

TEAM TAHOE

ECO-FRIENDLY ACTIONS

Bike Tahoe Fact Sheet

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What: Bike Tahoe is an online eco-friendly program encouraging people of all ages and abilities to ride a bicycle. Riding a bicycle, in lieu of driving a motor vehicle, reduces traffic congestion, toxic gas emissions, and helps contribute to public health and the authentic connection with the Tahoe environment.

By visiting www.BikeTahoe.org users can access Tahoe's Ultimate Bicycling Guide to discover 65 of the most popular bike rides in the area and locate their position using GPS enabled mobile devices. Each ride is complete with Challenge Level, distance and elevation gain, trailhead description, historical significance, Google Map, and photographs. Along with the ride descriptions are helpful tips and informative information.

The Guide describes 68 miles of cruiser rides, 248 miles of mountain biking rides, and 436 miles of road cycling rides.

Additionally, four high definition videos, two to three minutes in length, are scheduled to be produced. Each video showcases one of the three riding styles. A video will feature the most popular locations for cruising rides, another for mountain biking, and the third will showcase road cycling. The fourth video will be a promotional montage highlighting Tahoe as a great bicycle vacation destination.

Who: Production Team

Ty Polastri, a longtime bicycle advocate and sport marketing professional, developed Bike Tahoe using a GPS mapping device, taking photographs, conducting historical research, and putting it all together in individual ride details and descriptions.

Megan Murray, a longtime active life marketing professional, developed Bike Tahoe's online marketing presence, web site design, and optimization.

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Funding Sources

Nevada Commission on Tourism, El Dorado County Cultural and Community Development, and the **City of South Lake Tahoe** have contributed grants and funds to help underwrite Bike Tahoe’s development and promotion as of this writing.

Program Administrator

Team Tahoe is a 501 c 3 nonprofit who is responsible for administering Bike Tahoe. Team Tahoe’s mission is encouraging and developing environmental friendly programs and events that foster health and sustainability among communities, environments, and economies.

When: www.BikeTahoe.org is now live and can be utilized.

How: Visitors to www.BikeTahoe.org are offered two primary tracks for selecting an appropriate bike ride to match their interests and skill levels: By Region or Riding Style.

By Region. There are five sub-regions representing the Tahoe area: South Tahoe, North Tahoe, Carson Valley, California Alps, and Truckee. A visitor can select one of the regions, and then select one of three riding styles to match their interest: Cruiser riding, Mountain biking, or Road cycling. Then, the visitor can select from one of three Challenge Levels ranging from leisure (Green), athletic (Blue) or endurance (Black) rides. From here, a directory of rides is presented with details, descriptions and maps for review and selection.

By Riding Style. The other selection track is by choosing one of three riding styles: Cruiser, Mountain, or Road. Once the style is selected the visitor can now choose the region and challenge level that best matches their interests. A directory of rides is presented complete with descriptions and maps for each ride.

Why: There are literally hundreds of miles of bicycle riding options in the Tahoe area and few people know about them or how to access them. The area is lacking in adequate navigational aids such as way finding signs, trail markers or maps. With the continual increase of bicycling popularity, worldwide and locally, and the building of more bikeways and trails in the region, there is an increasing demand to provide the region’s residents, businesses, and visitors with up-to-date information and navigational aids to help them locate the most appropriate bike ride for their interest and skill level.

Bike Tahoe: Tahoe’s Ultimate Bicycling Guide provides a comprehensive resource for helping bicyclists chose a ride from a wide and varied selection of rides and for businesses wanting to best serve their customers with the most accurate and accessible information.