



# LAKE TAHOE

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## BICYCLE COALITION

PO Box 1147 | Zephyr Cove, NV 89448 | [tahoebike.org](http://tahoebike.org)

### Board of Directors

June 2020

Gavin Feiger, President  
*South Shore Mobility Advocate*

TO: El Dorado County

Curtis Fong, Vice President  
*Event Director, TGFT Productions*

RE: Requesting \$5,000 to update, print, and distribute Lake Tahoe Bicycle Maps

Nanette Hansel, Treasurer  
*Environmental Consultant*

Chris Mertens, Secretary  
*North Shore Bicycle Advocate*

Chris Carney  
*South Shore Bicycle Advocate*

Sherry Hao  
*Non-profit Management Consultant*

Carlie Murphy  
*Local Tahoe Bicycle Advocate*

Robert Nealan  
*Designer + Software Engineer*

Charles W. Nelson  
*Attorney at Law*

Nick Speal  
*Software Engineer*

The Lake Tahoe Bicycle Coalition (LTBC, Bike Coalition) is a member-supported nonprofit organization with a mission to help Tahoe become more bicycle friendly. We promote opportunities for more people to ride bikes in Tahoe, provide free valet parking for bicycles at community events, co-host the annual Lake Tahoe Bicycle Challenge each June, and produce the well-known Lake Tahoe Bikeways Map.

LTBC maintains two comprehensive maps of the bicycle network in the Tahoe Truckee region. Our online map (at <https://map.tahoebike.org/>) is updated several times annually with new trails and includes unique features such as identifying which trails are plowed in the winter. LTBC also updates, prints, and distributes a free paper map (<https://www.tahoebike.org/where-to-ride/bike-map/>) to visitor centers, bicycle shops, public agencies, hotels, and other visitor hubs throughout the region. Together, the maps provide residents and visitors with reliable information about where they can ride their bicycle safely and promotes bicycling as a safe and efficient alternative to driving.

### Advisory Board Members

Karen Fink  
*Consultant*

**LTBC is seeking \$5,000 from each local, state, and regional public agency in the Tahoe-Truckee region to continue updating, printing, and distributing the online and paper bicycle maps for the next two to three years.**

Peter Fink  
*Tahoe Area Mountain Biking Association*

Kansas McGahan  
*PE Senior Engineer,  
Placer County Public Works*

Kira Smith  
*Transportation Planner, Tahoe Regional  
Planning Agency*

Garrett Villanueva  
*Acting Regional Trail Program Manager, US  
Forest Service*

As you may remember, starting in 2016 and throughout 2017, we asked the leading governments and agencies in the Lake Tahoe Region for \$5,000 each to fund design, printing, and distribution of an updated paper bike map for the 2017 summer. LTBC successfully raised \$34,500 to update and distribute the online and paper maps. At the time, we believed this was enough to cover two years of updating and printing maps (2017 and 2018). However, LTBC accomplished far more than originally promised with the funding it raised in 2017. In fact, those funds supported four years of updates and printing along with several other accomplishments.

Jaime Wright  
*Placer County Transit*

As of spring 2020, the funding raised in 2017 has supported:

- 3-4 updates per year for the online map including construction, winter plowing, bike rack locations, and route-finding improvements.
- Completely overhauling and then annually updating the paper map (3 annual updates and 3 years of printing/distribution).
- Printing and distributing 45,000 paper bike maps to over 100 bike shops and visitor centers in Tahoe-Truckee and throughout northern California.
- Successfully added Truckee to the online map and brought the Town in as a partner of the paper map.
- Funders' logos are included on all paper maps.

Local and regional public agencies, like you, commonly fund bike maps because they highlight the outstanding facilities you build and maintain. Additionally, bike maps attract users helping to shift people out of their cars and onto their bikes resulting in less congestion, improved lake clarity, and a healthier community. LTBC strives to regularly redesign and update our bike maps to provide the most up-to-date information to new and current users. We provide free maps to bike shops, visitor centers, and pretty much anywhere that asks for them, as our printing and distribution budget allows.

Benefits you will enjoy by funding the Bike Coalition's Tahoe-Truckee Region map:

- Your logo on the paper map and LTBC website.
- Acknowledgement in all promotional and outreach materials.
- Private consultation to ensure your facilities are accurately mapped.
- Priority map delivery to your office and guaranteed map availability.
- Air quality, traffic congestion, and water quality benefits associated with fewer automobile trips.
- Showcase and advertise the amazing bike facilities you provide.

Please kindly let us know if there is a formal process for making this \$5,000 funding request. If you are no longer the best contact person for this request, please direct us to the appropriate person.

Thank you for your past support and for considering this request. Do not hesitate to contact us if you have any questions: [racks@tahoebike.org](mailto:racks@tahoebike.org).

Sincerely,  
Lake Tahoe Bicycle Coalition Board of Directors