



Lake Tahoe Destination Stewardship **TAKING CARE OF TAHOE**

Virtual Visioning
Workshop

June 9, 2022

13 public and private sector organizations

A WIDE-RANGING COLLABORATION



Shared goal: To develop a destination stewardship plan to better manage recreation and tourism for Tahoe region communities and visitors.

Today's format

- **FIRST HOUR:** A chance to respond to several questions using Mentimeter
- **LAST HOUR:** Choose two of three topics for a 30-minute, deep dive on each:
 - The Tahoe Economic Engine
 - Creating a Culture That Cares about Tahoe
 - Tahoe Experience and Access

What does destination stewardship mean to you?

It means an appropriate amount of people are coming to visit and they take care of the environment around them during their visit and eventually they make it better during their visit

Taking care of a place u love

Balance between tourism and environment

A solution oriented approach to live tahoe... not to death!
Bravo, Stay calm and carry-on with you!

Balancing different demands and the infrastructure needed to serve them (e.g., environmental quality, recreational access, resident services, fire safety and emergency services, etc.).

Accessibility and sharing

Unsure

Addressing capacity issues

It means to be respectful of the environment with all locals and with tourism.

What does destination stewardship mean to you?

To prioritize the health and well-being of the community over profit.

Care for our environment. There are too many visitors at this time. It's being ruined.

The balance of businesses, economics, and a healthy environment. It is important to remember that this is a PUBLIC RESOURCE, and should not be artificially restricted to limited to the few.

Visitors are prepared and we have enough employees to serve

Sensible, balanced, and sustainable oversight of the area.

It means ensuring our resources (natural and unnatural) are managed in a sustainable way so people can enjoy them for generations to come.

Informed visitors

Having a informed community, both locals and visitors, as to what is expected of them

A strategy for having a visitor participate in the care of Lake Tahoe in an effort to minimize his/her footprint

What does destination stewardship mean to you?

Being educated about the place, treating it with respect, and keeping visitation at or below the carrying capacity

I think the education community should be included in these discussions/interviews as it is central to the community as well as most residents.

Offer better public transit and incentive it

Finding over used popular sites and adjust traffic, use, perhaps reservation to attend: like Emerald Bay and East shore Tahoe

We should cap building for more people, use what we have already here, as we should realize the lake and the environment cannot sustain more growth.

More than 15 people should be included in that special interview sessions

Having a regional concept. Much confusion exists!!!!
Example vacation home rental policies all over the spectrum

Destination Stewardship, to me, means a better balance between visitors and residents

Make it easy to be a good visitor!!!

What does destination stewardship mean to you?

Education for tourists. Pamphlets and posters, an ad campaign educating tourist about the fragile eco system of our environment. Please no reservations for visiting our parks, hikes etc. Or if there are make it for visitors and not homeowners.

environmental

Transit options is truly a valuable addition to our tourists and residents. It needs to be free, frequent, fast, fun, and safe.

Economy of business in the basin should be tourism based. Employees needed for other types of businesses might better be served outside of an environmentally sensitive area. Less traffic, less impact.

Economics will drive environmental stewardship

Tourism presents a strong opportunity to inform visitors as to the norms and stewardship expectations of all who come to our High Sierra areas. We do need tourism, but overnight and longer can have lesser impacts on our environs than day users..

Have you seen the new LTVA marketing campaign? "Awe and then Some" It addresses the issue of taking care of Lake Tahoe for locals and visitors alike.

From a pragmatic and political perspective, our economic stability, vitality, diversity, and exposure to the "Tahoe experience" by the many is vital to generating the interest and funding needed to ensure Tahoe's sustainability

STRs and more hotel options, across the price-point spectrum, will lessen impacts vs day-use, and inform visitors about stewardship.

What does destination stewardship mean to you?

Most folks will "do the right thing" re: transit, trash, erosion... if informed. People who are drawn here will care about doing what's right- and make it easy to do (lots of trash collection sites...).

Family visitors are important for inter-generational appreciation for this natural resource.

Challenging to overcome ignorance or indifference to fire dangers and how to mitigate them.

How should these values be prioritized for the Tahoe Stewardship Plan?



What are the other ways that tourism and outdoor recreation could deliver benefits for the Tahoe region?

Recruit visitors to participate in litter collection events.

Education on what makes Tahoe special; more interpretive signage to connect people to place

Promoting eco-tourism and volun-tourism

Education on how carpooling, other forms of transportation such as biking is ever so important in a confined basin area with one main road around it.

Fee's

Find solutions to relieve traffic and over use of the area during peak times.

Funding to support our local infrastructure. More public restrooms, funding for fire departments, ,seasonal staff housing.

Significant improvements are need to public transportation. Things like bus rapid transit between Truckee, the ski resorts, and the key north/west shore destinations. Also, wildfire management tools are sorely needed for all.

Employ geotourism strategies. Have an opportunity for visitors to participate in stewardship projects that benefit Lake Tahoe while educating the visitor.

What are the other ways that tourism and outdoor recreation could deliver benefits for the Tahoe region?

Lakewide transit system. Lakewide educational signs that have the same look at each trailhead.

Making every decision for the visitor. Not allowing as many cars on the roads, not offering plastic bottles in grocery stores. This way visitors need to use public transit and don't have access to many of the littered items we see. Education still!

Set limit on how long residents can live in the basin. JK

Water taxi!

Require a car permit to drive in the Tahoe Basin. All cars. Locals and tourists. Provide parking areas near bus routes.

Limit private cars in the basin

A fee to enter the basin.

Leverage hotels and STRs to promote creation of a pool of dedicated, deed restricted, long-term workforce housing of varying housing types and sizes and in diverse locations.

Closing roads to tourists and funding a robust public transit / shuttle bus program

What are the other ways that tourism and outdoor recreation could deliver benefits for the Tahoe region?

More bike racks on buses

I agree with not allowing plastic water bottles in grocery stores. Please. But also using STR tax for helping lake clarity and education

Inform visitors as to what crowding they can expect. - on their local papers, our destination sites & where people look for info

Attract a more diverse visitor (dei). Show case our rich heritage while making the region more welcoming and embracing.

We focus shuttle services locally. There is no real transportation connections for those visitors that want to experience the entire Lake Tahoe Basin. Usually first time visitors want to experience the entire lake.

Need multi-pronged strategy to reduce car-dependence. Not just micro shuttles, but also enhancing trail network for non-recreational as well as recreational travel. This also includes snow clearing during winter months.

Frequent an reliable low cost transit

Watershed education, school and scouting programs, tourism camps where people actually work on watershed projects. Trail education.

Extend Caltrain to Truckee

What are the other ways that tourism and outdoor recreation could deliver benefits for the Tahoe region?

Efficient, cheap/free transit to run from major pick up points to major destination locations (Emerald Bay, Spooner Summit, etc.)

Concessionaires at the major sled areas to create safety for the tourists and also maintain the area.

We must remember the majority of visitors are here once only with that "short timer" mindset

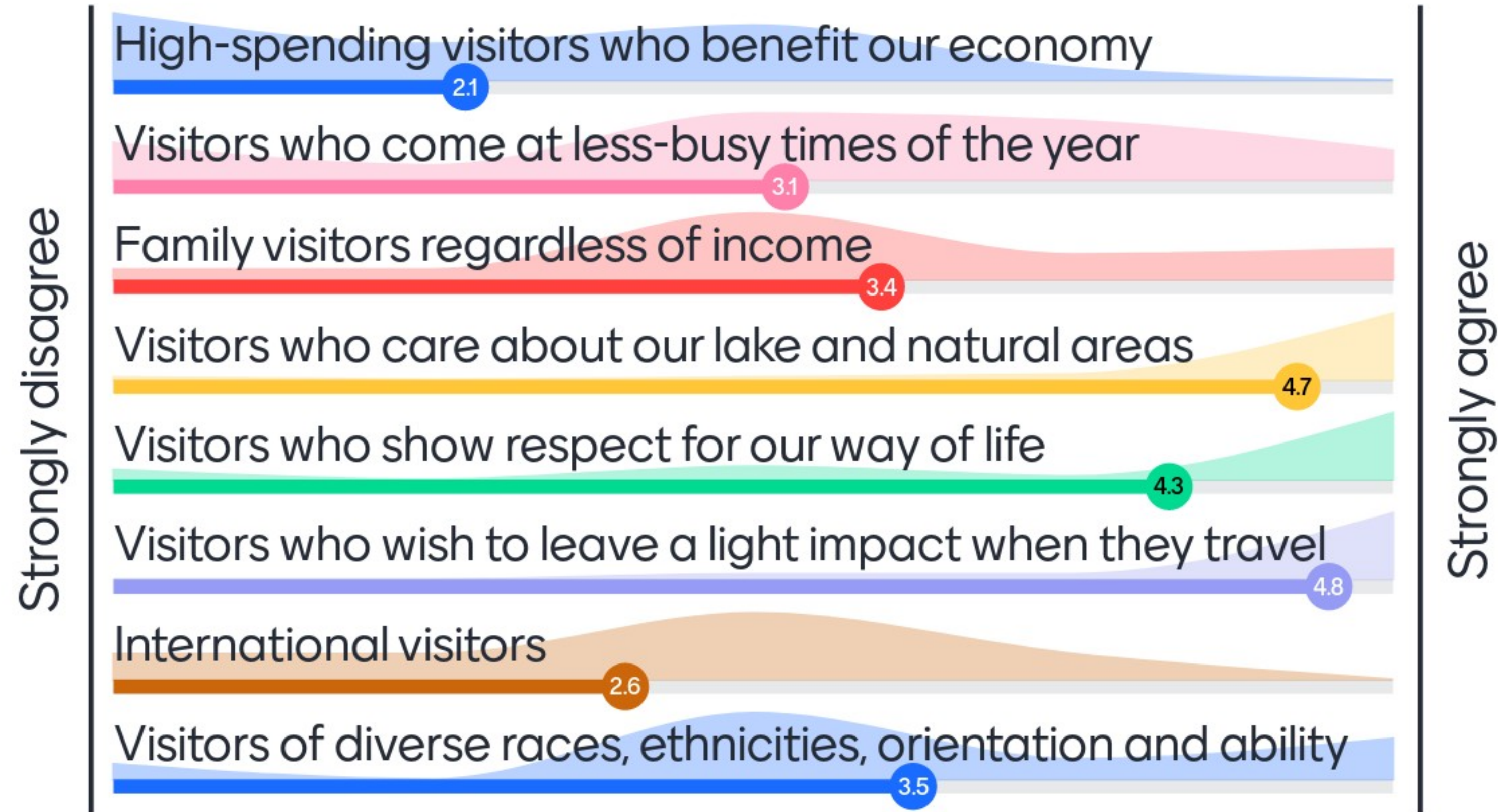
Dumpsters and bathrooms open all year long at major destination locations. There doesn't seem to be a shoulder season anymore. This will prevent litter and human waste in the environment issues.

Create a (better) relationship with the Washoe tribe, allow the tribe more access to their cultural lands tied in with opportunities for the public to volunteer and gain a more educated view on the Basin

Auto fees would go towards public transportation

Concerned that many of the big employers do not pay living wages to their employees. Thinking especially of the ski areas, which are often charging \$200 + for daily lift tickets and exorbitant rates for ski lessons, pay very low wages to employees.

What types of visitors would you most like to see in Tahoe?



What are challenges relating to tourism and recreation are top of mind for you?

Too many people in a fire or other emergency situation

traffic

Parking

Inability to hire help and funding the infrastructure to support these visitors

Limited parking, traffic, no affordable housing for workers, too many visitors at any given time, concerns about fire egress

Housing for the work force

Single lane/2 way road around much of the lake.

Air and water pollution are detrimental to Lake clarity

Cell service

What are challenges relating to tourism and recreation are top of mind for you?

Evacuation

Too many visitors- clogged roads, no parking, crowds, straining all resources

Amenities at main recreation areas need to be open all year long (bathrooms and dumpsters) as tourists park on highways and walk in. Trash and human waste is left behind. Parking/traffic due to too many cars going to major destinations.

Inform visitors as to how many people they should expect here! Would help to reduce # of cars & probably people

Pollution, land and lake.

Our roads, hospitals, groceries, etc. cannot adequately accommodate large loads of visitors we get at certain times of the year.

A reliable transportation system.

Fire safe behavior

Too much traffic. Too many environmental impacts.

What are challenges relating to tourism and recreation are top of mind for you?

It's tempting to exclude people through economic barriers or turning the whole basin into a museum that cannot be touched

traffic, emergency evacuation, pollution to the lake

Reducing car dependence. Many people come to Tahoe to do things like camp where it is necessary to use a car to get around. But many visitors, especially resort skiers, who would be happy to leave their cars at home if there were viable alternatives.

Noise from boaters

Lack of developed access to trailheads for non-motorized users (land and water)

Where they stay - what they do reflects on their understanding of Tahoe - education is a key.

Campgrounds are disappearing. May not be huge money makers but needed. State Parks could partner with local jurisdictions

A huge disconnect between the pricing and availability of services for visitors versus those for residents, including housing. People here are very self-sufficient and resilient, but we can and should seek to strike a better balance.

Too much plastic (single use water bottles, food, sleds, beach toys)

What are challenges relating to tourism and recreation are top of mind for you?

Limited public rest areas

Accessibility for underrepresented groups and lower income families.

Dogs off leash and dog poop

The lake is special and overuse can not be sustained

Bear Human interface

Tahoe is on a trajectory where only rich people can afford to visit

Too many cars on the road, traffic, limited parking

Emerald Bay parking mess

Finding a strategy that protects the recreational asset from overuse.

What are challenges relating to tourism and recreation are top of mind for you?

Stewardship behaviors and environmental awareness among day visitors and outdoor recreation area users.

Litter, traffic, and not limited infrastructure for the amount of people who visit.

Trash and transportation infrastructure.

Challenges with IT infrastructure, to many people using technology during peak times interfere with business and home IT

Lake and environment cannot support overuse by all of us

Adequate restrooms for tourists where parking lots are identified. local businesses should not have to address tourist needs that do not patronize their businesses

My neighborhood has turned into a business district Not happy

Housing limitations for our locals who live, work and play here and service the visitor biz, as well as the housing for the visitor beyond hotel and motel. Needs.

Finding the point where we define that we have reached capacity.

What are challenges relating to tourism and recreation are top of mind for you?

Residents feeling they are getting value out of our tourism industry

We can't assume we're in a good place and building on it - tough choices need to be made to have a strong purpose and adhering

Adequate restrooms near identified parking areas. local businesses should not be responsible

Improve transportation options, create land use plans that foster the creation of neighborhood centers to which people can walk/bike. Perhaps centered around post offices or other places that people need to visit anyway.

Need to recognize that economy is heavily reliant on tourism (over 60 percent according to figures I've seen). need to leverage, manage and harness tourism rather than limit it.

Transportation options.

Transportation.

How do we collectively create a culture that cares for Tahoe?

Education

Coordinate the marketing for the basin with all entities.

Have uniform signs at all access points around the Basin so the Leave No Trace message resonates. Simple, educational and easy to read.

Normalize good behaviors (no single-use water bottles, picking up pet waste, friendly on roads and trails)

Education: all people here should participate in environmental education. Locals and tourists

Expand Tahoe Fund's "Take Care" program.

Ambassador program

Developer pre visit welcoming messaging

Identify common interests and issues, generate a cross-jurisdictional informational platform so we're all on the same page.

How do we collectively create a culture that cares for Tahoe?

Address tourism issues with a goal of getting residents to feel there is value in tourism. To get us to be good ambassadors

Make all visitors take a 1 hour class on protecting the lake and lessening their impacts. Like they do at the Grand Canyon before going down the river.

Education to share issues and stewardship behaviors

Education. Events that help people understand the fragile environment

Schools, Boys and Girls clubs, new home buyer info packages, tourist rental packages

Shared experience - we all love the lake

Before people arrive, have a uniform message that is sent through hotels, Air BnBs, etc. Watch this quick video to know how to recreate before the final booking.

Education is limited. Need an infrastructure that physically enables people to do the right thing. Provide water bottle fill stations, ect

Systematically show residents and employees a little bit of respect. Help create some mental space for them to show respect and kindness to visitors.

How do we collectively create a culture that cares for Tahoe?

Stewardship education sent to schools in the Bay area, Sacramento area, Carson and Reno area that is infiltrated into curriculum. Focused on all the areas we want tourists and locals to use. Do it like a local.

By example - change starts with one - there is a wealth of change management principles and processes available

Education- a fun educational center that people want to visit. We need education for tourist but also new residents who move to the area , cut down all of their trees and plant lawns.

A way for visitors to know how many other visitors to expect

Inform of the problem, explain the solution (i.e., take out whatever you bring in), and provide easy opportunities to comply (e.g., waste containers that are everywhere, and emptied often.

Better trash receptacles and trash removal processes that includes more regular pick up of trash from public bear boxes

Basin entry signs with a cool stewardship message Airport too

Enable tourists to arrive by train

Many locals are also the problem. It isn't just tourists. Local scholl programs

How do we collectively create a culture that cares for Tahoe?

Having sustainability be at the forefront of our businesses (no plastic bags at grocery stores, no plastic to go containers)

Promote a "walk your talk" attitude for all... governmental entities, businesses, residents, visitors.

Communication with visitors & locals stressing kindness & caring

Take the sustainability pledge

ADKAR - awareness - desire - knowledge - ability - reinforcement

Embrace all forms of visitation... day users, STRs, hotel access, part-time residents, and full-time folks.

I still like the idea of encouraging our local grocery stores to ban plastic water bottles

Spread the take care messaging at the summer free concerts

Use social media, all websites people research

How do we collectively create a culture that cares for Tahoe?

Limit new development

What can be done to improve the Tahoe experience for all?

Define carrying capacity and make use restrictions based on science

Limit the number of visitors to specific attractions, use of a reservation system.

Address tourism issues in a way that creates local respect for visitors. Hating doesn't fix anything.

Businesses around the Basin are educated on ways to protect Lake Tahoe. With that knowledge, they can spread that knowledge to their guests. Grassroots efforts.

More diverse marketing materials in outreach- show a diverse population of people sustainably recreating in the area

Better limit/manage visitor volume and/or manage transportation. This could take many forms but needs to be a comprehensive strategy. This could include entry restrictions, bus rapid transit and rail connections, etc.

More employees—enough support for visitors. Workforce housing.

Limit visitors.

On lake, boating and water classes

What can be done to improve the Tahoe experience for all?

Don't fight the sharing economy, embrace it, from STRs to second home owners and day visitors.

Make reservations for main events

better public transportation to move people around the lake.

Reservation systems in peak times and areas with special consideration for disadvantaged groups and underrepresented groups

Ensure that everyone can experience it all the time. This means limiting the crowds so people can get out to enjoy. Cap the vehicle traffic. Encourage "ownership" so we all participate in solutions.

Parking fees higher to discourage single car uses

Create better cell connectivity to be able to push out messages, messages, etc

Reservation system

Contract with UNR to manage as-yet-not built temp workforce housing

What can be done to improve the Tahoe experience for all?

Communication via social media, papers so learning what to expect, what locals want etc

Modify infrastructure to support non-car visits

Increase diversity and create a welcoming experience

Reduce road closures due to bike races.

Again an auto fee may encourage people to carpool or use other transportation choices.

Should we "limit visitors", or should we "limit residents"? Who has priority on access?

Disperse people. Having more opportunities around the lake and more funding to maintain/update existing structures.

Yes, identify the carrying capacity based on science and develop a management strategy around those metrics.

Limit new subdivisions, stop any further development. Fix what we have. We live in a limited basin.

What can be done to improve the Tahoe experience for all?

Message, Tahoe is not just for the rich.

Yes if local population is limited, visitors should be too

The text message blast and over highway info boards are great ways to keep folks up-to-date on what's a hot topic in the here and now.

Bring in the environmental non-profits into the community outreach. For example, Keep Tahoe Blue offers alot of volunteer programs that visitors and locals can get involved in based on their time.

Workforce housing of multiple income levels.

Housing, housing, housing.

Understand Tahoe's past, Tahoe's history to make informed decisions moving forward

What are the biggest opportunities for Tahoe to build its future economy

Focus on enviro-tourism

Do your part to be an example

Become a leader in sustainability, diversify economy and support the public land agencies who deal with the impact intimately

To revisit a regionally sustainable plan and to leave behind the old "come come come" mentality.

Don't lose sight of the need to preserve the lake and the environmental riches of the region. Focus on that and preserving/enhancing the cultural social character of the community, and the tourism economics will be strong. Balance workforce needs.

Being leaders in sustainability

Encouraging the care of planet & this is what we can enjoy

Diversify the economy, both environmentally-minded and beyond (high-tech...), ensure that no one activity or weather condition makes or breaks the revenue flow.

All destination management companies advertising showing people getting outside and showing the actions we want them to do to protect the lake. Such as accessing and using the citizensciencetahoe.org app.

What are the biggest opportunities for Tahoe to build its future economy

Move the lake local and tourism businesses into a primary position, less important are businesses that don't have a need to be located here.

Northshore and southshore are so different. If Northshore had higher density housing, it would be different

Reliable/consistent public transportation

Workforce housing for many levels of income.

Eco-tourism. Encourage diverse tourist attractions that don't require rich visitors. Figure out a year around economy that isn't dependent on peak season crowds.

To diversify its economy around opportunities created as a result of responses to climate change.

Housing, housing, housing

We won't need as many workforce housing homes here if we don't have random non essential businesses here.

Lake Tahoe looked to worldwide for solutions on how to have an effective sustainability system and sustainable economy where locals can afford to live.

What are the biggest opportunities for Tahoe to build its future economy

We must incentivize, promote, and encourage the public and private sectors to work together to diversify our economy econ.

Look at Truckee Sourdough. They have to export their products

Offer incentives to Tahoe long-term rental owners for affordable housing

By limiting future development in the basin, current homes and businesses will have more value



<https://stewardshiptahoe.org/>

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