



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

August 21, 2025

SCCRTC

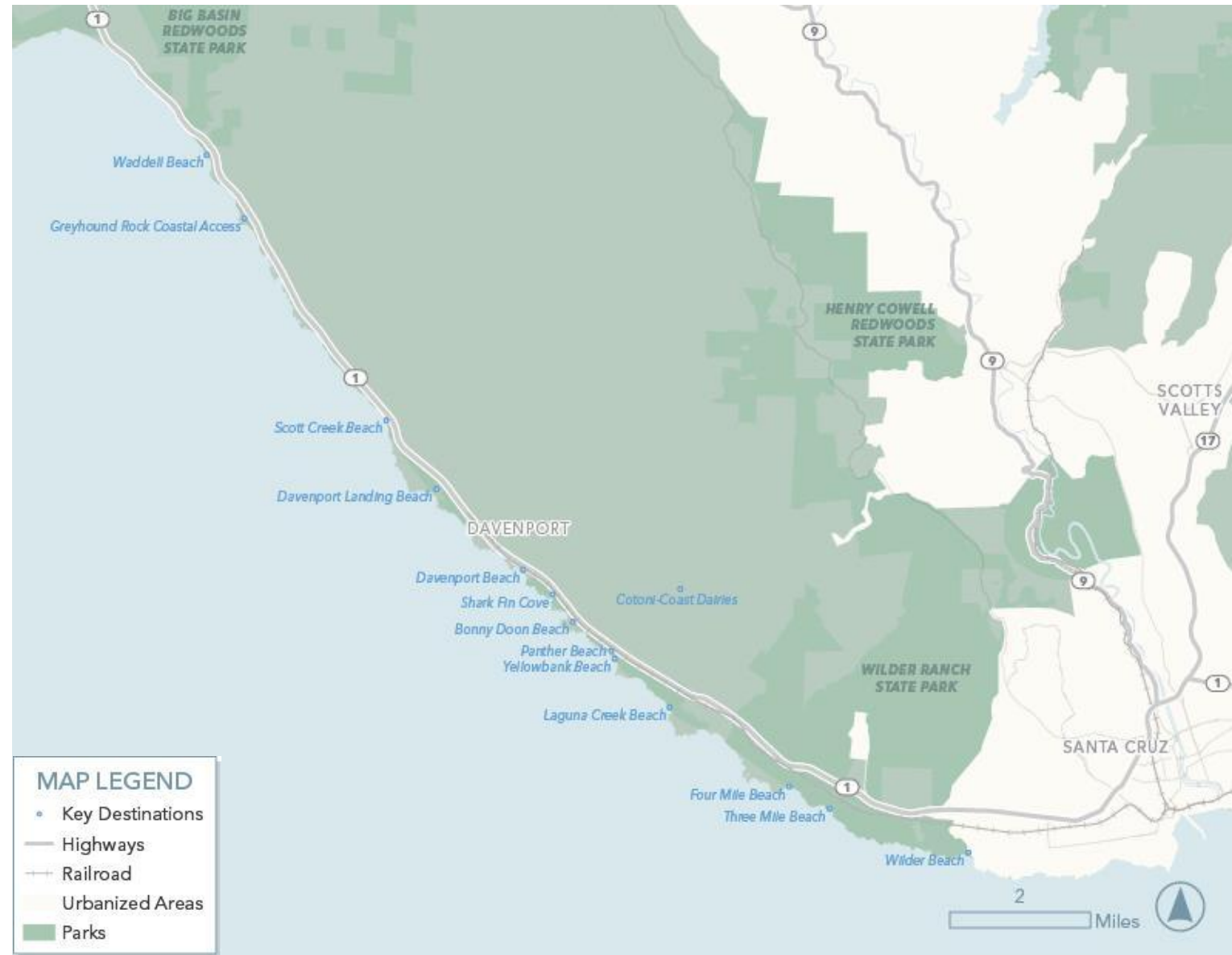
Fehr & Peers

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
- City of Santa Cruz to Santa Cruz/San Mateo County line
- Key destinations include beaches, state parks, national monument, and Town of Davenport



Plan Purpose



- Why are we developing this plan?
 - Adapt to visitation trends to the North Coast of Santa Cruz County
 - Consider future demand to access new recreational sites and destinations
 - Expand sustainable options for travel
 - Improve transportation operations
 - Manage demand on transportation infrastructure
 - Provide transportation and access information

Agenda



- Travel Patterns
 - What is happening now?
- Vision:
 - What should transportation on the North Coast look like in the future?
- Travel needs:
 - Share key takeaways from engagement activities
 - Do these experiences match what you have heard?



Transportation Context

- 2 lane highway
 - 55 mph speed limit
 - Passing lanes
- No existing formal pedestrian or bicycle facilities
- Roadside parking in some areas
- Trails at State Parks
- Santa Cruz Metro Route 40
- Santa Cruz Branch Rail Line



Planned Projects and Project Concepts



Existing Travel Conditions

- Limited accessibility
- Operational Challenges and User Conflicts
- Lack of walking or biking facilities
- Limited parking availability
- Lack of public transit options
- Fragmented traveler information



Limited Accessibility



Existing Conditions

- Limited travel options for people without a car or who cannot drive
- Unpaved surfaces may be difficult for those with mobility concerns

Considerations

- Increased transit or paratransit options
- Paved surfaces and ramps where possible



Limited Parking Availability



Existing Conditions

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

Considerations

- Formalize parking areas
- Add signage and wayfinding to parking areas
- Manage parking demand through reservations, shuttles, or transit



Operational Challenges and User Conflicts



Existing Conditions

- High visitor activity
- Parking congestion
- Unpredictable traffic patterns
- Speeding occurs on some sections of SR 1

Considerations

- Traveler information
- Rural highway design improvements
- Shift trips to non-driving modes by providing more options



Lack of Walking or Biking Facilities



Existing Conditions

- Gap in trail network along SR 1
- Geographic constraints for building new bicycle and pedestrian facilities
- Roadside parking can lead to conflicts with bicyclists

Considerations

- Connections to future rail trail
- Improve bicycle visibility on SR 1
- New/improved trail connections between facilities



Lack of Public Transit Options



Existing Conditions

- Limited transit trips per day
- Limited service area

Considerations

- Increase transit service during peak travel periods
- Provide supplemental park and ride or shuttle options



Visitor Travel Patterns

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



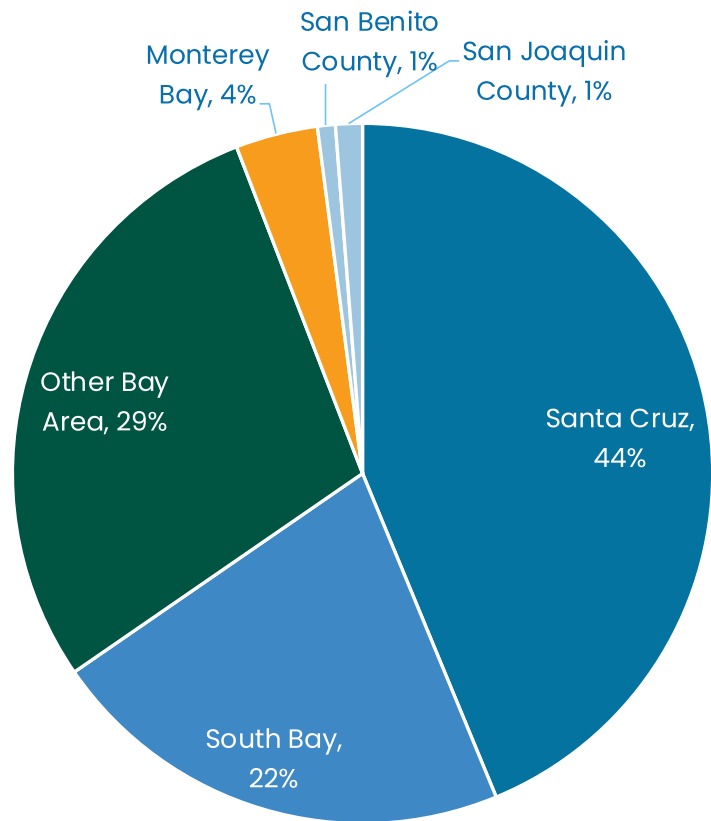


Data Sources

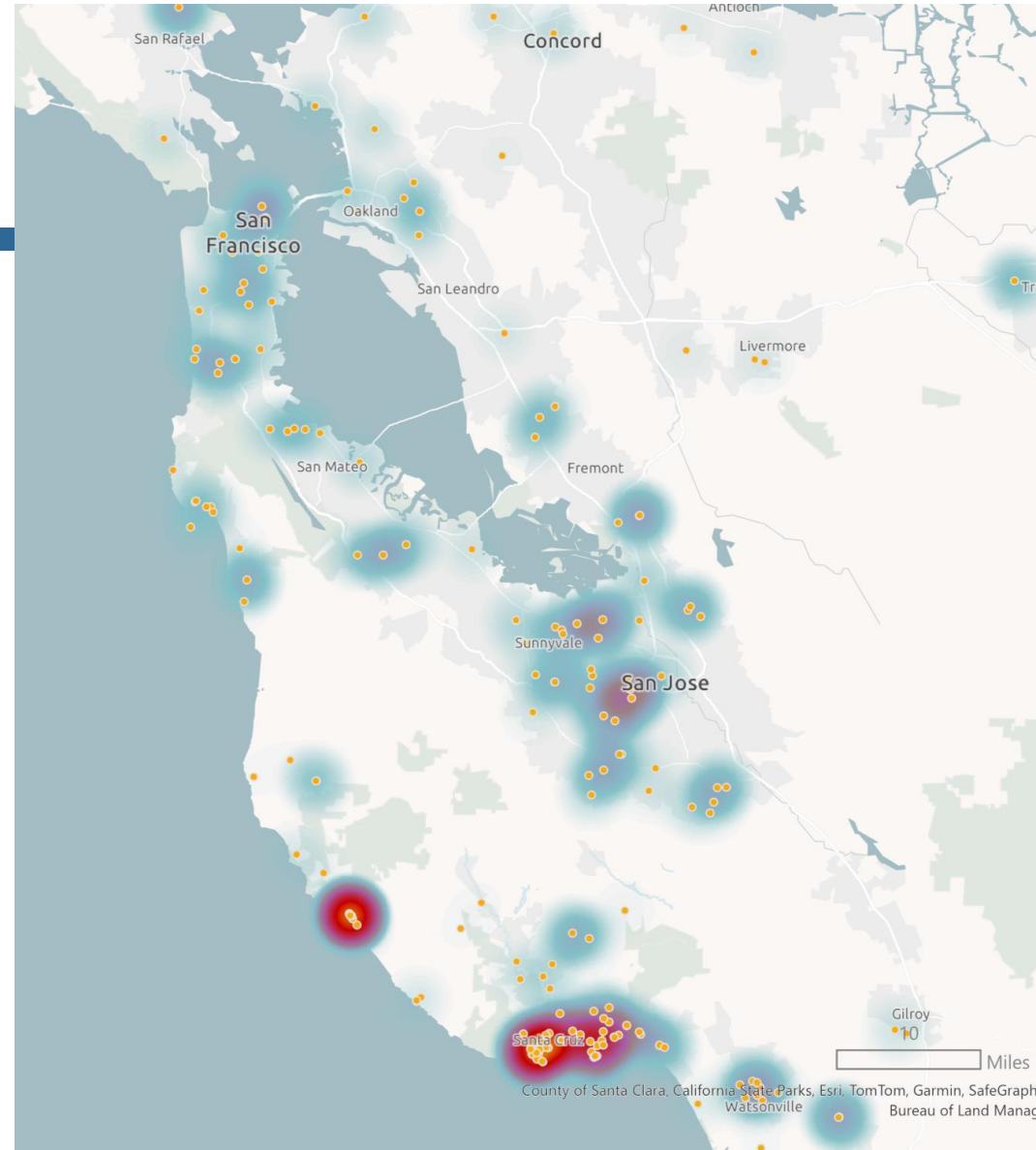
- State Parks Data (2018 – 2022)
 - Big Basin
 - Henry Cowell
 - Wilder Ranch
- Mobile Device Data – Azira (Jan – Dec 2024)
 - 11 destinations
- RTC Survey (Jun – Dec 2024, 201 responses)
 - Survey distributed at 20 locations on the North Coast

Visitation Characteristics

Where are North Coast Visitors Traveling From?



Source: Azira, 2024

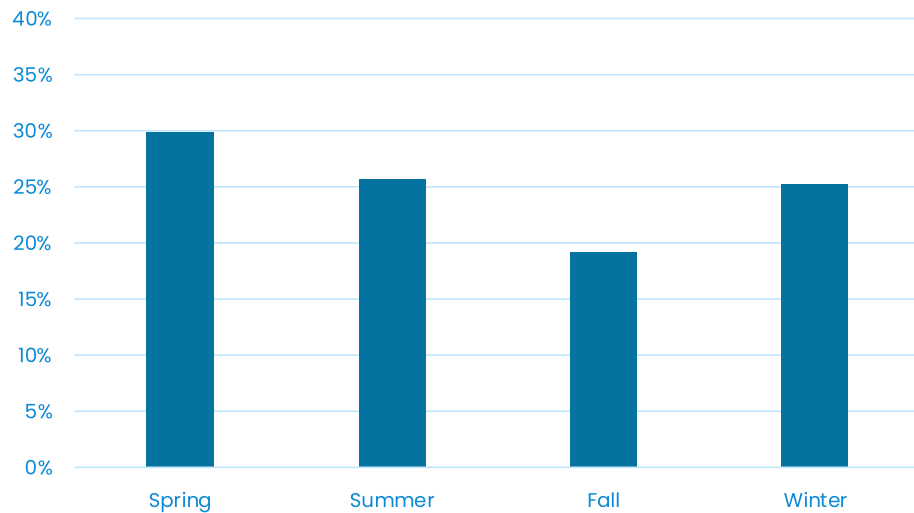




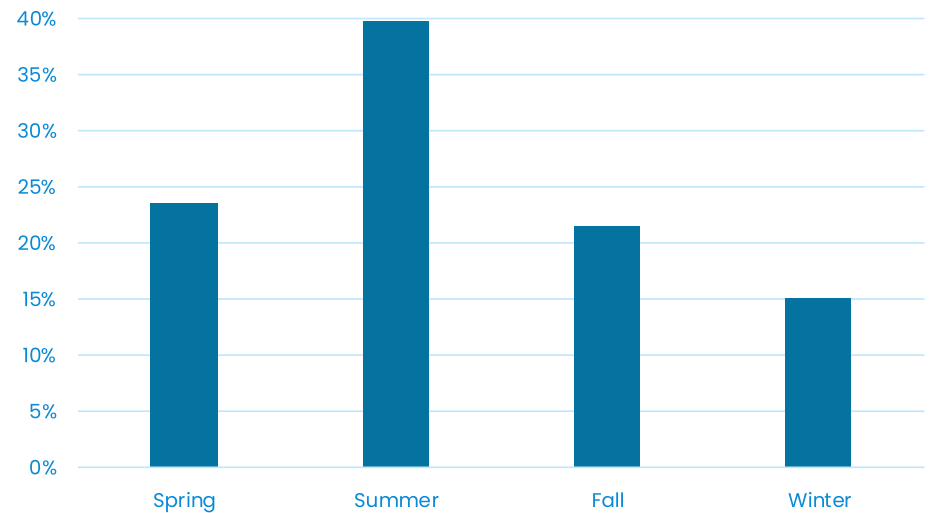
Seasonal Travel

- 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

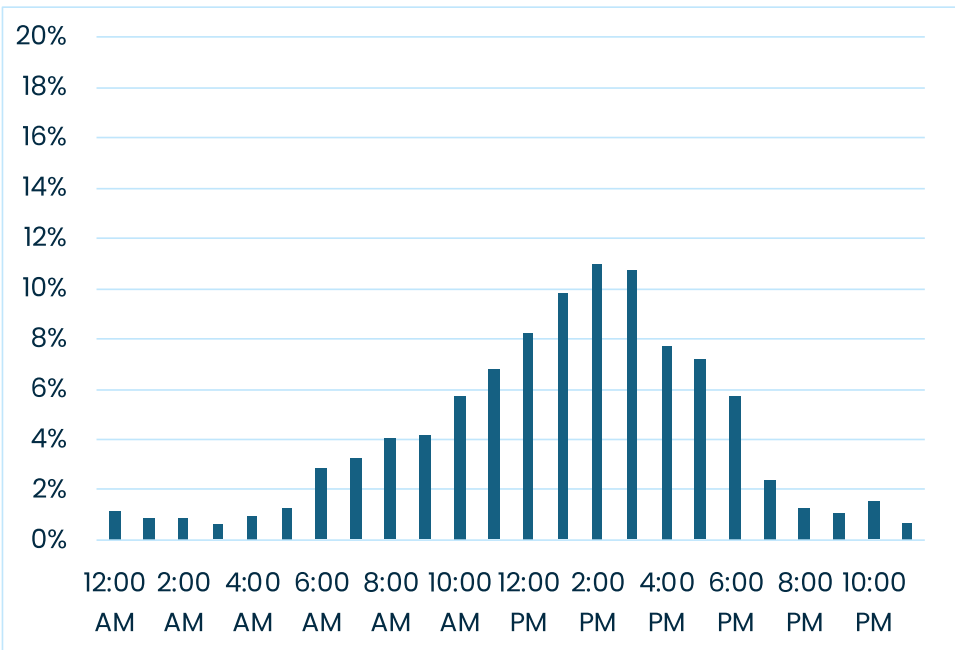




Peak Visitation is in the Afternoons

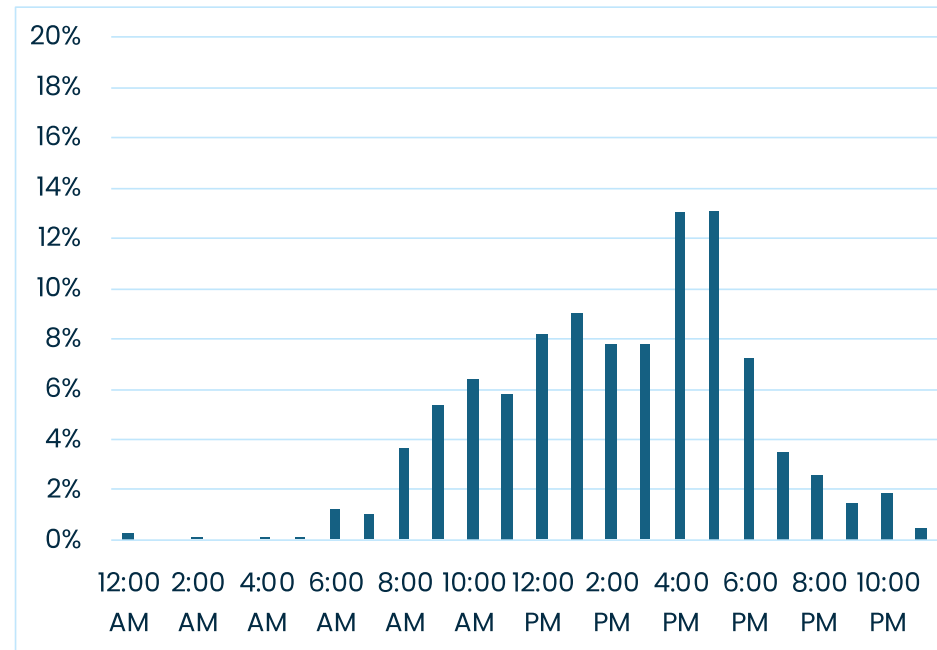
Waddell Beach

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

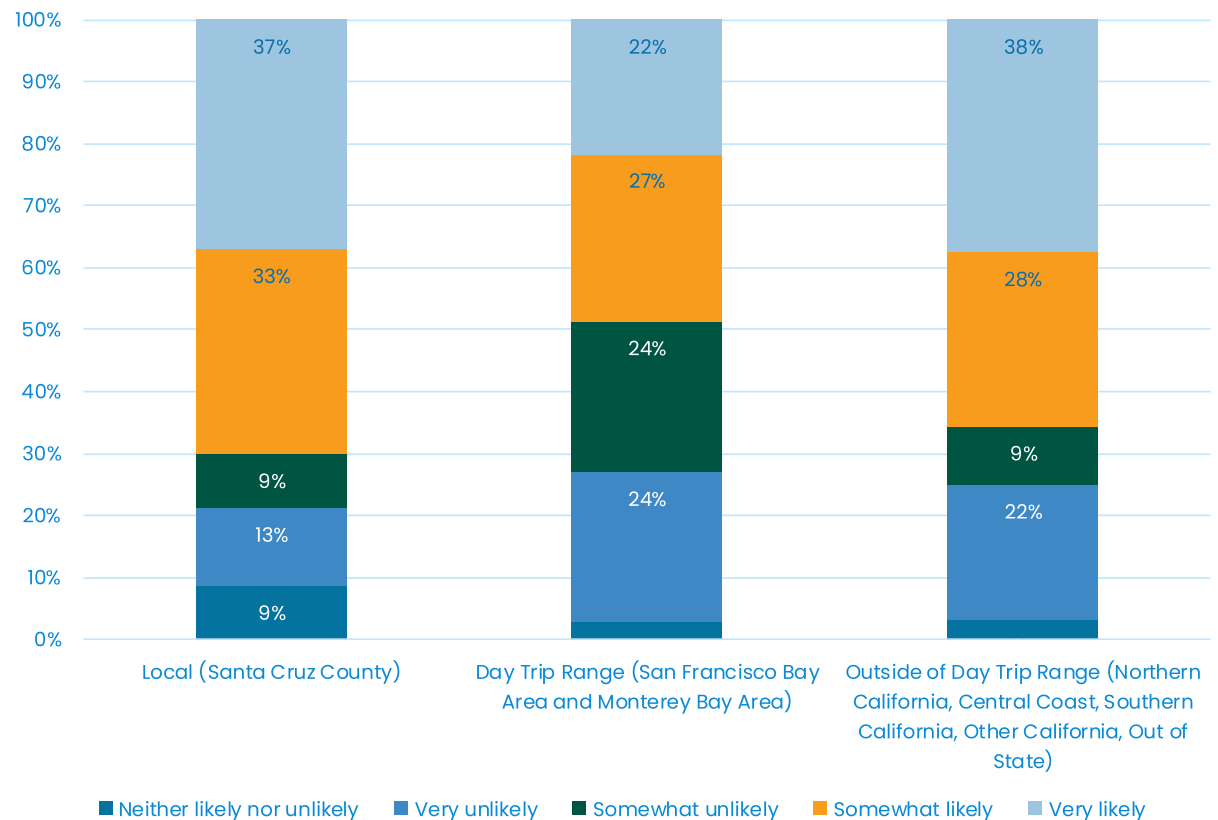




Interest in Using Alternative Travel Options*

- 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



Next Steps



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 would you like to see?

What are the biggest travel challenges that the TDM Plan should address?

What kinds of improvements would best solve these travel challenges?

