

# Action Plan for Economic Development

## Twain Harte Community

### Characteristics and Values of the Community

The community of Twain Harte embraces diversity, with a mix of full-time residents, and part-time residents accounting for 30-40% of the population. Those with second homes remain connected and supportive, while renters may have a somewhat lesser degree of engagement. Twain Harte has an older demographic, with many retiring here after owning cabins. The COVID-19 pandemic saw a resurgence of people returning to their family cabins. Historically, the community has cherished freedom and a tranquil atmosphere. Some visitors view Twain Harte as a starting point for adventures elsewhere. A common sentiment is that Murphys and Twain Harte businesses are similar but branded differently.

However, the community has seen the departure of businesses and families. School attendance has dwindled significantly. And the rise of short-term rentals has led to concerns about noise, light disturbances and a housing shortage.

### Needs and Challenges of the Community

The general infrastructure of the downtown area requires attention. This includes pedestrian pathways and lighting, and traffic management. Ensuring safety for residents and visitors is paramount. Reliable electrical, internet, and technology services, as well as 911 service, are essential.

The surge in short-term rentals poses a growing issue, as they encroach on neighborhoods and reduce available housing for new families.

Many believe additional planning and regulation is necessary. Regulating building aesthetics and zoning is desired, with an emphasis on supporting local businesses and addressing housing challenges. Restrictions on short-term rentals may be necessary to address noise, light, and housing concerns.

Enhanced communication among residents is a pressing requirement for the community's well-being. Within the community, there is a divergence of preferences; some residents seek increased activities, opportunities, and action for themselves and their children, while others prefer a quiet, serene town where the tranquil summer nights are undisturbed by community events. In this context, local support and unity hold a pivotal role in driving the success of community initiatives, bridging the gap between differing aspirations and ensuring collective progress.

## Ongoing Projects

Twain Harte Community Services District is building a new 1-acre project, Meadows Park, as well as expanding and rehabbing pickleball courts, and reconstructing the tennis courts with a clay surface.

Current community engagement efforts involve groups like Twain Harte Partners, who coordinate activities in the community.

The Twain Harte Homeowners are addressing issues related to trails, lighting, signage, community maintenance, and litter removal. Discussions are underway regarding solar-powered downtown lighting, walking paths, signage, and charging stations. They are also initiating a beautification program.

## Action Items to Bring Progress

### 1. Develop Local Support and Planning

The success of community initiatives strongly relies on the growth of local support, and cohesiveness within the community is considered integral for progress. The community's collective desire is to foster the local economy while preserving the picturesque, natural, and tranquil lifestyle that initially drew many of us here. A community group must be formed to discuss ideas to establish a focused growth objective. Then develop plans for marketing programs to effectively showcase and promote the unique appeal of Twain Harte to a broader audience.

### 2. Infrastructure Improvements

Critical infrastructure enhancements must occur. A primary focus is ensuring residence and visitor safety, addressing traffic concerns, and maintaining public spaces like parks. This includes improving lighting and pedestrian pathways, as well as signage and parking. A possible solution is road improvements with an emphasis on traffic control.

### 3. Local Regulation

Passing and enforcing short-term rental regulations, particularly on platforms like Airbnb, and ensuring landlord accountability, are necessary to control housing use. Implementing noise ordinances is a potential solution to maintain the community's peaceful atmosphere.