



Date: September 23, 2025

Honorable Mayor and Council Members:

Author and title: Carissa Binkley, Program Analyst II

Title: **River Revitalization Action Plan: R3 Playbook**

Jen Callaway, Town Manager

Recommended Action: That the Council adopt the R3 Playbook, an Action Plan of the River Revitalization Steering Committee.

Discussion:

BACKGROUND:

For over three decades, the Truckee community has recognized the Truckee River as a defining asset and priority for revitalization. This vision is embedded in the Town's foundational planning documents, including the 1996 General Plan, the 2005 Downtown River Revitalization Strategy, and the recently adopted 2040 General Plan and Downtown Truckee Plan. These documents all affirm the Town's commitment to creating a healthy, active, and connected river corridor.



In May 2023, Town Council directed staff to form the River Revitalization Steering Committee (R2SC) to help advance this vision. The R2SC consisted of 16 community members representing a range of perspectives: property owners, business owners, agency partners, residents, and advocacy groups. One of the earliest actions of the R2SC was to shift the project's philosophy away from relocation of existing businesses toward a focus on revitalization of the corridor and supporting those who wish to remain and thrive in place, as well as those pursuing relocation. Council concurred with this shift in October 2023, and this direction guided the R2SC's work.

From July 2023 to July 2025, the R2SC met monthly and led a deeply collaborative, community-centered effort to understand existing barriers to revitalization and develop a clear, actionable roadmap for the corridor's future. To support this work, the R2SC created two public Action Teams and several subcommittees:

- **Community & Economic Vitality Action Team (CEVAT)**
- **River Health & Access Action Team (RHAAT)**
- **Consultant Selection Subcommittee**
- **Communications Subcommittee**
- **Business & Landowner Subcommittee**
- **Receiver Site Subcommittee**
- **Action Plan Subcommittee**

This structure ensured that technical expertise, community voices, and property and business owner input were consistently incorporated.

PROJECT MILESTONES TO DATE:

- Formation of R2SC (May–July 2023)
- Consultant selection and kickoff (Fall 2023)
- Two phases of public engagement, including Coffee Talks, Taco Talks, Open Houses, and community surveys, with more than 200 participants and over 600 ideas generated (Spring–Summer 2024)
- Property and business owner interviews to assess interest, barriers, and opportunities (over 30 participants)
- Completion of ecological and river access studies
- Creation and approval of Catalyst Project partnerships with three property owners within the project area (Fall 2024–Spring 2025)
- Over \$47 million in complementary Town investments in infrastructure and mobility in the project area, including:
 - West River Streetscape
 - Legacy Trail segments
 - DEWBHEYÚMUWE? Park & pedestrian bridge
 - Reimagine Bridge Street project
- More than 50 R2SC and Action Team public meetings were held over two years.

DISCUSSION:

The “R3 Playbook” River Revitalization Action Plan is the culmination of nearly two years of public dialogue, technical analysis, and visioning led by the R2SC and its Action Teams (see **Attachment 1**). It is designed to serve as both a record of what has been accomplished and a launchpad for future action.

A draft of the R3 Playbook was presented to Town Council on June 24, 2025, for feedback (see **Attachment 2**). Following this, the R2SC Action Plan subcommittee met to review feedback received from Town Council along with public comments and made a recommendation to R2SC for updates to the draft Action Plan. R2SC, in their final regular meeting on July 8, 2025, adopted the recommended updates and voted to recommend Town Council’s adoption of the R3 Playbook.

The Playbook includes:

- A shared vision for the corridor, developed through extensive community input and adopted by R2SC
- Three core goals (R3):
 - *Restore*: Improve river health, floodplain function, and ecological stewardship.
 - *Revive*: Activate the corridor with vibrant, mixed-use development and improved public access.
 - *Reimagine*: Reinforce Truckee’s unique visual identity through design, public space, and adaptive reuse.
- A detailed Action Plan with 29 recommendations, organized by topic.
- Clear guidance on receiver sites, zoning updates, river health improvements, and incentive strategies.
- Concept plans and visualizations demonstrating what revitalization could look like.
- Documentation of all community and committee work, including the R2SC, Community & Economic Vitality Action Team, River Health and Access Action Team, and Catalyst Projects.

The Playbook builds directly on past plans (1996 General Plan, 2005 River Revitalization Strategy, and 2040 General Plan Update) but is firmly implementation focused. It emphasizes strong public-private partnerships, practical support for property owners and businesses, and alignment with Town-led infrastructure investments already underway. Together, these efforts position the Truckee River corridor as a model for ecological stewardship, community vitality, and adaptive growth.

COMMUNITY OUTREACH ON THE DRAFT PLAN:

Beyond the extensive public participation in R2SC meetings by residents, business owners and property owners throughout the two-year process, since June staff completed community outreach for the R3 Playbook that included:

- Draft R3 Playbook published on [Town website](#);
- A [radio interview on 101.5 KTKE](#);
- Town newsletter article;
- Presentations to community groups including Truckee Rotary; and
- Outreach at the Truckee Townwide Block Party.

This outreach was intended to create broad awareness, build momentum and trust, and encourage community members to review the playbook and submit any comments to Town Council at the September 23rd Council meeting in response to this agenda item.

NEXT STEPS:

The R2SC and Action Teams have wrapped up their regularly scheduled monthly meetings. However, implementation of the river revitalization project will continue with the following next steps:

- Continue working with Catalyst Project partners.
- Coordinate implementation of priority action items.
- Reconvene R2SC as needed to continue Catalyst Project work.
- Update Town Council annually on R2SC and Catalyst Project updates.

Priority:

<input type="checkbox"/> Enhanced Communication	<input type="checkbox"/> Climate and Greenhouse Gas Reduction	<input type="checkbox"/> Housing
<input checked="" type="checkbox"/> Infrastructure Investment	<input type="checkbox"/> Emergency and Wildfire Preparedness	<input type="checkbox"/> Core Service

Fiscal Impact:

No fiscal impact as a result of adopting the R3 Playbook. The fiscal impact of any future recommended actions to support implementation of the Playbook will be brought to Council for consideration as these actions move forward for consideration.

Public Communication:

Significant community input occurred throughout the entire two-year R2SC process to date, including both community events as well as business and property owner participation in R2SC meetings. Direct public outreach regarding the draft R3 Playbook included communications on the Town website, a KTKE radio interview, Town Newsletter article, Community Presentations, Social Media Post and agenda posting.

Attachments:

Attachment 1: Draft R3 Playbook

[Attachment 2: June 24, 2025 Staff Report](#)