



Unified Corridor Investment Study – Phase 2 August 2016

Project Summary

The Santa Cruz County Regional Transportation Commission and Caltrans will work in conjunction with stakeholders to develop a Unified Corridor Investment Study for Santa Cruz County's three primary transportation routes – Highway 1, Soquel Avenue/Drive and the Santa Cruz Branch Rail Line (see project area map below). This corridor serves as the backbone of the county's transportation network. This study will identify the multimodal transportation investments that will provide the greatest benefit based on a performance-based decision making process. Goals and performance measures for this corridor will be based on input from the public, partner agencies, decisions-makers and stakeholders as well as consistency with federal, state and local goals. A scenario analysis will be performed to analyze a number of alternative groups of projects using the modeling tools that were developed in Phase 1.



Why is this study needed?

Highway 1 and Soquel Avenue/Drive are the two main transportation routes through the urbanized area of central Santa Cruz County. Highway 1 serves as an important local, regional and interregional route, connecting communities within and between the City of Santa Cruz and the City of Watsonville and other communities throughout the Monterey Bay. Soquel Ave/Dr is an important facility for the local network and also often serves as the regional route when Highway 1 is congested. These routes are heavily traveled, are often congested and have safety concerns. The recent acquisition of the rail line

provides a third transportation facility along this corridor that has unused capacity. Santa Cruz County has one of the highest rates of fatalities and severe injuries in the state, greenhouse gas emissions from transportation are of great concern and the equity of transportation planning decisions need to be evaluated.



Public Outreach

Santa Cruz County residents regularly express concerns about roadway congestion, safety, transportation equity and the environmental effects of transportation. The project team will utilize outreach methods that offer diverse opportunities for members of the public to participate in the development of the performance measures and project/program input for the Unified Corridor Investment Study. Additional outreach efforts will be taken to solicit input from organizations who serve low-income individuals, seniors, persons with disabilities, monolingual Spanish speakers and youth.

- The community can sign up for the Unified Corridor Investment Study E-news List by emailing info@sccrtc.org, calling 831-460-3200 or signing up on the RTC website: <http://sccrtc.org/about/esubscriptions/>
- Comments can be sent to SCCRTC: info@sccrtc.com or 1523 Pacific Avenue, Santa Cruz, CA 95060.

Major Milestones

- Define Corridor Goals and Performance Measures: Corridor goals and performance measures will be developed based on recommendations from partner agencies, the public, businesses, RTC Committees, and RTC. Federal, state and local transportation planning goals will also be considered including the 2014 Santa Cruz County Regional Transportation Plan, the 2040 California Transportation Plan, the FAST Act, State Transportation Improvement Program Guidelines, and the Smart Mobility 2010 Framework.
- Collect and Compile Corridor Specific Data: Collect and compile additional data based on performance measures chosen and data availability.
- Mode Shift “What If” Analysis: Determine the effects on Highway 1 and Soquel Ave/Dr congestion assuming various combinations of transit/bike/pedestrian/carpool mode shift within the project area.
- Project List Development: Develop the list of transportation projects, programs and policies for analysis, and determine funding assumptions.
- Scenario Development: Group projects, programs and policies into three or four alternatives for initial performance measure analysis and select one final scenario for more detailed analysis.
- Develop Priority Project List: In consultation with partners, stakeholders, and decision makers develop a recommended package of priority projects, programs and policies to best achieve corridor goals cost effectively.
- Summary Report of Unified Corridor Investment Study

Project Team

The Santa Cruz County Regional Transportation Commission (SCCRTC) is the lead agency for this project, to be implemented in partnership with Caltrans. Other stakeholders include the City of Watsonville, City of Scotts Valley, City of Santa Cruz, City of Capitola, County of Santa Cruz, Santa Cruz Metropolitan Transit District (METRO), residents, businesses, and schools. A consultant team will help perform the analysis.



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