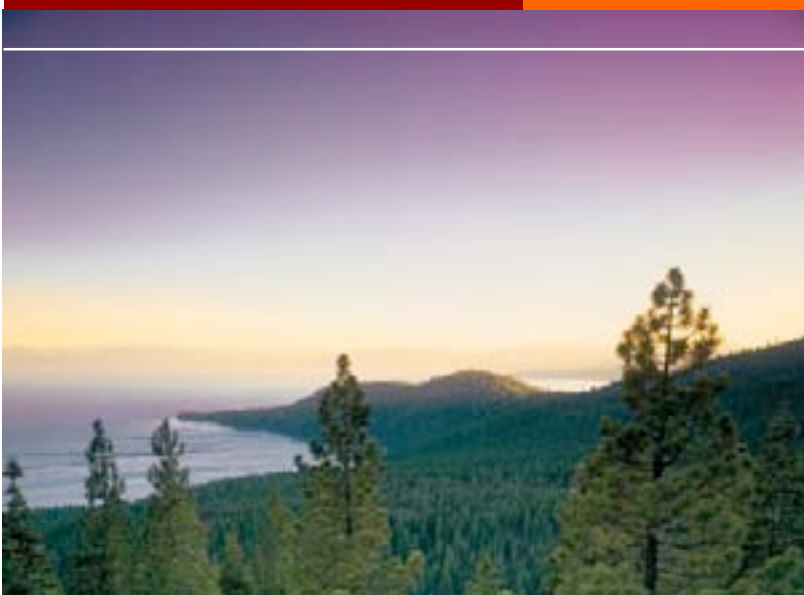




North Tahoe Tourism Master Plan

Community Outreach Summary Report September 2015



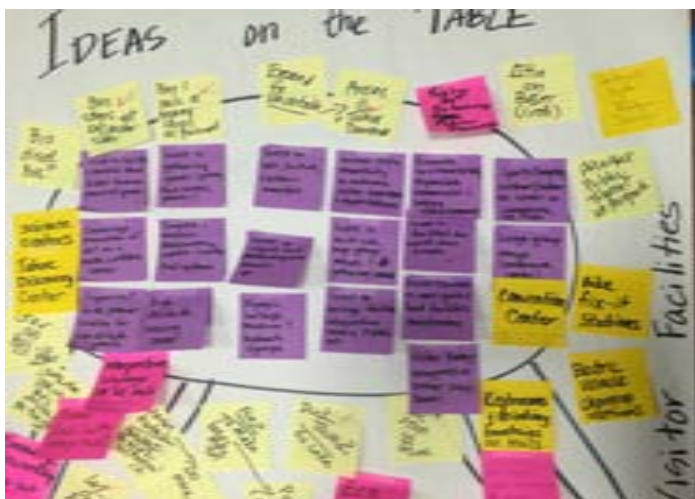
About the Master Plan

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

The vision of the 2015 North Tahoe Tourism Plan is as following:

North Lake Tahoe is considered the premier international mountain resort destination of the West. Visitors and residents alike enjoy Lake Tahoe's iconic natural environment, exceptional built amenities, and diverse and world-class experiences.

In 2014 the North Lake Tahoe Resort Association hired Freshtracks, a Truckee-based communications and public outreach consulting firm to conduct a community information and outreach process to enhance the update of the 2015 North Lake Tahoe Tourism Master Plan. Following is a summary report outlining the process, methodology, and key themes that emerged from that effort.



In total, approximately 500 people provided comments for the community outreach process for the North Lake Tahoe Tourism Master Plan.

Overview of Planning Process

For two years, a committee of North Lake Tahoe business and community leaders met to craft the 2015 North Tahoe Tourism Master Plan based on market research, emerging trends and community indicators. This group, known as the Master Plan Committee, defined and developed the priorities outlined in the final Plan.

In March of 2015, the Master Plan Committee kicked off a public outreach and community feedback effort to gather input on the draft of the Plan in order to refine priorities.

Based on the vision of the North Lake Tahoe Tourism Master Plan, Freshtracks focused the public outreach process on gathering feedback in four key areas:

- Visitor Facilities
- Transportation
- Marketing + Promoting North Lake Tahoe
- Visitor Information



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.ntftourismplan.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



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





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.



Idea Most Supported

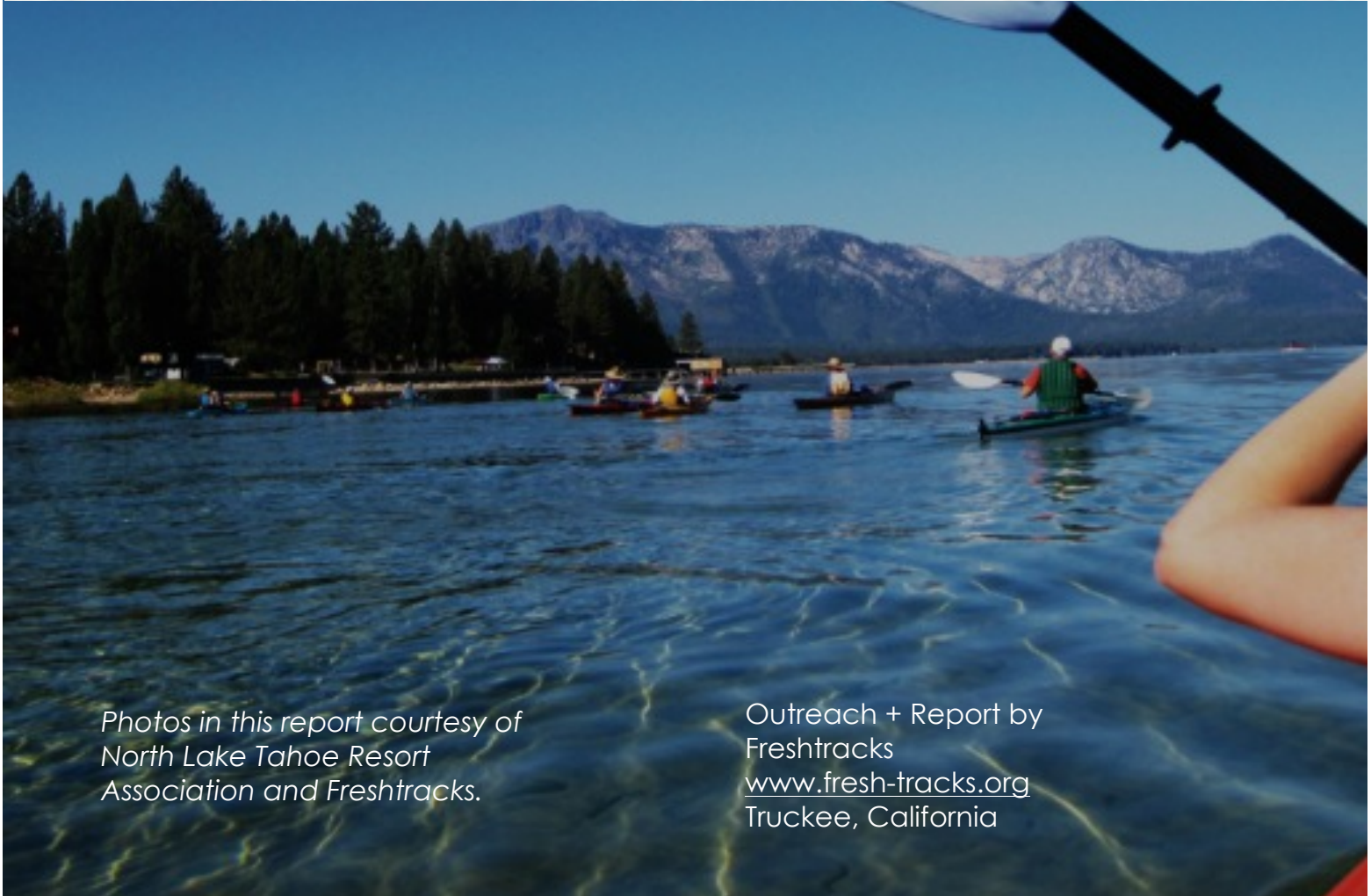
Implement visitor information technology that is accessible on a variety of devices. This may include: website upgrades, development of applications (apps), local business training, integration with social media and increased use of established visitor information tools.

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

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





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

Outreach + Report by
Freshtracks
www.fresh-tracks.org
Truckee, California

Attachment A

FlashVote Survey Results

Attachment B

Phase 1 Summary Report