

# Appendix F. TDM Projects, Programs, and Services

## Short-Term Priorities (ST)

“Short-Term Priorities” reflect short-term TDM projects, programs, and service with high feasibility that can be implemented relatively quickly, including:

Project			Benefits					Implementation Feasibility					
Project ID	Project or Program	Description	Traveler Profiles Served	Alignment with TDM objectives	Community input/needs addressed	Project benefits	Project Benefits Notes	Overall Benefit	Cost	Implementation Considerations	Feasibility Notes	Overall Feasibility	Time Frame
ST-1	<b>Expand Transit Service</b>	<p>Restore SC METRO Route 40 to Waddell Beach. Evaluate headways and consider increased frequency, with a focus on weekend service to Waddell Beach.</p> <p>Consider increasing frequency on weekend to one hour headways in the summer.</p>	High	Medium	High	High	<ul style="list-style-type: none"> <li>Provides a viable alternative to driving for accessing high-demand coastal destinations, particularly on peak weekends.</li> <li>Reduces parking demand and vehicle trips on Highway 1 by shifting some trips to transit.</li> <li>Expands access for visitors and residents without a car.</li> </ul>	High	Medium	Low	<ul style="list-style-type: none"> <li>Coordination with SC METRO to expand service required.</li> <li>New stops would be coordinated with bus stop improvements (PP-2)</li> </ul>	High	Short
ST-2	<b>Visitor Hubs</b>	<p>Install visitor hubs (defined as physical information points such as kiosks) that provide travel information including, but not limited to, maps, travel brochures, and basic visitor amenities (e.g., seating, trash, signage), as well as access to digital information (e.g., QR codes linking to real-time traveler information and trip planning tools). Locate visitor hubs at transit stops, parking lots, and/or scenic viewpoints such as Davenport Landing and Sharkfin Cove.</p> <p>Phase 1 can include developing a kit of materials (e.g., bicycle maps and information about alternative travel options) and ensuring materials are available at key locations, which may include existing kiosks or informal information points at formal parking areas at Wilder Ranch, Rancho Del Oso, Scott Creek, Davenport Beach, and Cotoni-Coast Dairies. Visitor hubs should be integrated with the broader traveler information strategy (ST-3) to provide consistent and up-to-date information across physical and digital platforms.</p>	High	Medium	High	Low	<ul style="list-style-type: none"> <li>Provides on-site information at key destinations to support visitor orientation and trip planning.</li> <li>Supports park once behavior by helping visitors understand how to access multiple destinations without driving.</li> <li>Reinforces availability of transportation options and key information at physical arrival points along the corridor.</li> </ul>	Medium	Medium	Low	<ul style="list-style-type: none"> <li>Leverage locations where other visitor amenities are located.</li> <li>Adequate space to implement required.</li> </ul>	High	Short

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ST-3	Traveler Information Website and Outreach	<p>Develop a comprehensive strategy for traveler information to improve access to timely, accurate information that supports travel choices and reduces operational challenges along the North Coast.</p> <p>Create a dedicated North Coast traveler information webpage as an initial implementation step, either by adding a page to the Cruz511 site (e.g., similar to “Cruz511 in Your Neighborhood”) or building on the existing <a href="#">North Coast webpage</a>. Include information about key destinations along the North Coast, construction activities, current traffic conditions, parking locations and availability, and parking costs and pricing, as appropriate.</p> <p>In the near term, this would build on existing Cruz511 functionality and available data. In the longer term, this strategy could support a broader upgrade to the Cruz511 platform or North Coast webpage to create a more intuitive, user-friendly, and mobile-friendly interface, potentially supported by a planning grant. Consider developing an app-based or mobile-optimized version and prioritize ease of access on mobile devices, including integration with real-time data sources (e.g., live video of parking availability).</p> <p>Expand information distribution beyond a single webpage by partnering with tourism organizations and public agencies (e.g., State Parks, County of Santa Cruz Parks and Recreation, Visit Santa Cruz County) to cross-promote and link to Cruz511 content across multiple channels, including third-party websites, social media, digital kiosks, and on-site signage (e.g., QR codes at parking areas and visitor hubs).</p> <p>Consider utilizing Bike to Anywhere week to promote alternative modes to driving on the North Coast and incorporate social media to spread awareness. Partner with tourism groups to further increase awareness.</p>	High	Medium	Medium	Medium	<ul style="list-style-type: none"> <li>Provides a centralized, reliable source of real-time information (e.g., parking availability, traffic conditions) to support informed travel decisions.</li> <li>Reduces unnecessary vehicle trips and circulation by helping visitors plan ahead and choose appropriate destinations and travel times.</li> <li>Expands awareness and use of non-driving options by integrating information across platforms and partner channels.</li> <li>Improves consistency of messaging across agencies and platforms, reducing confusion for visitors.</li> </ul>	Medium	Low	Medium	<ul style="list-style-type: none"> <li>Coordination with SCCRTC, BLM, State Parks, and SC METRO required.</li> <li>Leverage existing Cruz511 and Go Santa Cruz County program.</li> </ul>	High	Short

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ST-4	<b>Bike Parking</b>	Provide bike parking (racks/lockers) at key destinations for residents and visitors (e.g., Davenport Beach, Shark Fin Cove Beach, Bonny Doon Beach, Panther/ Yellowbank Beach, Laguna Creek Beach, and Four Mile Beach). Inventory existing bicycle parking and identify locations for expansion or upgrades (e.g., increasing capacity, improving placement, or upgrading to more secure or weather-protected facilities). Where appropriate, include charging locations for e-bike and e-scooters. Bike parking should be designed to accommodate both regular bikes and e-bikes, which may require larger spaces, wider spacing between racks, and consideration of charging access (see SM-7).	Medium	Medium	Medium	High	<ul style="list-style-type: none"> <li>Supports access by bicycle to high-demand coastal destinations where vehicle access is constrained.</li> <li>Reduces parking demand and vehicle trips by enabling more visitors to arrive by bike or transition to biking once parked.</li> <li>Improves convenience and security for bicycle users at key destinations.</li> <li>Supports park-once behavior and connections to walking, biking, and transit.</li> </ul>	Medium	Medium	Low	<ul style="list-style-type: none"> <li>New bicycle parking at formalized parking and in close proximity to visitor hubs (i.e., co-located where feasible to support access to information and amenities) should be prioritized. Also consider locations at key access points or trailheads.</li> <li>Coordination with County of Santa Cruz, BLM, and State Parks to identify feasible locations and implementation approaches required.</li> <li>Electrical service availability varies across the corridor and may limit charging at some locations; solar or non-powered options may be considered where service is not available.</li> <li>Generally low cost and flexible to implement, with design and facility types (e.g., racks vs. lockers) determined based on site-specific needs and context.</li> </ul>	High	Short
MT-7	<b>Micromobility Stations</b>	<p>Identify locations where micromobility hubs could be located, such as e-bike or other adaptive mobility stations. Consider options for a rental program through a phased approach with public-private partnerships.</p> <p>In addition to bike rentals or other micromobility options, consider partnering with wheelchair rental providers to support accessibility for people riding wheelchairs on sand. Partner with the <a href="#">California Coastal Commission</a> to operate the service.</p>	Medium	Medium	High	Medium	<ul style="list-style-type: none"> <li>Expands access to coastal destinations without requiring visitors to own or bring a bicycle.</li> <li>Supports first/last mile connections to transit and recreational trips along and to the North Coast.</li> <li>Provides flexible and lower-cost options for short trips between destinations.</li> <li>Supports park-once behavior and increases accessibility for a wider range of users, including people with varying physical abilities through adaptive mobility options.</li> </ul>	Medium	Medium	Medium	<ul style="list-style-type: none"> <li>Coordination with partner agencies to identify locations where formalized parking lots can incorporate micromobility stations required.</li> <li>Options for partnerships with California Coastal Commission, local nonprofits, or recreation vendors should be considered.</li> <li>Nonprofits like Bay Area Outreach and Recreation Program could be potential partners.</li> </ul>	Medium	Short

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ST-6	<b>Parking Enforcement</b>	<p>Enforce parking restrictions along Highway 1 and adjacent roadways to reduce illegal parking in the shoulders and improve corridor operations. This may include enforcement of no-parking zones, time limits, paid parking, or reservation systems, where implemented.</p> <p>Focus enforcement at high-demand locations and areas with known safety or operational issues, such as near Scott Creek, Four Mile Beach, and Wilder Ranch particularly where shoulder parking can create conflicts or limits visibility.</p>	Medium	Medium	High	Medium	<ul style="list-style-type: none"> <li>Reduces informal shoulder parking and helps minimize unpredictable vehicle maneuvers along Highway 1.</li> <li>Reduces circulation and stop-and-go behavior from vehicles searching for parking.</li> <li>Reinforces use of designated parking areas and enables other management strategies (e.g., pricing, reservations) to be effective, if implemented.</li> <li>Supports park-once behavior and connections to walking, biking, and transit.</li> </ul>	Medium	Medium	Low	<ul style="list-style-type: none"> <li>Coordination with County of Santa Cruz Sheriff's Office, California Highway Patrol, and other enforcement agencies required.</li> <li>Implement in the near term using existing regulations and resources, though may require additional staffing or funding for consistent enforcement.</li> <li>Most effective when paired with clear signage, communication, and availability of designated parking alternatives</li> </ul>	Medium	Short

## Medium-Term Priorities (MT)

“Medium-Term Priorities” are medium-term TDM projects, programs, and service with high benefits and mixed feasibility that represent key focus areas for coordinated planning and implementation and identified as Tier 1 priorities. These include:

Project			Benefits					Implementation Feasibility					
Project/Program ID	Project or Program	Description	Traveler Profiles Served	Alignment with TDM objectives	Community input/needs addressed	Project benefits	Project Benefits Notes	Overall Benefit	Cost	Implementation Considerations	Feasibility Notes	Overall Feasibility	Time Frame
PP-1	<b>Highway 1 Pedestrian and Bicycle Crossings</b>	Identify locations for formalized pedestrian crossing of Highway 1 to facilitate pedestrian access across Highway 1 to parking areas, transit stops and key destinations. New pedestrian crossings should consider Caltrans criteria for new pedestrian crossings of Highway 1, geographic constraints and where new crossings can be combined with other amenities such as parking, transit stops or visitor hubs. Prioritize direct at-grade crossings with appropriate crossing controls (signal, stop sign, Rectangular Rapid Flashing Beacon, or Pedestrian Hybrid Beacon) where applicable to provide the most direct connection but consider other crossing options if appropriate including over- and under-crossings. Potential locations include Waddell Beach, Four Mile Beach, and Wilder Ranch	High	High	High	High	<ul style="list-style-type: none"> <li>Helps improve safety for people crossing Highway 1 at high-demand locations.</li> <li>Reduces conflicts between vehicles and pedestrians accessing beaches and trails.</li> <li>Supports park-once behavior by enabling safer movement between parking areas, bus stops, and destinations.</li> </ul>	High	High	Low	<ul style="list-style-type: none"> <li>Coordination with Caltrans to design, permit and construct required.</li> <li>Recommendations should be aligned with Rural Highways Safety Plan, including understanding of crash patterns and community input.</li> <li>Costs can range significantly from simple painted crosswalks to pedestrian signals. Pedestrian signals are likely needed across Highway 1 and are typically high cost.</li> </ul>	Low	Medium
PP-2	<b>Bus Stops Improvements and Service Upgrades</b>	Upgrade existing bus stops including, but not limited to, adding bus loading areas, real-time arrival information and maps, benches, and shelters. Evaluate stop locations and prioritize siting stops adjacent to key destinations such as Wilder Ranch, Four Mile Beach, and Waddell Beach. Align bus stop improvements with pedestrian crossing improvements (PP-1).  Add future bus loading areas at all new parking areas prioritizing potentially high demand locations such as Wilder Ranch, Yellow Bank, Cotoni Coast Dairies, Scott Creek, Greyhound Rock.	High	Medium	High	Medium	<ul style="list-style-type: none"> <li>Improves access to transit at key destinations along the corridor.</li> <li>Enhances usability and comfort of transit stops, supporting increased ridership.</li> <li>Supports safe connections between transit, parking areas, and destinations.</li> </ul>	High	High	Medium	<ul style="list-style-type: none"> <li>Implementation and operations would be led by SC METRO, requires coordination.</li> <li>Coordination with property owners to ensure adequate pull-out space required.</li> <li>SC METRO may require new crossings of Highway 1 to access stops (PP-1).</li> <li>For off-street stops, turning movements should be evaluated.</li> <li>Permitting from Caltrans required.</li> <li>Cost varies based on location.</li> </ul>	Medium	Medium

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PP-3	<b>Trail Connections</b>	<p>Close gaps in trail network to support bicycle and pedestrian access to key destinations. Build out and close gaps in the California Coastal Trail network and include visitor amenities for trail users (e.g., rest areas, seating, signage, and restrooms, where feasible). Evaluate additional trail connections between planned Coastal Rail Trail and other key destinations north of Davenport including New Town, Cotoni-Coast Dairies, and connections to Big Basin trails. Can be implemented in phases prioritizing the northern most section of Highway 1 between the county border and Greyhound Rock Beach as well as the section of trail just north of Davenport to New Town and Scott Creek first.</p>	High	Medium	High	Medium	<ul style="list-style-type: none"> <li>Closes gaps in the active transportation network, enabling continuous walking and biking access to key destinations.</li> <li>Reduces reliance on vehicle travel for short trips along the corridor.</li> <li>Supports safer and more comfortable access to beaches, trails, and recreational areas.</li> <li>Supports park-once behavior by providing separated facilities to allow travel between parking areas, bus stops, and destinations.</li> </ul>	High	Highest Cost	High	<ul style="list-style-type: none"> <li>Coordination with property owners and partner agencies (e.g., Caltrans, State Parks, County of Santa Cruz) for siting, design and implementation required.</li> </ul>	Low	Medium
PP-4	<b>New Formalized Parking</b>	<p>Establish new formal parking areas at key locations to better organize parking supply and reduce informal shoulder parking. This may include developing new off-road parking areas or formalizing existing informal roadside parking into designated, managed spaces, where feasible.</p> <p>This supports a “park once” strategy, where visitors park in a single location and access multiple destinations on foot, by bike, or by transit rather than driving between sites.</p> <p>Phasing should be informed by parking data collection (SM-2) and prioritize high-demand locations. Initial locations could include, but are not limited to, Davenport Landing Beach, Davenport Pier, and Scott Creek.</p> <p>Where feasible, incorporate design features that support a “park once” strategy, such as safe pedestrian and bicycle connections (PP-1), wayfinding, and potential accommodation for future transit access (PP-2) (e.g., bus pullouts or shuttle stops).</p>	Medium	Medium	High	High	<ul style="list-style-type: none"> <li>Better aligns parking supply with demand at key destinations.</li> <li>Reduces informal shoulder parking and helps minimize unpredictable vehicle maneuvers along Highway 1.</li> <li>Reduces circulation and stop-and-go behavior from vehicles searching for parking.</li> <li>Supports park-once behavior and connections to walking, biking, and transit.</li> <li>Makes parking more predictable and easier to find.</li> </ul>	High	Medium	Medium	<ul style="list-style-type: none"> <li>Coordination with property owners and partner agencies (e.g., Caltrans, State Parks, County of Santa Cruz) for siting, design and implementation required.</li> <li>Design may be constrained by environmental, grading, coastal, and right-of-way considerations.</li> <li>Complementary enforcement may require to be effective (SM-8).</li> </ul>	Medium	Medium

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MT-1	<b>Shuttle Service</b>	<p>Provide fixed route shuttle service that connects key destinations (Waddell, Davenport, Wilder, and Cotoni Coast Dairies) and may include connections to the City of Santa Cruz and other locations in the County of Santa Cruz.</p> <p>Consider partnership with tourism agency or develop public/private partnership to help fund and/or operate service. Encourage interagency coordination between METRO and RTC.</p> <p>Example shuttle programs include Mountain View Community Shuttle which is a free shuttle service funded through business license tax revenue. Mountain View also provides MVgo shuttle service that is free and funded through the Mountain View TMA. Locally, California State Parks and Friends of Santa Cruz State Parks offer a free shuttle at Big Basin Redwoods State Park. The shuttle operates between 9:00 AM and 6:00 PM on summer weekends and holidays. The shuttle connects interim overflow parking to the main day-use area near Big Basin's main day-use parking area.</p>	High	Medium	High	High	<ul style="list-style-type: none"> <li>Provides a viable alternative to driving between high-demand coastal destinations.</li> <li>Reduces parking demand and vehicle trips along Highway 1, particularly during peak periods.</li> <li>Supports a park-once behavior by enabling visitors to access multiple destinations without driving.</li> <li>Expands access for visitors without a car or those seeking lower-stress travel options.</li> </ul>	High	Highest Cost	Medium	<ul style="list-style-type: none"> <li>Coordination with SC METRO, County agencies, and tourism partners required</li> <li>Seasonal or pilot-based could be considered.</li> <li>Could be complementary to on-demand service or expanded bus service, but may be redundant; will require careful consideration to align service.</li> <li>A new funding source would be required to operate. Cost varies, could range from medium cost (\$50k-\$250k) for a seasonal shuttle with limited hours and minimal vehicles purchased to high cost (\$1M+) for a shuttle with new vehicles.</li> <li>If paid parking or parking benefit district is created (PP-5), funding from parking fees could be used to support shuttle operations.</li> </ul>	Low	Medium
MT-2	<b>Wayfinding Plan</b>	<p>Establish a distinct and uniform wayfinding system along the North Coast. Wayfinding should include bicycle, pedestrian, and vehicle wayfinding, as well as accessibility features.</p> <p>A second phase could include real time parking information and transportation services information and be coordinated with the Traveler Information and Outreach (ST-3).</p> <p>Additional signage at destinations including noise ordinances, pack-out trash messaging, warnings etc. should be considered and consistently implemented.</p>	High	High	Medium	Medium	<ul style="list-style-type: none"> <li>Improves navigation and reduces confusion for visitors unfamiliar with the corridor.</li> <li>Supports safer travel by helping drivers anticipate destinations, turns, and access points, and by supporting emergency response.</li> <li>Reinforces consistent information across modes and destinations along the North Coast.</li> </ul>	High	Medium	Medium	<ul style="list-style-type: none"> <li>Coordination with Caltrans and County of Santa Cruz to implement signage required.</li> <li>Wayfinding plan creation is typically medium cost. Implementation of a wayfinding plan is also typically medium cost.</li> <li>Coordination with County of Santa Cruz, Caltrans, State Parks, BLM, and other visitor sites for consistent messaging.</li> </ul>	Medium	Medium

## Long-Term Strategic Investments (LT)

“Long-term Strategic Investments” reflect long-term TDM projects, programs, and service with mixed benefits and mixed feasibility that may require phased implementation or additional coordination over time. Some of these TDM projects, programs, and services may not be warranted now but may be needed as visitation increases in the future. These include:

Project			Benefits					Implementation Feasibility					
Project/Program ID	Project or Program	Description	Traveler Profiles Served	Alignment with TDM objectives	Community input/needs addressed	Project benefits	Project Benefits Notes	Overall Benefit	Cost	Implementation Considerations	Feasibility Notes	Overall Feasibility	Time Frame
PP-5	<b>Paid Parking and Parking Benefit District</b>	<p>Require payment at additional parking areas on the North Coast starting with Waddell Beach.</p> <p>In the long-term, after paid parking is implemented at almost all formalized parking locations, consider designating the North Coast area as a paid parking zone and require that all parking within the area be paid. This measure should be paired with increased enforcement (ST-6) and installation of physical bollards to ensure drivers do not park in informal parking areas.</p> <p>A parking benefit district should be set up to invest parking revenue into parking lot improvements and district improvements, including options such as shuttles. This would involve defining a district boundary, establishing a pricing structure, installing payment systems (e.g., pay stations, mobile payment, or reservations), and creating a program to manage and reinvest revenue into local transportation and access improvements.</p>	High	High	High	High	<ul style="list-style-type: none"> <li>Manages parking demand by pricing limited spaces, reducing congestion and circulation along Highway 1.</li> <li>Encourages shifts to alternative modes and park-once behavior by increasing the cost of driving between destinations.</li> <li>Supports a park-once behavior by encouraging visitors to through parking fees to park once.</li> <li>Generates a dedicated funding source to support transportation improvements, including transit, shuttles, and active transportation.</li> </ul>	High	High	High	<ul style="list-style-type: none"> <li>Collaboration with County of Santa, California State Parks, Bureau of Land Management, and California Coastal Commission to adopt a Parking Benefit District and ensure consistency with coastal access requirements recommended.</li> <li>Implementation would likely be led by County or SCCRTC with partner agency participation and formal agreements needed to address differences in ownership, pricing, and revenue use across jurisdictions.</li> <li>Must be designed to avoid restricting coastal access, including consideration of pricing levels, exemptions, and availability of alternative access options.</li> <li>Installation of payment systems (e.g., meters or mobile payment), consistent signage, and formalized parking areas required.</li> <li>Most effective when implemented at locations where visitors struggle to find free parking spaces, and across a majority of parking locations on the North Coast to avoid spillover and ensure consistency.</li> <li>Revenue can offset implementation and operations costs and be reinvested into local transportation and access improvements.</li> </ul>	Low	Long

Project			Benefits					Implementation Feasibility					
Project/Program ID	Project or Program	Description	Traveler Profiles Served	Alignment with TDM objectives	Community input/needs addressed	Project benefits	Project Benefits Notes	Overall Benefit	Cost	Implementation Considerations	Feasibility Notes	Overall Feasibility	Time Frame
LT-2	<b>Parking Reservation System</b>	<p>Create a parking reservation system at formalized parking lots. The parking reservation system would require visitors to reserve a parking space online for designated time slots.</p> <p>Reservations could be applied at high-demand destinations and during peak seasons (e.g., weekends or spring/summer months) to manage demand. Similar systems are used in other recreation areas, though they may shift demand to nearby locations if not implemented consistently across sites.</p>	Medium	Medium	High	Medium	<ul style="list-style-type: none"> <li>Manages peak demand by limiting available capacity and reducing overspill parking along Highway 1 shoulder.</li> <li>Provides more predictable access to high-demand destinations for visitors.</li> <li>Reduces circulation and operations challenges from drivers searching for parking during peak periods.</li> </ul>	Medium	Medium	Medium	<ul style="list-style-type: none"> <li>Coordination with County of Santa, California State Parks, and Bureau of Land Management to implement consistently across sites required, with alignment needed across agencies on operations and enforcement.</li> <li>Implementation could be led or coordinated by the County and may include selecting a reservation platform, establishing policies for time limits and pricing, and coordinating enforcement (see ST-6).</li> <li>Potential spillover effects to unmanaged locations must be considered if applied only at select sites.</li> <li>Operation and maintenance of a reservation system (e.g., online platform, customer support, enforcement coordination) required.</li> <li>Reservation systems vary in cost and complexity, with smaller systems potentially less than \$50k, and more comprehensive systems in the \$50k-\$250k range.</li> </ul>	Medium	Long
LT-3	<b>Real-Time Parking Information</b>	<p>Provide dynamic information about parking occupancy and availability of parking areas. In the near-term, partner with Park Rangers and CHP enforcement to provide generalized information about parking availability on the North Coast as a whole (limited availability, some availability, lots of availability) to include on online platforms (ST-3).</p> <p>In new formalized lots (PP-4), consider sensors at spaces or at entrances to count the number of vehicles entering lots automatically and digitally report occupancy by lot in real-time. This information should be available online and at dynamic electronic signs throughout the North Coast including at the border of City of Santa Cruz.</p> <p>In the long-term, coordination with development of a parking reservation system (LT-2) or paid parking areas would help to provide a more accurate live count of parking demand on the North Coast.</p>	Low	Medium	Medium	Low	<ul style="list-style-type: none"> <li>Manages peak demand by clarifying parking availability.</li> <li>Provides more predictable access to high-demand destinations for visitors.</li> <li>Reduces circulation and operations challenges from drivers searching for parking during peak periods.</li> <li>Encourages shifts to alternative modes and park-once behavior by providing additional travel information in advance.</li> </ul>	Low	High	Medium	<ul style="list-style-type: none"> <li>Coordination with County of Santa, California State Parks, and Bureau of Land Management to implement consistently across sites required, with alignment needed across agencies on operations and enforcement.</li> <li>Operation and maintenance of signage and sensors required.</li> <li>Installation and maintaining sensors can be costly.</li> </ul>	Medium	Long

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LT-3	<b>Shared Use Shoulders and Bicycle Separation</b>	Enhance shoulder access along Highway 1 for bicyclists and consider locations where Class IV separated bicycle facilities might be feasible through coordination with Caltrans. Prioritize locations with high grades or limited visibility such as at the northern end of the North Coast near the county border and just south of Davenport. This should be paired with connections to off-street or trail facilities to provide various options that meet the needs of different bicycle users (e.g., on-road facilities for experienced cyclists and off-street or separated facilities for users seeking lower-stress conditions).	Medium	High	High	High	<ul style="list-style-type: none"> <li>Enhances safety and comfort for bicyclists along Highway 1, particularly in constrained or high-speed segments.</li> <li>Reduce conflicts between vehicles and bicyclists by providing more dedicated or separate space, where possible.</li> <li>Supports continued use of Highway 1 by experienced cyclists while complementing off-street trail facilities for other users.</li> </ul>	High	High	Medium	<ul style="list-style-type: none"> <li>Coordination and buy-in from Caltrans required.</li> <li>Incorporating into Caltrans Transportation Concept Report or other documentation recommended.</li> <li>Implement as part of capital improvements on Highway 1 within the project area.</li> <li>Recommendations should be aligned with Rural Highways Safety Plan, including understanding of crash patterns and community input.</li> <li>This strategy was called out by the community as a preference especially from those who bike currently.</li> </ul>	Low	Long
LT-4	<b>Formalized Scenic Pull-Outs</b>	Formalize scenic pull-outs where people can pull over to view the scenery or viewpoints. These areas would differ from formalized parking access as they would have limited parking spaces and prioritize shorter stops to view coastal resources. Amenities at these locations would be limited to signage on Highway 1 alerting drivers of upcoming pull-outs.  Consider transit vehicle stops at turn outs and bicycle access.	High	Medium	Medium	Medium	<ul style="list-style-type: none"> <li>Provides designated locations for short-duration scenic stops, reducing reliance on informal pull-off areas.</li> <li>Improves predictability of driver behavior along Highway 1 by concentrating stopping activity in defined locations.</li> <li>Helps separate scenic stopping from parking at key destinations, reducing conflicts and congestion at access points.</li> <li>Where designed with pedestrian or bicycle access, can support safer and more comfortable use of viewpoints for all users.</li> </ul>	Medium	Highest	High	<ul style="list-style-type: none"> <li>Coordination with property owners and Caltrans for design, permitting, and construction required.</li> <li>Can be phased, with priority given to locations with highest demand or existing information stopping activity.</li> <li>May require modifications to Highway 1 (e.g., turn lanes or access improvements) to safely accommodate turnouts.</li> <li>Costs vary based on site conditions and amenities but are typically high.</li> </ul>	Low	Long

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LT-5	<b>Rail Service Designed for Visitors</b>	<p>Utilize existing Santa Cruz Branch Rail Line to provide a transit option focused on visitors, particularly for recreational and weekend travel. This could include, but is not limited to, weekend and holiday services from the City of Santa Cruz to Davenport with stops at key destinations.</p> <p>Service would likely be privately operated and focused on tourism and scenic travel along the North Coast.</p>	High	Medium	Medium	Medium	<ul style="list-style-type: none"> <li>Provides alternative to driving for recreational trips to North Coast destinations.</li> <li>Reduces vehicle trips and parking demand along Highway 1 during peak visitor periods.</li> <li>Supports park-once behavior by allowing visitors to access coastal destinations without driving between sites.</li> <li>Provides direct access to destinations without pedestrians to cross Highway 1.</li> <li>Offers a unique visitor experience that may encourage mode shift for discretionary trips.</li> </ul>	Medium	Highest Cost	High	<ul style="list-style-type: none"> <li>May require a public/private partnership to fund, operate, and maintain service.</li> <li>Capital improvements to rail line, stations/stops, and related infrastructure required to support passenger service.</li> <li>Implementation would require coordination among multiple agencies and stakeholders (e.g., RTC, operators, local jurisdictions).</li> <li>High-cost due to capital improvements and ongoing operations.</li> </ul>	Low	Long

## Supportive Measures (SM)

“Supportive Measures” represent enabling actions or initial investments that are needed to support TDM projects, programs, and service, and should be implemented as opportunities arise. They are as follows:

Project			Benefits					Implementation Feasibility				
Project ID	Strategy	Description	Traveler Profiles Served	Alignment with project objectives	Community input/needs addressed	Project benefits	Project Benefits Notes	Overall Benefit	Cost	Implementation Considerations	Feasibility Notes	Overall Feasibility
SM-1	<b>North Coast Stakeholder Working Group</b>	Coordinate meetings with the existing North Coast Stakeholder Working Group. Report on implementation and of North Coast TDM Plan and Facilities Management Plan. Seek input on priorities for implementation.	Low	High	High	High	<ul style="list-style-type: none"> <li>Provides a consistent forum to align agencies, land managers, and stakeholders across the corridor.</li> <li>Supports coordinated decision-making and resource sharing to advance priority projects.</li> <li>Ensures strategies remain responsive to seasonal demand, community needs, and on-the-ground conditions over time.</li> </ul>	High	Low	Low	<ul style="list-style-type: none"> <li>County of Santa Cruz or RTC need staff resources to facilitate.</li> <li>Requires participation from partner agencies and property owners.</li> </ul>	High
SM-2	<b>Parking Data Collection</b>	Regularly collect and utilize parking occupancy data to understand parking demand over time. This should be tracked regularly as needs may change as new lots and other attractions (Cotoni-Coast Dairies, Rail Trail, etc.) are constructed. This information can help to inform the location and need for new formal parking lots and parking management, which could involve reducing or redistributing parking. This data should capture parking occupancy over representative time periods, including peak use periods (11 AM to 7 PM) and, and where feasible, full-day conditions (e.g., 7 AM to 7 PM) during typical weekdays and weekends in peak season.	High	High	Low	High	<ul style="list-style-type: none"> <li>Provides a data-driven basis for prioritizing parking investments and management strategies.</li> <li>Identifies peak demand patterns and supply gaps to reduce congestion and unsafe parking along Highway 1.</li> <li>Supports more efficient use and redistribution of existing parking before expanding supply.</li> </ul>	High	Low	Low	<ul style="list-style-type: none"> <li>Coordination with numerous stakeholders to identify locations for analyzing parking demand.</li> <li>Determine goals of data collection, standard practices including frequency.</li> </ul>	High

Project			Benefits					Implementation Feasibility				
Project ID	Strategy	Description	Traveler Profiles Served	Alignment with project objectives	Community input/needs addressed	Project benefits	Project Benefits Notes	Overall Benefit	Cost	Implementation Considerations	Feasibility Notes	Overall Feasibility
SM-3	<b>TDM Monitoring &amp; Data Collection</b>	Establish an ongoing TDM monitoring program to track travel behavior, parking demand, and system performance over time. Building on baseline conditions established through this planning effort, the program would support regular data collection and evaluation of TDM strategy effectiveness. Monitoring may include periodic counts, travel surveys, and available data sources (e.g., transit ridership, parking sensors, bike counts, and enforcement data) to track changes in mode share, parking demand, and congestion over time. Implementation would include identifying responsible agencies or partners (e.g., through the North Coast stakeholder working group), defining key performance metrics, and establishing a regular reporting and evaluation process to inform ongoing implementation and phasing of strategies.	High	High	Low	Medium	<ul style="list-style-type: none"> <li>Provides a consistent, data-driven framework to evaluate the effectiveness of TDM strategies over time.</li> <li>Supports adaptive management by identifying what is working and where adjustments are needed based on real-world conditions.</li> <li>Builds accountability and transparency through regular tracking and reporting of system performance.</li> </ul>	Medium	Medium	Low	<ul style="list-style-type: none"> <li>Integrate with existing data collection programs such as ?.</li> <li>TDM implementation and monitoring can require significant staff time and cost for data.</li> </ul>	High
SM-4	<b>Cell Tower Upgrades</b>	<p>Perform a cellular service evaluation study to identify gaps in cellular and broadband coverage along the corridor, using existing data sources (e.g., Call Box program data) to inform where additional analysis is needed. Identify priority locations and next steps for addressing gaps in cellular service and supporting communications infrastructure (e.g., ITS and traveler information systems).</p> <p>Implement improvements to cell services to support on demand access to traveler information and real time transportation information, including travel conditions, transit services, and transit network companies, as well as broader information about the transportation network in the project area.</p>	High	Low	Low	Medium	<ul style="list-style-type: none"> <li>Enables access to real-time traveler information (e.g., transit service and trip planning tools), supporting shifts to alternative modes.</li> <li>Improves emergency response and incident reporting in areas with limited existing connectivity.</li> <li>Reduces unnecessary circulation and conflicts along Highway 1 by improving awareness of parking availability and travel conditions.</li> </ul>	Low	Highest Cost	High	<ul style="list-style-type: none"> <li>Requires coordination with private telecommunications providers and may be constrained by limited existing infrastructure in rural/coastal areas.</li> <li>May require environmental review and permitting due to sensitive coastal and natural resource areas.</li> <li>Typically a high cost strategy depending on extent of new infrastructure required.</li> <li>Supports implementation of other strategies that rely on real-time information, such as parking management (e.g., occupancy tracking), traveler information platforms (e.g., Cruz511 enhancements), and demand-responsive or shuttle services.</li> </ul>	Low

Project			Benefits					Implementation Feasibility				
Project ID	Strategy	Description	Traveler Profiles Served	Alignment with project objectives	Community input/needs addressed	Project benefits	Project Benefits Notes	Overall Benefit	Cost	Implementation Considerations	Feasibility Notes	Overall Feasibility
SM-5	<b>ADA Improvement Plan</b>	<p>Identify gaps in ADA access to and between key destinations. This may include assessing and improving accessibility from parking areas to beaches/trail heads, as well as along key pedestrian routes connecting destinations.</p> <p>Develop implementation plan to prioritize improvements, which could include accessible parking spaces, compliant pathways and surfaces, improved crossings (PP-1), and accessible amenities (e.g., restrooms, seating, viewpoints). The plan should identify priority locations based on demand, feasibility, and equity considerations, and outline phased implementation opportunities in coordination with partner agencies.</p> <p>In a rural, coastal setting, this could include improvements such as accessible parking spaces at beach access points, constructing short paved or boardwalk paths from parking areas to viewpoints or trailheads, and upgrading informal paths or crossings to meet ADA standards.</p>	Medium	High	Medium	Medium	<ul style="list-style-type: none"> <li>Expands access to coastal destinations for people with disabilities, older adults, and others with mobility challenges.</li> <li>Improves safety and usability of key access points and routes for all users.</li> <li>Supports more inclusive and equitable access to North Coast recreational and community resources.</li> </ul>	Medium	Medium	Low	<ul style="list-style-type: none"> <li>Coordination with property owners (e.g., State Parks, RTC, BLM) and the public to identify gaps in ADA access.</li> <li>Improvements can be integrated with future facility design and implementation (e.g., parking areas, trails, crossings).</li> <li>Costs vary depending on site conditions and type of improvements (e.g., short accessible path vs. more complex terrain or crossings).</li> </ul>	Medium
SM-6	<b>Passing and Turn Lane Study</b>	<p>Conduct a traffic study to evaluate operations including turn lanes, merge/acceleration lanes, and passing lanes near key destinations, which could include, but are not limited to, Cotoni-Coast Dairies and Davenport Landing Road. Turn lane studies for new formal facilities such as new formalized parking lots or off-street bus stops should be conducted as part of project development.</p> <p>This could include a corridor-wide assessment of turning movements and access points to identify priority locations for improvements, rather than being limited to site-specific project studies.</p>	High	Medium	High	Low	<ul style="list-style-type: none"> <li>Reduce vehicle conflicts by separating turning vehicles from through traffic.</li> <li>Improves safety and operations along Highway 1 by addressing unmanaged access points and turning movements at high-demand locations.</li> <li>Supports more predictable traffic flow by reducing delays and sudden stopping near key destinations.</li> </ul>	Medium	Medium	Medium	<ul style="list-style-type: none"> <li>Coordination with Caltrans to scope analysis.</li> <li>Align with Rural Highways Safety Plan, including understanding of crash patterns and community input.</li> <li>Study costs vary based on extent and traffic analysis needed.</li> <li>Does not include implementation of passing lanes/turn lanes.</li> </ul>	Medium

Project			Benefits					Implementation Feasibility				
Project ID	Strategy	Description	Traveler Profiles Served	Alignment with project objectives	Community input/needs addressed	Project benefits	Project Benefits Notes	Overall Benefit	Cost	Implementation Considerations	Feasibility Notes	Overall Feasibility
SM-7	<b>EV Charging Stations</b>	Install electric vehicle charging stations at formalized parking areas. Prioritize locations with existing electric grid access including, but not limited to Davenport Beach, Waddell Beach, and Wilder Ranch State Park. Include charging options for electric bicycles and other micromobility devices to better support rapidly evolving modes. Install near other visitor amenities. Consider adding outlets or charging lockers for e-bike/e-scooter and wheelchair/mobility device charging, which are distinct from vehicle charging infrastructure and can be more flexibly integrated into site design.	High	Medium	Low	Low	<ul style="list-style-type: none"> <li>Supports lower-emission vehicle travel to and within the North Coast.</li> <li>Provides needed infrastructure for visitors already traveling by EV, helping meet existing and growing demand.</li> <li>Reinforces use of designated parking areas by concentrating charging at formalized lots.</li> </ul>	Low	High	Medium	<ul style="list-style-type: none"> <li>Electrical service availability varies across the corridor and may limit where charging infrastructure can be feasibly installed.</li> <li>Requires proximity to electrical services, which may include installation of new electrical connections.</li> <li>Requires ongoing operations and maintenance of charging equipment.</li> <li>Coordination with utilities and site owners (e.g., State Parks, and County of Santa Cruz) is required.</li> <li>Costs can range far less than \$50k to \$50k-\$100k depending on the type and number of chargers installed.</li> </ul>	Medium
SM-8	<b>On-Demand Microtransit Service</b>	<p>Implement an on-demand microtransit service that will provide flexible, demand-responsive service where fixed-route transit is limited, connecting more riders to transit services directly from the City and County of Santa Cruz and potentially nearby areas (e.g., San Mateo County) to key destinations, including Davenport and other residential or employment areas.</p> <p>Establish stops at key destinations and connections to fixed route service to pick-up and drop-off riders. Unlike a traditional fixed-route shuttle, this service would be dynamically routed and request-based, allowing it to respond to real-time demand and serve a broader range of origins and destinations.</p>	High	Medium	Medium	Medium	<ul style="list-style-type: none"> <li>Provides a flexible alternative to driving, reducing vehicle trips along the North Coast.</li> <li>Supports park-once behavior by connecting parking areas, transit stops, and destinations.</li> <li>Reduces parking demand and conflicts at high-use locations along Highway 1.</li> <li>Expands transit access for residents and visitors, including trips that are not well served by fixed routes.</li> <li>Reduces the need for people to cross Highway 1 by providing same-side pick-up and drop-off at destinations.</li> <li>Offers greater flexibility in trip timing compared to fixed-route transit service.</li> </ul>	Medium	High	High	<ul style="list-style-type: none"> <li>Requires partnership with Santa Cruz Metro or private operator for service planning and operations.</li> <li>May benefit from coordination with transit providers in adjacent areas (e.g., San Mateo County) to support regional access.</li> <li>Relies on reliable cellular service and user access to mobile trip booking (see SM-4).</li> <li>Most feasible in areas with clustered destinations and defined trip patterns (e.g., between key destinations, parking areas, transit connections, residential areas).</li> </ul>	Low

# Appendix G. Project Prioritization Methodology Memo



# Memo

Date: Monday, March 30, 2025  
To: Max Friedman, SCCRTC  
From: Eleanor Leshner, Leshner Planning  
Subject: **TDM Strategy Prioritization Approach and Methodology**

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## Purpose and Context

The North Coast Transportation Demand Management (TDM) Plan outlines a range of potential projects and programs intended to improve access, safety, and travel options for residents, workers, and visitors while managing parking demand and operational challenges along the North Coast corridor. The purpose of the prioritization effort was to translate the comprehensive set of projects and programs into an implementable list of priorities that can support near- and medium-term action by the Santa Cruz County Regional Transportation Commission (SCCRTC) and its partners, while also maintaining a longer-term pipeline of projects and programs that may be advanced as conditions, funding, or visitation patterns change.

## Prioritization Framework Summary

Transportation Demand Management Strategies were evaluated using a qualitative framework that considers:

1. **Overall Benefits**, reflecting how well a project or program serves the needs of various transportation system users (i.e., traveler personas) in the project area, aligns with TDM objectives, responds to identified community needs, and delivers meaningful outcomes at scale.
2. **Implementation Feasibility**, reflecting how readily a project or program can be advanced, based on timeframe, relative cost, coordination needs and other implementation considerations. Feasibility was assessed comparatively across projects and programs based on these factors and informed the positioning of projects and programs within short-term (0–3 years), medium-term (3–7 years), long-term (7+ years) timeframes.

This approach supports informed decision-making while allowing flexibility to account for context, phasing, and implementation considerations. Additional detail on evaluation criteria is provided in **Appendix G.1: Assessing Overall Benefits** and **Appendix G.2: Implementation Feasibility**.

# Priority Transportation Demand Management Projects and Programs

The Priority North Coast Transportation Demand Management strategies listed below were all identified as having high benefits and were grouped into short-term, medium-term, longer-term strategies or supportive measures that support development of future project implementation. **The projects and programs are described briefly in this section, with longer descriptions provided in Appendix F.**

## Short-Term Projects and Programs

“Short-Term Priorities” reflect short-term projects and programs that may be feasible to implement relatively quickly, within 3 years.

- **Expanded Transit Service** (Short Term [ST]-1) – Restore SC Metro Route to Waddell Beach on weekends, in the short-term. As a second phase, consider adding additional stops along the corridor at key destinations (PP-2).
- **Visitor Hubs** (ST-2) – Install self-guided visitor hubs to provide travel information at existing formal and informal parking areas or transit stops, including both physical materials and access to digital information (e.g., QR codes linking to real-time traveler information).
- **Traveler Information Website** (ST-3) – Develop a centralized traveler information platform with real-time updates on travel conditions, parking locations, and alternative travel options.
- **Bike Parking** (ST-4) – Expand and upgrade bicycle parking at key destinations including accommodations for e-bikes and micromobility, where appropriate.
- **Micromobility Stations** (ST-5): Identify locations where micromobility hubs could be located, such as e-bike or other adaptive mobility rentals could be located and support expansion of micromobility rentals on the North Coast.
- **Parking Enforcement** (ST-6): Enforce parking restrictions along roadways where parking cannot feasibly be formalized.

## Medium-Term Projects and Programs

“Medium-Term Priorities” are medium-term strategies with high benefits but may require greater investment and inter-agency coordination, but could be accomplished within 7 years.

- **Highway 1 Crossing Improvements** (Priority Project [PP]-1) – Identify and implement new formal pedestrian crossing opportunities across Highway 1 to improve access between parking, transit, and key destinations, such as, but not limited to, Wilder Ranch, Four Mile Beach, and Waddell Beach.
- **Existing Bus Stop Improvements and New Bus Stops** (PP-2) – Upgrade existing bus stops and add new bus stops at locations such as Wilder Ranch to improve accessibility by transit to key destinations. This is dependent upon implementation of new pedestrian crossings adjacent to new transit stops (PP-1) or transit access at formalized parking locations (PP-4).



- **Trail Connections** (PP-3) – Close gaps in the trail network to improve bicycle and pedestrian access between destinations and regional facilities (e.g., complete California Coastal Trail network, identify key connections to planned Coastal Rail Trail).
- **New Formalized Parking** (PP-4) – Establish new formalized parking at key locations including, but not limited to: Scott Creek and Davenport Landing. New formal parking lots should include visitor amenities such as water, signage, restrooms and bike parking. Selection and phasing of specific locations could be informed by Parking Data Collection (SM-2).
- **Shuttle Service** (Medium Term [MT]-1) – Provide fixed route shuttle service that connects key destinations (Waddell, Davenport, Wilder, and Cotoni Coast Dairies), and/or transit stops and may include connections to the City of Santa Cruz or other locations in Santa Cruz County.
- **Wayfinding Plan** (MT-2) – Develop a coordinated wayfinding system for drivers, bicyclists, pedestrians, and transit users to improve navigation, encourage more predictable driver maneuvers, and support emergency response to key destinations on the North Coast.

## Long-Term Projects and Programs

“Long-term Strategic Investments” reflect long-term strategies with high benefits but are expected to be the most costly of the strategies, require the most agency coordination, and may require phased implementation.

- **Paid Parking and Parking Benefit District** (PP-5) – Establish paid parking and a parking benefit district to manage demand and reinvest revenues into transportation. Selection and phasing of specific locations could be informed by Parking Data Collection (SM-2) and implemented in following development of formalized lots (PP-4).
- **Parking Reservation Systems** (Long Term [LT]-1) – Implement reservation systems at select parking locations such as Waddell Beach during peak periods to manage demand.
- **Real-time Parking Information** (LT-2) – Provide dynamic signage or tools showing parking availability at formalized lots to reduce circling and congestion.
- **Shared-Use Shoulders and Bicycle Separation** (LT-3) – Enhance shoulder access along Highway 1 for bicyclists and identify locations where greater separation from traffic (e.g., buffered or physically separated lanes) may be feasible.
- **Formalize Scenic View Point Turnouts** (LT-4) – Formalize scenic turnouts with appropriate signage, access controls, and amenities.
- **Rail Service Designed for Visitors** (LT-5) – Explore visitor-focused rail or excursion services that support car-free access and a park-once strategy.

## Supportive Measures

“Supportive Measures” represent enabling actions and complementary investments that support the implementation and effectiveness of other TDM strategies. These measures may be implemented alongside priority projects or advanced independently to address specific gaps, inform decision-making, or improve overall system performance.

Supportive measures generally fall into two categories:

1. **Planning and data-focused efforts** that help refine, monitor, or guide future implementation; and



2. **Complementary infrastructure or service improvements** that enhance or enable other strategies.

The following supportive measures were identified:

- **North Coast Stakeholder Working Group** (SM-1) – Regularly convene the North Coast stakeholder working group to guide implementation, track progress, and provide ongoing local input.
- **Parking Data Collection** (SM-2) – Collect and utilize parking occupancy data at key destinations to better understand how demand, constraints, and opportunities change over time.
- **Data Collection and TDM Monitoring** (SM-3) – Establish an ongoing TDM monitoring program to track travel behavior, parking demand, and system performance over time.
- **Cell Tower Upgrades** (SM-4) – Improve cellular and broadband coverage to support traveler information, emergency response, and technology-enabled mobility services. Implementation should be informed by existing data on coverage gaps (e.g., Call Box program data), including identification of priority locations where service is limited.
- **ADA Improvement Plan** (SM-5) – Update ADA guidance and prioritize improvements to ensure accessible routes from parking and transit to destinations.
- **Passing and Turn Lane Study** (SM-6) – Evaluate operational improvements such as turn lanes and passing lanes near key access points.
- **EV Charging** (SM-7) – Install EV charging at select parking areas that can also support e-bike, e-scooter, and mobility device charging, if feasible. Given that electrical service is limited at many North Coast locations, implementation will require site-specific assessment of existing infrastructure and identification of locations where utility service may need to be expanded.
- **On-demand Microtransit** (SM-8) – Explore on-demand transit services where there are gaps in fixed-route service and improve access to destinations. Unlike a traditional fixed-route shuttle, this service would be dynamically routed and request-based, allowing it to respond to real-time demand and serve a broader range of origins and destinations.

## Identification of Candidate Priority Projects

From the prioritized strategy set, approximately six candidate priority projects were identified for further discussion with stakeholders. These candidates are focused on those in the Medium-Term Projects and Programs grouping. Where feasible, larger or corridor-wide projects and programs were broken into discrete, fundable components to support phased implementation and future grant applications.

- **Bus Stop Improvements** – Locations include improving existing bus stops and adding new stops at Waddell Beach, Four Mile Beach, and Wilder Ranch
- **New Formalized Parking** – Locations include Davenport Landing Beach, Davenport Beach, and Scott Creek
- **Shuttle Service**
- **Highway 1 Crossing Improvements** – Locations include Waddell Beach, Four Mile Beach, and Wilder Ranch



- Trail Connections – Locations include those improving access to Coastal Rail Trail (e.g., Davenport to Cotoni Coast connection) or closing gaps in California Coastal Trail
- Wayfinding Plan

Based on feedback from stakeholders, SCCRTC and the project team will identify five priority projects to advance as part of the North Coast TDM Plan. These projects will be further developed including defining specific locations and phasing, identifying implementation considerations and location specific improvements, drawing initial concepts, and listing potential funding sources.



# Conclusion and Next Steps

This prioritization framework provides a clear, transparent basis for advancing TDM projects and programs that are responsive to community needs, aligned with TDM objectives, and grounded in implementation feasibility. By organizing strategies by timeframe, benefit, feasibility, and tier, the framework supports informed decision-making while maintaining flexibility to respond to changing conditions, funding opportunities, and implementation readiness.

Next steps will focus on translating this prioritized set of projects and programs into a clear roadmap of actionable priority projects. SCCRTC will bring the identified candidate priority projects to stakeholders through meetings in February 2026, with input from this engagement used to refine and narrow the list to a final set of five priority projects. These priority projects will then be advanced through the development of project fact sheets or cut-sheets to support coordination, funding readiness, and future implementation.

## **To support this transition, SCCRTC review and input is requested on the following:**

- **Candidate priority projects:** Confirmation that the proposed candidate priority projects reflect RTC priorities and are appropriate to bring forward for stakeholder discussion.
- **Project groupings:** Identification of any projects that may be better positioned in a different timeframe or grouping based on SCCRTC's implementation experience.
- **Project descriptions:** Feedback on whether the project descriptions are clear, accurate, and actionable, or if refinements are needed.

This focused input will help ensure alignment prior to stakeholder engagement and before advancing into priority project development.



# Appendix G.1 Benefit Metrics

Attachment A describes the qualitative metrics used to assess Overall Benefits for each project or program. Each project or program was evaluated across four benefit metrics—Traveler Profiles Served, Alignment with TDM Objectives, Community Input and Needs Addressed, and High-Level Project Benefits—to capture who benefits, how strategies advance TDM objectives, and the overall scale of outcomes.

Each metric was scored using a Low, Medium, or High rating scale and applied consistently across all projects and programs. These ratings were then considered together to inform an overall benefit rating, rather than combined through a numerical scoring or weighting approach.

## Traveler Profiles Served

This metric reflects the number of distinct traveler profiles, previously defined in the *TDM Plan Vision and Objectives Memo (October 2025)*, that would benefit from a given strategy. Traveler profiles include:

1. **North Coast Residents:** People who live along the North Coast and use the corridor for everyday travel and local activities.
2. **Recreational Travelers with Gear:** Visitors traveling to the North Coast for outdoor activities, often in groups and with equipment such as surfboards, bikes, or picnic gear.
3. **Zero-Vehicle Travelers:** Visitors who access the North Coast without a personal vehicle and rely on transit, walking, biking, or shared rides.
4. **Visitors and Tourists:** People visiting the North Coast, often arriving by car, who are less familiar with the corridor and its destinations.
5. **Residents and Visitors with Mobility Challenges:** Individuals with mobility limitations who travel within or to the corridor, including older adults and people with disabilities.

Score	Definition
High	Serves 4–5 traveler profiles
Medium	Serves 2–3 traveler profiles
Low	Serves 0–1 traveler profiles

## Alignment with TDM Objectives

This metric reflects the extent to which a project or program advances the Plan’s objectives, defined in the *TDM Plan Vision and Objectives Memo (October 2025)*. TDM objectives include:

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



Score	Definition
High	Advances 4–6 project objectives
Medium	Advances 2–3 project objectives
Low	Advances 1 project objective

## Community Input and Needs Addressed

Community input was incorporated qualitatively based on themes and priorities expressed during Milestone 2 engagement activities and stakeholder discussions.

Score	Definition	Projects and Programs
High	Strong community interest	Trail connections, recreational transit (shuttle or buses), safe places to park, visitor amenities (including bike parking)
Medium	Moderate community interest	Clear signage, accessible pedestrian facilities, vehicle access and operations
Low	Limited or no expressed interest	—

## High-Level Project Benefits Evaluation

A high-level project benefit evaluation was also used to capture the overall scale and breadth of outcomes associated with each project or program across multiple objectives. This metric differs from “Alignment with TDM Objectives” by focusing on the magnitude of real-world outcomes, rather than whether a project or program supports a specific policy objectives. For example, a project or program may align with several TDM objectives (high alignment) but still produce limited measurable change (low benefits), or vice versa.

Score	Definition
High	Delivers broad, measurable benefits across multiple dimensions (e.g., meaningful reductions in congestion or emissions, corridor-wide safety improvements, or expanded access for multiple traveler groups)
Medium	Provides moderate or localized outcomes (e.g., localized safety improvements, limited mode shift, or seasonal congestion relief)
Low	Provides incremental or supportive benefits (e.g., improved comfort, aesthetics, or operations) with limited effect on travel behavior



# Appendix G.2 Feasibility Metrics

Implementation feasibility reflects the relative ease of advancing a project or program, based on its anticipated timeframe, relative cost, agency coordination requirements, and other implementation considerations.

This attachment describes the qualitative metrics used to assess Implementation Feasibility for each project or program. Each project or program was evaluated across three metrics—Cost (order-of-magnitude), Project Complexity and Coordination, and Timeframe—to capture key factors affecting implementation, including funding needs, coordination requirements, and delivery timeline.

Each metric was assessed using a qualitative rating scale and applied consistently across all projects and programs. These metrics were then considered together to inform an overall feasibility assessment, rather than combined through a numerical scoring approach

## Cost (Order-of-Magnitude)

This metric reflects the anticipated order-of-magnitude cost to implement each project or program, based on typical planning, capital, and programmatic expenses for comparable efforts.

Score	Definition
Low Cost <i>(Higher Feasibility)</i>	Less than \$50,000; typically, low-cost, quick-build measures or studies implementable within existing budgets
Medium Cost	\$50,000–\$250,000; typically, moderate-cost programs or pilots
High Cost	\$250,000–\$1 million; typically, higher-cost infrastructure, technology, or service improvements
Highest Cost <i>(Lower Feasibility)</i>	More than \$1 million; typically, major capital or multi-agency projects requiring substantial construction, procurement, or long-term funding commitments

## Project Complexity and Coordination

This metric reflects the level of coordination, complexity, and institutional effort anticipated to implement each project or program, including agency involvement, permitting, and governance considerations.

Score	Definition
Low	Readily implementable by one lead agency with limited coordination and permitting
Medium	Requires moderate interagency coordination, design, or policy development
High	Complex, multi-jurisdictional, or reliant on major capital investment, sustained funding, or new governance structures



## Timeframe

This metric reflects the anticipated timeframe for implementation, based on a professional understanding of typical planning requirements, funding availability, coordination needs, and overall project readiness.

Score	Definition
Short-term	Implementable within 0–3 years using existing programs, funding, or pilot approaches
Medium-term	Requires additional planning, design, or interagency agreements (3–7 years)
Long-term	Dependent on major infrastructure, long-range funding, or policy change (7+ years)



# Appendix H. Priority Projects

# 1 Highway 1 Pedestrian and Bicycle Crossings

Provide formalized pedestrian crossings such as at-grade crosswalks, overcrossings, or undercrossings. Crossings will be designed to meet ADA accessibility needs and Caltrans criteria. The timing and location of bus stop improvements may affect the design and need for crossings.

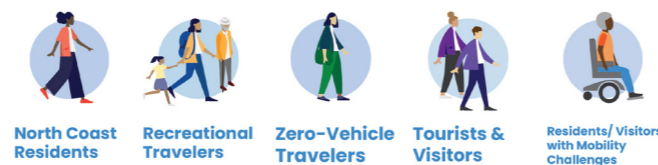
Under and over crossings provide increased separation from vehicles and minimize effects on vehicle throughput on Highway 1. However, there can be greater feasibility constraints including cost, available space, security and maintenance needs, and environmental and geological considerations. At-grade crossings provide the most direct path of travel for pedestrians and bicyclists and are often less costly to construct.



## Goals Addressed

- Provide flexible transportation options
- Make the North Coast accessible to more people
- Improve access, safety, and navigation for drivers

## User Needs Addressed



## Crossing Treatments

- Marked high visibility striping
- Physical separation (over crossing or under crossing)
- Speed management
- Wayfinding and advanced warning signs
- Traffic controls (signal, pedestrian hybrid beacon, or rectangular rapid flashing beacon)
- Connections to pedestrian facilities (trails or sidewalks) on Highway 1
- ADA access (curb ramps)



Photo 1. San Luis Obispo, CA

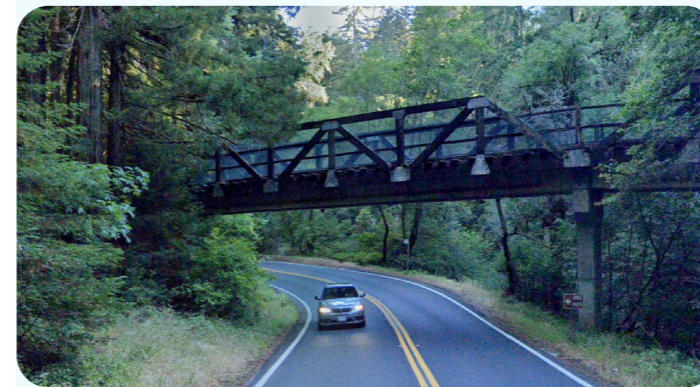


Photo 2. Cross Marin Trail Overcrossing Sir Francis Drake Blvd. - Marin County, CA



Photo 3. Trail Underpass

## At-Grade Crossing

### Considerations

- Adequate visibility
- Vehicle speeds are slow enough to stop in time for crossing pedestrians
- Effects on vehicle travel time
- Advanced warning signs
- Crossing control such as pedestrian hybrid beacon, signal, or rapid rectangular flashing beacon

## Over Crossing

### Considerations

- Adequate vertical clearance
- ADA requirements
- Connections from over-crossing to key destinations on Highway 1
- Lighting and maintenance
- Existing embankments, soil, drainage, overhead utilities affect feasibility and placement constraints
- Visual effect of overcrossings on natural environment

## Under Crossing

### Considerations

- Adequate vertical clearance
- Connections from under-crossing to key destinations on Highway 1
- Lighting, security, and maintenance
- Space, clearance, soil, utilities, drainage affect feasibility and placement constraints

# 2 Bus Stop Improvements and Service Upgrades

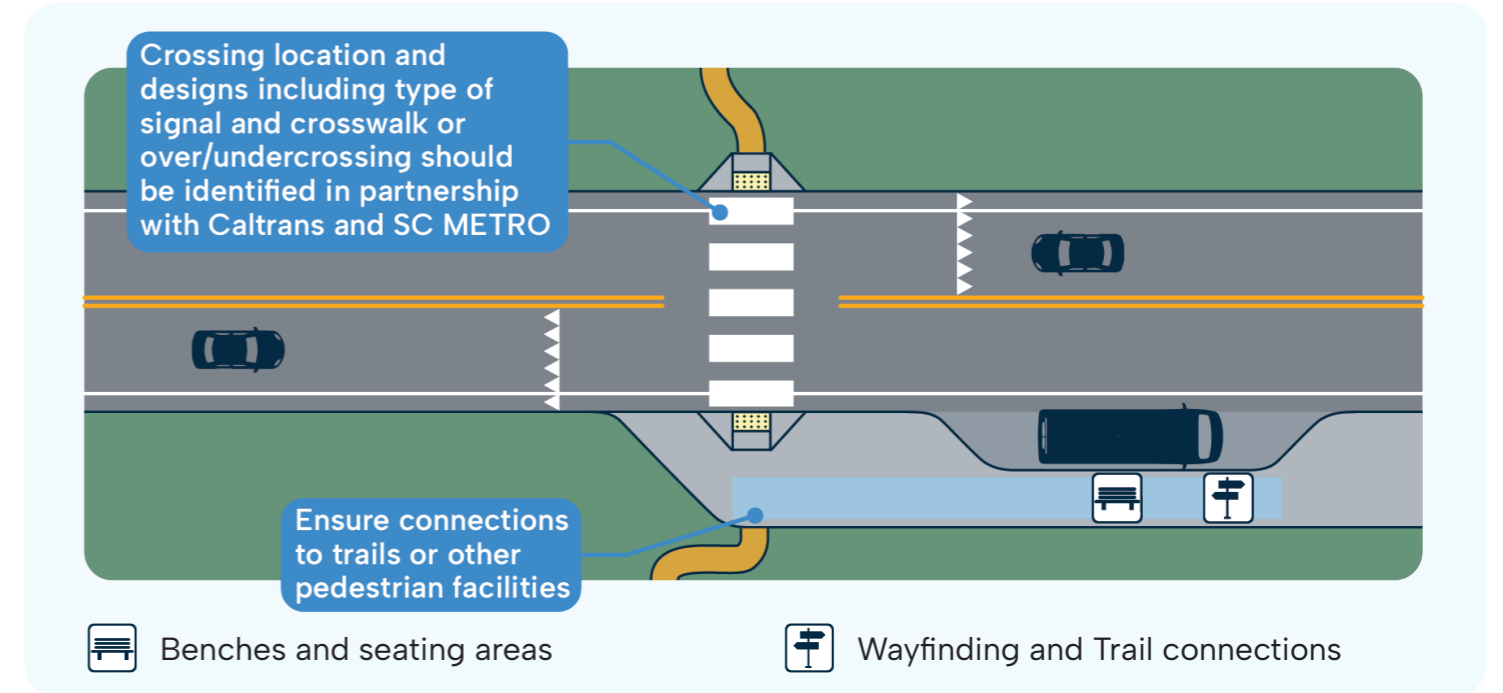
Expand transit service to Waddell Beach and add new stops at key locations such as Wilder Ranch. Upgrade existing bus stops to include waiting and loading areas, real-time arrival information, signage, and map, benches, and shelters.

These improvements will support the North Coasts "park once" approach by improving access for those who need or want to travel without a car.

Bus stops should be located at convenient locations to support those traveling between destinations along the North Coast and for people traveling between Santa Cruz city and the North Coast. Bus stops should include amenities such as seating, wayfinding, shade, waiting and loading areas, and adequate bicycle and pedestrian connections.



## Bus Stop Improvements



## Feasibility Considerations

- Adequate pull-out space for on-street stops
- Separated and comfortable waiting areas that are visible to drivers
- Amenities and wayfinding to increase rider access and comfort
- Off-street stops where feasible (coordinate with future parking developments) and add turn/merge/acceleration lanes where appropriate



Photo 4. Yosemite Village - Yosemite National Park, CA

## Goals Addressed

- Provide flexible transportation options
- Ensure there is local input
- Make the North Coast accessible to more people
- Improve access, safety, and navigation for drivers

## User Needs Addressed



## Service Improvements

### Off Season (Fall/Winter)

- Weekday: maintain existing school service with limited stops
- Weekend: all stops with 6 buses per day

### Potential Peak Season (Spring/Summer)

- Monday - Wednesday: maintain existing school service with limited stops
- Thursday - Friday: all stops with 1 hour headways from 2 PM - 6 PM
- Weekend: all stops with 1 hour headways from 11 AM - 2 PM and 30 minute headways from 2 PM - 7 PM

# 3 Trail Connections

Close gaps in trail network to support bicycle and pedestrian access to key destinations. Build out and close gaps in the California Coastal Trail network and include visitor amenities (sign posts, maps, rest areas) for trail users every 2-5 miles.

Trails should be located along Highway 1 where space allows to provide the most direct connections. In some locations, where space parallel to the highway may be constrained, alternative low infrastructure options that are farther from Highway 1 may be considered.



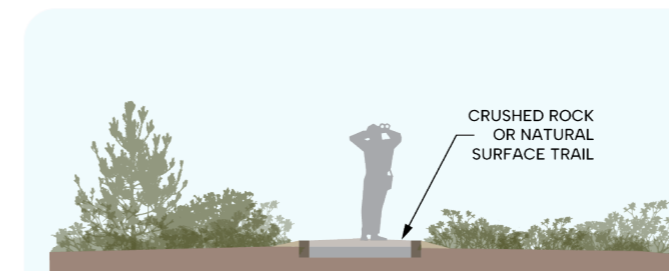
## Feasibility Considerations

Trail connections are determined based on feasibility and the level of infrastructure required. Minor infrastructure improvements include new segments alternatives along existing collector roads, as well as existing primary sections of the California Coastal Trail that need improvements. Medium infrastructure improvements consist of paved trail sections located adjacent to the highway. In areas where these approaches are not feasible, higher infrastructure solutions may be necessary, such as bridge structures or elevated trail segments separated from the highway.

### Low Infrastructure

#### Considerations

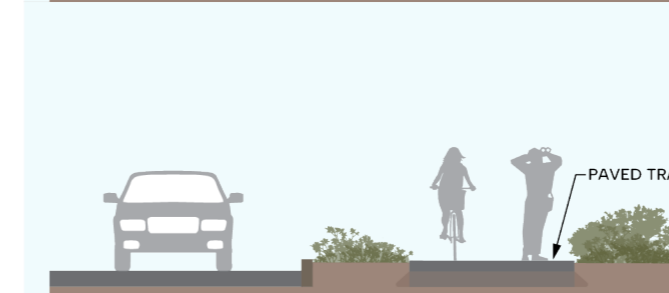
- Crushed rock or natural surface trail
- ~5ft wide, pedestrian only
- Coastal bluff trail
- Low/medium cost



### Medium Infrastructure

#### Considerations

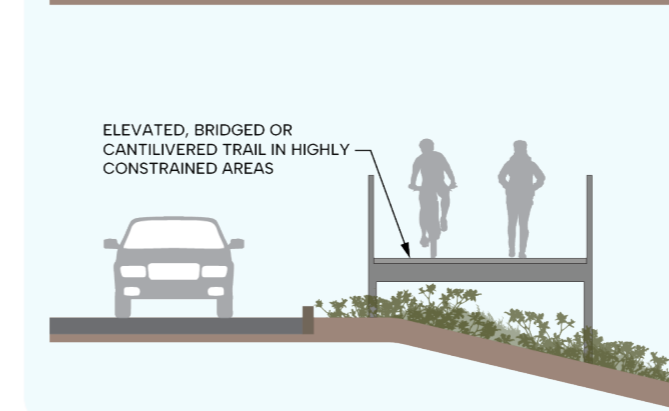
- Paved trail
- ~8ft wide, bike and pedestrian use
- Potentially in Highway and/or railroad right-of-way with buffer
- Medium/high cost



### High Infrastructure

#### Considerations

- Elevated trail
- ~8ft wide, bike and pedestrian use
- Bridged or cantilivered off of SR-1
- Highly constrained areas
- Highest cost



## Goals Addressed

- Provide flexible transportation options
- Preserve natural environment
- Make the North Coast accessible to more people

## User Needs Addressed



## Case Study Examples



Photo 5. El Granada Coast Trail - El Granada, CA



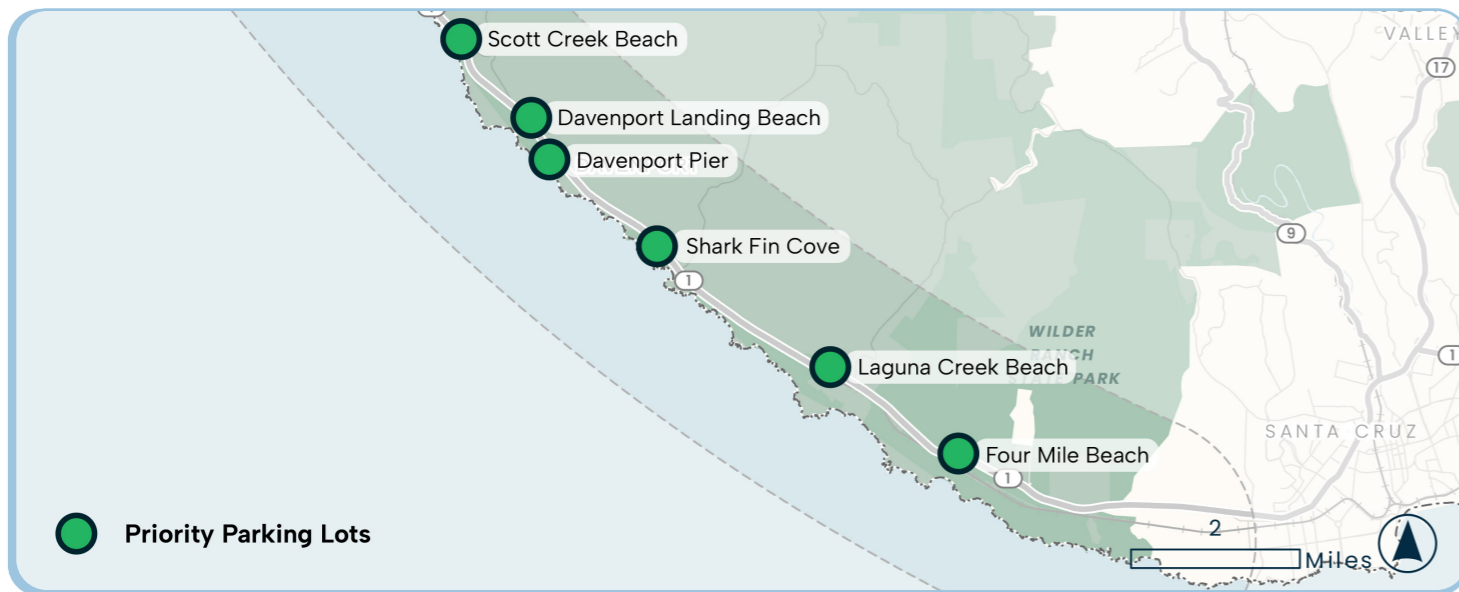
Photo 6. Midcoast Multi-Modal Trail - San Mateo County, CA

Requires coordination with all Priority Projects

# 4 New Formalized Parking

Construct formalized parking lots and off-street parking areas and restrict, limit, or discourage parking at informal locations. Build amenities and supportive infrastructure (bike parking, visitor signage, and bus stops). Formalized parking areas at key locations can help to better organize parking supply and reduce informal shoulder parking. This supports a “park once” approach, where visitors park in a single location and access multiple destinations on foot, by bike, or by transit rather than driving between sites.

Formalized parking areas should include designated separated spaces for parking, regrading and paving to improve accessibility and clearly delineated entrance and exit points to help reduce unexpected movement on Highway 1. Parking improvements include safe pedestrian and bicycle connections, wayfinding, potential accommodation for future transit access, and amenities such as bathrooms. Construction should prioritize high-demand locations with fewer feasibility constraints first.



## Feasibility Considerations

- Coordination with property owners and partner agencies (e.g., Caltrans, State Parks, County of Santa Cruz) for siting, design and implementation required.
- Design may be constrained by environmental, grading, coastal, and right-of-way considerations.
- Complementary enforcement to prevent parking in informal areas and after hours may be require to be effective.
- Parking areas should have be opened sunrise to sunset. Operating hours should be enforced.
- Maintenance required.

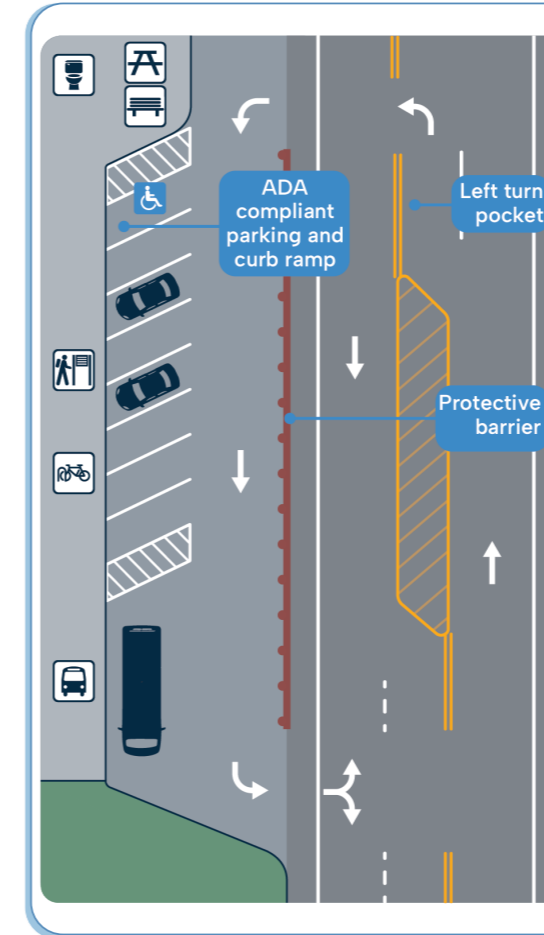
## Goals Addressed

- Provide flexible transportation options
- Ensure there is local input
- Improve parking management
- Improve access, safety, and navigation for drivers

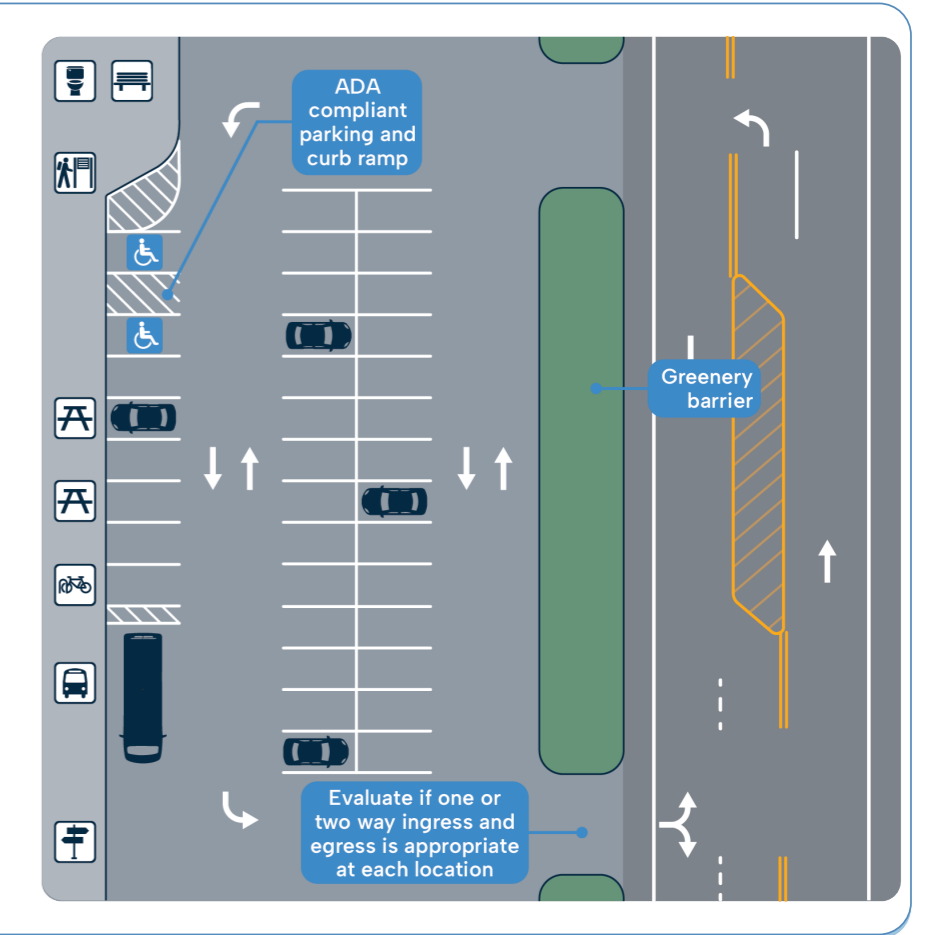
## User Needs Addressed



## Off-Street Parking



## Parking Lot



- Benches and seating areas
- Kiosk or interpretive signage
- Bike parking
- Picnic tables
- Toilet facility
  - Out of the Caltrans ROW
- Bus stops and shelters
  - Should be placed at formalized lots, where possible
  - Out of the Caltrans ROW
- Wayfinding and Trail connections

## Case Study Examples



# 5 Paid Parking on the North Coast

Designate priced parking at select parking lots to manage demand. Paid parking on the North Coast can help to manage demand for parking, reduce conflicts from cars searching for parking or parking on shoulders, and support increased access to the North Coast. Paid parking also supports the "park once" approach and helps to encourage alternative travel modes. Parking revenue could be used to improve non-driving options such as trails, visitor information, transit options, and bicycle amenities, such as bike racks.

## Considerations for Paid Parking on the North Coast

- Collect data: Monitor parking demand at all parking locations to identify high demand and spillover parking. This will demonstrate the need.
- California Coastal Commission: Regulates land use in the coastal zone, covering most of the parking locations. Early coordination recommended.
- Revenue: Parking revenue is typically used to fund maintenance of lots and direct improvements for access to the coast.
- Spillover Parking: Regulations and enforcement will be need to prevent parking on shoulders to avoid parking fees.
- Affordability: Most paid parking programs within the Coastal Zone have some form of resident or low-income parking pass.

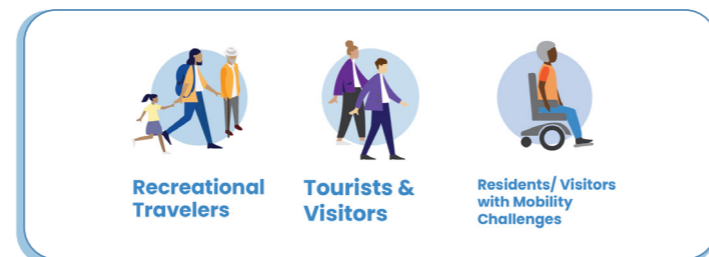


Photo 10. Paid Parking Kiosk - Point Lobos, CA

## Goals Addressed

- Provide flexible transportation options
- Ensure there is local input
- Improve parking management
- Improve access, safety, and navigation for drivers

## User Needs Addressed



## Case Study: Poplar Beach, City of Half Moon Bay

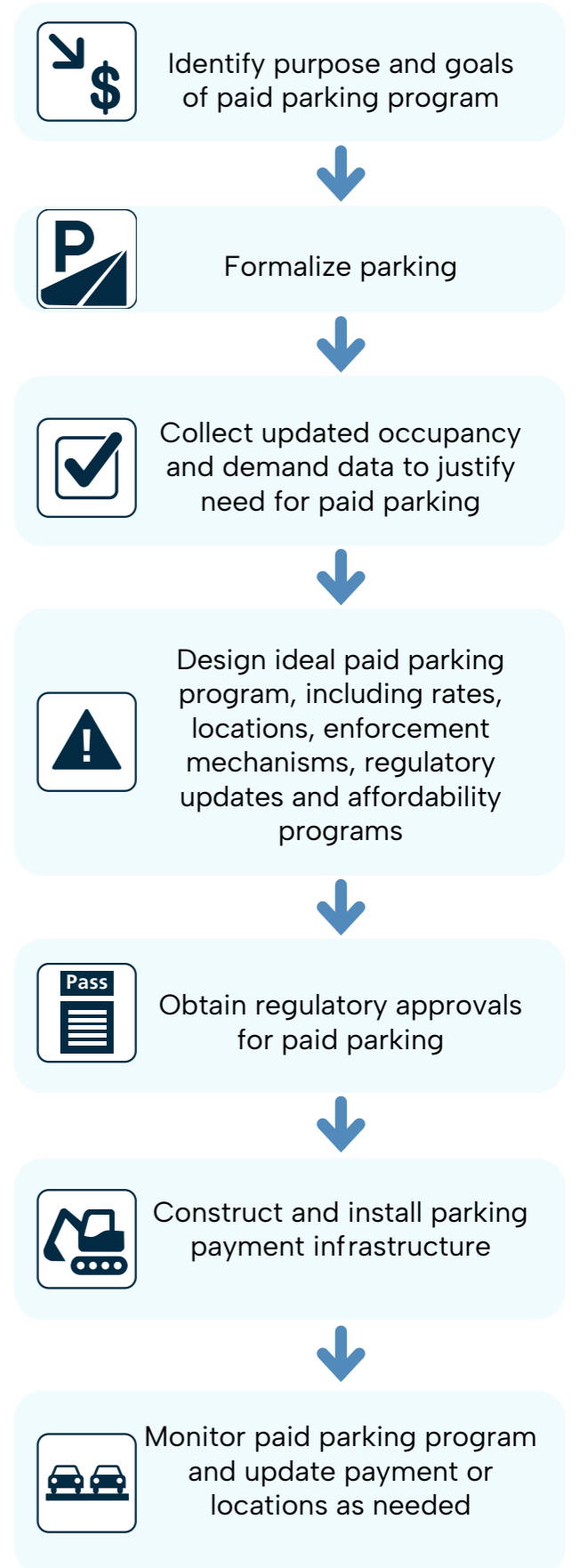
- Owned and maintained by the City of Half Moon Bay.
- Paid parking established in 2009.
- Parking fees were set to align with nearby State Parks' prices.
- Free on-street parking available in nearby neighborhoods, alleviating Coastal Commission concerns about losing access to the coastside for low-income visitors.
- Accepts the State Parks' Golden Bear Pass for low-income residents.
- Fees are used to offset the expense of maintaining the lot.



Photo 11. Poplar Beach Parking - Half Moon Bay, CA



Photo 12. Poplar Beach Parking - Half Moon Bay, CA



# © Photo Credits



Photo 1. San Luis Obispo, CA

Source: City of San Luis Obispo website  
Pedestrian Hybrid Beacon crosswalk  
<https://www.slocity.org/government/department-directory/public-works/programs-and-services/transportation-planning-and-engineering/pedestrian-hybrid-beacon>



Photo 2. Cross Marin Trail Overcrossing Sir Francis Drake Blvd. - Marin County, CA

Source: Google Maps, Image Capture: July 2024  
(c) 2026, Google  
<https://maps.app.goo.gl/Pz56wnNVokGYzimg7>



Photo 3. Trail Underpass

Source: Picryl website  
<https://picryl.com/media/underpass-passage-tunnel-architecture-buildings-452cf0>



Photo 4. Yosemite Village - Yosemite National Park, CA

Source: National Parks Service website  
YARTS STOP: Yosemite Village  
<https://www.nps.gov/places/000/yarts-stop-yosemite-village.htm>



Photo 5. El Granada Coast Trail - El Granada, CA

Source: Nela Rullan, Zander Westbrook Design



Photo 6. Midcoast Multi-Modal Trail - San Mateo County, CA

Source: Sofia Zander, Zander Westbrook Design



Photo 7. Yellowbank Parking - Santa Cruz County, CA

Source: Google Maps, Image Capture: October 2025  
(c) 2026, Google  
<https://maps.app.goo.gl/Q2UMcpQU5oVSfCvw8>



Photo 8. Greyhound Rock Parking - Davenport, CA

Source: Santa Cruz County Parks website  
Greyhound Rock Coastal Access  
<https://parks.santacruzcountycalifornia.gov/Home/ExploreOurParksBeaches/BeachesCoastalAccess/GreyhoundRock.aspx#park-gallery-3>



Photo 10. Paid Parking Kiosk - Point Lobos, CA

Source: Alexandra Lee-Gardner, Fehr & Peers



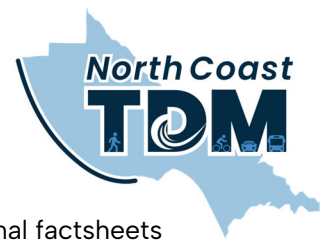
Photo 10. Poplar Beach - City of Half Moon Bay, CA

Source: Google Maps, Image Capture: January 2014  
(c) 2026, Google  
<https://maps.app.goo.gl/VHHdm69VbxtZLPpy9>



Photo 11. Poplar Beach - City of Half Moon Bay, CA

Source: Google Maps, Image Capture: April 2016  
(c) 2026, Google  
<https://maps.app.goo.gl/7jR7zCBnTyak5bbA>



# Introduction

This document serves as a supplement to the priority project concepts and informational factsheets above and provides additional details about potential locations and implementation timing.

Priority projects address the North Coast's most pressing transportation challenges while laying the foundation for long-term investments. The five selected priority projects are:

- Priority Project 1 Highway 1 Pedestrian and Bicycle Crossings
- Priority Project 2 Bus Stop Improvements and Service Upgrades
- Priority Project 3 Trail Connections
- Priority Project 4 New Formalized Parking
- Priority Project 5 Paid Parking on the North Coast

Many priority projects can also support investments in other priority projects.

## Priority Project 1 Highway 1 Pedestrian and Bicycle Crossings

### Description

Highway 1 pedestrian and bicycle crossings provide formalized pedestrian crossings such as at-grade crosswalks, overcrossings, or undercrossings. Crossings will be designed to meet ADA accessibility needs and Caltrans criteria.

### Phasing and Locations

Tier 1 locations are areas where crossing demand is expected to be higher and there are fewer expected feasibility constraints. Tier 2 locations may have additional feasibility constraints.

- Demand
  - Crossing demand (are there destinations on both sides of the highway)
  - Destination demand (are there areas on either side of highway that were ranked as major attractors based on community feedback)
  - Pedestrian crashes hot spots (based on pedestrian crash data on Highway 1 from 2014–2023 from the RHSP)
  - Priority bus stop location (see Bus Stop Improvements and Service Upgrades)
- Feasibility
  - Ongoing projects (are there opportunities to include improvements as part of ongoing projects)
  - Physical constraints (are there potential sight distance, property, or space constraints)
  - Is there access from the end of the crossing to pedestrian facilities (trails/parking lots)

## Priority Locations

### TIER 1

- Waddell Beach
- Four Mile Beach
- Wilder Ranch

### TIER 2

- Davenport Landing
- Bonny Doon Beach
- Yellowbank Beach
- Coast Road

### ADDITIONAL CONSIDERATIONS

- Greyhound Rock
- Scott Creek Beach
- Laguna Creek Beach
- Rodoni Farms

This priority project is dependent on Priority Project 2 Bus Stop Improvements and Service Upgrades and Priority Project 3 Trail Connections. In some areas, consider constructing crossing and bus stop improvements simultaneously. The timing and location of bus stop improvements may affect the need for crossings. For example, the Greyhound Rock crossing may not be needed if the bus stop is located in the parking lot. Additionally, the need for the Scott Creek crossing may be dependent on which side of the highway future trail connections are located.

## Priority Project 2 Bus Stop Improvements

### Description

Bus stop improvements and service upgrades include expanding transit service to Waddell Beach and adding new stops at key locations such as Wilder Ranch. Upgrades to existing bus stops will include waiting and loading areas, real-time arrival information, signage and maps, benches, and shelters.

### Phasing and Locations

Tier 1 locations are areas with higher expected demand and serve key gaps in the transit network. These locations are identified to be important to support the park once approach and have fewer feasibility constraints. Tier 2 locations are secondary locations that may warrant additional stops and should be evaluated based on demand with future increases in visitation.

- Demand
  - Park once approach support (are there formal parking lots, would this location support overall corridor park once approach)
  - Destination demand (are there areas on either side of highway that were ranked as major attractors based on community feedback)

- Distribution (is there an existing or proposed stop nearby)
- Feasibility
  - Ongoing projects (are there opportunities to include improvements as part of ongoing projects)
  - Off-street space constraints (are there opportunities to locate the bus stop off-street – this is preferred)
  - On street space constraints (is there potentially space for an on-street bus stop)

## Priority Locations

### TIER 1

- Waddell Beach (consider off-street stop)
- Davenport Beach (new stop proposed as part of Davenport Beach parking lot)
- Four Mile Beach
- Wilder Ranch (consider off-street stop)

### TIER 2

- Greyhound Rock (consider off-street stop)
- Davenport Landing Beach (consider adding in coordination with formalizing parking lot)
- Yellowbank Beach (consider off-street stop)

### ADDITIONAL CONSIDERATIONS (UPGRADES TO EXISTING STOPS TO UPGRADE STOP FACILITIES AND ADD STOPS ON BOTH SIDES OF HIGHWAY IF FEASIBLE)

- Scott Creek Beach
- Davenport (Highway 1 & Davenport Avenue (Cash Store))
- Ocean (Pacific Elementary School)
- Bonny Doon Beach
- Coast Road

This priority project is dependent on Priority Project 1 Highway 1 Pedestrian and Bicycle Crossings and Priority Project 4 New Formalized Parking. SC METRO and Caltrans may require planned or existing pedestrian and bicycle access is available at new bus stop locations including appropriate crossing infrastructure if applicable.

## Project 3 Trail Connections

### Description

Trails connections include closing gaps in the trail network to support bicycle and pedestrian access to key destinations. This priority project includes building out and closing gaps in the California Coastal Trail network and providing visitor amenities (signposts, maps, rest areas) for trail users every 2-5 miles.

### Phasing and Locations

The North Coast Rail Trail currently planned and under construction will build out the trail network from the City of Santa Cruz border to Davenport. Additional trail segments were prioritized based on

feasibility and space constraints and potential demand based on community priorities and high demand locations.

## Priority Locations

### TIER 1

- Big Basin to Greyhound Rock
- Scott Creek Beach to Davenport

### TIER 2

- Greyhound Rock to Scott Creek Beach

The type of infrastructure (low, medium, and high) may vary based on environmental and geologic constraints and right-of-way space.

# Project 4 New Formalized Parking

## Description

New formalized parking consists of constructing formalized parking lots and off-street parking areas and restricting, limiting, or discouraging parking at informal locations. This includes building amenities and supportive infrastructure (bike parking, visitor signage, and bus stops) to support the park once approach.

## Phasing and Locations

The Tier 1 locations are areas with high parking demand, safety concerns (where would paved parking improve safety), future improvements, and land that RTC owns or could coordinate with Caltrans on.

- Demand
  - Existing condition (is the current informal parking off-street, on-street, unpaved, paved, etc)
  - Parking demand (what is the parking occupancy as documented parking occupancy observations, number of google reviews, parking hotspot map)
  - Safety concerns (from community feedback and North Coast Facilities Management Plan)
- Feasibility
  - Future improvement alignment (North Coast Facilities Management Plan and Rural highway Safety Plan identified projects)
  - Basic feasibility (who owns the land and is it on-street or off-street)

# Project 5 Paid Parking on the North Coast

## Description

Paid parking on the North Coast includes designating priced parking at select parking lots to manage demand. Funds from parking could be used to improve non-driving options such as trails, visitor information, transit options, and bicycle parking.

## Phasing and Locations

Paid parking should be implemented at formalized parking areas only. The timing and location of paid parking areas should be informed by future parking occupancy counts that are collected after additional formalized parking areas are constructed. Paid parking should be regularly evaluated as visitation increases overtime.