

Education & Outreach

TRPA Staff Proposed Goal	Suggested Goal Language	TRPA Staff Proposed Policy *	Suggested Policy Language **	TRPA Staff Proposed Implementation Measure	Suggested Implementation Measure
EO-1 Environmental stewardship public education and communications products are constructed to foster greater understanding of agency programs and initiatives and as a result greater support for environmental stewardship of the Lake Tahoe region.		EO-1.1 The Tahoe regional planning agency will maintain a multi-faceted public education and communications program consisting of information products that inform diverse target audiences about the agency's programs, policies and activities.	This subelement shall be named the Transparency and Outreach Subelement . The TRPA will create a program ensuring that all planning, decisions, and documentation are transparent.	NONE	The TRPA will create an outreach program to ensure that the public is informed about upcoming key decisions and that the public has adequate opportunity to participate in the formation of these decisions.
EO-1 Environmental stewardship public education and communications products are constructed to foster greater understanding of agency programs and initiatives and as a result greater support for environmental stewardship of the Lake Tahoe region.		EO-1.2 Agency information products will include but not be limited to news media relations, paid media/advertising, internet communications, newsletters, brochures, lectures, presentations, educational curricula, and signage.	The agencies focus will be on being transparent and outreaching about key issues.	NONE	
EO-1 Environmental stewardship public education and communications products are constructed to foster greater understanding of agency programs and initiatives and as a result greater support for environmental stewardship of the Lake Tahoe region.		EO-1.3 Transparent process: As a public agency, the Tahoe regional planning agency will maintain an unwavering commitment to conducting its business in public and with transparency. As such, it will be the agency's practice and culture to maintain an open access policy to all agency documents and records as required by state and federal open meeting and public records laws.	Transparent process: As a public agency, the Tahoe regional planning agency will ensure that it is maintain an unwavering commitment to conducting its business in public and with transparency. As such, it will be the agency's practice and culture to maintain an open access policy to all agency documents and records that goes above and beyond those required by state and federal open meeting and public records laws.	NONE	

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EO-1 Environmental stewardship public education and communications products are constructed to foster greater understanding of agency programs and initiatives and as a result greater support for environmental stewardship of the Lake Tahoe region.		EO-1.4 Public opinion monitoring: The agency will periodically conduct public opinion research both to monitor the effectiveness and efficiency of public education and communications efforts and to gauge support for agency programs, policies and activities.	The agency will conduct public opinion research to determine if the agency is truly being transparent and open with all documents and decisions, whether the public has had an adequate opportunity to participate in voicing their concerns and solutions, and whether the agency has addressed or ignored the concerns of the public.	NONE	IMP – Public opinion research will determine if the public believes that they have had timely and not costly access to public information (documents), that staff is available to speak with them in a timely manner, that the public had adequate avenues in which to address their concerns, and that their concerns were not ignored by the agency.
EO-1 Environmental stewardship public education and communications products are constructed to foster greater understanding of agency programs and initiatives and as a result greater support for environmental stewardship of the Lake Tahoe region.		EO-1.5 Consistent messaging: Clear, positive, accurate, professional, consistent messaging is essential to foster public support for the agency and ultimately Lake Tahoe environmental stewardship. This consideration will be the overriding concern and focus of the public education element.	Truthful messaging. The agency shall give truthful, timely, adequate, clear, accurate, information to the public, in a professional manner.	NONE	
EO-1 Environmental stewardship public education and communications products are constructed to foster greater understanding of agency programs and initiatives and as a result greater support for environmental stewardship of the Lake Tahoe region.		EO-1.6 Collaborative messaging: Inter-agency collaboration and cooperation will be a key characteristic of the agency's public education and communications efforts. To provide the most consistent and effective messaging possible, the Tahoe regional planning agency will offer communications and marketing support services to partner agencies and organizations relative to collaborative efforts and issues. The agency will aggressively seek public outreach grant funding and provide staffing and general fund resources to assist in this effort .	The TRPA will ensure that when working with other agencies that truthful information and critical information is being given to public. Public outreach grant funding will be used to educate, but not to persuade the public regarding policies, programs or projects. Marketing for compliance: If it is determined by the agency that compliance with agencies rules and regulation affecting thresholds will be increased through marketing, then resources may be allocated to marketing techniques for this sole purpose (example: boat inspections).	NONE	

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EO-1 Environmental stewardship public education and communications products are constructed to foster greater understanding of agency programs and initiatives and as a result greater support for environmental stewardship of the Lake Tahoe region.		EO-1.7 External funding: Funding for public education and communication materials will be accepted only from impartial, apolitical sources and shall be used to produce objective, educational and informational products only.	Same	NONE	IMP – A list will be provided annually to the public and posted on the TRPA webpage listing the sources of funds and the breakdown of what these funds were used for.
			The agency can utilize marketing so as long as it increases compliance with rules and regulations.		
			Stewardship Outreach: do outreach and education to reduce impacts of boats, snowmobiles, human and pet waste, BMPs/native vegetation/terrestrial invasives/defensible space, aquatic invasive species, trails including mountain biking, equestrian uses, and other impacts that may pose difficulties in enforcement.		<p>Snowmobiles: provide information to users about how to reduce impacts of noise, emissions, and user conflicts when OHV registration is acquired, in signage at popular user areas and to neighborhoods where access is most prevalent.</p> <p>Boats: provide information to users about how to reduce impacts such as noise, wake, emissions and user conflicts when boats are registered and at marinas and launch sites. Develop and distribute a map of Lake Tahoe that shows areas where emissions cause the most impact that boats should voluntarily limit activities.</p> <p>Anglers: provide outreach to anglers about invasive species threats and prevention of the spread of invasive species. Provide information at popular fishing access sites with signs, when fishing license are sold in the Tahoe Basin and collaborate with local fishing stores, guides and boats to provide information to prevent spread of invasive species.</p> <p>Aquatic invasive species: seek additional funds to proactively educate the public on the threats of invasive species and how invasions can be prevented. Provide information to boaters when boats are registered.</p> <p>Human and pet waste: provide educational information on recreation maps, on trailhead signs, and at visitor centers about packing out human and pet waste. Focus on areas with heaviest use and impacts such as Desolation Wilderness. Provide waste</p>

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					<p>bags and information with wilderness permits.</p> <p>BMPs/native vegetation/terrestrial invasives/defensible space: Create comprehensive guidelines separately for property owners including residents, commercial business owners and developers/redevelopers. Provide comprehensive and consistent guidelines for the installation and maintenance of BMPs, re-establishment and preservation of native vegetation, defensible space and protection from terrestrial invasive species. Develop a native tree density standard for developed areas and transportation corridors to improve scenery, water and air quality and reduce noise</p> <p>Trails: provide education and outreach to users to reduce impacts and user conflicts among mountain bikers, equestrians, and OHVs, etc.</p> <p>Wildlife protection: get stewardship materials to people who disturb wildlife such as pet owners, pilots, neighbors of wildlife protection zones, etc.</p>

*Alternative 4 policy statements were prepared with the best publically available information from the TRPA and some of the information may be out-of-date. Additionally, according to TRPA staff, some details are lacking in Alternative 4 that may have been fully developed in Alternative 2.

**Similar to any RPU alternative, the Conservation Alternative needs to be subjected to the same rigorous environmental analysis to determine if its policies and implementation measures are sufficient for ETCC achievement and maintenance.

Italics identify policy or implementation that were revised as part of the Milestone process – it is unclear from the documents provided if the changes are in reference to Alt 2 or both Alt 2 and Alt 4.

The Conservation Alternative Policies and Implementation Measures and related code amendments must strengthen and implement restriction without variance procedures, exemptions, exceptions and will require enforcement in a timely manner.