THE 2017 TRUCKEE MEADOWS REGIONAL PLAN UPDATE





Agenda

- □ Recap of Tasks
- Communication and Engagement
- □ Draft MetroQuest Survey Results

SUMMARY OF TASKS

2017 Regional Plan Update - Summary of Tasks Quickview

Work Products and Conversations

Pre-Update Work

Efforts included the work with Portland State University, ILNA, Truckee Meadows Housing Study, and review of peer plans

This document provides a summary of the work that has been undertaken as part of the Regional Plan Update. For additional information, please reference the Summary of Tasks document.

Policy Evaluation

Review of RP polices and goals versus NRS requirements

Issues Identification

Exercise completed with the RPC and the local government and affected entity staff to identify potential issues for regional planning

2016

Major Subjects of Interest

Exercise completed with the local government staff to determine priorities to include in the plan

Themes

Derived from NRS and Subjects of Interest

Visioning and Values

Used to derive the Draft Vision and Directional Statements

Communication and Engagement

Communication and Engagement Component

- In-person Presentations: 42 meetings, reach of 1,150 "faces"
- Email/Social Media pushes
- Social Media Campaigns: Facebook, Twitter, Instagram 402 followers, Facebook reach of 27,713 and Twitter impressions to 17,582 individuals
- Mailing Inserts:

Truckee Meadows Water Authority Bill - approx. 112,190 customers Gerlach General Improvement District

- Public Service Announcements on KOLO 8
- · Advertisement in Reno News and Review
- · Columns in the Reno Gazette Journal
- Article in the Sparks Tribune
- Dissemination of flyers at various meetings/events
- · Tear off flyers at the University of Nevada, Reno
- · Video segment on RTC's The Road Ahead
- Public Radio segment 10 runs, 50,000 reach

· Face the State segment

Strengths and Challenges

Exercise completed with the RPUWG to determine strengths and challenges of the region based on themes

Challenges and Opportunities

Present

Based on the Strengths and Challenges exercise, created internally by staff as a next step to inform policy creation

Regional Sustainability Baseline Study

Anticipated completion in December, 2017. In conjunction with the LUTRC, the study will help to inform sustainability policy and direction

COMMUNICATION AND ENGAGEMENT

Communication and Engagement

- □ In-person Presentations
 - 42 meetings
 - reach of 1,150 "faces"
- Email/Social Media pushes
- Social Media Campaigns:
 - Facebook, Twitter, Instagram
 - 402 followers
 - Facebook reach of 27,713
 - Twitter impressions to 17,582 individuals

Communication and Engagement

- Mailing Inserts:
 - Truckee Meadows Water Authority Bill approximately 112,190 customers
 - Gerlach General Improvement District
- Public Service Announcements
 - KOLO 8 15 and 30 second videos
- Advertisement in Reno News and Review
- Columns in the Reno Gazette Journal
- Article in the Sparks Tribune

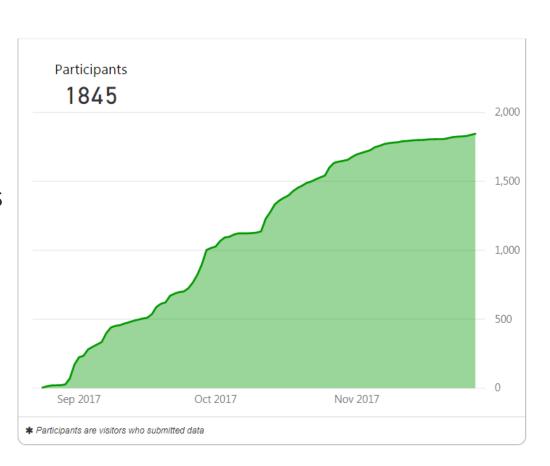
Communication and Engagement

- Dissemination of flyers at various meetings/events
- Tear off flyers at the University of Nevada,
 Reno in 30 different locations
- Video segment on RTC's The Road Ahead
- □ Public Radio segment 10 runs, 50,000 reach
- □ Face the State segment

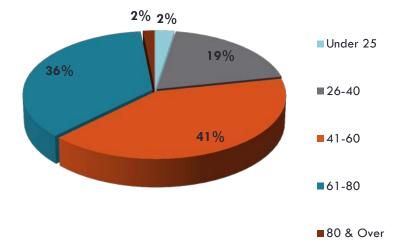
DRAFT METROQUEST SURVEY RESULTS

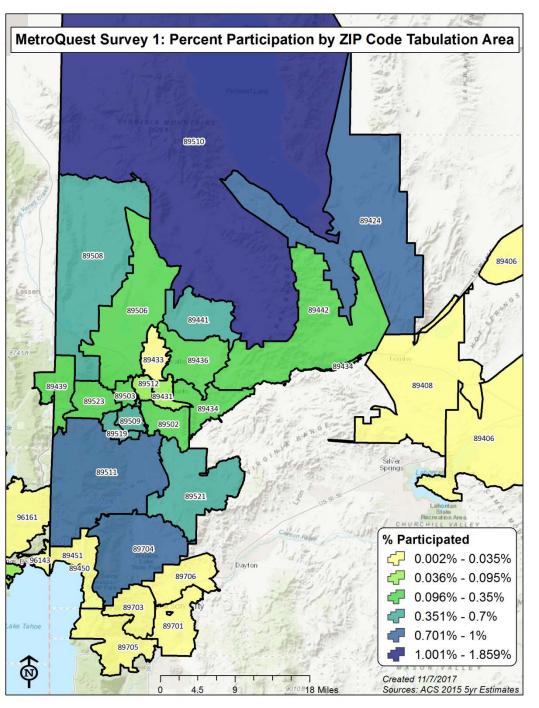
MetroQuest Results

- 1,807 Participants
- 2,391 Written Comments
- 33,914 Data Points

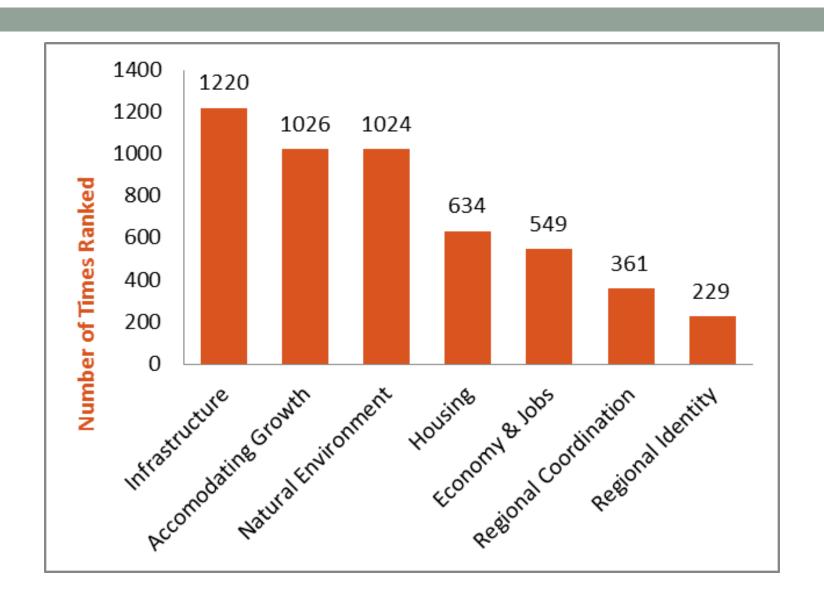


Age Demographic Breakdown





Quantitative Analysis



Quantitative Analysis

How Should We Grow?

Choose the option that best shows which tradeoff you prefer



What does our region need?

Choose the option that best shows which tradeoff you prefer



What type of housing does our region need?

Choose the option that best shows which tradeoff you prefer



Housing with less land and more access to services and amenities

How should we spend our public dollars?

Choose the option that best shows which tradeoff you prefer

Invest in new services and facilities in new areas



Maintain/improve existing services and facilities in developed areas

Qualitative Analysis

Top 5 Concerns Based on Comments



Continued Engagement

- Monthly Updates for the Regional Planning Commission
- Occasional Updates to jurisdiction Planning
 Commissions
- Newsletter and surveys at tmrpa.org
- Always available for questions/comments
- HAPPY HOLIDAYS!