

TRUCKEE NORTH TAHOE TRANSPORTATION MANAGEMENT ASSOCIATION

Transportation in the 21st Century at Lake Tahoe:
Growing Public-Private Partnerships around Technology and Travel

Resort Triangle Challenges

- **2 States**
- **3 Counties**
- **Multi-Jurisdictional Boundaries**

Founding of the TNT/TMA

Established in 1990 after the Regional/Urban Design Assistance Team (R/UDAT) performed an in-depth assessment of traffic and transportation concerns of the Truckee North Tahoe Resort Triangle. A strong recommendation was made that the TMA be formed and the direction was to work with the three counties and two states that formed the Resort Triangle to improve transportation; naming the agency the Truckee North Tahoe Transportation Management Association (TNT/TMA).

Our Mission



The Truckee North Tahoe Transportation Management Association is dedicated to fostering public-private partnerships and resources for the advocacy and promotion of innovative solutions to the unique transportation challenges of the Truckee-North Lake Tahoe Resort Triangle.

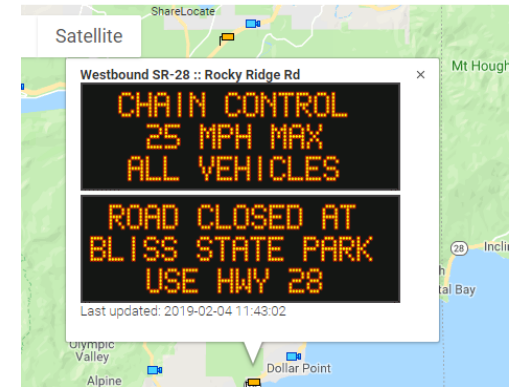
Public-Private Partnerships



The TNT/TMA is a membership based organization with a 13 Member Board representing local resorts, Town of Truckee, Incline Village, Placer County, Nevada County and the small business community.

This unique public-private partnership combines the best qualities and abilities of business and government in a collaborative effort to facilitate problem solving specific to solving transportation, air quality and related challenges within the Resort Triangle.

Implementing Mobility Enhancements



PARK AND RIDE THE BUS
It's FREE! Just Ski!

NOW FREE!
Just hop on the bus.

REGIONAL Branding



TART

Tahoe Truckee Area Regional Transit

Regional Transit Marketing

With local transit agencies operating between three counties and two states, the TNT/TMA provides a foundation for single source marketing efforts, allowing for an all-encompassing comprehensive approach for a multitude of different agencies to display and market their individual programs within one single location.

The TNT/TMA develops and maintains a solitary website, brochures, print materials, and advertisements allowing for a “one-stop shop” for transit information within the region.

North Lake Tahoe Express



The North Lake Tahoe Express (NLTE) represents one of the largest and most high profile public-private collaborations in the region.

Its primary purpose is to help define North Lake Tahoe-Truckee as a quality resort and recreation destination.

Assembling a multi-jurisdictional, multi-sector partnership was essential to organize and implement the service. Funding partners included the NLTRA, Placer County, Incline Village/Crystal Bay Visitors Bureau, Hyatt Regency Lake Tahoe, Tahoe Biltmore Lodge & Casino, Town of Truckee, and the Truckee Tahoe Airport District.

What's Next?

- **Annual Transit Services Review with Local Jurisdictions**
- **Identifying Additional Funding Mechanisms**
- **Identify Innovative Mobility Solutions & Gap-fill Services**
- **Continuing to Strengthen Public-Private Partnerships**
- **Continue to Provide a Forum for discussion, consensus, advocacy and action in support of transit, pedestrian, biking, and environmentally sound roadway infrastructure designed to increase access and reduce congestion throughout the Resort Triangle.**

Join the Conversation



The TNT/TMA Board meetings are open to the public.

Meetings are held the first Thursday of each month at Granlibakken Resort beginning at 8am.

To be added to the agenda distribution list please email jaime@laketahoetransit.com

Questions

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