to El Dorado County. Flyers were placed in local and downtown coffee shops, businesses, and restaurants two weeks before the event. Furthermore, one week before the event, on November 29, a news release was sent out to all local news sources.

Community Input

Seven community members submitted feedback via comment cards during the open house. The following comments were submitted on comment cards:

“I live next to HWY. 50 at Bedford Ave. On the Trip to Green weekends, it was much quieter on the highway, less noise, calmer without accelerating and braking, lessened siren noise, blessedly calm and less speeding to beat the lights!”

“Go green all through the month of October to the 1st weekend of November or until Veterans Day. Then green the weekend after thanksgiving.”



Open House Flyer



Figure 8: Project team member discusses project.



“Trip to Green should be implemented from Sept.15th the start of Apple Hill opening, until mid-Nov. End of the Christmas tree season! Trip to Green is an effective reduction thru W.B 50 for residents and merchants. Looking forward to a completed resolution that will positively affect the public, merchants, and residents.”

“Placing more EV chargers downtown would encourage more local businesses to use both from locals and thru traffic to/from Tahoe/Bay. Since the B of A chargers got installed our spending in town has gone up significantly. City hall parking lot would be a good spot.”

“On the detour maps, no right turn only signs for the Northside (Westbound) for Coloma Street, etc....The map is too busy.”

“For Trip to Green: Would like the ability to make a right turn from Canal St. to Hwy 50.”

“Would prefer the flyover or bridges over Cal/Bedford/49 for the long-term fix however the Trip to Green is very viable with some improvements. I.E sensors in highway 50 to activate automatic gates /signs/other to make the system automated to turn on automatically when traffic loads increase along with some other improvements.”

Next Steps

The project team has collected the comment cards to understand the community feedback.

A follow-up workshop is scheduled for January 19, 2023 to discuss permanent options for addressing US 50 traffic congestion, including funding and feasibility options for each, to obtain input from the community on what alternatives they like best. All those who have expressed interest by signing up will be able to stay up to date with the status of the project on the project website as well as email notifications.



Community members attending the workshop.



Appendix F January 2023 Workshop Summary



US 50 Corridor Action Plan

Community Open House Event Summary

Introduction

On Thursday, January 19, 2023, the El Dorado County Transportation Commission (EDCTC) and the City of Placerville jointly hosted a community open house about the US 50 Corridor System User Analysis, Investment Strategy, and Access Control Action Plan (Action Plan). At this event, participants had the opportunity to view the results of the Trip to Green demonstration weekends, learn about four possible alternatives for the next steps, and provide feedback on which alternative should be pursued. A total of 25 community members attended the meeting at the Placerville Town Hall located at 549 Main Street in Placerville.

Project Overview

As the primary transportation corridor through El Dorado County, US Highway 50 serves the County's major population centers, including El Dorado Hills, Cameron Park, Diamond Springs, Placerville, Camino, and South Lake Tahoe. Peak month Average Daily Traffic (ADT) ranges from 106,000 at the west end of the County at Latrobe Road, to 16,800 at the junction of SR 89 in South Lake Tahoe (2017 Data). To address long-term problems associated with limited data availability and a need for a comprehensive investment strategy for the US 50 Corridor, EDCTC in partnership with the City of Placerville, local and regional partners, and Caltrans District 3, is conducting a system user analysis to identify and assess innovative pricing and investment strategies for the US 50 Corridor. The project also includes data collection and development of traffic management strategies, which led to the deployment of Trip to Green, a pilot project to control access on US 50 allowing the signals to be held in a solid green phase on US 50 within the City of Placerville.

Workshop Purpose

The El Dorado County Transportation Commission (EDCTC), the City of Placerville, and Caltrans are developing the US 50 Corridor Action Plan to consider creative solutions to the longstanding congestion issues on US 50 Action Plan through Placerville. The first workshop was held in December to share the findings of the Trip to Green demonstration weekends with the public and collect input on future directions for the corridor. This second workshop then presented four different options for next steps, including the pros and cons of each, and asked participants for their feedback on which one should be pursued. Representatives from the City of Placerville, EDCTC, and the project consultant team were available to discuss the project and answer questions.



Figure 1111: Welcome to the workshop.



Workshop Format

The workshop was structured in an open-house format with three distinct parts: the left side of the room devoted to Trip to Green demonstration weekend information and outcomes, the center of the room dedicated to a presentation to share the four alternatives for the next steps, and the right side of the room for community members to provide feedback on the four alternatives following the presentation. A detailed description of the workshop follows:

Welcome Table

As community members entered the room, they were greeted by two project staff members asking them to sign in. Then participants were handed a print-out of the presentation as well as an instructional card with colored dot stickers attached to “vote” on alternatives after the presentation. Participants were then invited to partake of refreshments and check out the information about the Trip to Green weekends prior to the presentation beginning.

Trip to Green Demonstration Weekends

On the left side of the room was information related to the Trip to Green demonstration weekends that had occurred between August and October 2022. This was to remind people how we got to this point in the project. An information board explaining the Trip to Green program and key takeaways were located at this “station,” along with a 72 -page outreach summary detailing efforts made to let the public know about the Trip to Green weekends and questionnaire results given to the community after the last Trip to Green weekend concluded. Furthermore, two screens were set up to show drone footage comparing traffic backups on a Trip to Green weekend versus a non-Trip to Green weekend.

Presentation on the Four Alternatives

At 5:20 p.m., Bryan Gant, Principal Engineer from Wood Rogers, Inc., began a formal presentation on the four alternatives being considered for the next step of this project. What follows is a summary of the presentation he gave:

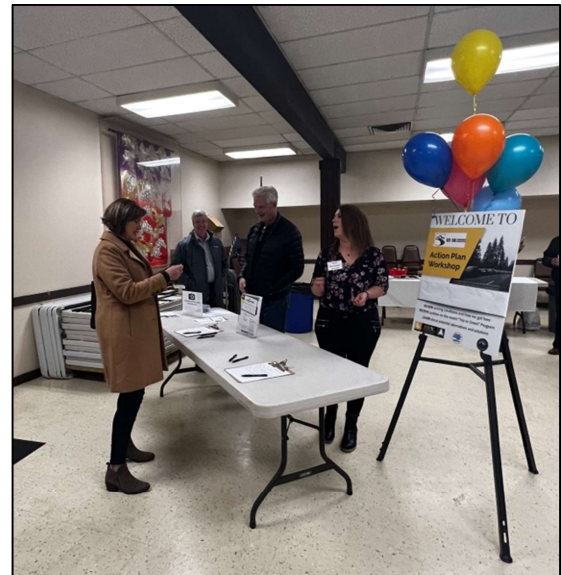


Figure 2222: Participants welcomed at registration.



Figure 3333: Bryan Gant presenting alternatives.



Study Background

Gant briefly contextualized the current stage of the project by reviewing a map of the project area, reminding people that signalized intersections on US 50 result in congestion, showed a timeline dating back to 1996 when the first study report was released and showed that the current project team represents a collaboration between multiple agencies and organizations.

Alternative 1: Construct New Elevated Express Lanes

The most expensive and involved of the options, this alternative would create a permanent elevated tolled lane system as part of US 50. Proposed entry and exit points would be Placerville Drive in the west, and Mosquito Road in the east. Gant then showed data where typical fall eastbound traffic peaks on Friday afternoons and Sunday mornings, compared to typical fall westbound traffic peaks occurring on Sunday afternoons. If Alternative 1 is pursued, the next steps would be to estimate traffic and toll revenue, considering traffic eligible to use lanes (through traffic), the value of time (which would be estimated using income levels), and future traffic growth. This alternative would assume operation 24 hours a day, 365 days a year with a toll rate of \$1.00-\$1.75 during peak times and \$0.50 at non-peak times. Those figures would generate a projected \$1.4 million annual gross revenue in 2025.

US 50 CORRIDOR ACTION PLAN **Traffic and Revenue Analysis Scenarios**

OBJECTIVE - Improve travel times through 3 signalized intersections: Canal St., Spring St., and Bedford Ave.

- **Elevated Express Lanes**
 - Western terminus at Placerville Dr.
 - Eastern terminus at Mosquito Rd.
 - One lane per direction
 - 24 hours x 365 days
- **Trip to Green**
 - 12 weekends per year
 - Signals set to all green on US 50 all weekend

Elevated Express Lanes Concept

Figure 4444: Overview of the first two alternatives, including concept drawing.

Alternative 2: Pursue Permanent Trip to Green Tolled Facilities

This alternative would continue the Trip to Green program (maintaining green lights on the signaled intersections of US 50 during daytime hours) on select weekends that have the most traffic congestion, including Memorial Day weekend, July Fourth weekend, Labor Day weekend, Thanksgiving, Christmas, and New Year's. Unlike the demonstration weekends in 2022, if this option were to be pursued then more permanent infrastructure would be

US 50 CORRIDOR ACTION PLAN **Overall Methodology (Sketch-Level)**

- Create traffic profile for trips during 5 holiday periods and 7 typical Fall weekends
 - Memorial Day (4 days)
 - July Fourth (4 days)
 - Labor Day (4 days)
 - Thanksgiving (3 days)
 - Christmas/New Year's Day (3 days)
- Signals on US50 held to green with other infrastructure (e.g. ITS, barriers, etc.)
- Approximate traffic diversion to alternate routes under range of potential toll rates
- Estimate traffic and toll revenue (sketch-level)

Figure 5555: Overview of alternative 2, to maintain Trip to Green selectively.



constructed, such as gantries and barriers. Furthermore, this alternative would toll people utilizing US 50 during the TTG weekends, between \$1.00-\$3.00, with toll gantries placed to minimize the potential for diversion/bypass. This would result in an annual gross revenue of \$620,000-\$1.8 million, depending on the toll rate charged.

Alternative 3: Continue with the Temporary Trip to Green Operations

A less involved option is to continue with the temporary Trip to Green, exactly as it had operated during the demonstration weekends in 2022 without the installation of any permanent infrastructure or tolls. The advantages of this option include temporary relief from seasonal recreation and holiday travel, a lower cost compared to alternatives 1 and 2, and adjustments that can be made easily to mitigate the impacts on peak traffic flow. The disadvantages include the labor and equipment required to set it up each time, the safety concerns over field staff being exposed to traffic during set-up and take-down, and ongoing funding that would still need to be identified.

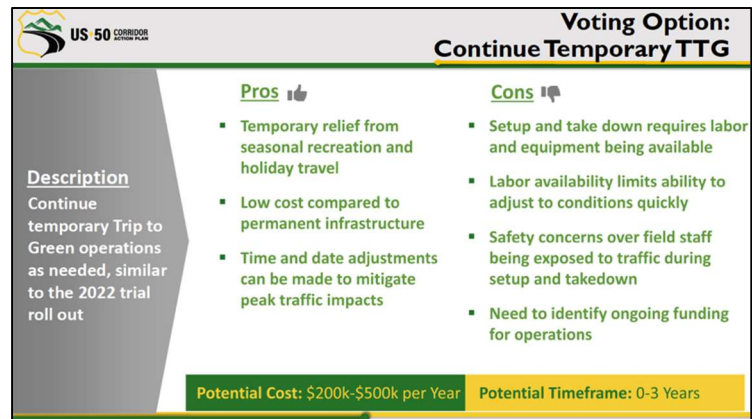


Figure 6666: Pros and cons of Alternative 3, continuing Trip to Green.

Alternative 4: Do Nothing

Finally, the community can simply choose to do nothing, which would require no new or ongoing investment. However, this would potentially result in continued or worsening traffic congestion on peak weekends and holidays, does not aid in evacuations, there would still be safety concerns with major differences in US 50 speeds, and traffic would continue to be diverted through downtown when the corridor is congested.

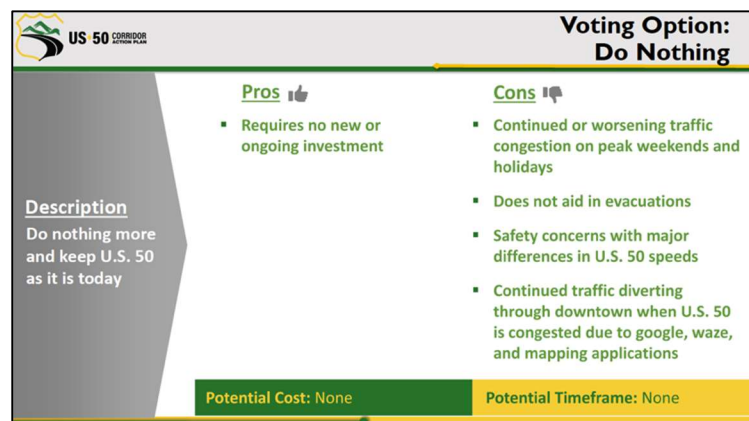


Figure 7777: Pros and cons of alternative 4, to do nothing.

Input on the Four Alternatives

The four alternatives from the presentation had been summarized on boards on the right side of the room. When participants had first entered the workshop they were handed a card with three colored dots: red to indicate the option they absolutely do not want, yellow for the option they'd find acceptable under certain conditions, and green for the most preferred option. Following the presentation, community members were encouraged to visit the boards and "vote" on which



alternative they would prefer using their colored dots. Post-it notes were available for further comments. What follows is the feedback provided on each board:

Board 1: Pursue Permanent Tolloed Infrastructure

This board had the following colored dot breakdown:

- 3 Green
- 1 Yellow
- 9 Red

This board also included the following comments on post-its:

- Red dot
- No tolls! We already paid taxes
- No tolls for residents
- Tolls are not a realistic way to fund this

Board 2: Pursue Permanent Trip to Green Tolloed Facility

This board had the following colored dot breakdown:

- 11 Green
- 7 Yellow
- 0 Red

This board also included the following comments on post-its:

- No toll too expensive
- No tolls!
- Have a way to access downtown merchants
- Try to fund without tolls
- Good for evacuation
- In the meantime, while pursuing the permanent option, an elevated 4-lane structure
- More signage to help educate prior to Placerville Drive
- No tolls! We already paid taxes for this
- No tolls for residents
- Have EDC residents exempt from toll

Board 3: Continue the Temporary Trip to Green

See the next page of this report for the image of the board. This board had the following colored dot breakdown:

- 3 Green
- 6 Yellow
- 2 Red

This board also included the following comments on post-its:

- Much more streamlining needs to occur. Too confusing as it was implemented

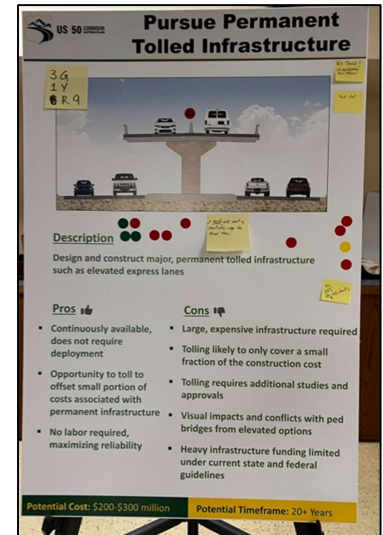


Figure 8888: Board 1 with dots & comments.

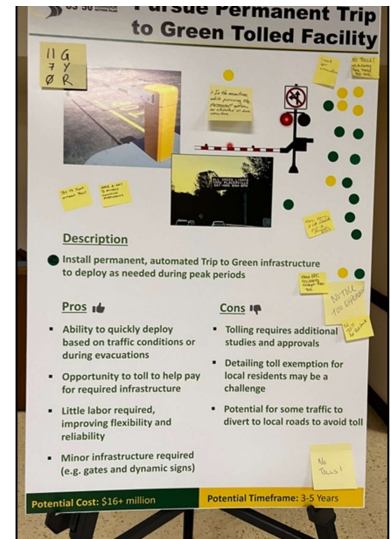


Figure 9999: Board 2 with dots & comments.



US 50 Corridor Action Plan
Open House
 January 19, 2023 | 5:00-7:00 p.m.

Board 4: Do Nothing

This board had the following colored dot breakdown:

- 3 Green
- 0 Yellow
- 7 Red

This board also included the following comments on post-its:

- This is my favorite

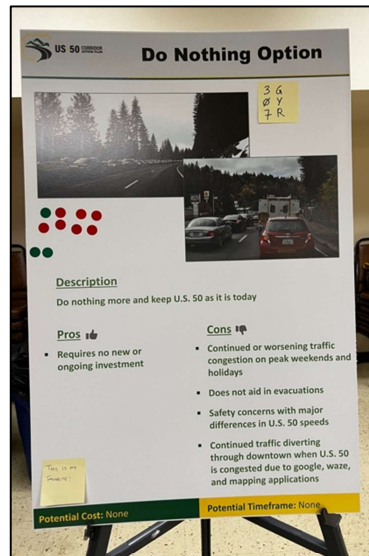
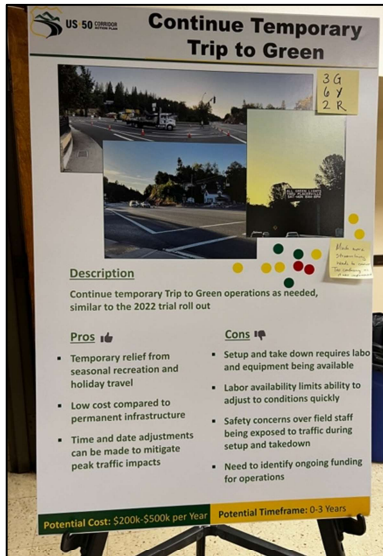


Figure 10101010: Boards 3 and 4 with dots & comments; Placerville Fire Chief & Police Chief engaging participants during the workshop.

Publicity & Noticing

The project development team identified specific targeted audiences that are being engaged throughout the US 50 Corridor Action Plan and Trip to Green projects. AIM Consulting created a stakeholder database of 276 unique contacts spanning community members, adjacent neighborhoods, emergency responders, distribution firms, Main Street businesses, nearby properties, Placerville Drive area businesses, and more.

To publicize and notice this workshop, three rounds of emails were sent via Constant Contact between January 5 and January 18. Emails included the event flyer, which they were encouraged to share with their organization. Personalized phone calls were made between January 6-11 to inform people about the event and encourage their attendance. Additionally, the flyer and event information was shared via



Figure 11111111: Participants engaging with boards.



social media weekly, including various Facebook groups specific to Placerville and El Dorado County.

Community Input

In the middle of the room was a table with comment cards and pens to encourage the community to give input on the project. A comment box was provided to collect comment cards. Five community members submitted feedback via comment cards during the open house. The following comments were submitted on comment cards:

- “Do nothing is my first choice. Major project is a definite no, too expensive and an eyesore. NO TOLLING!”
- “If a zoom meet, please have a public access point for those with no tech ability or speed, to participate in - open town hall for zoom connection.”
- “Would prefer the fly over or bridges over Canal/Bedford/49 for the long term fix however the ‘Trip to Green’ is very viable with some improvements I.E. sensors on highway 50 to activate auto gates/bollocks/signs and other to make the system automate and to turn on automatically when traffic loads increase along with some other improvements.”
- “Elevate Highway 50, 6 lanes total. Use old westbound lane for 2-way local traffic and nudge hang town creek north far enough to hide the sewer lines etc. Use remainder of old east bound 50 for parking and a Creekside Park; build a few pedestrian bridges across. Most importantly, tell the world how easy and nice it is to visit Placerville now...”
- “Have Trip to Green implemented on weekends to compromise between commuters and businesses/locals.”

Next Steps

The project team has collected the data from the four alternatives and the comment cards to understand the community feedback. Using that information, decisions will be made on how to move forward with improving the corridor and alleviating congestion. People can stay up to date on the status of the project by visiting the project website.



Appendix G

February 2023 Online Workshop Summary



US 50 Corridor Action Plan Virtual Workshop #3 Event Summary

Introduction

On Thursday, February 16, 2023, the El Dorado County Transportation Commission (EDCTC) and the City of Placerville jointly hosted a virtual workshop on Zoom about the US 50 Corridor System User Analysis, Investment Strategy, and Access Control Action Plan (Action Plan). At this event, participants had the opportunity to review the draft plan and discuss next steps regarding the Corridor Action Plan and Trip to Green. A total of 57 community members attended the meeting.

Project Overview

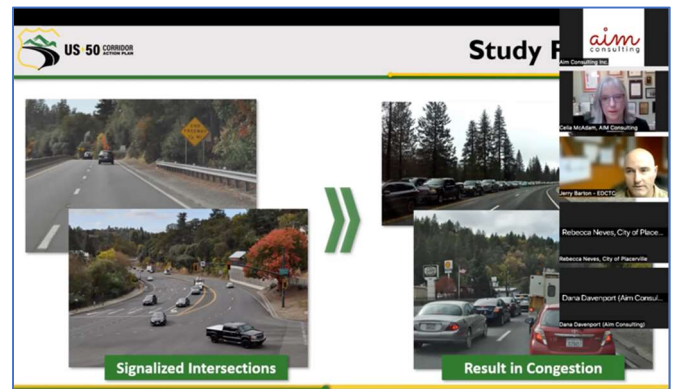
As the primary transportation corridor through El Dorado County, US 50 serves the County’s major population centers, including El Dorado Hills, Cameron Park, Diamond Springs, Placerville, Camino, and South Lake Tahoe. Peak month Average Daily Traffic (ADT) ranges from 106,000 at the west end of the County at Latrobe Road to 16,800 at the junction of SR 89 in South Lake Tahoe (2017 data). To address long-term problems associated with limited data availability and a need for a comprehensive investment strategy for the US 50 Corridor, EDCTC in partnership with the City of Placerville, local and regional partners, and Caltrans District 3, is conducting a system user analysis to identify and assess innovative pricing and investment strategies for the US 50 Corridor. The project also includes data collection and development of traffic management strategies, which led to the deployment of Trip to Green, a pilot project to control access on US 50 allowing the signals to be held in a solid green phase on US 50 within the City of Placerville.

Workshop Purpose

The EDCTC, the City of Placerville, and Caltrans are developing the US 50 Corridor Action Plan to consider creative solutions to the longstanding congestion issues on US 50 through Placerville. The first workshop was held in December 2022 to share the findings of the Trip to Green demonstration weekends with the public and collect input on future direction for the corridor. The second workshop was held in January 2023 to present four different options for



Welcome slide of the PowerPoint



Study Location Picture Slide



next steps, including the pros and cons of each, and asked participants for their feedback on which one should be pursued. The purpose of this third community meeting was to share and review the draft plan and discuss next steps regarding the Corridor Action Plan and Trip to Green.

Specifically, this workshop included a presentation of the Access Control Plan, overview of the System User Analysis and Planning and Investment Strategies, next steps, and the public feedback summary.

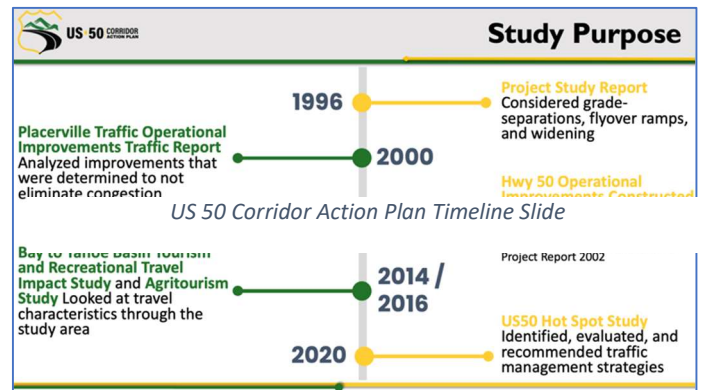
Workshop Format

The workshop began with a welcome from Celia McAdam of AIM Consulting, along with a brief overview of the participation process through the Zoom format. Jerry Barton of EDCTC began a presentation that reviewed the US 50 Corridor Action Plan steps to this point and possible future direction. Following the presentation, Celia McAdam facilitated a large-group discussion where participants asked questions and provided input through the virtual chat box or by verbally asking questions. The project team concluded the community workshop by reviewing January’s workshop public feedback, and the team shared the timeline for presenting the draft plan to EDCTC and City of Placerville. A detailed description of the workshop follows:

Presentation, Part 1: Study Background

Celia McAdam began the workshop by first reviewing Zoom norms, going over the meeting agenda and introducing the project team in attendance:

- Rebecca Neves, City of Placerville
- Jerry Barton, EDCTC
- Celia McAdam, AIM Consulting
- Katie Owen, AIM Consulting
- Dana Davenport, AIM Consulting



McAdam then passed the slide over to Jerry Barton, Senior Transportation Planner for EDCTC. Barton began the formal presentation, which provided an overview of the project, a summary of the study area, study purpose, and timeline. Below is a summary of this part of the workshop:

US 50 Action Corridor Plan and the Study Background

Barton explained to participants that EDCTC and the City of Placerville have studied options for US 50 improvements for well over 20 years. A Project Study Report in 1996 considered grade separations, flyover ramps, and widening, followed by the Placerville Traffic Operational Improvements Traffic Report in 2000 which analyzed improvements that were ultimately determined to not effectively eliminate congestion. Following the 2000 report, in 2008 Highway



50 Operational Improvements constructed an Eastbound Auxiliary Lane, Hangtown Bridge, and Placerville Drive Connection. Between 2015 and 2020, the Bay to Tahoe Basin Tourism and Recreational Travel Impact Study took place alongside the US 50 Hot Spot Study, which recently concluded. These two studies evaluated and recommended traffic management strategies and looked at travel characteristics throughout the study area.

Barton shared that the project team for the current US 50 Corridor Action Plan included the following agencies/jurisdictions:

- Caltrans District 3
- EDCTC
- City of Placerville
- El Dorado County
- City of Placerville Police
- City of Placerville Fire

Project Development Team (PDT)

Project Development Team Role

- ▶ 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

Logos for Caltrans District 3, EDCTC, El Dorado County, City of Placerville, and City of Placerville Fire are displayed.

Team Slide

All agencies/jurisdictions had the same four goals: collaborate on study processes, findings, and recommendations; provide technical input and expertise; coordinate needs, responsibilities, and actions within respective organizations; and ensure they develop the most effective plan possible for the traveling public.

Presentation, Part 2: Access Control Plan for US 50 in Placerville

After providing the background to the current study, Barton then introduced the Access Control Plan Proof of Concept, also known as Trip to Green. He indicated that the plan consisted of continuous green lights for US 50 thru traffic at all three signals in downtown Placerville, prohibited local movements across US 50, and rerouted local access and North/South movements across US 50.

Trip to Green Takeaways

Barton summarized the Trip to Green takeaways, which consisted of:

- Trip to Green effectively addressed congestion
- No crashes were reported during Trip to Green operations
- The results suggest a Sunday-only Trip to Green may be a viable option on most weekends
- Results also suggest a narrower timeframe than 8am-8pm can be considered

Presentation, Part 3: System User Analysis

Barton next spoke about the System User Analysis overview. He described the purpose of the analysis was to develop an understanding of corridor users, travel patterns and demographics,



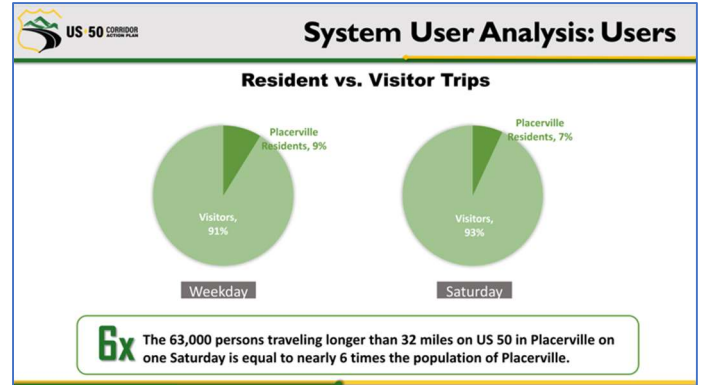
then gathered information is used to inform the plan and investment strategy. Finally, location-based device data was used to conduct the travel analysis. Below is a summary of the System User Analysis findings:

System User Analysis: Trip Distance

- Weekday average distance: 96 miles
- Saturday average distance: 104 miles

System User Analysis: Users

- Barton indicated that on weekdays 91 percent of travelers were visitors and nine percent were Placerville residents, while on Saturday 93 percent of travelers were visitors and seven percent were Placerville residents. He noted that the 63,000 persons traveling longer than 32 miles on US 50 in Placerville on one Saturday is equal to nearly six times the population of Placerville.



System User Analysis Chart Slide

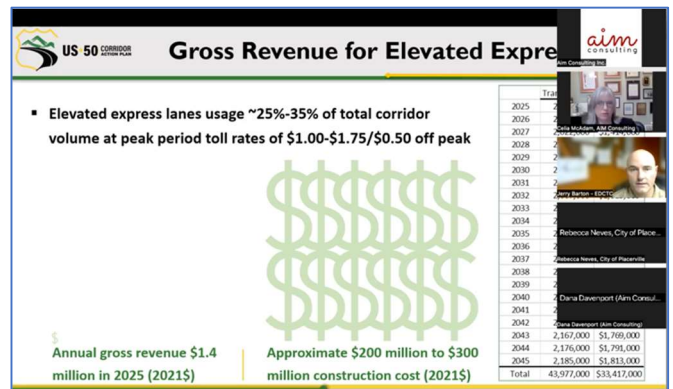
Presentation, Part 4: Financing and Investment Strategy

Barton next shared the objective of the Investment Strategy Overview which included conducting a sketch-level study to determine the potential order of magnitude of revenue if tolling were implemented to help fund solutions for US 50 congestion.

The project team analyzed two scenarios: elevated express lanes and permeant Trip to Green infrastructure. Before going into each scenario, Barton clarified that tolling would require additional studies and approvals.

Scenario 1: Elevated Express Lanes

The elevated express lanes scenario would consist of a western terminus at Ray Lawyer Drive and an eastern terminus at Mosquito Road. There would be one lane per direction which would be running 24 hours per day, 365 days of the year. The annual gross revenue from tolling this scenario is expected to be \$1.4 million in 2025 dollars, and it would take \$200-\$300 million to construct.



Gross Revenue for Elevated Express Lane Slide



Scenario 2: Permanent Trip to Green Infrastructure

Under this scenario, signals on US 50 would be held to green with left turn and cross street access at the intersections controlled with permanent infrastructure such as barriers and signs. This scenario would operate for five holiday periods and seven typical fall weekends throughout the year. Under this scenario, all US 50 traffic would be tolled during Trip to Green operations using overhead gantries that would not require motorists to stop to pay tolls. There would be a tolling exemption for residents. The assumption is the toll amount would be \$1-\$3 per trip which would create an annual gross revenue of \$620,000 to \$1.8 million dollars. The approximate construction cost would be approximately \$16 million dollars.

Next Steps and Conclusion

Barton concluded the presentation by sharing next steps, which includes a presentation of the draft plan to EDCTC and City of Placerville in March 2023 and a final plan adoption in April 2023. Based on the direction provided by EDCTC Board of Directors and Placerville City Council, the staff will coordinate with Caltrans and agency partners to proceed with the decided scenario. Barton then turned it over to Celia McAdam to review the public feedback from January's meeting, which indicated:

- Little interest in pursuing the elevated express lanes option;
- Mixed reaction towards tolling to help fund improvements; and
- Trip to Green is the most supported scenario if refinements to schedule and signage are included.

Question and Answer Discussion

The meeting was then opened for questions and answers. The following is a summary of each question and the project team's response:

Participant 1 expressed that a good funding solution would be to use the gas tax and other taxes already being paid for road improvements. They asked why they are not currently using these

existing taxes like they do all over the state. If US 50 is so important, why are we not using everyone's state taxes to pay for it? They also noted they are against this study due to this reason.

- The project team noted that this idea is a very high-level big picture discussion, noting that statewide there's a shortfall on transportation funding and the gas tax does not generate enough to help pay for road maintenance and improvements needed. EDCTC is looking for other creative solutions to help fund this project.

Participant 2 asked what would be the definition of "local" for the exemption?



- The project team has not yet begun to define this. This is an ongoing discussion that includes analyzing data to make sure no one is being inconvenienced by the tolling.

Participant 3 expressed that a tolling solution might also shift traffic onto Highway 80 to North Lake Tahoe.

- Comment noted.

Participant 4 asked if local businesses in the Placerville downtown area feel they are missing out on potential business by travelers passing through to Tahoe.

- The project team shared that the City of Placerville conducted a survey of and the results indicated that approximately 77 percent support Trip to Green and had no issue or decline in business on the Trip to Green weekends.

Participant 5 noted that they are concerned local exemptions be simple and not cumbersome.

- Comment noted.

Participant 6 asked what is going to happen when the team decides to do Trip to Green weekends or another option.

- The project team shared that currently they are wrapping up the data collection phase and they will not know how to move forward until the elected officials decide and give direction on the next course of action. At that stage, the team will also look for funding sources.

Participant 7 expressed that the current shifts in society need to be factored into the decision-making. The government passed a bill saying that by 2035, no gas car sales will be allowed, and all public transportation needs to be gas-free by 2030. City of Placerville can capitalize on this by building EV infrastructure to attract and retain people alongside Trip to Green infrastructure.

- Comment noted.

Publicity and Noticing


The project development team identified specific targeted audiences that are being engaged throughout the US 50 Corridor Action Plan and Trip to Green projects. AIM Consulting created a stakeholder database of 276 unique contacts spanning community members, adjacent neighborhoods, emergency responders, distribution firms, Main Street businesses, nearby properties, Placerville Drive area businesses, and more.



US 50 Corridor Action Plan
Virtual Workshop #3
February 16, 2023 | 5:30-7:00 p.m.

To publicize and notice this workshop, three rounds of emails were sent via Constant Contact between February 3- And February 15. Emails included the event flyer, which recipients were encouraged to share with their organization. Personalized phone calls were made between February 3-14 to inform people about the event and encourage their attendance.

Join us for our **THIRD** community meeting for the **US 50 Corridor Action Plan**



Action Plan Workshop

www.edctc.org/us-50-corridor-system/user-analysis-investment-strategy-and-access-control-action-plan





THURSDAY
February 16
5:30 pm - 7:00 pm
via ZOOM
RSVP at:
bit.ly/us50workshop3

- REVIEW** elements of the Draft Plan
- Discuss** the next steps of the US 50 Corridor Action Plan/ Trip to Green

The El Dorado County Transportation Commission (EDCTC), the City of Placerville, and Caltrans are preparing the US 50 Corridor Action Plan to develop solutions to improve the recreation and tourism traffic congestion on US 50 in the Placerville area.

The project team has studied traffic and circulation patterns and developed innovative infrastructure and financing options to consider for future improvements to the travel experience on US 50 in and around Placerville. Please join us virtually for our third and final workshop!

For questions contact Katie DeMaio at kidemaio@gainconsultingco.com or (925) 442-1268



Flyer Used to Advertise Workshop



Appendix H

Draft Final Report Comments and Responses

Summary of Comments on Draft US 50 Corridor Action Plan

Comment 1: Received March 21, 2023

Dear Placerville City Council, City Engineer Neves, EDCTC, and Trip to Green Project Team,

I am writing to express my strong support for the HW 50 Trip to Green Project and ongoing efforts to find traffic solutions for HW50 through Placerville that can be implemented in the near term.

I spent 10 years between 2010-2020 as a business owner and/or chef on Carson Road (lower Apple Hill area) and Main Street Placerville. I had the opportunity to witness and study the seasonal traffic and the behavior of those stuck in it. And as a resident, I grew increasingly frustrated with the limits that this traffic put on my own ability to get around town and to visit local family on the weekends during the fall. It was my growing frustration with the seasonal traffic that in part led me to run for City Council in 2018 and during my time on the Council I was a strong proponent of the Trip to Green Pilot Project and served as a commissioner of EDCTC during the pilot implementation.

The traffic impacts used to be a source of annoyance for locals and one of the major complaints that the City Council received. In recent years the traffic has increasingly become a public safety disaster waiting to happen. Apple Hill Season now coincides with the most dangerous fire weather. I remember watching in shock and horror in 2020 when record numbers of Apple Hill visitors aligned with a red flag warning and a PSPS power outage in Placerville. The traffic on that Sunday was so gridlocked it took me 30 minutes to get from Point View to Placerville Drive. The traffic made fire more likely and fire response and evacuation less possible. Outside of red flag warnings and power outages, gridlock increases response time for emergency services responding to the kind of life-threatening medical events that happen every day in our community, heart attacks, strokes, accidents. Situations in which seconds and minutes can make the difference between life and death for our friends and neighbors. Anyone who downplays the severity of this problem and the risk to public safety that it poses either isn't paying attention, has amnesia, or doesn't actually use the HW 50 corridor in their daily life.

The Trip-To-Green is a tool for disaster preparedness that we need to keep handy and sharp in case of a wildfire. When the Caldor Fire happened, we were able to flip the lights to green through Placerville to keep traffic moving during the evacuation. I heard from evacuees who were incredibly grateful that in those moments of fear, they were not stuck in stand still traffic. This was only possible because of the planning and logistics and collaboration between the City, Caltrans and EDCTC that had already been well underway as part of the Trip to Green Pilot project.

Some Main Street businesses have complained that during the pilot project their sales were down. It should be clear that whatever the effects on business traffic solutions have, the primary motivation behind the efforts to keep HW 50 moving is to improve quality of life and safety for our *residents*. But on that note, I want to address some of the business concerns with the perspective that I gained during my time on Main Street and in Apple Hill.

1) Main Street is an unpredictable, feast-or-famine, business environment especially if your customer is the traveling public. Though I appreciated every tourist that visited my restaurants it was our local regulars that kept the business afloat and locals stay home when the HW is backed up. The longest standing businesses on Main Street cater to locals not tourists. It is a bad business strategy that relies on traffic to trap out-of-towners on Main Street. There are maybe a dozen weekends that you expect to be extra busy with tourists but those bonus days are very susceptible to hot weather (*like the 114 F during the Trip to Green Pilot Project*), rain or even the threat the rain, road work, smoke, and power outages. Then you have unexpectedly busy weekends out of nowhere. Good snow in Tahoe or an article published in Sacramento or San Francisco marketing Placerville will bring hordes of tourist into town on a random day. Any data looking at sales by weekend needs to be averaged over several years and exclude the extremely irregular ones (2020, 2021 Caldor Fire).

2) When the traffic backs up people are less inclined to pull over and spend money. They have already spent more time in the car than they budgeted for on their trip and are eager to get to their destination.

3) Many of the people that do pull over are hangry, grumpy and need to pee. When customers are already annoyed when they walk in the door it is incredibly difficult to please them. This leads to a bad experience for business staff and customers and is counter-productive to the effort to market downtown as a destination.

I also want to address some other complaints/ concerns that have been brought up throughout this project:

Concern 1: It's too expensive and there's no funding for it.

The pilot project was very expensive on a per weekend basis. Much of that money went to planning, documentation and data analysis, extensive public outreach, and staffing during the event for manned intersections and set-up and take down. If Trip-to-Green became a recurring, regular event (say every weekend from Labor Day to Thanksgiving), the documentation and analysis that was used to test the concept would fall away, and long-term strategies could be put in place to streamline the set-up/take-down, reduce the need for staffing at the intersections, etc. This is simply a logistics question. The type of logistic questions that the project team are well equipped to solve. On funding - there's never public funding for anything until a plan has been made and the funding has been requested. The pilot project was Step One in determining whether or not there is a potential for a plan - and I believe there is.

Concern 2: It's confusing and hard to get around for locals.

If this was a recurring, regular event, locals would get used to getting around town on Trip to Green Days (locals already use back road detours to get around the gridlock) and specific issues of access that came up during the Pilot would be addressed and mitigated.

Concern 3: The traveling public didn't know how to get downtown.

The project team will take the feedback from the pilot to make improvements to signage and messaging. This is a simple problem to solve. The point of a pilot project is to test a concept and find out where the parts of it are that need improvement.

The Trip to Green pilot project was a response to public concern over traffic. The Pilot Project took years of planning and hard work by EDCTC, City Engineering and Caltrans. I want to express my appreciation for the project team for all the hard work that has gone into this so far. To the elected officials that will ultimately determine the fate of these efforts, I want to urge you to ignore the noise from social media and consider the quality-of-life and safety needs of your constituents.

The alternatives to moving forward with a recurring Trip-to-Green Scenario are to 1) do nothing and tell residents that they will just need to live with worsening traffic in their neighborhoods, or 2) to pursue an extremely expensive and imposing HW50 flyover that would take 20-50 years to build and would have huge impacts on the community (noise, historic character, view). I would opt for an organized, predictable, well-managed, low-impact, low-cost Trip-to-Green over either of the alternatives any day.

Sincerely,

Kara Taylor

Comment 2: Received March 23, 2023

Comments and Questions from Caltrans, Traffic Safety

Comments and Responses:

- **Comment:** Page 16 – Impacts; This section could include weekend traffic counts to support it.
Response: *This section is a qualitative review of potential impacts by mode. Note added to clarify this qualitative nature. Further, Caltrans provided vehicular data for non-Trip to Green and Trip to Green weekends for comparison (e.g. Figure 15).*
- **Comment:** Page 16 – Emergency Response; How would they run a signal at Spring Street? They need to be able to preempt enroute, so response times are not affected.
Response: *During the 2022 Trip to Green proof of concept, both field tests and real time experiences demonstrated that the Opticom system worked effectively and no issues with emergency response times were reported by first responders.*
- **Comment:** Page 18 – Trip to Green; Why wasn't a peak skiing weekend scheduled? This would seem to be the biggest volume of traffic due to heavy traffic headed to South Lake Tahoe.
Response: *Local agency experience and traffic data suggests fall weekends around Apple Hill season and summer/fall four-day holiday weekends have the highest levels of congestion. Winter seasons/weekends have not typically produced the same levels of congestion in and around Placerville. The Study team will monitor conditions as part of any further Trip to Green development or deployment to identify additional seasons and/or holidays that may experience congestion and benefit from Trip to Green.*
- **Comment:** Page 28 – Next Steps – Do Nothing – Cons; The comment that mentions "Safety concerns with major difference in US 50" needs supporting data. This doesn't make sense with all traffic crawling through town unless someone runs a stoplight.
Response: *The safety concern is proactive and not based on historic collision data. The potential confusion with speed differences and congestion are noted and the language has been revised to better clarify the focus on speed differences with free-flow US 50 traffic approaching slower moving congestion in Placerville versus speed differences across adjacent lanes. It should be noted that the 2022 Trip to Green evolution conducted over Labor Day weekend was the first Labor Day holiday weekend with no crashes reported.*
- **Comment:** Page 28 – Continue Temporary Trip to Green; A comment should be added that closures and signs require continual maintenance when in place. Having cones and signs down is a major safety issue. This will increase Maintenance exposure.
Response: *Agree, point added to the table language.*

General Comments/Questions and Responses:

- **Comment:** The pedestrian overcrossing in the center of town is not ADA compliant on the north side.
Response: *Comment noted.*
- **Comment:** A review of accidents on City of Placerville streets will be critical.
Response: *Agree, monitoring safety and crash data will be an important part of any future strategies. It should be noted that no crashes were reported during 2022 Trip to Green on US 50 or adjacent local roads.*
- **Comment:** Detouring traffic may affect emergency response times. Many city streets are narrow, and vehicles can't pull over.

Response: Emergency response has been a critical issue for the Study team. Feedback from emergency responders suggests response times were not negatively impacted and emergency vehicles were able to pre-empt US 50 signals to maintain accessibility. Any future Trip to Green efforts will continue to engage emergency responders before, during, and after to ensure adequate response times.

- **Comment:** Speeds on City of Placerville streets. Increased speed/speed differentials are a primary cause of accidents. Many city streets may not have signs or too few signs to be effective. Who will pay for additional signs?

Response: Through traffic on US 50 is less likely to detour to local roads to avoid gridlock during Trip to Green. Local road traffic will continue to use local roads similar to non-Trip to Green days with some rerouting. Rerouting under the circumstance of Trip to Green in 2022 did not induce speeds above posted speed limits. However, in the event of future implementation of Trip to Green, the City of Placerville Police department will continue to monitor speed on local roads and US 50 to ensure safe conditions exist.

- **Comment:** A Noise Study for City of Placerville streets should be conducted.

Response: Any permanent infrastructure project development will require CEQA environmental review, and a noise analysis will be conducted if warranted.

- **Comment:** Is an Environmental Study Report required to implement this?

Response: CEQA compliance is part of project development, and the Next Steps section has been revised to note this requirement.

- **Comment:** To continue the pilot, an Environmental Impact Report may be required.

Response: If Trip to Green is implemented in an ongoing or long-term manner, the Study team will ensure CEQA compliance, in coordination with Caltrans and consistent with state standards.

Comment 3: Received March 23, 2023

Received from District 3 Traffic Operations Staff

Comments and Responses

Comment Reference: Page 25 of 154, Scenario 1: Construct New Elevated Express Lanes

- **Comment:** The concept is interesting but ingress/egress access may be an issue, also the issue of induced VMT will come up with this alternative.
Response: *Noted, and agree current state policies around VMT would likely be a challenge for project development.*
- **Comment:** This concept would require that the existing pedestrian over-crossing structures be replaced with this new elevated structure. The signal at Bedford could likely get a marked crosswalk as before, but the mid-block location between Bedford and Spring really doesn't have a feasible at grade alternative. These pedestrians would be diverted a long distance.
Response: *Agree, additional language added to Table 2.*
- **Comment:** The landing and takeoff locations would require an advanced planning study to determine impacts and ROW required. As an alternative the at-grade intersections could be made into roundabouts, an ICE evaluation would be needed for the new configuration.
Response: *Comment noted. Landing and take-off locations estimated based on planning-level judgement. Additional studies and approvals would be required.*
- **Comment:** The financial payback is problematic to me. Aren't tolled structures required to pay-off construction? If there is no payoff of the cost of the structure planned, why bother tolling at all?
Response: *Tolling rarely pays for the total construction costs of a project and are typically a portion of a larger funding strategy. The tolling option would be further evaluated if this or any other tolled concept were advanced. The investment strategy analysis was developed at a very high, sketch-level for conceptual planning purposes only.*

Comment Reference: Page 26 of 154, Scenario 1 Results

- **Comment:** The scenario 1 results should be revised to show projected net revenue results. Estimating net revenue will better inform the project development process, specifically if the projected revenue can actually help offset project costs. Taking maintenance/operations costs, leakage, and other fees associated with toll collection into account may show that there could be no net revenue realized by the project, especially given the low gross revenue projected.
Response: *The inability for tolling revenue to pay for capital costs associated with scenario 1 is easily inferred. If scenario 1 were advanced, additional, more detailed studies would be required, taking the factors noted as well as other factors into account to estimate a true deficit required to be filled by other funding sources. Scenario 1 is not currently recommended for advancement and no follow-on studies are planned at this time.*

Comment Reference: Page 27 of 154, Scenario 2: Permanent Trip to Green

- **Comment:** I think you'd have problems with drivers going around the gates.
Response: *Agree this would be a challenge and something that would need to be further investigated during preliminary and final design. Strategies such as raised medians or channelization could be effective in helping to avoid this behavior.*

- **Comment:** There would need to be coordination for operations and a maintenance agreement in place.

Response: *Noted for potential future next steps.*
- **Comment:** How would first responders access US 50 in these situations where the gates are active?

Response: *An important consideration to be coordinated and detailed during preliminary and final design.*
- **Comment:** How do local businesses feel about the trip to green being a permanent fixture?

Response: *Downtown merchants were engaged through a merchant-specific survey which was further noticed through door-to-door canvassing. Initial feedback was mixed. Additional outreach and collaboration with businesses would be an important part of any following project development.*
- **Comment:** It is not feasible to make existing US-50 a toll road, with the only available alternative a much longer low capacity and lower quality local road.

Response: *Feasibility associated with non-tolled alternatives vary with state, local, and federal laws. Typically, a non-tolled alternative route is acceptable so long as it is a public roadway. The specifics applicable to this location will have to be further researched and analyzed during subsequent tolling studies if this option were to be pursued.*
- **Comment:** The toll-free detour route will increase VMT and delay.

Response: *Potential tolling gantry locations were strategically placed as part of the sketch-level analysis to minimize diversionary traffic. Additional studies would be required if a tolled option were advanced. It should be noted that during peak congestion periods/travel weekends, such as those where Trip to Green would be deployed, significant diversionary traffic already occurs with motorists trying to avoid US 50 congestion due to the stoplights. The project team was strategic in the identification of potential gantry locations to ensure this circumstance of diversionary traffic is minimized to the best extent possible.*
- **Comment:** AASHTO policy says that a toll road may only be included as a "special route, and that "a toll-free routing between the same termini shall continue to be retained and marked as a part of the U.S. Numbered System.

Response: *The ability to add tolls to an NHS route is governed by federal laws, including the National Highway System Designation Act of 1995 among others. The law generally requires an agreement between the US DOT and a state or local agency before tolling is permitted on a federal-aid highway. Further, tolling the permanent Trip to Green concept would likely require an exemption under the Value Pricing Pilot Program from FHWA since there is no reconstruction goal of the project.*
- **Comment:** This alternative would require special legislative authority.

Response: *CTC approval would be required, as well as the need to set up a separate tolling authority. The need for legislative authority is unclear at this level. Regardless, any tolling effort would require numerous additional studies and approvals well beyond the scope of this study. Note, Caltrans District 3 has a managed lane study underway which consists of discussion among Caltrans, SACOG and others. Additionally, SACOG and Caltrans are working with the Yolo County Transportation District on the Yolo I-80 Managed Lanes Project which will likely set the stage for how tolling will be implemented in the SACOG region.*
- **Comment:** Additionally, this plan should address some of the implementation issues with this scenario, specially tolling previously non-tolled general purpose lanes, impact to goods movement, increase in on VMT due to rerouting of traffic away from tolled lanes, establishing a tolling authority, developing a concept of operations, and consistency between the MUTCD/FHWA/Caltrans managed lanes requirement.

Response: Agree, any advancement of a tolling concept would require numerous additional studies and approvals. These efforts are beyond the sketch-level scope of this study.

Comment Reference: Page 27 of 154, Scenario 2 Results

- **Comment:** See comment above related to gross revenue.
Response: The inability for tolling revenue to pay for capital costs associated with scenario 2 is easily inferred. This does not take into account ongoing maintenance and operations costs as well. If scenario 2 were advanced, additional, more detailed studies would be required, taking the factors noted as well as other factors into account to estimate a true deficit required to be filled by other funding sources.

Comment Reference: Page 30 of 154, Figure 20, Continue with Temporary Trip to Green Operations

- **Comment:** The existing trip to green showed benefits, potentially improving on this with more ITS elements and some improved infrastructure could be a cheaper more effective long-term option.
Response: Agree. There may be opportunities for a "middle-ground" approach that builds on the proof-of-concept type operations by adding additional infrastructure that is forward compatible with potential future permanent Trip to Green infrastructure.

Comment Reference: Page 32 of 154, Table 2: Next Steps Summary

- **Comment:** Ultimately a free-flowing facility of some kind is going to be more and more essential in Placerville. Given the expense of construction it is very likely that whatever is built will be required to handle traffic for longer than the typical 20-year horizon. The EDCTC should consider whether the proposed 2 lane facility provides enough useful life for the facility.
Response: Trying to maintain as free-flowing of a facility as possible is the challenge. This is further complicated by the difficulty in advancing capacity increasing/VMT inducing projects given current state policy.