

# NORTH TAHOE-TRUCKEE, CALIFORNIA

The North Tahoe-Truckee region is comprised of the Town of Truckee and unincorporated communities spanning three counties: Placer, Nevada, and El Dorado. County lines and other jurisdictional boundaries divide neighborhoods, and even homes, within the area. Isolated in the mountains with lower populations than our urban counterparts, North Tahoe-Truckee has access to fewer resources and services for our community members. Furthermore, while according to jurisdictional boundaries residents live in one place, the reality is that many of our residents work or attend school in other parts of the region. This makes it difficult to know where and how to access the most basic resources that they need.

North-Tahoe Truckee is also the playground for multiple metropolitan areas including Reno, Sacramento, and the Bay Area and is fueled by a tourist based economy. The salaries of many second homeowners and visitors largely drive the cost of food, utilities, transportation, and housing in the region. This makes surviving on a service sector wage extremely difficult. The housekeepers, gardeners, restaurant and construction workers who keep the tourist economy going are further impacted by fluctuations in the weather, seasons, and economy— all of which can leave workers economically unstable.

## POPULATION HIGHLIGHTS\*

Truckee 2017 population 16,308,  
**↑ 1% since 2010\***

Lakeside<sup>1</sup> 2017 population 7,457,  
**↓ 23% since 2010\***

Other unincorporated<sup>2</sup> North  
 Tahoe-Truckee 2017 population 4,294,  
**↓ 26% since 2010\***

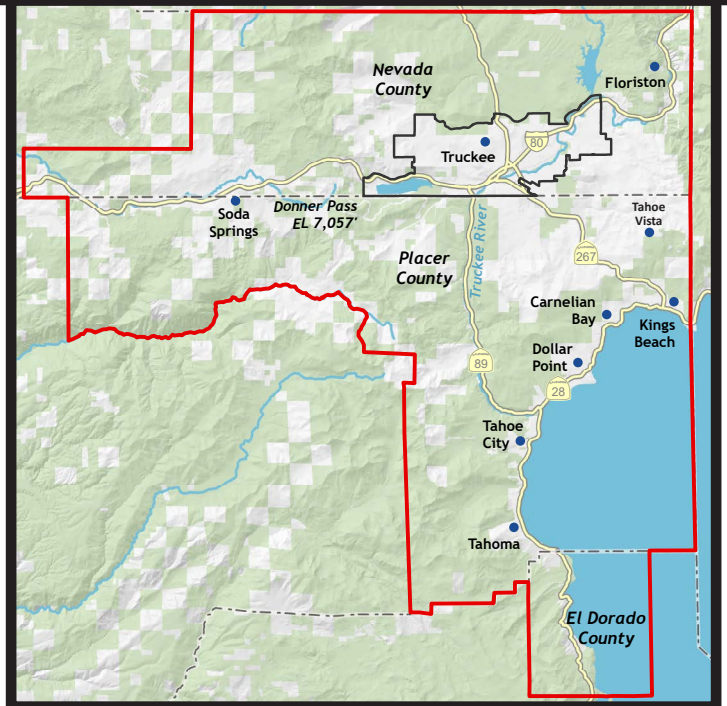
*The Town of Truckee has become the  
 population center of the region and is  
 the only part of the area with an  
 increasing population.*

## MEDIAN HOUSEHOLD INCOME\* HIGHLIGHTS

Truckee MHI<sup>\*\*</sup>: \$89,154,  
**↑ 36% since 2010**

Kings Beach MHI<sup>\*\*</sup>: \$46,023,  
**↑ 0% since 2010**

Tahoe Vista MHI<sup>\*\*</sup>: \$53,571,  
**↓ 24% since 2010**



1. Lakeside population includes Carnelian Bay, Kings Beach, Dollar Point, Tahoe Vista, Tahoe City, and Tahoma  
 2. Other unincorporated includes Floriston, Soda Springs, Kingvale, and all other unincorporated areas of the Tahoe Truckee Unified School District's boundaries not included in Lakeside or Truckee calculations

The overall cost of living in all North Tahoe-Truckee neighborhoods exceeds the national average (2018 Sperling's Best Places)

In some North Tahoe-Truckee neighborhoods this high cost of living is combined with incomes as low as \$35,000 per year and up to 35% of families living in poverty (U.S. Census, 2012-2016 ACS 5-year estimates)

Housing costs in Truckee are more than **300%** of the national average (2018 Sperling's Best Places)

Incomes are stagnant when compared to rising housing costs, creating an increasing "price to income ratio," a ratio that is already significantly higher than California overall (2017 Eastern Placer County Workforce Housing Needs Assessment)

➤ 2017 North Tahoe-Truckee Median Household Income **\$74,830, up 20%** since 2010\*

➤ In 2016, **26%** of North Tahoe-Truckee residents spent more than half their income on housing

➤ North Tahoe-Truckee 2017 population **28,059, down 11.5%** since 2010\*

➤ 2017 North Tahoe-Truckee Median Household Income for Hispanic households **\$48,654, up 10.5%** since 2010\*

➤ Applicants for one of the 474 below market rate units in North Tahoe-Truckee **wait up to three years** for a unit to become available

➤ North Tahoe-Truckee Hispanic population **17%\*, down 10.5%** since 2010\*

\*Source: U.S. Census, 2010 Demographic Profile Data, 2006-2010 ACS 5-year estimates, and 2013-2017 ACS 5-year estimates

\*\*This includes the income of the householder and all other individuals 15 years old and over in the household, whether they are related or not. Because many households consist of only one person, average household income is usually less than average family income.

# WHO WE ARE

The Community Collaborative of Tahoe Truckee (CCTT), a program of the Tahoe Truckee Community Foundation (TTCF), is comprised of over 45 health, education, and social service organizations and coalitions who have worked together for over 20 years to address the complex issues and fundamental needs of community members in North Tahoe-Truckee. The Collaborative seeks to understand the stories of our local people, and we root our work in the power of data to inform our leaders and drive results.



## OUR COLLABORATIVE APPROACH

Collective impact is a framework to tackle deeply entrenched and complex social problems. It is an innovative approach to making collaboration work across sectors to achieve significant and long-lasting social change. CCTT partners have embraced a collective impact and coalition building approach to address issues impacting our local community, unifying around a common vision and strategies.

## HOUSING

In 2016 it became clear that housing was the most significant factor impacting the economic struggles of families and individuals. Spurred by CCTT's advocacy, a regional housing needs assessment was performed and TTCF launched the Mountain Housing Council of Tahoe Truckee (MHC) to accelerate housing solutions.



### MOUNTAIN HOUSING COUNCIL OF TAHOE TRUCKEE

The Mountain Housing Council of Tahoe Truckee (MHC) is comprised of 29+ regional stakeholder partners with a vision that all people who work and live in the region have access to diverse, quality, and achievable local housing. Partners include governmental jurisdictions, businesses, networking groups, and nonprofit organizations. These partners came together to develop a three-year regional housing agenda.

### ACHIEVABLE LOCAL HOUSING

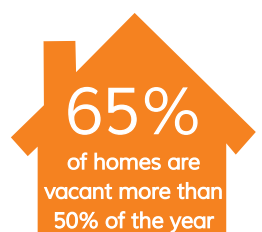
In 2018, the Mountain Housing Council recommended that regional leaders adopt and develop policies for a new definition of affordability that includes income earners who make up to 195% of Area Median Income (AMI). With rising home prices, the affordability target continues to rise for families who are trying to stabilize their housing situation.



TRUCKEE ~ NORTH TAHOE

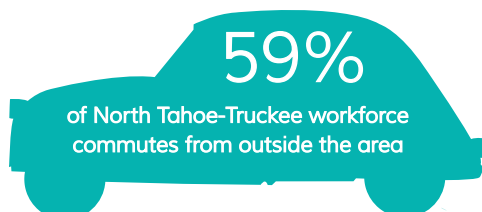
In Winter 2015, the Emergency Warming Center (EWC) opened to provide a warm meal and safe place to sleep for individuals experiencing homelessness or who do not have adequate shelter during extreme weather. The EWC opened thanks to United for Action, a coalition of faith based groups, nonprofits, Church of the Mountains, and Placer and Nevada Counties. It is run by staff and a team of volunteers.

38,801  
Total Housing Units



(as second homes or investment properties)  
(MHC Short-term Rental White Paper, 2019)

67% of full-time residents pay more than 30% of income on housing



Source: Truckee North Tahoe Workforce Housing Study

43 North Tahoe-Truckee individuals experienced homelessness in 2019: 32 in Nevada County and 11 in Placer County (2019 HUD Point-in-Time Count)

39 open nights in Winter 2017-18 (Emergency Warming Center annual data)