

# TAHOE DONNER ASSOCIATION WORKFORCE HOUSING STUDY AND ACTION PLAN

Board Presentation

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# AGENDA

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- Study Objectives
- Study Scope
- Survey Results Summary
- Staff Interview Takeaways
- Partner Interviews (planned)
- Preliminary Ideas and Solutions
- Next Steps

# STUDY OBJECTIVES

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Create an informed housing plan to address workforce housing needs, including:

- Leasing, purchasing, and building units
- Leveraging regional partnerships
- Homebuyer and/or renter assistance
- Other strategies

# STUDY SCOPE

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# STUDY SCOPE

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**OBJECTIVE:** Understand existing context, scale of need, and housing type preferences

**Completed**

- Survey
- Staff Interviews with Managers & Directors

**In Progress**

- External Partner Interviews

**Upcoming**

- Workforce Needs Assessment Summary

# STUDY SCOPE

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**Phase I:** Workforce Needs Assessment

**Phase II:** Potential Concepts, Programs, Regional Partners, and Tools

**Phase III:** Preliminary Opportunity Sites Analysis

**Phase IV:** Housing Action Plan

**OBJECTIVE:** Identify a menu of potential concepts, programs, partners, and tools to address the need for workforce housing.

**In Progress**

- Summary matrix

# EMPLOYEE SURVEY

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## PHASE I

# EMPLOYEE SURVEY RESULTS

## OVERVIEW & RESPONDENT TYPES



Online in English & Spanish



Current & inactive TDA employees

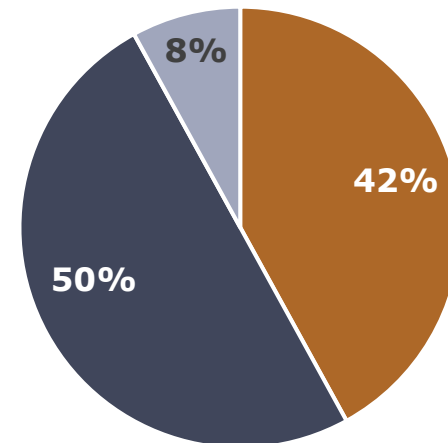


March 3 to 21 (18 days)

# 158

Responses received

### Employee Respondent Types



■ Full-time ■ Part-time/seasonal ■ International (J-1)



# EMPLOYEE SURVEY RESULTS

## CURRENT HOUSING SITUATION

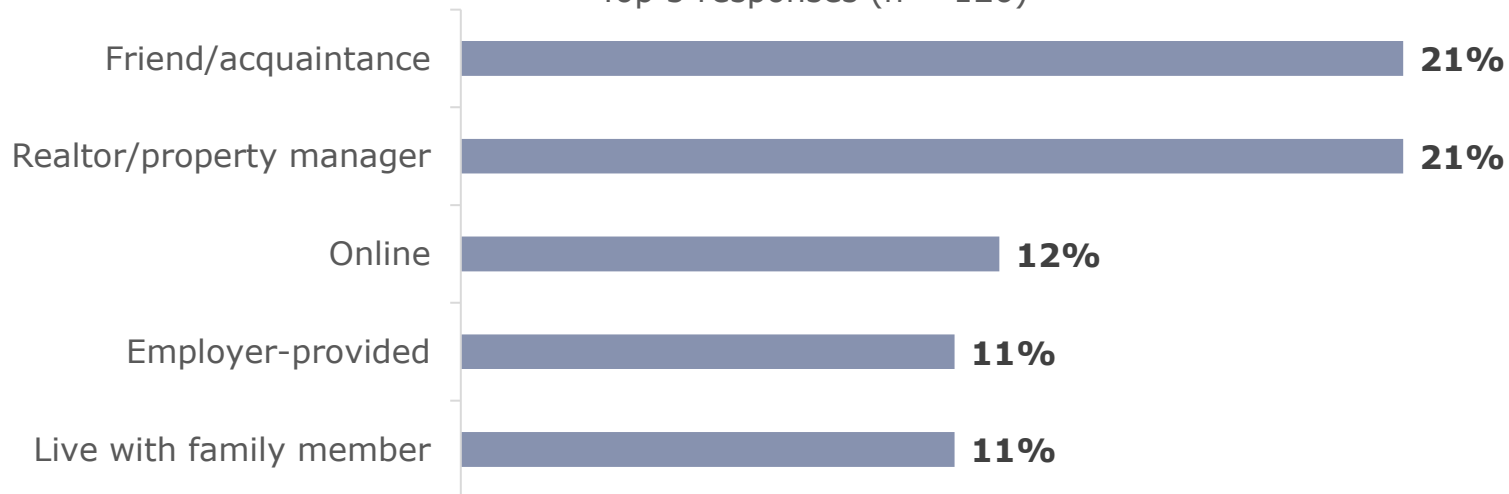
### Current Housing Situation



**71%**  
Respondents living in  
Truckee

### How did you find your current housing?

Top 5 responses (n = 126)



# EMPLOYEE SURVEY RESULTS

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## CURRENT HOUSING SITUATION

**Did you experience any problems when searching for your current housing?**

- 45%** Limited availability or options reduced my choice.
- 40%** It was difficult to find affordable options.
- 31%** I couldn't compete against people who could afford more.
- 29%** It was hard to find housing in my preferred location.
- 36%** I did not experience any problems finding housing.

# EMPLOYEE SURVEY RESULTS

## CURRENT HOUSING SITUATION

On a scale from 1 to 5, please rate how satisfied you are with your **overall current housing situation.**



**3.88**

Out of 5  
Average rating – all  
respondents

**4.24**

Average rating  
– Homeowners

**3.74**

Average rating  
– Renters



**38%** are  
satisfied  
with their  
current  
housing  
situation

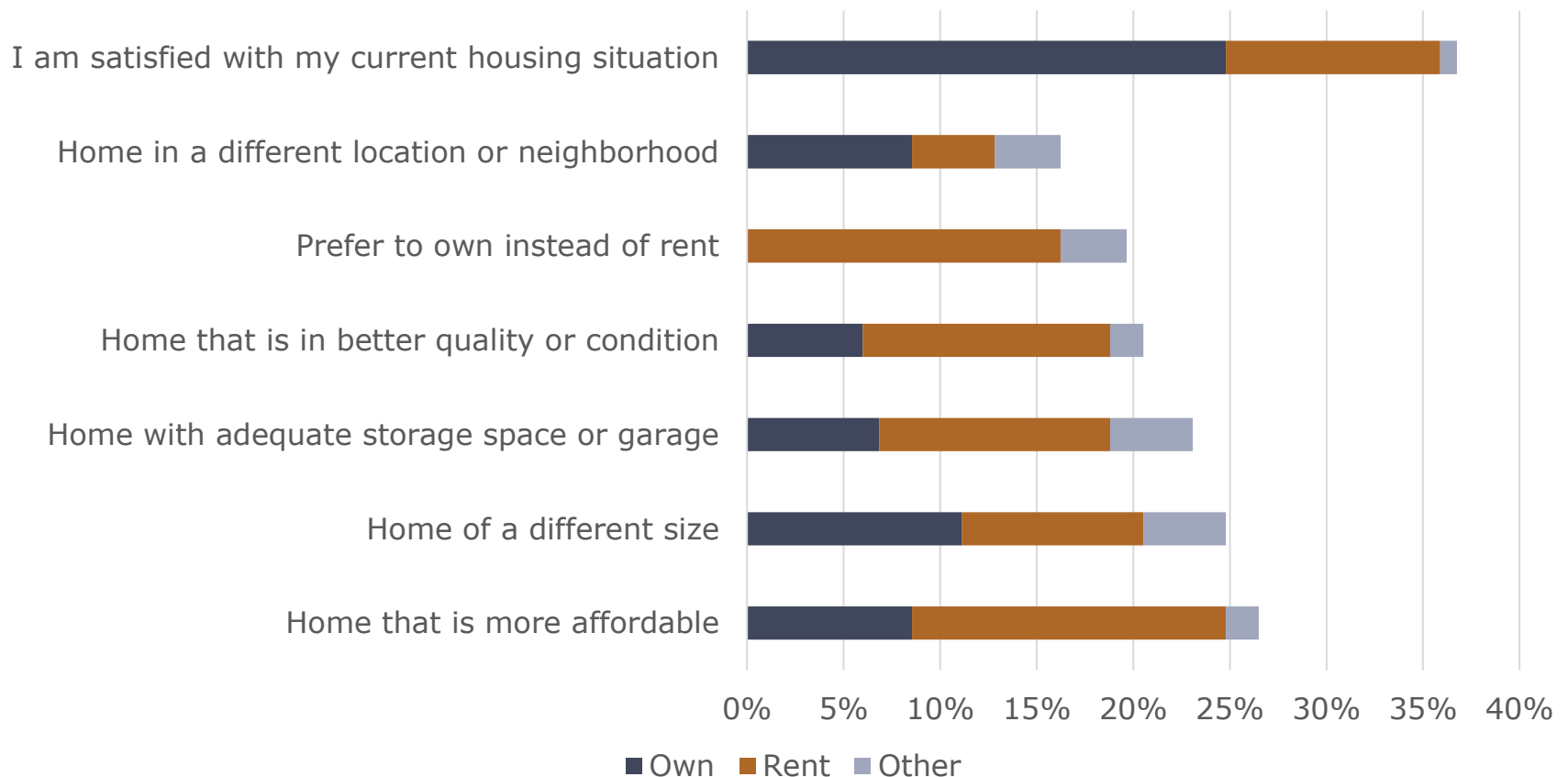
■ Satisfied   ■ Not Satisfied

# EMPLOYEE SURVEY RESULTS

## PREFERRED HOUSING SITUATION

### What would be your preferred housing situation?

Select all that apply.



# EMPLOYEE SURVEY RESULTS

## PREFERRED HOUSING SITUATION



### Respondents under 30

- More likely to be seasonal, short-term workers
- More likely to be renters, live with roommates
- Prefer to rent, affordability is high priority



### Respondents 31 to 50

- Mid-career workers who are more likely to live with families
- Those who currently rent would prefer to own
- Prioritize space and size of home



### Respondents Over 50

- More likely to have lived in the area longer, secured housing when it was more affordable
- Generally satisfied with their current housing situation

# QUOTES FROM SURVEY RESPONDENTS

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“Born & raised in Truckee, it’s a struggle to live here as an adult and find affordable housing.”

“We bought our home in 2000 [...] on Donner Summit. [...] We always thought we would upgrade and move to Truckee, but still cannot afford to, even with the equity in our home.”

“It was incredibly difficult to find a place – I was couch-surfing and dog-sitting for over a year before finding the place I am in now.”

“Housing is key to a sustainable workforce in Truckee.”

# STAFF INTERVIEWS

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## PHASE I

# STAFF INTERVIEW & FOCUS GROUPS

## OVERVIEW



**3** conversations held virtually



**4** Managers and **4** Directors



Land Management, Food & Beverage, Operations, and others

## Example Questions

How is the housing shortage affecting your operations and ability to plan for the future?

Who is most affected by the housing shortage?

Are there ski resorts or other mountain resort communities with workforce housing solutions that we should learn from?

Are there local entities or organizations that would make good partners?



# THEMES FROM STAFF INTERVIEWS

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Many diverse groups of employee types need housing.



Housing needs are especially urgent in peak seasons.



Multiple housing solutions are needed to address different lifestyles and family types.



The housing shortage affects TDA's existing operations, future business outlook, and competitive advantage.

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# STAFF ANECDOTES & EXPERIENCES

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In some cases, operations are being reduced – cutting back hours or limiting service.

Challenge to attract top candidates or make offers to applicants who are not already based in the area.



Employees have left jobs at TDA due to lack of affordable or available housing.

Other large employers that offer housing assistance will attract more applicants.

# IDEAS FROM STAFF INTERVIEWS

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Downpayment /  
homebuyer  
assistance program

Transportation and  
commute benefits  
are important too.

Dorms for J-1s

Housing on the  
campground site

Incentivize ADU  
construction

Partner with the  
Forest Service

TDA acquire  
condos for short-  
term housing



# EXTERNAL PARTNER INTERVIEWS

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## PHASE I

# EXTERNAL PARTNER INTERVIEWS

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## UPCOMING



Scoped for up to **5** interviews



Regional partners and major employers

### Potential Organizations

- Incline Village Improvement District
- Martis Camp
- Lahontan
- Truckee Tahoe Workforce Housing Agency (JPA)



# WORKFORCE NEEDS ASSESSMENT

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PRELIMINARY STRATEGY IN PROGRESS

# TAKEAWAYS FROM SURVEY & INTERVIEWS

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## **Employee Type**

Employees at TDA who are most in need of housing



## **Housing Type**

Housing preferences among TDA workforce



## **Location**

Where employees would like to live or where additional housing is possible



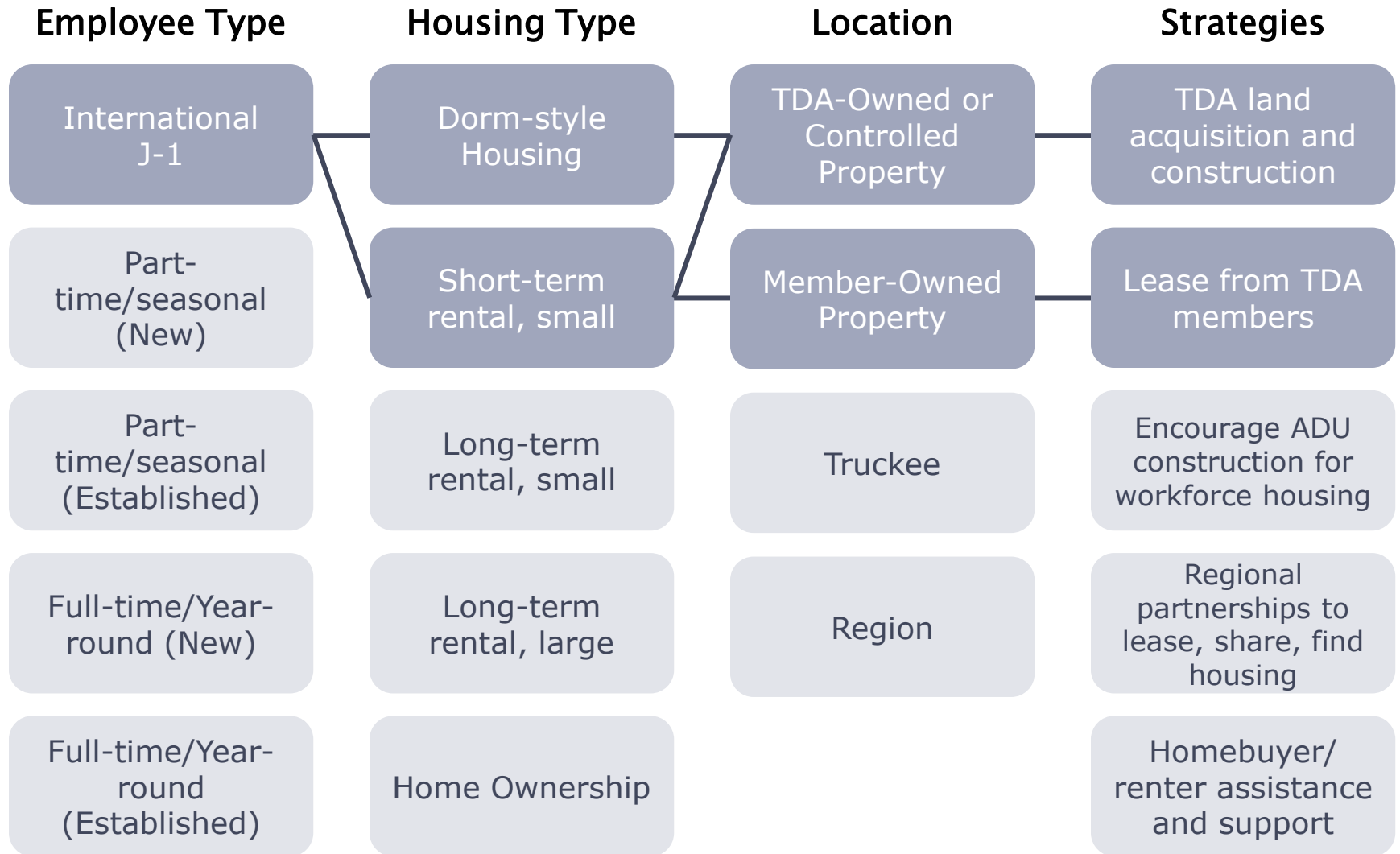
## **Strategies**

Supply-side: help increase the supply and availability of housing  
Demand-side: help buyer or renter with housing affordability

# WORKFORCE NEEDS ASSESSMENT (IN PROGRESS)

| Employee Type                             | Housing Type                | Location                               | Strategies   |
|---|-----------------------------|--|--|
| International<br>J-1                      | Dorm-style<br>Housing       | TDA-Owned or<br>Controlled<br>Property | TDA land<br>acquisition and<br>construction                  |
| Part-<br>time/seasonal<br>(New)           | Short-term<br>rental, small | Member-Owned<br>Property within<br>TD  | Lease from TDA<br>members                                    |
| Part-<br>time/seasonal<br>(Established)   | Long-term<br>rental, small  | Truckee                                | Encourage ADU<br>construction for<br>workforce housing       |
| Full-time/Year-<br>round (New)            | Long-term<br>rental, large  | Region                                 | Regional<br>partnerships to<br>lease, share, find<br>housing |
| Full-time/Year-<br>round<br>(Established) | Home Ownership              |  | Homebuyer/<br>renter assistance<br>and support               |

# EXAMPLE STRATEGY (IN PROGRESS)



# WORKFORCE HOUSING STUDY AND ACTION PLAN

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## NEXT STEPS

# STUDY SCOPE – NEXT STEPS

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## **Phase III**

- Evaluate Key TDA-owned Sites

## **Phase IV**

- Priority Concepts, Programs, and Tools
- Workforce Housing Action Plan
- Meetings and Presentations

# END / Q&A

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