

AGENDA ITEM 2 A  
Action Item

**MEMORANDUM**

**DATE:** August 2, 2018  
**TO:** El Dorado County Transit Authority  
**FROM:** Mindy Jackson, Executive Director  
**SUBJECT:** Apple Hill Traffic Implementation Strategies

**REQUESTED ACTION:**  
**BY MOTION,**

**Receive and File report on Apple Hill Implementation Strategies**

**BACKGROUND**

During October, a peak agritourism season, the Apple Hill region is accessed by visitors in private vehicles. A daily average of 5,000 vehicles in the area create critical levels of traffic congestion that erode the experience for visitors and present a risk to public safety.

The El Dorado County Transit Authority provided shuttles each weekend in October for twenty-two (22) seasons. Shuttles were discontinued after 2013 due to traffic congestion.

**DISCUSSION**

Rafael Martinez, Director at the County of El Dorado Department of Transportation (DOT) is presenting the Apple Hill Implementation Strategies for review and comment. Mr. Martinez is leading the County's effort to develop a pilot congestion reduction project for the Apple Hill area on weekends in October of 2018.

The proposed pilot project includes a transit shuttle and significant traffic control measures. As a project partner, the El Dorado County Transit Authority submitted a grant application to the County of El Dorado Air Quality Management District to fund 80% of shuttle expenses for the DOT project. If successful with this application, grant award is anticipated in approximately the next six (6) to twelve (12) weeks.

Mr. Martinez is presenting Apple Hill Traffic Implementation Strategies

**FISCAL IMPACT**

The \$77,618. shuttle cost is projected to be fully funded with a grant from the County of El Dorado Air Quality Management District and matching funds from the County of El Dorado.