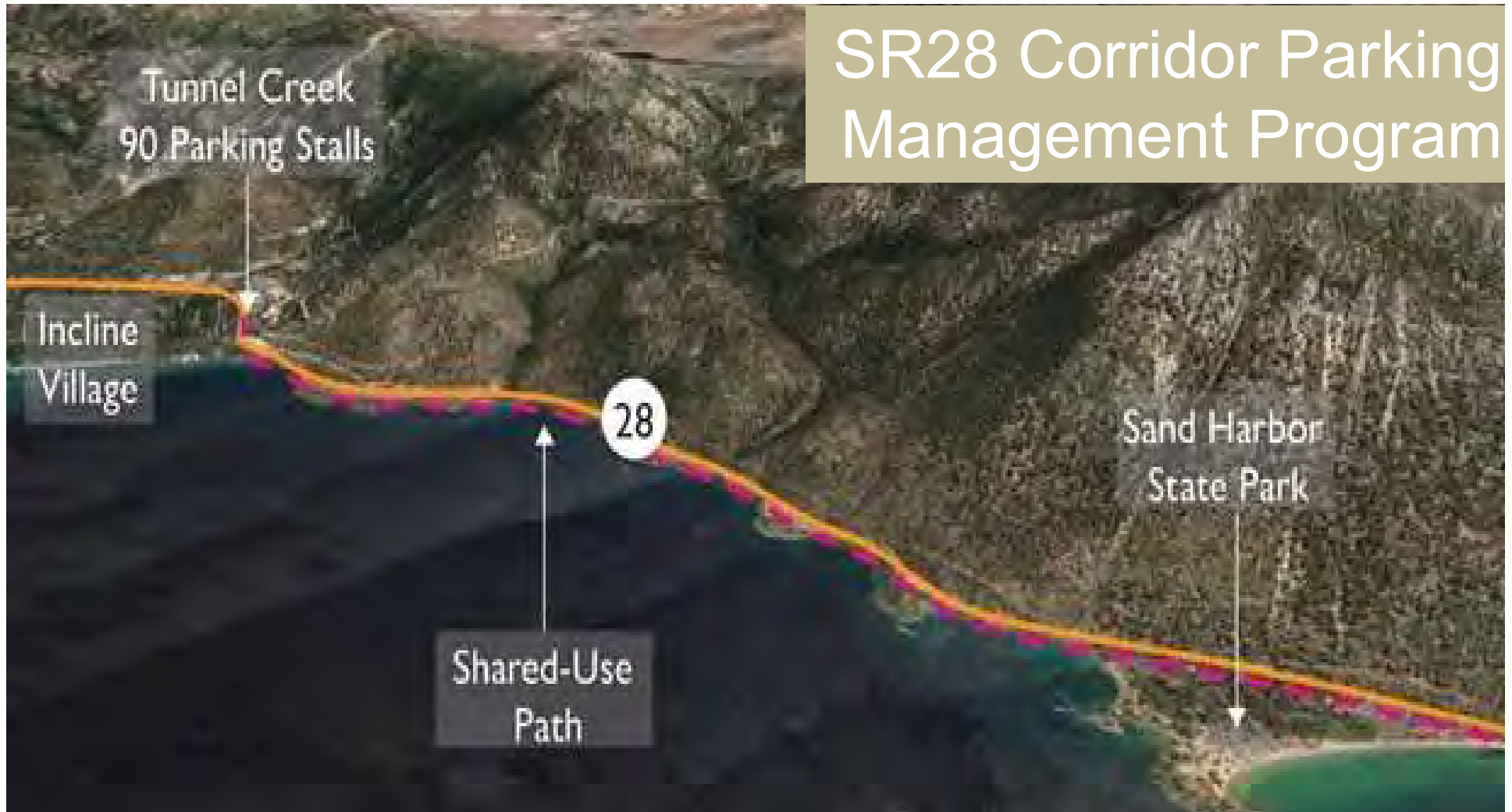




Tahoe Transportation
DISTRICT

Danielle Hughes
Capital Program Manager
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SR28 Corridor Parking Management Program



Demand Has Led to Challenges

- **Recreation congestion impedes emergency vehicle access and traffic flow on SR 28**
- **Visitor and resident frustration**
- **Environmental degradation**

"Chaos vs. Management. The only option here is to manage the SR 28 Corridor for safe driving and access to the lake. It's what Tahoe visitors and residents deserve."

-Randy Jackson, Sergeant
Nevada Highway Patrol,
Incline Village/Lake Tahoe





A SHARED VISION - LINKING TAHOE: “PARK TAHOE”

Parking and traveling in the Tahoe Basin should be safe, reliable, sustainable, adaptable, and convenient, giving visitors and residents the opportunity to use technology to make informed decisions on and before their trip.



The Parking System Goals:

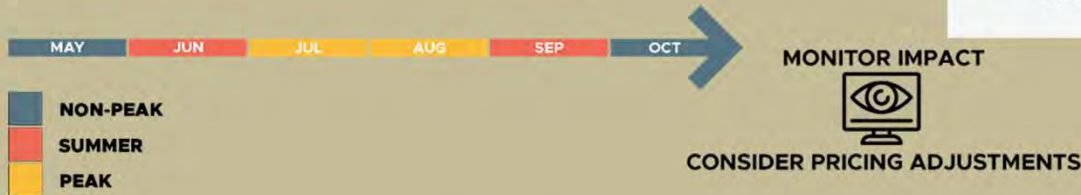
- An easily accessible system that improves the visitor's experience.
- Safe, legal, predictable, and easy to use.
- A component of a larger transportation system with real-time information, giving visitors transportation choices early in their decision-making process.
- Adaptable to changes in demand or in seasonal variations.
- Financially sustainable and keeps the funds in the Tahoe Region.
- Enforceable using technology for efficiencies in operation.
- Supportive of all transportation modes.
- Integrates all public and potentially private parking facilities in a holistic manner.
- Supportive of broader sustainability goals.

Demand Based Pricing for Change

DAILY PRICING

- 7-8AM
- 8-9AM
- 9-10AM
- 10-11AM
- 11-12AM
- 12-1 PM
- 1-2 PM
- 2-3 PM
- 3-4 PM
- 4-5 PM
- 5-6 PM
- 6-7 PM

NON-PEAK PRICING (APR, MAY, OCT)		SUMMER PRICING (JUN, SEP)			PEAK PRICING (JUL, AUG)		
WEEKDAY	WEEKEND	WEEKDAY	WEEKEND	HOLIDAY/ EVENT	WEEKDAY	WEEKEND	HOLIDAY/ EVENT
\$1.00	\$1.00	\$2.00	\$1.00	\$4.00	\$1.00	\$1.00	\$4.00
\$2.50	\$4.00	\$4.00	\$5.00	\$6.00	\$6.00	\$6.00	\$6.00



The fees for parking, connected to the Tahoe Transportation District for financial and operational oversight, help to manage demand and keep revenue within the Tahoe Basin.

- ✓ Fees help create capacity through shifting demand.
- ✓ Fees within each facility are routinely monitored so prices can be adjusted based on demand.
- ✓ Fees pay for the enhanced technology and parking management.
- ✓ Fees help pay for maintenance of facilities and alternative transportation choices that connect visitors to their destination.

	Non Peak Weekdays	Non Peak Weekends	Summer Pricing (weekday)	Summer Pricing (weekend)	Peak Pricing (weekday)	Peak Pricing (weekend)	Holiday/Event Pricing
AVG MIDDAY STAY	\$9.50	\$15.50	\$18.00	\$20.00	\$22.00	\$24.00	\$24.00
AVG MORNING/EVENING STAY	\$6.00	\$8.00	\$9.50	\$11.50	\$11.50	\$12.50	\$20.00

SR28 Parking Program Pilot

- Three linked kiosks across 90 spaces
- Hourly paid parking
- Public Outreach and Education Plan
- Financial elements through TTD
- Monitor for success



***COME EARLY OR COME LATE
AND ENJOY A LOWER RATE***





Thank You!



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