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Regional Transportation Planning Agency - Local Transportation Commission  
Monterey County Service Authority for Freeways & Expressways - Email: [info@tamcmonterey.org](mailto:info@tamcmonterey.org)

## **BICYCLE AND PEDESTRIAN FACILITIES ADVISORY COMMITTEE (BPC)**

**Wednesday, April 4, 2018  
6:00 PM**

### **TRANSPORTATION AGENCY FOR MONTEREY COUNTY (TAMC) Transportation Agency Conference Room AGENDA**

Complete agenda packets are on display at the Transportation Agency for Monterey County office and at these public libraries: Carmel, Monterey, Salinas Steinbeck Branch, Seaside, Prunedale, and King City. Any person who has a question concerning an item on this agenda may call the Agency Secretary to make inquiry concerning the nature of the item described on the agenda. Please recycle this agenda.

#### **1. ROLL CALL**

Call to order and self-introductions. Committee bylaws specify that a quorum shall consist of a majority (7) of the number of voting memberships actually filled at that time (13); the existence of any vacancies shall not be counted for purposes of establishing a quorum. If you are unable to attend, please contact the Transportation Agency. Your courtesy to the other Committee members to assure a quorum is appreciated.

#### **2. PUBLIC COMMENTS**

Any member of the public may address the Committee on any item not on the agenda but within the jurisdiction of the Committee. Each member of the public is allotted with three minutes to address any concerns. Comments on items on today's agenda may be given when that agenda item is discussed.

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#### **3. BEGINNING OF CONSENT AGENDA**

Any member of the public may address the Committee on any item not on the agenda but within the jurisdiction of Transportation Agency and Executive Committee. Comments on items on today's agenda may be given when that agenda item is discussed.

##### **3.1 APPROVE minutes of Committee meeting of March 7, 2018.**

**- Montiel**

## END OF CONSENT AGENDA

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4. **RECEIVE** presentation on the Fort Ord Regional Trail & Greenway project.

- Watson/Waltz

*The Fort Ord Regional Trail & Greenway project is a proposed new paved regional active transportation route that will serve as a safe pedestrian and bicycle corridor connecting the cities of Seaside, Marina, Del Rey Oaks, Monterey and unincorporated community residents to California State University Monterey Bay, the Fort Ord National Monument and the Monterey Bay Sanctuary Scenic Trail.*

5. **RECEIVE** update on the Monterey County Active Transportation Plan; and **PROVIDE** input on the projects for development into conceptual design.

- Murillo

*The Active Transportation Plan is an update of the 2011 Bicycle and Pedestrian Master Plan. The focus of the 2018 Plan update is to meet the State Active Transportation Program guidelines, incorporate innovative bicycle facility designs, and promote high priority projects. Staff will present the draft Active Transportation Plan.*

6. **RECEIVE** Report on the Measure X Safe Routes to School Program.

- Green

*The Safe Routes to School Program is a Measure X-funded initiative. The proposed Program sets a vision and identifies goals, objectives and types of projects and activities that can be funded.*

7. **RECEIVE** update on the Traveler Information/Rideshare Program (Go831).

- Green

*The Go 831 Traveler Information/Rideshare Program seeks to reduce traffic, improve air quality and promote health by encouraging alternatives to driving alone. Staff anticipates a public launch of the program in spring 2018.*

8. **ANNOUNCEMENTS and/or COMMENTS**

9. **ADJOURN**

## **ANNOUNCEMENTS**

Next Committee meeting:

**Wednesday May 2, 2018**

**Gonzales Council Chamber**

117 Fourth Street, Gonzales

***Light refreshments will be provided***

Documents relating to an item on the open session that are distributed to the Committee less than 72 hours prior to the meeting shall be available for public inspection at the office of the Transportation Agency for Monterey County, 55-B Plaza Circle, Salinas, CA. Documents distributed to the Committee at the meeting by staff will be available at the meeting; documents distributed to the Committee by members of the public shall be made available after the meeting.

**Transportation Agency for Monterey County**

**55-B Plaza Circle, Salinas, CA 93901-2902**

**Monday thru Friday 8:00 a.m. - 5:00 p.m.**

**TEL: 831-775-0903**

**FAX: 831-775-0897**

The Committee Agenda will be prepared by Agency staff and will close at noon nine (9) working days before the regular meeting. Any member may request in writing an item to appear on the agenda. The request shall be made by the agenda deadline and any supporting papers must be furnished by that time or be readily available.

***If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 USC Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Individuals requesting a disability-related modification or accommodation, including auxiliary aids or services, may contact Transportation Agency at 831-775-0903. Auxiliary aids or services include wheelchair accessible facilities, sign language interpreters, Spanish Language interpreters and printed materials, and printed materials in large print, Braille or on disk. These requests may be made by a person with a disability who requires a modification or accommodation in order to participate in the public meeting, and should be made at least 72 hours before the meeting. All reasonable efforts will be made to accommodate the request.***

## **CORRESPONDENCE, MEDIA CLIPPINGS, & REPORTS**

**Correspondence - No items this month.**

### **Media Clipping**

**M 1. RECEIVE** media clippings attached online.

### **Reports**

**R 1. RECEIVE** reports online.



***Memorandum***

**To:** Bicycle and Pedestrian Facilities Advisory Committee  
**From:** Debra L. Hale, Executive Director  
**Meeting Date:** April 4, 2018  
**Subject:** **BPC Draft Minutes**

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**RECOMMENDED ACTION:**

**APPROVE** minutes of Committee meeting of March 7, 2018.

ATTACHMENTS:

- ▣ BPC Draft March minutes

**TRANSPORTATION AGENCY FOR MONTEREY COUNTY (TAMC)  
Bicycle and Pedestrian Facilities Advisory Committee  
Draft Minutes of March 7, 2018  
Held at the Transportation Agency for Monterey County**

at TAMC office 55-B Plaza Cir., Salinas CA 93901

<b>Voting Members</b>	<b>JUN 17</b>	<b>AUG 17</b>	<b>SEP 17</b>	<b>OCT 17</b>	<b>NOV 17</b>	<b>JAN 18</b>	<b>FEB 18</b>	<b>MAR 18</b>
Eric Petersen, District 1, Past Chair	<b>C</b>	P	P	<b>C</b>	P	<b>C</b>	P	P
Vacant – District 2	<b>A</b>	E	E	<b>A</b>	-	<b>A</b>	-	-
Vacant – District 3	<b>N</b>	-	-	<b>N</b>	-	<b>N</b>	-	-
Jeff Wriedt, District 4 <i>(Frank Henderson)</i>	<b>C</b>	P	P	<b>C</b>	E	<b>C</b>	P(A)	P
Jeff Lindenthal, District 5 <i>(Geof Tibbitts)</i>	<b>E</b>	P	P	<b>E</b>	E	<b>E</b>	P	P
D. L. Johnson, Carmel-By-The Sea	<b>L</b>	P	P	<b>L</b>	P	<b>L</b>	P	P
Del Rey Oaks - vacant	<b>L</b>	-	-	<b>L</b>	-	<b>L</b>	-	-
Gonzales - Vacant	<b>E</b>	-	-	<b>E</b>	-	<b>E</b>	-	-
Ernesto Gallardo, Greenfield	<b>D</b>	-	-	<b>D</b>	-	<b>D</b>	P	E
Michael LeBarre, King City		P	P		P		P	E
Vacant, Marina,		-	-		-			-
Monterey - Vacant,		-	-		-			-
Linda Petersen, Pacific Grove <i>(Jung Hwa Kim)</i>		-	P		P		P	P(A)
Chris Flescher, Salinas, Vice Chair <i>(Mark Lasnik)</i>		P	P		P		P	P
Sand City - Vacant		-	-		-		-	-
Jan Valencia, Seaside <i>(Ralph Wege)</i>		P	P		P(A)		P	P(A)
Soledad - Vacant		-	-		-		-	-
Vacant, MBUAPCD		-	-		-		-	-
Lisa Rheinheimer, Monterey Salinas Transit - Chair		P	P		P		P	P
Vera Noghera, Velo Club of Monterey <i>(Alex Capelli)</i>		P(A)	P(A)		P(A)		P	P
Mary Israel, FORA <i>(Jonathan Brinkmann)</i>		P	P		P		E	P
N. County Recreation & Park District - Vacant		-	-		-		-	-
James Serrano, Salinas Public Works		-	-		-		-	-
Raul Martinez – County Public Works		P	P		-		P	P
Caltrans - District 5		-	-		-		-	-
Vacant, AMBAG		-	-		-		-	-
Vacant, Pebble Beach Company		-	-		-		-	-
Brian Cook, CSUMB <i>(Matthew McCluney)</i>		P	P		E		P	

**E – Excused**                      **VC – Video Conference**  
**P(A) – Alternate**                **TC – Teleconference**

<b>TRANSPORTATION AGENCY STAFF</b>	<b>JUN 17</b>	<b>AUG 17</b>	<b>SEP 17</b>	<b>OCT 17</b>	<b>NOV 17</b>	<b>JAN 18</b>	<b>FEB 18</b>	<b>MAR 18</b>
Debbie Hale, Executive Director					E		E	E
Todd Muck, Deputy Executive Director		E	E		E		E	E
Ariana Green, Associate Transportation Planner		E	E		P		E	E
Virginia Murillo, Transportation Planner		E	E		P		P	P
Maria Montiel, Administrative Assistant		P	P		P		P	P

**OTHERS PRESENT:**

Andrew Easterling                      City of Salinas                      Chandra Rapley      Ecology Action

1. Chair Lisa Rheinheimer called the meeting to order at 6:00 p.m. A quorum was established and self-introductions were made.

2. **PUBLIC COMMENTS**

None this month.

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3. **BEGINNING OF CONSENT AGENDA**

**M/S/C** Noghera/Wege /unanimous

Abstain: Jeff Wriedt and Mary Israel

- 3.1 Approved minutes of the Bicycle and Pedestrian Facilities Advisory Committee meeting of February 7, 2018.

**END OF CONSENT AGENDA**

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#### **4. SALINAS VALLEY EXPRESS TRANSIT CORRIDOR STUDY**

The Committee received a presentation from Monterey-Salinas Transit staff on the Salinas Valley Express Transit Corridor Study.

Lisa Rheinheimer, Monterey-Salinas Transit, presented the Salinas Valley Express Transit Corridor Study. The Study will identify ways to advance Line 23 (Salinas to King City) to be a rapid transit option with travel times comparable to the automobile. She noted that the study will identify primary boarding locations and key sites to implement transit information technology to aid in the successful implementation of a rapid transit corridor with limited stops and ½ hour headways during the peak travel commute. She also reported that MST is planning a South County maintenance facility that will be in King City, which will be closer to where the service starts. In conclusion, Ms. Rheinheimer noted that a more direct route with limited stops is needed to provide rural South County residents with a more efficient way to access employment, education, and medical appointments in the more urbanized areas of the county.

The Committee had the following comments and suggestions for the Salinas Valley Express Transit Corridor Study:

- Consider having suggestions cards for bus drivers to distribute for passengers to fill out
- Consider coordinating trips with AMTRAK schedule
- Consider less stops for faster to destinations

#### **5. MONTEREY COUNTY ACTIVE TRANSPORTATION PLAN**

The Committee received an update on the Monterey County Active Transportation Plan; and provided input on the draft ranked project lists.

Virginia Murillo, Transportation Planner, reported that the Active Transportation Plan is an update of the 2011 Bicycle and Pedestrian Master Plan. She noted that the focus of the 2018 Plan update is to meet the State Active Transportation Program Guidelines, incorporate innovative bicycle facility designs, and promote high priority projects. The goal of the Plan is to position high priority projects to be more competitive for grant finding such as the State's Active Transportation Program. Ms. Murillo noted that Transportation Agency staff is collected stakeholders and public input from Spring 2016 to Winter 2016. An online public mapping tool was also available. She noted that Transportation Agency staff worked with the Monterey County Health Department to gather input from their Greenfield Leadership and Civic Engagement group. Staff is requesting input on these draft ranked lists, and the proposed high-priority projects. She noted that the purpose of the ranking exercise is to identify high-priority projects. Once these are identified, TAMC's consultant, Alta Planning + Design, will develop conceptual design for up to 15 high-priority projects throughout the County.

The Committee had the following questions, comments and suggestions to the Monterey County Active Transportation Plan:

- What will be implemented first? TAMC will coordinate with the cities and county to identify the projects that will be implemented.
- Consider connectivity from City to City
- Consider safe routes when scoring projects
- Consider a roundabout on Forest in the City of Pacific Grove



**6. BIKE MONTH AND BIKE SAFETY OUTREACH**

The committee:

1. Received report on Monterey county Bike Month 2018 and the countywide bike safety outreach; and
2. Provided direction to staff on future planning for Monterey County Bike Month and the countywide Bike Safety outreach.

Virginia Murillo, Transportation Planner reported that bike month is a national public awareness event held annually in May to promote bicycling. She noted that the Agency has dedicated Transportation Development Act funds for public education, and requests direction from the Committee for 2018 Bike Month and countywide bike safety outreach. Ms. Murillo also reported that TAMC is kicking off a Traveler Information/Rideshare Program that seeks to reduce traffic, improve air quality and promote health by encouraging alternatives to driving alone. In conclusion Ms. Murillo noted that for bike month 2018, TAMC staff is proposing to:

- Continue promoting community events using print and social media (Facebook/ Instagram)
- Partner with other agencies, such as County Health Department on bike safety events (Public libraries)
- Promote the Rideshare Bike Month Challenge via the <http://tamc.rideamigos.com/> app
- Conduct an educational outreach effort that highlights the benefits of bicycling for people of all ages and abilities

Committee member Jung Hwa Kim suggested collaborating with the Bone Health, Montage, Pediatrics and schools to reach out to more of the Monterey County community.

Chair Rheinheimer suggested looking at the Portland TriMet near-collisions public safety campaign.

Committee member Eric Petersen expressed the need for share the road bumper stickers to distribute.

**7. CANYON DEL REY BOULEVARD (SR 218) CORRIDOR STUDY**

The Committee received a report on the Canyon Del Rey (State Route 218) Corridor Study.

Virginia Murillo, Transportation Planner, reported that the Canyon Del Rey (SR 218) Corridor Study will identify bike and pedestrian improvements for the corridor, analyze the impacts of relinquishment, and will include the technical traffic modeling analysis necessary to identify short and long-term improvements for the corridor. She noted that TAMC received a Caltrans Strategic Partnership Planning grant to develop the Canyon Del Rey Boulevard (SR 218) Corridor Study. The Corridor Study is a partnership with TAMC, the cities of Seaside, Del Rey Oaks, and Caltrans. A walking and driving tour of Canyon Del Rey Boulevard is coming up in the next few weeks.

Chair Lisa Rheinheimer expressed concern on the protected intersection designs and noted that it looks tight for large vehicles and buses. Virginia Murillo noted that Kimley-Horn will conduct an analysis.

Chair Rheinheimer noted that Caltrans has a State Highway Operation and Protection Program (SHOPP) that includes bike and pedestrian improvements on the State highway. The Committee requested a copy of Caltrans' SHOPP program projects.

8. **ANNOUNCEMENTS AND/OR COMMENTS**

Committee member Eric Petersen announced that the Salinas Criterium is scheduled on April 29, 2018.

Committee member D.L. Johnson expressed that the cities have been doing a great job of keeping their bike paths clean, but noted that Monterey County is falling behind. He noted that he was walking on the Carmel trails and the Police Department was present due to homeless, safety and sanitary issues in the trail area.

Committee member Jeff Wriedt said the Sand City Eco Resort does not include a bike path connection.

Committee member Chris Flescher announced that on March 11<sup>th</sup>, San Francisco Sunday Streets starts its car-free community event on Valencia Street.

7. **ADJOURNMENT**

Chair Lisa Rheinheimer adjourned the meeting at 7:30 p.m.



## *Memorandum*

**To:** Bicycle and Pedestrian Facilities Advisory Committee  
**From:** Virginia Murillo, Transportation Planner  
**Meeting Date:** April 4, 2018  
**Subject:** **Fort Ord Regional Trail & Greenway Update**

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### **RECOMMENDED ACTION:**

**RECEIVE** presentation on the Fort Ord Regional Trail & Greenway project.

### **SUMMARY:**

The Fort Ord Regional Trail & Greenway project is a proposed new paved regional active transportation route that will serve as a safe pedestrian and bicycle corridor connecting the cities of Seaside, Marina, Del Rey Oaks, Monterey and unincorporated community residents to California State University Monterey Bay, the Fort Ord National Monument and the Monterey Bay Sanctuary Scenic Trail.

### **FINANCIAL IMPACT:**

FORTAG is included in the Measure X Plan, with \$20 million allocated to the project, which has an approximate cost estimate of \$40 million. TAMC anticipates matching the Measure X funds with State and Federal grants to fully fund project development and construction. The environmental review phase of FORTAG comes from the Senate Bill 1 Local Partnerships Program (\$500,000) and local Transportation Development Act 2% Program (\$500,000).

### **DISCUSSION:**

The Fort Ord Regional Trail & Greenway is a grassroots proposal, and part of a larger effort to connect communities in and around the former Fort Ord to each other and to education, employment, community and recreation centers. FORTAG is a proposed new paved regional active transportation route that will serve as a safe pedestrian and bicycle corridor connecting the cities of Seaside, Marina, Del Rey Oaks, Monterey and unincorporated community residents to California State University Monterey Bay, the Fort Ord National Monument and the Monterey Bay Sanctuary Scenic Trail.

FORTAG is proposed as a 24.2-mile continuous 12-ft wide paved bicycle and pedestrian trail with an open-space buffer on both sides. A map of the proposed route is **attached**. FORTAG will connect to 7.5 miles of existing Monterey Bay Sanctuary Scenic Trail, for a total 31.7 mile long regional trail in the Monterey Peninsula that will connect with the existing and planned active transportation network, and will provide connections to unpaved trails in the Fort Ord National Monument. FORTAG is designed to accommodate people of all ages and abilities, and will have an open space buffer for the majority of the route.

FORTAG's intended purposes include: connecting people to open-space from their homes, workplaces, and hospitality bases; connecting together core habitat areas; facilitating social interaction between Fort Ord, Monterey Peninsula, and the Salinas Valley; and acting as an artery from which to launch numerous other recreational activities. The paved trail is intended to be a pleasant and visually obvious route that invites safe use by families with young children on bikes, and that can be jointly used by walkers, joggers, children in strollers, wheelchairs (in key segments), commuter cyclists, and recreational cyclists (including those with narrow tires). Substantial portions of the greenway are intended to support unpaved paths used by hikers, mountain bikers, equestrians, and naturalists.

In the fall of 2017, the cities of Marina, Seaside, Del Rey Oaks, and Monterey and the County of Monterey approved a memorandum of understanding to designate TAMC as the lead agency for environmental review. TAMC is leading the environmental review of FORTAG to make the project ready to compete for state, federal and private matching funds.

**ATTACHMENTS:**

- Fort Ord Regional Trail & Greenway map

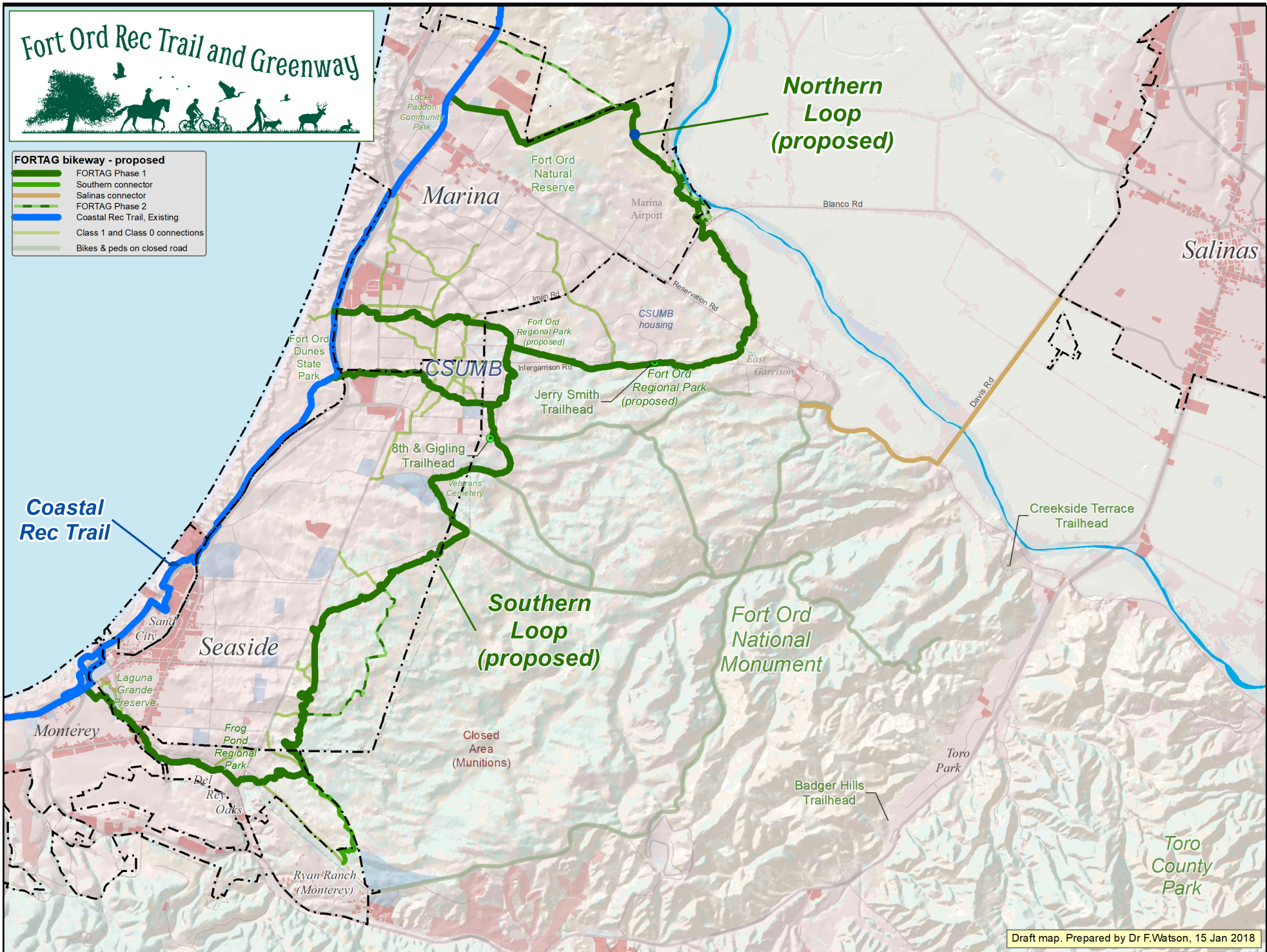
**WEB ATTACHMENTS:**

[FORTAG Website](#)

# Fort Ord Rec Trail and Greenway



- FORTAG bikeway - proposed**
- █ FORTAG Phase 1
  - █ Southern connector
  - █ Salinas connector
  - █ FORTAG Phase 2
  - █ Coastal Rec Trail, Existing
  - █ Class 1 and Class 0 connections
  - █ Bikes & peds on closed road



Draft map. Prepared by Dr F.Watson, 15 Jan 2018



## *Memorandum*

**To:** Bicycle and Pedestrian Facilities Advisory Committee  
**From:** Virginia Murillo, Transportation Planner  
**Meeting Date:** April 4, 2018  
**Subject:** **Draft Active Transportation Plan**

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### **RECOMMENDED ACTION:**

**RECEIVE** update on the Monterey County Active Transportation Plan; and **PROVIDE** input on the projects for development into conceptual design.

### **SUMMARY:**

The Active Transportation Plan is an update of the 2011 Bicycle and Pedestrian Master Plan. The focus of the 2018 Plan update is to meet the State Active Transportation Program guidelines, incorporate innovative bicycle facility designs, and promote high priority projects. Staff will present the draft Active Transportation Plan.

### **FINANCIAL IMPACT:**

The Plan will position high priority projects to be more competitive for grant funding, such as the State's Active Transportation Program. The upcoming ATP cycle funding estimate is \$438 million for FY2019/20 to FY2022/23.

Staff time for the development of the Plan is included in the TAMC budget under work element 6145 (Bike/Ped Plan - Active Transportation Plan). Alta Planning + Design's contract of \$124,891 is included in the TAMC budget under work element 6550 (Complete Street Project Implementation).

### **DISCUSSION:**

In addition to creating an Active Transportation Plan that will meet the State's guidelines, and identifying high priority bicycle and pedestrian projects, this effort will also focus on analyzing key gaps in the existing and proposed bicycle and pedestrian networks, identifying opportunity sites for

innovative bicycle facility design, and designating areas for enhanced regional and local connectivity.

In May 2016, Committee members from the Bicycle and Pedestrian Committee and the Technical Advisory Committee participated in a mapping activity to identify bicycle and pedestrian improvements throughout Monterey County. In August 2016, Committee members provided input on the list of projects identified in the May mapping exercise. From September to December 2016, TAMC staff set up an online mapping public input tool. Members of the public were able to provide feedback on: barriers to bicycling/walking, routes that they currently walk/bike, and routes that they would like to bike/walk if improvements were made. Approximately 300 people submitted 430 comments via the Wikimapping tool. Staff collaborated with the Monterey County Health Department to gather input from their Greenfield Leadership and Civic Engagement group. Staff also collaborated with the City of Gonzales to host a South County public workshop for the Plan.

Since the public outreach phase of this project, TAMC staff has met with city and county staff to review the comments received during the public outreach phase and to discuss city priorities. TAMC staff has also refined the project ranking criteria to develop draft ranked project lists for each of the Monterey County jurisdictions. The refined project criteria reflect input that staff obtained from both the Bicycle and Pedestrian Committee and the Technical Advisory Committee, but includes a measurement methodology and data sources as well as a refined scale for how points are distributed among these categories (**attachment**):

- Safety
- Connectivity
- Comfort
- Active Transportation Trips (Demand)
- Equity
- Complete Streets Opportunity projects
- Quality Facilities

Staff has developed draft project list rankings for the proposed active transportation plan improvements. An interactive map of the projects as well as draft ranked project lists for the cities and the County of Monterey are posted on the Active Transportation Plan website:

<http://www.tamcmonterey.org/programs/bike-pedestrian/bike-ped-plan/>

Since the last Committee meeting, staff has received input on the prioritized project lists, which is summarized in the executive summary of the Active Transportation Plan (**attachment**). Staff has also conferred with local jurisdictions on potential projects that will be submitted as candidates for the competitive State Active Transportation Program. Based on this input, the following high-priority projects will be developed into conceptual designs:

- Marina: Reservation Rd protected bike lanes/cycletrack (Salinas Ave - Del Monte Blvd)\*Regional Priority
- Marina: Cardoza Ave bike lanes/cycletrack (Beach Rd – end of Cardoza Ave)
- Monterey: E. Downtown Bike Boulevard (Class III on Third and Pearl from Sloat to Van Buren
- Monterey: Hawthorne Van Buren bike connection New Monterey Bike Boulevard Class III on

Laine, Hoffman, Reeside, and Hawthorne

- Pacific Grove: Sinex Ave bike lanes (Forest Ave - Asilomar Ave)
- Salinas: Class I or IV bike lanes along East Alisal Street (between Bardin and Skyway Blvd)  
\*Regional Priority
- Salinas: E Laurel Dr protected bike lanes/cycletrack (Adams St - Williams Rd) \*Regional Priority

The intent of the conceptual designs is to advance these high-priority projects into project development and make them more competitive for ATP grant funding. Alta Planning + Design is tasked with developing 15 conceptual designs, which is enough for approximately 1 design per jurisdiction and 2-3 concepts for projects with regional significance. Staff seeks input on additional projects for conceptual design.

Following Committee input, staff will present the draft Active Transportation Plan to the TAMC Board of Directors on April 25, with adoption targeted for June.

#### ATTACHMENTS:

- ▢ Project Ranking Criteria
- ▢ Active Transportation Plan Executive Summary



**Monterey County Active Transportation Plan  
Ranking Methodology**

Criteria	Measurement Methodology	Data Source	Notes
<p><b>Safety (20 points)</b> Addresses a location with a high bicycle and pedestrian collision history, or addresses a location that is associated with greater cyclist or pedestrian stress such as streets with higher motor vehicle volumes and/or posted speeds.</p>	<p><b>UC Berkeley TIMS:</b> 1 or more fatalities or severe injury collisions at project location (5 points); 2&lt; collisions at the project location (4 points); 2&lt; collisions within close proximity of the project location (3 points); 2&gt; collision within close proximity of the project location (2 points); 0 collisions within close proximity of the project location (1 point)</p> <p><b>CalEnviroScreen 3.0 Traffic Density percentiles:</b> 100-80 (5 points); 80-70 (4 points); 50-40 (3 points); 40-30 (2 points); 20 - 0 (1 point)</p> <p><b>Speeds:</b> &gt;40 mph (5 points) &gt;30 mph (3 points) &gt;20 mph (2 points)</p> <p><b>Roadway Classification:</b> Project is located on or crosses a major arterial (5 points); Project is located on or crosses a minor arterial (4 points); Project is located on or crosses a collector arterial (3 points); Project has no arterial crossings (2 points)</p>	<p><b>UC Berkeley Traffic Injury Mapping System collisions data from 2010 - 2016</b> <a href="https://tims.berkeley.edu/">https://tims.berkeley.edu/</a></p> <p><b>CalEnviroScreen 3.0 - Traffic Density</b> <a href="https://oehha.ca.gov/calenviroscreen/indicator/traffic-density">https://oehha.ca.gov/calenviroscreen/indicator/traffic-density</a></p> <p><b>Speeds/Roadway Classification</b> <u>Speed data:</u> Association of Monterey Bay Area Governments Regional Roadway Network data.</p> <p><u>Roadway classification:</u> Caltrans California Road System Maps (<a href="http://www.dot.ca.gov/hq/tsip/hseb/crs_maps/">http://www.dot.ca.gov/hq/tsip/hseb/crs_maps/</a>)</p> <p>The breakdown of points for the speed and roadway classifications is based on research regarding speed and injury severity for pedestrians.</p>	<p>Crash data is a historical and responsive variable, while the remaining safety data points are predictive variables for identifying locations that will improve bike and pedestrian safety.</p> <div data-bbox="1564 516 1969 933" style="border: 1px solid black; padding: 10px; text-align: center;"> </div> <p>Figure 1: Image source - Seattle Department of Transportation. (September 2010).</p>

<p><b>Connectivity (20 points)</b> Fills a gap or creates access in an existing route to major destinations. Will remove a barrier or close a system gap in the active transportation network.</p>	<p><b>Major Destinations:</b> Serves 2 or more major regional destinations, project located on a regional wayfinding route (10 points); Serves 1 major regional destinations, project connects to a regional wayfinding route (7 points); Serves 2 or more local destinations (5 points); Serves 1 local destination (3 points); Serves residential neighborhood only (1 point)</p> <p><b>Closes a Gap:</b> Connects to 1 regional or 2 local or more bike/pedestrian facilities that are existing or planned, project located on a regional wayfinding route (10 points); Connects to 1 local existing or planned bike/pedestrian facility, project connects to a regional wayfinding route (7 points); Project connects to 2 or more local destinations (5 points); Does not connect to an existing or planned bike/ped facility (1 point)</p>	<p><b>Major Destinations:</b> Regional destinations are large employment centers, colleges and universities, hospitals, shopping centers, downtown commercial centers and transit stations.</p> <p>Local destinations are elementary, middle and high schools, libraries and other community centers.</p> <p><b>Closes a Gap:</b> Based on 2011 Master Plan database and TAMC existing bikeways data and Regional Wayfinding Plan data.</p>	
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**Monterey County Active Transportation Plan  
Ranking Methodology**

<p><b>Comfort (20 points)</b> Creates a more comfortable walking or bicycling experience for the user by using innovative bicycle and/or pedestrian treatments such as cycle tracks, bike boxes or pedestrian countdowns.</p>	<p><b>Treatment:</b> Innovative and physically separated treatment (20 points); Physically separated treatment (15 points); Innovative visually separated treatment (10 points); Mixed with traffic treatment (5 points)</p>	<p>Innovative and physically separated treatment: bike boxes, cycle tracks with physical buffer</p> <p>Physically separated treatment: Sidewalk, curb extensions, shared use path,</p> <p>Innovative visually separated treatment: Pained buffered bike lane, advisory shoulder, crosswalk, high-visibility crosswalk, pedestrian countdowns, bike boulevard</p> <p>Mixed with traffic treatment: Bike routes, bike boulevards, yield roadway</p>	<p>Source: FHWA Small Town and Rural Design Guide-Facilities for Biking and Walking</p>
<p><b>Active Transportation Trips (15 points)</b> Expected to generate an increase in bicycling and/or walking trips by providing a connection between or access to major destinations, such as: employment centers, shopping centers, community centers, schools and transit stations</p>	<p>Connects to 2 or more regional destinations (15 points); Connects to 1 regional destination and 1 school (13 points); Connects to 2 or more local destinations and 1 school (10 points); Connects to 1 local destination (5 points); Connects to a route, but no destination (3 points); Does not connect to a destination (1 point)</p>	<p><b>Destinations:</b> Regional destinations are large employment centers, colleges and universities, hospitals, shopping centers, downtown commercial centers and transit stations.</p> <p>Local destinations are elementary, middle and high schools, libraries, local civic centers and other community centers.</p>	

**Monterey County Active Transportation Plan  
Ranking Methodology**

<p><b>Equity (10 points)</b> Serves disadvantaged communities including households living in poverty, children and the elderly, and people of color. The State’s CalEnviroScreen 2.0 Population Characteristics Indicators tool will be used to measure equity.:</p>	<p><b>CalEnviroScreen 3.0 percentiles:</b> 100-80 (5 points); 80-70 (4 points); 50-40 (3 points); 40-30 (2 points); 20 - 0 (1 point)</p> <p><b>Public Health Disadvantage Index percentiles:</b> 100-76 (5 points) 75-51 (4 points) 50-26 (3 points) 25 – 0 (2 points)</p>	<p><b>CalEnviroScreen 3.0 - Population Characteristics</b> <a href="https://oehha.ca.gov/calenviroscreen/population-indicators">https://oehha.ca.gov/calenviroscreen/population-indicators</a></p> <p><b>Public Health Alliance of Southern California - California Health Disadvantage Index</b> <a href="http://phasocal.org/ca-hdi/">http://phasocal.org/ca-hdi/</a></p>	<p>The Public Health Disadvantage Index includes more social equity factors, such as access to a vehicle, that are not included in the CalEnviroScreen scores.</p>
<p><b>Complete Streets Opportunity Projects (10 points)</b> Integrates active transportation facilities into pre-existing or planned roadway or maintenance projects</p>	<p>Project located on a CIP street (10 points); Project connects to a CIP street (5 points); Project not on or not connected to a CIP street (1 point)</p>	<p><b>TAMC Measure X Safety &amp; Investment Plan 5-year Capital Improvement Projects</b> <a href="http://www.tamcmonterey.org/measure-x/programs-projects/">http://www.tamcmonterey.org/measure-x/programs-projects/</a></p>	
<p><b>Quality Facilities (5 points)</b> Improves the quality of an existing facility with high existing usage in a way that will increase usage.</p>	<p>Yes (2 points) No (1 point)</p>		<p>This is a yes or no question. If there is an existing facility, and a new treatment at the facility is included in the Plan then the answer is YES.</p>



## 2018 Monterey County Active Transportation Plan

### EXECUTIVE SUMMARY

The 2018 Transportation Agency for Monterey County Active Transportation Plan is an update of the 2011 Bicycle and Pedestrian Master Plan, which identified all existing and proposed bicycle and pedestrian facilities in Monterey County. This Plan identifies remaining gaps in the bicycle and pedestrian network and opportunity areas for innovative bicycle facility design. This Plan will be used to pursue grant funding and effectively use Monterey County’s Measure X investments to ensure that planned street improvements include bicycle and pedestrian improvements.

New to this update is the inclusion of protected bike lanes. Caltrans added them to their numbering scheme as Class IV facilities.

- Class 1 – Bike Path: separate from the road
- Class 2 – Bike Lane: painted strip to the right of mixed vehicle flow lanes
- Class 3 – Bike Routes: Signed shared facilities & sharrows
- Class 4 – Separated Bikeways

Protected bike lanes use curbs, planters, parked cars, or posts to separate bike and auto traffic on busy streets.

Protected bike lanes have been shown to be much more effective than conventional bike lanes. They make cycling safer, improve adjacent walking facilities, and help calm vehicle traffic.

Nationally, since the 2011 version of this plan, added emphasis has been placed on “low-stress networks” that serve people of all ages and

abilities. In addition to separate bike paths and protected bike lanes, other examples of low-stress facilities include bicycle boulevards, and bike protection at intersections. Communities who have implemented a connected network of low-stress bike facilities have experienced significant increases in cycling.

### Organization of the Plan

This Plan is organized to meet the State guidelines for Active Transportation Plans:

**Chapter 1. Introduction:** Includes information about the current mode share, Plan vision, goals, objectives and policies, and community engagement for the development of this Plan

**Chapter 2. Existing Conditions:** Includes information on land use, County demographics, existing infrastructure and bike/pedestrian safety statistics

**Chapter 3. Active Transportation Plans & Programs:** Includes information about existing plans and programs that support biking and walking in the County.

**Chapter 4. Best Practices & Benefits of Active Transportation:** Outlines innovative designs, and the public health, economic and environmental benefits of biking and walking.

**Chapter 5. Recommended Projects:** Each jurisdiction has a chapter that includes a demographic profile, safety analysis and recommended improvements.

**Chapter 6. Funding & Implementation:** Includes information about available funding and the Plan’s implementation strategy.



## 2018 Monterey County Active Transportation Plan

### Vision & Goals

*Vision: Active transportation will be an integral, convenient and safe part of daily life in Monterey County for residents and visitors of all ages and abilities.*



Children at the 2015 Ciclovía Salinas

To pursue this vision, this Plan emphasizes planning, designing and building bicycle and pedestrian facilities that will be used by people of all ages and abilities.

The Plan goals support this vision:

- **Active Transportation Trips:** Increase the proportion of trips accomplished by biking and walking throughout Monterey County.
- **Safety:** Improve bicycle and pedestrian safety.
- **Connectivity:** Remove gaps and enhance bicycle and pedestrian network connectivity.
- **Equity:** Provide improved bicycle and pedestrian access to diverse areas and populations in Monterey County via public engagement, program delivery and capital investment.
- **Education:** Increase awareness of the environmental and public health

benefits of bicycling and walking for transportation and recreation.

- **Quality Facilities:** Improve the quality of the bike and pedestrian network through innovative design and maintenance of existing facilities.

### Recommended Projects & Prioritization

Currently, there are approximately 221 miles of bikeways throughout Monterey County. The proposed bikeway and pedestrian projects included in this Plan come from:

- projects identified in the 2011 Bicycle and Pedestrian Master Plan that have not been implemented
- local jurisdiction planning documents
- comments that TAMC received during the public outreach phase of this Plan

594.4 miles of additional bikeway improvements were identified in this Plan, including 27 miles of Class 4 protected bike lanes. Regional projects, such as the Fort Ord Regional Trail and Greenway proposed route is included in the Plan; however, that project is not ranked in this Plan.

### Bikeway Improvements



<b>Bikeway Types</b>	<b>Miles</b>
<i>Class 1 - bike/ped path</i>	26.3
<i>Class 2 - bike lane</i>	286
<i>Class 3 - bike route / sharrow</i>	255.1
<i>Class 4 - protected bike lane</i>	27.0
<b>TOTAL</b>	<b>594.4</b>

Bikeway projects were ranked to identify high-priority projects. The project ranking criteria



## 2018 Monterey County Active Transportation Plan

was developed to correspond to the Plan goals and to correspond to the State Active Transportation Program criteria. The score criteria also reflect input from the Bicycle and Pedestrian Committee and the Technical Advisory Committee. The projects were scored based on these categories:

- Safety (20 points)
- Connectivity (20 points)
- Comfort (20 points)
- Active Transportation Trips (Demand: 15 points)
- Equity (10 points)
- Complete Streets Opportunity projects (10 points)
- Quality Facilities (5 points)

Projects in this list may be sorted by criteria category; for example, the project lists can be sorted by safety based on the safety score. Following the prioritization, and consultation with local public works staff, the projects listed in **Table 1** are the high-priority projects for each city.

Castroville, Chualar, San Lucas, and San Ardo. Pedestrian intersection improvements were identified throughout the County. Pedestrian projects were unranked.

### Implementation & Funding

The implementation of the projects supported by this Plan will occur over time as funding becomes available. The ability for local jurisdictions to leverage local funds with additional grant funding will be crucial for Plan implementation. Many of these projects may be implemented as part of regularly scheduled street and road maintenance improvements.

There are two main funding sources that local cities and Monterey County can use to implement the active transportation improvements in this Plan: local Measure X, State Active Transportation Program, and California Senate Bill 1 funds.

### Pedestrian Improvements



Type	Quantity
Sidewalk	7.3 miles
Pedestrian Intersection Improvement	30 locations
guardrail improvements	1.3 miles

While sidewalks are continuous throughout most of the urbanized Monterey County communities, sidewalk gaps were identified in



2018 Monterey County Active Transportation Plan

Table 1: Top 3 local Priority Bikeway Projects

\*Regional Projects that ranked among the top 25% countywide, are called out and listed in **BOLD** in this list.

ID #	Jurisdiction	Street	From	To	Miles	Class	type	TOTAL Points (100 points)	Cost Estimate
<b>CAR-10</b>	Carmel-by-the-Sea	San Carlos St - Rio Rd Rte	Lasuen Dr	Camino del Monte Ave	1.15	3	bike route	55	\$13,855
<b>CAR-3</b>	Carmel-by-the-Sea	Ocean Ave	San Carlos St	Hwy 1	0.61	3	bike route	53	\$7,329
<b>CAR-9</b>	Carmel-by-the-Sea	8th Ave	Scenic Rd	San Carlos St	0.38	3	bike route	52	\$4,622
<b>DRO-1</b>	Del Rey Oaks	Canyon del Rey Blvd	General Jim Moore Blvd	Hwy 68	0.76	2	bike lane	55	\$39,660
<b>DRO-2</b>	Del Rey Oaks	South Boundary Rd	Gen Jim Moore Blvd	York Rd	1.73	2	bike lane	52	\$90,424
<b>DRO-4</b>	Del Rey Oaks	Ryan Ranch Rd	Canyon del Rey Blvd	end of Ryan Ranch	0.42	2	bike lane	49	\$21,878
<b>GZ-6*</b>	<b>Gonzales</b>	<b>Alta St</b>	<b>10th St</b>	<b>1st St</b>	<b>0.64</b>	<b>4</b>	<b>protected bike lane</b>	<b>74</b>	<b>\$762,219</b>
<b>GZ-16*</b>	<b>Gonzales</b>	<b>Alta St</b>	<b>1st St</b>	<b>C St</b>	<b>0.21</b>	<b>2</b>	<b>bike lane</b>	<b>71</b>	<b>\$11,023</b>
<b>GZ-7</b>	Gonzales	5th St	Alta St	Herold Pkwy	0.81	3	bike route	65	\$9,810
<b>GR-1</b>	Greenfield	El Camino Real	Thorne Rd	Walnut Ave	0.93	3	bike route	59	\$11,288
<b>GR-2</b>	Greenfield	El Camino Real	Apple Ave	Hwy 101 Ramp	0.89	3	bike route	56	\$10,775
<b>GR-9</b>	Greenfield	Elm Ave	4th St	3rd St	0.25	2	bike lane	54	\$13,044
<b>KC-1*</b>	<b>King City</b>	<b>1st St</b>	<b>US 101</b>	<b>Bitterwater Rd</b>	<b>1.21</b>	<b>4</b>	<b>protected bike lane</b>	<b>71</b>	<b>\$1,433,640</b>
<b>KC-2</b>	King City	King St	Sandringraham	Beech St	0.77	4	protected bike	66	\$919,919





2018 Monterey County Active Transportation Plan

ID #	Jurisdiction	Street	From	To	Miles	Class	type	TOTAL Points (100 points)	Cost Estimate
			St				lane		
KC-3	King City	Beech St	San Antonio Dr	King St	0.15	4	protected bike lane/cycletrack	65	\$178,010
<b>MAR-1*</b>	<b>Marina</b>	<b>Reservation Rd</b>	<b>Salinas Ave</b>	<b>Del Monte Blvd</b>	<b>1.39</b>	<b>4</b>	<b>protected bike lane</b>	<b>90</b>	<b>\$1,660,633</b>
MAR-7	Marina	Reservation Rd	Salinas Ave	Blanco Rd	1.39	2	bike lane	71	\$72,950
MAR-6	Marina	Imjin Rd/12th St	Imjin Rd	Reservation Rd	2.72	2	bike lane	70	\$142,453
MAR-27	Marina	Cardoza Ave	Beach Rd	end of Cardoza Ave	0.49	2	bike lane	48	\$25,869
MRY-4	Monterey	Monterey Rec Trail improvements	English Ave	David Ave	3.1	1	bike path	58	\$1,307,470
MRY-46	Monterey	Pearl-Jefferson-Johnson-Skyline Route Bicycle Boulevard*	Camino Aguajito	Alvarado St	0.69	3	bike route	51	\$8,404
MRY-33	Monterey	Van Buren St Bicycle Boulevard	Madison St	Scott St	0.45	3	bike route/bike boulevard	46	\$5,426
PG-15	Pacific Grove	Forest Ave	Sinex Ave	Ocean View Blvd	0.68	2	bike lane	65.5	\$35,762
PG-1	Pacific Grove	Pine Ave	Spencer St	Alder St	1.12	4	protected bike lane	56	\$1,338,064
PG-3	Pacific Grove	Sinex Ave	David Ave	Asilomar Ave	0.96	2	bike lane	45	\$50,304
SNS-8*	Salinas	E Alisal St	N Madeira Ave	Skyway Blvd	1.16	4	protected bike lane	85	\$1,385,852



## 2018 Monterey County Active Transportation Plan

ID #	Jurisdiction	Street	From	To	Miles	Class	type	TOTAL Points (100 points)	Cost Estimate
<b>SNS-10*</b>	Salinas	Laurel Dr	Adams St	Williams Rd	3.39	4	protected bike lane	84	\$4,050,033
<b>SNS-6*</b>	Salinas	Natividad Rd	Sherwood Dr	Boronda Rd	2.03	4	protected bike lane	82.5	\$2,425,241
<b>SNS-45</b>	Salinas	E Alisal St	Bardin Rd	Skyway Blvd	0.86	3	bike route	61.5	\$10,408
<b>SC-7*</b>	Sand City	La Playa Ave	Metz Rd	Noche Buena St	0.49	2	bike lane	77.5	\$25,478
<b>SC-3</b>	Sand City	UPRR RWT	Tioga Ave	La Playa Ave	0.22	1	bike path	74	\$165,996
<b>SC-6</b>	Sand City	Tioga Ave	Metz Rd	Del Monte Blvd	0.15	3	bike route	72	\$1,796
<b>SEA-24</b>	Seaside	Broadway	Del Monte Blvd	Mescal St	1.58	2	bike lane	75	\$82,741
<b>SEA-18</b>	Seaside	General Jim Moore Blvd	Divarty St	Normandy Rd	1.16	1	bike path	71	\$892,156
<b>SEA-23</b>	Seaside	Del Monte Blvd	Canyon del Rey Blvd	Broadway	0.20	2	bike lane	69.5	\$10,587
<b>SOL-2</b>	Soledad	Kidder St	Front St	Market St	0.18	2	bike lane	65	\$9,517
<b>SOL-3</b>	Soledad	Front St	East St	4th St	0.59	2	bike lane	62	\$30,764
<b>SOL-4</b>	Soledad	San Vincente Rd	Vista del Sol Rd	Hwy 101	1.00	2	bike lane	58	\$52,191
<b>MC-77*</b>	County	Las Lomas Dr	Hall Rd	Clausen Rd	0.75	2	bike lane	76	\$39,363
<b>MC-125*</b>	County	Reservation Rd	Blanco Rd	Hwy 68	5.51	2	bike lane	75	\$288,521
<b>MC-136*</b>	County	Salinas Rd - Hall Rd - Tarpey Rd	Porter Dr	San Juan Rd	1.73	2	bike lane	74	\$90,691
<b>MC-79*</b>	County	Salinas Rd	Salinas Rd	Werner Rd	0.02	2	bike lane	74	\$1,300



**Memorandum**

**To:** Bicycle and Pedestrian Facilities Advisory Committee  
**From:** Ariana Green, Associate Transportation Planner  
**Meeting Date:** April 4, 2018  
**Subject:** Measure X Safe Routes to School Program

**RECOMMENDED ACTION:**

**RECEIVE** Report on the Measure X Safe Routes to School Program.

**SUMMARY:**

The Safe Routes to School Program is a Measure X-funded initiative. The proposed Program sets a vision and identifies goals, objectives and types of projects and activities that can be funded.

**FINANCIAL IMPACT:**

The Measure X Safe Routes to School program provides a consistent source of funding over the next 30 years: approximately \$667,000 annually, or \$20 million over the 30-year life of the program. To broaden the reach of the program, Measure X money will be leveraged to bring in more state and federal dollars to plan and build safe routes to school projects and fund education and encouragement programs.

**DISCUSSION:**

In 1969, 50% of children walked or bicycled to school. Forty years later, that number has dropped to less than 15%. Roughly 39% commute by school bus, and 45% are driven to or from school in vehicles. Back then, 5% of children between the ages of 6 and 11 were overweight or obese. Today, 20% of children are overweight or obese on average, with that percentage nearing 50% in some communities in Monterey County. These statistics point to a rise in preventable childhood diseases, worsening air quality and congestion around schools caused in large part by the choice to drive.

The Measure X Safe Routes to School program is intended to reverse these trends by funding projects and programs that improve children’s health by making walking and bicycling safer and easier. The

program will result in projects that provide the following benefits: improved safety for children walking and biking to school; better connections between schools, residential areas and vocational training programs; enhanced air quality; and healthier transportation choices for school children and parents. The Measure X Safe Routes to School Program is consistent with local, State and Federal goals to provide safe access to and from school and will apply the 6 E's to ensure programs and projects funded are comprehensive and inclusive. The Six E's of Safe Routes to School are: evaluation, engineering, education, encouragement, enforcement and equity.

Central to the success of the Measure X Safe Routes to School program will be the ability to effectively collaborate with other agencies to reach program goals. To ensure regular opportunities for communication and collaboration, agencies and organizations have been invited to participate in a Safe Routes to School Task Force facilitated by TAMC staff. The Task Force will meet quarterly to review Program progress, discuss funding opportunities and provide interagency support.

The proposed program budget includes equal support for both infrastructure and non-infrastructure projects that work toward the 6 E's. The Program is funded through a combination of local, state and federal funds. The draft Measure X Safe Routes to School Guidelines proposes to encourage leveraging of funds by providing grant support including grant writing, conceptual design services and grant matching funds to agencies and organizations applying for state and federal funding.

The Measure X Safe Routes To School Program will greatly expand bicycle and pedestrian safety education with the lofty goal of reaching all 2nd and 5th graders in Monterey County. These bicycle and pedestrian safety educational programs will take place at elementary schools in the Salinas Valley, Marina and Salinas over the next two years. In FY 2019/20, mini grants will be available to fund a variety of activities including school-based safe routes to school encouragement programs, high school bike maintenance shop classes, Bike safety instructor certification, traffic gardens, enhanced traffic safety equipment, crossing guard equipment and training and neighborhood enforcement programs.

The Draft Measure X Safe Routes to School Program Guidelines was reviewed by the Measure X Technical Advisory Committee on January 16, 2018 and reviewed by the TAMC Bicycle and Pedestrian Committee and Technical Advisory Committee in February 2018. The program will officially kick-off in FY 2018/19.

#### ATTACHMENTS:

- Draft Measure X Safe Routes To School Program - Executive Summary

#### **WEB ATTACHMENTS:**

[Draft Measure X Safe Routes to School Program](#)



# MEASURE X SAFE ROUTES TO SCHOOL PROGRAM GUIDELINES

## EXECUTIVE SUMMARY

Children are at a disadvantage have limited transportation options. Too young to drive, they must rely on an adult to drive them or on other forms of transportation to get around such as transit, carpooling, bicycling and walking. The majority of children are driven to school in Monterey County which is one of the leading causes of traffic congestion on local roads in the morning and afternoon. Chaotic drop-off zones in front of schools caused by increased driving creates an unsafe environment for students walking and bicycling. The Measure X Safe Routes to School program is aimed at developing better and safer options than driving the majority of children to school, educating children and the surrounding community how to safely walk and bicycle, and encouraging children to use active transportation that will lead to a healthier lifestyle.

The Measure X Safe Routes to School Guidelines contains the following sections:

**Measure X** – Measure X is a local transportation sales tax measure that will provide the most consistent source of funding for the program over the next 30 years.

### Program Overview

- Goals (6 E's) – The Program goals are divided into 6 categories: Evaluation, Engineering, Education, Encouragement, Enforcement and Equity.
- Task Force – A Safe Routes to School Task Force will meet quarterly to provide recommendations to staff and facilitate collaboration with agencies and organizations around the county pursuing similar goals of child safety and health.
- Countywide Collaboration – Collaboration with other agencies working towards safe routes to school objectives is an important goal of the program and critical to achieving a deep and comprehensive impact.

**Programs** - The various Safe Routes to School Programs are designed to achieve each of the 6 E's goals ( Evaluation, Engineering, Education, Encouragement, Enforcement and Equity)

**Funding** – This section identifies potential sources of funding for the Measure X Safe Routes to School Program.

**Budget** – This section identifies the Program budget for fiscal years 2018 – 2023 as well as priority projects that will be the focus of grant applications, planning, programming and construction.



## *Memorandum*

**To:** Bicycle and Pedestrian Facilities Advisory Committee  
**From:** Ariana Green, Associate Transportation Planner  
**Meeting Date:** April 4, 2018  
**Subject:** **Go 831 Traveler Information/Rideshare Program**

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### **RECOMMENDED ACTION:**

**RECEIVE** update on the Traveler Information/Rideshare Program (Go831).

### **SUMMARY:**

The Go 831 Traveler Information/Rideshare Program seeks to reduce traffic, improve air quality and promote health by encouraging alternatives to driving alone. Staff anticipates a public launch of the program in spring 2018.

### **FINANCIAL IMPACT:**

The program has a personnel budget of \$275,590 and direct budget of \$92,000 for a total of \$367,590 in Fiscal Year 2017-2018. Funding is provided through a combination of money from the Local Transportation Fund (LTF) in the amount of \$175,590 and Service Authority for Freeway Emergencies (SAFE) in the amount of \$192,000.

### **DISCUSSION:**

The Traveler Information/Rideshare program will use the latest technology and robust communications to help travelers find alternatives to driving to work, school or special events. The primary goal of the program is to reduce traffic congestion in Monterey County by encouraging carpools, vanpools, use of transit, biking, walking, staggered work schedules, and telecommuting. These strategies are also known as "travel demand management" because they reduce the demand for new travel lanes by making more efficient use of the existing road network.

After a competitive Request for Proposals process, the TAMC Board authorized the Executive Director to negotiate contracts with Moxxy Marketing to develop a brand and marketing strategy for

the program, and with RideAmigos to provide access to a ridesharing software platform and mobile application during the September 27, 2017 Board meeting. Both contracts were fully executed in October and notices to proceed were issued.

The program will be launched to the public in Spring 2018 and rolled out in three phases targeting distinct types of trips. The first phase will focus on reducing traffic during the peak commute hours and concentrate outreach to major employers. The second phase is expected to kick-off in Fall 2018 and address congestion and safety issues related to trips to K-12 schools. The third phase of the program is anticipated to roll out in Spring 2019 and concentrate on improving transportation options for agricultural workers and reduce special events traffic on the Peninsula.

In preparation for the public launch in Spring, TAMC staff met with 15 major employers/partner agencies to discuss what is offered through membership to the program and gauge interest.

Membership to the 511/Rideshare program is free and includes:

- Access to the RideAmigos software platform including trip-matching tool and trip-tracking mobile application;
- Commuter surveys and employee trip reduction planning services;
- Employee commute program human resources materials such as "new hire" packets with information about local transportation options and commuter tax benefits;
- Participation in countywide challenges and incentives;
- Data Reporting;
- Monthly e-Newsletters; and
- Improved access to the TAMC Emergency Ride Home Program

The result of initial meetings with major employers and partner agencies has been overwhelming interest to participate in the program, and willingness to help "beta test" the RideAmigos software tool and provide feedback to TAMC in advance of the public launch. The "beta testing" will kick-off with an orientation training hosted by RideAmigos in December and will continue through January and early February.

While the RideAmigos software platform undergoes testing by local employers and employees, TAMC staff will develop the program website and work with Moxxy Marketing to develop a program brand and marketing strategy.



TRANSPORTATION AGENCY FOR MONTEREY COUNTY

*Memorandum*

**To:** Bicycle and Pedestrian Facilities Advisory Committee  
**From:** Virginia Murillo, Transportation Planner  
**Meeting Date:** April 4, 2018  
**Subject:** **Media Reports**

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**RECOMMENDED ACTION:**

**RECEIVE** media clippings attached online.

**WEB ATTACHMENTS:**

- [March 8, 2018: The unhelpful ways cities talk about bike helmets, City Labs](#)
- [March 22, 2018: California Transportation Commission adopts infrastructure investment plan, Transport News](#)
- [March 22, 2018: AARP announces 2018 Community Challenge Grant](#)





***Memorandum***

**To:** Bicycle and Pedestrian Facilities Advisory Committee  
**From:** Virginia Murillo, Transportation Planner  
**Meeting Date:** April 4, 2018  
**Subject:** Reports

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**RECOMMENDED ACTION:**

**RECEIVE** reports online.

**WEB ATTACHMENTS:**

- [Active Transportation in California: The Non-Motorizes Transportation Facilities Report FY 2016-17](#)
- [Caltrans Monthly Project Report \(pg. 12-18\) - March 28, 2018](#)