



**MOUNTAIN
HOUSING
COUNCIL
OF TAHOE TRUCKEE**

ANNUAL HOUSING UPDATE

April 28, 2018

**TAHOE
TRUCKEE
COMMUNITY
FOUNDATION**

AGENDA

- ❖ Welcome
- ❖ Mountain Housing Council Annual Update

Short-Term Rental Focus

- ❖ Stories + What Other Communities Are Doing
- ❖ MHC Approach + Market Data

Break

- ❖ Panel
- ❖ Solutions Pitch
- ❖ Close



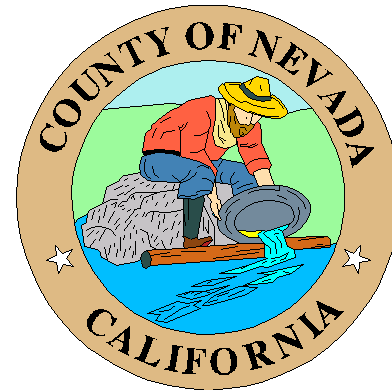
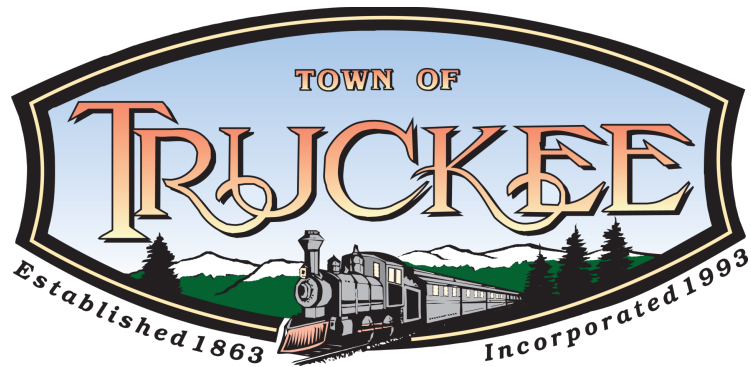
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OF TAHOE TRUCKEE

WELCOME

Stacy Caldwell, CEO
Tahoe Truckee
Community Foundation

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COMMUNITY
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2016 HOUSING NEEDS STUDY



Workforce Housing
Association of
Truckee Tahoe





**MOUNTAIN
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OF TAHOE TRUCKEE**

OUR SOLUTION

CREATING SOLUTIONS BASED ON COMMUNITY FEEDBACK





**MOUNTAIN
HOUSING
COUNCIL
OF TAHOE TRUCKEE**

OUR COLLECTIVE RESULTS TO DATE

Seana Doherty, Project Director
April 28, 2018

**TAHOE
TRUCKEE
COMMUNITY
FOUNDATION**



VISION

All people that work and live in the Tahoe Truckee region have access to diverse, quality and achievable housing.

MISSION

Working to accelerate solutions to local and achievable housing for those that live in the Tahoe Truckee region.

FUNDING PARTNERS

Nevada County
Placer County
Squaw Valley | Alpine Meadows
Squaw Valley Public Service District
Tahoe City Public Utilities District
Tahoe Donner Association
Tahoe Forest Hospital District
Tahoe Regional Planning Agency
Tahoe Truckee Unified School District
Town of Truckee
Truckee Donner Public Utilities District
Truckee Tahoe Airport District
Vail Resorts/Northstar California

COMMUNITY PARTNERS

Community Collaborative of Truckee Tahoe
Contractors Association of Truckee Tahoe
Family Resource Center of Truckee
Martis Fund
Mountain Area Preservation
North Lake Tahoe Resort Association
North Lake Tahoe Public Utility District
North Tahoe Family Resource Center
Sierra Business Council
Sugar Bowl Resort
Truckee Chamber of Commerce
Tahoe Prosperity Center
Tahoe Sierra Board of Realtors
Tahoe Truckee Community Foundation
Truckee North Tahoe Transportation Management Association

25+
**PARTNERS
STRONG**



Co-Living



Senior



Cohousing



Supportive



Mobile Homes

FOCUSED ON A RANGE OF HOUSING TYPES



Single Family



Junior ADUs



Condos + Townhomes



Multi-Family (Apartments)



ADUs

TARGETS



POLICIES:

**10
solutions
in 3 years**



WORKERS:

**1% increase
over 3 years**



UNLOCK:

**300 units
over 3 years**



NEW:

**300 units over
3 years**



FUNDING:

\$15M



RENOVATE:

30

MULTI-FACETED APPROACH



INNOVATIVE POLICY AGENDA

2017

Expanded Definition of Affordability

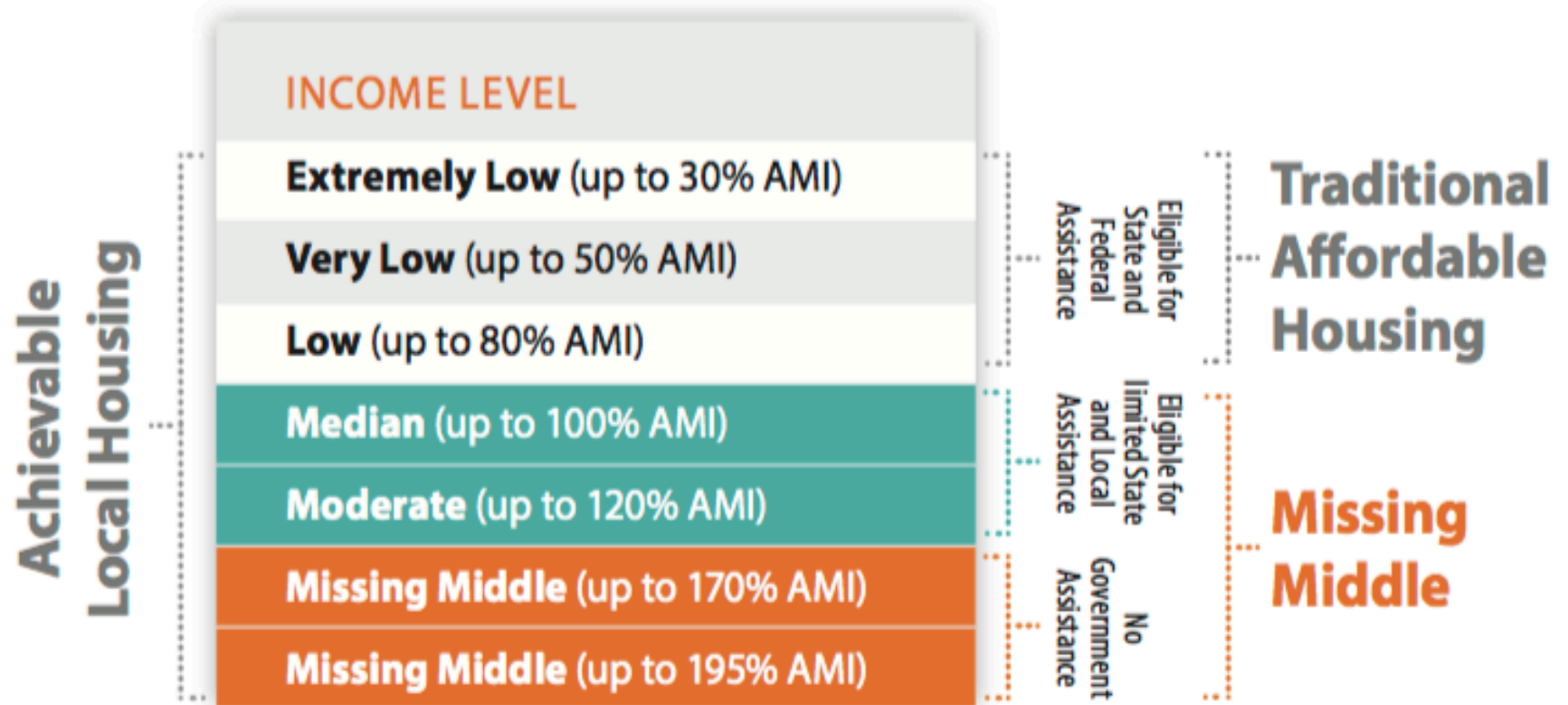
Fees

- Short-Term Rentals
- Regulatory Efficiency
- Density Strategies
- Inclusionary Housing

2018



ACHIEVABLE LOCAL HOUSING

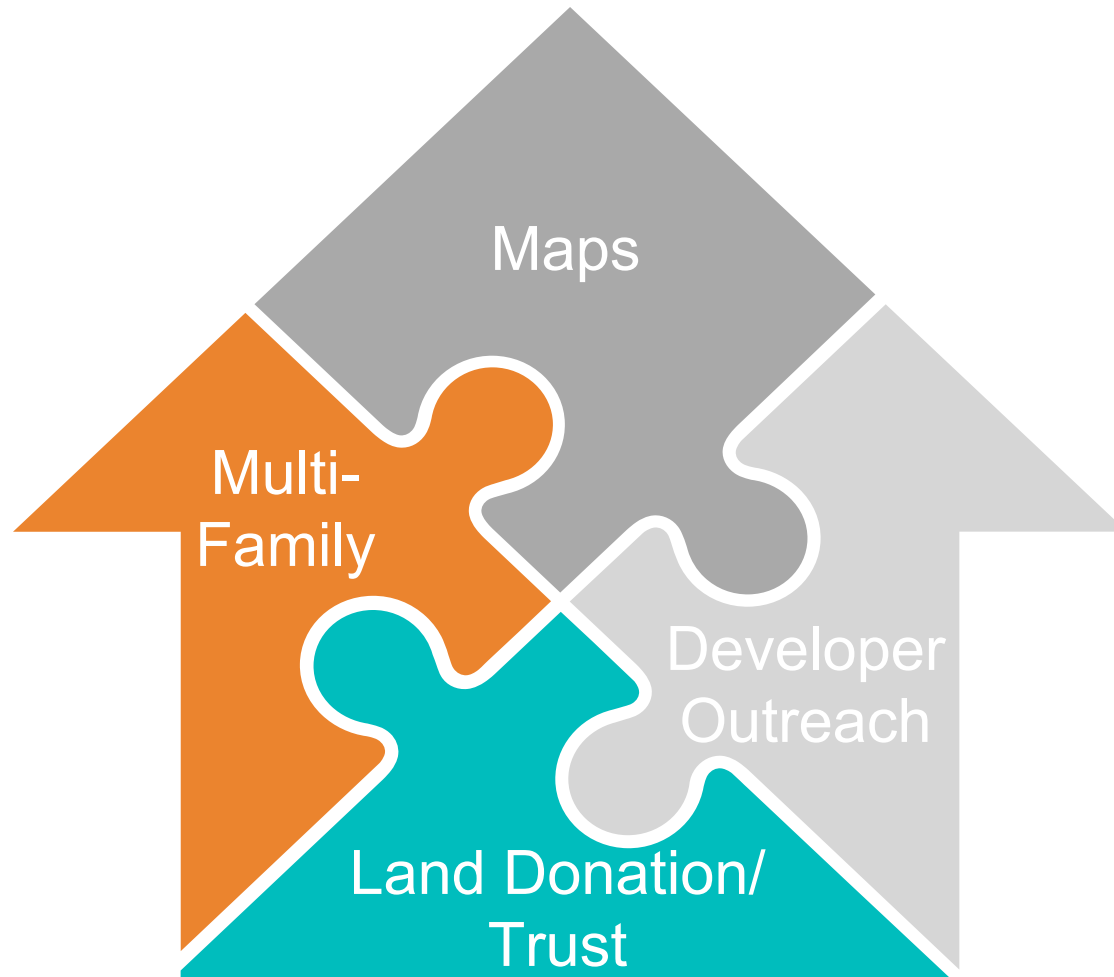


ADOPTIONS SO FAR...

- Town of Truckee
- Truckee Tahoe Airport District
- Tahoe City Public Utility District
- CATT
- Martis Fund
- Tahoe Sierra Board of Realtors

ADOPTED!

LAND



POLICY AREA: FEES

WHAT WE LEARNED

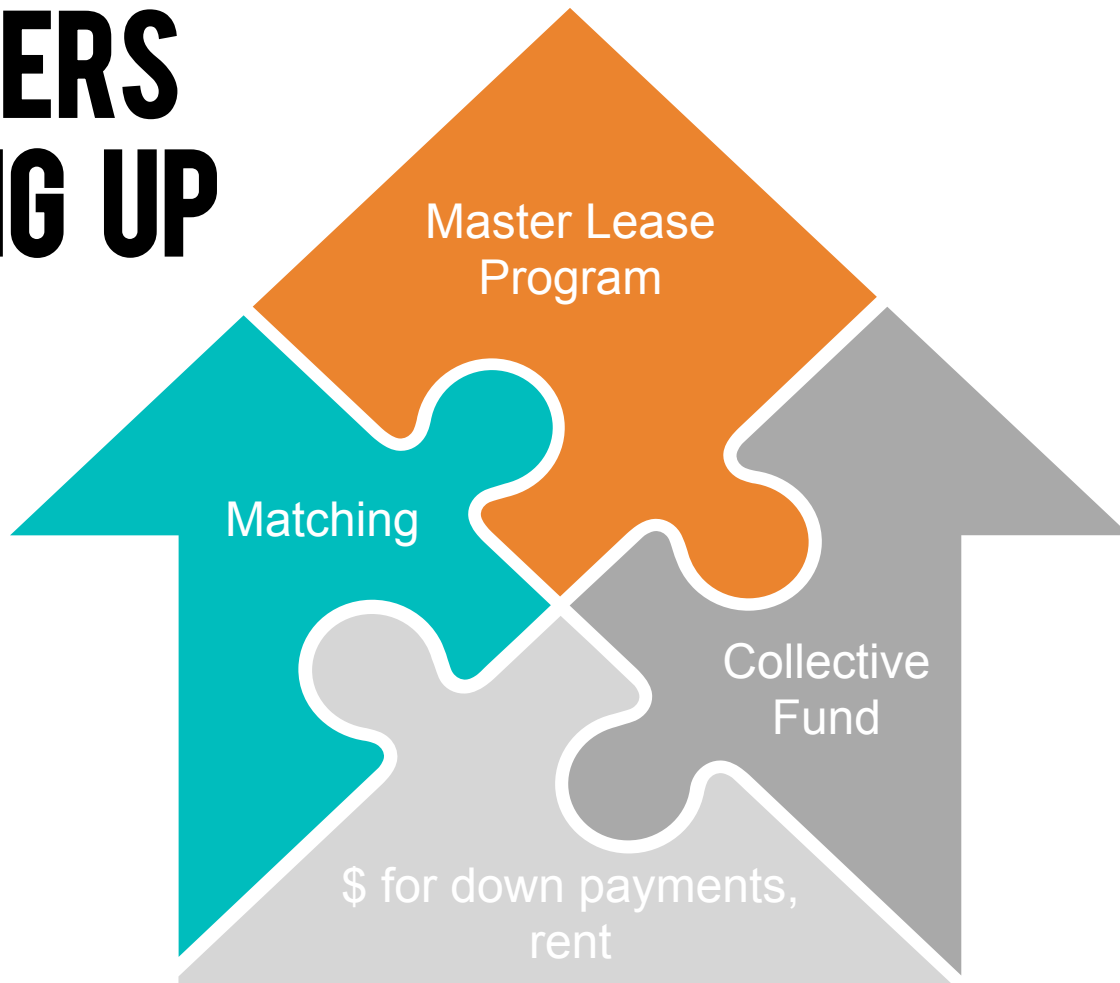
- Fees are 5-6% of total project costs
- Our fees are less than comparable communities
- Fees are complicated due to jurisdictions (18), special districts and methodology
- Fees are a challenge for multi-family and smaller projects
- Basing fees on square footage vs. flat fee could offer cost relief

PROPOSAL IN THE WORKS

Adopt regional methodology for development impact fees to create affordable incentives by design:

- Square footage basis vs. flat fee
- By bedroom
- Per fixture

EMPLOYERS STEPPING UP



IN THE WORKS...



SUPPORTIVE HOUSING

- Partnership
- Model
- Mental health/homelessness



MOBILE HOME PRESERVATION

- Critical existing affordable housing (approx. 800)
- ID ways to preserve + enhance

COLLECTIVE RESULTS TO DATE



342 affordable new units approved and in progress



52 in the pre-application process



Approximately 300 units breaking ground or being renovated in 2018



10 units unlocked: from non-rental to employee housing



\$42M in funding attracted to our region



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STORIES

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SHORT TERM RENTALS

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Long-term rental
impacts:
yes + no

Lots of opinions!



Income for
locals



Hospitality/
Market Impacts

SHORT TERM RENTALS



Taxes
visitors spend



Options the
market wants



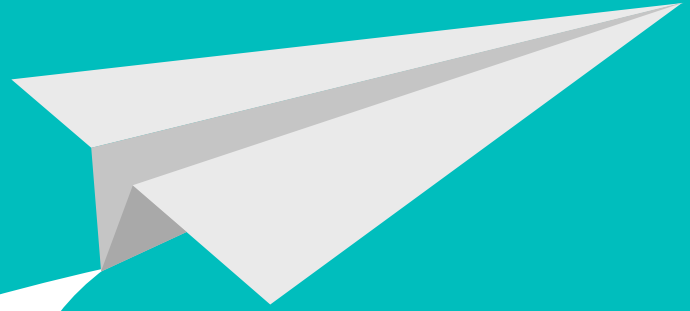
Neighborhood
impacts



Jobs

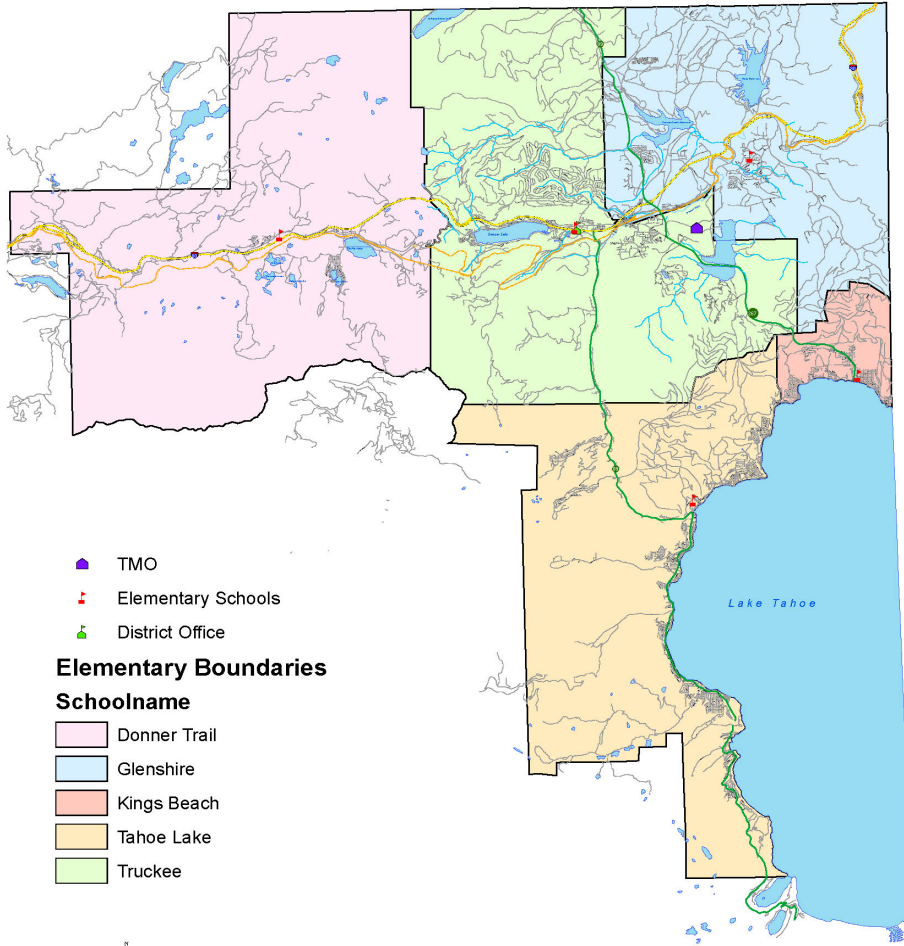
SHORT TERM RENTALS:




*What are the impacts
in our region?*



MHC PATH FORWARD

STEP 1: UNDERSTAND OUR MARKET



-  TMO
-  Elementary Schools
-  District Office

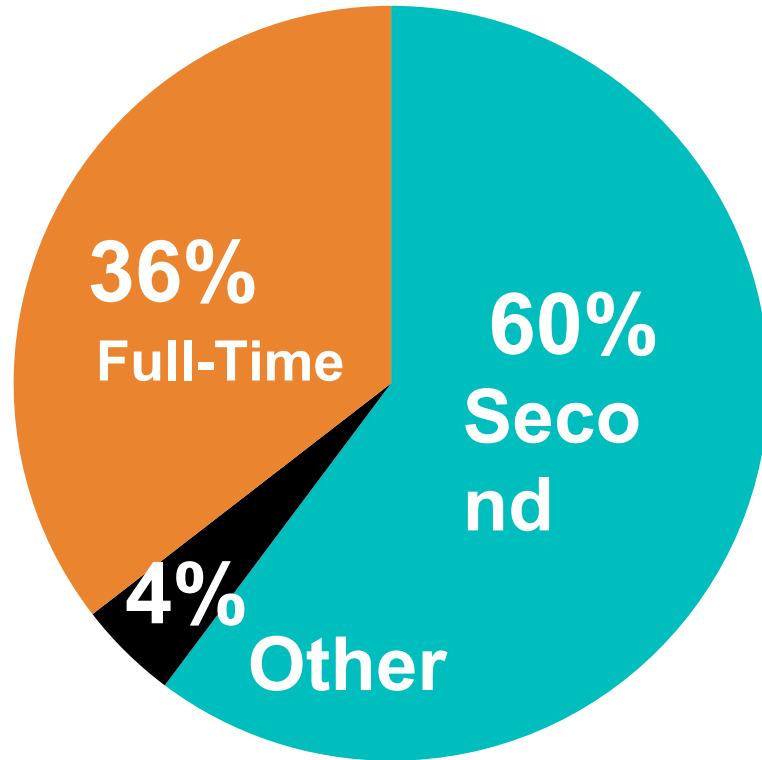
Elementary Boundaries

Schoolname

-  Donner Trail
-  Glenshire
-  Kings Beach
-  Tahoe Lake
-  Truckee

NORTH TAHOE-TRUCKEE REGION

OUR MARKET



**Total Regional
Units: 38,801**

**Source for Regional Unit Total: Town of Truckee + Placer County, 2018*

CURRENT STR MARKET IN THE NORTH TAHOE-TRUCKEE REGION

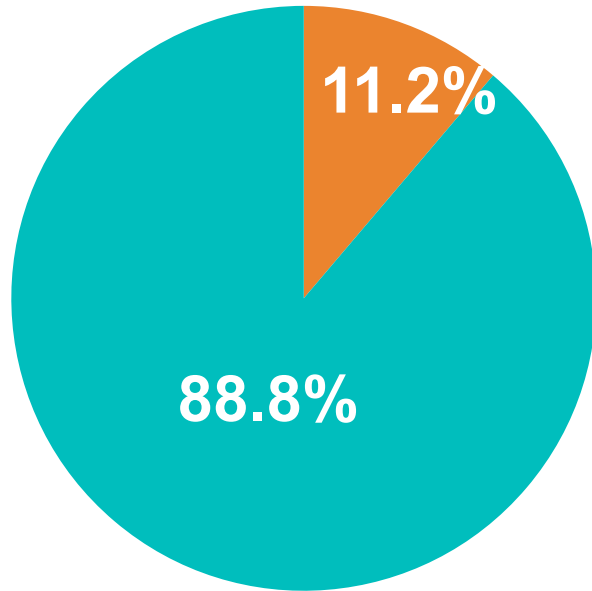
*Thanks to Placer County and the Town of
Truckee for the following data...*

WHAT IS A SHORT TERM RENTAL?

A Short Term Rental (STR) is the rental of a residential dwelling unit for less than 30 consecutive days or less.

TOTAL REGISTERED STR UNITS IN TRUCKEE

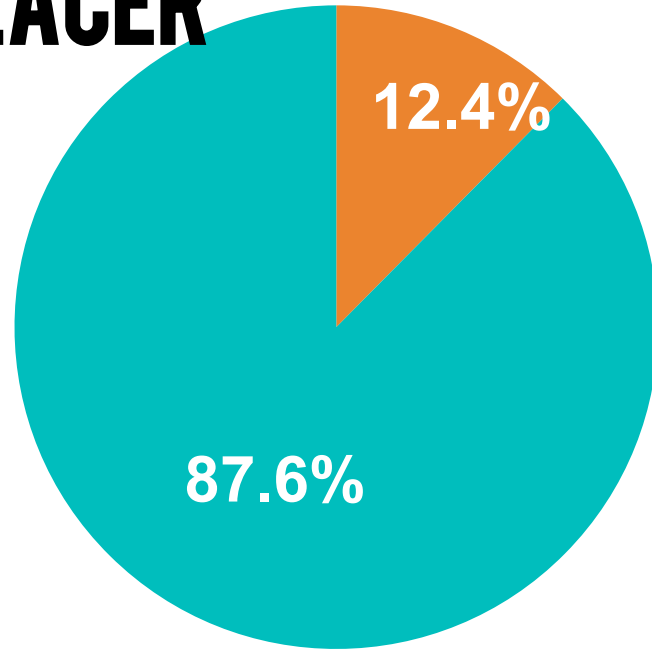
Total Residential Units:
13,232



- Registered STRs in Truckee: 1,438
- Non or Unregistered STRs: 11,749

*Source: Town of Truckee, FY 2017/2018

TOTAL REGISTERED STR UNITS IN EASTERN PLACER

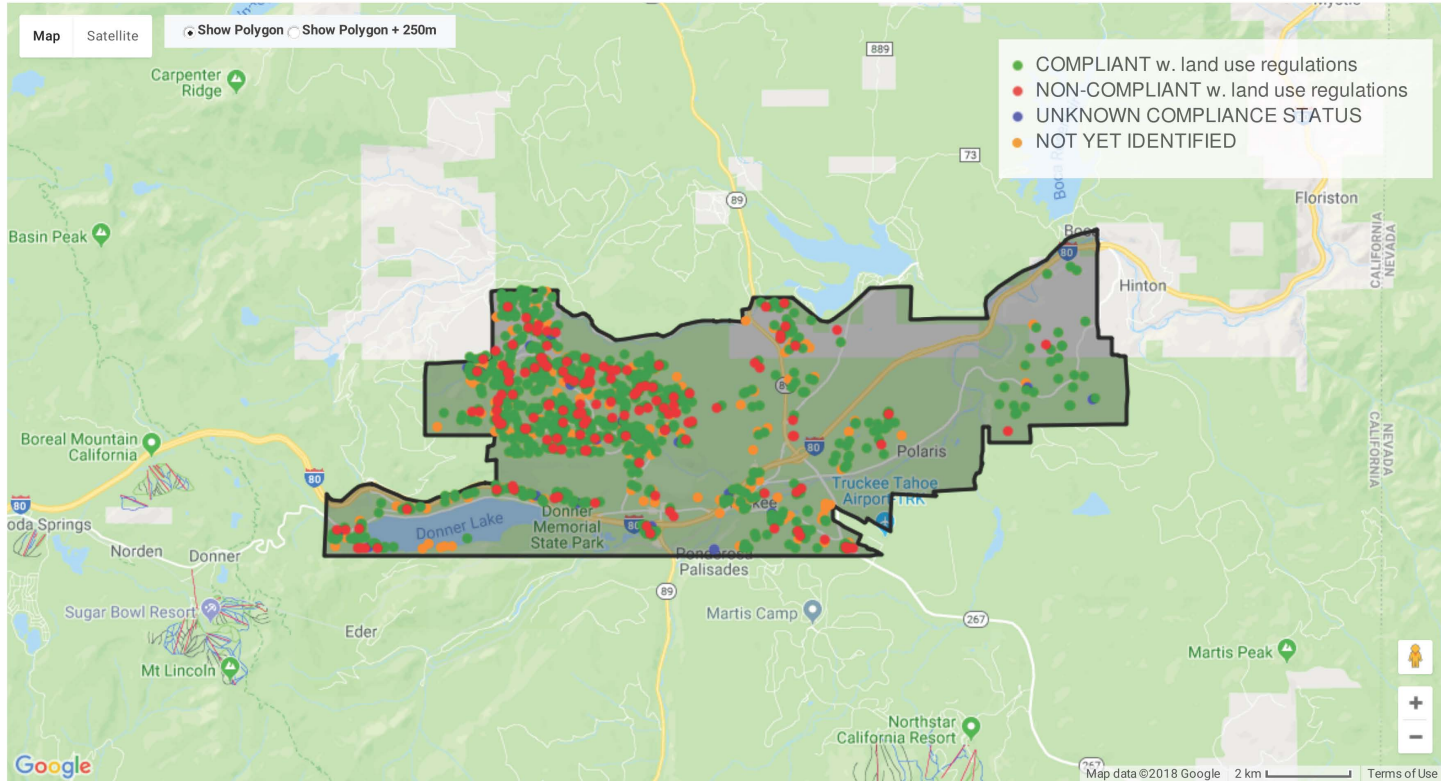


**Total Residential Units:
25,569**

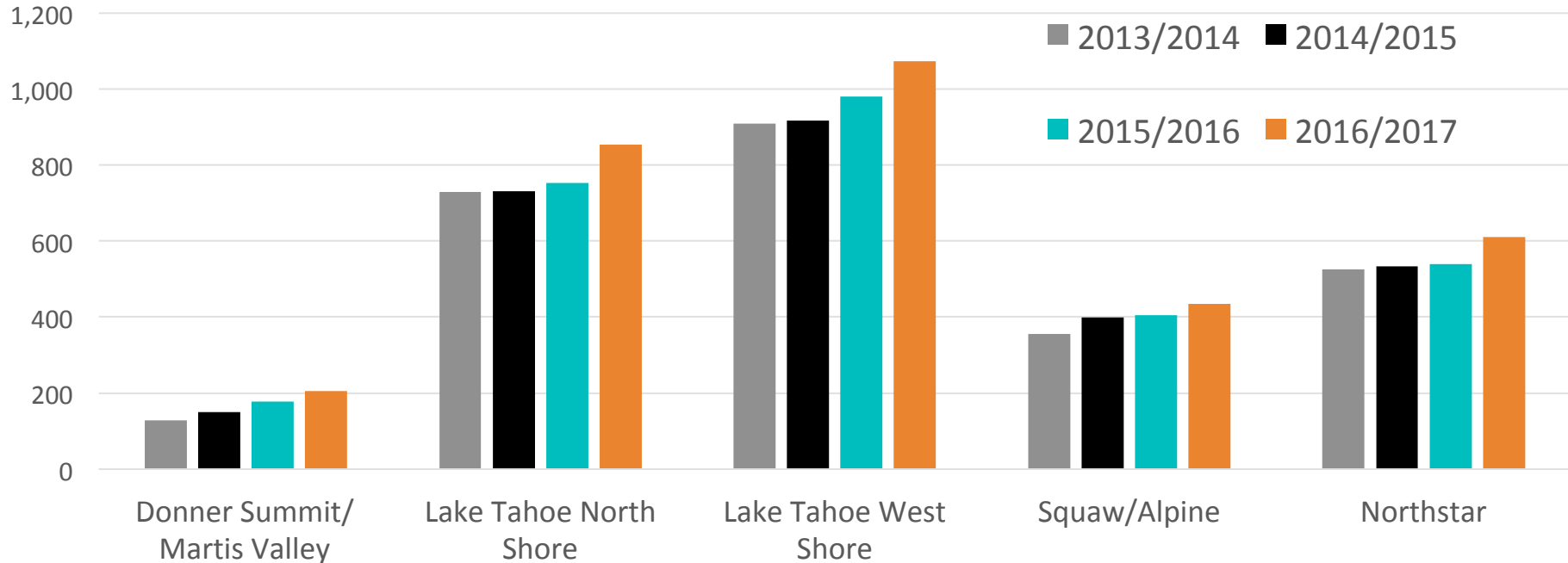
■ Registered STRs in
Eastern Placer: 3,176

■ Non or Unregistered
STRs: 22,393

TOWN OF TRUCKEE REGISTERED STRS BY NEIGHBORHOOD

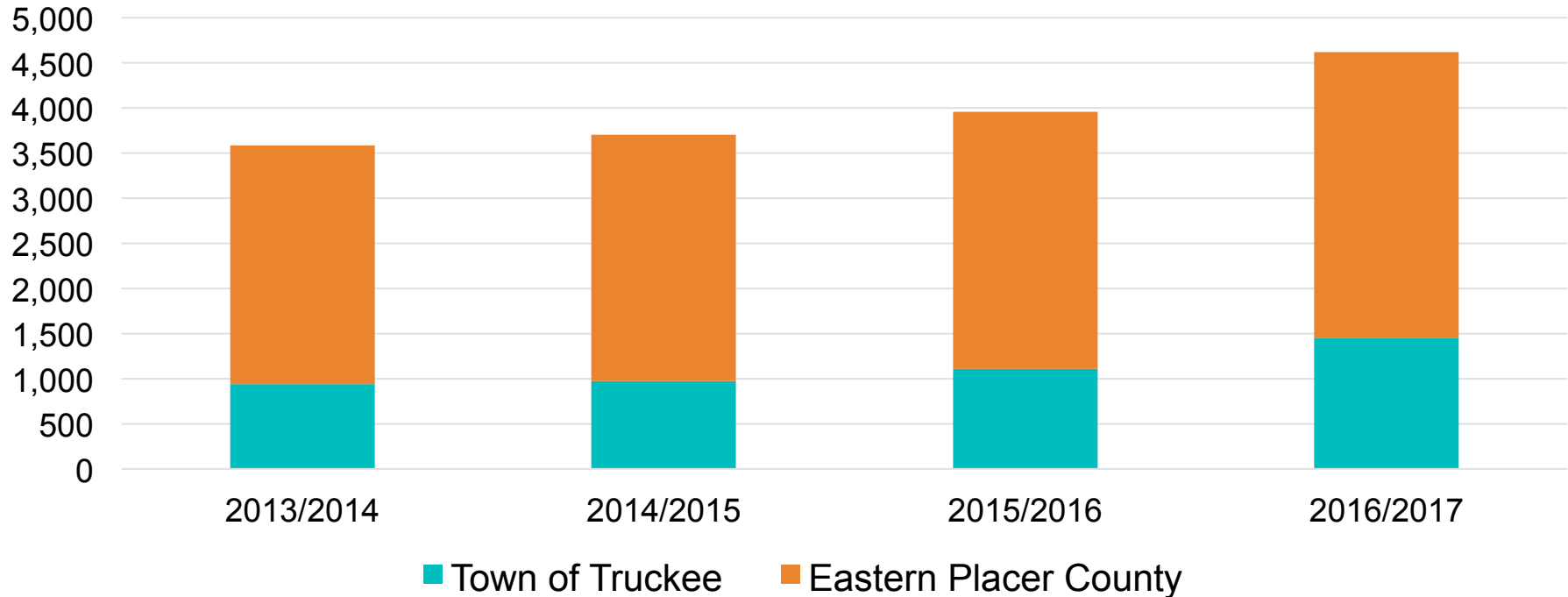


EASTERN PLACER COUNTY REGISTERED STRS BY NEIGHBORHOOD (ONLY INCLUDES HOMES+CONDOS)



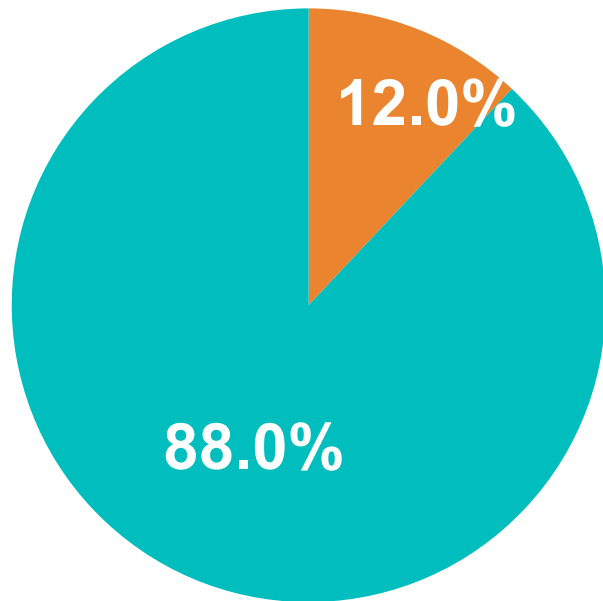
*Source: Placer County

TOWN OF TRUCKEE + EASTERN PLACER COUNTY REGISTERED STRS



*Sources: Town of Truckee + Placer County, 2018

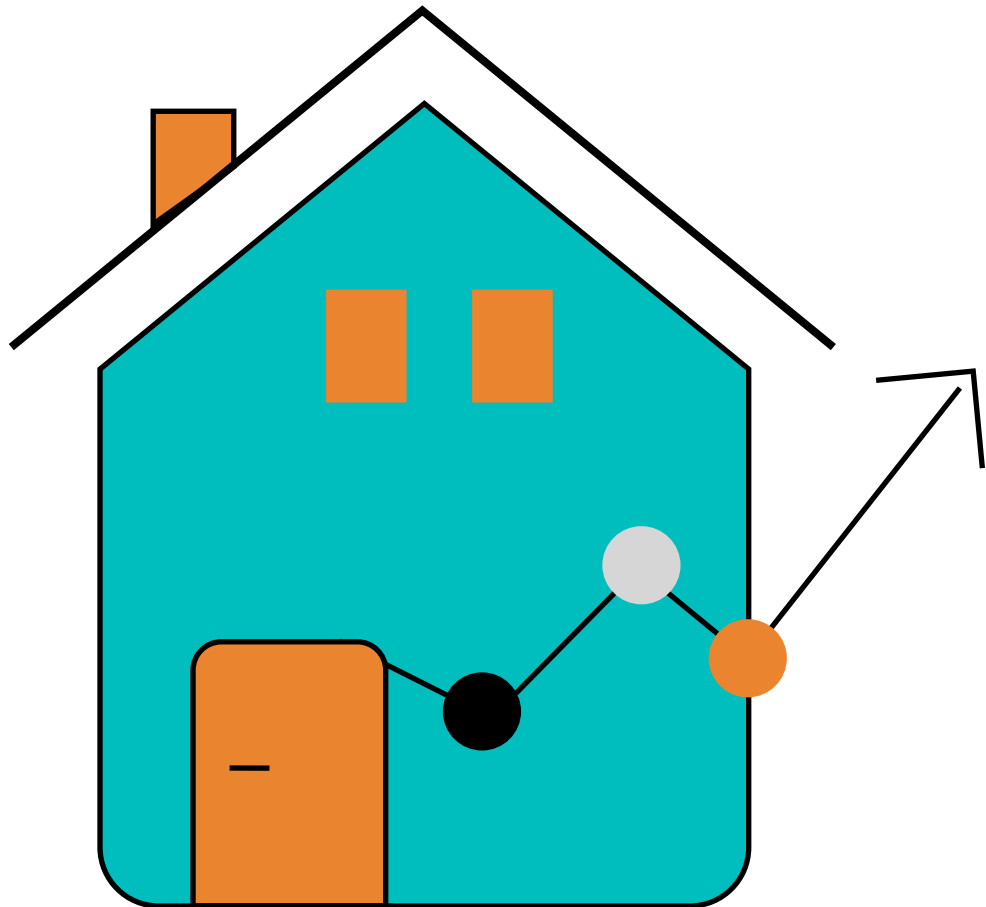
TOTAL REGISTERED STR UNITS IN NORTH TAHOE-TRUCKEE REGION (EASTERN PLACER AND TRUCKEE)



Total Units in Eastern Placer + Town of Truckee: 38,801

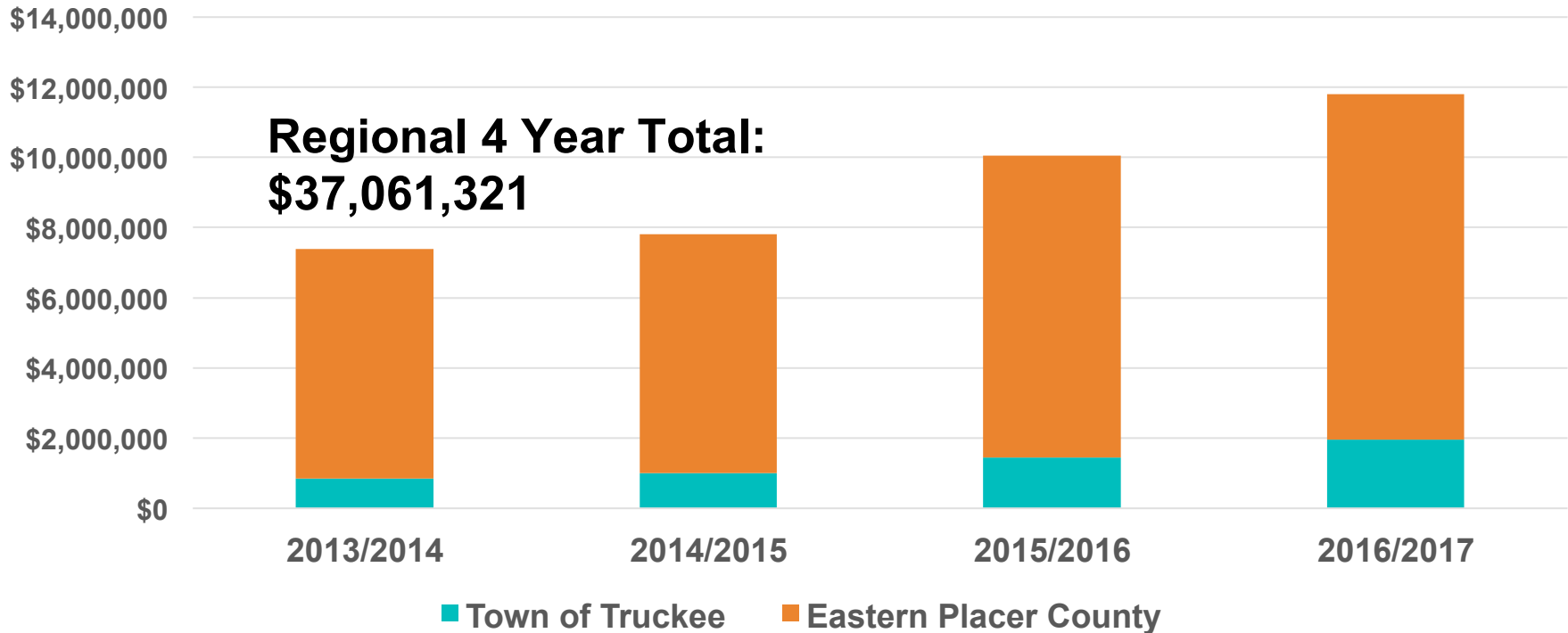
- Total Registered STRs: 4,659

**Sources: Town of Truckee + Placer County*



TOT REVENUE: 4 YEAR TREND 2013-2017

TOWN OF TRUCKEE + EASTERN PLACER COUNTY ANNUAL TOT COLLECTED (ONLY INCLUDES HOMES + CONDOS)



*Sources: Town of Truckee + Placer County, 2018

HOW TOT IS USED

EASTERN PLACER: 10%



100% generated in Placer spent to attract, serve, mitigate tourism



60% used for transit, capital, bike paths, arts, marketing, etc.



40% used for Government services: Snow removal, libraries, public safety, roads, Health & Human Services, etc.

TRUCKEE: 10% TOT + 2% TTBITD



10% TOT funds used for trail/sidewalk maintenance, road maintenance, snow removal, public safety, crosswalks, emergency services, lighting, river revitalization, etc.



2% for Truckee Tourism Business Improvement District (TTBITD) designated for destination marketing and event sponsorship

STEP 2: DOING OUR HOMEWORK

WHAT ARE OTHER COMMUNITIES DOING?



APPROACHES TO STRS



REGULATE



INCENTIVIZE



TOT COMPLIANCE



DO NOTHING

LOCAL APPROACHES BEING CONSIDERED BY PLACER + TOWN OF TRUCKEE



REGULATE

Goals:

- Nuisances issues
- Increase long-term rentals



INCENTIVIZE

Goal:

- Unlock for long-term rentals



STEP 3: GET TO WORK

MHC TIGER TEAM

TEAM

Community Members / Business Owners

North Tahoe Business Association

North Lake Tahoe Resort Association

Placer County

Tahoe City Downtown Association

Tahoe City PUD

Tahoe Donner

Tahoe Sierra Board of Realtors

Town of Truckee

Truckee Chamber

Truckee Tourism Business Improvement District

APPROACH

Market Analysis

Research

Define approaches:
Gather feedback TODAY!

Share results with
Truckee + Placer Counties

YOUR FEEDBACK + NEXT STEPS

FEEDBACK



Put your ideas + feedback on the back wall today!



Email Mountain Housing Council

www.mountainhousingcouncil.org

QUESTIONS WE WILL BE EXPLORING IN THE NEXT 6 MONTHS

- Does regulation of STRs increase the supply of long term rentals?
- Review regulation in other communities, does it work?



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PANEL

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**MOUNTAIN
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SOLUTIONS PITCH

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CLOSE

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