

# Destination Stewardship and Sustainable Recreation

Information only



May 24, 2023



# **Lake Tahoe Destination Stewardship Plan**

TAKING CARE OF TAHOE

Inside: New cell tower to bring signal to Meyers.

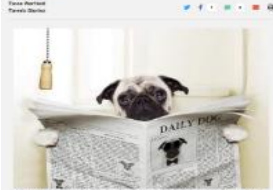
# TAHOE MOUNTAIN NEWS



## "Overtourism"

In this month's Cover Story, editor Heather Gould explores the recent phenomena of "overtourism." Its impact on Tahoe, and what experts are doing to control it.

### FREE Keep Tahoe poop-free: Protect the environment, pick up after your pets



There's a good reason to get your dog to pick up after your pet. It's not just for the sake of the environment, but also for the sake of your pet's health.



## Our fight against aquatic invasive species (Opinion)

News [FOLLOW NEWS](#) | August 14, 2020

Joane S. Marchetta  
Guest column

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## Lake Tahoe forest officials seeing increase in illegal campfires

News | [FOLLOW NEWS](#) | July 21, 2020

Lacey Griffin [PIN IT](#) [SHARE](#)

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AT&T M-Cell 7:29 PM

Bruce Toy Jr. > Incline Village

6m · 🌐

Is this acceptable? We didn't think so. A false alarm call at Secret Cove, the Lake Tahoe Fire Dept, Engine and 11 crews cleaned all of this up. We all better.



LAKE TAHOE TRASHED

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LAKE TAHOE  
DESTINATION  
STEWARDSHIP PLAN

TAKING CARE OF TAHOE

# Who is involved



A wide-angle photograph of a winter lake scene. The foreground is dominated by large, smooth rocks covered in a thick layer of white snow. The water is a vibrant turquoise color, with some rocks visible beneath the surface. In the background, a dense forest of evergreen trees is also covered in snow, and distant mountains are visible under a clear, bright blue sky. A semi-transparent white banner is overlaid across the middle of the image, containing the text "Where we've been".

**Where we've been**



# Lake Tahoe Destination Stewardship Plan TAKING CARE OF TAHOE

Public Visioning  
Workshops

May 16-18, 2022

CENTER FOR RESPONSIBLE TRAVEL   theTravel   Better   SMGConsulting   CIVITAS



can't move around on a Sunday <sup>for businesses</sup>

- can't get to the places I love / parking issues
- my access is limited by the tourists
- struggling to find moments of natural joy
- struggle w/ housing / low wages
- Awe of the lake / so lucky / grateful  
→ can't deny visitors this experience
- Fresh AIR / CLEAN WATER
- trouble getting this experience
- The Tourist experience is unpleasant  
→ how do we make it better?

LTC session 2  
slope



# What we've achieved together

## ***\*\*Established a committed Destination Stewardship partnership!\*\****

**1000+** responses to resident survey

**2300+** responses to visitor survey

**30** 1:1 interviews

**15** discussion groups **200+** participants

**9** workshops **300+** participants

**16** core team meetings +

Established volunteer Exec Committee with bi-weekly meetings ongoing

## **5 Analyses to inform the plan**

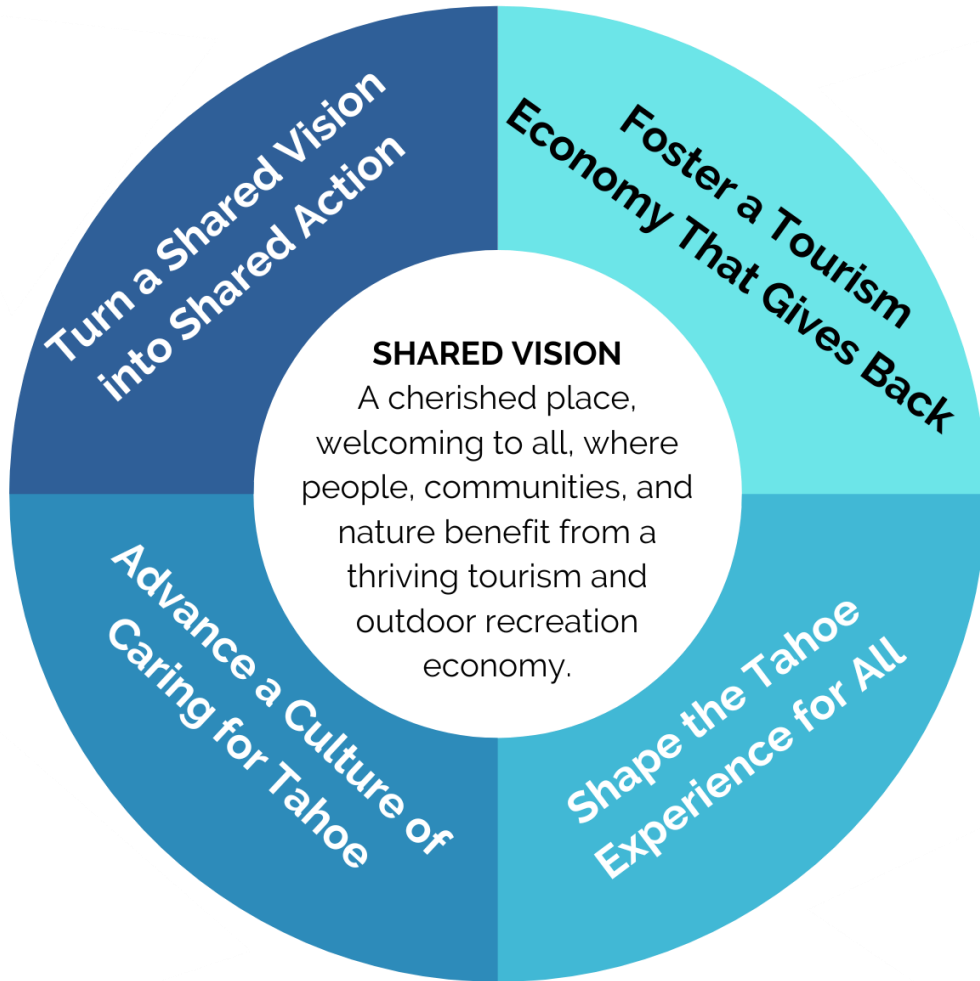
- Situation Analysis
- Stakeholder Engagement Analysis
- Tourism Impact Model
- Optimal Value Framework
- Funding Study

## ***A Shared Vision & Destination Stewardship Plan***





**Where We are Now**



# Priority Actions by Pillar

**Foster a Tourism Economy  
that Gives Back**

**8**

**Turn a Shared Vision  
into Shared Action**

**4**

**Advance a Culture of  
Caring for Tahoe**

**11**

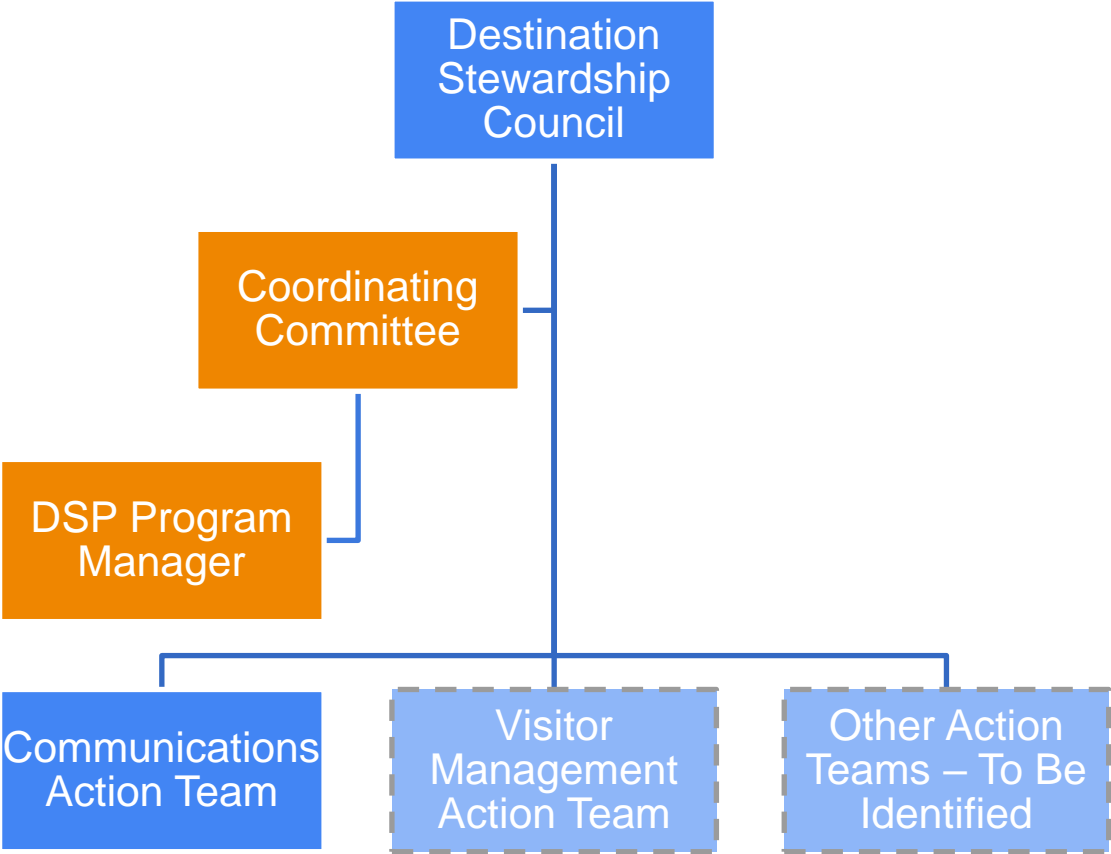
**Improve the Tahoe  
Experience for All**

**9**

# Immediate Actions - Governance

- 1. Formalize Governance Structure -**  
Transitioning the partnership into a Destination Stewardship Council
- 2. Build Capacity of the Council to implement DSP -** Secure funding and staffing
- 3. Create Action Teams** (working groups) - To begin implementing priorities
- 4. Develop and Deploy a Communication Strategy -** To inform people about the DSP outcomes and next steps

# Proposed Governance Structure



# Next Steps

2023

**June – Final Lake Tahoe Destination Stewardship Plan**

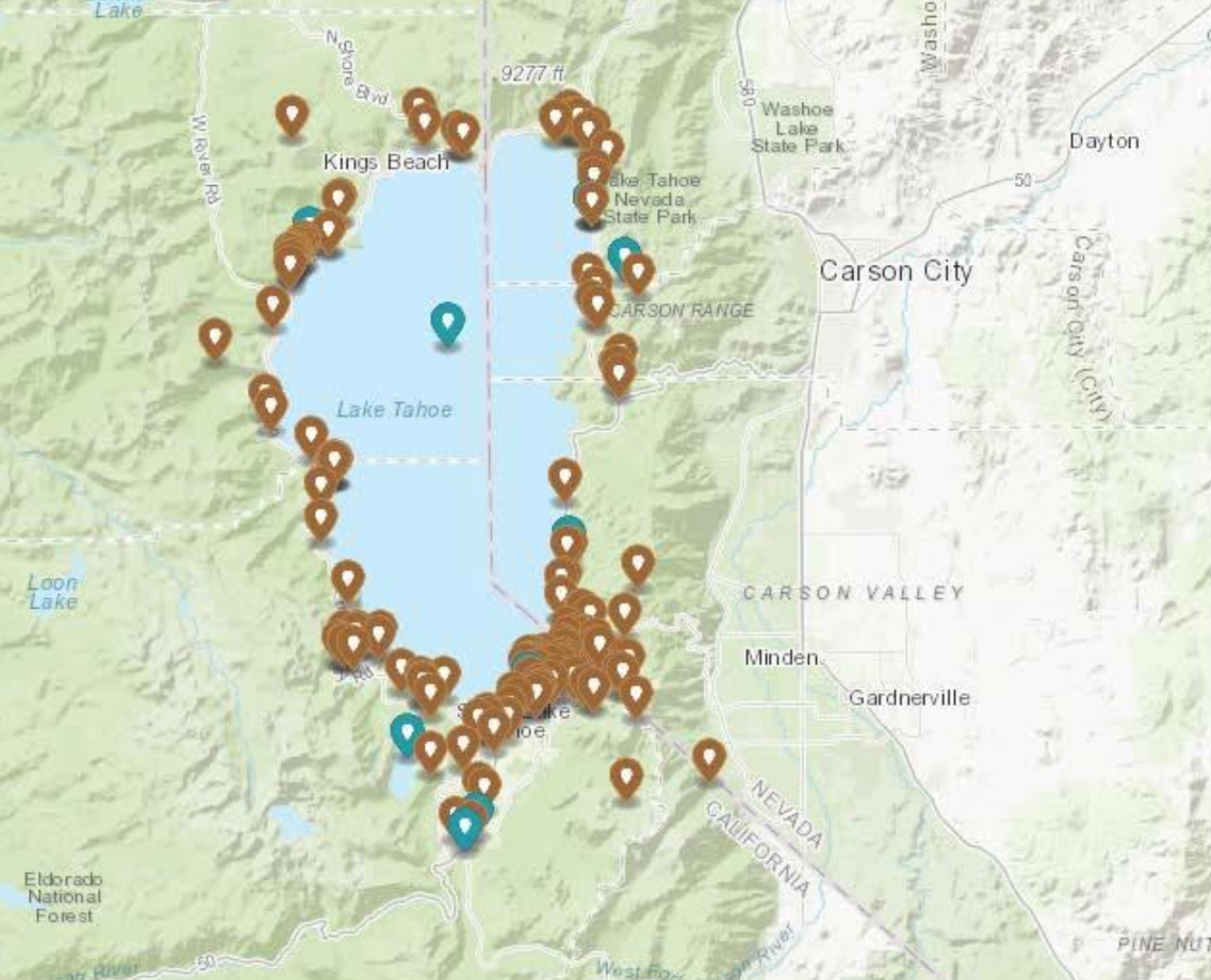
**Summer – Establish Stewardship Council and hire staff**

## **Commitment to Action**

- **Ambassador Programs**
- **Litter Management**
- **Parking enforcement**
- **Stewardship Messaging**

# Planning Into Action





## Sustainable Recreation and Transportation Projects



# Recently Implemented Sustainable Recreation EIP Projects



Greenway Multi-Use Trail



East Shore Multi-Use Trail



Spooner State Park

# Upcoming Sustainable Recreation and Transportation EIP Projects

- Van Sickle State Park
- Spooner State Park Frontcountry improvements
- Dennis Machida Memorial Trail
- Meeks Bay Restoration Project
- Kings Beach Day Use Area Improvements



# Future Sustainable Recreation and Transportation EIP Projects

## State Route 89 Corridor Plan Implementation

- Cascade to Meeks Trail Study

## SR 28 Corridor Plan Implementation

- Spooner Mobility Hub
- 8-mile Shared Use Trail from Sand Harbor to Spooner State Park





***Tahoe's Shared Vision:***

*A cherished place, welcoming to all, where people, communities, and nature benefit from a thriving tourism and outdoor recreation economy.*