MEMORANDUM
COUNTY EXECUTIVE OFFICE
ADMINISTRATION
County of Placer

TO: Honorable Board of Supervisors   **DATE:** June 25, 2024

FROM: Daniel Chatigny, County Executive Officer

BY: Lindsay Romack, Community and Government Relations Specialist- Tahoe

SUBJECT: Winter Parking Management Program Update

ACTION REQUESTED

Receive a presentation from the County Executive Office and Ski Resort Representatives on results of Winter 2023-24 Parking Management Programs.

BACKGROUND

Parking management programs have been identified as effective measures for mitigating traffic congestion and promoting the adoption of alternative transportation modes beyond personal vehicle usage. There has been growing support and recognition of the need for parking management in the Tahoe region and it has been included as an important strategy in the Resort Triangle Transportation Plan, Tahoe Regional Planning Agency's Regional Transportation Plan, and other regional planning documents.

The 2022-23 winter in North Lake Tahoe saw record-breaking snowfall and increased traffic impacts on area roadways with skiers trying to drive to the resorts to enjoy the snowfall. In response to this, both Northstar California Resort and Palisades Tahoe instituted parking management programs for the winter of 2023-24.

Both programs targeted the high traffic volume time periods of weekends and holidays with parking reservation systems. The reservations were intended to reduce traffic on local roadways by providing guests with an assurance that there would be a parking space for those that reserved one and to encourage those that did not get a parking reservation to utilize the free transit options in the region including TART fixed-route, TART Connect, Mountaineer, and the Park and Ride program. Representatives from both resorts will present on the successes of the programs along with improvements they are exploring for next season.

FISCAL IMPACT

There is no fiscal impact associated with this item.

ATTACHMENTS

None