North Coast Transportation Demand Management Plan

Public Draft

Caltrans

SCCRTC
Santa Cruz County Regional Transportation Commission

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Fehr & Peers

Acknowledgements

The North Coast Transportation Demand Management (TDM) Plan was prepared for the Santa Cruz County Regional Transportation Commission (SCCRTC) and the California Department of Transportation (Caltrans) District 5 and funded through a Caltrans Strategic Partnerships Grant. The North Coast TDM Plan was developed through collaboration with partner agencies, local jurisdictions, and community stakeholders travel on the North Coast.

Project Partners and Participating Organizations

Santa Cruz County Regional Transportation Commission (SCCRTC)
Caltrans District 5
County of Santa Cruz
Santa Cruz Metropolitan Transit District (SC METRO)
Bureau of Land Management
California State Parks
Davenport North Coast Association

Consultant Team

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Community Participation

Numerous community members, residents, and local stakeholders provided valuable input throughout the development of the North Coast TDM Plan. Their participation and local knowledge were essential in shaping a plan that reflects community priorities and supports improved travel for all North Coast visitors.

Table of Contents

Appendices

List of Figures

List of Tables

1. Introduction

The North Coast Transportation Demand Management (TDM) Plan, led by Santa Cruz County Regional Transportation Commission (SCCRTC), improves how people travel to, from, and around the 17-mile coastal corridor along Highway 1 from the northern end of the City of Santa Cruz to the Santa Cruz/San Mateo County line, also known as the Santa Cruz North Coast. This scenic coastal area is home to popular beaches, parks, and public lands which attract residents, workers, and visitors throughout the year. The growing population of people using the North Coast has strained the transportation system, including the highway, trails, parking areas, and other facilities, especially during busy weekends and peak travel seasons.

As visitation on the North Coast continues to grow, there is a clear need for a coordinated approach that enhances the overall North Coast travel experience. The purpose of the North Coast TDM Plan is to identify solutions that reduce dependence on driving alone while improving access by walking, biking, transit, and shared transportation. Building on previous planning efforts and shaped by community input, the North Coast TDM Plan provides a roadmap for managing travel demand in a way that supports safety, protects the natural environment, provides alternatives to driving, and preserves the unique character of the North Coast for current and future generations.

1.1 Project Location and Setting

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

Key destinations include multiple beaches, two state parks, the Cotoni-Coast Dairies National Monument, the town of Davenport, and several coastal residential areas and farms along Highway 1. These destinations attract an increasing number of visitors from the San Francisco Bay Area and Santa Cruz County; the new Cotoni-Coast Dairies National Monument is expected to receive approximately 200,000–350,000 visitors annually. As visitation increases, there is a growing need for transportation management within the region.

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

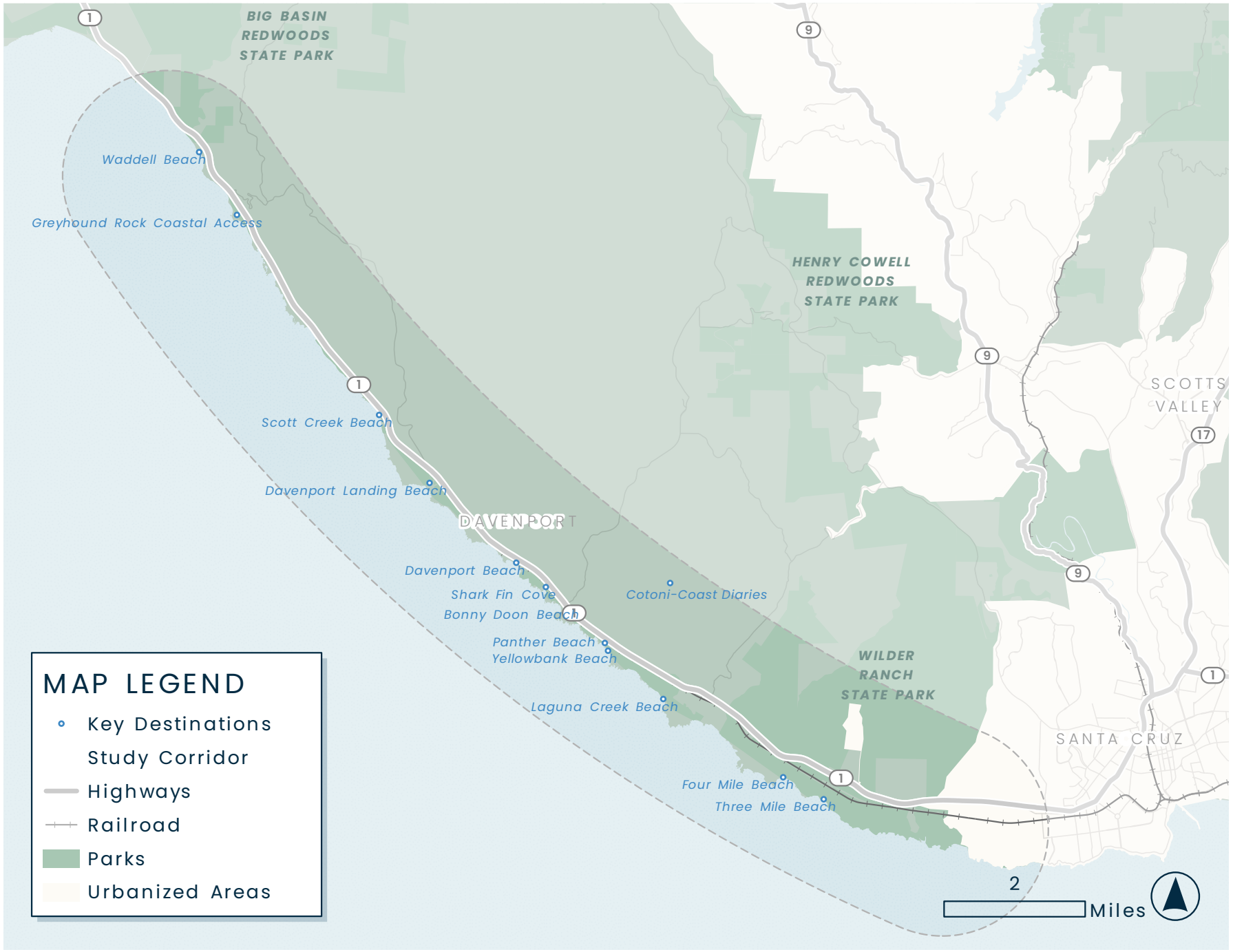


FIGURE 1

Project Location & Key Destinations

1.2 Local and Regional Partners

The North Coast TDM Plan is a collaborative effort involving numerous government and nonprofit agencies, local stakeholders, and valuable input from both the community and visitors. It builds on previous planning efforts on the North Coast, primarily the North Coast Facilities Management Plan, and leverages previous cross-jurisdiction efforts. Key stakeholders include the Santa Cruz County Regional Transportation Commission (SCCRTC), County of Santa Cruz, Bureau of Land Management (BLM), California Department of Transportation (Caltrans), California State Parks, California State Coastal Conservancy, California Coastal Commission, and the Davenport/North Coast Association. These partners who own, operate, maintain, and regulate much of the land within the North Coast will be crucial for implementation of the North Coast TDM Plan. A summary of engagement and key input from these groups is included in **Chapter 3,** and additional details are provided in **Appendix E**.

1.3 Why Does the North Coast Need a TDM Plan?

The North Coast's scenic beauty and numerous recreational destinations attract a growing number of visitors, leading to increased pressure on local resources. Visitation on the North Coast has increased over time and is expected to further increase in the future. The North Coast TDM Plan helps manage access and use by expanding options for travel and organizing transportation operations and demand.

1.3.1 Existing and Future Visitation on the North Coast

Over 22,000 acres of land have been acquired for public access to the North Coast since 2005. Currently, there are many planned and ongoing North Coast projects aimed at improving access and upgrading visitor facilities. These projects and facility improvements, including but not limited to the North Coast Rail Trail and Cotoni–Coast Dairies National Monument, are expected to influence visitor patterns by either attracting new visitors or shifting them from other parks and beaches to new features and amenities. The Cotoni–Coast Dairies National Monument is expected to attract 200,000–350,000 visitors annually. **Appendix A** provides a detailed list of ongoing projects.

Enhancements to pedestrian and bicycle infrastructure will not only improve access to various destinations but also serve as attractions themselves, encouraging more visitors and promoting active transportation. Improved connections may lead to increased walking and biking between destinations. As such, the North Coast TDM Plan implementation serves as a crucial component in managing anticipated visitor growth in a way that ensures an efficient, sustainable, and enjoyable experience for visitors, residents, and employees.

1.4 Vision and Objectives

The vision for the North Coast TDM Plan establishes the framework for developing strategies and prioritizing TDM projects, programs, and services.

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

The vision and objectives are informed by key mobility needs and input from those who travel through and within the North Coast. The vision and objectives were developed and refined in close coordination with the community and local stakeholders. Additional details about vision and objectives development are included in **Appendix B**.

1.4.1 TDM Plan Objectives

To achieve this transportation future, the project team defined objectives that address access and connectivity challenges for different user types and destinations. These objectives help identify specific, actionable outcomes for the North Coast TDM Plan. People travel on the North Coast for different purposes and in different ways. Recognizing the different ways people travel, **Section 2.3.1**, describes specific objectives based on various traveler profiles. The six overarching North Coast TDM objectives listed below represent common themes and values that apply to all people traveling through or within the North Coast.

- Provide **flexible transportation options** within the North Coast that support diverse groups
- **Preserve the natural environment** for future generations by managing the amount of driving
- 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 navigation** to the North Coast for those who drive

1.4.2 Setting the Vision within the Existing Planning Context

The North Coast TDM Plan responds to goals outlined in previous plans, current travel patterns, traveler profiles (**Section 2.3.1**), and information provided through public engagement (**Chapter 3**) about travel origins and destinations, challenges, and desired improvements. Several recurring values emerged which were used to develop the TDM objectives:

- Visitor and local experiences
- Safe and equitable mobility for all users of all modes
- Regional planning coordination
- Access for all people
- Expanded transportation options and connections
- Reduced vehicle miles traveled to support sustainability and health
- Environmental stewardship

Values directly informed the vision and identification of traveler profiles and objectives and were subsequently incorporated into recommended TDM strategies.

1.5 Plan Process

The North Coast TDM Plan development process was a year-and-a-half-long collaborative effort to understand existing transportation and TDM conditions, establish the vision framework and TDM strategies, develop the priority projects, and create the draft and final North Coast TDM Plan. **Figure 2** illustrates an overview of the development process to create the North Coast TDM Plan.

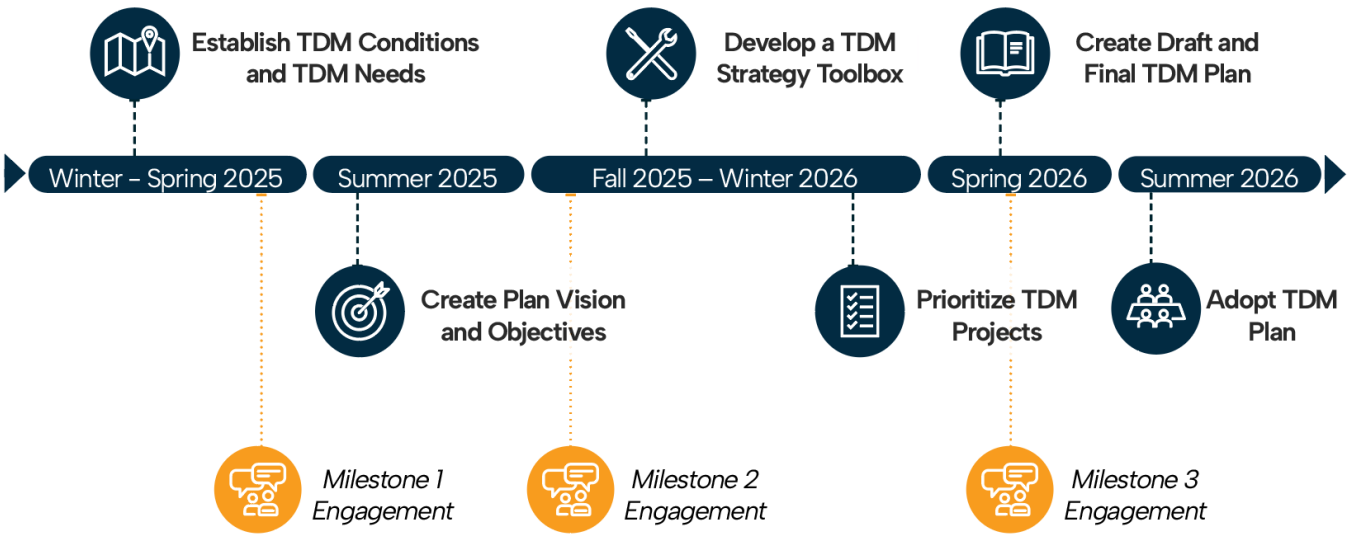


Figure 2: Plan Development Process

1.6 Plan Organization

The North Coast TDM Plan is organized by the following chapters:

Chapter 2: Key Transportation Needs: Reviews how people currently travel and the physical transportation network that people rely on. The chapter also identifies traveler profiles reflecting the key needs of different types of people traveling through or within the North Coast.

Chapter 3: Community Engagement: Summarizes the collaborative engagement approach that shaped the Plan and documents key feedback themes from participants.

Chapter 4: Recommended TDM Framework: Explains the action plan for the North Coast TDM Plan including TDM strategies, TDM projects, programs, services, and priority projects.

Chapter 5: Implementation Plan: Provides actionable next steps to advance the vision and objectives of the North Coast TDM Plan and implement TDM projects, programs, and services.


HOTEL

2. Key Transportation Needs

To understand the existing transportation landscape in Santa Cruz County today, the project team investigated three questions:

1. **When and where do people travel on the North Coast?** An assessment of current travel and visitor patterns on the North Coast.
2. **What are the existing transportation conditions?** Documentation and evaluation of existing infrastructure, facilities, and programs.
3. **What are the important transportation needs?** A combination of how people travel, the existing transportation system, and traveler profiles that highlight key transportation needs by traveler type.

2.1 When and Where Do People Travel on the North Coast?

The project team assessed when, where, and how far people travel to and around the North Coast. **Appendix C** includes detailed information about data sources and findings.

2.1.1 When Do People Travel on the North Coast?

When is the North Coast Most Popular?

Season: Spring and Summer

Day of Week: Weekends

Time of Day: Afternoon (12 PM–4 PM)

Variations in travel patterns at specific beaches depend on use, location, access, and facilities, but the overall visitor patterns were relatively consistent across all locations analyzed.

Overall visitation to the North Coast is highest in the spring and lowest in the fall. Weekends are the most popular time to visit the North Coast, accounting for 41% of visitation across the 11 analyzed destinations. Holiday weekends in the spring and the summer including Memorial Day weekend and Fourth of July are typically the busiest days. Although the most popular time of day differs by destination, most locations experience high visitor/resident activity between 12 PM and 4 PM. The busiest times of day tend to shift slightly later in the summer compared to other seasons. Visitors may be trying to avoid higher temperatures earlier in the day and taking advantage of sunset and seasonal tide patterns.

2.1.2 Where Do People Visit From?

Most people visiting the Santa Cruz North Coast begin their journey from nearby areas including Santa Cruz County and the San Francisco Bay Area. As shown in **Figure 3**, which breaks down where people on the North Coast are coming from by county, 44% of trips to the North Coast start in Santa

Cruz County. **Figure 4** further breaks down the data, illustrating that most of the trips from Santa Cruz County come from the North Coast area and the City of Santa Cruz, suggesting many visitors are local North Coast residents, City of Santa Cruz residents, or tourists staying nearby. This data reports "same-day" starting points for trips so out of state or international visitors traveling to the North Coast who stay in Santa Cruz County will appear to have local trips and are included in the 44% of trips from Santa Cruz County.

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

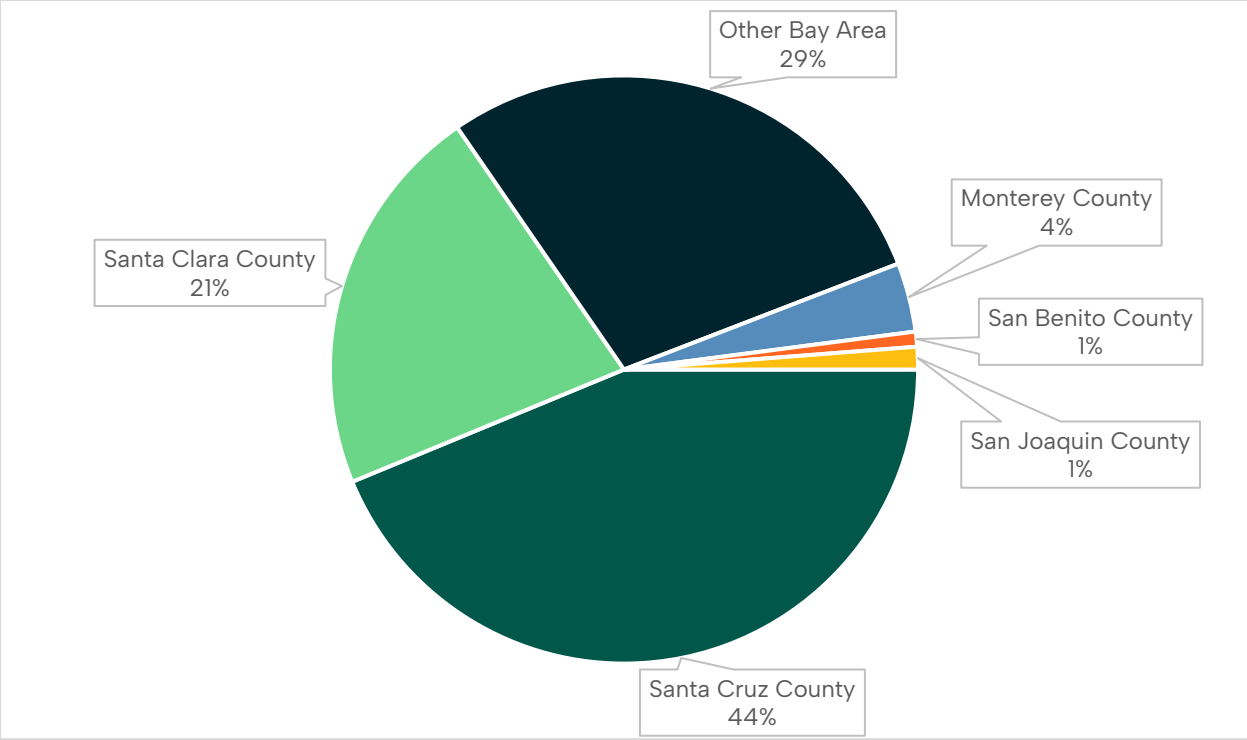


Figure 3: Visitor Home Origin by County
Source: Fehr & Peers, 2026.

[1] Travelers from other counties not listed in **Figure 3** make up less than 1% of trips.

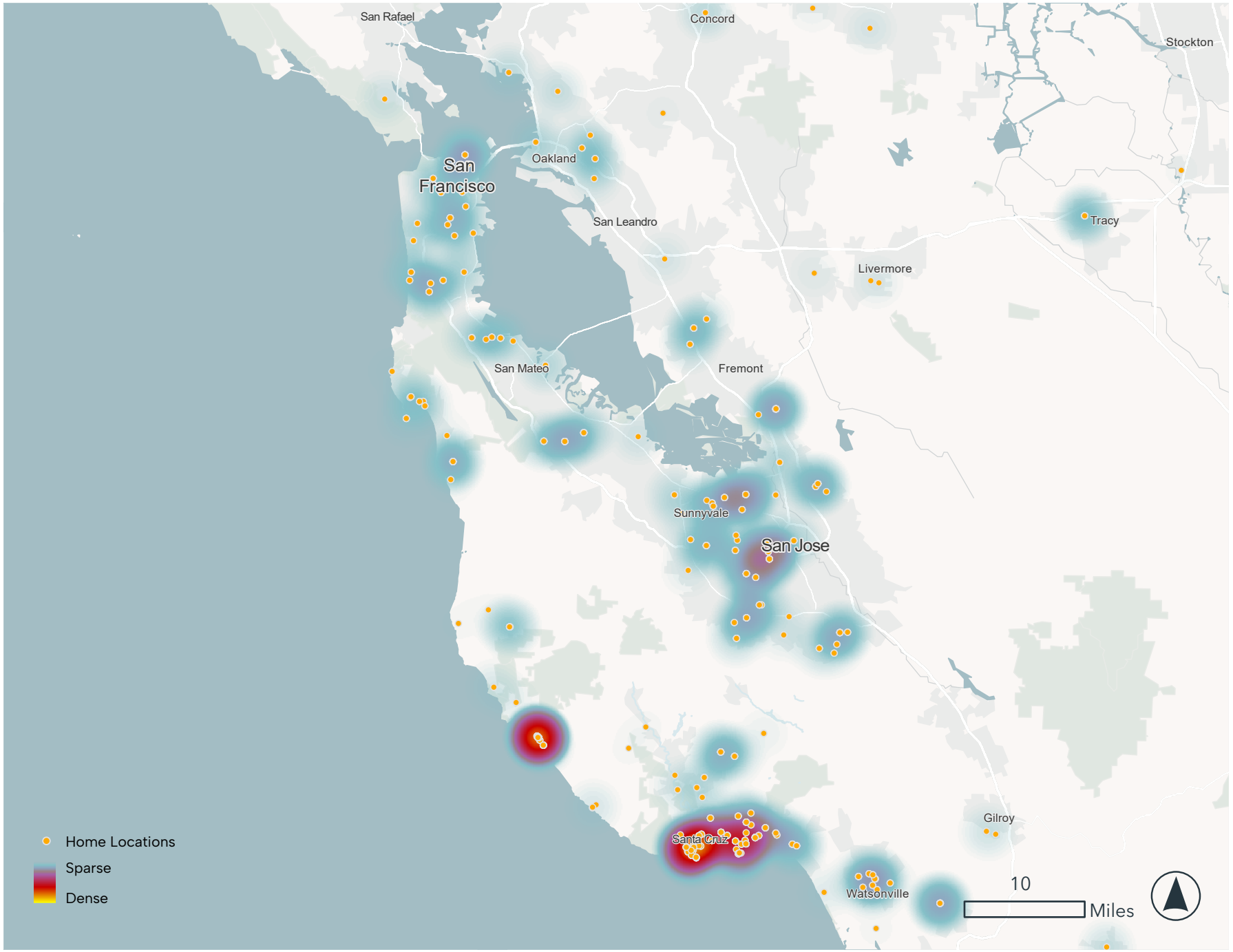


FIGURE 4

Visitor Home Origin

2.2 What are the Existing Transportation Conditions?

The transportation network on the North Coast includes trails, bike and pedestrian paths, Highway 1 local roadway facilities, and limited transit service. This reflects the region's rural character.

Figure 6 shows the existing North Coast transportation facilities. **Appendix C** includes additional details about the existing transportation context on the North Coast.

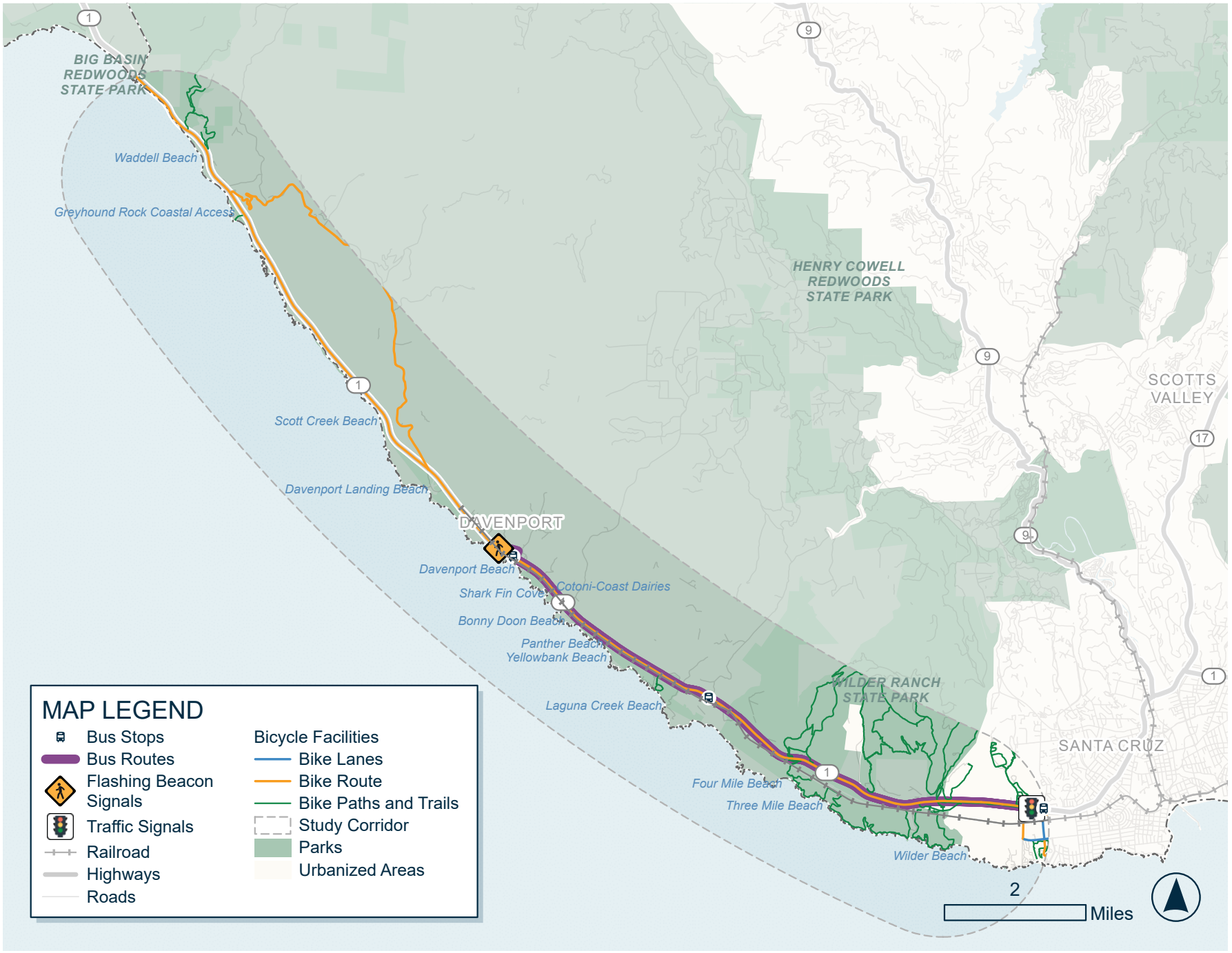


FIGURE 5

Existing Transportation Facilities

Fehr & Peers

2.2.1 Vehicle Travel

Highway 1 is a state highway that serves as the main roadway through the North Coast. Highway 1 provides local access to residents and visitors along the North Coast and serves as the primary north–south connection for vehicles and bicyclists between the City of Santa Cruz and San Mateo County.

Highway 1 is primarily a two-lane highway with passing lanes in select areas. The speed limit is generally 55 mph but lowers to 40 mph through Davenport. There are no on-street pedestrian or bicycle facilities on Highway 1, but bicyclists are permitted to bike on the shoulder.

Caltrans designated Highway 1 as a Surface Transportation Assistance Act (STAA) Terminal Access freight route within the North Coast, which means larger semi-trailer trucks up to 75 feet in length are permitted to use the highway. Along the North Coast, Highway 1 has between 4,000 and up to 14,000 vehicles per day[2] as shown in **Figure 6**. There are more vehicles (14,000) on the southern end of the North Coast near the City of Santa Cruz border as Highway 1 transitions from an urban area to more rural surroundings. Near Davenport, there are about 10,000 vehicles per day, which is high for an area with people walking and biking. There are fewer vehicles (about 4,000) near the Santa Cruz/ San Mateo County line. Trucks make up around 8% (600–1,300 vehicles) of all vehicles on Highway 1.

[2] Caltrans Traffic Census Data, 2022.

FIGURE 6

Average Daily Traffic

2.2.2 Trails and Multi-Use Paths

Existing trails on the North Coast are a mix of scenic shoreline paths and inland routes. Many designated trails are unpaved, and numerous informal trails have appeared across the North Coast. Designated trails offer access to beaches and natural areas but are fragmented in places, presenting significant gaps and barriers and limiting travel for those with mobility challenges such as youth, older adults, or people with disabilities.

Recreational and long-distance bicyclists rely on Highway 1 as a key connector. Visitors and residents use the trails to travel between destinations and beaches and recreationally for hiking, walking, and mountain biking. A complete connected trail network along Highway 1 on the North Coast would help to support access, reduce driving, and improve the traveler experience. This section describes the gaps and constraints in the trail network in three segments:

NORTHERN SECTION (COUNTY BORDER TO SCOTT CREEK)

The California Coastal Trail (CCT) is a network of public trails that spans the California coast across 15 counties; it runs along much of the North Coast from the county line to Scott Creek Beach with the exception of a roughly six-mile gap between Scott Creek Beach and Año Nuevo State Park (San Mateo County). This segment has short, disconnected shoreline segments (about 0.75 miles each) at Waddell Beach, Greyhound Rock Beach, and Scott Creek Beach, which do not serve as a connected trail that allows for uninterrupted access along the North Coast.

This section is the most constrained by coastal terrain, sensitive natural landscapes, and private property ownership. Additionally, the private Las Trancas Airport, located just south of Waddell Beach, requires wide clearance buffers, which creates feasibility concerns for a trail between Waddell Beach and Greyhound Rock Beach.

MIDDLE SECTION (SCOTT CREEK TO DAVENPORT)

While there is currently no continuous planned or existing trail between Scott Creek Beach and Davenport, there is a strong need for a connection to support travel between Davenport and "New Town" residential area located north of the main Davenport street grid. The County of Santa Cruz is evaluating the potential feasibility of a trail segment to connect New Town.

SOUTHERN SECTION (DAVENPORT TO CITY OF SANTA CRUZ BORDER)

There are trail segments on both the coast side and the inland side of Highway 1 near Wilder Ranch. Segments of trail on the coast side serve as part of the CCT. The Cotoni-Coast Dairies National Monument trails on the mountain side provide many recreational trails for visitors and residents but do not provide direct connections to other destinations.

The North Coast Rail Trail under construction at the time of this report will add 7.5 miles of multi-use path from Wilder Ranch to Cotoni–Coast Dairies National Monument north of Davenport, serving as the CCT for this section.

2.2.3 Transit

Santa Cruz Metropolitan Transit District (SC METRO) is Santa Cruz County's public transit bus system which serves approximately 400 miles of roads throughout the county. The North Coast, like other rural areas of the unincorporated county, has limited public transit services. The North Coast is served by limited commuter service via Route 40 from SC METRO Center to Davenport.

Route 40 largely serves middle and high school commuters traveling to and from Davenport to the middle and high schools in Santa Cruz. Service during the week includes three buses in the morning and four buses in the evening aligned with school start and end times. Average ridership during the week is 170 daily riders. On weekends, the route makes three trips a day at 7:30 AM, 11:30 AM, 3:30 PM, and 5:15 PM. Weekend ridership averages 40 daily riders. There are four bus stops on the North Coast, and they are located every two to five miles between Davenport and the City of Santa Cruz. The bus stops are situated on the shoulders of Highway 1 with minimal signage or visibility. For most stops within the North Coast, there is limited or no pedestrian infrastructure to support bus stop access. **Figure 7** shows the route stops within the North Coast.

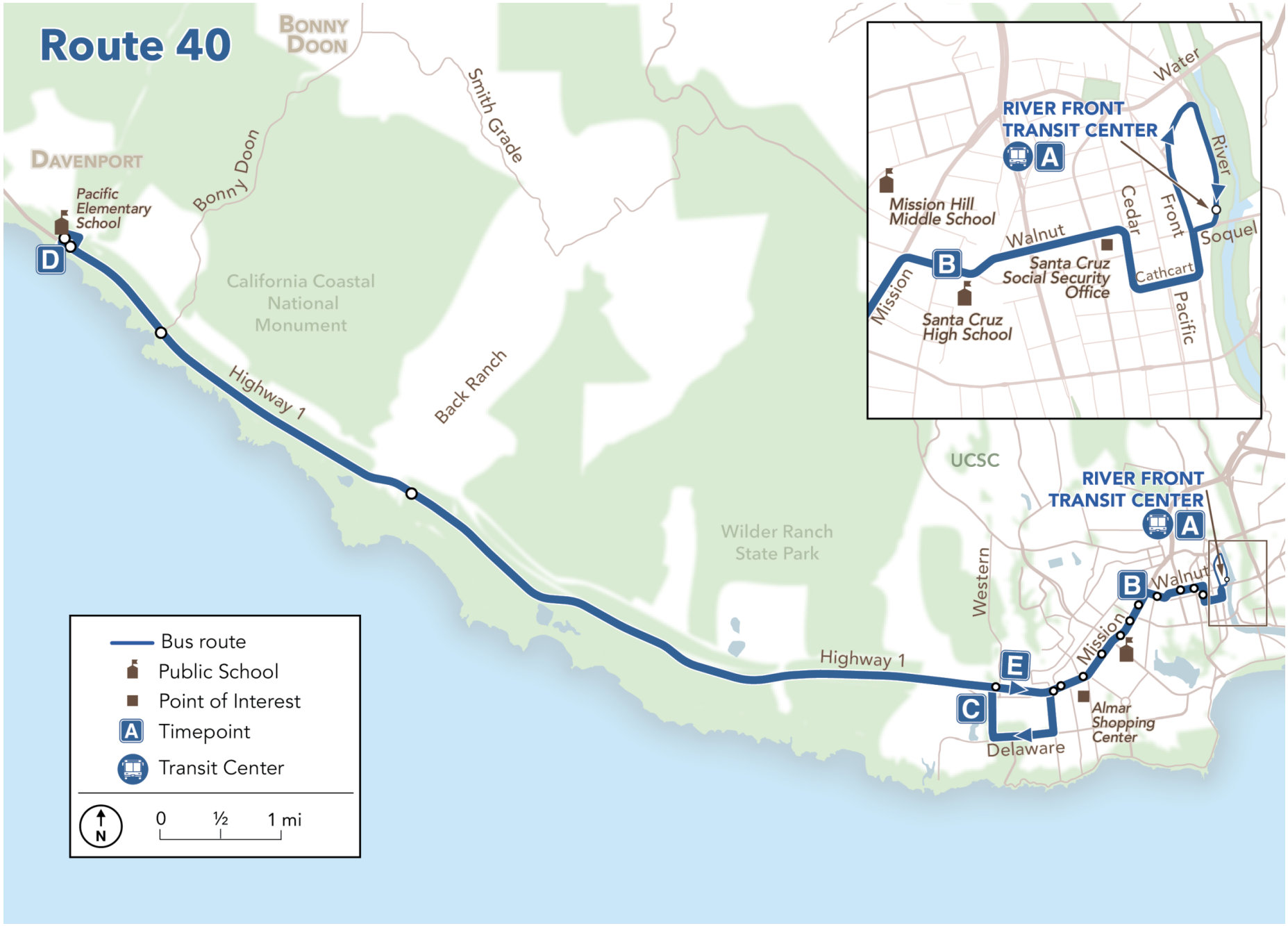


FIGURE 7

SC METRO Bus Route 40

2.2.3.1 Existing Paratransit Services

There are specialized transportation services in Santa Cruz County to support older adults, individuals with disabilities, and transportation-dependent residents.

- **SC METRO ParaCruz**, operated by SC METRO, offers on-demand, shared-ride service within three-quarters of a mile of bus routes.
- **Community Bridges' Lift Line program** offers a variety of specialized transportation options.

2.2.3.2 Rail Service Focused on Visitor Travel

Santa Cruz Branch Rail Line (SCBRL) is a 32-mile rail corridor managed by the SCCRTC spanning the North Coast from Davenport to Santa Cruz. While the line was historically used for freight services, the North Coast Facilities Management Plan identified the option of excursion rail service on the North Coast as part of the Unified Corridor Study (2019). Such service would provide a new option for visitors to access the North Coast by rail.

2.2.4 Parking Supply and Occupancy

Formal parking is limited along the North Coast, with only a few formal parking lots:[3]

- Wilder Ranch – off-street paved parking lot, paid parking required
- Yellowbank/Panther Beach – off-street paved parking, free
- Bonny Doon Beach – off-street paved spaces, free
- Greyhound Rock Beach – off-street paved parking lot, free
- Waddell Beach – off-street unpaved lot, free

There are several informal parking areas along Highway 1 that are unpaved and not formally designated parking areas. Both formal and informal parking areas are shown in **Figure 8**. These informal parking areas introduce barriers for those with mobility challenges and do not meet parking design standards. These informal lots may be hard to see and drivers accessing them may execute unexpected maneuvers. This potential for conflict is identified as a focus area of the SCCRTC's Rural Highway Safety Plan on Highway 1.

Roadside Parking

Unpaved off-street parking

[3] Caltrans defines off-street paved and striped parking located within right-of-way as formal parking areas.

Overnight parking is restricted at most formal off-street parking areas and parking lots between 10 PM and 6 AM, but RVs and passenger vehicles were observed parking overnight near Davenport and at Greyhound Rock Beach.

Parking areas are generally between 50–65% full but can vary by location. Some areas are only about 20% occupied, such as near Greyhound Beach and Davenport Beach, while other parking areas such as at Davenport Landing Beach, Bonny Doon, and Four Mile Beach are typically almost fully occupied (between 80% and 100% occupied). **Due to this mismatch, some visitors may park further from their destination to find available parking and walk along Highway 1 to their destination.** Additional details about observed parking occupancy are included in **Appendix C**.

During holidays and peak periods, as parking demand increases, North Coast parking areas can reach capacity, and overflow parking can occur on the shoulders. During peak weekend visitation hours (12 PM–4 PM), limited parking may mean that visitors must park farther from their intended destinations. As the North Coast lacks formal pedestrian facilities to connect visitors from informal parking areas to their destinations, pedestrians may walk along Highway 1 on the shoulder with minimal separation from vehicles.

FIGURE 8

Parking Supply Estimates Along the North Coast

2.2.5 Existing TDM Services

There are many existing TDM programs in the county that support and incentivize non-driving travel options. This includes incentives and discounts to encourage walking, biking, and transit use.

TDM services are traditionally aimed at work or school commuters. For example, SCCRTC's GO Santa Cruz County program is an employer benefits program that provides incentives for commuters who use non-driving modes to travel to work. This program is primarily focused on commuters rather than recreational travel by visitors or tourists who are the main travelers on the North Coast. However, the data collected through this program can inform travel preferences for alternative options. User data showed that people were more likely to walk and bike for short trips (fewer than three miles). In contrast, longer-distance travel was dominated by carpooling, vanpooling, electric vehicles, and transit. While commuter programs like GO Santa Cruz County may not be well-suited for North Coast travelers, the data shows **there is an opportunity to shift shorter trips along the North Coast from driving to alternative modes by incentivizing walking and biking and providing comfortable facilities through TDM programs tailored to the North Coast**. For longer trips, there are opportunities to promote carpooling and transit options.

2.3 What are the Most Important Transportation Needs?

Figure 9 illustrates the different elements that inform transportation needs for the North Coast TDM Plan. By overlaying how people travel (**Section 2.1**) and the existing transportation conditions (**Section 2.2**), we can better understand traveler's specific transportation needs and identify improvements that might benefit potential user groups. Several shared needs emerged across all profiles, reflecting corridor-wide challenges and opportunities:

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

These shared needs highlight the importance of coordinated strategies for the entire North Coast that go beyond individual sites or travel modes.

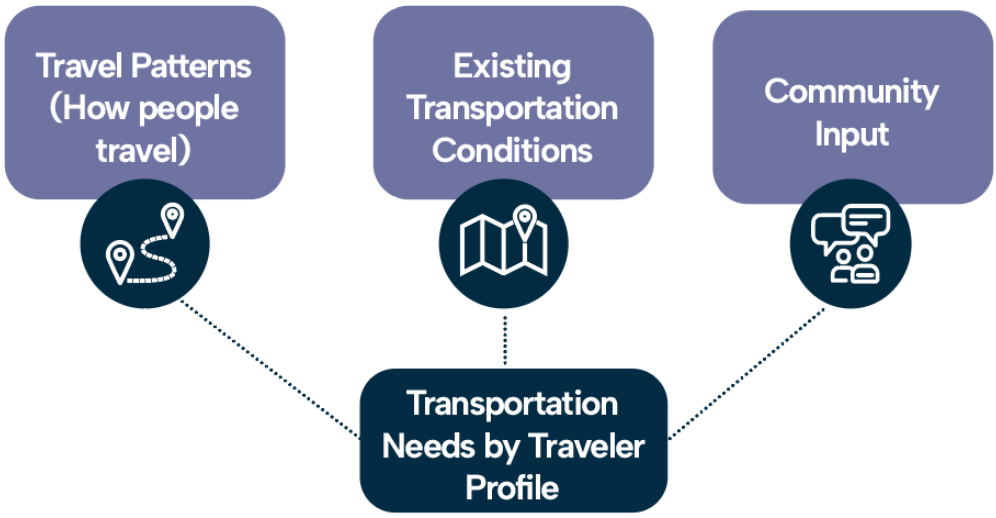


Figure 9: Transportation Needs Identification Process

2.3.1 Traveler Profiles

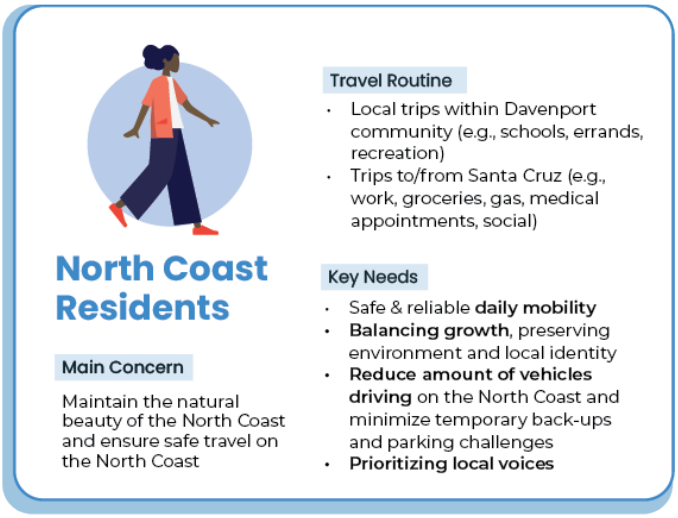
To reflect the diversity of travel patterns, perspectives, and mobility needs along the North Coast, the project team developed five traveler profiles. **These profiles present a list of typical user identities and associated existing travel patterns that assist in identifying a range of needs for TDM solutions on the North Coast**. For example, the TDM strategies aimed at improving transportation for residents will differ from those designed for day visitors.

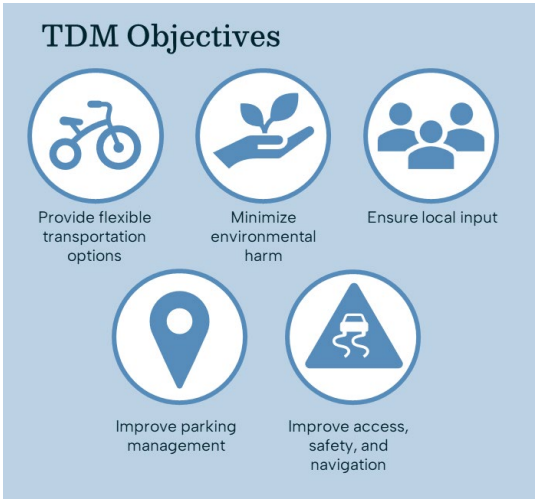
These profiles are not exhaustive, nor are they intended to capture all the needs of any single group. Rather, they illustrate a range of specific travel, access, and logistical needs that should be considered in developing a comprehensive and equitable TDM plan. They are generally mutually exclusive and meant to be comprehensive but may not capture every individual experience. Together, they provide a useful framework for identifying needs. A full summary of the travel patterns, travel concerns, and needs of each persona is further described in **Appendix D**.

2.3.1.1 North Coast Residents

North Coast residents rely on the corridor for daily activities such as commuting, accessing services, and participating in community life. They experience challenges related to crossing Highway 1, gaps in bicycle and pedestrian infrastructure, limited transit options, and conflicts with visitor traffic, particularly near beach access points and parking areas. Key needs include the following:

- **Daily Life First:** Provide safe, reliable travel options that meet residents' mobility needs
- **Balancing Growth and Preservation:** Support visitor access while protecting local identity and the natural environment
- **Peace of Mind:** Reduce visitor-related challenges like parking and sudden stops or temporary back-ups
- **Prioritizing Local Voices:** Give residents a voice in potential strategies



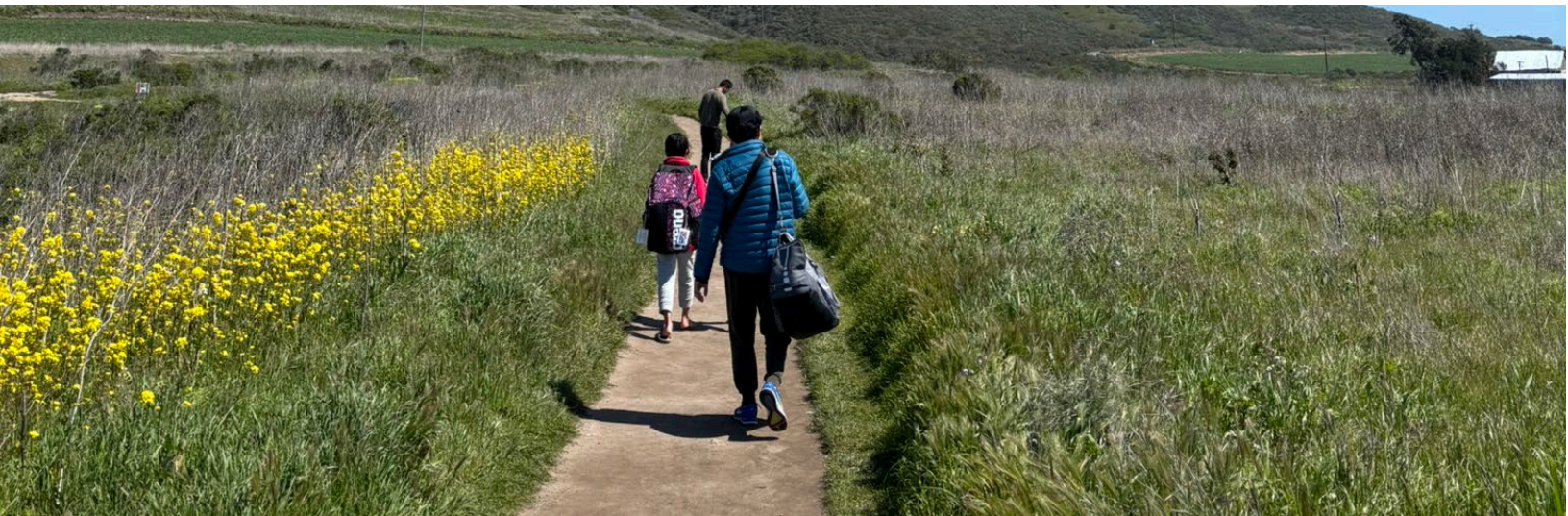


2.3.1.2 Recreational Travelers

Recreational travelers often travel on the North Coast in groups and with equipment such as surfboards, bicycles, picnic provisions, or hiking gear. To carry their gear and travel comfortably in a larger group, this traveler profile often travels by car and will likely continue to drive in the future to access the North Coast. However, after reaching the North Coast, Recreational Travelers may want alternative ways to travel between destinations on Highway 1. There is an opportunity to provide transportation options that support parking once and conveniently traveling to other North Coast locations without a car.

Additional key needs center on the following:

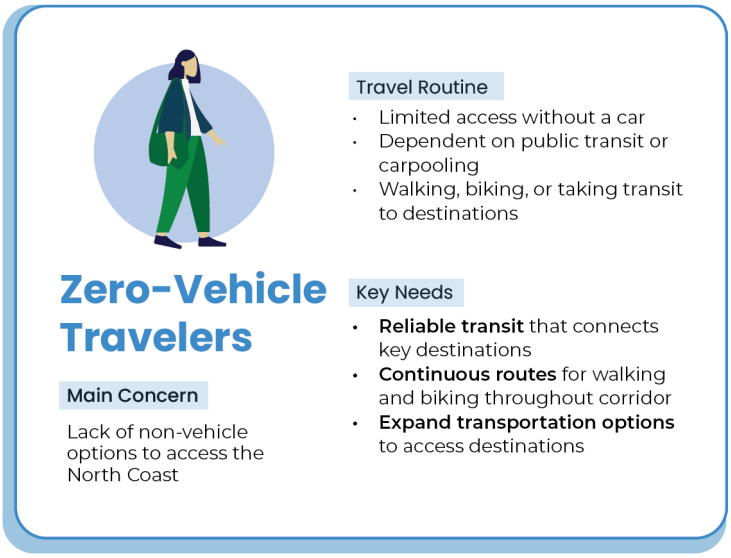
- **Safe Environment for All Ages and Abilities:** Crossings, trails, and facilities designed for children, older adults, and people with limited mobility
- **Easy Navigation and Arrival:** Clear signage, organized parking, and intuitive connections to key destinations
- **Reliable and Comfortable Amenities:**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

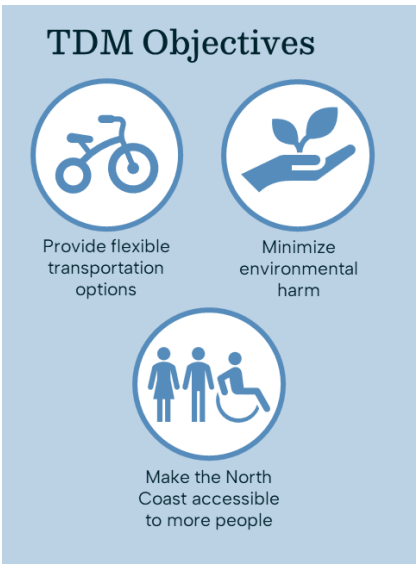


2.3.1.3 Zero-Vehicle Travelers

Zero-vehicle travelers access the North Coast without a personal vehicle and depend on transit, walking, bicycling, or shared rides. This profile represents people who don't drive now and won't drive in the future. Today, the North Coast is difficult to reach and navigate without a car due to infrequent transit service, incomplete pedestrian and bicycle infrastructure, and limited awareness of available options. Their needs include reliable transit connections, continuous walking and bicycling routes, and clear information about how to reach and navigate between destinations without driving.

- **Reliable Transit Services:** Frequent, dependable shuttles and buses that connect key destinations
- **Continuous Pedestrian and Bicycle Infrastructure:** Connected routes for walking and bicycling throughout the North Coast
- **Expanded Access:** Clear information online and on the North Coast about travel options without a car





2.3.1.4 Tourists and Visitors

Many visitors and tourists arrive by car but are unfamiliar with the North Coast and may feel uncomfortable driving Highway 1 or navigating informal parking and access points. This profile represents people who drive now but rely on less baggage or gear in contrast to Recreational Travelers and so could potentially shift away from driving in the future if there were alternative options that were convenient and available. Their top needs are as follows:

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

2.3.1.5 Residents and Visitors with Mobility Challenges

Residents and visitors who require mobility assistance, such as a walker or wheelchair, face additional barriers related to discontinuous sidewalks, steep or unpaved paths, limited accessible parking and drop-off areas, and a lack of ADA-compliant amenities. These barriers can limit independence and participation in recreational and community activities. Key needs include the following:

- **Predictable and Equitable Access:** ADA-compliant parking, drop-off zones, and continuous accessible paths
- **Independence and Mobility:** Infrastructure that allows visitors to move safely without assistance
- **Full Participation and Inclusion:** Overlooks, trails, and amenities designed for all ages and abilities
- **Dignity and Comfort:** Thoughtful design details and safe transit, shuttle, or pedestrian options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Based on the personas that best matches the way you travel, please add a dot where you most commonly travel.
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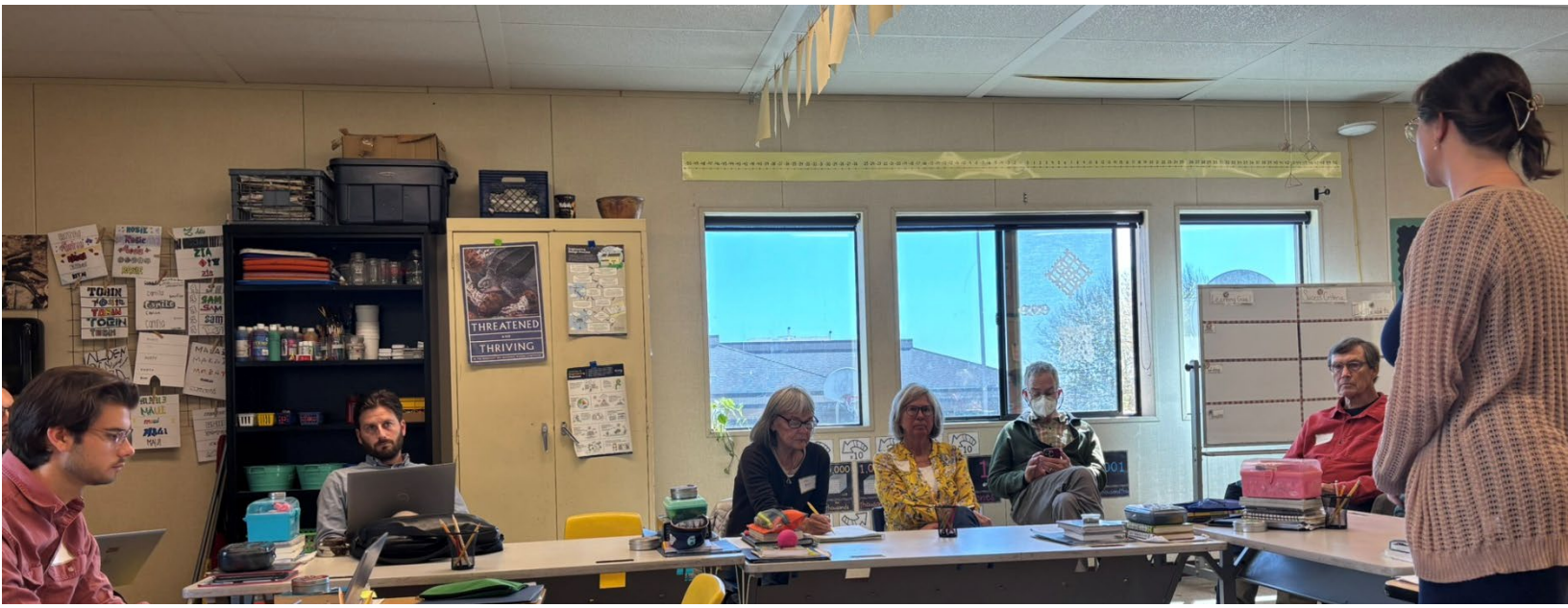
3. Community Engagement

Community engagement was conducted in three phases over the course of the project to gather input from the community at key project milestones. The three phases, or milestones, are defined below.

MILESTONE 1: EXISTING TRAVEL PATTERNS Spring 2025	MILESTONE 2: DRAFT VISION, OBJECTIVES, AND TRAVEL PROFILES Winter 2025-2026	MILESTONE 3: DRAFT NORTH COAST TDM PLAN Spring 2026
Activities • Five pop-ups • One hybrid stakeholder workshop • Online survey	**Activities** • Three pop-ups • One hybrid stakeholder workshop • One virtual community workshop	**Activities** • Online public comment period • One virtual stakeholder meeting
Goals • Introduce the North Coast TDM Plan • Confirm existing conditions and travel patterns • Gather input on barriers and opportunities	**Goals** • Share and refine the Draft Vision, Objectives, and Traveler Profiles • Gather preferences on potential TDM strategies	**Goals** • Collect feedback on the Draft North Coast TDM Plan
Key Feedback • Safety, parking, and wayfinding are top needs • Participants want to see more travel options for getting to and around the North Coast including transit and trail connections	**Key Feedback** • There was strong support for TDM projects, programs, and services that closed trails gaps and expanded transit service • Participants felt that the traveler profiles accurately reflected their needs and travel patterns	**Key Feedback** • Feedback is currently being collected on the Public Draft North Coast TDM Plan


Select the Top 2 Transportation Improvements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The key feedback themes are summarized below and listed in more detail in **Appendix E**.

3.1.1 Milestone 1 Feedback Themes

- **Visitor growth is straining local infrastructure and community character**, with residents calling for stronger visitor management (rather than expanded access) to address safety, temporary back-ups, and parking conflicts, and prevent environmental harm from new attractions and trails.
- **Safety along Highway 1 is the top concern**, with calls for speed management, controlled parking, safer crossings, better agency coordination, and targeted improvements at known conflict locations such as Davenport Landing, Shark Fin Cove, and Scott Creek.
- **Parking should be managed, consolidated, and environmentally sensitive**, with support for limiting and formalizing parking, improving signage and enforcement, and avoiding new impacts to natural habitats or displacement into informal areas.
- **There is strong support for active, multimodal, and transit options**, including continuous and separated walking and biking routes, a "park once and walk or bike" approach, and context-appropriate shuttles or transit services that are safe, accessible, and tailored to rural and seasonal conditions.
- **The North Coast TDM Plan should balance visitor needs with resident priorities**, emphasizing equity, accessibility, environmental stewardship, maintenance, clear information and wayfinding, and stronger interagency coordination, while ensuring local voices are meaningfully represented.

3.1.2 Milestone 2 Feedback Themes

- **There is strong support for a "park once" approach on the North Coast**. Many travelers we talked to visit more than one location on the North Coast, highlighting the need for a "park once" approach that would allow travelers to park once on the North Coast and walk, bike, or ride transit to destinations within the North Coast.
- **Traveler profiles well-represent the needs and travel behaviors of visitors and residents**, reflecting a range of travel purposes and modal preferences. The traveler profiles provide a strong foundation for developing TDM strategies that balance recreation demand with daily mobility needs for local communities.
- **There is strong support for trail connections and expansion of the existing transit service**, with emphasis on the importance of continuous, well-connected trails and reliable transit options that reduce reliance on vehicles.
- **Strategies should be tailored to the North Coast's rural and seasonal context**, with support for phased or pilot approaches, such as seasonal transit, to avoid overbuilding while respecting environmental constraints and local character.

3.1.3 Milestone 3 Feedback Themes

- Milestone 3 is underway and is expected to be completed mid-May 2026.

4. Recommended TDM Framework

The recommendations in the North Coast TDM Plan are categorized into several overarching TDM strategies:

- Accessible pedestrian and bicycle connections
- Well-planned vehicle access
- Clear signage and traveler information
- Convenient transit services
- Park once supportive facilities

The range of strategies reflects the need for a coordinated and comprehensive suite of actions to address the different needs on the North Coast. **Figure 10** describes how each strategy can be achieved through a series of TDM projects, programs, and services.

Park Once Approach

Many of these TDM projects, programs, and services support a park once approach. The park once approach recognizes that many visitors will arrive by car to the North Coast, but once they arrive they may have the option to travel between key destinations without driving such as by riding transit, bicycling, or walking.

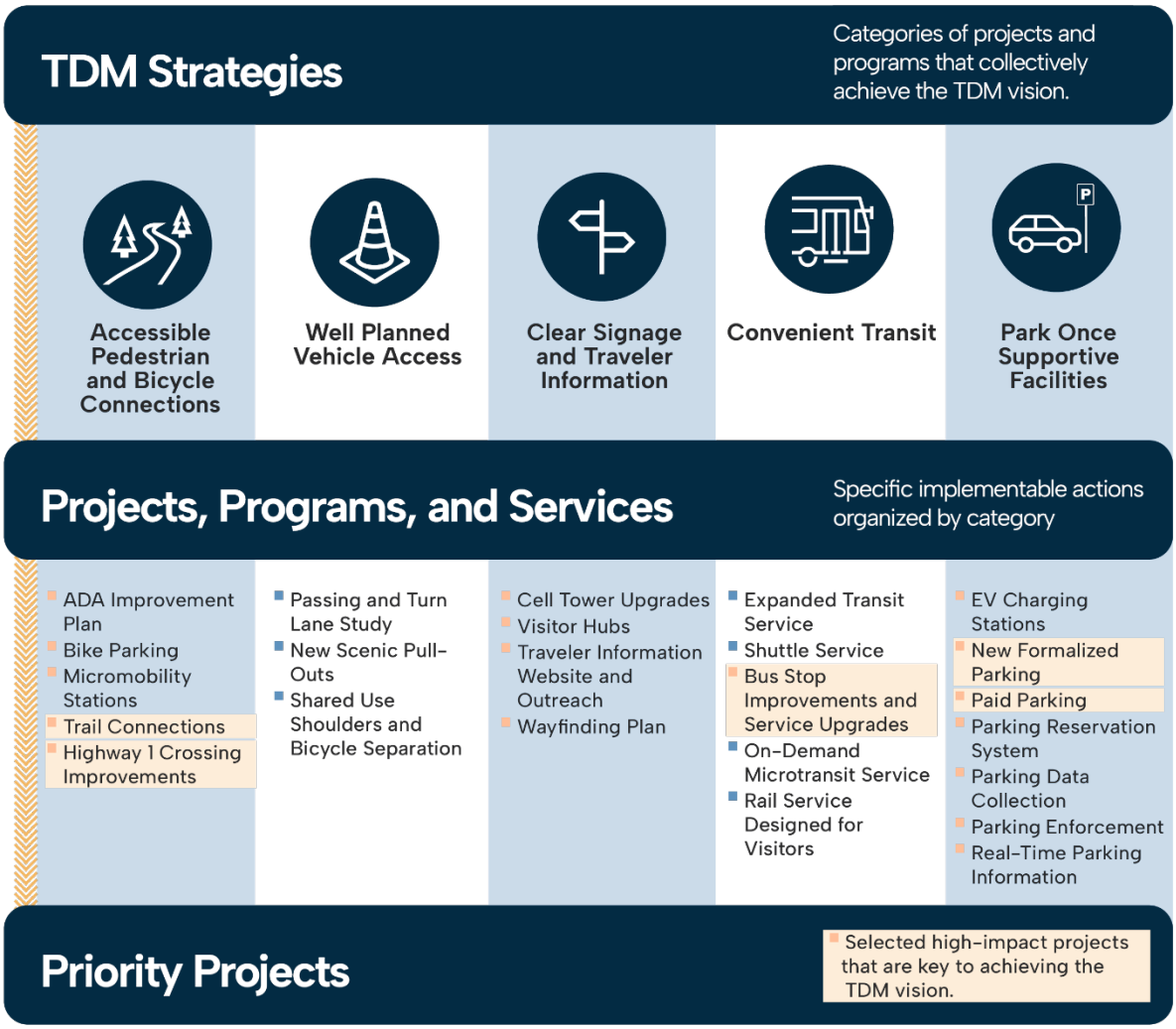


Figure 10: TDM Framework

4.1 TDM Strategy Development

TDM objectives (**Section 1.4**) establish the foundation for recommended TDM strategies. The TDM strategies should be responsive to the traveler profile needs identified in **Section 2.3** and refined based on community input. **Figure 11** illustrates the TDM strategy development process, starting with the traveler profiles which define the types of travelers and their unique objectives. The needs assessment highlights the key needs by traveler profile which were refined and prioritized based on community input. The strategies build on this process by pairing top needs with TDM solutions.

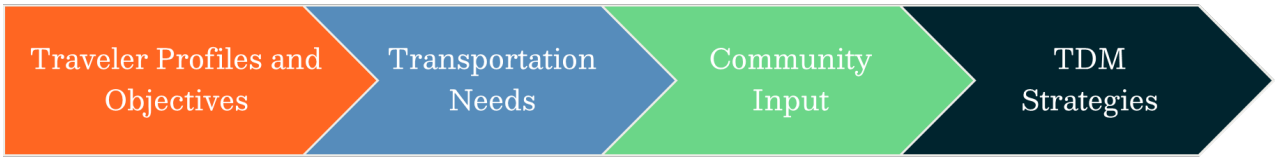


Figure 11: TDM Strategy Development Process

4.2 Recommended TDM Strategies

These five strategies together make up the overall approach to TDM on the North Coast. Each strategy is described in further detail below. A full list of TDM projects, programs, and services is included in **Appendix F**.

4.2.1 Accessible Pedestrian and Bicycle Connections

This strategy includes TDM projects, programs, and services that allow for accessible, comfortable, and connected pedestrian and bicycle access for all ages and abilities. Building out accessible pedestrian and bicycle connections is beneficial to people who don't have access to a car such as **Zero-Vehicle Travelers**, and some **North Coast Residents** and **Residents & Visitors with Mobility Challenges**. For others that may need cars to get to the North Coast such as **Recreational Travelers** and some **Visitors and Tourists**, this strategy offers these travelers other options besides driving between destinations on the North Coast (i.e., park once). Lastly, improving accessibility helps **Residents & Visitors with Mobility Challenges** to comfortably reach more places on the North Coast. TDM projects, programs, and services include closing gaps in the trail network as well as building out supportive amenities such as bike parking.

TDM Objectives Met	Traveler Profiles Served (addresses key need of traveler)
• Flexible transportation options • Preserve the natural environment • Make the North Coast accessible to more people	• North Coast Residents • Recreational Travelers • Zero-Vehicle Travelers • Visitors and Tourists • Residents & Visitors with Mobility Challenges

TDM PROJECTS, PROGRAMS, AND SERVICES UNDER THIS STRATEGY:

- **Trail Connections:** Close gaps in the trail network to improve bicycle and pedestrian access between destinations and regional facilities (e.g., complete California Coastal Trail network, and identify key connections to planned Coastal Rail Trail, currently under construction).
- **Highway 1 Crossing Improvements:** 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, Waddell Beach, Wilder Ranch, and Four Mile Beach.
- **ADA Improvement Plan:** Identify gaps in Americans with Disabilities Act (ADA) access to and between key destinations. Develop implementation plan to prioritize improvements including accessibility needs to and from parking and compliant pathways and surfaces.
- **Bike Parking:** Expand and upgrade bicycle parking at key destinations including accommodations for e-bikes and micromobility (scooters, one wheels, etc.) and charging, where appropriate.
- **Micromobility Stations:** Identify locations where micromobility hubs could be located, such as near Davenport or Cotoni-Coast Daries National Monument. Include e-bike or other adaptive mobility rentals such as beach wheelchairs. Support expansion of micromobility rentals on the North Coast.

4.2.2 Well-Planned Vehicle Access

This strategy includes 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. This strategy will benefit travelers such as **North Coast Residents**, **Recreational Travelers**, and **Residents & Visitors with Mobility Challenges** who may continue to drive to the North Coast as well as non-drivers that share Highway 1 such as **Tourists and Visitors** who bike on the Highway 1 shoulder.

TDM Objectives Met	Traveler Profiles Served (addresses key need of traveler)
• Ensure there is local input in planning • Improve access, safety, and navigation	• North Coast Residents • Recreational Travelers • Tourists and Visitors • Residents & Visitors with Mobility Challenges

TDM PROJECTS, PROGRAMS, AND SERVICES UNDER THIS STRATEGY:

- **Passing and Turn Lane Study:** Conduct traffic studies to evaluate operational improvements such as turn lanes near key access points and passing lanes along Highway 1.
- **New Scenic Pull-Outs:** Formalize scenic pull-outs where people can pull over to view the scenery. Pull-outs should include appropriate advance signage alerting drivers and access controls (potentially turn lanes).
- **Shared Use Shoulders and Bicycle Separation**: 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.

4.2.3 Clear Signage and Traveler Information

This strategy includes TDM projects, programs, and services that provide information to travelers about how to get around. For **Recreational Travelers** and **North Coast Residents**, having clear travel information can make the travel experience more seamless and predictable. For people visiting for the first time, physical maps and online information can help **Zero-Vehicle Travelers**, **Visitors and Tourists**, and **Residents & Visitors with Mobility Challenges** understand their travel options, which can help encourage non-driving access and support 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.

TDM Objectives Met	Traveler Profiles Served (addresses key need of traveler)
• Ensure there is local input in planning • Make the North Coast accessible to more people • Improve parking management • Improve access, safety, and navigation	• North Coast Residents • Recreational Travelers • Zero-Vehicle Travelers • Visitors and Tourists • Residents & Visitors with Mobility Challenges

TDM PROJECTS, PROGRAMS, AND SERVICES UNDER THIS STRATEGY:

- **Visitor Hubs:** Install self-guided information kiosks to provide travel information including both physical materials (maps and brochures) and access to digital information (e.g., QR codes linking to real-time traveler information).
- **Traveler Information Website and Outreach:** Develop a centralized traveler information platform with real-time updates on travel conditions, parking locations, and alternative travel options. Expand information distribution beyond the internet by partnering with tourism organizations and public agencies to promote.
- **Wayfinding Plan:** Develop a coordinated wayfinding system for drivers, bicyclists, pedestrians, and transit users to improve navigation, encourage safe driver behavior, and support emergency response to key destinations on the North Coast.
- **Cell Tower Upgrades:** 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.

4.2.4 Convenient Transit Services

This strategy includes TDM projects, programs, and services that improve transit by expanding existing bus transit service, shuttle services, and/or rail service focused on visitors. Convenient transit options can be a great alternative to access the North Coast instead of driving for **Visitors and Tourists** and **Zero-Vehicle Travelers**. Once on the North Coast, transit can be a simpler way to get around, especially for **North Coast Residents**, **Recreational Travelers**, and **Residents & Visitors with Mobility Challenges**.

TDM Objectives Met	Traveler Profiles Served (addresses key need of traveler)
• Preserve natural environment • Provide flexible transportation options • Make the North Coast accessible to more people	• North Coast Residents • Recreational Travelers • Zero-Vehicle Travelers • Visitors and Tourists • Residents & Visitors with Mobility Challenges

TDM PROJECTS, PROGRAMS, AND SERVICES UNDER THIS STRATEGY:

- **Bus Stop Improvements and Service Upgrades:** Upgrade existing bus stops to provide new amenities (shelters, benches, and signage) and more clearly defined and comfortable waiting and loading areas. Add new bus stops to SC METRO route to improve connectivity by transit to key destinations, including adding new bus loading areas or stops at new formalized parking areas. New bus stop locations and service frequency should be determined in collaboration with SC METRO.
- **Shuttle Service:** Provide a designated shuttle service that connects key destinations (Waddell, Davenport, Wilder, and Cotoni-Coast Dairies National Monument), and/or transit stops and may include connections to the City of Santa Cruz or other locations in Santa Cruz County. A shuttle can differ from traditional bus service in that it has a shorter, more direct loop to connect key destinations on the North Coast. Consider options for a public/private partnership or other alternative funding streams and operators.
- **On-demand Microtransit:** Explore on-demand transit services where there are gaps in SC METRO bus service. Unlike traditional "fixed-route" transit options that travel a predetermined route on a schedule, this service would be responsive to individual requests for pick-up and drop-off. Services typically include virtual stops where riders can wait for a small van or car to pick up them up. Rides are grouped based on their routes similar to Uber or Lyft "pool" options. This transit option can be more flexible and provide access to a broader range of destinations.
- **Rail Service Designed for Visitors:** Explore visitor-focused rail and/or excursion services on existing publicly-owned Santa Cruz Branch Rail Line (SCBRL) that support car-free access and a park once approach. Excursion rail could be privately operated and focused on scenic travel along the North Coast.

4.2.5 Park Once Supportive Facilities

This strategy is focused on TDM projects, programs, and services that make it easy for travelers to park once in one location and then walk, bike, or use transit to access multiple destinations on the North Coast without needing to drive and re-park. This can expand transportation options for **Recreational Travelers**, **Visitors and Tourists**, and **Residents & Visitors with Mobility Challenges** that need to park on the North Coast by enhancing access, managing parking demand, and helping improve Highway 1 operations.

TDM projects, programs, and services include parking formalization as well as the addition of supportive infrastructure and amenities (such as wayfinding, benches, trash bins, bike parking, and bathrooms) make it easier to use non-driving modes to access other North Coast destinations.

TDM Objectives Met	Traveler Profiles Served (addresses key need of traveler)
• Provide flexible transportation options • Make the North Coast accessible to more people • Improve parking management • Improve access, safety, and navigation	• Recreational Travelers • Visitors and Tourists • Residents & Visitors with Mobility Challenges

TDM PROJECTS, PROGRAMS, AND SERVICES UNDER THIS STRATEGY:

- **New Formalized Parking:** Establish new formalized parking at key locations including, but not limited to Four Mile Beach, Shark Fin Cove, Waddell Beach, and Davenport Landing. New formal parking lots should include visitor amenities such as wayfinding, benches, trash bins, bike parking, and bathrooms.
- **Paid Parking and Parking Benefit District:** Establish paid parking and a parking benefit district to manage parking demand and reinvest revenues into transportation options on the North Coast.
- **Real-Time Parking Information:** Provide dynamic signage or online tools showing parking availability at formalized lots to make it easier to find available parking and reduce conflicts associated with vehicles slowing down or entering multiple locations to find parking.
- **Parking Reservation Systems:** Implement reservation systems at select parking locations during peak periods. A reservation system would require people to reserve a parking spot in advance online or over the phone to ensure that the number of people parking matches the number of spaces available and help to manage parking demand and reduce overflow.
- **Parking Data Collection:** Collect and utilize parking occupancy data at key destinations to better understand how parking demand changes over time with visitation and new parking lots.
- **Parking Enforcement:** Enforce parking restrictions at informal parking areas where people park on the shoulder and encourage parking in formalized lots. Focus enforcement at high demand locations such as near Four Mile Beach and Davenport Pier.
- **EV Charging:** Install electric vehicle (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.

4.3 Priority Projects

Five priority projects were identified **as the most impactful and actionable investments for improving transportation access and managing travel demand along the Highway 1 corridor**. These projects were selected by weighing each project against the TDM objectives, community input, project benefits, and implementation feasibility. Together, these priority projects address the North Coast's most pressing transportation challenges while laying the foundation for long-term investments. The rubric used for evaluating projects is described below. The North Coast TDM Plan includes more detailed project concepts for the five priority projects to support project implementation as shown in **Section 4.3.2** and **Appendix H**. This doesn't limit SCCRTC or other project partners from seeking funding for other recommended TDM projects, programs, or services.

4.3.1 Project Evaluation

The priority projects were evaluated using a qualitative framework that considers benefits and feasibility as described below:

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

TDM projects, programs, and services that scored highly on the benefits side—meaning they addressed a key need for many users—and rated as reasonably feasible to implement—meaning they were identified to have fewer implementation constraints or coordination requirements—are considered priority projects. A full description of the scoring methodology and evaluation matrix is provided in **Appendix G**.

In some cases, the priority projects can be combined with other priority projects to achieve TDM objectives. For example, new Highway 1 crossings can improve access to existing and new bus stops. Formalized parking lots can provide additional spaces for bus stops which together build the foundation for paid parking and supports a park once approach.

4.3.2 Priority Projects

The priority projects address different needs, traveler profiles, and locations on the North Coast as shown in **Figure 12**. **Table 1** summarizes each priority project, its key benefits, and primary feasibility considerations. Each project is described in additional detail in this section. Specifications about locations, phasing, and feasibility for each project are included in **Appendix H**.

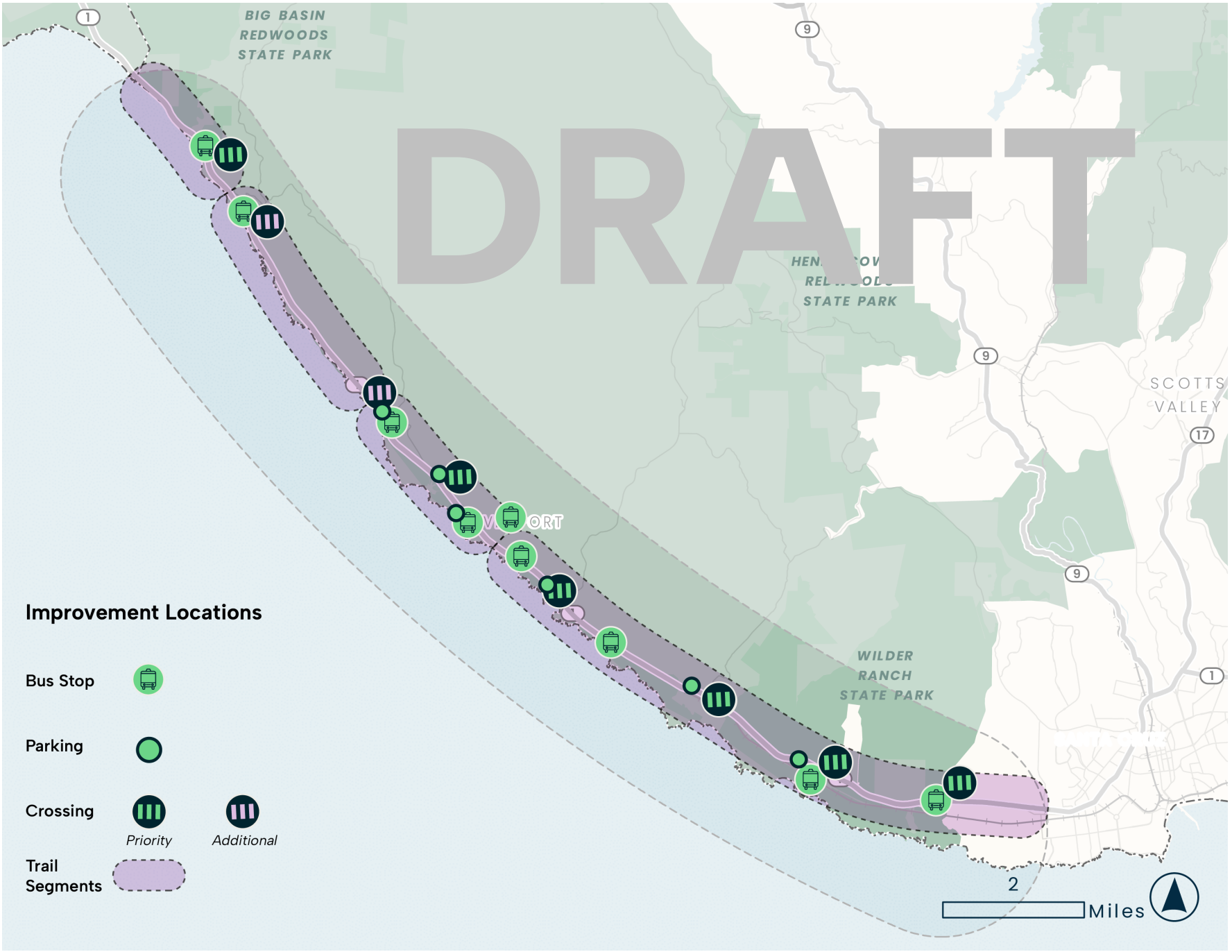


FIGURE 12

All Priority Projects

Table 1. Priority Projects

Project	Description	Locations	Benefits	Additional Considerations
Priority Project 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.**	Priority Locations • Waddell Beach • Davenport Landing Beach • Bonny Doon Beach • Yellowbank Beach • Coast Road • Four Mile Beach • Wilder Ranch Additional Locations • Greyhound Rock • Scott Creek Beach • Laguna Creek Beach • Rodoni Farms	• Provides designated pedestrian crossings of Highway 1 to enhance safety for people walking, using mobility devices, or biking. • Connects parking areas to destinations on both sides of Highway 1. • Improves access to transit stops. • Alerts drivers to designated pedestrian crossings. • Focuses pedestrians toward designated crossing points and reduces informal crossing.	• Locations should consider connections to pedestrian facilities on either side of Highway 1 at crossing location. • Under- and over-crossings may have additional cost, space, right of way needs, maintenance, environmental, and geological constraints.

Project	Description	Locations	Benefits	Additional Considerations
Priority Project 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.**	Priority Locations • Waddell Beach • Greyhound Rock • Scott Creek Beach • Davenport Landing Beach • Yellowbank Beach • Four Mile Beach • Wilder Ranch Existing Stop Upgrades • Davenport • Davenport Beach • Bonny Doon Beach • Coast Road	• Provides alternatives to driving by increasing transit options. • Increases access to and within the North Coast for those without a car. • Supports connectivity along the North Coast.	• Off-street stops should be developed where feasible (coordinate with future parking developments). For on-street stops, adequate pull-out space is required. • Bus stops should include separated waiting areas with space for bus stop amenities (route information and maps, benches, and shelters).

Project	Description	Locations	Benefits	Additional Considerations
Priority Project 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 (signposts, maps, rest areas) for trail users every 2–5 miles.**	• County border to Waddell Beach • Waddell Beach to Scott Creek Beach • Scott Creek Beach to Davenport	• Provides alternatives to driving by improving pedestrian and bicycle options. • Increases access to and within the North Coast for those without a car. • Supports connectivity along the North Coast. • Reduces barriers to recreation for residents and visitors.	• Level of infrastructure varies: low (natural surface, pedestrian only), medium (paved, bike and pedestrian), or high (elevated, bridge or cantilever) based on geographic and right of way constraints. • Site-specific constraints include topography coastal erosion, environmental resources, and property ownership.
Priority Project 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) to support parking once.**	• Scott Creek Beach • Davenport Landing Beach • Davenport Pier • Shark Fin Cove • Laguna Creek Beach • Four Mile Beach	• Increases formal parking availability near key destinations. • Can provide connections to bicycle, pedestrian, and transit facilities. • Supports park once approach. • Focuses and consolidates access points along Highway 1 and reduces informal roadside parking.	• Physical feasibility considerations include road access, shoulder, and parking footprint. • Consider access requirements to parking lots including need for turn/merge/acceleration lanes.

Project	Description	Locations	Benefits	Additional Considerations
Priority Project 5 **Paid Parking on the North Coast**	**Designate 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.	Implementation would be phased, coordination with New Formalized Parking (Priority Project 4).	• Helps to better balance parking demand with parking supply and encourage parking turn-over. • Generates revenue for other transportation demand management strategies, operations, and/or maintenance. • Encourages travelers to use other non-driving travel options. • Creates a more predictable and accessible parking supply. • Supports park once approach.	• Additional parking demand evaluation needed to inform pricing.

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

Requires coordination with Priority Project 2 – Bus Stop Improvements and Service Upgrades

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

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

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

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

Photo 3. Trail Underpass

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

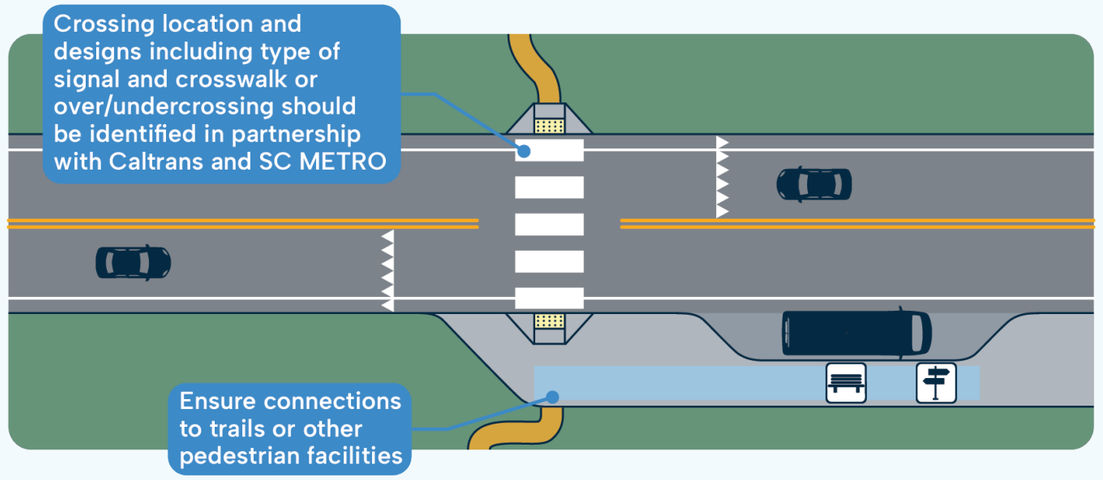
2 Bus Stop Improvements and Service Upgrades

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



Benches and seating areas

Wayfinding and Trail connections

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

Requires coordination with Priority Project 1 - SR 1 Pedestrian and Bicycle Crossings, Priority Project 4 - New Formalized Parking

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.

Goals Addressed

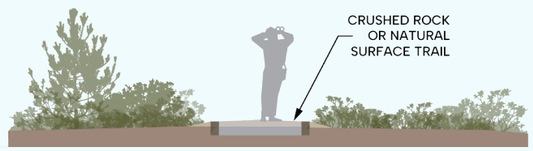
- Provide flexible transportation options
- Preserve natural environment
- Make the North Coast accessible to more people

Requires coordination with all Priority Projects

User Needs Addressed

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

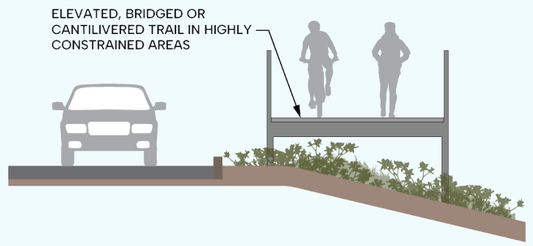
Considerations

- 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

Case Study Examples

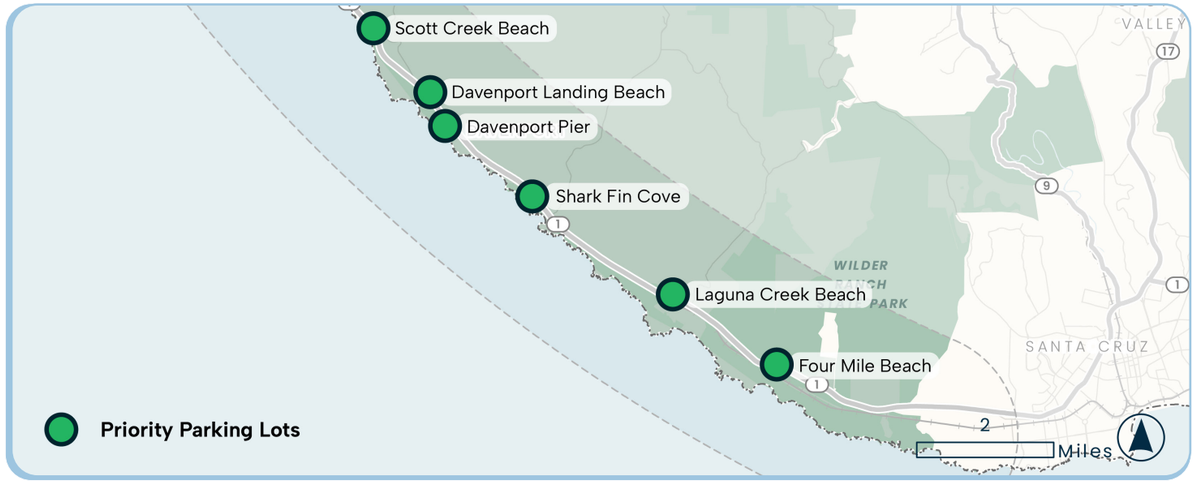
Photo 5. El Granada Coast Trail - El Granada, CA

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

4 New Formalized Parking

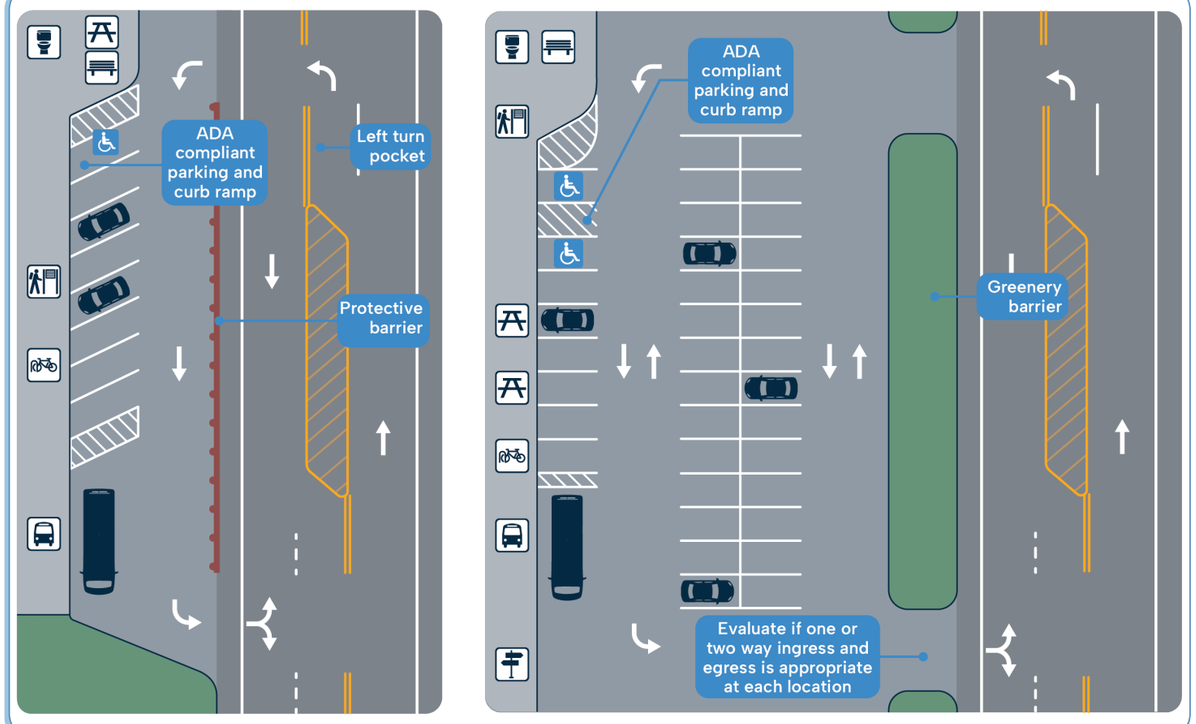
Construct formalized parking lots and off-street parking areas and restrict, limit, or discourage parking at informal locations. Build amenities and supportive infrastructure (bike parking, visitor signage, and bus stops). Formalized parking areas at key locations can help to better organize parking 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 bathrooms. Construction should prioritize high-demand locations with fewer feasibility constraints first.



Off-Street Parking

Parking Lot



- Benches and seating areas
- Kiosk or interpretive signage
- Wayfinding and Trail connections
- 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

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

Case Study Examples

Photo 8. Yellowbank Parking – Santa Cruz County, CA

Photo 9. Greyhound Rock Parking – Davenport, CA

Requires coordination with Priority Project 2 – Bus Stop Improvements and Service Upgrades, Priority Project 5 – Paid Parking

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

Requires coordination with Priority Project 3 – New Formalized Parking

Case Study: Poplar Beach, City of Half Moon Bay

- Owned and mantained 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

Identify purpose and goals of paid parking program

↓

Formalize parking

↓

Collect updated occupancy and demand data to justify need for paid parking

↓

Design ideal paid parking program, including rates, locations, enforcement mechanisms, regulatory updates and affordability programs

↓

Obtain regulatory approvals for paid parking

↓

Construct and install parking payment infrastructure

↓

Monitor paid parking program and update payment or locations as needed

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/Pz56wnNVoKGYzjmg7

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.santacruzcountyca.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/7jR7zCBnTyxak5bbA

5. Implementation Plan

Implementing TDM projects, programs, and services on the North Coast requires additional program development, coordination and funding.. While SCCRTC and partner agencies can take steps toward implementation for some TDM projects, programs, and services in the short term and rely heavily on leveraging available resources; additional funding, coordination, and permitting will need for others before implementation.

5.1 Transportation Demand Management Strategy Implementation

There are several overarching actions that could facilitate implementation of many of the TDM projects, programs, and services. These actions look at opportunities for integrating aspects of the North Coast TDM Plan into relevant efforts and defining next steps for project delivery. Essential activities also include identifying the roles and responsibilities of the key partners, describing a timeline and potential sequencing for TDM projects, programs, and services, and securing funding..

5.1.1 General Implementation Considerations

These initial efforts are not specifically tied to priority projects but can help establish the North Coast TDM Plan as a whole in parallel with targeted implementation of the larger priority projects.

- **Plan:** Integrate TDM objectives into planning documents, programs, services, data collection efforts, and capital projects.
- **Fund:** Identify funding options to implement TDM projects, programs, and services including opportunities to incorporate TDM projects, programs, and services (such as visitor hubs, micromobility stations, and ADA improvements) into other funded efforts such as Capital Improvement Programs, the Caltrans SHOPP program, and existing regional transportation services. Information on grant opportunities is included in **Section 5.3**.
- **Raise Awareness:** Raise awareness of TDM projects, programs, and services through education and marketing campaigns and resources for regional stakeholders. Efforts should include information about non-driving options on the North Coast, improved bicycle and pedestrian connections, and locations of designated public parking. SCCRTC can leverage existing education and information services such as Go Santa Cruz to expand communications.
- **Coordinate:** Continue to participate in the North Coast Stakeholder Working Group with key officials, stakeholders, community organizations, businesses, and residents to share information about TDM projects, programs, and services, identify implementation agencies, and seek funding for implementation.
- **Implement:** Operationalize and construct TDM projects, programs, and services based on phasing identified in **Section 5.1.3** while planning for opportunities to implement projects as part of ongoing maintenance programs and development projects.
- **Monitor:** Continue to monitor TDM projects, programs, and services to ensure success. Using data from monitoring, adjust operational programs and services as needed.

5.1.2 Roles and Responsibilities

There are various public agencies that own property on the North Coast or have jurisdiction over permitting TDM projects, programs, and services. For example, Highway 1 on the North Coast is

under the jurisdiction of Caltrans and a significant amount of property is operated by State Parks, the Bureau of Land Management (BLM), County of Santa Cruz, and SCCRTC. Other agencies, such as SC METRO operate transit on the North Coast. Furthermore, development on the North Coast is regulated by the California Coastal Commission and other environmental resource agencies. As the regional transportation planning agency, SCCRTC can support planning for TDM projects, programs, and services and coordinate and support project development at the regional level, as appropriate.

Successful North Coast TDM Plan implementation will require participation from all responsible agencies as well as from community members and residents. **Table 2** outlines roles and responsibilities for implementing TDM on the North Coast.

Table 2: Roles and Responsibilities for North Coast TDM Plan Implementation

SCCRTC Roles	Caltrans Roles	Other State and Local Agencies	Residents
• Access funding opportunities for project design and construction, as well as services and supporting measures. • Establish innovative regional policies that increase mobility and connectivity on the North Coast • Implement TDM strategies, as appropriate. • Facilitate collaboration between Caltrans, the public, and other stakeholders. • Provide technical and staffing support on TDM implementation. • Monitor implementation efficacy.	• Review and permit projects lead by partner agencies within Caltrans right-of-way. • Lead improvements within Caltrans right of way. • Provide information about permit process, required data and design standards for improvements subject to Caltrans permits. • Integrate appropriate TDM projects, programs, and services into Caltrans lead projects, including SHOPP projects. • Monitor implementation efficacy for TDM projects, programs, and services within Caltrans right-of-way.	• Support and permit TDM projects, programs, and services where applicable, (for example, paid parking). • Lead improvements within owned and managed property.	• Provide feedback on implementation of TDM projects, programs, and services.

5.1.3 Implementation Phasing and Sequencing

Implementation of the North Coast TDM Plan is organized into three timeframes: short-, medium-, and long-term. These timeframes consider project benefits and feasibility and are intended to provide information to SCCRTC and partner agencies about options for sequencing TDM implementation as funding and other resources become available.

5.1.3.1 Short-Term

Beyond additional staff support and funding for ongoing services, the first hurdle is funding the one-time capital cost of planning, designing, and in some cases constructing new physical facilities like bus stops, or implementing planning documents like a wayfinding or ADA improvement plan. While SCCRTC and partners are acquiring funding and additional capacity to implement TDM projects, programs, and services, staff can begin working to advance short-term priorities.

Table 3: Short-Term TDM Projects, Programs, and Services

TDM Project or Program		Description	TDM Strategy
Short-Term		***May be feasible to implement relatively quickly, within 3 years.***	
ST-1	Expanded Transit Service	Restore SC METRO Route to Waddell Beach on weekends, in the short-term.	
ST-2	Visitor Hubs	Install self-guided information kiosks to provide travel information including both physical materials (maps and brochures) and access to digital information (e.g., QR codes linking to real-time traveler information).	
ST-3	Traveler Information Website and Outreach	Develop a centralized traveler information online platform with real-time updates on travel conditions, parking locations, and alternative travel options. Expand information distribution beyond webpage by partnering with tourism organizations and public agencies to promote.	
ST-4	Bike Parking	Expand and upgrade bicycle parking at key destinations and parking areas for e-bikes and micromobility (scooters, one wheels etc.,) and charging, where appropriate.	
ST-5	Micromobility Stations	Identify locations where micromobility (scooter, bikes, and wheelchairs) hubs could be located, such as Davenport Beach or Greyhound Beach. Include e-bike or other adaptive mobility rentals such as beach wheelchairs. Support expansion of micromobility rentals on the North Coast.	
ST-6	Parking Enforcement	Enforce parking at informal parking areas where people park on the shoulder and encourage parking in formalized lots. Focus enforcement at high demand locations such as near Four Mile Beach and Davenport Pier.	

5.1.3.2 Medium-Term

The TDM projects, programs, and services in the North Coast TDM Plan will require additional capacity to implement. This could be a contractor, consultant, part-time staff, or directing more resources to existing TDM programs and services and working closely with partner agencies. With additional resources or re-direction of existing resources some of the TDM projects, programs, and services could be implemented in the medium-term (3 to 7 years).

Table 4: Medium-Term TDM Projects, Programs, and Services

TDM Project or Program		Description	TDM Strategy
Medium-Term		***High benefits but may require greater investment and inter-agency coordination. Could be accomplished within 3 - 7 years.***	
PP-1	Highway 1 Pedestrian and Bicycle Crossings	Identify and implement new formal pedestrian crossings across Highway 1 improve access between parking, transit, and key destinations, such as, but not limited to, Waddell Beach, Wilder Ranch, and Four Mile Beach.	
PP-2	Bus Stop Improvements and Service Upgrades	Upgrade existing bus stops to provide new amenities (shelters, benches, and signage) and more clearly defined and comfortable waiting and loading areas. Add new bus stops to SC METRO route to improve connectivity by transit to key destinations, including adding new bus loading areas or stops at new formalized parking areas. New bus stop locations and service frequency should be determined in collaboration with SC METRO.	
PP-3	Trail Connections	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, currently under construction).	
PP-4	New Formalized Parking	Establish new formalized parking at key locations including, but not limited to: Four Mile Beach, Shark Fin Cove, Waddell Beach and Davenport Landing. New formal parking lots should include visitor amenities such as water, signage, restrooms and bike parking.	
MT-1	Shuttle Service	Provide a designated 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. A shuttle can differ from traditional bus service in that it has a shorter, more direct loop to connect key destinations on the North Coast. Consider options for a public/private partnership or other alternative funding streams and operators.	
MT-2	Wayfinding Plan	Develop a coordinated wayfinding system for drivers, bicyclists, pedestrians, and transit users to improve navigation, encourage safe driver behavior, and support emergency response to key destinations on the North Coast.	

5.1.3.3 Long-Term

Some of the TDM projects, programs, and services identified in the North Coast TDM Plan will require significant new funding, resources, and extensive coordinating and permitting. These TDM projects, programs, and services have been identified as long-term actions (expected to occur in 10+ years),. Some of these long-term TDM projects, programs, and services are reliant on other TDM projects, programs, and services to be completed first or may only be implemented based on future need as visitation increases over time.

Table 5: Long-Term TDM Projects, Programs, and Services

TDM Project or Program		Description	TDM Strategy
Long-Term		***Many benefits but are expected to be the most costly or difficult to coordinate and implement. Some long-term TDM projects, programs, and services may depend on completion of other TDM projects, programs, and services before they can be implemented.***	
PP-5	Paid Parking on the North Coast	Establish paid parking and a parking benefit district to manage demand and reinvest revenues into transportation.	
LT-1	Parking Reservation System	Implement reservation systems at select parking locations during peak periods to manage demand. A reservation system would require that people reserve a parking spot in advance online or over the phone to ensure that the number of people parking matches the number of spaces available and help to manage parking demand and reduce overflow.	
LT-2	Real-Time Parking Information	Provide dynamic signage, or online tools showing parking availability at formalized lots to make it easier to find available parking and reduce conflicts that may be associated with vehicles slowing or entering multiple locations to find parking.	
LT-3	Shared-Use Shoulders and Bicycle Separation	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.	
LT-4	Formalized Scenic Pull-Outs	Formalize scenic pull-outs where people can pull over to view the scenery. Pull-outs should include appropriate advance signage alerting drivers and access controls (potentially turn lanes).	
LT-5	Rail Service Designed for Visitors	Explore visitor-focused rail and/or excursion services on existing publicly-owned Santa Cruz Branch Rail Line (SCBRL) that support car-free access and a park once approach. Excursion rail could be privately operated and focused on scenic travel along the North Coast.	

5.1.3.4 Supportive Measures

The TDM projects, programs, and services present enabling actions and complementary investments that support the implementation and effectiveness of other TDM projects, programs, and services. These measures may be implemented alongside priority projects (Highway 1 Pedestrian and Bicycle Crossings, Bus Stop Improvements and Service Upgrades, Trail Connections, New Formalized Parking, Paid Parking on the North Coast) or other planned projects or can be advanced independently to address specific gaps, inform decision-making, or improve overall system performance.

Supportive measures generally fall into two categories:

Planning and data-focused efforts that help refine, monitor, or guide future implementation such as the following:

- Convening a North Coast Stakeholder Working Group
- Regularly collecting parking data to better understand demand over time
- Monitoring TDM success

Complementary infrastructure or service improvements that enhance or enable other TDM projects, programs, and services:

- Upgrading cell towers
- Develop an ADA Improvement Plan
- Conducting passing and turn lane studies
- Installing EV charging
- Providing on-demand microtransit

Table 6: Supportive Measures TDM Projects, Programs, and Services

TDM Project or Program		Description	TDM Strategy
Supportive Measures		***Complementary investments that support the implementation and effectiveness of other TDM projects, programs, and services and can be implemented as opportunities arise.***	
SM-1	North Coast Stakeholder Working Group	Regularly convene the North Coast stakeholder working group to guide implementation, track progress, and provide ongoing local input.	
SM-2	Parking Data Collection	Regularly collect and utilize parking occupancy data at key destinations to better understand demand, over time.	
SM-3	Data Collection and TDM Monitoring	Establish an ongoing TDM monitoring program to track travel behavior, parking demand, and system performance over time.	
SM-4	Cell Tower Upgrades	Improve cellular and broadband coverage to support traveler information, emergency response, and technology-enabled mobility services.	
SM-5	ADA Improvement Plan	Identify gaps in Americans with Disabilities Act access to and between key destinations. Develop implementation plan to prioritize improvements including accessibility needs to and from parking and compliant pathways and surfaces.	
SM-6	Passing and Turn Lane Study	Conduct traffic studies to evaluate operational improvements such as turn lanes near key access points and passing lanes along Highway 1.	
SM-7	EV Charging	Install electric vehicle (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.	
SM-8	On-demand Microtransit	Explore on-demand transit services where there are gaps in SC METRO bus service. Services typically include virtual stops where riders can wait for a small van or car to pick up them up. Rides are grouped based on their routes similar to Uber or Lyft "pool" option.	

5.2 Priority Project Implementation

The North Coast TDM Plan outlines a range of strategies intended to improve access, enhance safety, and increase travel options for residents, workers, and visitors while managing parking demand and operational challenges along the North Coast. Based on an analysis of benefits and feasibility and input from stakeholders, five priority transportation demand management strategies and projects were identified.

The five priority projects are listed below and described in detail in **Chapter 4.3**.

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

This section focuses on the feasibility of delivering these priority projects including cost, funding, regulatory or land ownership coordination, partner agencies, and next steps. All projects are subject to available funding for project delivery and will require a plan for maintaining the facility post construction.

5.2.1 Highway 1 Pedestrian and Bicycle Crossings

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.

IMPLEMENTATION CONSIDERATIONS

- Pedestrian crossings of Highway 1 are subject to Caltrans permitting including, but not limited to, Caltrans design standards and safety review.
- Locations should consider connections to pedestrian facilities on either side of Highway 1 at crossing locations.
- Undercrossings and overcrossings may have additional cost, space, right of way needs, maintenance, environmental, and geological constraints.

POTENTIAL PARTERS

- Caltrans
- SC METRO

NEXT STEPS

- Coordinate with Caltrans on design standards, safety review, and permitting for crossings. Identify data collect and permitting needs as well as a plan for project delivery including detailed design, funding, right-of-way, and construction.
- Review current and future construction projects located near priority crossing locations to identify opportunities to include crossings where appropriate.
- Coordinate with SC METRO to align crossing locations with future transit improvements and new stops, as needed.
- Consider undercrossing and overcrossing feasibility with pedestrian connections, including cost, space, right-of-way, maintenance, environmental, and geological constraints.

5.2.2 Bus Stop Improvements and Service Upgrades

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.

IMPLEMENTATION CONSIDERATIONS

- Creating off-street stops should be prioritized where feasible and can be coordinated with future parking developments. For on-street spaces, adequate pull-out space is required.
- On-street bus stops are subject to Caltrans design standards and review. All bus stops are subject to SC METRO design standards.
- Bus stops should include separated waiting areas with space for bus stop amenities (route information and maps, benches, and shelters).
- Stop locations should include appropriate places to cross Highway 1 and connect to pedestrian facilities.
- Ongoing maintenance is required.

POTENTIAL PARTERS

- Caltrans
- SC METRO
- Parking Lot Property Owners (i.e., State Parks, BLM, RTC, private entities)

NEXT STEPS

- Coordinate with future parking, trail, or pedestrian improvements to create off-street stops or allocate space for a future off-street space where feasible.
- Coordinate with SC METRO on bus stop location, design, and service upgrades.
- Coordinate with Caltrans on bus stop location and bus loading area for on-street stops. For off-street stops, coordinate with Caltrans on bus access and egress requirements including potential turn/merge/acceleration lanes. Identify next steps for permitting and implementing.
- Coordinate with future pedestrian and bicycle crossing improvements to locate bus stops at appropriate crossings.
- Coordinate with SC METRO and property owners to outline maintenance responsibilities for bus stops and bus stop amenities.

5.2.3 Trail Connections

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.

IMPLEMENTATION CONSIDERATIONS

- Level of infrastructure varies: low (natural surface, pedestrian only), medium (paved, bike and pedestrian), or high (elevated, bridge or cantilever) based on geographic and right of way constraints.
- Multi-agency coordination required across jurisdictions.
- Site-specific constraints include topography coastal erosion, environmental resources, and property ownership.
- Ongoing maintenance is required.

POTENTIAL PARTERS

- Caltrans
- State Parks
- County of Santa Cruz Parks and Recreation
- BLM

NEXT STEPS

- Collaborate with landowners and potential partners to conduct feasibility studies and identify the preferred route and level of infrastructure. Consider site specific constraints like topography, coastal erosion, environmental resources, and property ownership.
- Evaluate right-of-way ownership across trail segments and identify project leads.
- Coordinate with other jurisdictions and agencies to outline maintenance responsibilities.

5.2.4 New Formalized Parking

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.

IMPLEMENTATION CONSIDERATIONS

- Off-street parking should be coordinated with landowners and regulating agencies.
- Right-of-way and access approvals are required. Regulatory approvals and permitting required.
- Physical feasibility considerations include road access, shoulder, and parking footprint.
- Access to formal parking must be considered and approved by Caltrans and is subject to Caltrans' standards and review.
- Ongoing maintenance is required.

POTENTIAL PARTERS

- Caltrans
- State Parks
- BLM
- County of Santa Cruz Parks and Recreation
- SC METRO
- California Coastal Commission

NEXT STEPS

- Review right-of-way and access requirements at potential parking locations. Identify and prepare required documentation for right-of-way, access, regulatory, and permitting approvals.
- Coordinate with landowners and regulating agencies to identify project lead to formalize and pave off-street parking.
- Consider physical feasibility of existing informal parking, such as road access, shoulder, and parking size.
- Coordinate with Caltrans on parking access, egress, and circulation. Identify next steps for review, permitting, and implementing.
- Coordinate with property owners and agencies to outline maintenance responsibilities for parking lots and areas.

5.2.5 Paid Parking on the North Coast

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.

IMPLEMENTATION CONSIDERATIONS

- Coordination with State Parks and the County required.
- Parking pricing is subject to California Coastal Commission permitting process.
- Additional evaluation on parking demand needed to inform pricing.
- Development of additional formalized parking lots and increased enforcement are needed to support paid parking.

POTENTIAL PARTERS

- Caltrans
- State Parks
- BLM
- County of Santa Cruz Parks and Recreation
- California Coastal Commission

NEXT STEPS

- Coordinate with State Parks and San Mateo County to understand visitor demand patterns at time of implementation and identify preferred locations to implement paid parking first.
- Coordinate with landowners and regulating agencies to identify project leads and develop preferred systems for administering paid parking.
- Coordinate with California Coastal Commission on permitting and approvals process for paid parking.
- Continue parking data collection as new formalized parking lots and new connections are implemented.
- Coordinate with property owners and agencies to outline maintenance responsibilities for paid systems.

5.3 Funding Resources

Funding for TDM program implementation often comes from diverse sources, including formula funding, grants, and program participation fees. The section discusses funding streams for implementation on the North Coast.

5.3.1 Federal Funding Opportunities

FHWA Transportation Alternatives Program

The FHWA's Surface Transportation Block Grant program includes a Transportation Alternatives set-aside. Eligible uses of the funds include pedestrian and bicycle facilities, recreational trails, safe routes to school projects, community improvements such as historic preservation and vegetation management, and environmental mitigation related to stormwater and habitat connectivity. Each state has a set-aside from FHWA's Surface Transportation Block Grant program. In California, this program is primarily administered through California's ATP program.

USDOT Urbanized Area Formula Grants (Section 5307)

Section 5307 funding provides federal funding for transit capital and operating assistance and transportation planning in urbanized areas. Eligible recipients are public, governmental entities involved in providing public transportation within an urbanized area. SC METRO is the designated recipient for these funds in Santa Cruz County. Eligible activities include planning, engineering, design, and evaluation of transit projects and transportation studies; capital investments in buses; and capital investments in new and existing guideway systems. Associated transportation improvements, workforce development activities, non-emergency medical transportation, and certain mobility management programs are eligible.

FTA Grants for Buses and Bus Facilities Formula Program 5339(a)

5339(a) provides funding to replace, rehabilitate, and purchase buses and bus equipment, and construction bus facilities. It follows a formula allocation, as well as provides two competitive opportunities: the Bus & Bus Facilities Competitive Program and the Low or No Emissions Bus Vehicle Program. Eligible recipients are those who operate fixed route bus service or who allocate funding to fixed route bus operators.

USDOT Advanced Transportation Technology and Innovation (ATTAIN) Program

The Advanced Transportation Technology and Innovation (ATTAIN) Program aims to reduce traffic congestion and is specifically designed to fund technology pilots. Examples of eligible activities include advanced parking reservation or variable pricing systems and advanced mobility access and on-demand transportation service technologies, such as dynamic ridesharing. https://gomarti.com/

USDOT Safe Streets and Roads for All (SS4A)

The Safe Streets and Roads for All (SS4A) Grant Program was established by the Bipartisan Infrastructure Law in 2022 and is administered by the U.S. Department of Transportation. The program is grounded in the National Roadway Safety Strategy and supports the goal of eliminating KSI crashes. Over its five-year authorization, SS4A will provide $5 billion nationwide for safety planning and implementation. SS4A funding is available for both planning and implementation

activities. Planning grants support the development of Comprehensive Safety Action Plans (CSAPs), while implementation grants fund capital safety projects. Eligibility for implementation funding requires an agency to have an adopted CSAP or an equivalent plan that meets USDOT's nine required elements, including a formal safety commitment, data-driven analysis, equity considerations, public engagement, project identification, and performance monitoring. Adoption of this North Coast Transportation Demand Management Plan positions the SCCRTC to pursue SS4A implementation funding for projects aligned with its recommendations.

FHWA Congestion Mitigation and Air Quality Improvement (CMAQ) Program

FHWA's CMAQ funding is allocated to state and local governments to support transportation projects that reduce emissions in accordance with the requirements of the Clean Air Act. In 2021, the federal government expanded eligible activities to include shared micromobility and bikeshare. Unlocking more CMAQ funding for TDM programs on the North Coast would require close collaboration with Santa Cruz County, SCCRTC, Association of Monterey Bay Area Governments, and Caltrans.

USDOT Innovative Coordinated Access and Mobility Grants

This new pilot program aims to fund innovative capital projects that improve transportation services for older adults, people with disabilities, and low-income families. There is $4.7 million in funding available in the FY 2024 cycle and $5 million allocated in FY 2025 and FY 2026. Applications for this funding would require a partnership with SC METRO or Caltrans.

FHWA Carbon Reduction Program

Under the Carbon Reduction Program, the federal government allocates funds to state departments of transportation to fund projects that reduce transportation emissions caused by on-road highway sources. Caltrans passes 65% of funds through to MPOs and reserved 35% for statewide projects. In Santa Cruz County, funding is distributed by AMBAG, which it distributes through the Carbon Reduction program.

5.3.2 State Funding Opportunities

California Air Resources Board (CARB) Low Carbon Transportation Investments and the Air Quality Improvement Program

CARB issues competitive grant solicitations for a variety of programs that fund clean transportation options across the state. Past examples include Planning and Capacity Building, Clean Mobility in Schools, and the Sustainable Transportation Equity Project; Electric Bicycle Incentives Project; and Agricultural Worker Vanpools Pilot Project.

California Transportation Commission Local Partnership Program – Competitive

The Local Partnership Program appropriates $200 million annually from California's Road Maintenance and Rehabilitation Account to local and regional transportation agencies that have voter-approved transportation improvement taxes or transportation improvement fees. $72 million, or 40% of total funding, is available to the Competitive Program each fiscal year. Funding through the Competitive Program is available through a competitive application cycle every fiscal year.

Eligible projects include improvements to the state highway system; improvements to transit facilities that expand transit services, increase ridership, improve safety, enhance access or convenience, or

otherwise facilitate a viable alternative to driving; acquisition of zero-emission buses and clean energy rail cars and other rolling stock, including vehicles for microtransit, paratransit, non-medical transportation, and non-emergency medical transportation; intelligent transportation systems capital projects; improvements to the local road system; improvements to bicycle or pedestrian safety or mobility; improvements to mitigate the environmental impact of new transportation infrastructure; mitigation of a project's environmental impacts; road maintenance and rehabilitation; and other transportation improvement projects.

California Transportation Commission Local Partnership Program – Formulaic

The Local Partnership Program appropriates $200 million annually from California's Road Maintenance and Rehabilitation Account to local and regional transportation agencies. An eligible applicant under the Formulaic Program is a local or regional transportation agency that has sought and received voter approval of taxes, tolls, or fees for transportation improvements. The eligible agency must also administer those taxes, tolls, or fees. Approximately $108 million is available annually through the Formulaic Program. All taxing authorities eligible for formulaic funding will receive a minimum annual amount of $200,000 (as of FY 2024). Prior to each programming cycle, the CTC will adopt the formulaic distribution of funding. Eligible project types are the same as the Competitive Program.

Caltrans Active Transportation Program

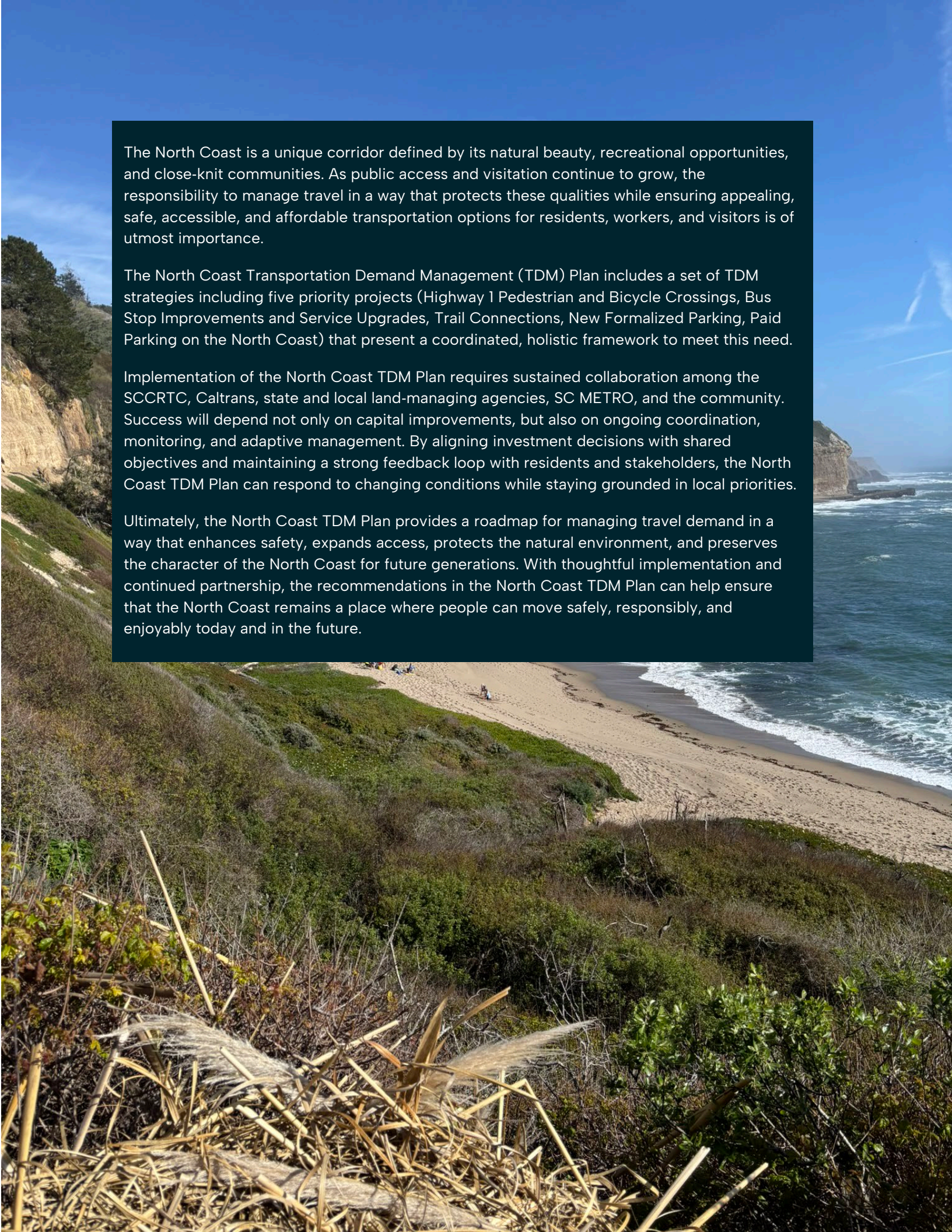
Caltrans' Active Transportation Program (ATP) consolidates several funding sources including the Transportation Alternatives Program, Bicycle Transportation Account, and Safe Routes to School program into a single program and funding source. The program combines all federal Transportation Alternative Program funds except for federal Recreation Trail Program funds, $21,000,000 of federal Highway Safety Improvement Program funds, State Highway Account funds, and Road Maintenance and Rehabilitation Account funds. Funds are distributed through a Statewide Component, Small Urban and Rural Component, and Metropolitan Planning Organization Component: 50% of total funds go to the Statewide Component; 10% of total funds go to the Small Urban and Rural Component; 40% of total funds go to the Metropolitan Planning Organization component. Eligible projects include capital projects that will further the goal of the ATP, development of a community-wide active transportation plan, education and non-infrastructure programs, and capital projects with an education component.

California Transportation Commission Solutions for Congested Corridors Program

The Solutions for Congested Corridors Program is a statewide competitive funding program that funds projects to reduce congestion in heavily traveled corridors. Projects must deliver measurable performance improvements that balance mobility, community, and environmental impacts. The program provides $250 million annually for projects included in a Comprehensive Multimodal Corridor Plan and a regional transportation plan. Eligible applicants include regional transportation planning agencies, county transportation commissions, and Caltrans.

Highway Safety Improvement Programs

The Highway Safety Improvement Program (HSIP) is a federal aid program focused on achieving a significant reduction in fatalities and serious injuries on public roads. California receives state HSIP funds for safety projects on the California State Highway System. Non-state highway HSIP funds are administered by the Caltrans Division of Local Assistance for local roadways. $21 million of state HSIP funds are included in the ATP. Local HSIP projects focus on infrastructure projects with nationally recognized crash reduction factors on public roads or publicly owned bicycle or pedestrian pathways. Eligible applicants are cities, counties, or tribal governments within California.



The North Coast is a unique corridor defined by its natural beauty, recreational opportunities, and close-knit communities. As public access and visitation continue to grow, the responsibility to manage travel in a way that protects these qualities while ensuring appealing, safe, accessible, and affordable transportation options for residents, workers, and visitors is of utmost importance.

The North Coast Transportation Demand Management (TDM) Plan includes a set of TDM strategies including five priority projects (Highway 1 Pedestrian and Bicycle Crossings, Bus Stop Improvements and Service Upgrades, Trail Connections, New Formalized Parking, Paid Parking on the North Coast) that present a coordinated, holistic framework to meet this need.

Implementation of the North Coast TDM Plan requires sustained collaboration among the SCCRTC, Caltrans, state and local land-managing agencies, SC METRO, and the community. Success will depend not only on capital improvements, but also on ongoing coordination, monitoring, and adaptive management. By aligning investment decisions with shared objectives and maintaining a strong feedback loop with residents and stakeholders, the North Coast TDM Plan can respond to changing conditions while staying grounded in local priorities.

Ultimately, the North Coast TDM Plan provides a roadmap for managing travel demand in a way that enhances safety, expands access, protects the natural environment, and preserves the character of the North Coast for future generations. With thoughtful implementation and continued partnership, the recommendations in the North Coast TDM Plan can help ensure that the North Coast remains a place where people can move safely, responsibly, and enjoyably today and in the future.