

Truckee Chamber of Commerce

Public Policy Platform 2024

Truckee Chamber of Commerce
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Approved by the Board of Directors as of Tuesday, December 12, 2023



Overview:

Established in 1912, the Truckee Chamber of Commerce is a coalition of people and businesses dedicated to Truckee's economic well-being and continued vitality and the surrounding region. The Chamber provides courteous and efficient assistance to businesses, residents, and visitors.

Operating under the guidance of a volunteer Board of Directors, the Chamber's staff carries out numerous programs designed to encourage economic sustainability, small business education, governmental policy analysis, and positive community relations. We are proud to be an advocate for a well-balanced community, supported by a healthy business community.

The Truckee Chamber is the business voice in our community. Our professional staff is dedicated to offering value-added benefits to our members for the success and sustainability of their business. The Truckee Chamber creates ongoing opportunities and provides leadership on issues important to business to help sustain economic prosperity in our region.

Three Strategic Pillars

- Advocate for Business
- Bolster Economic Prosperity
- Cultivate Community Connection

Introduction:

On behalf of the members, Board of Directors, volunteers, and staff of the Truckee Chamber of Commerce, it is my pleasure to introduce the 2024 Public Policy Platform for our organization. The Truckee Chamber is a diverse organization of business professionals working together for a better Truckee. An essential aspect of the Chamber's purpose is to ensure Truckee's economic prosperity by serving as a strong voice for member businesses. This document outlines the issues the Truckee Chamber of Commerce will support, oppose and/or watch in 2024.

The Chamber does this through the diligent work of several organizational committees, including the Government Action Committee (GAC). This committee meets monthly to discuss upcoming issues that the Chamber may take a position on at the local, regional, and state level, as well as to hear updates from our elected officials at all levels of



government. The GAC is open to all active Truckee Chamber of Commerce.

The Government Action Committee aims to advocate for the interests and priorities of the Truckee business environment at the local, regional, and state government levels. It serves as a proactive and influential voice, working collaboratively with elected officials, government agencies, and community stakeholders to shape public policies and regulations supporting local businesses' growth and prosperity. The committee assesses current initiatives and legislation and provides recommendations to the Board of Directors. GAC also communicates vital issues that require action to the membership.

The Truckee Chamber advocates to promote policies that support economic growth and development in our community. We believe that a strong business community is essential to a healthy and vibrant community as a whole.

We advocate for policies that:

- Create jobs
- Attract new businesses
- Promote investment
- Support small businesses
- Reduce the regulatory burden on businesses
- Improve infrastructure
- Invest in education and workforce development
- Protect the environment

We also advocate for policies that promote a high quality of life in Truckee, such as:

- Affordable housing
- Safe neighborhoods
- Access to quality education and healthcare
- A vibrant arts and culture scene

We believe that the best way to achieve a strong community is to work collaboratively with elected officials at all levels of government. We are committed to building strong relationships with our elected representatives and to educating them on the issues that matter to our members and the community as a whole.

We encourage you to learn more about the Truckee Chamber's public policy platform and to get involved in our advocacy efforts. Together, we can make Truckee a place where everyone can thrive.

A handwritten signature in blue ink, appearing to read 'JP', with a long horizontal flourish extending to the right.

Jessica Penman
President & CEO, Truckee Chamber of Commerce



Policies



Economic Development

POLICY OBJECTIVE:

Promote, preserve, and enhance a positive business climate in Truckee and the surrounding areas. We take a special interest in monitoring issues that impact our small business community.

ISSUES OF INTEREST:

- Policies, programs, and legislation that promote Truckee and Eastern Nevada & Placer Counties as a location for business.
- Policies, programs, and legislation that create a regulatory climate that fosters economic prosperity with reasonable regulatory requirements.
- Legislation, regulations, and government agency actions that give full consideration to the rights of business and property owners.
- Small and/or disadvantaged business assistance programs (grants, loans, workshops, etc.)
- Development projects that advance the Economic Development Policy Objective and benefit the greater Truckee community.
- Policies, programs, and legislation that encourages the responsible adoption and integration of new AI technologies within our business community.
- Legal reform initiatives that promote economic development of the local business community.



Education & Workforce Development

POLICY OBJECTIVE:

Promote a robust education system that furthers the needs of local businesses for a skilled and experienced workforce.

ISSUES OF INTEREST:

- Training programs that incentivize local companies to hire vocational/trade students.
- Programs that encourage or enable youth internships and/or job shadowing.
- Expansion of new technology throughout the educational system, both at an administrative and curriculum level.
- Programs that create a robust education system at all levels with statewide, globally competitive academic and performance-based standards emphasizing communication capabilities, rigorous academic coursework, and practical workplace skills.
- Locally determined priorities and implementation for attaining statewide academic standards.
- Cooperative action among educators, the business community, parents, and community organizations regarding education goals and priorities.
- Safe and drug-free school environments.
- Education and educational facilities as a high-level state funding priority.
- Higher educational systems that maintain a strong balance between applied learning, research capability, and theory.
- Offering of foreign language education, music, and arts throughout the educational system and the community at large.
- Programs that encourage adult education through incentive-based public and private sector programs.
- Collaboration among the employment sector, community college, adult education, occupational training programs, and others involved in job training to develop training programs closely linked to employer and labor market needs.
- One-stop resource centers that provide ready access to job markets,



training, job opportunities, and prospective employers.

- Development of business leaders as educators in schools and communities.
- Efforts to establish a “restoration economy” in the Sierra Nevada. (new forestry economy)
- Emerging economic drivers in the Truckee region.

Environment

POLICY OBJECTIVE:

Promote the protection of the region’s unique environmental resources while balancing the interests of local business and economic prosperity.

ISSUES OF INTEREST:

- Proper and ongoing cleanup and maintenance of Truckee River, Donner Lake, Lake Tahoe, and other local waterways, wetlands, and wildlands
- Environmental issues that take into consideration the following:
 - protecting human health and the environment.
 - ensuring fair and financially responsible implementation of environmental policy through reasoned cost/benefit analysis.
- Programs and efforts that
 - encourage the creation of environmentally sound policies that reward responsible business practices.
 - provide businesses with energy-saving advice and instruction.
 - do not target California industries with unreasonable mandates.
 - encourage industries to participate in enhancing sustainable practices and environmental stewardship.
 - clarify ambiguous guidelines and make them consistent when it comes to environmental policies.



Healthcare

POLICY OBJECTIVE:

Promote healthcare policies that maintain access to quality healthcare services within the community.

ISSUES OF INTEREST :

- Measures that promote choice of insurance and provider in health care.
- The greater use of technology in the delivery of healthcare.
- Policies, programs and legislation that increase clinical and administrative costs.
- Medicare and Medical reforms with appropriate reimbursement levels for hospitals and providers.
- Promotion of Small Business Health Plans for small businesses, associations, and Chambers of Commerce.
- Measures or efforts that risk access and/or affordability to healthcare in the Truckee community in general and the business community in particular.

Infrastructure

Quality infrastructure leads to a good quality of life. In order for a community to maintain a stable economic base and to effectively compete in the marketplace, infrastructure must be continuously improved. The Chamber's main areas of focus for stable and viable infrastructure are: Energy, Housing and Development, Telecommunications/Broadband, Transportation, and Water Supply.

ENERGY

POLICY OBJECTIVE:

Promote a reliable, safe, stable, and competitively priced energy system for businesses and community consumers - with an emphasis on winter and fire resilience.

ISSUES OF INTEREST :

- Legislation to increase the long-term supply of power through new power plants, alternative energy sources (where financially feasible), and diverse supply and delivery mechanisms.
- Clean power generation, including co-generation and clean energy resources that are feasible and do not have onerous impacts on business.
- Sustainable measures that are reasonable and do not have onerous financial or regulatory impacts.
- Robust and safe infrastructure and delivery systems.
- Systems that create redundancy as a security measure.
- Safe electrification developments that don't impact public safety.



HOUSING & DEVELOPMENT

POLICY OBJECTIVE:

Promote policies that facilitate and assist the creation of a full range of housing options necessary to accommodate the region's particular housing needs.

ISSUES OF INTEREST :

- Policies, programs and legislation that create full disclosure of the impacts of local growth-controlled initiatives.
- Maintaining or creating full disclosure of the impacts of local development projects.
- Fiscal rewards for communities in high job-growth areas for approving new housing.
- Encourage participation and awareness of sustainable technologies.
- Policies, programs and legislation that streamline and simplify approval processes at all levels of housing.
- Policy recommendations when appropriate from local housing stakeholders.
- Innovative solutions to local workforce housing challenges.

TELECOMMUNICATIONS/BROADBAND

POLICY OBJECTIVE:

Promote a communication infrastructure that supports the evolving needs of the region's businesses and the community.

ISSUES OF INTEREST :

- Projects aiming to bring community broadband connections.
- Policies, programs and legislation that encourage the development of universally available telecommunications products and services



including the most recent technological advances.

- Support streamlining bureaucratic practices at all levels of government to remove costs from providers and ultimately consumers.
- Long-term, sustainable, free market competition among all providers in all types of services.
- Legislation and public policy that encourages investment in telecommunication infrastructure.
- Legislation that allows telecommunication markets to be driven by consumer demand and advances in technology, while encouraging public safety, consumer protection, access for people with disabilities, and other public interest goals.
- Policies, programs and legislation that increase the spectrum for innovative wireless services.
- Limiting or eliminating burdensome regulation on telecommunications at all levels of government, but particularly the regulation of the internet, or services on the internet.
- Wireless infrastructure build-out, particularly where installations are screened or camouflaged to limit visual impacts.
- Leverage state and federal grant funding towards programs that promote affordability (Affordable Connectivity Program) and broadband adoption such as digital literacy.
- Prioritize state and federal broadband infrastructure funding towards unserved locations to truly address the digital divide.

TRANSPORTATION

POLICY OBJECTIVE:

Promote a well-maintained community transportation infrastructure supporting economic expansion, and the efficient movement of people, goods and services.

ISSUES OF INTEREST :

- Long-term and stable federal, state, county and local funding sources for road and highway improvements.
- Restoration of diverted funds back to highway accounts at federal, state and county levels, registration of state diverted property taxes to local



transportation agencies, and ongoing retention of locally generated funds in the area where generated.

- Transportation initiatives that seek to create long-term solutions for moving people/workforce between Reno and Truckee.
- Expansion of passenger/commuter rail service between the Bay Area, Capitol Corridor and Reno to Truckee.
- Private sector investment in transportation infrastructure.
- Public transportation systems that include energy conservation, increased mobility, job creation, and general economic stimulus.
- Policies, programs and legislation that look at the local greenhouse gas initiatives using financial cost benefits as a baseline.
- Enhancement of local trail and bikeway connectivity.

WATER SUPPLY

POLICY OBJECTIVE:

Promote proper maintenance and management of water resources and water facilities.

ISSUES OF INTEREST :

- The development and maintenance of clean and reliable water supplies supporting economic growth balanced with environmental protection.
- Water conservation and retention efforts that consider the effects and needs of the business community.
- Legislation, policies, and local projects leading to greater water reliability and independence, including water marketing, water transfers, and water storage.
- Economically feasible environmental regulations that allow for the proper maintenance and management of water resources and water facilities.
- Campaigns to promote drinking local tap water.

Public Safety

POLICY OBJECTIVE:

Promote measures enhancing the public safety of the businesses and residents of



Truckee and the surrounding areas.

ISSUES OF INTEREST:

- Policies, programs and legislation that create a strong state, county and local public safety emergency response system including police, fire and medical treatment components that enhance community safety.
- Programs that provide education about business, home and personal safety and protection.
- Programs that focus on forest health and defensible space to reduce wildfire risk.
- Initiatives that work on the increasing issue of non-housed individuals in the Truckee community.

Taxation & Public Finance

Taxes are a fact of life. To ensure that Californians are not excessively taxed, we must facilitate the retention of existing businesses and industries, as well as attract new business to Truckee, despite an increasingly competitive environment. This can only be accomplished by providing a business-friendly tax environment.

The Truckee Chamber will conduct a member survey regarding any local or county tax initiative before taking a position. The below ISSUES OF INTEREST may be used when it comes to state tax initiatives.

ISSUES OF INTEREST:

- Creation of a state budget structure that encourages economic stability for constituents while minimizing excessive unfunded policies
- Tax structures that encourage economic growth



Protocol for Contacting Legislators:

Elected officials at all levels of government want to hear from their constituents. At times the Truckee Chamber of Commerce may call on you, our members, to do some grassroots lobbying. Often, contact from district constituents can sway a legislator's vote. Here are some guidelines for you to follow in contacting your legislators in person, by phone or by email/letter.

- Be thoughtful. Commend the right things that your legislator does.
- Be reasonable. Recognize that there are legitimate differences of opinion. Never employ threats or recriminations.
- Be realistic. Remember that most controversial legislation is the result of compromise.
- Be accurate and factual. Make certain you have the necessary information and do a good job of presenting your case.
- Be understanding. Put yourself in the legislator's place. Try to understand his/her problems, outlook and aims.
- Be friendly. Don't contact your legislator only when you want his/her vote. Take pains to keep in touch with him/her throughout the year.
- Give credit where it is due. If an issue goes the way you wanted, remember that your legislator deserves first credit.
- They have the vote, not you. Also, remember that many organizations and individuals participated on your side.
- Learn to evaluate issues. The introduction of a legislative bill doesn't mean that it will become law.
- Support your legislator. If your representative is running for re-election and if you believe he/she deserves it, give him/her your support. Your legislator needs workers and financial supporters.
- Don't even hint that you think certain bills, campaigns or politics in general are not worthwhile or may be dishonest.
- Don't demand anything. And don't be rude or threatening. There is always "the future" and in many cases a legislator may disagree with you on one issue and be supportive on another.
- Don't be vague or deceptive, righteous or long-winded, and please don't remind the legislator that you are a taxpayer and voter in his/her district.
- Don't be an extremist. Remember, legislators represent all of their constituents—those considered liberal and those considered conservative.