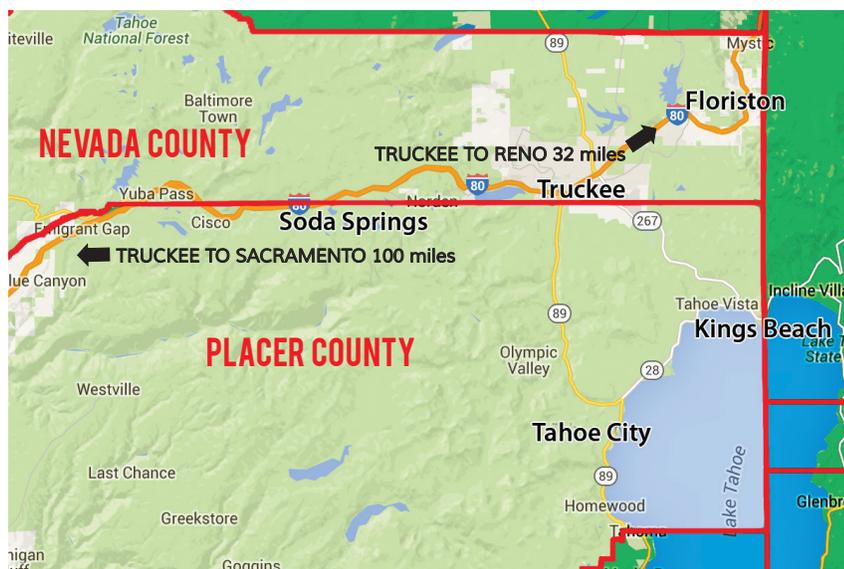


# NORTH TAHOE-TRUCKEE COMMUNITY REPORT CARD 2016

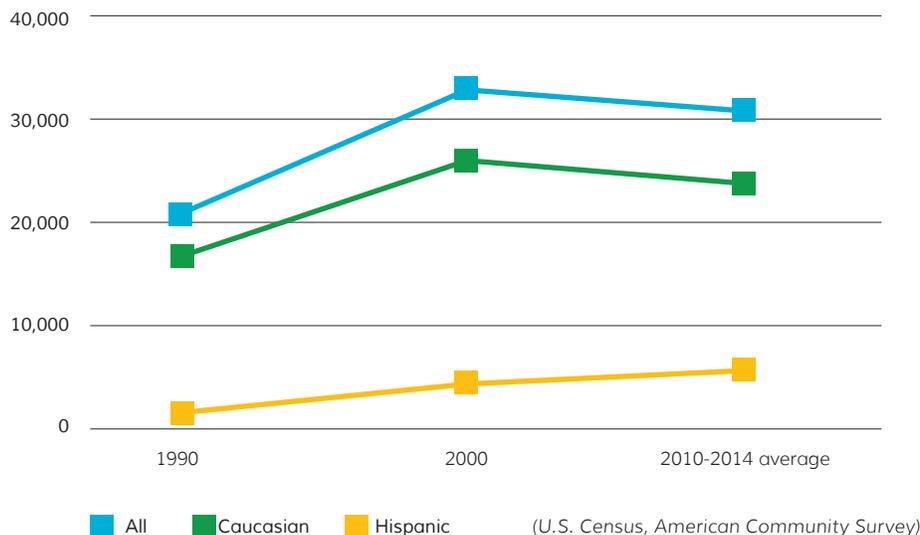
## ECONOMIC WELL-BEING

### OUR GEOGRAPHY

The North Tahoe-Truckee Community is a rural high mountain community that sits at 6500 feet in the heart of the Sierra Nevada mountain range. Defined by geography, the region is separated from the rest of California by high mountain passes. Political boundaries were created to serve the water and land needs of population centers in the foothills and central valley. As a result, our community falls into three separate counties: Placer, Nevada and El Dorado. This has resulted in a confusing overlay of jurisdictional boundaries that can make it difficult for local residents to access resources. Much of the area is rural, unincorporated, and defined by a spread-out series of small neighborhoods.



### OUR POPULATION



## SNAPSHOT

**30,250** full time residents across a 720 square mile region.

**6 MILLION VISITORS** a year.

**17** special districts.

**59%** of the local workforce live outside the region in 2014.

**60%** of working residents are employed by **tourist-related industries** in 2014.

### DEMOGRAPHICS ARE CHANGING.

Between 2007 and 2016, the percentage of TTUSD **English Learners** rose from 13% to 21%. During the same time, the percentage of **socio-economically disadvantaged students** rose from 26% to 40%.

### THE REGION IS CHANGING.

Tahoe-Truckee's historic **reliance on the Reno-Sparks area for workforce housing** is becoming more difficult. In 5 years, Reno's unemployment rate went from 14.2% to 5.5%, and the city expects to reach full employment levels in 2017.

(Tahoe Truckee Unified School District, U.S. Census, American Community Survey, Truckee North Tahoe Housing Study, Economic Development of Western Nevada)



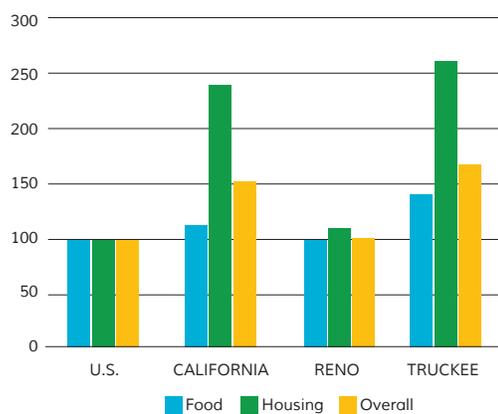
# ECONOMIC CHALLENGES FOR TAHOE TRUCKEE

## COST OF LIVING

The San Francisco Bay Area salaries of our part time residents 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 restaurant workers, gardeners, housekeepers, and construction workers that keep the tourist economy going are further impacted by fluctuations in the weather, seasons, and economy, all of which can leave workers economically unstable.

## COST OF LIVING INDEX

(Sperling's Best Places 2014)



## ECONOMY

Tahoe Truckee's economy has been tourist based for over 130 years, from the early days of the transcontinental railroad to the development of a winter resort industry. Tourism brings 6 million visitors each year, causing our region of 30,000 residents to swell to hundreds of thousands of people on a busy holiday weekend. 60% of our residents depend on tourist based business, though many jobs are low paying and offer little chance for growth.

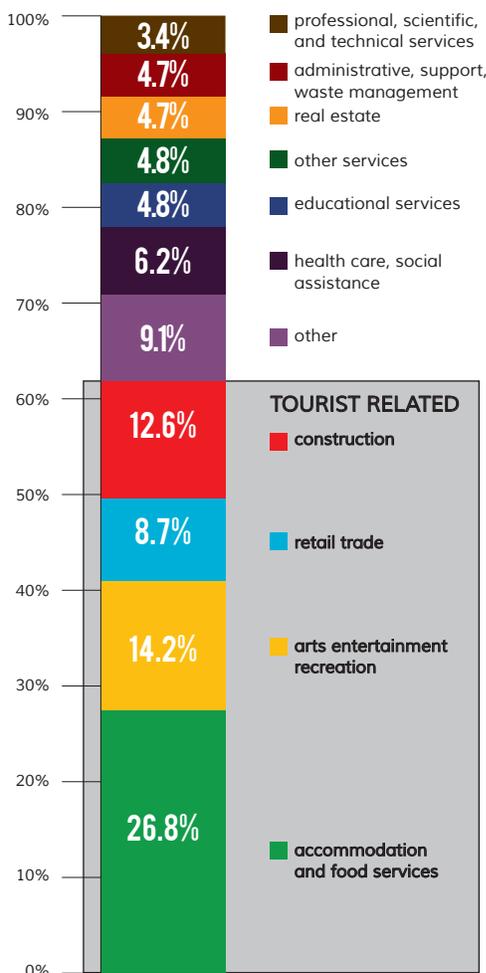
## DISPARITIES AND WEALTH

A defining characteristic of our community is the significant disparity of wealth between our second homeowners and local working families. The strong economic impact of our Bay Area and Sacramento neighbors along with declining local incomes and a high cost of living can leave residents priced out and looking for solutions. These pressures on residents impact employers and the overall quality of life in our community.

The Community Collaborative of Tahoe Truckee is a partnership of non-profit and public organizations working together to address fundamental needs of families in the Tahoe Truckee Region. The Community Report Card is powered by Results Scorecard. To see full results, visit [communitycollaborative.org/community-report-card](http://communitycollaborative.org/community-report-card). For more information, contact Alison Schwedner, Director of the Community Collaborative of Tahoe Truckee, at [alison@communitycollaborative.org](mailto:alison@communitycollaborative.org)

## EMPLOYMENT BY INDUSTRY

(California Employment Development Department 2014)



## SNAPSHOT

**\$67,000** was the median household income in 2014, down from \$76,000 in 2010.

**43%** of Kings Beach households earn less than \$35,000 per year.

**\$667,000** was the median home price in 2014, up from \$597,000 in 2010.

**65%** of Tahoe Truckee homes are vacant, primarily for seasonal or occasional use.

**50%** of residents pay more than half of their income on housing.

**RENO** is 39% cheaper than Truckee as a place to live, according to the Cost of Living Index.

**HOUSING** is the biggest factor in the cost of living difference; it is 57% cheaper in Reno.

(Truckee North Tahoe Housing Study 2016, Zillow 2016, U.S. Census 2010, American Community Survey 2010-14, Sperling's Best Places 2014)



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