



## **COMPREHENSIVE REDEVELOPMENT PROJECT ALONG HISTORIC LINCOLN HIGHWAY AIMS TO REINVIGORATE SOUTH LAKE TAHOE COMMUNITY**

*US 50 Revitalization Project brings neighborhood amenities and transit system improvements to one of America's earliest transcontinental highways*

**March 6, 2018** (*STATELINE, Nev.*) – Today, Carl Hasty, district manager of the Tahoe Transportation District, will present to the interim legislative committee which has jurisdiction over Lake Tahoe, about the US 50 South Shore Community Revitalization Project and how it fulfills the redevelopment vision for the Lake Tahoe region with regard to the goals set forth in the [Tahoe Regional Planning Compact](#).

Today's US Highway 50 has represented a path of prosperity for 170 years. One of America's earliest transcontinental highways, US 50 helped shape emigration and visitation to the Lake Tahoe Basin and its positive economic after-effects. After its start with ranching and mining, US 50 grew to support gaming. Now, this historic roadway is evolving further to support recreation as part of a South Lake Tahoe transportation and community development project near US Highway 50 at Stateline.

"This is more than a traditional road project," said Carl Hasty, district manager of the Tahoe Transportation District. "It's a series of projects to complete the region's long-term redevelopment vision with community and transit system enhancements to support growing needs in the Tahoe Basin. In addition to addressing congestion and creating a safer, walkable downtown area, the US 50 project creates Tahoe's single largest mobility hub, a destination where people can park their cars and access lodging, retail, entertainment, mountain, and lake amenities by foot, bike, or transit."

From its early days as a Pony Express route to the Lincoln Highway and "[Loneliest Road in America](#)," US Highway 50 has helped usher in each new era of transportation. Continuing this tradition, the US 50 project leverages this major east-west route as an economic development catalyst, with added design amenities to transform the Stateline area into a pedestrian-scaled streetscape. With complete street enhancements, easily accessible pedestrian and bike routes, and better traffic movement through a connected transit system, the US 50 project aims to ensure this main street across America brings continued prosperity to the Lake Tahoe region.

"TTD has collaborated with the community to ensure development needs, including commercial core enhancements and the addition of affordable workforce housing, are met along with

environmental improvements that benefit Lake Tahoe’s health and clarity,” added Hasty. “Visitors expect Lake Tahoe to not lose any of its beauty or pristine nature. With a growing number of tourists entering the region, TTD is working to ensure the impact of visitation doesn’t diminish quality of visit and quality of life in the Basin.”

Project elements to be discussed during the US 50 South Shore Community Revitalization Project presentation to the interim legislative committee include:

- Addressing the need for affordable housing
- Implementing safer pedestrian and bike routes
- Improving water quality, greenhouse gas reduction, and air quality
- Addressing traffic congestion and neighborhood cut-through traffic
- Increasing transit quality and services
- Enhancing economic development

For more information about the US 50/South Shore Community Revitalization Project, please visit: [www.tahoetransportation.org/us50](http://www.tahoetransportation.org/us50). For information on the transit system and services, please visit: [www.tahoetransportation.org/transit](http://www.tahoetransportation.org/transit).

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### **Tahoe Transportation District**

The Tahoe Transportation District (TTD) is responsible for the implementation and management of transportation projects and programs in the Lake Tahoe Basin, including transit operations. The organization has delivered numerous safety infrastructure projects, including bicycle paths, roadway improvements, pedestrian thoroughfares, and water quality and watershed improvements. TTD focuses on public transit solutions that make travel safer, improve access to area recreation, and reduce congestion and private car use to help restore air quality and lake clarity. For more information, please visit [www.tahoetransportation.org](http://www.tahoetransportation.org).

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