

An aerial photograph of a coastal area. In the foreground, there are waves with white foam crashing onto a sandy beach. Behind the beach is a cliffside with sparse vegetation. A paved road runs horizontally across the middle of the image. To the right of the road, there is a parking lot with several cars. Further back, there are two large agricultural fields: one is brown (possibly fallow or harvested) and the other is green. The background shows rolling hills with dry, scrubby vegetation under a clear sky.

Midcoast Access Study: Visitor and Parking Forecasts

Midcoast Community Council – 12/10/14
Christine FitzGerald, GGNRA
Dana Weissman, Fehr & Peers

Presentation Outline

Midcoast Access Study: Visitor and Parking Forecasts



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1. Study purpose
2. Scope of work and study area
3. Visitor forecasts
4. Parking forecasts
5. Key issues and opportunities

Agency partners & consultants

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Study purpose

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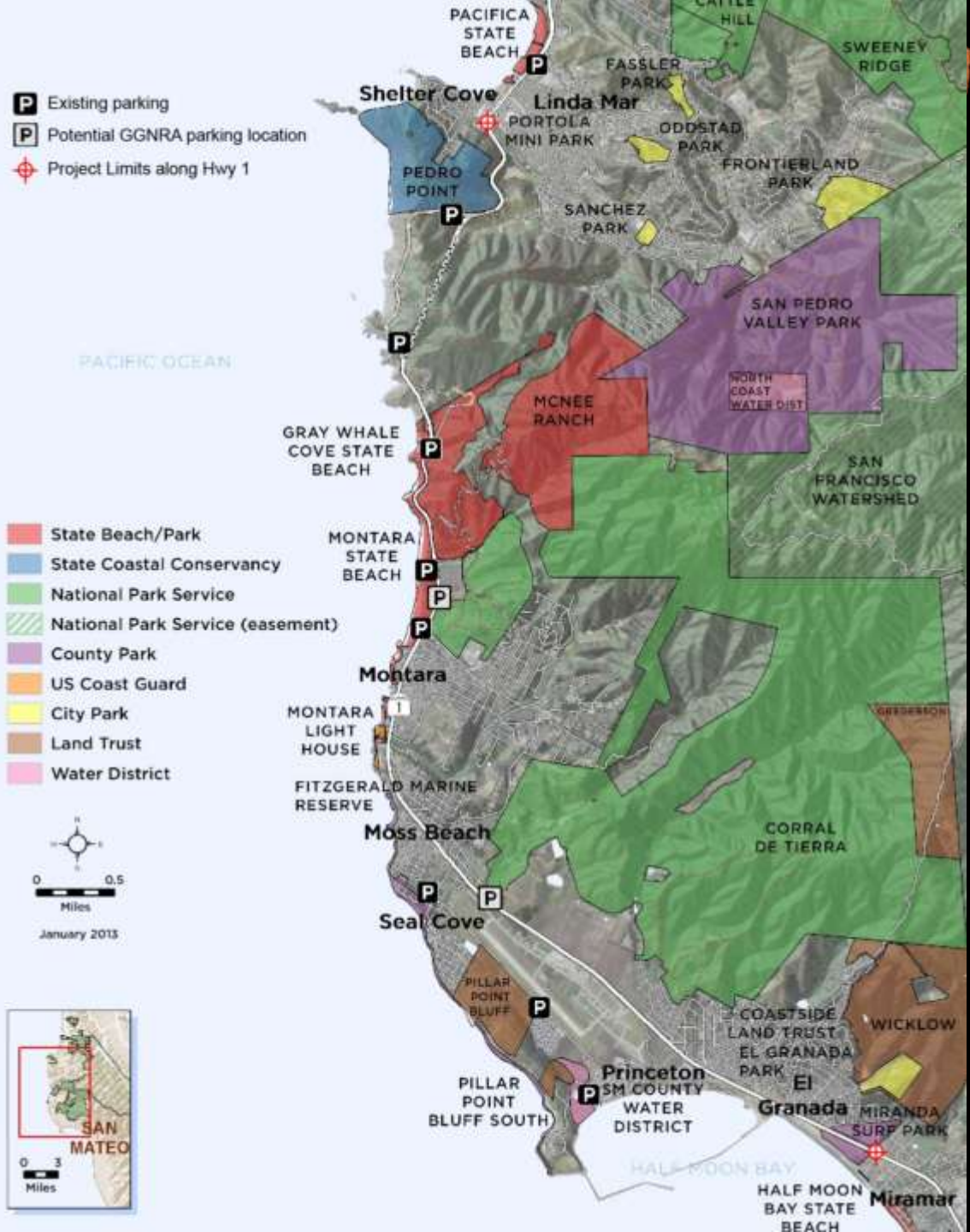


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- Further analysis of Hwy 1 Safety & Mobility Study recommendations
- Evaluate parking demand for coastside destinations
- Inform GGNRA Rancho trailhead planning
- Consider opportunities to enhance access and minimize congestion

Project Location

Midcoast Access Study



Scope of work

Midcoast Access Study: Visitor and Parking Forecasts



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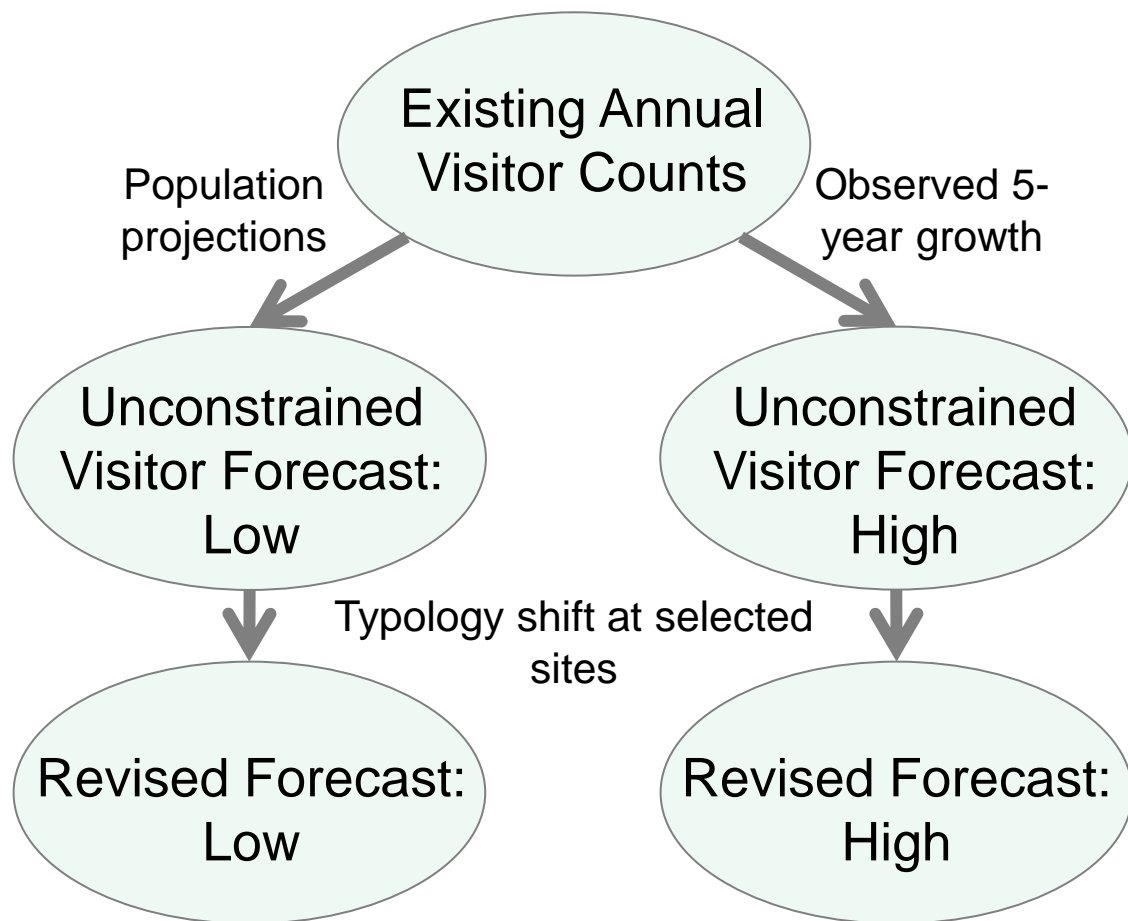
- Review relevant studies
- Data collection
- Visitor forecast – 2030 & 2040
- Parking demand forecast – 2030 & 2040
- Issues & Opportunities

Visitor forecasts: approach

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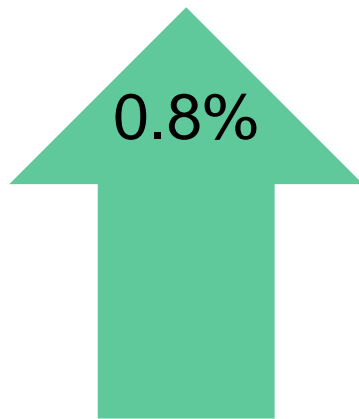
Visitor forecasts: approach, lower bound

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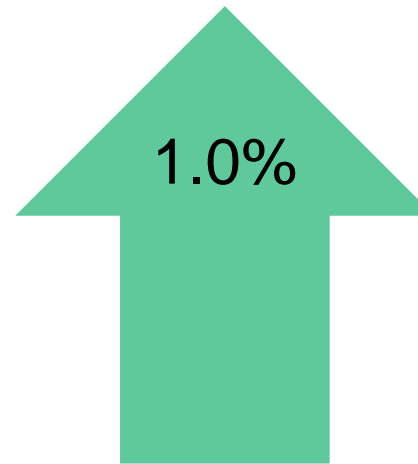


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ABAG Population Projections – Annual Growth Rate



San Mateo County



San Mateo Midcoast Region
(SM, SF, SC Counties)

*Population projections available at the county level only.

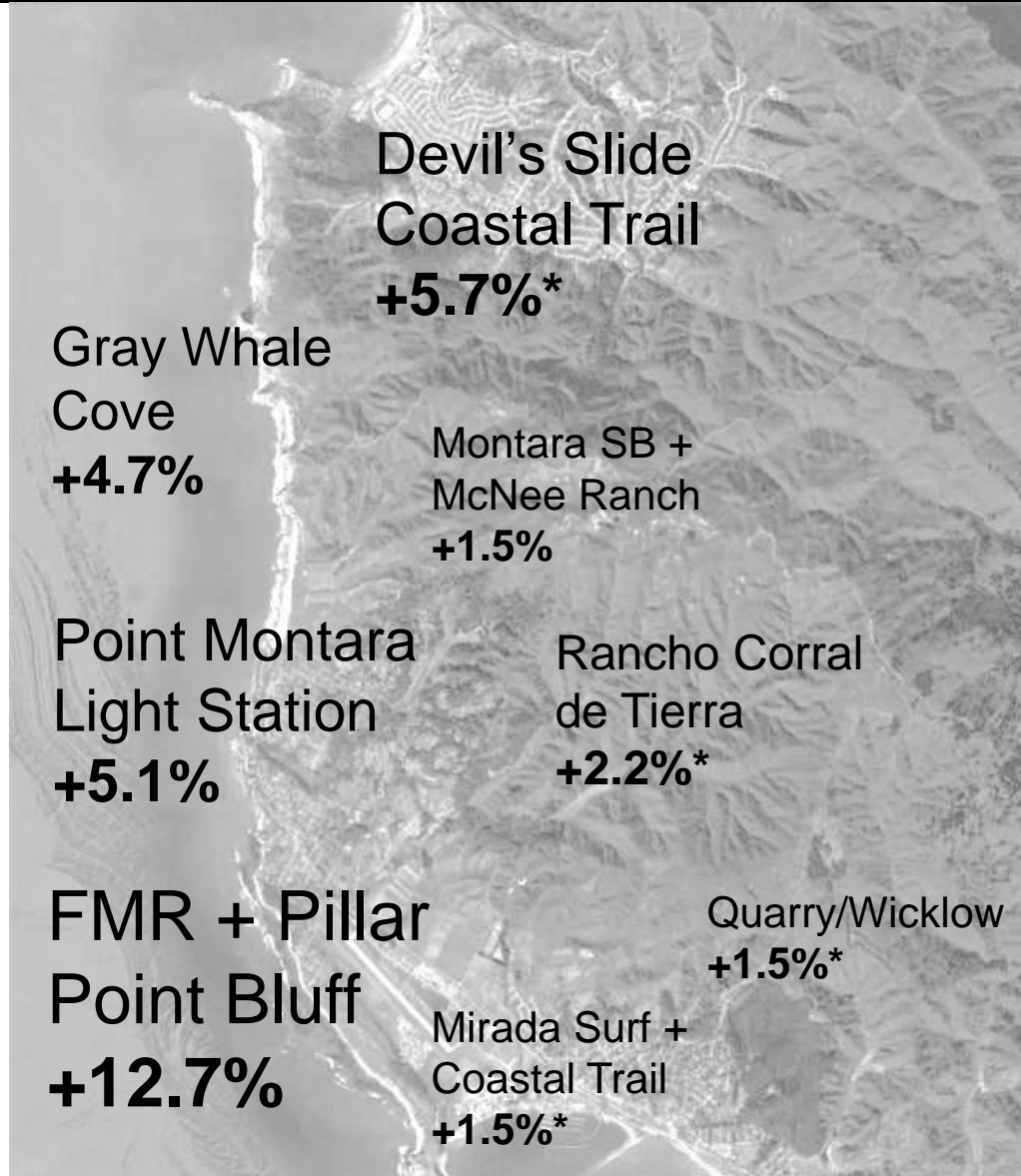
Visitor forecasts: approach, upper bound

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Observed 6- Year Growth Rate



*Annual growth rate based on average rate of similar park sites.

Visitor forecasts: approach, typology shift

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Rancho Corral de Tierra

County Attractor → Regional Attractor

+ ~360k annual visitors



Quarry/Wicklowlow

Local Attractor → County Attractor

+ ~85k annual visitors



Visitor forecasts: 2040 unconstrained

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| Study Area Park Site | Existing Annual Visitation | 2040 Forecast: Low | 2040 Forecast: High |
|--|----------------------------|--------------------|---------------------|
| Devil's Slide Coastal Trail (SMC) | 400,000 | 510,000 | 1,600,000 |
| Point Montara Light Station (SP) | 30,000 | 35,000 | 115,000 |
| Fitzgerald Marine Reserve + Pillar Point Bluff (SMC) | 180,000 | 230,000 | 4,040,000 |
| Montara SB + McNee Ranch (SP) | 80,000 | 100,000 | 120,000 |
| Mirada Surf + Coastal Trail (SMC) | 200,000 | 245,000 | 300,000 |
| Rancho Corral de Tierra (GGNRA) | 455,000 | 485,000 | 510,000 |
| Gray Whale Cove SB (SP) | 35,000 | 45,000 | 130,000 |
| Quarry/Wicklows (SMC) | 30,000 | 120,000 | 180,000 |

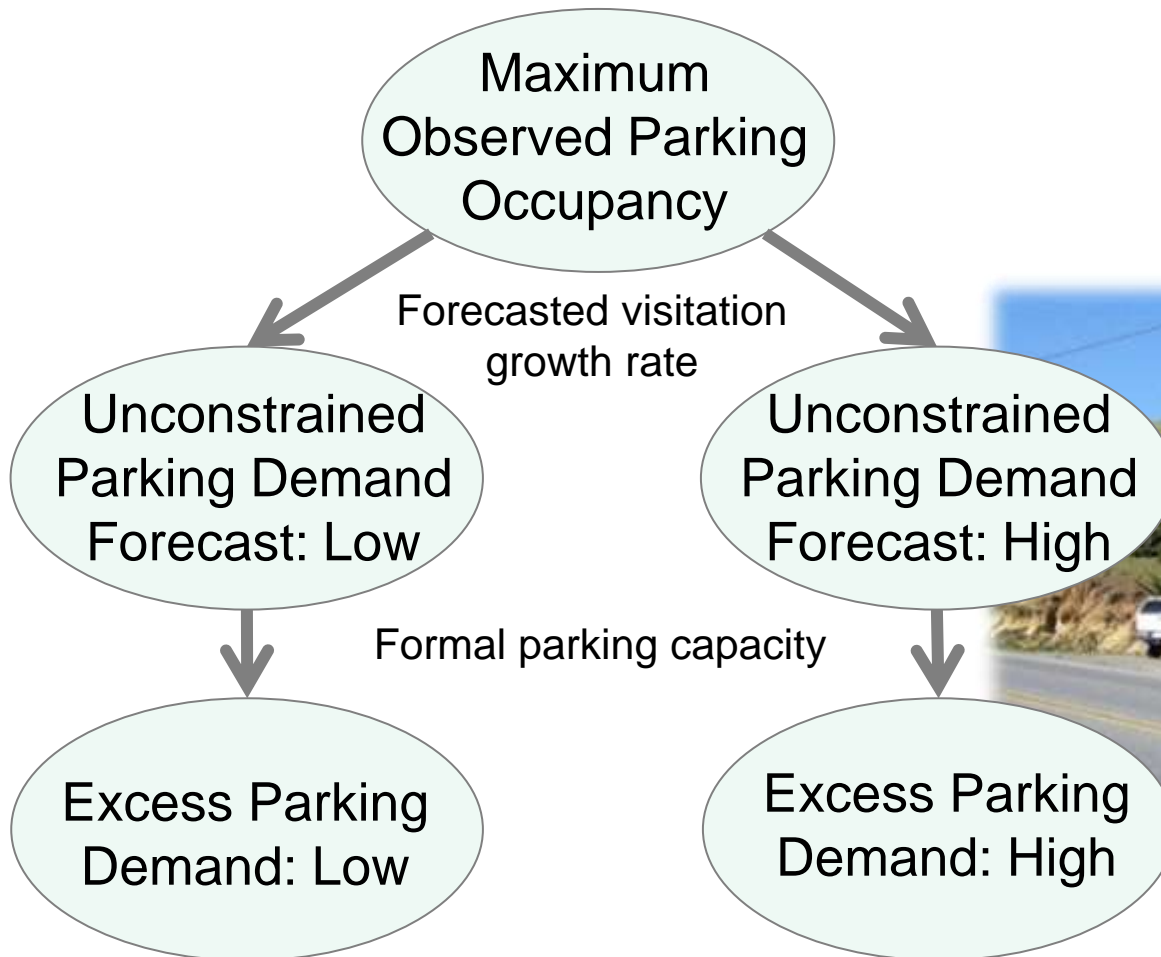
*Forecasts reflect unconstrained conditions and do not consider facility capacity; forecasts are draft and subject to change.

Parking forecasts: approach

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Parking forecasts: 2040 unconstrained

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| Study Area Park Site | Formal Parking Capacity | Maximum Observed Parking Occupancy | 2040 Excess Demand: Low | 2040 Excess Demand: High |
|--|-------------------------|------------------------------------|-------------------------|--------------------------|
| Devil's Slide North + South | 39 | 123% | 22 | 153 |
| Point Montara Light Station | 25 | 48% | (10) | 24 |
| Fitzgerald Marine Reserve + Pillar Point Bluff | 89 | 113% | 41 | 2,192 |
| Montara SB + McNee Ranch | 113 | 137% | 79 | 123 |
| Rancho Corral de Tierra | 0 | - | 63 | 67 |
| Gray Whale Cove SB | 107 | 82% | 2 | 209 |
| Quarry/Wicklows + Mirada Surf | 23 | 26% | 2 | 14 |
| Study Area Public Lands TOTAL | 396 | 107% | 199 | 2,782 |

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Key issues

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1. Incomplete bicycle and pedestrian networks
2. Infrequent transit service
3. High parking occupancies during peak times
4. A lack of wayfinding in some areas
5. A lack of access facilities for Rancho Corral de Tierra
6. Growing demand
7. Competing policy goals

Key issues and opportunities

Midcoast Access Study: Visitor and Parking Forecasts



1. Continue to improve pedestrian and bicycle connectivity between parks:

- Green Valley Trail
- Connection between Pacifica and Devil's Slide Trail
- Parallel Trail
- Other improvements to provide safe pedestrian crossings of Highway 1, especially at:
 - Gray Whale Cove
 - Montara State Beach
 - Towns of Moss Beach and Montara



Key issues and opportunities

Midcoast Access Study: Visitor and Parking Forecasts



2. Study the potential for a regional shared parking strategy.

Opportunities may include:

- SamTrans park-and-ride Lots in Pacifica and Half Moon Bay
- Harbor District Lots at Pillar Point
- Half Moon Bay Airport



Key issues and opportunities

Midcoast Access Study: Visitor and Parking Forecasts



3. Study a regional paid parking program

Implementation approach:

- Demand-responsive pricing
- Flexible payment collection:
 - Automated Pay Stations
 - Pay-by-phone
- Manage overflow parking
 - If needed, consider
 - Residential Permit Areas
 - Residential Benefit Districts



Paid Parking already used at:

- *Pacifica State Beach*
- *Poplar Beach (Half Moon Bay)*
- *Half Moon Bay State Park*
- *Many other State, County and Regional Parks in CA.*

Key issues and opportunities

Midcoast Access Study: Visitor and Parking Forecasts



4. Improve wayfinding

Opportunities may include:

- Signage to Gray Whale Cove surplus lot
- Signage to Oceano Hotel Public Parking
- Changeable message signs indicating parking availability
- Messaging about coastside access on park web sites



Key issues and opportunities

Midcoast Access Study: Visitor and Parking Forecasts



5. Provide and promote a more frequent, visitor-oriented transit service

Potential service characteristics:

- Daylight hours on summer weekends
- Service from Pacifica to Half Moon Bay
- Service at least every 20 minutes
- Real-time departure information via mobile devices
- Implemented in tandem with a paid parking strategy
- Provided at no cost to the rider



Potential parking Areas:

- SamTrans P-n-R at Linda Mar in Pacifica (71 spaces)
- SamTrans P-n-R at San Mateo Rd in HMB (54 Spaces)
- SamTrans P-n-R at Crespi Drive and Hwy 1 (97 Spaces)
- Oceano Hotel beach access parking (90 spaces)

Key issues and opportunities

Midcoast Access Study: Visitor and Parking Forecasts



6. Monitor growth in demand and consider strategically expanding the parking supply in accordance with policy goals

- Consider paving, formalizing, and signing the informal lot just uphill from Gray Whale Cove
- Consider formalizing the roadside parking at Montara State Beach
- Consider a new shared parking facility at the fallow field, located east of Highway 1 and just south of Martini Creek



Potential phasing approach

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1. Formalize Gray Whale Cove informal parking area and Montara State Beach Roadside parking
2. Begin discussions of shared parking with potential partners.
3. Implement improved wayfinding
4. Begin discussion of costs, benefits, and tradeoffs of more intensive strategies (A regional paid parking strategy, a regional shuttle, changeable message signs, and/or a new parking facility at the fallow field)
5. Monitor parking occupancies during Summer 2015

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QUESTIONS?

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