Land use, economic development, and transportation are deeply connected. Transportation investments support development by enhancing access and mobility, improving the quality of the streetscape, and helping to create public spaces where people want to be. Vibrant communities include a variety of housing and transportation options and offer nearby destinations, such as shopping and dining, that are easy to access. Transportation infrastructure is needed to serve the new growth and development that is occurring in the community, both in the urban core and outlying areas such as the North Valleys. A safe and efficient regional road and freeway network is needed to support industrial growth related to logistics, distribution, and advanced manufacturing.

Transit Oriented Development
One of the best ways to increase transit ridership is to encourage high density housing and employment near transit stops. Providing convenient, enjoyable, and accessible pedestrian connections to bus stops is also essential. The Transit Oriented Development policies established by Reno, Sparks, and the Truckee Meadows Regional Planning Agency have incentivized this type of development in the Virginia Street, 4th Street/Prater Way, and other key transit corridors. Several successful examples of TOD have emerged in the Virginia Street corridor served by the RTC RAPID, including new retail, restaurant, office, and housing developments. As a result, Midtown has emerged as a major shopping and dining destination with a growing residential and office component. Victorian Square in downtown Sparks has also experienced a resurgence, as evidenced by the housing development currently under construction near RTC CENTENNIAL PLAZA. In addition, affordable housing and essential services are best suited to locations near transit lines to promote accessibility. Multimodal infrastructure can provide residents and visitors with more transportation options to get to work, school, recreational activities and provide access to necessary goods and services, such as food and medical appointments.

High capacity transit combined with Complete Streets design elements that provide pedestrian and bicycle access provide the ideal environment for urban redevelopment. Multimodal transportation infrastructure investments will facilitate access and mobility in the urban corridors of Reno and Sparks as reinvestment continues to occur.

Integration of Land Use, Transportation, and Economic Development

Source: This graphic is based on a document produced by the U.S. Department of Federal Highway Administration called An Overview: Land Use and Economic Development in Statewide Transportation Planning.
The Virginia Street RAPID Extension to the University of Nevada, Reno, will support the growth in student housing and the expanding innovation-based economy associated with University research activities.

Transit supports regional tourism and economic development initiatives. It plays an important role in getting people to conventions, athletic venues, and other special events. As an example, RTC RAPID connects the Reno-Sparks Convention Center to downtown and major resorts supporting the tourism and convention industries. The RAPID extension to UNR will provide access to education and employment opportunities, as well as football, basketball, and other sporting events. A safe and efficient regional road and freeway network also supports industrial growth related to logistics and distribution.

Along with the regional benefits of integrating land use, economic development, and transportation, this practice is supported at the federal level by provisions in Moving Ahead for Progress in the 21st Century (MAP-21). This legislation states that an MPO must “protect and enhance the environment, promote energy conservation, improve the quality of life, and promote consistency between transportation improvements and state and local planned growth and economic development patterns.” The FAST Act further supports transportation planning that advances tourism.

### 4.1 REGIONAL PLANNING

The RTC collaborates with other regional agencies that influence land use, quality of life, and economic development. These organizations include the Reno-Tahoe Airport Authority, Truckee Meadows Regional Planning Agency, the Washoe County Health District, Washoe County School District, Washoe County Senior Services, the Truckee River Flood Management Authority, and the Reno Housing Authority. A summary of planning policies that influence transportation investments are described below.

**Reno Housing Authority**

The Housing Authority of the City of Reno (Reno Housing Authority or RHA), was founded in 1943. RHA has been appointed as the Public Housing Authority for the City of Sparks and Washoe County.

RHA currently owns and manages 764 units of Public Housing (475 for families) in eight different locations in the City of Reno and Sparks under the Public Housing programs and, through the use of the Neighborhood Stabilization Programs and other funding, owns over 100 rental properties specifically targeted for low income households. RHA also provides housing subsidies to more than 2,500 low income families in Reno, Sparks, and Washoe County through Rental Assistance programs.

**Reno-Tahoe International Airport**

Owned and operated by the Reno-Tahoe Airport Authority, the Reno-Tahoe International Airport is located in the core of the Reno-Sparks metropolitan area and is essential to the economic growth of the region. It is the 66th busiest commercial airport in the nation and serves 3.5 million passengers per year. The airport is crucial to the success of tourism and cargo related industries in Northern Nevada. In addition to the core airfield operations, the airport offers many other important resources:

- **Passenger facilities** — In recent years, the ticketing lobby, baggage claim area, security checkpoint, and federal inspections facility have all been renovated or reconfigured and reconstructed to better serve passenger demand and expectations. Expansion capabilities are in place to meet long term growth.
- **Air cargo facilities** — The existing 67,000 square foot facilities, on 25 acres, are at capacity, with about 100 additional acres available in the southwest quadrant of the airport for expansion.
- **General aviation facilities** — 120 acres have fueling, maintenance, repair, and hanger facilities.
- **Military facilities** — 60 acres are leased to the Nevada Air National Guard housing the 152nd Airlift Wing.
• **Reno-Stead Airport** — The Reno-Stead Airport is a 5,000 acre general aviation facility owned and operated by the Reno-Tahoe Airport Authority. It is home to the National Championship Air Races and contains an FAA-designated unmanned autonomous systems (UAS) test range. A master plan for the Reno-Stead Airport has been completed that includes extensive advanced manufacturing, research, and industrial uses.

Development of the Reno-Tahoe International Airport Master plan is currently underway.

**Truckee Meadows Regional Planning Agency**

The Truckee Meadows Regional Planning Agency (TMRPA) is responsible for the preparation and implementation of the Truckee Meadows Regional Plan (referred to as the Regional Plan). The TMRPA is comprised of the Regional Planning Governing Board (RPGB), the Regional Planning Commission (RPC), and staff. The RPGB members include elected officials from Reno, Sparks, and Washoe County. Additionally, the RPC is comprised of members from each jurisdiction's Planning Commission. The Regional Plan addresses regional urban form, natural resource management, infrastructure, and service provision within Washoe County. The agency implements the Regional Plan by making conformity findings for local government plans and projects of regional significance in relation to the Regional Plan. The Regional Plan defines the land use framework for the metropolitan region. This land use framework includes Regional Centers and Transit-Oriented Development (TOD) Corridors that aim to promote development that is mixed-use, higher density, walkable, and visually attractive. Additional key elements of the plan include:

- **Regional Form and Pattern** — The Truckee Meadows Service Area (TMSA) guides urban and suburban development by ensuring the orderly provision of services and infrastructure. The Regional Plan promotes a regional development pattern that minimizes sprawl and supports a higher intensity and density of development within transit corridors, and strongly promotes infill development within transit corridors to optimize existing infrastructure.

- **Centers and TOD Corridors** — The Regional Plan designates a series of Centers and Corridors for the Cities of Reno and Sparks. Centers include Downtown, Regional, and Emerging Employment Centers, which are considered to be areas of major significance for the region. TOD corridors provide physical linkages between Centers and other areas of the city and will be the focus of mixed-use, transit oriented development.

- **Infill Development** — The Regional Plan gives priority to infill development, especially within defined TOD corridors and Centers.

The Regional Plan designates two Downtown Centers (Downtown Reno and Sparks), eight Regional Centers, and five TOD Corridors. The TOD corridors link the regional centers and are located on the historic north-south and east-west spines of the region: Virginia Street and 4th Street/Prater Way.

The Regional Centers include:
- Convention Regional Center
- Medical Regional Center
- Reno-Tahoe International Airport Regional Center
- Reno-Stead Airport Regional Center
• University of Nevada, Reno Regional Center
• Dandini Regional Center (Truckee Meadows Community College and Desert Research Institute area)
• Stead Regional Center
• Redfield Regional Center
• Western Gateway Regional Center

TMRPA also works closely with the local jurisdictions to develop population and employment projections by Traffic Analysis Zone (TAZ), which are used in the RTC travel demand forecast model. In accordance with RPGB policy, the Washoe County population and employment projections, called the Consensus Forecast, are approved by the RPC every even-numbered year. The forecasts are the average of the most recent published data from the Nevada State Demographer, Woods & Poole, Global Insight, and Truckee Meadows Water Authority (TMWA).

During 2012, TMRPA completed development of a GIS-based model to allocate the projected population and employment increases to each parcel in the region.

TMRPA engaged the local jurisdictions, RPGB, and RTC in a scenario analysis process to determine the geographic distribution of future population and employment growth. Using the Consensus Forecasts as the region-wide population total, TMRPA worked with stakeholders to identify factors that are likely to influence growth patterns. These elements include approved but unbuilt development projects, vacant lands, planned land use and zoning, topography, existing infrastructure, available public services, and other development suitability factors.

Centers and TOD Corridors were a key focus during the development of alternative scenarios for the Consensus Forecast. TMRPA analyzed historical growth trends and presented scenarios allocating varying amounts of new growth to Centers and TOD Corridors. Due to changing market factors and consistent with adopted land use policies seeking to absorb increasing amounts of population in the region's traditional urban cores, RPGB adopted a population growth scenario with 25 percent of new growth occurring in Centers and TOD Corridors.

This reflects the mobility needs of the region’s aging population and recognition that senior housing and services will be most effective in locations with frequent transit service and other amenities.

In addition, market analysis developed for the Oddie Boulevard/Wells Avenue Corridor Study indicates that the demographic age group in their 20s and 30s often seeks housing and employment opportunities close to the urban core with convenient access to transit service, restaurants, entertainment, and shopping opportunities.

RTC and TMRPA collaborate closely on a wide range of data management and analytical issues. Through a Shared Work Program, the two agencies are able to access data on a common server and undertake joint technical studies. Collaborative efforts include development and refinement of the population and employment model, an industrial land use analysis, and the Truckee Meadows Housing Study.

Washoe County Health District
The Washoe County Health District is a strong partner with RTC in promoting a healthy community. The District’s Air Quality Management Division (AQMD) and Chronic Disease Prevention Program actively support transportation investments that improve community health.

The World Health Organization defines a healthy community as "one that is safe with affordable housing and accessible transportation systems, work for all who want to work, a healthy and safe environment with a sustainable ecosystem, and offers access to health care services which focus on prevention and staying healthy."

The Health District sponsors several healthy community initiatives based on the concept that health is more than the absence of disease, and is defined broadly to include the full range of quality of life issues.
Air Quality Management Division
The AQMD implements clean air solutions that protect the quality of life for residents of Washoe County through community partnerships and programs such as air monitoring, permitting and enforcement, planning, and education. The Division monitors ambient air quality for the determination of compliance with National Ambient Air Quality Standards (NAAQS).

All areas of Washoe County currently meet federal air quality standards, but portions of the county were previously designated non-attainment for ozone, carbon monoxide (CO), and particulate matter less than 10 microns in diameter (PM$_{10}$). RTC and AQMD jointly developed the Washoe County Transportation Conformity plan to ensure that air pollution levels from future growth will continue to meet the NAAQS.

In 2015, EPA strengthened the ozone NAAQS. Transportation is the largest category of ozone precursor emissions. Reducing VMT and transportation related emissions will be critical to meeting the ozone standard. Violating the NAAQS may mean future growth must offset their impacts, plus an additional amount so the net result is an air quality improvement. EPA will finalize initial designations in October 2017. The AQMD is participating in EPA's Ozone Advance program to implement voluntary initiatives to reduce ozone levels. Many local governing boards have adopted resolutions supporting Ozone Advance’s goals. A key, long-term Ozone Advance initiative is to incorporate smart growth elements into the built environment to reduce our region’s per capita trips and VMT. Providing transportation choices improves air quality and public health.

Chronic Disease Prevention Program
In addition to the link between auto emissions and respiratory health, RTC works with the Washoe County Health District to promote active transportation and awareness of its associated health benefits. Active transportation includes walking, biking, and riding transit (which generally begins or ends with walking to or from a bus stop). Including physical activity as a part of daily activities helps to reduce obesity and the resulting chronic conditions such as heart disease and diabetes. However, this will occur only if safe and accessible sidewalks and bicycle facilities are readily available.

The Chronic Disease Prevention Program has participated in RTP outreach activities and shared RTC meeting information through the Chronic Disease Coalition monthly newsletter. In addition, the Health District has worked with RTC to identify food deserts in Washoe County and analyze how transit routes serve these areas.

RTC participates in the bi-annual Healthy Living Forum hosted by the Health District. This important event brings together local residents, health practitioners, and other wellness advocates to discuss opportunities to improve health outcomes in the Truckee Meadows. RTC is also a member of the Washoe County Chronic Disease Prevention Coalition that meets quarterly to address local health concerns. GetHealthyWashoe.com is a website sponsored by the Health District that includes information about active living and biking to work, in coordination with RTC.

Community Health Improvement Plan
The Health District, in partnership with Truckee Meadows Healthy Communities, developed a Community Health Improvement Plan in 2016. This plan developed priorities and action plans to improve health in the region with a focus on access to healthcare and social services, behavioral health, education, and food security. The plan incorporated transportation policies relating to access to healthcare and social services. The plan included a goal to expand public and private transportation options that support access to transportation for essential services, such as medical appointments and social services, and allow seniors to live independently.
89502 Community Health Improvement Project
The Health District and Truckee Meadows Healthy Communities have partnered together on the 89502 Community Health Improvement Project. The need for this initiative was identified in the 2014 Community Health Needs Assessment conducted by the Health District and Renown Health. The 89502 zip code is an area of great need, containing concentrations of poverty and exhibiting higher mortality rates than the region as a whole. The project uses community health fairs to coordinate the deployment of services that have a direct impact on health. Participating organizations include RTC, the Food Bank of Northern Nevada, the Reno Housing Authority, area hospitals, and other medical providers. RTC provides free bus passes, transit service information, lights to be worn on bikes and clothing to promote safety, and opportunities to comment on ongoing transportation planning issues. Immunizations are offered by the Health District. Other services offered include legal assistance on immigration issues, job application advice, and free dental care.

Washoe County School District
RTC works closely with the Washoe County School District and the Nevada Department of Transportation on the Safe Routes to School Program (SRTS). The School District Police Department implements this program, which includes a combination of capital investments, organization of parent volunteers at school zones, development of operational plans, and student education. The School District’s SRTS Coordinator participates in RTC corridor studies Road Safety Assessments (RSAs), as well as the 2040 RTP planning process to identify issues important to student safety and accessibility.

The program is funded by RTC through Surface Transportation Block Group grant funds.

RTC also works closely with School District regarding school siting and associated transportation infrastructure needs. The regional school population is growing and passage of the WC-1 ballot measure in 2016 increases funding for school construction. The expansion of the number and capacity of area schools is now underway. In conformance with the Truckee Meadows Regional Plan, new arterials will not be planned adjacent to proposed new or existing school sites, as identified in the School District facilities plan.

Washoe County Senior Services
Washoe County Senior Services assists older adults in the community so they can maintain independence and quality in their lives. Washoe County Senior Services offers a nutrition program, legal services, social services, adult day care, and recreational activities at the Washoe County Senior Center and Sparks Senior Citizens Center. The Strategic Plan for Washoe County Senior Citizens identifies the short and long term issues facing the region’s aging population, including mobility and accessibility. The Strategic Plan highlights the importance of locating senior housing developments and other services near existing transit routes and improving the sidewalk network to promote active, healthy lifestyles. Senior Services is a partner with RTC in providing transportation information and other resources to local senior citizens.
WATER RESOURCES AND FLOOD HAZARDS

MAP 4.1
**Truckee River Flood Management Project**

The mission of the Truckee River Flood Management Project is to reduce the impact of flooding in the Truckee Meadows, restore the Truckee River ecosystem, and improve recreational opportunities by managing the development and implementation of the Truckee River Flood Management Project.

The Flood Project is a joint effort between the cities of Reno and Sparks, Washoe County, the US Army Corps of Engineers and numerous stakeholders.

The Truckee River Flood Project developed an action plan that provided a forum for residents, businesses, community leaders, regulatory agencies and government officials to conduct an analysis of flooding issues and evaluate possible solutions.

**Flood Project Plan**

Based on the work that was accomplished during the development of The Living River Plan, a six-year effort by the Truckee River Flood Project’s Community Coalition, a draft version of the Flood Project Plan has been designed to provide a variety of public safety, economic, recreational and environmental benefits to the Truckee Meadows region. Its primary goal is to create a more resilient community by reducing flood damages and deaths resulting from a 1997-type flood event (117-year event).

Additionally, the Plan incorporates certain recreational and ecosystem restoration features within the footprint of the flood protection infrastructure. As part of the Water Resources Reform and Development Act of 2014 (WRRDA 2014), Congress authorized and pledged almost $200 million in federal funds to construct the Corps National Economic Development (NED) Plan, which is designed to provide 50-year flood protection for the Truckee Meadows. Section 1036 of WRRDA 2014 directs the Corps to build a Locally Preferred Plan (LPP) that provides a higher level of flood protection than the authorized NED Plan as long as the LPP meets certain Corps requirements.

Per Section 1036, the Flood Project Plan — which provides cost-effective 100-year flood protection for the Truckee Meadows — can be constructed with federal support, including funds authorized for the NED Plan (almost $200 million).

**Floodplain Management**

Washoe County has been a member of the National Flood Insurance Program (NFIP) since 1984 reviewing all new development in special flood hazard areas (Flood Zones). All development in the flood zones are controlled by Washoe County Flood Hazard Ordinance 416, and Federal Emergency Management Agency (FEMA) regulations. In May 2009, Washoe County qualified to be part of the FEMA Community Rating System (CRS).

The program rewards communities that initiate more than the minimum NFIP requirements to help citizens prevent or reduce flood loses. Washoe County qualified for class 7 in the CRS program which provides the unincorporated Washoe County residents 15% discounts on flood insurance premiums. The goal of the CRS is to encourage, by use of Flood Insurance Premium reductions, community and state activities beyond those required by the NFIP to reduce flood loses, to facilitate accurate insurance ratings and to promote awareness of the availability to purchase flood insurance. A map of the flood plains can be found in Map 4-1.

### 4.2 LOCAL GOVERNMENT PLANNING

The City of Reno, City of Sparks and Washoe County are responsible for local land use planning in the region. A summary of key land use policies for each is provided below. In addition, RTC participates in the development review processes with each local government to provide input on access management (see Appendix E) as well as needed transit, pedestrian and bicycle facility improvements, and consistency with long range transportation plans. Additional coordination occurs at a local and regional level between all agencies when needed for specific projects or activities.

**Washoe County**

The Washoe County Master Plan guides the creation of livable and economically viable communities. It includes distinct plans for the 13 varied communities (Area Plans) within unincorporated Washoe County. The Master Plan is implemented through review of development applications and instituting and enforcing land use and business licensing codes.
The primary focus of the Land Use and Transportation Element (LUTE) of the Master Plan is to provide for future population and employment in Washoe County. There are many factors that influence where future development will occur including historic growth patterns, economic conditions, natural constraints and regional policy.

The purpose of the land use and transportation section is to encourage sustainable growth practices while discouraging sprawled communities where the automobile is viewed as a necessity to obtain daily amenities. The four following goals are conveyed throughout the plan:

1. Develop a connected network of streets and sidewalks to promote public transportation, bicycling and walking
2. Establish a high quality, pedestrian oriented street environment that is visually interesting
3. Follow policies to promote alternate modes of transportation to reduce dependence on the automobile
4. Create a multimodal corridor along Sun Valley Boulevard that completes sidewalks, coordinates signals and enhances transit stops

City of Reno

The City of Reno is in the process of updating their Master Plan, titled ReImagine Reno, which will more clearly reflect the characteristics of the different types of centers and corridors in the city. Different land use typologies have been defined with the intent to streamline existing and future neighborhood plans. The following describes the hierarchy that is being proposed for the city’s corridors, which reflects the community’s desire for enhanced pedestrian and bicycle connections between neighborhoods and centers, and is intended to help prioritize transit supportive infill and redevelopment (generally within the McCarran Loop) while providing opportunities for less intensive mixed-use development in outlying locations where transit is not in place.

Urban Corridors

Urban Corridors are multi-modal in character and serve areas within the McCarran Loop. Urban Corridors have existing high-frequency transit service in place or are planned for high-frequency transit (i.e., BRT) in the near future. An integrated mix of higher-density residential, retail, commercial and other employment and service-oriented uses is encouraged throughout the corridor, especially within ¼ mile of transit stations. Opportunities for infill and redevelopment exist along most Urban Corridors, along with opportunities for the adaptive reuse of historic or otherwise viable structures. Ongoing investments in public spaces, sidewalks, and other elements of the public realm are needed to enhance mobility within corridors as well as to improve first and last mile connections to transit stops from adjacent neighborhoods and Employment Centers.

Examples: East and West 4th Street (within the McCarran Loop), Virginia Street (within the McCarran Loop)
Suburban Corridors
Suburban Corridors are auto-oriented in character and serve areas outside the McCarran Loop. Although a mix of higher density residential, retail, commercial, and other employment and service-oriented uses are encouraged along Suburban Corridors, most uses will continue to be low intensity and function fairly independent from one another.

Suburban Corridors typically have limited frequency transit service or none at all. Development along Suburban Corridors should incorporate clear pedestrian and bicycle connections along corridors and to surrounding neighborhoods. Nodes of higher-intensity development are encouraged along Suburban Corridors to promote enhanced access to services and housing options, as well as to support the gradual transition of these corridors to Urban Corridors over time.

Examples: North and South Virginia Street (outside the McCarran Loop)

Neighborhood Corridors
Neighborhood Corridors are intended to provide enhanced multimodal (pedestrian, bicycle, transit, etc.) connections between existing or future Neighborhood Centers and other Centers and Corridors in the City of Reno. Most Neighborhood Corridors are predominantly residential in character. However, higher density or mixed-use development may be appropriate in some locations.

Examples: Seventh Street between Keystone Avenue and McCarran Boulevard; Moana Lane between S. Virginia Street and Lakeside Drive

City of Sparks
The City of Sparks recently completed its comprehensive plan, Ignite Sparks, which addresses the relationship between land use, economic development, and transportation. The following goals and policies from the plan highlight this relationship.

Goals
- Maintain a land use plan which integrates land uses and facilitates access by multiple modes of transportation
- Promote compact development to reduce the per capita cost of providing infrastructure, public facilities and public services
- Develop a complete, efficient transportation system that gives Sparks residents and visitors access to employment, housing, services and recreation throughout urban Washoe County
- Provide a transportation network that supports business formation and attraction and economic vitality
- Facilitate non-motorized travel throughout the community
**Policies**

- Work with the Regional Transportation Commission (RTC) to ensure completion of the Prater Way and Oddie Boulevard corridor enhancements
- Work with the RTC to add roadway capacity as necessary to accommodate Sparks’ growth
- Ensure streets with multiple modes of transportation remain multi-modal. If a transportation mode is removed from a street, it must be provided in another facility that provides for comparable multi-modal connectivity in the same area
- Require sidewalks for pedestrians on all street networks within the City
- Convert 4th Street to a bike boulevard
- In Sparks’ Transit Corridor promote infill development and create a pedestrian-friendly environment that facilitates walkability and transit ridership
- Encourage bus service for special events
- Work with the RTC and Nevada Department of Transportation (NDOT) to plan and design major road capacity expansions to minimize the degree to which the widening of roads divides neighborhoods or adds barriers for pedestrians, bicyclists and other non-motorized travel
- Promote a mix of uses, including restaurants and shopping, to create a vibrant downtown district at Victorian Square
- Promote a variety of housing types, including in mixed-used settings, throughout Sparks to expand the choices available to meet the financial and lifestyle needs of a diverse population and workforce
- Connect housing with multiple transportation options

Implementation of some of these goals and policies can been seen in Downtown Sparks where improvements were made to the plaza area in front of the movie theatre allowing for additional pedestrian and transit use as well as an improved area to hold special events.

This area is home to the RTC CENTENNIAL PLAZA bus transfer terminal. Plans are also in place to make transportation improvements on Oddie Boulevard that will accommodate bicycles, pedestrians, transit and automobiles to facilitate a more livable and safer corridor.

The City of Sparks is also home to a major Union Pacific Railroad intermodal transfer facility and a significant concentration of industrial employment south of I-80.

### 4.3 TRIBAL GOVERNMENTS

**Pyramid Lake Paiute Tribe**

The Pyramid Lake Indian Reservation is comprised of 476,728 acres in Northern Nevada and contains Interstate 80 and several State highways including SR 445, SR 446, SR 447 and SR 427. The over 2,800 members of the Tribe are direct descendants of the Northern Paiute people who have occupied the vast areas of the Great Basin for thousands of years. Pyramid Lake is located 35 miles northeast of Reno and is the property of and managed by the Pyramid Lake Paiute Tribe and is visited annually by over 150,000 people from around the world.

Pyramid Lake is known as being North America’s most beautiful desert lake and home to many year-round recreational activities and the Tribe works closely with Federal, Tribal, State and Local partners to protect unique ecosystem and natural resources of the reservation. Pyramid Lake was designated as the first National Scenic Byway entirely on an Indian reservation and tourism remains important source of revenue and employment for the Tribe and its members. Transportation to and from the Pyramid Lake Indian Reservation remains a critical issue for economy of the reservation as well as for Tribal Members to access employment and services.
On March 18, 2011 the Tribal Council unanimously adopted the Pyramid Lake Economic Development Plan. This award winning document seeks to create long term profit-making opportunities, to create optimum employment opportunities, and to establish a high quality recreation area at Pyramid Lake for the Tribe and its Members.

The plan consists of seven key elements that focus on accomplishing the purpose of the plan:

- **Recreation and Fishing** — Goals of this element include adding recreational facilities and amenities at Pyramid Lake, improving public safety for visitors, protecting Pyramid Lake and its fisheries, market Pyramid Lake as a destination, and using natural and cultural resources to increase tourism.

- **Tribal Enterprises** — Goals of this element include developing new Tribal Enterprises on and off the reservation, developing partnerships with other native Tribes, and developing partnerships with successful private industries.

- **Energy** — Goals of this element include developing geothermal, solar, and wind energy projects on the reservation to create jobs and create revenue for the Tribe.

- **Good Governance and Education** — Goals of this element include improving the Tribal Government to be more attractive to outside investment and improving education to provide higher paying jobs for Tribal Members.

- **Industrial and Commercial Development** — Goals of this element include developing high quality industrial and commercial development, building tourism oriented development, and developing new infrastructure.

- **Agriculture and Ranching** — Goals of this element include improving the existing agricultural and ranching industries on the reservation and creating new opportunities for jobs and revenue for Tribal Members.

- **Tribal Entrepreneurship** — Goals of this element include promoting Tribal Members to open their own businesses as a way to create additional jobs and revenue on the reservation.

**Reno-Sparks Indian Colony (RSIC)**

The Reno-Sparks Indian Colony is a federally recognized Native American Tribe located within the Reno/Sparks metropolitan area. The Reno-Sparks Indian Colony was established in 1917 and was formally recognized in 1936 under the Indian Reorganization Act. Currently, the tribal membership consists of over 1,200 members from three Great Basin Tribes — the Norther Paiute (Nimu), the Western Shoshone (Newe), and the Washoe (Wa She Shu). The reservation lands primarily consist of the original 28-acre residential Colony and 55 acres of commercial and public facilities is located on the east side of Reno near the Reno Spaghetti Bowl and the 15,394-acre Hungry Valley reservation located 19 miles north of the downtown Colony.

In 2016, the Nevada Native Nations Land Act was signed into law which transferred 13,434 acres of land in Hungry Valley to the Colony. Other parcels of land acquired for economic development are located on South Virginia Street, East Second Street, Mill Street, Verdi in Reno, and on Pyramid Way and Pyramid Highway in Sparks.
Creating a diverse and reliable economic base to promote self-sufficiency and provide essential government services to the Colony’s members has been the principal focus of its economic development activities. The East 2nd St/Glendale Ave interchange and Mill Street interchange provide convenient access for customers visiting Tribal Enterprises and businesses located on Tribal land. The Colony has emphasized that temporary disruptions of access to these Tribal Enterprises and businesses during construction activities would negatively impact tribal government revenues and that a permanent disruption of access due to interchange reconfiguration could have a long-term, negative impact on Tribal Government revenues and could result in a loss of Tribal Member employment opportunities and Tribal Government services.

Over the past three decades the Colony has assembled various development sites in Reno, Sparks, and Washoe County, representing 83 acres of commercial property. The redevelopment of Reno’s East Second Street neighborhood, where half the Colony’s residents live, consists of the development of the Three Nations Plaza (Wal-Mart), relocation of the Northern Nevada Transitional Center and the RSIC Health Center. The development of the 65,000 square foot out-patient Health Care facility was constructed from the proceeds of the Colony’s economic development projects for the benefit of its community members and over 9,000 Native Americans residing in the region.

In pursuing development plans the Colony seeks to partner with private businesses and with federal, state and local governments to advance development goals. One recent example of the latter partnerships is the Colony-funded installation on a new traffic signal system and roadway improvements at the cost of $509,000 on South Virginia Street at McCabe Street. Extension of the Truckee River Path to the Tribal Health Center and other RSIC lands is currently in development.

The Reno-Sparks Indian Colony operates a fixed route transit system between the Reno and Hungry Valley communities. The transit system runs Monday through Saturday and includes nine stops to connect Tribal Members with Tribal Government services, the RSIC Health Center, residential neighborhoods and Tribal Enterprises.

The transit system also includes regular stops near the RTC CENTENNIAL PLAZA in Sparks and the RTC 4TH STREET STATION in Reno. Tribal Members and customers to Tribal Enterprises & economic development projects are also served by RTC Route 18, Route 14, Route 2 and Route 56.

### 4.4 OTHER REGIONAL PARTNERS

**Nevada Governor’s Office of Economic Development**

The Nevada Governor’s Office of Economic Development was created in 2011 to promote a robust, diversified and prosperous economy in Nevada. The focus of the Office is on stimulating business expansion and retention, encouraging entrepreneurial enterprise, attracting new business, and facilitating community development. Nevada’s economic platform will be driven by human ingenuity along with collaboration and strategic alliances with the broader community. The Office developed *Moving Nevada Forward: A Plan for Excellence in Economic Development 2012-2014* to guide development and infrastructure investments in the state.

The plan identifies several target industries in Northern Nevada that are heavily reliant on an efficient transportation network:

- **Business IT ecosystems** — E-commerce operations and headquarters
- **Logistics and operations** — warehousing and distribution, advanced logistics, air cargo, integrated manufacturing-distribution, and freight transport

RTC is partnering with the State of Nevada to invest in infrastructure that supports these strategic economic development sectors. In addition, the neighborhood livability projects that improve walkability and safety promote the attractiveness of the region for people growing local businesses or relocating to the region.
**Nevada Center for Advanced Mobility**

The Nevada Center for Advanced Mobility (CAM) provides the contact point bringing together industry, government and academia to develop and deploy policy, standards and technology around advanced mobility including electric, connected, autonomous vehicles and related infrastructure. RTC is a partner with the Nevada CAM in outreach activities.

In 2011, Google worked with Nevada DMV to pass the first ever autonomous vehicle law and create the first autonomous testing and consumer regulations. Nevada maintains leadership in regulation and policy development at the city, regional, and state level serving as a reference for other cities and states. Nevada CAM works with partner agencies such as RTC, industry representatives, and other stakeholders to gather input and help shape the future.

**University of Nevada, Reno**

The University of Nevada, Reno (UNR) was established in Reno in 1891 and as of fall 2015 had over 20,000 students. Student enrollment has grown dramatically over recent years, increasing about 5 percent compared to 2014. It is one of the largest activity centers in the region. RTC often partners with UNR staff and students to conduct research related to engineering and planning projects.

UNR is not only a valuable resource for collaboration on projects but also works closely with RTC to promote safe multi-modal transportation for its students especially in the downtown and campus area.

Extension of the RTC RAPID transit service to UNR is a key priority in this plan. The project will bridge the divide between the campus, Downtown Reno, and the rest of the community by reducing transit travel times, providing premier service every 10 minutes, and improving pedestrian connectivity.

RTC will be working collaboratively with the University and the Truckee Meadows Community College (TMCC) to implement a pass program that allows students to ride transit using their UNR or TMCC identification cards. In many other University towns, this is accomplished by including transit as part of student registration or tuition costs.

Including this affordable mobility option for all students will reduce the need for cars on campus, reduce parking requirements, and greatly expand the travelling convenience for the student population.

**Economic Development Authority of Western Nevada (EDAWN)**

EDAWN is a private/public partnership committed to recruiting and expanding quality companies that have a positive economic impact on the quality of life in Greater Reno-Sparks-Tahoe. In accordance with the Economic Development Strategic Plan, EDAWN works to support job growth in target industries including:

- Aerospace/Aviation/Defense
- Back Office/Business Support (call centers)
- Clean Energy/Geothermal
- Distribution/Logistics
- Financial and Intangible Assets
- eCommerce Fulfillment
- Headquarters for any type of industry
- Manufacturing

EDAWN is a strong supporter of RTC’s initiatives to promote transportation investments such as bicycle, pedestrian and transit amenities that attract people to the region.

These amenities lead to a better quality of life, a healthier community and contribute to the recreational opportunities that are an asset to the Truckee Meadows. In addition, transportation investments in roadways promote a regional network that facilitates good movement. This is a benefit for attracting businesses especially in the logistics and distribution industries.
4.5 TRAVEL AND TOURISM

The travel and tourism industry is central to the Northern Nevada economy. With over 20,000 hotel rooms in the Reno-Sparks metro area, resorts and gaming have long been major economic drivers for the region. Reno is a gateway to the outdoor mountain destinations surrounding the Lake Tahoe area, including world-class ski resorts. The growing arts community, including Reno’s annual Art Town festival and the many events associated with the Burning Man Festival, are expanding the tourism base. Public art, including sculptures and murals, further integrate this vibrant creativity into the fabric of the community. This emerging arts tourism is further supported by the growing craft brewery and restaurant scenes in downtown Reno and Sparks.

The Reno-Sparks metropolitan area is uniquely suited to hosting large events due to the strength of the existing hospitality industry. Other strengths include the centrally located Reno-Tahoe International Airport and the successful RTC RAPID transit system. The region’s major resort hotels are connected to downtown Reno and Sparks as well as the Reno-Sparks Convention Center by the existing and planned RAPID transit service on Virginia Street and 4th Street/Prater Way. Sporting events at various levels, ranging from professional events such as the Reno Aces to high school and senior tournaments, support the local tourism industry and wider economy. Public transit and the efficiency of traffic operations on the regional road network play a key role in facilitating the movement of tens of thousands of visitors during these events.

RTC partners with the Reno-Sparks Convention and Visitors Authority to support the travel and tourism industry.

Sports tourism has a major impact on the regional economy. The premier professional sporting venues in the region, including Greater Nevada Field, the Reno Events Center, and the National Bowling Stadium, are adjacent to the RTC 4TH STREET STATION. Sporting events supported by the regional transportation network that have a positive impact on Northern Nevada include:

- University of Nevada, Reno Division I Games — The Nevada Wolf Pack sports teams play at Mackay Stadium and Lawlor Events Center, which are located on North Virginia Street. These venues are currently served by RTC RIDE routes 7 and 17, and will be the northern terminus of the RAPID extension, which is included in this plan.

- Reno-Tahoe Senior Winter Games — This event is sponsored by the City of Reno Senior Advisory Committee, Senior Care Plus, and Harrah’s Hotel and Casino. The program is dedicated to promoting and implementing fitness programs and activities for people 50 years and older.
- **Reno Aces Baseball Games** —
  The 2012 AAA National Championship team plays at Greater Nevada Field in downtown Reno, a block from RTC 4TH STREET STATION. The Reno Aces are a team affiliate of the Major League Baseball (MLB) Arizona Diamondbacks. In addition to serving as the home of the Reno Aces, Greater Nevada Field began hosting the Reno 1868 Football Club (FC) in March 2017, the newest professional soccer team of the United Soccer League. The Reno 1868 FC is an affiliate of Major League Soccer’s San Jose Earthquakes.

- **Reno Bighorns Basketball Games** —
  This National Basketball Association (NBA) development league team plays at the Reno Events Center, located in downtown Reno across the street from RTC 4TH STREET STATION, and is an affiliate of the Sacramento Kings.

- **United States Bowling Congress Tournaments** —
  This national championship event is held at the National Bowling Stadium, which is located across the street from RTC 4TH STREET STATION.

- **Reno-Tahoe Open** — This golf tournament is held at Montreux Golf & Country Club, which is located on Mount Rose Highway in south Reno.

- **National Freestyle Skiing Championships and U.S. National Alpine Skiing Championships** — These national ski competitions are hosted by venues in or near the Lake Tahoe Basin.

### 4.6 RTP PROJECTS SUPPORTING LAND USE PLANS

Consistency with local land use plans was an evaluation factor in selecting projects for inclusion in this RTP. Several projects were developed with a specialized focus toward supporting land use and economic development policies, as listed below. All of these projects are located in a current TOD Corridor:

- Virginia Street RAPID Extension Project
- 4th Street/Prater Way Bus RAPID Transit Project
- Oddie Boulevard/Wells Avenue multimodal improvements
- Mill Street/Terminal Way multimodal improvements