

Make carbon zero a reality
in Truckee Tahoe.

2024 Strategic Plan



The Challenge

Human activities are accelerating the concentration of greenhouse gas (GHG) emissions in our atmosphere, affecting our climate and human health and impacting natural, social, and economic systems. The most significant local contributors to climate change are electricity generation, building heating, the burning of fossil fuels for transportation, conversion of solid waste to GHG emissions, and disturbances to natural lands reducing their ability to sink carbon.

Our region will experience serious impacts from climate change including increasing temperatures, changing precipitation patterns resulting in increased potential for extreme winter storms with long-term trends of reduced snowpack, soil moisture, and water supply, increases in extreme weather events such as flooding and drought, and increasing incidence of wildfire. Climate change will affect our local economy as precipitation, particularly as snow, decreases and wildfire increases, disrupting traditional industries. Extreme heat, exposure to smoke, and increased disease exposure will impact public health, disproportionately affecting vulnerable residents. Diseases not typical for this region will increasingly impact residents and visitors.

Extreme weather-related climate impacts, including the increasing incident and severity of wildfire and atmospheric river events, are interrupting the reliability of local power supply, supply chains, business activities, and stressing our emergency response capability. More intense atmospheric river storms and periodic shortages in runoff and water supply, as well as substantial changes in runoff patterns and timing, impact the region. This will affect groundwater recharge as well as water supply in downstream communities.

The Challenge (cont.)

The total area in the region burned by wildfires increases in tandem with rising temperatures. As trees are stressed from higher temperatures and reduced water availability, they become more vulnerable to insects and pathogens, resulting in significant tree mortality. Nearly half of the whole community cost of wildfire is paid at the local community level by government agencies, non-governmental organizations, businesses, and homeowners. Wildfire costs accrued at the local level result from long-term damages such as landscape rehabilitation, lost business and tax revenues, increased insurance costs, degraded ecosystem services, depreciated property values, and impacts on tourism and recreation.

Acting to reduce the impacts of climate change at the local level is an economic and social imperative to secure the prosperity and safety of our residents in the future.

The Vision

The Truckee North Lake Tahoe region will be net carbon neutral by 2045 through a combination of greenhouse gas (GHG) emissions reduction and carbon storage in natural lands, supported by collective member action. Carbon neutrality will improve the environment, reduce the risk of wildfire, create new opportunities for innovation economic diversification, improve public health, equity and safety, and meet our commitment to steward the region for the benefit of future generations.



Call to Action

We engage public agencies, community organizations, the private sector, and the public in respectful dialogue leading to specific implementable actions that will meet our goal.



Values

The Climate Transformation Alliance initiative convenes a multi-stakeholder cross-sector regional alliance that works collaboratively together to reduce GHG emissions and adapt our region to the impacts of climate change.

CORE VALUES

Positivity: We will approach our work from a positive frame of mind, seek solutions, expect good results, focus on doing and achieving, celebrate success, and create an optimistic future.

Collaboration: We are committed to creating a learning network to bring ideas to the table and work together to meet common climate goals. We will freely share ideas, respectfully discuss ideas and seek common ground.

Consensus on Action: Members of the group may act individually or collectively upon ideas vetted by the group based on capacity and mission.

Respect: We will communicate based on mutual respect and appreciation. We will actively listen and assume the best in each person's perspective. We will communicate openly and honestly and provide feedback constructively and politely.

Integrity: We will participate honestly and authentically. We can be counted on to keep our word and our commitments. We strive for excellence, fairness, and decision making based on the best available data and science.

Equity: We will seek just and fair inclusion by reaching out to and creating conditions where under-represented communities can engage and be honestly heard. We seek opportunity and equitable outcomes that create vibrant, healthy communities for all.

Transparency: We seek out and share information, research, data, and analysis and seek to make the most informed strategic choices individually and collectively we can make. We maintain a repository of data to share freely with participants and the public.

Role

The Climate Transformation Alliance will act as a voluntary intermediary to advance climate adaptation and mitigation projects, policies, and programs through collaboration, idea and resource sharing, information dissemination, and opportunity identification for members.

Disclaimers

Participants and agencies are not bound by any decisions made by the group or members of the group. Participants recognize that each organization or entity may operate within their organization or entity's constraints, bringing what resources they can to the effort.

Signatories do not assume responsibility or liability for any other member's actions, obligations, or liabilities or any third party claims that arise out of this initiative.

SCOPE

The scope of the CTA will include the exploration of a wide range of climate adaptation and mitigation strategies.

These are likely to include: exploring achieving greenhouse gas emission reductions from improvements to the built environment through green building and development practices, energy efficiency, building decarbonization, renewable and distributed energy systems and local generation, improvements to transportation networks, zero-emission vehicle deployment, and green procurement and waste management strategies.

Strategies explored are also likely to include a focus on the utilization of natural and working lands to reduce emissions and store carbon, including forest and vegetation management, wildfire risk reduction, biomass utilization, prescribed fire, wetland restoration, groundwater recharge, and improving biological diversity to create more resilient landscapes in the face of climate change.



Goal 1

Organizational Sustainability

Grow & Sustain the Climate Transformation Alliance

Objective 1: Membership

- Action 1: Maintain Organizational Charter
- Action 2: Recruit 20 More Supporting Members
- Action 3: Secure Sign-on From 20 More Supporting Members (Bring Membership to 40)
- Action 4: Develop Strategic, Member-Driven Subcommittees
- Action 5: Assign Alternate Elected Officials and Staff Members to Attend Meetings

Objective 2: Budget/Funding

- Action 1: Develop 2024-2026 Budget
- Action 2: Develop Sliding Scale Membership Fee Structure
- Action 3: Secure Operational Funding for 2025-2027
- Action 4: Establish Process to Track Funding Opportunities
- Action 5: Submit Applications for Operational Funding

Objective 3: Share Resources

- Action 1: Share Resources, Best Practices, and Lessons Learned with Other Collaboratives for Replication



Goal 2

Communications

Strengthen Community Support

Objective 1: Develop Communications Plan

- Action 1: Develop Outreach Plan to Share Information & Resources
- Action 2: Catalog Key Community Accomplishments
- Action 3: Amplify Positive Messaging and Content
- Action 4: Engage with Spanish-Speaking & Under-Represented Community Members

Objective 2: Identify and Recruit Communications Channels

- Action 1: Develop Social Media Platforms
- Action 2: Convene Communications Subcommittee and Central Point of Contact
- Action 3: Develop Social Media Platforms That Link to CTA Website

Objective 3: Secure Media Opportunities

Objective 4: Establish Online Community Dashboard

Objective 5: Engage in Public Engagement and Outreach

- Action 1: Convene and Host Regularly Scheduled Meetings
- Action 2: Host Community Workshops
- Action 3: Establish CTA “Stamp of Approval” or Co-Branding for Members to Share



Goal 3

Data and Information

Measure Progress

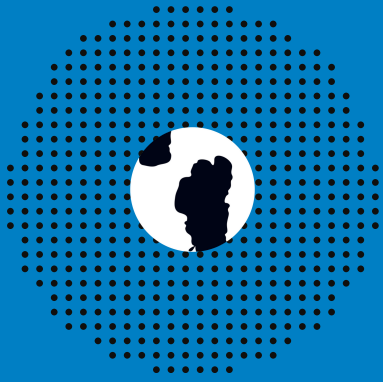
Objective 1: Establish Shared Information Platform for Participants

Objective 2: Aggregate GHG Inventory Data to Establish Regional Baseline

Objective 3: Establish and Maintain Regional Project Tracking Database

Objective 4: Utilize Data to Establish “Targets”

Objective 5: Utilize Goal 2 (Communications) to Share Work with Community



Goal 4

Project Development Process Track and Report Progress

Objective 1: Identify and Implement 2 “Short Term” Projects (1–3 Year Timeline)

Objective 2: Identify and Implement 2 “Long Term” Projects (4+ Year Timeline)

Objective 3: Develop Longer–Term Community Action Plan for Climate Resilience

Objective 4: Members Submit GHG Savings Projects to Online Dashboard for Spotlight (Quarterly Project Spotlights)

- Project Ideas for Objectives 1 & 2: Emergency Water Heater Electrification Program, E-Bike Grants for Low-Income & Local Workforce, Heat Pump Rebates, Establish Regional GHG Emissions Baseline, Turnkey Electrification Program, EV AWD Rebate for Local Workforce (Low and Middle Income), Local Electrification Workforce Grant, Biomass