



Take Care Tahoe Campaign

Project Number	04.02.01.0008		
Action Priority	Engage Communities in Environmental Stewardship		
Implementers	Tahoe Fund, Lake Tahoe Sustainability Collaborative, League to Save Lake Tahoe, Tahoe Regional Planning Agency, Tahoe Resource Conservation District, UC Davis Tahoe Environmental Research Center		
Supporting Agencies	Placer County, CA, Private, Tahoe Fund, Tahoe Regional Planning Agency, Tahoe Truckee Community Foundation, Washoe County, NV		
Primary Contact	Amy Berry (aberry@tahoe fund.org)		
Stage	Implementation	Duration	2013 - ongoing
Total Project Cost	\$230,000	Funding Request	\$0

Stewardship Program > Engage Communities in Environmental Stewardship

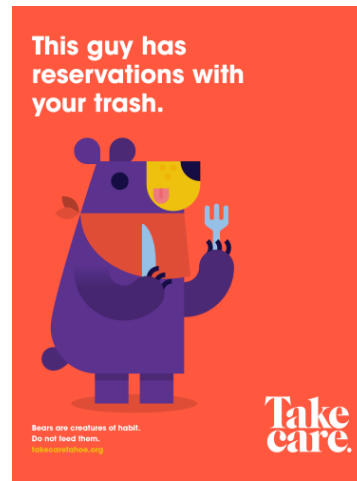
The Take Care Campaign aims to promote a culture of environmental stewardship, using one voice to inspire people to take care of Tahoe. Stakeholders from the entire region committed to using this campaign in their outreach efforts. The campaign began as a series of small reminders that poke fun at the mistakes we all make when we're not paying attention. The campaign became a Lake Tahoe Environmental Improvement Program working group in 2017 and expanded to foster greater collaboration among those offering environmental education at Lake Tahoe.

Targeted Performance Measures

- Educational and Interpretive Programs Produced

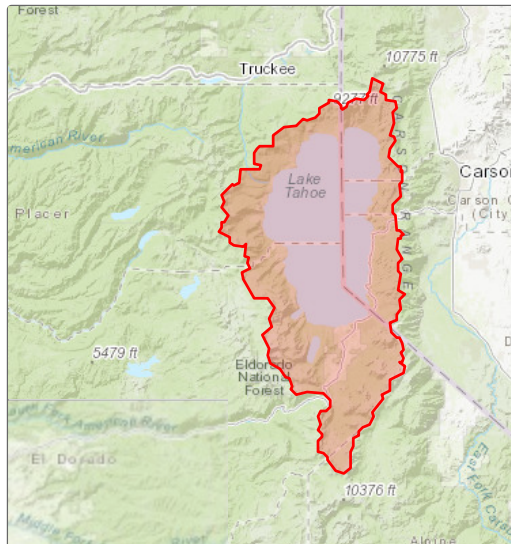
Threshold Categories

- Fisheries
- Vegetation Preservation
- Wildlife
- Recreation
- Water Quality



Take Care Bear Message

Location



Targeted Funding

■ Secured Funding: Placer County General Fund (PLCO), \$18,000
■ Secured Funding: Private (Business) (Private), \$31,500
■ Secured Funding: Tahoe Fund (Tahoe Fund), \$30,000
■ Secured Funding: Tahoe Regional Planning Agenc... (TRPA), \$3,500
■ Secured Funding: Tahoe Truckee Community Found... (TTCF), \$5,000
■ Secured Funding: Washoe County General Fund (WACO), \$3,500
■ No Funding Source Identified

Photos

During



COVID Response Yard Sign

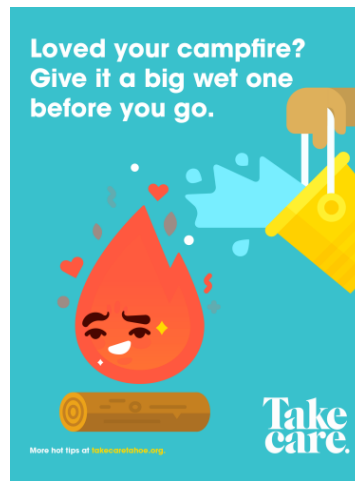


Boat Wake Message

After



Litter Message



Campfire Message