

Do Bears Ride Buses?

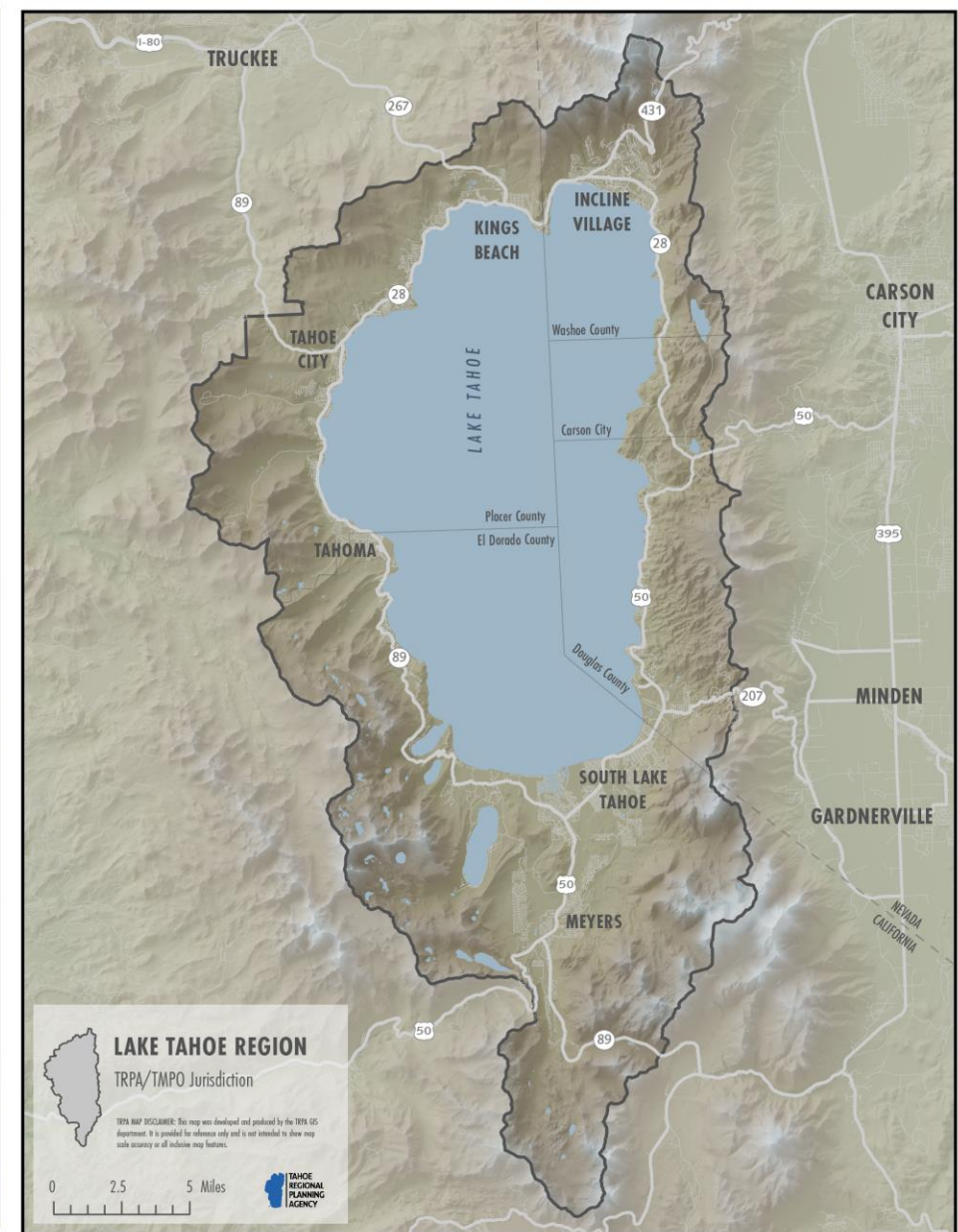
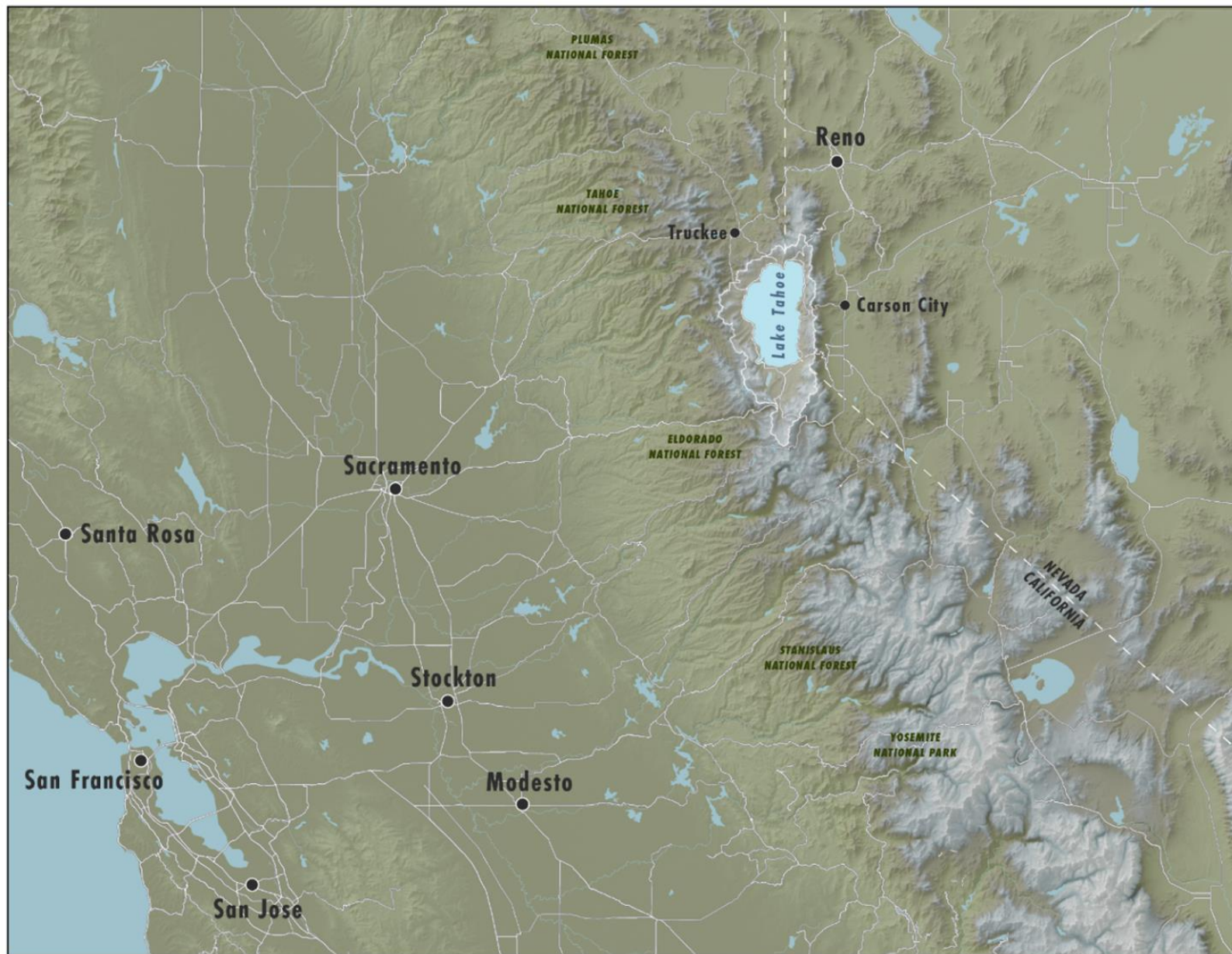
Using Storytelling & Design to Communicate the RTP Vision

AMPO Annual Conference

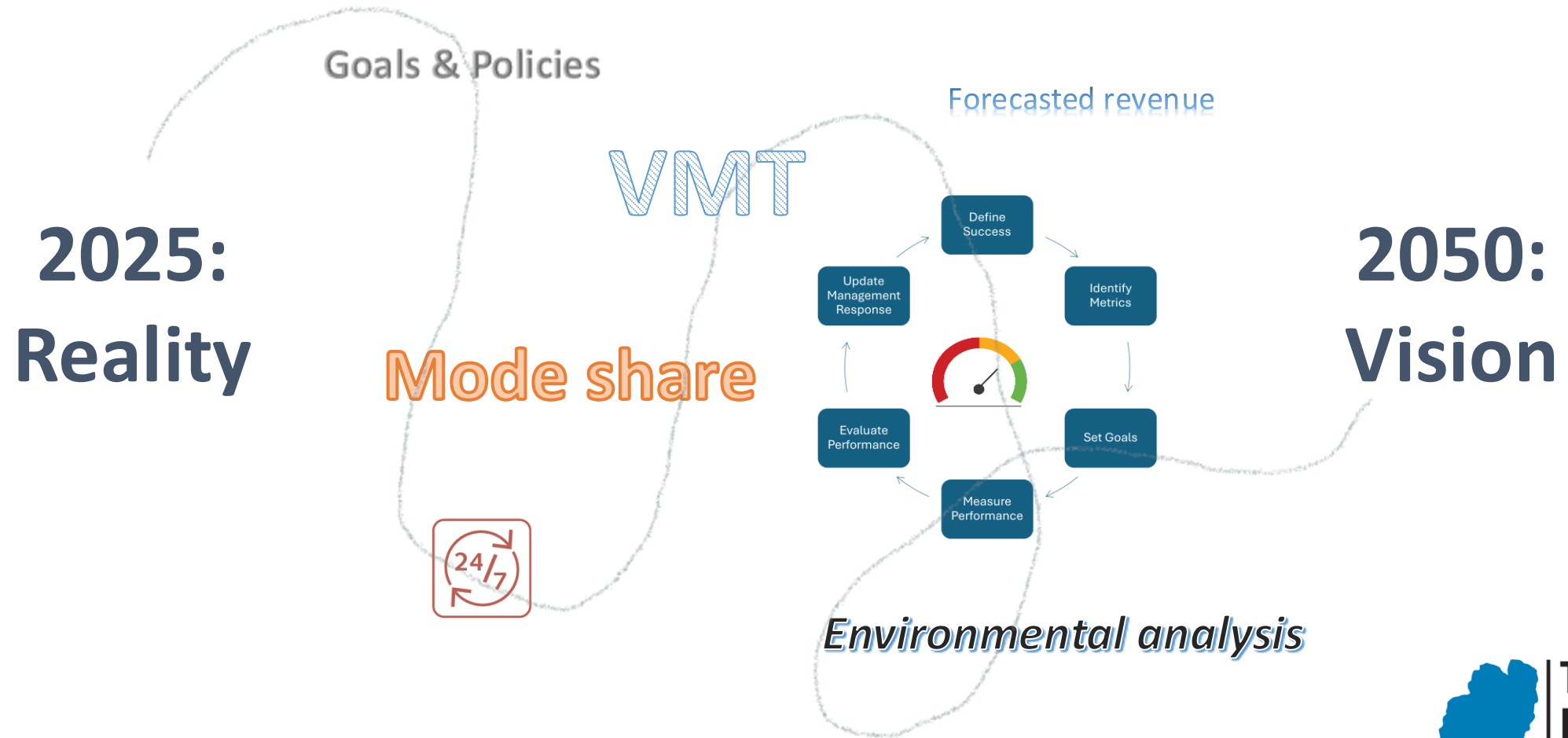
Kira Richardson & Rachael Shaw
Tahoe Regional Planning Agency







Why does an RTP need a story?



Why does an RTP need a story?



Communication Goal

Understandable
Memorable
Fun

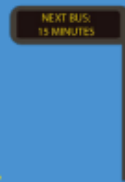
The RTP is the Plan. The Executive Summary is the story.

Step 1: Develop the Story

1. TRANSIT: Billie the Bear waits for the bus in 2050 / Flashback to transit in 2025
2. TOWNS: Billie and Ezra the Eagle walk to a restaurant / Flashback to towns in 2025
3. TRAILS: Billie and Ezra meet Lola the Lahontan Cutthroat Trout at a trailhead to recreate / Flashback to trails in 2025
4. TECHNOLOGY: Billie and Lola ride in their electric vehicle back home / Flashback to technology in 2025



***TODAY - 2025:** 87% of all trips in the Tahoe Basin are made by automobile.*



***THE VISION - 2050:** Improvements to transit, trails, and technology make traveling easier and more sustainable.*

Step 2: Create the Illustrations

①

②

③

④

①

②

TRPA: BACKGROUND

BEAR

1

2

TRPA CHARACTER SHI

TRPA COLOR SWATCHES

ERIC "RICKET" SJOVANGEN

①

②

TRPA BACKGROUNDSL: COFFEE/SHOPPING CENTER

ERIC "RICKET" SJOVANGEN

1.

TRANSIT:

Billie the Bear waits for the bus in 2050



2.

TOWNS:

Billie the Bear and Ezra the Eagle walk to a restaurant in a vibrant town center



3.

TRAILS:

Billie the Bear, Ezra the Eagle, and Lola the Lahontan Cutthroat Trout meet at a trailhead to recreate



4.

TECHNOLOGY:

Billie the Bear and Lola the Lahontan Cutthroat Trout drive home in their electric vehicle.

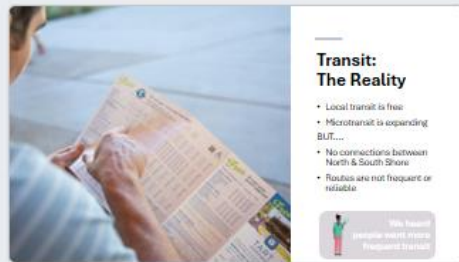


Step 3: Incorporate Story into Outreach

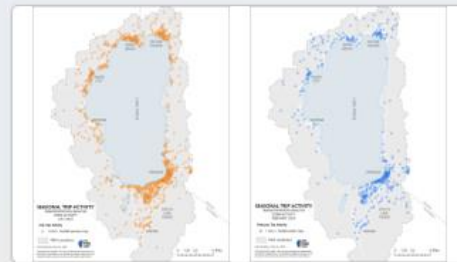
- Develop Story Map to walk through 2050 vision
- Stakeholder presentations
- Conduct public outreach



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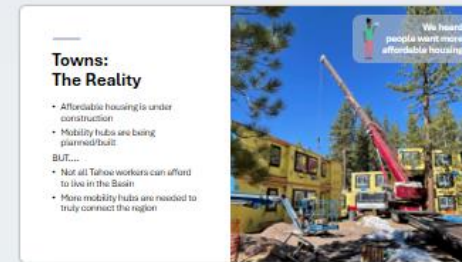
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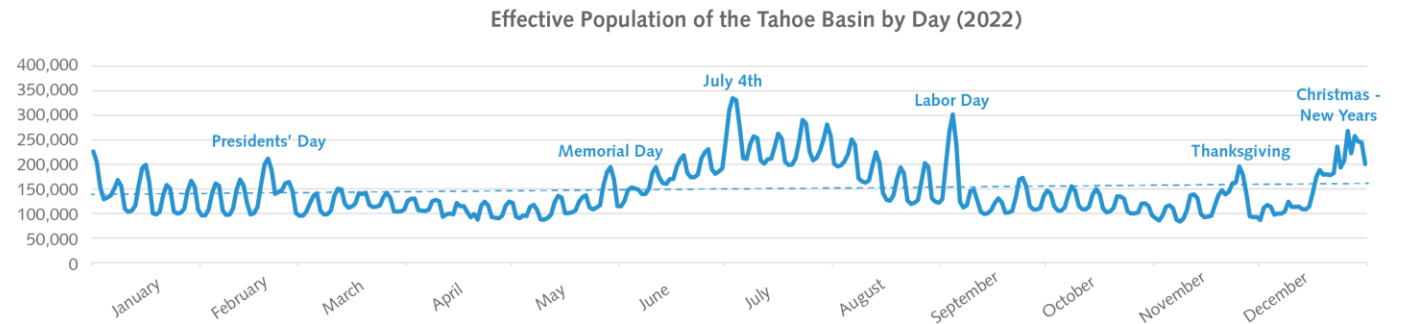
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Step 4: Develop the Executive Summary

- Instead of text → graphic
- Story → graphic → supporting text

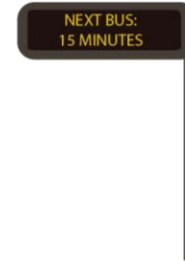


*Data Source: Placer AI (2022). 2022 is the selected base year for the Regional Transportation Plan. 2022 is the most recent year in which a complete set of data is available for modeling and travel analysis.

Contracted Out



In-House



Safe Streets and Roads for All



88% tourist accommodation units

74% commercial floor area

35% residential units

Within 1/4 mile of town centers



Step 5: Write the RTP

- Executive summary served as the outline and talking points
- Main Plan Chapters:
 - Transit
 - Towns
 - Trails
 - Technology

FORESEEABLE TECHNOLOGY VISION

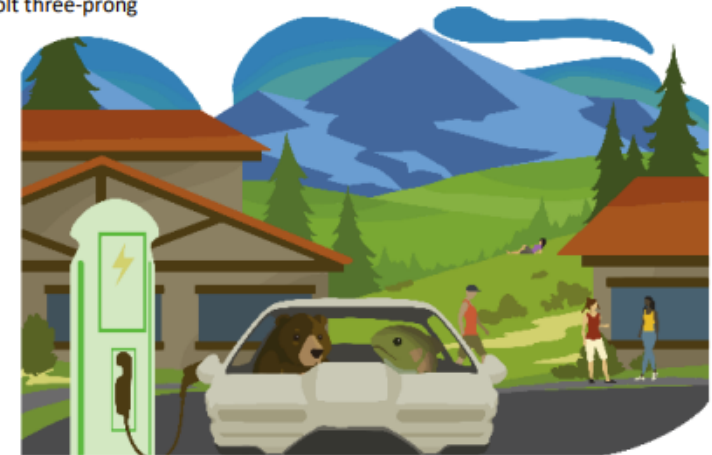
Foreseeably funded technology improvements will better enable people to forgo their cars by improving the overall user experience, enhancing transportation infrastructure efficiencies, and accelerating coordination and communication.

Technology for the User

Caltrans is proposing safety improvements to U.S. Highway 50, which will include coordination of traffic signals in South Lake Tahoe, incorporating transit, pedestrian, and bicycle detection and prioritization. The improvements seek to prioritize the most vulnerable roadway users, keep buses running on time, improve safety for all travelers, and aid in congestion management and evacuations.

As mentioned in the Transit section of this chapter, Placer County will utilize technology to help implement transit only lanes that will prioritize travel for bus riders, providing a superior option to automobile congested travel times along SR 267 between Truckee and Kings Beach. Planning will continue for the same improvements along SR 89 between Truckee and Tahoe City. While portions of these lanes are outside of the basin, there are also benefits that can be realized in the basin by easing congestion and providing additional capacity for emergency vehicles during major events and any possible evacuations.

As the Plan is implemented, future priority should be given to the continued expansion of electric vehicles and other mobility devices. Electric bicycles and scooters are rapidly becoming a popular way to commute and recreate at Tahoe. As this new technology becomes commonplace, transportation infrastructure will be needed to support users in a safe manner. This needed infrastructure could include dedicated e-mobility paths and charging infrastructure at mobility hubs. Education on safe operation of e-mobility devices is also needed to ensure safety for all users. At future mobility hubs and other bicycle parking locations, regular 120-volt three-prong outlets should be provided where feasible to allow mobility devices to charge. Liberty Utilities is anticipated to install up to nine Direct Current Fast Charge (DCFC) locations across the region. Policy updates encourage electric bicycles and scooter charging stations to better support these rapidly growing modes. Finally, incentive programs should be explored to ensure all people have access to this new technology.



Step 6: Finalize and Share the RTP

FUNDING THE PLAN

Tahoe's transportation system receives significant investment from federal and state governments based on residential population and various competitive grant programs. Local agencies and jurisdictions play a central role in funding capital projects, supporting transit, engaging in public/private partnerships, and handling operations and maintenance, which is severely underfunded.

Federal law requires the planned transportation investments in the RTP be financially constrained or based on a reasonable forecast of future revenues. The forecasted revenues needed over the next 25 years establish the envelope of funding to implement the plan's fiscally constrained projects by 2050. Overall, TRPA has forecasted \$2.46 billion in revenues available over the course of the 25-year plan.

\$2.46 billion

Foreseeable - These are priority projects to meet regional goals, within reasonably foreseeable funding levels.

\$1.56 billion

Illustrative - These are planned projects to implement the RTP/SCS vision with uncertain funding and timing for implementation.

FORESEEABLE : ILLUSTRATIVE TRANSIT

To maintain today's transit services, it will cost:



\$26 million/year in operating funds

Constrained transit services through 2050:

\$948 million

To address all future transit needs, it would cost an additional:



\$22 million/year in operating funds

TRAILS

By 2050, partners will construct or improve:



33 miles of active transportation facilities

Constrained trail projects funded through 2050:

\$323 million

To address all future trails needs, partners need to build an additional:



85 miles of active transportation facilities

TECHNOLOGY & TOWNS

By 2050, partners will make improvements to town centers, corridors, & technology that will cost:



\$349 million through 2050.

To address all towns and technology needs, it would cost an additional:



\$360 million through 2050.

OPERATIONS & MAINTENANCE

By 2050, partners will conduct streets and bike path maintenance that will cost:



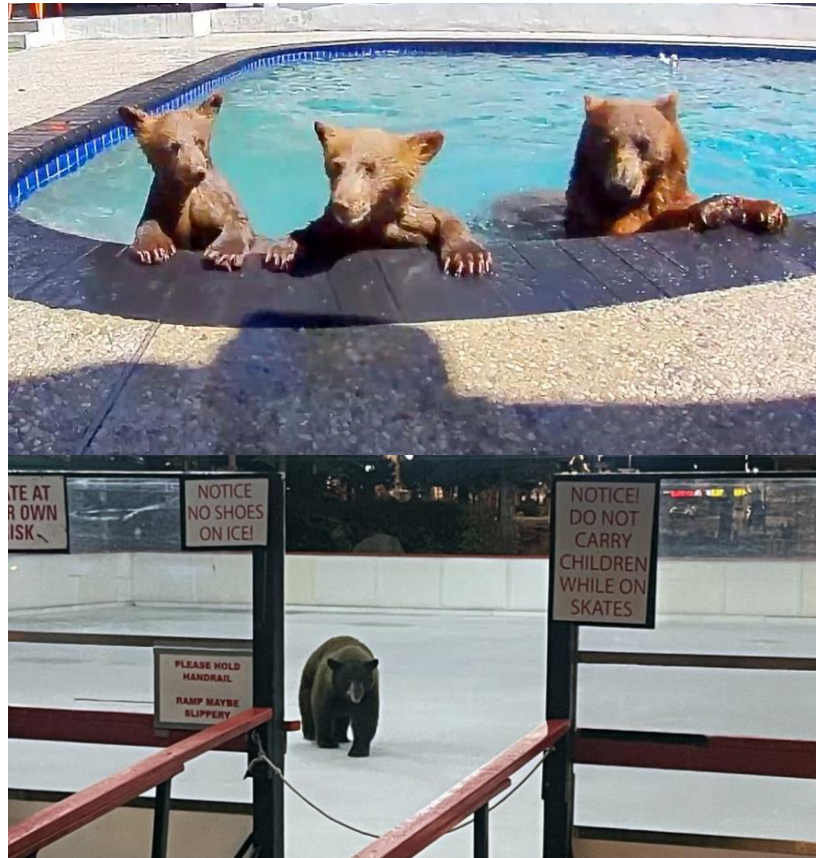
\$21 million/year in capital funding

Lessons Learned

- ⊕ Writing the executive summary first worked well
- ⊕ Creating graphics, charts, and maps first organized the available data
- ⊖ Hard to balance organizing the ingredients without pre-baking everything
- ⊖ Not everyone loved the characters, and that is ok



So, do bears ride buses?



Questions & Contact Info

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