



# BIG SUR HIGHWAY 1 SUSTAINABLE TRANSPORTATION DEMAND MANAGEMENT PLAN

The Big Sur Coast Highway – a 100 mile majestic experience from Carmel to Hearst Castle – is experiencing travel pressures that could damage the very scenic qualities and natural beauty that make the area so precious.

Caltrans is working with a stakeholder Advisory Committee, stakeholder groups from different regions along the corridor, and interested residents to develop a Sustainable Transportation Demand Management Plan. The Plan will provide a collaborative and comprehensive framework to address the increasing visitor demand along the Big Sur Coast in an efficient and environmentally-sustainable way.

The plan builds upon the 2004 Big Sur Coast Highway Management Plan and the Big Sur Land Use Plan to develop a set of goals and strategies to address visitor demands along the highway. Collaboration among stakeholders to address shared issues is a key principle of the Plan.

Outcomes and goals of the planning effort include:

- Creating and meeting stakeholders’ vision and goals
- Developing viable alternatives to driving
- Addressing visitor needs to reduce impacts to natural and scenic resources
- Developing parking strategies
- Coordinating with and building from other community and stakeholder-driven projects
- Identifying potential electric vehicle charging stations

## How to Get Involved

Community input will be gathered via multiple outreach events throughout 2019. Two to three rounds of public workshops will be held in multiple locations throughout the corridor. Online surveys will be provided for those who cannot attend workshops. Presentations and updates will be provided at Big Sur Multi-Agency Advisory Council meetings in 2019.

## Project Timeline

←..... COMMUNITY & STAKEHOLDER COLLABORATION .....→

