TAHOE PROSPERITY CENTER

Envision Tahoe Update

Tahoe Regional Planning Agency Governing Board

April 27, 2022

Envision Tahoe is a 12-month economic initiative organized by TPC, guided by a 30-member steering committee, and underwritten by the U.S. Economic Development Administration to create an economic recovery and **resiliency strategy** for the Tahoe Basin emphasizing economic diversification.

TAHOE PROSPERITY CENTER

Desired Outcomes?

ECONOMIC GROWTH STRATEGY based on a solid understanding of:

- The Tahoe Region's economic strengths and competitive advantages
- Larger market forces and trends
- Past and current state of the economy
- Shifting demographics
- Authentic resident input

INVESTMENT PRIORITIES driven by:

- Data and evidence
- Priorities identified by local stakeholders
- Regional + individual prosperity
- Business environment needs (housing, transportation, supportive local policies, etc.)
- Industry related supports (e.g., visitor-serving, health & wellness, entrepreneurship and start-ups)

TAHOE PROSPERITY CENTER

Envision Tahoe

Lake Tahoe Basin Prosperity Plan 2.0

May to August 2021

ORGANIZING & BUILDING MOMENTUM

- Build infrastructure for Envision Tahoe
- Design phases
- Recruit local stakeholders to serve on steering committee
- Research plan developed and data gathering

September to January

RESEARCH AND DISCOVERY

- Economic data synthesis and analysis
- U.S. Census info
- Key informant interviews
- 3 Expert panels
- 4 Focus groups
- Large opinion poll
- Catalyst Committee member guidance

January to May

DEVELOPING STRATEGIES

- Development of key strategies based on data and with consensus of leaders
- Tactical workplans with specific and measurable outcomes created with stakeholders
- Operational sustainability built in
- Investment priorities made clear

June onward

EXECUTING AND REPORTING PROGRESS

- Growing regional buy-in and ownership of actions
- Delivery of tactical work plans and overall agenda
- Identify and align policy and funding to support priority actions
- Ensure accountability and performance reporting
- Renew strategies in face of changing environment

Key take-aways so far

The Caldor Fire, COVID-19 and other events are making the case for economic resiliency and diversification easier today.

Housing availability / affordability is the number one concern for all stakeholders and foundational to long-term economic health and growth.

Tahoe's governance is fragmented, making basin-wide strategy efforts challenging. We must work together so that Tahoe is positioned for rapid changes ahead.

Solutions are likely to be delivered in community-specific ways but can best be planned for and measured, regionally.

TAHOE PROSPERITY CENTER

New Data: Tahoe-Truckee Region

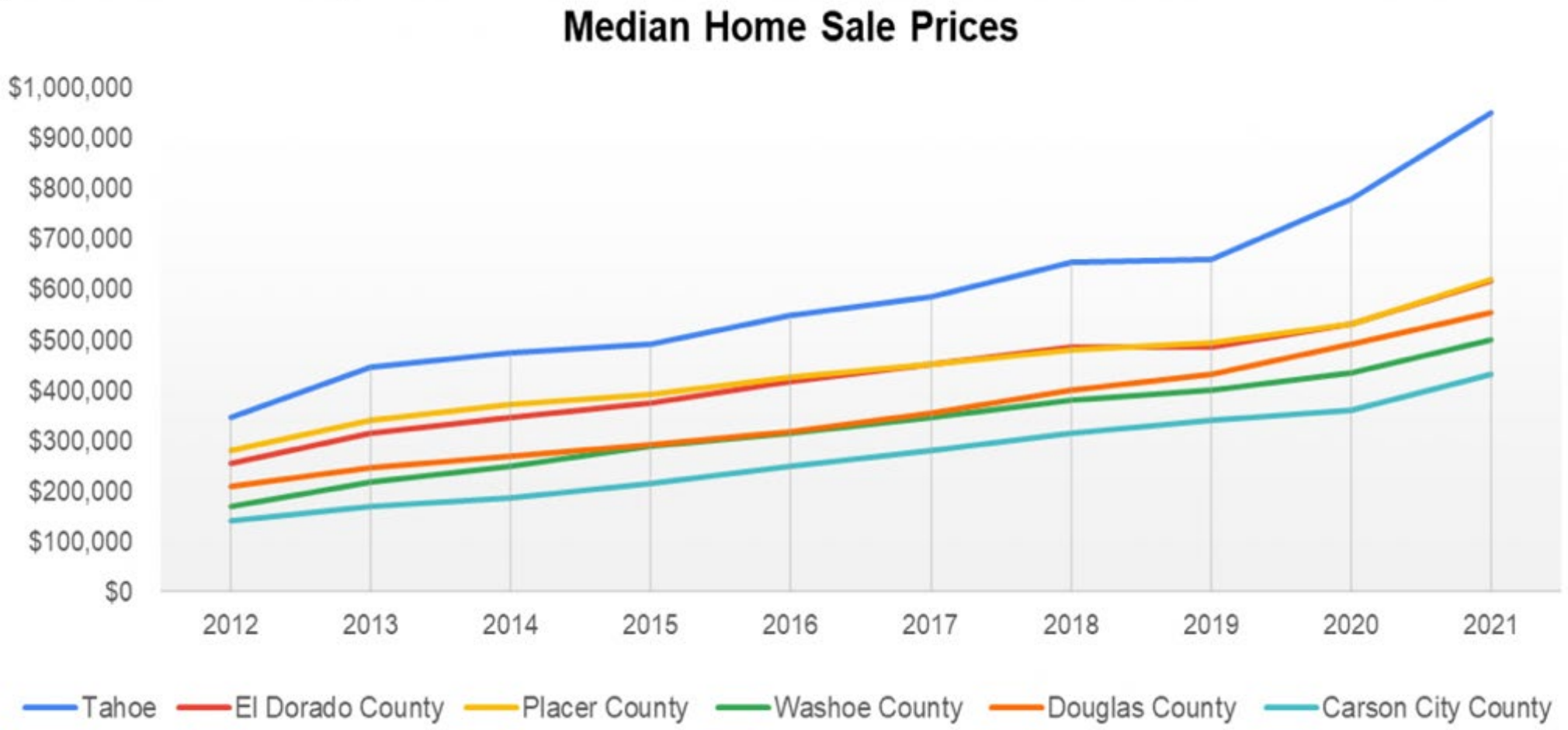
TAHOE PROSPERITY CENTER

Increasing the availability of workforce housing is viewed as the **number one economic imperative** for the Tahoe Region.

TAHOE PROSPERITY CENTER

Exhibit 1: Tahoe has lost population over the past 20 years, but recent trends show a population influx that started in 2018, and picked up in 2020 due to the rise of remote work. Despite picking up 3,267 new residents between 2019 and 2020, Lake Tahoe is still 3,360 below the highest population year in 2000 at just over 60,000 residents.

Exhibit 4: The 2021 median home sale price in Tahoe is $950,000, far outpacing median home prices in surrounding counties.



Source: Chase International, 2022

Exhibit 5: The median annual earnings in the Tahoe Region for 2020 was $53,165.

2020 Median Income in Tahoe by Occupation

Tier	Description	Amount
Top	Healthcare Practitioners and Technical Occupations	$ 98,793.64
	Legal Occupations	$ 98,666.80
	Management Occupations	$ 87,721.41
	Architecture and Engineering Occupations	$ 84,891.40
	Computer and Mathematical Occupations	$ 84,729.69
	Life, Physical, and Social Science Occupations	$ 73,801.45
Middle	Community and Social Service Occupations	$ 54,506.19
	MEDIAN WAGE IN TAHOE	**$ 53,165.49**
	Educational Instruction and Library Occupations	$ 52,095.66
	Installation, Maintenance, and Repair Occupations	$ 51,007.87
	Construction and Extraction Occupations	$ 50,025.03
	Protective Service Occupations	$ 48,433.27
	Arts, Design, Entertainment, Sports, and Media Occupations	$ 44,981.32
Lower	Office and Administrative Support Occupations	$ 39,257.92
	Production Occupations	$ 38,109.77
	Transportation and Material Moving Occupations	$ 34,635.24
	Healthcare Support Occupations	$ 34,422.84
	Sales and Related Occupations	$ 32,674.43
	Building and Grounds Cleaning and Maintenance Occupations	$ 32,422.27
	Personal Care and Service Occupations	$ 29,680.60
	Food Preparation and Serving Related Occupations	$ 28,003.09
	Military-only occupations	$ 27,564.21
	Farming, Fishing, and Forestry Occupations	$ 26,413.46

Source: EMSI, 2022

Tahoe Community Survey:

- Questions informed by socio-economic data, 4 focus groups, stakeholder input
- In the field January 10 – 31 (3 weeks)
- Heavy outreach through TPC partners, social media
- **1,799 responses** with 99% completion
- Conducted in English and Spanish
- Tilts towards homeowners
- Higher proportion of working age respondents
- Higher responses from women
- Includes voters and non-voters
- Response levels proportional to population across the basin
- Responses across demographic subgroups are consistent

TAHOE PROSPERITY CENTER

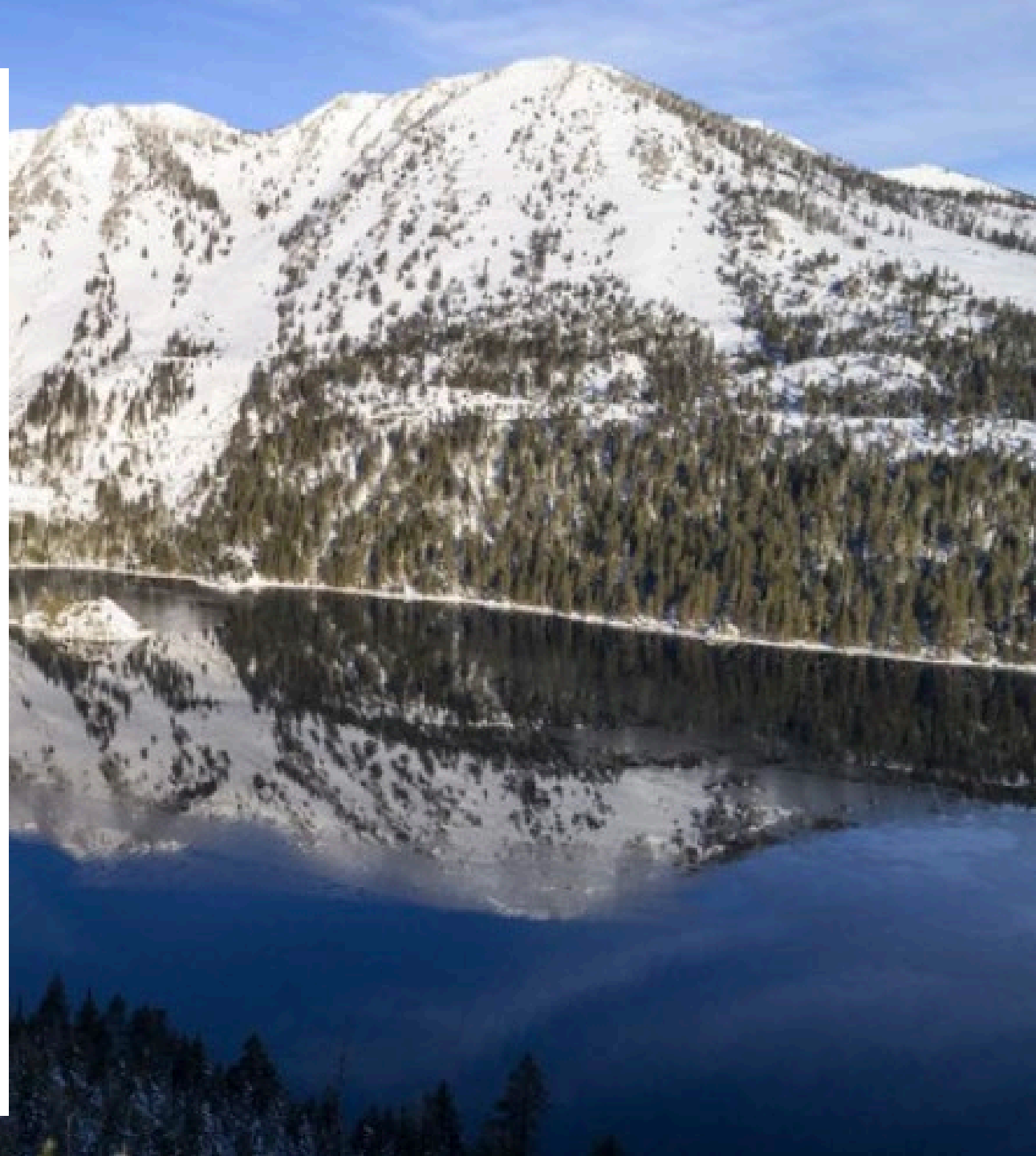
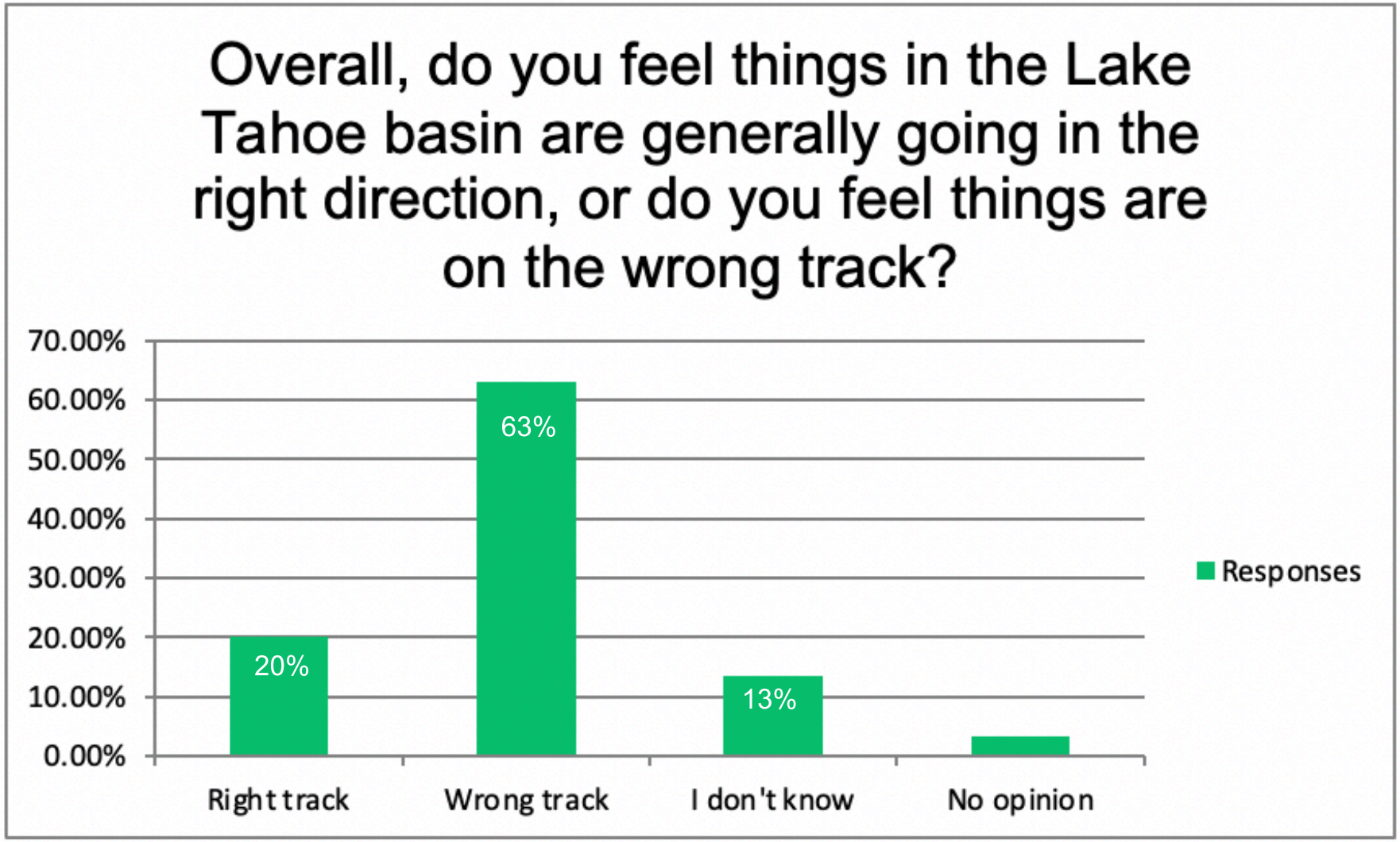


Exhibit 1: 63.2% of respondents say that things in Tahoe are on the wrong track. National right track / wrong track poll questions report similar dissatisfaction levels.



Living Conditions for Local Residents (asked only of full-time residents)

76% of respondents reported that they are able to live in "reasonable comfort" in Tahoe. This group comprises those who work for a Tahoe-based employer (23%), those who do not work (22%), those who own their own company or are self-employed (17%), those who work remotely for a company outside of Tahoe (10%), and those who live in Tahoe but commute to work elsewhere (3%).

24% noted that they struggle in some way to live in the Tahoe region. This group comprises those who say they can barely make ends meet but do not want to move (12%), those who need to work two or more jobs to make ends meet (7%), and those who cannot afford to continue living in Tahoe and plan to move away (6%).

Responses to this question are likely influenced by the high proportion of resident homeowners in the survey sample. *Whereas 73% of survey respondents are full- or part-time Tahoe residents who own their home, only 51% of Tahoe residences are occupied and 60% of these units are occupied by owners.*

What Makes Tahoe a Great Place to Live?

When asked to rank the importance of factors that make the Tahoe region a great place to live on a scale of 1-5, with 5 being least important, respondents most frequently applied the highest ranking to the following:

- The lake and natural beauty of Tahoe's environment (75%)
- Mountain outdoor lifestyle (61%)
- Unique access to outdoor recreational opportunities (58%)

Fewer than half of the respondents gave the highest ranking of "most important" to the other factors listed in the survey, including:

- Sense of community/small town feel (41%)
- People sharing a commitment to solving problems (28%)
- Quality education (27%)
- Job opportunities (20%)
- Social/cultural opportunities (19%)
- Resorts that attract travelers from all over the world (11%).

Threats to Quality of Life in Tahoe

When asked to select just five factors that pose a risk to the quality of life in the Tahoe region (out of 18 potential factors), respondents most frequently selected:

- **Lack of stable housing options for workers (73%)**
- **Traffic congestion/lack of transportation options (61%)**
- **Wildfires and smoke (58%)**
- Too many vacation rentals/second homes (54%)
- Disrespectful attitudes and behavior of tourists (42%)
- Lack of economic diversity or over-reliance on tourism (31%)

All other factors presented in this survey question were selected by approximately <u>one quarter</u> of respondents or less as being one of the five most significant threats to the quality of life in the Tahoe region. These factors included:

- Tourism
- Declining snowpack
- No cohesive community or economic vision
- Lack of high wage job opportunities
- Not enough amenities serving local residents
- Anti-tourist sentiment among residents
- Anti-progress/anti-development attitudes
- Lack of skilled workforce
- Lack of social services
- Lack of capital investment
- Lack of career training/upward mobility
- Lack of resources for entrepreneurs

Efforts to Maintain or Improve the Quality of Life in Tahoe

Combining "very high" and "high" priorities, a majority of respondents indicated that priority should be given to the following in Tahoe:

1. **Expand economical housing opportunities (79%)**
2. **Impose public facility access fees on tourists to pay for environmental cleanup, reduce congestion and increase investment in Tahoe's communities and people (75%)**
3. **Develop more transportation alternatives to get around Tahoe and reduce congestion (65%)**
4. Impose restrictions on second homeowners and short-term rentals (64%)
5. Invest in K-12 and community college education to focus on future job skills (60%)
6. Expand community services to support families (57%)
7. Build more reliable, affordable broadband and/or cellular infrastructure (50%)
8. Diversify Tahoe's housing to include more higher density options (50%)

Accelerating Workforce Housing

Improving Mobility

Advancing Sustainable Tourism

Supporting Anchor Employers

Increasing Support for Entrepreneurs and Innovation

Securing Funding, Staffing, and Organizational Capacity to Sustain the Effort

EnvisionTahoe
Lake Tahoe Basin Prosperity Plan 2.0
How do We Diversify and Strengthen Tahoe's Economy?
https://tahoeprosperity.org/envision-tahoe