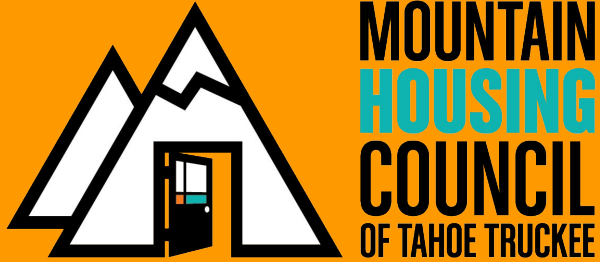


January 15, 2021



# Mountain Housing Council Quarterly Meeting

**TAHOE TRUCKEE**  
COMMUNITY FOUNDATION

# BOARD AND STAFF



HANNAH SULLIVAN,  
CHAIR



ALEX MOURELATOS



BILL AUSTIN



BOB RICHARDS



GEOFF EDELSTEIN



ERIN KILMER



EMILY GENDRON



JERUSHA HALL



KELLEY CARROLL



KRISTIN YORK



LAUREN O'BRIEN



TOM POWELL



WALLY AUERBACH



STACY CALDWELL,  
CEO



ALISON SCHWEDNER



CAROLINE CRAFFEY



DEB RYAN



KATHY WHITLOW



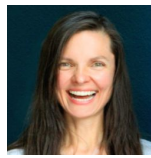
KRISTINA KIND



PHYLLIS MCCONN



SERGIO NEVEL



TIMEA GRISET

**Our Mission:** To connect people and opportunities, generating resources to build a more caring, creative, and effective community

# WHAT WE DO



Community  
Scholarships



Grant-Making  
To Nonprofits

**FOREST  
FUTURES**

Market-based Solutions  
for Forest Health



Family Strengthening  
through CCTT



Emergency Response  
Fund



Expand Housing  
for Locals



Affordable Housing  
Projects

# COLLECTIVE IMPACT MODEL



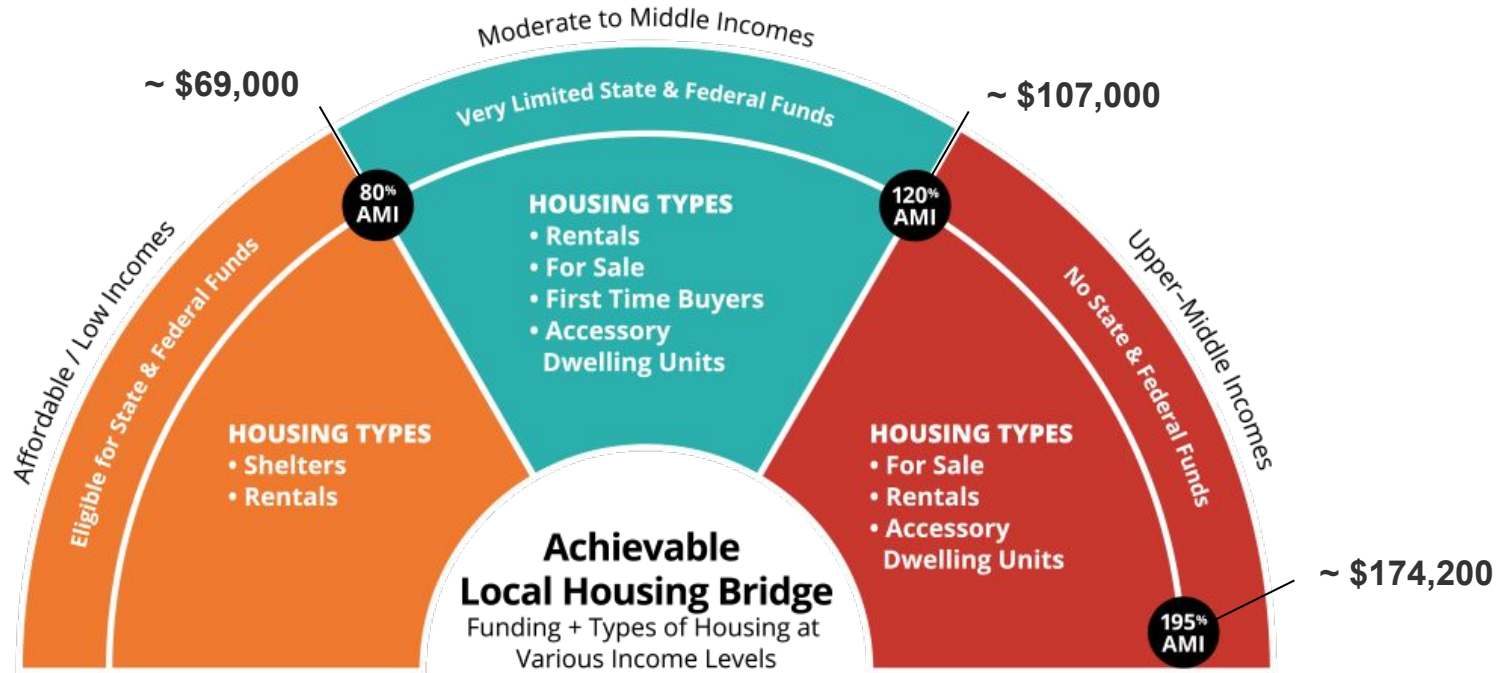


# MOUNTAIN HOUSING COUNCIL PARTNERS

Community Collaborative of Tahoe Truckee  
Contractors Association of Truckee Tahoe  
Donner Summit Association  
Martis Fund  
Mountain Area Preservation  
Nevada County  
North Lake Tahoe Resort Association  
North Tahoe Public Utility District  
Olympic Valley Public Service District  
Placer County  
Sierra Business Council  
Sierra Community House  
Squaw Valley | Alpine Meadows  
Sugar Bowl Resort

Tahoe City Public Utility District  
Tahoe Donner Association  
Tahoe Prosperity Center  
Tahoe Regional Planning Agency  
Tahoe Sierra Board of Realtors  
Tahoe Truckee Community Foundation  
Town of Truckee  
Truckee Chamber | Truckee Tomorrow  
Truckee Downtown Merchants Association  
Truckee North Tahoe Transportation  
Management Association  
Truckee Tahoe Airport District  
Truckee Tahoe Workforce Housing Agency  
Vail Resorts/Northstar California

# OUR CHARGE



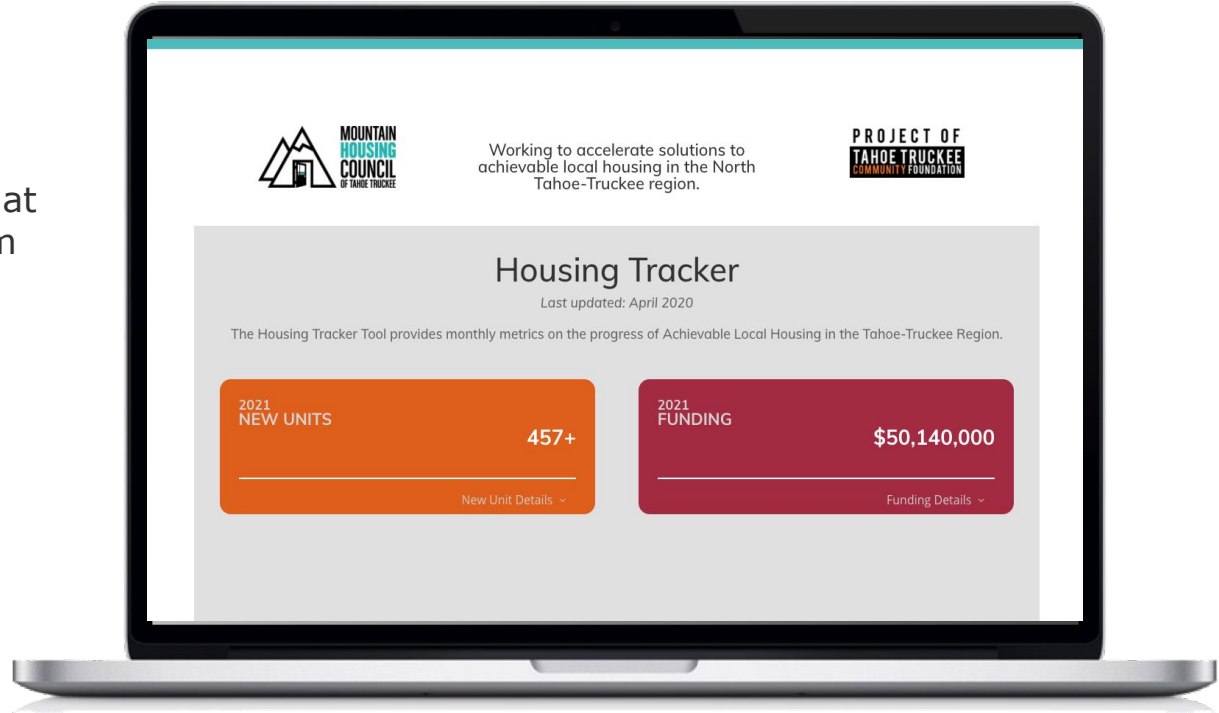
MHC is working to accelerate solutions for Achievable Local Housing in the North Tahoe-Truckee region. Our Area Median Income (AMI) reflect a range between Nevada County and Placer County, based on a 4-person household.

-The California Department of Housing and Community Development (HCD)

# HOUSING TRACKER

## ONLINE DASHBOARD

January start of public facing Housing Tracker Dashboard that rolls up the collected data from each category.



# HOUSING TRACKER

## ONLINE FORM

January start of the new Housing Tracker form to capture new and existing housing project updates.

Allows for differentiation of units by AMI levels.

Primarily for use by key agencies.

### Housing Tracker Entry Form

Use this tool to list and update your housing projects on the Mountain Housing Council website to help track key indicators of housing progress. Our staff then reviews and approves your changes, adding them to the MHC Housing Dashboard.

#### New Units of Achievable Locals Housing

Achievable Local Housing equates to homes for the community that live full-time in the region and work for an employer based in the boundary of the Tahoe-Truckee Unified School District.

Add or update your project(s) here:

Date \*

Developer Contact \*

Project Title \*

Project Address \*

Street Address

Address Line 2

City

State / Province / Region

ZIP / Postal Code

Housing Use \*

Housing Type \*

Primary Residence

Single Family Residential (For Sale)

Project Status \*

Concept/Pre-Application

#### Number of Units for Each Income Level (AMI)

Affordable – Extremely Low (up to 30% AMI)	Affordable – Very Low (up to 50% AMI)
Achievable – Low (up to 80% AMI)	Achievable – Median (up to 100% AMI)
Achievable – Moderate (up to 120% AMI)	Upper Middle (up to 170% AMI)
Upper Middle (up to 195% AMI)	

Add Another Housing Block?

In some cases, a project may contain a mix of housing types for different levels of affordability. This button would allow for a second or third block to be added to Project Listing that could have a mix of Market Rate and Restricted housing types, single family – and – Multi-family residential.

☐ Yes, Add Another Block

Submit

# MHC MEETING AGREEMENTS

- Show up and bring your best ideas.
- Be prepared.
- **Treat others with respect.**
- Voice opinions and concerns.
- Advocate for our collaborative goals.
- Work collaboratively and strive for consensus.
- Share your expertise.
- Serve as an ambassador.

## *Virtual Agreements*

- Be patient
- Politely mute
- Please “Chat”

# MHC PUBLIC ENGAGEMENT PROTOCOL

- Provide comment during “Public Comment” from 10:50-11:00 am.
- **Please limit comment to two minutes** to ensure all those interested in speaking will have the opportunity to share their ideas •
- Please follow the rules of the “Speak your Peace” Campaign as adopted by Truckee Tahoe Community Foundation:

**Pay attention:** Be aware and attend to the people and the world around you

**Listen:** Genuinely focus on others as they speak so that you may better understand their perspectives o

**Be inclusive:** Welcome all points of view, every individual, and all groups of citizens working for the greater good o

**Don't gossip:** And do not accept when others do o

**Show respect:** Honor other people and their opinions o

**Be agreeable:** Consider the possibility you might be wrong, admit the things you do not know

**Apologize:** Be sincere and repair damaged relationships

**Give constructive criticism:** Be sure that your intention is to help

**Take responsibility:** Don't shift responsibility or blame others

# AGENDA

8:00-8:10 am	Welcome <i>Partner Poll: Future Meeting Dates</i>
8:10-8:20 am	Community Impact Storytelling
8:20-9:05 am	Housing Funders Working Group Update <i>Specific Capital Stack Project ~Stacy Caldwell</i> <i>TRPA Housing Cost Analysis Tool Overview ~Alyssa Bettinger</i> <i>Lessons Learned ~Heidi Volkhardt Allstead</i> <i>Tourism Business Improvement District ~Jeffrey Hentz</i> <i>Measure K ~Seana Doherty</i>
9:05-9:10 am	Break
9:10-9:50 am	Regional Housing Implementation Plan Update Breakout Session
9:50-10:10 am	Policy Working Group Update
10:10-10:50 am	Partner Updates
10:50-11:00 am	Public Comment
11:00 am	Close

# PARTNER POLL: FUTURE MEETINGS

## Quarterly Meetings, Fridays 8-11am

**Zoom Poll:** Please indicate your availability to attend future Mountain Housing Council meetings.

(Indicate all that apply)

Answer 1: First Friday of the Month

Answer 2: Fourth Friday of the Month



# STORIES FROM THE COMMUNITY



**Patty Baird**  
Vice Chair  
Visit Truckee-Tahoe



**Melanie Wasserman**  
Director of Housing  
Town of Telluride



# Housing Funders Network Working Group

# CAPITAL STACK EXERCISE

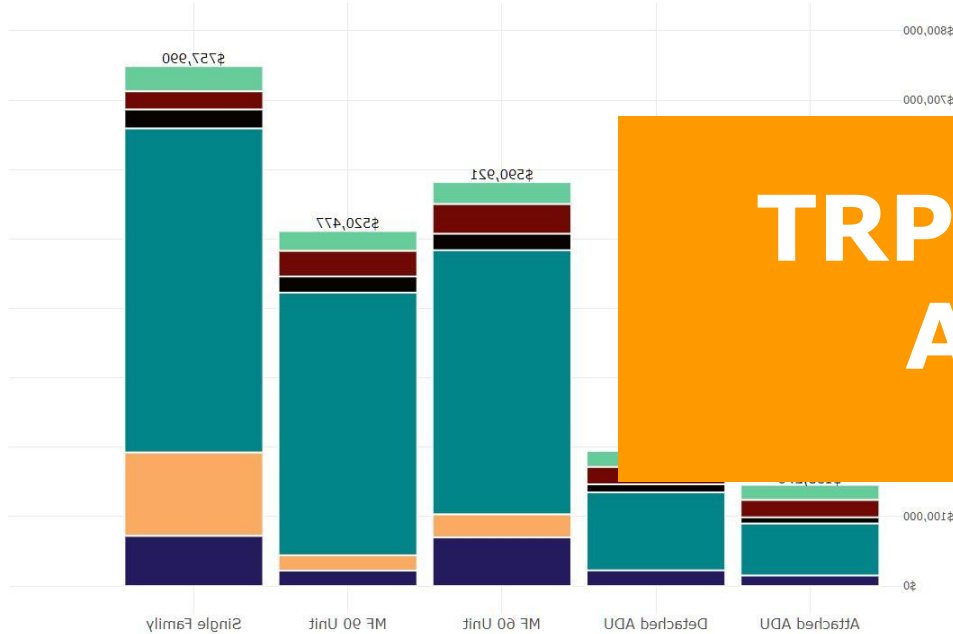
## ANALYSIS OF DIFFERENT DEVELOPMENT SCENARIOS

### **Understanding the Process Developers Follow to Build Housing**

- Project Type
- Inputs:
  - Breaking Down Costs
  - Financing
  - Incentives
- Measuring Return

### **Projects**

Coburn Crossing  
Hopkins Village  
Frishman Hollow II  
Meadow View Place  
Coldstream Commons  
Dollar Hill Apartments



# TRPA Housing Cost Analysis Tool

**Alyssa Bettinger**

*Associate Planner*

*Long Range & Transportation Planning*

*Tahoe Regional Planning Agency*

# LESSONS LEARNED FROM THE CAPITAL STACK PROJECT

- Funding housing is dependent of project size, type & developer
- Location Matters
  - Jurisdiction requirements and site conditions vary in the region
- Pro Forma Data
  - Not widely available or in the same format
  - Public funds = public pro forma
  - Who profits and by how much changes with each project
- Common frustration of multi-agency process alignment & “gotcha costs”
  - Delays and costs increase results in challenges with permanent financing
  - Accountability shifts and community agreements are at risk



NLTRA Update

# Mountain Housing Council Friday, Jan. 15



north lake tahoe

# Overview: North Lake Tahoe Resort Association



north lake tahoe



**TOURISM BUSINESS IMPROVEMENT DISTRICT**



north lake tahoe





# Tourism Business Improvement District

## What a TBID Means for North Lake Tahoe



### **Local Control**

North Tahoe businesses control what, when and how TBID funds are spent



### **Achievable Workforce Housing Solutions**

Redirected TOT dollars will finance initiatives that increase the inventory of workforce housing



### **Traffic Management**

Redirected TOT dollars will improve traffic circulation and enhance programs that address congestion in peak periods



### **Offsetting Tourism Impacts**

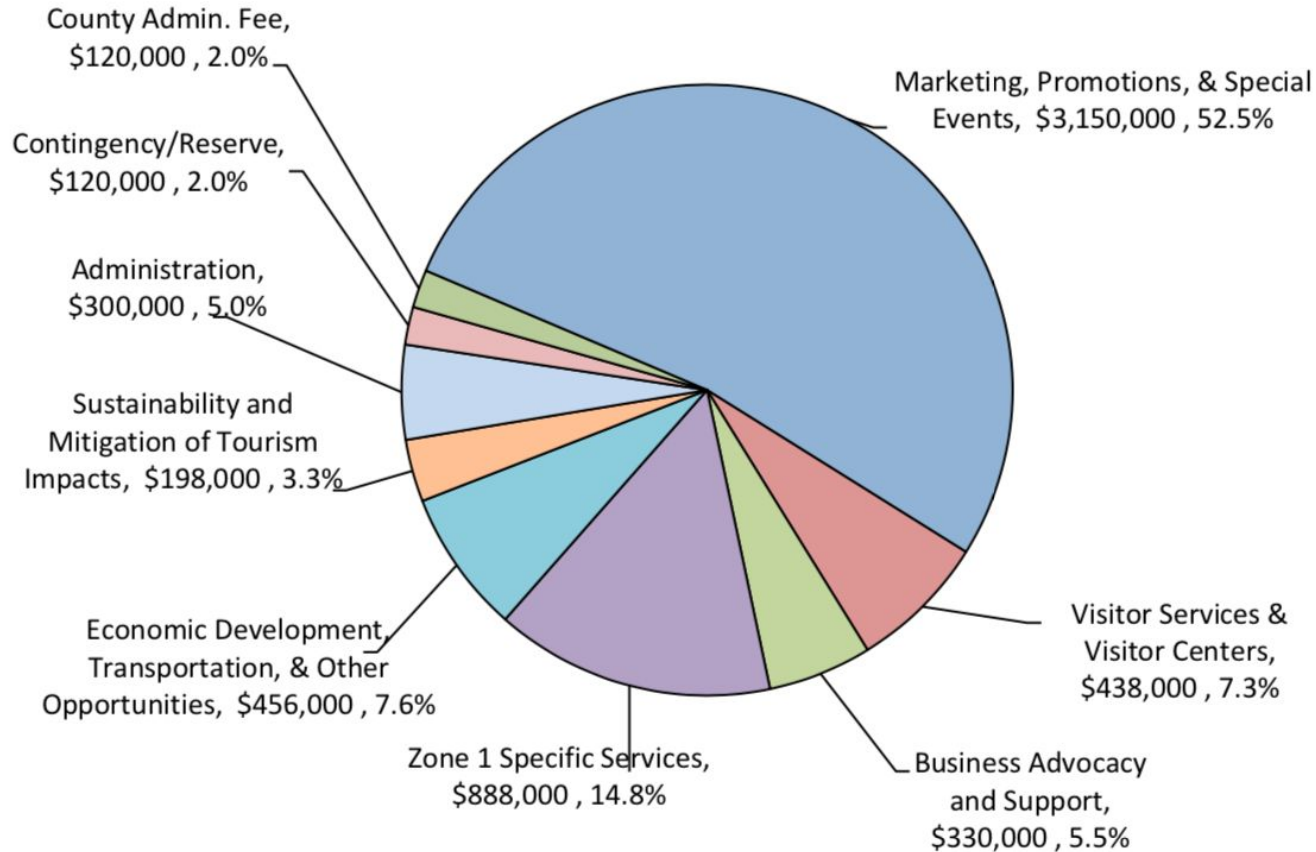
TBID funds will be utilized to reduce tourism impacts on local communities and support trash mitigation efforts across the region



### **Destination Management**

TBID funding will help market the region in need periods and manage responsible travel initiatives for incoming visitors

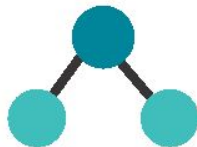
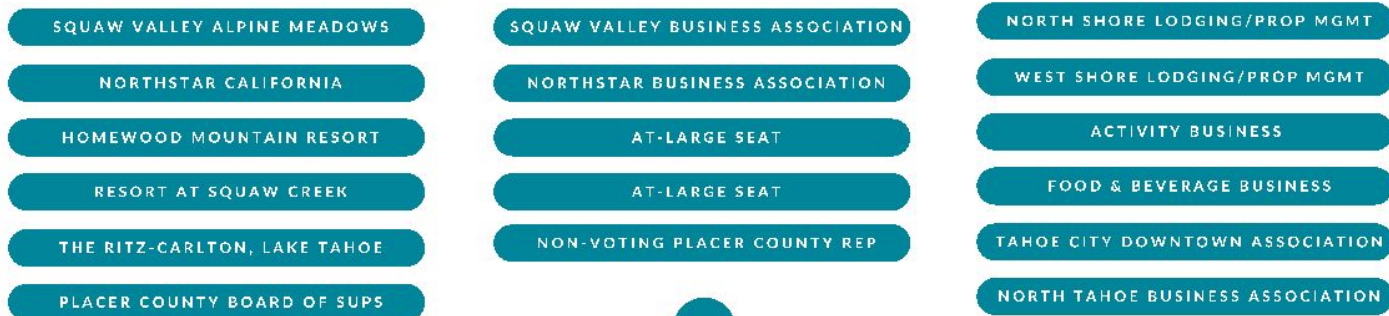
## Initial Annual Budget - \$6,000,000



# GOVERNANCE STRUCTURE FOR THE TOURISM BUSINESS IMPROVEMENT DISTRICT

## NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

16 elected members comprise the Owners' Association for the NLTTBID, charged with responsibility to implement the Management District Plan



## NORTH LAKE TAHOE TBID ADVISORY COMMITTEE

7-9 members, majority from assessed businesses, to advise NLTRA Board on implementation of the Management District Plan



## ZONE ONE ADVISORY COMMITTEE

5-7 members, majority from assessed Zone One Lodging, recommend to NLTRA Board the use of Zone One specific funds



# Tourism Business Improvement District

## Transient Occupancy Tax (TOT)

is a rental tax paid by the guest for short-term rentals and hotel room nights up to 30 days. The tax paid by visitors helps fund projects that benefit Placer County as a whole. **TOT dollars generated go into a Placer County general fund and are controlled at the County level.** It is an added source of non-property tax revenue to Placer County. The current TOT percentage is at 10%.

VS

## Tourism Business Improvement District (TBID)

is a funding mechanism that activates all business sectors driven by tourism, not just lodging. **Dollars are controlled locally by the tourism-related businesses that agree to an assessment on their customers.** The North Lake Tahoe TBID would establish a 1 percent assessment of all gross revenues on tourism related businesses, including restaurants, retail and recreation. (Gas and grocery stores are excluded.) Lodging will have a 2 percent assessment, except for those in Squaw Valley Alpine Meadows and Northstar, which will be 1 percent since those areas already have assessments in place to fund transportation, such as the Mountaineer in Squaw Valley and Alpine. **These assessments will be passed on to the customer at the point of sale.**



Local Control | Achievable Workforce Housing Solutions  
Transportation Management & Improvements  
Tourism Impact Offsets | Market the Region



42% of visitors to North Lake Tahoe are only here for the day. These consumers avoid TOT contributions, eliminating their ability to support dire infrastructure needs. With a TBID in place, day visitors contribute to North Lake Tahoe's vitality through purchases at activity providers, restaurants, and retailers.



# What the Business Community is Saying

**Jaclyn Woznicki**

TAHOE TRUNK SHOW



"The NLTRA was instrumental in helping me reopen my retail business after COVID closures in March. With their support, I had access to state guidance and free personal protective equipment (PPE), communicated safety expectations with clients, and was able to navigate grant funding opportunities with ease. I am confident in their ability to lead our local business community and am therefore supporting the TBID."

**Melissa Sigg**

TAHOE TAP HAUS &  
TAHOE ART HAUS



"The TBID offers an opportunity to regain control of our future, and create solutions to some of our biggest problems. In my 20 years in Tahoe, this is the first time I have seen Placer County offer North Tahoe a chance for some independence. Let's not pass up this moment."

**Bill & Kelly Dietz**

TAHOE LUXURY PROPERTIES



"Stable and strategic investment in our local housing, transportation and business infrastructure is critical. A TBID vote achieves this, and sets up our community, and our lodging properties, for a bright future."

**Douglas Dale**

WOLFDAL'S CUISINE UNIQUE



"The TBID vote is a unique two-for-one deal that allows us to implement transportation and housing solutions, while continuing to invest in our local business community. As a business that is directly affected by traffic and housing issues, this investment unlocks our ability to solve a critical issue that must be addressed for our community to thrive."

**Alex Mourelatos**

MOURELATOS  
LAKESHORE RESORT



"Housing is, and has been, perhaps the most critical issue that our communities and our businesses face. Without adequate housing businesses struggle to operate and our communities become more transient and unstable. A vote for the North Tahoe TBID puts the wheels in motion to address this critical issue head on."

**Dave Wilderotter**

TAHOE DAVE'S



"After being on the fence I've decided to full heartedly support the TBID process. I'm convinced we're not losing money as a community. We are gaining more control over more discretionary income. The county will continue to run transportation and add a trust for achievable housing through the current TOT process. The extra \$6 million in TBID funds plus \$4.1 million in TOT funds will be directed and spent by us, locally! Let's support this."



## **Katie & Kevin Hickey**

**TAHOE ADVENTURE  
COMPANY**



"Supporting the TBID is not only a chance to rally our community around one vision, but more importantly, it allows locally generated funds and directives to be managed by those who understand our needs the most - the North Lake Tahoe community."



# Questions?



north lake tahoe



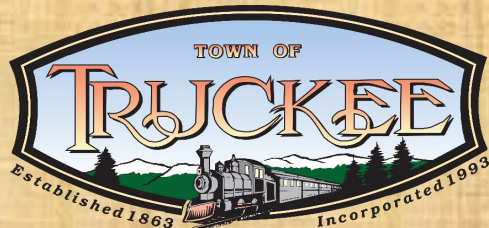


north lake tahoe



# Update on Measure K

January 15, 2021



MEASURE K—THANK YOU!



- ❖ TOT Tax (2%) on lodging
- ❖ 84% voter support
- ❖ 20 years/\$14M/\$700 per yr
- ❖ Uses: Housing, open space, fire
- ❖ Oversight
- ❖ Timing: 2021
- ❖ <https://www.townoftruckee.com/government/town-manager/measure-k>



**Break  
5 Minutes**

# REGIONAL HOUSING ACTION PLAN

Ashleigh Kanat  
Principal-in-Charge

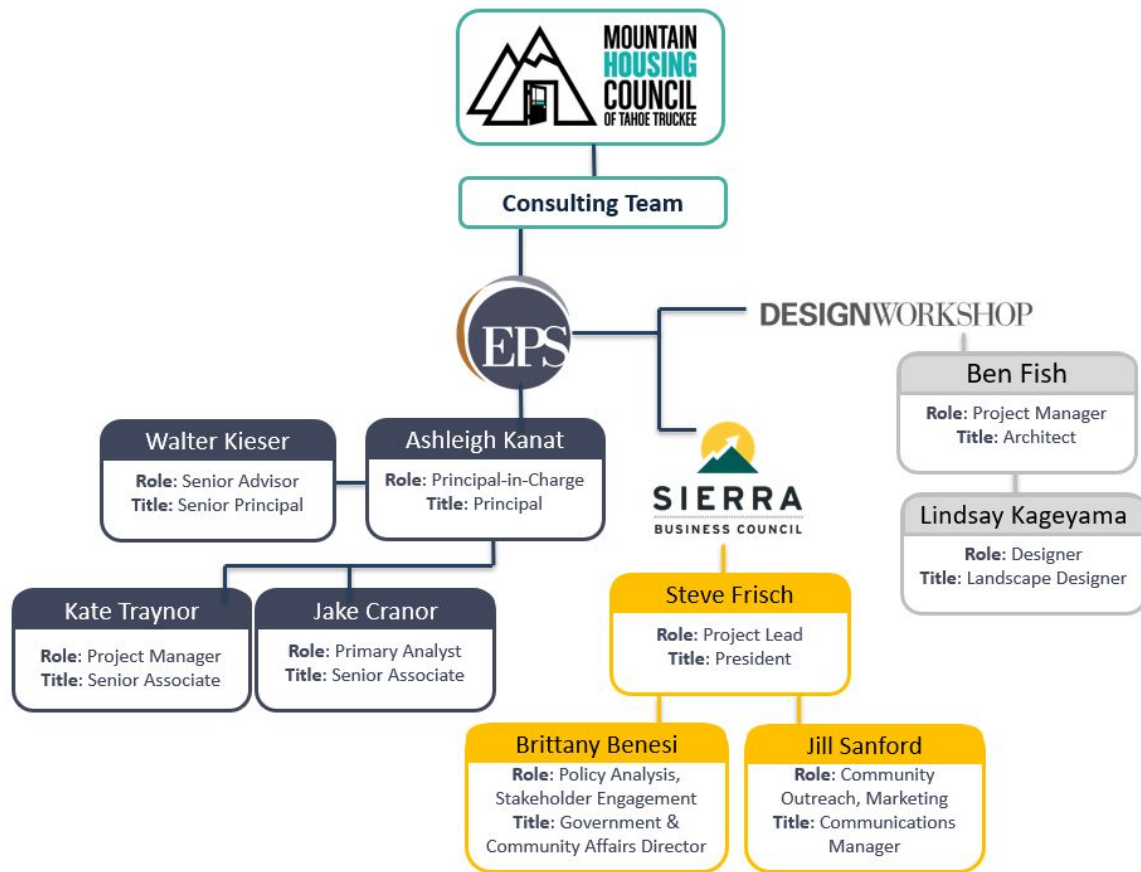
Truckee Tahoe Community  
Foundation/Mountain Housing  
Council



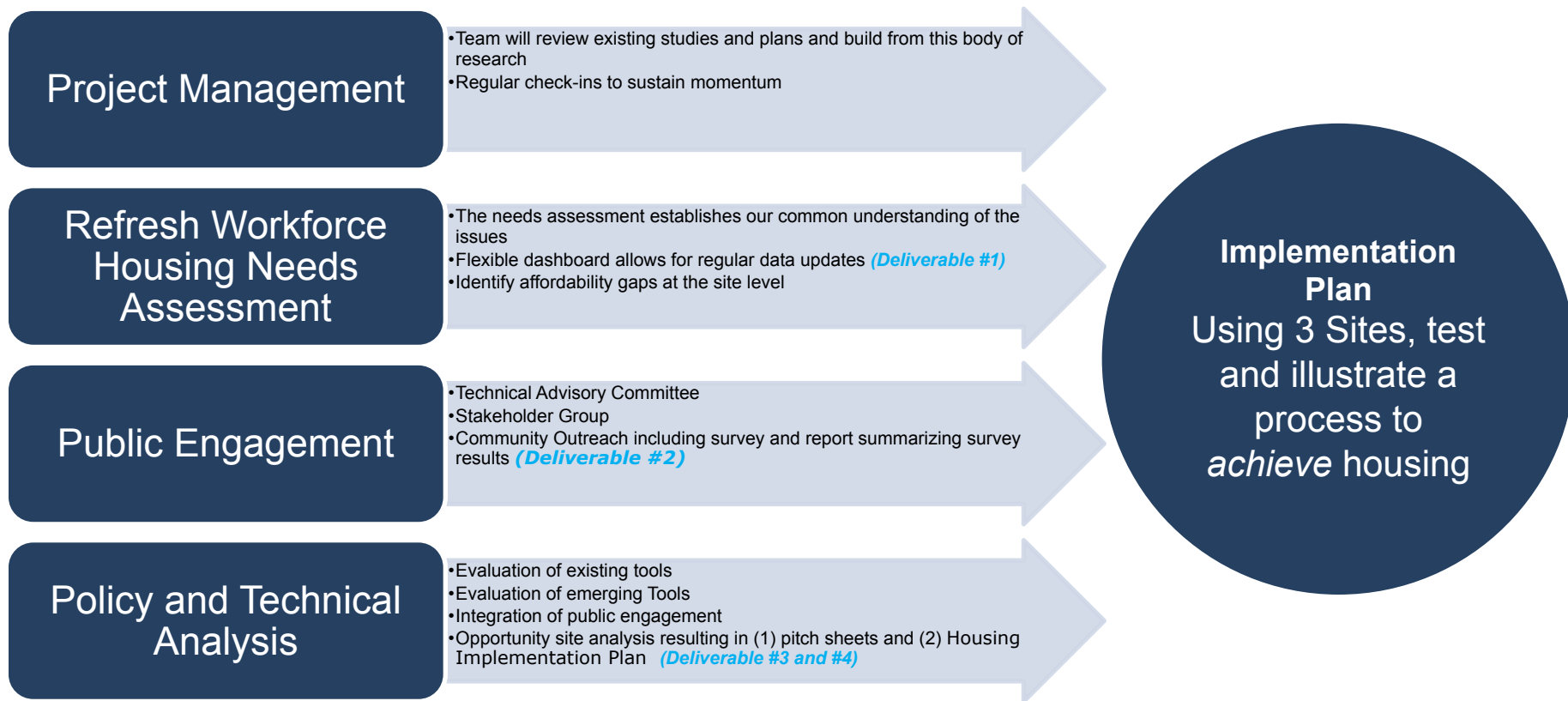
Economic & Planning Systems, Inc.  
*The Economics of Land Use*

1330 Broadway, Suite 450 ■ Oakland, CA 94712  
510.841.9190 ■ [www.epsys.com](http://www.epsys.com)

# PROJECT TEAM



# WORKSTREAMS AND PROJECT OBJECTIVES



# PUBLIC ENGAGEMENT

---

Community Group Recruitment

30 Social Interviews

Online Employer/Community Survey

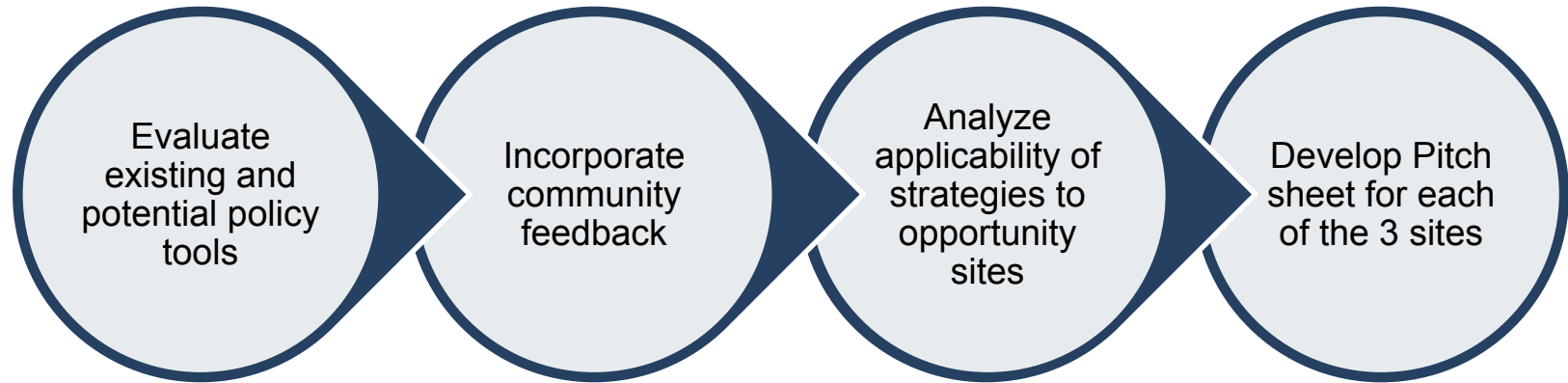
3 Virtual Community Workshops

Social Media Campaign

# SITE SPECIFIC ‘PITCH SHEET’

---

Using three “ready” sites (e.g., Kings Beach (infill), Northstar area (employee/seasonal), Truckee/Donner Summit), and building on available tools and policies, the pitch sheets will demonstrate a process through which we leverage partnerships, regulatory/policy tools, financing mechanisms, etc. to address the region’s housing needs.





# PROJECT TIMELINE

Phase/Description	Start Date	End Date	2021							
			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Phase I: Project Initiation and Ongoing Project Management	Jan-21	Jul-21								
Phase II: Refresh 2016 Workforce Housing Needs Assessment	Jan-21	Mar-21								
Phase III: Public Engagement	Feb-21	Aug-21								
Phase IV: Policy and Technical Analysis	Feb-21	Jul-21								
Phase V: Draft and Final Draft Housing Implementation Plan	Apr-21	Jul-21								



# Breakout 15 Minutes

1. How can we best engage the community during this process?
2. How would your organization support outreach?
3. Are you interested in serving on the Stakeholder Group?



# Report Out 5 Minutes



**SIERRA**  
////////////////////  
**BUSINESS COUNCIL**

# **Mountain Housing Council Policy Working Group Update**

Steve Frisch & Brittany Benesi

January 15th, 2021

# HOUSEKEEPING: POLICY WORKING GROUP

---

- Next Working Group Meeting: January 25th
- Meetings Schedule
  - Last Monday of month: January - May
  - Every other month/as needed: June - December
- Development of MHC Policy Platform
- Legislative Meetings + Virtual Housing Advocacy Event

# KEY POLICY UPDATES

---

- Federal COVID-19 Relief Package
  - Rental and utility payment relief
- Governor's Proposed Budget
  - Housing package
- AB 15 (Chiu) - Eviction Moratorium Extension
  - Joint hearing



# FEDERAL COVID-19 RELIEF PACKAGE

---

- \$25 billion in rental and utility payment assistance
  - 90% for financial assistance
  - Up to 10% for case management
  - Funds must be used for households under 80% AMI, with preference to those under 50% AMI
  - No mortgage assistance
- \$2.6 billion to California
  - \$1.2 billion directed to certain cities and jurisdictions
- How that additional \$1.4 billion will be allocated

# GOVERNOR NEWSOM'S BUDGET PROPOSAL

---

- AHSC Funding Allocation
  - \$426 million in 2021-22
- Low-income Housing Tax Credits
- CalHFA Mortgage Assistance
- Infill Infrastructure Grant Program
  - Includes Early Action funding
- Funding through Federal COVID Relief for rental assistance
  - Seeks immediate extension of AB 3088



# CALIFORNIA EVICTION MORATORIUM

---

- AB 15 (Chiu)
  - Would extend AB 3088 eviction moratorium through end of year
    - Extends prohibition on legal action through January, 2022
    - Prohibits credit agencies from using COVID-related debts as a negative factor
    - Additional limitations on actions landlords can take against tenants
- SB 3 (Caballero)
  - AB 3088 extension through March 31, 2021
  - Would allow tenants who lie about COVID-19 impacts to be charged with perjury
- \$5 Billion Funding Request from Legislative Coalition



# Partner Updates Housing Efforts



# Public Comment

# PARTNER POLL: FUTURE MEETINGS

## Quarterly Meetings, Fridays 8-11am

April 23, 2021

July 23, 2021

October 22, 2021

January 28, 2022

April 22, 2022

July 22, 2022

October 28, 2022

January 27, 2023

April 28, 2023



**VISIT US**

11071 Donner Pass Rd  
Truckee, CA  
96161

**MAIL**

P.O. Box 366  
Truckee, CA  
96160

**EMAIL**

[info@ttcf.net](mailto:info@ttcf.net)

**PHONE**

530.587.1776

**FAX**

530.550.7985

[@ttcfgives](https://www.ttcfgives.org)



**Thank you**