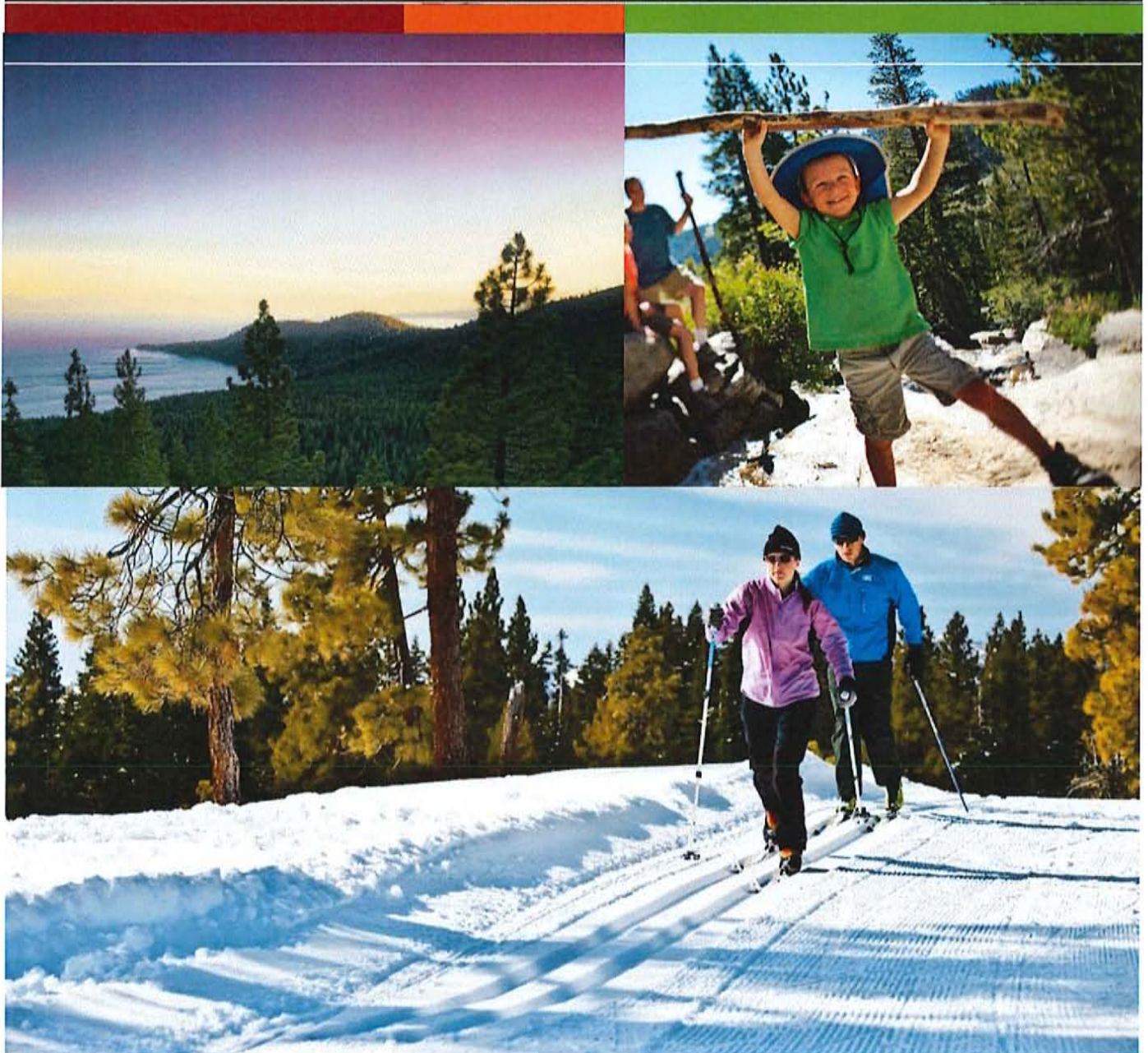




# North Tahoe Tourism Master Plan

## Community Outreach Summary Report September 2015









## North Tahoe Shares Ideas on Tourism Investments

More than 500 community members provided feedback on how to enhance North Lake Tahoe's reputation as the premier international mountain resort destination of the West.

### COMMUNITY OUTREACH PROCESS

Freshtracks used a range of methods to gather input as outlined below. In total about 500 people provided hundreds of ideas on how to enhance North Lake Tahoe's reputation as the premier international mountain resort destination of the West.

Over the next 10 years, as annual work plans are developed by the North Lake Tahoe Resort Association, additional efforts will be made to incorporate community input into the planning process.

*Thank you to all that  
contributed ideas to  
the outreach process.  
We value your input!*

*-Master Plan Committee*





## Purpose of Master Plan

The purpose of the North Tahoe Tourism Master Plan is to provide a road map for investments in the tourism industry and the community of North Lake Tahoe over the next 10 years.

## Public Outreach Process

Freshtracks implemented a phased approach to gather feedback on the plan.

### Phase One

The first phase focused on gathering a wide range of ideas through workshops and public presentations on topics related to transportation, visitor information and facilities as well as marketing and promotions. The ideas generated in Phase One aided in the development of the online survey tool for Phase Two.

### Phase Two

Freshtracks worked with FlashVote, a citizen-focused digital survey platform for getting valuable input for governments from citizens. FlashVote creates short (under five-questions) surveys specifically targeted to citizen expertise and citizen interest. Surveys can be completed in just a minute or two. The FlashVote survey questions used in the public outreach process for the North Tahoe Tourism Master Plan focused on prioritization of the themes and ideas that emerged in Phase One outreach efforts

## PUBLIC INFORMATION EFFORTS

### Branding

In order to build awareness and engagement of the North Tahoe Tourism Master Plan process, a brand was created to distinguish the initiative from other community planning efforts in the region. The Plan logo was used on all public information materials in order to help community members track the process and stay informed and involved.

**Tourism Master Plan Website:**  
[www.nftourismplan.org](http://www.nftourismplan.org)

Freshtracks established a Tourism Master Plan website in order to improve access to master plan information easy for community members. The site included all relevant background studies, public meeting dates, historical documents and a summary of feedback collected throughout the process. The website also offered a way to provide feedback to the draft Tourism Master Plan via an online comment page and a link to the FlashVote survey.

## 2015 NORTH TAHOE I ♥ NLT DRAFT TOURISM MASTER PLAN

**PADDLING TOWARDS OUR FUTURE**  
 North Tahoe Tourism Master Plan Public Workshop Series

**YOU'RE INVITED**

**WORKSHOP DATES/TIMES**

Tuesday 8/19, 6-7:30	SVPSD Offices
Thursday 8/21, 6-7:30	Northstar Village
Monday 8/25, 5-6:30	N. Tahoe Conf. Center
Wednesday 8/27, 11-1:30	TCPUD Offices
Wednesday 8/27, 6-7:30	TCPUD Offices
TBD	Homewood S. Lodge

For more info:  
 Contact Seana Doherty, Freshtracks Communications  
[seana@fresh-tracks.org](mailto:seana@fresh-tracks.org)

north lake tahoe  
 Freshtracks' 2015 | North Tahoe Tourism Master Plan

### Publicity

Freshtracks designed postcard and newspaper ads to publicize the public workshops and Master Plan website. Additionally, press releases were sent to local papers and e-news outlets to get the word out about both the public meetings and the online survey.



## PUBLIC ENGAGEMENT EFFORTS

### Road Show Presentations

In addition to the five public workshops facilitated by Freshtracks, NLTRA staff made presentations on the Tourism Master Plan to approximately 150 people from more than fifteen local government bodies. As part of the "road show" feedback was collected at each meeting. All who attended the presentations were sent the FlashVote survey in April.



Below is list of the groups that received North Tahoe Tourism Master Plan presentations:

- Northstar Community Services District
- Squaw Valley Municipal Advisory Council
- North Tahoe Public Utility District
- North Tahoe Regional Advisory Council
- Tahoe City Public Utility District
- Squaw Valley Public Service District
- Donner Summit Municipal Advisory Council
- NLTRA Board of Directors
- NLTRA Capital Investment and Transportation Committee
- NLTRA Marketing Committee
- Tahoe Transportation District
- Transportation Management Association
- Tahoe City Downtown Association
- North Tahoe Business Association

FlashVote helps you make a difference in your community

## TRY FLASHVOTE

Do you have one minute a month to help make your local government better?

YES

NO

### Public Workshops

In April, the five public workshops were held in four North Lake Tahoe Communities (one each in Squaw Valley, Northstar Village, Kings Beach and two in Tahoe City). The purpose of these workshops was to share information and elicit public feedback on the draft 2015 North Tahoe Tourism Master Plan. Approximately 75 people provided feedback at the five workshops.



### Online Survey

In April, more than 300 people participated in a FlashVote survey as part of the North Tahoe Tourism Master Plan input process. The results of the survey helped to prioritize feedback on four key focus areas: visitor facilities, transportation, marketing and visitor information. Freshtracks promoted the Tourism Master Plan FlashVote survey widely in order to maximize participation. The survey was promoted via events, online newsletters, social media and personal outreach to lodging and other local businesses in the region.

*To see a summary of the FlashVote Survey, please see Attachment A.*



## Summary of Key Themes from Community Outreach Process

Between January and May 2015, hundreds of ideas from the community were collected, but a clear set of themes surfaced to the top. Following is a summary of the themes most supported by those who participated in public meetings and on-line surveys. These themes will be used by the Master Plan Committee to finalize the priorities in the final North Tahoe Tourism Master Plan.

### VISITOR FACILITIES | KEY THEMES

Visitor facilities are the physical structures and amenities that enhance both the visitor and local experience in North Lake Tahoe.

Over the past 19 years, Transient Occupancy Tax (TOT) funds have been allocated to develop community amenities including bike trails, museums, parks, bus shelters and to provide planning dollars for future facilities.

When asked what additional facilities were needed in North Lake Tahoe to meet current and future visitor expectations, the following themes and ideas emerged.

### Idea Most Supported

#### Trails

- Complete, expand and maintain all trail systems (bikes, pedestrian, cross-country skiing)
- Add amenities along trail systems such as restrooms, water fountains, and bike fix-it stations
- Incorporate signage and link trails to public transportation
- Complete gaps in existing cross-country and mountain bike trail systems

#### Other Top Supported Ideas

- Invest in facilities and amenities that support history, arts and culture such as museums, interpretive centers and public art
- Advance efforts to update and improve the quality and variety of lodging amenities at the Lake
- Create more public gathering and use spaces such as plazas, parks, vista points, group and event spaces

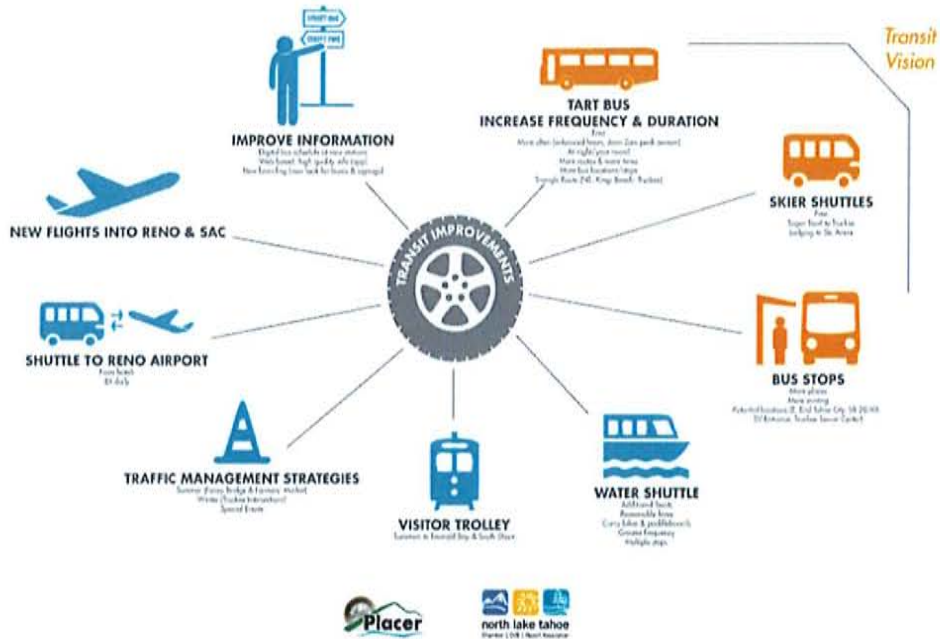


Community Outreach Summary Report: North Tahoe Tourism Master Plan  
Freshtracks





## IDEAS FOR FUTURE TRANSPORTATION SERVICES



### TRANSPORTATION | KEY THEMES

Throughout the input process, the topic of transportation was a key issue and priority for many participants.

Ideas included bikes at all hotels, gondolas that link the towns to ski villages, trains to and from the Bay Area, expanding the water taxi and reducing traffic congestion.

### Idea Most Supported

#### Implement the Transit Vision

The Transit Vision would provide year-round, frequent and free buses (every 30 minutes), from 6 a.m. – 2 a.m. between North Tahoe, Squaw Valley, Northstar, Kings Beach, Truckee and Donner Summit.

### Other Top Supported Ideas

- Create point-to-point bus shuttles to key destinations such as beaches, town centers, trailheads, parks, and ski areas.
- Invest in more sidewalks to increase safety and convenience of walking in commercial core areas, town centers and neighborhoods.
- Encourage more direct flights into the Reno and Sacramento Airports so that visitors arrive in North Lake Tahoe without their cars



## MARKETING + SALES | KEY THEMES

The main role of the NLTRA is to promote North Lake Tahoe in international, national, regional markets including Northern California. The goals of these marketing efforts are to bring more visitors to the region, especially during off-peak seasons, encourage people to fly in, stay longer and host large group events in the region.

The community was asked to help update the branding of North Lake Tahoe to strengthen its relevance in today's market. The following questions were asked: "What words best describe North Lake Tahoe? What makes us special and unique? What sets us apart from other resort destinations?"

Following are the top themes that surfaced from the public input process on the branding of North Lake Tahoe.



### Brand Idea Most Supported

*North Lake Tahoe is the capital for health and outdoor recreation and the place to go for health, relaxation, and rejuvenation.*

### Other Top Branding Ideas

- North Lake Tahoe is a great family-friendly destination
- North Lake Tahoe is authentic and promotes a strong ethic of sustainability

*"What words best describe North Lake Tahoe? What makes us special and unique? What sets us apart from other resort destinations?"*



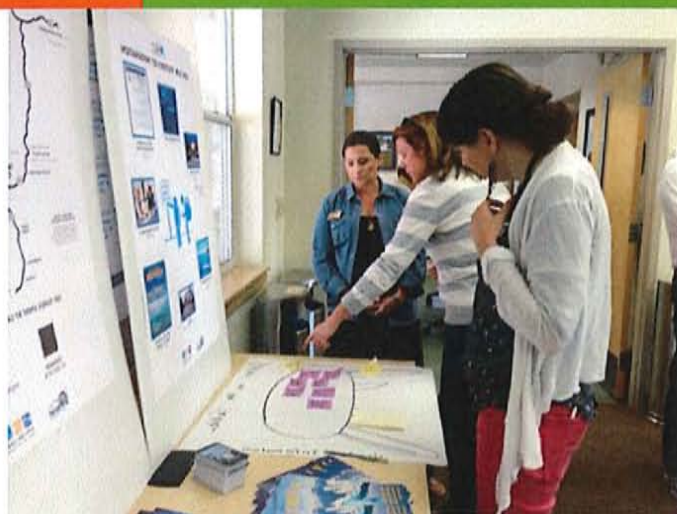


## VISITOR INFORMATION | KEY THEMES

North Lake Tahoe, Northstar Village, Squaw Valley and Donner Summit have no shortage of exceptional recreational opportunities, scenic overlooks, dining and shopping options and interesting things to do. Key to showcasing all that North Lake Tahoe has to offer is connecting visitors to excellent information once they arrive. As part of the public outreach effort, community members were asked their opinions on the best way to disseminate or distribute information to visitors once they arrive. Below is a summary of the top priorities that surfaced.



The public chimes in on best ways to promote North Lake Tahoe at Master Plan Public Workshops.



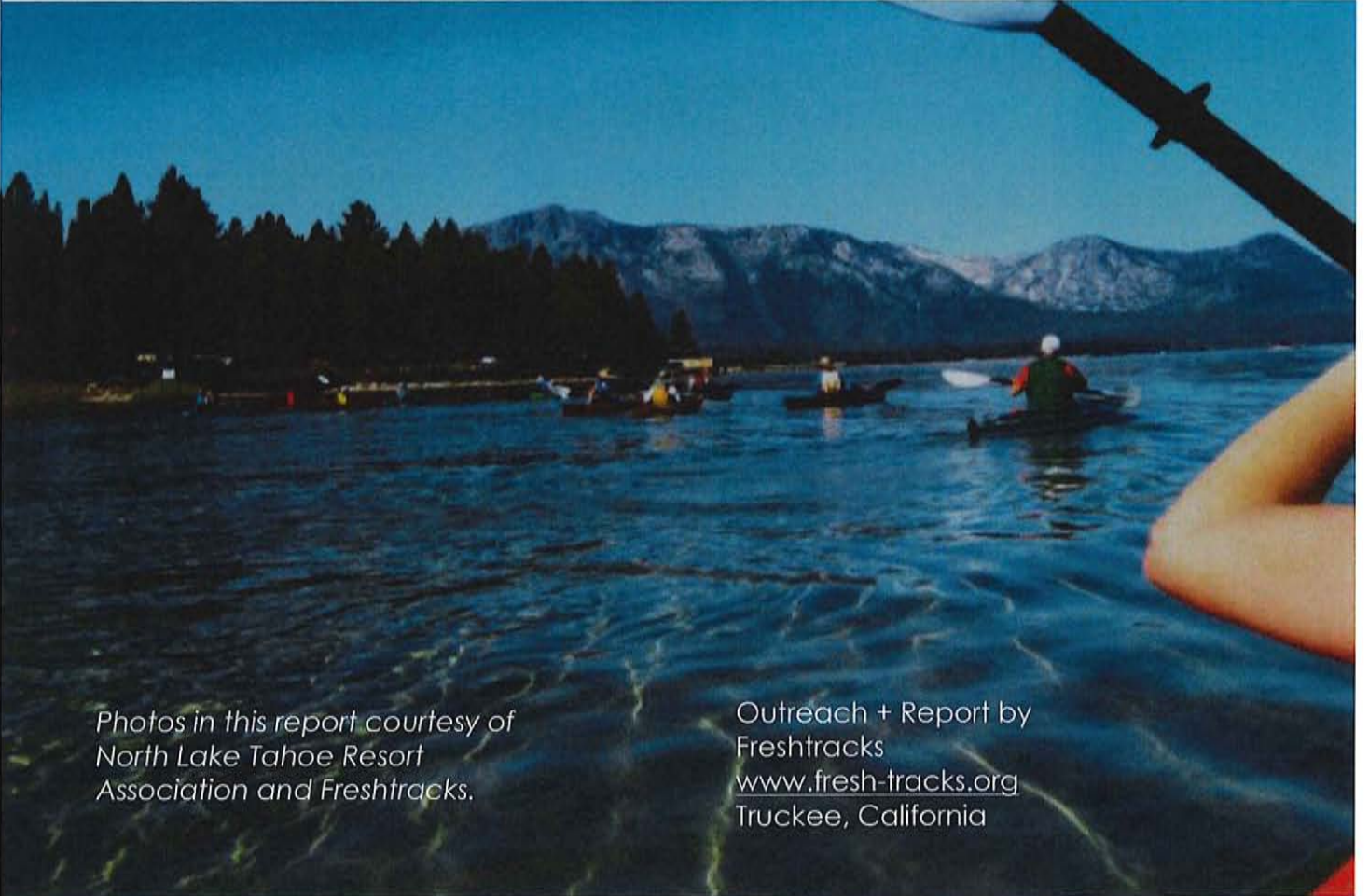
### Idea Most Supported

Implement visitor information technology that is accessible on a variety of devices. This may include: website upgrades, development of applications (apps), local business training, integration with social media and increased use of established visitor information tools.

### Other Top Ideas

- Implement more street and trail signage and maps pointing to downtowns, historic, scenic and recreation sites
- Create mobile, seasonal, walk-up visitor kiosks/vans at popular locations





*Photos in this report courtesy of  
North Lake Tahoe Resort  
Association and Freshtracks.*

Outreach + Report by  
Freshtracks  
[www.fresh-tracks.org](http://www.fresh-tracks.org)  
Truckee, California



Attachment A  
FlashVote Survey Results





Full Set of Responses to Question #2: ***If you could change one thing about North Tahoe to make it more appealing for visitors in Winter, what would it be?***

Unfiltered responses

Places on the lake to ice skate. Anything to encourage people to leave the Squaw and Northstar "villages" to come into town to shop, dine and have fun.

Keep lift ticket prices in check with the rest of the economy.

Lower lift ticket prices to allow for the middle class to enjoy the area again. Ski areas have gotten greedy and are directing themselves towards only the wealthy. We all lose when the masses can no longer come and enjoy skiing.

Eliminate snow mobile concession at the regional park. The noise and air pollution are unbearable. On busy winter weekends we cant ski, hike or snowshoe thru the park because it is so noxious.

I would not build a roundabout 15 feet in the air! Bad idea! Bad idea to cut through the Memorial Grove for the bypass, which we used to have! They just need to rebuild Fanny Bridge and build a low roundabout. I don't mind roundabouts, just the idea of having car lights 15 feet in the air at night! Nightmare!

Besides more snow... More and better (shorter deadhead times) public transportation for skiers

Gondola transportation!

free and easy public transportation between ski resorts and towns.

more transportation options from town/resort to town/resort, plus more options from the airport to N Tahoe

more diverse transportation

I would like to see a small community center with a fireplace inside and comfortable furnishing with internet access and computers. There is no place to hang out and buy coffee, and work like the Starbucks in Incline Village.

Improve Caltrans snow removal

additional recreation opportunities, such as ice skating, and cultural events

Can't think of anything

Affordable lodging

Improve traffic flow
Fast, frequent (15 minute headway) free ski area transit on weekends and holidays.
Medium priced hotel
Provide a train to get people up here faster from the Bay Area.
Improve traffic congestion near major resorts.
More community events along the lines of snowfest.
More frequent and cheaper transit
More of a community center at golf course with swimming pool and ice skating rink. Love what's happening there now.
Better Transportation
Restrict large hotel and condo development on the state line.
Better advertisement of local/community events. "Hard copy" posters, maybe a message board on major highways. This would inform guests of the many events we have in tahoe and better connect guests to our local community, hopefully resulting in personal investment and greater retention.
The Gondola connecting Squaw to Alpine
Better lodging at the lake and an outdoor ice skating rink in Tahoe City
Have more overhead road conditions
TRAFFIC CONTROL
Make public transportation available into NLT (train to Truckee then bus to the lake or similar, must be a pleasant transport experience), to enable people to come without fear of driving in snowy conditions.
More things to do (activities) in Tahoe City. A better downtown area or village area like that of many Colorado and European ski towns.
More to do.
More public transportation to Tahoe and within Tahoe.
More areas for sledding near Tahoe City that aren't at the resorts. Maybe a snow park for playing--sledding, snow fights snow forts etc.
Traffic
More promotion for people to use TART, ESPECIALLY TO SKI AREAS, TART THRU LAKE FOREST 2 times in morning and afternoon! Better accommodations in Tahoe city area, more courtesy toward all people ski area ticket sales in Tahoe city each end of town!
Make the bike path accessible in the winter (to snow-shoeing, cross-country skis and walking), especially from Tahoe City to Sunnyside, or at least Granlibakken.
Nothing we can control - just the weather!
Less traffic before and after skiing
Fast, frequent, free bus transportation
I think a multi mountain pass would be very appealing for both visitors and locals. It is sort of happening based on ownership of resorts, but broader like Salle Ronde in Europe.
Better quality restaurants.
Provide free, coordinated transit services and ice skating in Tahoe City
Better transportation, less traffic jams
Family activities
A good hotel
Add an ice skating rink.
More alternative activities to skiing.



Build a Lake Tahoe Visitor Center in Tahoe City.
Provide more indoor events for inclement weather near the lake. Bring the folks out of the resorts down to lake side.
Better and more efficient traffic controls.
Better snow removal from sidewalks in commercial cores
Free mass transit all over like Yosemite
Discount the ski tickets when the conditions are as bad as they were this year. People quit coming and went other places that had snow rather than pay the ridiculous ticket prices for terrible conditions.
do something with the Hendrickson building;
snow? not sure.
Have Snow !
Snow
I would Make Sure all beaches/parks are Open and Maintained 🍷
No Roundabouts!
Would change zero, Lake Tahoe is appealing to tourist more than enough the way it is "The Lake!!!" The tourists and visitors in most instances do care about the nature and the beauty of the lake most and that is it.
have more activities for families.....play in the snow.
Gondola Service from lake town centers (Kings Beach, Tahoe City) to the ski resorts (Squaw/Alpine, Northstar), and possibly on to the truckee airport.

**Q3** If you could change one thing about North Lake Tahoe to make it more appealing and enjoyable for visitors in the SUMMER, what would it be? (44 responses by locals)

Full Response to Questions #3: *If you could change one thing about North Tahoe to make it more appealing for visitors in Summer, what would it be?*

Unfiltered responses

Family gathering activities that promote healthy living.
Build a hotel in Tahoe City
More lake side activities indoor-
Finish the Bike trails around the lake. Specifically, connect to the Regional Park. Someone motive Placer County and NTPUD.
medium priced hotel
Provide a train to get people up here faster from the Bay Area.
More parking near access to public beaches.
Street falres!
More frequent water transportation to more locations
More pedestrian feeling on Mackinaw with more mom and pop shops willing to open and operate with landlords willing to work with them on better rent.
Ferry Service around the lake
Get rid of the traffic circles or at least move the pedestrian crossings so that they do not restrict traffic within the circles. It is a total mess.
A skate park in Olympic Valley, built around new and progressing enthusiasts, placed near the village so it doesn't get lost like the pickle ball courts.
More opportunities for visitors to get on the water in motorized boats
Better lodging in Tahoe City
NO ROAD WORK DURING JULY AND AUGUST NO ROAD WORK DURING JULY AND AUGUST NO ROAD WORK DURING JULY AND AUGUST
BETTER VARIETY OF RESTAURANTS
Create a meaningful interpretive center with a focus on the natural environment (as if the basin were a National Park) that also offered the amenities of a visitor center.
A better downtown experience. Better shopping, better restaurants, better offerings for cocktails (going out with friends). More or a village atmosphere.
Better flowing roads and transportation.
More frequent public transit
Reduce construction/traffic congestion around the lake. Make it possible to drive into Tahoe City and the west shore. Wine walks, bring concerts back to Homewood, open air night events
Hiking tour guides 2-4 hr hikes different areas, bike patrols on bike trailsosrking on 64 acres with shuttle type trolley bus tart till 9 pm tart service to TRUCKEE till 9pm
I wish we could reduce the auto traffic.
Traffic around the lake - especially the West Shore
Less traffic
Reduce traffic!
I feel like it's pretty amazing, but certainly traffic and parking are issues.
Less traffic shuttles up and down 28? Between kings beach or incline and tahoma?)
provide more park and ride lots so people can get out of their cars
Less traffic congestion in Tahoe City area
A good hotel
Better transit



Skateboard park on North Shore. Bring back the art fair to KB. Same answers as the Winter question.
More night life options
Establish no parking zones along National Avenue. It is extremely dangerous for pedestrians walking to the beach when cars, trucks and boat trailers fill the shoulder area, often extending into the traffic lane.
Free mass transit. All over. North to south shore.
Hand down--Stop the road construction during the day time in June, July and August!!
Create more PUBLIC beach access and parking.
Reduce the amount of fiasco that is going on with the Fanny Bridge rebuild and roundabouts that are raised 15 feet in the air! Just rebuild the bridge!
Zero is my answer. The lake itself is appealing and enjoyable enough. Don't mess it up more than it is already.
can't think of anything t this time
Better lodging options Cleaner, more up to date
Less traffic. More bikeable communities, bigger bike lanes, more "Share the Road" signs, better transit systems with shorter wait times.

Q4 What are three words you would use to describe North Lake Tahoe to a potential visitor? (63 responses by locals)



Unfiltered responses

Two Great Seasons
Beautiful. Old-style. Renewing.
Sunny Congested Awesome
Scenic, recreation, healthy
Beautiful, fun, expensive
Precious breathtaking peaceful
Stunning. Peaceful. Friendly.
beautiful, fun and welcoming
beautiful, sporty, fun
beautiful, healthy, fun
Naturally beautiful. Good place to relax. Healing waters.
clean, clear and cool
scenic, friendly, affordable

Beautiful, Peaceful, Serenity

Slice of paradise

Beautiful every day

Picturesque Fun-filled Inviting

beauty beyond belief

beautiful, clean, outdoors

Beautiful, fun, throw-back

Beaches, hikes, music

spectacular, nature, friendly

Magical. Playground mecca.

World's top resort

Stunning, woodsy, relaxed

Dynamic rugged discovery

Breathtaking, Fun, Relaxing

perfect vacation getaway

Small old quiet

BEAUTIFUL, SERENE, FUN

Spectacular. Real. Fragile.

Lake, Mountains, Awesome!

Scenic, beach, skiing



Beautiful, Amazing, Magical

Beautiful, calming, adventure-filled

Pristine mountain splendor

Jewel of Heaven

majestic, beautiful, inviting

Our national treasure

beautiful, friendly, recreational

Beautiful. Clean. Opportunity

Stunning natural beauty

Mountain, freedom, open

spectacular mountain lake

Beautiful mountain community

Swim Hike Ski !!!

September is perfect

Always something to do Peaceful Relaxing

Beautiful, fun, lots of places to check out if you've never been here before.

Most beautiful place

less crowded side

Beautiful Serene Lake

Best part of Tahoe (you need 4 words)

beautiful, peaceful, outdoorsy (is that word?)

something for everyone

It is Beautiful !

Stunningly beautiful Lake, huge beaches, (thanks to the drought) Beautiful Tahoe Rim Trail to explore! Great restaurants to visit and shops to see.

Come and see it yourself, the entire lake not just the north part of it.

wonderful place

perfect summer idyll

gods playground

Magical

Beautiful, Active, Happy



## Full FlashVote Survey Results

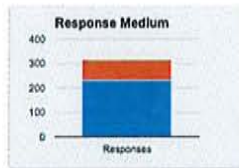
### Survey #2: June 23-July 7, 2015

#### Results: Tourism Investment Priorities

View results by  
All results

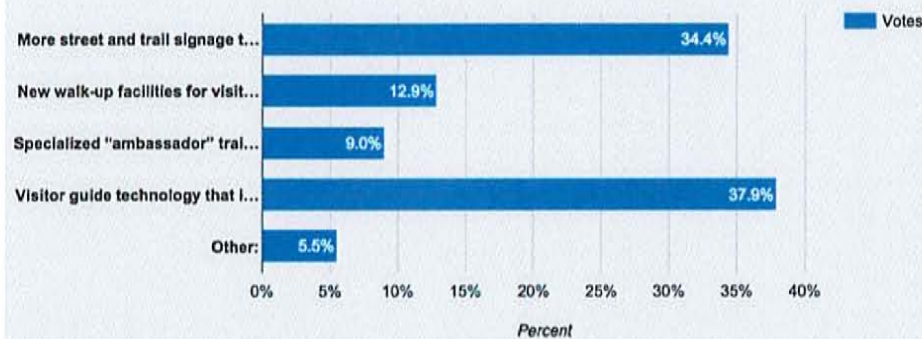
 Official Activity - This survey was sent on behalf of North Lake Tahoe Resort Association.

**313**  
Responses  
75 of 143 initially invited (52%)  
238 others



Started:  
Jun 23, 2015 2:09pm  
Ended:  
Jul 7, 2015 2:09pm  
Advisory Groups:  
NLTRA - All

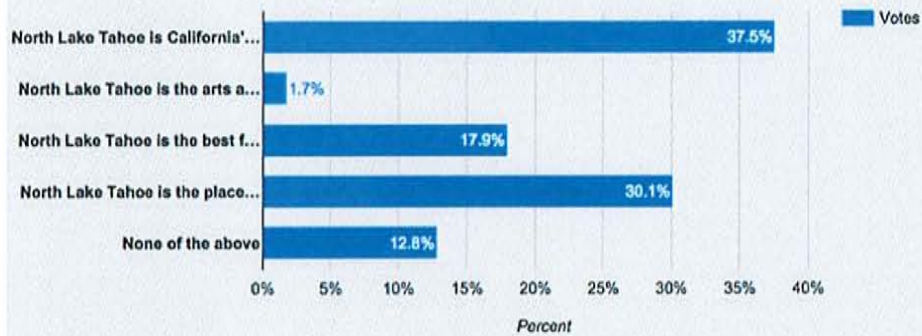
Q1 Which of these choices do you think is the best way to get local information to visitors once they are in North Lake Tahoe? (311 responses)



[Hide table view](#)

Options	Votes (311)
More street and trail signage that directs people to popular destinations such as downtowns and historic, scenic, and recreation sites	34.4% (107)
New walk-up facilities for visitors such as kiosks, interpretive centers and mobile information carts or trucks	12.9% (40)
Specialized "ambassador" training for local employees so they are more knowledgeable about what the region has to offer when people ask them	9.0% (28)
Visitor guide technology that is easy-to-use and works on computers and mobile devices	37.9% (118)
Other:	5.5% (17)

Q2 Which of these statements most authentically describes North Lake Tahoe to visitors? (296 responses)

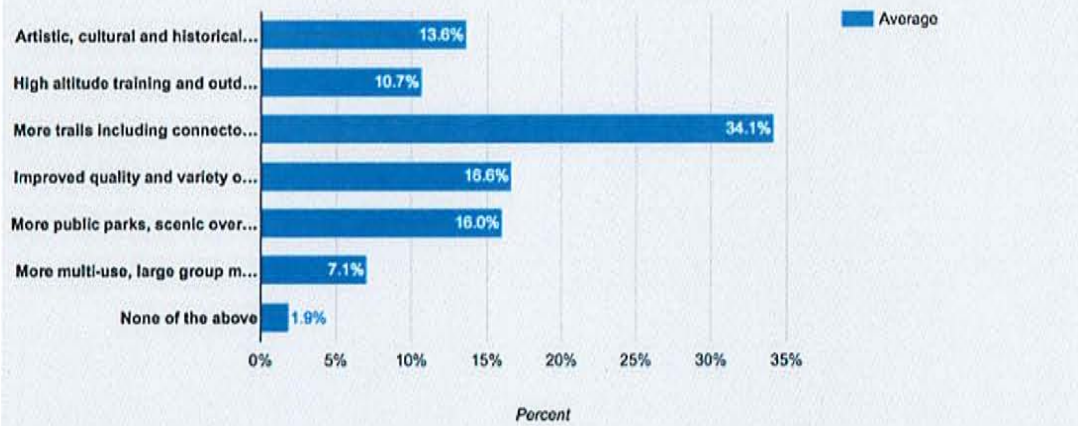


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Options	Votes (296)
North Lake Tahoe is California's capital for healthy, outdoor recreation	37.5% (111)
North Lake Tahoe is the arts and cultural center of the Sierra	1.7% (5)
North Lake Tahoe is the best family-friendly destination in Northern California	17.9% (53)
North Lake Tahoe is the place to go for health, relaxation and rejuvenating one's spirit	30.1% (89)
None of the above	12.8% (38)

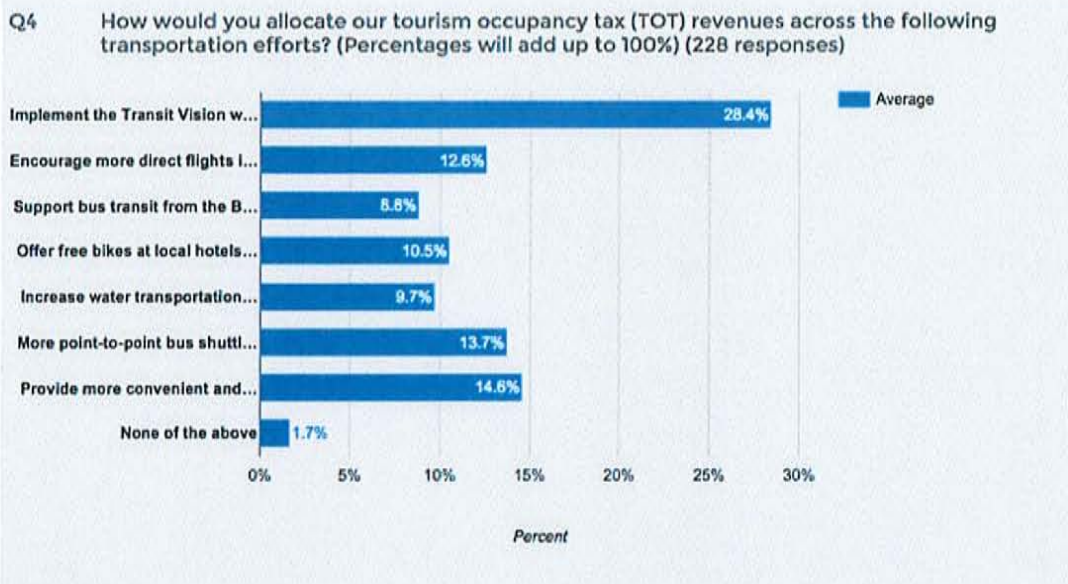


**Q3** How would you allocate our tourism occupancy tax (TOT) revenues across the new facilities options below to make North Lake Tahoe even better? (Percentages will add up to 100%) (237 responses)



[Hide table view](#)

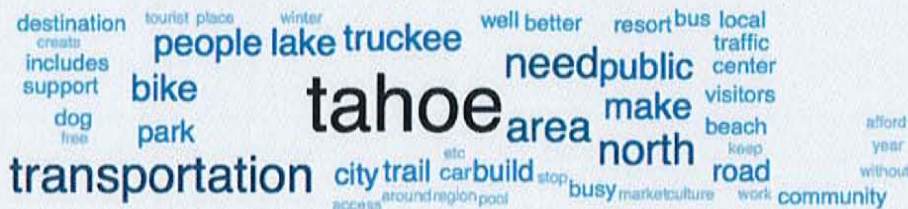
Options	Votes (%)
Artistic, cultural and historical facilities such as museums, interpretive centers and public art	13.6%
High altitude training and outdoor recreation amenities	10.7%
More trails including connectors between towns, completing gaps in existing paved, cross-country skiing and mountain bike trail systems	34.1%
Improved quality and variety of lodging/hotel options on the lakeside of the North Lake Tahoe region	16.6%
More public parks, scenic overlooks, and gathering places such as plazas in town centers	16.0%
More multi-use, large group meeting venues and gathering spaces near the lake	7.1%
None of the above	1.9%



[Hide table view](#)

Options	Votes (%)
Implement the Transit Vision which would provide more frequent and free buses (every 30 minutes), from 6am-2am	28.4%
Encourage more direct flights into Reno and Sacramento airports	12.6%
Support bus transit from the Bay Area and regional airports to get people to North Lake Tahoe without their cars	8.8%
Offer free bikes at local hotels and in town centers	10.5%
Increase water transportation such as shuttles between North Lake Tahoe communities and cross lake ferries	9.7%
More point-to-point bus shuttles to key destinations, for example Sand Harbor or Emerald Bay in the summer and ski resorts in the winter	13.7%
Provide more convenient and safe pedestrian facilities, such as sidewalks, in commercial areas	14.6%
None of the above	1.7%

**Q5** Any other comments or suggestions about how to make North Lake Tahoe the premier international mountain resort destination of the West for visitors? (101 responses)





## Unfiltered responses

Increase marketing funding for international exposure

More bicycle trails

What is "high altitude training?"

Do your snow dance!

Complete the trail network

I am more interested in balancing the best interests of north lake tahoe homeowners with those of visitors, rather than making it the premier destination for visitors.

Figure out how to maintain an adequate base of people in the shoulder seasons and not overcompensate by over developing already crowded areas. Redevelopment of older properties not to exceed current heads on beds a must

create a regional approach to marketings for Truckee + North Tahoe

High speed train from Bay Area to Tahoe

Try and make things less crowded. Have ample space for the amount of visitors that do come.

Rather than try to do many of the important things on your list at one time (there were a lot of great choices!), focus on one or two, make them a priority, do them well, complete them, then move on to the next item on the list.

Anything that we can do to improve public parking - there is nowhere near enough of it, especially on beach days. Also, anything we can do to get rid of/upgrade those old blighted buildings along the lakeside. They make our little slice of paradise look slummy.

Focus these dollars on visitors. Locals can help pay for the others.

Better management of intersections for traffic. While we need to move people out of autos, better intersection design including roundabouts would keep things moving and our tourists happier

Leave the planning and spending decision making to North Tahoe thru the Resort Assn -- keep Placer County out controlling what we do

More public transit at night and to Truckee

Stop all non emergency road construction between June 15 and Labor Day. North Shore is known as the "avoid at all costs" year after year by Bay Area visitors because of continuous road work delays. I lived in a summer resort area and that was the law.

Support Truckee Tahoe Community Television, non-profit non-commercial television for Truckee and the Tahoe Basin. Broadcasting on Suddenlink Channels 6 and 18, and streaming live to the world at [www.ttctv.org](http://www.ttctv.org)

Consolidate re-surfacing of roads to fall? Traffic back-ups due to roadwork are a given every summer.....

right now the State park management of our lakeside park facilities is embarrassing. The grounds look terrible, the bathrooms are gross, there are no porta-potties where needed. Certainly not 'premier international destination'.
Anything to discourage cars. Anything to encourage trails for pedestrians and horses, SEPARATE mountain biking, no motorized vehicles, safe water-trail uses, especially in N Tahoe.
Snow
Don't build any more new amenities without the money to sustain them. Put money into existing buildings such as the North Tahoe Event Center and make it multi-functional so that it can serve visitors and locals. NTPUD residents shouldn't shoulder the full burden for a building that should be serving the whole region.
It's my understanding public bus does not work unless it runs every 20 minutes at least. Strive for that goal (not 30 minutes). For arts and culture, don't build museums or interpretive centers. Rather, subsidize the arts with a great communal spaces in which to work. Artists will bring good things as a result. Make Tahoe a cooler place to visit.
Improve sidewalks and bike paths, along narrow dangerous roads. Many people can be seen every day walking or riding in the road because there is no shoulder, let alone, a sidewalk.
Buy out blighted properties and create more pedestrian plazas. Private-public partnership to build small destination resort next to golf course in Tahoe City.
More group transportation (bus stop) areas with parking for cars as access points and an around the lake bike trail
Start having discussions with Union Pacific and Amtrak to make use of the railroad for more frequent and affordable public transit choice to get to region from Reno, Sacramento, Bay Area, and beyond.
The more we can encourage biking and walking, the better. Make is cool to leave the car at the house or hotel. We pay too much in infrastructure to support all the cars!
Develop the area's image by not developing the area. Make the North Lake Tahoe region a model for eco-friendly resort destinations in the west. Look for opportunities to partner with eco-conscious businesses and organizations to make the area stand out from other resort destinations.
Build a community pool!!!
Find a way to improve tourism without impacting the locals-- especially with traffic and parking issues. Encourage people to stay out of their cars once they get here.
More direct flights to/from Reno. More higher-end accommodation options.
Prioritize bike paths linking North and South Lake and Truckee. Place an emphasis on alternate transportation including water transportation and the trolley system.
Facilitate building housing, for sale and for rent, for our workforce so they can invest in Lake Tahoe's future. We don't have a future without small investors getting into the market, staying, raising families, and strengthening our community.
It already is! We just need to improve our infrastructure so more people can enjoy it without ruining it
North Lake Tahoe also includes communities in Nevada.



Keep it real. Keep it true and honest. Embrace what's real and true about the people and communities here. Keep it unique - standing alone, unlike other 'manufactured' destinations.
Have dogs follow the rules as laid out in the TRPA Tahoe in Depth paper....
beaches, bikepaths, bathrooms, bus shelters!
Seek to team with non profits who would invest in alternative forms of transportation. Electric bike fleet, electric car charging stations and promoting other private sector investments would promote the vision.
Incourage more affordable lodging. Public places like restaurants to be open later! Anything more civilized than a casino for nightlife! PLEASE! It's a pain for younger ppl to get out without having to hang out with drunk or high public in a casino or a bar
Some of these options would benefit our area but don't seem appropriate for a TOT funding source (e.g., TOT funding for for-profit hotel development).
Support infrastructure for trails, beaches, and other points of attraction are lacking. Many ways this can be looked at...but first need to understand how facilites are being operated today and actual use.
A lot of TOT comes from and also includes Northstar, Squaw, and West Shore. Why no discussion of opportunities for these folks?
Highest priorities are 1) finishing the bike trail around the Lake, 2) in winter from Truckee south to Alpine Meadows having a third "bus and/or HOV" lane on 89 that alternates between north and south depending upon whether it is morning or afternoon, 3) alleviating heavy traffic at Tahoe City's "Y" through Roundabout(s), and 4) constructing a Gondola from Tahoe City to Alpine Meadows (SV Ski Holdings should provide the connection between Squaw and Alpine).
nope
more financial support from the county. Better sharing of TOT from the county. Better investment into North Lake Tahoe from the county.
The area has an underrepresented winter sports legacy and culture that very few areas in the world enjoy. The Olympic history and unique winter sports culture should be part of the branding plan.
There should be an allocation of 2% of the total TOT collected for ongoing trail and park infrastructure projects.
Have more capacity for bikes on buses or have a consistent policy of bikes on buses. To encourage bus ridership.
Better passenger rail service to the region
It's all about transportation - getting to North Tahoe and getting around North Tahoe without individual cars.
Better public transportation
Build more Class I trails
Direct marketing towards out of region markets like the Northeast, Midwest and Southeren US markets

Yes, DO NOT try to make it the premier international mountain resort destination of the West which will make the lake that much more inaccessible for less fortunate folks. Focus on making it livable and affordable so that teachers and police and service workers, etc etc can afford to live and raise families there. Leave the resorting to Southshore.
Fund the business associations separately and keep the tourism budget fully funded, protected and separate. Continue to work as an 'entire' North Shore for brand awareness.
Affordable housing for staff to support the level of service our visitors expect.
continue to support and welcome large human powered events and activities as well as introduction to outdoor recreation through partnerships and celebrations of National Trails Days (summer and winter)
Transportation, other than private cars, is the first thing that comes to mind. Traveling to the area by private car may be a necessity, but once there having free transit would free up the roads. I recently met friends coming from Sugar Pine to Tahoe City. Because there were three of them and the bus ran on the hour only, they drove. I also drove - coming from Truckee.
Updating our transportation infrastructure so that it can support public transit, active modes of transportation, and electric vehicles now and into the future is really important for contributing to a healthy, active, sustainable, international destination
We need more healthy, and affordable restaurants in Tahoe City. We need a place to have more art performances, winter and summer. Dogs should be allowed on more beaches. ;)
would like to see some nice coffee dessert places that are open to midnite
Thanks for all your hard work! think that making transportation around our large area more convenient and easy will be a HUGE benefit for the region and help with the traffic that builds up in our busy months
Helping small local wellness and healing businesses get more recognition and information out to the public and the surrounding areas. Example: yoga studio's, massage, paddle boarding, hiking excursions, meditation walks, etc. These types of businesses struggle, but feel have the most benefits for our tourist to experience wellness in the mountains and create healthy vacations. Retreat centers are a great idea to bring more healthy conscious people into out areas, which can create more business for our wellness businesses.
People will never give up their autos. Improving access to certain resort activities such as interconnecting aerial trams between all of the ski resorts & the Tahoe basin would reduce traffic congestion on all of the highways.
Sustainable energy for transportation, trails and centers. Create a culture of conservation.
More grocery stores. Safeway in Truckee is insane when tourists are in and we run out of food!
Need a public rec center including pool, climbing wall, fitness center for residents and visitors.
more efficient roadways. more affordabl housing
Find a better owner for Squaw alpine!
We need a public swimming pool near Tahoe City!!!!!!
More good restaurants and hotels
We need a public pool in Tahoe City



I think reducing the traffic coming into and through town with smoother pedestrian crossing and possibly a round about at 89. Also many of the buildings need a face lift or updates which I believe is in progress. Love concerts at commons, hanging flowers, cobblestone, and all the festivities
Sidewalks are a must. Also bike lanes.. Traffic is too much to deal with let alone road bikers. It's dangerous..
Encourage bed base in city centers as well as full time jobs for locals so that city centers become more vibrant and there is more a sense of community even during the off season
Invite more poor kids and poor families from abroad to discover paradise on earth
Support performing arts. Theater and cinematic opportunities.
Free public transportation between Truckee and North Lake Tahoe communities. Similar to the transportation services currently offered around the lake.
Public transportation does not need to be free but needs to access places where the people are such as neighborhoods and sub divisions. Alternative transportation. Such as bikes should be encouraged as well.
Continue beautifying downtown Truckee, all the way to the roundabouts
Fix west shore traffic at the Tahoe city y
We need a skate park and/or a bicycle pump track in tahoe city or the west shore. Stop conducting road work constantly. It really turns off visitors and locals alike. We just don't do as much, dine out as much etc. It would help if roadwork was only done during the night hours from last week of June to August 15.
More major sports events in winter....races, competitions, etc. less 'alcohol based' events. More nature, natural, and environmental history, education, and action programs to help preserve our area. An area wide smoking ban.
Have Amtrack stop in Truckee more often.
Please make a bike trail to safely get from northstar at Tahoe to downtown truckee for kids and adults. Please have a dog park in truckee and kings beach so people with dogs don't have to leave behind their pets or go to undesignated places. . Allow dogs on Leash on select areas of beaches in the summer. its unfair to ban them completely and splits up people's options with families including pets.
More bike paths, more types of transportation, more walkways, more bike paths, more parking, more cinemas (artsy ones), more dog parks/beaches, more culture, diversity, ethnic food.)
Convenient and easy transportation and trail access between all North Lake towns will combine the amenities available for visitors and residents, creating a greater value for all.
Don't, we don't need more people here!
Year round Swimming pool in Tahoe City!!!!
Up to date lodging in kings beach
North Lake Tahoe wants to bring as many tourists as possible, being this is how we survive as businesses. As far as construction is going in kings beach- it is absurd. As a local for 6 years I cannot even access any of the stores I used to shop at on a daily basis due to street blockage, driveway blocks, and road closure. Living in the grid- on nice sunny days that tourists are enjoying the beach- they are blocking corners with their street parking. We need bigger signs for parking lots, sidewalks and sidewalk signs (that the people will actually use) as well as some kind of barricade around the stop signs so tourists STOP parking right in front of them. most relevant we need to keep the tahoe vista animal shelter picking up the local dogs running free (way too many losses and injuries) -- by ridding of the animal shelter located IN north Lake Tahoe- there will be many downfalls. Including a Surplus of free running animals, & MORE shelter dogs not being adopted out.
Consider enlarging the truckee airport to accomodate small commercial planes. Why create a bus system from tahoe to the bay? Or spend money influencing people to Reno or Sac airports? If its the high-end, classy, 5 star premiere feel your looking for, then direct inject.
Neighborhood shuttles are needed to get people out of their cars, not just increased transportation along the main roads. think Old County Road, Silver Tip, or Highland Dr. Anyone up there would not even consider public transportation since the connection is too difficult to access.
Treat our tourists as guests and be grateful we have the opportunity to stay here. More Eco tourism opportunities, more education on the environment including being bear aware .
A community rec center with pool, gym etc in tahoe city or nearby like truckee and incline have
We need a year round aquatic facility!!
More local culture, better transportation
Bus The Go Around The Lake

Attachment B  
Phase 1 Summary Report

**2015 North Tahoe Tourism Master Plan  
Community Input Summary Report: Phase 1  
5.26.15**

**I. Background**

Placer County, in partnership with North Lake Tahoe Resort Association (NLTRA), is in the process of updating the 2004 Tourism Master Plan, which works to provide a roadmap for TOT investment strategies in North Lake Tahoe for the next ten years. For the past two years, a committee of North Lake Tahoe stakeholders has been drafting the 2015 North Tahoe Tourism Draft based on new research, trends and community indicators. In March of 2015, NLTRA and Placer County kicked off a public outreach process to share the draft of the updated Tourism Master Plan and gather feedback on the objectives outlined in the Plan (specifically Chapter 5). As part of the outreach process, a website was set up to share information and provide an easy way for the public to provide feedback. The website URL is: [www.nttourismplan.org](http://www.nttourismplan.org)

**II. Public Outreach Process: Phase 1 (April)**

In April, North Lake Tahoe Resort Association and Placer County conducted five public input meetings in four North Lake Tahoe Communities (Squaw Valley, Northstar, Tahoe City and King's Beach) to elicit public comments and feedback on the draft 2015 North Lake Tahoe Tourism Master Plan. Approximately 75 people provided feedback in April. In addition to the five public workshops, NLTRA staff is currently giving presentations about the Tourism Master Plan to area service clubs from March through June. The key purpose of the "road show," strategy is to inform the community about the Plan and process and ways to give feedback via the website. The second phase of public feedback will occur May-June and will involve an on-line survey tool to gather additional feedback including prioritization of current and potential projects.

**Workshop Format**

Each public workshop meeting began with a twenty-minute presentation which explained how TOT funding works and how funds are used, background information on North Lake Tahoe's tourism trends, as well as the plan's focus areas, which are Transportation, Visitor Facilities, Visitor Information, and Marketing. The public feedback process for the plan was also described. Following the presentation, there were breakout sessions where the public was invited to provide ideas and comments.



### III. Summary of Input: Key Themes Per Focus Area

Following is a summary of the key themes and main ideas that emerged in the five key workshop focus areas. The five workshop focus areas were:

- 1) Promotions
- 2) Transportation
- 3) Visitor Facilities
- 4) Visitor Information
- 5) Other

To read the full set of comments captured at the workshop, please see Attachment A.

#### **Station: Promoting North Lake Tahoe**

Format: Shared info re: how North Lake Tahoe is currently being promoted and asked for feedback by using the following questions:

*What is the brand of North Lake Tahoe, what makes us special?*

*Are we doing a good job portraying our unique area in our current marketing efforts?*

*What can we do to better promote the visitor opportunities in North Lake Tahoe?*

*What type of new visitor should we try to attract?*

The key themes that emerged re: promoting North Lake Tahoe in the future

- Focus on creating an authentic brand
- Focus more on Health + Wellness: Brand North Lake Tahoe as THE Health, Wellness and Human Powered Sports region in the West
- Focus on Family: Build a family-friendly image by promoting and marketing family experiences, not so extreme with images
- Focus on Year-Round Options: Market North Lake Tahoe as a year-round destination with special emphasis on summer mountain and winter lakeshore recreation
- Focus on the myriad of choices in NT: Promote North Lake Tahoe as a science- and arts-rich environment, with more nightlife and more diverse shopping experiences, etc. For example: Colorado=skiing, North Tahoe=Variety
- Weave sustainability into brand=values align with visitors we want to attract

#### **Who Should We Focus Our Marketing On**

- Maintain current international and Northern California/Bay Area markets
- Expand into emerging markets
- Attract a larger number of domestic visitors from greater distances, should include more regional exposure (in Mammoth Lakes and Bishop)
- Marketing to the large percentage of Truckee visitors who come to North Lake Tahoe
- Groups: wedding, reunions, and conferences, and college ski clubs

- The Sharing Economy: Target AirBNB and Vacation Rentals by Owner (VRBO) guests

### **Transportation Station**

**Format:** Shared information about current TOT spending on transportation in the region over the past 19 years.

Questions:

*How important is implementation of the Transportation Vision to you? Is it a priority?*

*What are your ideas on how to improve transportation? What's working? What isn't?*

*What do you think the priorities should be?*

The key themes that emerged re: improving transportation

- Strong support for a regional-wide, integrated transportation system that is “fun, free, and frequent” to encourage ridership and to reduce congestion
- Ideas for improving the current bus-transit system:
  - Add amenities: Racks for transporting gear such as bikes and paddleboards, Wi-Fi, info about area attractions and events
  - Fun: Train drivers to “give tours” as they drive, add public art to buses and stations
  - More routes + stops: Expand service to include vacation home areas, parks, and other visitor activity destinations
  - More Use of Alt Fuels: Use alternative fuel sources to run the fleet
- Strong support for trails and bike programs:
  - Completing, expanding, and updating trail systems
  - Incorporating signage
  - Add amenities on trail systems: restrooms, drinking fountains, fix-it stations
  - Maintain current trails: including better winter maintenance.
  - Build on bike brand: Implement bike rickshaws, bike share programs

Other themes

- Gondola transportation systems: Linking town centers to ski areas, and linking ski areas together; gondola landing at the North Tahoe Regional Park
- Expand the water transport system: Update the system to better support human powered-water recreation by being able to transport paddleboards and kayaks and take visitors to the East Shore and to other locations, signage and promotion for the water trail, and linking the North Shore and the South Shore via water shuttle
- Increased air service: Link with current public transit options; better marketing at airports to help encourage more public transit to and from Tahoe
- Add a Megabus stop in Truckee, work more with Amtrak to market train travel and have train service to the Lake, run the trolley again
- Car Travel: More parking and better parking signage in key areas such as Tahoe City and King's Beach, more rideshare parking, electric vehicle charging stations, HOV access, and utilize the sharing economy (such as Uber and Zipcar)



#### Transportation Information Ideas

- Encourage technology use in communications, better marketing, more frequent schedules and better schedule awareness (through marketing), more park-and-ride, convenient connections and circulation, and information on ADA accessible facilities

#### Visitor Facilities and Services Station

**Format:** Two maps were shared at this station, showing TOT funds spent on visitor facilities and planning over the past 19 years

Questions:

*What facilities do we need to keep and attract visitors to North Tahoe?*

*What should our priorities and focus be?*

The key themes that emerged re: visitor facilities

- Bikes and trails are very popular, build on this: finish system, add amenities, promote via marketing + events
- Create facilities for world-class sporting event in order to promote our health and wellness brand
- Create world-class facilities for arts and other events: to promote the myriad of offerings in our area
- Create more family-friendly facilities/amenities and spaces to attract and accommodate this visitor group (i.e. amenities at beaches (tents-for-rent, benches on bike trails, land use design such as plazas)
- Update lodging to meet current expectation of visitors (focus on Tahoe City)
- Create an amazing space at the Lake for groups/meetings
- Support + expand public art to demonstrate our unique authentic character
- Expand amenities for the already popular activities: mountain bike shuttles, paddleboard lockers, etc.

The key themes that emerged re: visitor events

- More activities to compliment human powered sports
- Promote more non-sporting activities such as movies and bowling
- Promote more public activities on the Lake such as the water shuttle and other alternatives to paddle-sports
- Create affordable family-oriented activities and facilities
- Expand dining and retail offerings in TC + KB
- Invest in arts, culture, and historic amenities
- More events/activities focus on trails and bikes: Ale bike, bike share, bike fest, etc.
- More events related to health and wellness, stewardship promotion, holidays, and cultural activities



### Visitor Information

**Format:** Station shared samples of ways NLTRA currently shares information with visitors.

**Questions:**

*How do you get information about events in Tahoe?*

*How do you get information when you are on vacation?*

*What other ideas do you have for sharing information with visitors?*

The key themes that emerged re: visitor information

- Technology is key: everything related to information needs to be smart phone applicable because this is how most get their info
- Word of mouth is key: trained front line staff are key to connecting visitors to unique offerings in North Tahoe
- Go to the people to give info, don't expect them to come to you: NLTRA should use the Red Bull model and go out and promote NT at events in the region. Mobile van could be set up to distribute info and materials and promote event, real time, in social media channels
- Maps and signage are important but second to above list

Technology/connectivity suggestions

- Utilize web, mobile, and social media technology to enhance visitor experience
- Partner with Silicon Valley for an app, and better service
- Make improvements to the website; especially events calendar
- Go to the people –promoting: Create mobile center with Adirondack chairs and ambassadors to go to events and interact with visitors one-on-one with social media updates and live updates on authentic events and activities

Map and signage ideas

- Provide easy navigation from accommodation to adventure, amenities and signage for human powered sports, better maps (interactive maps and to feature trailheads, parking and restrooms on Google maps)
- Increase distribution of maps for mountain biking and hiking trails
- Create a separate trail website for North Lake Tahoe

Other ideas re: visitor information

- Create more culturally diverse materials (translated)
- Offer real-time happenings that might impact a visitor's experience (such as wildfire smoke, construction projects that delay traffic, and what times beaches are most crowded)
- Organize print materials in a way that makes sense; by type of visitor experience, event type (kid-friendly, adventure, dogs, etc.), by subject (concerts, beaches, etc.)

#### Customer Service Training Ideas

- Implement customer service training programs that includes a day of fun where employees get to try visitor activities so that they know first hand, from experience, the fun things to do and see, places to eat, etc.

#### *How Do You Get Your Info When On Your Vacation?*

- Google searches on various devices for events and activities and maps, websites such as Trip Advisor and Yelp and social media sites
- Travel/tour books
- Visitor guides
- Local print media
- Visitor center
- Locals (front desk at hotels, restaurants, etc.)
- My networking (email friends, post on social media, word of mouth, coffee shops)

#### **IV. Next Steps**

The next step will be a follow-up survey, in which priorities of projects will begin to be determined. Everyone who attended the meeting will be sent a link to a follow-up survey via the email address they provided at the sign-up sheet at each meeting.