

BUSINESS ITEM**STAFF REPORT**

DATE: MAY 1, 2008
TO: EL DORADO COUNTY TRANSPORTATION COMMISSION
FROM: JERRY BARTON, SENIOR TRANSPORTATION PLANNER
SUBJECT: RATIFICATION OF THE STAKEHOLDER ADVISORY COMMITTEE FOR THE PLACERVILLE DRIVE MULTI-MODAL CORRIDOR MOBILITY PLAN

REQUESTED ACTION

By motion, ratify the Stakeholder Advisory Committee for the Placerville Drive Multi-Modal Corridor Mobility Plan.

BACKGROUND

At the December 2007 EDCTC meeting, the Commission authorized staff to enter into a Professional Services Agreement with PB Americas, Inc., to develop the Placerville Drive Multi-Modal Corridor Mobility Plan. EDCTC completed contract requirements with Caltrans for the Community Based Transportation Planning grant funds supporting the project and entered into a contract with PB Americas, Inc. on March 24, 2008. The kick off meeting for the project was held on March 25, 2008.

DISCUSSION

Public involvement and outreach is a major component of the Placerville Drive Multi-Modal Corridor Mobility Plan process. In an effort to involve a broad range of potentially affected interests, pending the Commission's ratification, the following groups will be represented on the Stakeholder Advisory Committee (SAC):

- Placerville Drive Business Association
- Oetting Property
- El Dorado County Fair Board of Directors
- El Dorado County Government Center
- Placer Village Apartments
- Orchard Hill Development
- El Dorado County Chamber of Commerce
- Placerville Downtown Association
- Broadway Village Association
- M.O.R.E.
- Trails Now
- Community Pride
- City of Placerville Planning Commission
- Sierra Club

EDCTC worked with the public outreach sub-consultant, AIM Consulting, to develop the above list of stakeholders. Attachment A includes a matrix demonstrating the variety of community interests represented by the groups listed above. Subsequent to the ratification of the stakeholder groups, EDCTC will request each group to appoint a member to sit on the committee. The role of the SAC is to provide policy and technical guidance toward the development of the plan. SAC members will be asked to serve as a liaison between EDCTC staff and their representative group. Four SAC meetings are anticipated during the planning process with the first to occur later this month.

Approved for Agenda:

 Kathryn F. Mathews, AICP
 Executive Director

Attachment: A) Stakeholder Groups / Community Interests Chart

	Community Interests										
	Economic Development	Coordination of Commercial Districts	Multimodal Design	Pedestrian/Bike Friendly	Light Industrial Friendly Design	Commercial Friendly Design (Small)	Commercial Friendly Design (Large)	Connectivity of Uses	Community Character	Broader Community Vision	Environmental
Stakeholder Groups											
Placerville Drive Business Association	x				x	x	x				
Oetting Property	x		x					x	x	x	
EDC Fair Board of Directors	x							x	x	x	
El Dorado County Gov't Center								x		x	
Placer Village Apartments								x	x	x	
Orchard Hill Development								x	x	x	
EDC Chamber of Commerce	x	x						x	x	x	
Placerville Downtown Association		x						x	x	x	
Broadway Village Association		x	x			x		x	x	x	
M.O.R.E.			x	x	x						
Trails Now			x	x							
Community Pride									x	x	
City Planning Commissioner			x	x				x	x	x	
Sierra Club			x	x							x