

Town of Truckee Essential Services  
General Sales Tax Measure  
November 2024



# Ballot Language

***Truckee Essential Services Measure:*** *To protect essential services such as keeping public areas, facilities, and parkways safe, clean and well maintained; protecting creeks and waterways from pollution; preparing for wildfires and natural disasters; expanding transit services like TART Connect; and for general government use, shall the Town of Truckee measure be adopted establishing a 1/2% sales tax, providing approximately \$3,500,000 annually for 15 years, with independent audits and all funds locally controlled?*

# Proposed Ballot Measure Overview

- General Sales Tax of ½% generating an estimated \$3.5 million annually
- Can be used for Town General Government Uses
- Community Priorities Identified, but are not limited to:
  - Maintenance of public facilities and spaces
  - Environmental improvement and protection
  - Natural Disaster and Emergency Preparedness
  - Workforce Housing
  - Transit Service Enhancements and Expansion (i.e. Elderly and Disabled services, TART Connect, event shuttles, etc.)
- Revenue locally controlled by Town with independent audits

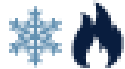
## LOCAL FUNDING FOR LOCAL NEEDS

Out of every dollar paid in sales tax by residents and visitors shopping in Truckee, only about 24c comes back to the Town.

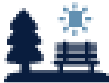
To enhance local funding for essential services and maximize the portion of local sales tax funding that stays in Truckee, the Town has proposed a measure for local voters to consider on the November ballot that would increase the local sales tax rate paid by residents, tourists, and second homeowners by ½%, generating approximately \$3.5 million annually to fund essential services, such as:



Keeping pollution out of our local creeks, rivers, lakes, and waterways



Preparing for wildfires and other natural disasters



Protecting the environment and keeping local parks, recreation, and community facilities safe, clean, and well maintained



Providing transit service to all, including seniors and people with disabilities



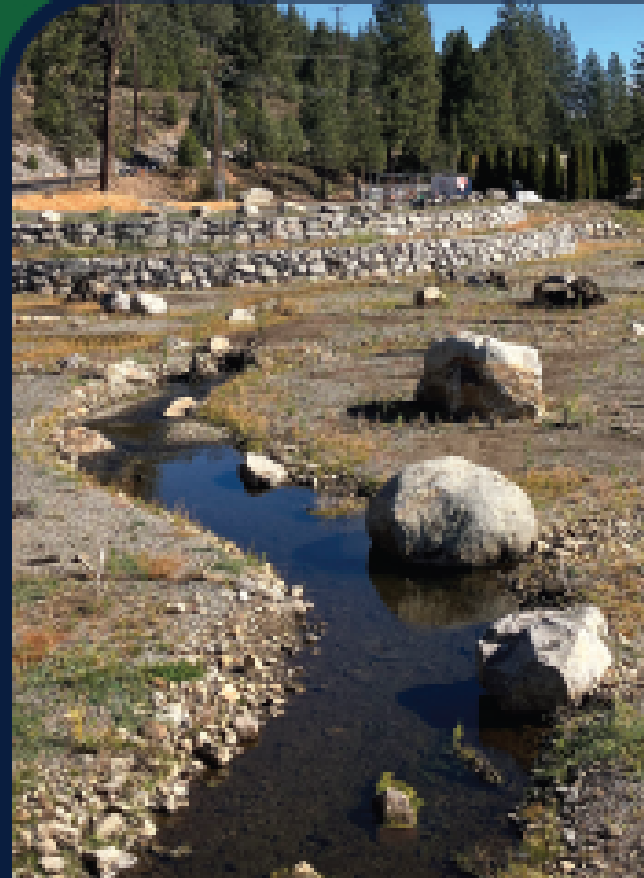
Providing workforce housing to residents and essential professionals such as teachers, nurses, firefighters, paramedics, and deputies



## MAINTAINING ESSENTIAL SERVICES AND INFRASTRUCTURE




This measure will help by funding and maintaining essential services and potential infrastructure investments including:

- ✓ Expanding roadside vegetation management, evacuation planning, emergency operations, and disaster preparedness due to growing wildfire threats.
- ✓ Continuing to maintain Town-owned facilities, public spaces, and parks to keep them safe and clean.
- ✓ Establishing reliable funding for Town-operated transit services like TART Connect to support community mobility for all, including seniors and people with disabilities.
- ✓ Building resiliency within our watershed and protecting the water quality in our creeks, rivers, and lakes.



## FISCAL ACCOUNTABILITY & LOCAL CONTROL

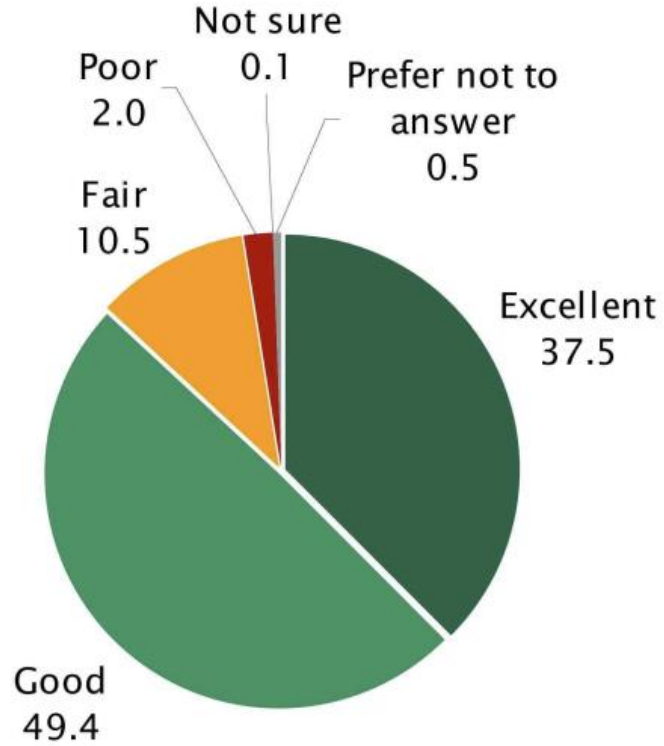
The proposed measure includes fiscal accountability and local control requirements, including:

-  All funds are subject to annual independent audits and public disclosure of all spending
-  All funds must remain under local control in Truckee and could not be taken by the State or Nevada County
-  Essential purchases like groceries and prescription medicine are exempt from sales tax to help ensure the cost is not a burden to those on fixed or limited incomes

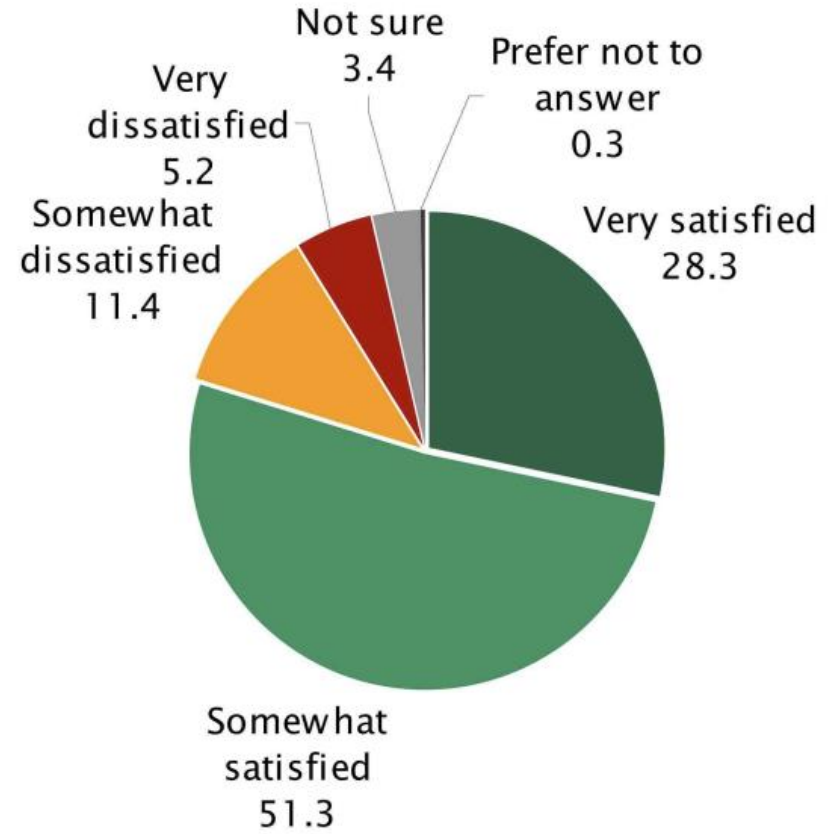
# Actions:

- April – May 2024 - Polling of 404 registered voters conducted
- June 11, 2024 - Review of Polling Results and Proposed Ballot Language and Direction to return to Council with final language and documents to place measure on November 2024 Ballot
- June 25, 2024 – Review of revised Ballot Language, including sunset period of 15 years. Direction to place measure on November 2024 ballot.

## QUALITY OF LIFE

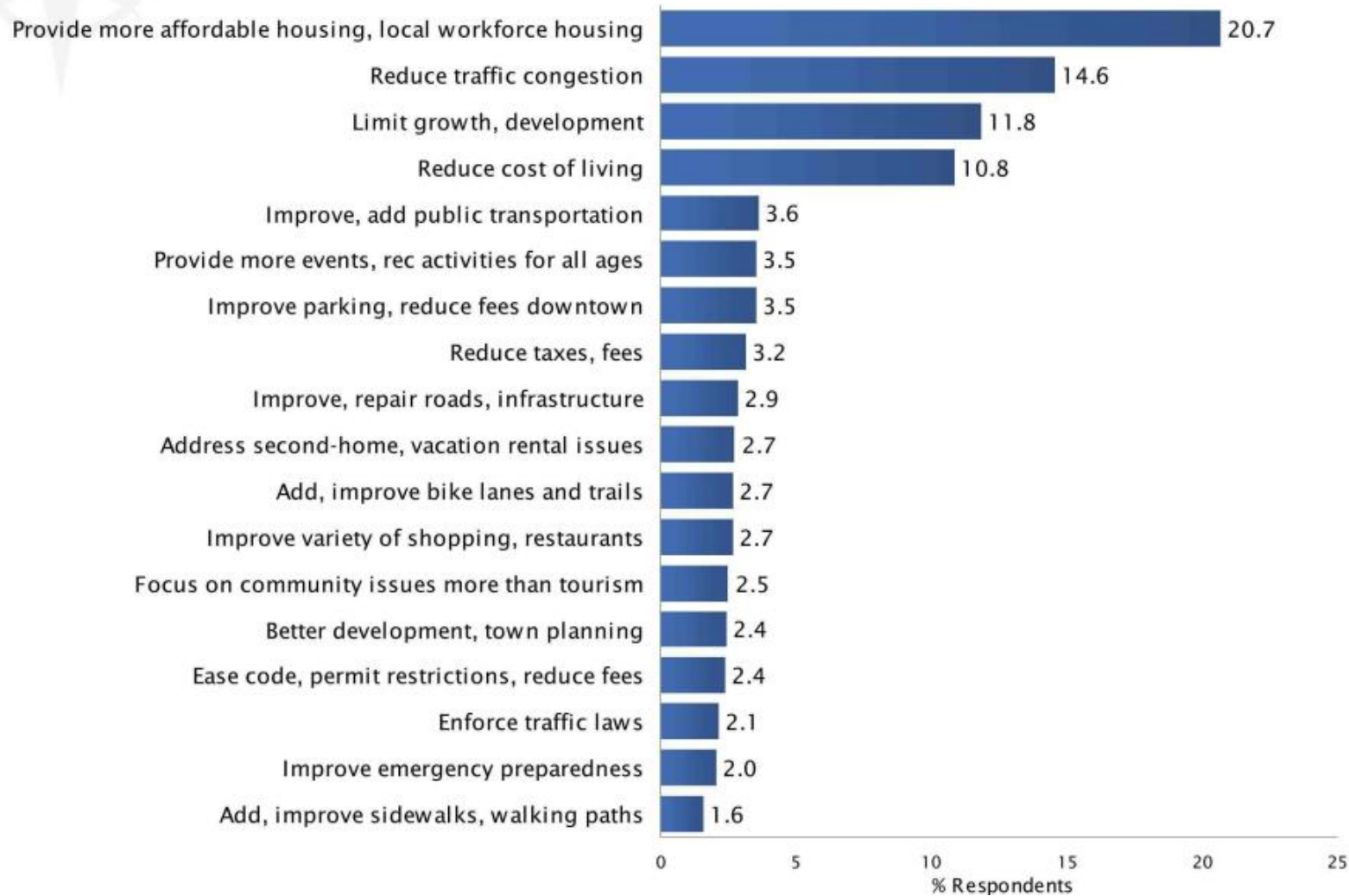


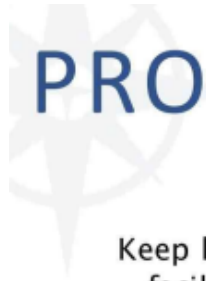
## OVERALL SATISFACTION



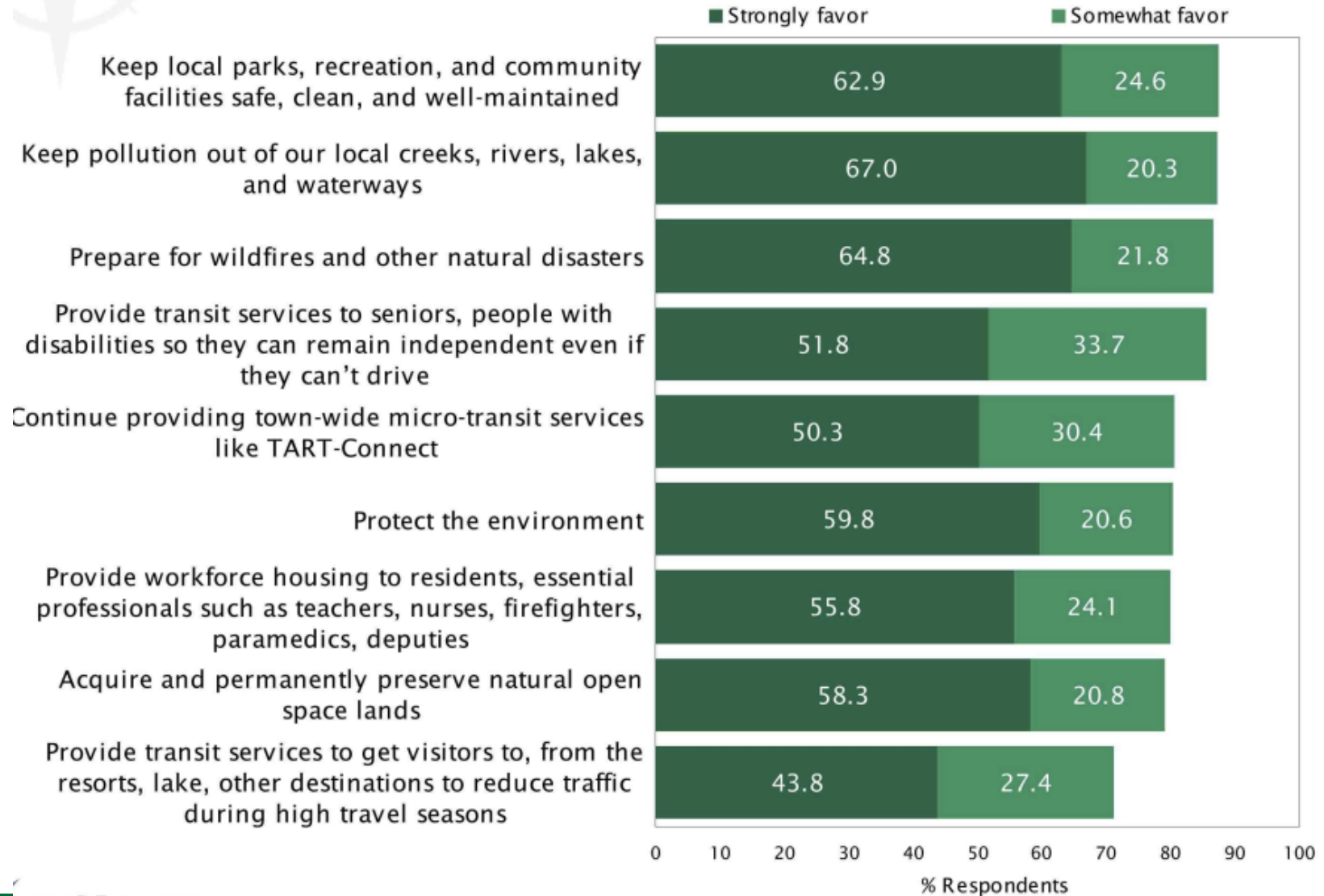


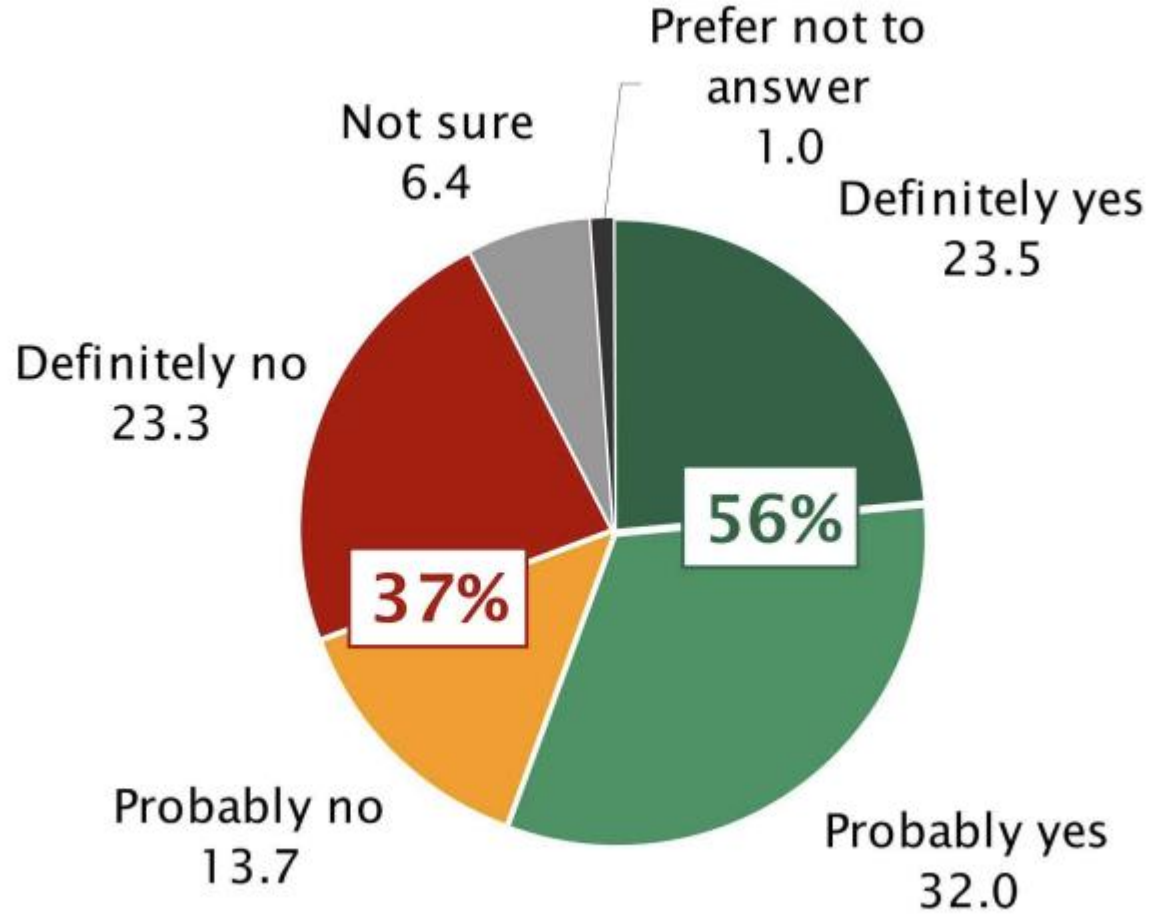
# CHANGES TO IMPROVE TRUCKEE





# PROJECTS & SERVICES





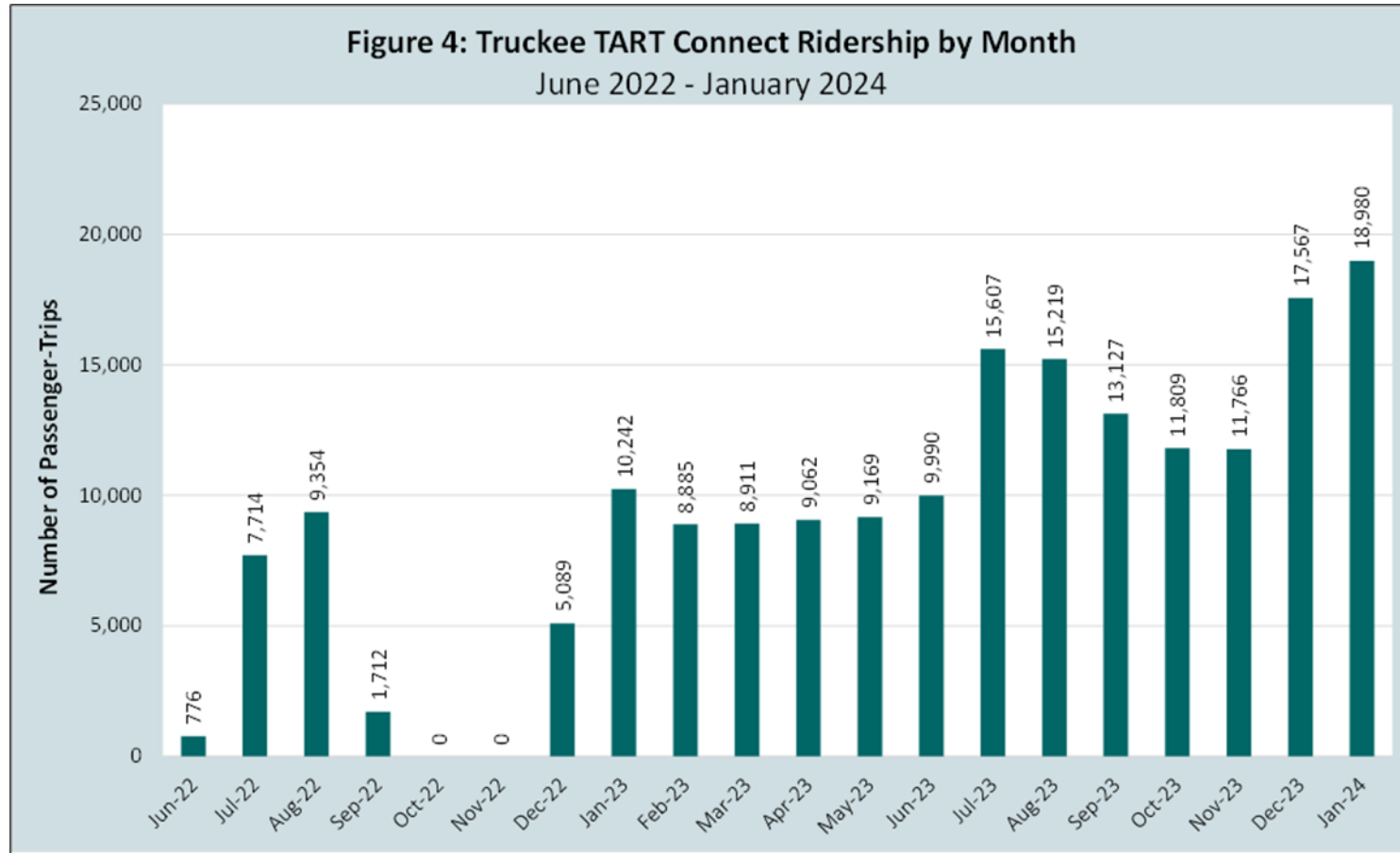
# Examples of Unfunded Projects, Programs, and Services – Annual

- Maintenance of New Town Owned Public Spaces
  - Railyard Mobility Hub
  - New West River/DEWBHEYÚMUWE? Park
- Transit Enhancements
  - TART Connect Continuation Beyond FY24/25
  - Event Shuttles
- 2040 General Plan Implementation and Annual Support
  - Various



# TART Connect: \$6.5 million investment

- Fare-Free Program currently funded through June 2025: 2.6 million (2.4 estimated GF share)



Ridership has continued to grow and is currently averaging around 590 trips per day.



# TART Connect

- Fairly consistent ridership by day of week, with highest summer ridership on Thursday and highest winter ridership on Saturday.
- Most riders are residents (56% to 61%) or second homeowners (18%). Overnight visitors made up 11% to 13% of riders and day visitors made up 2% to 4%.
- Most individuals using the service ride occasionally, but 21% ride at least once a week, and 8% ride on most days.
- People of all ages use Truckee TART Connect
  - 8% of riders are 13 to 18 years old
  - 11% are ages 65 and above



# TART Connect: June 2024 Data

- **69 Percent of Rides are Shared**
- **Average Wait Time – 28 minutes**
- **Average Ride Time – 13 minutes**
- **Rider Experience Rating – 4.9 on a scale of 1 to 5**
- **41,760 VMT avoided/not realized as a result of 2023 pilot**
- **37,870 VMT avoided/not realized as part of the winter 2022/23 pilot**
- **Estimated 79,630 lbs of GHG avoided/not realized for initial winter and summer pilots**



# TART Connect: Community Survey

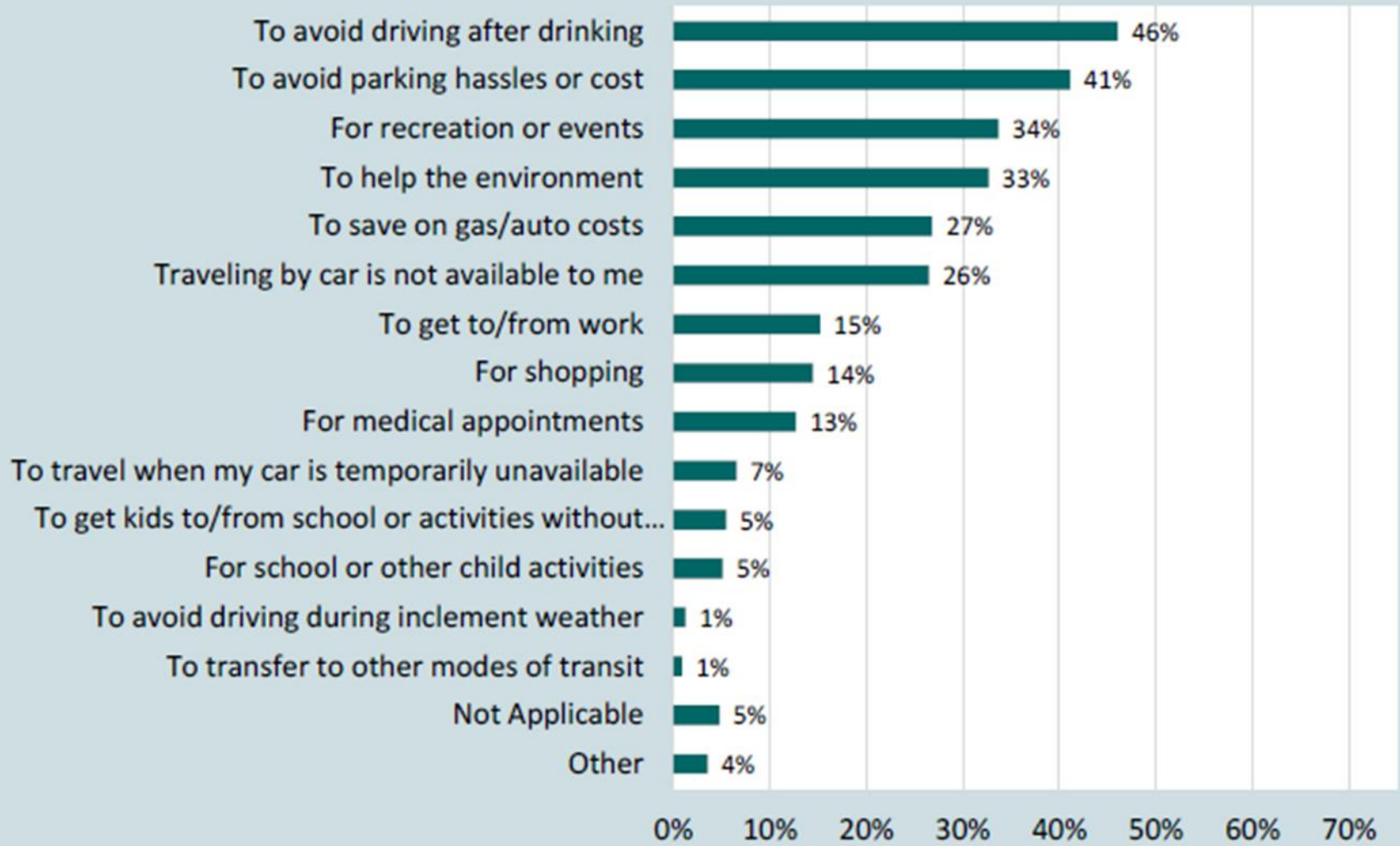
An online survey with 593 responses indicated that...

- **70% were residents**, 11% second homeowners, 9% employees (non-residents), and 10% visitors.
- Most found out about Truckee TART Connect by **word of mouth (55%)**, seeing the vehicles (31%), and social media (19%).
- Top reasons people ride microtransit are to **avoid driving after drinking (46%)**, **avoid parking hassles (41%)**, and to **access recreation/events (34%)**
- Top reasons people do NOT ride microtransit are **long wait times (48%)**, preferring personal car (22%), and the service hours are not late enough (21%).





Figure C-6: Why Respondents Use Truckee TART Connect



# TART Connect

- TART Connect **reduces parking demand** in downtown by 7 – 10 private vehicles per day in winter and 16 – 25 per day in summer.
- TART Connect **increases overall mobility**, serving about 35 trips per day that riders say otherwise would not have been made.
- TART Connect gets up to 65 workers to work and back each day, **benefiting both workers and employers**.
- TART Connect serves up to 17 overnight visitor travel groups a day, **benefiting lodging properties**.
- With around 40 percent of trips to shopping and dining, there is a **sales tax benefit**.
- Serving about 35 round trips per day to restaurants/bars, TART Connect provides a **safety benefit** by reducing drunk driving.
- 26% use the Truckee TART Connect because they cannot drive, whether due to a medical condition or not having a vehicle available.



# Summary of Current Unfunded Needs

	Unfunded needs		
	One-time	Annual	Total
Parks, Recreation, Community Facilities Safe, Clean and Well-Maintained		\$100,000	\$100,000
Pollution out of our Local Creeks, Rivers, Lakes and Waterways	\$7,200,000		\$7,200,000
Prepare for Wildfires and other Natural Disasters	\$5,275,000	\$150,000	\$5,425,000
Provide Transit services	\$3,500,000	\$2,500,000	\$6,000,000
Protect the Environment	\$2,175,000		\$2,175,000
Workforce housing	\$15,100,000		\$15,100,000
Other	\$24,250,000		\$24,250,000
<b>Total</b>	<b>\$57,500,000</b>	<b>\$2,750,000</b>	<b>\$60,250,000</b>

# Examples of Unfunded Projects, Programs, and Services – “One Time”

- **Wildfire and Natural Disaster Preparation and Mitigation**
  - Road Vegetation Remove and Management
  - Disaster Preparedness (C2515)
- **Environmental Protection:**
  - Electric Vehicle Conversion (C2509)
  - Greenhouse Gas Reduction Projects (C1910)
- **Pollution Out of Waterways and Watershed Enhancement**
  - Donner Lake Interagency Partnership Projects
  - Trout Creek Restoration (C1704)
- **Workforce Housing Programs**
  - Truckee Home Access Program (2014)
  - New Deed Restriction Program
  - “Rooted Renters” Program Beyond Pilot
- **Other Identified Needs**
  - West River Revitalization (C2408)
  - Future Downtown Streetscape Projects (i.e. Jibboom and Envision DPR)
  - Public Art Projects
  - New Truckee Library



2020 Tahoe Donner Roadway

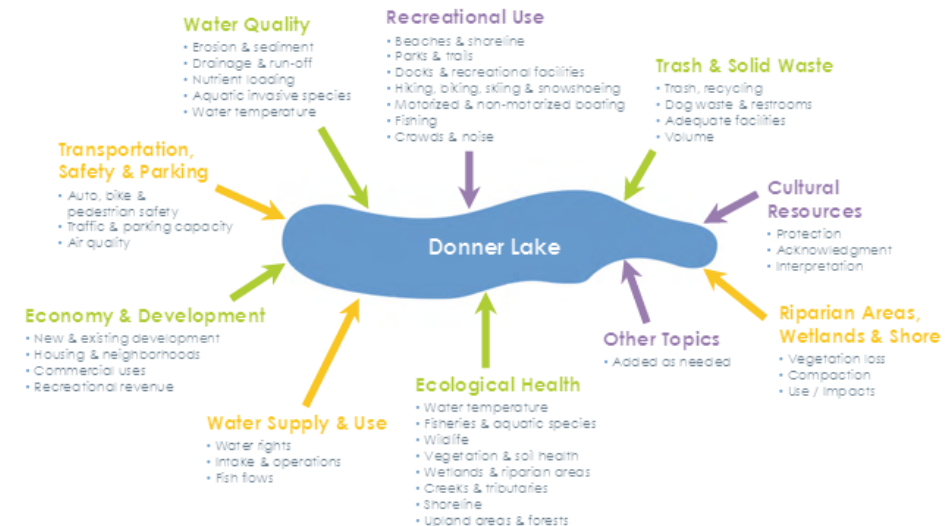
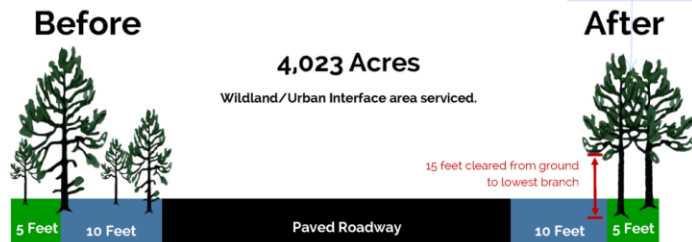
Vegetation Maintenance Project

42 Miles: Maintained this summer

19 Miles: Planned for fall/next summer



Trees over 14" diameter A.B.H. to remain from 10'-15'

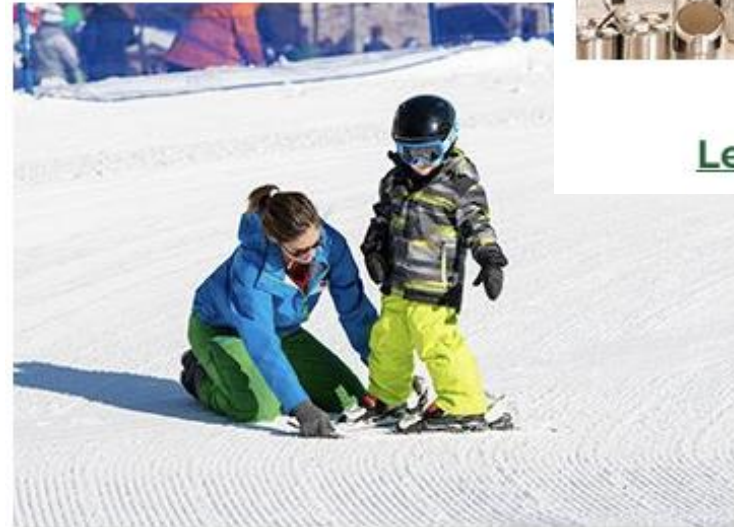


# Housing:

- Housed 244 workforce members, 282 people
- 183 homes in the program
- Investment: \$2.8 million through June 30, 2025
  - \$1.6 General Fund + \$1.2 Measure K



Lease to Locals Program



Rooted Renters

- Launched July 15: Filled within 3 hours
- 67 applications received
- 54 bedrooms provided
- 37 properties on waitlist –
  - additional \$800,000
- Investment: \$655K for pilot Measure K

# Housing: Top need per polling

- Closed on 19 Homes + 2 in escrow
  - 47 Approved Applications
  - 48 People Housed: Avg AMI 165%
  - AVG Deed Restriction: \$104,020
- Investment: \$5.8 million for households, developers & business



Truckee Home Access Program

**All Buyers by Sector**

Outdoor Recreation	4	17%
Healthcare	4	17%
Government	3	13%
Retail	3	13%
Construction	3	13%
Education	2	9%
Restaurant/Food Service	1	4%
Real Estate	1	4%
Transportation	1	4%
Hospitality	1	4%
<b>Total</b>	<b>23</b>	

**All Buyers by Sector**

Education	5	25%
Outdoor Recreation	3	15%
Construction	3	15%
Government	2	10%
Restaurant/Food Service	2	10%
Law Enforcement	2	10%
Healthcare	1	5%
Environmental Organization	1	5%
Religious Organization	1	5%
<b>Total</b>	<b>20</b>	

# Sales Tax Rates:

Town of Truckee	
Current Sales Tax	8.25%
Traisl Tax (Oct.): Renewal plus 0.25	0.50%
Sales Tax as of November 2024	8.50%
Proposed Essential Services Tax Measure	0.50%
Potential Future Sales Tax Rate	9.00%

Nevada City	8.875%
Grass Valley	8.875%
Nevada County	7.50%

California Department of Tax and Fee Administration lists Effective Sales and Use Tax Rates

- 482 cities listed
  - 293 Cities (61%) sales tax equal to or greater than 8.5%
  - 195 Cities (40%) sales tax equal to or greater than 9%
  - Avg of all Cities: 8.76%
- Updated July 2024, only rates that have gone into effect at the time of update

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