

Proposed external actions

1. Community Engagement

1.1 Develop a Community Engagement Framework, in collaboration with the Communications Program Manager, that provides strategic guidance for consistent, coordinated outreach and inclusive engagement strategies across Town of Truckee departments, where and when relevant. This may include:

- Consulting local Community Based Organizations (CBOs) that directly serve communities of focus to engage these communities in new Town projects.
- Holding listening sessions to gather feedback and adjust engagement strategies.
- Creating tailored outreach for the Hispanic/Latine community, working with Sierra Community House and their Promotoras.
- Organizing events like community workshops and focus groups to understand community needs and craft effective messages.
- Providing Community Outreach training for key Town staff to effectively engage with communities of focus.
- Using Community Based Participatory Research (CBPR) to gather meaningful feedback on new programs and initiatives.
- Distributing outreach materials with CBOs, such as flyers in Meals on Wheels bags for seniors or at the Tahoe Ability Program offices, for example.
- Participating in community meetings like Golden Meet and Greet, advisory committees, and school events to increase engagement.

Target date: Launch by August 2026, then ongoing.

1.2 Develop a Housing Equity Framework.

This framework is intended to support the identification of barriers to access, encourage inclusive participation, and inform approaches to more equitable distribution of housing resources and benefits. It will be developed in alignment with the Housing Element of the General Plan, with the aim of helping ensure that Town of Truckee housing programs consider the needs of the entire community, including a particular emphasis on communities of focus.

Target date: Present to Town Council in August 2025, then ongoing implementation.

1.3 Create a Youth Commission.

This will be an advisory group made up of young people who can provide input on local issues and collaborate with the Town on matters affecting their communities. Efforts will be made to encourage diverse participation, with the goal of increasing youth voice, engagement, and agency in local decision-making.

Target date: Launch by February 2027, then ongoing.

- 1.4 Create an Outreach Partnership Grant Program to partner with local Community Based Organizations (CBOs) that work with the Town's communities of focus to support outreach and engagement.

The goal of this program is to foster mutually beneficial partnerships that strengthen our outreach and engagement strategies by leveraging the expertise, cultural competency, and on-the-ground connections of our CBO partners.

Target date: Launch by June 2026, then ongoing.

- 1.5 Explore opportunities to increase awareness of TART Connect and Dial-a-Ride, and create pathways for community members, especially those who may be unfamiliar with these transportation options, to learn more about them and how to access them.

Target date: Ongoing.

- 1.6 Create a series of Veteran Spotlight videos to recognize and celebrate our veteran community members.

These videos may serve as an opportunity to share personal stories, highlight the experiences of veterans in Truckee, and may foster greater community appreciation and connection.

Target date: November 2025

- 1.7 Explore the needs of community members with disabilities and facilitate conversations regarding strategies to better serve these needs

Target date: Ongoing.

2. Tribal Recognition and Engagement

2.1 Continue engaging with the Washoe Tribe of Nevada and California in an effort to strengthen and expand the working relationship between the Town and the Tribe through ongoing dialogue, mutual learning, and potential areas of collaboration. This will include:

- Acknowledging Washoe Tribal history publicly, through relevant Proclamations during Council meetings and by including a link on the Town of Truckee's homepage to the Washoe Tribe of Nevada and California website/history.
- Working with the Washoe Tribe on projects like development project consultations, naming parks, and cultural consultations.
- Inviting Tribal Liaison to virtual meetings to accommodate travel constraints

Target date: Ongoing.

3. External Communications

3.1 Develop a Language Access Plan (LAP). An LAP is a strategy to help people who speak different languages understand and access services, information, and programs. It outlines how to provide translation, interpretation, and other language support for non-English speakers. This may include:

- Establishing guidelines for which materials need translation or interpretation and when to provide it.
- Reviewing the need and resources for Spanish translation and interpretation at all Town Council meetings.
- Making website translation tools easy to find on all Town pages.
- Ensuring newsletters are available to the Hispanic community and translated into Spanish.
- Evaluating communication best practices and providing alternative outreach methods (like flyers, handouts, and surveys in Spanish) for communities facing inequities.

Target date: Present to Town Council by March 2026, then ongoing implementation.

3.2 In collaboration with the Communications Program Manager, explore the use of relevant social media platforms, such as WhatsApp and WhatsApp Communities¹, as appropriate, to support outreach when they may be useful, effective, or align with expressed interests from communities of focus.

Target date: Launch by January 2026, then ongoing.

3.3 In collaboration with the Communications Program Manager, align the Town's web content and mobile applications with updated Title II regulations under the Americans with Disabilities Act (ADA).

Target date: April 2027, then ongoing.

3.4 Provide opportunities for community members to engage with and better access the Town's environmental programs and plans, as well as Emergency Preparedness resources, particularly those related to Wildfire Prevention. This may include:

- Collaboration between IDEA, Communications and Sustainability staff to develop a summary of the Climate Action Plan to provide a relatable and understandable overview for all town residents.
- Collaboration between IDEA, Communications and Sustainability staff to support updates to the Keep Truckee Green website and help ensure sustainability information is easier to navigate and understand.
- Collaboration between Communications, IDEA and the Office of Emergency Services on the design of outreach materials, workshops, meetings, and events that aim to reflect the needs and preferences of communities of focus.

¹ WhatsApp is a free messaging app that allows users to send texts, make voice and video calls, and share media over the internet. WhatsApp Communities are a feature that lets users organize multiple group chats under one umbrella, making it easier to manage large groups or organizations. WhatsApp is especially popular among Spanish speakers and international travelers, including many J-1 visa holders, due to its widespread global use, cost-free communication features, and ability to stay connected with family and peers across countries.

Target date: June 2027, then ongoing.