



Taking Care of Tahoe

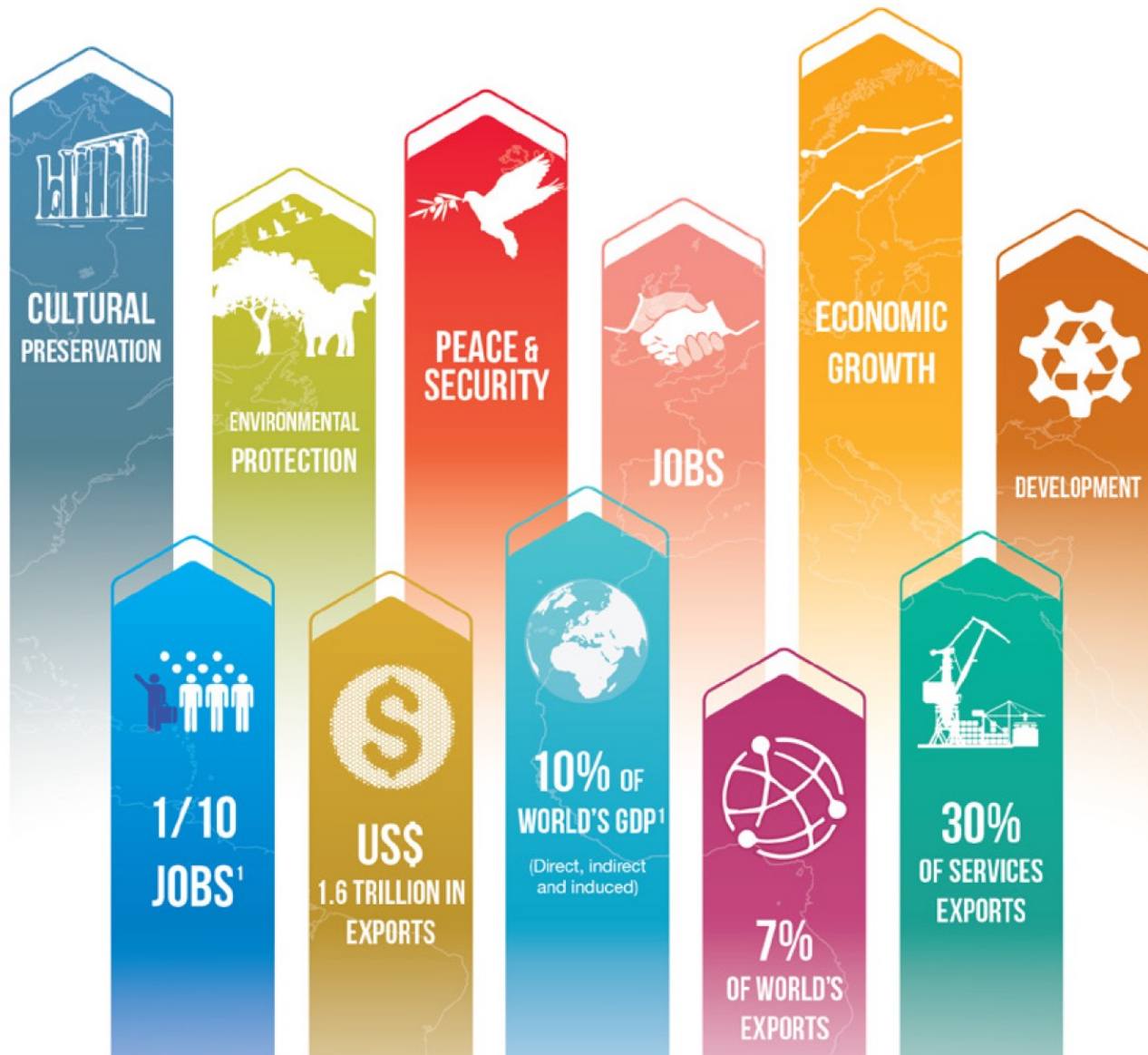
A Shared Destination Stewardship Plan for the Lake Tahoe Region

Dr. Gregory Miller,
Center for Responsible Travel,
Executive Director

Julie Regan,
Tahoe Regional Planning Agency,
Chief, Ext. Affrs, Deputy Director

El Dorado County Board of Supervisors, April 12, 2022

WHY TOURISM MATTERS



Source: United Nations' World Tourism Organization



HELP SHAPE TOURISM IN THE TETONS.

Nobody knows the Tetons better than the people who live here. Herein lies the opportunity to shape our future way of life.



STEWARD VAIL
Vail's Destination Stewardship Plan

Home » Vail Destination Stewardship Plan


Vail Destination Stewardship

Over the next nine months, The Town of Vail will be creating the following goals:

- Managing the growth of our tourism economy,
- Protecting our way of life and the natural environment,
- Maintaining a world-class experience for our visitors.

Why Is This a Priority?

There's no doubt that we've reached a critical juncture for many destinations across the globe where seeing significant




PORT ARANSAS
the island life

The Port A Way

DESTINATION STEWARDSHIP IN PORT ARANSAS


The Port Aransas Tourism Bureau & Chamber of Commerce is leading the destination stewardship planning process needed to balance visitor



GLACIER COUNTRY
MONTANA

DESTINATION STEWARDSHIP | TIMELINE | COMMUNITY PROCESS
UPDATES + RESOURCES | FAQs | CONSULTANTS

Destination Stewardship



In September, Glacier Country Tourism (GCT) kicked off a year-long destination stewardship planning process needed to balance visitor growth with the long-term health and well-being of Montana's communities,

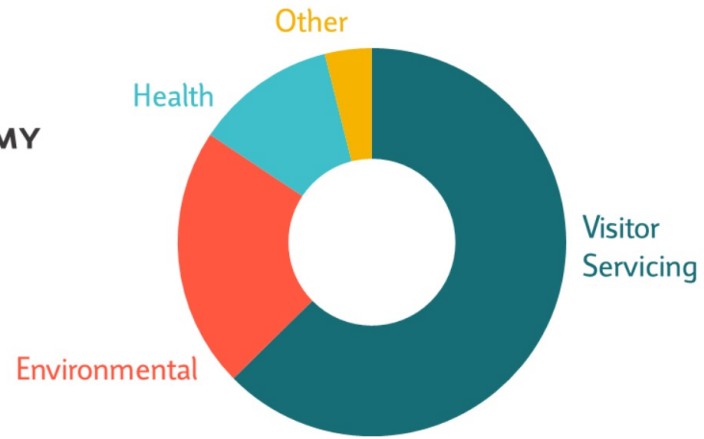
Resort Destinations are reinventing tourism post-Covid



TOTAL ECONOMY

\$5.1

Billion



Est 15 million visitors

Responsible Tourism Strategy

- Create a shared vision for the future of tourism
- Develop strategies to influence stewardship
- Provide baseline information and performance measures, economic analysis
- Set the course for coordinated action and decision making

Related Initiatives:

- *Bi-state Sustainable Transportation Funding*
- *Regional Trails Plan*
- *Tahoe Prosperity Center Envision Tahoe*



CORE Team

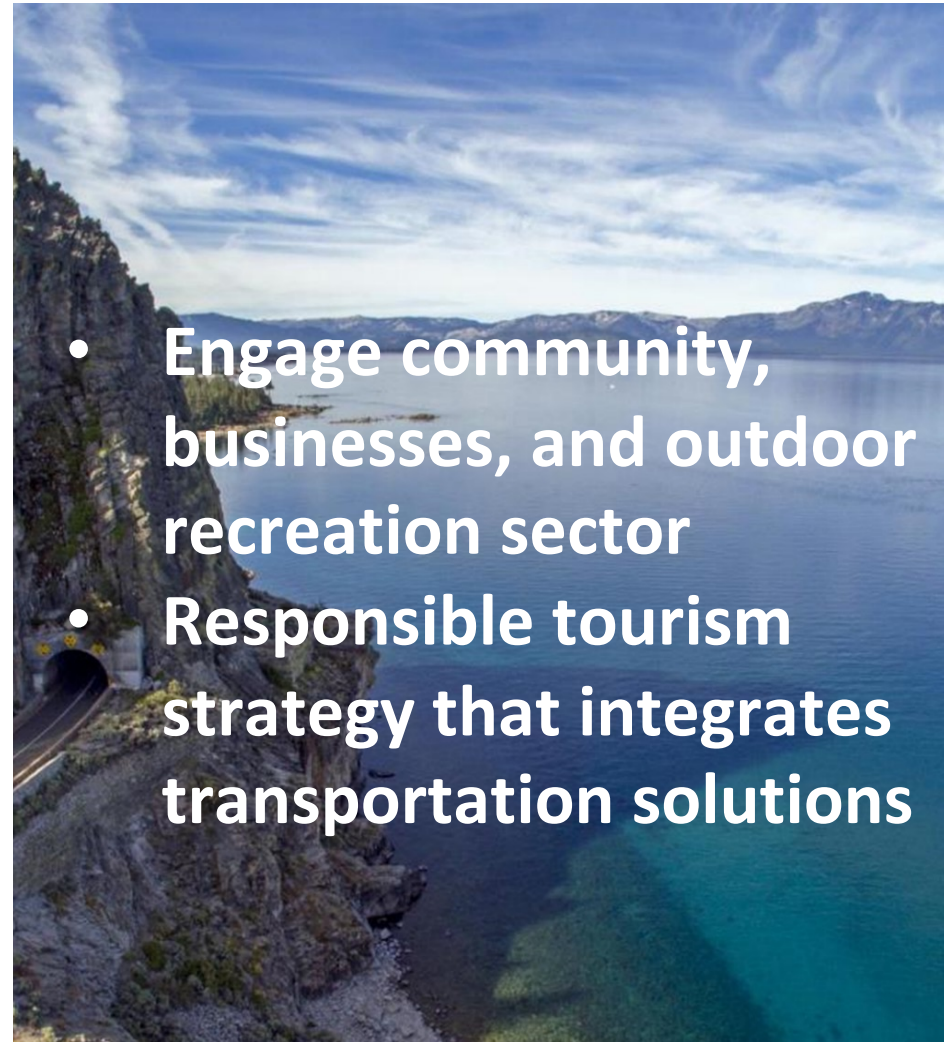


north lake tahoe



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau



- Engage community, businesses, and outdoor recreation sector
- Responsible tourism strategy that integrates transportation solutions

El Dorado Co. Representatives:

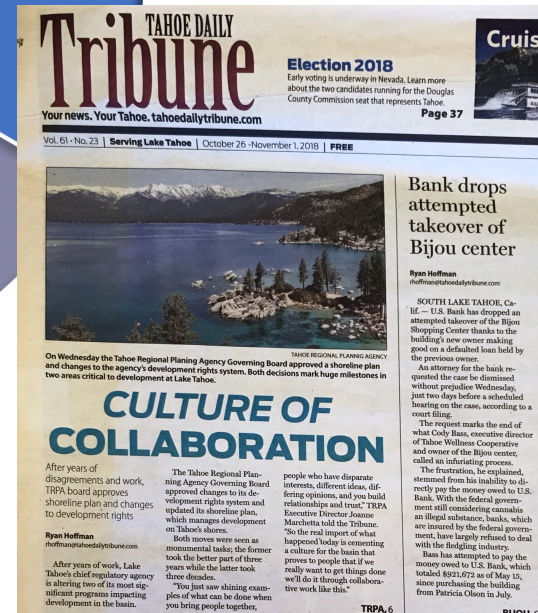
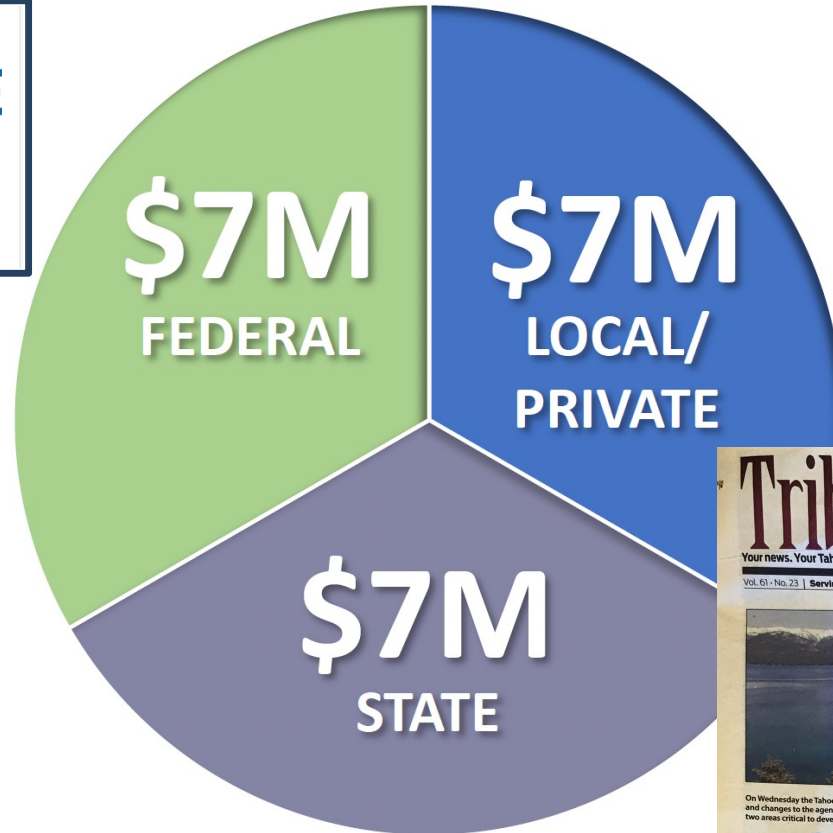
- Supervisor Novasel
- Brendan Ferry, Deputy Director Tahoe Planning

Transportation Funding Initiative

- Tahoe needs world-class transportation system to **address congestion at peak, reduce climate impacts, and increase public safety**
- *Environmental Improvement Program* is a proven all sector shares approach that works for Tahoe
- *Transportation* needs a similar solution



Funding Framework/EIP Model



Issues Driving Take Care Program



Lake Tahoe forest officials seeing increase in illegal campfires

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Laney Griffo [FOLLOW](#)
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Our fight against aquatic invasive species (Opinion)

News [FOLLOW NEWS](#) | August 14, 2020

Joane S. Marchetta
Guest column

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Keep Tahoe poop-free: Protect the environment, pick up after your pets

News [FOLLOW NEWS](#) | December 24, 2015

Toree Warfield
Toree's Stories

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Things would be a lot easier if our pooches could use a human toilet. But that's just not the reality of things.



TAKING A BITE OUT OF APPLE HARVEST TRAFFIC JAMS

El Dorado County slashed agritourism traffic with help from Civic Lab accelerator

SHARE THIS PAGE



THIS ITEM APPEARS IN

Innovative Mobility Program

News



December 19, 2018: An innovative pilot program to slice traffic congestion around El Dorado County

ap YouTube

Search



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fr
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ar
at
ha

typically meant a half-mile back-up on t drive the busiest 1.5 mile section of Cars In other words, it would have been faste

The danger of the congestion was not ju in previous years emergency vehicles ha

El Dorado County and the [Apple Hill Gro](#)

problem to the Sacramento Area Council of Governments's Civic Lab, a public

sector accelerator for creative solutions to the region's challenges.



Launched 2015



How to Take Care of Tahoe

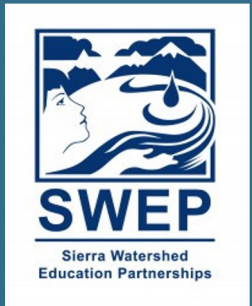
Click here for to learn the ways we can all help take care of this extraordinary natural treasure



Welcome

Watch our video to learn more about Take Care Cape Cod


Huge Thanks to our Partners!



The Business Case for Taking Care

- Outdoor recreation is serious business with steady growth – the size of mining and utility sectors.
- “Consumers now expect companies to be an active participant, if not driving force, in solving social and environmental issues”
- 91% believe companies must operate responsibly to address social + environmental issues

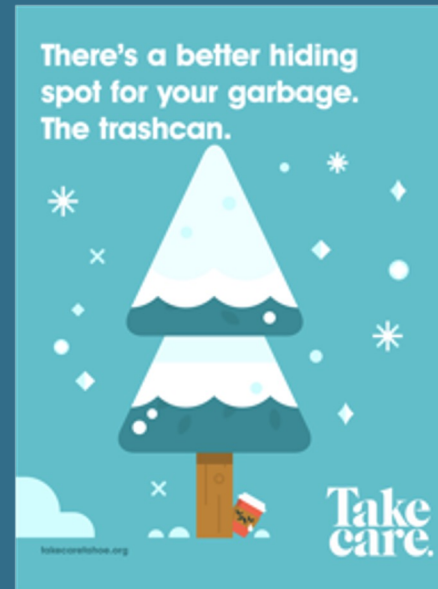
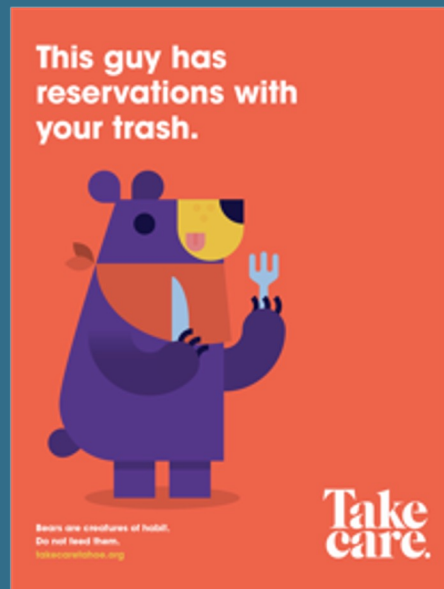
- 2017 Core Communications/Echo Global CSR Study; Outdoor Industry Association



Everyone can help
Take Care!

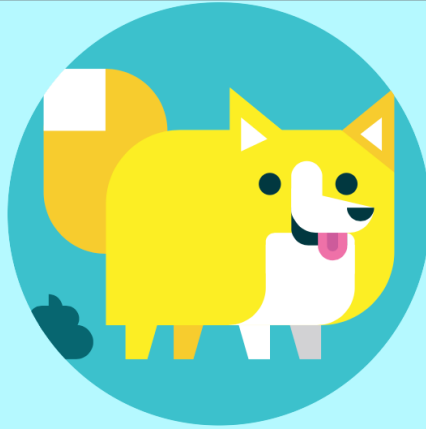
Message Campaign

- Take Care messages grab your attention with our creative characters and funny headlines.
- Our messages are designed to make you laugh but also to make you think about your actions





Cigarette Litter



Dog Doody



Bears



Boat Litter



Aquatic Invasive Species



Fire



Litter



Tahoe Tap

www.takecaretahoe.org

**Take
care.**

Connecting Upon Arrival, Or Before

- Promotional materials displayed at hotels and businesses
- Welcome to Tahoe message included in guest binders
- Take Care signs around properties



So glad you're here!
Below are eight insider tips to help take care of Tahoe.



1. DRINK TAHOE TAP™

Don't buy bottled water, Tahoe Tap is the best!



2. BE #1 AT PICKING UP #2

If it's your dog, it's your doody.



3. NO ONE WANTS TO SEE YOUR DIRTY BUTT

Cigarettes leach toxic chemicals into Tahoe.



4. TRASH BELONGS IN THE CAN

What happens in Tahoe shouldn't stay in Tahoe.



5. YOU GOING TO EAT THAT?

Human food hurts wildlife. Lock your trash.



6. KNOW BEFORE YOU GO!

From storms to possible fire evacuations, be prepared!



7. BLAZE A TRAIL OF KINDNESS

Enjoy Tahoe with everyone, be a good neighbor.



8. SKIP THE STRAW, DRINK LIKE A FISH

Help reduce the use of single-use plastics.

MORE TIPS AT:
takecaretahoe.org
[facebook.com/takecaretahoe](https://www.facebook.com/takecaretahoe)

Take
care.

Please recycle when done.

Take
care.

Nevada Shared Stewardship Agreement

- Nevada Governor Steve Sisolak signed in March
- Brings tourism boards, state agencies, and federal land managers together
- Collaboration to better manage outdoor recreation throughout Nevada





Overtourism takes a toll on Lake Tahoe's recreational resources

Efforts underway to better educate visitors on reducing travel impacts

By Tim Hauserman - April 29, 2021



www.sierranevadaally.org

TAHOE MOUNTAIN NEWS



"Overtourism"

In this month's Cover Story, editor Heather Gould explores the recent phenomena of "overtourism," its impact on Tahoe, and what experts are doing to control it.



AT&T M-Cell 7:29 PM Bruce Toy Jr. Incline Village 6m

Is this acceptable? We didn't think so. After a false alarm call at Secret Cove, the North Lake Tahoe Fire Dept, Engine and Medic 11 crews cleaned all of this up. We all can do better.

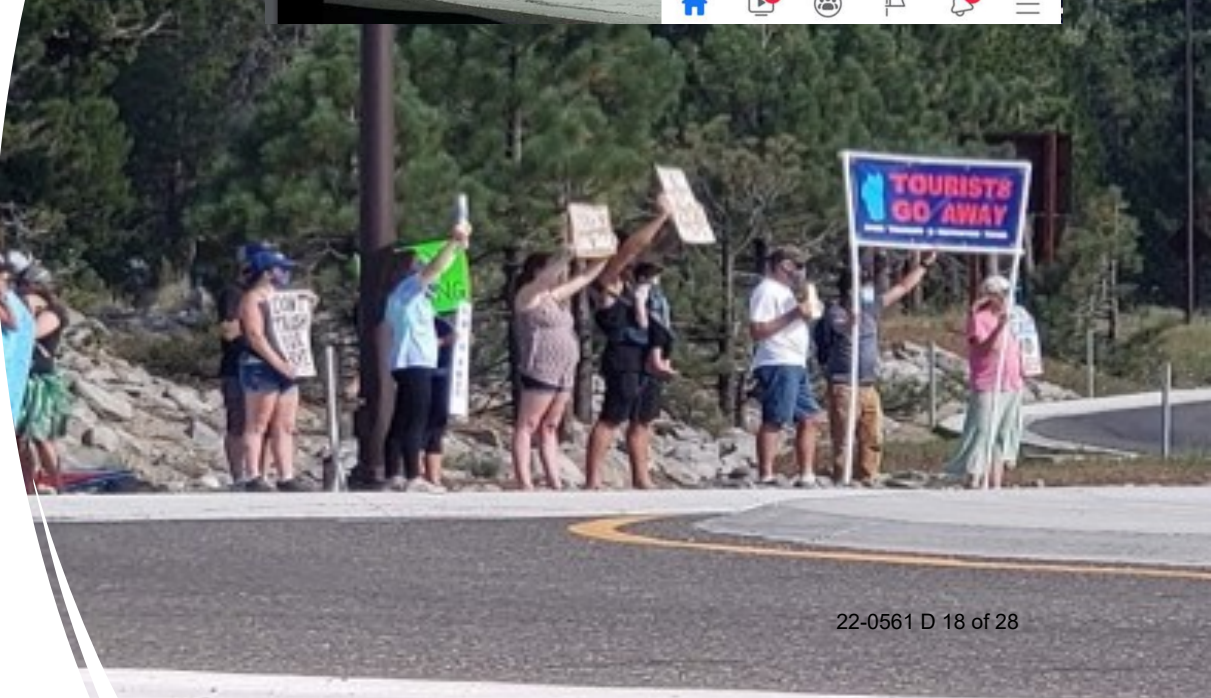


Photo by: Paula Peterson, South Tahoe Now



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MESSAGE FROM THE CEO

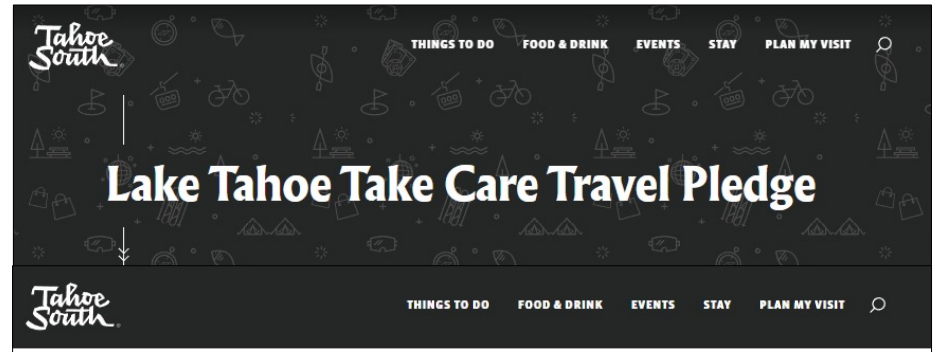
TOP 5 THINGS TO KNOW RIGHT NOW

Dear North Lake Tahoe community member, business owner, supporter:

Although I'm new to the North Lake Tahoe Resort Association, I am not new to our incredible community. By way of a quick introduction, I am a 20+ year resident who has served on various committees and boards focused on celebrating what makes our region special, and finding solutions to challenges we face. **"we are shifting our focus from destination marketing to destination stewardship and management."** This is the new direction the organization is taking. Working in lockstep with our volunteer board of directors and committees comprised of local business owners and other involved community members.

- Tony Karwowski

north lake tahoe



Tahoe South

THINGS TO DO FOOD & DRINK EVENTS STAY PLAN MY VISIT

Lake Tahoe Take Care Travel Pledge

Tahoe South

THINGS TO DO FOOD & DRINK EVENTS STAY PLAN MY VISIT



STAY PLAY DINE PLAN



north lake tahoe
TRAVEL RESPONSIBLY

Home > Sustainable Travel

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SUSTAINABLE TRAVEL... YOU CAN HELP US PROTECT LAKE TAHOE

Lake Tahoe Outdoor Recreation-Tourism Trends

- Tourism and outdoor recreation use continues to climb
- Day trippers and drive market for Tahoe remain high
- Continued increase of first-time users
- High visitation on forest lands and in wilderness areas
- Staffing, funding, and transportation options are not keeping pace



Coordinating Committees

Success Stories

- Significant expansion of litter clean-ups and abatement
- Summer Recreation and Tourism Playbook
- Coordinated ambassador programs
- Regional stewardship pledge
- Parking enforcement and management



Traveler Responsibility & Take Care Pledge



Become a
Steward of Lake
Tahoe



Respect the
Environment



Stay Educated



Keep Wildlife
Wild



Be Fire Safe



Demonstrate
Mindful Travel



Ambassador Program

On the ground support to engage visitors and support land managers

2021:

- Over 80 paid and volunteer ambassadors at 10 locations
- 6 partner organizations
- 912 recorded interactions with the public

2022:

- Building ambassadors into recreation site management.



Destination Stewardship for the Lake Tahoe Region



CENTER FOR
RESPONSIBLE TRAVEL

**Gregory Miller,
Ph.D.
Executive Director**

Destination Stewardship

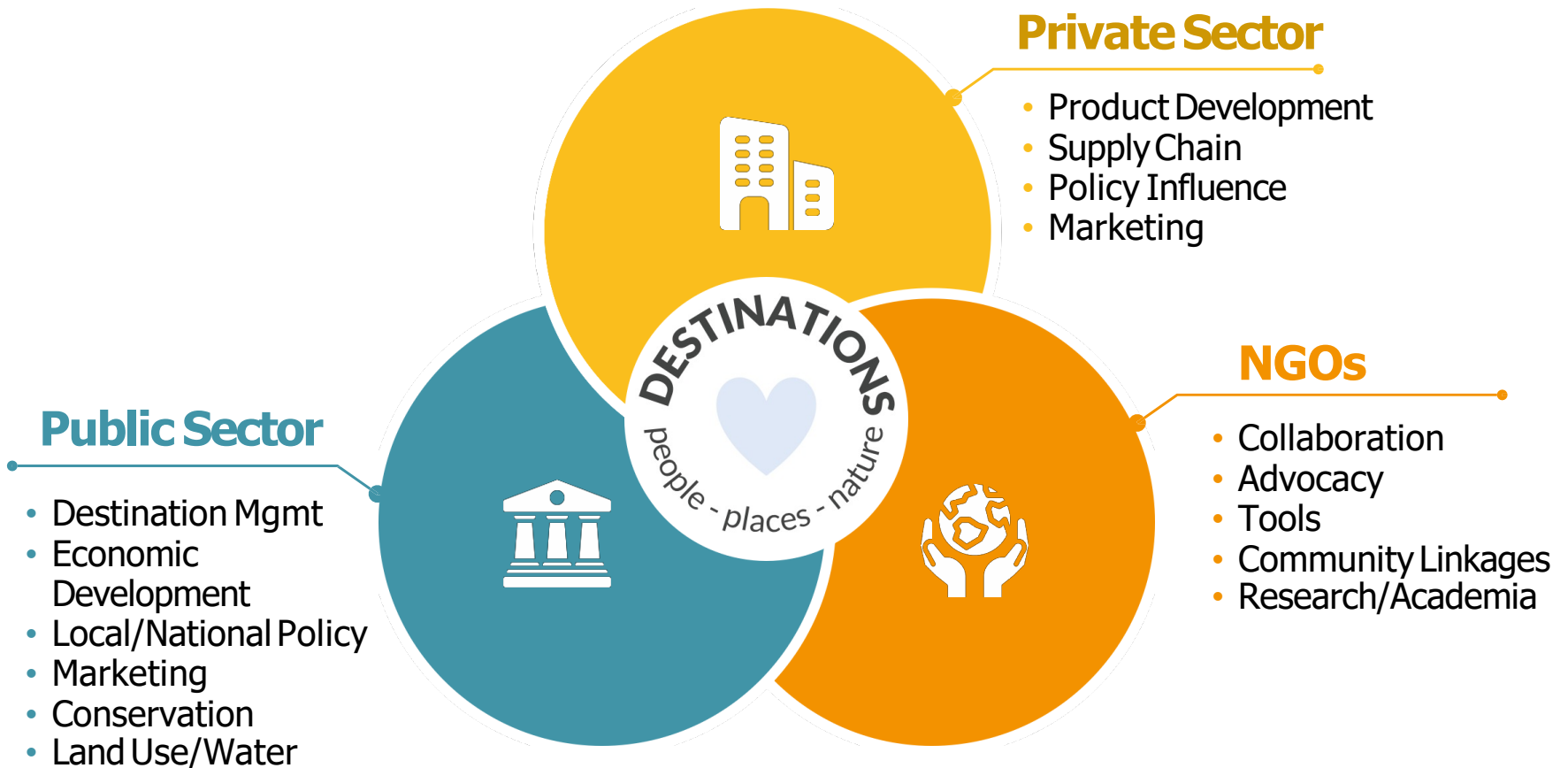
Destination Stewardship is an approach that balances and meets the needs of a destination and its communities and operates with legitimacy and consent under a participatory governance model.

It requires a clear mandate, good knowledge and data and the identification of mutual interests and priorities, particularly between the public and private sectors.



Tourism and Outdoor Recreation as Inputs to Sustainability & Responsible Recovery

- Destination & Communities at the Center of Tourism
- Resilience
- Metrics That Matter





To a Shared Vision with Mutual Benefits

- **Collaboration & Partnership, NOT Competition**
- **Destination and Communities:** at the Center of Sustainable Tourism
- **Intentionality to Sustainability**
- **Better Tourism for all**
- **Transportation and Affordable Housing**
- **Under-Resourced Communities**



Desired Conditions for Success

- **Sustain Local Economies and Ecosystem Health**
- **Promote Social Equity** – access and distribution of benefits from tourism
- **Strengthen Stewardship Values** among residents and visitors
- **Increase the Diversity of Activities, Experiences and Settings** while protecting natural and cultural resources
- **Improve Ability to Respond & Predict how Visitors:** Evaluate, Envision, and Attach Meaning to Tahoe as a Destination



Thank You!

Gregory Miller,
CREST

Julie Regan,
TRPA

The logo for 'Take care.' features the text 'Take care.' in a white, serif font. The text is positioned on a square background that is split diagonally from the top-left to the bottom-right. The top-left half of the square is orange, and the bottom-right half is teal.

Take
care.



TAHOE
REGIONAL
PLANNING
AGENCY

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