



Date: May 23, 2023

Honorable Mayor and Council Members:

Author and title: Carissa Binkley, Economic Development Program Analyst II

Title: **West River Revitalization Steering Committee**

Approved By: _____ Jen Callaway, Town Manager

Recommended Action: That Town Council take the following actions:

- (1) Approve formation of and committee member nominations for the West River Revitalization Steering Committee, a Brown Act Committee.
- (2) Appoint two Councilmembers to serve on the West River Revitalization Steering Committee, with authority to appoint new members to the committee as appropriate.

Discussion:

For many years the Town of Truckee has identified a goal of revitalizing the Truckee River corridor through downtown. The first Town of Truckee General Plan, adopted in 1996, recognized the Truckee River as “one of the town’s primary assets”, and envisioned development that is pedestrian-oriented and provides public access to recreation and open space. The Town’s 2005 Downtown River Revitalization Strategy as well as the 2025 General Plan reaffirmed the Town’s commitment to prioritize the Truckee River.

Many current and future projects along the river including Legacy Trail 4A construction, the pedestrian bridge across the river, the West River Street Park and the West River Streetscape projects all contribute to community interest in prioritizing action toward continued river revitalization.

The newly adopted 2040 General Plan continues this legacy by including many goals and actions related to enhancing and activating the Truckee River including incentivizing industrial uses to relocate off of West River Street to allow for the opportunity for public river access and new river-oriented development. (See attachment 1 for list of river-focused goals and actions from the Draft 2040 General Plan.) The West River Revitalization Steering Committee will be an advisory committee that will support the Town’s planning and strategy for this project.

River revitalization will be a significant long-term process that is anticipated to take several years. The Town’s draft FY 2023/24 – FY 2024/25 workplan identified formation of a stakeholder advisory committee as the first task toward the overarching goal of West River revitalization.

Role of the Committee:

Staff recommends that the committee’s role include:

- A sub-group of the committee that will work to identify and confirm an inventory of business owners and a property owners within the project area to allow for comprehensive project outreach and engagement.

- A sub-group of the committee that will work toward informing the RFP process and hiring planning consultant for West River Revitalization. The consultant will then work with the committee and staff through the project planning process.
- Develop a vision for both West River Street and the receiver site locations.
- Identifying potential receiver sites.
- Explore potential costs and develop incentives needed to support relocation and revitalization efforts.

Committee Membership:

The committee is intended to represent a well-rounded cohort of community stakeholders from many aspects of affected and interested parties from business owners to landowners to members at large and more.

Staff have composed the recommended committee membership below.

The following individuals have been invited to join the committee by staff, though as of the publishing of this staff report not all have confirmed their interest in joining the committee.

NAME	CATEGORY
Jan Holan	Property Owner 1
TBD	Property Owner 2
TBD	Business Owner 1
TBD	Business Owner 2
Cassie Habel	Downtown Merchants Association
Jessica Penman	Truckee Chamber of Commerce
TBD	Truckee River Legacy Foundation
Stefanie Olivieri	Member at Large 1
Pam Hobday	Member at Large 2
Brian Wright	Receiver Site Interested Party 1- Truckee Donner Public Utility District
Blake Tresan	Receiver Site Interested Party 2- Tahoe-Truckee Sanitation Agency
Alexis Ollar	Mountain Area Preservation
TBD	Builder/Contractor
TBD	Town Council Member 1
TBD	Town Council Member 2

Recommendations:

Staff recommend that Council approve the formation of a Brown Act Committee: The West River Revitalization Steering Committee. Staff also recommend approval of the committee member nominations presented above. Additionally, staff recommends that Council nominate two Councilmembers to join the committee and authorize the two Council representatives to appoint new members to the committee as appropriate.

As an alternative, Council could direct staff to make changes or additions to the proposed committee composition.

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 direct impact as a result of committee formation.

The Draft FY23/24 budget included a new Truckee River Corridor Enhancement CIP (C-2408) that will be considered as part of the FY23/24 budget adoption process.

Public Communication:

Standard Town Council agenda posting. Additionally, staff have reached out individually to the recommended steering committee representatives identified above.

River revitalization was a significant topic of community interest during the 2040 General Plan Update process. Public engagement and stakeholder outreach is anticipated to be an integral part of this project, following the selection of a project consultant.

Attachments:

Attachment 1: West River Revitalization Related Goals and Actions from the Draft 2040 General Plan