

North Lake Tahoe Resort Triangle Transit Vision

June 20, 2014

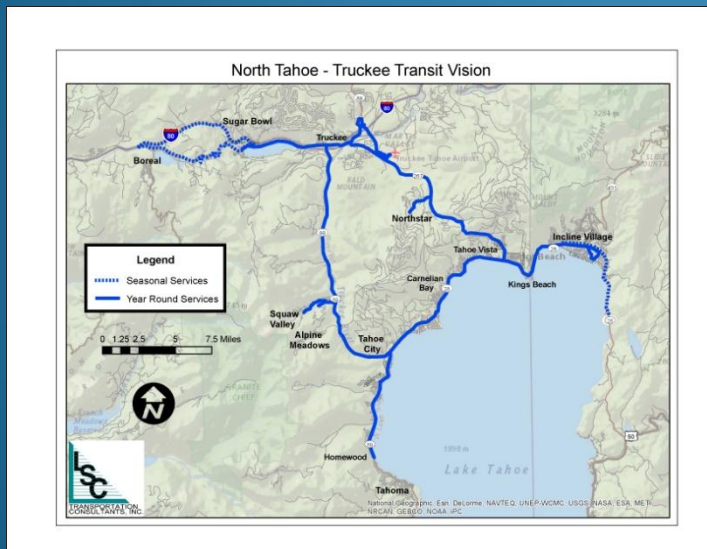


EXHIBIT E - TAHOE
Document consists of 12 pages.
Entire exhibit provided.
Meeting Date: 06-20-14

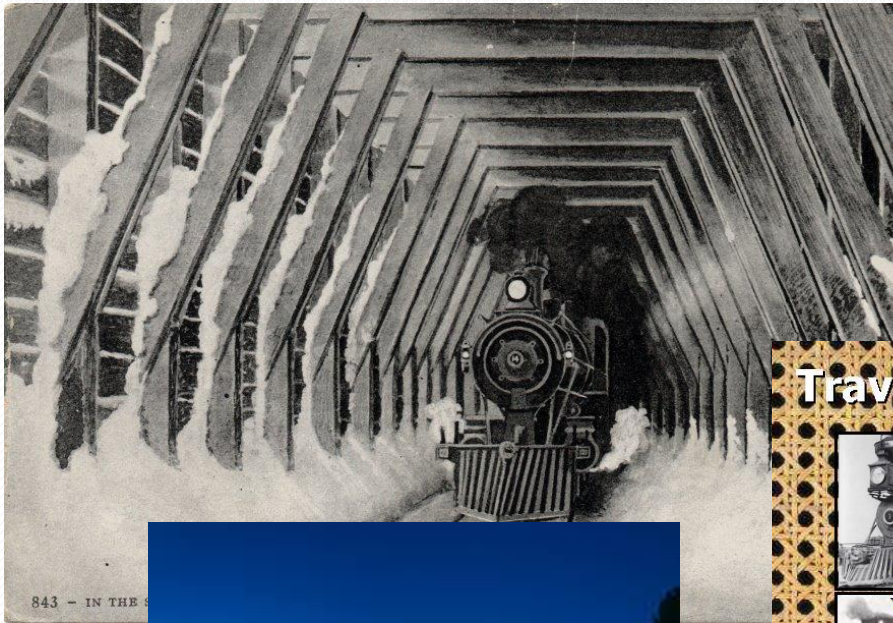
Improved Public Transportation...

Why is it Important to You?



- **Visitors** can have a well-rounded quality stay in the Region without a car.
- **Residents** have frequent and free transit access through all corridors of the region, including year-round evening service.
- **Everyone** benefits from better mobility throughout the region, a stronger economy, workforce transportation and environmental enhancements.

We've Already Come a Long Way...



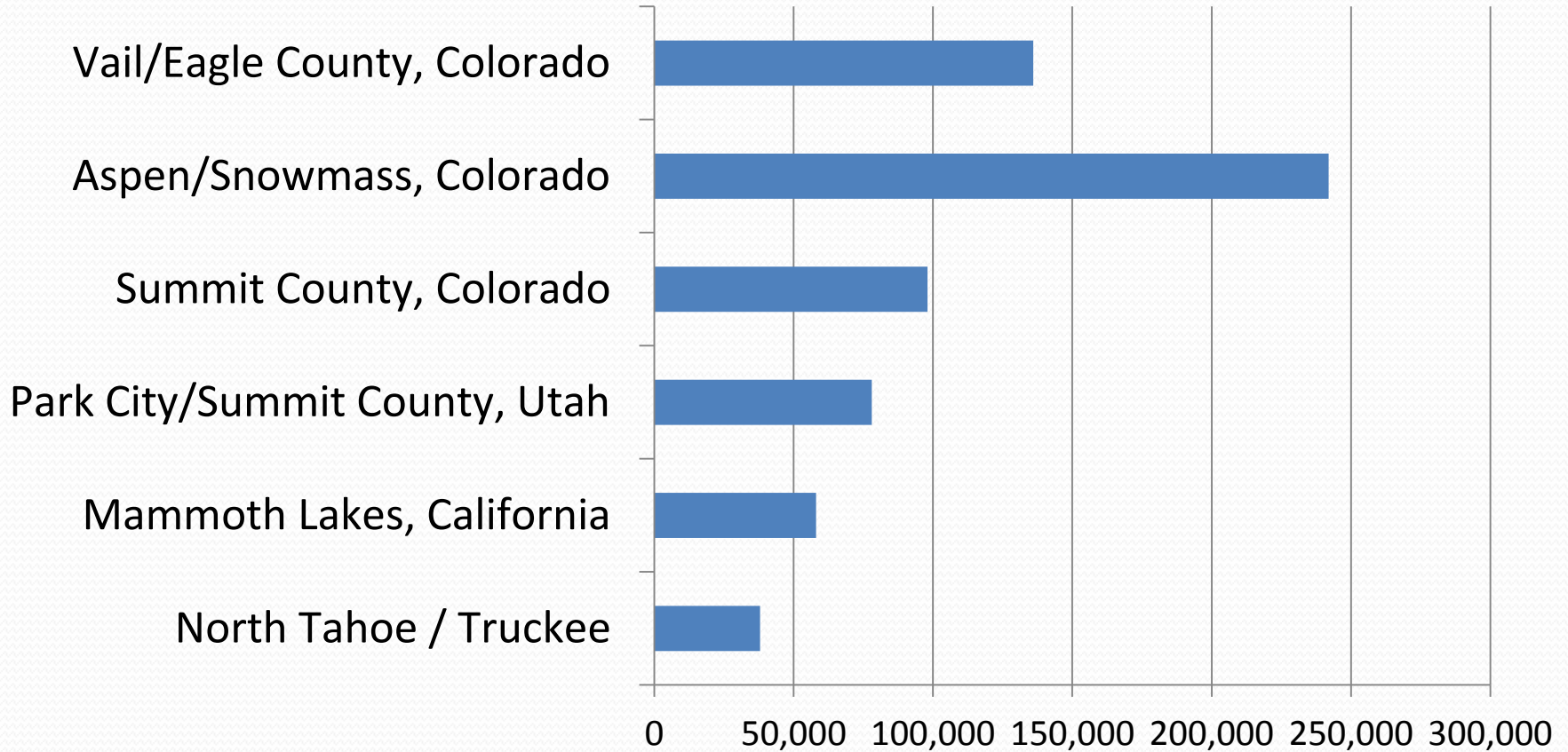
What Are Other Resorts Doing?

A study of 6 similar resort areas in the Western US indicates that all peer transit systems...

- **More frequent service**
- **Free to the rider**
- **3 to 10 times more transit passengers per year**
- **34% to 410% higher annual levels of funding to transit**
- **Single unified brand**

Increasingly, resort visitors are simply *expecting* that they will not need a car to enjoy a well-rounded vacation experience

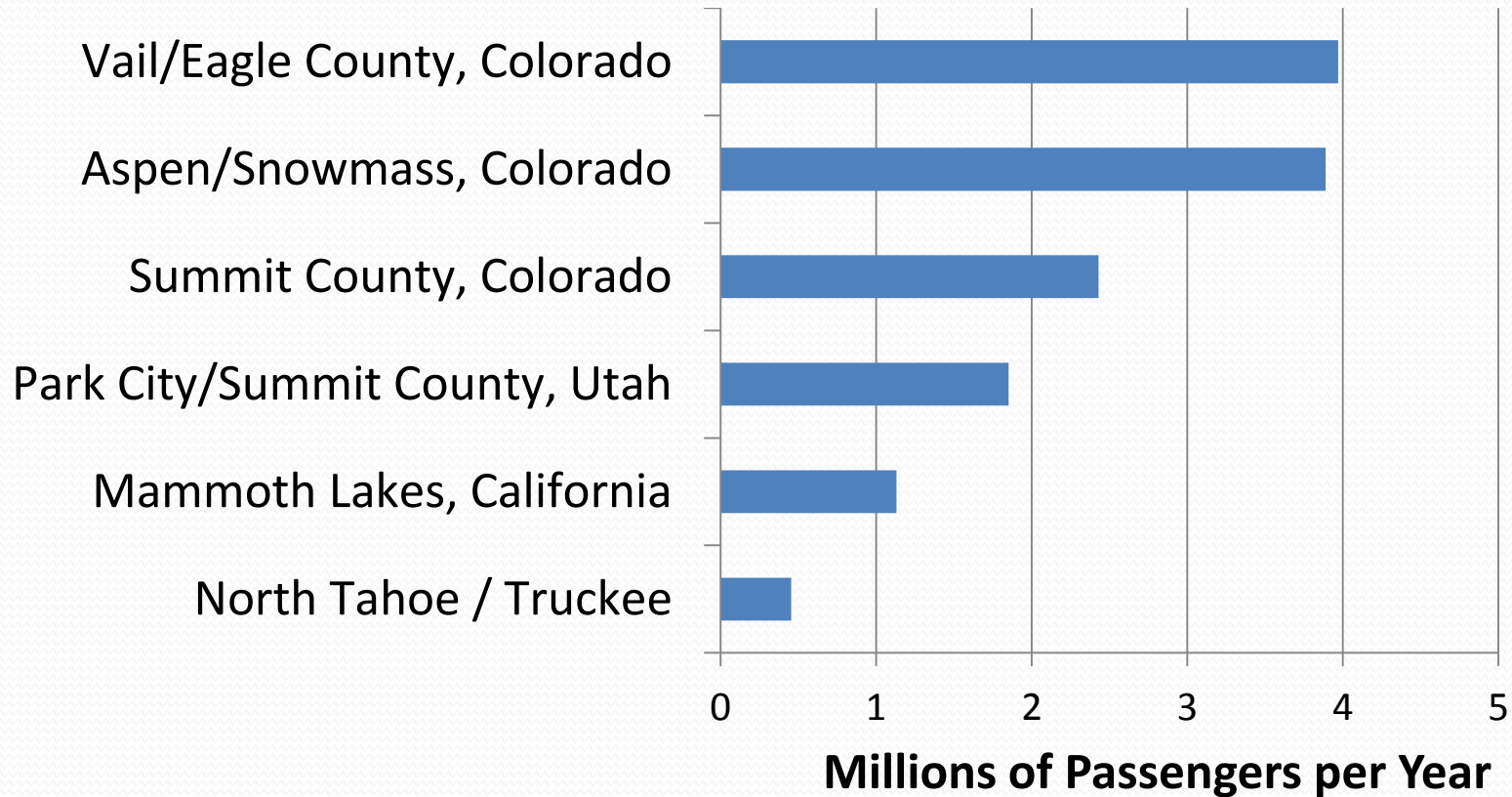
Other Resorts: Size of Transit Program (Annual Vehicle Service Hours)



Peer Average = 122,400 North Tahoe (37,900) is 31 % of Peer Average

Other Resorts:

Annual Transit Ridership



Peer Average = 2.7M North Tahoe (0.45M) is **17 %** of Peer Average

Imagine – A Regional Public Transit System That...

- Serves the entire Resort Triangle
- Free to the passenger
- Frequent service
- Night service year round
- New technologies to make transit convenient
- Enhances the region's competitiveness as a destination
- Expands services to employees, customers, seniors, persons with disabilities
- Provides environmental, traffic & parking benefits



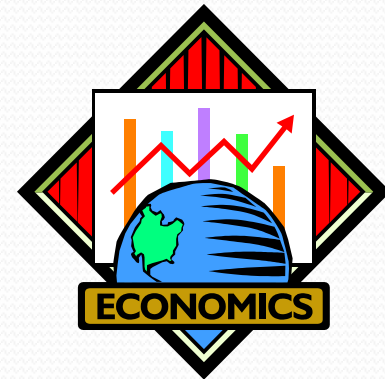
Ridership / Environmental Benefits

- **Increases** transit ridership by 416,000 passengers per year, or **92 percent** above current levels
- **Reduces** Vehicle-Miles of Travel by 153,000 per year and fine dust from roadways, which results in an improvement to water quality
- **Helps** to solve parking problems
- **Achieves** goals of the Regional Plan, Community Plans, Air Quality Plans and Water Quality Plans



Economic Benefits

- **Builds** on our region's great strength in the overall range and scale of visitor attractions
- **Benefits** areas not immediately adjacent to prime visitor activity centers
- **Increases** North Tahoe/Truckee's attractiveness as a fly-in visitor destination for longer stays
- (tell us your thoughts)



We **Can** Achieve the Vision

- Entire Resort Triangle
- Free to rider
- Frequent
- Night service year round
- New and improved technologies
- Enhances economic vitality
- Expands services to ALL
- Improves the environment



Where we could be...





Resort Triangle Transit Vision

FREE • FREQUENT • FUN

For more information:

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