

*We are a welcoming, active and business-friendly rural
foothill community built on California's rich gold rush history.*

City Manager's Report
March 10, 2026 City Council Meeting
Prepared by: Natalie Tornincasa, Interim Director of Finance
Item #: 11.2



Subject: Consider approving new Master Parking Citation Fees effective May 11, 2026.

Recommendation:

Hold a Public Hearing and adopt a resolution approving the revised parking master citation fines schedule as shown in Attachment "A" effective May 11, 2026.

Purpose:

To improve the revenue generation used to partially offset the cost of the Police Departments Patrol Division and the Downtown Parking Program.

Strategic Plan Strategy: Fiscal Stability/Sustainability: 2) Strategy – Increase Revenues.

Background:

The City of Placerville's Master Parking Citation Fine Schedule has not been updated since December 2010 and is not keeping up with the overall cost for the City to issue citations.

Discussion:

Staff updated each of the applicable fines based on the anticipated costs including personnel, supplies, and State passthrough Court Fees. Staff reached out and compiled a survey of fines collected by cities in the outlying area. As you will see in attachment "B", Placerville's proposed fines are not the highest nor are they the lowest overall compared to fines collected by other surveyed cities.

It is important to note that the City of Auburn and City of Jackson both communicated plans of updating their citation fee schedule as well.

Options:

1. Approve the fees as recommended by staff.
2. Approved modified fee amounts.
3. Direct staff to take alternative actions.

Cost:

There is no cost associated with tonight's action.

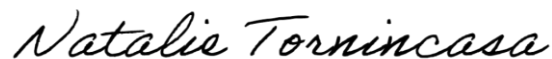
Budget Impact:

The proposed Master Parking Citation Fines Schedule was not included in the adopted Fiscal Year 2025/2026 Budget, and if approved, the fee increases of \$29 per citation is estimated to generate an additional \$7,018 in the Downtown Parking Program revenue than originally forecasted.

This estimate is based on the total number of citations issued over Fiscal Year 2024/2025. Between July 1, 2024 and June 30, 2025, the City of Placerville issued a total of 1,452 citations, an average of 121 citations per month. The City of Placerville anticipates issuing 242 citations between May 1, 2026 and June 30, 2026.



Dave Warren, City Manager



Natalie Tornincasa, Interim Director of Finance

Attachments:

A: Resolution and Fee Schedule

B: Survey of fines collected