



Date: May 13, 2025

Honorable Mayor and Council Members:

Author and title: Riley Powers, Assistant Engineer

Title: **Truckee Donner Land Trust Naming Rights**

Jen Callaway, Town Manager

Recommended Action: That Council assign the naming rights for the newly constructed pedestrian bridge across the Truckee River, as well as naming rights for the South River Street trailhead and parking lot, to the Truckee Donner Land Trust.

Discussion:

On April 25, 2025, the Truckee Donner Land Trust (TDLT) submitted a letter requesting naming rights to the newly constructed pedestrian bridge across the Truckee River, connecting to Mill Street, as well as the trailhead and parking lot located at the end of South River Street. In the letter, included as **Attachment A**, TDLT highlighted that their organization and donors committed \$4.95 million towards the design and construction of the pedestrian bridge, the parking lot area, and trailhead that were constructed in 2024 as part of the Legacy Trail Phase 4 Project. To recognize one of their major donors, the TDLT is requesting to name the bridge over the Truckee River the “Eschenbach Bridge” and is proposing to place a sign on a signpost or directly mounted to the bridge (**Attachment A and B**).

TDLT’s funding commitments include 75% of the total cost of the pedestrian bridge and 100% of the total cost of the trailhead and parking lot area (which includes the roadway extension of South River Street, trail connection to the pedestrian bridge, and the vehicle bridge) as shown on the site plan in **Attachment C**. TDLT made an initial deposit of \$4.95 million to fund these items although staff anticipates the final construction costs will be slightly less (which will be determined with project close out). Any remaining funds from the initial \$4.95 million deposit will be reimbursed back to TDLT at the close out of the project. The final pedestrian bridge construction cost is expected to be approximately \$4 million dollars.

The Town of Truckee does not have a formal naming policy, but did adopt a Trail Amenity Sponsorship Program in 2019 (staff report from December 10, 2019 regarding this program is included as **Attachment D**). Under this program, residents can sponsor a trail amenity such as a bench, picnic table, interpretive sign, bridge, etc., and have a plaque placed on the trail amenity that they sponsored. The sponsorship amounts under the program are based upon the total construction cost of the amenity, or feature, being sponsored plus plaque installation and administrative fees. Note the amount excludes soft costs, such as design, environmental studies, and planning. The portion of the sponsorship that represents the cost of installing the amenity or feature is then provided to the Town to be used for funding future trail construction or future trail amenity installation.

The Trail Amenity Sponsorship Program is similar to the naming request made by TDLT. TDLT’s contribution of 75% of the **total** bridge cost (design, permitting, construction management, construction, etc.), is comparable to funding 100% of the estimated \$4 million **construction** cost of the bridge. In addition, the following is important to consider in reviewing this request:

- TDLT is also the underlying landowner for the trailhead, parking lot, and south side of the pedestrian bridge and its dedication of the easements necessary for the trail infrastructure adds to the overall value of their contributions.
- TDLT and its significant funding contribution was a primary reason the bridge, trailhead, and parking lot were included in the project.
- TDLT acquired the surrounding property so that it could be preserved as open space and is building a soft surface trail system that interconnects with the paved trail on their property, which significantly enhances the value and experience of the trail.
- TDLT regularly raises money for land acquisitions through sponsorship of benches, bridges, trail miles and other donation options. The sign shown on the request letter follows the theme of other signs designed and installed by TDLT on their other projects. The soft surface trails that connect to the Legacy Trail currently have similar signage that matches the proposed Eschenbach Bridge sign.

The considerable funding commitment by the TDLT and its donors of \$4.95 million towards the Legacy Trail Phase 4 Project helped connect trail users from the Legacy Trail to the West River Street Park and Truckee's Historic Downtown area. This project transformed this area of downtown and could not have been possible without the partnership with TDLT. Staff recommends that the Council assign naming rights to the TDLT for the newly constructed pedestrian bridge across the Truckee River, to be named "Eschenbach Bridge", as well as future naming rights for the trailhead and parking lot.

Priority:

<input type="checkbox"/> Enhanced Communication	<input type="checkbox"/> Climate and Greenhouse Gas Reduction	<input type="checkbox"/> Housing
<input checked="" type="checkbox"/> Infrastructure Investment	<input type="checkbox"/> Emergency and Wildfire Preparedness	<input type="checkbox"/> Core Service

Fiscal Impact:

There is no anticipated fiscal impact on the Town for the installation and/or maintenance of the Eschenbach Bridge sign or other future signs.

Public Communication:

None beyond the standard agenda posting and communications with the Truckee Donner Land Trust.

Attachments:

Attachment A: Truckee Donner Land Trust Request Letter (with sign rendering)

Attachment B: Eschenbach Bridge Sign Design

Attachment C: Site Map

Attachment D: December 10, 2019 Staff Report for Trail Amenity Sponsorship Program