

NLTRA Grant Process Update

November 2, 2022



north lake tahoe

Meeting Agenda

1. Where are we today
2. Committee feedback
3. Proposed fund allocation framework
 1. Three bucket approach to fund allocation
4. Sample project list
5. Next Steps



Where we are today

- ✓ NLTRA worked with consultant to develop preliminary ideas, one grant program for all committees
- ✓ NLTRA hired new consultant to develop process, application, criteria and other
- ✓ Completed a total of four meetings w/ TOT, TBID Advisory and Zone 1 committees to discuss grant process and solicit input
- ✓ Compiled feedback + developed initial concept
- ✓ Met w/ county staff + Supervisor Gustafson for feedback
- ✓ Presented to CAP Committee and solicited input
- **Update to NLTRA BOD + Feedback on current concept (November 2, 2022)**
- Revise framework and present to NLTRA BOD for final approval (special meeting in mid-November)
- Present NLTRA Board approved concept for TOT Committee to Placer BOS for approval (December 2022)

Committee Goals

Goals expressed by committee members included:

- Stabilize the local workforce
- Deliver impactful projects, programs and services to the community
- Maximize public benefit
- Support the visitor experience
- Balance long-range planning with project delivery and need to show results
- Create a positive feedback loop between community, business leaders, NLTRA and investment in priority projects/programs/services
- Create a communication strategy that highlights program/project successes
- Set a strong foundation to help renew the TBID



Fund Allocation Framework

Bucket #1 - Long-Term Program/Project "Sponsorships"

TOT + TBID Funds (CAP?)

Bucket #2 - Annual Grant Program

TOT + TBID Funds (CAP?)

Bucket #3 - Opportunity Program/Project Fund

TOT + TBID Funds (CAP?)

Survey community on priorities + solicit grant proposals per survey results



Solicit program/project list from implementing organizations

Solicit proposals once a year.



Proposals may be submitted out of cycle. Standards for program must be developed.

Survey businesses + community members on which programs/projects to sponsor for a four year period

Must be programs/projects seeking one-time funding support (not ongoing or annual service)



Recommend final sponsor list to NLTRA BOD for TBID + TOT/
Placer BOS for TOT approval only



Committees recommend allocation to NLTRA BOD for TBID + TOT/
Placer BOS for TOT only



If program is not needed, may be dissolved and included in grant program.

Bucket #1 Workflow

Define Sponsorship Criteria -
(long-term, annual service,
recurring funding need.)



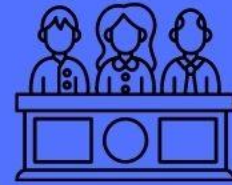
Request for Letters of
Interest



NLTRA staff compiles
project/program list - surveys
businesses + broader community



NLTRA staff vets
LOI/Routes to
appropriate committee



Zone 1

TBID
Advisory

TOT/CAP?
Committee

Bucket #2 Workflow

Define Grant Criteria - One-
time funding needs etc.

Conduct annual survey on
priorities

Customize RFP for grant
program

NLTRA staff vets/routes
to appropriate
committee for
review/recommendation

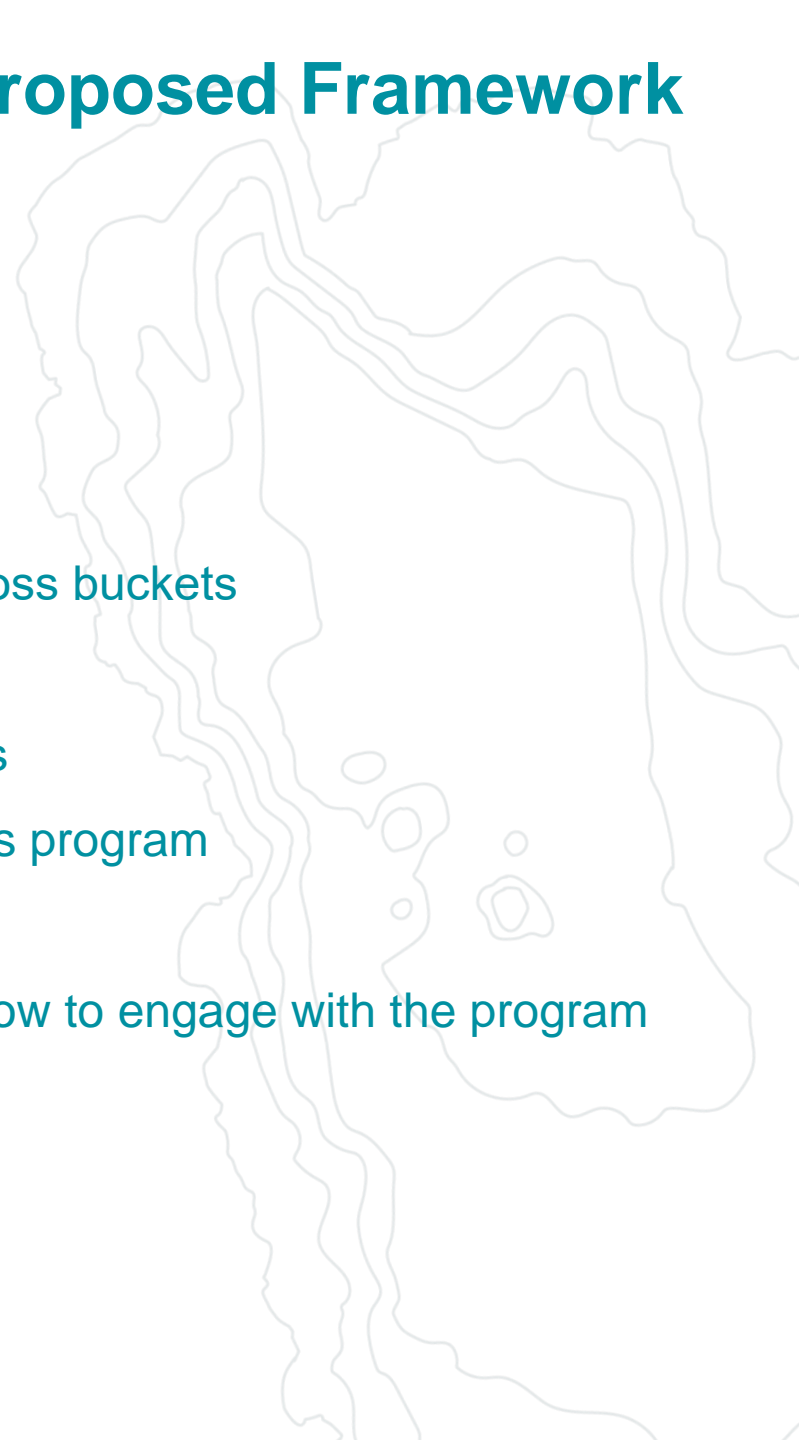
Release Grant RFP

EXAMPLE ONLY- Sponsorship Projects/Programs List

Project Applicant	Project Name	Annual Budget	Measurable Result
Organization A	Housing project A	\$1,000,000	X number of new units
Organization B	TART Connect	\$1,000,000	X number of riders and X percent increase YOY
Organization C	Trail Construction	\$500,000	X miles of new trail
Organization D	Housing Impact Fee Program	\$500,000	X number of new units, X number of new proposed workforce housing projects
Organization E	Additional trash collection service	\$100,000	X number of reported incidents,
Organization F	E-bike program	\$100,000	X number of bikes used, etc.

Committee Input Regarding Grant Process + Proposed Framework

- Key performance indicators should be established for each committee
- Leveraging state and federal funds is important
- Visible projects should be considered
- A mix of short and long-term projects makes sense
- Funds should be flexible across buckets, don't establish percentages across buckets
- Add a fourth bucket for "reserve funds"
- Conduct an "Annual Meeting" with businesses to support committee goals
- Refer to other agency metrics/adopt as key performance indicators for this program
- Engage the broader community around priorities, not just businesses
- Establish clear criteria for each bucket to ensure applicants understand how to engage with the program
- Funds should not replace existing funding sources



Next Steps

1. Revise framework per NLTRA Board input
2. Build out framework with LOI template, bucket criteria and supporting documents
3. Present updated program to committees for feedback (November/December 2022)
4. Revise in preparation for NLTRA BOD review
5. Present to NLTRA BOD for approval (December 2022)
6. Present process for TOT committee to Placer BOS for approval (Early January 2023)
7. Begin program implementation in winter 2023



Additional Considerations

1. Should a fourth bucket for reserve funds be established? Why or why not?
2. Should CAP merge with the TOT Committee?
3. If so, what would that process look like?
4. Additional considerations?





Questions/Feedback

Housing Hub Project Update



north lake tahoe

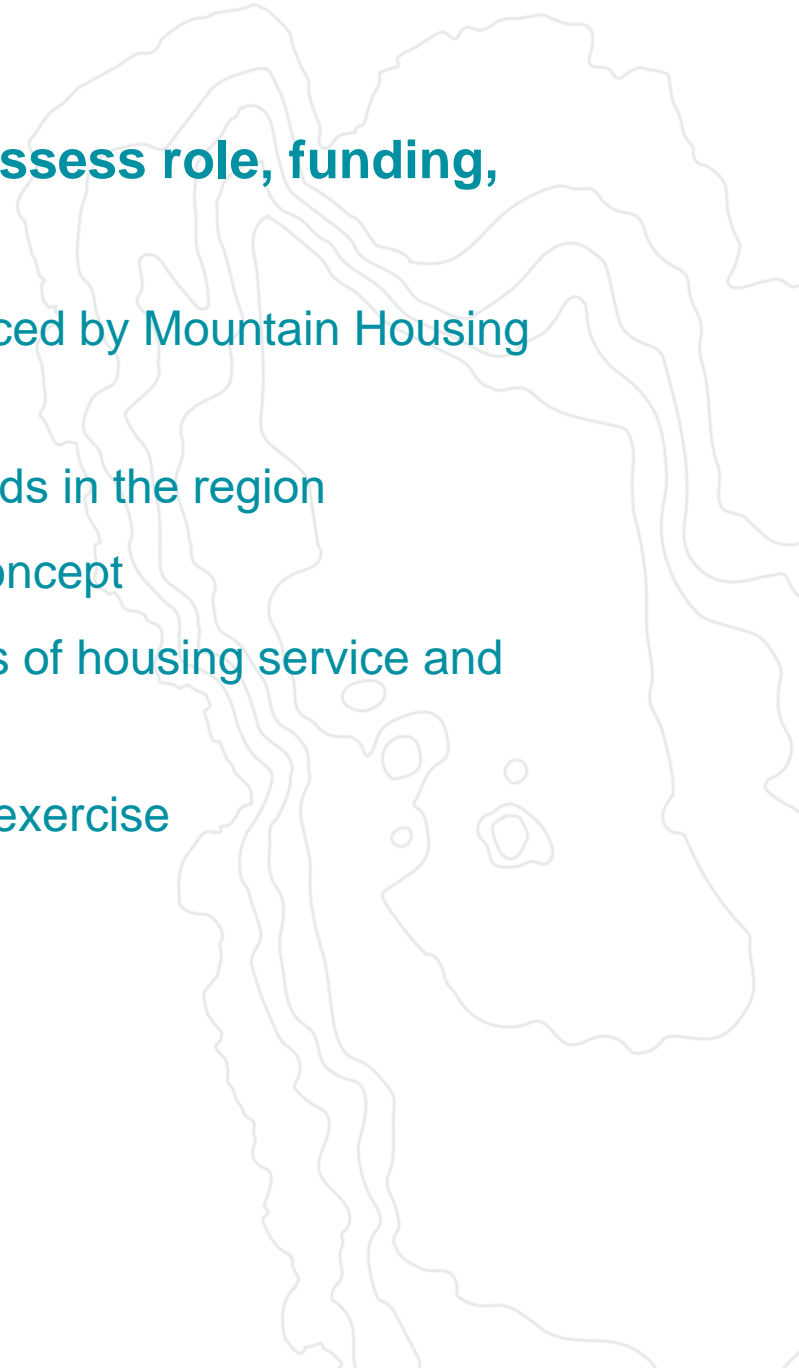
Project Objectives

1. Analyze organizations with workforce housing focus and assess role, funding, strategies, and program/project status to date (Mountain Housing Council, TTWHA, Placer County, other).
2. Identify gaps in analysis and recommend the role NLTRA could adopt to fill that gap.
3. Develop a regional housing organization concept to include governance, funding, programmatic areas, geographic range, partnership opportunities, and organizational structure.



Objective #1 Status

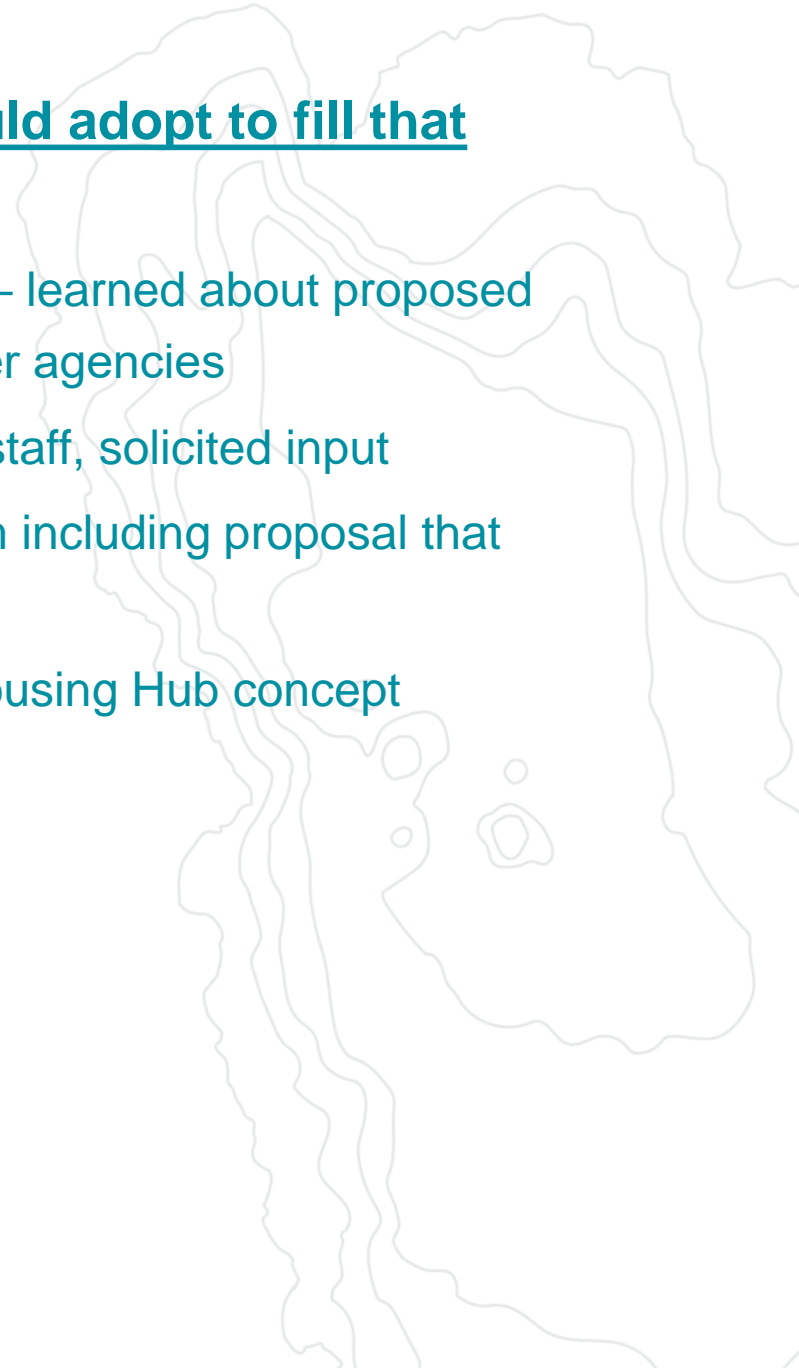
1. **Analyze organizations with workforce housing focus and assess role, funding, strategies, and program/project status to date.**
 - Reviewed the Regional Housing Implementation Plan (RHIP) produced by Mountain Housing Council 2.0
 - RHIP outlined the need for a “Housing Hub” to address housing needs in the region
 - Samir + Erin met with Stacy Caldwell to discuss the Housing Hub concept
 - Scheduled two workshop meetings and completed joint gap analysis of housing service and program needs
 - Jointly identified focus areas for Housing Hub through gap analysis exercise



Objective #2 Status

2. Identify gaps in analysis and recommend the role NLTRA could adopt to fill that gap.

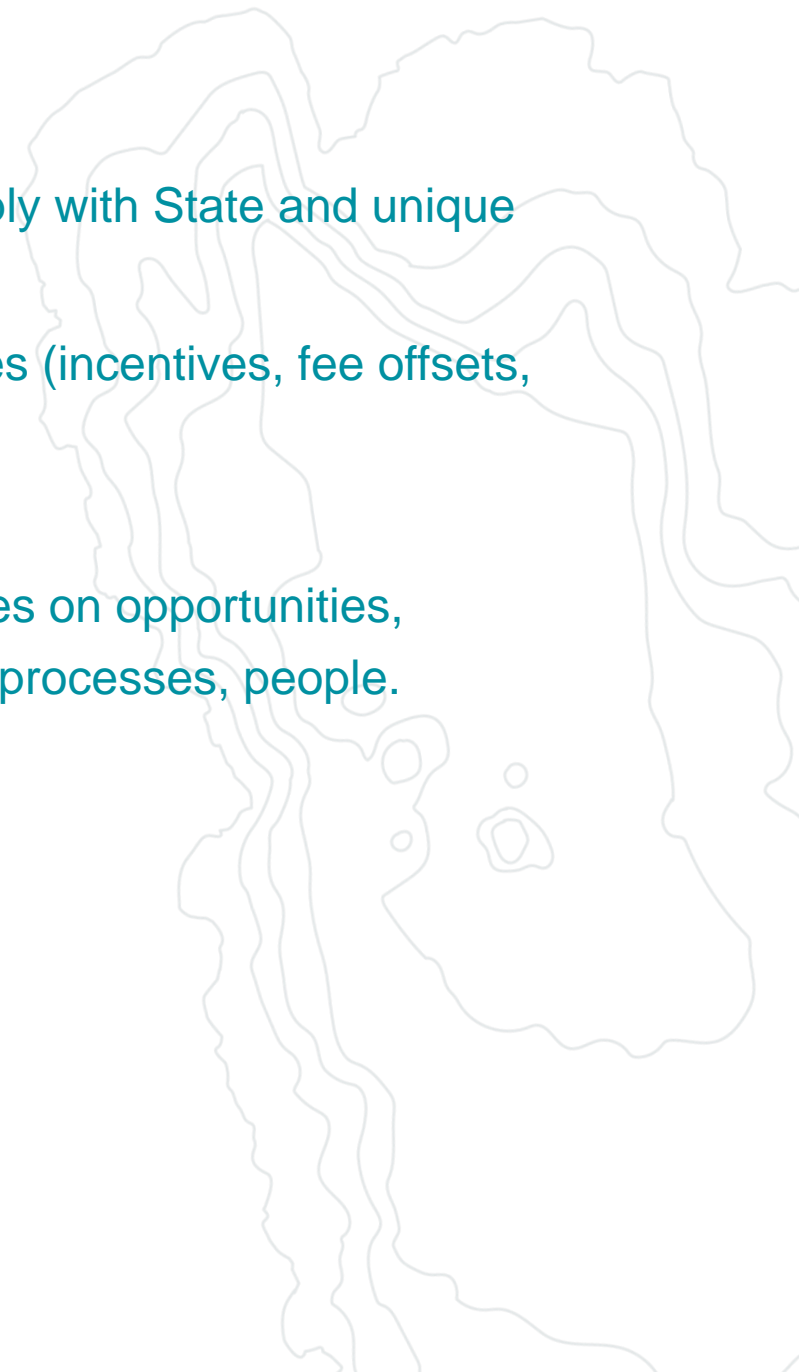
- Attended Tahoe Truckee Workforce Housing Agency board meeting – learned about proposed expansion of TTWHA’s scope to include workforce outside of member agencies
- Discussed Housing Hub concept w/ Placer County CEO and CDRA staff, solicited input
- Presented new Housing Hub concept to the Housing Hub Tiger Team including proposal that NLTRA “incubates” the Hub
- Scheduled follow-up meetings w/ Emily and Stacy to advance the Housing Hub concept



Housing Hub Concept

Housing Hub could provide the following services:

1. **Policy advocacy** - Influence land use policy improvements to comply with State and unique to the region/basin.
2. **Program Advocacy** - Support innovative solutions to housing issues (incentives, fee offsets, other).
3. **Project Advocacy** - Support specific housing projects.
4. **Pre-Entitlement Services** - Support developers working w/ agencies on opportunities, incentives, and community engagement. Knowledge base of costs, processes, people. Educating on sources of funds.
5. **External Program Management** – Further analysis needed.



Objective #3 Status

3. Develop a regional housing organization concept to include governance, funding, programmatic areas, geographic range, partnership opportunities, and organizational structure.

- Housing Hub concept to be built out including scope, funding, governance etc.
- Plan to present more detailed Housing Hub concept to Tiger Team in late November
- Revise per Tiger Team input
- Present concept to NLTRA board for consideration (December ?)





Questions/Feedback