Civic Lab designs and launches pilot projects to address issues of regional importance through action at the local level.

IDENTIFY CHALLENGE
Identify the main challenge you are facing and visualize what overcoming the challenge looks like

EXPLORE ISSUES
Consult with experts and solution providers to identify barriers to overcoming your challenge and understand possible solutions that address these barriers

PILOT SOLUTION
Select a solution provider to create a scope, schedule, and budget and test a solution to your challenge

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A PROGRAM BY SACOG
IDENTIFY CHALLENGES

What questions am I trying to answer about this challenge?

<table>
<thead>
<tr>
<th>What do we do when visitors stop several times in one visit?</th>
<th>Can we address this problem this year?</th>
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</thead>
</table>

What is my core question?

Can we relieve congestion in Apple Hill?

Why did this occur? What circumstances led to your core question?

1. 65% of visitors come on peak weekends
2. Congestion backs up onto US 50
3. Emergency vehicles are stuck in traffic
4. Grower’s Association searching for solution
5. Lack of adequate cell service and ADA amenities

What does failure look like in 2039?

- Lost in the maze of traffic - Apple Hill shuttle not a success.
- Finding your way through the corn maze is now harder with confusing apps.
- No one goes to Apple Hill anymore.

What does success look like in 2039?

- Apple Hill shuttle takes a bite out of traffic.
- More time to browse, less time in traffic means visitors get a bigger slice of the pie.
- Apple Hill has a petting zoo? 10 more places to go with SacRegion511.
Challenge Statement: Continue to support, change, or develop your challenge statement based on your answers on the first worksheet.

While the agritourism draw of Apple Hill has resulted in agritourism benefits, the increase in visitors has also come at cost to local and interregional traffic mobility and safety, particularly on fall weekends.

Vision Statement: If you had $100,000 to implement a pilot project on your corridor, what do you envision? Create a Vision Statement that overcomes the challenges you’ve identified in your Challenge Statement.

Intuitive technology based solution paired with necessary cell service network; rideshare implementation (transit, shuttle, rideshare, etc)

Barriers: What barriers exist that prevent you from achieving your vision?

Executing as a public sector entity while the managers of the area are not (public private partnership)

Designing the pilots that accommodate the specific peak season

Finding solutions that are compatible with many hurdles like cell signal & road conditions

What actions would you need to take to get to this vision?

1. Work with the local transit agency to determine feasibility of adding a dedicated shuttle

2. Find a wayfinding solution that doesn’t require the County to develop an app.

3. Stage the pilot to launch in peak season

4. 

What partners can you use to help you achieve the project vision?

1. Grower’s Association

2. Frequent visitors

3. Transit agency

4. Tech companies
**Challenge Statement:** Develop a project scope, schedule and budget based on the work you’ve done so far.

While the agritourism draw of Apple Hill has resulted in agritourism benefits, the increase in visitors has also come at cost to local and interregional traffic mobility and safety, particularly on fall weekends.

**Set the Stage:** Provide context setting for external partners who may not be familiar with your challenge.

- trademarked name of the Apple Hill Grower's Association
- 57 ranches in Sierra Nevada foothills in El Dorado County
- attracts 65% of visitors on peak weekends from the Bay Area and Sacramento region

<table>
<thead>
<tr>
<th>Tasks</th>
<th>Timeline</th>
<th>Est. $</th>
<th>Milestones</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Launch pilot phase 1</td>
<td>2. Oct - Nov 2018</td>
<td>2. $150k</td>
<td>2. Request funding</td>
</tr>
<tr>
<td>5.</td>
<td>5.</td>
<td>5.</td>
<td>5. Review outcomes</td>
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**Project Goals / Measurements:** What qualifies as a successful project? How do you plan to measure these criteria?

Traffic congestion is relieved during peak travel times for visitors of Apple Hill and travelers on US50 and emergency vehicles are able to move freely throughout. We will measure before and after ridership of the shuttle and get feedback from visitors.

**What risks are there?**

- Congestion increases from change in service
- Safety is not addressed during pilot
- Stakeholders aren’t engaged in the development or design that directly impacts their livelihoods

**Vision:** Do you have a preferred solution? What is your vision for this pilot project?

Intuitive technology based solution paired with necessary cell service network; rideshare implementation (transit, shuttle, rideshare, etc)