

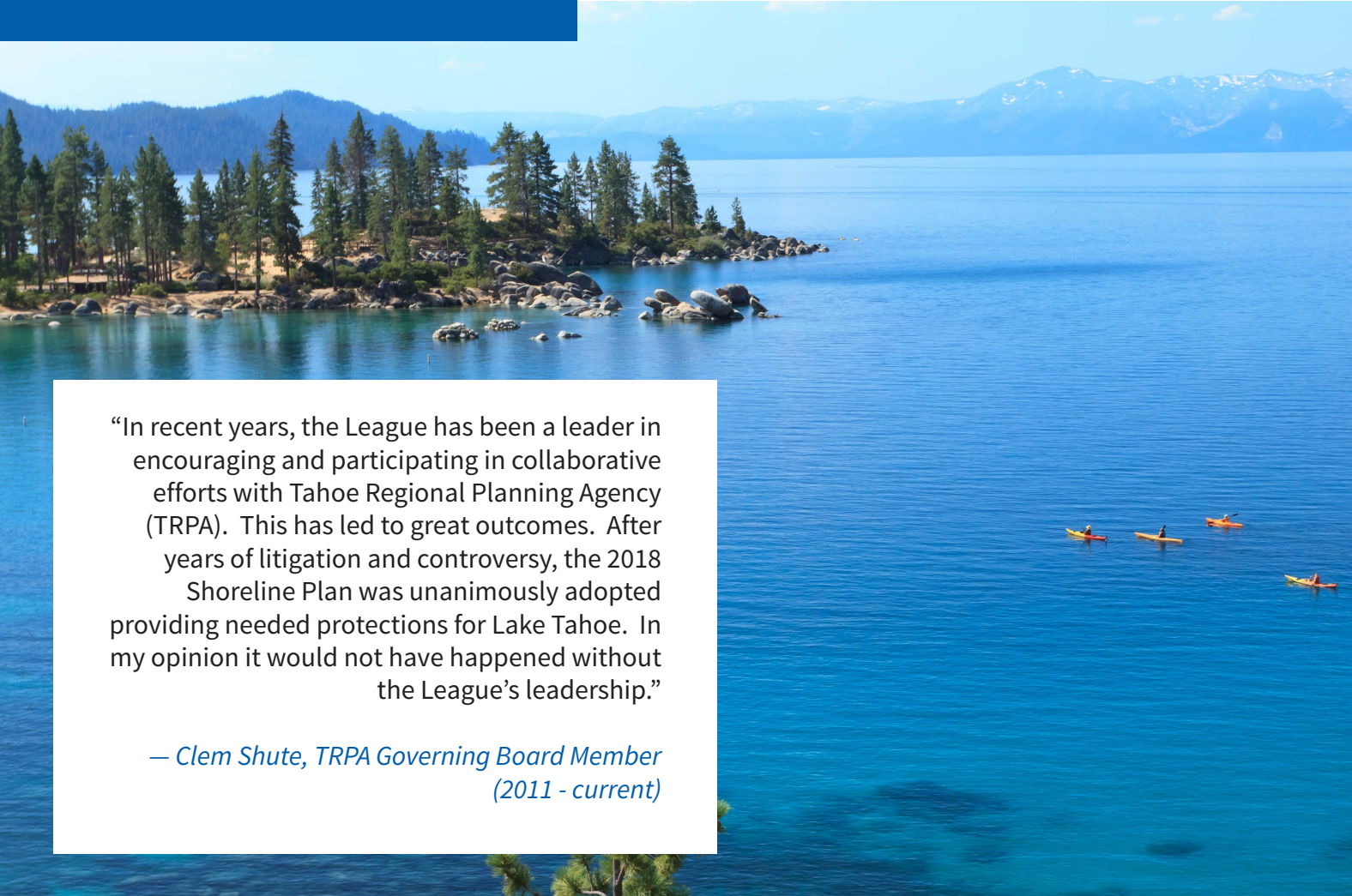


2018
ANNUAL REPORT
Protecting Lake Tahoe since 1957

Dedicated to Lake Tahoe

“We all have to work together because Lake Tahoe doesn’t belong to just one of us, it belongs to all of us. That means it’s all of our responsibility, and that’s why as a Nevada Senator I’m proud to work with the League to safeguard it.”

— Catherine Cortez Masto, U.S. Senator for Nevada



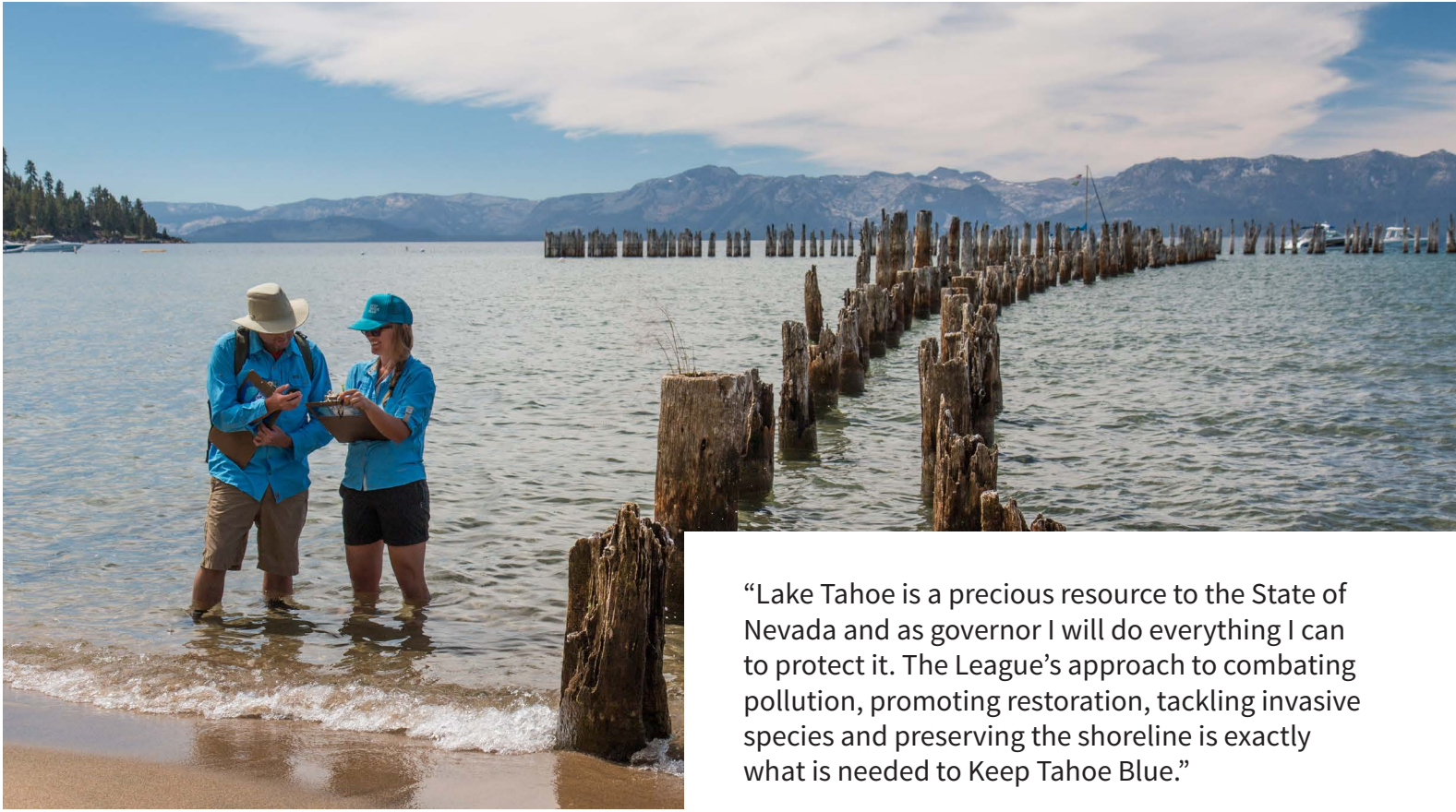
“In recent years, the League has been a leader in encouraging and participating in collaborative efforts with Tahoe Regional Planning Agency (TRPA). This has led to great outcomes. After years of litigation and controversy, the 2018 Shoreline Plan was unanimously adopted providing needed protections for Lake Tahoe. In my opinion it would not have happened without the League’s leadership.”

— Clem Shute, TRPA Governing Board Member
(2011 - current)

“My relationship with the League was simply providing science, and indisputable science. And essentially, what the League was able to do was take the science and immediately make it public information. The League was a keystone element of developing what I consider an environmental ethic for Lake Tahoe. Once they formed, you saw people become aware of the threats to Tahoe.”

— Charles Goldman, Professor and Lake Tahoe’s
premier limnologist (Lake scientist)





“Lake Tahoe is a precious resource to the State of Nevada and as governor I will do everything I can to protect it. The League’s approach to combating pollution, promoting restoration, tackling invasive species and preserving the shoreline is exactly what is needed to Keep Tahoe Blue.”

— *Steve Sisolak, Governor of Nevada*



“At Lime we are committed to providing environmentally-friendly alternatives for mobility. Our first market in California was at Lake Tahoe, and we could not have done it without the leadership and commitment of the League. They are truly dedicated to finding solutions to transportation that are both good for the community and the Lake.”

— *Toby Sun, CEO and Co-Founder, Lime*



*The League's Chief Strategy Officer, Jesse Patterson, interviews with KOLO 8.
Photo: Marion Wittmann*

“Over my 12 years with the California Natural Resources Agency, I saw firsthand how the League provides leadership and local expertise that benefits Lake Tahoe.”

— *Todd Ferrara, Former Deputy Secretary for External Affairs for the California Natural Resources Agency (2007-2018)*

Letter from the chief executive officer and board president



Photo: Dylan Silver, tahoeclarity.com

Dear Friends,

This year has been one of growth, innovation and leadership. The League's science-backed approach to protecting Lake Tahoe helped us accomplish major feats in 2018, like banning polystyrene in South Lake Tahoe, using technological innovations to control the spread of invasive plants, getting the first Shoreline Plan in decades ratified, and rapidly rolling out smart transportation solutions to protect our Lake's clarity.

In 2018, members like you ensured we made real, measurable progress.

Expanded polystyrene ban

Our community engagement team noticed polystyrene, a type of plastic used in "Styrofoam" takeout containers, left behind on Tahoe's shores and communities in staggering quantities. Between 2015 and 2018, the League and community volunteers removed over 8,000 pieces of "Styrofoam," over 2,000 plastic utensils and over 5,000 plastic

straws from the Lake Tahoe watershed. Polystyrene is not biodegradable and breaks down into small particles that threaten wildlife and the environment.

The League's policy experts used this data to convince the City of South Lake Tahoe to approve an expanded polystyrene ban in April of 2018. Additionally, the City required restaurants to distribute straws and plastic utensils "on request" only.

Bubble curtain

We successfully advocated for a "bubble curtain," a wall of bubbles at the channel between Lake Tahoe and the Tahoe Keys, to prevent fragments of aquatic invasive plants from spreading. The bubbles corral the fragments to the edges of the channel where they can easily be collected and removed. This bubble technology has been used in other industries, but never in this novel manner.

The League is monitoring the effectiveness of this pilot program and will use the results to advocate for its use at other infested marinas around the Lake.



Shoreline Plan

After three years and over 100 meetings, the Tahoe Regional Planning Agency (TRPA) approved a plan for Lake Tahoe that regulates the development of shoreline access structures such as piers, buoys, marinas and boat ramps. League policy experts worked to ensure that this new Shoreline Plan struck a balance between lake recreation and the strong environmental protections needed to maintain our pristine Lake.

Transportation solutions

Our commitment to finding innovative transportation solutions in Lake Tahoe reduced carbon dioxide emissions feeding climate change and fine sediment pollution clouding our cobalt waters. In 2018, we expanded on the successful Lime bike-share program to include electric scooters, and also piloted a new dynamic micro transit shuttle service in the most congested tourist areas of the South Shore. Using these alternatives, Tahoe visitors and residents traveled nearly 220,000 miles without their cars in 2018!

Our supporters are bound together by their love of Lake Tahoe, and together we form a strong community that wants the best possible future for our Lake. In this annual report, you'll hear stories of people just like you who are doing what they can to make a difference. You'll learn how we use science to inform our decisions and bring forward the most advanced approaches to ensure the Tahoe we know and love is here for future generations to experience.

Whether you made a meaningful donation, took time out of your busy schedule to volunteer or both, your dedication in 2018 helped protect our iconic blue Lake Tahoe. We are grateful for your support and look forward to working with you this year!

Sincerely,

Darcie Goodman Collins, Ph.D.
Chief Executive Officer

David Brandenburger
Board President

Supporter highlights



Google Giving

Double your impact with employee matching programs

Google has a robust culture of giving that is encouraged from top-level executives and passionate employees. Kate Pietrelli is one such employee. She works as Google's Global Product Lead. She is also passionate about getting Google involved with the League to Save Lake Tahoe.

Pietrelli grew up in Santa Rosa, Calif., and spent family vacations in South Lake Tahoe. It was here that she developed an appreciation for the Lake. "Lake Tahoe is really unique and stunning. For me it is special because of my childhood memories there, but it is also special for how beautiful it is," she said.

When Pietrelli first started at Google, she was overwhelmed by how supportive people were – they'd share tips on gyms, travel, and on Google's culture of giving. She learned that Google will match a portion of employee donations. Pietrelli registered the League as her nonprofit of choice with Google and began contributing.

Later, when Google Giving Week kicked off around Thanksgiving, Pietrelli sponsored a campaign for the League and set a fundraising goal. Employees contributed and Google matched every single dollar raised. "There was a lot of encouragement and it was a great way to get visibility for the League."

Pietrelli sponsored the campaign to raise awareness in the Bay Area about how to help protect Lake Tahoe. She thinks many people who make the trek out of the foggy city and into the mountains aren't yet involved in conservation of the Lake. "Yes, go enjoy and have fun," she said, adding, "but also participate."

Does your company offer an employee matching program?

Photo at top: Kate Pietrelli stands with the Google sign at the headquarters in Korea.

keptahoeblue.org/corporate-sponsorships

Core volunteer Q&A



Tara Dobyms

Where are you from originally?

New York

How long have you volunteered with Keep Tahoe Blue?

This summer will be my fifth season!

What's been your most memorable experience as a volunteer?

Lopping mountain whitethorn in the Angora fire burn area so that young conifers and saplings could grow. I used shears to cut them out. It was memorable because it was such hard work!

If you could be any native Tahoe animal or plant what would you be?

I want to be the granite on top of Mt. Tallac. I want to look out over the next 88 million years at the sunrise and sunset over Lake Tahoe to see the crystal clear water that the League helped protect for my viewing pleasure.

Bob Harms

Where are you from originally?

Los Gatos, Calif.

How long have you volunteered with Keep Tahoe Blue?

About ten years.

What's been your most memorable experience as a volunteer?

I have been volunteering at the Oscar de La Renta Benefit Fashion Show for years. I really like doing that and seeing all the different people that care about the Lake.

Why do you volunteer to protect Lake Tahoe?

I like how you take really good care of your volunteers. When people come into town looking for things to do, I always mention the League.

If you could be any native Tahoe animal or plant what would you be?

I'd be an eagle!

Vesper Rodriguez

Where are you from originally?

I grew up here on the South Shore.

How long have you volunteered with Keep Tahoe Blue?

Since April 2018.

What's been your most memorable experience as a volunteer?

Snapshot Day, an annual citizen-science event where teams go out to local streams and rivers to collect data to create a "snapshot" in time of water quality.

Why do you volunteer to protect Lake Tahoe?

I want to give back to my community and the land that I live on.

If you could be any native Tahoe animal or plant what would you be?

Tahoe yellow cress (*Rorippa subumbellata*) of course!

Laura Schlim

Where are you from originally?

Shingle Springs, Calif.

How long have you volunteered with Keep Tahoe Blue?

Since 2017.

What's been your most memorable experience as a volunteer?

Being part of a survey of the Upper Truckee Watershed last fall. I surveyed for aquatic invasive species as part of the League's Eyes on the Lake program.

If you could be any native Tahoe animal or plant what would you be?

I would be a Lahontan cutthroat trout as they are adaptable and strong.

keptahoeblue.org/core-volunteers

Board highlights



They're "ALL IN"

The League's Associate Board formed in 2015. "We are a group of San Francisco-based Lake Tahoe enthusiasts who are all members," explained Jeff Collins, co-chair of the associate board and a sales professional at Cloudflare. "We build engagement, awareness and a funnel of young professionals who can become members."

In 2018, the associate board kicked up the fun-factor with a series of successful events designed for a Bay Area audience

such as arcade nights, guest bartending socials and more. And they teamed up with Matchstick Productions to premiere the ski movie "ALL IN." Guests attended a VIP reception, bid in a silent auction, went to an after party, and met pro-skiers featured in the film.

"I'm proud of the takeaway – that you can conserve Lake Tahoe and it can be fun to be involved in something bigger than you," said Patrick Hamilton, associate board co-chair and event planner at Foxtail Catering and Events, of the success of the event.

They work not only to educate the Bay Area about Lake Tahoe and the League's role in protecting it, but also to build a strong community of like-minded individuals.

"Tahoe is the Bay Area's playground. But a lot of people don't know what goes into protecting it. I feel it is our job



Kimberley Milligan

Meet our new board member

Kimberley Milligan is a child of the Sierra Nevada. Her grandparents owned a condo in Incline Village, and she spent a lot of time with them by the Lake. “It was one of my grandmother’s happiest places,” she said. Her parents also took her exploring. Family lore is that at the age of just five she wandered away from their campsite saying, “I’m going to ha-hoe.” Even though she couldn’t pronounce Tahoe, she knew then what she loved – blue waters.

Since those early days, Milligan has had a circuitous route back to her Sierra roots. She went to Stanford University, and then Columbia Law School. She practiced as an attorney and eventually transitioned from that into the nonprofit community working with environmental organizations that protected places where she recreated.

“My focus has shifted to rivers, which I am passionate about having spent a lot of time on them whitewater kayaking,” said Milligan, who also serves on the Board of Directors for American Rivers.

Now, Milligan will bring her extensive policy and nonprofit management to bear as one of the newest members of the League’s Board of Directors.

“When you dive down and see how deep blue the water really is,” said Milligan, “you understand that Lake Tahoe is an amazing place that really deserves our attention.”

to raise awareness and protect it,” said Alyssa Gagliani of the associate board and Twilio Inc. Gagliani is passionate about educating others about how they can get involved to safeguard this special place.

The associate board welcomes new members and volunteers who are interested in putting their professional skill sets to use protecting Lake Tahoe.

Photo at top: The premiere of “ALL IN.” Photo at left: Pro skiers from the movie (left to right) Johnny Collinson, Angel Collinson, Elyse Saugstad and Michelle Parker celebrate the premiere at the associate board event to raise funds for the League. Photos by Alexander Herring Photography.

keptahoebblue.org/associate-board

keptahoebblue.org/board

2018 Accomplishments



Photo: peterspain.com



Combating pollution

218,131 miles

ridden in the second year of the Lime bike-and-scooter-share program that the League brought to South Lake Tahoe. This saved 193,481 pounds of the greenhouse gas carbon dioxide from being released into the atmosphere and reduced the number of cars clogging the roads in the Tahoe Basin.



Promoting restoration

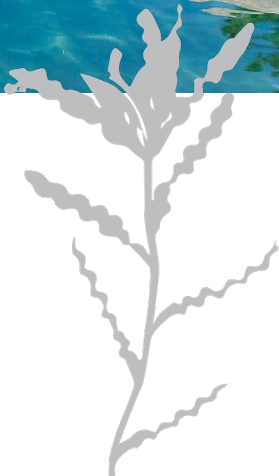
\$27 million

in state funding for restoration and other environmental projects at Tahoe. The League successfully encouraged Californians to vote 'yes' on Proposition 68, the California Clean Water & Parks Act (SB5) in June of 2018.

BUILDING RESILIENCE



Tackling invasive species



204 surveys

completed in 2018 by trained Eyes on the Lake volunteers who identify and report on aquatic invasive plants. Volunteers found and reported two previously unknown infestations. The League's new training video is live and teaches community members how to spot and report on aquatic weeds via a new smartphone app. Watch at keptahoebblue.org/eyes.

Protecting Tahoe's shoreline



75 miles

of Lake Tahoe's shoreline (the entire circumference) now governed by a comprehensive set of protections. The League advanced a new Shoreline Plan approved by the Tahoe Regional Planning Agency's (TRPA) Governing Board. The plan will enhance recreation experiences around the Lake while also protecting the environment.

TO CLIMATE CHANGE



Members of the League

Members like you ensure our legacy of success continues through our programs of policy and environmental protection. Your generous gifts in 2018 enabled us to continue our work as Tahoe's oldest and largest environmental advocacy organization. We are grateful to all our members for their support, which ensures Tahoe is protected for future generations. The League to Save Lake Tahoe is a nonprofit organization under section 501(c)(3) of the federal tax code. All contributions to the League are tax-deductible to the full extent allowed by the law.

Emerald Bay \$10,000 +

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“Thank you to the League for years of service to help our beautiful Lake stay healthy and vibrant. Our parents, David and Fritz Huntington, were supporters from the early years and it is our pleasure to honor their commitment with our own.”

— *The Huntington Family (Claire McCloud and family, and Claudia Huntington and family), members since 2002*

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“Lake Tahoe is my favorite place in the world. I love the Lake, I love the people and the work the League does to Keep Tahoe Blue!”

— *Anna Nason, member since 2008*

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Cory Ritchie of the Foresight Fund, held at

“From the age of four on, Lake Tahoe has showed me what conservation and environmental protection can do for the world. I am now 84.”

— *Peter Von Christerson, member since 2001*

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 Julie A Gallagher
 Gregory M. and Penny Gallo
 Mr. and Mrs. Keith Gallo
 Mr. Mike Gamroth
 Stephania Gaspar

“I have loved Lake Tahoe
 my entire life and want
 to help preserve its
 magnificence.”

— *Deborah Blank,*
member since 2018

Mount Tallac \$500 - \$999

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 Ms. Lynne Edminster
 Jennifer Bailey
 Joan Crafts Barnhart

“I want to Keep Tahoe
 Blue for my children,
 grandchildren, great-
 grandchildren...”

— *Gretchen Werner,*
member since 2017

Ms. Grace Ghiselli
 William and Sherryl Gillespie
 Michael and Patricia Giuntoli
 The Jacqueline Glass Family



Over 150 participants came out to the 2019 Tahoe Forest Stewardship Days. In the Spring, League volunteers planted willow stakes along the Upper Truckee River (pictured above) and in the Fall, volunteers planted willow stakes along Burke Creek in South Lake Tahoe. This stabilized the banks and reduced erosion and fine sediment that flows to Lake Tahoe. Learn more at keptahoeblue.org/tfsd.

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John and Mary Ann Gunderson
Ms. Linda Haake
Colin Hammond

Desiree LeBleu
Tracy Leshner
Janet Lew
Mike and Ann Linnett
Sam and Cindy Livermore

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Jonathan and Maarit Visbal
WaterChef
Team Watke
Lindsay Welsh
West Shore Market & Deli*
Roland D. Westergard



For generations, League patrons have attended a now-annual Oscar de la Renta Fashion Show and Luncheon that began in 1969. The annual event, produced in partnership with Saks Fifth Avenue and Oscar de la Renta, has raised more than \$18 million to protect Lake Tahoe. The League owes this success to our generous partners and to our devoted guests. Photo: Drew Altizer.

Russell Hampton
Donald and Rachel Hardie
Aaron Holliday
Mr. and Ms. William Hood
John Hooper
Rich and Suzanne Hughes
Mr. and Mrs Michael Hunt
Mr. and Mrs. Rob Hurlbut
IV Coffee Lab*
Pavel Ivanov
N. B. Livermore Family
Anne and Steve Jones
Jordan Park Mission 1st Fund
Jeff Kelleher
Kenneth Rainin Foundation
Ms. Jan H. Kessler
Mr. Christopher Kim
Mr. Thomas Kim
Loren Kimura
Mr. Jace Kohlmeier
Mr. Jamie Grant Kopf
Lisa and Peter Kraus
Karen Kubin
Duff and Carol Kurland
John and Arlene Larson
Nellie Lazar
Christian J. Leary

Audrey Linn Lozares
LPL Financial
In Memory of Sgt. Patrick J. Lucas - Vernon
and Patricia Lucas
Thomas H. MacLaughlin
Ms. Susan Malott
Bruno and Rosetta Marchini
Anna Martin
Norm and Pam Matteoni
The James and Susan McClatchy Fund of the
Sacramento Region Community
Foundation
Mr. and Mrs. Kimball McCloud
Monica McGuire
Peter and Nina Mentges
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Tom Mertens and Barbara Krause
Robert M. Meyers
Lucy Milligan Wahl
Ms. Linda Mills
Paul Minault
Mind Play*
Mr. James Mitchell
Stephen L. Mock and Ann J. Hurd
John and Diane Moriarty
Alison Morr Gemperle
Mountain Nectar*

Mrs. Julia Nickles Bryan and Mr. Charles
A. Bryan
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Jeffrey and Darice O'Neill
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Pass It On Thrift Store*
Mr. Robert H Payne
William O. Pedersen
Iris Campodonico Pera
Julie Percy
Dr. Otto Pflueger and Ms. Arlene Okubara
Mr. Robert M. Phelps
Larry and Linda Philipp
Elizabeth Phillips
Robert Phillips & Ryan Sanchez
Ms. Tammy Pioch
Mr. and Mrs. Edward Poole
Potlatch Shop*
Powder House*
Ann and William Regan
Kevin W. Rethore, Esq.
RnR Vacation Rentals
Diane Roberts
Mr. and Ms. Andy Rogers
Phill and Wendy Rogerson
Mr. and Ms. John Roos
Bernard and Shelley Ross

Linda Lorelle Williams
Jane Witter
The Wolff Family
Kevin Wood
YPE SF Bay Area
Michael Zylstra

*indicates Keep Tahoe Blue sticker businesses, funds raised for the League may be from direct donations and from sticker sales.

Legacy Society

Legacy Society members protect Lake Tahoe now and for the future by including the League in their bequest, will or trust. Estate gifts are the single most effective way to ensure that Lake Tahoe is protected in perpetuity. You, too, can leave a legacy for Lake Tahoe.

Visit keoptahoeblue.org/legacy to learn more, or contact 530.541.5388 or membership@keoptahoeblue.org.

Review the complete list of 2018 Keep Tahoe Blue members and supporters at keoptahoeblue.org/2018-supporters.

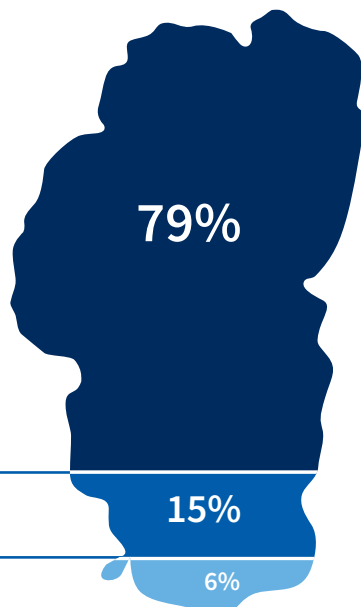
About the League



League finances

Expenses
Total: \$2,167,289.31

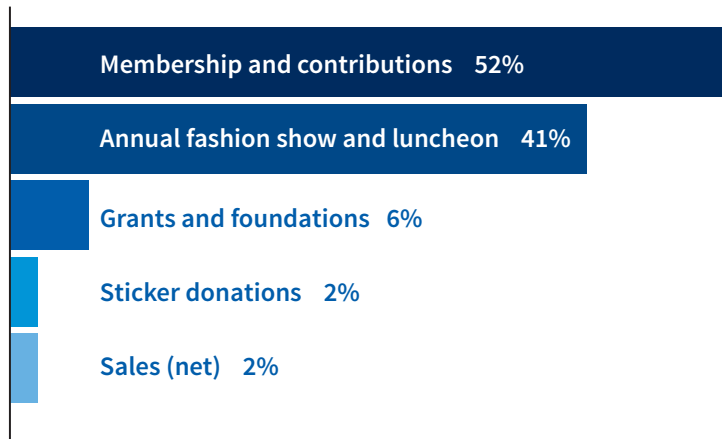
Programs to advocate, educate and collaborate to Keep Tahoe Blue



Fundraising

Management

Revenue
Total: \$2,180,518.26



Does not include interest. Find final audited financial statements: keptahoeblue.org/financials

League team



Board of directors

Top row from left:

Ash Daggs; Brooks Stratmore, Secretary; David Brandenburger, President; Lucas Giordano, Treasurer; Scott Drummond, Mike Zukerman

Bottom row from left

Dennis Neeley; Lorie Sinnott; Scott Torgan; Allyson Willoughby; William D. Evers, Jr., Vice President; Darcie Goodman Collins, Ph.D., CEO; Steve Spurlock; Bob Damaschino; Phil Metting van Rijn; Kim Milligan; David Blau

Not pictured: Hillary Marble, Mike Ross, Jeff Brown, Catherine Marken Boyle, Tom Mertens



Staff

Top row from left:

Joanna L. McWilliams, Communications Manager; Meghan McGowan, Chief Operating Officer; Amanda Rothstein, Development Director; Jesse Patterson, Chief Strategy Officer; Leila Maloney, Executive Assistant; Emily Frey, Natural Resources Associate; Martha Lopez, Membership Associate; Zack Bradford, Natural Resources Manager; Jennifer Laurence, Operations Manager

Bottom row from left:

Melissa Franz, Finance Associate; Marissa Fox, Esq., Legal and Policy Director; Marilee Movius, Community Engagement Manager; Darcie Goodman Collins, Ph.D., Chief Executive Officer; Ariana Capellini, Office & Store Associate;

Not pictured:

Gavin Feiger, Land Use Policy Analyst; Soloman Nunnally, Outreach Associate

About the League

The League is a solutions-based organization, focused on advocating for sensible environmental standards backed by science and monitoring, devoted community engagement, grassroots involvement, and a collective ideology of working together to Keep Tahoe Blue. We are a member-based organization: all of our successes are made possible through the generous support of our members.

Together, we Keep Tahoe Blue

Become a member, volunteer and visit our Fritzzi and David Huntington Environmental Education Center and Store.
2608 Lake Tahoe Boulevard, South Lake Tahoe, CA 96150
530.541.5388 | keep Tahoe Blue.org
info@keep Tahoe Blue.org
keep Tahoe Blue.org

2019 Objectives



Combating pollution

Micro-transit 2.0

The League plans to bring a new pilot micro-transit program to South Lake Tahoe in 2019, drawing on the lessons learned from last year's pilot program with Chariot. The League will identify sustainable sources of funding for transportation improvements and convene a bi-state working group to develop an action plan that details immediate on-the-ground solutions. The goal is to provide alternative ways to get around without a car and reduce pollution.

keptahoeblue.org/transit

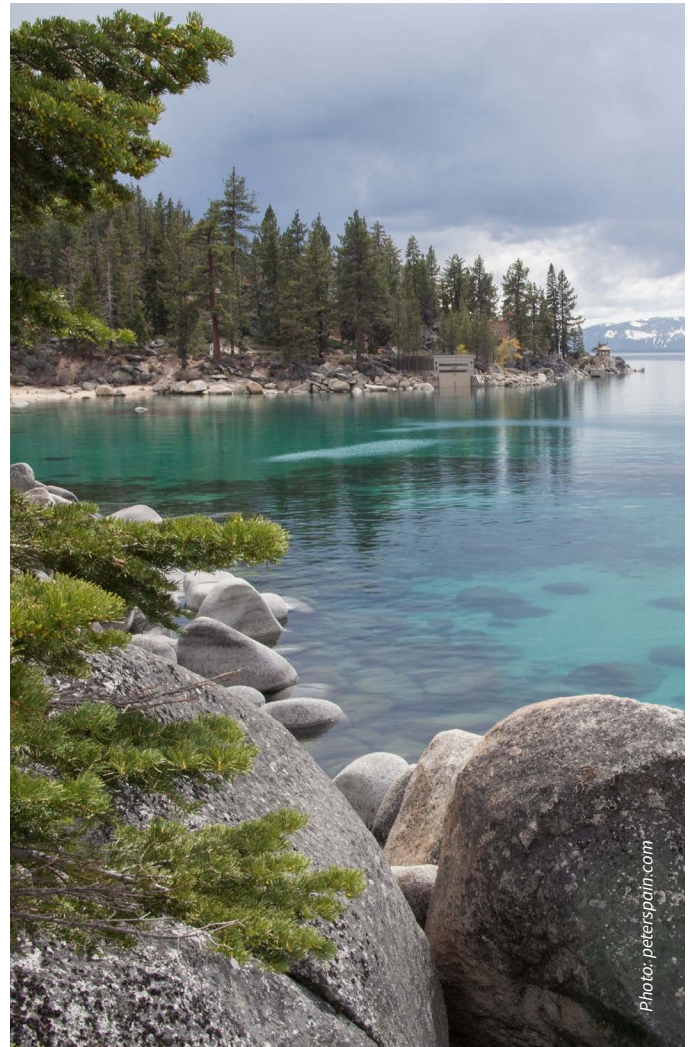


Promoting restoration

Restore Tahoe's streams and meadows

We will ensure that state and federal money from Proposition 68 and the Lake Tahoe Restoration Act is directed towards urgent restoration needs at Lake Tahoe. Funds will help reduce the flow of fine sediment into the Lake, the primary cause of loss of clarity. With a changing climate, restoration of streams and meadows is critical for protecting Lake Tahoe.

keptahoeblue.org/restore



Tackling invasive species

Deploy innovative solutions

The League will test weed-reducing technologies at the Tahoe Keys, ground-zero for aquatic weeds. Technologies to be studied range from an underwater bubble curtain, which prevents fragments of aquatic invasive plants from leaving infested areas, to aeration of the substrate, which reduces nutrients that feed invasive plants. The League will expand the most effective solutions to other areas of Lake Tahoe.

keptahoebblue.org/tahoe-keys

Protecting Tahoe's shoreline

A new era of shoreline protections

The League will ensure that the new Shoreline Plan is properly implemented (e.g. all buoys are registered and permitted) and will also launch a new volunteer program in 2019, Tahoe Blue Crew, designed specifically to remove and reduce litter from the Lake's shoreline.

keptahoebblue.org/tahoe-blue-crew



League to Save Lake Tahoe

LEAGUE TO SAVE LAKE TAHOE
2608 Lake Tahoe Boulevard
South Lake Tahoe, CA 96150
keptahoeblue.org

Forwarding service requested



2018
ANNUAL REPORT

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