

# Appendix A. Existing Plans and Reports

## Existing Planning and Policy Background

---

The North Coast TDM Plan is informed by previously completed planning initiatives and relevant and/or anticipated development projects to ensure consistency with regional and local goals and policies. The following section lists relevant plans and programs as well as ongoing North Coast projects.

### Regional and Local Planning Documents

- **North Coast Facilities Management Plan (2024)** – Governs short- and long-term efforts to manage a network of amenities along the North Coast. The plan focuses on the state of facilities to optimize recreational opportunities. The plan identifies the need for a TDM Plan to effectively manage and maintain transportation infrastructure and facilities.
- **Santa Cruz County General Plan and Local Coastal Program (2024)** – Provides a long-range vision for the development and preservation of the County of Santa Cruz plan area and surrounding coast. The plan outlines goals and policies to reduce single-rider vehicular traffic and greenhouse gas emissions through travel demand management.
- **Santa Cruz Regional Transportation Commission Regional Transportation Plan 2045 (2022)** – Provides a long-range framework for transportation needs, priorities, and investments for Santa Cruz County. The plan identifies potential improvements to the county's transportation network and develops a prioritized list of projects that total up to \$5.2 billion. These projects include improvements for the Santa Cruz Branch Rail Line, North Coast Rail Trail, and transportation demand management services along the North Coast.
- **County of Santa Cruz Active Transportation Plan (2022)** – Identifies community needs and provides recommendations for infrastructure projects and programs to support walking and biking in unincorporated areas of the county. The plan determines a network of biking and walking routes that connect key destinations within the county. The North Coast is identified as a future Class I shared-use path meant to support recreational travel along the corridor.
- **Santa Cruz County Climate Action and Adaptation Plan (2022)** – Details the climate related risks and hazards affecting different areas in the county, particularly the effects on transportation facilities. The report includes recommendations for mitigating the effects on transportation infrastructure.
- **Santa Cruz County Local Hazard Mitigation Plan 2021–2026 (2021)** – Provides a framework for hazard mitigation strategies and identifies existing and anticipated risks in Santa Cruz County.
- **Caltrans District 5 Active Transportation Plan (2021)** – Provides a prioritized list of bicycle and pedestrian needs on the state highway system to support incorporation of active transportation and transit improvements into projects for the counties of Monterey, San Benito, San Luis Obispo, Santa Barbara, and Santa Cruz. The plan supports the state's goal of ensuring that people in California of all ages, abilities, and incomes can safely, conveniently, and comfortably walk and bicycle for their transportation needs by 2040.

- **Unified Corridor Investment Study (2019)** – Identifies transportation conditions and multimodal improvements for Highway 1, Soquel Avenue/Soquel Drive/Freedom Boulevard, and the Santa Cruz Branch Rail Line to link the communities along the Santa Cruz County coast from Davenport through Watsonville.
- **Monterey Bay Sanctuary Scenic Trail Master Plan** – Proposes a 32-mile pedestrian and bicycle path from Santa Cruz County to Pacific Grove, aimed at improving coastal access and promoting non-motorized transportation. Managed by the Santa Cruz County RTC and the Transportation Agency for Monterey County, the trail will include the North Coast Rail Trail and follow the Santa Cruz Branch Rail Line.

## Planned Projects and Project Concepts

**Table 1** summarizes relevant and ongoing North Coast projects, as well as related project concepts and studies in development. These projects are highlighted for their potential impact on the overall mobility and transportation demand along the North Coast.

**Table 1: Relevant Ongoing Projects and Studies on the North Coast**

Projects & Locations	Responsible Agency	Description	Project Status
1. Waddell Creek Bridge Replacement	Caltrans	Replace and elevate the Waddell Creek bridge to enhance resilience against sea-level rise. A Class 1 multiuse path will be added on the oceanside of the new bridge structure.	Design
2. Waddell Creek Coastal Resilience Plan	SCCRTC	Address potential improvements for SR 1, ecosystem restoration, and public access at Waddell Creek.	Planning (RFP released March 2025)
3. Reimagining Big Basin Facilities Management Plan	State Parks	Provides a vision for reestablishing recreational facilities in the park in response to the 2020 CZU Lightning fire and Big Basin Vision Summary.	Planning
4. Greyhound Rock Overnight Accommodations	Santa Cruz County	Proposes visitor facilities including trail connections to the California Coastal Trail, 8-15 overnight cabins (48-90 beds), a discovery center, and a dining hall with a kitchen. The added visitor facilities and educational programming will accommodate daytime visitors and overnight guests.	Construction (expected to be completed in 2029)
5. Scott Creek Bridge Replacement & Lagoon Restoration	Caltrans	Replace the SR 1 vehicle bridge at the Scott Creek main channel. Proposes two formal parking lots on the oceanside of the proposed bridge.	Environmental review

Projects & Locations	Responsible Agency	Description	Project Status
6. Cotoni-Coast Dairies National Monument Parking and Public Access	Bureau of Land Management (BLM)	Establishes a new national monument and recreational area with hiking trails. Includes two parking areas and trails. The northern parking lot and trailhead (completed) includes 64 spaces and access to trails. The southern parking lot and remaining trailhead will be completed by the end of 2025. The new monument is anticipated to receive around 250,000–300,000 visitors annually.	Construction (expected to be completed by 2025)
7. Cotoni-Coast Dairies National Monument Multipath Feasibility Study	BLM	Consider exploring a multiuse path connecting the community of Davenport to the Cotoni-Coast Dairies National Monument’s northern parking lot (at Warenella Road off Cement Plant Road).	Planning
8. Davenport Cement Plant Coastal Restoration and Reuse Plan	Santa Cruz County	Convert decommissioned plant to visitor-serving, residential, and light industrial uses.	Planning
9. San Vicente Coastal Resilience Plan	SCCRTC	Address potential improvements for SR 1, ecosystem restoration, and public access at San Vicente Creek.	Planning (RFP released March 2025)
10. Shark Fin Cove Parking Formalization Study	Santa Cruz County	Study the feasibility of creating formalized parking spaces near Shark Fin Cove.	Planning
11. Highway 1 Overcrossing at Yellowbank	SCCRTC	Provide a pedestrian overpass on SR 1 next to Yellowbank Beach	Design
12. Four Mile Beach Parking Lot	State Parks	Consider expanding parking supply at Four Mile Beach. Existing parking is limited to an off shoulder unpaved parking lot and average peak demand is 54 spaces.	Planning
13. Laguna Creek Beach Access and Preservation	State Parks	Proposes potential paved shoulder, pedestrian safety improvements, visitor amenities, and widening access trails	Planning

Projects & Locations	Responsible Agency	Description	Project Status
14. North Coast Rail Trail Project	SCCRTC	Construct a 7.5-mile Class 1 shared-use paved path for bicyclists and pedestrians, running along the railroad corridor from Davenport Beach to Wilder Ranch State Park in the south as part of Segment 5 of the Monterey Bay Sanctuary Scenic Trail (MBSST) Network.  As part of the trail construction, the project is proposed to provide two new parking lots at Ocean Street and Davenport and Panther/Yellowbank Beach. The project will develop a pedestrian crossing in Davenport, and a pedestrian overpass connection over SR 1 at Panther/Yellowbank Beach parking lot on the coastal side of SR 1 to the Cotoni-Coast Dairies National Monument.	Construction (Phase 1 & 2 began construction in 2024. Phase 3 is expected to begin construction in 2027)
15. Santa Cruz County Rural Highway Safety Plan	SCCRTC	Identifies crash patterns and prioritizes countermeasures to eliminate traffic deaths and serious injuries by 2050 on five study highways in Santa Cruz County including the SR 1 on the North Coast.	Planning (expected to be completed by 2026)

Source: Fehr & Peers, 2025.

These future projects will likely affect visitor population by attracting new visitors, as the new Cotoni Coast National Monument will likely do, or by shifting visitors from other parks/beaches along the North Coast and Santa Cruz County region to new features and facilities.

Improvements to pedestrian and bicycle facilities including new trail connections such as the Rail Trail may have two effects: these new connections will help improve access to other North Coast destinations and serve as recreational destinations in their own right, attracting new visitors; and improved pedestrian and bicycle facilities may shift visitors to travel using more active modes. By improving connections to destinations, visitors may be more likely to walk or bicycle between destinations along the North Coast.

Many new projects and facility improvements are planned in the coming years, which will likely increase visitor volumes in the area. This highlights the importance of the TDM Plan to help manage travel demand to a level that is efficient and provides a pleasant experience for visitors, residents, and employees in the area.

### Cotoni-Coast Dairies National Monument Parking and Public Access

The Cotoni-Coast Dairies National Monument is located ten miles north of the City of Santa Cruz along SR 1. The purpose of the monument is to protect geological formations, natural habitats, scenic vistas, and cultural values, while offering a range of recreational opportunities for a diverse group of users. Currently,

the monument is undergoing work to provide public access including adding 27 miles of trails for hiking, mountain biking, and horseback riding.

BLM projects annual visitor use of approximately 190,000 – 325,000 visitors annually with full build out of the project. The buildout of trails is phased; and total buildout is not expected to be reached for many years. On a given weekend day there is estimated to be around 1,400 visitors equating to about 370 weekend vehicle trips.

The northern parking lot is under construction and will provide 64 day-use parking spaces near Warrenella Road, as seen in **Figure A-1** along with one public restroom and trash collection facilities. A future southern parking lot will be planned as part of future phases. Total parking is expected to be around 220 spaces.



Figure A-1: Northern Parking Area and Trailhead Site Map

Source: BLM, 2024.

## North Coast Rail Trail

The North Coast Rail Trail project is a 7.5-mile multi-use path proposed as part of the Monterey Bay Sanctuary Scenic Trail Network, a 50-mile bicycle and pedestrian pathway connecting through Santa Cruz and Monterey counties. The trail will run along the Santa Cruz Branch Rail line from Wilder Ranch to Cotoni-Coast Dairies north of Davenport as shown in **Figure 2**. Its purpose is to provide an accessible pathway that separates pedestrians and bicyclists from vehicular traffic, enhancing active transportation,

recreation, and environmental and cultural education uses. The North Coast Rail Trail is anticipated to attract approximately 1,000 trail users on a summer peak weekend day by 2040, nearly 80% of whom would arrive by driving. The project is expected to generate 300 new vehicle trips per peak day.

Construction of the North Coast Rail Trail is divided into three phases and includes enhancements to existing parking areas by Davenport Beach, Bonny Doon Beach, and Panther/Yellowbank Beach. Phase 1 covers 5.4 miles from Wilder Ranch State Park to Panther/Yellowbank Beach along the Santa Cruz Rail Line, Phase 2 spans 2.1 miles from Panther/Yellowbank Beach to Davenport, and Phase 3 includes construction of the overpass Panther/Yellowbank Beach.



Figure A-2: North Coast Rail Trail Alignment

Source: SCCRTC Project Website. Accessed May 2025, <https://www.sccrtc.org/projects/trail/north-coast-rail-trail/>.

The parking areas at Davenport Beach, Bonny Doon, and Panther/Yellowbank will be reconfigured to include formalized spaces and improve access, egress, and internal circulation. As shown in **Figure A-3**, the existing parking area in the northern section at Davenport Beach will be reconfigured to provide 43 marked parking spaces. The Bonny Doon parking lot will include 48 marked spaces and expand the paved area to include bike racks and trash containers as shown in **Figure A-4**. The southern section of the Panther/Yellowbank Beach parking area will be restructured to accommodate 48 marked parking spaces



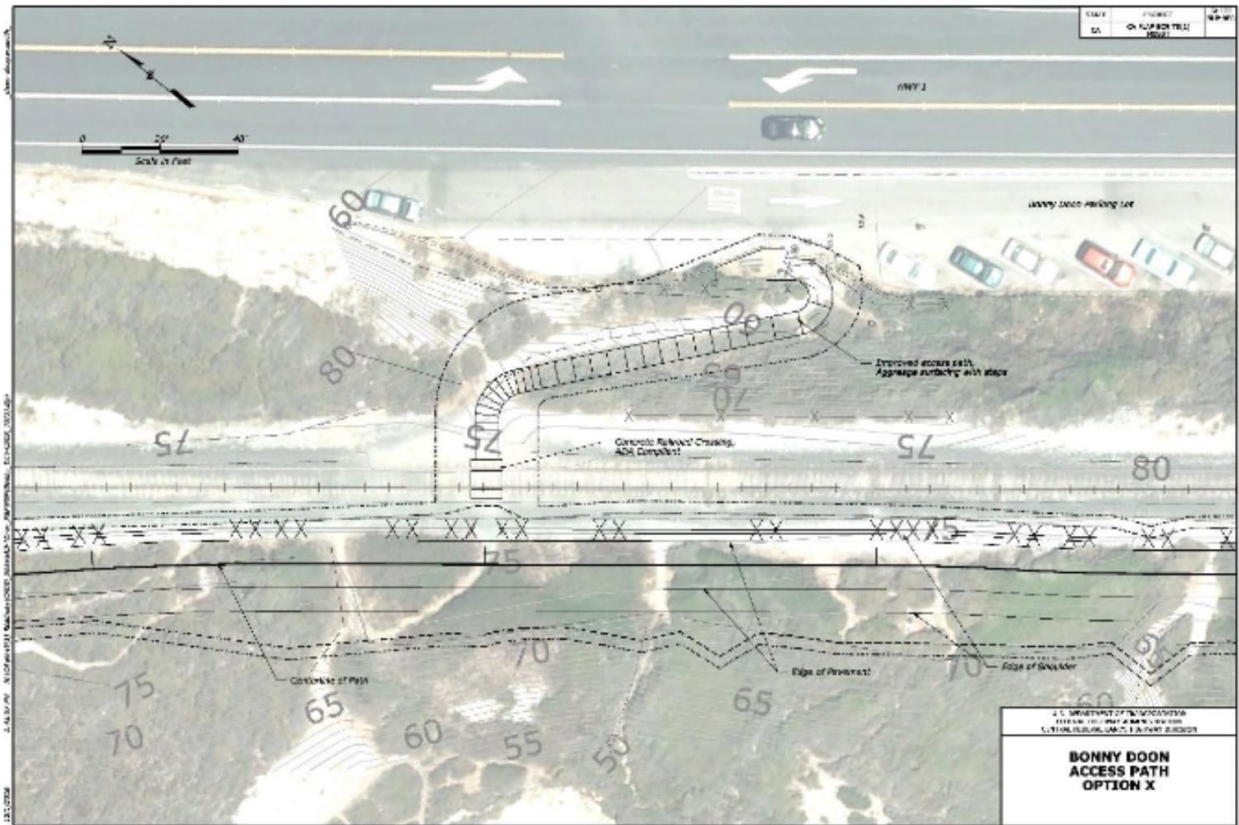


Figure A-4: Bonny Doon Parking Area Reconfiguration Plan

Source: North Coast Rail Trail EIR, Traffic Impact Analysis, 2018.

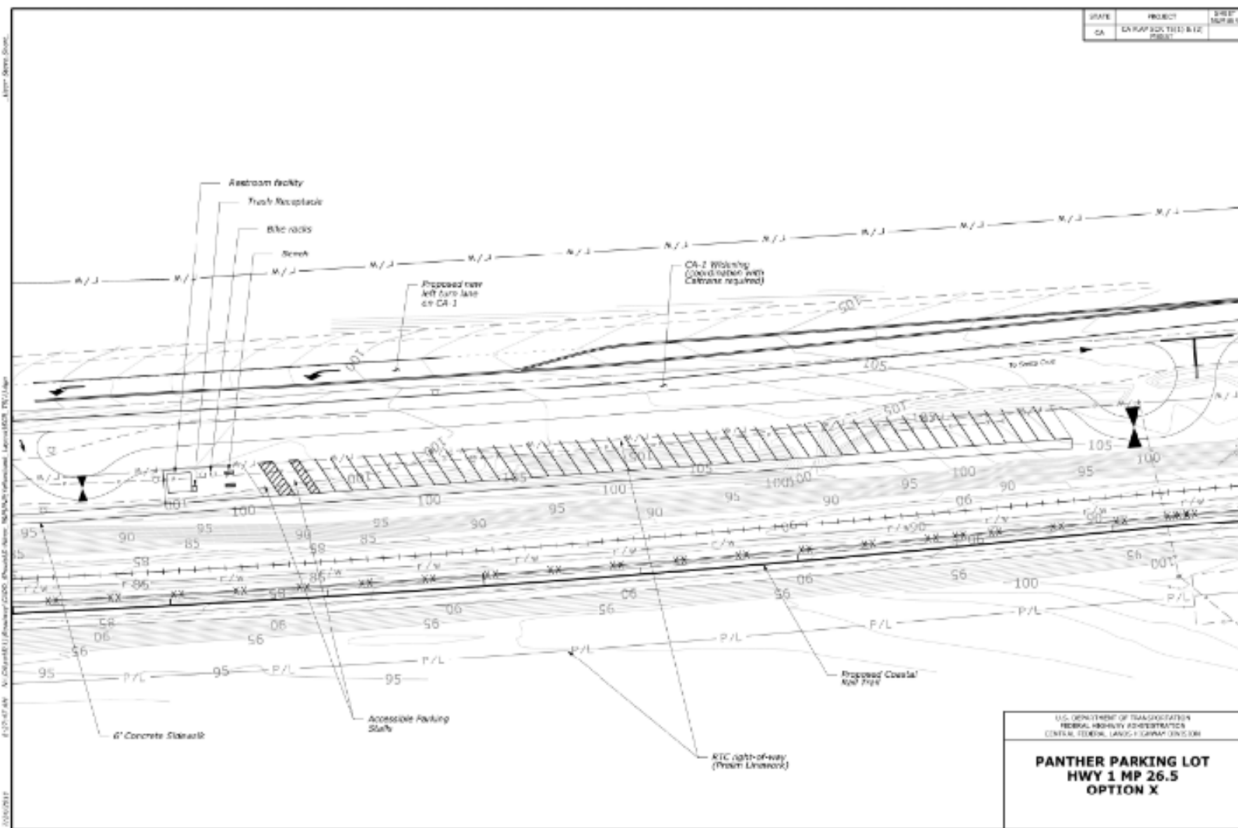


Figure A-5: Panther/Yellowbeach Beach Parking Area Reconfiguration Plan

Source: North Coast Rail Trail EIR, Traffic Impact Analysis, 2018.

# Appendix B. Vision and Objectives Memo

# Memo

Date: June 6, 2025

To: Max Friedman, Santa Cruz County Regional Transportation Commission

From: Alexandra Lee-Gardner, Vanessa Le, Matt Haynes, Fehr & Peers

**Subject: North Coast TDM Plan Existing Transportation Conditions**

---

## Introduction

The Santa Cruz County Regional Transportation Commission (SCCRTC) is creating a Transportation Demand Management (TDM) Plan for the 17-mile coastal highway corridor along State Route 1 (SR 1) from the northern end of the City of Santa Cruz to the Santa Cruz/San Mateo County line, known as the Santa Cruz North Coast. This report presents an overview of existing transportation conditions on the North Coast, laying the groundwork for the North Coast TDM Plan.

## Project Location and Setting

The study area includes the SR 1 corridor as well as destinations along the corridor. The North Coast is located between the San Francisco, San José, and Santa Cruz population centers and provides access to many attractive beaches, parks, and trails as shown in **Figure 1**.

Key destinations include beaches, two state parks, the Cotoni-Coast Dairies National Monument, the town of Davenport, and several coastal residential areas and farms along SR 1. These destinations have attracted an increasing number of visitors from the Bay Area and Santa Cruz County, demonstrating a growing need for transportation management within the region.

Visitation on the North Coast has increased over time and is expected to further increase in the future. A TDM Plan is needed to help manage current and future travel needs.

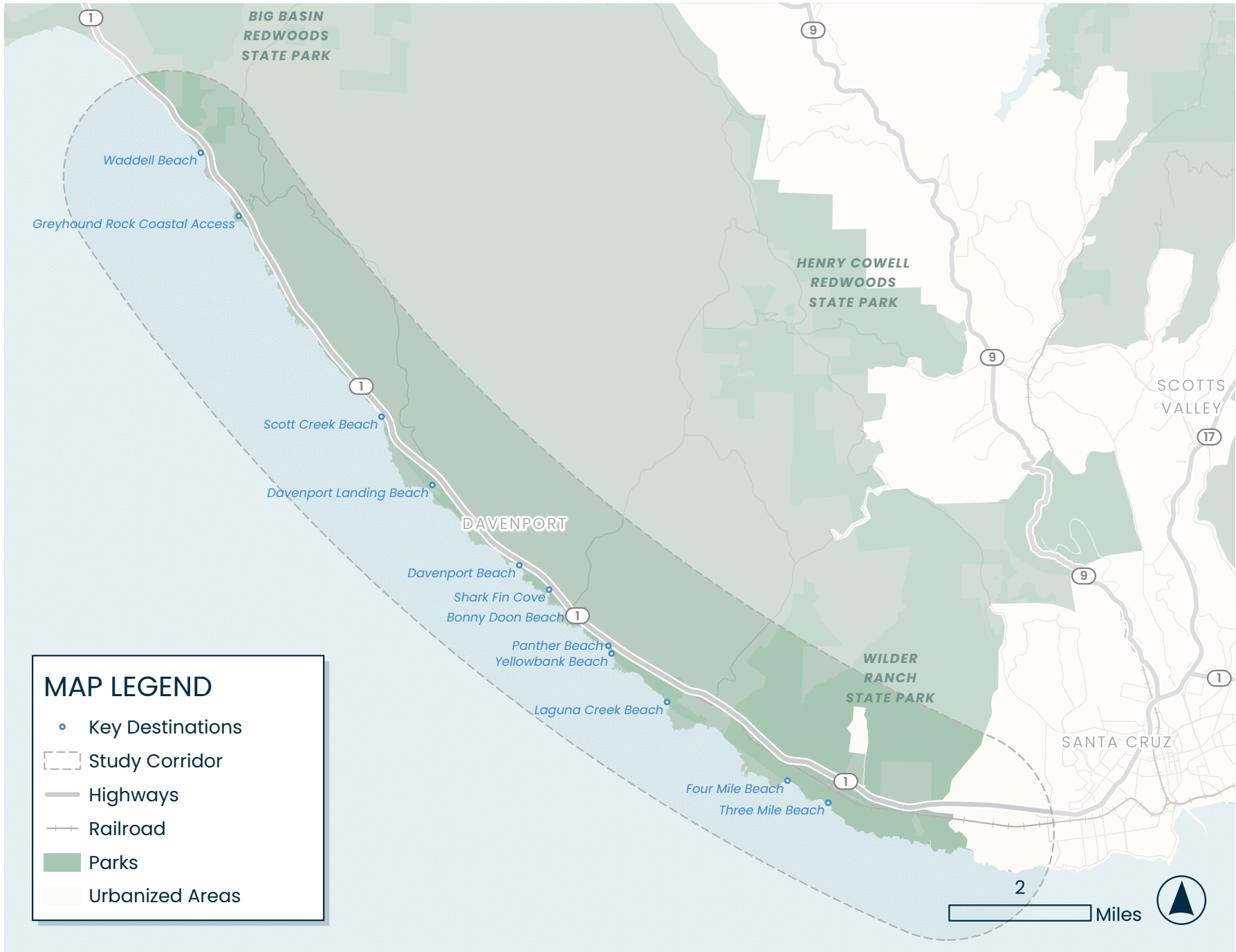


FIGURE 1

# Project Location & Key Destinations

## Local and Regional Partners

The TDM Plan is a collaborative effort involving numerous government and nonprofit agencies, local stakeholders, and valuable input from both the community and visitors. Key stakeholders include the Santa Cruz County Regional Transportation Commission, County of Santa Cruz, Bureau of Land Management, California Department of Transportation, California State Parks, Land Trust of Santa Cruz County, Trust for Public Land, California State Coastal Conservancy, and the Davenport/North Coast Association.

## Why Does the North Coast Need a TDM Plan?

The North Coast's scenic beauty and numerous recreational destinations have attracted a growing number of visitors, leading to increased pressure on local resources. Visitation on the North Coast has increased over time and is expected to further increase in the future.

A TDM Plan will help to manage access and use by expanding options for travel and managing transportation operations and demand.

## Existing and Future Visitation on the North Coast

There are many planned and ongoing projects on the North Coast aimed at improving access and upgrading visitor facilities as shown in **Figure 2**. Over 22,000 acres of land for public access have been acquired to the North Coast since 2005. These projects and facility improvements, including but not limited to the North Coast Rail Trail and Cotoni Coast Dairies National Monument are expected to influence visitor patterns by either attracting new visitors or shifting them from other parks and beaches to new features and amenities. A list of ongoing projects is detailed in **Appendix A**. Additionally, enhancements to pedestrian and bicycle infrastructure, such as the North Coast Rail Trail, will not only improve access to various destinations but also serve as attractions themselves, encouraging more visitors and promoting active transportation. These improved connections may lead to increased walking and biking between destinations. As such, the implementation of the TDM Plan will be crucial to managing this anticipated growth in visitors in a way that ensures an efficient, sustainable, and enjoyable experience for visitors, residents, and employees.



FIGURE 2

# Plans and Potential Projects on the North Coast

# Transportation Context

The transportation network on the North Coast includes a mix of scenic trails, bike and pedestrian paths, SR 1 and roadway facilities, and limited transit service, reflecting the region’s rural character and emphasis on outdoor recreation. **Figure 3** shows the existing transportation facilities on the North Coast.

## Vehicle Travel

California State Route 1 (SR 1) is the main road along the North Coast. It is a north–south highway connecting Waddell Beach to the Pajaro River in Santa Cruz County. SR 1 is primarily a two–lane highway, with passing lanes in more some areas. The speed limits are generally around 55 mph but lower to 40 mph through Davenport. There are no on–street pedestrian or bicycle facilities on SR 1, but bicyclists can use the shoulder as a bike lane. SR 1 within the study area is designated as a Surface Transportation Assistance Act (STAA) Terminal access freight route, which means trucks including larger STAA trucks are permitted to use the corridor . Along the North Coast, SR 1 has an average daily traffic (ADT) of 4,000 to 14,000 vehicles. Truck trips comprise around 8% (600–1,300 vehicles) of ADT on SR 1.<sup>1</sup>



<sup>1</sup> Caltrans Traffic Census Data, 2022.



FIGURE 3

# Existing Transportation Facilities

## Trails and Multi-Use Paths

Trails on the North Coast of Santa Cruz are a mix of scenic shoreline paths and inland routes. Many designated trails are unpaved, and numerous informal trails also exist. Trails offer access to beaches and natural areas, but are fragmented in places, with significant gaps and barriers limiting continuous travel. The California Coastal Trail (CCT) runs along most of the North Coast, however, there is a significant gap of approximately six miles between Scotts Creek Beach and Año Nuevo State Park (just north of the Santa Cruz border), with only short, disconnected shoreline segments of about 0.75 miles each at Waddell Beach, Greyhound Rock Beach, and Scotts Creek Beach. In some areas, the coastal terrain, natural landscape, and private property ownership limit available space, making it difficult to accommodate a continuous trail. Additionally, the presence of Las Trancas Airport (CA 17) creates a major barrier to establishing a continuous trail connection between Waddell Beach and Greyhound Rock Beach.

Recreational and long-distance bicyclists use SR 1 as a major connector, however in some places, the shoulders are narrow, providing limited space for bicyclists to ride alongside vehicles. There are several informal parking areas along SR 1 that can cause conflicts between bicyclists and vehicles when vehicles are entering and exiting the informal parking areas.

The future North Coast Rail Trail will add an additional 7.5 miles of multi-use path to the North Coast along the Santa Cruz Branch Rail line from Wilder Ranch to Cotoni-Coast Dairies north of Davenport and serve as the California Coastal Trail in this section of the coast.



# Transit

Santa Cruz Metro buses serve approximately 400 miles of roads throughout the county, but many rural areas of the unincorporated county are not served by public transit or have limited services, especially within the North Coast. The North Coast is served by limited commuter service via Route 40 from Santa Cruz Metro Center to Davenport. The route is shown in **Figure 4**.

Route 40 largely serves middle and high school commuters traveling to and from Davenport to the middle and high schools in Santa Cruz. Service during the week includes three buses in the morning and four buses in the evening aligned with school start and end times. Average ridership during the week is 174 daily riders. On weekends, the route makes three trips a day at 7:30 AM, 11:30 AM, and 3:30 PM. Weekends have an average of 39 daily riders. Bus stops are located every 2–5 miles between Davenport and the City of Santa Cruz. They are situated on the shoulders with minimal signage or visibility. For most stops within the North Coast, there is limited pedestrian infrastructure to support accessing the bus stops.



Figure 4: SC Metro Bus Route 40

Source: Santa Cruz Metro, N.D.

## Additional Transit Services

Santa Cruz County provides specialized transportation services to support seniors, individuals with disabilities, and transportation-dependent residents. Metro ParaCruz, operated by Santa Cruz Metro,

offers on-demand, shared-ride service within three-quarters of a mile of bus routes, with one-way fares ranging from \$4 to \$16. Community Bridges' Lift Line program offers a variety of specialized transportation options, including medical trips and senior services, for a flat \$5 fee per ride within the county. In addition to these primary providers, several non-profit and for-profit organizations also offer specialized transportation programs catering to specific community needs.

Santa Cruz Branch Rail Line (SCBRL) is a 32-mile rail corridor managed by the SCCRTC spanning the North Coast from Davenport to Santa Cruz. While the line was historically used for freight services, prior studies conducted by the SCCRTC identified the option of excursion rail service within the project. Such service could also provide a new option for visitors to access the north coast by rail. South of the study area the SCCRTC is currently evaluating the feasibility of a zero-emission passenger rail and excursion service along the SCBRL.

# Parking Supply and Occupancy

Parking on the North Coast is limited, with only a few official parking lots located at Wilder Ranch, Bonny Doon Beach, Greyhound Rock Beach, and Waddell Creek Beach. There are several informal parking areas along SR 1 including roadside parking and unpaved off-street parking areas. Both formal and informal parking areas are shown in **Figure 5**. These informal lots may be hard to see and can cause conflicts and unexpected maneuvers between through traffic, vehicles accessing or existing parking areas, and bicyclists. This safety concern is identified as a focus area of the Rural Highway Safety Plan for SR 1.



Roadside Parking



Unpaved off-street parking

During peak visitation on the weekends, parking can be limited, causing visitors to park farther from their destinations. This can be a concern as there are limited pedestrian facilities to connect visitors from the informal parking areas to their destinations.

Overnight parking is restricted at most designated parking areas between 10 PM and 6 AM. However, RVs and passenger vehicles were observed parking near Davenport and at Greyhound Rock Beach.



The Fehr & Peers project team conducted a site visit on Sunday March 23, 2025, to observe parking occupancy on a typical day during a peak afternoon period as well as existing conditions, beach uses, and travel behaviors. During a typical weekend afternoon, parking occupancy is generally between 50% – 65% at most parking areas as shown in **Table 1**. There are some parking areas such as Greyhound Beach and Davenport Beach where occupancy was lower, closer to 20%, and some beaches that were nearly occupied (between 80% and 100% occupied). Due to this mismatch in occupancy, some visitors may park further from their destination where parking is available and walk along SR 1 to their destination.

During holidays and peak periods, parking demand increases and North Coast parking areas reach vehicle capacity, resulting in overflow and illegal parking at roadside areas along SR 1.

**Table 1: Weekend Parking Utilization**

Parking Location	2017 Parking Occupancy <sup>1</sup>	2025 Parking Occupancy <sup>2</sup>
Waddell Beach	-	50%
Greyhound Rock Beach	-	20%
Scott Creek Beach	-	100%
Davenport Landing Beach	-	100%
Davenport Beach	45%	20%
Shark Fin Cove	35%	50%
Bonny Doon Beach	35%	55%
Panther / Yellowbank Beach	5%	10% <sup>3</sup>
Laguna Creek Beach	15%	80%
Four Mile Beach	5%	65%
Wilder Ranch State Park (paid lot)	-	100%
Wilder Ranch State Park (roadside)	100%	90%

Note:

1. Kimley-Horn, North Coast Rail Trail Final Environmental Report, Appendix K (October 28, 2017).
2. Fehr & Peers field visit, Sunday March 23, 2025 1:00 PM – 4:00 PM.
3. During the field visit majority of the parking area by Panther / Yellowbank Beach was closed for construction.

Source: Fehr & Peers, 2025.



FIGURE 5

# Parking Supply Estimates Along the North Coast

# Existing TDM Services

TDM services traditionally are aimed at commute travelers and can include incentive programs through employers to encourage carpooling and use of non-driving modes. Infrastructure that supports walking, bicycling, and transit is also included as part of this category.

There is currently a suite of TDM services that are already available to visitors and residents on the North Coast.

- **TRANSIT SUBSIDIES** are provided by Santa Cruz Metro in the form of discounted fares for seniors, people with disabilities, and youth under 18, along with free rides for legally blind riders and K–12 students through the Youth Cruz Free program (excluding Highway 17 Express).
- **GO SANTA CRUZ COUNTY** is an online commuter platform managed by SCCRTC that offers financial incentives, ride-matching services, and rewards for sustainable transportation choices like biking, walking, carpooling, and transit.
- **VANPOOLING** supports shared commuting for 6–15 people with cost-sharing and driving rotation, aided by SCCRTC resources and AMBAG subsidies of up to \$350/month for new vanpools, plus leasing support from private providers like Enterprise and CalVans.
- **EMERGENCY RIDE HOME PROGRAM** is provided by SCCRTC and Ecology Action and sponsors up to two free emergency rides home annually for registered commuters using sustainable modes, ensuring a backup option during personal emergencies.
- **CARSHARE** via Zipcar offers on-demand car rentals by the half-hour at locations like UCSC and Downtown Santa Cruz, providing convenient vehicle access without ownership.
- **RIDE-HAILING SERVICES** such as Uber, Lyft, and private operators like Santa Cruz Experience offer app-based ride-hailing and charter services for individuals and groups touring local attractions
- **BICYCLE AND PEDESTRIAN INCENTIVES AND SERVICES** are offered by the Santa Cruz County Regional Transportation Commission to promote walking and biking through educational programs, events like Bike to Work/School, safe travel workshops, helmet distribution, and a bike registration program, with additional support from local bike shops offering rentals.

## Interest in Alternative Travel Options

### GO Santa Cruz County

From October 2019 to April 2025, 718 users of the GO Santa Cruz County program tracked approximately 2.2 million commute miles using various alternative transportation modes, including biking, e-biking, electric vehicles, motorcycles, transit, vanpooling, carpooling, and telework.

This program is primarily focused on commuters who are not the target audience for the North Coast. However, the data can inform travel preferences for alternative modes. For example, user data indicates that walking and biking are primarily used for shorter commutes. While biking and e-biking made up 41% of all recorded trips, they accounted for only 16% of total miles, and walking represented 16% of trips but just 4% of total miles. In contrast, longer-distance travel was dominated by

carpooling, vanpooling, electric vehicles, and transit, which together made up a smaller share (37%) of total recorded trips but contributed a significantly higher portion (60%) of the total miles traveled.

**While commuter programs like GO Santa Cruz County may not be well suited for the travelers on the North Coast, this data shows that there is an opportunity to shift shorter trips along the North Coast, such as between key destinations, from driving to alternative modes by incentivizing walking and biking and providing comfortable facilities and potentially promote vehicle sharing and transit for longer trips between the communities south of the project area to north coast destinations.**

## SCCRTC Survey

The SCCRTC conducted a six month-long visitor survey about travel preferences on the North Coast from June to December 2024. A survey QR code was posted at about 20 beach parking lots along the North Coast and was advertised on SCCRTC’s social media platforms. **When asked about interest in alternative travel options such as carpooling, shuttles, park-and-ride, or public transit, nearly 65% of survey respondents indicated they were very or somewhat likely to use alternative transportation options if available for accessing the North Coast.**

Interest was highest among Santa Cruz County residents, with 70% expressing willingness to use such options as shown in **Figure 6**. Those from nearby areas like the Bay Area and Monterey County who often travel to the North Coast for the day and may feel more reliant on their car for these trips, showed lower levels of interest, around 49–50%. Respondents traveling from beyond typical day-trip distances and may stay in Santa Cruz area for a few days showed greater interest in convenient, alternative travel modes, with 66% of these long-distance travelers expressing interest in alternative transportation. Overall, 96% of the 196 total respondents reported a high level of satisfaction (ranked 4 or 5 on a scale of 1 to 5) with their visit to the North Coast.

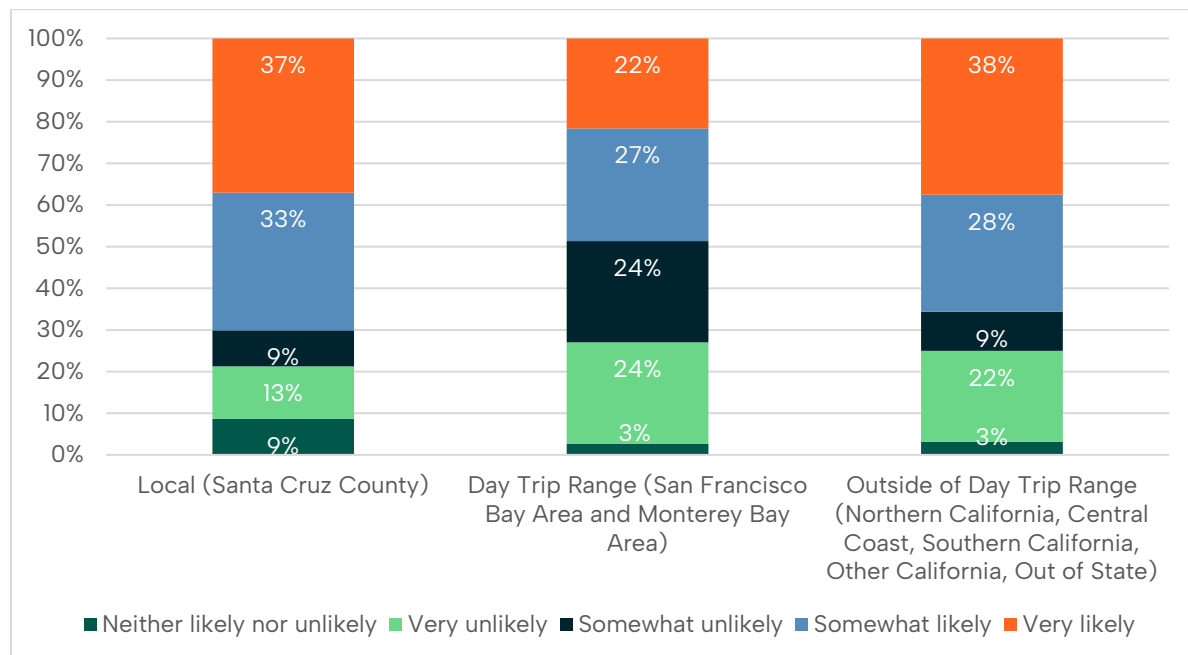


Figure 6: Likelihood to Use Alternative Transportation Options for Future Travel Based on Home Origin

Source: SCCRTC North Coast Visitor Survey, 2024.

# Visitor Travel Patterns

The project team assessed existing travel patterns to evaluate existing travel demand and needs and inform strategies that meet the needs of travelers today and in the future. Travel pattern analysis used the following data sources:

- Mobile device (Azira) from January 2024 to December 2024<sup>2</sup>
- SCCRTC Travel survey from June 2024 to December 2024 (210 responses)
- California State Parks' visitor counts from 2001 to 2022

Findings were validated based on in-person observations and community feedback.

## Where Do People Visit From?

Most people visiting the Santa Cruz North Coast begin their journey from nearby areas including Santa Cruz County and the San Francisco Bay Area. About 44% of trips through the North Coast that start in Santa Cruz County are mainly from the North Coast area and the City of Santa Cruz, suggesting many visitors are local residents or staying nearby for the day. This data reports where journeys to the North Coast originated – therefore it only includes the “same-day” origin for out of state or international visitors travelling to the North Coast.

A significant portion of visitors also begin their journey in Santa Clara County (21%) and other parts of the Bay Area (29%). These visitors likely typically travel to the North Coast as a day trip, though some may stay overnight at local campsites or accommodations. Smaller shares of visitors arrive from other California counties such as Monterey (4%), San Benito (1%), and San Joaquin (1%), and these travelers are more likely to stay overnight due to longer travel distances. While we know that visitors also come from out of state, this is not captured in the provided data.

---

<sup>2</sup> We analyzed travel behavior data using Azira, a big data provider. Azira relies on cell phone data to extrapolate travel behavior; therefore, some trips are not captured if visitors turn off their cell phones or have limited cell phone service in the vicinity of the North Coast. Azira's sample size for the entire year was 42,000 total visitors across 11 destinations, which does not reflect anticipated visitor demand noted in the *North Coast Facilities Management Plan*, state parks data, and our field observations. Annual, monthly, or daily visitor counts at North Coast destinations would be necessary to extrapolate Azira's visitor sample to annual visitor counts and assess which destination is the most frequently visited; however, Azira data provides a useful baseline for understanding relative seasonal, daily, and time of day travel patterns on the North Coast. Findings from the data were verified with field observations.

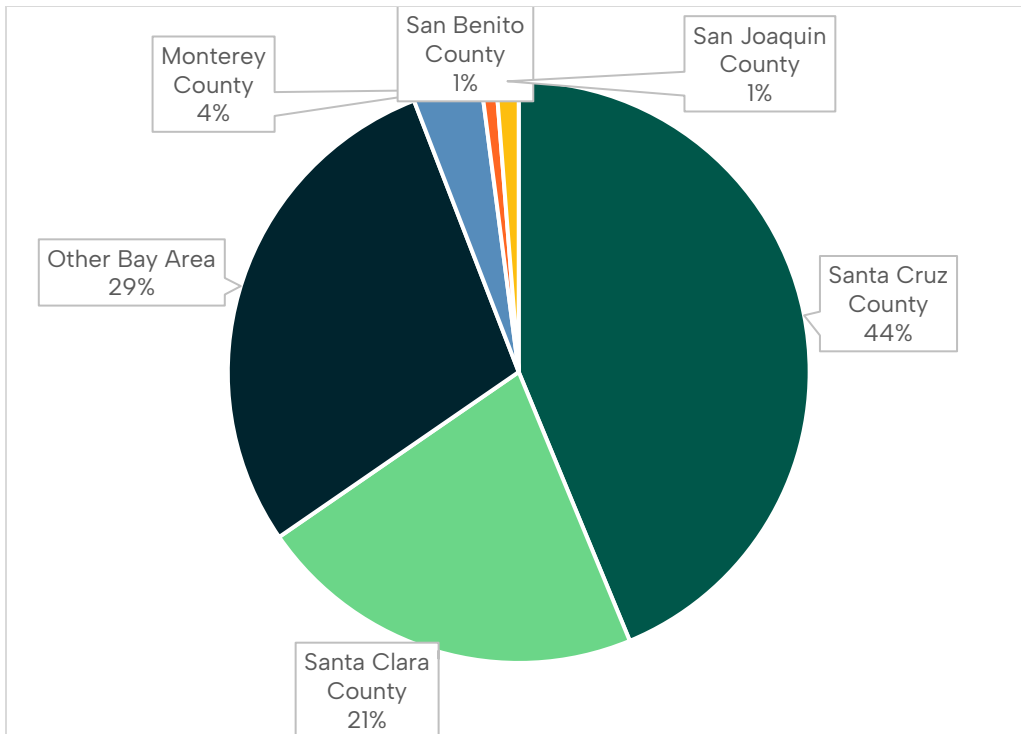


Figure 7: Visitor Home Origin by County

Source: Fehr & Peers, 2025.

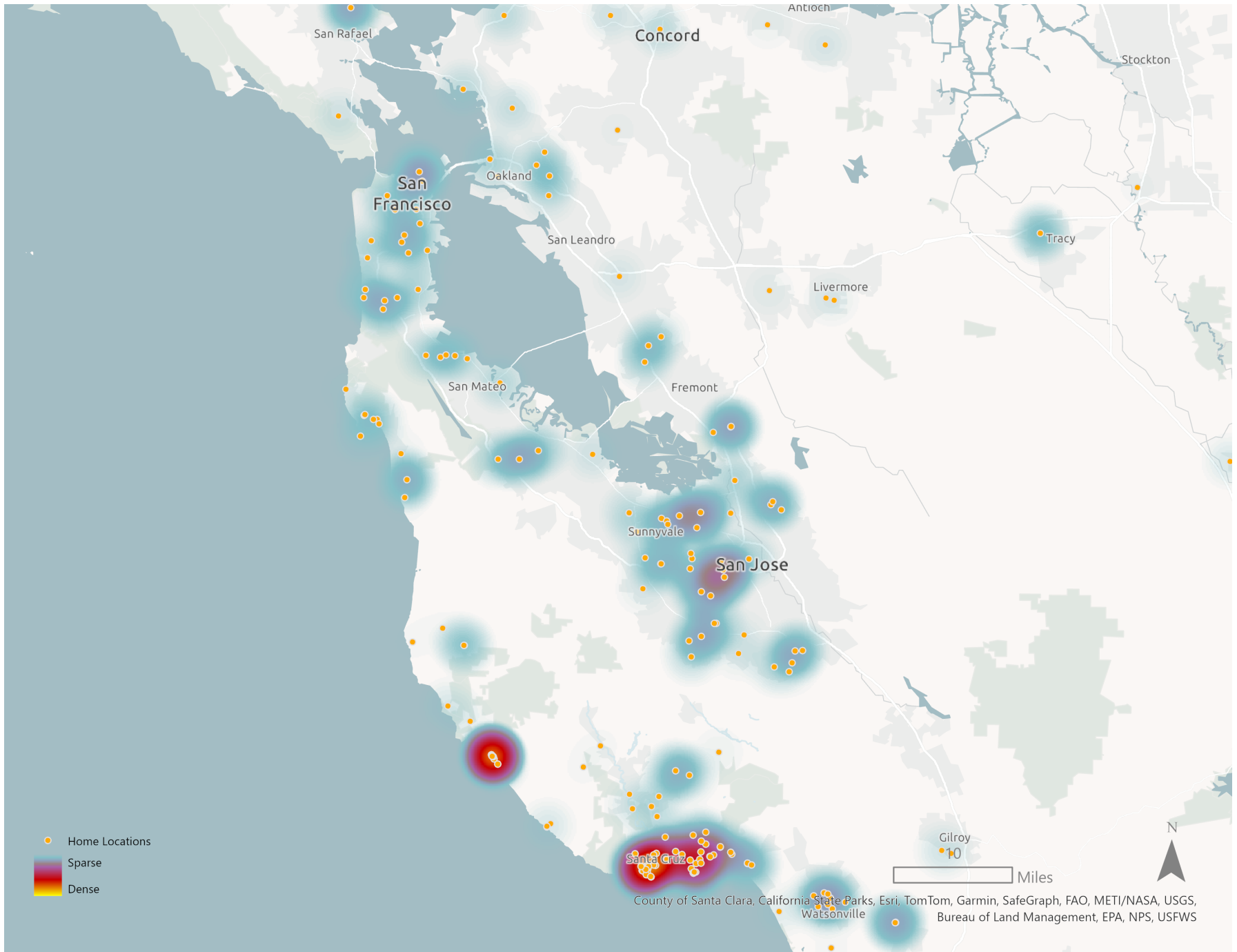


FIGURE 8

Source: Azria, January – December 2024

# Visitor Trip Origin

# When is the North Coast Most Popular?



**Season:** Spring and Summer



**Day of Week:** Weekends



**Time of Day:** Afternoon (12 PM – 4 PM)

## What Time of Year Do People Visit?

Variations in travel patterns at specific beaches depend on use, location, access, and facilities, but the overall visitor patterns were relatively consistent across all 11 locations analyzed. Overall visitation to the North Coast is highest in the spring and lowest in the fall as shown in **9**.

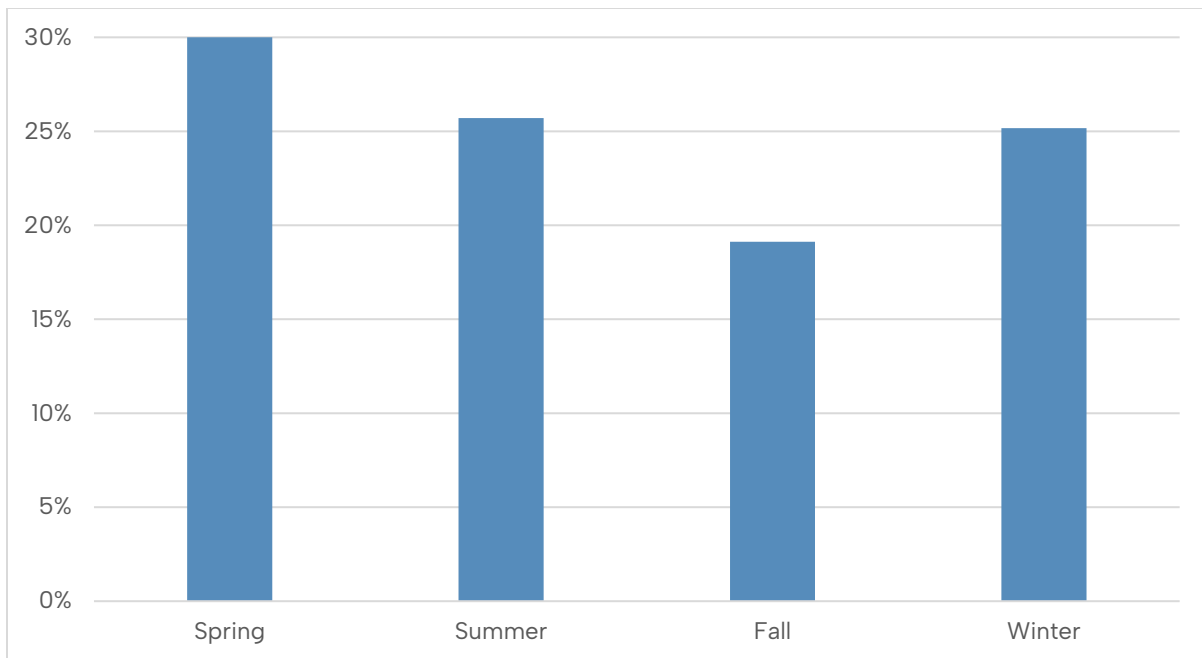


Figure 9: Overall Seasonal Visitation Along the North Coast

Source: Fehr & Peers, 2025.

## What Days Do People Visit?

Weekends are the most popular time to visit the North Coast as shown in **Figure 10**. Weekends account for 41% of visitation across the 11 destinations analyzed. Visitation is highest on Saturday at 6 out of 11 key destinations (Davenport Beach, Shark Fin Cove, Panther/Yellowbank Beach, Laguna Creek Beach, Four Mile Beach, and Wilder Ranch State Park) and highest on Sunday at 5 out of 11 destinations (Waddell Beach, Greyhound Rock, Bonny Doon Beach, Davenport, and Davenport Landing Beach). This supports the assumption that most visitors travel to the North Coast for leisure and recreational activities and not typical work commute. Weekends may allow greater flexibility to

attract a larger visitor base, including travelers from outside Santa Cruz County. Holiday weekends in the spring and the summer including Memorial Day weekend and Fourth of July are typically the most busy.

While weekends are more popular, visitor trips are generally well-distributed throughout the week and beaches are still well-visited during the week. Weekday visits make up 59% of all trips.

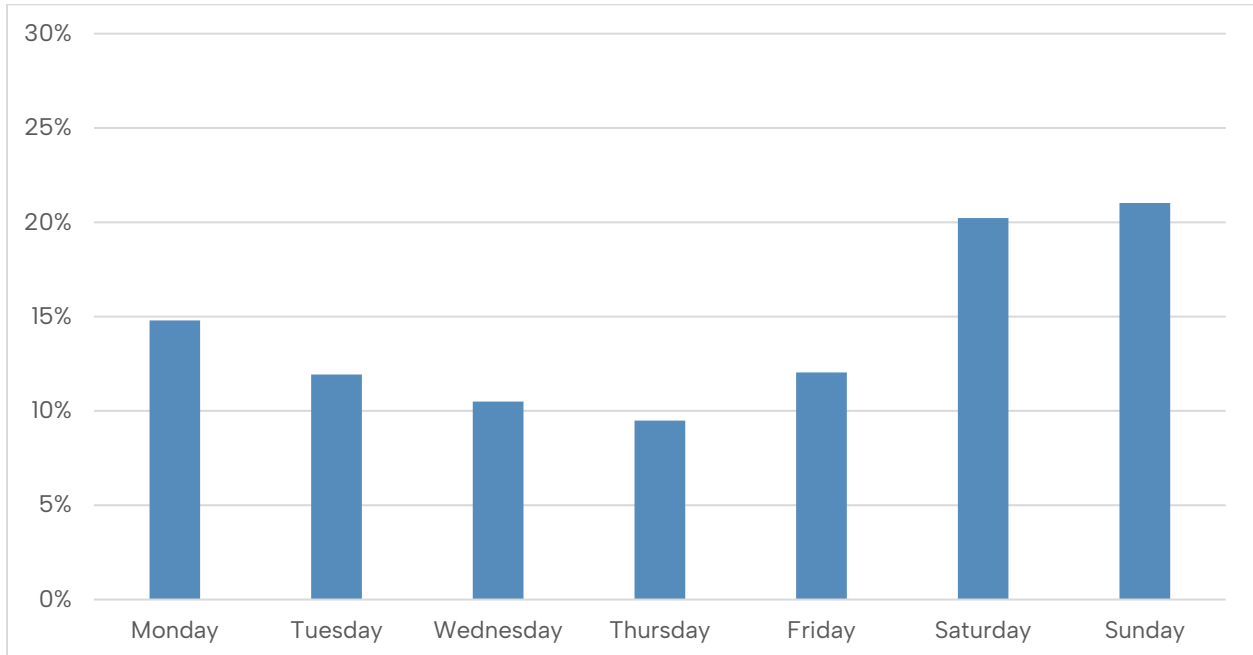


Figure 10: Overall Visitation by Day of Week

Source: Fehr & Peers, 2025.

## When Do People Visit?

Although peak times differ among the 11 destinations, most locations experience high visitor activity between 12 PM and 6 PM. Peak periods tend to shift slightly later in the summer compared to other seasons. Visitors may vary their travel times based on temperatures, tide patterns, and the time of sunset.

Peak visitor periods vary depending on the primary uses at different beaches. Beaches associated with hiking, photography, and surfing tend to have earlier afternoon peaks (12 PM to 4 PM). Beaches oriented toward family activities and general beach-going tend to have later afternoon peaks (2 PM to 6 PM).

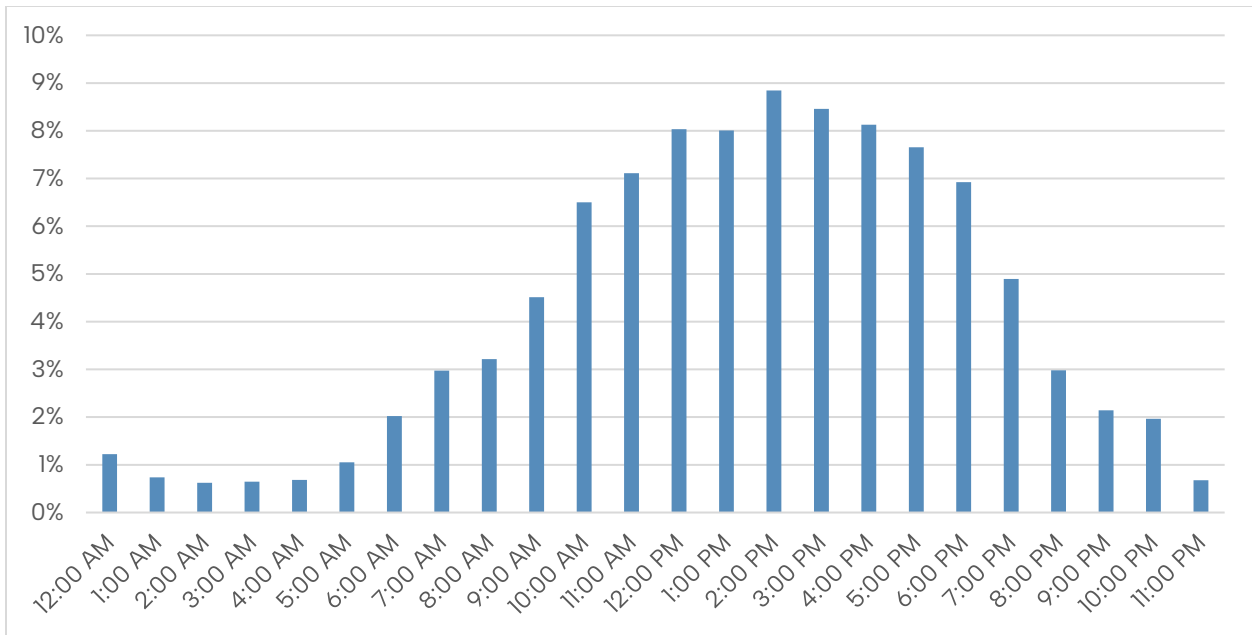


Figure 11: Overall Visitation by Time of Day

Source: Fehr & Peers, 2025.

# Existing Transportation Needs

## Limited Accessibility

Accessibility on the North Coast is limited, especially for those without a car or who are unable to drive, as travel options are limited. Additionally, unpaved surfaces on trails, parking areas, and accessing beaches can be challenging for individuals with mobility concerns, further restricting access for some visitors.



## Operational Challenges and User Conflicts

High visitor activity on the North Coast can lead to high traffic volumes and periodic congestion. Daily traffic volumes range from 4,000 to 14,000 vehicles. Additionally, vehicles entering and exiting parking areas along SR 1 can slow traffic flow and lead to increased travel times.

## Lack of Walking or Biking Facilities

The North Coast has limited walking and biking facilities. The trail network along SR 1 has major gaps that limit access and geographic challenges that limit the construction of new trail connections. Additionally, roadside parking creates conflicts with bicyclists riding along SR 1. There is a pedestrian flashing beacon that flashes a warning yellow light at Davenport to signal pedestrians may be crossing, but lack of sidewalks and crosswalks can make crossing and walking near SR 1 at Davenport uncomfortable.



## Limited Parking Availability

Parking availability on the North Coast is limited; many areas are informal and unpaved which may cause confusion or difficulty accessing parking areas especially for visitors who are less familiar with the area. This can cause unexpected maneuvers that may result in conflicts with other vehicles and bicyclists. During peak periods, parking occupancy can reach between 50% and 100% making finding parking near your destination more difficult.



### Lack of Public Transit Options

Public transit options on the North Coast are limited; there is only one transit route (Route 40) that provides limited service (3 trips per day) from City of Santa Cruz to Davenport. There is no transit service north of Davenport. Additionally, within the North Coast, some transit stops may be difficult or uncomfortable to access.

# Next Steps

While the existing conditions analysis was based on available data and observations, the TDM Plan is also informed by community input. The project team is in the process of conducting the first round of engagement to understand travel challenges and opportunities. The existing conditions analysis, supplemented by the community engagement findings will help inform the TDM Plan vision and objectives. Using the vision and objective framework and input from the existing conditions analysis and community engagement findings, the project team will identify TDM needs.

Additionally, the project team is currently in the process of collecting vehicle and parking counts to capture counts during peak visitation season and conducting an online survey, These data will help to round out the existing conditions analysis.

# Appendix C. Existing Conditions Memo

# Memo

Date: October 20, 2025

To: SCCRTC: Regional Transportation Commission

From: North Coast TDM Plan – Consultant Team

**Subject: Task 3: DRAFT Vision and Objectives for the Santa Cruz County  
North Coast Transportation Demand Management Plan**

---

## Introduction

The Santa Cruz County Regional Transportation Commission (SCCRTC) is creating a Transportation Demand Management Plan (TDM) for the 17-mile coastal highway corridor along State Route 1 (SR 1) from the northern end of the City of Santa Cruz to the Santa Cruz/San Mateo County line. This corridor is known as the North Coast. This memo presents the draft vision and objectives for the Santa Cruz County North Coast Transportation Demand Management Plan, which are informed by existing planning documents, existing conditions, travel patterns, and input from those who live, work, and visit the area.

## Proposed Vision

The consultant team reviewed existing planning documents, existing conditions, travel pattern data, and outreach and engagement to identify the needs and profiles of residents and visitors to the North Coast. After a thorough review, the consultant team drafted the vision statement (below) to guide identification of TDM strategies that support the wants and needs of North Coast residents and visitors.

The vision for the North Coast TDM Plan is to make alternatives to driving alone more appealing, safe, accessible, and affordable for all, which enhances the experience of residents and visitors alike. For individuals choosing to drive, this plan envisions managing parking in a way that reduces conflicts between users and improves functionality on SR 1.

## Planning Context

The vision for the North Coast TDM plan is informed by the planning context and insights shared through the community engagement work that is already underway. The following section summarizes transportation challenges, needs, insights and priorities identified in these documents and analyses, and the recurring themes that emerged through this review.

## Existing Plan Review

As a first step in shaping the vision for the TDM Plan, the consultant team reviewed recent existing plans to understand local context, needs, priorities and prior public and stakeholder input. More than 10 plans were reviewed and discussed, including the Santa Cruz Regional Transportation Plan (2022), North Coast Facilities Management Plan (2024), and the Santa Cruz Climate Adaptation Vulnerability Assessment and Transportation Priorities Report (2025). A complete list of the planning documents reviewed is provided in **Appendix A**. Several recurring goals were noted during the document review, show in **Table 1**.

**Table 1. Existing Plan Review Summary**

Recurring Goals from Existing Plans
<ul style="list-style-type: none"><li>• Protect the North Coast’s natural resources and preserve the beauty of the landscape</li></ul>
<ul style="list-style-type: none"><li>• Serve both local and visitor populations</li></ul>
<ul style="list-style-type: none"><li>• Increase safe pedestrian and bicycle connections between parking lots and State Route (SR) 1; SR 1 and crosswalks; close gaps in trails and the sidewalk network</li></ul>
<ul style="list-style-type: none"><li>• Ensure that public agencies and partners coordinate development, operations, and land management efforts at a regional level</li></ul>
<ul style="list-style-type: none"><li>• Make access to the North Coast safe, comfortable, and reliable for everyone, regardless of mode of travel or ability</li></ul>
<ul style="list-style-type: none"><li>• Offer more non-driving transportation options to the North Coast</li></ul>

The goals in existing plans listed above provide a basis of knowledge and indicate established priorities for the North Coast. **Past plans demonstrate the importance of preservation, balancing visitor and local experiences, safe connections, regional coordination, universal accessibility, and additional transportation options.**

## Existing Conditions

Under a separate task, Fehr & Peers developed an existing conditions report summarizing the state of the transportation system and shared current travel patterns along the North Coast. The existing conditions identify mobility challenges and travel patterns to identify access and network needs that may be addressed by the vision and objectives. For more information about the existing conditions analysis, refer to the Existing Transportation Conditions Memo, created by Fehr & Peers.

## Mobility Challenges

**Table 2** presents an overview of existing conditions and mobility challenges.

**Table 2. Existing Conditions Memo Review Summary**

Existing Conditions and Mobility Challenges
<ul style="list-style-type: none"><li>• Unpaved and/or inaccessible pedestrian infrastructure for people with mobility challenges</li></ul>
<ul style="list-style-type: none"><li>• Limited biking and walking facilities along SR 1</li></ul>
<ul style="list-style-type: none"><li>• Major gaps in the trail network and across SR 1</li></ul>

## Existing Conditions and Mobility Challenges

- High traffic volumes along SR 1 and periodic congestion, including delays from cars entering and exiting parking areas
- Informal and unpaved parking lots can cause confusion for visitors and may lead to difficulty accessing parking
- Limited access to public transit and transit stops for those who do not travel by car
- Ongoing improvements to access and visitor facilities across the North Coast may likely increase the number of visitors, potentially straining existing infrastructure

The mobility challenges identified in the existing conditions report define specific access limitations and constraints that are unique to the North Coast and should be addressed by this TDM planning effort. **The Existing Conditions analysis highlights multimodal network gaps, current and anticipated capacity constraints, and points of confusion.**

## Travel Patterns

**Table 3** summarizes findings from the existing travel patterns assessment as part of the comprehensive Existing Conditions analysis.

**Table 3. Current Travel Pattern Observations from Existing Conditions**

### Current Travel Pattern Observations

- A significant portion of people visiting the North Coast come from nearby areas and begin in Santa Cruz County
- Among those local trips that start in Santa Cruz County, 44% are from the North Coast and the City of Santa Cruz
- Visitation along the North Coast is seasonal, with the highest volumes in the spring and lowest volumes in the fall
- Most visitors come to the North Coast on the weekend, typically in the afternoon between 12 PM and 6 PM.

The prevalence of North Coast trips originating in Santa Cruz County and the seasonal periods of peak travel help to identify typical user groups on the North Coast. **The travel patterns analysis highlights the importance of local and Santa Cruz County connections and the importance of improving access for both visitors and local residents.**

Together, the mobility challenges and travel patterns data reinforce the need for expanding transportation options for both residents and visitors, including those who choose to drive and park or those who want to use an alternative mode of transportation.

## Outreach and Engagement

The consultant team conducted engagement activities in spring and summer 2025 with a focus on understanding the many perspectives of people who live and visit the area. Phase 1 Engagement activities included the launch of a dedicated project website, an online survey, stakeholder meetings,

a workshop, and informal pop-up events. For more information about the outreach and engagement approach, refer to the Engagement Summary provided as part of Task 6, Milestone 1.

**Table 4** below presents a summary of the public’s access and mobility priorities identified throughout these engagement activities.

**Table 4. Access and Mobility Priorities from Outreach and Phase 1 Engagement**

Access and Mobility Priorities From Outreach
<ul style="list-style-type: none"><li>Public expressed the need for clearer wayfinding, real-time information, and interagency coordination to reduce confusion, and uphold preservation goals of the North Coast corridor across agencies.</li></ul>
<ul style="list-style-type: none"><li>North Coast residents have strong concerns about the growing impacts of tourism driven by new attractions, such as the Cotoni-Coast Dairies National Monument. Residents feel overwhelmed by the current level of traffic during peak periods. Some participants think the plan is overly focused on tourists. Some felt that local needs and day-to-day experiences were underrepresented.</li></ul>
<ul style="list-style-type: none"><li>Participants proposed transit and shuttle solutions, and emphasized the importance of tailoring these options to rural and recreation contexts, with smaller vehicles, seasonal service changes and other cost-effective operations.</li></ul>
<ul style="list-style-type: none"><li>Public expressed general support for enhancing walkability, bike access, and multimodal network connections within the North Coast.</li></ul>
<ul style="list-style-type: none"><li>Public voiced concerns about parking access and design, and interest in formalizing previously informal parking areas. Participants supported limiting and consolidating parking along SR 1, implementing parking permits and management strategies, and minimizing the use of impervious parking surfaces.</li></ul>
<ul style="list-style-type: none"><li>Safety is a top concern from the public. The public noted that SR 1 can feel unsafe and some have personally experienced conflicts between vehicles, pedestrians, and bicyclists.</li></ul>

Feedback gathered from the public and stakeholders reinforce many of the priorities identified in the review of existing planning documents and existing conditions. **These priorities emphasize the need for addressing local concerns, actively managing parking, and improving safety for all with multimodal networks.**

## Key Takeaways Across Previous Planning Documents, Existing Conditions, and Outreach

The North Coast TDM Plan responds to goals outlined in previous plans, current travel patterns, current traveler groups, and information provided through public engagement about travel origins and destinations, challenges, and desired improvements. Across the background information presented above, several recurring values emerge:

- Visitor and local experiences
- Safe and equitable mobility for all users of all modes

- Regional planning coordination
- Access for all people
- Expand transportation options and connections
- Reduce vehicle miles traveled to support sustainability and health
- Environmental stewardship

These directly inform the vision and the identification of traveler profiles, and/or will be incorporated into TDM strategies in the next phase of work.

## Proposed Vision

All of the findings above have informed the following draft vision:



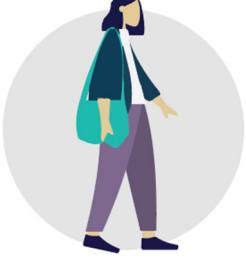


**The vision for the North Coast TDM Plan is to make alternatives to driving alone more appealing, safe, accessible, and affordable for all, which enhances the experience of residents and visitors alike. For individuals choosing to drive, this plan envisions managing parking in a way that reduces conflicts between users and improves functionality on SR 1.**

The vision describes an ideal transportation future for the North Coast community, which will serve a wide variety of people traveling to, from and through this region. To achieve this ideal transportation future, the project team will define a set of objectives that address access and connectivity challenges for different modes and destinations. These objectives will identify specific, actionable outcomes for the North Coast TDM Plan. Because different travelers present distinct mobility challenges, these objectives will be shaped by the needs of common user groups.

## Traveler Profiles

A single vision statement cannot capture the unique needs of all user groups and their desires for the North Coast. Using the information provided in previous planning documents, existing conditions, travel patterns, and outreach and engagement, the consultant team developed five current traveler profiles to capture the variety of perspectives and mobility needs of people currently accessing the North Coast. These profiles present a short list of typical identities and associated existing travel patterns. These profiles reflect the range of needs for TDM solutions on the North Coast. For example, the TDM strategies aimed at improving transportation for residents will differ from those designed for day visitors to the area. The five traveler profiles are detailed in **Figure 1**. These profiles are not exhaustive, nor are they intended to capture all the needs of any group. Rather they are presented to illustrate a range of specific travel, access, and logistical needs that should be considered in developing a comprehensive and equitable TDM plan. A full summary of the travel patterns, pain points, and needs of each persona will be included in the Needs Assessment.

Figure 1: Draft Current Traveler Profiles

Travel Group	 <b>North Coast Residents</b>	 <b>Recreational Travelers</b>	 <b>Zero-Vehicle Travelers</b>	 <b>Visitors and Tourists</b>	 <b>Residents and Visitors with Mobility Challenges</b>
<b>Profile</b>	<p>North Coast residents who live in places like Davenport and surrounding neighborhoods commute to jobs in Santa Cruz County and the greater Bay Area or work more locally on the North Coast in industries like agriculture and tourism.</p> <p>Locals are stewards of the North Coast, committed to ensuring that the area they call home is well cared for and properly protected as tourism grows – especially with the recent establishment of the Cotoni-Coast Dairies National Monument, which is expected to receive approximately 200,000 to 300,000 visitors annually.</p>	<p>Recreational users are residents or visitors to the North Coast for recreation, such as visiting a beach, hiking, or kitesurfing. They typically come to the North Coast on a weekend day.</p> <p>These travelers typically have access to a vehicle, and while it is convenient to load a vehicle with sports equipment, bulky gear, a picnic, games, toys, beach gear, and other items, finding and navigating to convenient parking, and crossing SR 1 with bulky or heavy gear or children in tow is challenging.</p> <p>These travelers also might be interested in multiple stops on the North Coast, but are limited based on parking.</p>	<p>Zero-vehicle travelers include visitors and residents that work or explore the North Coast.</p> <p>These travelers do not have easy access to a vehicle and depend on or choose other modes such as public transit or carpooling. The lack of public transit makes it difficult for limits access to the North Coast and destinations on the North Coast.</p>	<p>Vacationers, tourists, and visitors from all over the world are drawn to the scenic beauty of the North Coast.</p> <p>These visitors and tourists are currently likely choose to access the North Coast with a vehicle, whether it's their own personal vehicle or a rented vehicle for their vacation needs. With robust support, members of this group could be encouraged to visit the North Coast without a car. However, as visitors to the North Coast, they feel intimidated driving SR 1 and navigating unfamiliar beach, hiking, and parking locations on their own.</p>	<p>Residents and visitors with mobility challenges have specific transportation needs to access the north coast.</p> <p>Some folks with mobility challenges use ParaCruz to travel between destinations. However, accessing many of the facilities on the North Coast including trails and paths can be difficult because not all of them are designed t to support people with mobility challenges.</p>
<b>Main Transportation Concerns</b>	<ul style="list-style-type: none"> <li>• Increase in tourism will negatively impact traffic and safety</li> </ul>	<ul style="list-style-type: none"> <li>• Parking can be poorly marked and SR 1 lacks safe crossing opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• There are limited transit options to access the North Coast which makes it less convenient to visit</li> </ul>	<ul style="list-style-type: none"> <li>• Uncertainty about how to navigate and experience the North Coast</li> </ul>	<ul style="list-style-type: none"> <li>• Limited transportation options and inclusive infrastructure</li> <li>• Inaccessible trails and paths</li> </ul>
<b>Preliminary Objectives</b>	<ul style="list-style-type: none"> <li>• Minimize environmental harm from tourism</li> <li>• Ensure there is local input in planning</li> </ul>	<ul style="list-style-type: none"> <li>• Improve access, safety, and convenience to the North Coast for those who drive</li> <li>• Provide flexible transportation options within the North Coast that support different diverse groups</li> <li>• Improve parking management to reduce conflicts</li> </ul>	<ul style="list-style-type: none"> <li>• Make the North Coast more accessible to more people</li> <li>• Expand transit options</li> </ul>	<ul style="list-style-type: none"> <li>• Make access to the North Coast more approachable and navigable for non-drivers</li> </ul>	<ul style="list-style-type: none"> <li>• Create an inclusive North Coast where people with mobility challenges aren't excluded from experiencing the area</li> </ul>

Based on the sample of representative travel groups, the following objectives stand out:

- Improve access, safety, and convenience to the North Coast for those who drive
- Provide flexible transportation options within the North Coast that support different diverse groups
- Improve parking management to reduce conflicts
- Minimize environmental harm from tourism
- Ensure there is local input in planning
- Make the North Coast more accessible to more people
- Expand transit options
- Make access to the North Coast more approachable and navigable for non-drivers

While these objectives were informed by the specific transportation concerns and objectives identified in the traveler profiles, objectives are relevant to all user groups.

## Next Steps

Next steps include development of the Needs Assessment and full list of TDM strategies in the TDM Strategy Toolbox. For the Needs Assessment task, the traveler profiles are being used to identify, define and group travel routines and patterns, current transportation pain points, and transportation needs. The TDM Strategy Toolbox will respond directly to these needs, and the vision and objectives will inform research about best practices and feasibility considerations to identify and prioritize TDM strategies. Evaluating TDM strategies with specific needs and concerns associated with each traveler profile in mind will help to ensure that strategies proposed are likely to provide meaningful mobility solutions for all North Coast travelers. After TDM strategies are identified, the team will determine how to prioritize TDM strategies and projects based on the vision and objectives presented in this memorandum.

# Appendix D. Transportation Needs Memo

## Appendix D.1 Transportation Needs by Traveler Profile

# Memo

Date: January 16, 2026

To: SCCRTC: Regional Transportation Commission

From: North Coast TDM Plan – Consultant Team

**Subject: Task 4: Needs Assessment Summary for the Santa Cruz County North Coast Transportation Demand Management Plan**

---

## Introduction

The North Coast Transportation Demand Management (TDM) Plan seeks to improve access, safety, and travel options along the North Coast corridor while protecting environmental resources. The Needs Assessment represents a key step in this process, translating existing data and community input into a clear understanding of travel needs that will inform the development of TDM strategies and the identification of priority projects. The Needs Assessment focuses on understanding who is traveling on the corridor, how they travel, what challenges they experience, and what they need to move more safely, efficiently, and equitably along the corridor.

## Inputs

The Needs Assessment draws on the following previous plans, studies, and data collection as inputs:

- **Existing Conditions Assessment**, documenting current travel patterns, infrastructure constraints, and operational challenges along the North Coast corridor.
- **Milestone 1 Community Input**, including feedback from residents, visitors, and stakeholders about travel experiences, concerns, and priorities.
- **Traveler Personas** defined in the Plan Vision and Objectives memo, which represent common types of people who travel to, from, or through the North Coast.
- **North Coast Facilities Management Plan**, which identifies operational and environmental considerations related to access, parking, and visitor management.

Together, these inputs provide insights into current and anticipated travel needs.

## Approach

A structured, persona-based approach was used to develop the needs assessment:

1. Evaluate travel routines and current challenges for each traveler persona.
2. Define needs for each persona, based on documented challenges and community input.
3. Identify shared needs and common themes across personas.

This process ensures that upcoming strategies are grounded in real travel behaviors and corridor conditions, and that they respond to both resident and visitor needs.

# Visitor Needs by Persona

To reflect the diversity of travel patterns along the North Coast, the Needs Assessment is structured around five traveler personas previously defined in the *TDM Plan Vision and Objectives Memo (October 2025)*. These personas are illustrative planning profiles that represent common travel experiences and constraints. They are generally mutually exclusive and meant to be comprehensive but may not capture every individual experience. Together, they provide a useful framework for identifying needs. All personas are considered equally important in shaping the TDM Plan.

## North Coast Residents

North Coast residents rely on the corridor for daily activities such as commuting, accessing services, and participating in community life. They experience challenges related to safety at crossings, gaps in bicycle and pedestrian infrastructure, limited transit options, and conflicts with visitor traffic, particularly near beach access points and parking areas. Key needs include:

- **Daily Life First**  
Safe, reliable travel options that meet residents' mobility needs
- **Peace of Mind**  
Reduce challenges related to visitors like parking challenges and sudden stops
- **Balancing Growth & Preservation**  
Support visitor access while protecting local identity and natural environment
- **Prioritizing Local Voices**  
Give residents a voice in potential strategies

## Recreational Travelers with Gear

Recreational travelers often visit the North Coast in groups and with equipment such as surfboards, bicycles, picnics, or hiking gear. They represent people who drive now and will likely continue to drive in the future. These travel patterns increase the need for parking, safe crossings, and amenities. Challenges include difficulty finding formal parking, unsafe or informal crossings of Highway 1, limited wayfinding, and a lack of restrooms and other support facilities. Their needs center on:

- **Safe Environment for All Ages & Abilities**  
Crossings, trails, and facilities designed for children, elders, and people with limited mobility
- **Easy Navigation & Arrival**  
Clear signage, organized parking, and intuitive connections to key destinations
- **Reliable & Comfortable Amenities**  
Shaded seating and rest areas, picnic and changing areas, and reliable access to amenities (e.g., restrooms, drinking water, trash disposal, and emergency support)
- **Convenient Travel to the North Coast**  
Solutions that allow groups with people and gear to park once and access multiple destinations efficiently

## Zero-Vehicle Travelers

Zero-vehicle visitors and tourists access the North Coast without a personal vehicle and depend on transit, walking, bicycling, or shared rides. They represent people who don't drive now and won't drive in the future. Today, the corridor is difficult to reach and navigate without a car due to

infrequent transit service, incomplete pedestrian and bicycle infrastructure, and limited awareness of available options. Their needs include reliable transit connections, continuous walking and bicycling routes, and clear information about how to reach and move between destinations without driving.

- **Reliable Transit Services**  
Frequent, dependable shuttles and buses that connect key destinations
- **Continuous Pedestrian & Bicycle Infrastructure**  
Connected routes for walking and bicycling throughout the corridor
- **Expanded Access**  
New transportation options that allow visitors without cars to reach North Coast destinations

## Visitors and Tourists

Many visitors and tourists arrive by car but are unfamiliar with the corridor and may feel uncomfortable driving Highway 1 or navigating informal parking and access points. This profile represents people who drive now but could potentially shift away from driving in the future. Common challenges include difficulty finding safe parking, lack of formal crossings, limited amenities, and minimal wayfinding or traveler information. Their top needs are:

- **Clear Access & Navigation**  
Easy-to-find parking, straightforward routes, and clear wayfinding
- **Low-Stress Travel Choices**  
Safe and convenient alternatives to personal vehicle use
- **Guided Visitor Experiences**  
Routes and recommended stops that help visitors enjoy key destinations
- **Environmental Awareness**  
Cues and information that help visitors avoid sensitive areas and minimize environmental footprint

## Residents and Visitors with Mobility Challenges

Residents and visitors with mobility challenges face additional barriers related to discontinuous sidewalks, steep or unpaved paths, limited accessible parking and drop-off areas, and a lack of ADA-compliant amenities. These barriers can limit independence and participation in recreational and community activities. Key needs include:

- **Predictable & Equitable Access**  
ADA-compliant parking, drop-off zones, and continuous accessible paths
- **Independence & Mobility**  
Infrastructure that allows visitors to move safely without assistance
- **Full Participation & Inclusion**  
Overlooks, trails, and amenities designed for all ages and abilities
- **Dignity & Comfort**  
Thoughtful design details and safe transit, shuttle, or pedestrian options

## TDM Objectives by Persona

The Needs Assessment also evaluates how different traveler personas relate to the overarching TDM Objectives. While all objectives support the broader vision of improving access and managing demand, their relevance varies by persona. Table 1 summarizes the relationship between TDM Objectives and traveler personas.

**Table 1. TDM Objectives by Traveler Persona**

TDM Objectives	North Coast Residents	Recreational Travelers with Gear	Zero-Vehicle Visitors & Tourists	Visitors & Tourists	Residents & Visitors with Mobility Challenges
Reduce Congestion	✓	✓			
Increase Access	✓	✓	✓	✓	✓
Improve Alternative Modes	✓	✓	✓	✓	✓
Improve Information & Wayfinding		✓	✓	✓	✓

## Shared Visitor Needs

Across all personas, several shared needs emerged, reflecting corridor-wide challenges and opportunities:

- **Safe and Connected Travel:** Safe crossings, sidewalks, trails, and bike facilities that accommodate people of all ages, abilities, and mobility levels.
- **Clear Access and Navigation:** Easily identifiable parking, intuitive routes, and legible transit and wayfinding information.
- **Inclusive and Equitable Experiences:** Facilities and services that support participation by zero-vehicle visitors and people with mobility challenges.
- **Environmental Stewardship and Guidance:** Tools and information that protect sensitive resources while supporting safe, responsible use.
- **Comfort and Support Amenities:** Rest areas, seating, shade, and restrooms that support longer visits and diverse users.

These shared needs highlight the importance of coordinated corridor-wide approaches that go beyond individual sites or modes.

## Conclusion and Next Steps

The Needs Assessment serves as a key step and bridge between developing the project vision and objectives, assessing existing conditions, Milestone 1 community input, and the development of TDM strategies and implementation toolbox. By grounding strategy development in clearly defined traveler needs and shared themes, the TDM Plan can more effectively prioritize actions that improve access, safety, equity, and environmental stewardship along the North Coast corridor. Next steps will build on these findings to identify and evaluate TDM strategies and tools that respond directly to these identified needs.

# Appendix D.1 Transportation Needs by Traveler Profile



# Needs Assessment

## North Coast TDM Plan

November 2025

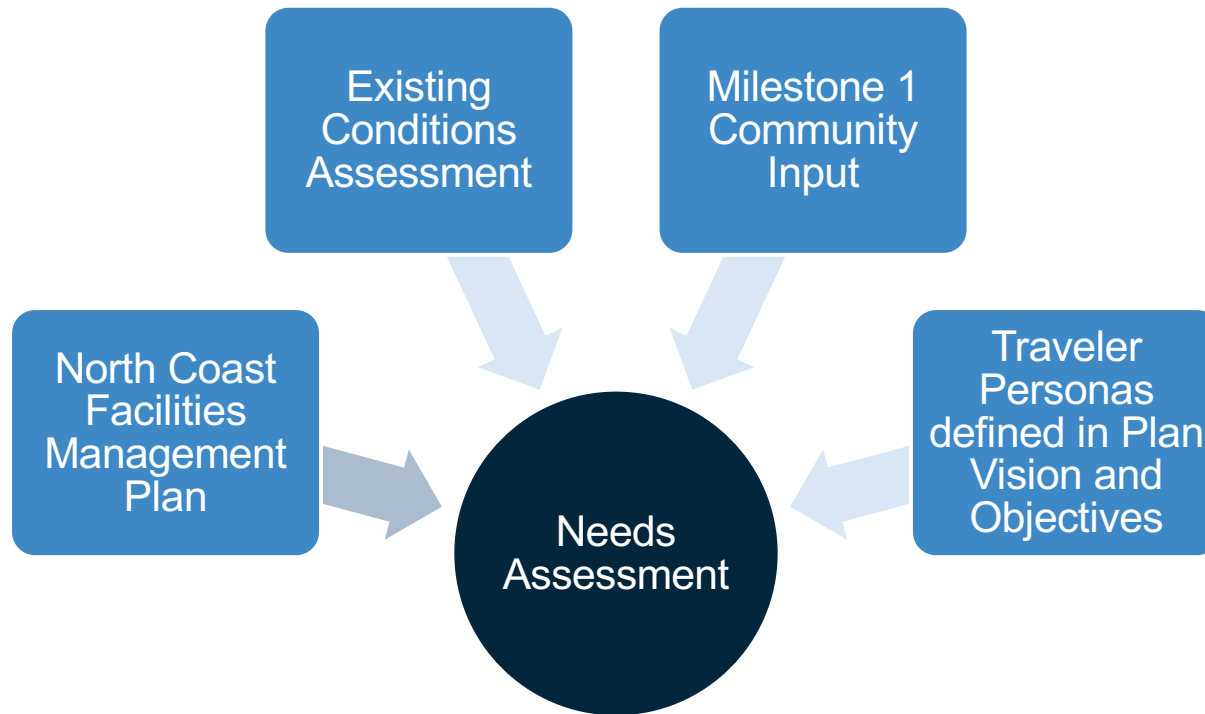
# North Coast Corridor Context



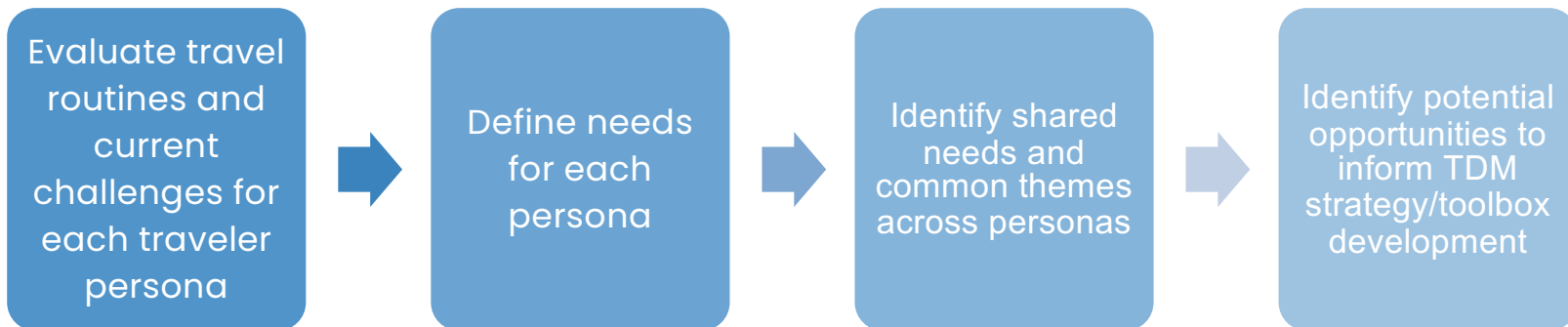
- Highway 1 is a two-lane corridor along the coastline, constrained by topography, right-of-way limitations, and coastal regulations
- Access today is predominantly car-dependent, resulting in operational challenges, user conflicts, and inequitable access
- The North Coast is experiencing growing visitation
- Diverse types of visitors experience the corridor differently, but all point to the same need: new ways to manage demand and broaden transportation options



# Needs Assessment Inputs



# Needs Assessment Process



# Needs Assessment Goals



- Identify travel needs across modes and personas
- Integrate stakeholder and community feedback
- Identify barriers to achieving Travel Demand Management (TDM) goals
- Consider new transportation options that are already under development like the Rail Trail
- Outline a framework to inform development of preliminary strategies and improvement opportunities



# Visitor Needs By Persona

Each represents a common type of person who travels to, from, or through the North Coast.







## Visitor Personas

- **North Coast Residents** – People who live on the North Coast and commute locally or regionally, with a strong interest in protecting their community as tourism grows.
- **Recreational Travelers** – Residents and visitors coming primarily for outdoor recreation, often with gear, and challenged by parking, crossings, and access.
- **Zero-Vehicle Tourists** – Visitors without access to a car who rely on transit or shared rides and face limited options to reach and move around the North Coast.
- **Tourists & Visitors** – Visitors who typically arrive by car and may feel uncomfortable driving SR 1 or navigating unfamiliar destinations and parking.
- **Residents/Visitors with Mobility Challenges** – People with mobility limitations who require accessible transportation and facilities to reach coastal destinations.

# Visitor Needs By Persona

## TDM Objectives

-  Reduce Congestion
-  Increase Access
-  Improve Alternative Modes
-  Improve Information & Wayfinding



### North Coast Residents

#### Main Concern

Maintain the natural beauty and ensure travel on the North Coast is enjoyable

#### Travel Routine

- Local trips within Davenport community (e.g., schools, errands, recreation)
- Trips to/from Santa Cruz (e.g., work, groceries, gas, medical appointments, social)

#### Key Needs

- Safe & Reliable **Daily Mobility**
- **Balancing Growth**, Preserving Environment & Local Identity
- **Reduce Congestion** And Parking Challenges
- **Prioritizing Local Voices**

#### TDM Objectives



### Residents/Visitors with Mobility Challenges

#### Main Concern

Limited transportation options & inclusive infrastructure

#### Travel Routine

- Residents accessing daily needs, services, and social activities
- Visitors seeking recreation at beaches, trails, and overlooks.
- Many rely on accessible shuttles and drop-off zones

#### Key Needs

- Predictable & **equitable access**
- Infrastructure that allows independence and mobility
- Ensuring overlooks, trail, and amenities are **designed for all ages and abilities.**

#### TDM Objectives



### Zero-Vehicle Tourists

#### Main Concern

Lack of non-vehicle options to access the North Coast

#### Travel Routine

- Limited access without a car
- Dependent on public transit or carpooling
- Walking, biking, or taking transit to destinations

#### Key Needs

- **Reliable transit** that connect key destinations
- **Continuous routes** for walking and biking throughout corridor
- **Expand transportation options** to access destinations

#### TDM Objectives



### Tourists & Visitors

#### Main Concern

Lack of options that don't involve driving & navigating destinations

#### Travel Routine

- Driving Highway 1 to visit beaches, trailheads, and scenic overlooks
- Combining multiple stops (e.g., town, beach, and trail) into a single outing along the corridor

#### Key Needs

- **Clear access & navigation**
- Safe & convenient **alternatives** to personal vehicle use
- Provide **guided visitor experiences**
- Cues & **information** that help visitors avoid sensitive areas

#### TDM Objectives



### Recreational Travelers

#### Main Concern

Getting around at North Coast by parking once and being able to walk or cross safely

#### Travel Routine

- Outings to beaches and trails for recreation and exploration
- Visiting multiple destinations in one trip (e.g., picnic spots, scenic overlooks, beaches, town)

#### Key Needs

- **Safe environment** for all ages and abilities
- Clear **signage** & organized parking
- Reliable & **comfortable amenities**
- Allow groups to park once and access multiple locations

#### TDM Objectives






Persona #1:  
**North Coast Residents**

# Needs Assessment

## Persona #1: North Coast Residents




**Main Concern**

Maintain the natural beauty and ensure travel on the North Coast is easeful

**Travel Routine**

- Local trips within Davenport community (e.g., schools, errands, recreation)
- Trips to/from Santa Cruz (e.g., work, groceries, gas, medical appointments, social)

**TDM Objectives**



**North Coast Residents**

### Current Challenges

- Crossing Highway 1 can feel unsafe and stressful at Davenport and beach access points
- Gaps in bike and pedestrian facilities and minimal transit options limit people’s mobility
- Visitor activity such as sudden stops and conflicts at parking areas impact residents’ routines
- Difficulty turning on/off Highway 1 due to poor sight lines or left turns
- Pressures on community character and environmental resources create concern





## North Coast Residents

### Summary of Needs


- **Daily Life First**  
Safe, reliable travel options that meet residents' mobility needs
- **Peace of Mind**  
Reduce challenges related to visitors like parking challenges and sudden stops
- **Balancing Growth & Preservation**  
Support visitor access while protecting local identity and natural environment
- **Prioritizing Local Voices**  
Give residents a voice in potential strategies



Persona #2:  
**Recreational Travelers**

# Needs Assessment

## Persona #2: Recreational Travelers with Gear




**Recreational Travelers**

**Main Concern**  
Getting around at North Coast by parking once and being able to walk or cross safely

**Travel Routine**

- Outings to beaches and trails for recreation and exploration
- Visiting multiple destinations in one trip (e.g., picnic spots, scenic overlooks, beaches, town)

**TDM Objectives**



### Current Challenges

- Traveling with multiple people and additional gear increases logistical complexity and reduces flexibility
- Parking can be difficult to find, which may require visitors to use informal areas, cross Highway 1, or walk long distances
- Crossing at undesignated areas or walking along Highway 1 feels unsafe due to fast-moving traffic, lack of marked crossings, limited shoulder space, and poor visibility
- Amenities are limited (e.g., rest areas, restrooms, trash facilities), which can influence where and how people travel
- Signage is minimal or non-existent, creating confusion about destinations, parking, and amenities



## Recreational Travelers

### Summary of Needs


- **Safe Environment for All Ages & Abilities**  
Crossings, trails, and facilities designed for children, elders, and people with limited mobility
- **Easy Navigation & Arrival**  
Clear signage, organized parking, and intuitive connections to key destinations
- **Reliable & Comfortable Amenities**  
Shaded seating and rest areas, picnic and changing areas, and reliable access to amenities (e.g., restrooms, drinking water, trash disposal, and emergency support)
- **Convenient Travel to the North Coast**  
Solutions that allow groups with people and gear to park once and access multiple destinations efficiently



Persona #3:  
**Zero-Vehicle Tourists  
and Visitors**

# Needs Assessment

## Persona #3: Zero-Vehicle Tourists and Visitors






**Main Concern**

Lack of non-vehicle options to access the North Coast

**Travel Routine**

- Limited access without a car
- Dependent on public transit or carpooling
- Walking, biking, or taking transit to destinations

**TDM Objectives**

### Zero-Vehicle Tourists

### Current Challenges

- Corridor is difficult to access without a car
- Transit options are limited, infrequent, and feel hard to navigate
- Bicycle and pedestrian infrastructure are incomplete
- Awareness of non-car options is low





## Zero-Vehicle Tourists

### Summary of Needs

- **Reliable Transit Services**  
Frequent, dependable shuttles and buses that connect key destinations
- **Continuous Pedestrian & Bicycle Infrastructure**  
Connected routes for walking and bicycling throughout the corridor
- **Expanded Access**  
New transportation options that allow visitors without cars to reach North Coast destinations



Persona #4:  
**Tourists and Visitors**  
**Navigating the North Coast**

# Needs Assessment

## Persona #4: Tourists and Visitors Navigating the North Coast



**Tourists & Visitors**

**Main Concern**  
Lack of options that don't involve driving and navigating destinations

**Travel Routine**

- Driving Highway 1 to visit beaches, trailheads, and scenic overlooks
- Combining multiple stops (e.g., town, beach, trail) into a single outing along the corridor

**TDM Objectives**



### Current Challenges

- Difficulty finding safe, formalized parking
- Lack of formal pedestrian crossings, resulting in haphazard crossings
- Lack of amenities (e.g., restrooms, trash, shaded areas)
- Limited signage and orientation information creating confusion about destinations, parking, and amenities
- Perceived lack of alternatives to driving (e.g. shuttles, bike rental, trails)





## Summary of Needs


- **Clear Access & Navigation**  
Easy-to-find parking, straightforward routes, and clear wayfinding
- **Low-Stress Travel Choices**  
Safe and convenient alternatives to personal vehicle use
- **Guided Visitor Experiences**  
Routes and recommended stops that help visitors enjoy key destinations
- **Environmental Awareness**  
Cues and information that help visitors avoid sensitive areas and minimize environmental footprint



Persona #5:  
**Residents and Visitors with  
Mobility Challenges**

# Needs Assessment

## Persona #5: Residents and Visitors with Mobility Challenges




**Main Concern**

Limited transportation options and inclusive infrastructure

**Travel Routine**

- Residents accessing daily needs, services, and social activities
- Visitors seeking recreation at beaches, trails, and overlooks
- Many rely on accessible shuttles and drop-off zones

**TDM Objectives**



**Residents/Visitors with Mobility Challenges**

### Current Challenges

- Lack of frequent bus service to Davenport and coastal destinations
- Discontinuous sidewalks and crossings that feel unsafe
- Steep, uneven, or unpaved paths limit access to beaches/trails
- Lack of ADA-compliant restrooms, benches, and shaded areas
- Few designated accessible parking/drop-off zones
- Exclusion from recreation opportunities due to infrastructure barriers





### Residents/ Visitors with Mobility Challenges

## Summary of Needs

- **Predictable & Equitable Access**  
ADA-compliant parking, drop-off zones, and continuous accessible paths
- **Independence & Mobility**  
Infrastructure that allows visitors to move safely without assistance
- **Full Participation & Inclusion**  
Overlooks, trails, and amenities designed for all ages and abilities
- **Dignity & Comfort**  
Thoughtful design details and safe transit, shuttle, or pedestrian options

# Shared Visitor Needs

Summary of shared needs across personas that represent re-occurring themes. These cover needs related to accessing the North Coast as well as traveling between destinations.



# Shared Visitor Needs



- Safe and Connected Travel
- Clear Access and Navigation
- Inclusive & Equitable Experiences
- Environmental Stewardship & Guidance
- Comfort and Support Amenities



# 1) Safe & Connected Travel

Shared Visitor Needs



Safe crossings, sidewalks, trails, and bike paths for people of all ages, abilities, and mobility levels



## 2) Clear Access & Navigation

Shared Visitor Needs



Easily identifiable parking, straightforward routes, and accessible transit options

# 3) Inclusive & Equitable Experiences

Shared Visitor Needs



Facilities designed to allow participation by all users, including zero-vehicle visitors and those with mobility aids



# 4) Environmental Stewardship & Guidance

Shared Visitor Needs



Facilities and services that protect natural resources and support safe, responsible use of the corridor.

# 5) Comfort & Support Amenities

Shared Visitor Needs



Rest areas, shaded spots, seating, and restrooms accommodating families, elders, and mobility-challenged users



# Needs Assessment

North Coast TDM Plan



# Appendix E. Milestone 1 and Milestone 2 Engagement Summary



# Memo

Date: January 2026

To: Max Friedman, SCCRTC

From: Vanessa Le, Alexandra Lee-Gardner, and Matt Haynes, Fehr & Peers; Eleanor Leshner, Leshner Planning

**Subject: Engagement Summary Milestone 1 and Milestone 2**

---

## Introduction

The Santa Cruz County Regional Transportation Commission (RTC) and the project team conducted a series of engagement activities in Spring 2025 as part of Milestone 1 of the Santa Cruz County North Coast Transportation Demand Management (TDM) Plan. This initial phase focused on understanding existing travel behaviors and highway conditions to inform the development of TDM strategies. The 22-mile section of Highway 1, known as the North Coast (from the northern city limits of Santa Cruz to the San Mateo County line) experiences heavy visitor traffic, limited travel alternatives, and seasonal congestion and parking challenges. The TDM Plan aims to reduce vehicle miles traveled (VMT), improve sustainable travel options, and enhance safety and equity throughout the North Coast.

## Milestone 1

Engagement activities in this phase were designed to introduce the project, validate findings from the existing conditions analysis, and gather input on community and stakeholder priorities. Input was collected through a public online survey, a hybrid stakeholder meeting, a virtual community workshop, and in-person pop-up events. Feedback gathered from this round of engagement will inform the development of the Vision and Goals Memo, Transportation Needs Assessment, and TDM strategies and projects.

## Engagement Activities

This section summarizes the key engagement activities conducted during Milestone 1 of the North Coast TDM Plan in Spring 2025.

**PROJECT WEBSITE:** RTC launched a dedicated [project webpage](#) to serve as the central hub for project information, updates, and opportunities to provide input.

**ONLINE SURVEY:** An [online survey](#) was distributed in Spring 2025 via the Social Pinpoint platform to gather input from residents, commuters, and visitors. The survey asked participants about their typical travel patterns, trip purposes, destinations, and mode choices along the North Coast. It also explored barriers to using sustainable transportation options and invited participants to share their top priorities related to safety, parking, environmental impact, and overall North Coast experience. A summary of the survey results is included below.

**HYBRID STAKEHOLDER MEETING:** RTC and the project team hosted a hybrid stakeholder meeting on April 28, 2025, from 3:30 to 5:30 PM at Pacific Elementary School in Davenport. The meeting was held jointly with the Rural Highways Safety Plan (RHSP) effort to align and build on stakeholder input across related planning efforts. About half of the meeting participants attended in person. The meeting focused on sharing preliminary findings and facilitating group discussion and Q&A. Attendees included agency staff, community organizations, and groups with interests in recreation, environmental conservation, public health, and equitable access along the North Coast. As a follow up, RTC staff also attended the Davenport North Coast Association membership meeting on July 31, 2025 to continue the conversation with this stakeholder group.

**VIRTUAL COMMUNITY WORKSHOP:** A virtual public workshop was held on May 29, 2025, from 5:30 to 7:00 PM to introduce the project to a broader public audience and collect feedback on North Coast needs and travel behaviors. The workshop included a live poll with the full group and breakout group discussions that allowed participants to engage directly with project team members. Conversations focused on travel patterns, key destinations, and concerns and desired improvements related to access and mobility.

**POP-UP EVENTS:** The project team also hosted a series of informal pop-up events to engage a broader cross-section of users in locations throughout the North Coast. These events were designed to meet people where they are and provide easy, low-barrier opportunities for the public to learn about the project and share input.

- May 4, 2025 11:00 AM – 2:00 PM at Rancho Del Oso Nature Center
- May 15, 2025 7:00 AM – 9:00 AM at Abbot’s Square
- May 21, 2025 8:30 AM – 9:30 AM at La BARRANCA Park
- May 25, 2025 12:00 PM – 2:00 PM at Davenport Beach Parking Lot
- May 28, 2025 at the Downtown Santa Cruz Farmers’ Market
- May 30, 2025 at the Midtown Lot

**COMMITTEE MEETINGS:** RTC also presented project updates and gathered input at these advisory committee meetings:

- June 9, 2025: Bicycle Transportation Advisory Committee
- August 7, 2025: Regional Transportation Commission (on consent)
- August 12, 2025: Elderly & Disabled Transportation Advisory Committee
- August 21, 2025: Interagency Technical Advisory Committee



# Key Themes from Milestone 1 Engagement Activities

Community and stakeholder input gathered during the first round of engagement, including from the stakeholder meeting, virtual community workshop, online survey, and pop-up events, revealed recurring themes around safety, access, visitor impacts, infrastructure, and equitable travel options. While perspectives varied across formats, participants consistently emphasized the need for proactive planning that preserves community character and environmental resources while managing current and future travel demand.

## Visitor Demand and Local Impacts

- Many residents expressed frustration about increasing tourism and its effects on safety, congestion, and community character.
- Respondents voiced concern that unchecked visitor growth, driven by new attractions, such as Cotoni-Coast Dairies and the North Coast Rail Trail, and social media exposure, is overwhelming local infrastructure.
- Several survey participants called for better visitor management rather than expanded access, including limiting new parking, reducing speeds, and improving enforcement.
- Comments emphasized that planning should account for projected visitation, not just current use. There was a call to examine the impacts of trail development on existing parking availability and to consider cumulative effects of related projects.

## Tailored Transit and Shuttle Options

- Many participants supported exploring transit and shuttle solutions but emphasized the importance of tailoring these options to rural and seasonal recreation contexts. Some were interested in exploring passenger rail service on the Santa Cruz Branch Rail Line.
- There was interest in smaller vehicles (e.g., shuttles, jitneys) over large buses, which may not be practical in areas with low demand or on narrow roadways.
- Community members emphasized that any transit expansion must also include safe pedestrian crossings at bus stops.
- Others raised questions about costs, demand thresholds, operations (e.g., weekday, weekend, vs. holidays service), and whether shuttles would be free.

## Infrastructure and Parking

- Parking access and design were frequent topics of concern for North Coast residents, particularly around developing previously informal areas and balancing environmental protection with additional pavement and more formal facilities.
- Participants supported limiting and consolidating parking along Highway 1, with better information/signage, safer access, and increased enforcement. For example, people asked that in narrow two-lane zones, especially near popular destinations like Shark Fin Cove, parking be restricted to the ocean side of the highway, which would help minimize pedestrian crossings.

- Ideas included permit systems, seasonal enforcement, repurposing passing lanes for parking, and requiring gated lots to deter camping.
- Many supported managing demand through design and enforcement rather than expansion, emphasizing that new lots should stay within existing areas and avoid new impacts to natural habitats. Several mentioned the need for environmentally sensitive parking solutions that minimize impervious surfaces.
- Workshop attendees raised concerns about parking loss from Segment 5 of the Coastal Rail Trail and the displacement of vehicles into informal areas.

## Support for Active and Multimodal Options

- There was broad support for enhancing walkability and bike access.
- The concept of “park once and walk or bike” resonated strongly.
- Participants supported improved walking, biking, and trail connections between destinations, like Wilder Ranch or Cotoni–Coast Dairies.
- Pop-up events and survey responses identified trail improvements as the most popular improvement option, which could include upgrades to existing trails, new trail construction, and better trail connectivity.
- Respondents emphasized the need for continuous, separated routes, and requested amenities like bike storage and better wayfinding.

## Meeting Community Needs

- Participants emphasized that the TDM Plan should serve both visitors and residents.
- Some Davenport residents questioned whether the plan was overly focused on tourists and called for stronger consideration of daily needs, such as access to grocery stores or medical appointments.
- Several residents said they felt underrepresented in the planning process and asked to be interviewed or more directly engaged. RTC conducted additional local outreach, including joining the Davenport North Coast Association Membership Meeting on July 31, to better understand perspectives from this stakeholder group and on the ground conditions..
- Others noted that local-serving infrastructure, like sidewalks, crossings, and safer school access, should be prioritized alongside recreation access.

## Environmental Stewardship and Maintenance

- Respondents across all engagement formats raised concerns about trash, lack of restrooms and drinking water, and degradation of natural areas.
- They called for infrastructure that supports maintenance and cleanliness, such as trash bins and restrooms, and designs that minimize impervious surfaces while protecting habitat and rural character.
- Many asked for parking lots to remain within current footprints and be thoughtfully managed to avoid new environmental impacts.

## Equity and Accessibility Needs

- Survey responses highlighted the importance of designing for people with disabilities and transit-dependent travelers.
- Respondents noted barriers like steep trails, unsafe crossings, and a lack of affordable options.
- A number of participants emphasized the need for travel solutions that are inclusive, especially for seniors, children, and people without cars.
- According to EDTAC, people with mobility limitations prefer expanded transit service to Davenport because it is more accessible than the beaches.

## Better Information and Interagency Coordination

- Several comments highlighted the need for clearer wayfinding, real-time information, and interagency coordination. Better signage and communication could reduce confusion, improve visitor behavior, and promote safer conditions.
- Participants raised questions about who is responsible for implementing turn lanes and other improvements, suggesting the need for stronger collaboration between RTC, Caltrans, BLM, and other agencies.
- Requests were made to ensure consistent coordination with the Coastal Commission and uphold the preservation goals of the North Coast.

## Safety Is a Top Concern

- Safety was the most frequent concern. Transportation safety along the North Coast is being addressed as part of the Rural Highways Safety Plan effort that RTC is conducting in parallel. While the focus of this North Coast TDM study is on managing travel demand and expanding transportation options, the RHSP is focused on identifying safety improvements on priority corridors, including Highway 1 north of Santa Cruz.
- Participants cited what they felt to be dangerous conditions along Highway 1, especially near Davenport Landing and Shark Fin Cove, where they noted poor visibility, high speeds, and informal parking can create conflicts between vehicles, pedestrians, and cyclists.
- Across all formats, concerns included unsafe highway crossings, uncontrolled roadside parking, limited enforcement, poor visibility at curves and hills, lack of turn lanes, and a need for traffic calming.
- Several respondents highlighted specific locations, such as the Scott Creek bridge and Mission Street congestion, and called for pedestrian undercrossings to preserve views and safety.
- Community members expressed a desire for traffic calming features, including roundabouts, guardrails, lane narrowing, and photo or automated speed enforcement. Some suggested looking to Point Lobos' model of "no parking" signage and active enforcement.

## Pop-Up Event & Survey Data Findings

A series of in-person pop-up events held throughout the North Coast and City of Santa Cruz and an online survey helped reach a broader audience of residents, visitors, and commuters and provided insights into typical travel behaviors, transportation challenges, and desired improvements.

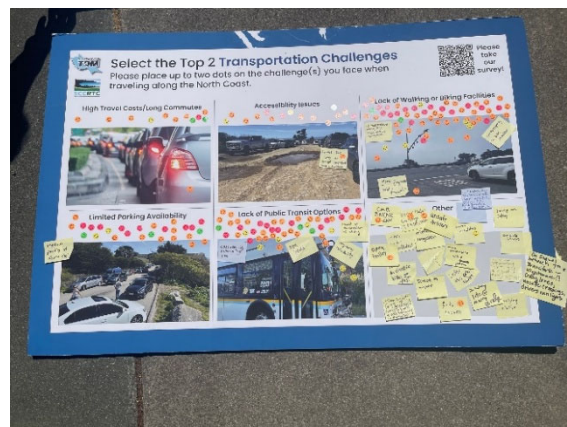
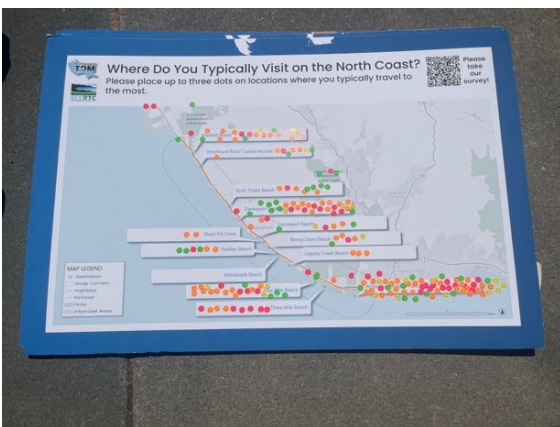


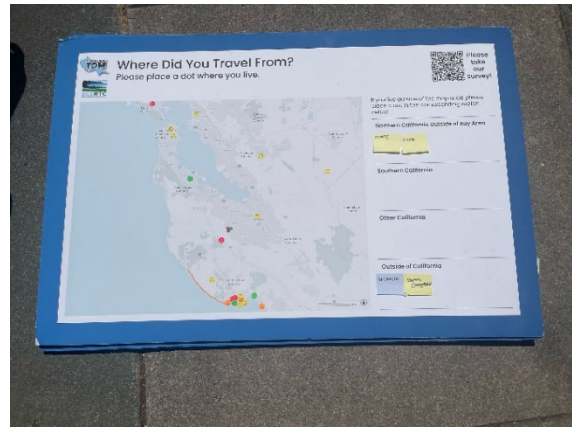
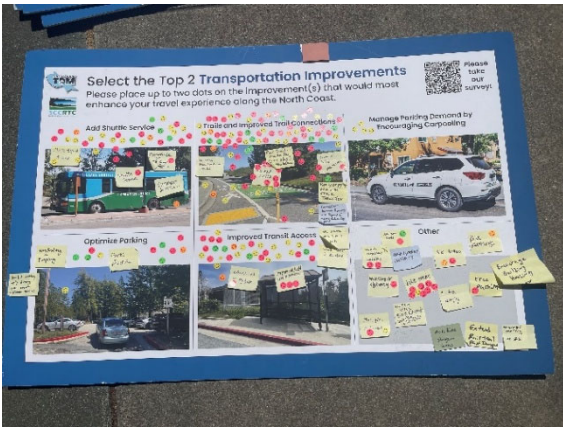


Pop Up Event at Rancho del Oso

## Pop-Up Poster Activity Summary

Participants engaged with interactive posters at the community pop-up events, identifying where they were coming from, their top destinations, travel challenges, and preferred improvements.





Pop-up Posters & Responses

## Where People Are Coming From

A plurality of respondents came from Santa Cruz County (41%), with notable representation from Santa Clara County (19%) and San Francisco (7%).

**Table 1. Where do you travel from? (Pop Up Summary)**

Location	Count	Percentage	Comments
Santa Cruz County	11	41%	1 from Bonny Doon, 8/11 from City of Santa Cruz
Santa Clara County	5	19%	
San Mateo County	1	4%	
San Francisco County	2	7%	
Alameda County	2	7%	1 from Berkeley, Pleasanton
Marin County	1	4%	
Monterey County	2	7%	1 from Carmel, 1 from Monterey
Central Coast	0	0%	
Southern California	0	0%	
Other California	1	4%	1 from San Joaquin County
Out of State	2	7%	1 from Wisconsin, 1 from Seattle (WA)
<b>Total</b>	<b>27</b>	<b>100%</b>	

## Top Destinations

Wilder Ranch State Park was the most frequently selected destination (34%), followed by Davenport Landing Beach (15%) and Four Mile Beach (12%).

**Table 2. Where do you travel to? (Pop Up Summary)**

Location	Count	Percentage
Big Basin Redwoods State Park	4	2%
Waddell Beach	21	10%
Greyhound Rock Coastal Access	8	4%
Scott Creek Beach	9	4%
Davenport Landing Beach	30	15%
Davenport	3	1%
Davenport Beach	6	3%
Shark Fin Cove	2	1%
Henry Cowell Redwoods State Park	3	1%
Bonny Doon Beach	6	3%
Panther Beach	6	3%
Yellowbank Beach	0	0%
Laguna Creek Beach	3	1%
Four Mile Beach	24	12%
Three Mile Beach	9	4%
Wilder Ranch State Park	68	34%
Other <sup>1</sup>	1	0%
<b>Total</b>	<b>202</b>	<b>100%</b>

Notes:

1. City of Santa Cruz buildings / Dimeo Lane

## Main Travel Challenges

The most common challenges identified were a lack of walking and biking facilities (31%) and a lack of public transit options (26%). Others noted concerns around limited parking and overall traffic congestion.

Several comments emphasized the need for better walking and biking infrastructure, including calls for a continuous trail along Highway 1, safer bike routes, and wider or improved shoulders for bicyclists. Transit concerns focused on frequency, convenience, and reliability, with some noting that current service is not competitive with driving. Some visitors wished to see bus service area expanded north of Davenport to the County line. Parking and access issues were also raised, including the need for improvements at specific locations like Scott Creek. Other comments reflected safety concerns related to pedestrian crossings in Davenport, narrow shoulders, or driver behavior. Several participants emphasized broader issues like infrastructure gaps, lack of cell service, and the need for visible enforcement. A few also proposed creative ideas such as an open-air trolley, car break-in prevention, or direct connections to the airport.

**Table 3. Select the top 2 transportation challenge(s) you face when traveling along the North Coast (Pop Up Summary)**

Challenge	Count	Percentage
High travel cost/long commutes	12	6%
Accessibility Issues	16	8%
Lack of walking or biking facilities	60	31%
Limited parking availability	27	14%
Lack of public transit options	49	26%
Other	27	14%
<b>Total</b>	<b>191</b>	<b>100%</b>

### Desired Improvements

The most popular improvement identified was expanded trail and trail connection infrastructure (42%). Respondents also supported shuttle service (17%), transit improvements (17%), and, to a lesser extent, better parking access (5%).

In their comments, many community members emphasized the importance of enhancing and connecting bicycle and pedestrian trails, including requests for separated paths, extended trail segments, and improved connections between key locations, such as Segment 6 of the Coastal Rail Trail. Several comments expressed appreciation for recent trail improvements and called for further prioritization of bike safety over vehicle convenience. Others voiced support for seasonal or affordable shuttle service, and improved transit access, including better bus connections to parks and bike-friendly transit options. Several ideas focused on parking, including park-and-ride facilities, wayfinding signage, and design features to formalize parking areas and improve parking lot circulation. A wide range of additional ideas were also shared, including calls for bike lockers, e-bike and wheelchair charging stations, public restrooms, and dedicated bike lanes.

**Table 4. Select the top 2 transportation improvements(s) that would most enhance your travel experience along the North Coast**

Improvement	Count	Percentage
Add shuttle service	36	17%
Trails and improved trail connections	87	42%
Manage parking demand by encouraging carpooling	4	2%
Optimize parking	11	5%
Improved transit access	36	17%
Other	32	16%
<b>Total</b>	<b>206</b>	<b>100%</b>

## Online Survey Summary

A total of 179 people responded to the online survey conducted via the Social Pinpoint platform when the survey closed on July 8, 2025. The survey gathered quantitative and qualitative input on travel frequency, trip purposes, transportation modes, and top concerns along the North Coast. This section presents a summary of survey results.

### Travel Frequency

Over 65% of respondents visit the North Coast more frequently than once per every three months, with more than one-third visiting weekly.

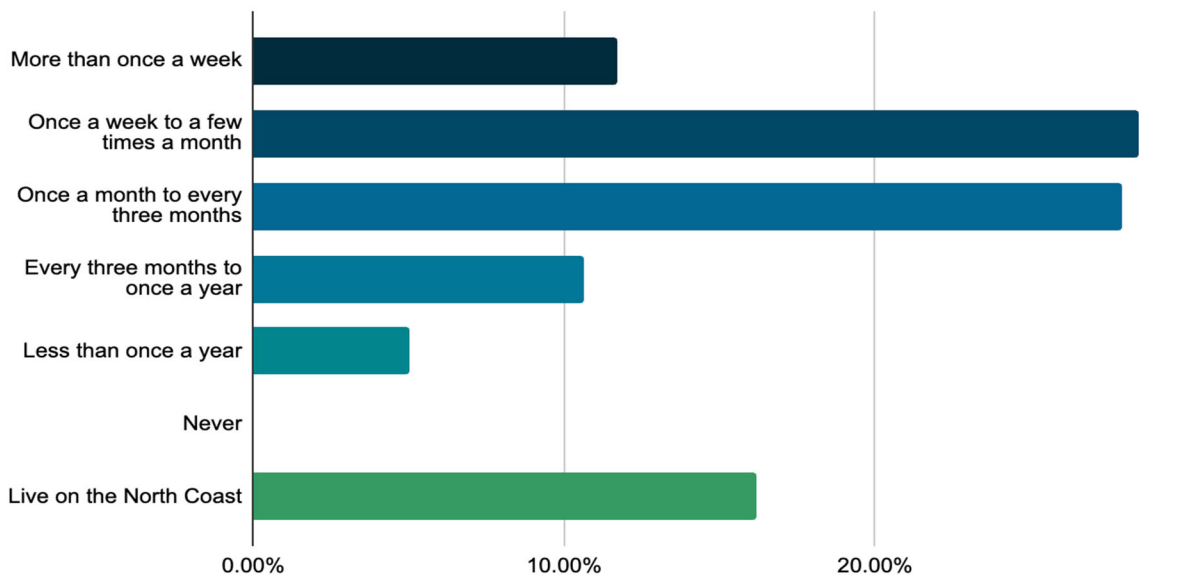


Figure 1. How often do you visit the North Coast (Online Survey)

### Trip Purposes

When asked “What is your primary reason for visiting/what type of activities do you usually participate in when visiting the North Coast?” one third of respondents listed “nature/hiking/tide pools/wildlife watching.” 20% listed “biking/mountain biking” and 10% listed “scenic views/photography.”

Many of the respondents who selected “Other” (23%) used the open-ended field to clarify that they live or work on the North Coast, with several noting that commuting, not recreation, is their primary reason for travel. Others mentioned visiting friends or family, volunteering, or running errands such as attending school, dining out, or walking dogs. A few comments also referenced local stewardship and restoration work. These responses highlight that while recreation is a major draw, the North Coast also supports an engaged resident community with everyday transportation needs.

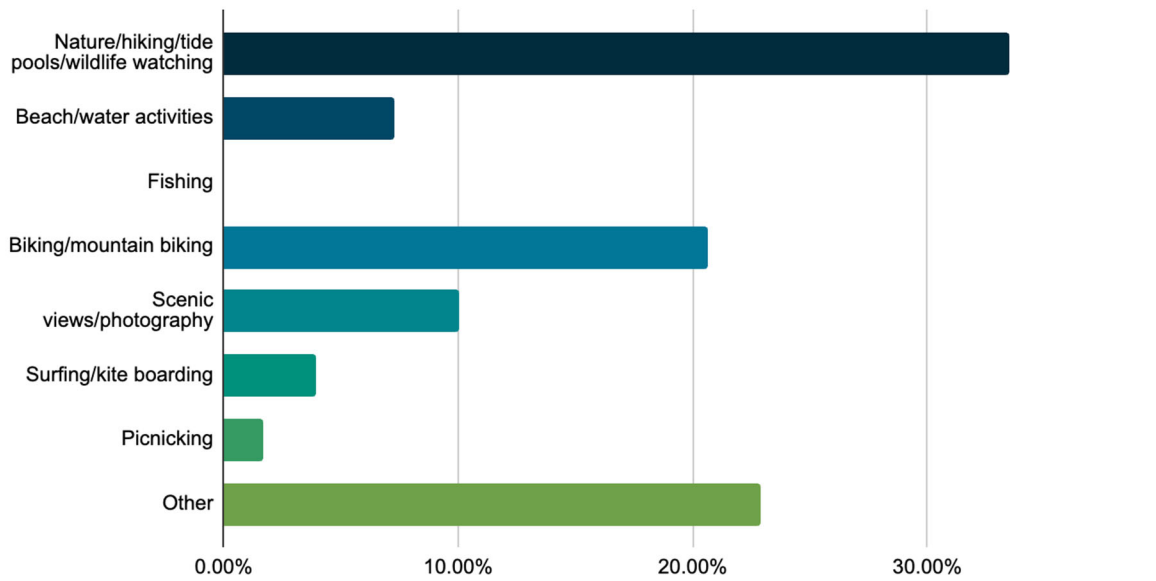


Figure 2. What is your primary reason for visiting/what type of activities do you usually participate in when visiting the North Coast? (Online Survey)

### Modes of Travel

The vast majority of respondents drive to the North Coast, with 53% driving alone, 26% carpooling with others, and <1% using transportation network companies (e.g., Uber, Lyft). However, many respondents also bike/scooter (17%) and some walk (3%). No one who took the survey reported using transit to access the North Coast.

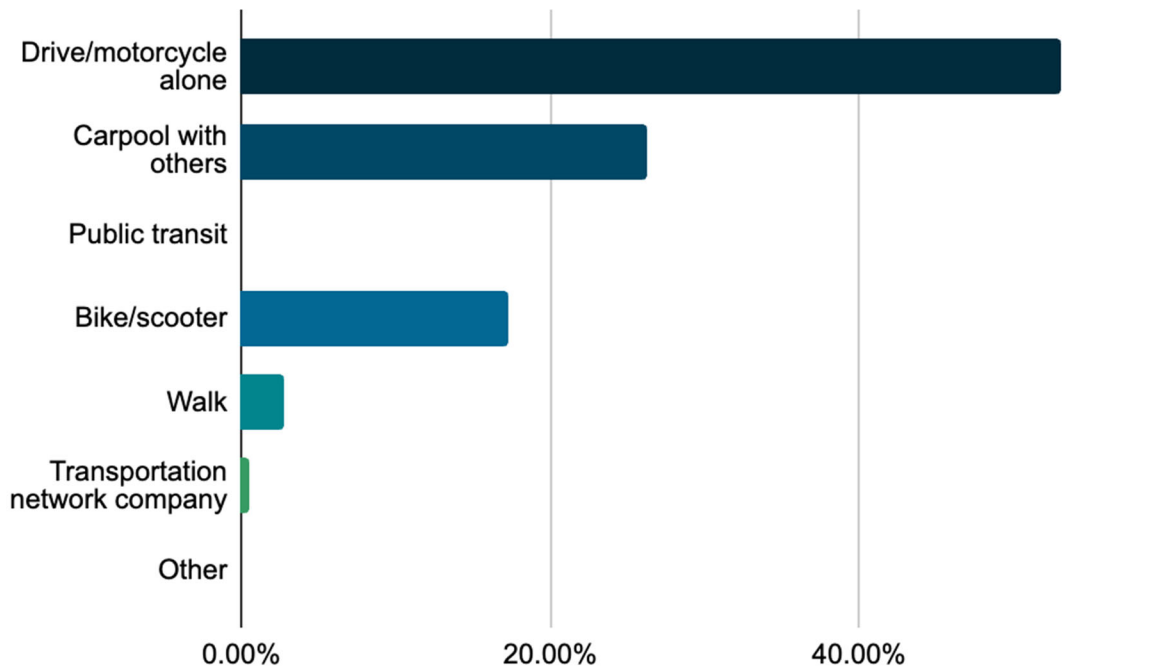


Figure 3. How do you typically get to the North Coast? (Online Survey)

## Top Travel Influencing Factors

When asked to select the top factors influencing how they travel to the North Coast, survey respondents most frequently chose convenience and flexibility (49%), safety (45%), and travel time (32%). Environmental sustainability (30%) and the ability to stop at multiple destinations (30%) were also cited as important considerations. Other factors, such as parking availability (21%), privacy and comfort (11%), and the ability to transport gear, children, or pets (8–12%), were selected by smaller shares of respondents. These results suggest that while safety remains a top concern, many travelers are focused on trip efficiency, ease of access, and the ability to tailor trips to their needs.

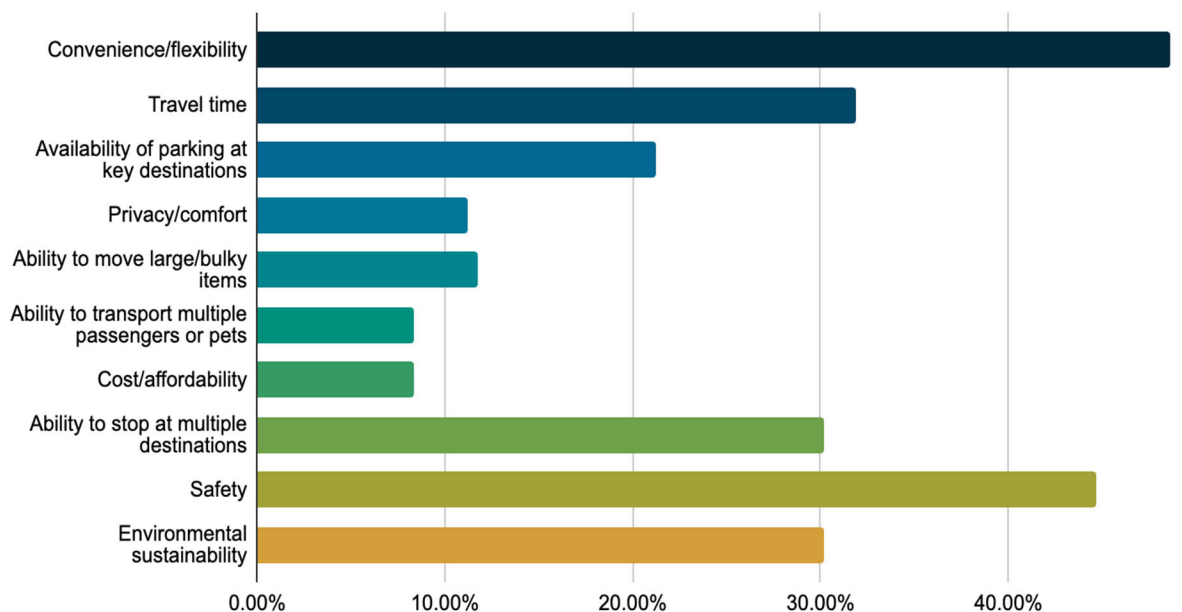


Figure 4. What factors are most important to you when choosing how you travel to the North Coast? (Top 3) (Online Survey)

## Transportation Challenges & Considerations

When asked to identify their biggest transportation challenges when traveling to, from, or within the North Coast, respondents most frequently cited unsafe conditions (58%), lack of bicycle and walking facilities (42%), and limited parking availability (36%). Other challenges included a lack of public transit options (27%), inaccessible facilities (10%), and cost or affordability (6%).

In addition, over one-quarter of respondents (27%) selected “Other” and provided open-ended comments that offer further insight into North Coast challenges. Many of these responses reinforced concerns about traffic safety, highlighting issues such as speeding, illegal parking, and unsafe driver behavior, particularly during peak tourist periods. Several people pointed to unsafe intersections and lack of turn lanes, especially at popular beach access points. Others described conflicts between cars and people walking or biking, including at bridge crossings, construction zones, and informal parking areas. A number of respondents also expressed concern that the area’s natural character and rural feel are at risk due to unmanaged tourism and infrastructure that encourages excessive vehicle traffic.

While some respondents noted that they did not experience any challenges, the majority of open-ended feedback emphasized a desire for safer, more predictable travel conditions, not only for drivers, but also for people biking, walking, and living along the North Coast.

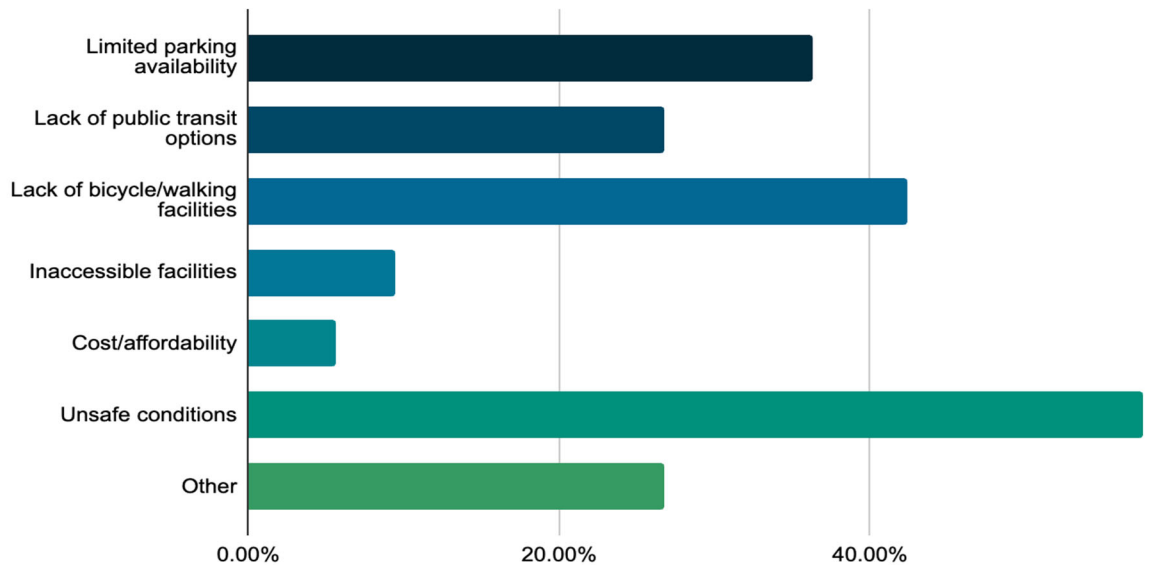


Figure 5. What are your biggest transportation challenges when traveling within or to/from the North Coast? (Top 3) (Online Survey)

When asked about factors that influence how they travel, survey respondents most frequently cited the need to access multiple destinations (48%), followed by traveling with children or pets (41%) and carrying bulky items such as beach gear or strollers (31%). Fewer respondents noted mobility needs (13%), though these considerations remain important for ensuring inclusive access.

Among the 22% of respondents who selected "Other," common themes included concerns about unsafe traffic conditions, road design, and limited enforcement of existing rules, particularly during weekends and peak tourist periods. Others highlighted commuting needs, inadequate bike infrastructure, weather-related concerns, and a strong desire to maintain the natural, rural character of the North Coast. These comments reflect a broader concern for balancing access, safety, and environmental protection while meeting both visitor and resident needs.

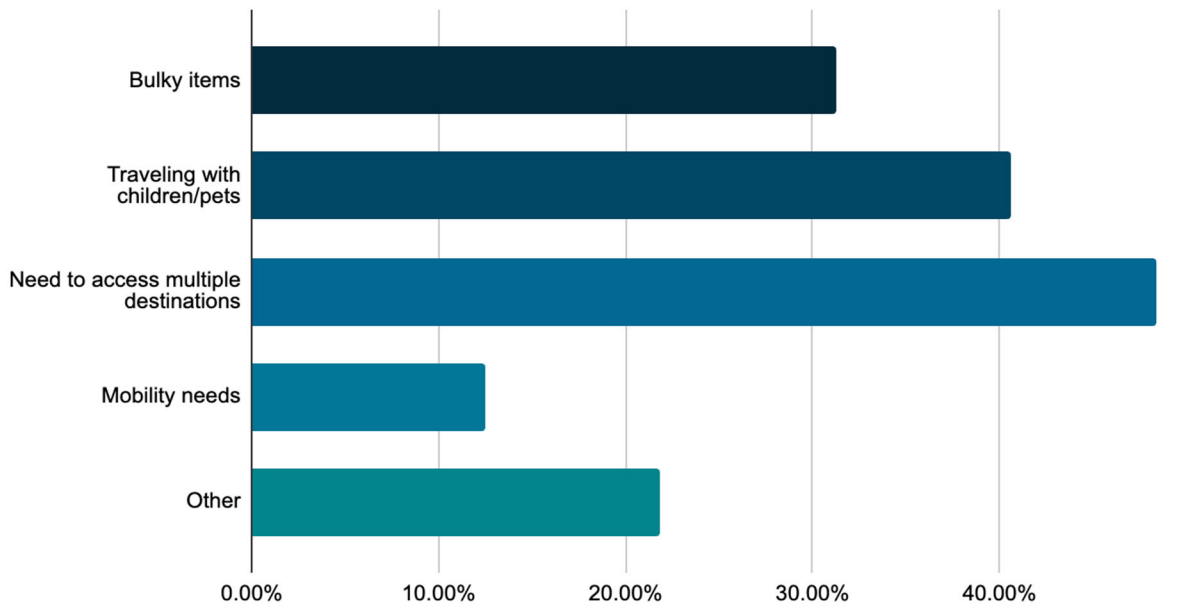


Figure 6. Do you have any travel considerations that impact how you travel? (Online Survey)

### Improvement Priorities

When asked to rank a list of potential transportation improvements (Question 7), respondents placed the highest priority on more multi-use trails for walking and biking, with 50% ranking it #1 and an average rank of 1.93 (out of 6). This was followed by improved public transit access and increased parking availability, both of which received consistent support across second and third place rankings. Shuttle service and better information about parking availability received moderate interest, while carpool incentives ranked lowest overall.

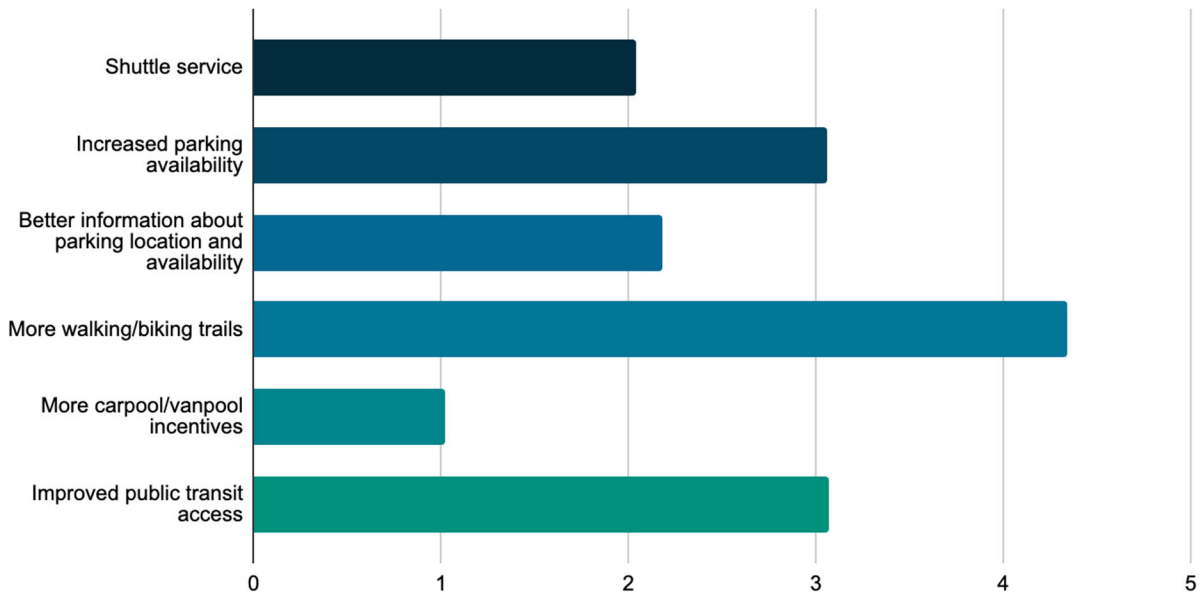


Figure 7. What type of improvements would most enhance your travel experience along the North Coast? (Online Survey)

In a separate question (Question 8), participants were asked to select their top three preferred improvements. Again, multi-use trail improvements emerged as the leading priority, chosen by 62% of respondents. Other frequently selected options included more sidewalks and crosswalks (36%), public transit service improvements (31%), shuttle services to beaches and trailheads (28%), and formalized parking lots (31%). These results emphasize a strong interest in safe, accessible infrastructure for walking and biking, paired with expanded transit options and strategic parking management.

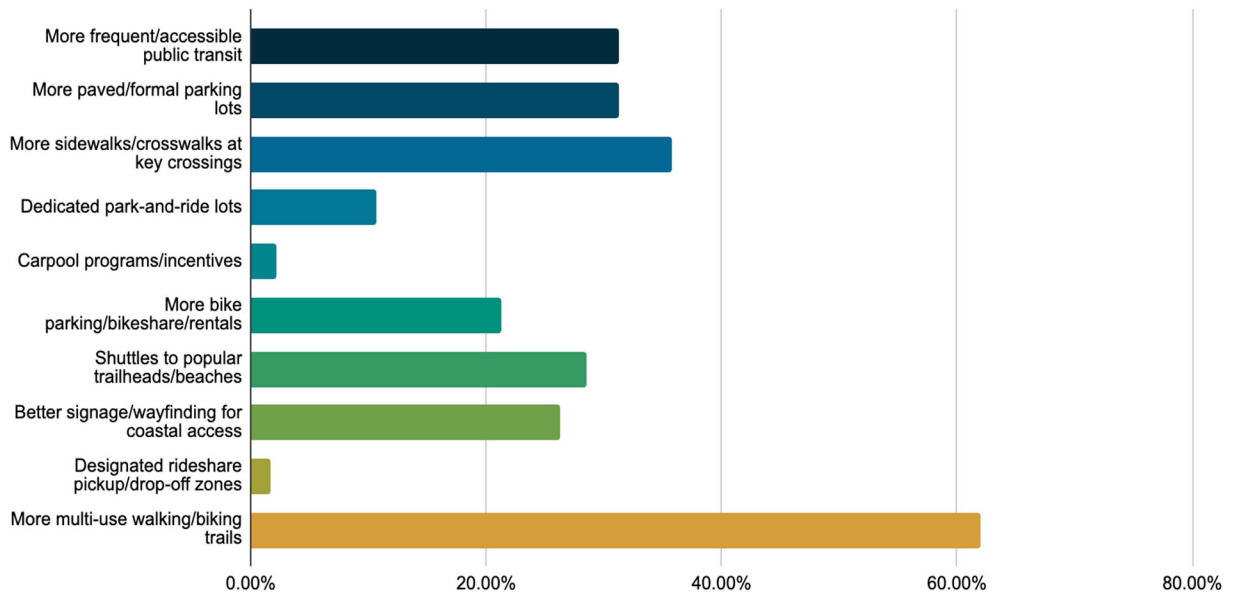


Figure 8. Which specific transportation improvements would most enhance your travel experience along the North Coast? (Online Survey)

## Parking

### PARKING LOCATIONS

Survey respondents were asked to identify where they typically park when visiting the North Coast. A map-based question invited them to mark up to three locations they use most often. A total of 86 people responded to this question, representing nearly half of all survey participants. Near Davenport and Davenport Landing was the most popular places to park. Waddell Beach, Wilder Ranch, and Four Mile beach were also hot spots.

Figure 9. If you drive to the North Coast, where do you typically park? (Please place a dot at the top 3 locations you park at most frequently) (Online Survey)



## PARKING CHALLENGES

Respondents identified several key issues affecting their parking experience along the North Coast. The most common concern, selected by 36% of respondents, was conflicts with other cars or people walking/biking when entering or exiting parking areas. Other frequently cited issues included unpaved surfaces and potholes (28%) and difficulty finding parking areas (20%). Smaller shares mentioned that available parking was too far from their destination (7%) or that it took too long to find a spot (9%). These responses highlight the importance of improving both the quality and layout of existing parking areas, especially at high-demand locations.

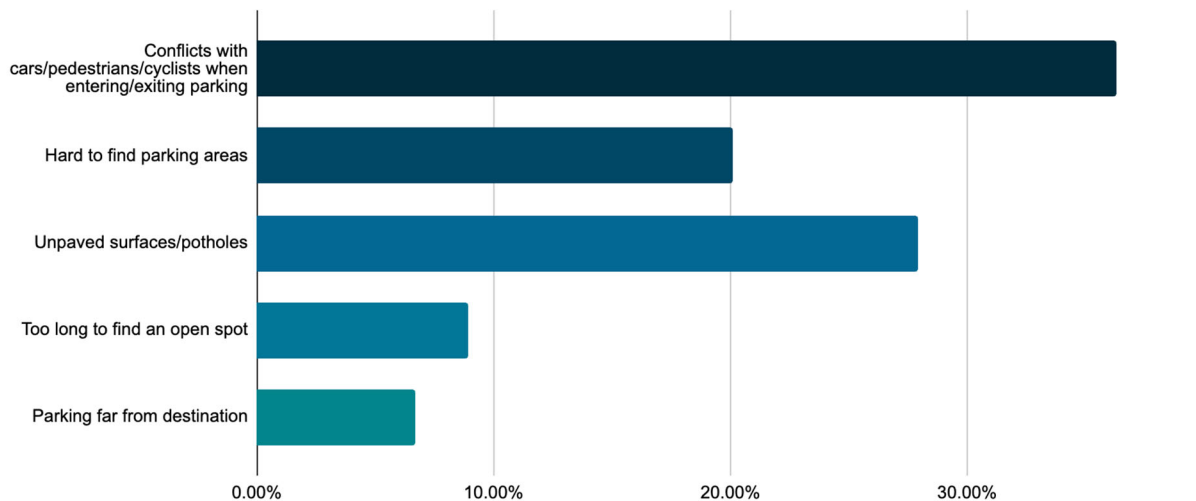


Figure 10. What is your biggest parking challenge? (Online Survey)

## PARKING IMPROVEMENTS

When asked what would best improve their parking experience, respondents most frequently selected more paved, formalized parking lots (47%) and better wayfinding showing parking locations and availability (42%). Other common suggestions included more accessible parking near destinations (34%) and dedicated park-and-ride lots (22%). A smaller group supported pricing strategies, time-limited parking, and digital payment options, reflecting interest in managing demand as well as improving access. These results suggest that people are looking for a clearer, safer, and more organized parking experience, particularly during busy periods.

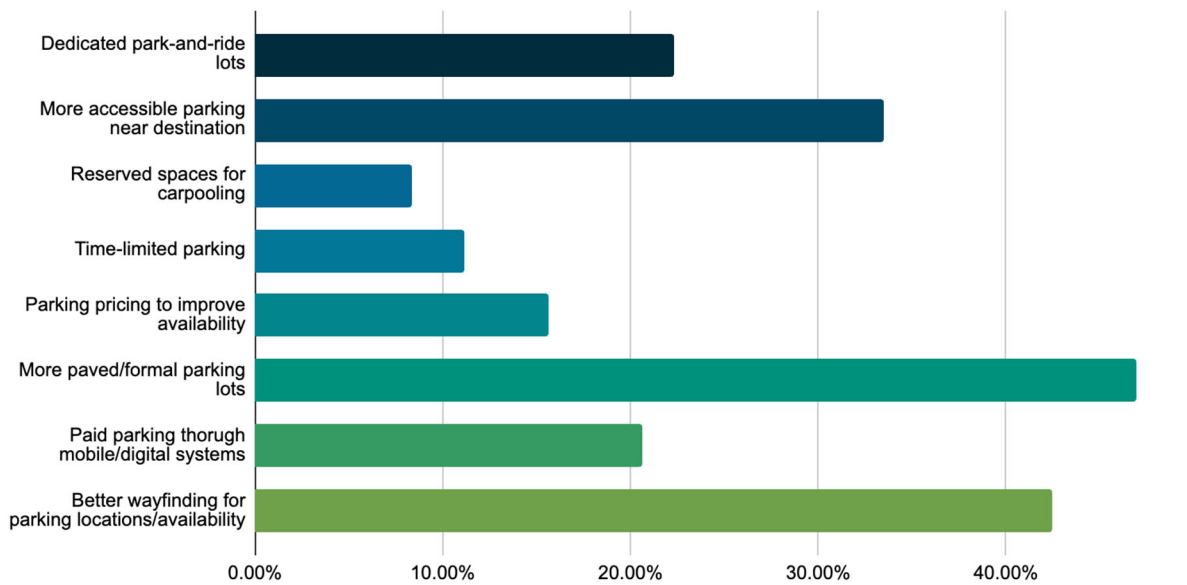


Figure 11. Which parking improvement would best improve your parking experience? (Online Survey)

## Respondent Demographics

Survey respondents represented a mix of North Coast residents, regular visitors, and regional travelers. Just under 30% indicated they live on or near the North Coast, while the remainder primarily visit for recreation or other purposes. Most respondents identified as White (non-Hispanic) and nearly half were ages 45–64. The survey reached a wide range of income levels and household types, though participation was higher among older adults and higher-income households. These trends are consistent with outreach methods that primarily relied on online distribution.

Survey respondents primarily reside in Santa Cruz County, with the largest share (42 respondents) from ZIP code 95060, which includes the City of Santa Cruz. Other frequently reported ZIP codes included 95017 (Davenport, 28 respondents), 95062 (Santa Cruz eastside, 20 respondents), and 95003 (Aptos, 16 respondents). A handful of participants reported living in areas outside the immediate region, including San Francisco (94110), San Jose (95110), and as far as ZIP code 95960 in the Sierra foothills. Overall, the responses reflect strong local participation with a few regional visitors.

**Table 5. Where do you live?**

Zip Code	Count
95060	42
95017	28
95062	20
95003	16
95010	9
95076	9
95005	6
95006	5

95018	6
95073	4
95066	2
95065	2
93940	1
95054	1
95110	1
94110	1
95960	1

## Milestone 2

Milestone 2 engagement was designed to gather feedback on the Draft TDM Plan Vision and Objectives, along with draft strategies and recommendations, to gather community input that will inform development of the TDM Plan. Through in-person pop-up events and community and stakeholder workshops the project team gathered information from the community to help refine the plan vision, objectives, and traveler needs by profile. The feedback on potential TDM strategies helped to develop the TDM strategy list and informed the selection of priority strategies.

## Engagement Activities

This section summarizes the key engagement activities conducted during Milestone 2 of the North Coast TDM Plan in Winter 2025.

**PROJECT WEBSITE:** RTC maintained a dedicated [project webpage](#) to serve as the central hub for project information, updates, and opportunities to provide input.

**HYBRID STAKEHOLDER MEETING:** RTC and the project team hosted a hybrid stakeholder meeting on December 9, 2025, from 4:00 to 6:00 PM at RTC’s conference room in Santa Cruz. The meeting provided an update on the Plan include the draft TDM Plan vision, traveler profiles, and preliminary findings on traveler needs, and previewed potential TDM strategies. Through a guided discussions with participants, stakeholders shared information about parallel efforts on the North Coast, additional considers for traveler needs, and priorities for potential TDM strategies. Stakeholders represented a range of agencies and organizations with experience with access, transit, and visitor services along the North Coast.

**VIRTUAL COMMUNITY WORKSHOP:** A virtual public workshop was held on December 10, 2025, from 5:30 to 7:00 PM to provide a project update to a broader public audience and collect feedback on the project vision and profiles, traveler needs, and potential TDM strategies. The workshop included a live poll with the full group and breakout group discussions that allowed participants to engage directly with project team members. Conversations focused on accessibility and inclusive design, safety considerations along SR 1, bicycling needs, and the role of amenities and services in supporting controlled economic activity along the North Coast.

**POP-UP EVENTS:** The project team also hosted two pop-up events to engage a broader cross-section of users in locations throughout the North Coast. These events were designed to meet people where



they are and provide easy, low-barrier opportunities for the public to learn about the project and share input. The pop-up events were held during holiday activities in December, including the weekly West Side Farmer's Market and the *Holidays on the Ranch* event, at Wilder Ranch State Park.

- December 6, 2025 9:00 AM – 1:00 PM at Western Farmers Market on Western Dr & Mission St
- December 13, 2025: 11:00 AM – 2:30 PM at Wilder Ranch State Park

**COMMITTEE MEETINGS:** RTC also presented project updates and gathered input at these advisory committee meetings:

- December 8, 2025: Bicycle Transportation Advisory Committee
- December 9, 2025: Elderly/Disabled Transportation Advisory Committee
- December 18, 2025: Interagency Technical Advisory Committee
- December 18, 2025: Regional Transportation Commission

## Key Themes from Milestone 2 Engagement Activities

Community and stakeholder input gathered during the second round of engagement, including from the stakeholder meeting, virtual community workshop, and pop-up events, revealed recurring themes around key infrastructure and operational needs.

### Local and Regional Recreation Travel Shapes North Coast Use

- Recreational travelers represented the largest share of participants across Milestone 2 activities, reinforcing the role of recreation-driven travel in shaping transportation demand along the North Coast. Respondents identifying as recreational travelers include a mix of nearby Santa Cruz County residents and visitors from the broader San Francisco Bay Area.
- Engagement feedback emphasized the importance of developing transportation strategies that not only support recreational travel, but also daily mobility needs for residents, workers, students, and farmworkers, including people without access to a personal vehicle.

### Wayfinding and Parking Management

- There was a clear need from the pop-ups to provide clear wayfinding, organized parking, and resources that support parking once and accessing multiple destinations, particularly among recreational travelers.
- Stakeholder discussions supported the “park once” strategy and discussed how they could collaboratively support walking, biking, or shuttle services.
- Participants were supportive of consolidating parking at key locations, paired with reliable multimodal connections, as a way to help reduce vehicle circulation and conflicts at high-activity areas.

## Strong Support for Multimodal Strategies

- Strong support was expressed for trail connections. Participants expressed excitement about the ongoing efforts to expand the North Coast Rail Trail and the recent opening of the Cotoni Coast Dairies National Monument northern trailhead.
- Recreational transit emerged as a secondary priority, with interest in reliable bus or shuttle service that meets the scale of travel demand along Highway 1.
- Zero-vehicle tourists comprised a notable share of responses, highlighting the importance of being able to access destinations without relying on a vehicle. Stakeholders emphasized how this group also includes many residents and workers who also have limited vehicle access.
- Participants emphasized the need for supportive amenities, including safe bike parking and trash management.
- Engagement feedback demonstrated no single strategy is sufficient on its own. Strategies supporting trail connections, parking management, wayfinding, and amenities need to be coordinated.

## Strategies Should Reflect Local Context

- Participants stressed tailoring strategies to the North Coast's rural character, environmental constraints, and seasonal travel patterns.
- There was support for piloted or phased approaches including seasonal transit to avoid overbuilding infrastructure.

## Pop-Up Event & Workshop Data Findings

The pop-ups and workshop activities held as part of Milestone 2 focused on gathering information to finalize the vision, objectives, and transportation needs and better inform the TDM strategy development.



Wilder Ranch Pop-Up

## Pop-Up Poster Activity Summary

Participants engaged with three interactive posters at the community pop-up events including input on needs and travel behaviors by traveler profile and interest in potential TDM strategies. The pop-ups were held during the holiday period in December, including “Holidays on the Ranch” at Wilder Ranch and the Westside Farmer’s Market.



Pop-up Posters & Responses

### Traveler Profile Needs

The poster introduced the five traveler profiles and participants were asked to select which profile they best identified with. After identifying a profile, they were asked to choose the travel needs for that profile that were the most important to them. Responses highlighted differences in priorities by traveler profile, while also reinforcing overlapping themes related to safe access, and the ability to move between destinations without relying on a vehicle.

Of the 54 responses from this activity, Recreational travelers represented the largest share of responses (63%, or 34 responses) as shown in **Figure 12**.

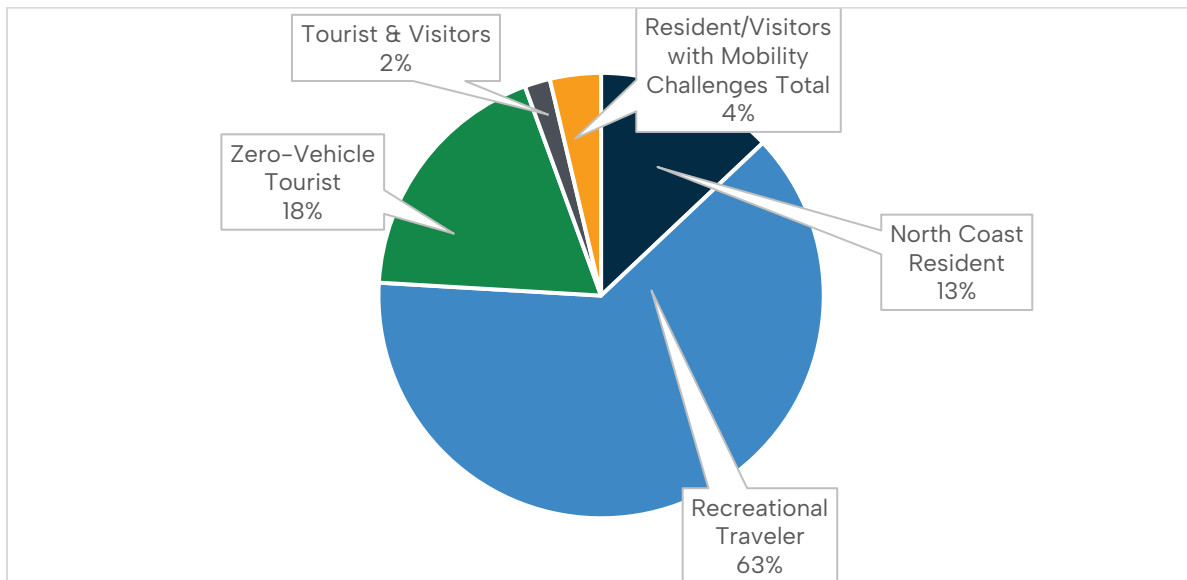


Figure 12. Select the Traveler Profile you most identify with

The top needs by traveler profile are summarized in **Table 6**. While the needs vary slightly by traveler profile, the key themes are consistent with the traveler needs identified as part of the Needs Assessment.

**Table 6. Top Travel Needs by Traveler Profile**

Traveler Profile	Top Travel Needs <sup>1</sup>
North Coast Residents	<ul style="list-style-type: none"> <li>Balanced growth with environmental preservation and local identity (57%)</li> <li>Safe and reliable daily mobility (43%)</li> </ul>
Recreational Travelers	<ul style="list-style-type: none"> <li>Clear signage, and organized parking (32%)</li> <li>Resources that support parking and accessing multiple destinations (29%)</li> </ul>
Zero Vehicle Tourists	<ul style="list-style-type: none"> <li>Continuous routes for walking and biking (70%)</li> <li>Reliable transit (30%)</li> </ul>
Tourists & Visitors <sup>2</sup>	<ul style="list-style-type: none"> <li>Safe and convenient alternatives to personal vehicle use (100%)</li> </ul>
Residents and Visitors with Mobility Challenges <sup>2</sup>	<ul style="list-style-type: none"> <li>Predictable and equitable access (50%)</li> <li>Overlooks trails, and amenities are designed for all ages and abilities (50%)</li> </ul>

Notes:

- Participants were allowed to select up to two needs that were most important to them.
- Results are representative of less than 3 responses.

The detailed breakdown of votes and top needs by profile is included in **Table 7**.

**Table 7. Which Travel Need is Most Important to You?**

Traveler Profiles & Key Needs	Count	Percentage (of Profile)	Percentage (of Total Respondents)
<b>North Coast Residents</b>	<b>7</b>		<b>13%</b>
Safe & reliable daily mobility	3	43%	6%
Balanced growth, environmental preservation, and local identity	4	57%	7%
Managed congestion and parking	0	0%	0%
Prioritized local voices	0	0%	0%
<b>Recreational Travelers</b>	<b>34</b>		<b>63%</b>
Safe environment for all ages and abilities	9	26%	17%
Clear signage and organized parking	11	32%	20%

Traveler Profiles & Key Needs	Count	Percentage (of Profile)	Percentage (of Total Respondents)
Reliable and comfortable amenities	4	12%	7%
Resources that support visitors parking once and accessing multiple locations	10	29%	19%
<b>Zero-Vehicle Tourist</b>	<b>10</b>		<b>19%</b>
Reliable transit	3	30%	6%
Continuous routes for walking and biking	7	70%	13%
Many transportation options to destinations	0	0%	0%
<b>Tourist &amp; Visitors</b>	<b>1</b>		<b>1%</b>
Clear access and navigation	0	0%	0%
Safe and convenient alternatives to personal vehicle use	1	100%	2%
Guided visitor experiences	0	0%	0%
Cues and information that help visitors avoid sensitive areas	0	0%	0%
<b>Residents and Visitors with Mobility Challenges</b>	<b>2</b>		<b>4%</b>
Predictable and equitable access	1	50%	2%
Infrastructure that allows independence and mobility	0	0%	0%
Overlooks trails, and amenities are designed for all ages and abilities	1	50%	2%
<b>Total by all Respondents</b>	<b>54</b>		<b>100%</b>

## Popular Key Destinations

Respondents were asked to identify the key destinations they most frequently traveled to along the North Coast, to understand how different travel profiles traveled on the North Coast. The responses showed that the travelers are evenly distributed across destinations and there are no distinct patterns based on traveler profiles. The results showed that across all profiles, Waddell Beach, Davenport Landing Beach, Cotoni Coast Dairies, Four Mile Beach, and Wilder Beach are the most popular destinations. Wilder Beach had an outsized number of responses (44 of 109 votes, 40%) because one of the pop-ups was located at Wilder Beach. Error! Reference source not found. showcases the results of popular key destinations by profile.

- North Coast residents selected a range of key destinations spread across the North Coast, including Waddell Beach, Davenport Landing Beach, Laguna Creek Beach, Four Mile Beach, and Wilder Ranch State Park.
- Recreational travelers were well distributed across all locations.
- Zero-vehicle travelers were most likely to frequent Wilder Ranch State Park. Respondents identifying under this profile explained that it was the closest key destination accessible by foot or bike from the City of Santa Cruz.
- Tourists and visitors most frequent Waddell Beach, Shark Fin Cove, and Four Mile Beach.
- Residents and visitors with mobility challenges focused their responses on the south end of the North Coast including Three Mile Beach and locations south of the North Coast corridor.

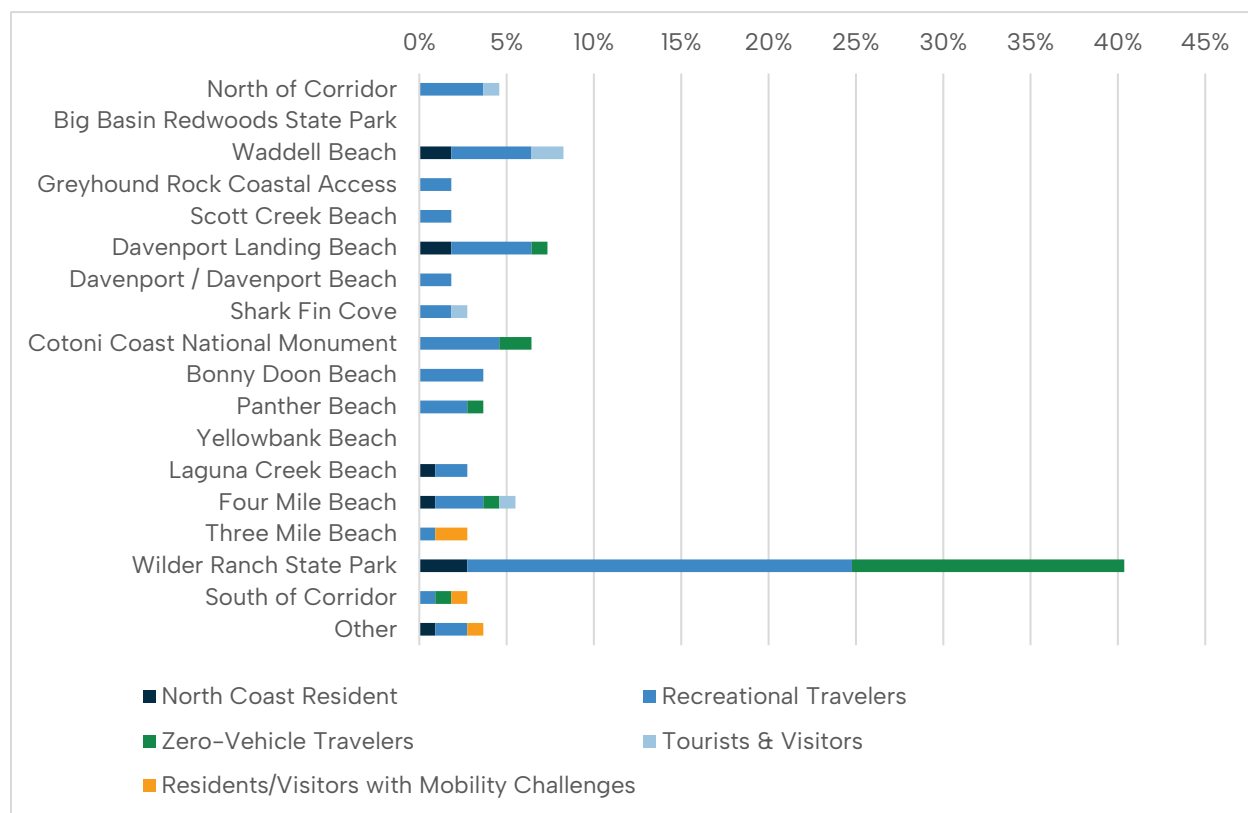


Figure 13: Where do you travel most frequently?

## TDM Strategies

Participants were asked to select up to two potential TDM strategy categories they felt would be most effective at helping to address their TDM needs on the North Coast. The eight transportation demand strategy categories presented were developed to address the traveler needs. A total of 164 votes were recorded across all strategies and were supplemented by qualitative input captured through sticky note comments. Error! Reference source not found. **Figure 14** summarizes the percentage of total votes across eight transportation demand strategies.

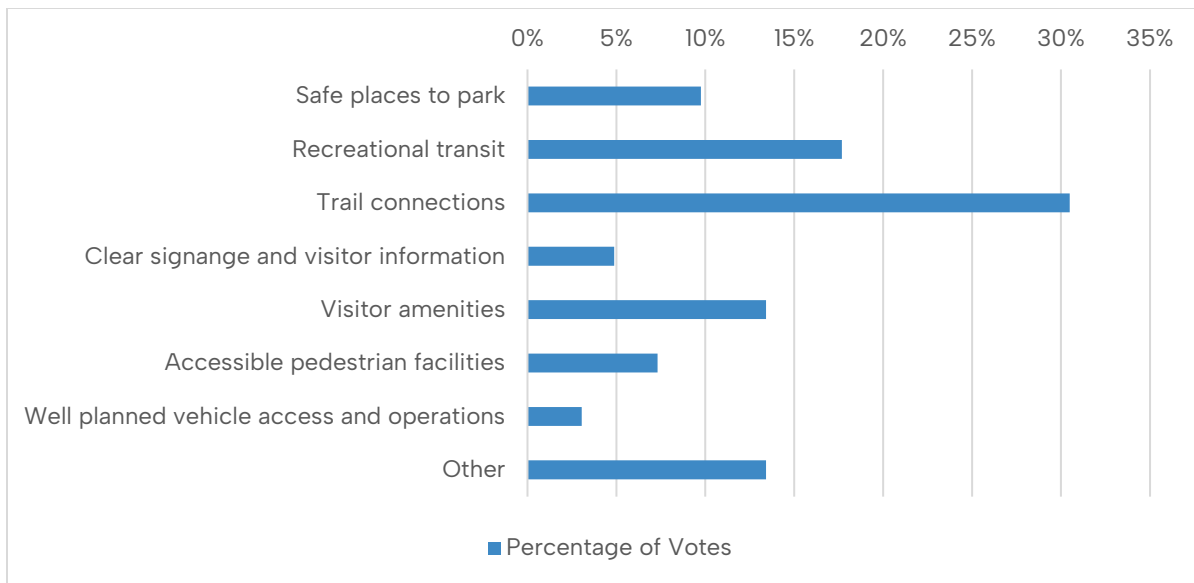


Figure 14: Which potential TDM strategy do you think will be most effective at helping to manage transportation issues on the North Coast?

Trail connections received the strongest support, accounting for 30% of all votes (50 responses). Comments emphasized the importance of continuous and connected trail networks, including better integration with rail and other regional facilities as well as positive feedback on ongoing trail enhancement efforts regionwide.

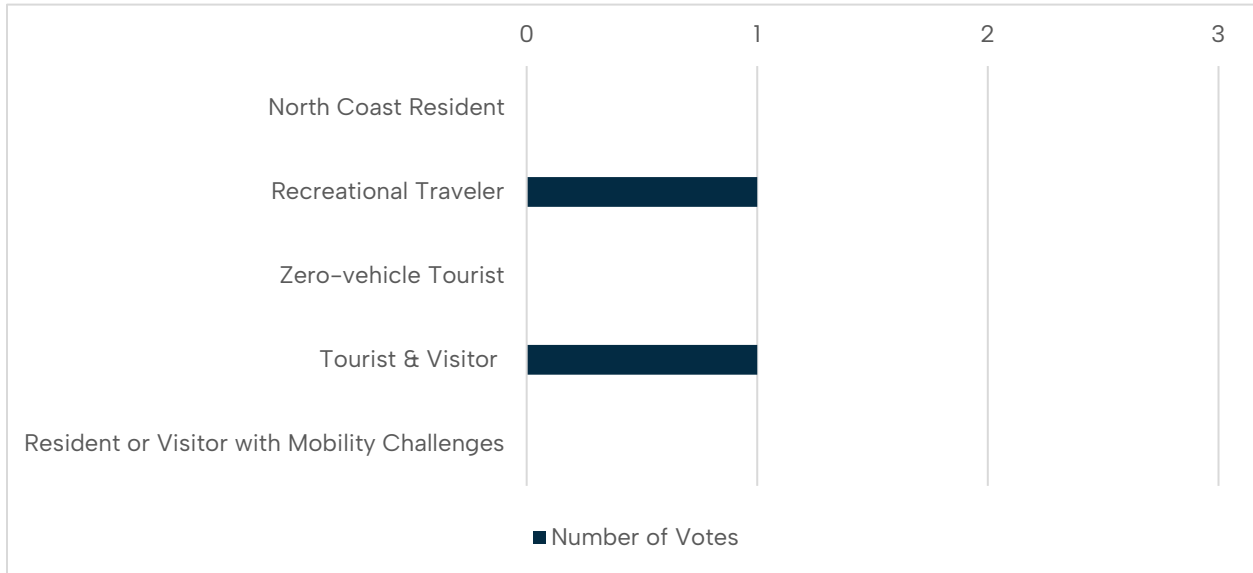
Recreational transit was the second most popular strategy, representing 18% of votes (29 responses). Sticky note comments highlighted interest in bus or shuttle service with dependable frequency and timing, smaller vehicles, weekend service with bike racks, and restored or expanded routes connecting key destinations.

Visitor amenities and “Other” strategies each accounted for 13% of votes (22 responses each). Visitor amenity comments focused on needs such as safe bike parking and improved trash management, while “Other” responses included ideas related to e-bike rentals, bike lanes, and trail-related funding or maintenance mechanisms.

## Community Workshops Summary

Participation in the virtual workshop was limited to four total attendees; however, the small group format allowed for in-depth conversations on specific needs and helped to inform TDM strategy preferences. The feedback received provides qualitative insight that complements information gathered through other Milestone 2 engagement activities.

As part of the virtual workshop, participants responded to two live Mentimeter poll questions. As shown in



**Figure 15**, when asked which traveler persona best represented participants, one participant identified as a recreational traveler and one identified as a tourist or visitor. No participants identified as North Coast residents, zero-vehicle tourists, or residents or visitors with mobility challenges.

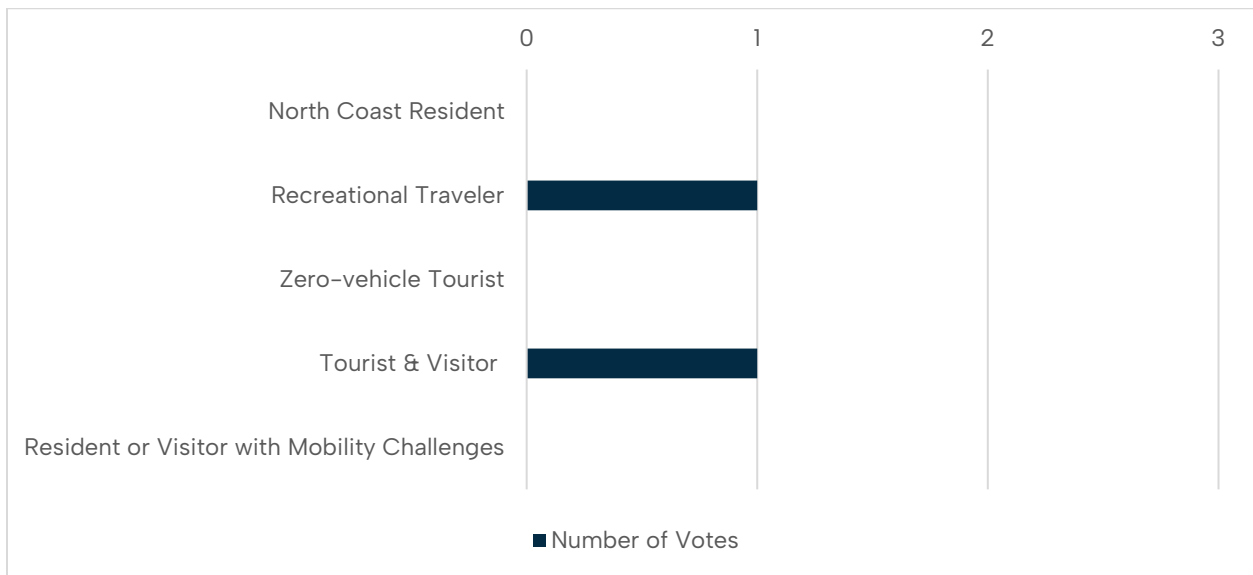


Figure 15: Traveler Personas Identified from the Virtual Workshop

Participants were also asked to identify the travel needs most important to them. Of the two responses to this question, one selected “safe and connected travel” and one selected “inclusive and equitable experiences” as shown in **Figure 16**.

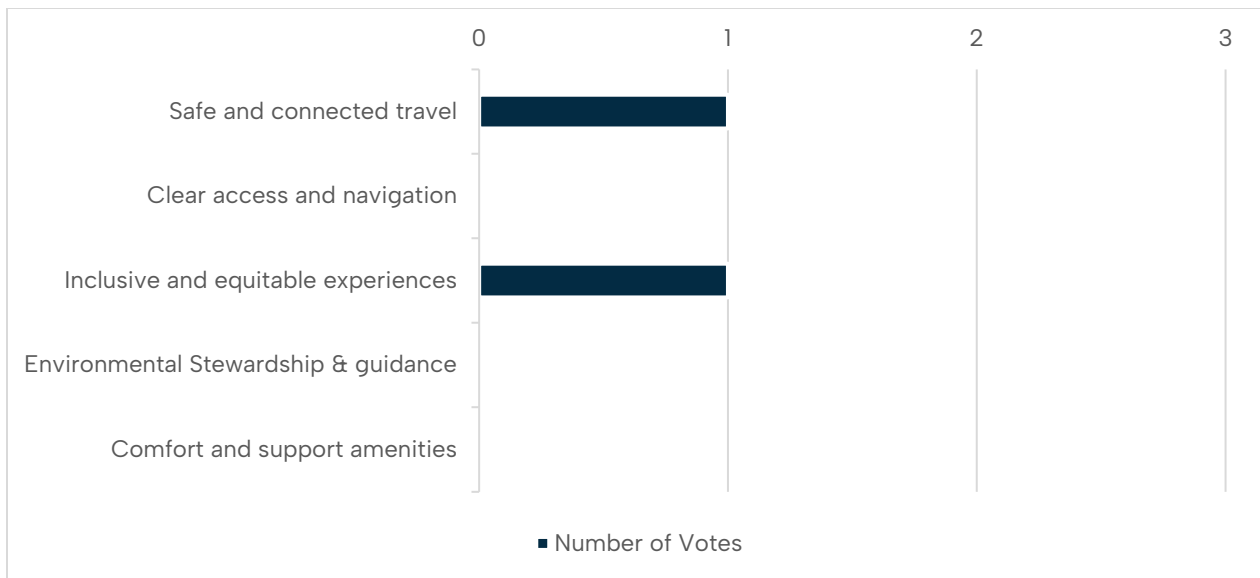


Figure 16: Preferred TDM Strategy Categories from the Virtual Workshop

The poll results were supplemented by guided breakout group discussions, which allowed participants to elaborate on their responses and discuss how proposed strategies could better address community needs. Breakout conversations focused on tailoring strategies to accessibility and inclusive design, bicycling needs, trail connectivity, transit, and the role of amenities and services in supporting access while respecting the North Coast’s rural and environmental constraints.

Across both the hybrid stakeholder workshop and virtual community workshop, the theme of accessible and inclusive design considerations was emphasized as participants noted that many people face barriers reaching destinations or navigating the first or last- mile connections between parking areas, transit stops, trails and beaches, including individuals with disabilities, seniors, families, and zero-vehicle travelers. There was strong support for improved trail connectivity, particularly where trails intersect with highway crossings, beach access points, and transit stops, citing positive reception to the Coastal Rail Trail. While workshop feedback addressed that many travelers coming to the North Coast may continue to arrive by car, there was strong support for “park-once” concepts where parking may be near the North Coast boundary limits with shuttle connections.

Participant identified limitations of the existing SC METRO service, citing need for frequent bus schedules, additional stop locations, and sufficient bicycle accommodation on transit vehicles. Equity considerations in strategies discussed include bilingual signage, farmworker outreach, and basic amenities such as restrooms, trash management, and wayfinding. Discussions also highlighted ongoing bicycling concerns along SR 1, with participants noting discomfort riding alongside vehicle traffic. Strategies for expanded bicycle amenities were supported, including bicycle racks and bicycle rental services.

Participants also noted opportunities to support local economic activity through coordinated visitor services and amenities, while emphasizing the need to balance increased visitation with environmental constraints, public safety considerations, emergency response capacity, and ongoing maintenance needs.