

Northstar California Resort Implements Updated Parking Management Plan for 2019-20 Winter Season

Northstar California Resort today announced it will implement an updated strategic [parking management plan](#). The overall plan will preserve and maximize the resort's parking capacity while expediting incoming traffic and reducing congestion on Northstar Drive, ultimately improving the guest experience.

"It is our priority to provide the best possible experience for our guests and their families," said Deirdra Walsh, vice president and general manager of Northstar California. "Through a conscious decision to control our parking resources, we expect to significantly reduce traffic flow on Northstar Drive, which will ultimately improve our parking and transportation experience for guests."

Past traffic flow patterns at Northstar have strained resources and congested Northstar Drive as guests would bypass Castle Peak parking lots to park in Village View parking lots, even when signage indicated Village View was full. This strategic plan will utilize Northstar's available parking lots in the most efficient way.

A separation of paid and free parking lots will lead to a reduction in traffic on Northstar Drive. Free parking will be available every day in the Castle Peak parking lot, the first available parking option on Northstar Drive. Complimentary shuttle service from Castle Peak will deliver guests just steps from skiing and riding with a reliable schedule and wait time.

Guests seeking premium parking options and closer proximity to the Village can now park at Village View for \$10 Monday through Friday and \$20 on weekends and holiday timeframes. Lower Village will remain \$20 cash Monday through Friday and \$40 cash on weekends and holiday timeframes, and curbside parking with Northstar's Valet will continue to be \$60.

"We want to implement a plan that best preserves the available parking options at the resort for our guests and employees," said Tony Karwowski, director of base area operations at Northstar California. "This plan creates a better experience for guests by providing more consistent availability to parking, which offers better access to the Village at Northstar and ultimately, skiing and riding."

Village View will allow for payment to be made via the Passport Parking app and Passport Parking kiosks, requiring no entry gates and providing a fluid experience for guests entering paid parking lots. All daily fees will be effective between 5:30 a.m.-3 p.m., with free parking available in all lots beginning at 3 p.m.

"Northstar has a strong presence in Truckee and the Tahoe Region, and we gladly support innovative leadership from the private sector in implementing programs like this new parking program," said Jaime Wright, executive director of Truckee North Tahoe Transportation Management Association. "We know from experience in other mountain resort regions that paid parking encourages increased transit ridership and ridesharing, which will ultimately help to relieve the known Truckee-Tahoe congestion that exists in the area during winter."

"North Tahoe resorts are continuing to refine transportation systems, encouraging locals and visitors alike to carpool and use public and micro-transit options," said Liz Bowling, director of communications for North Lake Tahoe Resort Association (NLTRA). "These efforts support an overarching goal of improved traffic flow around the region and we believe it's not only a way to access the mountain faster, but provides a better experience for all."

For additional ways to improve the parking experience, Northstar advises guests to arrive early, carpool,

rideshare, and utilize local shuttle options and public transportation when available. Tahoe Truckee Area Regional Transit (TART) buses drop guests directly at Northstar Village, only moments away from the gondola.

Additional information can be found at NorthstarCalifornia.com/parking.

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