

ENGAGEMENT SUMMARY

2022



TABLE OF CONTENTS

What is Trip to Green?3

Engagement Strategy4

 01: Trip to Green Website and Partner Website Content5

 02: Video5

 03: Stakeholder Notification.....6

 04: Dedicated Telephone Hotline & Email Address6

 05: Informational Flyers6

 06: Utility Bill Inserts6

 07: Merchant Engagement.....7

 08: Door Hangers7

 09: Press Outreach & Media Coverage8

 10: Social Media8

 11: Post-Project Community Survey9

Appendix A: Print Awareness Materials15

Appendix B: Log of Hotline Calls & Replies16

Appendix C: Log of Emails & Replies18

Appendix D: Mayor Taylor Briefing for Merchant Visits28

Appendix E: Door Hanger Distribution Map29

Appendix F: Media Release 130

Appendix G: Media Release 2.....32

Appendix H: Social Media Statistics.....34

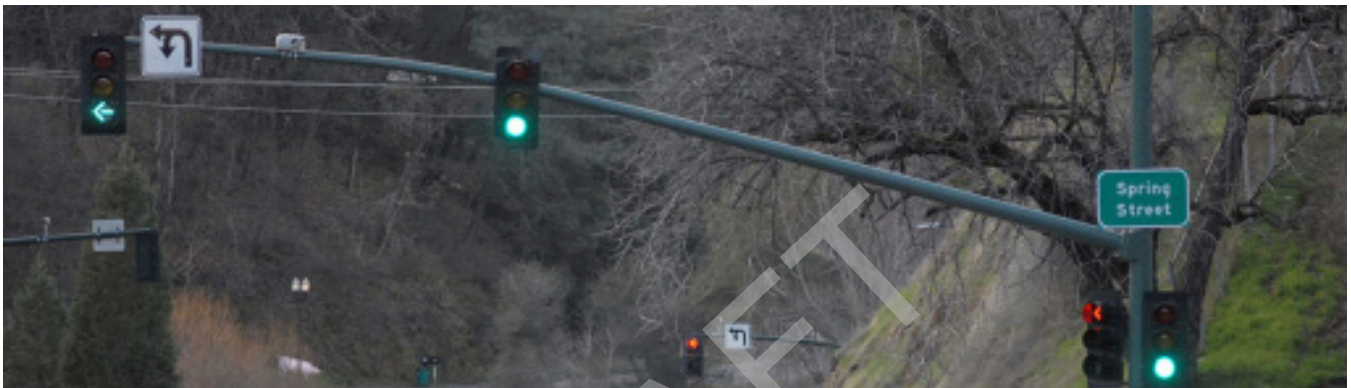
Appendix I: Social Media Content.....38

Appendix J: Post-Project Merchant Survey50

Appendix K: Post-Project Community Survey52

Appendix L: Community Survey Write-Ins54

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

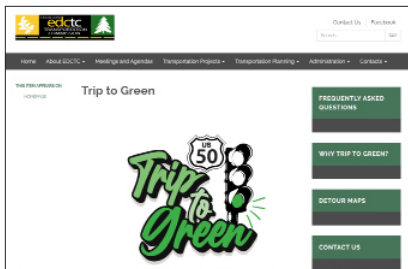
11

Post-project
community survey

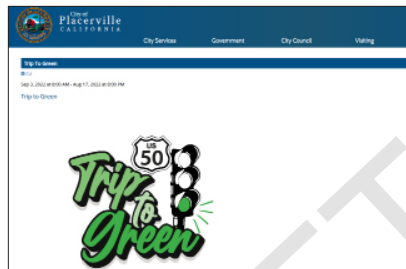
01: Trip to Green Website and Partner Website Content

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.

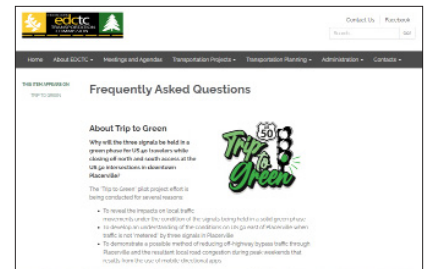
The following is a list of links to those websites:



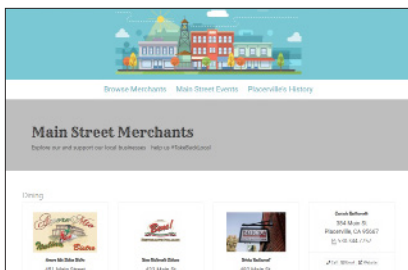
EDCTC's official Trip to Green website



City of Placerville's Trip to Green event information page



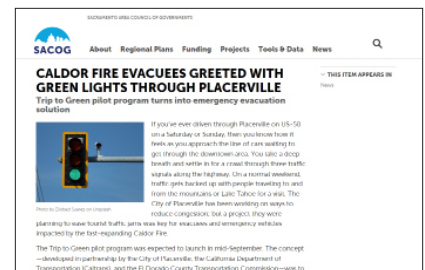
EDCTC's Trip to Green Frequently Asked Questions page



Historic Placerville's list of Main Street merchants



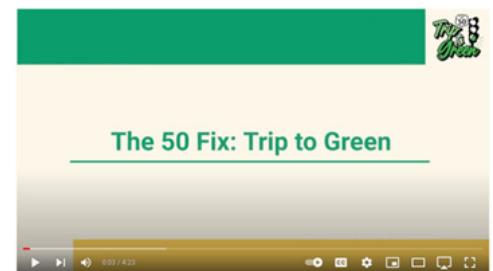
PlacerMainStreet.org Placerville Downtown Association



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

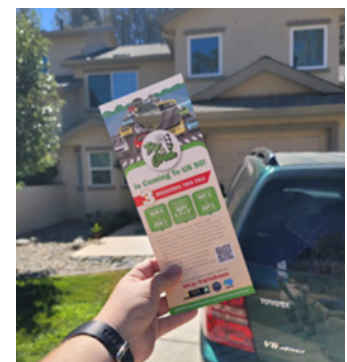
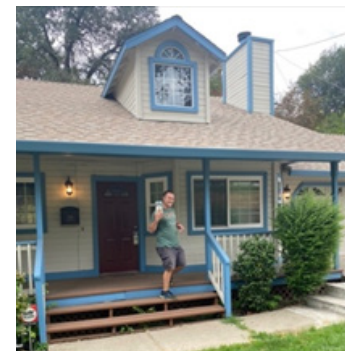
A total of 1200 door hangers were distributed in two rounds to residences both in the immediate area near US 50 and along detour routes. The first round happened August 1-2, hanging 600 door hangers in zones 1, 2, and a portion of zone 6 (see list and map below). The second round happened August 30-31, 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.



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



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

09: Press Outreach & Media Coverage

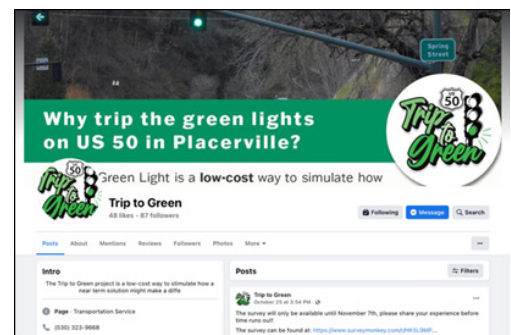
AIM Consulting developed two separate media releases that explained the Trip to Green program, provided background, explained detours, and provided contact information. The first was distributed before the project began, and the second before the final closure weekend. The following news outlets received 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:

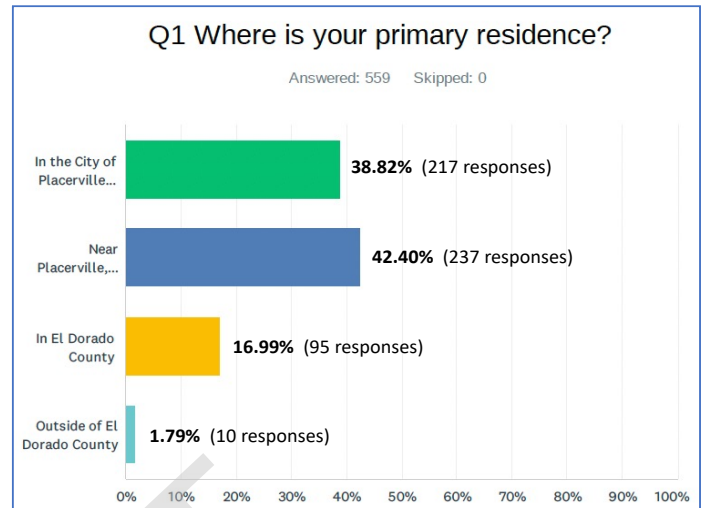
1. Where is your primary residence?
2. PAST EXPERIENCE: Has peak seasonal congestion on US 50 impacted you in any way (i.e. during Apple Hill or Tahoe Recreational Traffic)?
3. PAST EXPERIENCE: Has peak seasonal traffic congestion on US 50 impacted your ability or willingness to travel to goods and services 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.

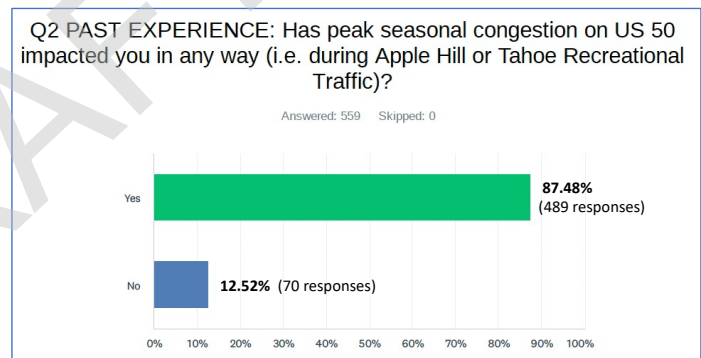
Question 1: Where is your primary residence?

- 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%).



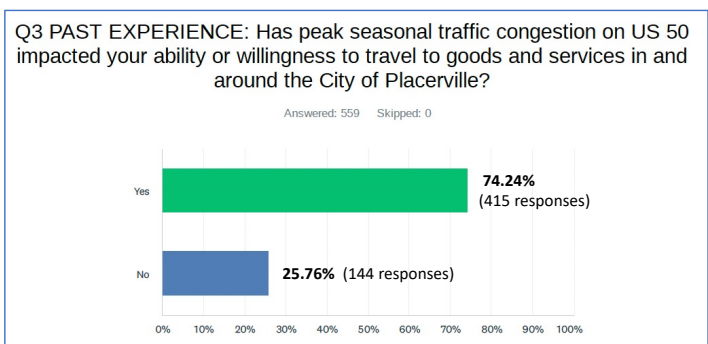
Question 2: PAST EXPERIENCE: Has peak seasonal congestion on US 50 impacted you in any way (i.e. during Apple Hill or Tahoe Recreational Traffic)?

- 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?

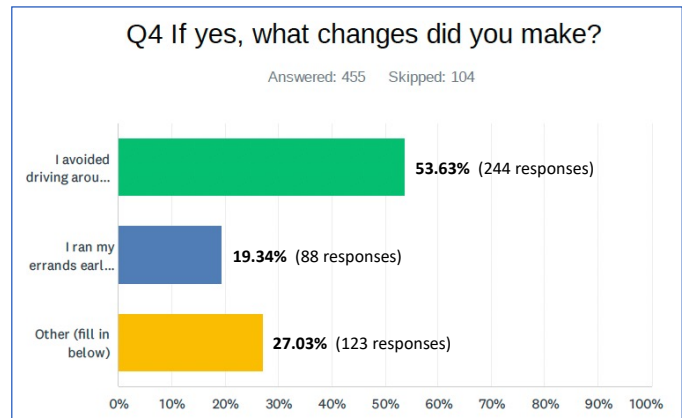
- 415 respondents expressed that peak seasonal traffic congestion impacted their ability or willingness to travel to goods and services in and around Placerville (74.24%).
- 144 respondents indicated congestion did not impact their ability nor willingness (25.76%).



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.



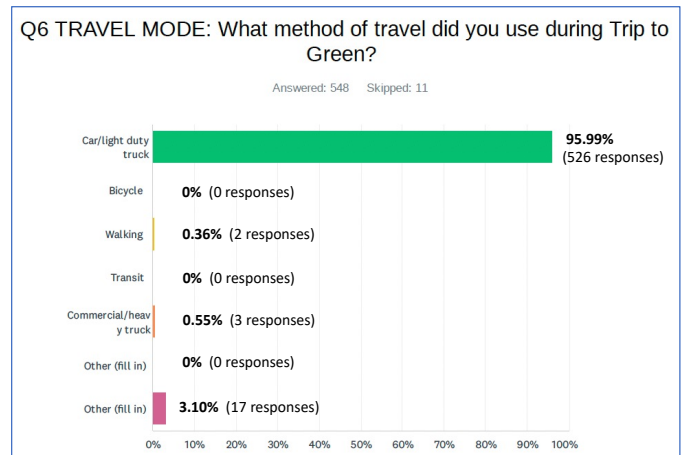
Question 5: TRIP TYPE: How did you experience Trip to Green? (check all that apply)

- 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%).



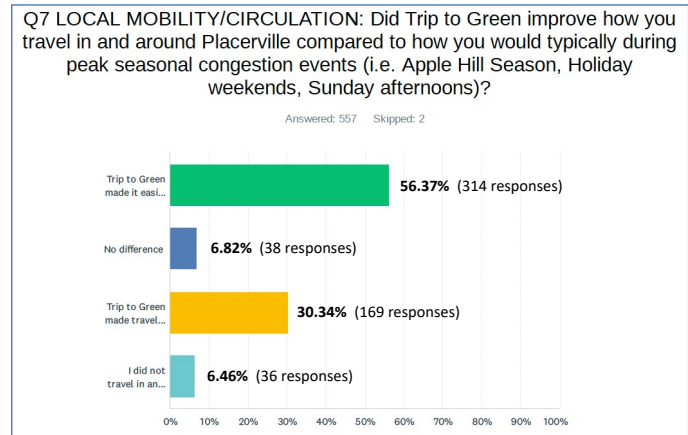
Question 6: TRAVEL MODE: What method of travel did you use during Trip to Green? (check all that apply)

- 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.



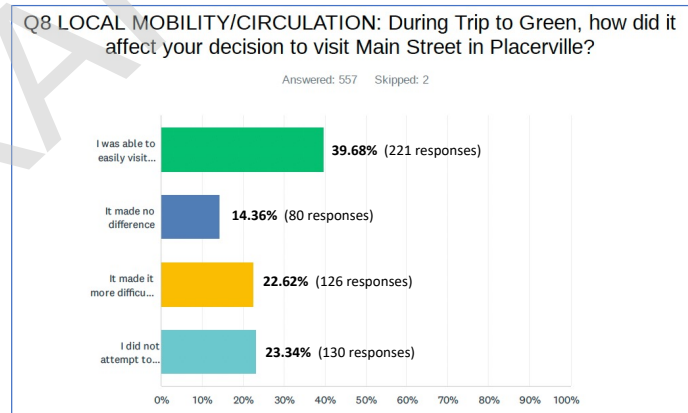
Question 7: LOCAL MOBILITY/CIRCULATION: Did Trip to Green improve how you travel in and around Placerville compared to how you would typically during peak seasonal congestion events (i.e. Apple Hill Season, Holiday weekends, Sunday afternoons)?

- 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%).



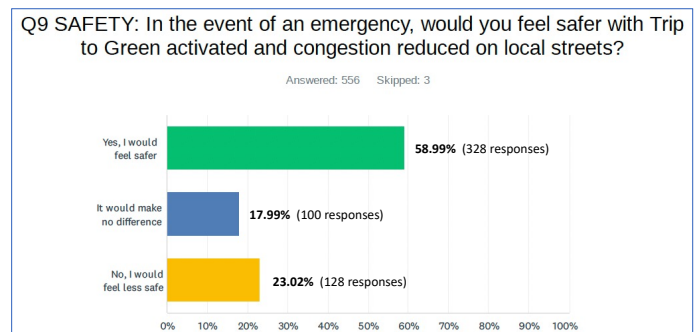
Question 8: LOCAL MOBILITY/CIRCULATION: During Trip to Green, how did it affect your decision to visit Main Street in Placerville?

- 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%).



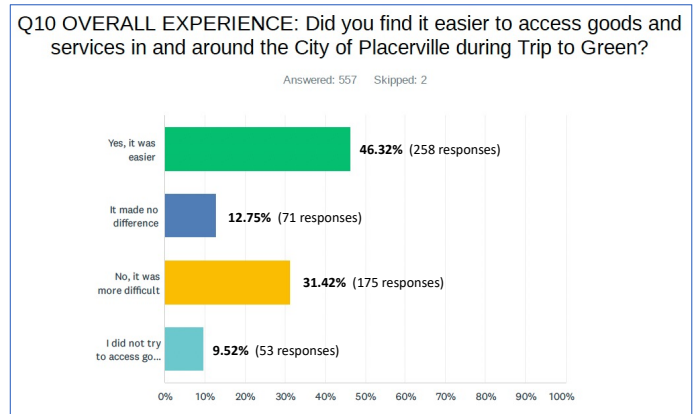
Question 9: SAFETY: In the event of an emergency, would you feel safer with Trip to Green activated and congestion reduced on local streets?

- 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%).



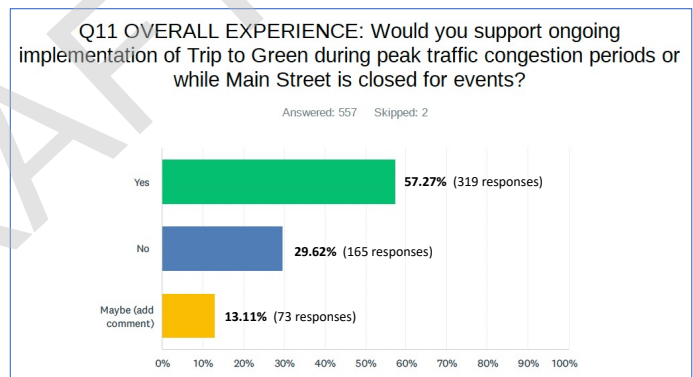
Question 10: OVERALL EXPERIENCE: Did you find it easier to access goods and services in and around the City of Placerville during Trip to Green?

- 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.

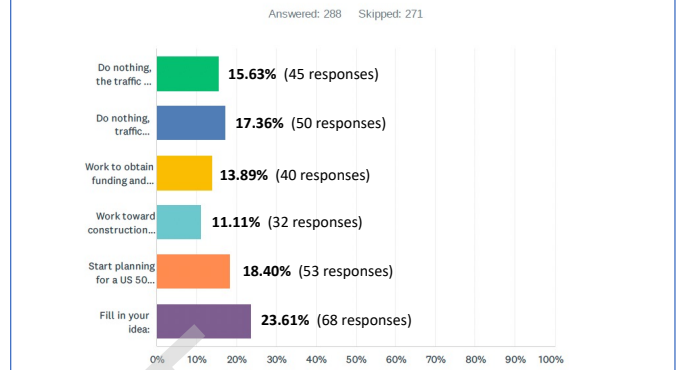
See the Appendix for a comprehensive list of all write-in responses to this question.

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%).

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.

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.

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 driveway 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 8 AM - 4 PM | SATURDAY, AUGUST A WEEKDAY SEPT 3, 4 & 5* 7 AM - 4 PM <small>*Under the detour</small> | SATURDAY OCT 1 8 AM - 4 PM |
| SUNDAY AUG 7 8 AM - 4 PM | | SUNDAY OCT 2 8 AM - 4 PM |

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 /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 eastbound 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.
- Calaveras 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

| | | |
|---|--|---|
| SATURDAY AUG 6 8 AM - 4 PM | SATURDAY, AUGUST A WEEKDAY SEPT 3, 4 & 5* 7 AM - 4 PM <small>*Under the detour</small> | SATURDAY OCT 1 8 AM - 4 PM |
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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

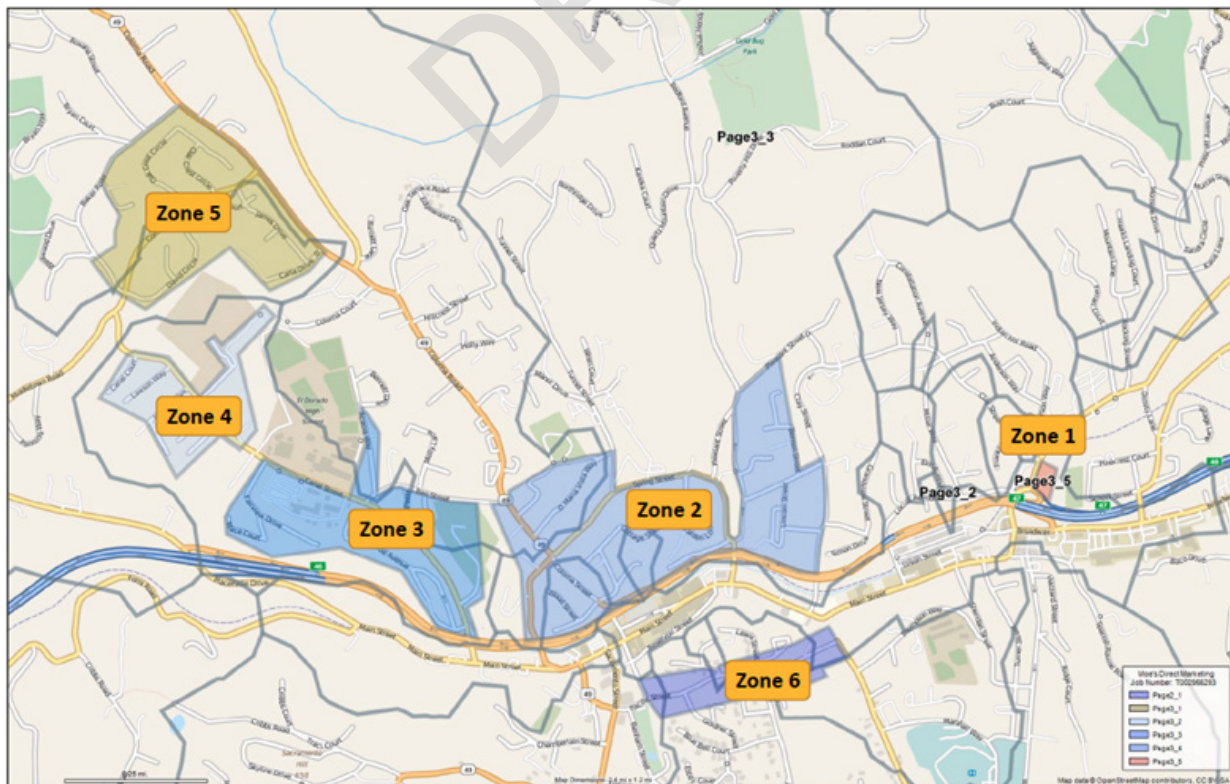
Meeting Materials (shared screen uploads)

- 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

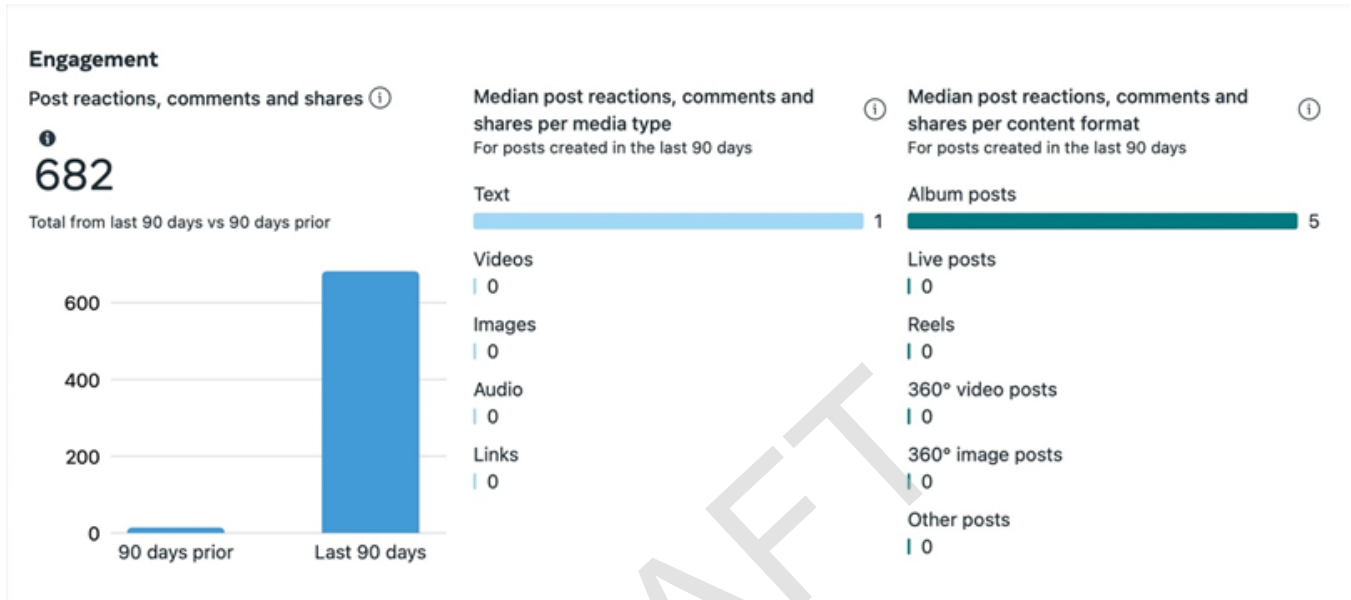
Weekend 2: September 3–5, 2022 (Labor Day weekend)

- 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

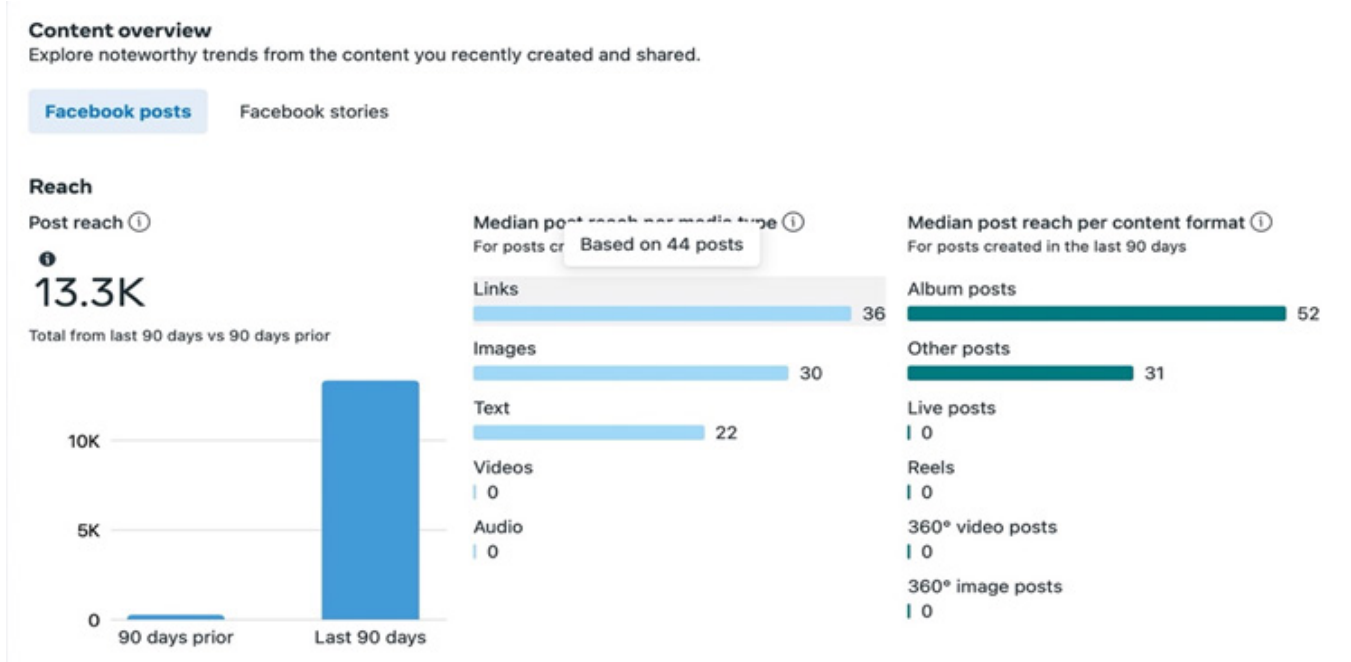
- Posts began: September 20, 2022
- Posts ended: October 2, 2022
- Overall topics covered: Countdown, FAQs, Main Street Placerville, detours
- Total number of posts: 20
- Weekly plan: Wrapping up program by having a countdown for last weekend, share gratitude for everyone's participation, and survey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

DRAFT

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:



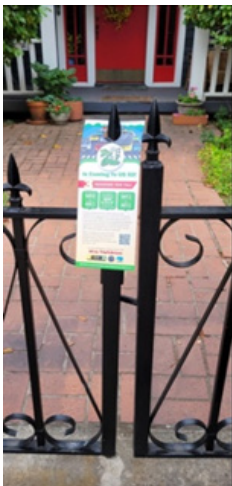
July 18th:



July 26th:



August 1st:



August 2nd:



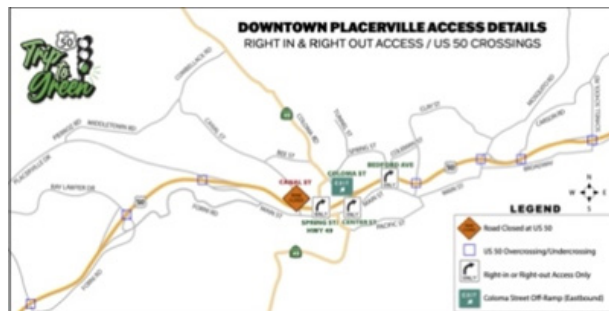
August 3rd:



August 4th:



August 5th:



August 6th:



August 8th:



WEEKEND 2:

August 26th & August 27th:



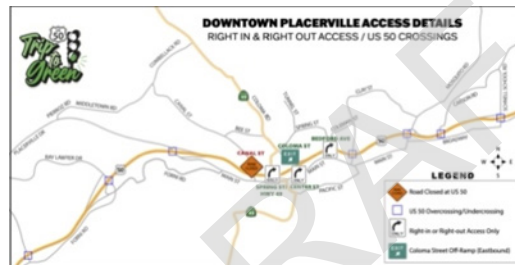
August 29th:



August 30th:



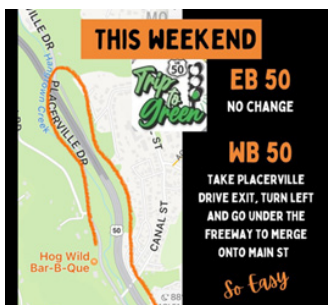
August 31st:



September 1st:



September 2nd:



September 3rd:

3 WEEKENDS THIS FALL

Why Trip to Green on US 50?

Trip to Green is a focused way to simulate how a near-term technology or pavement 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 extensive technical data, such as the change to traffic speeds, traffic delays, 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.

For these weekends this fall, traffic signals on both eastbound and westbound US 50 in the City of Placerville will be set to stay GREEN as long as possible. This means that traffic on both eastbound and westbound approaches to US 50 at Center Street, Spring Street (State Route 49), and Bedford Avenue will be allowed to proceed through the intersection, allowing emergency vehicles 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 both detour routes.

LEARN MORE AT: bit.ly/TripToGreen

DETOUR MAPS AND ROUTES

Visit the project website: bit.ly/TripToGreen

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

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

- Spring Street:** Vehicles will have the ability to turn right on Spring Street from US 50 onto both the eastbound and westbound approaches. They will also be able to turn right into eastbound US 50 from Spring Street. Only emergency vehicles will have access to the north and southbound approaches to Spring Street.
- Center Street:** Vehicles will have right-in and right-out access to and from Center Street on eastbound US 50. The Caltrans Street number of Spring Street, Spring Street, State Route 49 will remain open.
- Bedford Avenue:** Vehicles will have the ability to turn right on Bedford Avenue from US 50 onto both the eastbound and westbound approaches. They will also be able to turn right into eastbound US 50 from Bedford Avenue. Only emergency vehicles will have access to the north and southbound approaches to Spring Street.

US 50 closures will be available at:

- Placerville Drive
- The Lanes Drive
- State Street
- Center Street
- Mossdale 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

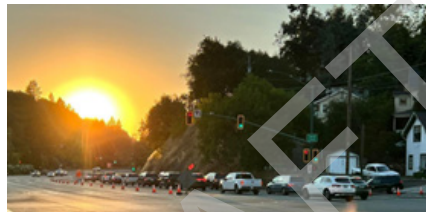
- NO PEDESTRIAN CROSSING AT CANAL 19 & SPRING STREET 49
- BICYCLE AND PEDESTRIAN OVER-CROSSING



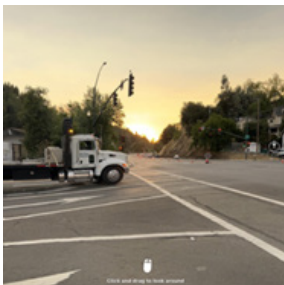
September 4th:



September 5th:



September 6th:

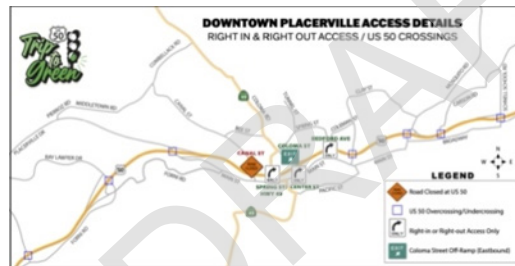


WEEKEND 3:

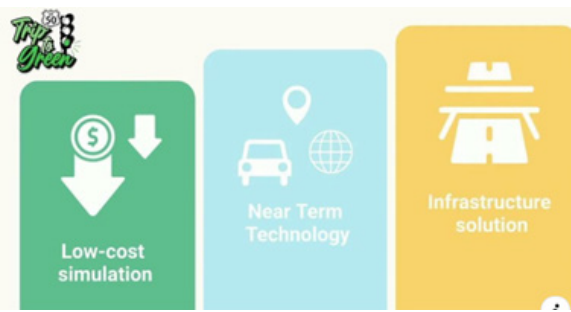
September 20th:



September 23rd:



September 26th:



September 27th:



September 28th:



September 29th

DETOUR MAPS AND ROUTES

With the project website bit.ly/TripToGreen

Being the alternate routes and signal work will be available at:

Spring Weekend: Detour maps for the weekend of Spring Weekend (9/24-26) will be available at the event. Detour routes will be available at the event. Detour routes will be available at the event.

Summer Weekend: Detour maps for the weekend of Summer Weekend (9/27-29) will be available at the event. Detour routes will be available at the event. Detour routes will be available at the event.

Fall Weekend: Detour maps for the weekend of Fall Weekend (10/1-3) will be available at the event. Detour routes will be available at the event. Detour routes will be available at the event.

US 50 coverage will be available at:

- San Jose
- San Francisco
- San Diego
- San Antonio
- San Jose
- San Francisco
- San Diego
- San Antonio

QUESTIONS? Call (510) 523-3648 or email 50th@trip2green@gmail.com

DRAFT

September 30th:

3 WEEKENDS THIS FALL

Why Trip to Green on US 50?

It's a chance to celebrate and to celebrate how to use best technology to perform infrastructure action 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 or long-term solutions are identified or planned. The following technical data, such as the change to traffic control, traffic signal, or timing, as well as feedback from the residents and businesses in the area, will be collected (CITE) the City of Pleasanton, and 50th Anniversary as the results of the event.

August 6-8
 AUG 6
 AUG 7
 AUG 8

August 27-29
 AUG 27
 AUG 28
 AUG 29

October 1-3
 OCT 1
 OCT 2
 OCT 3

For those weekends the full traffic signals on both eastbound and westbound US 50 in the City of Pleasanton will be set to use **variable** and **fixed** traffic signals. To ensure safe travel, construction and maintenance activities along US 50 in San Jose, Spring Street, Elgin, Pacific Highway, etc., and 50th Avenue will be closed to public traffic, allowing emergency vehicles access only.

Right-of-way and signal access will remain available on Spring Street, Elgin Street, and Pacific Highway. Detour routes will be available and signage will be posted along each detour route.

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 % like a case sensitive

October 2nd:

DETOUR MAPS AND ROUTES

What the project entails: **bit.ly/TripToGreen**

Being the obvious, right and right-of-way will remain available at:

- Spring Street:** Trucks will have the right-of-way on Spring Street to go left or right onto Broadway and Broadway streets. They will also have the right-of-way onto US 50 from Spring Street. They will also have the right-of-way at the north and south intersections as well.
- Center Street:** Trucks will have right-of-way on Center Street for Center Street and Broadway Street. They will also have the right-of-way on Spring Street from Center Street to Broadway Street.
- North Street:** Trucks will have the right-of-way on North Street and Broadway Street. They will also have the right-of-way on Spring Street from North Street to Broadway Street.
- South Street:** Trucks will have the right-of-way on South Street and Broadway Street. They will also have the right-of-way on Spring Street from South Street to Broadway Street.

All the crossings will be available at:

- Broadway Street
- Center Street
- North Street
- South Street

QUESTIONS? Call (530) 323-3648 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 (Snobs)
- 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 the 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 to go up to Pollock pines to shop. Then traffic is stopped 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 pleasant 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 TTTG 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



DRAFT

