

TAHOE REGIONAL
PLANNING AGENCY



TAHOE
REGIONAL
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AGENCY

Transportation Equity Study

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South Lake Tahoe Fire

Tahoe Transportation
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North Tahoe Fire

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Coalition

Meals on Wheels

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Advance

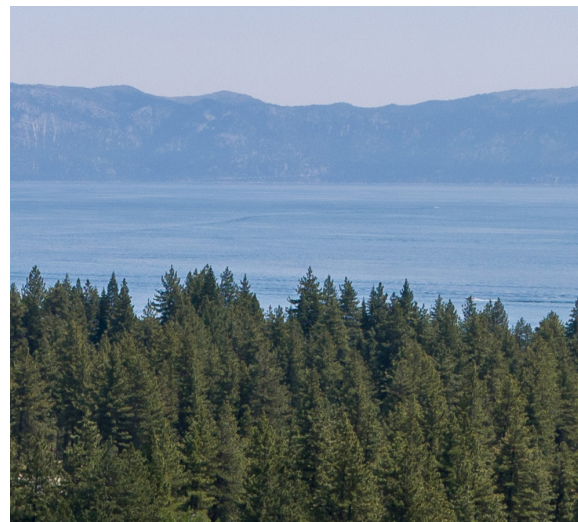
Truckee North Tahoe
Transportation
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Foundation

Tahoe/Truckee Area
Regional Transit

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Executive Summary

The Tahoe Regional Planning Agency (TRPA), acting as the Metropolitan Planning Organization (MPO) for the Lake Tahoe Region, is responsible for guiding the planning and development within the Lake Tahoe Basin.

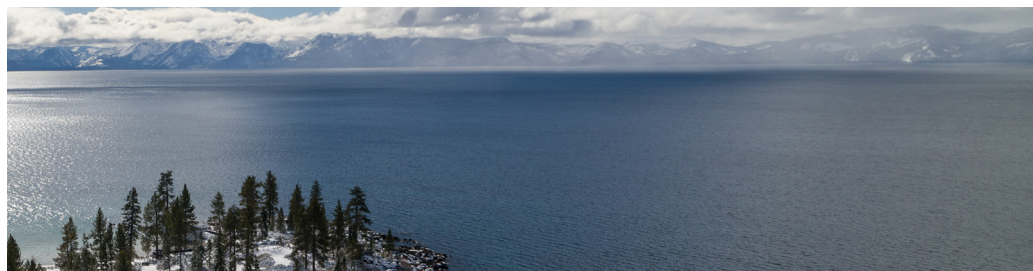
Through its authority under the bi-state compact between California and Nevada, TRPA manages growth, development, and land use in the Tahoe watershed and plays a leading role in identifying solutions for the region's transportation challenges. TRPA regularly updates the Regional Transportation Plan and Sustainable Communities Strategy (RTP/SCS) for Lake Tahoe and is responsible for evaluating the burdens and benefits of proposed transportation projects on local communities. The Transportation Equity Study assesses transportation equity by identifying the needs, concerns, and vulnerabilities of all those living, working, and visiting the Tahoe Basin. The results and recommendations of this study will be carried forward by TRPA in modifying its procedures, practices, and policies.

The consultant team, DKS Associates was selected to complete this work in conjunction with TRPA staff in 2022. The goals of the Transportation Equity Study are to evaluate TRPA's connection with underserved communities and to provide recommendations to enhance public engagement, identify needs and concerns at the regional and neighborhood levels, and evaluate impacts of transportation planning activities (i.e., decision-making, funding, project selection, public engagement, advancing or mitigating inequity, and measurement and tracking of outcomes).

This Transportation Equity Study is a recommendation from the [2020 Linking Tahoe: Regional Transportation Plan \(RTP\)](#). Building on the work completed in the RTP, analysis conducted during the Transportation Equity Study aimed to ensure the programs, policies, and activities proposed in the 2020 RTP and future updates do not disproportionately and adversely affect individuals with a disability, minority populations, or low-income residents, and that the transportation benefits and burdens are equitably distributed.

The objectives of the study are to:

- Identify transportation burdens and barriers.
- Incorporate equity considerations into planning and permitting processes.
- Establish targets to effectively measure transportation equity.
- Leverage discretionary funding opportunities for the region.
- Provide policy recommendations to:
 - » Improve TRPA's public outreach and engagement.
 - » Improve transportation access to recreation opportunities for transportation disadvantaged populations.
 - » Reduce climate change impacts to Tahoe's most vulnerable populations.



Priority Communities

The environmental justice analysis included in the 2020 RTP (Appendix F) focused on identifying disadvantaged communities within the Lake Tahoe Basin and evaluating the impacts of proposed projects within those neighborhoods. To ensure disadvantaged communities are served by the plan, TRPA identified certain neighborhoods as Community Priority Zones to focus transportation access and prioritize investments. Community Priority Zones are defined in the 2020 RTP as neighborhoods with higher densities of at least three of the following demographic characteristics:

- **Persons without private transportation (zero vehicle households):** Lack of a personal vehicle is a significant factor for transit need. In 2022, 80 percent of Tahoe transit riders did not have access to a personal vehicle.
- **Seniors (individuals 65 years and older):** Elderly individuals may choose not to drive or can no longer drive due to age.

- **Persons living below the poverty line:** Purchasing and maintaining a personal vehicle might be difficult for households with limited income.
- **Individuals with a disability:** Disability status may impact an individual's ability to live independently, including driving a personal vehicle.
- **Youth (individuals under 18 years old):** Most people under 18 do not drive and even those with driver's licenses often do not have the means to purchase or maintain a personal vehicle.
- **BIPOC (Black, Indigenous, and People of Color):** People of color are more likely to live in densely populated areas, are less likely to have access to a car, and are more likely to bike, walk, and use public transportation to commute to work.

Table 1 shows the demographic breakdown of identified priority communities within the Lake Tahoe Region.

TABLE 1: PRIORITY COMMUNITIES DEMOGRAPHIC BREAKDOWN

PRIORITY COMMUNITY	POPULATION	PERCENT (%) OF TOTAL
Zero vehicle households (ZVH)*	845	3.61%
Senior (individuals 65 years and older)	10,981	19.67%
Persons living below the poverty line*	5,037	9.34%
Households living below the poverty line*	2,114	9.03%
Working-age individuals with a disability*	2,833	8.38%
Youth (individuals under 18 years old)	9,658	17.30%
BIPOC (Black, Indigenous, and People of Color)	17,246	30.89%
TOTAL Lake Tahoe Population (2020 Census)	55,836	
TOTAL Lake Tahoe Households (2020 Census)	22,413	

*Calculated using 2021 American Community Survey Estimates

TRPA identified five Community Priority Zones representing high concentrations of individuals and families with transportation challenges in these areas:

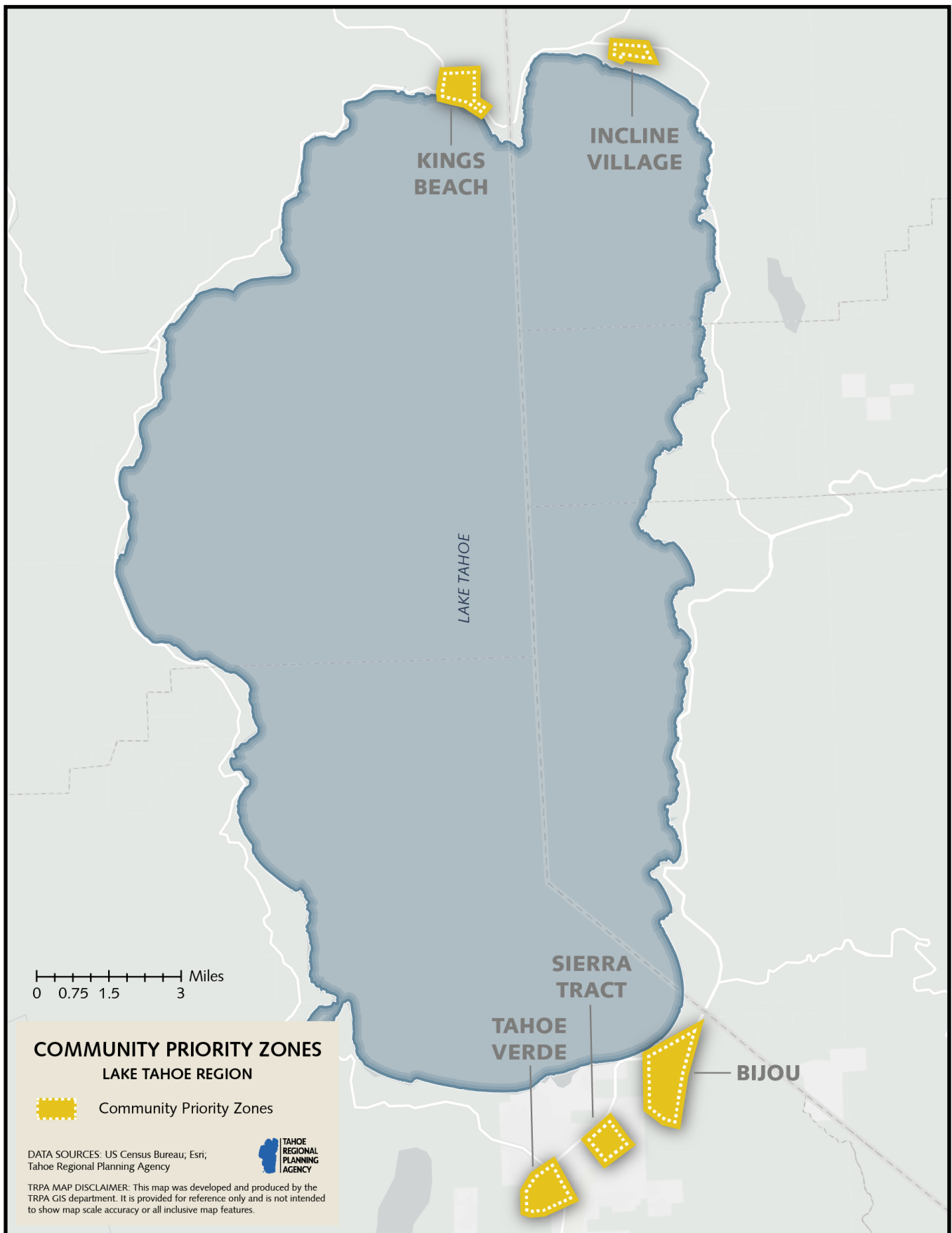
- » Kings Beach
- » Incline Village
- » Bijou
- » Sierra Tract
- » Tahoe Verde

These areas were further vetted as part of this study through a demographic assessment and equity analysis.

The data platform, mySidewalk, was customized for the Lake Tahoe Region and included data from the US Census, Centers for Disease Control, USDA, Environmental Protection Agency, Housing & Urban Development and a variety of health and human services partners. The data displays indicators for housing, public health, economic conditions, demographics, education, public safety, community development, and more which were specific to the region and made available to the public via an online search mechanism on the [TRPA Equity webpage](#).



FIGURE 1: LAKE TAHOE COMMUNITY PRIORITY ZONES



Equity Analysis

To further the environmental justice analysis in the 2020 RTP, the Transportation Equity Study includes a detailed equity assessment of transportation access for identified Priority Community Zones and transportation disadvantaged travelers. Using demographic data and network analysis, TRPA was able to map and evaluate transportation accessibility to critical services such as healthcare facilities, Medicare providers, grocery stores, public recreation sites, and public meeting locations, for priority communities. Focus areas in each of the following maps represent locations where priority communities experience increased transportation challenges when accessing essential services. Transportation and access improvements proposed in these locations should be prioritized for funding and implementation. The following maps show spatial correlations between transportation disadvantaged communities and access to fresh food, healthcare, and recreation.

FRESH FOOD ACCESS (FIGURE 2)

Access to healthy and affordable food is a fundamental right. Access is limited when residents live more than one mile away from grocery stores and don't have access to a car. People who do not have access to a personal vehicle rely on walking, biking, or taking transit to the grocery store for food. People face greater travel burdens and constraints the further they are away from supermarkets.

HEALTHCARE ACCESS (FIGURE 3)

Close and convenient access to healthcare services often dictates the level and frequency of care many residents receive. Additionally, healthcare providers that accept Medicare or Medi-Cal are limited and residents who rely on these services are often reimbursed for travel only up to a certain mileage without flexibility. The limited availability of Medicare providers in the Tahoe Basin greatly impacts residents, especially those who depend on regular care such as seniors and people with disabilities. Mobility challenges for people with disabilities are exacerbated by the need to travel greater distances to access care.

PUBLIC RECREATION ACCESS (FIGURE 4)

Many Tahoe residents choose to live at Lake Tahoe to have access to recreation at the lake. Access to public recreation is a health benefit and one of the Region's greatest amenities. However, approximately 44% of the Lake Tahoe shoreline is privately owned, which limits the number of accessible public beaches. Additionally, only 25 of 40 public beaches are free to enter in a car. Low-income families trying to enjoy a day at the beach may need to travel greater distances to access the shoreline for free, creating undue burdens on an already burdened population.

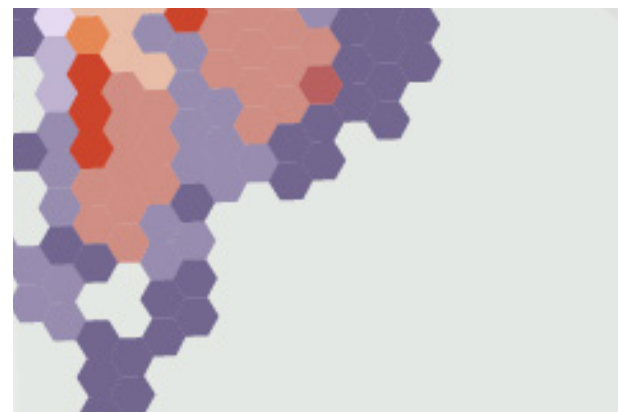
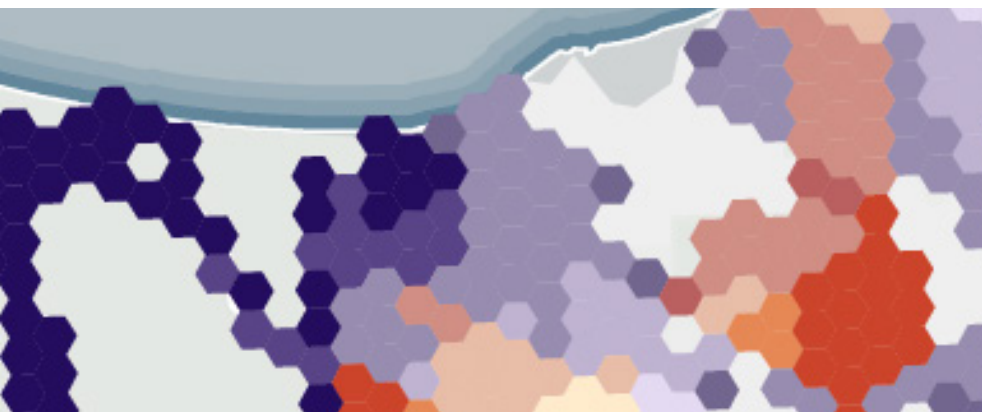


FIGURE 2: ACCESS TO GROCERY STORES FOR ZERO CAR HOUSEHOLDS

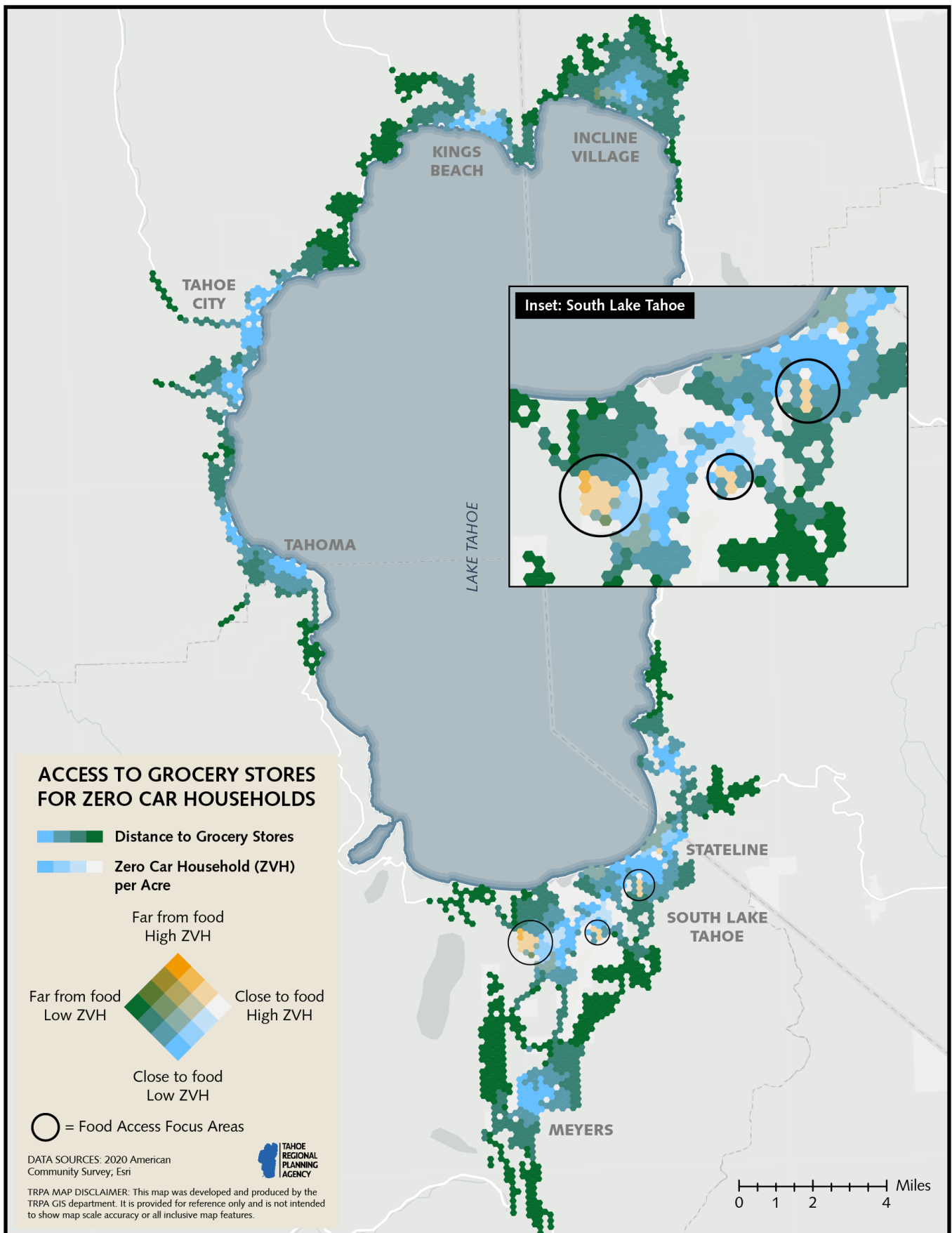


FIGURE 3: MEDICARE FACILITY ACCESS FOR PEOPLE WITH DISABILITIES

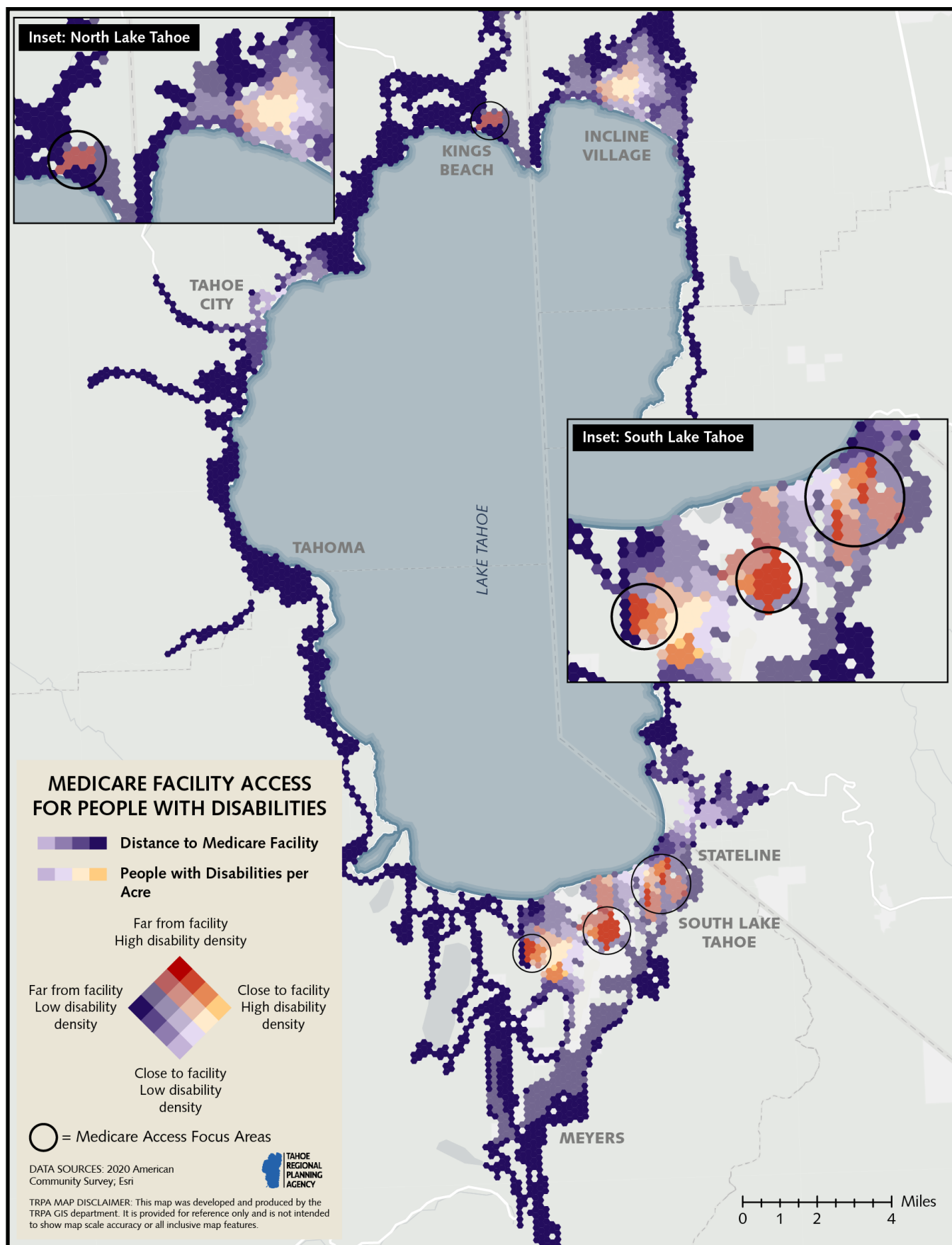
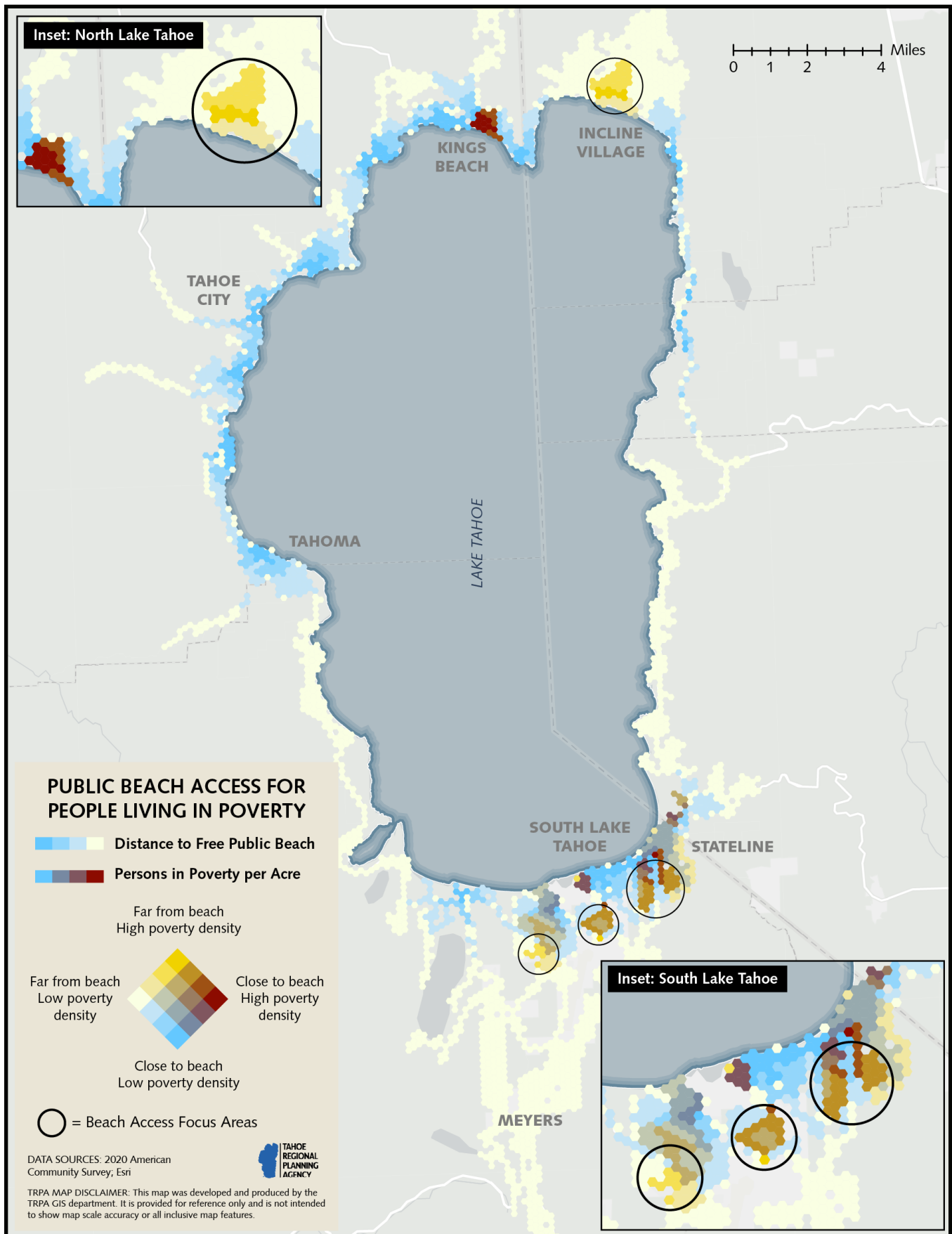


FIGURE 4: PUBLIC BEACH ACCESS FOR PEOPLE LIVING IN POVERTY



Community and Stakeholder Engagement

Using demographic data and preliminary results from the equity analysis, the team developed a comprehensive outreach strategy focused on community-based engagement. This included the deployment of a multi-lingual survey and project information in three languages (English, Spanish, and Tagalog). Several focus group meetings with different groups representing seniors, the Latin and Filipino communities, and low-income residents were held in South and North Lake locations. TRPA and DKS held 26 meetings with individuals and small groups representing stakeholders from target populations, large employers, and service providers. In addition, a series of tabling and popup events, community concerts and other activities were attended by staff to solicit community input.

The primary goal of this extensive outreach was to gain a better understanding of the gaps in Tahoe's transportation systems with a spotlight on equity from a diverse pool of stakeholders and organizations. During the initial round of stakeholder interviews, all stakeholder participants were asked the same three central questions:

1. How do you define equity?
2. What obstacles exist to prevent people from accessing transportation and recreational services?
3. What methodology do you think should be used to measure equity?

Participants in this effort collectively identified seven major barriers to accessing equitable transportation options in all modes of travel:



Information - Obtaining accurate and timely information about transportation services can be challenging, and information is rarely available in Spanish.



Availability - Some transportation services, like public transit, don't get people to all of the places they need to go and don't operate at the times people want to travel.



Accessibility and safety - Network walkability, terrain, and ADA accessibility are inadequate or lead to travel challenges in some areas



Cost/affordability - The high costs of car ownership and other transportation modes may sometimes limit mobility for certain populations.



Distance and time spent travelling - The high cost of housing and lack of services in the Basin forces longer trips for workers and people accessing critical services like healthcare and groceries.



Adequacy of transportation conditions - The lack of sidewalk clearing in the winter and limited number of crosswalks can create travel and safety challenges.



Emergency preparedness and resiliency - Community members worry about effectiveness and resiliency of the transportation network in emergency situations (i.e. severe winter storms or wildfire evacuations).

Feedback collected from stakeholders and community members was used to develop a comprehensive set of policy ideas and action items aimed at addressing transportation disparities. The project team then vetted the policy ideas with the same set of stakeholders, community members, and local jurisdictions to help inform final policy development. This inclusive approach led to the emergence of innovative policy ideas, community-driven initiatives, and sustainable transportation solutions that will drive the update of the 2025 RTP/SCS. This information together with the guidance of TRPA staff across all departments was used to develop the Equity Policies and Equity Index Scorecard presented in this Report. A comprehensive summary of all community and stakeholder engagement is included in the Engagement Summary in Appendix A.

TRPA STAFF AND BOARD WORKSHOPS

TRPA staff across all departments met with DKS and the project team in November of 2022 to review and refine proposed policies under consideration for the Equity Study. This was to ensure viability of proposed policies and identify any existing policies that should be included in the document. Following a two-hour study session, the document was updated and provided to staff for further review.

On February 22, 2023, staff and the consultant team facilitated a hybrid workshop for TRPA Board members and the public to review key findings and proposed policies. The workshop included a review of the

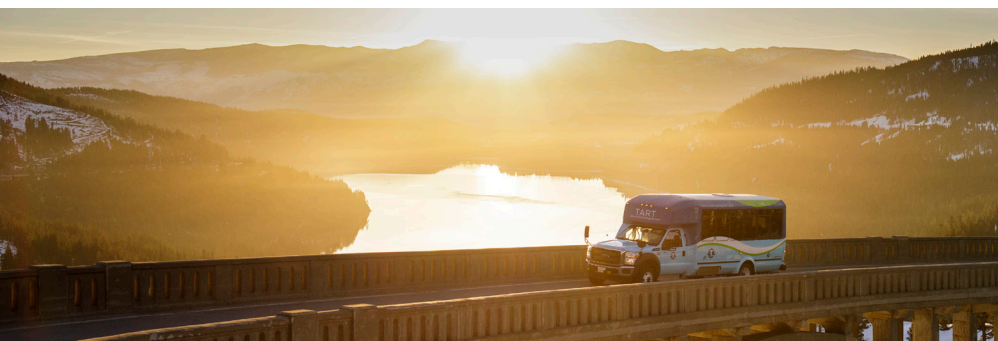
methodology used to create the plan, a summary of public engagement efforts held to identify key issues and perceived gaps in equity policies, and an opportunity for the Governing Board to ask questions and provide feedback.

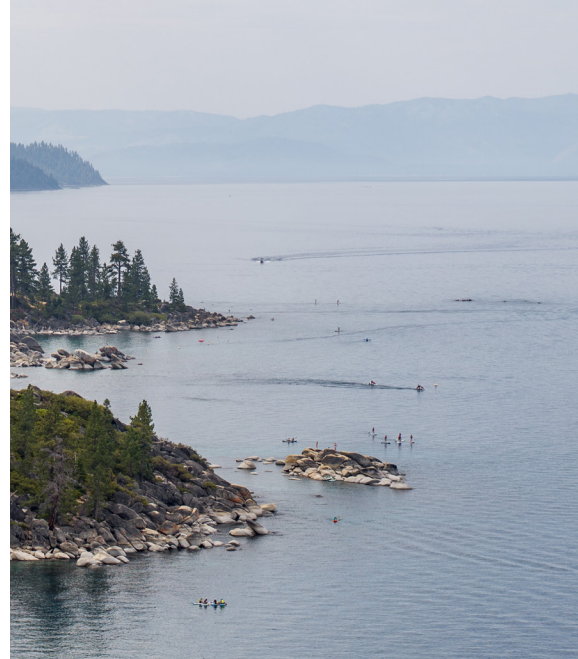
Board members expressed overall support for the policies, suggesting minor revisions to include support for access to micro-mobility options such as eBikes, and additional information about public engagement efforts for member agencies and future contractors including providing best practices and directing staff to develop implementation actions for each policy group. Board comments were incorporated and staff presented the final policies to the Board in July of 2023, where they were unanimously endorsed for inclusion in the 2025 Regional Transportation Plan.

NEXT STEPS

TRPA will incorporate the recommendations of this study into the Regional Transportation Plan, Public Participation Plan and other planning and programming efforts. This study is intended to serve as a guidance document with best practices and practical policy direction to ensure transportation equity in the Tahoe Basin.

Staff will be utilizing a list of proposed implementation action items developed as part of this study to further develop specific activities, programs and incentives for review by the TRPA Board over the next year.





CHAPTER 1

Engagement Policies

Existing Engagement Policies

The Tahoe Regional Planning Agency (TRPA) Public Participation Plan has five principles that guide the agency’s outreach strategies (no formal policies):

1. Reaching diverse populations requires a variety of outreach methods.
2. Large-scale outreach is a team effort, including internal staff and external partners.
3. Effective outreach requires strong relationships – with local governments, advocacy groups and advisory committees.
4. Successful outreach takes time and funding to plan and implement.
5. Stakeholders want to see results. Transparent outreach includes collecting feedback and reporting on what you heard.



Engagement Policies

Policy E–1.0

Adopt an equity-first approach and establish greater commitment, depth, and specificity on engagement of traditionally underrepresented and underserved populations as part of future updates to the Public Participation Plan and other guidance documents.

» Policy E–1.1

Improve communication channels with underrepresented and underserved demographics through place-based engagement where these populations live and work.

» Policy E–1.2

Reduce language access barriers by providing translation of materials for public review.

Policy E–2.0

Allocate a minimum of 30 percent of all outreach efforts specifically to socio-economically disadvantaged populations, such as our Community Priority Zones, and provide access to best practices in engagement efforts.

» Policy E–2.1

Require agencies receiving funds through TRPA to commit to same target.

» Policy E–2.2

Require contractors providing engagement services for TRPA projects to commit to same target.

Policy E–3.0

Ensure advisory bodies such as committees and commissions represent the voices of communities of color, Tribal communities, and communities representing people with disabilities by encouraging and recruiting from Community Priority Zones.

Policy E–4.0

Review and revise procurement and contracting barriers that may prevent community-based organizations from collaborating with TRPA such as insurance requirements, and auditing procedures.

Policy E–5.0

Collaborate across agencies internally and/or with other agencies to make state government community engagement processes more efficient and less of a burden on underserved communities.





CHAPTER 2



Year-Round Access Policies

Existing Year-Round Access Policies

FROM THE 2020 REGIONAL TRANSPORTATION PLAN:

Policy 6.1

Preserve the condition of sidewalks and bicycle facilities and maintain, where feasible, for year-round use.

Policy 6.2

Improve winter transit access by providing shelters, cleared sidewalks and pathways around stops, winter accessible bike racks, and warm shelters at mobility hubs and major transit stops.



Year-Round Access Policies

Policy A–1.0

Ensure that Community Priority Zones have adequate or comparable snow removal and other services to ensure year-round access to employment, recreation, and goods and services.

Policy A–2.0

Explore incentives for employer and resort-based transportation solutions for employees and visitors year-round.

Policy A–3.0

Explore alternatives to single vehicle onsite parking for resort and recreation facilities including rideshare and shuttle services.

Policy A–4.0

Support year-round opportunities for elected and appointed officials associated with TRPA to connect with communities throughout the Basin.





CHAPTER 3

Infrastructure Policies

Existing Infrastructure Policies

FROM THE 2020 REGIONAL TRANSPORTATION PLAN:

Policy 1.1

Support mixed-use, transit-oriented development, and community revitalization projects that encourages walking, bicycling, and easy access to existing and planned transit stops.

Policy 1.5

Prioritize projects and programs that enhance non-automobile travel modes.

Policy 4.10

Support the use of emerging technologies, such as the development and use of mobile device applications to navigate the active transportation network and facilitate ridesharing, efficient parking, transit use, and transportation network companies.

Policy 4.15

Establish a uniform method of data collection and forecasting for resident and visitor travel behavior and demographics.

Policy 6.4

Make “dig once” the basin-wide standard, requiring public and private roadway projects to accommodate the installation of conduit to support community needs (e.g. broadband fiber optic).



Infrastructure Policies

Policy I–1.0

Utilize the Equity Index Scorecard to establish equity-based performance measures for agency operations, programming, and planning.

» Policy I–1.1

Ensure all proposed transportation projects, programs, and policies meet transportation needs and minimize negative impacts for all communities, particularly disadvantaged communities, and people with special needs.

» Policy I–1.2

Ensure all services and modes of transportation are equitable and accessible, specifically for communities and neighborhoods identified as Community Priority Zones in the RTP.

Policy I–2.0

Implement physical devices such as transit kiosks to communicate arrival schedule and aid trip planning.

Policy I–3.0

Implement and connect bilingual emergency messaging systems that can provide emergency warning to broad settings including tourist spots, major retail and gathering areas, and employment sites.

Equity Index Scorecard



1. COST OF SERVICE

This metric will vary by transportation mode and location, and therefore should be set by the community; a recommended default is that households should spend no more than 20% of total budget on transportation costs.

Mason, Jacob. (2018)
The Future of Transport is Sustainable Shared Mobility. ITDP. February 22, 2018.



2. ACCESSIBILITY

Transportation mode is physically accessible (available in neighborhoods), accessible to disabled people, accessible to people with various cultures/languages, accessible without the need for banking or a smartphone.



3. ADEQUACY OF SERVICE

Frequency of transit, travel times, time spent in traffic, optimal availability of parking, etc. for both residents and visitors, Consistency and variability of travel times, predictability of travel times.



4. PROXIMITY OF SERVICE

Number of households by income within walking distance to schools and services. Number of households within 30-minute transit ride or 20-minute auto ride of employment center, etc. Number of transit transfers needed, time spent in transit. Access to recreational facilities within the Basin.



5. ENVIRONMENTAL IMPACTS

Projects and programs that reduce quantities of air pollutants (PM, NOx) reduction, 40 level of physical activity, etc., reduce greenhouse gases and promote company development reducing VMT per capita.

Caltrans (2010). Smart Mobility Framework 2010: A Call to Action for the New Decade, p 10



6. ECONOMIC IMPACTS

Number of households within 30-minute transit ride or 20-minute auto ride of shopping, recreational and/or travel centers. Number of transit transfers needed, time spent in transit.



7. SAFETY

Collision rate and severity; personal safety issues (harassment, profiling, etc.)

Caltrans (2010). Smart Mobility Framework 2010: A Call to Action for the New Decade, p 10

TRPA'S MISSION:

“ TO LEAD THE COOPERATIVE EFFORT TO PRESERVE, RESTORE, AND ENHANCE THE LAKE TAHOE REGION, WHILE IMPROVING LOCAL COMMUNITIES AND PEOPLE’S INTERACTIONS WITH OUR IRREPLACEABLE ENVIRONMENT.”



Policy I–4.0

Support micro-mobility options that are accessible and do not have barriers for use, including requiring smart devices.

Policy I–5.0

Create a web-based equity dashboard that tracks progress on disparities related to TRPA’s Initiatives and include findings within the TRPA’s Annual Report or a separate annual report, and share with organizations serving underrepresented and underserved populations.

Policy I–6.0

Support the California Department of Transportation (Caltrans) Broadband Middle-Mile Broadband Initiative to designate state highway facilities in the Tahoe Basin as Middle-Mile corridors and similar broadband efforts by the Nevada Department of Transportation (NDOT).

Policy I–7.0

Coordinate with local agency partners to establish “Last-Mile” broadband fiber optic connectivity to all communities with a priority for communities with little (low-speed) or no broadband access, especially in Community Priority Zones.

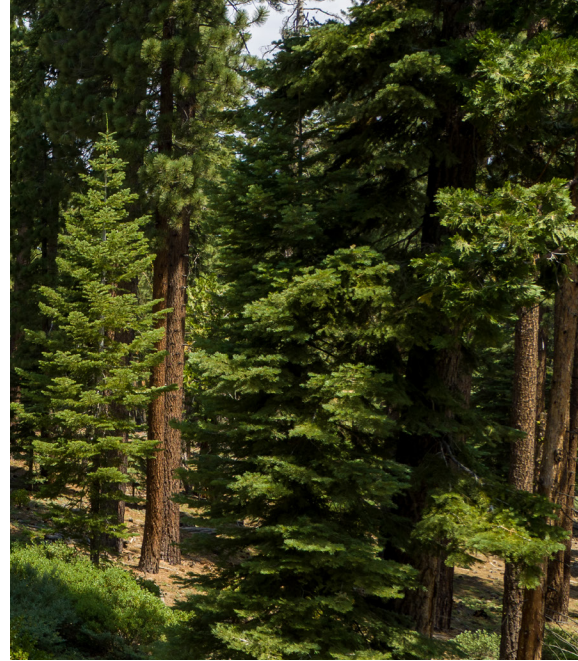
Policy I–8.0

Coordinate with state and local agencies to support the expeditious installation of electric vehicle (EV) and other electric mobility modes (including scooters, bikes, etc.) charging infrastructure in the Tahoe Basin’s Community Priority Zones.

Policy I–9.0

Proactively seek federal and state funding for electric charging infrastructure implementation in the Tahoe Basin.





CHAPTER 4

Service Policies

Existing Service Policies

FROM THE 2020 REGIONAL TRANSPORTATION PLAN:

Policy 1.6

Collaborate with all jurisdictions and employers in the basin to develop, maintain, and implement programs to reduce employee vehicle trips.

Policy 2.13

Coordinate public and private transit service, where feasible, to reduce service costs and avoid service duplication.

Policy 5.2

Ensure access to public transit is compatible with the neighborhood in identified Priority Communities.

Policy 6.2

Improve winter transit access by providing shelters, cleared sidewalks and paths around stops, winter accessible bike racks, and warm shelters at mobility hubs and major transit stops.

Policy 2.7

Provide specialized and subsidized public transportation services and programs for individuals with disabilities that is consistent with Coordinated Human Services Transportation plans.

Policy 1.5

Facilitate and promote the use of zero emission vehicle transit, fleet, and personal vehicles through implementation of the Tahoe-Truckee Plug-in Electric Vehicle Readiness Plan, education, incentives, funding, and permit streamlining.

Policy 2.10

Ensure all transit is Americans with Disabilities Act (ADA) compliant, Universally Accessible, and consistent with Coordinated Human Services Transportation Plans.

Policy 2.13

Coordinate public and private transit service, where feasible, to reduce costs of service and avoid service duplication.

Policy 2.14

Support, where feasible, the implementation of on-demand, dynamically routed transit shuttles.

Policy 2.21

Paid parking revenues should benefit infrastructure and services for transit, pedestrians, and bicyclists within the areas that funds are generated.



Service Policies

Policy S–1.0

Ensure that proposed projects addressing unmet transportation needs, particularly for seniors and individuals with disabilities, are explicitly listed or considered within the proposed project list for specialized and fixed-route services outlined in the Coordinated Human Services Transportation Plan.

Policy S–2.0

Collaborate across jurisdictions and agencies to ensure the development, maintenance, and implementation of integrated regional transportation planning meets the needs of Tribes and transportation disadvantaged communities.

Policy S–3.0

Ensure services to public and active transportation are compatible and accessible to Tribes and communities, specifically for people with disabilities, households with little to no internet, low-income households, households with zero vehicles, etc.

Policy S–4.0

Ensure access to all services and modes of transportation are equitable and accessible, specifically for Tribes and communities and neighborhoods identified as Community Priority Zones in the RTP.

Policy S–5.0

Ensure all proposed services and programs for transportation are affordable and accessible for low-income households.

Policy S–6.0

Promote quality of service for transportation services to meet the needs of Tribes and communities, specifically people in disadvantaged communities and people with disabilities.

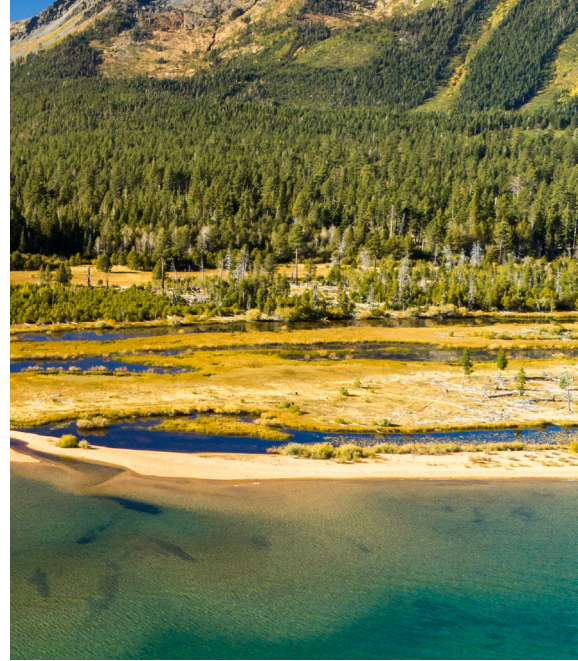
Policy S–7.0

Support opportunities for crisis training for bus/shuttle drivers and others with direct interactions with the public, such as domestic violence and mental health crisis training.





CHAPTER 5



Environment Policies

Existing Environment Policies

FROM THE 2020 REGIONAL TRANSPORTATION PLAN:

Policy 1.1

Support mixed-use, transit-oriented development, and community revitalization projects that encourages walking, bicycling, and easy access to existing and planned transit stops.

Policy 1.5

Coordinate Prioritize projects and programs that enhance non-automobile travel modes.

Policy 6.1

Preserve the condition of sidewalks and bicycle facilities and maintain, where feasible, for year-round use.

Policy 6.2

Improve winter transit access by providing shelters, cleared sidewalks and pathways around stops, winter accessible bike racks, and warm shelters at mobility hubs and major transit stops.



Environment Policies

Policy ENV–1.0

Consider utilizing smart (motion sensor) street lighting to reduce light pollution (dark sky) and reduce energy while providing safety for peds and other users.

Policy ENV–2.0

Provide educational programs and assistance to encourage and enable greater use of transit in place of auto trips.

Policy ENV–3.0

Provide an opportunity for local jurisdictions to begin discussions around coordinated evacuation planning with transportation departments and transit agencies.





CHAPTER 6

Technology Policies

Technology Policies

Policy T–1.0

Support continued field deployment of Intelligent Transportation System travel information in Tahoe Basin with an emphasis on real-time information related to multi-modal opportunities, transit vehicle arrival, way-finding to points-of-interest and available parking, and real-time information on available parking.

Policy T–2.0

Coordinate with Caltrans, Nevada Department of Transportation, and local jurisdictions to support installation of cloud-based Transit Signal Priority (TSP) systems at signalized intersections within urbanized areas of the Tahoe Basin.

Policy T–3.0

Support coordination among state and local agencies to implement a multijurisdictional Transportation Management Center.

Policy T–4.0

Support the implementation of Data Platforms that facilitate systemwide integration of IT telecommunications data for a Transportation Management Center.



Appendix A: Engagement Summary

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Stakeholder Meetings Summary

The Transportation Equity Study is part of the Tahoe Regional Planning Agency's (TRPA) ongoing effort to understand how the Tahoe region's existing transportation system could better serve the community. The study relied heavily on public outreach and stakeholder engagement to inform policy recommendations and TRPA actions. This engagement helped TRPA staff and project consultants create tools and performance measures to evaluate how well the region's future transportation projects and programs address equity. Public and stakeholder feedback also significantly informed the development of policies that will be incorporated into the updated [Regional Transportation Plan/Sustainable Communities Strategy \(RTP/SCS\)](#).

The Transportation Equity Study launched with the development and dissemination of a community survey in three languages (English, Spanish, and Tagalog), and two focus group meetings with different transportation themes - one focused on mobility challenged individuals and seniors, and the second on low-income individuals and other barriers of access. The project team then held stakeholder interview meetings with individuals representing social services organizations and transportation disadvantaged groups around the Lake Tahoe Region. Between July and August 2022, the project team conducted interviews with 19 different stakeholders and community groups. The following summaries highlight the major themes and takeaways from these interviews. Information gathered during these interviews helped guide development of policies and recommendations for the final Transportation Equity Study.

The primary goal of these interviews was to gain a better understanding of the gaps in Tahoe's transportation systems with a spotlight on equity from a diverse pool of stakeholders and organizations. The interviews were conducted by project team representatives from TRPA, DKS Associates, and Mariposa Planning Solutions and included collaboration with a project on Destination Stewardship. Stakeholders represented a broad range of backgrounds, and representative agencies included fire and emergency services, ski resorts, nonprofit groups, healthcare, and more. All stakeholder participants were asked three central questions:

1. How do you define equity?
2. What obstacles exist to prevent people from accessing transportation and recreational services?
3. What methodology do you think should be used to measure equity?



MAJOR THEMES

Seven major themes about transportation access and barriers emerged through stakeholder and community engagement.

Participants in the engagement process highlighted the difficulty of obtaining accurate and timely **information** about transportation services. This gap in information is exacerbated by the fact that such information is rarely available in Spanish, posing a significant barrier to non-English-speaking populations in the area.

Availability of transportation services also emerged as a significant concern. While public transit exists in the region, stakeholders noted that it doesn't cover all the destinations people need to reach, and operating hours often do not align with the times people want to travel. This limitation makes it challenging for individuals to rely solely on public transit, especially for their daily commutes and essential errands.

Accessibility and safety were identified as key issues affecting transportation equity. Concerns were raised about the inadequacy of network walkability, terrain-related challenges, and the lack of ADA (Americans with Disabilities Act) accessibility in some areas. These factors create barriers for individuals with disabilities and contribute to overall travel challenges.

Cost and affordability were significant themes in the study, as the high costs associated with car ownership and other transportation modes can limit mobility for certain populations. High housing

costs in the Lake Tahoe Basin force some residents to live in areas where they must travel longer distances to work, or to access critical services like healthcare and groceries, further compounding transportation challenges.

The **adequacy of transportation conditions**, especially during adverse weather conditions, was a recurring concern. Participants pointed out the lack of sidewalk clearing in the winter and a limited number of crosswalks, which can create travel and safety challenges, particularly for pedestrians.

Lastly, **emergency preparedness and resiliency** emerged as a vital theme. Community members expressed worries about the effectiveness and resiliency of the transportation network during emergency situations, such as severe winter storms or wildfire evacuations. Ensuring that the transportation infrastructure can effectively support emergency response and evacuation efforts is a critical aspect of transportation equity in the Lake Tahoe region.

TRPA's transportation equity study for Lake Tahoe brought to light these major themes, emphasizing the need for targeted strategies and investments to address information accessibility, service availability, accessibility and safety, affordability, travel distances, transportation conditions, and emergency preparedness. By addressing these challenges, the region can work toward a more equitable and inclusive transportation system that serves the diverse needs of its residents and visitors.



Information
Información



Availability
Disponibilidad



Accessibility
and Safety
*Accesibilidad
y seguridad*



Cost/
Affordability
*Costo/
asequibilidad*



Distance/time
spent travelling
*Distancia y tiempo
dedicado a viajar*



Adequacy of
transportation conditions
*Adecuación de las
condiciones de transporte*



Emergency preparedness
and resiliency
*Preparación y resiliencia
ante emergencias*

STAKEHOLDER MEETING ATTENDEES

Agency	Stakeholder Representative
South Lake Tahoe Family Resource Center	Bill Martinez
Barton Hospital	Chris Proctor
Heavenly Resort	Steve Kirkpatrick
Sierra Community House	Anibal Cordoba-Sosa
Lake Tahoe Unified School District	Todd Cutler (Superintendent)
Palisades Resort	Pat Fraser
SLT Fire	Jim Drennan
Tahoe Transportation District	Danielle Hughes
North Tahoe Fire	Chief Leighton
Washoe Tribe	Tribal Elders
North Tahoe Truckee Homeless Services	Danielle Segal
Saint Francis of Assisi	Father Jorge Herrera
Tahoe Family Solutions	Nayeli Enriquez
Boys & Girls Club/SOS Outreach	Jude Wood & Morgan Edwards
Live Violence Free	Chelcee Thomas
Lake Tahoe Community College	Antonio Benitez & Laura Salinas
Tahoe Coalition for the Homeless	Carrie Chapman
Achieve Tahoe	Marina Gardiner & Michael Hunter
St. Theresa's Church	Joanie San Augustin

STAKEHOLDER INTERVIEWS

SOUTH LAKE TAHOE FAMILY RESOURCE CENTER (TAHOE FRC) - BILL MARTINEZ, EXECUTIVE DIRECTOR

The mission of the South Lake Tahoe Family Resource Center is, “To enable individuals and families to achieve self-sufficiency and economic stability, to develop resilience in both parents and children, and to allow families to become a contributing part of the community.” This organization works with the community to support learning, foster parent engagement, and promote wellness for all ethnicities and backgrounds. Tahoe FRC is a school based, public benefit, not for profit 501c3, CA corporation, with support from Lake Tahoe Unified School District, Lake Tahoe Community College and El Dorado County Mental Health Department.

MAJOR THEMES



HOW DO YOU DEFINE EQUITY?

- Meeting people where they're at and identifying what their needs are.
- Messaging is a huge piece of equity - the Family Resource Center serves as a messenger to vulnerable populations for many agencies in the region.
- All the information was in English for the Caldor Fire - and those that were translated were often not done so correctly.
 - » PIO for the Fire Team - different languages not translated
 - » Mass communication not provided on how to evacuate and where to go. Though there was planning for pick-ups of people who did not have vehicles they were not well advertised and therefore were ineffective.
- Caldor fire- there was no planning for rehoming people post-evacuation. The responsibility fell to the Family Resource Center to plan for how to rehome evacuees in real time.

WHAT OBSTACLES EXIST THAT PREVENT PEOPLE FROM ACCESSING TRANSPORTATION AND RECREATION SERVICES?

- Public transit in the South Shore is terrible, service doesn't run early or late enough and there are not enough bus stops in communities in need.
 - » Language access on transportation apps insufficient
 - » Due to services cut to Emerald Bay there is a large proportion of the community that hasn't been to this world class destination.
 - » In Winter - bus stops are unsafe.
 - » No service to Meyers where there is a growing Latino community.
 - » There is not a route from North to South Lake Tahoe.

- The city of South Lake Tahoe is trying to start the micro transit plan in the South Shore.
 - » Latino community has an informal network for shared rides.
- The housing affordability crisis is pushing people out of the area.

WHAT METHODOLOGY DO YOU THINK SHOULD BE USED TO MEASURE EQUITY?

- Change priority to complete transportation projects that are equity based, things like:
 - » More bus stops, multilingual apps
- Develop a list of community priority transportation improvements to move the needle on access to community desired destinations.
 - » With the goal of showing an increase in service to under-resourced communities.

POLICY/PLANNING RECOMMENDATIONS:

- Create a local Community Emergency Response Team
- Increase and develop a mass communication plan on how to evacuate and where, with translations:
 - » Text messaging
 - » Social media
 - » Email
 - » News/radio
- Develop plans and resources for carpooling and micro transit.

MAJOR THEMES

Major communication and inclusion barriers exist between government agencies and the low income, and specifically Latino/immigrant population of South Lake Tahoe, including transportation agencies, the Sheriff's Department, and the Fire Department, including the execution of evacuation orders during the Caldor Fire. The perception of the local Police Department was noted as an exception regarding its relationship and communication with the Latino community, providing a potential model for other government agencies and departments. Public transportation in South Lake Tahoe is inadequate and at times unsafe, during the winter when snow forces people to wait for the bus in the street. The Family Resource Center and the local Latino population more broadly have knowledge, resources, solutions, and networks, such as informal ride sharing already present in the community, ideas for metrics/performance measures centered around community needs, and a large community messaging board that is awaiting TRPA approval. These and other elements present opportunities for public agencies to support and build upon to maximize community outcomes and advance equity. Building upon this last point, the Center

offered to co-host an event with the TRPA around the equity study in early-mid August.

BARTON HOSPITAL - CHRIS PROCTOR, DIRECTOR OF COMMUNITY BENEFIT

Barton Health delivers safe, high-quality care and engages the community in the improvement of health and wellness. Barton Hospital is one of the largest employers and one of the only health care providers in the Tahoe region.

HOW DO YOU DEFINE EQUITY?

- There is work to do at Barton generally in expanding and in understanding equity. This could be accomplished in expanding health access at Barton.
 - » COVID brought to light the lack of and disparity of health care resources in the Tahoe region, people were suddenly relying a lot more on the healthcare system.
- Tahoe's Latino population avoids the hospital due to fear of ICE - especially those over the Nevada line.
- Equity is about both employees and patients and understanding both their true and perceived barriers.
- In healthcare typically there is an ideal that care begins as soon as you walk in the door. An equity approach would begin with understanding how people get to the front door.
- Barton has found success in reaching vulnerable populations by using trusted agencies as messengers. Support agencies such as this help Barton do their job better both in messaging and resources.
 - » Barton's messenger partner on homelessness is the Tahoe Coalition for the Homeless. A goal of this is to help reduce 'inappropriate' hospital visits, or those where unhoused individuals are going to the hospital because they need shelter. The goal is to help align people with more appropriate resources.
 - » Barton partnered with the Family Resource Center in an effort to roll out vaccine resources to vulnerable and diverse populations who were hesitant to receive them. Trust is built by meeting people where they are, this program was successful because they made vaccines available at the Family Resource Center and did not use Barton Hospital branding.
- Bill Martinez was instrumental in the success of this program.

WHAT OBSTACLES EXIST THAT PREVENT PEOPLE FROM ACCESSING TRANSPORTATION AND RECREATION SERVICES?

- A huge inequity in the Tahoe region's healthcare system is that Barton is really the only medical facility in the region. This leads many people to have to travel out of the region to access more affordable or more specialty care. Barton's opening of a new facility in Stateline is in part an attempt to address this inequity.
 - » This new campus will however, also come with further impacts on Tahoe's commuter traffic and



transportation system. There is a big incentive for developing shared and public transportation routes and incentives to mitigate this impact.

- Snow and unpredictable weather are big obstacles in effectively planning transportation in Tahoe.
 - » Snow builds up at transit stops from snow plowing forces people to stand on the street - this is an infrastructure problem.
- One of the barriers to getting people who have resources and vehicle access on public transit is that they are used to having their transportation on demand. There is a perception that a bus system cannot meet people's needs.
 - » The current transit systems are not designed with an understanding of different people's travel patterns.
- There was a project to install parking meters in South Lake, these were removed because of the huge community backlash.
 - » There is free parking everywhere in Tahoe, this is an opportunity to gain funding for transportation projects. Free parking also does not incentivize people to get out of their cars.
- Technology and broadband access is a huge barrier and inequity in the whole region.
- Tahoe's location on a Stateline board is a huge problem for many industries in the region - including transportation but also insurance. This impacts equity, access, and understanding for residents and organizations alike.

WHAT METHODOLOGY DO YOU THINK SHOULD BE USED TO MEASURE EQUITY?

- Strategies should be designed to gain a better understanding of who is not using transit. Understanding where commuters and visitors are going and how we can shape transit for them.
 - » Pre-appointment messaging with patients is a potential strategy to gain travel pattern information - to learn where people are coming from and what resources they need - transportation, language, and mobility restrictions.
- Use large employers as the influencer, they have the resources and direct access to Tahoe's commuters to develop incentives and messaging.
 - » Leverages to large employers to create incentives for their employees to use transit include discussions on 990 nonprofit forms. A reducing VMT in will look good on these documents, which would make large agencies motivated to promote transit use.

POLICY/PLANNING RECOMMENDATIONS:

- Gear should be a big consideration of making public transit work for recreation - buses to beaches, ski slopes.
 - » Idea for bag checking
- To address over-tourism and promote the use of public resources through messaging, change the narrative of Tahoe to be that of a national park. Messaging would seek to change the narrative about the region with the goal of people seeing the whole region as environmentally sensitive - that Tahoe is a different experience than other ski/beach towns.
- Affordable strategies to alleviate commuter traffic could be something like directional traffic in peak

commute times.

- Gather Tahoe's large employers to update an existing plan on employee transportation. This is an opportunity to discuss the gaps and opportunities as well as to incentivize transit use.

MAJOR THEMES

Equity has recently become a central concern for Barton Hospital due to impacts from the COVID-19 pandemic. During this public health emergency, the lack of healthcare resources in the Basin became a huge concern for residents. Equity was additionally a central theme to the development of Barton Hospital vaccine program, throughout this process Barton worked with local community messengers to reach hesitant and vulnerable populations.

Another major topic of discussion was the role of Barton as a major employer in the region to impact transportation patterns by creating incentives for their employees to use public transportation systems and positively impact traffic. This discussion also extended to tracking how their patients are getting to the hospital and how they can better connect them to existing and future transportation resources. Chris discussed the potential of bringing large employers to the table to discuss what they can do to improve transportation systems and equity.

HEAVENLY RESORT - STEVE KIRKPATRICK, GENERAL MANAGER

Heavenly is one of the largest employers in the Tahoe region, located in South Lake Tahoe this resort employs over one thousand seasonal employees and is under the umbrella of Vail Resorts Management Company.

HOW DO YOU DEFINE EQUITY?

- Heavenly has some free access for low-income residents, including the SOS outreach program which helps youth access ski and recreation through a mentorship program.
 - » Volunteer work in community - with boys and girls club
 - » Epic Promise Day - help clean local schools etc., trail work and beach clean ups

WHAT OBSTACLES EXIST THAT PREVENT PEOPLE FROM ACCESSING TRANSPORTATION AND RECREATION SERVICES?

- There is not adequate space and infrastructure for gear on public transit.
 - » A change in accommodation as well as in people's mindset is necessary for a successful program.
- There are recreational areas that are inaccessible without cars, so low-income residents are not able to access.
- Service workers are the primary users of public transport in the region yet, it is not designed for them.

MAJOR THEMES



- Tahoe is designed around cars; this is hard to undo.

WHAT METHODOLOGY DO YOU THINK SHOULD BE USED TO MEASURE EQUITY?

- Develop transportation pilot programs - hop on / hop off trolley style service around the lake - measure the most utilized routes.
- Tracking ridership and bus use over time through surveying.
- Record and create messaging about the positive environmental impact of reduced VMT.

POLICY/PLANNING RECOMMENDATIONS:

- Heavenly is currently working with Tahoe Transportation District (TTD) to develop an employee transit line.
- SSTMA and micro transit - there is an opportunity for direct pickups of low mobility people.
 - » Expanding small scale resources could have a major impact.
 - » J1 do not have personal transportation access, they need more transit options.
- To increase effectiveness buses should pick people up closer to where they live.
- Effective and far-reaching messaging about the resources that are available is so important.
 - » People do not know what resources are available.
 - » Provide incentives and resources for those taking transit such as free or discounted rental gear and equipment.
- Provide information about public transit for visitors who are not knowledgeable about driving in snow.
- Develop transportation pilot programs - hop on / hop off trolley style service around the lake.
- There is potential for employee housing and a shuttle service to Gardnerville and Carson City.
- Heavenly has at this point not considered having no parking, but this could change
 - » Scaled carpool incentive program - 1 driver \$30 to 5 passengers \$5 parking rate.

MAJOR THEMES

Like many of the organizations we met with, Heavenly Resort had concerns about housing affordability in Tahoe and a general sentiment that the transportation systems could be better aligned to serve residents who rely on this system. Regarding equity Steven discussed the unique needs of different communities and their transit needs such as J1 season workers and low mobility individuals. Steven raised several ideas for lowering car dependency primarily for visitors such as the development of a trolley service around the land and tiered parking models and the resort to incentivize carpooling.

SIERRA COMMUNITY HOUSE - ANIBAL CORDOBA SOSA, DIRECTOR OF COMMUNITY ENGAGEMENT

Four long-standing North Tahoe/Truckee service organizations — Family Resource Center of Truckee, North Tahoe Family Resource Center, Tahoe SAFE Alliance, and Project MANA — merged to form the Sierra Community House. With locations in Kings Beach, Incline Village, and Truckee, this agency offers a range of services that help individuals and families in the North Tahoe/Truckee communities thrive.

MAJOR THEMES



HOW DO YOU DEFINE EQUITY?

- Housing is an issue for both the community and for the organization - several staff have quit due to cost of living, and now gas prices.
- Equity should encompass mental health, community wellness, education, direct community connection.

WHAT OBSTACLES EXIST THAT PREVENT PEOPLE FROM ACCESSING TRANSPORTATION AND RECREATION SERVICES?

- Generally, Tahoe is a very auto dependent region, it is difficult to get people out of their cars.
- Public transit in Tahoe is generally unreliable both in the limited span and frequency.
 - » It is great that it's been free in North Tahoe for the last 2 years.
- Major destinations not served through public transit, such as the hospital in Truckee, which requires a 20-minute walk from the bus stop.
- Affordability in all realms is a major issue, and there's an expectation to compensate community members for things that require their time, even if it's in the form of food. Sierra Community House provides gas cards for clients to reimburse them for travel expenses to their programs, such as the health clinic and tax filing assistance.
- Lack of local services for medical care, for example many Medicaid services require people to travel outside of Tahoe.
- The measurement of who qualifies for affordable housing is high here because these numbers are impacted by high earners who do not live here full time - making this housing less accessible to the poorest populations as there is more competition.

WHAT METHODOLOGY DO YOU THINK SHOULD BE USED TO MEASURE EQUITY?

- Track the demographics of TART connect users and where they are going to understand the highest volumes routes.
- Continue to conduct focus groups with people to see how facilities and programs could serve them better.

POLICY/PLANNING RECOMMENDATIONS:

- Major resorts provide housing for their workers.
- Transportation services to take youth to community services like the Boys and Girls Club.
- Expanding hours of transit services for service workers.

MAJOR THEMES

The region’s increasingly high cost of living was a critical issue noted by Sierra Community House, putting a strain on the finances of the low-income clients they serve, as well as their own ability to hire and retain staff. Transportation is inadequate in the area, including the times that they operate. Newly introduced services, such as TART Connect, provide a glimmer of hope - although they were planned for tourists, the local population has learned to take advantage of it, resulting in more local ridership relative to visitors using the service. Orienting these transportation services around the communication and access needs of the low income and Latino community in the area would help ensure these services better-serve these populations.

LAKE TAHOE UNIFIED SCHOOL DISTRICT - TODD CUTLER ED.D., SUPERINTENDENT

HOW DO YOU DEFINE EQUITY?

The district has developed equity policies with “equity” defined as the “fair, transparent treatment of all, and equitable opportunity for all including underrepresented groups.”

WHAT OBSTACLES EXIST THAT PREVENT PEOPLE FROM ACCESSING TRANSPORTATION AND RECREATION SERVICES?

Providing transportation infrastructure and access may be constrained by language barriers as well as cost; isolating some members of the community from opportunities for employment, health care and recreation. The District is challenged with parents and in some cases students that speak other languages including but not limited to Spanish – this is a challenge throughout the basin.

WHAT METHODOLOGY DO YOU THINK SHOULD BE USED TO MEASURE EQUITY?

Use of public transportation, efficiencies/timing of routes in Community Priority Zones.

POLICY PLANNING RECOMMENDATIONS:

- Commit to bilingual engagement and ensure bilingual or visual cues for transit services.
- More collaborative meetings with local service providers including schools.

MAJOR THEMES

Collaboration and leveraging existing relationships.



PALISADES RESORT - PATRICK FRASER, BASE AREA DIRECTOR

Palisades is one of the major ski resorts in the Tahoe Region and one of the community's largest employers. This organization has a total of 2,600 workers in the winter months and receives over 1 million annual ski trip visits and is under the umbrella of the ski organization Icon.

HOW DO YOU DEFINE EQUITY?

- Equal is access to everything for everyone. Philanthropy is built into the organization.
- Palisades runs two equity-based ski programs - Boys and Girls Club transportation program and Achieve Tahoe - Kings Beach Elementary School.
- Palisades has recently grown wages as an attempt to retain employees.
- There has been a shift of Tahoe's population over time but especially recently. It used to be that you had to give up making big wealth in order to live in Tahoe - but with Zoom now people can have both. This has changed the population of Tahoe and led to a housing/pricing boom.

WHAT OBSTACLES EXIST THAT PREVENT PEOPLE FROM ACCESSING TRANSPORTATION AND RECREATION SERVICES?

- Economic barrier - skiing is an expensive sport.
- Summer is becoming the busier season because the activities are cheap/free.
- Feels that buses are designed for residents/workers - but could still do more.
 - » Negative perception of buses - rich people don't want to take them.
 - » TART Connect - this was a resource designed for tourists but is very majority used by residents as an Uber type service
 - » There is no transit line that will take you from North to South Lake.

WHAT METHODOLOGY DO YOU THINK SHOULD BE USED TO MEASURE EQUITY?

- Employee housing beds - this has grown over time.
- Measured through internal surveys of employee and resident satisfaction.
- Idea for a Reno specific survey:
 - » How do you currently get to work
 - » What options would you consider instead

PLANNING/POLICY RECOMMENDATIONS:

- Bus on shoulder program - so transit moves faster than traffic.
- Free bus service and paid parking program in the resort as a strategy to initiate this behavior change.
- North to South Lake transit route transit line would have a huge impact for many employees in the

MAJOR THEMES



region.

- Palisades is in the process of developing their own shuttle system for employees that commute in from Reno.

MAJOR THEMES

The primary discussion held with Palisades Resort revolved around the changing population of Tahoe due to the “Zoom Boom” and changes in tourism from short term rentals that have led to overcrowding and dramatic price increases in the region. Fraser’s primary concerns were that the transit systems in the region become more comprehensive for service and seasonal workers who rely on them. Topics of discussion included the creation of a bus on shoulder program, connecting South and North Lake via transit. An interesting point from this discussion was that Palisades Resort is in the process of developing their own shuttle service for their employees from Reno in a further effort to retain their employees.

SOUTH LAKE TAHOE FIRE, JIM DRENNAN - FIRE CHIEF

The mission of South Lake Tahoe Fire is to serve their community with compassion, professionalism, and honor. South Lake Tahoe Fire is the only fire agency in the Tahoe region that is under the jurisdiction of a city. This fire agency received cuts in budget due to the 2008 recession but has recently regained their full-service level due to funding from a local tax measure, Measure S.

HOW DO YOU DEFINE EQUITY?

- Response based on call type:
 - » Physical distance
 - » Identifying response time and access
- The number of calls received is increasing every year.
 - » In the last 50 years - there has been no increase in resources but there has been a population and fire danger.



WHAT OBSTACLES EXIST THAT PREVENT PEOPLE FROM ACCESSING TRANSPORTATION AND RECREATION SERVICES?

- Tourism, there are too many people in a small space, this is especially dangerous in an evacuation scenario.
- Feels that local residents use transit and active transportation more than tourists, yet it is not designed for them.
- Snow impacts public transportation efficiency making improving this system difficult.
- Planning for evacuation but also for resources remaining available for emergency workers in this scenario, and planning for rehoming.

WHAT METHODOLOGY DO YOU THINK SHOULD BE USED TO MEASURE EQUITY?

- Increase messaging both through community messengers and through collaboration with the city.
- Proactive education is important for reaching vulnerable people- targeted outreach. STAT - South Tahoe Action Team.

POLICY/PLANNING RECOMMENDATIONS:

- Likes the idea of ITS system for evacuation purposes, necessity of broadband, hardening the messaging systems themselves against fire, power backups, social media, messaging boards, and radio.

MAJOR THEMES

Most of the discussion with South Lake Tahoe Fire revolved around the agency's experiences with the Caldor Fire and how to plan for future emergency events - particularly in the event of a more dangerous fast-moving fire. Overall, the lack of adequate broadband and other ITS and technology is a huge concern of this agency. In regard to equity, specifically working with community messengers to develop translations and to serve as community ambassadors was a key component of the discussion. Fire danger and evacuation planning was a central theme of many stakeholder discussions, Chief Drennan was well aware of this growing danger and discussed proper planning, messaging, and utilization of technology as the key components for the success of their agency.

TAHOE TRANSPORTATION DISTRICT (TTD) - DANILLE HUGHES, CAPITAL PROJECTS

HOW DO YOU DEFINE EQUITY?

- Tahoe does not fit the mold for equity - many low income areas do not qualify for funding in California - warped by second homeowners.
- Tahoe's Latino community is not well represented:
 - » This population is being pushed out, and for that reason is not visible.
 - » People are being priced out, the population of people living in their cars and in the woods is growing. This is because even if people can no longer afford housing they do not want to leave because their families live here.



WHAT OBSTACLES EXIST THAT PREVENT PEOPLE FROM ACCESSING TRANSPORTATION AND RECREATION SERVICES?

- Policy makers for the county - are all down the hill - they feel removed from the area and barrier to get them to invest in the Basin.
 - » Gaps in messaging
 - » Broadband and cell service is limited
 - » Difficult to get people info in real time
- It is difficult to apply for many grants in Tahoe because of the unique demographics, topography, and location on a state border.
- TTD attempted to implement an app-based parking payment system - was difficult because of bad cell service, a text-based pay system was developed instead.
- Local jurisdictions aren't considering the no car populations.

- TTD has attempted to meet with the Sheriff dept on the issue of evacuation specifically and has not heard back.
 - » Emergency services collaborated with TTD on evacuation.
- TTD served as the primary transportation resource for evacuation during the Caldor fire with mixed results:
 - » Caldor Fire evacuation was not unorganized, people in many cases found other options to get out because TTD was not able to act quickly - these overextended resources because TTD didn't know people no longer needed help.
 - » Use technology to let agencies know when people do or no longer need help.
 - » TTD developed a highway pickup system along highway 50/51 for people without cars.
 - » TTD also brought 500 + individuals' home from evacuation.

WHAT METHODOLOGY DO YOU THINK SHOULD BE USED TO MEASURE EQUITY?

- Measuring the diversity of the visitors coming to the region - particularly through the lens of how they are getting around - this is important for grants.
- Need for more technology, tracking and better messaging within visitor management strategies.
- TTD is currently working with FEMA to fund evacuation transportation resources.
 - » Also, a parking component, FEMA - parking as safety.

POLICY/PLANNING RECOMMENDATIONS:

- Do not allow cars in certain areas and create transportation services to access them.
 - » Expand the E-shore Express - this route takes people from north to south lake but is only twice daily.
- Create a demand-based parking model - this is an opportunity to balance equity and get people out of their cars.
- Grow TART Connect to serve inter-region travel.
- Develop more training for transit drivers about public safety and people in crisis.
- Put information about evacuation pick ups and maps on buses and transit stations.
- Need for better broadband and cell phone service region wide.
- Technology for signaling not just where people who need help are in an emergency but tracking if they no longer need services.

MAJOR THEMES:

The central theme of the discussion with the Tahoe Transportation District was about the unique difficulties of planning for the Tahoe Region both because of the weather and topography but also due to bureaucratic issues such as its location on a state line. Representation is often a difficulty for many public agencies seeking funding and resources as Tahoe has no representatives in the Basin itself and often does not qualify for many grants and funds because seasonal residents impact demographic information by raising the perceived incomes of residents - hurting access and opportunity for people experiencing low income.

Additionally, inadequate broadband and technology access was a major concern for this agency. The lack of adequate communication channels was a huge barrier to success during the Caldor Fire wherein TTD served as a transportation resource for the region but was often not able to quickly aid people because of poor messaging and communication systems. Danielle proposed several ideas for improving transportation in the region but also discussed the unique nature of the roadways and weather patterns in Tahoe and that these must be considered in the planning process.

NORTH TAHOE FIRE - CHIEF STEVE LEIGHTON & ERIN HOLLAND, PUBLIC INFORMATION OFFICER

The North Tahoe Fire Protection District provides the highest possible level of fire and life safety, rescue and emergency medical service, fire prevention and public education to the citizens and visitors of the communities they serve. North Tahoe Fire works with planning agencies throughout the Basin as well as with state, federal, private agencies. The agency's jurisdiction spans from Kings Beach to Emerald Bay.

MAJOR THEMES



HOW DO YOU DEFINE EQUITY?

- Don't necessarily know where the most vulnerable are located.
- The hardest people to evacuate -> elderly, mobility impaired, no car -
 - » It would be helpful to know where they are and have a map that displays concentrations of vulnerable groups.
- Feels that Tahoe's transportation systems are designed for visitors and not the residents that rely on and use them.

WHAT OBSTACLES EXIST THAT PREVENT PEOPLE FROM ACCESSING TRANSPORTATION AND RECREATION SERVICES?

- Lack of translated information about safety resources, but also recreational opportunities and events.
- Many recreational spaces are not accessible via public transportation.
- A huge barrier for planning for emergency services is that the population of Tahoe can be 10x the baseline depending on the day.
- It is difficult for them to connect with and hear from vulnerable communities, particularly from Latino communities, due to fear from this group of authorities such as fire and public about deportation if they seek out help and resources.
 - » Importance of finding messengers of this information to meet people in trusted spaces - they have partnered with the Boys and Girls Club in the past to share safety information.
- Illegal parking makes evacuation and safety procedures difficult - blocked lanes, makes it difficult for engines to get through.
 - » People park wherever they like here presenting a huge safety hazard.

- Evacuation is run under the legal authority of the Sheriff's department. The fire dept has no legal authority to ask people to leave.
- Messaging is one of their primary goals and responsibility - social media, signage, radio/AM transmitters, phone requirements in short term rentals that can receive reverse 9/11 calls with evacuation information.

WHAT METHODOLOGY DO YOU THINK SHOULD BE USED TO MEASURE EQUITY?

- Importance of tangible outcomes - not just concepts but things that are measurable in impact.
 - » Surveying employees about affordability and housing.
- Park and rides both for employees and tourism reasons - feels there is currently a lot of talk about projects but little action.

POLICY/PLANNING RECOMMENDATIONS:

- Develop a map that displays concentrations of vulnerable groups for safety and evacuation purposes.
 - » This information could be found through contacting utilities companies who track individuals that need early alerts of power shut offs, paratransit resources, and large employees that employ J-1 workers.
- Bring back fire safety PSA program throughout the region that ended due to COVID.
- Park and rides with shuttle service to take people to places like the lake, Emerald Bay
- Use TOT taxes to fund the equity pieces of transportation efforts, including evacuation
- The region needs better radio and cell phone towers for emergency purposes.
- Light alerts and announcements on streetlights for emergency messaging.
- Employee housing for emergency and services workers.

MAJOR THEMES:

For the agency specifically, funding was described as the primary obstacle they face. There is only one fire agency in the Tahoe region that is run under the jurisdiction of a city (South Lake Tahoe Fire) - this means that the other agencies must rely heavily on grant funding to pay for facilities, operations, and equipment.

Regionally, this agency saw inadequate transportation services for residents as a huge barrier to equity. This gap in reliable and well-connected transportation is additionally impacted by the inequity of the growing housing costs in the region - that are pushing service and essential workers outside of the Basin making transportation and traffic even more of a barrier.

Overall, this agency saw the rising cost of living, overcrowding from tourism and unsafe overparking associated as some of the primary obstacles in the region.

WASHOE TRIBE, MEEKS BAY

HOW DO YOU DEFINE EQUITY?

The team met with Chairman Serrell Smokey and a group of elders and representing the Washoe Tribe at Meeks Bay. They brought a different perspective to the conversation regarding equity. Though the majority of attendees said they transportation wasn't really a challenge for them – most if not all shared their frustration at seeing the basin's shift to a tourism centric economy; making it more difficult for them to enjoy what was once their ancestral home.

MAJOR THEMES



WHAT OBSTACLES EXIST THAT PREVENT PEOPLE FROM ACCESSING TRANSPORTATION AND RECREATION SERVICES?

Members expressed frustration about not having access to what were once tribal lands. Lack of parking, general access to parks and areas that were considered culturally significant, and the lack of ownership of land in the basin by the Tribe all contributed to this frustration.

Several members also expressed concern for their safety when visiting recreational areas, citing examples of taunting, threatening behavior and generally uncomfortable situations based on their heritage. Few would consider visiting the lake after dark.

POLICY/PLANNING RECOMMENDATIONS:

- Provide free parking to all Washoe tribal members and restore “set aside” parking for their use only.
- Establish a “fee” for entry into the Tahoe Basin to subsidize investments in tribal facilities including Meeks May and other transportation needs.
- Reduce/cap the number of visitors allowed in the area at specific times/days.

MAJOR THEMES:

The Tribe is primarily concerned about environmental threats to the Lake Tahoe Basin and see overtourism as a primary threat to the environment and to their own access to the Region. Several tribal members feel Lake Tahoe is being “loved to death” and wonder whether there should be a visitation threshold or limit. The Tribe suggested an entry fee for the Basin and/or better visitor and parking management. They believe these efforts will increase sustainability for the Lake and improve transportation access for tribal members.

NORTH TAHOE TRUCKEE HOMELESS SERVICES (NTTHS) - DANIELLE SEGAL, PROGRAM COORDINATOR

The mission of North Tahoe-Truckee Homeless Services is to end homelessness in the region, one person at a time. This organization provides a range of services including access to necessities through safety net services while advocating and supporting short-term and long-term housing for those in need. NTTHS is committed to working together within the North Tahoe-Truckee region to create a continuum of services that meet each unhoused neighbor or family, where they are.

Truckee Homeless Services serve the unhoused and low-income individuals. Their facilities include a day center, emergency warming center, small outreach program, new apartments as well as running a seasonal shelter with a 16-person capacity - this warming shelter has a temperature trigger of below 15 degrees. This facility serves individuals primarily in the region of Incline Village and West Shore El Dorado County. Truckee Homeless Services staff additionally serve as case workers for their clients to help them transition out of homelessness into housing.

HOW DO YOU DEFINE EQUITY?

- Access for all regardless of background.
- Access with understanding that unique people need more to reach the same level of access.
 - » Different mobility, mental health.
 - » It is essential to meet people where they are.
- Housing: supportive versus shelter - some people need ongoing care and attention
- Recreation access has a huge equity gap in the region.

WHAT OBSTACLES EXIST THAT PREVENT PEOPLE FROM ACCESSING TRANSPORTATION AND RECREATION SERVICES?

- Language is a huge barrier, there is a need for Spanish and other languages in the development of messaging for safety resources and access to recreation.
- TART and public transit are stuck in the same traffic as everyone else - because of this there is not an incentive to use the transit for most people. People would use TART if it was able to move faster than traffic and if it was more frequent.
 - » Most transit lines only run hourly, higher frequency and longer hours of service would make this a better resource.
- Extend bus schedules hours of operations - bus lines do not function to take people to work as there are no routes before 9 am and few after 5 pm. Additionally, bringing back the Nightrider program would be helpful for vulnerable populations and those working late hours.
- A lot of fear from this community about evacuation, there is a sentiment that South Lake has a much more organized evacuation plan than North Lake. This was fully realized during the Caldor Fire when people did not know where to go to be evacuated if they did not have access to a vehicle.

MAJOR THEMES



WHAT METHODOLOGY DO YOU THINK SHOULD BE USED TO MEASURE EQUITY?

- Grow transit surveying with services to gain a better understanding of who is using transit and where they are going.
- Communicate with affordable housing to see if transit is accessible to them - a new development had no transit services for the first two months it was open.
- Continue to track ridership and travel patterns even though transit is now free in North Lake.
- Seasonal changes in transit schedules are confusing for riders, making this more uniform would be helpful.

POLICY/PLANNING RECOMMENDATIONS

- Develop training resources for transit drivers about how to deal with people in crisis and specific needs of the homeless population - such as pets.
- Lack of broadband and technology represents a big gap in the region. Providing Wi-Fi at bus stops, transit stations, and on buses would increase access and equity.
 - » Make transit information available not just online.
- Growth of accommodation for mobility impaired communities at recreational areas and on transit - wider sidewalks, braille crosswalks, ramps on buses, etc.

MAJOR THEMES

Truckee Homeless Services expressed that the primary obstacle that their agency sees to advancing equity in Tahoe's transportation system is the expansion of the availability of transportation services to fit the schedules of residents who need to get around, including early mornings and late evenings when transit services are presently unavailable. Additional concerns for this agency surrounded messaging and communications - the lack of cell service and broadband in the region was a major concern of this agency particularly for reasons of public safety and evacuation. Finally, this agency discussed the importance of messaging about evacuation information and growing clear messaging and planning about evacuation and public safety planning and pick up locations for the homeless and other vulnerable populations.

SAINT FRANCIS OF ASSISI - FATHER JORGE HERRERA

HOW DO YOU DEFINE EQUITY?

- Equity is related to the social and economic level of the people to have equal access without fear and access to the basics as well as to obtain a higher quality of life.
- The demographics of the parish are roughly 20% Latino, 80% White/Caucasian.
- Homeowners in the Tahoe region are largely Caucasian, while service sector workers largely live in apartments or commute.
- The church, in partnership with St. Vincent de Paul, provides a wide range of services to the community, including immigration services and social services for



families with small children as well as Medicare/social security assistance.

- » This includes access to basic things to succeed in life, like internet, social media proficiency, and more.

WHAT OBSTACLES EXIST THAT PREVENT PEOPLE FROM ACCESSING TRANSPORTATION AND RECREATION SERVICES?

- Fear among Latino/immigrant community to sign up for programs - even immigration law assistance
- Housing affordability is a big barrier, rent increases are forcing local staff and parishioners to move out of the Basin.

WHAT METHODOLOGY DO YOU THINK SHOULD BE USED TO MEASURE EQUITY?

- Follow up with people who receive resources such as affordable housing to measure the impacts.
 - » Develop a local census count of people that need to be served in comparison to receive help and resources.
 - » Use this information to develop a better understanding of if the right resources are being made available.

POLICY/PLANNING RECOMMENDATIONS:

- Use the church as a trusted messenger to reach the local Latino population on services and planning.
- The church is working with other parishes in the region on disaster response - coordination in case there is a need to evacuate and accommodate evacuees.

MAJOR THEMES

Housing affordability was called out as the most pressing and difficult issue to address in the area, with no end in sight, the implications of which are being felt within the church community. Housing was framed as a self-inflicted wound in which local stakeholders and agencies were responsible for and now being affected by - for example in the inability to hire and retain local service sector workers. The church sees itself as a social equity leader and welcomes the relationship with the TRPA and other willing agencies to support those with the greatest needs. The church, specifically, has a very good relationship with the local Latino population due in great part to the presence of Father Jorge, who hails from Mexico, and the number of Spanish-speaking parishioners has increased significantly in response. The church is actively working with other parishes on a coordinated disaster response strategy, which begs the question, what other non-governmental efforts exist and how can agencies leverage and coordinate with these networks/efforts in planning for a more effective and equitable disaster response strategy.

TAHOE FAMILY SOLUTIONS - NAYELI EN-RIQUEZ, PROGRAM COORDINATOR

Tahoe Family Solutions or “TFS” is a private, non-profit 501(c)(3) organization, providing low/no cost services to children and families living along the Lake Tahoe Basin. Originally a satellite of Children’s Cabinet-Reno, TFS began providing services to the Incline Village/Crystal Bay areas in 1991. With the expansion of TFS’s services in this area, TFS became an autonomous agency in September of 1994. Their mission is “to provide key resources and enhance skills for families in the Tahoe Basin.”

Tahoe Family Solutions offers an array of community-based services tailored to the needs of its local residents. Education, mental health, and youth development are primary areas of TFS’s focus. In addition, TFS offers case management and referrals and Volunteer Income Tax Assistance services. TFS also operates a local thrift store offering new and gently used clothing, furniture, and household items.

MAJOR THEMES



HOW DO YOU DEFINE EQUITY?

- There is a shrinking population due to high housing costs, people are being priced out and pushed to Carson City and Reno.
 - » Economic access gap - it is a problem region wide.
- There is a need for and broad public support for workforce housing.
- There is no rent cap legislation in Nevada unlike California - no rents are rising dramatically in Incline Village.

WHAT OBSTACLES EXIST THAT PREVENT PEOPLE FROM ACCESSING TRANSPORTATION AND RECREATION SERVICES?

- Medicaid transportation service - good service but not reliable.
- There is a lack of adequate parking in the whole region.
- Speed limits are too fast in many places in the region.
- Access/use of recreational amenities/opportunities in the area influenced by cultural barriers and misinformation, as well as cost - everything has increased, except salaries.
 - » The Recreational Center has a fee for use, swimming lessons, etc.
 - » Small community event center that is affordable is lacking in the community.
 - » Skate Park is the only park/gathering place that exists in the community for kids that is family friendly - but not everyone skateboards.
- Transit is not frequent enough for people to rely on it for commuting.

WHAT METHODOLOGY DO YOU THINK SHOULD BE USED TO MEASURE EQUITY?

- Need affordable, accessible, and safe community spaces for kids.

- Identify the most popular locations for the demographics/communities of interest.
- Track transportation patterns through transit cards to measure the most used routes.
- Community events - if you want to reach vulnerable populations should be hyper local, have food, and you should come to them.

POLICY/PLANNING RECOMMENDATIONS

- Develop Sand Harbor park and ride service.
- Development of culturally rich community spaces.
- Offer free transit services to free community events.

MAJOR THEMES

Tahoe Family Solutions saw the housing affordability crisis in Tahoe as the central issue impacting the Tahoe region and that many of the other problems in the region are stemming from this. Nayeli went on to describe the inequities of access to resources but also that many activities in the region are designed for visitors and not for youth and local residents. The creation of hyper-local gathering spaces was an important subject for this organization. A lot of the work done by Tahoe Family Solutions is to connect people to existing resources and to encourage youth to feel more connected to the region through their outdoor and camping programs, which provide not just affordable outdoor recreation camps, with programming for youth, but also transportation to those camps to address access barriers.

Overall, effective messaging that considers cultural differences and further development of resources for low-income communities to help them be able to stay in the region were high priority subjects for this agency.

BOYS & GIRLS CLUB / SOS OUTREACH - JUDE WOOD AND MORGAN EDWARDS

The mission of the Boys and Girls Club is to empower all young people to meet their full potential, this organization was represented by Executive Director Jude Wood. The Boys and Girls club offers after school and summer programming, meal service, and more.

The mission of SOS Outreach is to deliver long-term life skills development to youth through progressive outdoor programs. SOS Outreach serves 5,000 at-risk youth between the ages of 8 and 18 annually across the country. This organization's core value curriculum integrates outdoor experiential learning, character development, community service, values-based leadership development, social justice advocacy, and peer mentoring. SOS Outreach was represented by Morgan Edwards, Program Manager at SOS Outreach who provides youth mentorship through winter and summer sports in the Tahoe Basin.

MAJOR THEMES



HOW DO YOU DEFINE EQUITY?

- Meet people where they are:
 - » Access and serving folks with different needs
 - » No barriers to getting places
 - » Getting where you need to go when you need to get there
- Understand there are two different “Tahoe’s” and “equal” access doesn’t always mean access for everyone.
- Economic inequities in the region, 73% of members of the Boys and Girls Club are earning less than the median income of El Dorado County.

WHAT OBSTACLES EXIST THAT PREVENT PEOPLE FROM ACCESSING TRANSPORTATION AND RECREATION SERVICES?

- There is a gap in messaging about transportation services, people don’t know where to find information about this service.
- Timing, reliability, and frequency of transit is essential, currently the routes will get people to their destination too late or early.
 - » This scheduling is not conducive for those who work in the casino corridor.
- Weather is a barrier- bus stops and sidewalks are not cleared so people have to wait for buses in the street.
- Bikes are typically only owned by affluent families, and if bikes are lent to staff or club members of other economic means they’re often stolen, even if they’re locked up.
 - » Too many stop signs on bike paths.
 - » Dedicated paths to popular areas for kids.
- Meyers, a predominantly Latino community, is not served by public transit and therefore only accessible by car.
- Sierra at Tahoe free ski pass to students often is not utilized because kids don’t have the necessary equipment or transportation; or are working if they’re over 14.
- Many of the families they serve are one vehicle households which can make transportation and commuting logistics difficult and make recreation even less accessible.
 - » An additional factor of this is that many economically disadvantaged families are being priced out of Tahoe altogether.
- Many people stayed during the Caldor Fire and others because they were afraid of losing their jobs, had traffic concerns, lacked the funds to refuel, had nowhere to go and/or no money to stay there.
 - » Whereas affluent families could go further away and stay away longer.
 - » The elderly community faced additional difficulties such as transporting medical supplies.
- Transit mostly used by residents in summer and tourists in winter -
 - » The primary users observed by the interviewees are perceived to be Latinx women, older, potentially unhoused, men with lots of bags, and J1 visa workers.

WHAT METHODOLOGY DO YOU THINK SHOULD BE USED TO MEASURE EQUITY?

- Collect the demographics of riders -
 - » Address - what neighborhood do riders live in (ie: who is taking the bus)
 - » Income
 - » Why are they taking the bus (school, work, other)
 - » Bike paths - # of miles
 - » Frequency of transit
 - » Micro transit usage

MAJOR THEMES:

These organizations gave additional context to many major themes we heard throughout our interviews. By spotlighting the unique experiences of economically disadvantaged communities, or what they referred to as “two Tahoe’s” SOS Outreach and the Boys and Girls Club spotlighted specific barriers their clients are facing in accessing recreation and the difficulties they face in accessing necessary services. Barriers of note were the lack of public transportation to existing neighborhoods with high low income and diverse populations. Additionally, these organizations noted that even well-intentioned equity programs like free ski passes will often go unused because those who could benefit from them do not have the necessary access to equipment or transportation.

LIVE VIOLENCE FREE - CHELCEE THOMAS

Live Violence Free is committed to promoting a violence-free community through education and advocacy to address domestic violence, sexual assault, child abuse, and basic needs. Live Violence Free is committed to promoting a violence-free community through education and advocacy to address domestic violence, sexual assault, child abuse, and basic needs.

HOW DO YOU DEFINE EQUITY?

Equity is accessibility, in the context of transportation that is defined by frequency and reliability.

WHAT OBSTACLES EXIST THAT PREVENT PEOPLE FROM ACCESSING TRANSPORTATION AND RECREATION SERVICES?

- Individuals that do not have access to reliable transportation are less likely to leave a situation of domestic violence.
- Work hours don’t align with existing transit hours.
 - » The existing routes don’t serve workers.
 - » Bus stops aren’t accessible in the winter season.
 - » People couldn’t access warming centers when power was out because they had no way to get there.



- » There is a lack of ADA compliance in Tahoe’s infrastructure - sidewalks, streetlights.
- » There is a lack of information - what are options, what are the benefits of using it?
- Bike paths in the region don’t feel safe for most riders.
 - » Need to be wider and not as congested.

WHAT METHODOLOGY DO YOU THINK SHOULD BE USED TO MEASURE EQUITY?

Connect people directly with transit services that serve their needs.

POLICY/PLANNING RECOMMENDATIONS:

Idea to cover costs of evacuating with gas cards and other resources.

MAJOR THEMES:

The conversation centered around the lack of reliable transit in South Lake Tahoe and the accessibility and safety concerns people feel while walking or biking. Reliable and accessible transportation is critical for victims of domestic violence to get away from their abusers and to move forward independently.

LAKE TAHOE COMMUNITY COLLEGE (LTCC) - ANTONIO BENITEZ & LAURA SALINAS

Lake Tahoe Community College (LTCC) is an accredited community college located in South Lake Tahoe. LTCC currently serves just over 6,500 students annually, helping them to earn terminal degrees, preparing them for transfer to four-year institutions, and readying them for successful careers.

HOW DO YOU DEFINE EQUITY?

- Meeting individuals where they are, experiences and understanding are best discovered through dialogue based on individual experiences.
 - » Provide highly individualized tools to support in an often ongoing process.
 - » Leveling the playing field by each person is unique and that you must learn, understand, and build rapport, especially with vulnerable populations as well as often taking the initiative to help.
- There is a need to both understand how systems work in order to build connected programs to best serve individual needs.

WHAT OBSTACLES EXIST THAT PREVENT PEOPLE FROM ACCESSING TRANSPORTATION AND RECREATION SERVICES?

- Transit specific barriers:
 - » Lack of frequent and reliable service is a barrier, especially for those balancing work with classes.



- » Lack of convenient stops and routes, and poor timing for those that are existing. For example, there were no buses running in the evenings, which is when ESL classes take place at LTCC.
- There is a lack of information about existing routes and services - LTCC received complaints that individuals couldn't figure out how to get kids to campus for summer programs and still get to work on time.
- Language barriers and a lack of translated materials about available services.
- There is a lack of access to health services, especially to MediCal providers for vision and dental as these locations are in Placerville which is not directly served by transit.
- Stigma against buses - only for poor people, perception that it's used by unhoused population
- ADA concerns - not enough sidewalks in Tahoe and they are not well cleared of snow in the winter.
- Majority of student body are local and commute out of basin to continue education at larger schools. Driving is a necessity.
- Evacuation/Climate emergencies:
 - » Need better communication, maybe including information in new hire and new student packets and ensuring that information is readily accessible.
 - » Can't wait for individuals to ask for info about evacuations. LTCC has a responsibility to meet them where they are at. Mail campaigns could be an option
 - » Suggests hosting an annual "evacuation" event to help people be more prepared.

WHAT METHODOLOGY DO YOU THINK SHOULD BE USED TO MEASURE EQUITY?

- Measure communications and transportation system performance during emergency scenarios.
- Track use and demographic information for users of transit and bike paths.
- Measure which neighborhoods are using transit and ask them what their needs are.
- Track transit reliability.
- Adjust transit routes based on seasonality and use.
- Track recipients of bicycles through a bike donation or rental program and connect people to needed resources.

MAJOR THEMES:

LTCC representatives discussed the college's approach to equity and the importance of meeting people where they are. The timing and frequency of existing transit services can create challenges for students who don't often have access to their own vehicles and rely on transit to make it to class on time. Several students also struggle to afford the cost of rent in South Lake Tahoe and LTCC is actively working on projects that will create student housing. Finally, LTCC worries about evacuating their campus and ensuring student safety in the event of a wildfire and they would like to be included as community partners during an evacuation planning effort.

TAHOE COALITION FOR THE HOMELESS – CARRIE CHAPMAN, HOMELESS PROGRAM MANAGER

The Tahoe Coalition for the Homeless (TCH) supports Tahoe residents experiencing homelessness by partnering with the community to promote awareness, provide warm beds, and encourage self-sufficiency. TCH runs several housing programs beyond emergency sheltering including management of three motel properties as housing for individuals experiencing homelessness with supportive services available on site. TCH's goal is to end homelessness in South Lake Tahoe.

HOW DO YOU DEFINE EQUITY?

- Equality = everyone gets a shirt
- Equity = everyone gets a shirt in their size

WHAT OBSTACLES EXIST THAT PREVENT PEOPLE FROM ACCESSING TRANSPORTATION AND RECREATION SERVICES?

- Timing of buses is not great and they don't run late enough. Transit is not frequent enough; need connections to nearby metro areas
- About 95% of residents at Red Lodge and other properties rely on public transportation. Only a few residents have access to cars
- Access to medicare services: one client had to travel 69 miles to get to an appt, but Medicare only reimburses up to 60 miles for transportation. TCH staff had to drive this client the first 9 miles so they could call an uber and be reimbursed by Medicare
- There aren't enough crosswalks. Many people rely on walking, biking, or taking transit and crosswalks are too infrequent for some clients.
 - » Ex: 7/11 at Carson Ave to Al Tahoe blvd - no crosswalks
 - » Pioneer Trail
- Some clients get kicked off buses because they have episodes brought on by mental illness. If they are kicked off (sometimes for a week, sometimes for several months), they are dependent on others for rides or will have to pay for taxis.
- About 70% of clients are seniors and eligible for paratransit. Paratransit is a great service, but it's difficult to sign up for it - would be great to have a training on this.
- Sidewalk clearing in the winter is an issue - most clients are elderly and have walkers, and it's really difficult to navigate on icy/snowy sidewalks
- About 70% of clients have smartphones, but having options that don't require smartphone use is helpful
- When there are changes in bus service/route, staff let residents know and they share among themselves

MAJOR THEMES



WHAT METHODOLOGY DO YOU THINK SHOULD BE USED TO MEASURE EQUITY?

- How many clients ride public transit?
- Is transit a lifeline service or not?
- Measure service span and service frequency
- Access to Medicare services
- Number of crosswalks/distance between crosswalks
- Free transit services - keep these free!
 - » If transit returns to paid, offer discounts/free to those who can prove homeless status

MAJOR THEMES:

Tahoe Coalition for the Homeless serves clients and residents who are almost entirely reliant on public transit to access medical appointments, jobs, and recreation. Additionally, about 70% of clients are seniors and are eligible for paratransit services. Free-to-the-user transit greatly benefits TCH clients who are all low-income residents and any disruptions to services can be detrimental. TCH also discussed in depth their experience evacuating clients during the Caldor Fire and they worry about a future situation in which they will need to help evacuate without a fleshed out plan of action.

ACHIEVE TAHOE – MARINA GARDINER AND MICHAEL HUNTER

Achieve Tahoe is a disability advocacy organization based in the North Tahoe/Truckee area. Their mission is to provide affordable, inclusive physical and recreational activities that build health, confidence, and independence. Today, Achieve Tahoe provides year-round outdoor recreation activities for people with cognitive, sensory, and physical disabilities. We can serve just about anyone with any disability. We focus on health, confidence, and independence so that the experience people have with us is long-lasting and carries over into other areas of their life.

MAJOR THEMES



HOW DO YOU DEFINE EQUITY?

Equity is about bridging gaps for people who have accessibility/mobility challenges.

WHAT OBSTACLES EXIST THAT PREVENT PEOPLE FROM ACCESSING TRANSPORTATION AND RECREATION SERVICES?

- Ski area (Palisades) is technically “public”, but is only accessible for people with disabilities because of organizations like Achieve Tahoe.
- There are often road signs in bike lanes, no signal lights in Tahoe City
- Winter travel accessibility and ski accessibility is really difficult for people who rely on wheelchairs
- The Palisades system provides bus transportation, but only has 1 wheelchair lift in 1 out of 4 buses. The lift often doesn’t work, and Palisades doesn’t publicize whether or not the accessible bus is

running on any given day.

- » If the buses are running every 15 minutes, someone who relies on a wheelchair would need to wait up to an hour for the accessible bus to reach them on the route.
- Gridlock is a major issue on Hwy 89. Ski resorts do not have signs at hwy entry points alerting people that parking is full. This maybe stems from a lack of communication between public and private entities (i.e. Caltrans and Palisades)
- There is also a lack of communication between agencies regarding infrastructure projects
 - » Ex: if Caltrans is repaving a road, they should communicate with other agencies, like Liberty Utilities, to underground utilities and dig once. Constant construction creates constant gridlock, which overtime really impacts the local population
- Some employees don't have any flexibility in their schedules - they rely on public transit to get to work. Gridlock and unreliable schedules can really impact people's ability to get to work on time.
- Achieve Tahoe primarily serves socioeconomically advantaged populations because they often need to find their own transportation. About 20% of people served are socioeconomically disadvantaged (600 clients total annually)
- Transportation from Sac/Reno does not exist, so people who want to take advantage of Achieve Tahoe services only have opportunities to do so if they can coordinate private transportation. This is very stressful and time-consuming
 - » People who are blind struggle the most because they rely entirely on public transportation
- Sidewalk clearing is a major issue - when pedestrian access is impacted, it's exacerbated for people with disabilities
- There are about 20 local participants, but most clients are visitors
- SLT does not have any service providers like Achieve Tahoe
- Mountaineer has been helpful for clients because it is door to door and they can request an accessible van
- Lower income people with disabilities do not move here or move away because they can't move around or afford to (i.e. paying someone to do snow removal)
- The aging population is often forced out because of mobility challenges
- Access to recreation - public transit doesn't serve enough rec spots
- There is no wheelchair access at beaches and no lifts at public piers
- Access tracks for temporary sidewalk access would be great

WHAT METHODOLOGY DO YOU THINK SHOULD BE USED TO MEASURE EQUITY?

- Time/Equity Study - how long does it take someone to travel to work/medical services/personal appointments, etc. How is traffic impacting this and transit times, etc.?
- Impact of traffic on residents' quality of life
- Other quality of life metrics

MAJOR THEMES:

Achieve Tahoe is one of the only in-Basin recreation providers for people with disabilities. Achieve Tahoe clients travel from all over the greater Tahoe-Truckee and Reno-Bay Area region to experience recreation opportunities at Lake Tahoe. The lack of public transit services to Tahoe from neighboring regions limits access for many lower-income or fully independent people who can't drive themselves. Accessibility in the Basin is also severely lacking and several of the private bus fleet do not have wheelchair lifts. As the Tahoe population ages, local jurisdictions will need to upgrade infrastructure and improve service accessibility.

ST. THERESA'S CHURCH - JOANIE SAN AGUSTIN

HOW DO YOU DEFINE EQUITY?

- Equity means getting rid of labels - avoiding stereotypes, gender labels, or anything else harmful and assuming equality among everyone.
- Leveling the playing field, especially between men and women

WHAT OBSTACLES EXIST THAT PREVENT PEOPLE FROM ACCESSING TRANSPORTATION AND RECREATION SERVICES?

- A lot of Filipino people work in the Casinos (South Shore) and most live close enough to walk. The Rocky Point neighborhood is a really densely populated Filipino area
 - » History: there used to be a bus that would bring people from the Bay Area and Sac to the casinos in the 80's and 90's. Then they built new casinos and many Filipinos decided to move to Tahoe.
- Lake Link has been a great option for people in this neighborhood
- Many Filipinos work at or near casinos, but most have access to cars or have shared cars with family, many use the bus.
- There is often a language barrier, particularly among older Filipinos, but most people do learn English in the Philippines.
- Rocky Point neighborhood is being gentrified - many people are moving out of the Basin to Reno/Carson City and forced to commute to work, or find work somewhere else.
- Sidewalks and plowing is a concern in winter because a lot of people walk to work - cars don't always have 4WD
- For the evacuation, most people had their own vehicles and stayed with friends in Reno/Carson

WHAT METHODOLOGY DO YOU THINK SHOULD BE USED TO MEASURE EQUITY?

- Rate of displacement among Filipino population or in certain neighborhoods
- Travel distance to work
- Ridership, plus how many people are actually willing to ride the bus
- Biking is not a popular option among Filipinos - this is a cultural thing. People don't ride bikes in the Philippines

MAJOR THEMES



- Rate of emigration/immigration - people primarily move from the Bay Area and Sacramento to Tahoe
- casinos were/still are a major draw.

MAJOR THEMES:

The local Filipino community is a strong minority population with deep roots in South Lake Tahoe. Several people live near Stateline in the Rocky Point neighborhood and work at the Casinos relying primarily on walking, taking Lake Link, or driving their own cars. As the Rocky Point neighborhood and several other areas of South Lake Tahoe become gentrified, several people within the Filipino community are forced to move to Reno or Carson City and commute to work at the Casinos.



STAKEHOLDER FOLLOW-UPS

The Transportation Equity Study project team used feedback from each of the stakeholder interviews to develop draft policy ideas and possible action items that could be incorporated into the RTP/SCS. Following the development of draft policy ideas, the project team went back to each of the stakeholders to vet policy proposals and gather additional feedback about action items TRPA could consider taking to improve transportation equity in the Tahoe Region. Additionally, the project team met with local jurisdictions, transit operators, and large employers to vet policy ideas. Policy ideas and action items were organized into six policy categories and presented to stakeholders for feedback.

DRAFT POLICY IDEA	POSSIBLE ACTION ITEMS
Engagement	
Commit to respectfully engaging underserved populations	<ul style="list-style-type: none"> • Incentives for participation • Meet them where they are: outreach at community events or going to community-based organizations' existing meetings • Ask clearly: Translate materials, especially fact sheets, presentations, and summary documents • Ask once: collaborate with partners to get feedback simultaneously, rather than multiple meetings on similar topics • Ask simultaneously: don't make this outreach an afterthought, do it concurrently with other outreach
Target a percentage of outreach efforts on underserved populations	<ul style="list-style-type: none"> • Track time and budget • Have agencies and contractors receiving TRPA funds commit to the same target • Don't just check a box: Use best practices for engagement (see above)
Add diverse voices to influential boards and committees	<ul style="list-style-type: none"> • Community academy for training on government processes • Stipends for participation • Host roundtables or "meet and greets" at popular gathering places
Remove contracting barriers	<ul style="list-style-type: none"> • Consider adjusting high insurance requirements depending on contract • Set DBE and DBVE goals • Reach out to state and other lists to share opportunities with diverse potential consultants

DRAFT POLICY IDEA	POSSIBLE ACTION ITEMS
Access	
Improve safety for pedestrians and cyclists	<ul style="list-style-type: none"> • Ensure adequate snow removal in Community Priority Zones by supporting jurisdictions with mapping and routes • Support installation of more transit shelters • Ensure new trails and recreation sites are wheelchair accessible • Allow motion sensor street lighting that meets dark sky requirements
Infrastructure	
Evaluate equity in transportation plans and programs	<ul style="list-style-type: none"> • Use the Equity Index Scorecard (Attachment B) to evaluate projects • Identify equity metrics, set regional targets, and track progress through regular analysis and outreach
Support infrastructure that improves accessibility	<ul style="list-style-type: none"> • Support regional broadband efforts, particularly in Community Priority Zones • Advance electric vehicle charging infrastructure, especially at multi-family homes and in Community Priority Zones • Consider contracting with regional grant writing specialists to help secure discretionary grants
Encourage accessible multi-modal transportation options	<ul style="list-style-type: none"> • Eliminate barriers for use (i.e. smart phones, English-only booking options) • Require scooter and bike-share companies to deploy accessible devices
Services	
Prioritize lifeline services for priority communities, especially seniors and people with disabilities	<ul style="list-style-type: none"> • Continue annual unmet transit needs outreach to identify gaps in service • Facilitate mega-region transit/specialized transit roundtable to support inter-regional transit options • Promote Commute Tahoe Program and coordinate with employers to help establish vanpools for commuters and other incentives

DRAFT POLICY IDEA	POSSIBLE ACTION ITEMS
Promote quality of services for transportation options	<ul style="list-style-type: none"> • Identify and eliminate barriers to access (unplowed sidewalks, lack of sidewalks to transit stops, etc.) • Coordinate with transit agencies to explore extension of service hours during peak season • Continue promoting non-motorized transportation options to recreation destinations
Support opportunities for crisis training for bus and shuttle drivers	<ul style="list-style-type: none"> • Establish training requirements as a condition of funding and help secure funding for training
Environment	
Encourage greater use of transit	<ul style="list-style-type: none"> • Support and expand Linking Tahoe and transit marketing • Provide and/or support funding for educational programs and mobility training, especially for seniors, people with disabilities, and bilingual riders
Support regional evacuation and emergency planning	<ul style="list-style-type: none"> • Provide an opportunity for local jurisdictions, transit agencies, and schools to coordinate evacuation plans
Technology	
Continue deployment of Intelligent Transportation System (ITS) solutions	<ul style="list-style-type: none"> • Deploy real time travel information at transit stops • Consider mobile trip planning applications • Support real-time parking technology and improvements • Coordinate with Caltrans, NDOT, and local jurisdictions to support installation of transit signal priority (TSP) systems at signalized intersections

Stakeholder comments are summarized by policy category below. This information was used to further develop and revise policies and action items for the final set of policies presented to the TRPA Governing Board for endorsement in July 2023.

ENGAGEMENT:

- Consider emphasizing better overall engagement with school districts, not just students. School districts have a wide reach within the community through communication with both students and their families. School districts should be considered as another local jurisdiction and engaged in the same way.
- Stakeholders are glad TRPA is considering mini grants for community-based organizations to participate in planning processes. The Latino community has asked to be more involved in these efforts and wants to lend their thoughts and opinions, and just compensation is deserved and appreciated.
- Translation of materials to Spanish should be done wholeheartedly and released simultaneously with English versions. The focus should be on executive summaries, not entire documents (i.e. plans

and hefty reports).

- Citizen's academy is a great idea, but should change name to "Community Academy" to be sensitive to undocumented residents. TRPA will also need to put more thought into how to make these meaningful and engaging. For example, residents who are undocumented are unable to vote or participate in elections, so the purpose needs to be more broad. The structure should be well organized and not duplicative of similar efforts.
- Supportive of aligning community engagement processes with local jurisdictions to make these less burdensome for underserved communities.
- When collecting/tracking outreach information, be sure to distinguish between qualitative and quantitative information and find a transparent place to store this information.
- Consider reaching out to employers to compensate their employees for participation in public planning processes.
- When conducting public engagement, it's important to identify community "champions" who are trusted within the community to help spread the word and encourage participation. Consider compensating these champions for this work. Recognize it is hard and takes time to build trust within the community.
- Can TRPA consider compensation (subsidies, health insurance, or other benefits) to board members to encourage more board diversity?
- Incentives at public meetings (snacks, drinks, and childcare) is super important. TRPA should also be mindful of the timing of these public input opportunities and provide several options for people during and after typical work hours.
- Consider hiring Spanish-speaking staff and including them at public outreach events so the Spanish-speaking community has more opportunities to engage and be heard.
- If TRPA decides to adopt a 30% outreach target to disadvantaged communities including requiring local jurisdictions to meet this target, they must develop a best practices/resource document. This document should include tools and tactics that can help locals conduct engagement effectively.
 - » Also consider ways to ensure reporting to TRPA by local jurisdictions and transit operators is not overburdensome. Locals are supportive of this policy, but do not want to create difficult reporting processes that take away from engagement time.

ACCESS:

- TRPA and other locals jurisdictions need to ensure snow removal and safety procedures are available in Spanish.
- Supportive of TRPA providing more opportunities for its leadership and board to engage with the community. Consider providing snacks and coffee at these events, provide information about participating in the public process, and plan these efforts to align with existing community events (i.e. school events, Family Resource Center events, etc.).
- Locals must prioritize clearing snow from ADA spots first – this should not be an afterthought and these parking spaces shouldn't be used to store snow. This is a major problem that needs to be enforced.

- TRPA should lobby to secure additional operations and maintenance funding for locals. This would improve snow removal, striping, sidewalk clearing and cleaning, and roadway repairs.

INFRASTRUCTURE:

- There is widespread support to upgrade cell towers to improve communications, especially during emergencies. Local jurisdictions believe TRPA should vocalize support for these upgrades to counteract public opposition.
- More transit shelters are needed and needed on both sides of the street.
- Ensure info kiosks are accessible in multiple languages.
- Regarding evacuations/emergency events: emergency notifications must be in multiple languages and Spanish information should not be an afterthought. TRPA should work with Counties and PIOs to reach out to bilingual communities ahead of time and plan for these emergency situations.
- Micromobility services (such as Lake Link, Lime, Bird) need Spanish translations on app. These services also need a call-in booking option for people who do not have smartphones.
- Expanding and improving broadband should be a priority. Several students who don't have access to internet at home must travel to libraries to complete schoolwork and the lack of reliable transportation can make this incredibly challenging.
- Ensure that the installation of EV charging infrastructure within Community Priority Zones does not encourage gentrification of these neighborhoods. Prioritize installation at BIPOC-owned businesses to help attract local patrons to these businesses.
- The term “score card” or “report card” could be a power reflection – consider a different word for the Equity Index Scorecard, like “assessment.”
- Consider options for TRPA to enforce sidewalk clearing both from snow and debris.
 - » This should apply to local jurisdictions and to mobility device companies such as Bird and Lime. Scooters left on sidewalks and bike paths inhibits wheelchair users and others from safely accessing these facilities. Dedicated parking corrals may help solve this problem.

SERVICES:

- Food access in Tahoe is generally skewed towards more expensive options. Economically disadvantaged residents will travel to Carson to buy staples (food, supplies). This is critical to remember when considering increasing transit options to Carson – this also increases access to food and medical care for low-income residents.
- TRPA should check in regularly with disadvantaged communities (maintain open and continuous dialogue) to build trust and make the community more comfortable providing feedback on their needs and the efficacy of services.
- Strong support for transit operators providing crisis/de-escalation training for bus drivers. Providing these tools for bus drivers could be an incentive to hire more drivers, which is greatly needed.
- Generally work towards destigmatizing public transportation.
- Work to maintain free-to-the-user public transit. This is a critical service for economically disadvantaged and unhoused residents.

ENVIRONMENT:

- A regional evacuation planning effort is needed for the Basin. Fleet operators, such as transit providers and school districts should be at the table and engaged throughout this process. TRPA should consider facilitating a “lessons learned” roundtable with emergency responders to debrief the Caldor Fire evacuation.
- The unhoused population often gets lost in the transportation conversation and are appreciative of policies that seek to include them. Evacuation planning is of particular concern for this community and this should be a priority consideration for the Region.
- Strong support for travel training and education. There may also be opportunities to collaborate with local colleges to provide this training.
- Expanded streetlights is really important for nighttime pedestrians and bicyclists to both see and be seen.

TECHNOLOGY:

- TRPA should consider how signage regulations may disproportionately impact Spanish-speaking residents. For example, large highway signs are only displayed in English and TRPA’s code restricts neighborhood LED signs that could have been displayed in Spanish in neighborhoods (ex: during Caldor fire to disseminate critical information to Spanish-speaking residents).



Public Outreach Events Summary



Throughout the planning process, several public outreach events were conducted for the TRPA Transportation Equity Study. In August 2022, two outreach events were held at summer music events by the lake, where the project team had booths and project materials to share with people interested in the study. During Summer 2022 and Spring 2023, four outreach events were held as community group discussions in Spanish at local community organizations on the north shore and south shore. These group discussions were held in partnership with the TRPA, Destination Stewardship, DKS Associates, and the community organizations. During the Summer 2022 workshops, participants were provided with brief information on the project and were asked questions about their needs and barriers living in Lake Tahoe. At the Spring 2023

meetings, facilitators solicited feedback on the proposed policies and action items.

The main objectives at the outreach events were to:

- Create visibility on the ongoing TRPA Transportation Equity Study.
- Share project information, progress, and materials
- Share and obtain feedback on the Equity Indicators and proposed policies.
- Share and obtain surveys.

At each of these outreach events, feedback and input was received from participants. The following sections will further discuss the major themes and takeaways from the community outreach events and group discussions.

COMMUNITY OUTREACH EVENTS

On Thursday, August 25th, the project team attended the Live at Lakeview: Free Summer Concert Series on the Beach in South Lake Tahoe. On Friday, August 26th, the project team attended the Music on the Beach in Kings Beach.

At both of these events, the project team had a booth with the six equity indicator boards, a pull-up banner with a QR code, info cards to the survey link, paper surveys available in English, Spanish and Tagalog, FAQs in English and Spanish, as well as post-it notes to gather public input on their needs, barriers or thoughts on the equity indicators or overall study.

The project team held discussions with interested attendees at both events. Key takeaways from these conversations were noted on post-it notes and placed on the equity indicator boards. Participants were also given information cards to submit a survey online or given the option to fill-out a paper survey in their language of choice. A total of 11 surveys were submitted at these events and entered online. Key themes and takeaways on the equity indicators based on discussions with participants included:

INFRASTRUCTURE

- Sidewalk infrastructure is needed in neighborhood streets.
- ADA accommodations and gear accommodations needed.
- Improvements on transit, bike, and pedestrian connectivity needed.
 - » Monorails though South Lake Tahoe.
 - » Pedestrian and bike lanes along the

Stateline corridor.

- » Safety concerns biking the Kingsburg grade, east shore and Stateline.
- » Bike lanes to reach Emerald Bay.

ENGAGEMENT

- Increase visibility on transit programs through various communication channels.
- Better messaging systems needed for evacuation alerts.
- Bus schedules needed at bus stops.

SERVICES

- Expand and improve transit connections and options.
- Transit connections need in neighborhoods and from:
 - » Reno/airport to North Shore
 - » Truckee to Tahoe City
 - » Water shuttle from West Shore to North Shore
- Extend transit service hours.
- Improve bus arrival and departure reliability.

YEAR-ROUND ACCESS

- Park and Ride for buses during Winter season
- Environmental Impacts
 - » Water contamination concerns.
 - » Increase in algae in water

TECHNOLOGY

- Solar panels needed at LTUSD parking lots.
- Real-time arrival and departure messaging above bus stops.

COMMUNITY WORKSHOPS

FAMILY RESOURCE CENTER – SPANISH WORKSHOPS

On August 31, 2022, the project team held a community workshop in Spanish at the South Lake Tahoe Family Resource Center. This group discussion was conducted in collaboration with the TRPA, Destination Stewardship, DKS Associates, and the Family Resource Center. A total of 20 community members from the areas of Bijou, Tahoe Valley (the “Y”), Ski Run, Sierra Blvd, Lakeview, and the Sierra House were in attendance. Many of the community members in attendance identified being long-term residents living in Lake Tahoe for more than 15 years. Attendees learned about the community event through community leaders, community members and the Family Resource Center. During the group discussions, the attendees were asked several questions regarding the needs, barriers, likes and dislikes about living in Lake Tahoe.

On May 9, 2023, TRPA staff held a second community workshop in Spanish with attendees at the Family Resource Center. Staff presented the proposed policy ideas and action items to gather feedback and vet ideas with the community.

Main themes and key takeaways from each of the workshops include:

INFRASTRUCTURE

- Streetlights and illuminations needed along bike paths and sidewalks for safety.
 - » Concerns for wildlife encounters.
- Crosswalks needed in the “Y” area.
- Roads that will support the increase of vehicles due to new housing developments.
- Sidewalk infrastructure needed in neighborhoods and schools.
- Provide more pedestrian routes and networks

to avoid walking on SR 50, a heavily trafficked area for pedestrians, bikes, and vehicles.

- Suggestion to design and implement separate use paths for bicyclists and pedestrians.
- Improve cyclist infrastructure – there aren’t many established bike lanes, which creates issues for cyclists and drivers.
- More transit shelters and benches at bus stops are needed. Community members are willing to volunteer to help keep the benches clean.

ENGAGEMENT

- Increase visibility and promotion of services that benefit the community.
- More information is needed in Spanish. 30% of the South Lake Tahoe community is Latino and Spanish speaking. There are no local Spanish radio stations, newsletters, or newspapers for Spanish speaking locals to gather information related to programs, services, and community topics.
- Educate the community and tourist on how to use and take care of Lake Tahoe
- Communication Channels Used by Community Members:
 - » Social Media - Facebook, Instagram
 - » School Emails
 - » Newspaper - Virtual - Tahoe Tribune
 - » Community Organization - Family Resource Center, College, etc.
 - » Community Leaders
 - » Word of Mouth
 - » Bilingual school news - emails
 - » Cafecito’s (local community groups)

SERVICES

- The Lake Link program has been beneficial

but is limited on essential destinations for the community such as the hospital. Lake Link should be promoted more and information should be available in Spanish.

- Expand and improve transit connections and options.
 - » Transit connections that connect students to and from school.
- Snow should be removed from the medians of the roads. This creates dangerous walking and driving conditions

YEAR-ROUND ACCESS

- An increased representation of elected officials in the community is needed.
 - » Community expressed concerns about not being represented.

ENVIRONMENTAL IMPACTS

- Water contamination concerns.
 - » Increase in algae in water.
 - » Smell of algae discourages people from walking by the lake.

TECHNOLOGY

- Alternative modes of accessing transportation services
 - » Include phone numbers for services, not just the need for apps.
- Community members struggle to effectively use applications and other technologies to access services.
 - » People generally have family members or friends assist them to obtain the service, however these people are not always available to assist them.
- Mass messaging for emergencies and evacuations are helpful.
 - » Alerts, texts, phone calls or emails
- Need for local Resource Hotline that locals can call and ask for assistance for basic needs

- » Need for Resource Hotline to be offered in Spanish. With no Spanish speaking staff, only part of the town will be aware and will use it

Furthermore, community members also expressed a dislike towards the traffic and congestion that occurs due to the heavy tourism, concerns over climate and environmental changes (i.e., water contamination issues, lowering water levels, algae, etc.), and the increase in waste and trash. However, community members also expressed a connection to the area as they feel a sense of community, security and safety in their neighborhoods. Furthermore, they identified Lake Tahoe as a beautiful paradise that should be taken care of by both those that live and visit the basin.



PROMOTORAS - SIERRA COMMUNITY HOUSE

On September 1, 2022, the project team held a community group discussion in Spanish during an ongoing Promotoras meeting at the Sierra Community House in Kings Beach. This group discussion was conducted in collaboration with the TRPA, Destination Stewardship, and the Sierra Community House. A total of 10 community members from various areas from Truckee to Kings Beach were in attendance. During the group discussion, the attendees were asked questions about their needs, travel challenges, likes and dislikes about living in Lake Tahoe. Feedback was used to inform the development of policy ideas and action items.

On April 26, 2023, TRPA staff again attended a Promotoras meeting at the Sierra Community House in Kings Beach. Staff presented proposed policy ideas and action items to gather feedback from attendees. Participant feedback was used to revise policies and inform future actions that could be taken by the TRPA Governing Board. A summary of input received at each Promotoras meeting is included below:

INFRASTRUCTURE

- Streetlights and illuminations needed along bike paths and sidewalks for safety.
- Affordable and accessible internet broadband option needed.

- » The average cost is \$80 a month for the only internet provider in the area.

ENGAGEMENT

- Increase visibility and promotion of services that benefit the community.
- Communication Channels Used by Community Members:
 - » Social media (i.e., Facebook, WhatsApp)
 - » Community Organization (i.e., Sierra Community House)
 - » Community Leaders
 - » Word of Mouth
 - » Bilingual school news - emails
 - » Flyers on businesses
- Suggestions on communication improvements:
 - » Radio stations in Spanish or ask stations to do short messages in Spanish. Spanish Radio Station: Reno - 107.7 does not cover all of Lake Tahoe.
 - » Bilingual speakers with services that are being offered
 - » Bilingual options needed during meetings and opportunities to speak (i.e., council meetings)
- Bilingual phone services with transit providers.
- Bilingual signage and maps at the stops.



SERVICES

- Increase number of bus stops and routes to connect students to school
- Expand transit service hours to accommodate the need for students and employees with early and late shifts.
- Expand bus route connections to services:
 - » Connections to medical centers
 - » Kings Beach to North Star
 - » Kings Beach to Truckee
- Increase bus frequency and reliability
 - » Community experiences hardships when the bus does not arrive, does not stop due to it being at max capacity, and only arriving every hour.
- Restricted bus hours and limited routes are hard on those living and working in the basin.
 - » Recommended hours: 5am - 11pm.
 - » Recommended adjusted hours during the different seasons.
- Transit passes for community members and youth trying to get to school.
 - » Currently, family and kids depend on the school.
- Increase and expand on transit services such as TART Connect.
 - » Needs to have more hours and to cross state lines
- Closer drop-off options for elderly folks who use transit.
 - » Locations that are closer and accessible for them to arrive safely

YEAR-ROUND ACCESS

- An increased representation of elected officials in the community is needed. Community expressed concerns about being able to participate in public decision-making meetings.

- Community spaces and affordable recreation activities for youth and families are needed, especially in winter.
 - » Skiing is an expensive sport and not many other winter options.

ENVIRONMENTAL IMPACTS

- Water contamination concerns. Increase in algae in water. Smell of algae discourages people from walking by the lake.

TECHNOLOGY

- Alternative modes of accessing transportation services
 - » Include phone numbers for services, not just the need for apps.
- Real-time arrival and departure times on buses.
- Community members struggle to effectively use applications and other technologies to access services.
 - » People generally have family members or friends assist them to obtain the service, however these people are not always available to assist them.
- Mass messaging for emergencies and evacuations are helpful.
 - » Alerts, texts, phone calls or emails
- Affordable, reliable, and accessible internet options are needed.

Community members also expressed a dislike towards the traffic and congestion that occurs due to the heavy tourism, concerns over the lack of public transit and route connections, and the lack of community spaces/parks for families and youth. However, community members expressed a connection to the area as they feel a sense of security and safety in their neighborhoods. Furthermore, they also identified Lake Tahoe as a beautiful paradise that should be taken care of by both those that live and visit the basin.