

TAHOE DONNER ASSOCIATION WORKFORCE HOUSING STUDY AND ACTION PLAN

Board Presentation

May 26, 2023



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The Economics of Land Use



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AGENDA

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

STUDY OBJECTIVES

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



STUDY SCOPE



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

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

PHASE I

EMPLOYEE SURVEY RESULTS

OVERVIEW & RESPONDENT TYPES



Online in English & Spanish



Current & inactive TDA employees

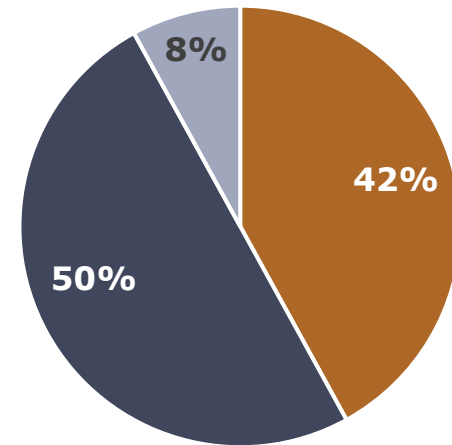


March 3 to 21 (18 days)

158

Responses received

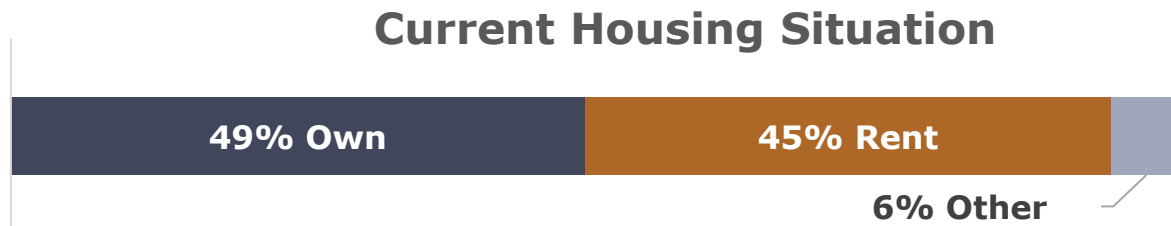
Employee Respondent Types



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

EMPLOYEE SURVEY RESULTS

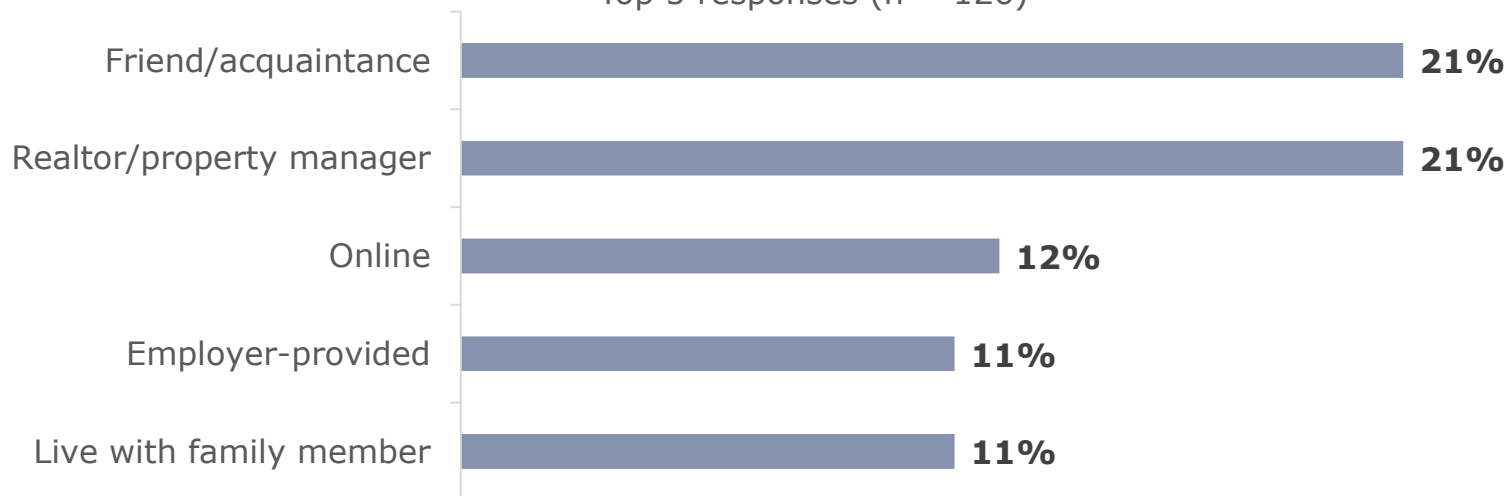
CURRENT HOUSING SITUATION



71%
Respondents living in
Truckee

How did you find your current housing?

Top 5 responses (n = 126)



EMPLOYEE SURVEY RESULTS

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

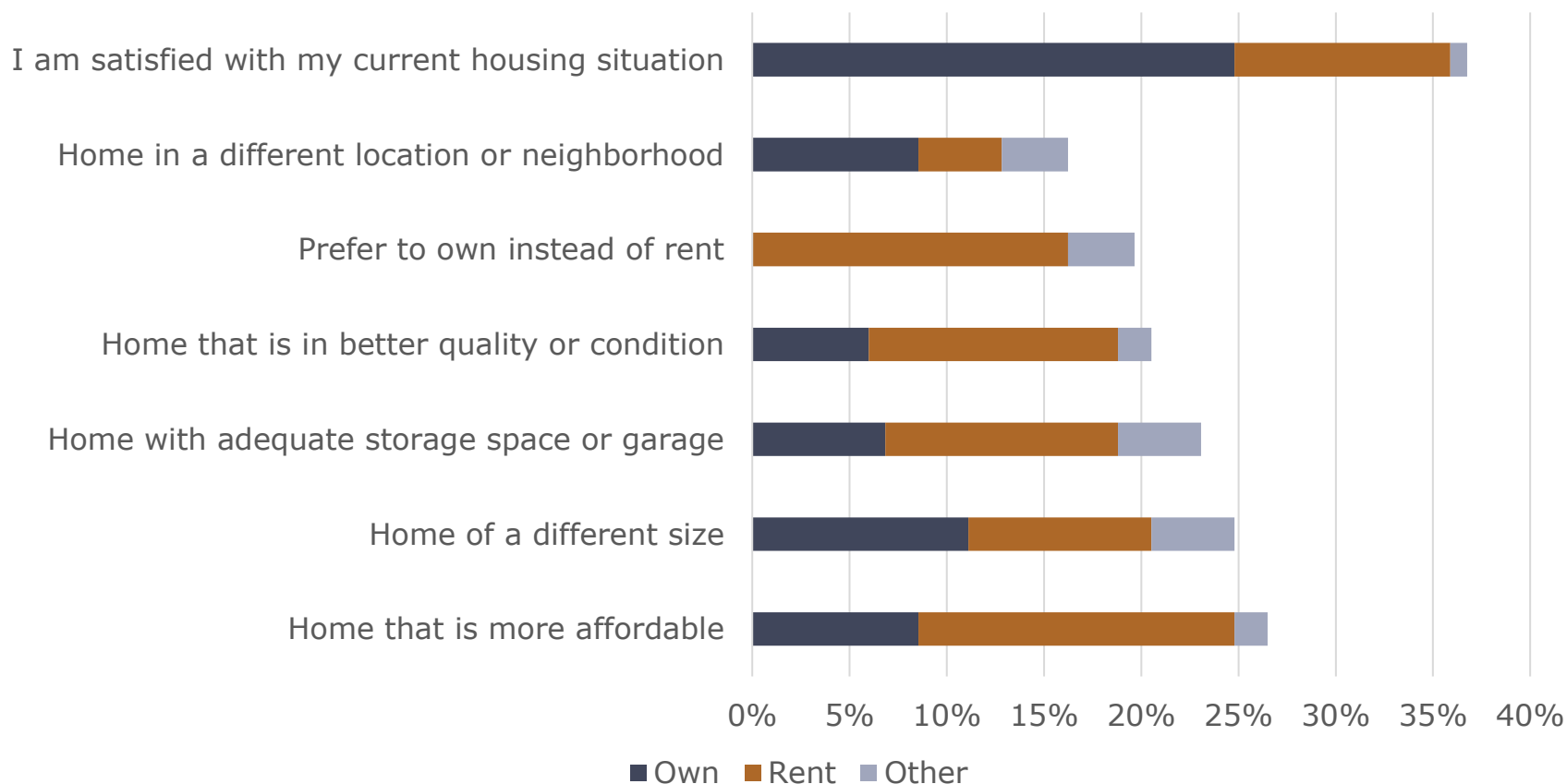
■ Satisfied ■ Not Satisfied

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

"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

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



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

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

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

PHASE I

EXTERNAL PARTNER INTERVIEWS

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

PRELIMINARY STRATEGY IN PROGRESS

TAKEAWAYS FROM SURVEY & INTERVIEWS



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



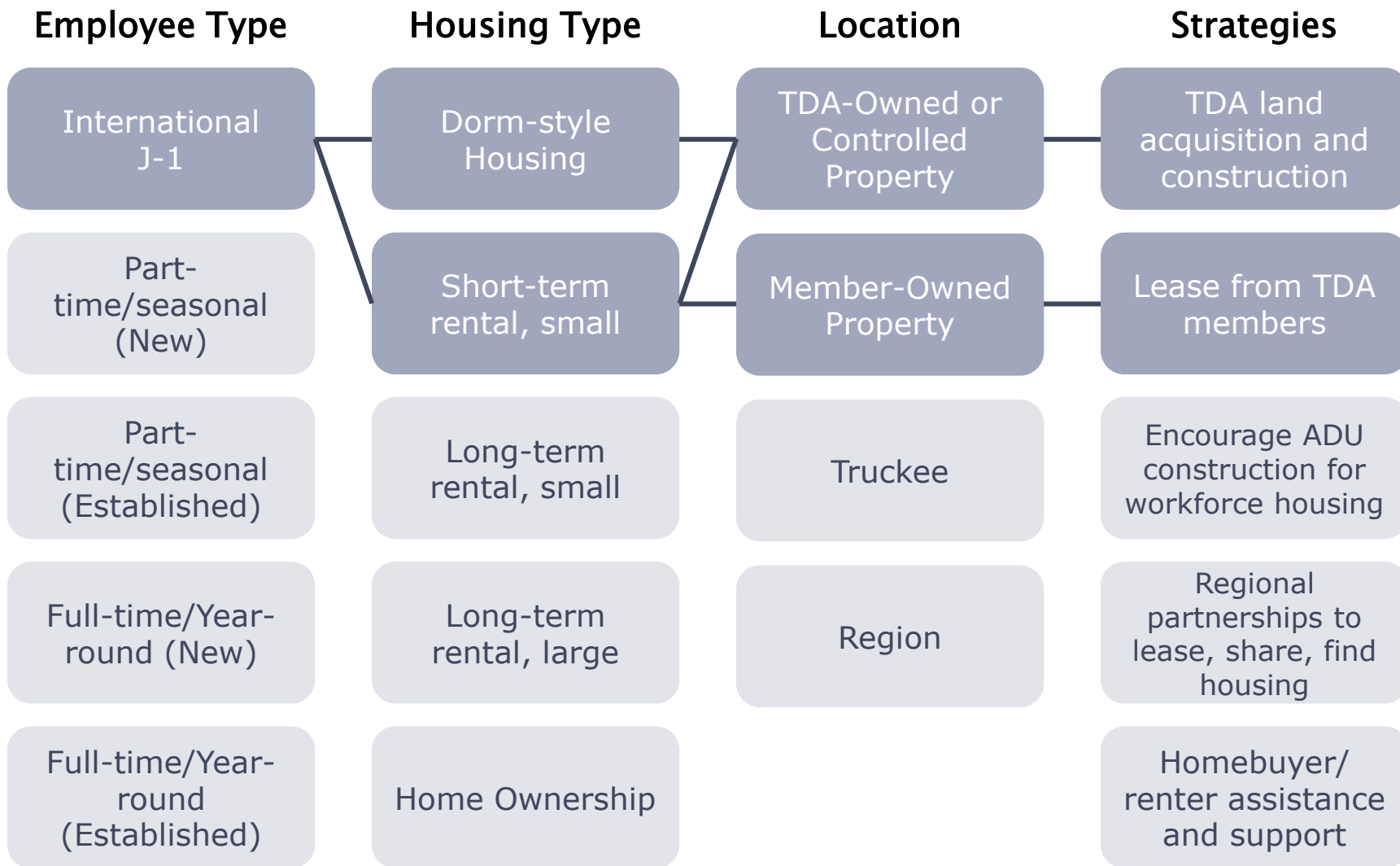
Strategies

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

EXAMPLE STRATEGY (IN PROGRESS)



WORKFORCE HOUSING STUDY AND ACTION PLAN

NEXT STEPS

STUDY SCOPE – NEXT STEPS



Phase III

- Evaluate Key TDA-owned Sites

Phase IV

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

END / Q&A
