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Survey Results: Tourism Investment Priorities

Survey Info - This survey was sent on behalf of North Lake Tahoe Resort Association, CA.

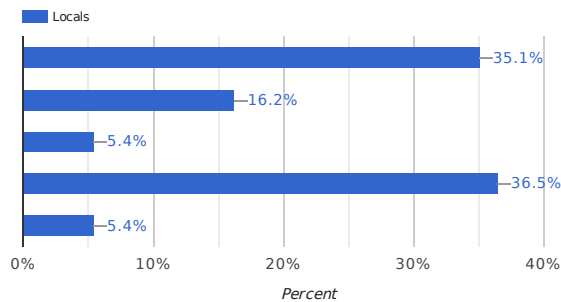
These FlashVote results are shared with local officials

<h2>313</h2> <p>Total Participants 75 of 143 initially invited (52%) 238 others Margin of error: ± 6%</p>	<p>Applied Filter: Locals only Participants for filter: 74</p>	<p>Response Time (ho...</p>	<p>Started: Jun 23, 2015 2:09pm Ended: Jul 7, 2015 2:09pm Target Participants: All NLTRA</p>
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Q1 Which of these choices do you think is the best way to get local information to visitors once they are in North Lake Tahoe?

(74 responses by locals)

Options	Locals (74)
More street and trail signage that directs people to popular destinations such as downtowns and historic, scenic, and recreation sites	35.1% (26)
New walk-up facilities for visitors such as kiosks, interpretive centers and mobile information carts or trucks	16.2% (12)
Specialized "ambassador" training for local employees so they are more knowledgeable about what the region has to offer when people ask them	5.4% (4)
Visitor guide technology that is easy-to-use and works on computers and mobile devices	36.5% (27)
Other:	5.4% (4)



use like
technology

I think all the selections are worth exploring

All of them !!!!! Everyone is using the internet, so Visitor guide technology is a must.

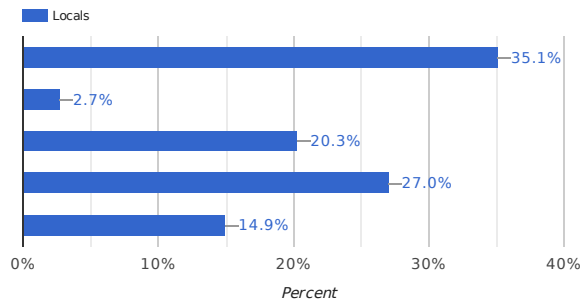
Free or cheap public ferry transportation on the lake and airport bus service.

All of the above in this order: C, A, D, B

Q2 Which of these statements most authentically describes North Lake Tahoe to visitors?

(74 responses by locals)

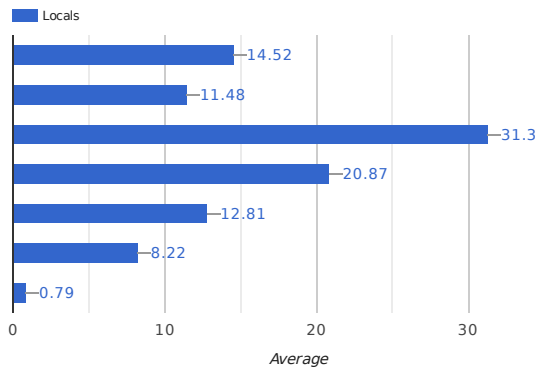
Options	Locals (74)
North Lake Tahoe is California's capital for healthy, outdoor recreation	35.1% (26)
North Lake Tahoe is the arts and cultural center of the Sierra	2.7% (2)
North Lake Tahoe is the best family-friendly destination in Northern California	20.3% (15)
North Lake Tahoe is the place to go for health, relaxation and rejuvenating one's spirit	27.0% (20)
None of the above	14.9% (11)



Q3 How would you allocate our tourism occupancy tax (TOT) revenues across the new facilities options below to make North Lake Tahoe even better? (Percentages will add up to 100%)

(63 responses by locals)

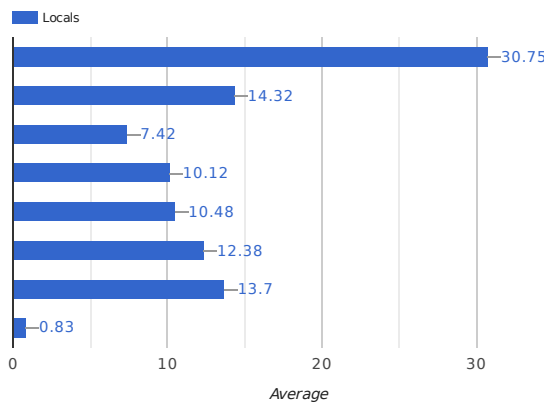
Options	Locals (63)
Artistic, cultural and historical facilities such as museums, interpretive centers and public art	14.5%
High altitude training and outdoor recreation amenities	11.5%
More trails including connectors between towns, completing gaps in existing paved, cross-country skiing and mountain bike trail systems	31.3%
Improved quality and variety of lodging/hotel options on the lakeside of the North Lake Tahoe region	20.9%
More public parks, scenic overlooks, and gathering places such as plazas in town centers	12.8%
More multi-use, large group meeting venues and gathering spaces near the lake	8.22%
None of the above	0.794%



Q4 How would you allocate our tourism occupancy tax (TOT) revenues across the following transportation efforts? (Percentages will add up to 100%)

(60 responses by locals)

Options	Locals (60)
Implement the Transit Vision which would provide more frequent and free buses (every 30 minutes), from 6am-2am	30.8%
Encourage more direct flights into Reno and Sacramento airports	14.3%
Support bus transit from the Bay Area and regional airports to get people to North Lake Tahoe without their cars	7.42%
Offer free bikes at local hotels and in town centers	10.1%
Increase water transportation such as shuttles between North Lake Tahoe communities and cross lake ferries	10.5%
More point-to-point bus shuttles to key destinations, for example Sand Harbor or Emerald Bay in the summer and ski resorts in the winter	12.4%
Provide more convenient and safe pedestrian facilities, such as sidewalks, in commercial areas	13.7%
None of the above	0.833%



Q5 Any other comments or suggestions about how to make North Lake Tahoe the premier international mountain resort destination of the West for visitors?

(27 responses by locals)

north business city lake baycreate
 public tahoe bike make
 truckee need car road area fund build

Figure out how to maintain an adequate base of people in the shoulder seasons and not overcompensate by over developing already crowded areas. Redevelopment of older properties not to exceed current heads on beds a must

Do your snow dance (:

Complete the trail network

What is "high altitude training?"

I am more interested in balancing the best interests of north lake tahoe homeowners with those of visitors, rather than making nlt the premier destination for visitors.

Stop all non emergency road construction between June 15 and Labor Day. North Shore is known as the "avoid at all costs" year after year after year by Bay Area visitors because of continuous road work delays. I lived in a summer resort area and that was the law.

Build a community pool!!!

Helping small local wellness and healing businesses get more recognition and information out to the public and the surrounding areas. Example: yoga studio's, massage, paddle boarding, hiking excursions, meditation walks, etc. These types of businesses struggle, but feel have the most benefits for our tourist to experience wellness in the mountains and create healthy vacations. Retreat centers are a great idea to bring more healthy conscious people into out areas, which can create more business for our wellness businesses.

The more we can encourage biking and walking, the better. Make it cool to leave the car at the house or hotel. We pay too much in infrastructure to support all the cars!

Highest priorities are 1) finishing the bike trail around the Lake, 2) in winter from Truckee south to Alpine Meadows having a third "bus and/or HOV" lane on 89 that alternates between north and south depending upon whether it is morning or afternoon, 3) alleviating heavy traffic at Tahoe City's "Y" through Roundabout(s), and 4) constructing a Gondola from Tahoe City to Alpine Meadows (SV Ski Holdings should provide the connection between Squaw and Alpine).

Snow

Anything to discourage cars. Anything to encourage trails for pedestrians and horses, SEPARATE mountain biking, no motorized vehicles, safe water-trail uses, especially in N Tahoe.

It's my understanding public bus does not work unless it runs every 20 minutes at least. Strive for that goal (not 30 minutes). For arts and culture, don't build museums or interpretive centers. Rather, subsidize the arts with a great communal spaces in which to work. Artists will bring good things as a result. Make Tahoe a cooler place to visit.

Don't build any more new amenities without the money to sustain them. Put money into existing buildings such as the North Tahoe Event Center and make it multi-functional so that it can serve visitors and locals. NTPUD residents shouldn't shoulder the full burden for a building that should be serving the whole region.

Anything that we can do to improve public parking - there is nowhere near enough of it, especially on beach days. Also, anything we can do to get rid of/upgrade those old blighted buildings along the lakeside. They make our little slice of paradise look slummy.

More public transit at night and to Truckee

right now the State park management of our lakeside park facilities is embarrassing. The grounds look terrible, the bathrooms are gross, there are no porta-potties where needed. Certainly not "premier international destination".

Some of these options would benefit our area but don't seem appropriate for a TOT funding source (e.g., TOT funding for for-profit hotel development).

We need more healthy, and affordable restaurants in Tahoe City. We need a place to have more art performances, winter and summer. Dogs should be allowed on more beaches. ;)

Leave the planning and spending decision making to North Tahoe thru the Resort Assn -- keep placer county out controlling what we do

Better management of intersections for traffic. While we need to move people out of autos, better intersection design including roundabouts would keep things moving and our tourists happier

more financial support from the county. Better sharing of TOT from the county. Better investment into North Lake Tahoe from the county.

High speed train from Bay Area to Tahoe

Rather than try to do many of the important things on your list at one time (there were a lot of great choices!), focus on one or two, make them a priority, do them well, complete them, then move on to the next item on the list.

Find a way to improve tourism without impacting the locals-- especially with traffic and parking issues. Encourage people to stay out of their cars once they get here.

We need a public pool in Tahoe City

Convenient and easy transportation and trail access between all North Lake towns will combine the amenities available for visitors and residents, creating a greater value for all.

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