

## Draft North Coast TDM Plan Feedback Survey

[The Draft North Coast TDM Plan](#) aims to identify strategies to make alternatives to driving on the North Coast more appealing, safe, accessible, and affordable for all, which enhances the experience of residents and visitors alike.

Through this study, the project team has worked to identify the needs of North Coast visitors and residents. We would like your feedback on whether the traveler needs and transportation options identified in the Draft Plan reflect the needs of the North Coast.

### 1. Traveler Profiles\*

The Draft Plan identifies the following traveler profiles to assist in developing TDM strategies for a diverse variety of mobility needs:

- **North Coast Residents** rely on Highway 1 and local roads for daily travel. They prioritize safety, reliable access, and strategies that reduce visitor related conflicts while preserving community character.
- **Recreational Travelers** travel in large groups or with many things (recreational gear, bags, picnic supplies, etc.,) and arrive by car and are likely to continue doing so. They would benefit from opportunities to park once and safely walk, bike, or use transit between beaches, trails, and other destinations.
- **Zero-Vehicle Travelers** access the North Coast without a personal vehicle and depend on transit, walking, bicycling, or shared rides. Continuous trails, reliable transit service, and clear travel information are essential for convenient travel to, from, and around the North Coast.
- **Visitors and Tourists** may be unfamiliar with the North Coast and seek low-stress travel options, clear wayfinding, and managed parking that helps them navigate the North Coast safely and responsibly. They currently travel by car out of necessity but could be interested in non-driving travel options if they are comfortable and easy to access.
- **Residents and Visitors with Mobility Challenges** require mobility assistance such as a walker or wheelchair and require predictable, accessible routes, ADA-compliant parking and amenities, and infrastructure that supports independent and dignified travel.

Do these traveler profiles generally reflect the primary users and transportation needs on the North Coast?

 Yes

 Mostly

 No

Other

### Please share any additional thoughts on the traveler profiles. (Optional)

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## 2. TDM Strategies\*

The North Coast TDM Plan organizes recommendations into five complementary TDM strategies that together create a comprehensive approach to managing travel on the North Coast:

- **Accessible Pedestrian and Bicycle Connections** - TDM projects, programs, and services that allow for accessible, comfortable, and connected pedestrian and bicycle access for all ages and abilities. Connections include new trails, pathways, roadway crossings, bike parking and other related walking and biking improvements.
- **Well-Planned Vehicle Access** - TDM projects, programs, and services that help to manage how vehicles operate on Highway 1, reduce conflicts between users and enhance safety. TDM projects, programs, and services are focused on physical roadway improvements to clarify how vehicles can more easily enter and exit Highway 1.
- **Clear Signage and Traveler Information** - TDM projects, programs, and services that provide information to travelers about how to get around. Information can be provided online to help travelers understand their travel options, encouraging nondriving access and supporting parking management strategies. Once on the North Coast, signage and maps on Highway 1 and at key destinations and trails can help reduce travel stress and improve navigation.
- **Convenient Transit Services** - TDM projects, programs, and services that improve transit by expanding existing bus transit service and adding new transit options such as shuttle services and/or rail service focused on visitors.
- **Park Once Supportive Facilities** - TDM projects, programs, and services that make it easy for travelers to park once in a central location and then walk, bike, or use transit to access multiple destinations on the North Coast without needing to drive and re-park.

Do these strategy categories generally reflect the types of transportation improvements needed on the North Coast?

Yes

Mostly

No

Other

**Please share any additional thoughts on the TDM Strategy categories. (Optional)**

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### 3. Priority Projects\*

From the full range of recommended TDM projects, programs, and services, five priority projects were identified as the most impactful and actionable investments for improving transportation access and managing travel demand on the North Coast.

- Highway 1 Pedestrian and Bicycle Crossings
- Bus Stop Improvements and Service Upgrades
- Trail Connections
- New Formalized Parking
- Paid Parking on the North Coast

Of the remaining projects, programs, and services that were not identified as priority projects, please select the **three** you believe are most important.

For a detailed breakdown of the projects, programs, and services, please refer to [Appendix F of the Draft North Coast TDM Plan](#).

<input type="checkbox"/> ADA Improvement Plan	<input type="checkbox"/> Bike Parking	<input type="checkbox"/> Micromobility Stations
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<input type="checkbox"/> Passing and Turn Lane Study	<input type="checkbox"/> New Scenic Pull-Outs	<input type="checkbox"/> Shared Use Shoulders and Bicycle Separation
<input type="checkbox"/> Cell Tower Upgrades	<input type="checkbox"/> Visitor Hubs	<input type="checkbox"/> Traveler Information Website and Outreach
<input type="checkbox"/> Wayfinding Plan	<input type="checkbox"/> Expanded Transit Service	<input type="checkbox"/> Shuttle Service
<input type="checkbox"/> On-Demand Microtransit Service	<input type="checkbox"/> Rail Service Designed for Visitors	<input type="checkbox"/> EV Charging Stations
<input type="checkbox"/> Parking Reservation System	<input type="checkbox"/> Parking Data Collection	<input type="checkbox"/> Parking Enforcement
<input type="checkbox"/> Real-Time Parking Information		

**4. Do you have any additional comments or suggested refinements for the Draft North Coast TDM Plan? (Optional)**

For longer comments please email [info@scrcr.org](mailto:info@scrcr.org) with the subject line "Draft North Coast TDM Plan".

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