



NORTH TAHOE INCORPORATION

SURVEY FINDINGS SUMMARY

PREPARED FOR
EASTERN PLACER FUTURE



MAY 2025



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SUMMARY OF RESEARCH FINDINGS

All communities in the North Tahoe area¹ in Placer County are currently *unincorporated*, meaning they are governed by the County. Important decisions on land use, roads, development, transit, and community services that impact the quality of life in North Tahoe are made by the County Board of Supervisors, only one of whom resides in Eastern Placer County.

Recognizing that North Tahoe's voice and influence in County government is limited² and will shrink in the future as Western Placer County's population continues to grow, a group of local citizens formed Eastern Placer Future (a 501(c)(4) nonprofit organization) to explore the feasibility of establishing a local municipal government. Forming a new town with locally-elected representatives—the Town of North Tahoe—would provide local control over key issues and policies, local control over existing tax revenues, and ensure that North Tahoe's future reflects the vision, values, and priorities of the people who live in North Tahoe.

RESEARCH OBJECTIVES & METHODOLOGY In May 2025, Eastern Placer Future commissioned True North Research to conduct a statistically reliable survey of voters within North Tahoe to gauge their support for incorporation, identify the issues they think are priorities for local government agencies to address, and gauge how support for incorporation may be impacted by messaging. Respondents were selected for the study using a stratified and clustered random sampling method, which ensured that the profile of the sample matched the profile of the likely November 2028 electorate on key variables that are related to voting behavior (i.e, age, gender, partisanship, and household party type). The survey was administered using a mixed-mode design which employed multiple recruiting methods (email, text, and telephone) and multiple ways to participate in the survey (telephone and online). During the data collection period (May 8-19, 2025), a total of 300 voters participated in the survey, resulting in a maximum statistical margin of error due to sampling of $\pm 5.5\%$ at the 95% level of confidence.

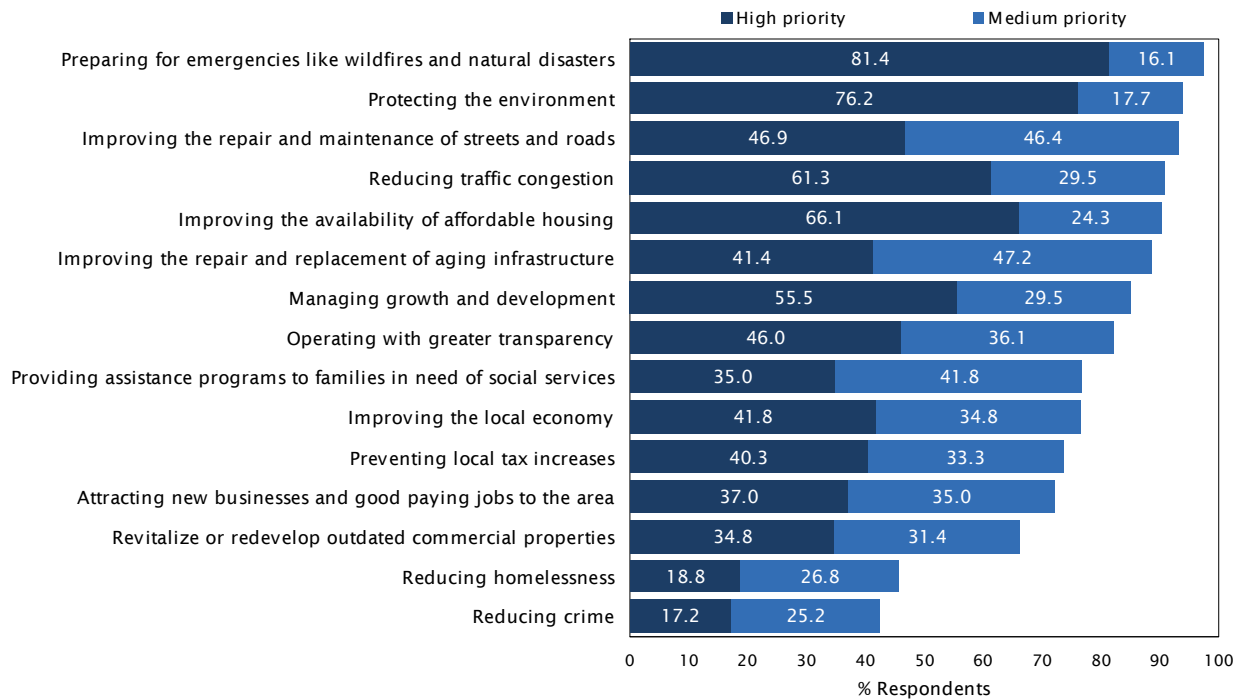
FINDINGS & CONCLUSIONS The survey results indicate that North Tahoe voters are generally supportive of incorporation, especially when it is positioned as an effective way to address issues like affordable workforce housing, traffic congestion, wildfire prevention/public safety, growth/development, and tourism in ways that are consistent with their vision and values.

Priorities for Local Government to Address When asked to rate a series of issues in terms of their priority for local government agencies to address, respondents ranked preparing for emergencies like wildfires and natural disasters at the top of the list (98% high or medium priority), followed by protecting the environment (94%), improving the repair and maintenance of streets and roads (93%), reducing traffic congestion (91%), improving the availability of affordable housing (90%), improving the repair and replacement of aging infrastructure (89%), managing growth and development (85%), and operating with greater transparency (82%). At the other end of the

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1. North Tahoe is defined as all communities in Placer County from the north and west shores of Lake Tahoe to the boundary of the Town of Truckee, including those along the SR 89 corridor including Alpine Meadows and Olympic Valley, and those along the SR 267 corridor including Northstar, Martis Valley neighborhoods, and Sierra Meadows.
 2. Voters who reside in the North Tahoe area currently represent less than 5% of the total registered electorate in Placer County.

spectrum, substantially fewer voters rated reducing crime (42%) and reducing homelessness (46%) as a high or medium priority for local government agencies to address (Figure 1).

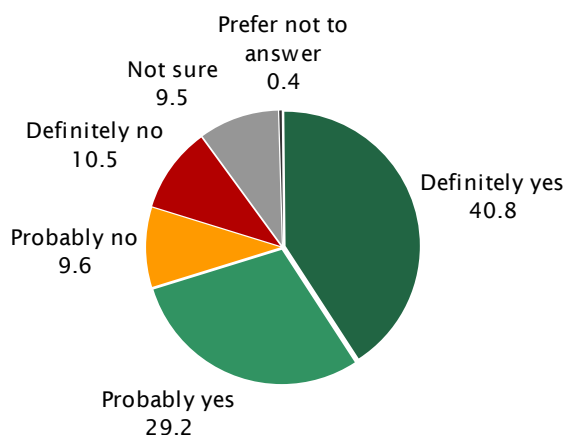
FIGURE 1 PRIORITIES FOR LOCAL GOVERNMENT AGENCIES TO ADDRESS



Solid Support for Incorporation When presented with a legally compliant ballot statement that is consistent with the language used for similar measures (*Shall the resolution adopted by the Placer Local Formation Commission ordering the incorporation of the territory described in the resolution and designated as the incorporation of the Town of North Tahoe, subject to the terms and conditions specified in the resolution, be adopted?*), 63% of likely November 2028 voters indicated they would support the proposed measure, whereas 16% were opposed and the remainder were unsure (20%) or unwilling to share their opinion (1%). Upon clarifying that all of the communities in the North Tahoe area are currently unincorporated and governed by the County, and that the proposed measure would combine these communities into a new town—the Town of North Tahoe—which would be responsible for planning, setting policy, and providing services in the town’s boundary, support for incorporation increased to 70% (see Figure 2).

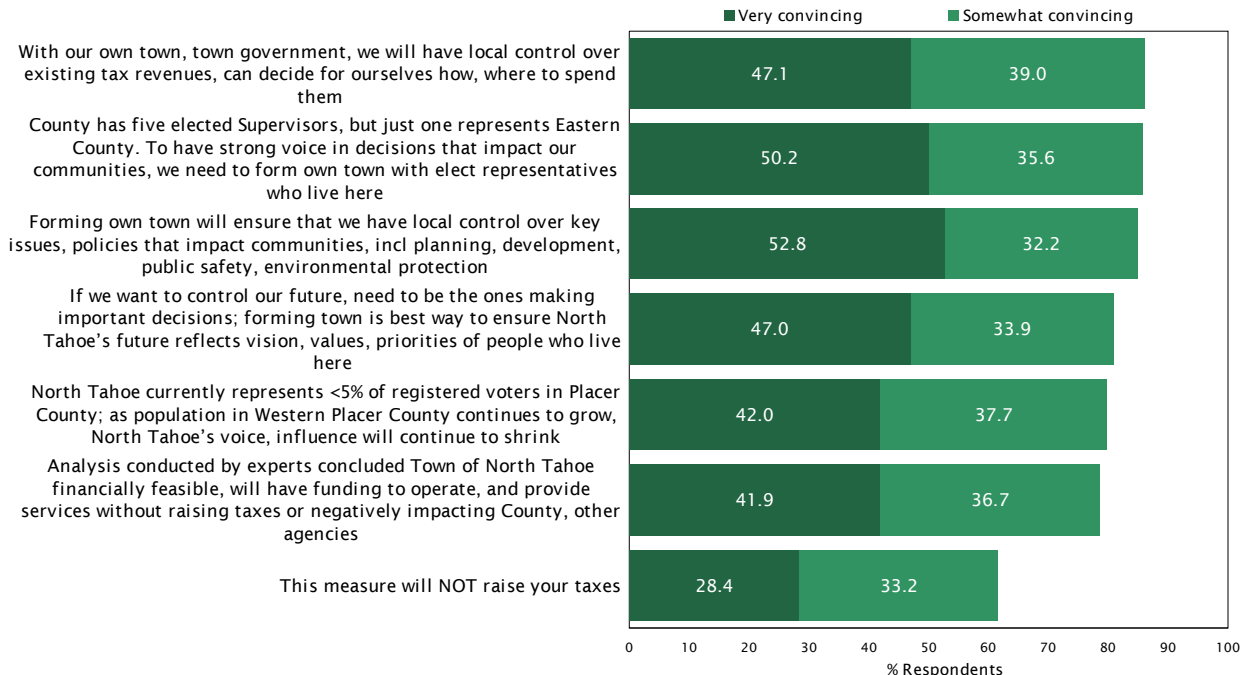
Initial support for incorporation varied somewhat across subgroups, with the largest differences occurring by partisanship and household party type. That said, it is noteworthy that 31 of 33 identified subgroups exhibited majority support for incorporation on the natural, and every subgroup supported incorporation after exposure to positive messages (see next section).

FIGURE 2 SUPPORT FOR INCORPORATION WITH CLARIFYING INFORMATION



Incorporation Messages The most compelling arguments on behalf of incorporation center on *local control*. By forming a local municipality, North Tahoe voters will have local control over existing tax revenues and can decide for themselves how and where to spend them. They will also have local control over key issues and policies that impact their communities, including some of their top concerns: affordable workforce housing, public safety, planning, and environmental protection.

FIGURE 3 POSITIVE MESSAGES



Although naturally appealing, the arguments for local control become even more effective for voters when coupled with the understanding that as an unincorporated area North Tahoe is governed by the County's five elected Supervisors, only one of whom resides in Eastern Placer County. North Tahoe's limited voice and influence in County government is also expected to

shrink over time as Western Placer County's population continues to grow at a faster pace. Forming a town is the best way to ensure that North Tahoe's future reflects the vision, values, and priorities of the people who live in North Tahoe.

Visit www.easternplacerfuture.org to learn more, ask questions or get involved with the effort exploring forming a Town in unincorporated Eastern Placer county.