



Santa Cruz Regional Transportation Commission Visualizing Sustainable Transportation

Factsheet (October 2017)



PROJECT DESCRIPTION



Utilizes innovative augmented reality technology to immerse participants in potential future sustainable transportation and land use options at key sites.



Demonstrates how multimodal transportation investments could affect the built environment.

BACKGROUND

The goal of the Santa Cruz County Regional Transportation Commission's (RTC) Visualizing Sustainable Transportation Project is to enhance public engagement and dialogue of complex transportation and land use concepts with innovative visual tools. The RTC is using a tool called an "Owl" viewer. The viewer looks similar to the binocular units at scenic lookouts, but uses augmented reality technology. Looking into the viewer, the participant sees a representation of proposed sustainable transportation investments.

Visualizations developed through this project will be shared via a variety of outreach techniques to include and collaborate with the diverse range of community members, including traditionally transportation-disadvantaged populations, about future sustainable multimodal transportation system components. Based on broad community involvement, this project will help build common ground about multimodal project priorities that address mobility, sustainability, and safety in Santa Cruz County.

To receive ongoing updated information on these projects, contact the SCCRTC at:
Santa Cruz County Regional Transportation Commission
1523 Pacific Avenue, Santa Cruz, CA 95060-3911
Phone: (831) 460-3200 - email: info@sccrtc.org - website: www.sccrtc.org
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PURPOSE

The purpose of the interactive visualizations is to engage the community in conversation and decision-making regarding the priorities of the County's transportation system projects. Visualizations will highlight:

	Optimized use of existing streets through enhanced bicycle, pedestrian and transit facilities
	Expanded safe mobility options for all members of the community
	Options that decrease greenhouse gas emissions from vehicle miles traveled
	Walk-friendly, compact, mixed-use neighborhoods
	Options that decrease personal transportation expenses thereby increasing the amount of money that can be reinvested in the local economy

PUBLIC PARTICIPATION

Following interviews, focus groups and a preliminary design charrette, visualizations were developed for short and long term transportation options at four key activity sites. The first two will be available for viewing in October: medical center near Sutter Surgery/Dominican Hospital and west side Santa Cruz. Coming spring 2018 will be Watsonville and Live Oak.

The visualizations will be available via Owlized™ kiosks (seen at right) or a pocket application that can be viewed on a smart phone, tablet, or other device. A simple survey will be included in the visualizations for feedback on the transportation concepts. Additional pop-up events and presentations will showcase the pocket application of the visualizations.



UNIFIED COORIDOR INVESTMENT STUDY

The Visualizing Sustainable Transportation in Santa Cruz County project is coordinated with other RTC projects by providing graphics to describe what sustainable transportation options might look like. The visuals are intended to engage the community in a dialogue about what could be viable in the future, rather than reflect any definitive conclusions from other concurrent RTC projects such as the Unified Corridor Investment Study (UCS). The UCS is a separate project that addresses the voter-approved mandate in Measure D to assess environmental and economic benefits/impacts of transportation options on three parallel routes in Santa Cruz County: Highway 1, the rail line and Soquel Avenue-Drive/Freedom Boulevard.