APPENDIX S

DRAFT LIST OF KEY INDICATORS IDENTIFIED BY THE SOCIOECONOMIC AND INSTITUTIONAL WORKING GROUP
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Mark Nechodom, Rowan Rowntree, and Jamie Goldstein

Demographics

Visitor Profile Information
- Origin (residence zip code)
- Mode of arrival (e.g., car, bus, other)
- Destinations
- Mean days length of stay
- Per capita expenditures for:
  - room/board
  - recreation
  - gaming
- Average household income
- Ethnicity

Seasonal and/or 2nd Home Residents
- Location of residence
- Modes of transportation
- Patterns of day use

Full-time Residents
- Total population by census tract and block
- Age (using typical census data)
- Average household income
- Ethnicity

Social Indicators
- Educational achievement indicators
- Library use and circulation

Political and Social Participation
- Voter eligibility, registration, and participation
- Awareness indicators
- Non-elected participation indicators

Voluntarism

Economic Activities

Recreation
- Better measurement of RVDs
- More accurate measurements of people at one time
- Lakefront access

New and Emerging Economic Activities
- Light manufacturing trends
- Non-recreation services (e.g., “lone-eagle” phenomena, financial services, remote telecommuter activity, semi-retired consulting)

Labor and Employment
- Job creation and loss by economic sector
- Unemployment by season
- Per capita income by economic sector (correlated to census tract data)
- Cost of living indices
  - percent of income for housing
  - percent of income for recreation
  - percent of income for subsistence
- Commute distances and modes

Housing
- Affordability
- Median home prices
- Mortgage risk indicators
- Open space and scenic affectors (location)
- Seasonal housing
- Rental use
- Owner-occupied
• Second home

Transportation
• VMTs by labor force sector and by visitor profile
• Average daily traffic volumes in key corridors
• Level of Service rating in key corridors
• Peak hourly volumes at several points of constricted flow
• Parking availability (visitor and resident perceptions)
• Public transit ridership
• Bike trail usage

Redevelopment and Community Reinvestment
• Public investment in local and regional infrastructure (spatially displayed)
• Private sector redevelopment contributions
• Community banks
• Small businesses
• Corporate contributions
• Visitor-focused redevelopment
• Community-focused redevelopment
• Recreation-focused redevelopment
• TOT distributions to redevelopment project

Social, Economic and Institutional Working Group Members

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Travel Systems Limited

Kathleen Farrell
Tahoe Douglas Chamber of Commerce

Cindy Gustafson
Tahoe City Public Utility District

Bob Harris
Retired Supervisor, US Forest Service, Lake Tahoe Basin Management Unit

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California Tahoe Conservancy

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