

AGENDA: May 2, 2024

TO: Santa Cruz County Regional Transportation Commission

FROM: Grace Blakeslee and Maxwell Friedman, Transportation Planners

RE: North Coast Facilities Management Plan and North Coast Transportation Demand Management Plan

RECOMMENDATIONS

Staff recommends that the Santa Cruz County Regional Transportation Commission (RTC) accept the North Coast Facilities Management Plan and receive information about the North Coast Transportation Demand Management Plan.

BACKGROUND

The area along the North Coast of Santa Cruz County has experienced a significant and sustained increase in visitation to both its recreational facilities and roadways since the onset of the COVID-19 pandemic. The corridor hosts many popular outdoor recreational facilities that have risen in popularity due to their overall proximity to several major population centers (Santa Cruz, The Bay Area) and the increased demand for outdoor facilities.

This boost highlighted the need for improved recreational facilities and management of said facilities along this corridor. In response, the County of Santa Cruz, with funding provided by the California Coastal Conservancy [and California State Parks](#), invited North Coast property owners, including the Santa Cruz County Regional Transportation Commission, to develop the North Coast Facilities Demand Management Plan. This plan addresses the need for expanded recreational facilities and management along the North Coast and establishes a coordinated approach between agencies and stakeholders to update, fund, and manage the facilities along the corridor.

In line with the previously established need for improved facilities along the North Coast, the increased flow of visitors to the North Coast has created a similar demand for improved transportation demand management in the area. To address this need, Santa Cruz County Regional Transportation Commission applied for and was awarded a Caltrans Planning Grant in the amount of \$362,560 to develop the North Coast Transportation Demand Management Plan. The goal of this plan is to establish a series of strategies

Plan will develop strategies to reduce emissions, vehicle miles traveled (VMT), and improve the overall safety and equity of the corridor.

In creating this plan, extensive public outreach, stakeholder input, and visitor travel surveys will be conducted to identify both the needs of the community and its transportation infrastructure and systems. This plan aims to address the growing needs of the North Coast first established through The North Coast Transportation Demand Management Plan in response to the increased visitation to area. The result will be a list of prioritized projects and implementation strategies which could include, but are not limited to, enhanced public transit access, highway operational improvements, new bicycle and pedestrian facilities near Davenport and other popular destinations, parking management, and an evaluation of how the Santa Cruz Branch Rail Line rail facilities may provide a new transit alternative. Strategies will be organized into the following categories: Parking Infrastructure, Multimodal Infrastructure, Transit Strategies (Bus and Rail), Roadway Safety, Technology Strategies, and Compatible Strategic Concepts.

Schedule

1. Consultant Procurement/Release Request for Proposals – 5/6/24 to 11/1/25
 - a. Submission deadline – 6/12/24
 - b. Interviews with consultants – 6/28/24
2. [RTC Approval of Contract Award 8/1/2024](#)
3. Existing Conditions – 8/17/24 to 12/31/24
4. Transportation Demand Management Plan Vision & Objectives – 1/1/25 to 3/31/25
5. Identify Transportation Needs – 4/1/25 to 6/30/25
6. Transportation Strategy Development – 7/1/25 to 9/30/25
7. Stakeholder & Public Outreach – Ongoing
8. North Coast Transportation Demand Management Draft and Final Plan – 10/1/25 to ~~10/31/25~~
9. Board Review/Approval – ~~November 2024~~ [February 2025](#)

See [Attachment 2: Scope of Work](#) for a detailed description of each step of the schedule.

RTC staff recommends that the RTC receive information and provide input on The North Coast Transportation Demand Management Plan.