What makes Truckee special?
paddling

fishing
Town of Truckee
Incorporated 1993
33.7 square miles
162 centerline street miles

Two driving factors:
Local land use planning
and...

Road maintenance &
snow removal
Population as of 1/1/18 (DOF)
16,681

Elevation
5,980 ft.

Average snowfall/year
201 in.

Town of Truckee
Quick Facts

Sacramento (100 mi.)

San Diego (150 mi.)

Reno (30 mi.)

SF (190 mi.)

Housing Units
13,322

Vacancy Rate
51.0%

Average Median Income
$73,500

Median home price (SFR)
$719,000

Economic Drivers
Tourism
Construction

Services (restaurants, outdoor recreation, hospitality, leisure travel, education, medical services)
Town Council/Public Education & Enforcement Program

GOALS - 2013

- Equity/Parity
- Economic Development
- Maximize tax revenue
- Address land use concerns/problems

Host Compliance Dashboard

1622
STR Rental Units In or near Jurisdiction

50
STR Rental Units Added Last Month

92.0%
STR Rental Units with Street Address Identified

Listings and Rental Units Funnel

Map

List types

Rental Units and Listings / Week
Housing Challenges

- Lack of high wage jobs
- Inflated second home market
- Cost of construction
- Lack of labor
- Short term rentals
- Lack of housing stock/diversity of housing types
- Challenging sites
- Climate

Mountain Housing Council of Tahoe Truckee

28+ partners | 13 funding partners
Truckee-North Tahoe Region

Legend
- North Tahoe Study Areas Boundary
- Sub-Areas

Short-term Rentals

Inherited regulations from Nevada County
Very few regulations are in place
Anticipated future discussion of increased regulations to unlock housing units
THANK YOU!
For more information:

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