

**MEMORANDUM**  
**OFFICE OF THE**  
**BOARD OF SUPERVISORS**  
**COUNTY OF PLACER**

**TO:** Honorable Board of Supervisors

**FROM:** Jennifer Montgomery, Supervisor District 5  
Thomas M. Miller, County Executive Officer

**DATE:** April 12, 2011

**SUBJECT: RESOLUTION** – Approve a Resolution in support of the “8 Worlds of Tahoe” Geotourism project in Lake Tahoe.

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**ACTION REQUESTED**

Approve a Resolution in support of the “8 Worlds of Tahoe” Geotourism project in Lake Tahoe.

**BACKGROUND**

Lake Tahoe is one of the most beautiful places in the Sierras. It attracts hundreds of thousands of tourists nationally and internationally every year. People come for the multiple recreational opportunities, gaming and natural beauty of Lake Tahoe. As good stewards of the natural resources available at Lake Tahoe and concern to maintain the clarity of Lake Tahoe, the “8 Worlds of Tahoe” Geotourism collaboration project was formed. It is composed of an alliance between Sustainable Tahoe and Licata Hansen Associates Architecture (LHAA), community members, state, local and federal government agencies, associated green businesses, educational institutions and other Tahoe preservation groups.

The “8 Worlds of Tahoe” Geotourism project hosts an interlinking system of tourism in Lake Tahoe that protects the natural resources of Lake Tahoe while stimulating the local economy through educational programs and planned transportation around the area. The educational programs will change the “story” of Lake Tahoe and the mindset for transportation throughout the area. The program embraces the conservative wisdom of the Native American Washoe families that inhabited the area 10,000 years ago and valued the sensitive balance that allows human beings to live in harmony with nature while maintaining the natural beauty of the area that attracts so many people who live and visit Lake Tahoe today.

The Placer County Board of Supervisors supports this project.

**FISCAL IMPACT**

None

In the matter of a Resolution in support of  
the "8 Worlds of Tahoe" Geotourism project in Lake Tahoe.

Resolution No. 2011-

**WHEREAS**, the "8 Worlds of Tahoe" Collaboration is a public/private partnership composed of the alliance of Sustainable Tahoe and Licata Hansen Associates Architecture (LHAA), community members, state, local and federal government agencies, associated green businesses, educational institutions and other Tahoe preservation groups; and

**WHEREAS**, Sustainable Tahoe is a non-profit 501(c) (3) organization dedicated to help the Lake Tahoe region become a *global model for using green economic policy* at local, state and national levels to sustain natural habitats; and

**WHEREAS**, the most recent community-wide economic directive, the 2010 Prosperity Plan, recommends Lake Tahoe become one of 48 Geotourism destinations in the world. The first rule of Geotourism is, "do no harm" by hosting activities and attractions in ways that sustain or enhance the geographical, cultural, historical, environmental and local well-being of a place; and

**WHEREAS**, the "8 Worlds of Tahoe" Geotourism project hosts an interlinking system of tourism in Lake Tahoe that protects the natural resources of Lake Tahoe while stimulating the local economy through educational programs and planned transportation around the area. The educational programs will change the "story" of Lake Tahoe and the mindset for transportation throughout the area. The program embraces the conservative wisdom of the Native American Washoe families that inhabited the area 10,000 years ago and valued the sensitive balance that allows human beings to live in harmony with nature while maintaining the natural beauty of the area that attracts so many people who live and visit Lake Tahoe today; and

**WHEREAS**, in order for Lake Tahoe to maintain clarity, it is necessary to reduce the amount of particulates that enter the water through cars driving over the road that grind dirt into microscopic particles that land on the lake via air, storm drains and tributaries. These particles that remain suspended in the water column are believed to be the major contributor to Lake Tahoe's long term clarity loss; and

**WHEREAS**, Lake Tahoe's Geotourism assets/attractions support responsible stewardship through GeoCenters that provide interactive, interpretive community events, conferences and training seminars with a managed transportation flow of visitors using public shuttles, buses, hybrid taxis, and green water transit to the events and centers; and

**WHEREAS**, developing a transportation hub that supports alternative transportation methods and provides linkages between the ground and water transportation is a key component for the project. It will provide the opportunity to revamp the transportation system and industry in the Tahoe Basin; and

**WHEREAS**, each phase of the project must be able to stand on its own due to funding uncertainties and will serve as a seed for others to branch from; and

**WHEREAS**, support for the "8 Worlds of Tahoe" Network of GeoCenters supports the maintenance of the clarity of Lake Tahoe and upholds our responsibility to be good stewards for future generations to enjoy the natural wonders available at Lake Tahoe.

**NOW, THEREFORE, BE IT RESOLVED** that the Board of Supervisors of the County of Placer, on behalf of the citizens of Placer County, support the "8 Worlds of Tahoe" Geotourism project.

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Robert M. Weygandt, Supervisor, District 2  
Chairman 2011

Jack Duran  
Supervisor, District 1

Kirk Uhler  
Supervisor, District 4

Jim Holmes  
Supervisor, District 3

Jennifer Montgomery  
Supervisor, District 5