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We developed this Communication and Education Plan in the Lake Tahoe West Restoration Partnership to emphasize outreach to homeowners. This is difficult in the basin because the high-number of homeowners who only visit the lake seasonally, and live elsewhere during the remainder of the year. See particularly Sections F, I, N and R.

COMMUNICATION AND EDUCATION PLAN

LAKE TAHOE WEST RESTORATION PARTNERSHIP

Version 1 – April 4, 2017

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A. Purpose and Overview

This plan provides information to guide the communication and education activities of agency and stakeholder members of the Lake Tahoe West Restoration Partnership (LTW). It identifies goals, principles, audiences, basic messages, communication objectives and strategies, education objectives and strategies, and annual evaluation.

Unless otherwise noted, “Lake Tahoe West” refers to all parties involved in the process, meaning everyone has a role to play in implementing a given element or strategy. Certain elements and strategies will require further specification and development.

The plan is based on 51 stakeholder assessment interviews, and additional input from LTW’s Stakeholder Community Committee (SCC) and Stakeholder Science Committee (SSC).

The table in Appendix A summarizes the links between specific strategies and audiences, Appendix B repeats the press and media protocol from the LTW Agency and Stakeholder Charter. Appendices C through H provide detailed information for specific strategies.

B. Goals

The goals of this Communication Plan include the following.

1. Ensure that interested publics, elected officials, tribal governments, and public agencies understand the goals, structure, work products, and accomplishments of Lake Tahoe West.
2. Identify and address questions and concerns, and solicit input from interested publics, elected officials, tribal governments, and public agencies.
3. Ensure the transparency and inclusivity of LTW, and thus build awareness and support for the process and its outcomes.

C. Principles

LTW communication activities will adhere to the following principles. These are meant to apply to every subsequent strategy.

1. LTW will partner with and leverage the existing networks and communication and education mechanisms of its Stakeholder Community Committee (SCC) and Stakeholder Science Committee (SSC), its organizing and participating agencies, and additional agencies and organizations, to avoid duplication and to increase the efficacy and efficiency of its efforts.
2. LTW will proactively develop communication and education relationships to allow for regular information sharing and input throughout the process, and to help ensure the accuracy of statements made about Lake Tahoe West, including during environmental review processes.
3. LTW stakeholders and agencies will characterize the work in consistent ways, so that people in different arenas hear the same main messages and receive the same information.
4. LTW will keep its messages sharply focused and concise.
5. LTW stakeholders and agencies will coordinate their communication efforts, including press releases and media advisories.
6. LTW will make it easy for people to find information and obtain direct and timely responses to their inquiries.
7. LTW will use language and frame issues in ways that are appropriate and accessible for diverse audiences on the west shore, and in the basin and region.
8. LTW will make explicit the positive linkages between the west shore's ecology, communities, and economy, including the results, benefits and successes of specific restoration projects.
9. LTW will use trusted messengers to improve the effectiveness of outreach, communication, and education, and draw from original information sources whenever possible.

D. Audiences

Primary audiences for LTW communication efforts are focused on those located on, having jurisdiction over, or otherwise interested in the west shore. Some of these may overlap (for

example, a homeowner who is also a conservationist and recreational user). Primary audiences include but are not limited to:

1. Homeowners (first and second), other residents, and private landowners, and their associations
2. Day-use and short-term visitors
3. Conservation and environmental organizations and associations
4. Recreation users, providers, organizations, and associations
5. Community organizations and associations, including the underserved
6. Youth organizations
7. Resorts and other businesses, and their associations and chambers of commerce
8. Land conservancies
9. Fire districts
10. Water utilities
11. Transportation districts and associations
12. Forest products industry and contractors
13. Washoe Tribe of Nevada and California
14. Elected officials and legislators in California and Nevada
15. Public agencies and their boards
16. Regional associations
17. Professional associations
18. Foundations

E. Main Messages

These are main messages about LTW. They are aspirational in that they identify items that LTW seeks to demonstrate and achieve. LTW agencies and stakeholders will work together to develop additional messages that address specific issues.

1. LTW will enhance the existing ecological and social values on the west shore.
2. LTW will complement fuels management in urban areas and the wildland-urban interface (WUI).
3. LTW restoration efforts will help to safeguard Lake Tahoe water clarity and quality.
4. Local residents, governments, organizations, and districts are working together with state and federal agencies to restore the forests and watersheds of the west shore.
5. Investing in the health of the west shore's forests and watersheds benefits local residents and communities, as well as all Californians and others who enjoy the Lake Tahoe Basin.
6. Restoring the west shore's forests and watersheds can enhance recreational experiences, and recreation users, providers, organizations, and associations play an active role in stewardship.
7. The Lake Tahoe Basin's north, east, and south shores can replicate and customize Lake Tahoe West's approach to collaborative landscape restoration.

F. Overview of Communication Objectives and Strategies

The topics covered by the objectives in this plan include public information, updates, and participation; stakeholder member responsibilities; specific audiences; regional events; and prescribed burn and smoke notifications. Each objective has corresponding strategies, some of which overlap and serve multiple objectives.

Regarding outreach to homeowners, other residents, private landowners, and day-use and short-term visitors, **the stakeholder assessment identified several barriers:**

- Second homeowners often live outside the Basin and do not see local press or media.
- Utility bills for wealthy homeowners may go to accountants, or may be issued electronically, and hence have low effectiveness for communication purposes.
- Information sent to landowning trusts and clubs may go to administrators, and hence have low effectiveness for communication purposes.
- Requests for homeowner email addresses, even for emergency notifications, often go unanswered.
- The Basin has uneven cellular telephone reception, which limits the effectiveness of using text messages for informational announcements.
- Day-use and short-term visitors may have little awareness of and concern for west shore forests and watersheds, given the limited duration of their trips.
- Because people live in and visit the Basin for its natural beauty, they may have little tolerance for prescribed burning smoke.

Individual communication strategies, and all the strategies taken as a package, attempt to overcome these constraints.

In a few cases, strategies only have relevance during specific phases of LTW. When appropriate, the plan specifies the applicable phase for a strategy (i.e., Phase 1 – Landscape Resilience Assessment, Phase 2 – Landscape Restoration Strategy, Phase 3 – Project Planning and Documentation, Phase 4 – Project Permitting, Phase 5 – Implementation, Monitoring and Performance Measurement, and Improvement). If the plan does not indicate a specific phase, it assumes the strategy is applicable throughout the initiative.

G. Public Information, Updates, and Participation

Objective #1: Lake Tahoe West will establish mechanisms to share procedural and substantive information with the public in ways that are timely, easily accessible, and responsive.

Objective #2: Lake Tahoe West will help the public understand the multiple times and ways that they can participate, including asking questions, sharing concerns, and providing input and feedback.

Strategy #1: Use the initiative website – www.nationalforests.org/laketahoe-west – as a clearinghouse for all general information, meeting materials, and communication materials. Key website materials include but are not limited to:

- | | |
|-----------------------------------|-----------------------------------|
| A. Agency contact persons | D. Calendar of Activities |
| B. Agency and Stakeholder Charter | E. Phasing Diagram |
| C. Description including Map | F. Table of Interests Represented |

- | | |
|---|--|
| G. Agency and stakeholder biographies | J. Work products |
| H. Agendas for SCC and SSC meetings | K. Environmental documentation and permits |
| I. Link to file transfer site for SCC and SSC meeting materials | L. Communication materials |

These materials will have a version number or date, as applicable, to help ensure that people have the most recent information.

Strategy #2: Maintain a list of agency contacts, including emails and phone numbers, with at least one representative from each organizing agency, to be available as a stand-alone document and posted on the website.

Strategy #3: Maintain a series of general information communication materials, including but not limited to a brochure, frequently asked questions, a table identifying stakeholder representatives for interest areas, timeline including environmental review, and short YouTube video, and, for use by members when doing their own presentations, a slideshow with notes.

Strategy #4: Maintain an email distribution list of interested parties that directly requested to receive all relevant information, including stakeholder meeting notices and materials, periodic progress updates and milestones, notices of dedicated public meetings, and notices of how to participate in state and federal environmental review processes.

- Such materials will have a version number or date, as applicable, to help ensure that people have the most recent information.

Strategy #5: Work with stakeholder members to distribute through their existing mechanisms (e.g., websites, newsletters, email lists, utility bill inserts, databases) periodic progress updates and milestones, notices of dedicated public meetings, and notices of how to participate in state and federal environmental review processes.

- A table of stakeholder members' existing communication mechanisms follows in Appendix C.

Strategy #6: Maintain a section on the website that identifies public participation opportunities, including SCC and SSC meetings (during public comment periods), meetings for specific audiences, and special events (see Strategy #9).

- Archive a list of historical opportunities.

Strategy #7: *Per the Agency and Stakeholder Charter (Section 19, Press and Media Protocol):* Periodically develop and approve joint statements (and possibly other materials) to update and share information with audiences.

- Executive Team press officers will provide final review for these statements.
- Stakeholder members can share these statements as desired.

Strategy #8: *Per the Agency and Stakeholder Charter (Section 19, Press and Media Protocol):* The National Forest Foundation Facilitator will prepare a paragraph-long meeting synopsis for

each Stakeholder Group meeting, which will include topics covered and (if applicable) any recommendations.

- Stakeholder members can share these synopses as desired.

Strategy #9: In addition to engaging specific audiences, periodically host special events for the general public (for example, host a public field visit every other year).

Strategy #10: Build and utilize relationships with the press, media, and journalists to update, share information with, and educate audiences.

- A table of press, media, and journalists follows in Appendix D.

Strategy #11: *For Phase 5 (Implementation) of Lake Tahoe West:* Develop an interagency public information and response telephone line, to help callers feel like the initiative is unified, increase agency responsiveness to queries and requests, and maintain positive public relations.

Strategy #12: *For Phase 5 (Implementation) of Lake Tahoe West:* Build on the existing Lake Tahoe Info website (www.laketahoeinfo.org) to provide real-time activity data (e.g., ongoing prescribed burning, fuels treatments, hand crew work), as well as to track restoration projects and resources.

- At the appropriate time, consider expanding this real-time platform to include all forest and watershed restoration activity occurring throughout the Basin.
- At the appropriate time, consider combining this information platform with a regional command center for fire-related emergency response, based on joint funding and oversight by local, state, and federal agencies.

H. Stakeholder Member Responsibilities

Per the Agency and Stakeholder Charter (Section 7, Stakeholder Membership and Responsibilities, Item 3), stakeholder members serve as the liaison for their respective organization, agency, or tribal government. The expectation is that this occurs regularly, so that stakeholder members can share news about Lake Tahoe West with their colleagues, and bring their colleagues' questions, concerns, and ideas into the Lake Tahoe West conversation. Objective #3 emphasizes that the stakeholder members also have responsibility for liaising with their organization, agency, or government's membership or constituency, as applicable.

Objective #3: Lake Tahoe West stakeholder members will ensure that their membership or constituency, as applicable, is aware of the initiative and can provide input, as desired.

Strategy #13: Stakeholder members will present on Lake Tahoe West, and/or distribute updates and relevant information, to their membership or constituency at least once each year, and report back to the Stakeholder Science and/or Stakeholder Community Committees.

- Members are welcome to request a representative from one (or more) of the organizing agencies to join them and help answer questions.

I. Specific Audiences

Objective #4: *Lake Tahoe West will engage specific audiences using strategies that are most appropriate and effective for a given audience.*

Strategy #14: Conduct briefings for specific audiences, with a frequency based on input from that audience when possible.

- Briefings include a representative from one (or more) of the organizing agencies and, if applicable, the stakeholder member representative(s) for that audience.
- Maintain a log of historical briefings.
- A table of entities identified for briefings, and briefing frequency, follows in Appendix E. Frequencies are not mutually exclusive – for example, an organization may request annual briefings, and if a phase milestone occurs within a year, that organization may request a supplemental briefing.

Strategy #15: Every other year, conduct a tour for local, state, and federal elected officials, public agency executives, and their representatives.

Strategy #16: Set up and staff informational tables at popular events and locations to communicate with homeowners and other audiences.

- Such events and locations make it convenient and easy for homeowners and other audiences to receive information and provide input as part of their normal activities, rather than as a special effort.
- A table of popular events and locations follows in Appendix F.

Strategy #17: Join existing homeowner and community meetings led or attended by elected officials and fire districts.

- For example, annual west shore community meetings led by the El Dorado County Supervisor, District 5.
- For example, annual west shore homeowner meetings involving Meeks Bay and North Tahoe Fire Protection Districts. (Note these meetings may overlap with briefings.)

Strategy #18: Solicit the help of participating homeowner and property owner associations in neighbor-to-neighbor outreach, including to other homeowner and property owner associations, that builds on existing relationships.

J. Regional Events

Objective #5: *Lake Tahoe West will raise the regional, statewide, and national visibility of the initiative, and build corresponding support.*

Strategy #19: Ensure Lake Tahoe West presence at the annual Lake Tahoe Summit, including updating communication materials to reflect completed work products and milestones.

Strategy #20: Provide materials that support the efforts of stakeholder members and organizing agencies to raise the visibility of and build support for Lake Tahoe West during trips to Washington, D.C.

Strategy #21: Ensure Lake Tahoe West presence at regional, high-profile events directly relevant to the initiative.

- For example, the annual Tahoe Forest Fuels Meeting on prescribed burning, burn season priorities, and air quality, held each autumn in Truckee and involving the U.S. Forest Service, the Counties of El Dorado, Northern Sierra, Placer, and Washoe, plus the State of Nevada and numerous additional local, state, and federal agencies.

K. Prescribed Burning, Managed Wildfire for Multiple Objectives, and Smoke Notification

Prescribed burning, managing wildfire for multiple objectives, and associated smoke are major land management undertakings. If LTW decides to conduct prescribed burning or manage wildfire for multiple objectives as part of its landscape restoration activities, communicating effectively about these activities will require developing the basic ideas in this plan to a much greater degree, and partnering throughout this process with the agencies and organizations that have longstanding, special expertise in this topic. This topic is also tightly linked to education.

Objective #6: *Lake Tahoe West will strive to improve public understanding and acceptance of the need for and benefits of ecological fire, including prescribed burns, managed wildfire for multiple objectives, and associated smoke.*

Strategy #22: *For Phase 5 (Implementation) of Lake Tahoe West:* Partner with stakeholder members, as well as other agencies and organizations, to provide homeowners, other residents, private landowners, and day-use and short-term visitors, with advance information about the importance and seasonal timing of prescribed burns and smoke.

- A table of prescribed burn and smoke information partners follows in Appendix G.

Strategy #23: *As a specific branch of Strategy #22:* Pioneer a partnership with Vacation Rentals by Owner (www.vrbo.com), AirBed & Breakfast/Airbnb (www.airbnb.com), and other Basin real estate and rental agencies to provide visitors with advance notice about the importance and seasonal timing of prescribed burns and smoke, as well as about fire danger and emergency evacuation routes.

- Messaging should include shared public and private responsibility for people's safety, and pride in shared stewardship of the west shore.

Strategy #24: *For Phase 5 (Implementation) of Lake Tahoe West:* Partner with stakeholder members, as well as other agencies and organizations, to implement, and where needed refine,

existing public notification protocols about scheduled prescribed burns and associated smoke, or the potential for managing wildfire for multiple objectives, and mechanisms for avoiding or minimizing potential health impacts.

- Messaging should involve physicians and hospitals as trusted messengers.

L. Education Objectives and Strategies

This section identifies general education topics, as well as an objective and strategies. However, education is a large endeavor and in practice will require further specification and development.

Education topics are likely to include, but are not limited to:

- The complementary roles and responsibilities of agencies that work on fire safety.
- The need for and benefits of ecological fire, including prescribed burns, fuels management, associated smoke, the impacts of historical fire suppression, avoidance of uncharacteristic wildfire, and the design of burn plans for effectiveness.
- The need for riparian and wetland restoration, including meadows.
- Connections between wildfire, prescribed fire, vegetation treatments, air quality, and water quality, including the weighing of short-term effects and long-term benefits.
- What constitutes a “healthy forest”, including historical tree stand density and the need for thinning, fire patterns, and tree mortality.
- The potential role of biomass processing plants in removing material from fuels reduction and forest restoration treatments.
- The potential use of herbicides as part of vegetation treatments.
- The potential creation of temporary roads and landings for vegetation treatments.
- Potential impacts to recreation from ongoing restoration treatments, including trail alterations or temporary closures.
- Potential impacts to homeowners from ongoing restoration treatments, including noise and traffic.
- Communication of science generally, including transparency, the complexity of issues, research methods, and why caveats are inherent in conclusions.

Objective #6: Lake Tahoe West will strive to improve public understanding and acceptance of its landscape restoration strategy and restoration project treatments.

Strategy #25: Partner with established education institutions and organizations that have special expertise, a history of successful endeavors, and trusted reputations, to reach diverse publics, including youth and children – the next generation of Basin leaders.

- Activities may couple education about restoration with education about fire safety, as appropriate.
- A table of education partners follows in Appendix H.

Strategy #26: Develop visual education materials that use historical events, such as the Angora and Emerald Fires, to illustrate the benefits of fuels treatments for fire behavior and impacts.

Strategy #27: Develop visual education materials that show historical vegetation patterns in the Basin (or analogs), how vegetation is expected to grow back at various years after thinning, and how climate change might affect vegetation.

M. Annual Evaluation

Lake Tahoe West will evaluate annually the effectiveness of its communication and education efforts, and revise this plan accordingly.

O. Appendix B: Agency and Stakeholder Charter – Press and Media Protocol

The Lake Tahoe West Restoration Partnership’s Agency and Stakeholder Charter includes the following Press and Media Protocol (Section 19).

The purpose of this protocol is to ensure that participants do not use the press or media as a vehicle for negotiation, and to avoid disruptions to the process. In communication with the press and/or media, participants in Lake Tahoe West will:

1. Clarify that they are speaking and expressing opinions as individual participants, not on behalf of Lake Tahoe West.
2. Ensure that statements of support and concern that they express to the press or media are consistent with those that they expressed in Lake Tahoe West meetings.
3. Represent topics of discussions, issues, and concerns as general group comments. Not attribute statements to, nor characterize the views of other participants. If asked to do so, refer the inquirer directly to that participant(s).
4. As a courtesy, notify the NFF facilitator if they are contacted.

If a participant sees a press or media statement by another Lake Tahoe West participant that they feel is inaccurate or inappropriate, they will notify the NFF facilitator and call the other participant to ascertain whether the statement was taken out of context, before responding.

To keep the public, press, and media informed of its work, agreements, and progress, the Stakeholder Groups and Core Team will work with the NFF Facilitator to periodically develop and approve joint statements (and possibly other materials), for which Executive Team press officers will provide final review and clearance. The NFF Facilitator will also prepare a paragraph-long meeting synopsis for each Stakeholder Group meeting, which will include topics covered and (if applicable) any recommendations. Participants can circulate and speak freely about these joint statements and Stakeholder Group meeting synopses.

P. Appendix C: Table of Stakeholder Members' Existing Communication Mechanisms

Stakeholder Member		Mechanism	Additional Notes
1.1	Tahoe City Public Utilities District	newsletter	
1.2	Tahoe Resource Conservation District	network	implementing agency for Fire Adapted Communities
1.3	Homewood Mountain Resort	database	includes west shore homeowners
1.4	South Shore Chamber of Commerce	database	capacity to reach Chamber members, community members, visitors, citizens, and Fire Adapted Communities
1.5	Tahoe Rim Trail Association	network and website	capacity to engage volunteers and reach community and recreational users, website receives 70,000 views a month, plus additional social media
1.6	Tahoe Fire & Fuels Team's Public Information Team (Fire PIT)	database	includes public information officers, health professionals, and air quality officials
1.7			
1.8			
1.9			
1.10			

Q. Appendix D: Table of Press, Media, and Journalists

Press		Contact Name & Position	Phone	Email
1.1	Tahoe Daily Tribune	Claire Cudahy, News Editor	(530) 542-8002	ccudahy@tahoedailytribune.com
1.2	Sierra Sun / North Lake Tahoe Bonanza / Tahoe Magazine	Amanda Kay Rhoades, Environment Reporter	O (530) 550-2653 C (916) 662-8171	arhoades@sierrasun.com
1.3	Tahoe Quarterly	Greyson Howard		
1.4	Moonshine Ink	Sage Sauerbrey, News Reporter	(208) 721-2633	sage@moonshineink.com
1.5	Lake Tahoe News	Kathryn Reed, Publisher		info@laketahoenews.net
1.6	South Tahoe Now	Paula Peterson, Editor	(530) 307-0909	tahoepaula@sbcglobal.net
1.7	Tahoe in Depth (biannual, TRPA)			tahoeindepth@gmail.com
Radio		Contact Name & Position	Phone	Email
2.1	Newstalk 780 KOH	Daniela Sonnino		daniela.sonnino@cumulus.com
2.2	Capital Public Radio			
2.3	KTHO	Jennifer Scanio, On-Air Personality	(530) 314-1246	jscanio@kthoradio.com
2.4	KRLT/KOWL	Steve Harness, General Manager	(775) 580-7130 x18	steve@krltfm.com
Television		Contact Name & Position	Phone	Email
3.1	Lake Tahoe Television	Pete Loughlin, General Manager	(530) 318-6655	ploughlin@laketahoetelevision.net
3.2				
3.3				
Journalists		Contact Name & Position	Phone	Email
4.1	Jane Braxton Little	www.janebraxtonlittle.com	O (530) 284-6516 C (530) 258-9412	jblittle@dyeypress.com
4.2				
4.3				

R. Appendix E: Table of Briefings

ENTITY		FREQUENCY					
		After each SSC and SCC meeting	Quarterly	Twice yearly	At annual meeting	Prior to each phase milestone	Other frequency
		Each M.	Quart.	2x/year	Annual	Milest.	Other
Audience 1: Homeowners (first and second), other residents, and private landowners, and their associations							
1.1	Chambers Landing Homeowners Association (Homewood)				X		
1.2	Meeks Bay Homeowners Association				X		
1.3	Tahoe Cedars Property Owners Association				X		
1.4	Alpine Peaks Residents' Association				X		
1.5	McKinney Shores Property Owners Association				X		
1.6	Lake Forest Pier Homeowners Association (Carnelian Bay)				X		
1.7	Tahoe Lakefront Owners Association				X		
1.8							
1.9							
1.10							
		Each M.	Quart.	2x/year	Annual	Milest.	Other
Audience 2: Day-use and short-term visitors							
2.1							
2.2							
2.3							
		Each M.	Quart.	2x/year	Annual	Milest.	Other
Audience 3: Conservation and environmental organizations and associations							
3.1	Friends of the West Shore Board				X		
3.2	League to Save Lake Tahoe Board				X		
3.4	Truckee River Watershed Council Board				X		
3.5	Tahoe Area Sierra Club Board				X		
3.6	Tahoe Resource Conservation District Board				X		
3.7	Nevada Tahoe Conservation District Board				X		
3.8	Sierra Forest Legacy Board				X		
3.9	Great Basin Landscape Conservation Cooperative				X		
3.10							

		Each M.	Quart.	2x/year	Annual	Milest.	Other
Audience 4: Recreation users, providers, organizations, and associations							
4.1	Lake Tahoe Hi-Lows (4WD Club based in S. Lake)				X		
4.2	Pacific Crest Trail Association, N. Sierra Region				X		
4.3	Tahoe Area Mountain Bike Association Board				X		
4.4	Tahoe Rim Trail Association Board				X		
4.5	Tahoe Backcountry Alliance Board				X		
4.6	California Off-Road Vehicle Association Board				X		
4.7	Rubicon Trail Foundation				X		
4.8	Lake Tahoe Environmental Improvement Program						
4.9	Sustainable Recreation Working Group						
		Each M.	Quart.	2x/year	Annual	Milest.	Other
Audience 5: Community organizations and associations, including the underserved							
5.1	Tahoe Prosperity Center Board			X			
5.2	Rotary Club of Tahoe City				X		
5.3							
		Each M.	Quart.	2x/year	Annual	Milest.	Other
Audience 6: Youth organizations							
6.1							
6.2							
6.3							
		Each M.	Quart.	2x/year	Annual	Milest.	Other
Audience 7: Resorts and other businesses, and their associations and chambers of commerce							
7.1	Homewood Mountain Resort and Homewood High and Dry Marina				X		
7.2	Squaw Valley Ski Holdings				X		
7.3	West Shore Association			X			
7.4	North Lake Tahoe Resort Association Board				X		
7.5	Tahoe City Downtown Association				X		
7.6							
7.7							
		Each M.	Quart.	2x/year	Annual	Milest.	Other
Audience 8: Land conservancies							
8.1	Nevada Land Trust				X		
8.2							
8.3							

		Each M.	Quart.	2x/year	Annual	Milest.	Other
Audience 9: Fire districts							
9.1	Meeks Bay Fire Protection District Board (spring meeting recommended)			X			
9.2	North Tahoe Fire Protection District Board			X			
9.3	Tahoe Fire and Fuels Team - Multi-Agency Coordinating Group (MAC)			X			
9.4	CAL FIRE Amador-El Dorado Unit				X		
9.5	CAL FIRE Nevada Yuba Placer Unit				X		
9.6							
		Each M.	Quart.	2x/year	Annual	Milest.	Other
Audience 10: Water utilities							
10.1	Tahoe City Public Utility District				X		
10.2	Tahoe Pines/Tahoe Swiss Village Utility (July 4 or 5)				X		
10.3	Glenridge Water Company (August)				X		
10.4	Tahoe Cedars Water Company				X		
10.5	Tahoe Water Suppliers Association				X		
		Each M.	Quart.	2x/year	Annual	Milest.	Other
Audience 11: Transportation districts and associations							
11.1	Truckee North Tahoe Transportation Management Association (has monthly mtgs.)				X		
11.2	Tahoe Transportation District				X		
11.3	Placer County Department of Public Works				X		
11.4							
11.5							
		Each M.	Quart.	2x/year	Annual	Milest.	Other
Audience 12: Forest products industry and contractors							
12.1	California Forestry Association				X		
12.2							
		Each M.	Quart.	2x/year	Annual	Milest.	Other
Audience 13: Washoe Tribe of Nevada and California							
13.1	Tribal council meeting			X			
13.2							
12.3							
		Each M.	Quart.	2x/year	Annual	Milest.	Other
Audience 14: Elected officials and legislators in California and Nevada							
14.1	US Senator Dianne Feinstein (California)				X		
14.2	US Senator Kamala Harris (California)				X		
14.3	US Senator Dean Heller (Nevada)				X		
14.4	US Senator Catherine Cortez Masto (Nevada)				X		

14.5	Legislative Committee for Review and Oversight of TRPA (Nevada, meets every other year, next in '18)						X
14.6	Director of Conservation and Natural Resources (Nevada)			X			
14.7	Special Assistant to Director of State Lands (Nevada)			X			
14.8							
		Each M.	Quart.	2x/year	Annual	Milest.	Other
Audience 15: Public agencies and their boards							
15.1	Placer County Board of Supervisors			X			
15.2	El Dorado County Board of Supervisors			X			
15.3	County of El Dorado executives and staff				X		
15.4	County of Placer executives and staff				X		
15.5	Washoe County Board of Supervisors				X		
15.6	Douglas County Board of Supervisors				X		
15.7	Placer County Air Pollution Control District				X		
15.8	El Dorado County Air Quality Mgmt. District				X		
15.9	Regional Water Quality Control Board - Lahontan Board			X			
15.10	Tahoe Regional Planning Agency Governing Board (including 2017 Vice Chair Jim Lawrence, Nevada)			X			
15.11	Tahoe Interagency Executive Committee - Steering Committee			X			
15.12	Tahoe Science Advisory Council			X			
15.13	Nevada Division of Forestry			X			
15.14	US Fish and Wildlife Service			X			
15.15	California Dept. of Fish and Wildlife (Rancho Cordova Office)			X			
15.16	US Army Corps of Engineers, Sacramento District			X			
15.17	US Bureau of Reclamation, Lake Tahoe Program			X			
15.18	California Dept. of Transportation, North Region, Office of Environmental Planning			X			
15.19	Sierra Nevada Conservancy (State of California)			X			
15.20	Tahoe Environmental Research Center				X		
15.21	Incline Village General Improvement District				X		
		Each M.	Quart.	2x/year	Annual	Milest.	Other
Audience 16: Regional associations							
16.1	Tahoe-Sierra Integrated Regional Water Management Group				X		
16.2	Sierra Nevada Forest and Community Initiative's Regional Coordinating Council (has 1/4y mtgs.)				X		
16.3	Lake Tahoe Fire Prevention Partnership				X		
16.4							

		Each M.	Quart.	2x/year	Annual	Milest.	Other
Audience 17: Professional associations							
17.1	North Shore Breakfast Club (1st Tues. each mo.)			X			
17.2	Tahoe Regional Young Professionals			X			
17.3							
		Each Mtg Quarterly 2x/year Annually Milestones Other					
Audience 18: Foundations							
18.1	Sugar Pine Foundation			X			
18.2	Sierra State Parks Foundation				X		
18.3	Tahoe Fund				X		

S. Appendix F: Table of Popular Events and Locations

Event / Location		When	Additional Notes
1.1	Alpenglow Sports Mountain Festival	winter	Feb. 18-26, 2017, Brendan Madigan is organizer
1.2	Peaks & Paws Festival, Squaw Valley	August	
1.3	Ski Run Farmer's Market, South Lake Tahoe	Fridays, June-August	
1.4	Craft Beer and Food Truck Festival, Homewood	August	JT Chevallier is organizer
1.5	Commons Beach Food Vendors, Tahoe City		includes concert series
1.6	Lakeview Commons Farmer's Market, South Lake Tahoe		
1.7	Big Blue Adventure (event company)		Todd Jackson, owner - bigblueadventure.com
1.8			
1.9			
1.10			

T. Appendix G: Table of Prescribed Burn and Smoke Information Partners

Partner		Type	Additional Notes
1.1	Tahoe Fire & Fuels Team's Public Information Team (Fire PIT)	database	includes public information officers, health professionals, and air quality officials
1.2	Lake Tahoe Visitors Authority	website	reaches vacationers
1.3	Go Tahoe North	website	reaches vacationers
1.4	Visit Tahoe City	website	reaches vacationers
1.5	Squaw Valley Alpine Meadows Ski Resorts	website	reaches skiers
1.6	Homewood Mountain Resort	website	reaches skiers
1.7	Mountain Counties Air Basin	monthly teleconference	
1.8	Placer County Air Pollution Control District	social media	
1.9	Tahoe Forest Fuels Meeting		Autumn in Truckee. Jennifer Hinckley, Forest Fuels Officer, Tahoe National Forest is organizer.
1.10			

U. Appendix H: Table of Education Partners

Partner		Contact Person(s)
1.1	Central Sierra Cooperative Extension, University of California	Susie Kocher, Forestry / Natural Resources Advisor
1.2	University of Nevada Cooperative Extension	Elwood Miller, Coordinator, Nevada Network of Fire Adapted Communities Ed Smith, Natural Resource Specialist and Co-Manager, Living with Fire Program Sonya Sistare, Co-Manager, Living with Fire Program
1.3	Tahoe Resource Conservation District	Marybeth Donahoe, Fire Adapted Communities Program Coordinator
1.4	Nevada Tahoe Conservation District	
1.5	Tahoe Environmental Research Center - Tahoe Science Center (Incline Village)	
1.6	Tahoe Environmental Research Center - Eriksson Education Center (Tahoe City)	
1.7	Tahoe Fire & Fuels Team's Public Information Team (Fire PIT)	
1.8		
1.9		
1.10		
17.4		
17.5		