



**SAN BENITO COUNTY
AGENDA ITEM
TRANSMITTAL FORM**

Dom Zanger
Board of Supervisor

Kollin Kosmicki
Board of Supervisor

**Roxanne
Stephens**
City of Hollister

Leslie Jordan
City of San Juan
Bautista Council
Member

Jill G Pagaran
San Juan Bautista
Tourism
Organization

**Christian
Pillsbury**
Wine Industry

Item Number: 6.a

MEETING DATE: 08/27/2025

DEPARTMENT: COUNCIL OF GOVERNMENTS

AGENDA ITEM PREPARER: Gracie Rodriguez

SUBJECT:

Discuss comprehensive traffic management strategies for Pinnacles National Park: understanding issues, data needs, and implementing solutions. Provide feedback and direction as desired.

AGENDA SECTION:

REGULAR AGENDA

BACKGROUND/SUMMARY:

The Tourism Advisory Committee is exploring the possibility of implementing shuttle transportation to Pinnacles National Park. To provide valuable insights and expertise on this topic, the committee came to a consensus to invite Binu Abraham, Executive Director of the San Benito Council of Governments.

Preliminary discussions on this topic will include:

1. Shared understanding of the Traffic Problem: How do we define (and agree) the visitor experience and how traffic impacts tourism at Pinnacles.
2. Data needs & Lessons learnt : What do we know and what do we need to know? How are other national parks/tourism centers addressing the traffic management issues. Do we have case studies that we can learn from? What additional data or surveys are needed before recommending bigger investments.
3. Identify short term and mid-term strategies for traffic management: Brainstorm short term fixes that could be piloted over a period of X months.

STAFF RECOMMENDATION:

Discuss comprehensive traffic management strategies for Pinnacles National Park: understanding issues, data needs, and implementing solutions. Provide feedback and direction as desired.

ATTACHMENTS: