

SR 89 Trail Feasibility Study Final Outreach & Engagement Framework



Vision

This segment of trail is a priority project identified in the SR 89 Corridor Management Plan. The vision from the Plan is to **“Provide a safe and seamless travel experience that inspires every visitor and resident to walk, bike or use transit to access the corridor’s diverse recreation offerings to better manage congestion, enhance environmental resiliency, and allow people to focus on enjoying the special nature of Lake Tahoe’s southwest shoreline.”** At its core, this vision strives to get visitors and residents out of their cars to facilitate more meaningful connections with the natural environment. The section of trail evaluated as part of the feasibility study is a key “missing link” within the corridor to realize this vision.

Goals

The following goals are derived from the Corridor Management Plan and are tailored to align more specifically with the SR 89 Tahoe Trail Feasibility Study – *Cascade to Meeks*.

1. *Identify feasible alignments and amenities. Define a trail alignment, and associated amenities, that is broadly supported and is feasible to design, permit, construct, operate & maintain.*
2. *Provide a TRAIL experience for all. Create a trail that allows users of all abilities to access, recreate, and enjoy the southwest shore of Lake Tahoe.*
3. *Improve User Experience. Create a trail with amenities that encourages users of all abilities to get out of their car, reduces congestion, reduces parking impacts, and improves public safety.*
4. *Sensitive to the environment. Build a trail that minimizes impacts to resources, creates opportunities to enhance environmental conditions, and provides cultural and interpretive opportunities.*
5. *Focused on sustainable design. Identify and develop a trail that reduces greenhouse gas emissions, capitalizes on renewable materials, and is durable to future climate change impacts in the Tahoe Basin.*
6. *Improve Connectivity. Create a trail to fill the gap between Cascade and Meeks Bay, and connect to key access points in the Corridor.*

Approach

The approach will be built on a spirit of collaboration with sponsor agencies, the Steering Committee, key stakeholders and engaged members of the public.

This Framework document is intended to function as a living document. It outlines the various communication tools available as we move forward through the O&E efforts. It is our intention to remain flexible and responsive based on current needs and feedback as the O&E unfolds.

The methodology will be to execute a transparent awareness campaign that gathers feedback from in-person and digital outreach efforts. The NCE team will implement a continuous feedback loop that is inclusive and responsive by listening, monitoring, and working closely with a diverse cross-section of the public while leveraging existing stakeholder relationships.

People want flexibility more than ever. Combined with post-COVID Zoom fatigue and PowerPoint burnout it is important to connect people by implementing a creative and adaptable platforms and messaging that is simple, accurate, and relevant. Our team will target specific stakeholders using methods that work for them because we recognize not everyone has the same means or interest in engaging the same way.

The overall engagement strategy has been planned and will be executed in three phases: 1) Planning, 2) Outreach, and 3) Reporting which will span across the 14-months of the project. There will be a natural overlap of activities across the three phases, and flexibility will be essential as we get further into the outreach and engagement process.

Phase 1: Planning (April-August 2021)

Goals:

- Develop and finalize Outreach & Engagement Framework with input from the Steering Committee
- Build-out campaign assets

Activities:

- Branding
 - Develop a simple logo, based on the Tahoe Trail logo, and project name that differentiates this project from the larger Corridor Management Plan and defines this section within the overall Tahoe Trail
 - The logo and name may differentiate from but still must maintain connection to the SR 89 Corridor Management Plan
 - Be sure that the branding is consistent with the idea that this is a physical trail
- Website: TRPA landing page & messaging
 - Assess landing page and provide feedback and recommendations to TRPA regarding the overall user experience

- Develop content for landing page and other communication efforts building on existing outreach and engagement from the Corridor Management Plan
 - Provide an option for a stand-alone page that links back and forth with the TRPA landing page. This can serve as a temporary site just for the duration of the Feasibility Study
- Determine system for responses to email inquiries
- Messaging
 - Develop key messages
 - Fact sheet
 - Other messaging assets
- Backend build-out
 - Stakeholder database development/maintenance
 - Email opt-in
 - Text opt-in
 - Surveys
 - Printed materials (postcards/direct mailer, neighborhood banners, other signage)
 - Media and content calendar creation

Phase 2: Outreach (July 2021 – April 2022)

Goals:

- Build awareness of Feasibility Study purpose, benefits, process, and results
- Engage stakeholders, media, members of the public, all interested persons
- Track all communication efforts and report back on a regular basis
- Maintain flexibility in messaging based on feedback

Activities: *See O&E Timeline for target dates and activities*

- Kickoff: Announcement of Feasibility Study in lieu of the initial workshop
 - Develop key messaging
 - The purpose is to let the public and key stakeholders know that the momentum from the Corridor Plan hasn't stopped
 - The press release will also clarify that this effort is specific to the Cascade to Meeks segment only
 - Write and distribute kickoff press release
 - Direct mailer/postcards to property owners in neighborhoods along SR 89 Corridor; will be sent to their primary addresses
 - Email blast
 - Email program with list segmentation and optimization in place, sent to all current email contacts with opt-in
 - Text opt-in
 - Email opt-in
 - Hang neighborhood banners, post signage at major parking areas, trailheads, etc.
 - Announce date for the initial workshop

- Public Meeting 1: This would be the only large public meeting – to coincide with the Kickoff activities
 - Provide an overview of the project
 - Present alignment alternatives that will be modeled
 - Introduce evaluation criteria to be used in evaluating alternatives
 - Collect names/contacts
 - Answer questions
 - Distribute Survey #1 at the event and through other communication channels
 - Gather information that will help support trail alignment decisions while also guiding communication efforts moving forward
- Ongoing: Build Awareness/Gather Feedback
 - Press Releases/Media Relations
 - Invite feedback/announce milestones and updates
 - Strategic, proactive statements
 - Identify and address challenging media angles
 - Highlight details of trail segments and alignment options
 - Distribute other noteworthy information
 - Pitching efforts to include efforts that secure mentions, coverage of events/activities, and feature stories
 - Tahoe In Depth articles (Winter 2021 and Summer 2022)
- Small, targeted site visits
 - Switch out the remaining 2 public meetings for 4-5 smaller site visits specifically targeting neighborhood groups, key organizations, and individuals of interest to particular trail segments
 - These site visits are an opportunity to gather additional feedback while also addressing the concerns of specific groups
- Surveys
 - Surveys can be implemented throughout the project to target groups interested in specific trail segments, groups of particular concern or interest
- Direct Mailers
 - Highlighting project milestones or distributing other pertinent information
- Ongoing Tracking for Results Reporting
 - Create simplified summaries of the O&E progress and findings to reinforce relevant messaging and build understanding
 - Reporting metrics include:
 - Number of direct mailers and addresses reached
 - Number of eblasts and SimpleText messages sent
 - Number of surveys sent and number of respondents
 - Tracking of in-person attendance at meetings and site visits
 - Spreadsheet with questions and/or responses generated from meetings, email, text, surveys, in-person communication
 - Press releases sent and media lists
 - Media tracking of all placements

- Other efforts (eg: handout cards for HOA meetings, banners at neighborhoods)
 - Website metrics
- Social Media
 - All announcements/press releases will be distributed to the media list as well as partners. We will encourage partners to cross-post on social media
 - ERPR will provide TRPA staff with all announcement/press release materials for social media distribution

Phase 3: Reporting (April 2022 – May 2022)

Goals:

- Final Outreach & Engagement Report
 - Will include totals of from all reporting metrics throughout entirety of O&E efforts

Activities:

- ERPR will monitor and track stakeholder engagement throughout the entire process
- Tracking of all PR initiatives: press releases, media relations, meeting announcements, OP/Ed guest column opportunities, interview preparation, other media coverage
- Draft report will summarize all feedback, findings, outreach efforts and results into a final Outreach Summary Report

Key Stakeholders: As Currently Identified

Feasibility Study Lead Agency:

Tahoe Regional Planning Agency

Feasibility Study Steering Committee:

California State Department of Parks & Recreation

Caltrans

El Dorado County

US Forest Service, Lake Tahoe Basin Management Unit

Washoe Tribe of Nevada and California – the Tribe was invited and accepted to participate on the Feasibility Study Steering Committee to ensure their engagement throughout the process

Stakeholders/Interested Groups:

Tahoe Transportation District

2nd homeowners

Backcountry Ski Alliance

Bike Coalitions (TAMBA)

Cal Fire

California Highway Patrol

Cascade Properties HOA

Chambers of Commerce, resort associations

City of South Lake Tahoe
Concession vendors
County of Placer
Current email list (from Corridor Management Plan)
Ebright Family (owners of Cascade Lake)
El Dorado County Sheriff
Emerald Bay Upper Cabins HOA
Emerald Bay Lower Cabins HOA
Fallen Leaf Fire Department
Full-time residents
Lake Valley Fire District
League to Save Lake Tahoe
Liberty Utility
Local and regional groups from recreation, environment, and conservation
Meeks Bay Fire
Meeks Bay POA
Meeks Bay Resort
Meeks Bay Vista HOA
North Tahoe Fire
Rubicon Park Estates Association
Rubicon Tahoe Owners Association
Spring Creek Tract HOA
Tahoe Fund
Tahoe Truckee Area Regional Transit
Tahoe Rim Trail
Tourism, nonprofit, business, and community leaders
Truckee North Tahoe Transportation Management Association
Sierra State Parks Foundation