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Honorable Mayor and Council Members:

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

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**Recommended Action:**

That Council receive a presentation on the Draft Truckee River Revitalization Action Plan (the R3 Playbook) and provide feedback to staff.

**Discussion:**

Over the past two years, the volunteers of the River Revitalization Steering Committee (R2SC) and associated Action Teams have worked diligently and collaboratively to advance the shared vision of a revitalized Truckee River corridor. Their efforts have been focused, inclusive, and grounded in both community input and the foundation laid by previous planning efforts.

The resulting Draft R3 Playbook emphasizes implementation, prioritizing strong public-private partnerships and supporting property owners in shaping a riverfront that reflects the community's long-term goals. It positions the corridor as a model for community connectivity and ecological stewardship.

This staff report serves as a preliminary check-in with Town Council to confirm that the project remains aligned with Council's expectations.

**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 Specific Plan. These documents all affirm the Town's commitment to creating a healthy, active, and connected river corridor.

In May 2023, the Town Council directed staff to form the River Revitalization Steering Committee (R2SC) to help advance this vision. The R2SC consists of 16 community members representing a range of perspectives - property owners, business owners, agency partners, residents, and advocacy groups. Since July 2023, the R2SC has met monthly and led a deeply collaborative, community-centered effort to understand existing barriers and develop a clear, actionable roadmap for the corridor's future. One of the very first actions of R2SC was to shift focus and direction from *relocation* of business of the corridor to a focus and emphasis on *revitalization* of the corridor, supporting business that chose to stay in their current location as well as supporting those business that are interested in relocation. This was a significant shift for R2SC, and Council concurred with this direction during the first R2SC update in October 2023. The Draft R3 Playbook is rooted in this philosophy of supporting revitalization efforts as opposed to relocation.

To support this effort, the R2SC formed two public Action Teams as well as sub-committees to address specific work items:

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

The subcommittees met on an as-needed basis and reported back to the full R2SC. Action Teams met monthly and worked closely with the Steering Committee, Town staff, consultants (Design Workshop, BAE, Balance Hydrologics), and the broader public to shape this work.

### **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 (Spring–Summer 2024)
- Property and business owner interviews to assess interest, barriers, and opportunities
- Completion of a report on Ecological Features Assessment
- River Health and Access Action Team Opportunities and Considerations Memo
- Creation and approval of Catalyst Project partnerships (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
  - DEWBEYÚMUWE? Park & pedestrian bridge
  - Reimagine Bridge Street project
- Development of the Draft R3 Playbook

### **DISCUSSION:**

The Draft R3 Playbook (**Attachment 1**) is the result of nearly two years of public dialogue, technical analysis, and visioning by the community and the members of the R2SC. It is designed to serve as both a record of what has been accomplished and a launchpad for future action.

### **The Playbook includes:**

- A shared vision for the corridor, developed through 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 showing what revitalization could look like
- Documentation of all community and committee work, including the R2SC, CEVAT, RHAAT, and Catalyst Projects

This plan is not just visionary—it is pragmatic and implementation-ready. Many of the actions proposed could potentially complement existing planning work, CIP investments, and developer interest already underway.

### **COMMUNITY OUTREACH ON THE DRAFT PLAN:**

To continue public engagement and raise awareness on the Draft R3 Playbook, staff recommend implementing a community outreach plan. The public will be made aware of the playbook and of the collaborative process that led to its creation and encouraged to make public comment at the final Town Council meeting when Playbook adoption will be considered. See **Attachment 2: Communications Strategy for the R3 Playbook Adoption**. The recommended community outreach plan will include:

- A radio interview on 101.5 KTKE with project stakeholders
- A series of social media posts highlighting key elements of the plan
- Community workshop to provide an overview of the R3 Playbook, prior to presenting revised plan to Town Council

In addition to Draft Plan outreach, additional outreach is planned for the Catalyst Project process.

### **Catalyst Project Storytelling**

- **Three Video Features:** Each focusing on a Catalyst Project, with narratives from property owners and R2SC members. These videos will be featured on the Town of Truckee website and social media platforms, and will also be available for use at presentations, tabling events, and community discussions.
- **Fall Radio Segments:** Community Spotlight interviews highlighting each Catalyst Project's goals, progress, and alignment with the Playbook vision.

This outreach will create broad awareness, encourage community participation and build momentum and trust.

### **KEY QUESTIONS FOR COUNCIL FEEDBACK:**

Staff is requesting Council input to guide finalization of the R3 Playbook and the outreach plan:

- **Does the Draft Action Plan meet Council's expectations?**
  - Does it reflect the goals Council hoped to achieve when the R2SC was formed?
- **Does the Draft Action Plan move us closer to the River Revitalization Focused Goals and Actions from the 2040 General Plan?**
  - See **Attachment 3: River Revitalization Focused Goals and Actions from the 2040 General Plan**
- **Is any additional information or clarification needed before final adoption?**
- **Does the draft community outreach plan effectively engage the public and make them aware of the process and plan?**

### **NEXT STEPS:**

- R2SC Action Plan Subcommittee will meet to review Council feedback in depth and bring draft edits back to R2SC.
- R2SC will meet to review Council feedback, Action Plan Subcommittee edits, approve final updates to the draft plan and discuss the future of R2SC.
- Based on Council feedback and additional R2SC member feedback, staff and the consultant team will refine the Draft Action Plan to bring back to Town Council for final adoption in late summer/ early fall 2025.
- Continue working with Catalyst Project partners.
- 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:**

Consultant time to work toward a final action plan has been included in the adopted budget.

**Public Communication:**

Town Newsletter, Social Media Post and agenda posting

**Attachments:**

**Attachment 1:** Draft R3 Playbook

**Attachment 2:** Communications Strategy for the R3 Playbook Adoption

**Attachment 3:** River Revitalization Focused Goals and Actions from the 2040 General Plan