TAHOE REGIONAL PLANNING AGENCY

KEEPING TAHOE MOVING

Strategic Initiative Update

TRPA Governing Board, September 28, 2022

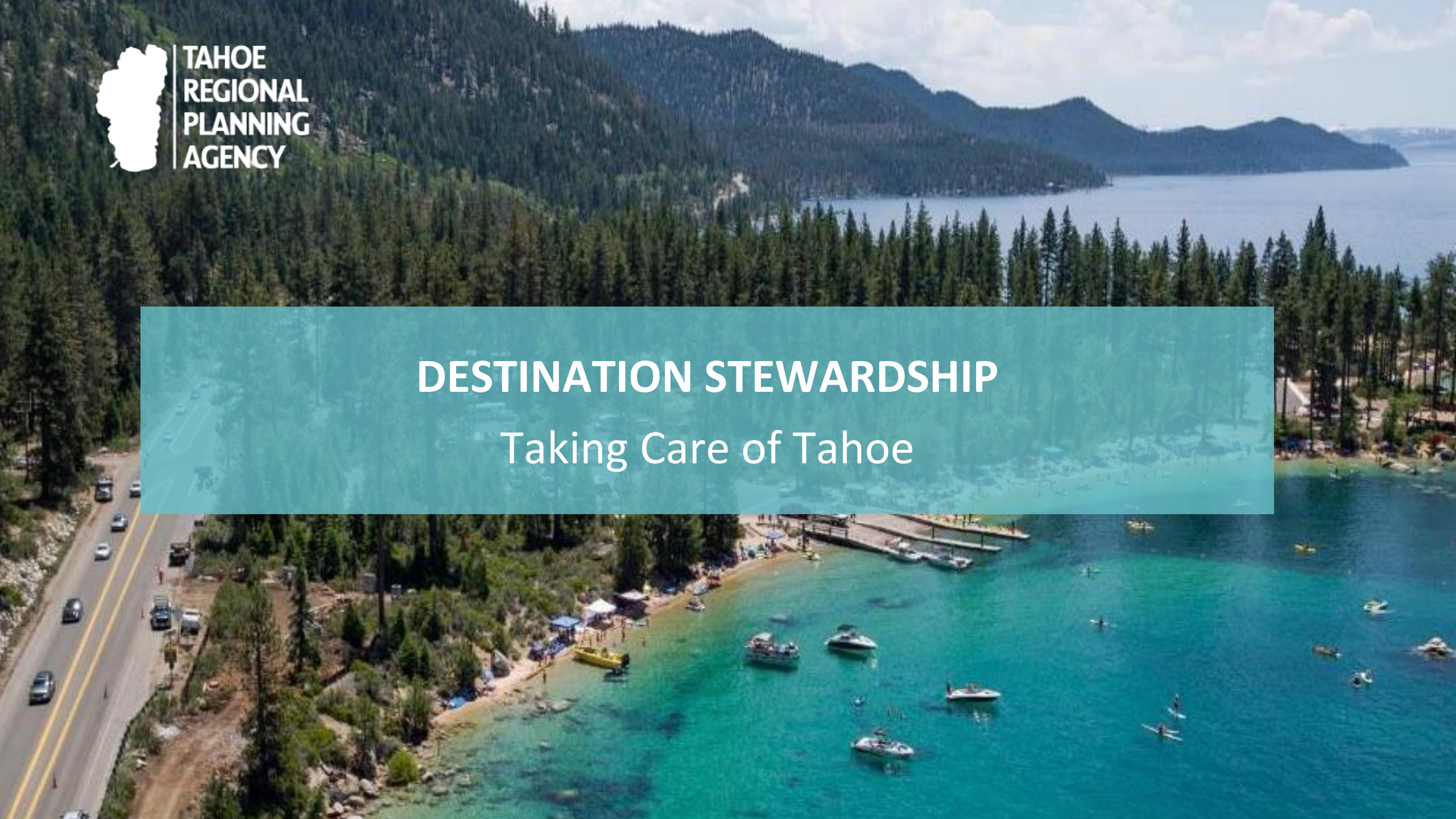
Keeping Tahoe Moving

- Regional Transportation Plan
- Corridor Management
- Equity and Access
- Trail Connectivity
- Destination Stewardship

Keeping Tahoe Moving

Today's Presentation

- Destination Stewardship
- Sustainable Transportation Funding
- Safety Strategy Update
- Active Transportation Plan Update
- Accelerating the RTP



TAHOE REGIONAL PLANNING AGENCY

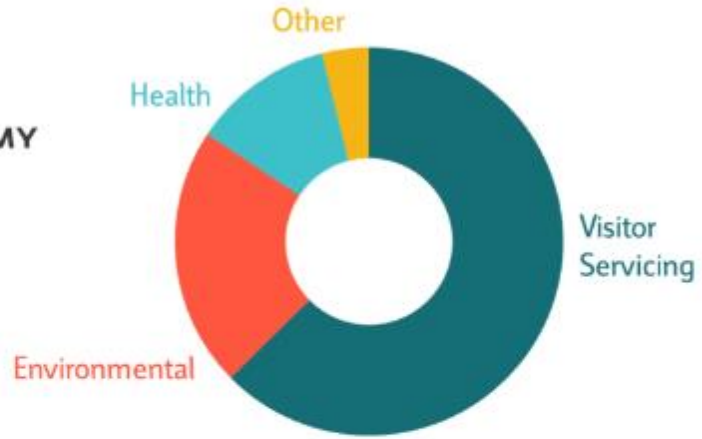
DESTINATION STEWARDSHIP

Taking Care of Tahoe

TOTAL ECONOMY

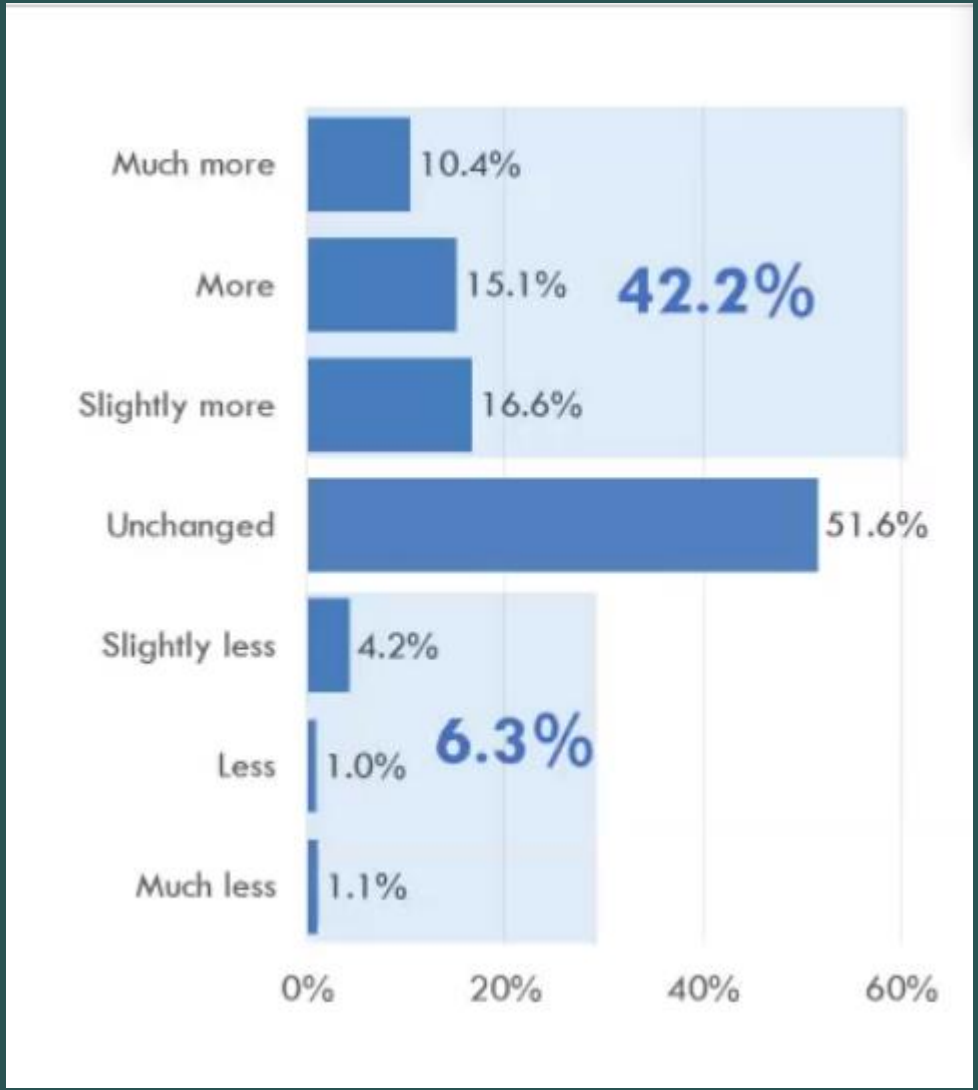
$5.1

Billion

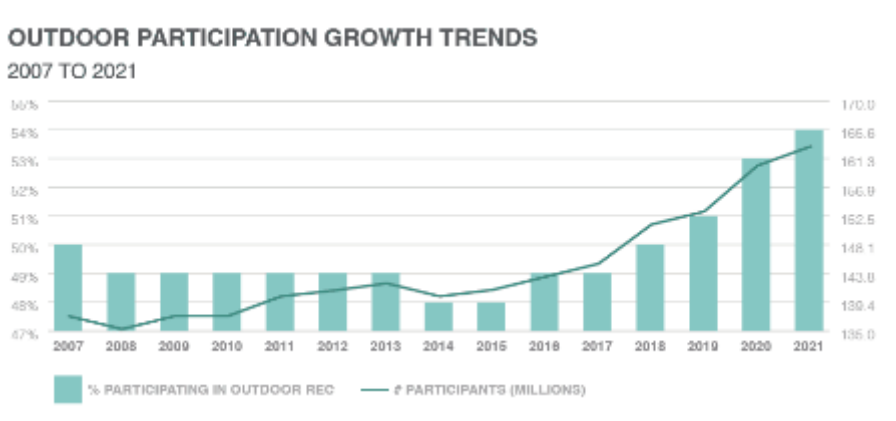


Est 15 million visits

Trending Toward The Outdoors



Has your interest in visiting outdoor-oriented destinations changed compared to before the pandemic?



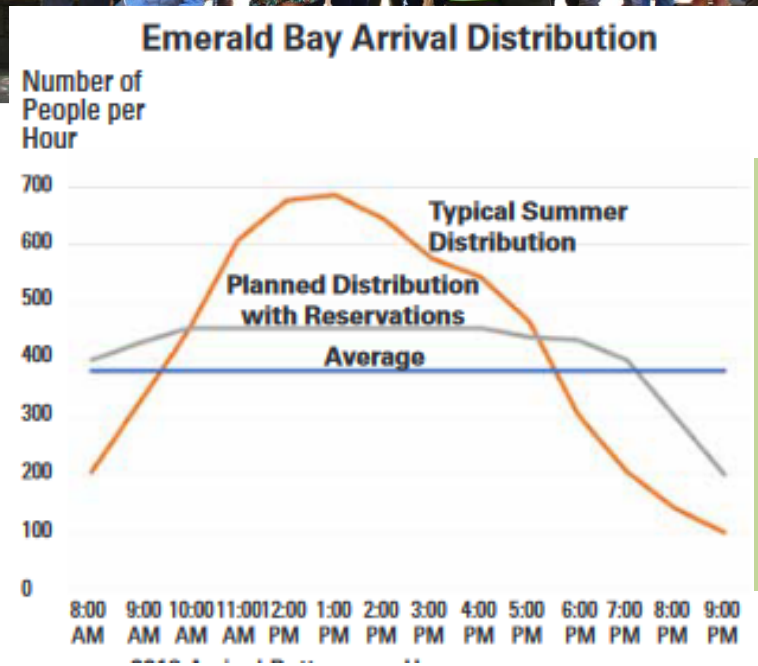
Source: Destination Analysts: Survey March 15-23, 2022

DESTINATION STEWARDSHIP

A shift from unbalanced tourism to leverage tourism for positive change.

What can “positive change” look like at a local level?

- Shift from reactionary to proactive user management
- Well-informed users
- Enhanced experience
- Environmental protection
- Maintains equitable access

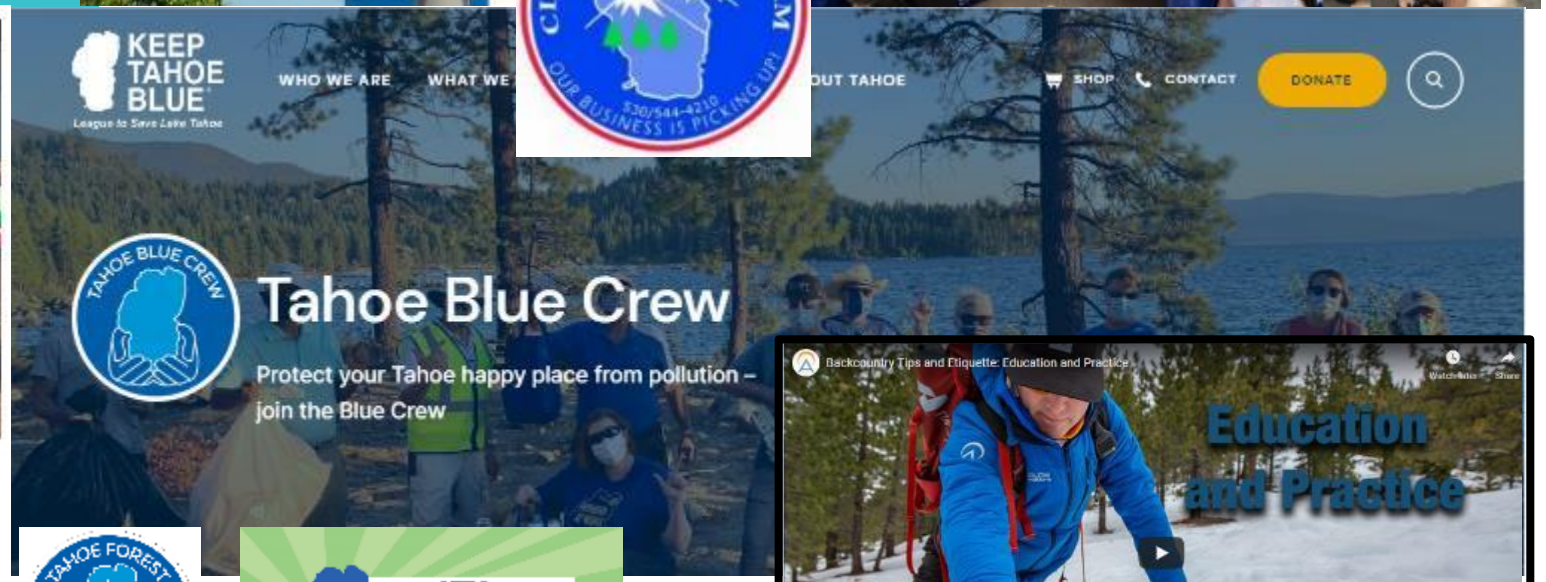


MUIR WOODS NATIONAL MONUMENT CASE STUDY

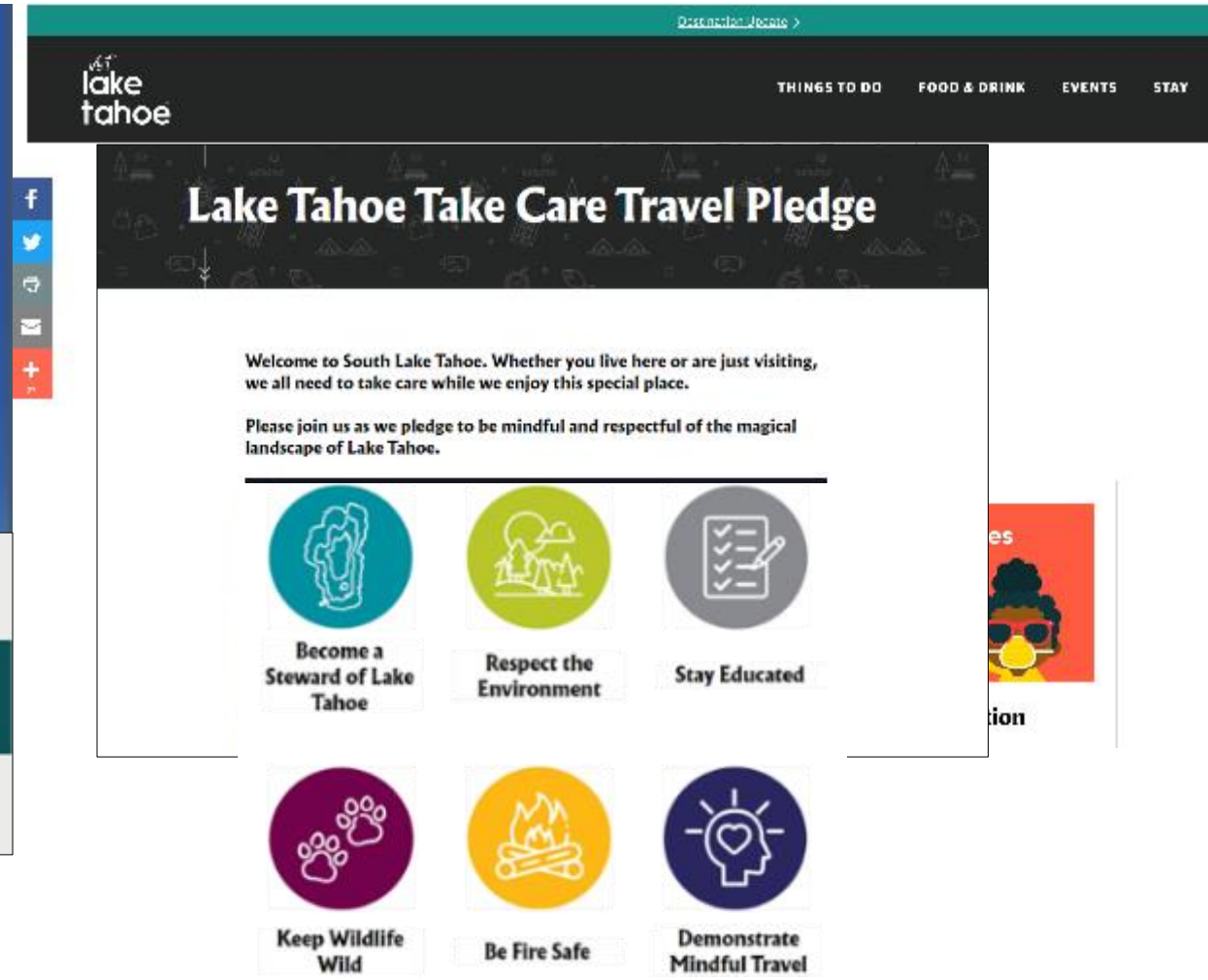
- Holistic approach: reservations + buses + elimination of roadside parking
- Timed arrival with no length of stay
- Reduced peaks in daily visitation by 45 – 50%

Gaining Momentum Locally

Take care.



Gaining Momentum Locally



"we are shifting our focus from destination marketing to destination stewardship and management."

- Tony Karwowski

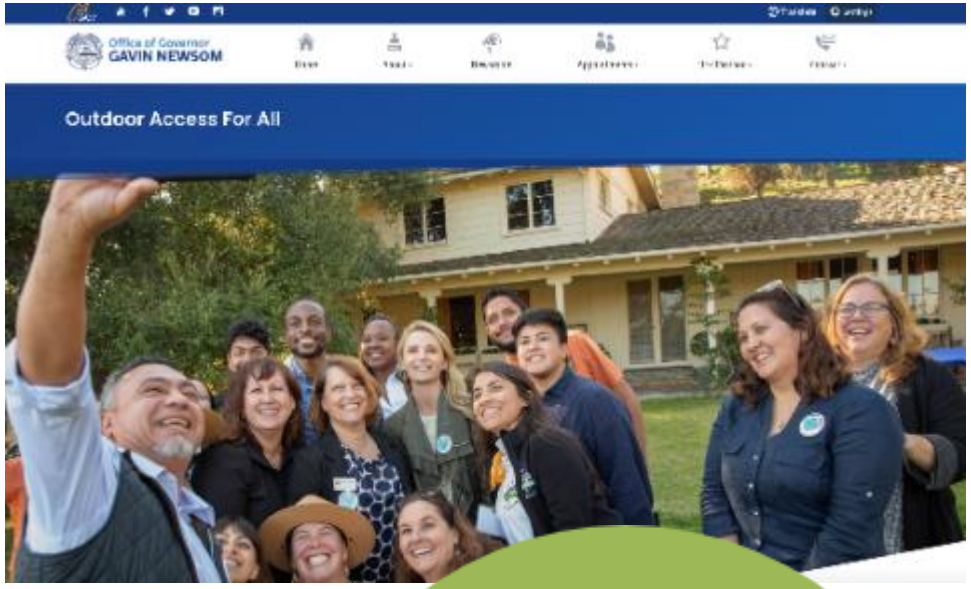
Aligning with State and National Initiatives

CONFLUENCE OF STATES

A BIPARTISAN MOVEMENT TO BRING OUTDOOR RECREATION TO THE POLICY TABLE.

Members Future Members

Aligning with State and National Initiatives



CTC Awards $449,000 for Public Access and Recreation Grant

- Adventure Risk Challenge
- Gateway Mountain Center
- Lake Tahoe Unified School District
- Tahoe Rim Trail

Aligning with State and National Initiatives

Erick Walker,
Forest Supervisor
Lake Tahoe Basin
Management Unit

LAKE TAHOE
DESTINATION
STEWARDSHIP PLAN

WHO WE ARE ROADMAP FAQ NEWS & UPDATES

StewardshipTahoe.org

CENTER FOR RESPONSIBLE TRAVEL
Transforming the Way the World Travels

theTravel Foundation

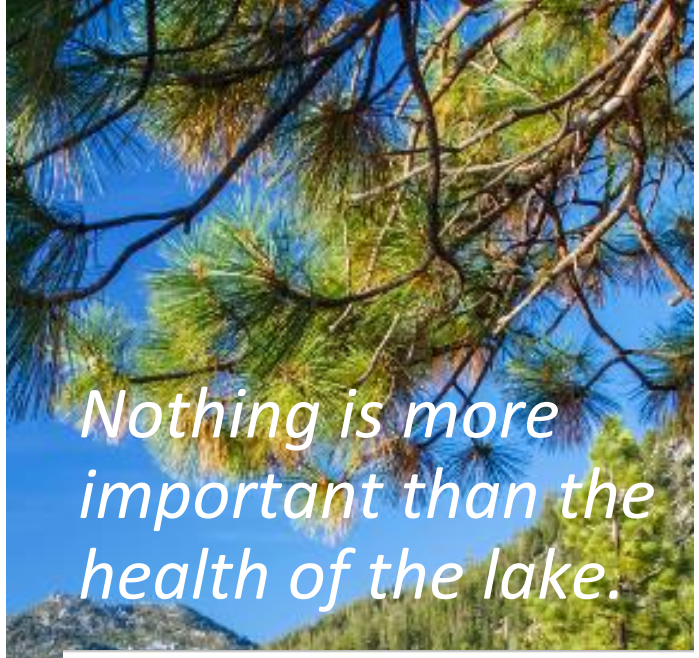
Better Destinations LLC

CIVITAS
PARTNERSHIPS · PROGRESS · PROSPERITY

SMGConsulting
TAKE ANOTHER PATH.

What we are hearing…
Top of mind

- Unchecked visitation poses a risk to the Tahoe experience.
- Residents are feeling the pressures of crowded weekends.
- Trash & littering and strains to staffing to manage it.
- Irresponsible fires posing existential risk
- Careless driving and parking impacting safety, quality of life, and air quality.
- Visitors are open to low-cost parking reservation systems.



Destination Stewardship Plan

Upcoming activities

- Resident Survey, October
- Public Workshops, October 25 & 26
- Targeted Outreach to Local Businesses and Casino/Hotel Operators, October & November
- Vision & Values Work Session, November 10
- Plan Preparation, December
- Tahoe Science Council Collaboration

Destination Stewardship Core Team

VISIT TRUCKEE TAHOE®

TRAVEL North TAHOE NEVADA

Visit lake tahoe

north lake tahoe
Chamber | CVB | Resort Association

Reno Tahoe

EL DORADO COUNTY CALIFORNIA

WASHOE COUNTY, NEVADA 1861

CITY OF SOUTH LAKE TAHOE

Nevada Department of CONSERVATION & NATURAL RESOURCES

TAHOE REGIONAL PLANNING AGENCY

FOREST SERVICE U S DEPARTMENT OF AGRICULTURE

CALIFORNIA TAHOE CONSERVANCY

TAHOE PROSPERITY CENTER
tahoeprosperity.org

TAHOE FUND

Sustainable Transportation Funding

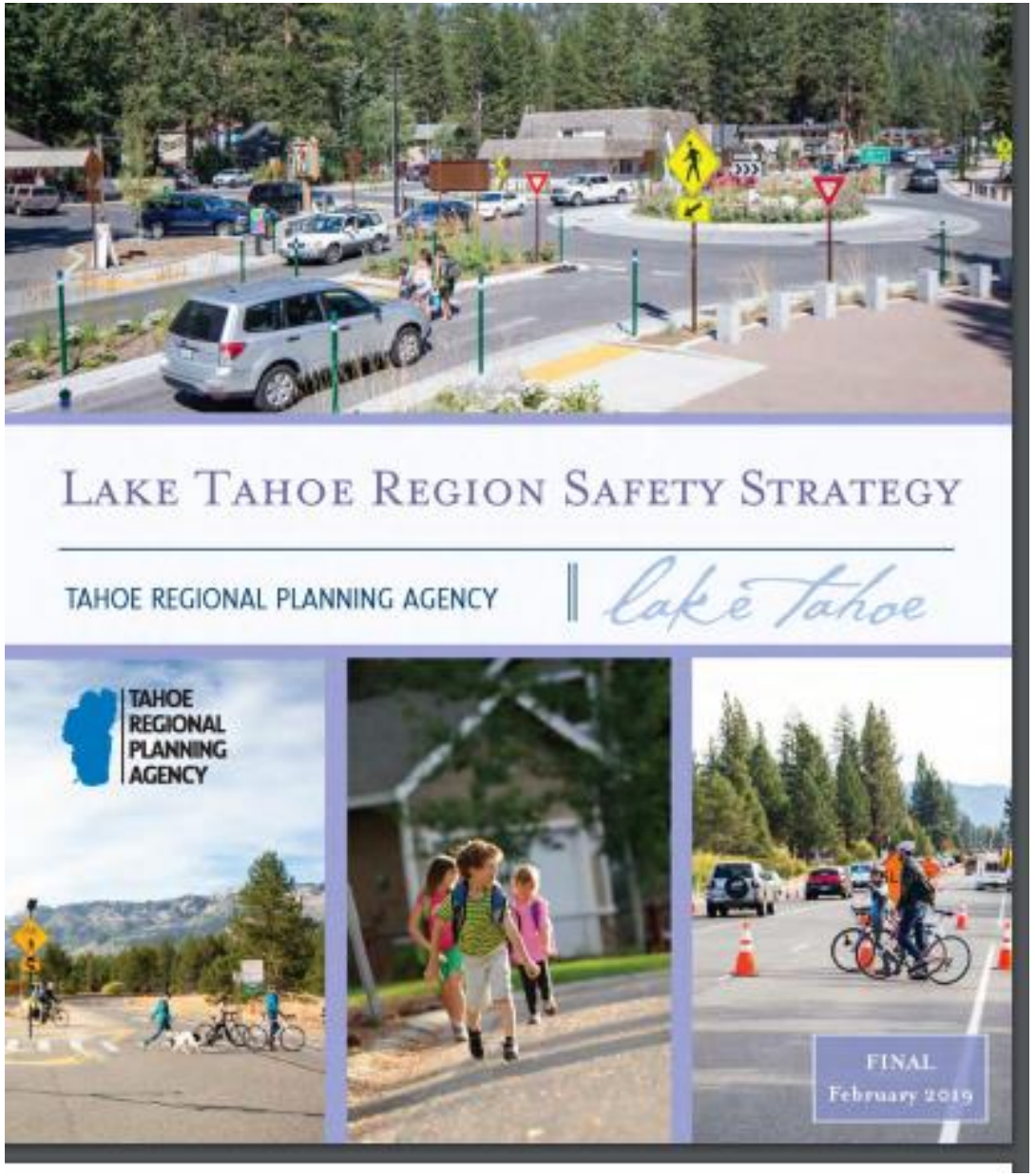
- Leveraging “new” revenue (7-7-7 Strategy)
  - Federal
  - State
  - Local/Private
- Building Implementation Capacity
  - Grant requests/applications
  - Sharing data and strategies
  - Project management and delivery

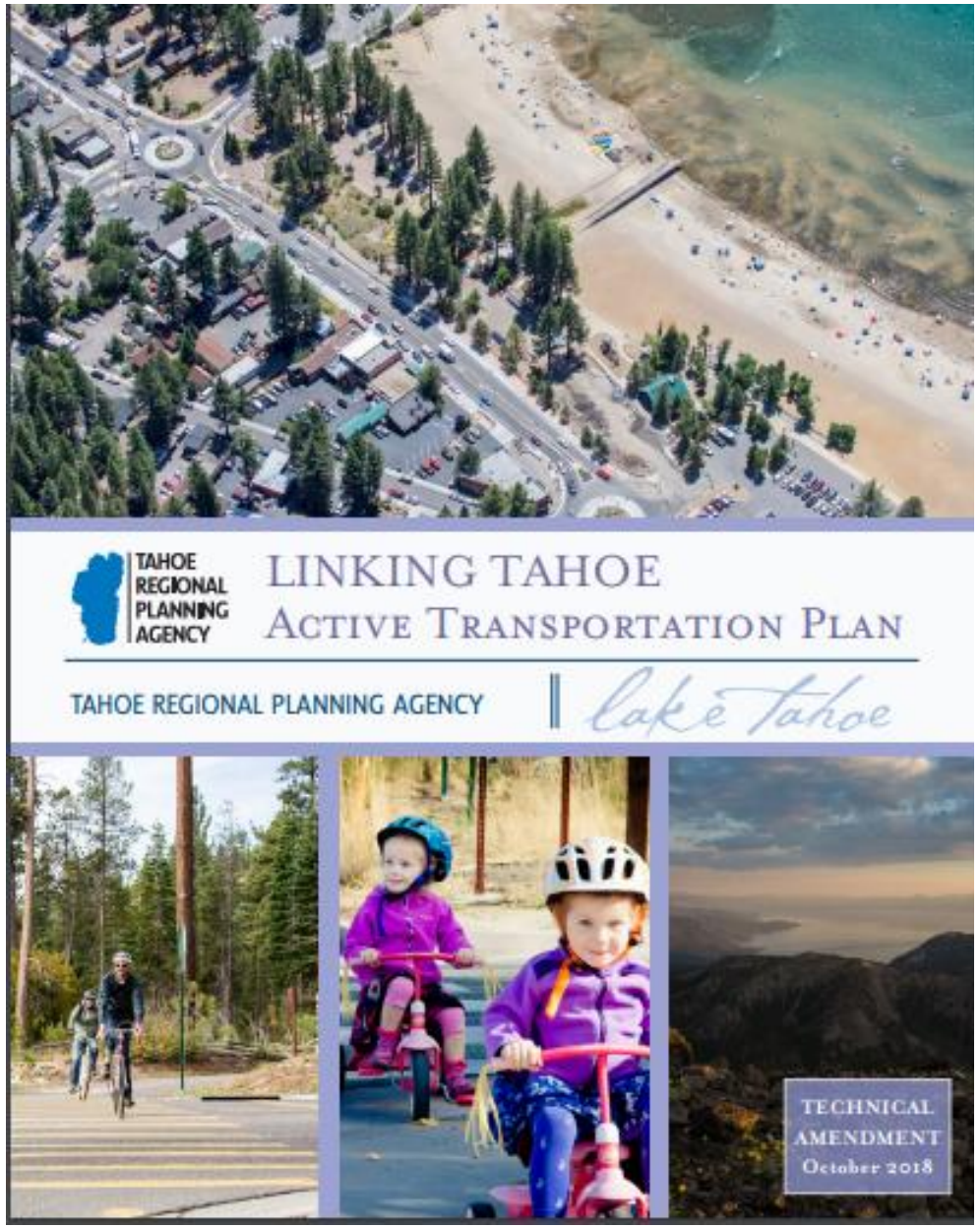
Safety Strategy Update

Reconvene the partners and stakeholders

Update to include:

- Analysis of crash data, including existing conditions and historical trends
- Comprehensive project & strategies list shaped by data
- Equity considerations
- Commitment to an eventual goal of zero roadway fatalities and serious injuries





Active Transportation Plan

Update to Include

- New Mobility – scooters, e-bikes etc.
- Incorporation of complete streets
- Dirt trail connections
- Project List
- Programs
- Performance Measures
- Consideration to Code Updates

Washoe County Tahoe Transportation Plan Public Meeting

Please join us for an in-person public meeting on November 16, 2022, 4:00 PM – 7:00 PM

Washoe County Tahoe Transportation Plan

- Listening to and understanding community concerns
- Coordinating resources with partner agencies
- Envisioning the future of SR28
- Supporting Transit Improvements
- Exploring parking solutions
- Developing snow plowing strategy for multiuse trails
- Expanding use of vehicle trip reduction programs

TRANSIT

- TTD Incline Mobility Hub Committee
- TTD Completing a Short-Range Plan update
- TART Microtransit

Tahoe Transportation District
Short Range Transit Plan

Tahoe Transportation
DISTRICT

TRANSIT

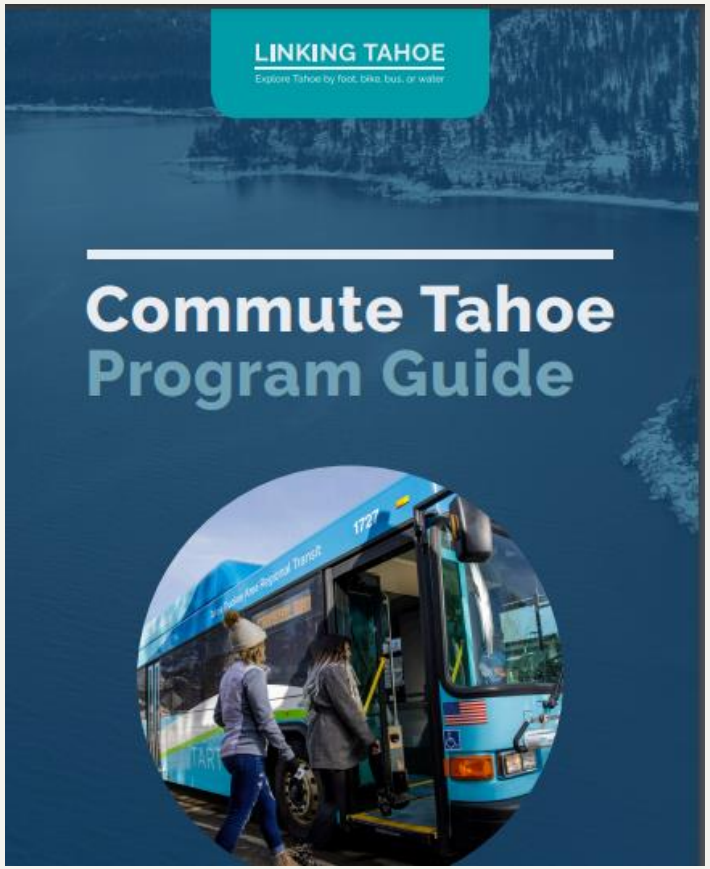
- SSTMA South Shore Microtransit Pilot
- TRPA Annual Survey on Transit Service Needs
- City of South Lake Mobility Service Study

- Free to the rider
- App- based
- Door-to-door service
- On-demand
- Every day, 7 am – 9 pm
- Avg. 15-min. or less wait
- Bike and ski racks coming

- Accessible
- 4 vehicles (+1 spare)
- 5-12 passengers per vehicle
- Ridership: 36% to/from Nevada, 64% California

Density drives ridership

Transportation Demand Management



- Commute Tahoe – working with Tahoe Employers through our TMAs to encourage employees to leave the car at home

2021 Commute Tahoe Program Report Card
(Pilot Phase)

11
Participating Employers

Employee Mode Split
Avg. Employee Response Rate = 15%

- 90% drive alone
- 16% carpool
- 14% bike
- 10% telework
- 5% walk
- 4% take transit
- 2% ride employee shuttles

39% of employees feel safe enough to walk or bike to work

39% of employees live close enough to walk or bike to work

Worksite Amenities
- **8,034** parking spaces available for employees
- **4** parking spaces reserved for EVs, carpools, or vanpool
- **136** handicap accessible parking spaces
- **236** rack spaces available for bikes
- **70%** of worksites have showers and locker rooms
- **90%** of worksites have teleconferencing infrastructure

Employees would conside commuting to work by....

- Carpool (51%
- Employer provided shuttle (49%
- Bicycling (38%
- Bus (35%
- App-based rideshare (11%
- Walking (11%

Keeping Tahoe Moving – look ahead

- Lake Tahoe Destination Stewardship
  - Destination Stewardship Plan: Taking Care of Tahoe (winter)
- Measuring What Matters
  - Transportation Performance TAC Charter (Sept)
  - Transportation Performance TAC Report Framework (Dec/Jan)
- Corridor Plans
  - 89 Trail Feasibility, closing gaps in the Tahoe Trail (Jan)
  - US50 East Corridor Management Plan (Winter)
- Accelerating RTP Implementation
  - Federal Transportation Improvement Program (Sept)
  - Safety Strategy Update (Winter to Summer)
  - Active Transportation Plan Update (Winter to Fall 2023)
  - Travel Demand Management Ordinance Update (Spring 2023)

Comments & Questions:

BOARD MEMBERS

And

PUBLIC:

Agenda Item IV.A & B