



County of Placer
North Tahoe Regional Advisory Council
175 Fulweiler Avenue ▪ Auburn, CA 95603 ▪ (530) 889-4010
County Contact ▪ Bridget Powers ▪ (530) 889-4010

REGULAR MEETING – FINAL AGENDA
6:00 pm, Thursday, June 13, 2024
North Tahoe Event Center
8318 N Lake Blvd., Kings Beach, CA. 96143

- 1. Call to Order**
- 2. Welcome & MAC Member Introductions**
- 3. Approval of June 13, 2024 Agenda**
- 4. Approval of May 9, 2024 RAC Meeting Minutes**
- 5. Public Comment:** (15 minutes – if additional time needed, comments to be heard at end of meeting)

This is the time for members of the public to address the MAC on any matter NOT listed on the agenda including upcoming community events or announcements. Please note that the MAC is not permitted to take any action on items addressed during public comment. Comments will be limited to three minutes, at the discretion of the Chair. If comments cannot be heard within the [3-minute time limit](#), the Chair may move the remainder of Public Comment to the end of the meeting.

6. Reports:

A. Community Reports

- i. Placer County Sheriff's Office
- ii. CalFire
- iii. North Tahoe Fire Protection District
- iv. North Tahoe Public Utility District
- v. Tahoe City Public Utility District
- vi. Tahoe Regional Planning Agency
- vii. North Tahoe Community Alliance
- viii. Tahoe City Downtown Association
- ix. North Tahoe Business Association

B. NTRAC Member Reports

C. County Supervisor Report

The RAC is composed of appointed community members whose purpose is to advise the Board of Supervisors about activities and problems of the area represented. Residents are encouraged to attend and talk about issues important to them. More info at www.placer.ca.gov/bos/mac. Placer County is committed to ensuring that persons with disabilities are provided the resources to participate fully in public meeting. If you require disability-related modifications or accommodations, including auxiliary aid or services, to attend or participate in this meeting, please contact the Board of Supervisor's Office.





7. Action Item(s): None

8. Information Item(s):

A. Kings Beach Parking Management Implementation Plan (Phase 1 North Tahoe Parking Management Program)

Informational item for DPW staff to present the summary of recommendations in the Kings Beach Parking Management Implementation Plan, prepared by Dixon Resources Unlimited, as part of a comprehensive community and stakeholder input and feedback process.

Presenter: Rebecca Taber, Placer County Department of Public Works Deputy Director

B. Kings Beach Center Property – History

Placer County staff will provide a history of the Kings Beach Center property, currently owned by Placer County; including redevelopment vision, economic and environmental goals and developer coordination.

Presenters: Stephanie Holloway, Placer County Deputy County Executive Officer, and Eric Findley, Placer County Real Estate Services Manager, Facilities Management.

C. Correspondence

1. Correspondence received for RAC from May 1, 2024 through June 7, 2024.

9. Future Agenda Items

10. Adjourn: Next Meeting Date: July 11, 2024



County of Placer

North Tahoe Regional Advisory Council

175 Fulweiler Avenue ▪ Auburn, CA 95603 ▪ (530) 889-4010

County Contact: Bridget Powers (530) 889-4010

REGULAR MEETING – DRAFT

6:00 pm, Thursday, May 9, 2024

Tahoe City Public Utility District

221 Fairway Drive, Tahoe City, CA 96145

1. Call to Order

Hanson called the meeting to order at 6:03 PM. A quorum was established.

MEMBERS PRESENT: Hanson, McFadden, Roeder, Chillemi, and Herrick

MEMBERS ABSENT: Miller, Hill, Steakley, and Fulda

STAFF PRESENT: Powers and Friedman

There were approximately 8 additional participants including presenters.

2. Welcome & MAC Member Introductions

3. Approval of May 9, 2024 Agenda

It was agreed items may be taken out of order.

ROEDER/HERRICK/UNANIMOUS

4. Approval of April 11, 2024 MAC Meeting Minutes

HERRICK/ROEDER/Carried with Chillemi abstaining

5. Public Comment

Danielle Hughes referred to a letter regarding the 39 North project. This item will be on a future agenda.

Andrew Ryan noted a lot of turnover and changing conditions since the Area Plan and Vision Plan were adopted. He suggested the documents be revisited and the committees be reconvened.

Ryan and Hughes noted Strong North Tahoe, derived from Strong Towns. They encouraged everyone to visit the website that addresses North Tahoe's local perspectives on upcoming projects.

Roeder asked if NTRAC should meet when there are no action items to be considered.

6. Reports

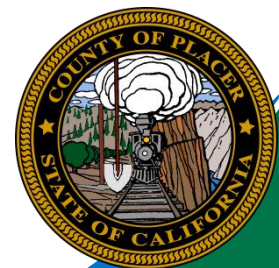
A. Community Reports

i. Placer County Sheriff's Office

MICHELLE Baxter: swore in 70 new people today in Auburn;;;doing a Unified Command Training June 19 with regional agencies in Olympic Valley at Palisades Parking lot;;; focused on wildfire & evacuation

ii. CalFire

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Battalion Chief Thomas Smith reminded everyone that spring is the time to address defensible space and home hardening. The May 1 burn permit season has begun. There is an online process for renewing permits.

Smithe reviewed staffing and equipment that will be available this season. The Airport District allocated \$2 million to fire and fuels reduction programs for four local fire districts.

Truckee EOC organized a training recently with 28 agencies to prepare for this season.

iii. North Tahoe Fire Protection District

No report was given.

iv. North Tahoe Public Utility District

No report was given.

v. Tahoe City Public Utility District

Director of Parks & Recreation Indra Windquest reported on the rehabilitation project on the north shore bike trail from Dollar Hill to Tahoe City this summer. The golf course opens tomorrow. The Summer Activity guide is out and programs are filling quickly. There are still kayak and paddleboard storage spots available. Contact TCPUD for more information.

vi. Tahoe Regional Planning Agency

No report was given.

vii. North Tahoe Community Alliance

Adam Wilson said the May Tuesday Morning Breakfast Club focused on summer construction and traffic. The June 4th meeting will be about trash mitigation. Videos of past Breakfast Club presentations are on the NTCA website.

The CAP and TOT Committees are combining to become the TOT Advisory Committee. Applications are being taken through May 12 for the 12 seats available. There was a brief discussion about how TBID law works and dictates that only assessed businesses can sit on Committees. That said, all meetings provide an opportunity for public comment.

viii. Tahoe City Downtown Association

Wilson announced the Tahoe City Food and Wine Classic and Tahoe Joy Festival coming up in June.

ix. North Tahoe Business Association

No report was given.

B. NTRAC Member Reports

There were no additional reports.

C. County Supervisor Report

Powers reported on upcoming meetings, including the Town Hall on May 15 at the Event Center where County projects will be presented.

The June 13 NTRAC meeting should include agenda items on the Parking Implementation Plan and 39 North.

TART Connect recently carried its 1 millionth rider.

Powers noted road construction and delays on the I-80 corridor between Colfax and the Nevada state line.

The Board of Supervisors is responding to the state-mandated Regional Housing Needs Allocation (RHNA) by rezoning. A site previously identified in Alpine Meadows has been pulled from the mix by the property owner.

Homewood hosted a “work in progress” public meeting in April to described its new plans for the area.

The robot BEBOT was tested against humans in trash collection and the BOT won.

The Truckee Tahoe Community Foundation is accepting workforce scholarship applications.

Chillemi noted NTRAC asked for an update on County projects. McFadden noted the spreadsheet that was distributed. Perhaps it just needs to be updated.

7. Action Items: None

8. Information Items;

A. Tahoe XC Lodge Project

Tahoe City Public Utility District has requested \$250,000 in Area #2 (West Shore/Olympic Valley Area) Park Dedication Fees to support construction of Phase 1 of the Tahoe XC Lodge Project. Tahoe City PUD is working in cooperation with the Tahoe Cross Country Ski Education Association in the development of this project. Presenters will discuss the County Park Dedication Fee Program and project details. Input received from the MAC will be conveyed to the Parks Commission and Board of Supervisors.

Presenters: Andy Fisher, Placer County Parks, Trails, and Open Space; Kim Boyd, Tahoe City PUD; Sue Rae Irelan, Tahoe Cross Country Ski Education Association

Ted Rowe provided an overview of how Park Dedication Fees are collected and allocated. Area 2 currently has a fund of approximately \$1.09 million. Staff will report on tonight's comments to the Parks Commission, which will make a recommendation to the Board of Supervisors on the request.

Sue Rae Irelan provided background on the Tahoe Cross Country Ski Education Association (TCCSEA) and the programs it provides as a concessionaire to the Tahoe City PUD, which owns the cross country center. Tonight's request is for \$250,000 for Phase 1 of the Tahoe Cross-Country Lodge project, which is site preparation. TCPUD was the lead agency for CEQA and has committed up to \$250,000 to the project.

Irelan reviewed the budget for the project, fundraising efforts, and how the facility will be used. A brief discussion followed as the project components were clarified.

The topic was open to public comment. Molly Kasper appreciates that the cross country center provides affordable access for recreation to the entire region.

There was general agreement that this would be a good use of Park Dedication fees.

B. Correspondence

1. Correspondence received for RAC from April 5, 2024 through May 1, 2024

9. Future Agenda Items

The Parking Implementation Plan

39 North

Chillemi asked for an update on County projects, the TBAP amendments, and the Tahoe City Lodge.

Powers noted there may be a Town Jall on July 25 for the Village at Palisades. She asked if NTRAC wanted to participate in a joint meeting on July 20th to hear the project. The EIR will not be released until mid-July and should go the Planning Commission in mid-August, so the time is tight. Discussion on the joint meeting will be on the June NTRAC agenda.

10. Next Meeting Date: June 13, 2024

Adjournment

The meeting was adjourned at 7:52 PM.

Respectfully submitted,
Judy Friedman, Recording Secretary



COMMUNITY DEVELOPMENT RESOURCE AGENCY
Environmental Coordination Services
County of Placer

ENVIRONMENTAL COORDINATION SERVICES GOING ALL-ELECTRONIC

As of **May 15, 2024**, the Community Development Resource Agency's Environmental Coordination Services (ECS) will transition to all-electronic publishing of California Environmental Quality Act (CEQA) environmental review documents released for public review, including but not limited to the following:

- Negative Declarations (ND)
- Mitigated Negative Declarations (MND)
- Notices of Preparation/Initial Study Checklists (NOP/IS)
- Draft Environmental Impact Reports (DEIR)
- Final Environmental Impact Reports (FEIR)

Environmental review documents will now be published exclusively online for review/download. For those without internet access, computer kiosks are available to visitors at the Community Development Resource Agency lobbies in Auburn and Tahoe, at the County Clerk/Recorder's offices in Rocklin and Auburn, and at all County libraries¹. Staff are available at these locations to assist visitors if needed. Hard copies of environmental documents will only be available for a fee and upon request to Environmental Coordination Services².

ECS will continue to distribute notifications by regular mail and/or email as usual to individuals who have requested to be added to our interested parties list, as well as nearby property owners, State/Federal/Local Agencies, publication in newspaper(s), and more. This may include the following notices:

- Notices of Intent (to adopt a ND/MND) - NOI
- Notices of Preparation (of an EIR) - NOP
- Notices of Availability (of a DEIR) - NOA
- Notices of Availability (of a FEIR) - NOA

Background Regarding the Change to All-electronic Publishing

As of November 3, 2020, the Office of Planning and Research-State Clearinghouse (OPR/SCH) stopped accepting emails and hard copies of environmental documents and notices, and now requires all lead agencies submit all CEQA documents and their associated notices electronically via OPR's CEQA Submit platform. The Placer County Clerk/Recorder's Office has also transitioned to all-electronic submittals and postings.

¹ Community Development Resource Agency-Auburn, 3091 County Center Drive, Auburn
Community Development Resource Agency-Tahoe, 775 North Lake Boulevard, Tahoe City
Placer County Clerk Recorder's Office,
Placer County Clerk Recorder's Office,
Auburn Library, 350 Nevada Street, Auburn
Colfax Library, 10 W. Church Street, Colfax
Foresthill Library, 24580 Main Street, Foresthill
Granite Bay Library, 6475 Douglas Blvd., Granite Bay
Kings Beach Library, 301 Secline Street, Kings Beach
Rocklin Library, 4890 Granite Drive, Rocklin
Tahoe City Library, 740 N. Lake Blvd., Tahoe City
Roseville Library, 225 Taylor Street, Roseville
Lincoln Library, 485 Twelve Bridges Drive, Lincoln
Truckee Library, 10031 Levon Avenue, Truckee
Loomis Library and Community Learning Center, 6050 Library Drive, Loomis

² 50¢ for first page, 25¢ per page thereafter. Additional charge for color copies and binding.
3091 County Center Drive, Suite 190 / Auburn, California 95603 / (530)745-3132 / Fax (530)745-3080
email: cdraecs@placer.ca.gov

Because of these changes at the State and local level, ECS has already transitioned to submitting documents electronically to the OPR/SCH and the County Clerk. Recognizing the State and local shift to electronic documents, ECS will fully transition to an all-electronic publishing protocol for its Public Review Environmental Documents, including NDs/MNDs, DEIRs, and FEIRs effective May 15, 2024.

Because ECS is already submitting these documents to the OPR/SCH and the County Clerk electronically, and the majority of our distribution goes to the public and the agencies electronically, what this change means from a practical standpoint is that ECS will no longer print hard copy environmental review documents for placement at our front counters, the County Clerk's office, or the libraries. ECS will continue to print and mail hard copy notices (NOI, NOP, NOA, etc.) associated with the release of an environmental document for public review.

This transition to all-electronic publishing of environmental review documents provides the added benefit of a single volume Final EIR. In other words, rather than preparing a stand-alone DEIR (the analysis document) and a stand-alone FEIR (the response to comments document) as ECS currently does, the Final EIR will now 'replace' the Draft EIR in its entirety, eliminating the need to retain and refer to both documents separately. The Final EIR will consist of the Draft EIR edited to include any revisions warranted following the DEIR public review period, as well as all public comments, responses to those comments, and the Mitigation Monitoring and Reporting Program (MMRP).

Some of the expected benefits of this change to all-electronic publishing include a significant reduction in paper usage and cost, a reduction in delays in document release dates, consistency with the State/local agency transition to electronic submittals; and single-volume FEIRs.

Contact Environmental Coordination Services at cdraecs@placer.ca.gov or 530.745.3132 if you have any questions.

**NOTICE OF PUBLIC HEARING
PLACER COUNTY ZONING ADMINISTRATOR**

WHERE: PLANNING COMMISSION HEARING ROOM
3091 COUNTY CENTER DRIVE, AUBURN, CA 95603

WHEN: MAY 16, 2024 10:00 A.M.

SUBJECT: PLN21-00069
BRAYLINGA/BOYLE VARIANCE - EXTENSION OF TIME
CATEGORICAL EXEMPTION
SUPERVISORIAL DISTRICT 5 (GUSTAFSON)

Consider a request from the property owner, Tracy Braylinga and Chris Boyle, for approval of an Extension of Time for the previously approved Variance to the following: front setback requirement of 20 feet from property line to allow for a zero foot setback, the side property lines to the north to allow for a setback of 2.5 feet and 2.5 feet and zero feet to the southern side property lines, where 5 feet would otherwise be required, a rear setback of 1.5 feet where 10 feet is required, a watercourse setback of 92 feet where 100 feet from centerline is required, a 3 bedroom residence where the density of 1.7 bedrooms would be allowed, 2 parking spaces where 3 parking spaces are required, and allowing for site coverage of 62 percent, where 35 percent is the maximum permissible for the construction of a single-family residence. The subject property, Assessor's Parcel Number 096-030-035-000, comprises approximately .067 acres, is currently zoned HDR PD=25 (High Density Residential, Planned Development of 25 bedrooms per acre) and is located at 241 Granite Chief Road in the Olympic Valley area. The Zoning Administrator will also consider a finding of Categorical Exemption in accordance with Section 15302 of the California Environmental Quality Act Guidelines and Section 18.36.040 (Class 2 – Replacement or reconstruction) of the Placer County Environmental Review Ordinance.

Accommodations for disabled or non-English speaking residents will be made available upon advance request; please contact the Clerk of the Board at (530) 889-4020, between the hours of 8:00 a.m. and 5:00 p.m. on Monday through Friday.

You may direct written comments to the Clerk of the Board at 175 Fulweiler Avenue, Auburn, CA 95603 or you may telephone the clerk at (530) 889-4020. In addition, information is available for review by calling the Clerk of the Board at (530) 889-4020, between the hours of 8:00 a.m. and 5:00 p.m. on Monday through Friday.

Interested persons are invited to attend the hearing through the means provided on the meeting agenda, found at [https:// www.placer.ca.gov/AgendaCenter#cat20](https://www.placer.ca.gov/AgendaCenter#cat20). All letters, written materials, studies or reports, should be delivered to the Zoning Administrator Clerk at 3091 County Center Drive Ste. 140, Auburn, CA 95603, or emailed to the clerk at zoningadministrator@placer.ca.gov at least 24 hours or (1) business working day prior to the beginning of the meeting.

The Community Development Resource Agency contact for this project, Heather Beckman, can be reached at (530) 388-6484 or hbeckman@placer.ca.gov.

Zoning Administrator
Clerk of the Board
Community Development Resource Agency Staff: Heather Beckman, Senior Planner

**NOTICE OF PUBLIC HEARING
PLACER COUNTY BOARD OF SUPERVISORS**

WHERE: HEALTH AND HUMAN SERVICES HEARING ROOM
11434 B AVENUE, AUBURN, CA 95603

WHEN: May 21, 2024 – 10:00 AM

SUBJECT: Public hearing to consider the Housing Needs Rezone Program General Plan Amendment, Housing Element Amendment, Zoning Text Amendment, Rezone, Environmental Impact Report

NOTICE IS HEREBY GIVEN that the Placer County Board of Supervisors will conduct a public hearing at the above place and time to consider a recommendation from the Planning Commission for approval of the following: 1) a Resolution to amend the General Plan (Table 1-1: Relationship Between General and Community Plan Land Use Designations; Table 1-2: Development Standards; Table 1-3: General Plan Land Use Designations and Consistent Zoning Districts) to create a new land use designation “High Density Residential 20/30 (HDR 20/30)”; 2) an Ordinance to amend Placer County Code Chapter 17 (Zoning Ordinance), Articles 17.06 and 17.48 to incorporate amendments to the same to create a new zoning designation, Residential Multifamily 30 (RM30), and to amend Section 17.60.120: Nonconforming uses; 3) an Ordinance to rezone the following parcels (APNs 019-191-020-000; 043-060-045-000; 043-060-048-000; 047-150-053-000; 046-090-042-000; 048-132-073-000; 468-060-019-000; 038-104-095-000; 076-420-063-000; 076-420-064-000; 052-043-009-000; 054-290-064-000; and 054-290-065-000) from their current zoning designations to RM30-Dc (Residential Multifamily 30, Combining Design Corridor) (the ordinance also includes additional sites, APNs 023-240-077-000, 023-240-038-000, 473-010-001-000, 473-020-015-000, 095-050-042-000, 043-060-032-000, 474-130-001-000, 474-130-002-000 and 052-071-001-000 should the Board decide to modify the Planning Commission recommendation and rezone alternate properties); 4) authorization for the Community Development Resource Agency Director to prepare a Housing Element Amendment and submit it to the State Department of Housing and Community Development based on the sites approved for rezoning; and 5) direct staff to prepare a nexus study that analyzes in lieu fees and other incentives to provide affordable housing in Placer County.

The Board of Supervisors will also consider a recommendation to certify the project’s Environmental Impact Report and Mitigation Monitoring and Reporting Plan (SCH#2023100581), prepared for the project pursuant to the California Environmental Quality Act.

Interested persons are invited to attend the hearing through the means provided on the meeting agenda, found at <https://www.placer.ca.gov/9527/2024>. Accommodations for disabled or non-English speaking residents will be made available upon advance request; please contact the Clerk of the Board at (530) 889-4020.

You may direct written comments to the Clerk of the Board of Supervisors, 175 Fulweiler Avenue, Auburn, CA 95603, or you may telephone the Clerk of the Board at (530) 889-4020. If you challenge the proposed action in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the county at, or prior to, the public hearing.

Information is available for review by contacting the Community Development Resource Agency contact for this project, Kally Kedinger-Cecil, who can be reached at (530) 745-3034 or kkedinge@placer.ca.gov.

BOARD OF SUPERVISORS
Clerk of the Board, Megan Wood
Community Development Resource Agency Staff: Kally Kedinger-Cecil, Senior Planner

**NOTICE OF PUBLIC HEARING
PLACER COUNTY ZONING ADMINISTRATOR**

WHERE: PLANNING COMMISSION HEARING ROOM
3091 COUNTY CENTER DRIVE, AUBURN, CA 95603

WHEN: JUNE 20, 2024 10:00 AM

SUBJECT: PLN23-00464
HALEY GARAGE ADDITION VARIANCE
CATEGORICAL EXEMPTION
SUPERVISORIAL DISTRICT 5 (GUSTAFSON)

Consider a request from the applicant Ron Driller, on behalf of the owner Russell Haley, for approval of a variance to the required Cedar Crest Avenue 20-foot front setback to recognize an existing detached garage approved by a permit in 1983 (permit number B35170) but built in the wrong location and encroaching into the front setback (variance request eight feet for garage; 5.6 feet for eaves). The applicant also requests a 17.5-foot front setback to structural post (15.5 feet to eaves) for a proposed ground floor entry porch attached to the garage and an 11.5 foot front setback for proposed living space above the existing garage, whereas a 20-foot front setback is otherwise required. The subject property, Assessor's Parcel Number 083-063-023-000 comprises approximately 0.28 acre is zoned Tahoe Park/Pineland Residential Subdistrict of the Tahoe Basin Area Plan and is located at 1690 Cedar Crest Avenue in the Tahoe City area. The Zoning Administrator will also consider a finding of Categorical Exemption in accordance with Sections 15303 and 15305 of the California Environmental Quality Act Guidelines and Section 18.36.050 (Class 3 – New construction or conversion of small structures) and Section 18.36.070 (Class 5 – Minor alterations in land use limitations) of the Placer County Environmental Review Ordinance.

Accommodations for disabled or non-English speaking residents will be made available upon advance request; please contact the Clerk of the Board at (530) 889-4020, between the hours of 8:00 a.m. and 5:00 p.m. on Monday through Friday.

You may direct written comments to the Clerk of the Board at 175 Fulweiler Avenue, Auburn, CA 95603 or you may telephone the clerk at (530) 889-4020. In addition, information is available for review by calling the Clerk of the Board at (530) 889-4020, between the hours of 8:00 a.m. and 5:00 p.m. on Monday through Friday.

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The Community Development Resource Agency contact for this project, Heather Beckman, can be reached at (530) 388-6484 or hbeckman@placer.ca.gov.

Zoning Administrator
Clerk of the Board
Community Development Resource Agency Staff: Heather Beckman, Senior Planner

**NOTICE OF PUBLIC HEARING
PLACER COUNTY ZONING ADMINISTRATOR**

WHERE: PLANNING COMMISSION HEARING ROOM
3091 COUNTY CENTER DRIVE, AUBURN, CA 95603

WHEN: JUNE 20, 2024 10:10 AM

SUBJECT: PLN24-00079
PALISADES TEMP REPLACEMENT OF EXISTING WIRELESS FACILITY
MINOR USE PERMIT TYPE B
CATEGORICAL EXEMPTION
SUPERVISORIAL DISTRICT 5 (GUSTAFSON)

Consider a request from the applicant, Pamela Nobel, Centerline Communications, on behalf of property owner, Alterra Mountain Co. Real Estate for approval of a Minor Use Permit to allow the removal and replacement of the existing wireless facility. All existing equipment and wood pole will be removed. A temporary facility is proposed, including, but not limited to, a new 56' metal monopole, nine antennas, twelve remote radio units, equipment cabinets, an equipment cover, and associated utility gear on a new cell block foundation. The installation will be surrounded by a chain link fence with privacy slats mounted to the sides of the cell block foundation. Once the pending Verizon monopole is constructed, installation complete and available for AT&T colocation, the temporary facility will be removed. The subject property, Assessor's Parcel Number 096-221-029-000, comprises approximately 12.1 acres is zoned Village Commercial District (VC), Forest Recreation (FR), and Heavy Commercial (HC) District, and is located at 1700 Squaw Place Loop in the Olympic Valley area. The Zoning Administrator will also consider a finding of Categorical Exemption in accordance with Section 15302 of the California Environmental Quality Act Guidelines and Section 18.36.040 of the Placer County Environmental Review Ordinance (Class 2 – Replacement or Reconstruction).

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The Community Development Resource Agency contact for this project, Heather Beckman can be reached at (530) 388-6484 or hbeckman@placer.ca.gov.

Zoning Administrator
Clerk of the Board
Community Development Resource Agency Staff: Heather Beckman, Senior Planner

**NOTICE OF PUBLIC HEARING
PLACER COUNTY ZONING ADMINISTRATOR**

WHERE: PLANNING COMMISSION HEARING ROOM
3091 COUNTY CENTER DRIVE, AUBURN, CA 95603

WHEN: JUNE 20, 2024 11:10 AM

SUBJECT: PLN22-00450
SOUZA BED AND BREAKFAST MINOR USE PERMIT TYPE B
CATEGORICAL EXEMPTION
SUPERVISORIAL DISTRICT 2 (LANDON)

Consider a request from the property owners, Jeff and Julia Souza, for approval of a Minor Use Permit to allow the applicant to operate Bed and Breakfast in accordance with Section 17.56.070 (Bed and Breakfast Lodging) and Section 17.58.120 (Minor Use Permit) of the Placer County Code. The subject property, Assessor's Parcel Number 026-220-071-000, comprises approximately 20 acres, is currently zoned F-B-X 10 Ac. Min (Farm Combining Minimum Building Site of 10 Acres), and is located at 4200 Oak Valley Drive in the Auburn area. The Zoning Administrator will also consider a finding of Categorical Exemption in accordance with Section 15301 of the California Environmental Quality Act Guidelines and Section 18.36.030 (Class 1 – Existing Facilities), of the Placer County Environmental Review Ordinance.

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The Community Development Resource Agency contact for this project, Jared Peters, can be reached at (530)-745-3523 or jpeters@placer.ca.gov.

Zoning Administrator
Clerk of the Board
Community Development Resource Agency Staff: Jared Peters, Assistant Planner

Kings Beach Parking Management Implementation Plan

Prepared for the
County of Placer
May 15, 2024

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Introduction

Purpose

The Kings Beach Parking Management Implementation Plan (Plan) was developed by Dixon Resources Unlimited (DIXON) for the County of Placer (County) to address parking management challenges in and around the community of Kings Beach. This Plan illustrates the recommended implementation steps to improve parking management from policy, supply and demand management, enforcement, and wayfinding perspectives. Since Placer County Code already restricts parking on County roadways during the winter months in East Placer to facilitate snow removal operations annually from November 1 through April 30, the scope of this Plan is to address summertime parking impacts from May 1 to October 31 annually.

This Plan builds upon the direction provided in the 2020 Resort Triangle Transportation Plan (RTTP), the 2021 Tahoe Basin Area Plan (TBAP), the 2013 Kings Beach Vision Plan, and a variety of community outreach conducted in 2023 and 2024. Collectively, the wider goals of transportation in the North Lake Tahoe area include:

- Managing impacts of increased travel demand and associated vehicle congestion.
- Promoting alternative transportation and reducing reliance on private vehicles.
- Achieving environmental goals including lowering emissions and Vehicle Miles Traveled (VMT).
- Supporting economic vitality through enhancing adequate parking turnover and making more efficient use of available land.
- Ensuring the safety and accessibility of Kings Beach to all users.
- Mitigating spillover parking impacts on neighborhoods.

These goals generally support summer paid parking and residential permit parking, which this Plan focuses on in addition to general parking management program recommendations.

Background

Kings Beach is a popular destination in the summer for beach tourism. It has been identified in the RTTP and by community feedback that extremely impacted parking conditions occur each summer, whereby beach parking lots are packed and vehicles park on designated and undesignated parking spaces throughout commercial and residential streets. There is a need to both improve the management of parking demand and find ways to increase parking supply.

Over the years, the County's on-street parking supply has fluctuated. In 2017, the Kings Beach Commercial Core Improvement Project (KBCCIP) delivered a number of road, sidewalk, lighting, landscaping, and water quality improvements. The changes to the State Route 28 (SR 28, otherwise known as North Lake Boulevard) road configuration from four lanes to three lanes with two new roundabouts decreased the parking supply in the commercial core, which the County offset by constructing off-street lots for recreational and commercial use, as well as on-street "pervious parking pads."

Recently, the County has taken several initial steps to improve parking management, including the adoption of several ordinance updates by the County Board of Supervisors in October and November of 2023. These changes include:

- Establishing a violation for parking on public sidewalks or pedestrian pathways.
- Prohibiting parking on privately owned property within the unincorporated area of the County without consent from property owners.
- Enabling the County to enforce parking restrictions on private commercial property subject to a written agreement and posted signage.
- Adding parking restrictions on certain County roadways to prevent vehicles from parking on dirt shoulders adjacent to environmentally sensitive areas.
- Adopting an escalating fine schedule for parking violations, as outlined in Figure 1.

Figure 1. Updated Parking Fine Schedule

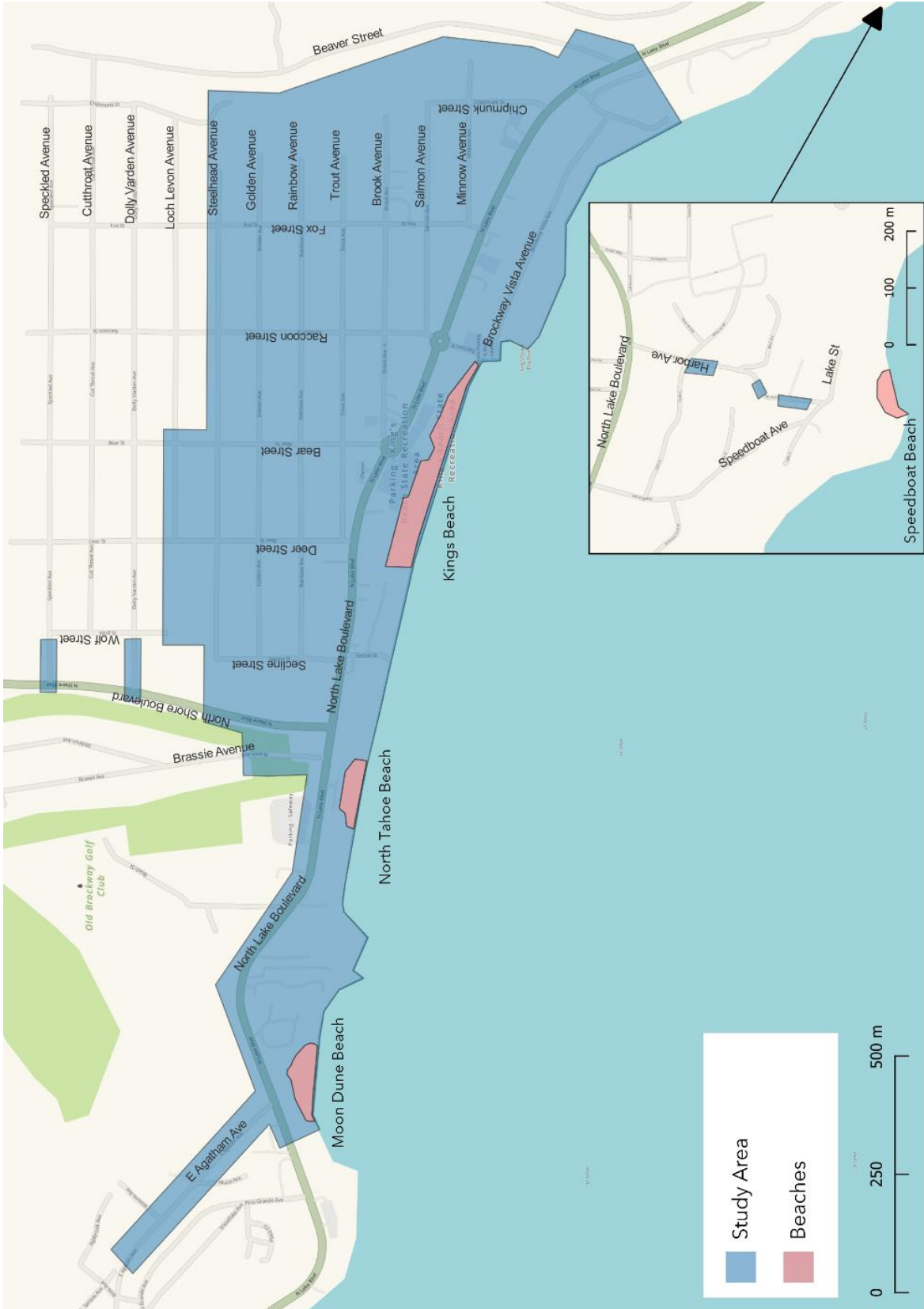
Code Section	Description of Code	Previous Fine	Fine Amounts		
			1st	2nd	3rd or More
10.12.020(B)	Unauthorized Parking on County Roadway November 1 - May 1 (Snow Area)	\$50.00	\$150	\$250	\$450
10.12.030(B)	Blocking Vehicular Traffic Flow (Snow Area)	\$98.50	\$150	\$250	\$450
10.12.120	Parked in a Restricted Area	\$100	\$150	\$250	\$450
10.12.300	Unauthorized Parking on Private Properties	NA	\$150	\$250	\$450
10.12.090(B)	Parking too close to an Intersection	NA	\$100	\$200	\$300
10.24.090	Parked over 72 Hours	NA	\$100	\$200	\$300
10.12.130	Parked on Sidewalk	NA	\$100	\$200	\$300
10.16.010	Restrictions for Vehicle Parking and Sales Activities on County Highway	NA	\$100	\$200	\$300
10.12.280	Parking in Residential Permit Parking Zone without Permit	\$100	\$100	\$200	\$300
10.12.290	Unauthorized Parking on County Properties	\$100	\$100	\$200	\$300
10.12.100(A)	Red Curb: No Parking	NA	\$100	\$200	\$300
10.12.100(B)	Yellow Curb: Loading Zone	NA	\$100	\$200	\$300
10.12.100(C)	White Curb: Passenger Loading	NA	\$50	\$100	\$200
10.12.100(D)	Green Curb: Limited Time	NA	\$50	\$100	\$200
10.12.100(E)	Blue Curb: Disabled Parking	\$280	\$450	\$450	\$450
10.12.070	Unauthorized Parking in Disabled Space	\$280	\$450	\$450	\$450

Parking Management Zone Exhibit

The Parking Management Zone outlined in Figure 2 demonstrates the geographic area that is targeted by the strategies in this Plan. This exhibit was developed based on a review of existing parking conditions, the Tahoe Basin Area Plan zoning, exhibits identified in the RTTP, the boundaries of the Kings Beach Benefits Assessment District (KBBAD), as well as feedback from community input and stakeholder groups such as the North Tahoe Business Association’s Economic Vitality Committee (NTBA EVC).

The Parking Management Zone encompasses the commercial core of Kings Beach, four public beaches, some of the neighborhood roads immediately adjacent to beach attractions, all ingress/egress points to Kings Beach (including access points from North Shore Boulevard/SR 267 onto Speckled Avenue, Dolly Varden Avenue, and a portion of Tahoe Vista.)

Figure 2. Parking Management Zone Exhibit

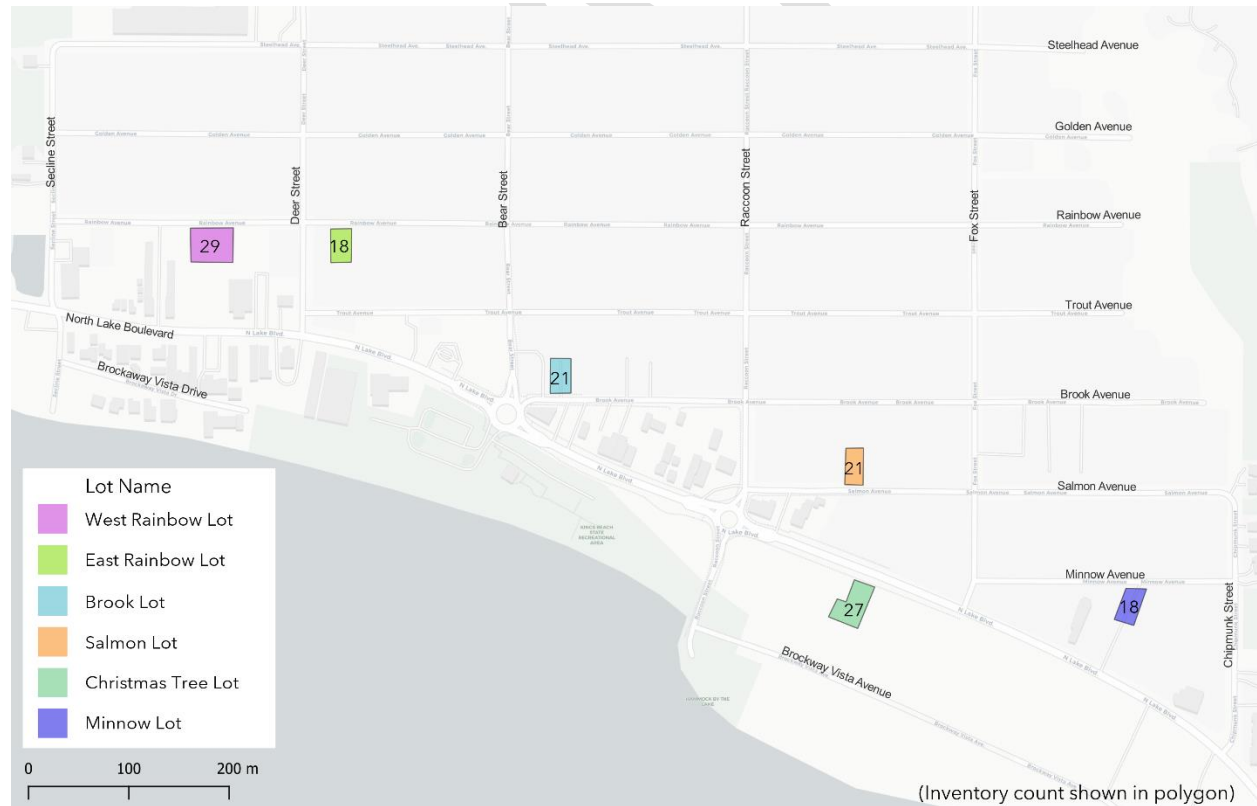


Parking within the Parking Management Zone is managed by different stakeholders, including:

- **The County:** on-street parking in the commercial core, adjacent residential streets, and by Speedboat Beach; off-street parking in six parking lots (these are shown with current inventory counts in Figure 3).
- **Caltrans:** on-street parking on SR 28.
- **State Parks:** parking at Kings Beach State Recreation Area (Kings Beach SRA).
- **California Tahoe Conservancy (CTC) and State Parks:** CTC owns North Tahoe Beach, Moon Dune Beach, and Secline Beach while State Parks operates these on CTC’s behalf. North Tahoe Beach has an improved beach parking lot that is enforced by State Parks; Moon Dune Beach does not have any on-site parking and visitors typically park on Caltrans right-of-way along SR 28, on the dirt shoulder behind the vertical curb of SR 28 by the CTC’s Snow Creek restoration area—which is now prohibited—and on nearby Placer County residential roads; Secline Beach parking is on County right-of-way.
- **North Tahoe Public Utilities District (NTPUD):** The NTPUD also owns a portion of Secline Beach.

Outside of the Parking Management Zone is also parking at Tahoe Vista Recreation Area, which is managed by the North Tahoe Public Utility District (NTPUD).

Figure 3. Location and Inventory of County Parking Lots



Plan Development Process

This Plan was developed through the following activities:

- Review of background information, including the Resort Triangle Transportation Plan (RTTP), RTTP parking analysis and studies, RTTP implementation plans, staff reports, parking management strategies, community and stakeholder feedback received from recent parking workshops and surveys, current codes and pending code amendments, and related interpretations by County Counsel.
- Regular project meetings with DIXON and County staff.
- On-site assessment of parking conditions that included DIXON, County Staff, and NTBA EVC members.
- Existing conditions review, conducted through virtual and in-person site assessments, County staff interviews, and conversations with the NTBA EVC.
- Extensive stakeholder engagement process, including meetings with Caltrans, CTC, State Parks, NTPUD, NTBA EVC, The League to Save Lake Tahoe (Keep Tahoe Blue), and local business owners.
- Community engagement, including two rounds of community meetings for a total of five public meetings, as well as email feedback. A summary of themes identified from the community outreach can be found in Appendix A.

The steps outlined in this Plan are recommendations based on recent findings and should be taken incrementally with ongoing evaluation and community feedback to shape future actions as challenges may evolve. Steps do not need to be followed in the exact order they are presented in. This Plan is meant to be used to highlight important considerations, measures, and best practices to optimize operations, regardless of the approach chosen. The County is encouraged to adjust the implementation approach as needed to design a program that best fits the unique and ever-changing needs of the community.

Project Team

The County established a working group focused on supporting the development of this Plan. The working group encompassed the following departments and divisions:

- Department of Public Works (DPW)
 - Tahoe Engineering
 - Road Division
- County Executive Office, Tahoe
- Community Development Resource Agency (CDRA)
 - Planning Services
 - Code Enforcement
- Placer County Sheriff's Office
- Placer County District 5 Supervisor's Office

The County developed this Plan with the support of DIXON, a California-based parking and transportation management consulting firm offering extensive knowledge and hands-on experience with strategic planning and implementation of parking programs.

General Parking Management Strategies

Several opportunities have been identified for the County to streamline parking management and enhance the overall parking experience. These include strategic investments in technology and signage, adjustments to operations, and policy updates. Implementing the following parking management strategies alongside the introduction of paid parking will optimize the parking program based on current needs and offer adaptability based on future needs.

Parking Enforcement Recommendations

Policies can only provide the intended impact on parking management with sufficient public education and compliance. Parking enforcement in the Parking Management Zone is covered by State Parks, California Highway Patrol (CHP), Placer County Sheriff's Office, County Code Enforcement (a division within the CDRA), and DPW. While there are many agencies working together in this capacity, each agency is limited in the number of dedicated or partial parking enforcement resources available.

The following recommendations illustrate strategies for the County to boost the effectiveness of existing parking management policies and are good practices to put in place ahead of and in tandem with further parking policy changes. Before introducing policy changes, the County has the opportunity to better manage the current posted policies this summer to demonstrate the effectiveness of the program.

Enforcement Technology

- ❑ **Procure handheld citation issuance devices.** Equipping parking enforcement staff with handheld citation issuance devices can help increase the efficiency of enforcement. The handhelds can issue warning notices electronically, monitor for repeat offenders, easily capture photos of violations and attach them to citations, offer drop-down menus to standardize inputs, and integrate with payment and permit systems for faster verification. The County can acquire handhelds through its citation management vendor.
- ❑ **Procure vehicle-mounted mobile License Plate Recognition (LPR) cameras.** LPR technology integrates with paid parking and citation management technologies to monitor for compliance based on license plate numbers, and it automates several manual enforcement processes to maximize efficiency and coverage. This license-plate based enforcement model is discussed later in this Plan. In addition to being a parking compliance tool, LPR cameras can collect data for parking utilization analysis, which will enable the County to determine various metrics such as the level of parking congestion, turnover rates, and repeat parking trends to support data-driven parking policies and regulations in the future.
- ❑ **Adopt a Data Privacy and Usage Policy.** A Data Privacy and Usage Policy establishes guidelines such as authorized users of LPR, data collection and retention schedules, information sharing and security policies, and training requirements for the use of LPR technology and data. This is required for the County to utilize LPR for the purposes of data collection and enforcement.

- ❑ **Maximize usage of County's existing Citation Management System (CMS).** The County has the opportunity to leverage their current CMS vendor, Data Ticket, and take advantage of their range of services to streamline citation management processes. For example, the County is currently manually bundling and mailing citations, when there is the opportunity to scan and send them to Data Ticket electronically for processing. Data Ticket offers citation collection and delinquent noticing, adjudication services, including scheduling and performing hearings, and can provide training for County staff. Data Ticket also offers integrated permit management solutions which could be beneficial to leverage for any future parking permit programs, such as for employees and residents as described later in this Plan.
- ❑ **Improve public information on how to pay citations.** Currently, it is not easy for someone with a parking citation to find out how they can pay the ticketed amount online. The County is encouraged to add citation payment information to the County website's parking page, and on the Sheriff's Office website.

Enforcement Operations

- ❑ **Establish a shared Standard Operating Procedure (SOP) for enforcement practices.** There should be a shared SOP for State Parks, California Highway Patrol (CHP), Placer County Sheriff's Office, County Code Enforcement, and DPW to ensure that enforcement practices are consistent, transparent, and passed along. This SOP should address differences in parking fine amounts, citation issuance and processing procedures, and other operating procedures. All parking enforcement staff should be provided with frontline training opportunities, which involve de-escalation and customer service tactics.
- ❑ **Establish a cross-agency staffing strategy and schedule.** It is critical that resources are scheduled based on the posted operating hours for parking regulations across the program, especially for the shared parking agreement locations identified in the "Public-Private Agreements" section of this Plan. The program cannot be successful without consistent enforcement from the onset since it is key to encouraging compliance with parking policies. As a starting point, the current posted policies and an initial shared parking agreement should be enforced consistently to demonstrate program effectiveness prior to introducing other expansions or policy changes. Considering that a number of different agencies provide enforcement support in Kings Beach, a cross-agency collaboration effort will be needed to establish a comprehensive staffing schedule that can maximize the limited enforcement personnel resources available and ensure that there is an even distribution of enforcement coverage. This is essential to increasing parking compliance, influencing the public on parking behavior, and encouraging a more effective parking program. The staffing plan should be reviewed and adapted over time should there be any changes in the public parking inventory (i.e., through the establishment of shared parking agreements), or if compliance statistics demonstrate that there are adjustments needed in the enforcement routes or staffing numbers.

- ❑ **Implement a license plate-based enforcement model.** License plate-based enforcement means that usage of parking spaces in accordance with posted parking policies—such as paid parking, residential permit parking, employee parking, and time limits—are monitored and enforced based on license plate numbers. This enables enforcement with LPR and replaces antiquated methods like tire chalking and the display of paper receipts or permits on the dashboard. Drivers would instead have permits or paid parking sessions associated with their license plate number and enforcement personnel can utilize LPR to verify that the vehicle has a valid parking session. This simplifies the County’s operations, improves enforcement efficiency, and can provide drivers with added flexibility (such as the convenience of diverse payment options and opportunity to remotely extend parking sessions via a mobile app).
- ❑ **Implement a proactive vehicle abatement campaign.** In 2023, DPW and CHP set up a two-part noticing process regarding vehicle abatement. Once an abandoned vehicle¹ has been issued a warning notice, County and CHP currently consider a 30-day notice period before removing the vehicle. This is a generous period in comparison to the California Vehicle Code (CVC) Section 22661 requirement of 10 days’ notice. It is recommended that the County shorten the notice period to 10 days and to implement a vehicle abatement campaign at least twice a year, once before and once after the winter season, whereby abandoned vehicles are identified and cleared in a timely manner ahead of the busy summer season and before the winter snow.
- ❑ **Evaluate staffing needs and ramp up parking enforcement personnel resources as the program expands.** The County has typically employed seasonal employees during the winter months to enforce winter parking restrictions in support of effective snow removal operations. DPW recently hired a full-time parking enforcement officer to perform wintertime enforcement and lead the new Kings Beach summer parking enforcement operations in coordination with supplemental coverage from CDRA Code Enforcement officers. It is recommended that the County also hire seasonal temporary employees annually to fill summer parking enforcement officer positions from May 1 to October 31. This will ensure adequate coverage at paid parking sites that can be ramped up as needed, especially as parking management implementation expands. In the future, the County can explore the possibility of outsourcing parking enforcement to supplement the internal enforcement team to close any identified gaps in coverage. Third-party parking enforcement vendors can offer the County the ability to quickly scale enforcement operations, provide efficiency through their existing expertise and specialization in this industry, and access to equipment (such as additional vehicles and LPR units).



The County now has a dedicated full-time parking enforcement officer in DPW to lead the new Kings Beach summer parking enforcement operations.

¹ A vehicle is considered abandoned after it has been parked/stored for more than 72 consecutive hours.

Wayfinding & Signage Recommendations

There is high demand for summertime recreational parking for the beaches highlighted in the Parking Management Zone. In order to help beachgoers find appropriate long-term parking in Kings Beach and reduce impacts on residential roadways that are often impacted by spillover parking, the County should consider the following strategies for wayfinding and parking guidance improvements.

- Add signage and markings indicating where parking is and is not permitted on pervious parking pads and sidewalks.** The County installed pervious concrete parking pads to offset the loss of some parking in the Kings Beach SR 28 corridor. These pervious parking pads are often mistaken for sidewalks because they are flush with the back of curb and are necessary as the Tahoe Regional Planning Agency (TRPA) restricts parking on unimproved land. The County should clearly mark the pervious parking pads with posted signage and/or striping to identify the parking spaces and reduce confusion.

Figure 4. Pervious Parking Pad



- Update existing parking signage.** The County should update any existing signage that features a citation or penalty amount with amounts accurate to the new parking citation fine schedule. The County should generally review all existing signage to evaluate whether there is a need to update any to reflect recent ordinance changes. Signage should also be angled at 90 degrees, as opposed to parallel to the road, so that drivers can read the posted regulations while moving in the direction of travel. All
 - The County is in the process of updating parking signage to reflect the new fine schedule and clarify parking regulations.

time limited signs should also indicate the number of operating days per week (“7 days per week” or “daily”).

- ❑ **Ensure a consistent parking signage design and brand.** A consistent brand and design for signage can help enhance the County’s identity through a cohesive visual aesthetic, as well as increase recognition of parking signs. The County can also consider including a distinct signage element for official County signs that is not easily replicable, such as a stamp or sticker on the backs of signs to validate County authorization.

- ❑ **Update bus stop signage.** Bus stop signs are limited and striping is typically washed out due to the harsh winter weather. Vehicles currently park or pullover at bus stops, impacting the safe loading and unloading of passengers. It is recommended that the County work with Tahoe Truckee Area Regional Transportation (TART) to install clear bus stop signs, with language specifying that no parking is allowed and what the associated penalty amount is for violations.

Figure 5. Car in Bus Lane



- ❑ **Audit the ownership of posted time limit signage.** The County should conduct an audit to inventory existing time limit signage and validate whether they are officially installed by the County or placed by a private entity. Any unofficial signage posted may have unintended effects on the parking management strategies being implemented by the County. Additionally, the identification of unofficial signage can help the County identify additional areas where parking concerns need to be addressed.

- ❑ **Implement static wayfinding signage at the key ingress/egress points of Kings Beach, including breadcrumbing.** To effectively direct visitors to public parking lots and provide noticing of key policies, the County should consider implementing signage on arterials leading towards Kings Beach as well as a “breadcrumb” trail of directional signage leading to public parking lots. Easy-to-follow directional signage are essential components for creating a welcoming and safe environment for visitors and residents alike by simplifying navigation and improving traffic flow. Should the optimal location of key signage be on Caltrans State right-of-way, the County should apply for an encroachment permit with Caltrans to enable the installation of signage at these critical ingress/egress points. Signage should be easy to read while driving. See Appendix B for a wayfinding plan.

❑ **Consider digital signage and parking guidance technology.**

The County could evaluate the opportunity to invest in digital signage installed at the arterial ingress points of Kings Beach to improve wayfinding towards public parking lots. While not required, the use of dynamic information on a digital sign can be useful to promote real-time parking availability or other key information about the parking lots. This can further improve the experience of drivers when searching for available parking. Digital signage can be designed such that it reflects the aesthetic of the Kings Beach area (see Figure 6). The County should engage the (CDRA Planning Services Division to consider the feasibility of digital signage per TBAP Code of Ordinances requirements. The County is recommended to begin with static signage first and explore digital signage as a next step.

Figure 6. Sample Digital Signage with Stylistic Wrap



❑ **Implement a seasonal signage update schedule.** The County should prepare to switch relevant signage two times a year: once ahead of the winter season to post winter parking restriction and snowplowing regulations (e.g. October 15), and once ahead of the summer season to prepare for beach visitors (e.g. April 15). By switching out the signs twice a year, it will decrease sign blight and improve clarity for drivers.

❑ **Evaluate the opportunity for temporary edge-setting strategies at the boundary of commercial areas.** To encourage visitors to park in commercial areas and reduce parking spillover to residential areas, the County can implement temporary edge-setting elements to clearly demarcate the boundary between the two areas, to be deployed specifically in the summer months. Visual indicators can include signage or physical barriers, such as through the use of paint, temporary bollard installations, or temporary curb extensions (see Figure 7). Adding edge-setting elements could help influence the parking behavior of visitors in Kings Beach by increasing awareness of when they are leaving the commercial and recreational zones. This can influence where they choose to park and potentially deter visitors from parking in residential areas.

Figure 7. Temporary Intersection Curb Extension



Supply & Demand Management Recommendations

The County strives to balance the supply and demand for parking across the Kings Beach Parking Management Zone. Kings Beach has demand for an array of commercial parking, recreational parking, and residential parking uses. Commercial parking is encouraged to be close to businesses in the commercial core, typically on-street spaces with time limits that encourage turnover and availability. Recreational parking is best suited for off-street parking lots given the longer-term nature of the stay; these should also be in the commercial core. Both commercial and recreational parking should ideally not spill over into neighborhoods, which should primarily be used by residents and their guests. The following are industry best practices and baseline strategies to support finding that balance. Paid parking and residential permit parking recommendations, which would be new programs in Kings Beach, are outlined in the following sections of this Plan.

Public Parking Policies

- ❑ **Support the “Park Once” philosophy.** “Park Once” is the concept that parking and mobility options, policies, and messaging should be designed such that drivers only need to find a parking space once during their entire visit to the Kings Beach area. Rather than reparking multiple times, which creates more traffic, drivers should park once and then walk, bike, or ride transit between multiple destinations. This reduces congestion by minimizing vehicular travel within the commercial core and promotes the use of alternative modes of mobility. The “Park Once” philosophy is targeted towards recreational visitors by encouraging them to park at long-term parking locations, which helps keep short-term parking spaces available for patrons of businesses in the commercial core. This means differentiating between short-term and long-term parking spaces, increasing turnover in the commercial core, and identifying long-term for all-day and recreational use.
- ❑ **Implement a no reparking policy within Kings Beach.** The County could consider prohibiting drivers from reparking on the same block that day, because if a vehicle is reparked this does not create more on-street parking availability overall. Ideally, if a driver needs more time than the posted on-street time limit, they should park in areas intended for longer-term parking, such as surface lots. This policy must be consistently enforced to be effective at encouraging compliance. LPR will aid in enforcing the no reparking policy as it will capture all the instances that a license plate is recorded in a particular time-limited space (as a “digital chalking” method) and identify if the vehicle has overstayed the posted time limits. Parking enforcement staff can then issue citations to those who are not in compliance with the no reparking policy.
- ❑ **Promote transit options.** The County should partner with TART to consider installing signage at parking lots that educate drivers about TART and TART Connect services. Additionally, the County can collaborate with organizations that have online resources regarding parking in Kings Beach to emphasize the availability of other modes of transportation. Some online resources that could help spread this message include the websites of the North Tahoe Business

Association (NTBA) and TahoePublicBeaches.org. The use of public transit can offset parking demand by reducing the number of trips to Kings Beach by car. For those that still opt to drive, transit use can still minimize the amount of reparking, in support of the “Park Once” philosophy, since it can be used to traverse between nearby destinations.

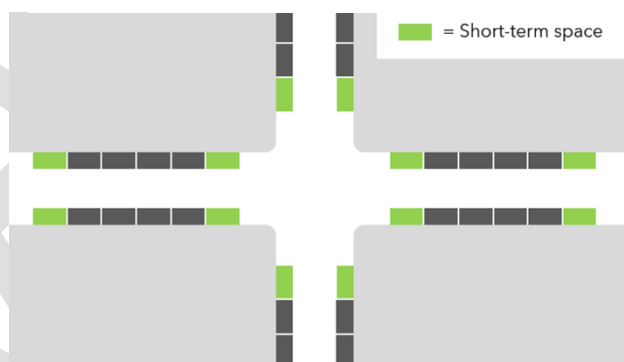
❑ **(Long-Term) Implement a Park & Ride program with Northstar Ski Resort.**

The County should consider collaborating with the Truckee/North Tahoe Transportation Management Association (TNT/TMA) to offer a free Park & Ride program between Kings Beach and Northstar to increase parking supply for visitors. The County should consider offering this program once paid parking has been implemented throughout Kings Beach at both on-street and off-street locations, especially if occupancy rates appear to be at or above the target 85% occupancy threshold (see Figure 12 on performance-based pricing and the associated text), such as on weekends during the summer season.

❑ **Implement short-term parking along blocks with commercial and retail use.**

To encourage higher turnover and accommodate the growing trend for quick curbside activity, the County can generally implement one or two free 20-minute parking spaces per block face to accommodate for quick stops, such as for deliveries, ride-hailing, and pick-ups. They can either be applied at the beginning and/or end of each block face for convenience, or in the middle of each block face for even faster access to the shops on that block face and to free up corners for the potential installation of pay stations (see section “Paid Parking Strategy” for further details).

Figure 8. Diagram of Bookended Short-term Parking Spaces

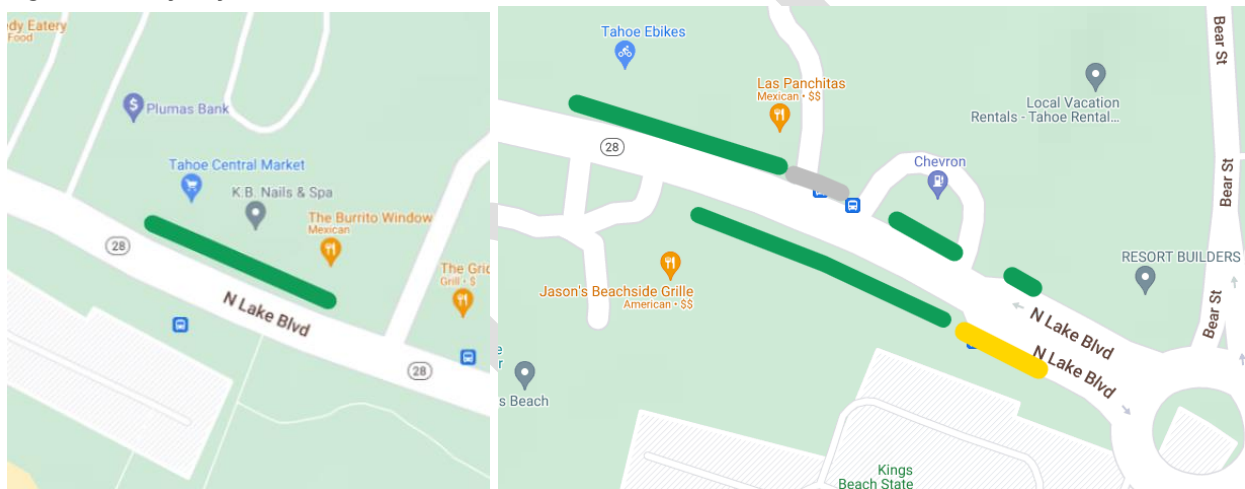


❑ **Develop a strategy to implement Assembly Bill 413.** AB 413, known as the “daylighting bill,” was passed in 2023 for the purposes of increasing visibility and pedestrian safety at crosswalks by prohibiting parking or stopping a vehicle within 20 feet from a crosswalk.² Prior to January 1, 2025, only warnings may be issued unless there is signage or a curb marking at that curb segment. The County is encouraged to develop a strategy to increase public awareness of AB 413 and evaluate the use of warnings, curb markings, signage, and outreach campaigns to educate drivers in the upcoming summer period.

² See full AB 413 legislation here: https://leginfo.legislature.ca.gov/faces/billCompareClient.xhtml?bill_id=202320240AB413&showamends=false

- ❑ **Realign the regulations for SR 28 on-street spaces.** The County should consider a number of location-specific adjustments for on-street parking policies based on the types of businesses and use case of the spaces:
 - ❑ **Convert 2-3 spaces outside of Tree House Café into 1 hour time limits.** This is conducive to the turnover expected of this business type.
 - ❑ **Convert the 15-minute space outside of Chevron to 2-hour parking.** Loading spaces are best served on the south side of SR 28 for access to the beach. Spaces on the north side of SR 28 are best served for commercial use.
 - ❑ **Post signage for “No Beach Loading/Unloading or Parking” at the fire lane around Whitecaps Pizza.** This should be associated with regular enforcement to ensure that vehicles do not utilize these spaces for beach activities.
 - ❑ **Post signage for 2-hour time limits on Brook Avenue and at Tahoe Dave's Skis & Boards.** These locations should be optimized for commercial parking.
 - ❑ **Convert 5-6 spaces in front of Tahoe Central Market and the Burrito Window to 30-minute or 1-hour spaces.** This is to better match the turnover time for the businesses on this street segment.



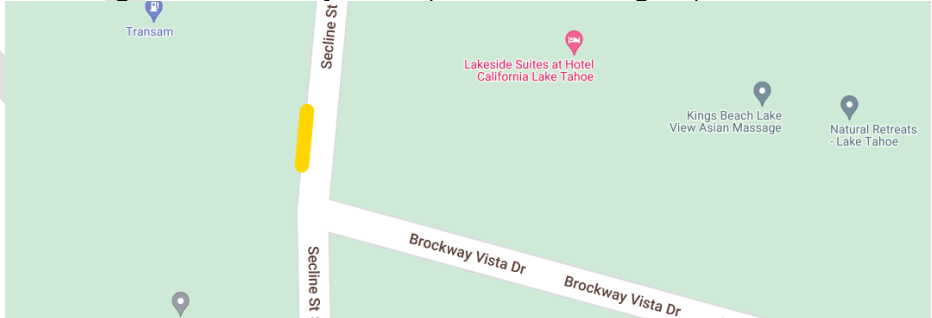
Figure 9. Policy Adjustments on SR 28



Legend: Green Line = Time Limit; Grey Line = Bus Stop; Yellow Line = Loading Space

- ❑ **Implement active pick-up/drop-off spaces by the beaches.** The County should identify and provide spaces for active pick-up and drop-off by the beaches. Convenient and accessible active loading/unloading spaces are important to ensure that beachgoers have a safe space to drop off passengers and gear without impacting traffic before finding a long-term parking space elsewhere. These active pick-up/drop-off spaces should feature signage indicating “active loading/unloading only,” be marked with a yellow curb, and show information on where the nearest public parking lots are. Figure 10 indicates where loading zones can be established for each of the beaches in the Parking Management Zone.

Figure 10. Loading Space Locations at Beaches in the Parking Management Zone

Beach	Loading Space Location
Moon Dune Beach	<p>2-3 spaces can be implemented on the south side of SR 28. The County should collaborate with Caltrans to install the appropriate signage and curb markings.</p> 
North Tahoe Beach	<p>The County should work with CTC to establish one of the spaces within the beach lot as a loading zone, given that there is insufficient space on SR 28 as the pullout closest to the beach lot is a bus stop.</p>
Kings Beach SRA	<p>3 loading zone spaces can be implemented on the south side of SR 28. The County should collaborate with Caltrans to install the appropriate signage and curb markings.</p> 
Secline Beach	<p>1 loading zone is already in the process of being implemented.</p> 
Speedboat Beach	<p>Loading zones already exist as a County parking management strategy.</p>

- ❑ **Implement pick-up/drop-off zones in beach lots managed by State Parks and CTC.** When beach lots are at 100% parking capacity, it is ideal that beachgoers still have a safe and convenient space to load/unload passengers and gear within the beach lot before and after parking at another location. It is recommended that the County work with its partner agencies towards consistent application of effective parking management strategies.
- ❑ **Evaluate limiting parking to one side of the road in the commercial core.** This is particularly applicable for east-west roads, which are at most 20 feet wide and insufficient to accommodate two travel lanes as well as cars parked on both sides of the street. While this will limit the availability of parking supply, it is important to ensure sufficient space for travel lanes to improve traffic flow and ensure road access for emergency vehicles.

Public-Private Agreements

- ❑ **Increase parking supply through Shared Parking Agreement opportunities.** It has been identified that there are private parking lots in the study area that are underutilized during peak summer parking demand days that can help the County strategically increase the public parking supply. A shared parking agreement can be designed to be mutually beneficial with agreed upon parameters and a revenue share. The parking lot owner would authorize the County to implement and post signage and equipment for time limited, permitted, and/or paid public parking on the property. This could be during or outside of the owner's posted business hours. The County would then have the ability to offer these spaces as public parking or permit spaces, while the private lot can benefit from the County resources for parking enforcement and citations on their lots. Shared parking agreements are the most cost-effective way of increasing public parking supply since they optimize the use of existing infrastructure and avoid the costly investment in building and maintaining new facilities.
- ❑ **Initiate a shared parking agreement demonstration project with Safeway in Summer 2024.** Safeway representatives have expressed interest in entering into a shared parking agreement with the County. Safeway is interested in ensuring its parking spaces are available to its patrons, while the County benefits from managing this lot due to its near proximity to North Tahoe Beach. It is critical that the County ensures there is sufficient and effective enforcement at the Safeway parking lot in order for a demonstration project to be successful. This may come in the form of assigning and dedicating one parking enforcement resource to the Safeway parking lot and surrounding area during parking lot operating hours.
- ☑ The County is in the process of establishing a shared parking agreement template. The County has conducted exploratory conversations with Safeway representatives, and conversations with their property management company are underway.

- ❑ **Evaluate additional shared parking agreement locations.** A number of potential shared parking locations have been identified by participants of stakeholder meetings and community meetings conducted as part of this Plan. These locations are listed in the figure below and are to be further evaluated by the County.

Figure 11. Potential Kings Beach Shared Parking Agreement Locations

Location	Address	Estimated Number of Spaces
Plumas Bank	8475 N Lake Blvd	10
7-Eleven	8593 N Lake Blvd	11
Spiritual Path Making	8611 N Lake Blvd	6
Sierra Community House	265 Bear St	15
BMO	200 Bear St	13
USPS Post Office	8669 Salmon Ave	15
Undeveloped Parcel	8755 N Lake Blvd	12
Kings Beach Car Wash	8775 N Lake Blvd	14
NTBA Office	8401 N Lake Blvd	14

Employee Parking

- ❑ **Designate a parking lot for employee parking.** In the summer, County lots fill up quickly with recreational use and employees can often be without a parking space, especially if their shifts do not start until later in the day. Brook Lot is an ideal lot to consider testing as an employee parking lot. It is optimal for this purpose for several reasons, including its positioning as the most central off-street County lot to businesses in the commercial core. Its single ingress/egress point on a one-way road means that the lot may be less visible and convenient to visitors. However, if the County chooses to designate this lot for employee parking, it is important that the County continues to observe the area for spillover effects and work with local businesses close to this lot to ensure that there is sufficient customer parking access.
 - ❑ **Consider future shared parking agreement locations for employee parking.** As the County continues to identify and evaluate other private parking lots for potential shared parking agreements, there is an opportunity to identify additional employee parking lots. These could be located strategically so that employees who work in different parts of Kings Beach can pick an off-street lot that is closer to their workplace.
- ❑ **Establish virtual employee permits.** As part of the movement of transitioning enforcement to being based on license plates, the County should provide employee permits digitally through its CMS vendor, which also offers permit management capabilities. Employee permit rates should have a low-income option and should be set such that it achieves cost recovery for administering the permits, as opposed to being a source of significant revenue. The recommended rates for employee permits are illustrated in Appendix C.

- ❑ **Continued cross-agency collaboration to enhance public transit connections.** TART offers regional fixed route bus services for longer distance trips, while TART Connect provides first mile/last mile connections to both fixed route buses and services within specified zones. TART Connect within Placer County currently becomes zone-free within the evening hours when fixed route buses are not operating, allowing riders to traverse the region without making a connection between microtransit zones. TART and TART Connect services are free to the rider and serve as a primary mode of commute in both the peak winter and summer seasons. The County should continue working with the Tahoe North Truckee Transit Management Association (TNT-TMA) to monitor and make transit system enhancements and to educate visitors, workers, and residents of the free and convenient public transit services available.

Data Collection

- ❑ **Install or acquire traffic flow data for car volumes in Kings Beach.** To better understand volume of vehicles entering and exiting Kings Beach, the County should either install occupancy counting technology (e.g., LPR cameras) or work with other agencies to identify a means to measure traffic at the four major ingress/egress points of Kings Beach: on SR 267/North Shore Boulevard at Speckled Ave, Dolly Varden Ave, and SR 28/North Lake Boulevard, as well as at SR 28/North Lake Boulevard at Chipmunk Street. This information will help the County better estimate parking demand and identify goals for sourcing additional parking supply.

- The County has connected with the Sheriff's Office to retrieve data from existing Flock cameras along access points to Kings Beach. The County is also connected with the Tahoe Transportation District (TTD), which is looking to leverage a grant it has received to explore the temporary installation of cameras at all entry and exit points into the Tahoe Basin to capture travel behavior and traffic operations for visits in and out of Lake Tahoe Basin as a whole.

Agency and Public Collaboration

- ❑ **Continue collaborating with other agencies.** The County should continue the conversations initiated with agencies and organizations as part of the definition of this Plan. These agencies include NTBA EVC, NTPUD, CTC, State Parks, Caltrans, CHP, and The League to Save Lake Tahoe (Keep Tahoe Blue). In order to manage spillover effects and ensure an effective parking ecosystem, collaborating on parking management practices, enforcement, wayfinding and signage, and shared operating practices is highly encouraged.
- ❑ **Establish a Citizens' Advisory Group.** The County should establish a Citizens' Advisory Group throughout the course of the implementation of this Plan. The Citizens' Advisory Group should include local stakeholders such as business owners and residents. The intention of this group is to enable a feedback loop between the County and local stakeholders to adapt and finetune the execution of parking management strategies.

Other Recommendations

The following are recommendations focused on alternative modes of mobility that have indirect impacts on the effect of parking management strategies.

- ❑ **Prioritize the improvement of signaling pedestrian crossings on SR 28.** With the opportunity to enable public recreational parking at Safeway across the street from the North Tahoe Beach access point and parking lot (and other potential areas along SR 28), the County needs to increase the priority of pedestrian crossing safety and visibility. The Kings Beach Western Approach project will construct a roundabout and improved pedestrian and bicycle facilities as part of the project. Safe pedestrian crossings could also potentially be addressed in the interim by staffing a pedestrian flagger at the crosswalk.
- ❑ **Add white curb markings to all bus stops.** Bus stop identifiers are inconsistent in Kings Beach. Not all stops have curb markings, signage, or a bus shelter associated. It is imperative that, as part of the spring/summer restriping efforts, bus stops can also be clearly identified to help increase the visibility of public transit services in the area.

Paid Parking Recommendations

The following recommendations are specific to the introduction and implementation of a paid parking program in Kings Beach. Each category of recommendations begins with an illustration of some key considerations, followed by a series of recommended implementation steps. Before introducing paid parking, the County must first address the parking enforcement technology and staffing coverage recommendations described earlier in this Plan. An effective parking enforcement operation is an essential component of a paid parking program.

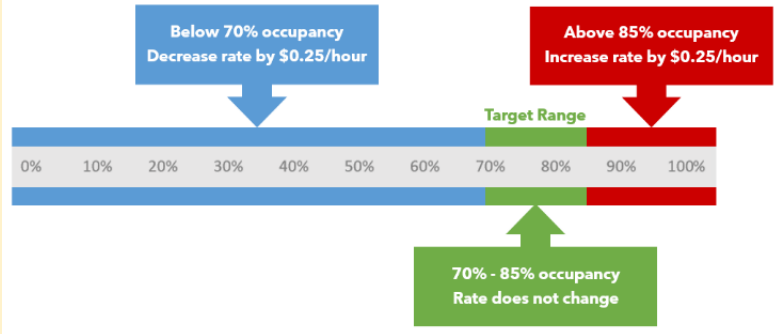
Paid Parking Policies & Foundation

There are several ways to structure paid parking policies and set up the program for success. The County should consider the following details:

What are some considerations?

- **County Code Updates:** With the introduction of a paid parking program, it is recommended to conduct a full review and update of its code to enable the implementation and enforcement of paid parking. Additionally, the language should be futureproof, ensuring its applicability as technology and terminology around paid parking evolves.
- **Performance-Based Pricing:** There is an opportunity to set rates that encourage the right balance of parking supply and demand. A regular rate adjustment review process creates the flexibility to increase or decrease rates incrementally in order to address seasonality and future fluctuations in parking demand. It is an industry best practice for agencies to target an 85% occupancy rate. It is important to implement ongoing data collection to continuously evaluate parking utilization and adjust parking rates on a periodic basis accordingly.

Figure 12. Example of Performance-Based Pricing



- **“Park Once” Philosophy:** A balanced parking system with both short-term and long-term options is needed to meet the needs of all user groups. Short-term parking locations are important in commercial areas to facilitate turnover for convenient customer access. However, recreational parking demands access to long-term parking options so drivers can park once and enjoy their visit.
- **Impacted User Groups:** It is important to consider whether there are certain user groups (e.g., employees, business owners, etc.) that may be significantly impacted by the introduction of a paid parking program. For these user groups, policies and solutions should be identified first and set up in advance.

Paid parking is being considered on-street in the Kings Beach commercial core, along SR 28, and on select roads near beach access, as well as off-street at public parking lots and select private lots that are part of shared parking agreements. This is an opportunity to encourage turnover and increase the availability of premium parking spaces for ease of customer access. Paid parking is also a tool for influencing parking demand since differences in rates can encourage drivers to park during certain times or at certain locations. Off-street parking lots should feature rates that encourage long-term and recreational parking.

In preparation for paid parking, the County must address a few initial steps including a full review and update of the County Code. Additionally, the County should evaluate and establish a Memorandum of Understanding (MOU) with Caltrans to establish paid parking on SR 28/N Lake Boulevard. As the Parking Management Zone includes the commercial core of Kings Beach, a plan to address employee parking should be developed as an initial priority to ensure that employees have affordable options for parking alongside the introduction of paid parking. Most importantly, the County must have the appropriate parking enforcement resources in place to support compliance operations.

- Establish an effective parking enforcement operation.** The County must address the recommended technology, staffing, and operational strategies described earlier in this Plan to prepare for the introduction of paid parking.
- Update County Code with regards to paid parking.** This language should authorize the County to manage and enforce paid parking, refer to paid parking devices such as the usage of pay stations and mobile applications, and include the rate adjustment model. A resolution may be an effective method if an ordinance update cannot be completed in time for the Summer 2024 demonstration projects.
- The County is already in the process of drawing up a resolution to enable the paid parking demonstration project for Summer 2024.
- Adopt and memorialize the rate model in the County Code.** A range of rates for each season should be memorialized in the County Code, rather than a specific dollar amount, and the current rate should be posted on the County website. This enables the County to flexibly adapt within a predetermined range based on parking supply and demand. The County Code should refer to the current approved rate schedule posted on the County website for paid parking rates.
- Establish Memorandum of Understanding (MOU) with Caltrans.** The County should continue discussions with Caltrans and CHP to establish an MOU enabling paid parking along SR 28. There is precedence for such memoranda across California. This includes the ability to enforce and implement paid parking regulations within Caltrans right-of-way, as well as the ability to post associated signage. Currently, County authority and maintenance obligations extend from the back of curb towards town center properties along SR 28 within the KBBAD; however, any signage placed within the actual State right-of-way of SR 28 or outside of the KBBAD (along SR 267) would require encroachment permit approval from Caltrans.

- ❑ **Implement dedicated employee parking locations.** Prior to the introduction of paid parking, the County should identify a plan to ensure employees have affordable and equitable access to parking. The County can dedicate specific areas for employee parking, which are managed through the use of digital permits and enforced by LPR. These locations can be expanded upon as parking supply changes with the establishment of shared parking agreements. To offset employee parking demand, the County should also collaborate with TART to ensure that the operating hours of TART services align with employee hours, there is sufficient service reliability, and to identify opportunities for employee discounts.

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Paid Parking Technology

There are a variety of paid parking devices and configuration options for the County to consider when developing the paid parking program:

What are some considerations?

- **Paid Parking Device Types:** Paid parking devices offer users a means to pay for a parking session and are commonly found in the form of single-space parking meters, multi-space pay stations (or kiosks), and mobile payment apps. There is also Parking Access and Revenue Control Systems (PARCS) technology, which can include installing infrastructure at the ingress/egress of off-street parking lots.
- **Quantity and Location of Paid Parking Devices:** Credit card payments increase simplicity by reducing collections labor and improving reconciliation accuracy. Although credit card payments are ideal, public agencies throughout California accept cash or coin for equitability purposes since a portion of the population is unbanked. The County could primarily utilize credit card only machines and put just one cash-enabled paid parking device per zone on-street (a zone is identified as an area with the same rate structure) for unbanked and technology-light users. The industry standard is to install one pay station for approximately 10 to 12 on-street spaces, and one pay station by each exit of an off-street parking facility installed near pedestrian access route. Offering a mobile payment application option could lower the number of pay stations that need to be installed, as long as there is sufficient signage providing clear instructions. Pay stations have a small footprint (approximately 1-2 square feet, see Figure 13) to accommodate any narrow sidewalks, and can be installed in the corners of blocks so that they also serve the attached side streets.
- **Connectivity:** Paid parking devices require connection to the internet in order to function. It is important to consider whether the location has sufficient cellular communication signal, or if communication boosters such as hardwiring pay stations or installing cellular signal boosters should be considered.
- **Payment Methods:** Besides paying at physical paid parking devices, there are other methods available to increase flexibility for users. These methods include mobile payment and Pay-By-Text, where drivers use credit cards to easily pay for and extend their parking sessions. Enabling such options would decrease the amount of cash being handled overall, which reduces the staffing and resources needed for cash collection and counting.

Figure 13. Demonstrated Footprint of a Pay Station



Upon the acceptance of this Plan by the Placer County Board of Supervisors, the County could elect to proceed with the implementation of paid parking. It is recommended that the County procure pay stations and a mobile payment application as the two primary options for paid parking in Kings Beach. Pay stations are ideal to minimize the number of curb installations when compared to single-space parking meters, while mobile payments offer users the flexibility of being able to pay for, monitor, and extend parking sessions from a smartphone. Both methods can be applied to on-street and off-street paid parking locations, ensuring that there is a consistent experience no matter where a driver chooses to park. Additionally, both pay stations and mobile payments can associate payments to a license plate number which will streamline compliance monitoring with the use of LPR.

- ❑ **Conduct connectivity assessment of Parking Management Zone.** The County should work with a paid parking vendor and request a site assessment whereby the vendor can validate the signal strength in the Parking Management Zone and recommend solutions for improvements as needed.
- ❑ **Run a paid parking demonstration in Summer 2024.** The County should conduct a pay station demonstration in Summer 2024 where 2-3 demonstration stations are installed in Kings Beach to assess their system performance and capabilities in actual conditions. The pay station demonstration can ideally run for at least two months in the summer, and it is encouraged that the public be invited to test the pay stations and provide input.
- ❑ **Utilize a “Pay by Plate” configuration.** In alignment with the license plate-based enforcement model described previously, the pay stations should be configured for “Pay By Plate” payments. This will provide a more efficient workflow and provide a more convenient customer experience that does not require a receipt to be displayed on the dashboard. Mobile payment applications by default use “Pay by Plate” since all transactions are associated with a license plate number.

The following steps should only be taken after evaluation of the paid parking demonstration project of Summer 2024 has been completed:

- ❑ **Confirm quantity and placement of pay stations.** The County should install at least one pay station per block face in the commercial core. The exact installation locations of pay stations are dependent on final assessment by the vendor.
- ❑ **Procure and install pay stations.** The County should evaluate vendor options and pursue the procurement of an integrated pay station solution.
- ❑ **Procure and implement a mobile payment application.** *Figure 14. Park Tahoe Logo*
The County should evaluate vendor options and pursue the procurement of a mobile payments solution. It is recommended that Pay-By-Text be an option that the vendor offers. It is highly recommended that the County review the option to join the Park Tahoe program illustrated in the following recommendation. This would simplify the County's



process of making mobile payments available to Kings Beach.

- ❑ **Initiate discussions to join the Park Tahoe program.** The County has an opportunity to improve the continuity and ease of visitor parking around Lake Tahoe by participating in the Park Tahoe program. This is a regional parking management concept executed by TTD to streamline the ability to pay for parking via a mobile app at the Tahoe East Shore Trail and eventually throughout all the key tourism destinations in Lake Tahoe. Visitors to the Lake Tahoe Basin would be able to leverage the same mobile app to pay for parking in Kings Beach. This would create a consistent and recognizable brand for parking in the Lake Tahoe region, increase public recognition of public parking options, improve the user experience for repeat visitors or those who spend time at multiple destinations, and increase the ease of parking revenue management and operations.

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Rate Structure & Operating Hours

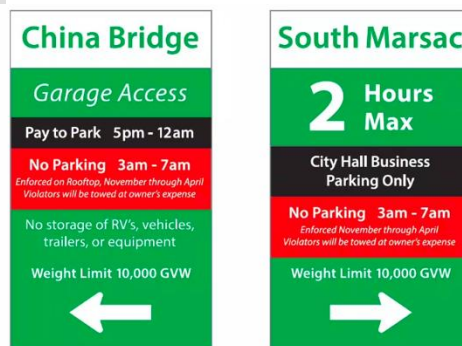
What are some considerations?

- **Rate Structure:** There is a wide variety of rate models and strategies possible. Some common strategies include offering the lowest rates possible to increase adoption without incurring a financial loss or offering market rates that effectively manage parking demand by differentiating between premium and value parking zones. Additionally, there are many options for the rate structure itself, including flat hourly rates with daily maximums, and escalating rate models which can be used to influence driver behavior in different ways.
- **Operating Hours:** Paid parking operating hours should be aligned with times when parking management is most needed, such as when peak parking congestion occurs. Operating hours could also be differentiated by day of the week, or time of year, depending on the location’s needs.
- **Discounted Programs:** There is the opportunity to adopt programs like a Merchant Validation Program or a Locals Benefit Program to support businesses and locals in the introduction of paid parking.
 - **Merchant Validation Program:** A Merchant Validation Program is a way for businesses to encourage customers to visit or spend money at businesses by paying for discounted parking on behalf of their customers. With some systems, businesses can acquire a set of discount codes, which they can distribute to customers to either extend their current parking session or apply to a future one. Depending on the technology provider, validation codes can be applicable at pay stations and/or mobile apps. Certain systems can also be deployed to allow businesses to enter in their customer’s license plate number to apply the validation. The County could offer businesses the opportunity to purchase parking time at a bulk reduced rate.
 - **Locals Benefit Program:** Since paid parking in Kings Beach is primarily proposed to mitigate the impacts of summertime tourism, offering discounted parking or incentives to locals could ease the introduction of this parking management strategy and provide affordable access to locals during the peak season. The definition of a local must be clearly outlined in order to indicate who is eligible to participate in the program. In a license plate-based enforcement system, locals would be able to register their license plates and receive a portion of free or discounted parking at the pay station or on the mobile payment application when registering for a parking session (for example, a discount code can be sent out via the mobile app during non-peak parking times to encourage local patronage).
- **Signage and Education:** Paid parking is a big change for many communities. It is critical to develop a clear communications plan that includes posted signage, digital and printed means of outreach, and a human approach (see the “Enforcement & Staffing Resources” section regarding ambassadorship).

The Technical Memorandum included in Appendix C offers the recommended paid parking rate structure for Kings Beach, which indicates the recommended models and operating hours for on-street commercial spaces versus off-street public lots. Although many in the community have already demonstrated general support for a summertime paid parking program in Kings Beach, it is important to create a comprehensive public education plan and identify opportunities to support residents, employees, and business owners in this introduction. For those who live and work in Kings Beach, a phased approach to introducing paid parking is necessary.

- ❑ **Establish the recommended rate structure.** The County should review and adopt the initial rate structure recommended in Appendix C.
 - ❑ **Implement a regular rate structure review process.** The County should establish an annual review of rates and adjust them as needed to continue achieving a supply and demand balance based on parking utilization data.
- ❑ **Introduce the initial rate structure.** The County should outline the initial rate model and prepare an outreach campaign that educates locals in advance of the paid parking introduction.
- ❑ **Update signage to reflect paid parking policies.** To support the paid parking introduction, it is critical that paid parking areas and operating hours are clearly posted upon introduction. It is important to clearly communicate when paid parking is in effect and when there is any parking restriction (see Figure 15 for a sample design). Additionally, any fine amounts listed on signs should be updated per the current fine schedule. This applies to on-street signage, as well as informational signage in parking lots.

Figure 15. Sample Sign Design from Park City, Utah



- ❑ **Implement a Merchant Validation Program.** The County should work with the mobile payment vendor (and/or pay station vendor) to implement a Merchant Validation Program that is launched in tandem with the introduction of paid parking.
- ❑ **Implement a Locals Benefit Program.** In order to support the transition into paid parking and ease the cost of paid parking to locals, the County should identify the definition of a local and offer those who qualify the ability to register their license plates to redeem a period of discounted or free parking credits for use anywhere public paid parking applies in the Parking Management Zone. This program should occur at least for the first year of paid parking implementation. Program rules, such as how to define and qualify residents and other configuration settings, can be discussed with the CMS vendor, Data Ticket.

Enforcement, Maintenance & Operations Resources

What are some considerations?

- **Enforcement and Education:** Paid parking requires consistent enforcement to ensure compliance and effectiveness. As such, there needs to be sufficient resources to educate the public and conduct the necessary enforcement operations. It is important to ensure enforcement staff are trained on the usage of paid parking equipment and can provide a customer service approach.
- **Paid Parking Operations:** It is important to consider whether there are sufficient field staff available to perform equipment maintenance, cash collection, and cash counting. There will also be an increased volume of signage to maintain.

With the introduction of paid parking comes additional staffing and training needs that the County will need to account for. The County can consider rolling the following duties into existing positions to begin with, and later consider the need for hiring dedicated parking operations staff to conduct the responsibilities listed above.

- ❑ **Address parking enforcement technology, staffing, and operations strategies.** The County should pursue the enforcement strategies recommended earlier in this Plan. It is important to start by addressing the policies as posted today to demonstrate effectiveness. The County must ensure that there is an effective parking enforcement program in place to support the introduction of paid parking and be prepared to expand staffing internally or through a contractor.
- ❑ **Identify County staff to perform coin collection and reconciliation.** As is common in other agencies, this person could also be responsible for maintenance or parking enforcement.
- ❑ **Identify County staff to perform pay station maintenance and troubleshooting.** As is common in other agencies, this role can either be a standalone position or rolled into an existing County maintenance position.
- ❑ **Provide customer service training on paid parking.** During the introduction of a paid parking program, it is important that an emphasis is placed on customer service and education (with a focus on warning notices). Staff are encouraged to walk the streets of Kings Beach and provide in-person support to those who are unsure of how to navigate the new paid parking ecosystem. Some mobile payment vendors will also provide such staffing to support the initial days of implementation. The County is advised to enlist the help of local ambassadors from NTBA EVC and other community groups.

Revenue & Expenses

What are some considerations?

- **Budget:** There is an initial investment in implementing paid parking, namely capital costs for hardware purchases and operating costs for software licenses, warranty, credit card transaction fees, and convenience fees that are common with mobile payment applications. Certain vendors offer financing options for equipment that minimize upfront investment and allow for payment over time. Signage will also need to be updated, especially if new payment methods and policies are being presented.
- **Revenue Allocation:** How will the revenue generated from paid parking be reinvested in the community? Should a Parking Benefits District³ (PBD) be established? What fund will the revenues go to?

Financial modeling has been completed to estimate the budget of the paid parking program across a three-year period (see Appendix D). It is recommended that the County continuously review said program budget and establish a Parking Benefits District.

- ❑ **Develop annual parking revenue and expenditure reports.** The County should prepare detailed annual reporting of revenue and expenditures as it pertains to the parking program. The reporting shall consider enforcement and paid parking operations separately to ensure transparency of revenue sources and cost centers. This detailed breakdown can support decision-making with regards to parking program improvements.
- ❑ **Establish a Parking Benefits District (PBD).** Revenues generated from the parking program beyond what is required for cost recovery can be reinvested into the local community for various parking, transportation, and mobility initiatives. It is recommended that the County request feedback from the Citizens' Advisory Group and the community to identify transportation mobility initiatives and priorities. The definition and criteria around the PBD should be outlined and updated into the County Code.

³ A Parking Benefits District sets a geographic area where revenue generated from paid parking is directly invested back into initiatives benefiting that same location. These investments could support economic, cultural, community, and/or infrastructure development.

Residential Parking Permit Recommendations

The County can implement residential parking permits to manage the spillover effects of paid parking and the recommended parking management strategies in this Plan. Residential parking permits also ensure that those who reside within and adjacent to the commercial core have access to on-street parking close to their homes. The steps to implementing a Residential Permit Parking (RPP) Program are indicated below.

Program Definition

What are some considerations?

- **Define the RPP zones:** The area in which parking permits apply should be developed based on an analysis of parking impacts and parking utilization.
- **Permit Eligibility:** Based on the 2016 California State Attorney General’s opinion (#14-304), an RPP Program should not differentiate between types of dwelling. This means that the program should apply to both single-family homes and multi-unit dwellings within the RPP area. When developing the program, it is important to identify the concentrations of different types of dwellings as it can impact the program rules and permit types applicable.
- **Program Rules:** Program rules include who qualifies as a resident, how a resident applies and is approved for a permit, how many permits are allowed per household or registered driver, how often the resident should renew their permits, the cost structure of the permits (and if there is a low-income rate), and what the qualification (and potentially petitioning) process is for the addition of new permit zones. Additionally, it is important to identify a guest passes policy that offers residents the ability to offer temporary permits to personal visitors.
- **Permit Design:** It is important to specify the operating hours of the permits and any additional terms if there is to be more than one permit type.

The best practice is for an agency to set up the program rules for a residential permit parking program when launching a significant parking management strategy, such as paid parking, in order to prepare for potential spillover parking impacts. The County should monitor the paid parking zone and adjacent blocks for spillover impacts and work directly with Kings Beach residents to collaboratively identify RPP zones, and also allow residents to opt in and request additional RPP zones as needed. As such, the potential street segments that are eligible to become an RPP zone are based on the paid parking area, which is estimated to evolve over the first few years of Plan implementation. This means that there are no predetermined RPP zones identified prior to the launch of the RPP Program. Petitioning is a more organic and demand-responsive way to establish RPP zones that enables active collaboration with impacted residents to solve parking needs.

It is recommended that the County have two permit types (residential permits and guest passes) and ensure that those who have a demonstrated lack of off-street parking have priority to a permit. In order to offer an equitable program, the County can offer a certain number of

permits per licensed driver (based on the submission of a valid driver's license in the permit application) instead of per household.

- ❑ **Identify who qualifies as a resident of Kings Beach and is eligible to participate in the RPP Program.** A clear way to define this is based on the address listed on the driver's license; however, there are a significant number of homes that are second homes, meaning that the owners of those properties would not be eligible for an RPP under that definition. The County should work with the Citizens' Advisory Group to identify a fair definition and a clear way of assessing it. Additionally, the County would also need to identify whether renters are eligible for an RPP. Typically, both homeowners and tenants should be eligible for RPPs given that they meet the definition of being a Kings Beach resident; however, only one of the two parties can be responsible for the permits associated with that household. It is recommended that the primary tenant be responsible in the event of renting as they are actively using the space.
- ❑ **Prepare the program for virtual permits that are renewed annually.** The County should introduce residential permits using a digital system to ensure that all parking management can be enforced via license plate. Virtual permits enable residents to apply for and manage permits in a self-service manner, and setting an annual cadence reduces the amount of administration. See the Technology section below for further details.
- ❑ **Determine a limit of permits per registered driver.** Setting a limit of permits per driver ensures that only active drivers (i.e., drivers with a registered driver's license) receive parking permits and that households are not able to store their extra vehicles on the public street. Given the limited amount of on-street parking available in Kings Beach, a cap on the number of permits per household may also be needed to ensure the number of permits does not overwhelm the on-street parking supply.
- ❑ **Establish an escalating permit rate and a low-income rate.** An escalating permit rate model means that every additional permit purchased for a household is at a higher price. This aims to discourage people who do not need a permit from obtaining one. Additionally, a reduced low-income rate should be set for those who can prove low-income status through an existing means, e.g. through a utility bill discount or their participation in another County program that qualifies residents based on income. See Appendix C for the recommended rate structure.
- ❑ **Identify RPP operating hours.** The County should begin with RPP operating hours that align with the paid parking operating hours in the commercial core. Since winter parking restrictions on County roads will remain in effect from November 1 to April 30, the RPP will only be in effect during the summer parking management operations timeframe, which is planned to take place from May 1 to October 31. The County should re-evaluate whether these hours need to be expanded as the program progresses.
- ❑ **Introduce a petitioning process for the establishment of RPP zones.** The County should require residents of a potential RPP zone to petition with a sufficient majority (e.g. 70% of residents on a block), as well as ensure that a sufficient majority of residents

in that zone purchase a permit. Doing so ensures that RPP rules benefit those who live in that zone, confirms that there is a true demand for permits in that area, and prevents misallocation of public parking supply and parking management resources.

- ❑ **Establish a guest passes policy.** The County should offer each household, regardless of if there is a registered driver or not, the ability to purchase a set of guest passes. The recommendation is that each household is eligible to purchase a set of 50 single-use, 1-day guest passes where guests of households in an RPP zone can register their license plate to park in that same RPP zone up until 12pm of the following day. The County should consider that some property owners of vacation units may distribute guest passes to their tenants and the need to monitor these potential impacts on on-street parking supply.
- ❑ **Review and update the County Code.** Based on the final set of RPP program decisions, the County will need to amend the permit parking section of the County Code in order to address digital permits (versus placards), the application process, the cost of permits, and other outdated provisions.

Technology

It is recommended that the County implement digital permits in alignment with establishing license plate-based enforcement. The County's current CMS provider also offers permit management solutions in that they are a Citation & Permit Management System (CPMS). Data Ticket provides support on the setup and management of permits, assistance in the permit application and qualification process, as well as an online portal for residents to purchase or renew permits.

- ❑ **Discuss the RPP rules and next steps with the vendor.** Once the County has identified a set of program rules, the County should set up a meeting with Data Ticket to receive a demo of the platform's permit management solution, discuss the RPP rules, and identify an implementation plan. The implementation plan should be a phased approach and timed with the introduction of paid parking so that resident parking access is safeguarded.
- ❑ **Apply license plate-based enforcement to permit management.** Data Ticket can sync permit data to the LPR system to be installed on County enforcement officer vehicles, as well as citation issuance handhelds so that parking enforcement staff are able to easily identify permitholders and whether they have a valid parking session. LPR technology will inform the parking enforcement staff driving the vehicle whether the vehicle has a valid permit.

Implementation

- ❑ **Hold community meetings prior to the implementation of the RPP Program.** Once there is an implementation timeline for the RPP Program, the County should hold community meetings to inform and address feedback from the impacted residents. Meetings should clearly define how residents can petition for an RPP zone once the

program is in effect. It is important that residents feel comfortable with the changes to come prior to the actual introduction of the RPP Program.

- ❑ **Consider an RPP demonstration project at Whitecaps Pizza and the adjacent properties.** Whitecaps Pizza already experiences significant parking impacts due to its location by the lake, with beachgoers parking in the fire lane and the spaces intended for its employees and the residents of the building next door. The County could work with this location to establish permit parking in effect from 10am to 10pm to ensure that employees have space to park before the restaurant opens at 11:30am and residents have access to a parking space outside their home at night.

Conduct an outreach campaign to ensure residents in and near the commercial core are aware of the RPP Program once it is in effect. The County should implement a comprehensive outreach campaign that considers leveraging both in-person and digital means to keep the public informed of the RPP implementation timeline and as the program evolves, such as when a new RPP zone has been introduced.

Phase 1 Implementation Guide

For Summer 2024, the County should prioritize the following steps:

Parking Enforcement

- Procure handheld citation issuance devices.
- Adopt a Data Privacy and Usage Policy.
- Procure vehicle-mounted mobile License Plate Recognition (LPR) cameras.
- Maximize usage of County's existing Citation Management System (CMS).
- Improve public information on how to pay citations.
- Ensure one parking enforcement resource can be dedicated to the paid parking demonstration project sites for Summer 2024.

Wayfinding & Signage

- Add signage and markings indicating where parking is and is not permitted on pervious parking pads and sidewalks.
- Update existing parking signage.
- Implement static wayfinding signage towards public parking lots at the key ingress/egress points of Kings Beach, including breadcrumbing.

Supply & Demand Management

- Implement active pick-up/drop-off spaces by the beaches.
- Initiate a shared parking agreement pilot with Safeway.
- Set up the Citizens' Advisory Group.

Paid Parking

- Introduce a resolution enabling the paid parking demonstration project for Summer 2024.
- Identify County staff to perform pay station maintenance and troubleshooting, and coin collection and reconciliation.
- Initiate the paid parking demonstration at the County's Christmas Tree Lot and Safeway.
- Engage the public to test the pay stations and provide input.
- Conduct an assessment upon completion of the paid parking demonstration project to evaluate next steps.

Residential Permit Parking (Optional)

- Consider a permit parking demonstration project at Whitecaps Pizza and the adjacent properties.

Appendix A - Community Outreach Summary

DIXON and the County conducted two rounds of community meetings, with the first round focused on understanding the public’s parking challenges and needs, and the second round focused on sharing the preliminary recommendations of this Plan for commentary and feedback. Below is a list of community meetings that were facilitated:

Meeting	Date	Attendees ⁴
Round 1: In-person Community Meeting (English)	January 10, 2024	63
Round 1: Virtual Community Meeting (English)	January 11, 2024	46
Round 1: Virtual Community Meeting (Spanish)	February 7, 2024	9
Round 2: In-person Community Meeting (English/Spanish)	March 18, 2024	19
Round 2: Virtual Community Meeting (English)	March 20, 2024	34

Additionally, the community was encouraged to submit feedback through a public commentary project email.

Key themes regarding needs and challenges expressed by the community are as follows:

- On-street/ Residential parking
 - There are spillover parking impacts onto residential streets.
 - People are parking on sidewalks, blocking driveways, front yards, etc.
 - People are parking on bike lanes.
 - There is a significant lack of enforcement.
 - High density dwellings are associated with overcrowding of vehicles on-street.
 - Residential streets are too narrow to have parking on both sides of street.
- Off-street parking
 - County parking lot locations are not easy to find/navigate to, especially for visitors.
 - Overnight parking, camping, loitering, littering, and partying in existing parking lots are big problems.
- Winter parking
 - Snow doesn’t get cleared between the sidewalk and the street; parking is really difficult in the winter.
 - People have to park in the snow which is dangerous and difficult.
- Commercial areas
 - Visitors park in front of local businesses all day to go to the beach.
 - Litter is unsightly and common.
 - There is a significant lack of enforcement.
- Transit & Active Mobility
 - There should be more funding for other transit modes to move in Kings Beach.
 - TART and TART Connect don’t run reliably, and service needs to run later.

⁴ Attendee numbers include DIXON facilitators and County staff.

- Pedestrian traffic interferes with traffic flow at the roundabouts.
- There are strong concerns about pedestrian safety with the washed-out crosswalks on SR 28.
- There are concerns about cyclist safety as vehicles move quickly on SR 267.

Key recommendations offered by the community are as follows:

- On-street parking
 - The County should better enforce the 2-hour time limit.
- Residential parking
 - The County should introduce a residential permit parking program.
 - Parking should be limited to one side of street only in residential streets, as the back streets are too narrow.
- Off-street parking
 - There needs to be improved signage pointing to public lots.
 - Parking enforcement should occur during off-season/off-hours to ensure lots are used for their intended purpose.
 - There needs to be overnight parking enforcement.
 - NTPUD and State Parks have the biggest parking lots in the area and this parking supply needs to be better utilized.
 - Private parking lots can be better utilized outside of business hours.
- Winter parking
 - There should be more consistent snow plowing during the winter.
- Commercial areas
 - There should be designated employee parking.
 - The County should add 15-minute loading zones in front of businesses.
 - There should be a parking validation program by local businesses.
 - ADA parking needs to be improved in commercial zones.
- Infrastructure
 - Caltrans should improve the maintenance of bike lanes.
 - There should be safer bike lanes on SR 267.
 - There could be pedestrian and bike connections down SR 267 from the neighborhoods into Tahoe Vista, Kings Beach, and eventually Tahoe City.
- Other
 - There needs to be designated parking at Moon Dune Beach.
 - Signage needs to be added in front of the Tahoe Vista Trailer Park on National Avenue, where cars block the bike lane frequently in the summer.
 - A Lake Tahoe Basin entry fee should be introduced.
 - The idea of a Parking Benefits District is welcomed, where all profits stay local and can be earmarked for traffic calming and multi-modal infrastructure.
 - The idea of demand-based parking rates is welcomed.
 - A Park & Ride program at Northstar could be a good idea, given that Northstar has buses that can be used during summer months.
 - Transparency in the operation and reporting of parking management is appreciated.

Appendix B - Wayfinding Signage Plan

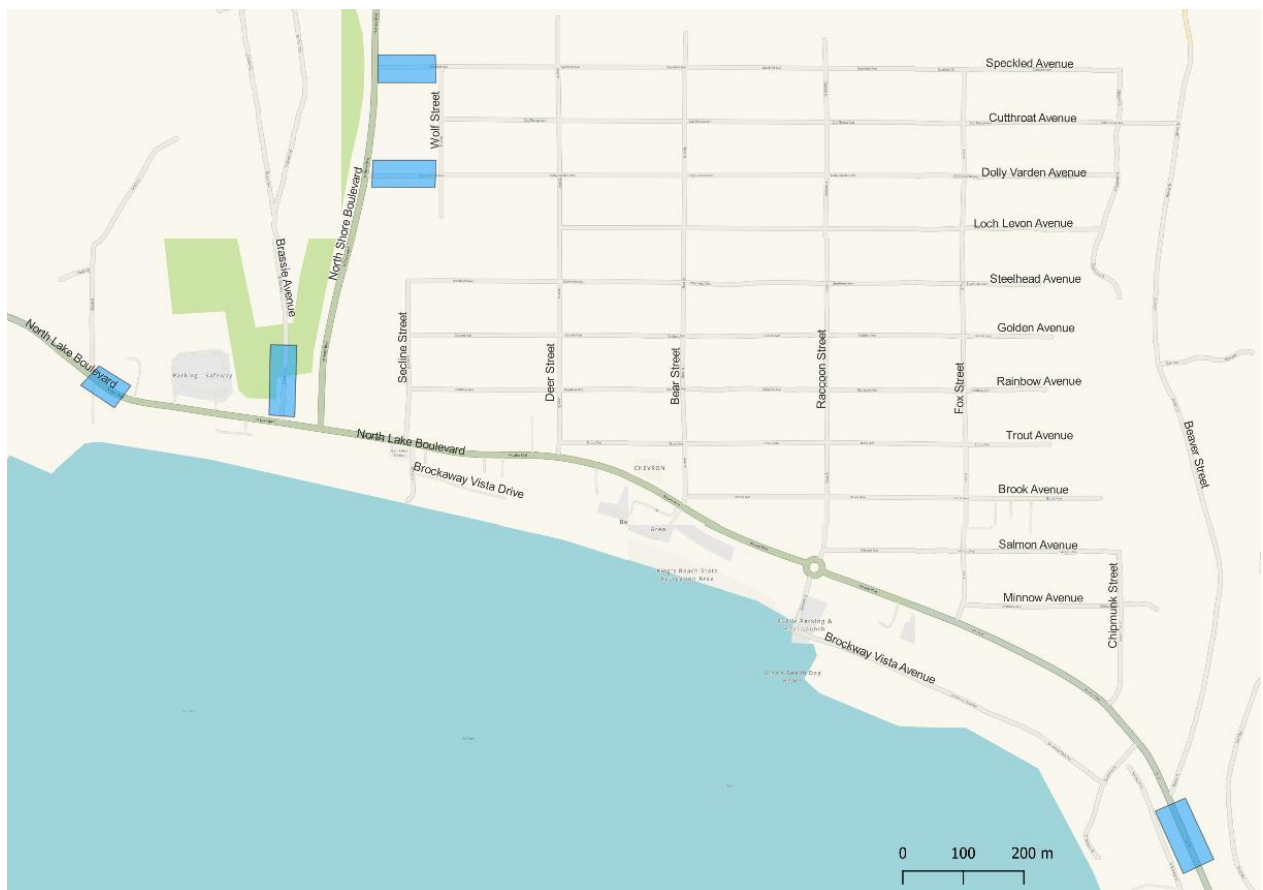
Signage and wayfinding are an essential component of parking management as it can help improve the visitor experience, reduce congestion, and encourage compliance with parking policies. The following recommendations build on the Parking Management Implementation Plan and cover branding, wayfinding, and signage improvement in Kings Beach.

Wayfinding Signage Types

Ingress/Egress Signage

DIXON has identified five key ingress/egress points throughout Kings Beach in collaboration with the County for recommended signage placement, as shown in Figure 16. Map of Ingress/Egress Points to Kings Beach. The purpose of implementing signage at these locations is to help deter visitors from parking in the residential backstreets, improve management of cut-through traffic, direct vehicles to County-owned parking lots, as well as help educate drivers on key policies that pertain to parking to increase compliance and safety.

Figure 16. Map of Ingress/Egress Points to Kings Beach



Ingress/egress signage should feature directions to nearby public parking lots and can also feature a “Welcome to Kings Beach” or a “Thank you for Visiting Kings Beach” message to create a sense of place for visitors and residents (see Figure 18). Ingress/egress signage can also be used to direct visitors to key destinations in the area such as Kings Beach and North Tahoe Beach (Figure 17). If pick-up/drop-off zones are introduced in the commercial core for beachgoer use, signage at the ingress points could also direct visitors to those areas so that they could make appropriate stops before finding long-term parking at the County-owned lots.

Figure 17. Ingress Signage Examples

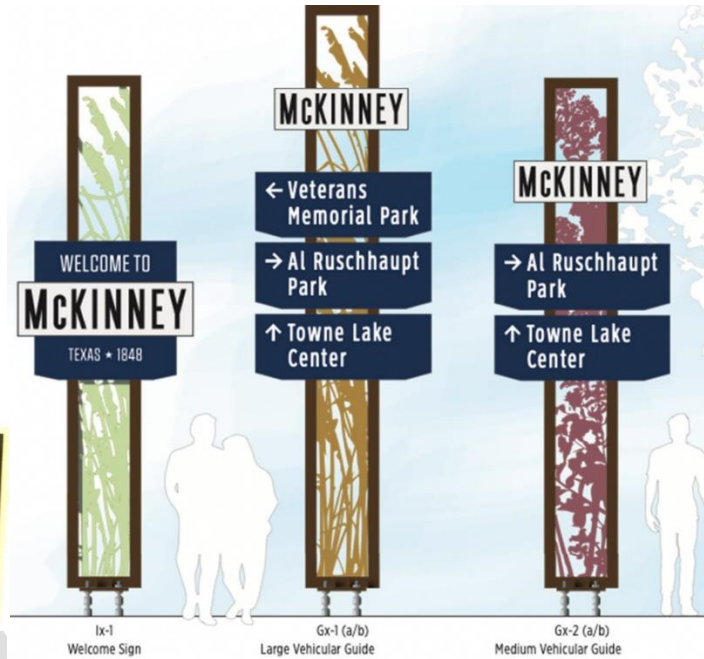


Figure 18. Egress Signage Example



Internal Directional Signage

Besides the main ingress/egress signs, the County should implement additional directional signage within Kings Beach that provides further guidance towards the County parking lots. The idea is akin to that of leaving a trail of “breadcrumbs” to ensure drivers can easily find public parking options.

These signs should be rather simple, featuring short text and directional markers such as arrows. Distance markers may also be used to indicate how far away a destination is from the signage location to accommodate other road users, such as cyclists. Examples are shown in Figure 19 and Figure 20).

Figure 19. Sample Directional Signage



Figure 20. Sample Signage with Distance Markers



Wayfinding Signage Recommended Placement and Content

Figure 22 shows the suggested placement of directional signs in Kings Beach. Sign mockups in Figure 21 are intended to provide direction on the content to be included, and are not suggested to represent the colors, fonts, and style of final signage.

Signage Design, Size & Placement Considerations

Design Standards

There are guidelines that the County should consider when developing the final design of signage. Parking signs should be standardized to MUTCD size, height, and placement standards to improve visibility. For example, the MUTCD standard for most traffic control signage is as follows: *minimum height, measured vertically from the bottom of the sign to the sidewalk, signs installed above sidewalks shall be 7 feet.*

The County should also engage the CDRA Planning Services Division to ensure that the final signage design meets TBAP and TRPA Code of Ordinance signage design requirements.

Ideal Placement

While the County is ultimately responsible for finalizing signage location, placement, and applying for encroachment permits from Caltrans as necessary, it is recommended that signage within the SR 28 Kings Beach commercial area be placed behind the curb so that is in the County's KBBAD maintenance zone, which would not require an encroachment permit.

Signage Clarity & Branding

The County may consider creating a logo specific to Kings Beach that can be used on signage for consistent branding. However, important signage text should be prioritized over logos, and whenever possible the font size should be increased, such that they are legible from a distance. Signage text should also be limited to short, direct phrases so that drivers are able to read and acknowledge the regulations listed more quickly.

Figure 21. Legend of Wayfinding Signs Referred

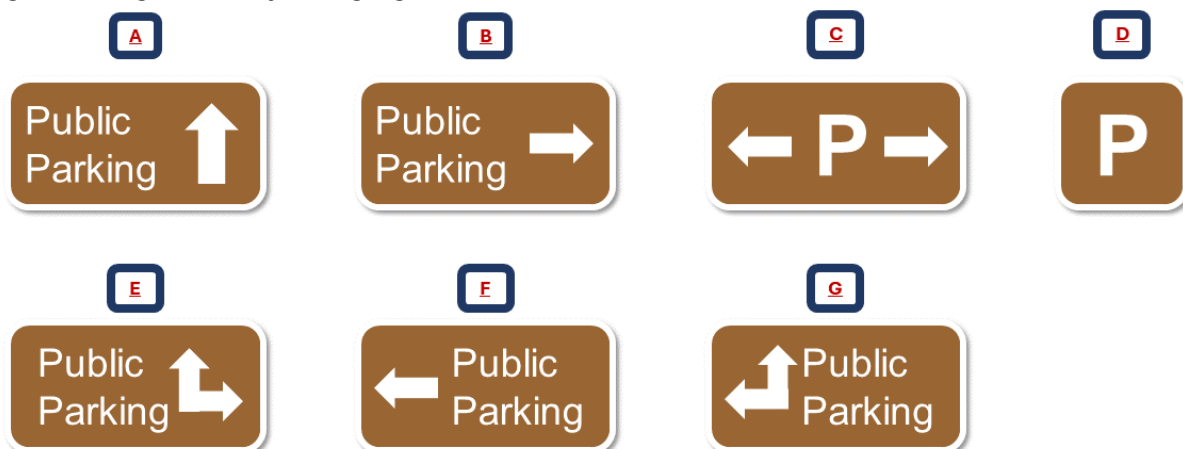


Figure 22. Wayfinding Signage Placement



Appendix C - Technical Memorandum on Parking Rates

To: County of Placer
From: DIXON
Date: May 15th, 2024
Re: Technical Memorandum on Parking Rate Structure

DIXON has prepared this technical memorandum (memo) to advise the County of Placer (County) on a recommended parking fee structure as part of the Kings Beach Parking Management Implementation Plan (PMIP). In conjunction with the recommendations laid out in the PMIP, the rates presented in this memo are intended to provide the County with an initial starting point for the Kings Beach area to provide adequate parking space turnover in commercial locations and to better manage summer tourism parking demand. A recommended rate structure has also been provided for non-summer months should the County wish to expand the paid parking program to the rest of the year. The recommended rate models include a combination of hourly rates and flat rates, as well as a tiered pricing structure for permit programs. The County is encouraged to monitor parking utilization over time and periodically make data-driven rate adjustments when needed.

Methodology

To establish continuity throughout Kings Beach and make the transition to paid parking as seamless as possible, many of the rates that are recommended in this memo were borrowed from the existing rates used in the Kings Beach State Recreation Area (SRA) or from surrounding agencies. As stated in the PMIP, Caltrans is a key partner in establishing any form of paid parking along State Route 28, and although recommended rates in the Kings Beach commercial core along State Route 28/North Lake Boulevard have been included in this memo, an agreement between the County and Caltrans will be necessary before any paid parking can be established along the State highway. The recommended rate structure proposes the lowest rates possible to increase adoption without incurring a financial loss and ensures that rates are differentiated between “premium” and “value” parking zones to effectively manage parking demand.

Recommended Rate Structure

The rate structures identified in this section would apply to the on-street and off-street (County lot) public parking areas identified in Figure 23.

Figure 23. Suggested Paid Parking Locations in Kings Beach



Summer Paid Parking Recommendations (May 1 - September 30)

The summer season dates were mutually agreed upon by DIXON and the County and are in alignment with the peak-season dates used by California State Parks for the Kings Beach SRA to ensure a comprehensive and balanced approach to parking management in Kings Beach. Suggested initial on-street paid parking operating times are based on when recreational beach parking demand has been observed to be the highest. Suggested initial off-street paid parking hours match the County lots’ current hours of operation.

Space Type	Rate Model	Operating Times
On-street, Commercial Core	\$2.50/hour	7:00am - 7:00 pm, 7 days per week
On-street, State Route 28	\$3.00/hour	7:00am - 7:00 pm, 7 days per week
Off-street Lots	\$10 all-day flat rate \$5 evening flat rate starting 5pm \$20 holiday peak pricing rate ⁵	7:00am - 10:00 pm, 7 days per week

⁵ Peak pricing can be applied on statutory holidays and adjacent weekends to address surges in parking demand during periods of high travel. The County can determine when peak pricing applies.

Rest of the Year Paid Parking Recommendations (October 1 - April 30)

The County is recommended to introduce paid parking outside of the summer season only if there is high parking demand identified. The industry-accepted benchmark for parking occupancy is at 85%; if parking utilization data demonstrates on-street block faces in the commercial core exceeding 85% capacity, the County should consider implementing paid parking outside of the summer season. If it is consistently below 85%, paid parking may not be necessary. Rates for the non-summer season are lower than those in the summer since parking demand tends to be lower in the non-summer months. Kings Beach SRA also features lowered rates in the non-summer period.

Space Type	Rate Model	Operating Times
On-street, Commercial Core	\$1.50/hour	7:00am - 7:00 pm, 7 days per week
On-street, State Route 28	\$2.00/hour	7:00am - 7:00 pm, 7 days per week
Off-street Lots	\$5 all-day flat rate	7:00am - 10:00 pm, 7 days per week

The PMIP identifies that off-streets lots are ideal for recreational (long-term) parking and on-street spaces are ideal for commercial parking and active loading spaces. This is why off-street lots feature an all-day rate to support longer stays, while on-street rates are hourly to encourage turnover. The on-street hourly rate model is also known as the “Pay to Stay” model, which offers more flexibility than time limits by enabling drivers to determine the length of time they wish to stay for as long as they pay the appropriate fee. After implementation, the County should monitor turnover rates and consider introducing a time limit if needed to optimize the utilization of spaces.

The County should consider local discount programs, which are identified in detail in the PMIP, as a means to support residents in the transition to paid parking.

Permit Parking Rates

The PMIP includes recommendations around the introduction of employee and residential parking permits (RPP). The recommended residential permit parking rates are drawn from a review of permit programs in South Lake Tahoe (CA), Reno (NV), Park City (UT), and Auburn (CA). The employee permit parking rates were identified based on the best value for employees while supporting the cost recovery aspect of permit management operations.

Residential permit rates follow an escalating rate structure, in which each additional permit can be purchased at a higher premium rate. This rate structure encourages residents to park on their property if they are able to do so and discourages excessive vehicle ownership. In order to make the RPP program equitable and inclusive, qualifying low-income residents and employees should be offered a discounted rate, for which the County should establish an income threshold for qualification to determine eligibility or leverage an existing utility or County program that has low-income requirements already defined.

Permit Type	Rate Model	Operating Times
Employee	Regular: \$10/month Low-income: \$5/month	24/7
Residential	Low-income: \$6/year 1 st Permit: \$10/year 2 nd Permit: \$14/year 3 rd Permit: \$19/year Additional: \$25/year \$5 for 50 guest passes (single-use, 1-day passes expiring at 12pm the day after activation)	24/7

Further recommendations on implementing an RPP program, including limitations or caps on the number of permits allowed per household, are illustrated in the PMIP.

Rate Adjustments

Given that these recommended rates and paid parking operating times are to be used as an initial starting point, it is recommended that the County implements ongoing data collection through License Plate Recognition (LPR) technology to understand parking occupancy and utilization. Since the County already has plans to invest in LPR for parking enforcement, they can leverage the same tool for cost-effective and efficient data collection. This data enables the County to conduct regular paid parking rate model reviews based on occupancy levels to ensure that paid parking rates and operating times appropriately address parking demand and to maintain a target occupancy rate of 85%. It is recommended that the County conducts a rate review at least once per year for the summer, and once per year for the non-summer period if paid parking is implemented year round.

Additionally, the County is recommended to collaborate with State Parks and the North Tahoe Public Utility District (NTPUD) to work towards a complementary rate structure and coordinate rate adjustments in the future. Consistency in parking rate structure across all three agencies, as well as alignment in messaging and technology (as identified in the PMIP), will improve the effectiveness of parking management strategies in the Kings Beach area, as well as improve the parking experience.

Appendix D - 3-Year Financial Modeling

This will be a screenshot of the FMT Dashboard once finalized.

DRAFT