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

2016
Policy Evaluation
Review of RP policies 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

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

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

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.
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
MetroQuest Results

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

*Participants are visitors who submitted data*
Age Demographic Breakdown

- Under 25: 2%
- 26-40: 2%
- 41-60: 36%
- 61-80: 19%
- 80 & Over: 41%
Quantitative Analysis

- Infrastructure: 1220
- Accommodating Growth: 1026
- Natural Environment: 1024
- Housing: 634
- Economy & Jobs: 549
- Regional Coordination: 361
- Regional Identity: 229

Number of Times Ranked
Quantitative Analysis

How Should We Grow?
Choose the option that best shows which tradeoff you prefer

- Grow Out (Consume more undeveloped land)
  - 9%
  - 12%
  - 13%
  - 31%
  - 36%

- Grow Up (Increased density in developed areas)

What does our region need?
Choose the option that best shows which tradeoff you prefer

- More Roads
  - 21%
  - 16%
  - 12%
  - 22%
  - 29%

- More Public Transportation

What type of housing does our region need?
Choose the option that best shows which tradeoff you prefer

- Housing with more land and less access to services and amenities
  - 11%
  - 17%
  - 15%
  - 29%
  - 28%

- 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
  - 7%
  - 13%
  - 14%
  - 30%
  - 36%

- Maintain/improve existing services and facilities in developed areas
Qualitative Analysis

Top 5 Concerns Based on Comments

1. **Housing Affordability**
   - Availability
   - Diversity of choices

2. **Traffic and Roadway Congestion**
   - Poor road planning, not enough capacity
   - Congestion caused by overpopulation

3. **Growing Too Quickly**
   - Outpaces infrastructure
   - Diminishing the rural identity

4. **Schools**
   - Lack of schools
   - Overcrowding

5. **Concern About Sprawl**
   - Loss of open space
   - Infringement on wildlife
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!