



PROJECT INFORMATION

Project/program name: TahoeTruckeeTransit.com Website Upgrade

Brief description of project/program: TahoeTruckeeTransit.com serves as the regional transit Website for the North Lake Tahoe-Truckee Resort Triangle. It provides access to schedules and information for the Tahoe-Truckee Area Regional Transit (TART) system, North Lake Tahoe Express airport shuttle, private car and charter services, and a directory of transit services, including public transit providers, ski resort shuttles, ridesharing and carpool information. The site provides all of this information consistent with its goal to be recognized and used as the most complete transportation and transit resource site serving the Resort Triangle. Information and updates for the site are gathered for each service on a per season basis by staff at the Truckee North Tahoe Transportation Management Association (TNT/TMA). TNT/TMA is the lead sponsor and organizer for TahoeTruckeeTransit.com.

The current site is based on outdated technology. It requires users to download PDF documents in order to view schedule information. This is no longer an effective method for providing or viewing information. In order to keep pace with advances in technology and an exponential rise in the use of mobile communications devices, TahoeTruckeeTransit.com must be upgraded so the information provided is mobile-friendly and offers the type of interactive experience consumers have come to expect from a Website.

The need for a site upgrade gives TNT/TMA and its partners the opportunity to incorporate information about the region's growing network of paved, multi-use trails. This will raise the profile and use of the site. Improved technology and interactive features will attract users who have come to expect the ease of use, clarity of information, single source, and brand consistency they experience when using other sites, including those at Tahoe-Truckee's peer resort communities. Our proposed new site will integrate an interactive map highlighting all TART routes and the region's paved trail network. The emphasis will be on how to move around the region without having to rely on the private automobile.

The implementation of this new site will require separation of the TMA section that exists within the current site. TNT/TMA intends to secure a new domain name and use its new site to share links to the upgraded TahoeTruckeeTransit.com as well as links to other online resources serving communities in the greater Lake Tahoe region, including the South Shore. We expect this approach to further strengthen the TART brand and enhance the marketing of multi-modal transportation opportunities within the Resort Triangle.

Scope of work, and implementation schedule (timeline): The proposed upgrade of the TahoeTruckeeTransit.com is a major part of our more active and comprehensive transit and multi-modal marketing strategy. Accordingly, this project will be a major TNT/TMA priority. Our staff will oversee the project contract with Trillium Solutions (trilliumtransit.com) and members of Trillium's project team (BlinkTag and Trailhead Labs – See attached Project Proposal for Website Design Services). Staff will ensure all aspects of the work, project expectations, and timelines outlined in the final contract with Trillium are met or exceeded. Assuming the requested funding is recommended by the NLTRA and approved by the Placer County Board of Supervisors (in 2017), the proposed upgrade will be completed no later than June of 2018.

Objectives of project sponsor: Our objective is to upgrade the technology and expand the content of the existing TahoeTruckeeTransit.com Website. Upgrades will include user-friendly mobile access to route and related transit information. New will be information about the region's growing network of paved multi-use trails, along with the additional features referenced above in this application. A more functional, contemporary Website will support TNT/TMA's goal to provide a single, comprehensive and contemporary resource for promoting multi-modal options. Objectives include reducing the need for persons to rely on the use of a private automobile and reducing vehicle miles travelled (VMT) in the region.

FINANCIAL INFORMATION

Total project cost: \$30,000

Total funds requested: \$10,000

Other funding sources: The North Lake Tahoe Resort Association (NLTRA) Capital Investment Transportation Committee and Board of Directors have approved partial funding for the project and will be recommending funding to the Placer County Board of Supervisors for final approval no later than March 2017.

The investment of the Truckee North Tahoe Transportation Management Association's (TNT/TMA) staff time in support of developing the proposed new site represents a significant in-kind match for the project.

COMMUNITY IMPACT

This project will benefit the entire Resort Triangle and beyond.

Region-wide benefits: The project will benefit the entire Resort Triangle, ultimately benefiting our tourism destination as a whole. Truckee has been identified as a destination hub as well as a gateway to North Lake Tahoe. Providing a single, coordinated on-line resource for transit and non-auto mobility options will enhance tourism in terms of both numbers and quality of experience.

Community support for the project: Community support for this type of project has been identified as one outcome of the marketing and outreach efforts conducted by the TNT/TMA on behalf of the region from residents, visitors, and business owners alike.

Participants in the Resort Triangle Vision Coalition have consistently identified the need for improved Website technologies. The Coalition includes representation from the public and private sectors and community at large.

TRUCKEE TAHOE AIRPORT DISTRICT (TTAD) IMPACT

As indicated in the Tahoe Truckee Airport District (TTAD) Master Plan completed July 2015, "TTAD operates its facility as a "Community Airport". In doing so, the TTAD engages and actively seeks opportunities to support local initiatives and to provide facilities that can be used for community and/or joint aviation-community purposes."

Efforts to get people out of their private vehicles and onto public transit are a critical part of protecting the delicate environment of the Truckee-North Lake Tahoe Region. Providing consistent, year-round transit service within the entire resort triangle area between North Lake Tahoe and Truckee has been discussed since at least 2005, with a year-round connection via Hwy. 267 being identified as an area for improvement in the 2005 TART Systems Plan, the 2013 Eastern Nevada County Transit Development Plan Update and the 2014 Nevada County Coordinated Public Transit-Human Services Transportation Plan.

In 2015 this crucial unmet need was made a reality when the TTAD in partnership with the Town of Truckee and Placer County provided funding to implement year-round service on Hwy. 267. The year-round service on Hwy. 267 has been an enormous success for the community increasing ridership each

season. This partnership highlights the importance of the TTAD and their role in public transit within the Resort Triangle.

The TTAD now serves as a transportation hub allowing for connections between the regional TART system servicing Hwy. 267 and TART's Truckee local route servicing the Town of Truckee. The TTAD also resides within close proximity to area trails such as the Legacy Trail making for a viable transportation hub providing clear access and connection between transit and trails within the region.

By providing an improved website encompassing all of the useful tools needed to plan a multi-modal trip within the Resort Triangle, this project would assist in providing better overall multi-modal transportation information for both locals and visitors. This type of technology would also further enhance transportation alternatives for those flying into the Tahoe Truckee Airport in most cases without a vehicle.

The Truckee Tahoe Airport District Master Plan also identifies that a preferred means of ground access to the Airport will remain the private automobile. This plan also recommends that the Airport expand or redesign long-term parking and encourage more public transportation trips helping to decrease individual automobile traffic. By providing an adequate, interactive, user friendly platform for displaying area transportation information, increased awareness and ease of use would be attained.

The TTAD would be recognized for their support within informational press releases provided during the launch of the website.

OTHER –Timing Is Critical

Our current Website technology is seriously outdated. An improved on-line resource for transit and paved trail information, including maps, routes, connections, and more represents an important component of our collective goal to move Truckee and North Lake Tahoe into position as a more competitive and environmentally friendly community.