



## IMPORTANT TRAFFIC NOTIFICATION

March 2014

Dear Business Owner:

As you may have seen in recent news reports, Folsom will host the Individual Time Trials for America's largest cycling event, the Amgen Tour of California, on **Monday, May 12**. The world's top cyclists will be in town, offering a unique and exciting opportunity to showcase our community before a world-wide television audience.

We want you to be aware that this large-scale event may create traffic impacts for personal and business travelers along the 12.5 mile course and surrounding roadways, including the Historic District where the race starts and ends. The race course will be open during peak morning and evening commute times, but will be closed from approximately 9 a.m. to 4:30 p.m.



Businesses along the route and in the Historic District will be impacted. Many will likely see increased sales from the influx of cycling fans coming to town for the event. Others may see negative impacts as customers and delivery vehicles are unable to reach some businesses due to road closures. This event offers an opportunity for you to think creatively about how to offer your customers purchasing incentives or viewing opportunities.

Professional traffic engineers are developing a detailed traffic control plan to safely close and re-open the race course. We are also working closely with Police and Fire on emergency

response coordination and access; with Solid Waste to avoid trash and recycling service disruptions; and with Folsom Cordova Unified School District and other key entities.

Hosting this important stage of the Amgen Tour of California is a partnership between the City, Chamber of Commerce and Tourism Bureau, as well as state-level agencies and other host cities. It requires a massive amount of planning and support from many individuals and businesses. We are aware that some of you will be inconvenienced, and we apologize for that. We believe the one-day traffic impacts are worth the potential to improve our long-term economic vitality by hosting a large number of cycling fans and presenting our beautiful city to a world-wide audience.

May 12<sup>th</sup> will be an exciting day in Folsom. I hope you will take advantage of this unique opportunity to be a part of America's most prestigious cycling event.

Please watch the City website – [www.folsom.ca.us](http://www.folsom.ca.us) -- and local news media for additional information about road closures and recommendations for the best viewing sites. Thank you for your understanding and cooperation.

Sincerely,

Evert W. Palmer, City Manager

