



TAHOE 2025

A South Shore Community Vision

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CREATING THE VISION

In the fall of 2019, Tahoe Chamber leaders invited local city, county, and regional officials and other key community stakeholders to share their expertise and unique perspectives to answer one essential question: in the year 2025, how will you reflect over the past five years and measure success toward an improved Lake Tahoe South Shore? The product of this outreach is our Tahoe 2025: A South Shore Community Vision, a document comprised of measurable objectives in the areas of economy, housing, infrastructure and transportation, recreation, education, arts, cultural, and entertainment, health and wellness, public safety, environmental stewardship, and leadership.

A vibrant economy and our special Tahoe lifestyle do not happen or sustain by accident. By working together locally and throughout the region, we can achieve our community vision and shape our future.

THE ROLE OF THE CITIZEN

Neighbors, co-workers and friends play a vital role in designing our future in partnership with the public and private sectors by becoming educated on the issues and actively engaged in supporting the Vision.

THE ROLE OF BUSINESS

Business is an integral part of the community – providing jobs, generating local investments, and creating connections to address challenges and solutions. Business attracts and sustains intellectual capital within our community, plays a key role in community leadership, volunteerism and encouraging a stewardship ethic that aligns business practices with our natural environment.

THE ROLE OF TAHOE CHAMBER

Tahoe Chamber's role in actively supporting the achievement of this Vision is to be a CATALYST for business growth and development; a CONVENER of leaders and influencers to execute change, and a CHAMPION for a stronger, thriving community.



The South Shore must continue to recognize and welcome tourism as the leading industry that drives our economy while simultaneously creating the opportunity for entrepreneurs to establish new industry within the region.



LOCAL ECONOMY

Sound economic policy consisting of a multi-pronged approach to business retention and expansion is crucial in diversifying the South Shore economy and creating higher-wage jobs. Sustaining a business-friendly environment that promotes successful business, entrepreneurial creativity, and community investment requires the collaboration of local government and the private sector.

- Joint meetings of the South Lake Tahoe City Council, Douglas County Commission, and El Dorado County Board of Supervisors will occur periodically to coordinate community and economic development policies and their strategic execution.

- The South Shore will be rated by influential media as a welcoming location for entrepreneurs, small businesses, and business investment.
- The vacancy rate for office, industrial, and retail space will be lower than that which existed in 2019.
- The number of vacant full-time and seasonal jobs is substantially lower than the number of vacant positions that existed in 2019.
- The resident population of persons aged 18 to 24 and 25 to 44 has increased over the percentages of those in that demographic range which were identified by the Tahoe Prosperity Center in 2015.
- Other economic indicators that have increased:
 - Sales tax and transient occupancy tax (TOT) revenues
 - The assessed valuation of property and property tax collections

HOUSING

Thriving communities have a mix of housing types that accommodate residents of varying income levels. Housing that meets the needs of our workforce is a vital community infrastructure that contributes to the economic prosperity of the region.

- Key objectives identified in the South Shore Region Local Resident Housing Action Plan to help address the resident housing shortfall have been completed:
 - The availability of local resident housing on the South Shore has increased by an average of 150 units per year through a combination of new development, redevelopment, and improving the condition of existing units.
 - Of these housing units, 57% of them are priced below-market to meet the full range of local resident housing needs.
 - 80% of South Shore employees are able to live locally.
- A Regional Housing Organization has been established and is contributing to solutions.
- Tahoe Chamber has established an ongoing program that connects employers with compatible partners to explore and implement employee housing solutions.
- Members of the Housing Tahoe Partnership advocate for specific housing projects affordable for local employees and residents.
- Strategies to unlock existing housing inventory that has not been previously available to local residents have been formalized.
- The TRPA/local government “Welcome Mat Initiative” has been expanded and is effectively and continuously updating code provisions and simplifying procedures that previously impeded the development of affordable housing.
- The El Dorado County Health and Human Services Agency (HHS) continues to secure renewable federal and state grant funding that supports housing stability for low-income residents.
- The El Dorado County HHS has developed a county-wide intake system for all homeless housing programs in the County so that housing and services are prioritized for our most vulnerable residents.
- St. Joseph’s Community Land Trust has measurably increased its organizational capacity to collaborate with public and private partners in California and Nevada to bring the strength of the community land trust model in service of community housing needs.

RECREATION

Lake Tahoe’s outdoor and indoor recreational offerings attract enthusiasts from around the world and add to the quality of life for residents. Further investment in facilities and programs is needed to diversify and sustain the region’s recreational qualities and amenities.

- The City of South Lake Tahoe has constructed and operates a new Recreation Center on the “56-Acre Parcel” and is planning for the development of additional recreational facilities.
- Phases 1b and 2 of the South Tahoe Greenway Shared-Use Trail Project have been constructed and opened to the public.
- Phase 3 through the Johnson Meadow is completed and open to the public.
- The State Route 89 Corridor Management Plan has been adopted, and construction of the Class 1 Tahoe Trail from Baldwin Beach to Meeks Bay is underway.
- A new, safer entrance to the popular Round Hill Pines Beach Resort (US Forest Service property) has been constructed and is open to the public.
- Funding has been secured to develop a Vision Plan for the Van Sickle Bi-State Park and the construction of Phase 1 improvements is underway.
- 50 additional bike racks are in place at commercial properties throughout the South Shore.
- A cohesive electric bike use policy has been adopted by local jurisdictions and land management agencies.
- There is agreement among government agencies, businesses, and non-profits to ensure that Tahoe continues to promote and implement sustainable recreation policies and practices.



INFRASTRUCTURE AND TRANSPORTATION

The South Shore needs to create policy and incentivize the improvement of current infrastructure as well as investing in an efficient multi-modal transportation system that is essential to meet the needs of our residents and visitors.

- As an outcome of the “One Tahoe Transportation Funding Initiative” (2019-2020), new self-help regional revenue source(s) are in place that generate adequate funding for the comprehensive range of transit, transportation and mobility projects identified in the adopted Lake Tahoe Regional Transportation Plan.
- The Mainstreet Management Plan has been approved by TRPA, City of South Lake Tahoe, and Douglas County. The required number of units (200) of replacement, deed-restricted affordable housing units have been constructed and are occupied, and construction of the new US Highway alignment, and the new downtown “main street”, are either underway or completed.
- Public transit services are free to the rider throughout the Tahoe region, with 24-7 service.
- In El Dorado County, the roundabout at Highway 50 and Pioneer Trail has been completed, as well as the San Bernardino Bike Path, featuring a bridge across the Upper Truckee River connecting more neighborhoods with downtown Meyers.



- In the City of South Lake Tahoe, additional Class 1 and other trail and local complete streets projects have been constructed within the City limits.
- In Douglas County, the construction of projects identified in the Expanded Kahle Drive Vision Plan will be completed, including the reconstruction of Kahle Drive, as part of a complete street makeover.
- Class 1 Shared Use Paths now connect the Kahle/Oliver Park area with Stateline and Elks Point Road along US 50.
- Douglas County at Lake Tahoe is connected to Carson City and Washoe County along the Nevada State Route 28 corridor by an extension of the existing Class 1 multi-use path between Incline Village and Sand Harbor Nevada State Park.
- The Connected Tahoe Initiative has successfully facilitated access to fast and reliable Broadband and cell phone service (Gigabit Internet Access) to more areas of the Tahoe region. Areas that chronically suffered below average Internet speeds and lack of adequate cell phone coverage now have improved service compared with the coverage map that existed in 2019.

HEALTH AND WELLNESS

A diverse array of medical providers and wellness programs are integral to the quality of life of South Shore residents.

- Barton Hospital remains part of an independently owned and operated Barton Health System serving the greater South Shore of Lake Tahoe and the surrounding region.
- Barton Health has secured the Patient-Centered Medical Home (PCMH) designation. PCMH is a model of care that puts patients at the forefront of care, improves the quality of care, and increases staff satisfaction while reducing health care costs.
- Barton Health has expanded access to primary and specialty care services through the continued development of its campuses in both Stateline, Nevada and in South Lake Tahoe.

- New imaging and lab outpatient services are available, further improving community accessibility and affordability. Additional orthopedic services are available, including those for foot and ankle.
- The El Dorado County Health and Human Services Agency has implemented a system of data collection that reports the integrated services provided by departments of the County and City of South Lake Tahoe, health care systems, schools, law enforcement, and private organizations designed to “transform lives and improve the futures of local residents.”
- A greater number of services for the identification and treatment of mental illness than existed in 2019.
- There are additional programs and services in place to meet the needs of South Shore’s homeless population beyond those that existed in 2019.

PUBLIC SAFETY

A safe community makes the South Shore a more desirable place to live, work and play. It is essential for businesses and residents to support the funding necessary to ensure we have the professional law enforcement, fire, and first responder services that protect our lives, property, and community infrastructure.

- The City of South Lake Tahoe has reopened its Fire Station #2 and continues to staff and operate the station.
- The Douglas County Sheriff's Office has established and is operating a Dive Team to augment its Boat Patrol program on Lake Tahoe and Topaz Lake and has advanced on its goal of designing and constructing a joint Explosive Ordinance Unit (Bomb Squad), SWAT Team, and K-9 training facility.
- Partner enforcement agencies have reestablished a locally-based Drug Task Force.
- The City of South Lake Tahoe has funded a substantial upgrade of its Police Department Headquarters.
- The multi-agency Tahoe Fire and Fuels Team (TFFT) continues to update its Tahoe Basin Community Wildfire Protection Plan, alongside pre-attack plans that assess and highlight evacuation routes, shelter in place locations, and temporary refuge areas as well as fire suppression infrastructure for first responders.
- TFFT has published a Lake Tahoe Home Retrofit Guide to help residents, homeowners, and building professionals understand, prioritize and implement low-cost and highly effective home hardening retrofits to reduce the risk of structural ignitions and structure loss during wildfire events. The guide is updated as appropriate and supported by a series of community workshops.
- The Tahoe Douglas Fire Protection District has constructed and opened a new fire station in Stateline directly serving the resort core.
- The Lake Valley Fire Protection District has successfully addressed its fiscal operating and level of service challenges.



EDUCATION

A strong K through 12 education system and local access to quality, affordable secondary education serves as the foundation for a healthy and fulfilling life; enabling families and individuals to make meaningful contributions to the South Shore economy and the sustainability of community.

- Incentives and programs to provide workplace-based subsidized child care have been established and are operating successfully.
- Lake Tahoe Community College has added more intentional career pathway offerings and services, especially related to expanded career and technical education (CTE) certificates and degrees, and has expanded its partnerships with four-year colleges/universities to better meet the needs of community members, employers, and the regional economy.
- ADVANCE has expanded its workforce education programs, particularly those most aligned with the dominant industries in the region and continuously works with a variety of partners to diversify the types of business on the South Shore and to increase the economic participation of all community residents.
- A workforce pipeline program connecting K-12 educators and students with local employers to create more pathways for local employment has been implemented and is demonstrating success.
- An additional series of programs that support the ability of all students to graduate with the skills necessary for a successful transition to post-secondary life has been launched.
- The presence of K-12 facilities have been maintained within the Tahoe Township of Douglas County, through continued advocacy recognizing that quality educational facilities and programs are a necessary resource for Nevada residents working in the Tahoe region.
- The Boys & Girls Club of South Lake Tahoe has constructed its new facility and is operating with the capability of serving the needs of its growing membership.

ENVIRONMENTAL STEWARDSHIP

As businesses, community organizations, and local residents, we must continuously do our part to protect and enhance the unique world-renown environmental qualities of the Lake Tahoe region.

- Tahoe's agencies, local governments, science and research institutions, not-for-profits, businesses, and residents have increased their commitment and support of environmental stewardship, including educational programs that engage visitors in stewardship's best practices.
- The Tahoe Regional Planning Agency continues to maintain and improve laketahoeinfo.org and the Lake Tahoe Environmental Improvement Program (EIP) Project Tracker.
- The League to Save Lake Tahoe maintains and has expanded the number of participants in its citizen science and stewardship programs, including Tahoe Pipe Keepers and Eyes on the Lake, along with Tahoe Forest Stewardship Days, and Beach and Community Cleanups.
- The Take Care Tahoe stewardship campaign reaches and influences a broader audience both in and outside of the



- Tahoe-Truckee region, including within markets where the majority of Tahoe visitors travel from.
- The Tahoe Fund reaches new funding milestones in its goal to be a major source of private capital for environmental projects around the Lake Tahoe Basin with an emphasis on forest health, lake clarity, sustainable recreation, transportation, and stewardship.
 - The City of South Lake Tahoe has achieved its 2025 target of using of 50% renewable energy for its municipal operations.

ARTS, CULTURE & ENTERTAINMENT



The South Shore is a destination renowned for its year-round entertainment, cultural offerings and attractions that contribute to community pride, quality of life, and enhancing the visitor experience.

- The Tahoe South Events Center has been constructed and is operating as Tahoe's largest indoor venue, hosting a diverse array of cultural, entertainment, and sporting events, as well as providing jobs and significant community economic impact.
- Individual businesses, other South Shore venues, and local artists are providing an eclectic offering of entertainment, cultural, and arts events.
- The offerings of community organizations have increased collaboration resulting in a coordinated calendar of events published to elevate the awareness, participation, and support for these events.
- Public art installations throughout the South Shore have increased over the number that existed in 2019.

LEADERSHIP

Local elected officials and other policy makers are committed to the Vision and are acting in the best interests of the total community.

Thank You

Chairman's Circle Members

INNOVATORS



TRAILBLAZERS



PIONEERS



PARTNERS



TAHOE CHAMBER

When Tahoe Means Business.

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