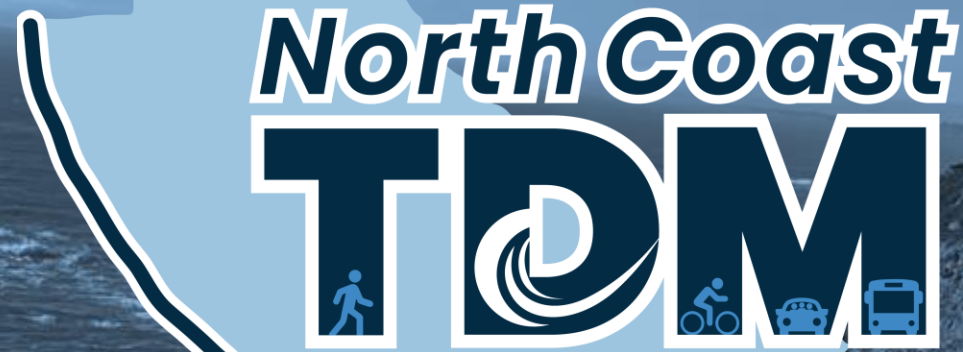




Santa Cruz County North Coast Transportation Demand Management (TDM) Plan

April 28, 2025

Meeting Purpose



- Introduce the North Coast TDM Plan
- Review existing transportation conditions
- Share information on current travel patterns
- Understand travel needs and challenges
 - What are the biggest travel challenges?
 - What would enhance travel experience to the North Coast?



The Transportation Demand Management (TDM) Plan will develop transportation strategies that **manage access and operations** and **expand sustainable travel options** along Highway 1 on the North Coast.



Project Location

- SR 1 corridor
- From City of Santa Cruz to Santa Cruz/San Mateo County line
- Key destinations include beaches, State Parks, and Town of Davenport



Other Considerations Related to Access and Facilities



Existing Transportation Conditions

- Multi-Use Trails
- Transit Routes
- Key roadways
- Existing TDM Programs



State Route 1



- Two lane roadway with 55 mph speed limit
- Typical traffic volumes range from 4,000 to 14,000 vehicles/day*
- No existing formal pedestrian or bicycle facilities
 - Bicyclists ride on shoulder where width allows
- Roadside parking in some areas



Transportation Facilities: Bicycle Facilities and Bus Access



SC Metro Route 40



- Limited hours of operation
 - 7 am – 10 pm on weekdays
 - 7 am – 4 pm on weekends
- Headways
 - 30-minutes at peak time
 - 4 hours at off peak
- Average ridership:
 - Weekday: 174 passengers daily
 - Weekend: 39 passengers daily



Vehicle Parking

- Areas used as parking may be unpaved
- Some roadside parking may cause conflicts with bicyclists and through traffic on SR 1



Transportation Services



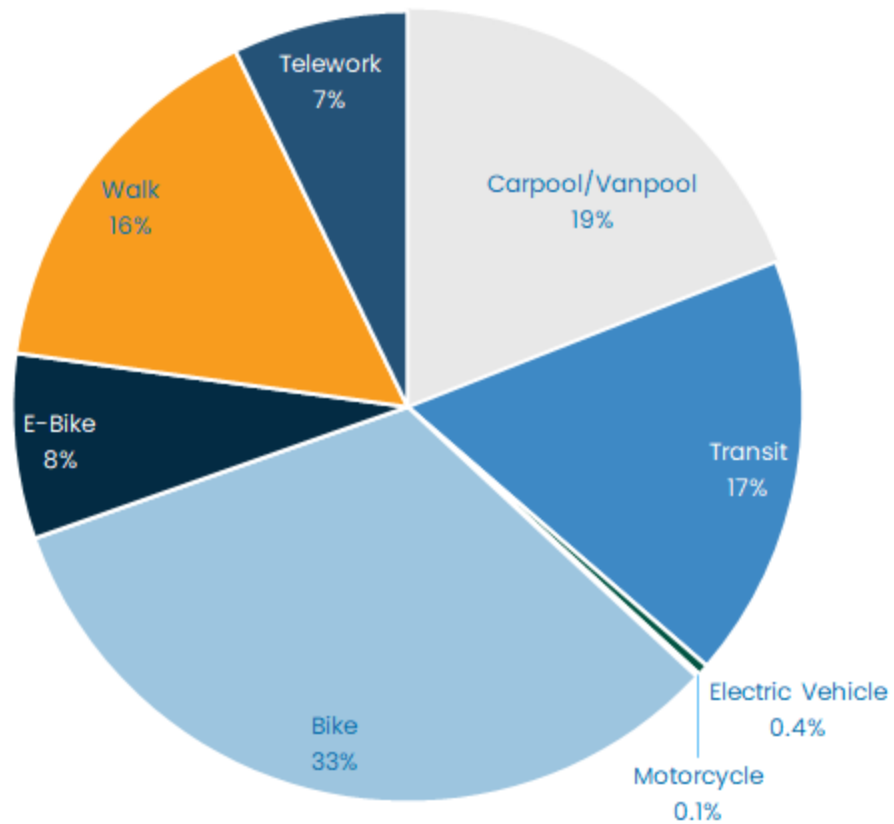
- Transit subsidies
- Ridematching and incentives
- Vanpool
- Emergency Ride Home program
- Carshare
- Ridehail services (Uber/Lyft)
- Bicycle and pedestrian support programs
 - Workshops, bike registration, etc



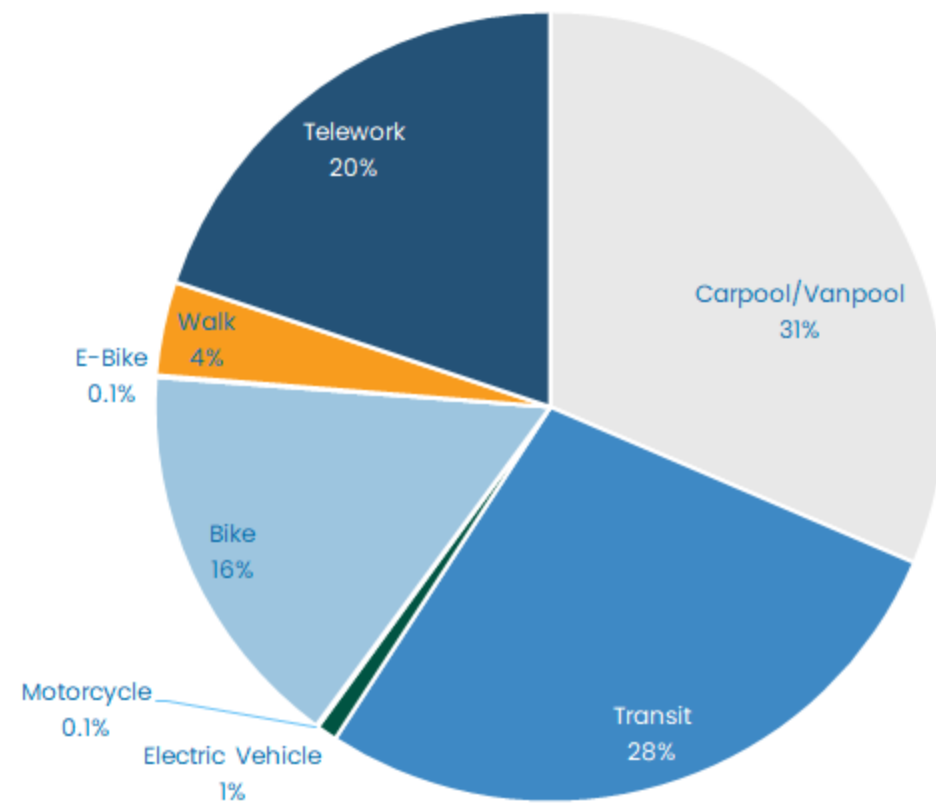
Go Santa Cruz Users



Trips Logged by Mode (2019-2025)



Miles Traveled by Mode (2019-2025)



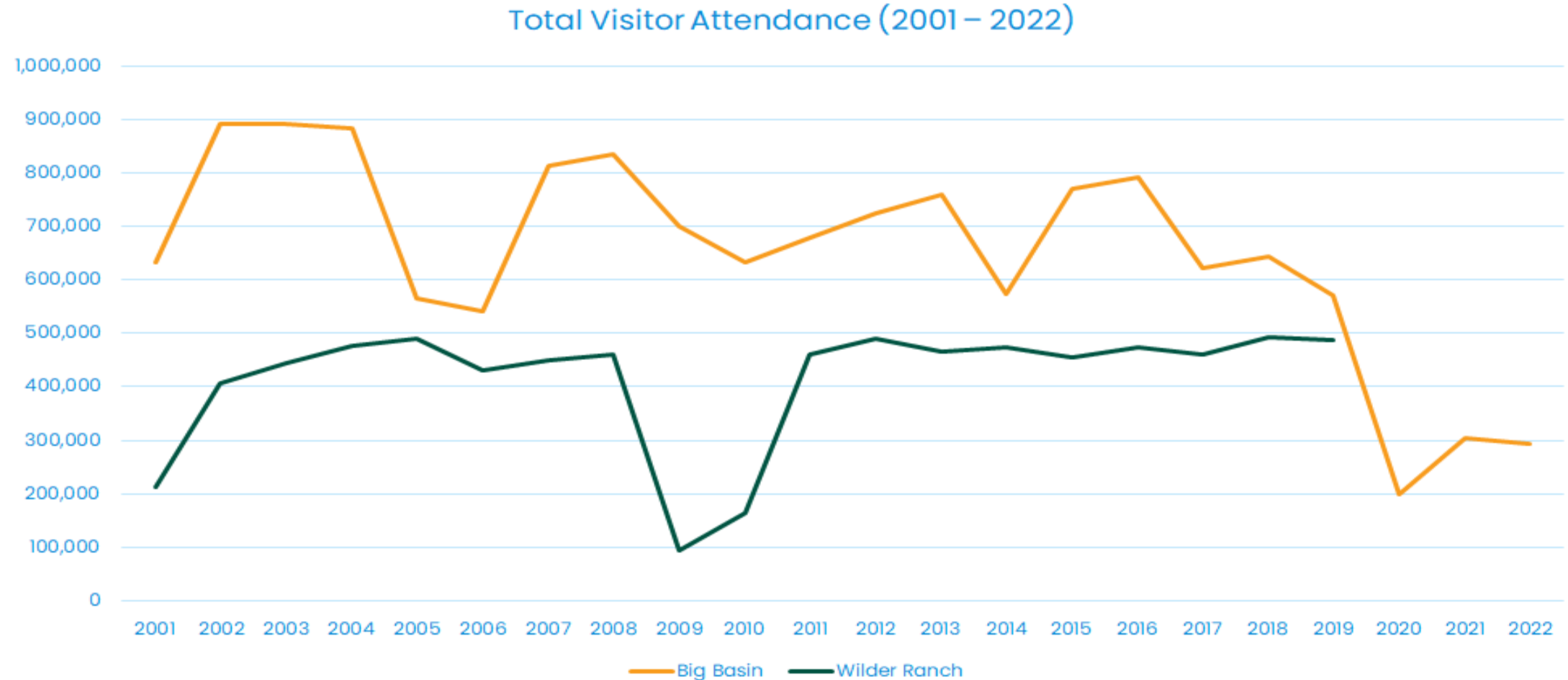
Visitor Travel Patterns

- Visitation Characteristics
 - Trend Over Time
 - Home Origin
 - Seasonality
 - Time of Day
 - Travel Preferences
- Data Sources
 - Mobile Device Data Summary
 - RTC Survey
 - State Parks Visitor Data

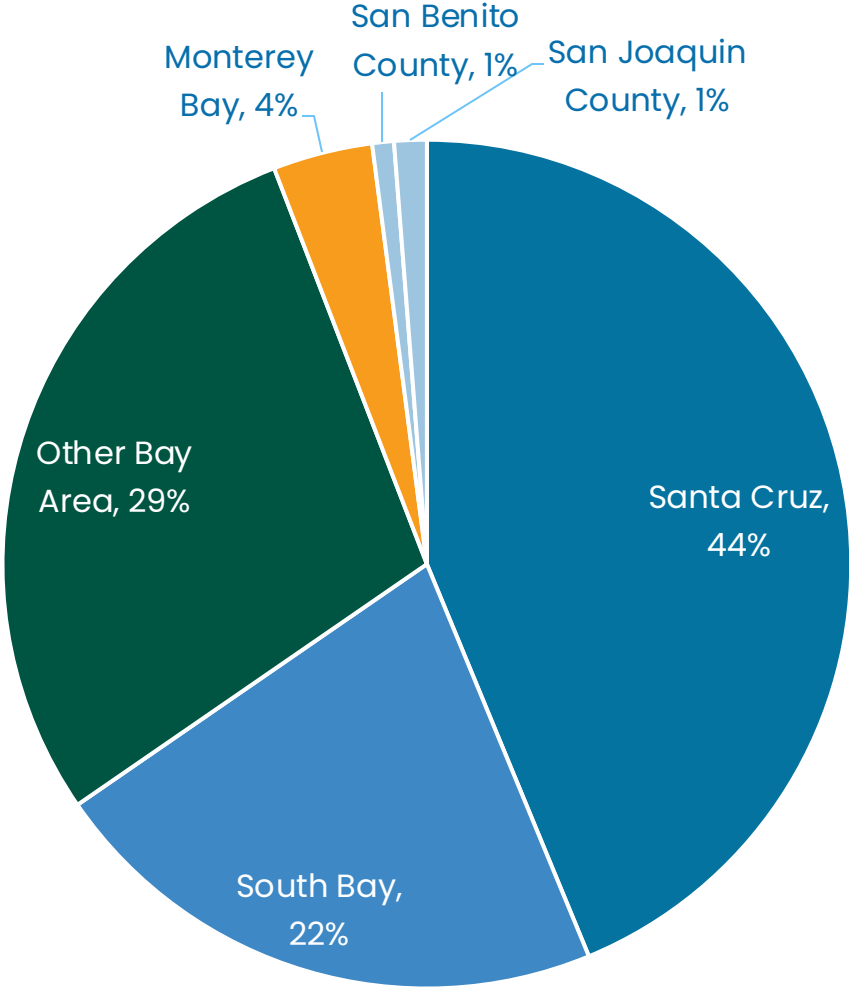




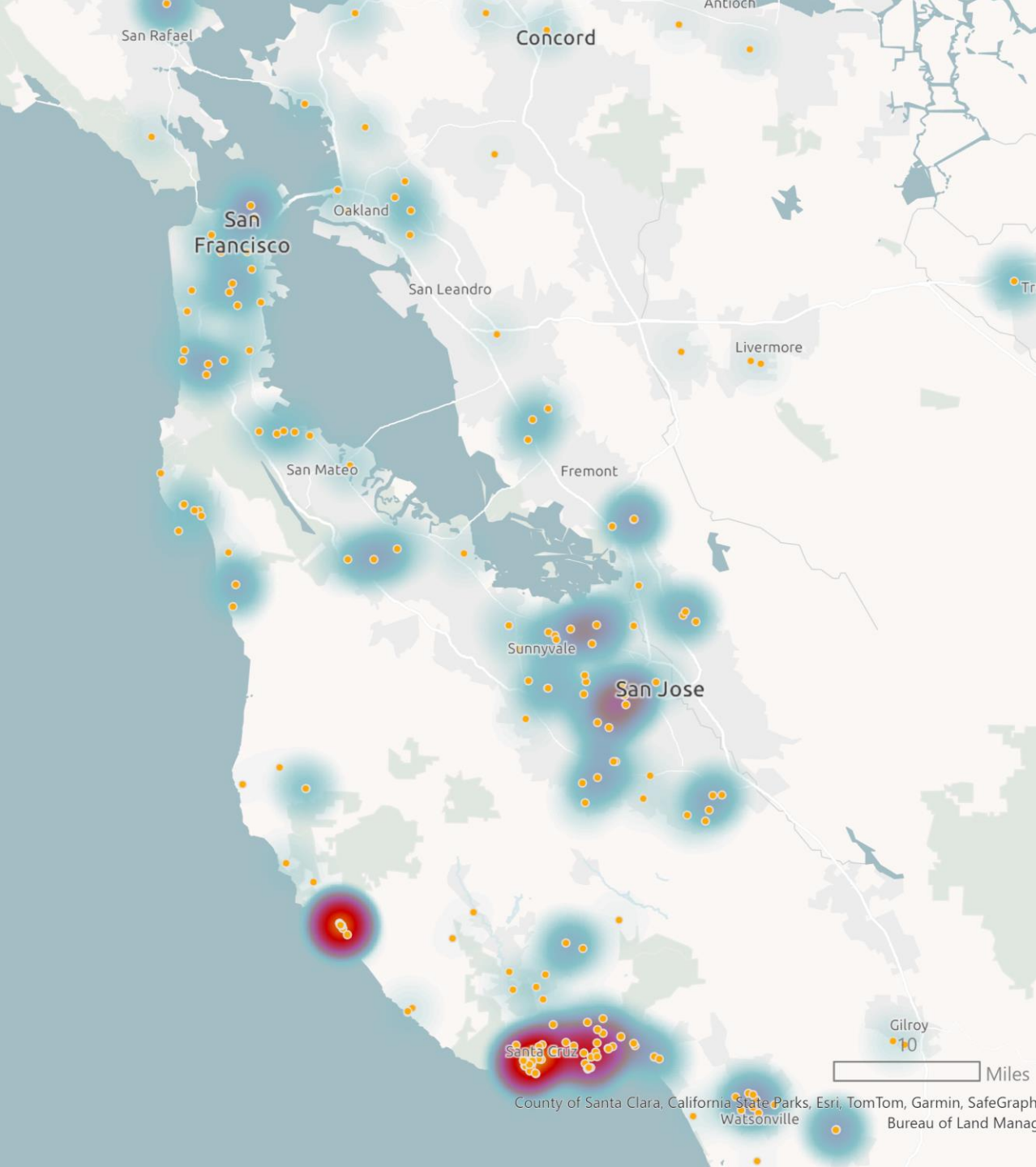
Visitation is Still Below Pre-COVID Levels



Home Origin



Source: Azria, 2024

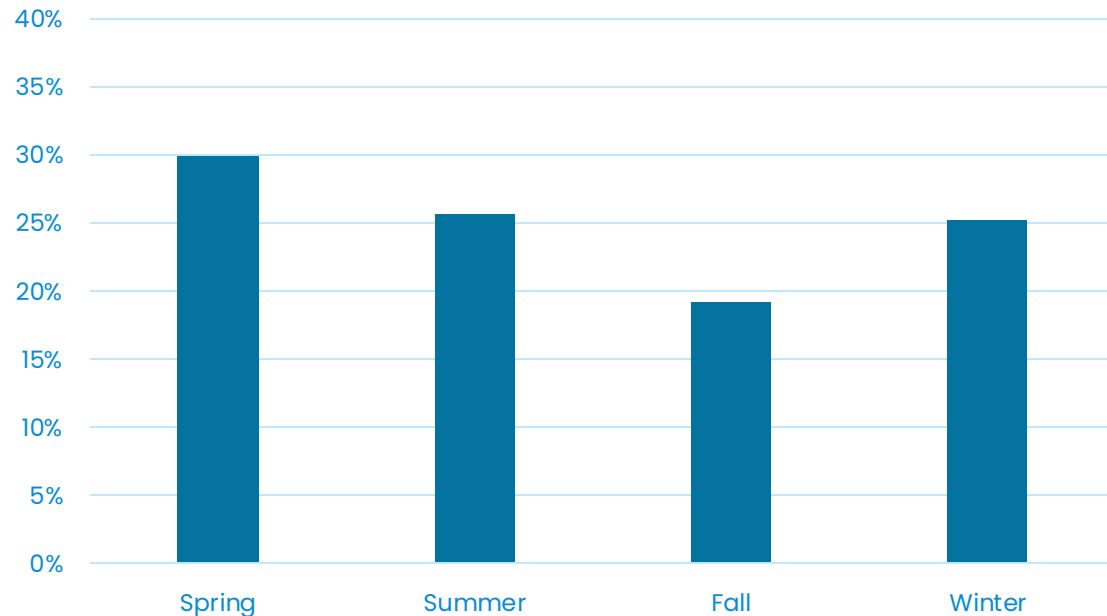




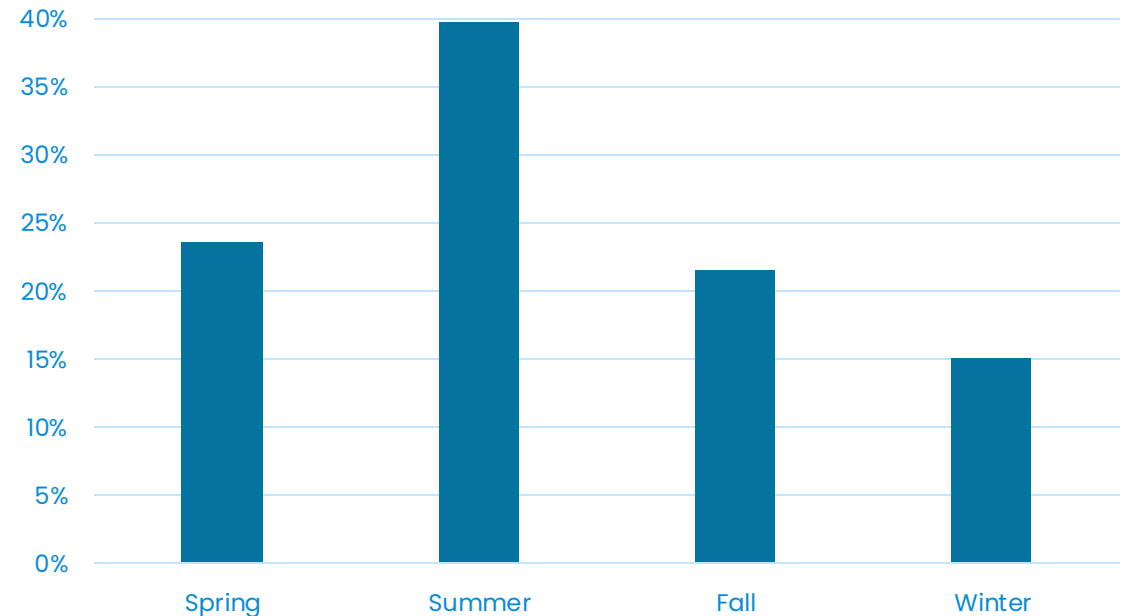
Seasonal Travel

- Spring and summer are the most popular season
 - March and July are the most popular months
- Fall is the least popular

Azira, 2024



State Parks, 2019

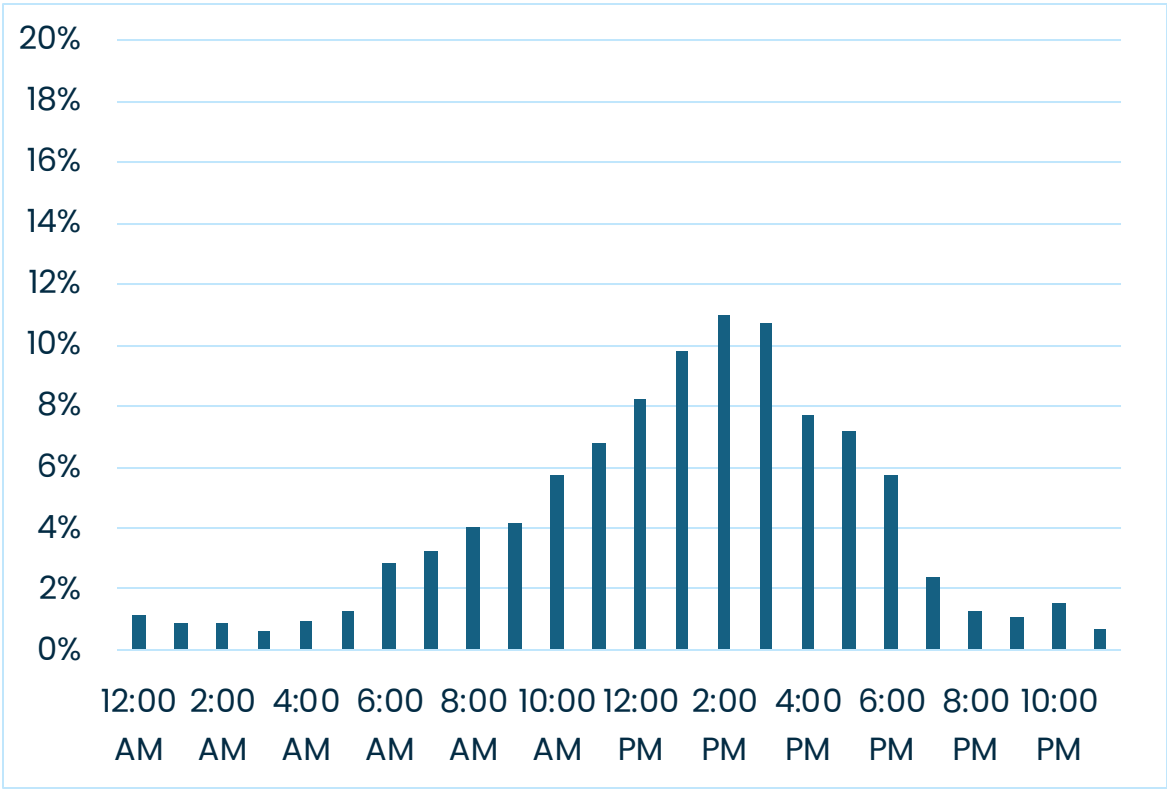




Peak Visitation is in the Afternoons

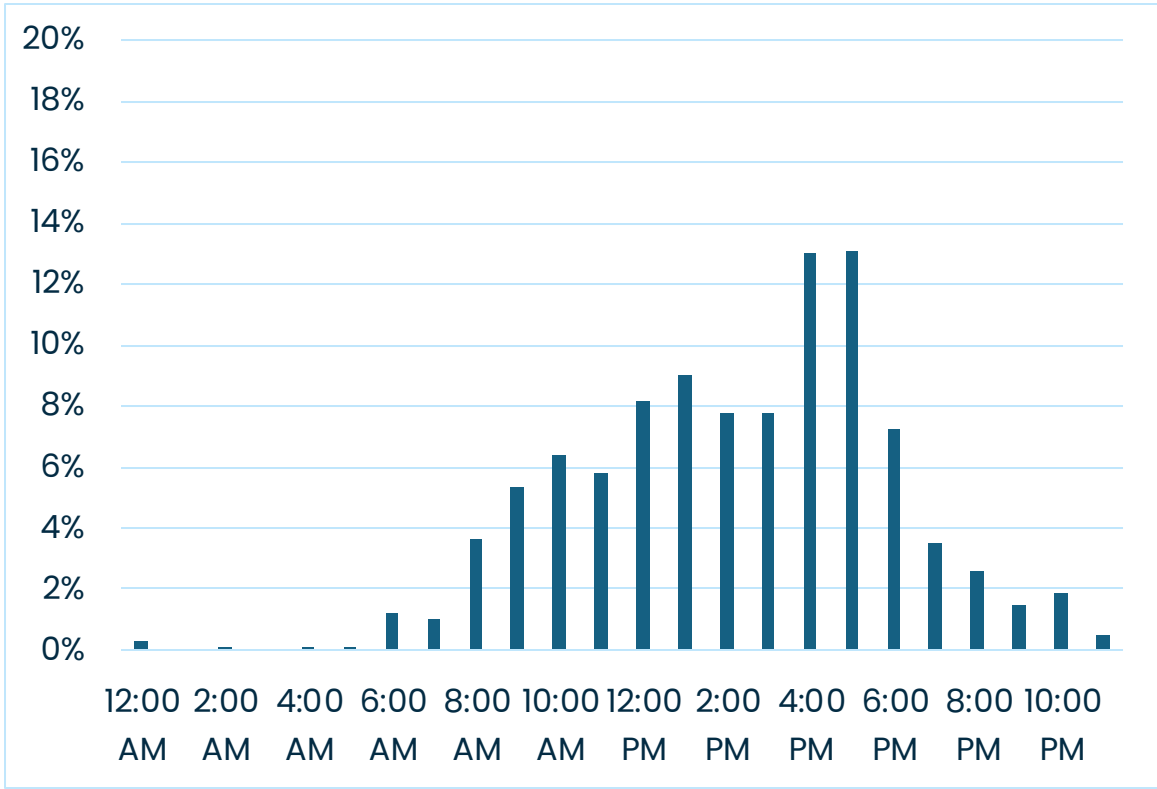
Waddell Beach

Peak is early afternoon (12:00 – 4:00 PM) for surf and other active uses



Davenport Landing Beach

Later afternoon peak (3:00 – 7:00 PM) for more family uses

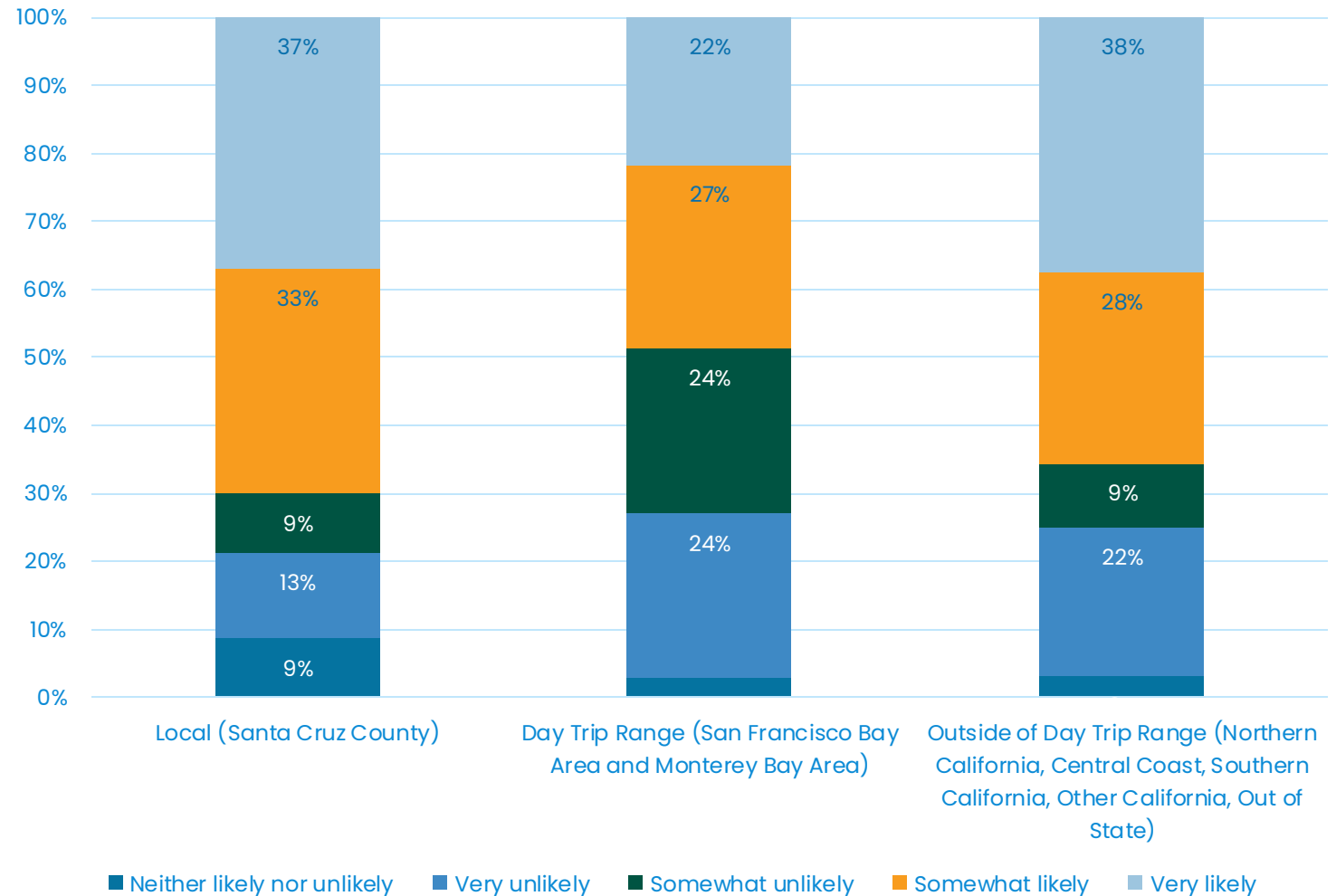




Interest in Using Alternative Travel Options*

- 70% of respondents from Santa Cruz County are interested
- 49% of respondents from within a day trip range are interested
- 66% of respondents outside of day trip range are interested

*Carpooling, shuttles, park-and-ride, or public transit options



Data Sources



- State Parks Data (2018 – 2022)
 - Big Basin
 - Henry Cowell
 - Wilder Ranch
- Mobile Device Data – Azira (Jan – Dec 2024)
 - 11 destinations
- RTC Survey (Jun – Dec 2024, 210 responses)
 - Survey distributed at 20 locations

Transportation Challenges



Travel Cost/Affordability



Photo by Ali Mkumbwa on Unsplash

Limited Parking Availability



Lack of Public Transit Options



Lack of Bicycle and Walking Facilities



Inaccessible Facilities



Others

Stay Engaged



Upcoming Engagement Activities

- Stakeholder Meeting (4/28)
- Virtual Community Workshop (5/19)
- Pop-ups in May
- Online Survey 4/28 – 6/30
- Presentation to RTC Board (Summer 2025)
- Draft TDM Strategies and Plan (Fall 2025/Winter 2026)

Take Our Online Survey



<https://fp.mysocialpinpoint.com/santa-cruz-north-coast-tdm-plan>

Visit Our Website



<https://www.sccrtc.org/projects/streets-highways/north-coast-tdm-plan/>

Next Steps



April 2025 – May 2025

Engagement

June 2025 – October
2025

**TDM Plan
Vision and
Objectives**

**Transportation
Needs
Assessment**

September 2025 –
December 2025

**Identify Draft
TDM
Strategies**

Milestone 2
Engagement

January 2026 – February
2026

**Draft and Final
TDM Plan**

Milestone 3

What your
biggest **travel**
challenges that
the TDM Plan
should address?

What kinds of
improvements
would best solve
your travel
challenges?

