



Lake Tahoe Destination Stewardship Plan TAKING CARE OF TAHOE

Public Visioning
Workshops

May 16-18, 2022

13 public and private sector organizations

AN UNPRECEDENTED 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?

Protecting tahoe as a great place to live

No idea.

Taking care of the area you are visiting

Creative care

Protection of the area and promoting responsible visitation

Protecting the environment from permanent long term and irreversible harmz

Providing guests/tourists the right tools and education to be successful in keeping Tahoe blue. Also the workforce/businesses doing their part to volunteer resources for the greater project as well.

Responsible behavior, pick up, Stewardship ethos, culture that is present with locals and businesses

Caring for places when you visit them

What does destination stewardship mean to you?

Being responsible with your time in a destination and giving back to the community

Leaving it better than you find it. Respectful of where you visit.

Balancing the needs of locals, businesses, visitors and the environment

Care and belonging to each place you visit

This is a new concept to me, I'm not sure I fully understand at this time. Hosting outsiders, tourists and promoting the area

Take care of the place you live and visit.

Taking care of the places that you love.

Planning for the impacts resulting from tourism and ensuring that locals and visitors thrive.

Stewardship is to be is taking care of

What does destination stewardship mean to you?

Caring for the impacts to environment resulting from tourism and contributing to the enrichment of the local work force and community.

Balance between tourism and locals.

Responsible management of the area taking into account the desired experiences of visitors and local community alike.

A balance of protecting resources while driving smart visitation

Providing visitors with tools to take care of our backyard

Encouraging visitors and locals to take care of the community, environment and local economy. Creating a welcoming space that is inclusive and open to all.

Taking care of the residents of Tahoe, specifically by providing more housing opportunities. Also taking better care of the environment of Tahoe.

visitors to a destination are caring for it in a conscious & sustainable way for the natural environment & local community

Providing experience while promoting tools for sustainability

What does destination stewardship mean to you?

Creating a infrastructure that promotes environmental awareness and respect

Creating a destination that is cared for, and respected by all who enter into it.

Taking care of Tahoe by educating visitors, residents, and teaching an ethic of stewardship

A balance between locals and part time owners and visitors

Keeping Lake Tahoe clear

Leave no trace

Affordable housing

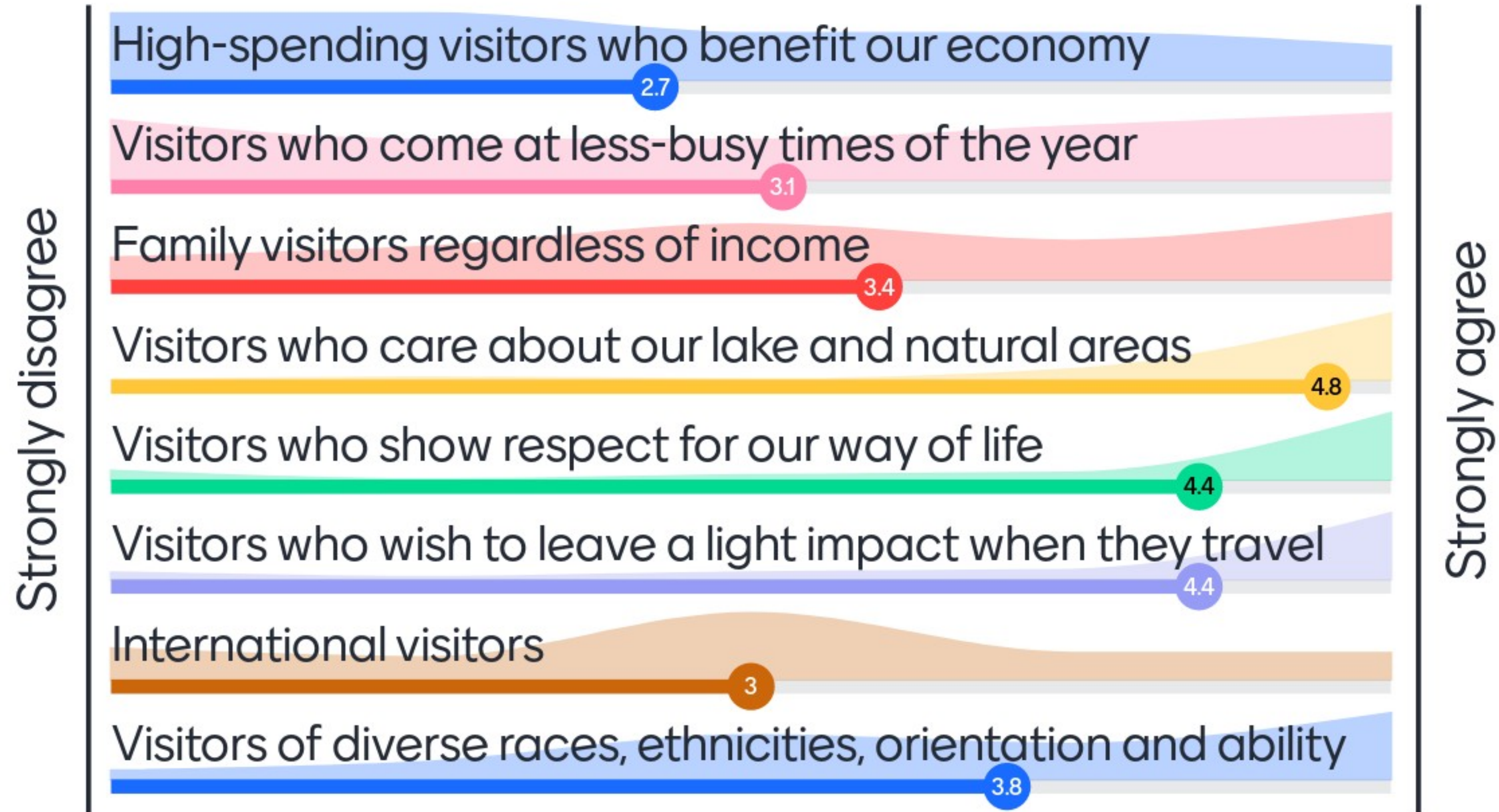
Managing the destination such that it sustains the environment while offering a good experience for visitors and residents

Taking care not to over use the environment. To protect the natural environment as it is what draws people to visit.

How important are the following aspects of tourism to you?



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



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

Trash Management

Taking away housing for full time residents.

Traffic and garbage

Visitors who aren't educated about their impact

Housing, housing and housing!!

Residents who don't think they have an equal impact on Tahoe and the environment

Alternate forms of recreating through wellness

Not enough resources, people not taking care of the lake and the Forrest

Cars

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

LocalHousing

Overcrowding

Parking, mindset, lack of caring

Educating people to take care of the environment.

Toilets and trash are our number one problem

The sheer excess of people in the basin during peak times of year. Also how much easier it is for a tourist to find a place to stay than a full time resident to find long term housing.

The local businesses and people who do not care or help with the problem and only complain/ make the problem worse.

Not excluding others to serve the entitled "locals" who have been here forever.

Caution a blindness in some locals as to what healthy tourism does and has done for the local economy and community

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

Traffic/transportation, quality of visitor, how they enjoy/respect our area

Alignment of visitor and local mentality

There are too many tourists to maintain the integrity of the experience. A way to get appointments, sign up or fees to enter to teach the value of the ecosystems.

Affordable housing for seasonal workers

Seperate issues... recreation is available without tourism

Fire. Traffic. Trash. Lack of housing.

Too many people coming and no end in sight. Who are the consultants that can crunch the numbers to tell us what the capacity is? When will we do that study?

Locals who organize anti-tourists rallies in the roundabouts (us v them mentality)

Enforcement

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

Str's and fire danger.

Litter, noise, traffic, workforce housing, education programs

Exclusivity comes with its own problems

Too many Tourists cause degradation of the environment

Parking Management

Can't keep pace with the volume.

Congestion and the need for multi-modal transportation options. Basin entry fee (or zonal fees) to reduce the peak visitation periods and incentivize off-peak visitation.

Local government not prioritizing infrastructure improvements which benefit both tourists and residents

People will not care until they have been given an opportunity to connect to Tahoe. We owe it to everyone - all races, genders, etc - to welcome visitors to become stewards by providing opportunities to learn and become connected to this place.

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

Being proactive about providing more sustainable activities

Not enough enforcement of the current rules.

Too many complex laws will make the mountain air stifling

Tourism: not allowing so much access and so little regulation that tourism runs Tahoe into the ground
Recreation: not having enough money to provide a good people powered recreation infrastructure

Destruction of environment: trash, dog poop, noise pollution.
STRs

Efficient transportation-carbon neutral, rebranding Tahoe as an environmental destination, i.e National Park messaging

Mostly the mentality that residents have towards tourists, go home bumper stickers

Stop selling bottled water in local stores.

Not paying our front line employees enough, which means they work 2-3 jobs and can't provide the best guest service

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

Unified messaging

Stop selling plastic "reusable" bags at Safeway

Supporting the carefree visitor so that they act in accordance with regional concerns and don't feel alienated by local frustration.

People who come here to specifically have weekend parties instead of weekend or week escapes, education and man powered sports
People who don't respect our people and animals the importance of picking up their own trash and picking up others

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

Creating an interest in environmental protection among a broader population

Transportation for visitors could be enhanced. We could also bring back Olympic training centers.

More pedestrian/cyclist infrastructure. Art installations

Health and wellness tourism. Heal in Lake Tahoe

Increased TOT and TBID dollars coming primarily from tourists create funding for more benefits.

Basin fee/region fee to raise money to mitigate impact

Quality steady income streams to support what's important to Tahoe, more bodies/volunteers to clean up, spread the value of this important place, outdoor gear tech hub

More tourism dollars going towards shared use paths.

Mitigation dollars

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

Human-powered sport infrastructure such as bike trails, signage, etc

Creating tax revenue to help address local issues like affordable housing which are impacted by tourism.

Infrastructure upgrades should ultimately benefit all.

Curation of opportunities for federal funding and environmental restoration funds for visitor sites, that in turn benefits all users - including locals.

Ada access

Visitors spend money which supports the locals

Create an atmosphere of rest and relaxation

Bridge crosswalks in Tahoe city, will help with the traffic in Tahoe city

Better facilities for access Better facilities for recreation

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

A tourist tax would support local businesses

Vehicle fees could benefit by helping people carpool, a charge like a park entrance fee.

Tourism dollars providing better infrastructure, our area cannot handle the number of tourists.

Bike paths connecting towns and neighborhoods

Wildfire and natural disaster planning funding

Trail creation and maintenance, can increase infrastructure efforts, world class events (sporting and cultural) in our back yard that can encourage and inspire our youth

Tourism fees/taxes that support workforce housing, enhanced transportation options, and community centers. Pair recreational events with environmental efforts/education

Paid parking everywhere in conjunction with cheaper and easier transit.

Put up gates and charge visitors

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

Off season usage of tourist and outdoor facilities benefits locals

Creating a recreation tourism that actually contributes to environmental repair.

Amenities for residents also benefit tourists, so use TOT for more infrastructure improvements like better broadband and bike trails that actually connect

Transportation and traffic management, environmental mitigation and workforce housing

Enhanced trash management programs.

Aesthetic upgrades benefit all

TOT support for educational signage, exhibits, programs, facilities

Gondola, train, water taxis or other alternate transportation to limit cars.

Using outdoor recreation as a form of education and a way to unify the community. Taking advantage of the high volume of tourism to put more money into our economy.

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

The best way to benefit the Tahoe region is to limit tourism

Embrace change because it is not all bad. We can change for the better.

The tourism and recreation drives almost every business, infrastructure and cultural experience

Creating activities that bring visitors in the shoulder season which would support businesses year round

Instead of promoting tourism, spend more effort on managing the tourism we have

Our front line service employees need to be paid a living wage

Tahoe Corps. "Come spend time in tahoe to help restore it."

The paradigm shift should be about improving local infrastructure such as broadband, transit, housing and trail connections which ultimately benefits tourists

Allow and encourage building of housing for workforce and low income. Don't fight it because it is in your backyard. That will help everyone

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

Tahoe should be the outdoor capital of the world

Education of tourists and locals. Finding balance.



<https://stewardshiptahoe.org/>

Sign up for eNews

