

**MEMORANDUM**  
OFFICE OF THE  
**COUNTY EXECUTIVE**  
COUNTY OF PLACER

**TO:** Honorable Board of Supervisors

**FROM:** David Boesch, County Executive Officer  
Submitted by: Jennifer Merchant, Principal Management Analyst

**DATE:** May 20, 2014

**SUBJECT:** North Lake Tahoe Resort Association Recommendation – North Lake Tahoe Parking Study

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**Action Requested**

I. Approve a proposed North Lake Tahoe Resort Association infrastructure account expenditure to the Department of Public Works to complete the North Lake Tahoe Parking Study in the amount of up to \$66,000, funded by the Lake Tahoe Tourism and Promotions Fund and at no net county cost.

**Background**

Placer County has entered into an annual agreement with the North Lake Tahoe Resort Association (NLTRA) to provide transportation and infrastructure project development and tourism marketing and visitor information services. The agreement is funded with Transient Occupancy Tax dollars collected by Placer County and requires Board of Supervisors approval prior to expenditure from the infrastructure portion of the agreement budget.

NLTRA's Infrastructure Committee and Board of Directors have voted to recommend that the County Executive Office carry forward the following project for approval by your Board. In doing so, they affirm that the project is consistent with NLTRA's Tourism and Community Investment Master Plan, which was approved by your Board in July 2004. Therefore, the following NLTRA infrastructure expenditure is being recommended by the County Executive Office for approval.

The recommended project has the potential to lead to significant improvements to the tourism infrastructure at North Lake Tahoe. The project recommended for funding is consistent with goals in the NLTRA's Tourism & Community Investment Master Plan.

**North Lake Tahoe Parking Study Project Description**

On April 22, 2014 your Board authorized the Department of Public Works to execute a contract to initiate the North Lake Tahoe Parking Study once funding was in place. The total Parking Study cost is \$85,000, \$19,000 of which will be funded with County Executive Office Community & Agency Support funds. Approval of this expenditure would provide the \$66,000 remaining funding to initiate the contract.

The study is a two-part plan that includes project level analysis for the expansion of the Grove Street Parking Lot adjacent to and including the Tahoe City Golf Course in Tahoe City, as well as programmatic level analysis for the development of a parking management strategy and new

parking standards that will be incorporated into the Community Plan development standards. Key study components include:

- Review of existing parking studies;
- Review of existing Tahoe Basin parking standards/ordinances;
- Update of existing Tahoe Basin parking standards/ordinances, including shared parking, in-lieu fees, and other options;
- Parking analysis examination, which includes parking accumulation counts in Tahoe City and Kings Beach on peak parking use days this summer; and
- Report preparation/presentation of recommendations and preliminary drawings of potential parking facilities in Tahoe City (Grove Street) and Kings Beach.

The Parking Study effort will include up to six public meetings to incorporate public feedback, including one meeting recommended by NLTRA's Capital Investment Transportation Committee with recent project applicants/land use consultants to address existing code challenges.

### **Fiscal Impact**

The funding described above would come from Transient Occupancy Tax funds generated in the North Lake Tahoe area and currently held in the County Treasury for the purpose of capital project implementation in eastern Placer County. There are sufficient funds available within this fund to cover the amount of the requested expenditure approval.

### **Environmental Analysis**

The Board of Supervisors' approval of NLTRA's funding contribution to this infrastructure project is categorically exempt from CEQA per Section 15061, which provides a general rule that if an activity does not have the potential to cause a significant environmental effect, it is exempt from CEQA. The specific project will be evaluated under CEQA by the corresponding lead agencies.