



# COUNTY OF SANTA CRUZ

701 OCEAN STREET, SANTA CRUZ, CA 95060-4073

(831) 454-2000 WWW.SANTACRUZCOUNTY.US

CARLOS J. PALACIOS, COUNTY ADMINISTRATIVE OFFICER



## PRESS RELEASE

Date: September 30, 2021

Contact: Kristina Glavis

Kristina.Glavis@santacruzcounty.us

### PORTOLA POP-UP DATA RELEASED, NEXT STEPS ANNOUNCED

The County of Santa Cruz has released public opinion and traffic impact data about the Portola Drive Pop-Up project. First District Supervisor Manu Koenig will be evaluating alternative designs, and will hold public meetings to discuss them with the community.

“We received strong feedback about the Portola Pop-Up, which is why we’re considering alternatives,” Koenig said. “The road diet plan was based on public workshops and was created before I took office. It was a good thing we tried it out on a temporary basis first.”

The temporary project ran for 21 days and demonstrated a road diet with protected bike lanes, new parking configurations, and additional pedestrian safety measures including a stop sign at 36th Avenue. Project data is available at <https://ecoact.org/poweredbyme/>, and includes a traffic study conducted by project consultant Kimley Horn, 1,900 responses to a publicly available survey and 44 responses to a scientific poll.

The traffic study found that vehicle speeds through the area were reduced by 1-4 mph between 36th and 41st avenues. The data shows average vehicle travel times during the temporary installation were slower than baseline conditions by approximately four seconds in the eastbound direction and seven seconds in the westbound direction. The data also shows that baseline pedestrian and bike counts were not significantly changed.

The traffic study did not examine how the road diet would be impacted by intersection improvements, which the Department of Public Works considers to be necessary for a road diet to be implemented. In the winter of 2021-2022, the County will release an Environmental Impact Report that includes an analysis at the 30th and 41st avenue intersections. Options for these intersections may include stop lights and roundabouts.

Pop-up data showed public frustration with traffic slowdowns but also support for a stop sign at 36<sup>th</sup> Avenue and a desire to see bike and pedestrian improvements in the area. Koenig plans to revisit the Pleasure Point Commercial Corridor Plan after the County EIR is released, including convening constituents to review options. After gathering public feedback, Koenig will consider bringing a proposal to the Board of Supervisors to modify the Pleasure Point Commercial Corridor Plan as needed.