

Beach Traffic Ad Hoc Committee Charter

Overview

During the summer season, Santa Cruz is a popular destination for South Bay residents. To reach Santa Cruz, drivers often use Highway 17, which is situated in the heart of Los Gatos. During the weekends, traffic volumes exceed the capacity of Highway 17, leading to congestion that spills over into local roads.

Beach traffic is possibly the most common complaint among the community members of Los Gatos. Its impacts do not discriminate, exacting a substantial cost in time, gasoline, and access to locations across town. Additionally, beach traffic impedes access to buses and emergency services.

The Town of Los Gatos has implemented a number of congestion mitigation strategies with mixed results. There is still more work to be done to better allow movement in town during the summer months.

Therefore, commissioners of the Complete Streets and Transportation Commission (CSTC) have voted to form the Beach Traffic Ad Hoc Committee to further explore potential solutions.

Purpose

The Beach Traffic Ad Hoc Committee will explore and propose potential solutions or combinations thereof with short and long time horizons. Additionally, understanding that beach traffic is, by its nature, a regional problem, the ad hoc committee will build relationships with community members and regional authorities and explore opportunities for collaboration.

Scope of Work

The responsibilities of the Beach Traffic Ad Hoc Committee are as follows:

- (1) Research and draft recommendation(s) to the Los Gatos Town Council. Recommendation(s) should include strategies that could either be implemented locally or require regional coordination. Additionally, these proposed strategies will have two distinct timelines— those that can be reasonably executed in the short run (within two years) and those likely requiring a longer time frame (three to five years). Before these recommendations are delivered to the council, they must first undergo feedback and approval by the CSTC.
- (2) Engage with local community members to gather information and gain a better understanding of beach traffic and its impacts. Additionally, build goodwill with community members.
- (3) Engage with regional authorities and neighboring commissions to investigate potential collaboration.
- (4) Investigate data sources to analyze traffic patterns over time and the impacts of previous congestion mitigation efforts.