



“Point Lobos is being loved to death.”

ParkIT! is a community-based phased approach to improve public safety and protect natural resources while optimizing access and visitor experience to Highway 1 parklands, Carmel to Big Sur.

ParkIT! is developing a reservation system to support parkland access, natural resources, and visitor experience. We also seek to provide shuttle transportation, creating safer, off-highway parking solutions, improving public safety, and reducing greenhouse gas emissions.

Key project priorities:

- Public safety
- Conservation of natural resources
- Visitor experience

Key project components:

- **Reservation system:** Over 600,000 people visit Point Lobos State Natural Reserve on an annual basis, far exceeding the 150 parking spaces within the Reserve. Guests park along Highway SR1 to the north and south to accommodate and 75% walk into the Reserve for free. A reservation system will manage the impact of overuse on delicate natural resources and provide vital revenue to support the Reserve. Additionally, visitor experience will be enhanced by the ability to enjoy a truly open space. There will be programs available to ensure that everyone, no matter their available resources, will be able to visit the park.

Reservation system priorities: • Conservation of natural resources. • Visitor experience

- **Shuttle system/new off-highway parking:** Dangerous parking on the East side of Highway 1 has successfully been eliminated outside of Point Lobos State Natural Reserve. However, on any given day up to 350 cars may line the west side, including south of the Reserve where this is no shoulder. A shuttle system, synced to the reservation system and visitor use patterns at the Reserve, will eliminate dangerous traffic and pedestrian behavior outside of the park. Shuttling visitors directly into the park from the ParkIT! developed Marathon Flats parking lot (Rio Road/Hwy SR1) will also reduce greenhouse gases of up to 31,152 vehicle miles per weekday and 34,628 per weekend day.*

Shuttle system priorities: • Public safety • Conservation of natural resources. • Visitor experience

* According to a project-specific Traffic Impact Analysis conducted by a private traffic engineer for the purposes of determining the impact of this project on traffic in the Rio Road/Hwy 1 intersection and Hwy 1 corridor from Carmel to PLSNR.

Key ParkIT! stakeholders: Carmel community representatives, California State Parks Monterey District, Big Sur Land Trust, Monterey Peninsula Regional Parks District, Point Lobos Foundation, Big Sur International Marathon Foundation



Recent Project Milestones:

- Removal of dangerous parking on the East side of SR1 across from Point Lobos State Natural Reserve (PLSNR)
- Completion of Initial Study/MND and public comments through public review. Submitted final document to State Clearinghouse
- California State Parks Visitor Use Survey in PLSNR through October 31, 2023 to better inform the Reservation and Shuttle models
- Monthly meetings between ParkIT!, California State Parks and California Coastal Commission to discuss permit programming for collaboration and support through approval

Estimated schedule of major project milestones:

- November 2023 - April 2024: Visitor Use Survey at Point Lobos State Natural Reserve
- November 2023 - April 2024: Writing the Coastal Development Permit
- April 2024: Submit permit to Monterey County
- April - June 2024: Shuttle Proof of Concept and data collection
- April 2025 - October 2025: Permit approval (estimating between 12-18 months)
- April 2025 - October 2025: Break ground at Marathon Flats
- April 2025 - October 2025: Begin Hudson House entrance development
- October 2025 - April 2026: Reservation implementation for Point Lobos State Natural Reserve
- October 2025 - April 2026: Shuttle implementation for Marathon Flats/PLSNR/San Jose Creek Trailhead/Palo Corona Park (Phase 1 of ParkIT!)