

SCCRTC North Coast Transportation Demand Management (TDM) Plan – RFP 2197
Answers to Request for Clarification, June 4, 2024

- Have stakeholders expressed concerns about travel in the North Coast TDM Plan area?
 - The increased visitation in the area has led to a significant strain on the region's facilities, transportation infrastructure and natural resources. This has generated concerns from public and private property owners in the area and other stakeholders about how the visitation impacts natural resources and potential safety concerns.
- Are there existing shuttles serving the North Coast TDM Plan area?
 - Santa Cruz Metro Route 42 (Davenport/Bonny Doon) connects Santa Cruz to Davenport with four weekday pm trips from Davenport south and 3 weekend round trips. Metro Route 40 (Hwy 1 to Davenport) provides 3 weekday am trips to Davenport but no weekend trips. Currently, there is no transit service operating on the Santa Cruz Branch Rail Line which parallels rural Highway 1 for 11-miles of the 22-mile TDM Plan area from the City of Santa Cruz to Davenport. RTC is not aware of any transit services offered by private operators in the North Coast TDM Project Area.
- Is there a traveler information system in place for the North Coast TDM Plan area?
 - Cruz511 is a free traveler information service for up-to-the minute traffic, transit, bicycle and pedestrian information in Santa Cruz County via a mobile-responsive website.
- Does RTC have information about visitor travel to the North Coast TDM Plan Area?
 - No. The North Coast TDM Project scope of work includes obtaining information from visitors to the North Coast about how they travel to destinations on the North Coast, visitor travel needs, and input on alternative transportation options.
- What is the North Coast TDM Plan project budget?
 - The total grant funding available is \$362,560 from Caltrans and \$90,460 match from the RTC, for an overall project budget of \$453,200. RTC will be providing project management and other support. This is a non- A&E planning contract, so proposed costs are allowed to be considered in the ranking criteria. Consultant cost proposals account for 5% of total points during ranking. With these considerations in mind, consultants are asked to propose a budget and schedule based on the scope of work in the RFP for the consideration of the panel reviewing proposals.
- To what extent should the North Coast TDM Plan effort consider innovative technology solutions?
 - We would like to evaluate all strategies including innovative technology solutions.
- Are there mode share goals specific to the North Coast TDM Plan?
 - There are no mode share specific goals in the North Coast TDM Plan. One of the project goals is to reduce vehicle miles traveled.
- Does RTC subscribe to big data like streetlight?
 - No, RTC doesn't have a subscription to a specific "big data" source or streetlight data.

- Are there similarities between the proposed North Coast TDM Plan and the Big Sur TDM Plan?
 - Highway 1 along Big Sur faces many of the same challenges that Highway 1 along the North Coast of Santa Cruz County faces with a significant number of non-local visitors and limited access.
- Is there an approved list of DBE consultants to work with?
 - There is a tool from Caltrans in which DBE consultants can be searched <https://caltrans.dbesystem.com/>