

TAHOE TRUCKEE EXPERIMENT

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Tahoe Truckee Leadership Class Final Project

Presented for the
Truckee Tahoe Community
Foundation

Project Statement - Goal

- The Tahoe Truckee Community Foundation (TTCF) came to our leadership program with a challenge – get people involved! In an effort to unite and inform the Truckee and North Lake Tahoe communities on local issues we explored various avenues of social and civic awareness.
- The goal of this project was to research methods to create and manage a resource for Truckee and North Lake Tahoe community members to turn to for civic awareness.
- This resource will become a primary source of RELIABLE – CREDIBLE information on methods of participation throughout the community.
- This resource will be aptly labeled the Tahoe Truckee Experiment (TTE)

“The world is run by those who show up!”

Website Structure

- There are countless ways to disperse information. The fastest, most reliable and already accepted is via the Internet.
- Build it using a blog – WORDPRESS (free and easy)
- Have a calendar that people can subscribe to, easily read and access – GOOGLE CALENDAR (free and easy)
- Have a social media component that taps already trusted and known platforms – FACEBOOK (powerful and easy)
- The use of Social Media for civic involvement and community awareness is relatively unknown and untapped. Obama campaign pioneered a new approach to involvement.

The screenshot shows a WordPress website for 'TAHOETRUCKEEEXPERIMENT'. The main heading is 'The world is run by those who show up'. Below the heading are navigation links for 'ABOUT', 'ARCHIVES', and 'RSS FEED'. The page is divided into three columns of content. The first column has a post titled 'Information for everyone' with a date of May 7, 2009. The second column has a post titled 'Region Issue Watch' with a date of May 7, 2009. The third column has a post titled 'Hello world!' with a date of May 5, 2009. At the bottom of the page, there is an 'ABOUT' section, an 'ARCHIVES' section, and a 'TAHOETRUCKEE MEETING WATCH' calendar for May 2009. The footer of the page reads 'Blog at WordPress.com. Theme: DePo Masthead by Derek Powlak'.

The world is run by those who show up!"

Community Involvement Information Sources (Content)

- Our team believes strongly that the TTE should stay focused on issues that affect the quality of life and future of our community and environment.
- Local Non-Profit Collaboration
- Local Government
- Special Districts
- Sustainable Living/Green Building and Smart Growth

The world is run by those who show up!"

Site Visitation and Loyalty

- Using existing channels
- Print
- Public Meeting/Launch
- Local Radio/TV

- Mass Mailings
- Email
- Twitter
- Word of Mouth

The screenshot displays the Alpine Meadows website interface. At the top, there is a search bar and a navigation menu with links for 'THE MOUNTAIN', 'TICKETS & PASSES', 'TERRAIN PARK', 'EVENTS', 'SKI & SNOWBOARD SCHOOL', 'LODGING', and 'CONNECT'. A 'Connect' sidebar on the left lists options like 'Alpine Blog', 'Mobile Text Sign-up', and 'Email & Newsletter Signup'. The main content area features a 'Connect with Us' section with a message about preferred communication methods, followed by 'Join our A-list (a.k.a. Our Newsletter)' and 'Get Textified' sign-up forms. A 'Quick Links' sidebar on the right provides shortcuts to 'Tickets & Passes', 'Ski & Board Lessons', 'Lodging Near Alpine', and 'Alpine Club'. A mobile site promotion is also visible at the bottom.

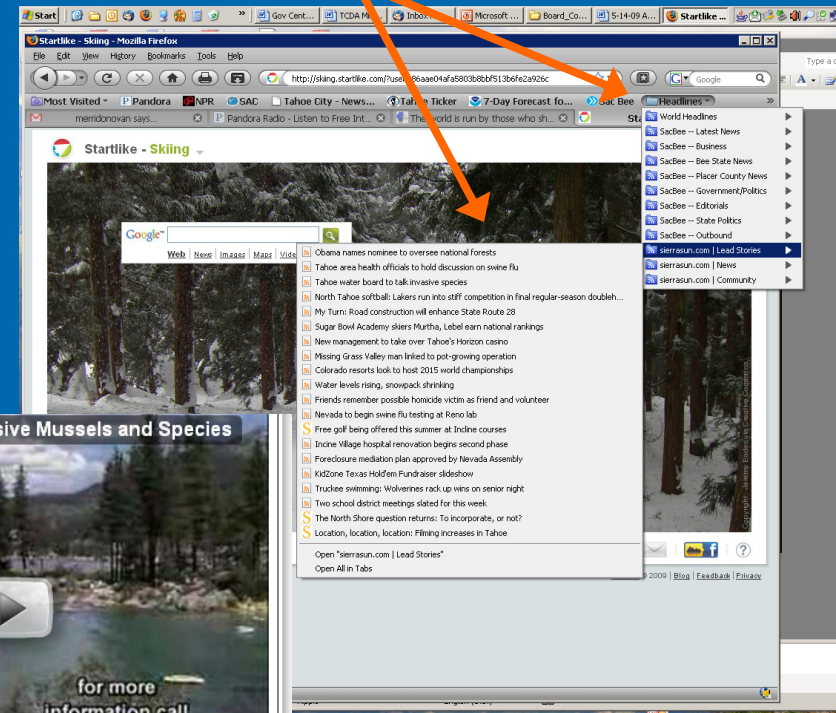
The world is run by those who show up!"

Interactivity

➤ Ways to engage the community and keep them coming back for more

- HTML Email Newsletter
- Event and Meeting Alerts
- Weekly or Daily Digets
- SMS Alerts – Twitter
- Social Bookmarking
- RSS Feed Subscriptions

RSS Feed Example



➤ Real Life Examples

- Water rate increase by TCPUD
- School Board Budget
- Tahoe City Snow Storage
- Zebra/Quagga Mussel Inspection Fees



The world is run by those who show up!

Staffing, Content & Moderation

- Volunteers
 - One person manages the website and connects with information providers
- Paid Staff or PR/Web Consultants and/or Agency
 - One or more people manage the website and information connections
 - An agency takes control and works via direction of TTE vision
- Keep the content FRESH
 - It only works if it's constantly updated and reliable
- Moderation
 - Simple oversight of accurate information at first
 - As it evolves and begins to include discussion boards moderation is a necessity
 - Internal software can block spammers, certain bad words
 - Comments must be approved (not altered, but viewed before public posting)

The world is run by those who show up!"

Recommendations

- Build it with WORDPRESS
- Integrate Google Calendar, Facebook and phpBB forum
- Quality and Timing of Content is Crucial
- Build Partnerships with Contributors
- Allow users to fit information to their lifestyles
- Keep content fresh
- Use multiple channels to let residents know about it
- Initially staff via volunteers or TTCF staff
- Fund with grants/donations/contributor fees

The world is run by those who show up!"