



2018 Monterey County Active Transportation Plan

3. ACTIVE TRANSPORTATION PLANS & PROGRAMS

Policies and Plans

Monterey County Regional Transportation Plan Consistency

The Regional Transportation Plan includes policies for maximizing the transportation system to promote walking and bicycle travel, including development of bicycle and pedestrian facilities, safety programs and promotional events, improved access and safety provisions, and improved linkages to bikeways and recreational trail system.

Local Plan Consistency

As a part of the development of this Active Transportation Plan, local general plans for Monterey County and the incorporated jurisdictions were consulted to ensure consistency with planned active transportation improvements and policies. Local plan consistency is discussed in each jurisdiction chapter.

Monterey Bay Area Complete Streets Guidebook

The Monterey Bay Area Complete Streets Guidebook is a policy tool that was adopted by the TAMC Board of Directors in 2013. The Guidebook is a policy tool that helps local jurisdictions plan, design and implement complete streets projects to make local streets and roads safer for motorists, bicyclists, pedestrians and transit users.

TAMC incorporates the Complete Streets Guidebook as part of the Regional Surface Transportation Program competitive grants application process.

Wayfinding Signs for Bicyclists and Pedestrians

The Regional Bicycle and Pedestrian Wayfinding Plan for Monterey County provides standard guidelines for bicycle and pedestrian wayfinding signs throughout Monterey County. The goal of the Wayfinding Plan is to promote bicycling and walking as viable modes of transportation for Monterey County residents and visitors.

The goal of the Wayfinding Plan is to improve access to regional destinations, provide consistent wayfinding signs for regional connections, and promote key sign features that jurisdictions will be encouraged to incorporate into their own signs to improve wayfinding within city boundaries. Uniform signage supports residents and visitors who want to bicycle or walk for transportation and recreation, and can enhance each jurisdiction's brand as a regional destination.



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Wayfinding Plan Sign Designs

Destination Sign Option 1A



Destination Sign Option 1B



Destination Sign Option 2A



Destination Sign Option 2B



Monterey County Bicycle Sharing Feasibility and Implementation Plan

TAMC completed a feasibility study in 2013 that evaluated the potential for establishing bike sharing in Monterey County. The feasibility study analyzed demand for bike share, potential service areas, costs and benefits, and impacts to local bike rental businesses. The feasibility recommended initiating two bike sharing systems: Monterey/Pacific Grove and Salinas.

The study contains information pertinent for grant and other funding applications, and contains recommendations for implementation and a discussion of associated challenges and opportunities. Currently, the cities of Monterey, Pacific Grove and Salinas are exploring options for implementation.

Support Programs & Infrastructure

Bicycle Secure Program

TAMC’s Bicycle Secure Program provides free bike racks, artistic bike racks, bike repair stations and skateboard racks to business, schools, and public agencies. TAMC purchases the racks and repair stations, and applicants are responsible for installation and requisite permits. The purpose of the program is to provide secure bicycle parking, so that businesses and agencies can attract more bicycle-riding patrons and support bicycle commuting employees.

From 2002 to 2012, TAMC administered the Bicycle Protection Program with grant funds from the Monterey Bay Unified Air Pollution Control District. As part of the program, TAMC worked with several vendors to offer a limited selection of bicycle racks and lockers, which were purchased and distributed based on applications submitted to the Agency and the amount of grant funding available.

TAMC reinstated the program in January 2015 with Regional Surface Transportation Program funding. Since resuming this program in 2015, Monterey County’s inventory of skateboard racks, bike racks and repair stations has increased.



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Bike Secure Program: 2015-2017



103 new bike racks



8 new skateboard racks



1 new bike repair station

Bicycle Facilities Maintenance Requests

TAMC maintains a bicycle service maintenance request form. The bike service request form is available online to all cyclists or anyone wishing to report a roadway condition affecting cyclists in Monterey County. TAMC forwards these requests to the appropriate public works agency with maintenance responsibilities.

Traffic Calming Programs

Several Monterey County jurisdictions have traffic calming programs that seek to slow down traffic on local streets and roads and improve safety for bicyclists and pedestrians. Currently, these jurisdictions have or are planning to initiate traffic calming programs:

- Monterey County
- City of Monterey
- City of Salinas

Traffic calming treatments include speed cushions, speed bumps, traffic circles, and striping. Bicyclists and pedestrians benefit from traffic calming treatments such as curb extensions that reduce pedestrian crossing distances, and make pedestrians and bicyclists more visible to vehicles.

Transit & Bicycles

Monterey-Salinas Transit buses and transit stations are equipped with bike racks. Buses are equipped with bike rack spaces to hold two bicycles. MST is currently replacing 25 buses in its fleet that have surpassed their useful life. Those new buses will be equipped with bus rack spaces for 3 bicycles.



Source: MST

Pedestrian Facilities

Pedestrian facilities vary depending on location in Monterey County, and range from sidewalks in the urbanized cities and communities, to shared bike and pedestrian paths primarily in the Monterey Peninsula and unpaved shoulders in the rural areas of Monterey County.

Safe crossings are very important for pedestrian transportation. Pedestrian countdown signals and lead pedestrian interval signal phases are



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used at signalized crossings to make pedestrians more visible to vehicles and improve safety at busy crossings.

Pedestrian path in Seaside, 2016



Education & Encouragement Programs

Measure X Safe Routes to School Program

TAMC placed the Transportation Safety & Investment Plan (Measure X) on the November 8, 2016 ballot. and the measure was approved with 67.7% approval from Monterey County voters. Measure X is anticipated to generate an estimated \$20 million annually for a total of \$600 million over thirty years through a retail transactions and use tax of a three-eighths' of one percent (3/8%). The revenue from the sales tax measure will be used to fund transportation safety and mobility projects in Monterey County.

Measure X includes a Safe Routes to School program that has a \$20 million allocation over the next 30 years. TAMC has formed a Safe Routes to School Task Force made up of local city and county staff, public health, school and law enforcement representatives to guide the development of this program. The Task Force

will assist TAMC in developing a countywide Safe Routes to School Program to fund bike and pedestrian safety education, and bike and pedestrian infrastructure improvements around schools. Bicycle Safety Education



In 2015, TAMC started BikeSAFE, a new bicycle education program focused on teaching Monterey County residents how to ride safely and predictably on the roadway. The program includes bicycle safety trainings for both adults and children. The adult trainings (must be 14+ years) include an online tutorial that is completed before an on-bike session taught by a League of American Bicyclists-certified instructor. Fifteen people were trained through the program in the fall of 2015 and spring of 2016 in various locations in Monterey County.

The purpose of these trainings was to build the local pool of League of American Bicyclists Certified Instructors in Monterey County. TAMC hosted a training seminar in Monterey County and subsidized the \$300 entrance fee to encourage participation (maximum of 16 participants). The goal was to certify local bicycle advocates who would then in turn organize/teach bicycle safety trainings. Three



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new League Certified Instructors were trained as part of this campaign.

The BikeSAFE program was incorporated into the Measure X Safe Routes to School Program in 2018.

Travel Demand Management/Rideshare

The Go 831 Traveler Information/Rideshare Program seeks to reduce traffic, improve air quality and promote health by encouraging alternatives to driving alone. The 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.

Safety Programs

The Office of Traffic Safety provides Pedestrian and Bike Safety grants to cities, counties and other public agencies and nonprofits. OTS grantees develop programs to increase awareness of traffic rules, rights, and responsibilities among various age groups¹. Recently, the City of Monterey and the Monterey County Health Department in partnership with City of Salinas have received OTS funds for bike and pedestrian safety education materials as well as bike and pedestrian safety rodeos in schools.



Source: City of Monterey, 2017

Youth Bicycle Safety Education Bike Rodeo at Mission Park Elementary School in Salinas



Since 2012, TAMC has contracted with non-profit organizations to conduct bicycle safety trainings for 5th grade students at elementary schools throughout Monterey County. Students participate in a classroom bicycle safety presentation, and then go through a "bike rodeo" to practice on-bike safety skills.

¹ Office of Traffic Safety: <http://www.ots.ca.gov/>



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The Monterey County Health Department also supports youth bike safety by funding safe routes to school education programs at local elementary and middle schools, and community bike and pedestrian safety events. This work is primarily funded through California Office of Traffic Safety grants.

Encouragement Programs: Bike Month

The League of American Bicyclists has designated the month of May as National Bike Month. The purpose of Bike Month is to increase public awareness of bicycling as a form of transportation, as well as to generate enthusiasm for bicycling in general.

2010 Bike to School Day, Salinas.



TAMC coordinates a countywide Bike Month campaign. In past years, TAMC used to focus efforts on Bike Week. TAMC supported local Bike to School day and Bike to Work events. TAMC used to support these events by sponsoring breakfast stations and organizing raffles for participants.



Since 2012, TAMC has redirected efforts to organizing a public outreach campaign. Each year, TAMC and the Bike and Pedestrian Committee develop a theme and organize a public outreach campaign to promote local bike events, ranging from the Salinas Criterium to Bike in Movie events.

Ciclovía Salinas

Ciclovía Salinas is a youth-led open-streets community event designed to promote active transportation options like walking and bicycling, among other goals. The event temporarily closes the street to motorized traffic on Alisal Street between Main Street and Sanborn Rd, allowing residents to participate in a variety of physical activities and learn about available community resources.

Ciclovía Salinas 2015





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The free Ciclovía 2017 event drew over 6,000 participants people from the surrounding Alisal neighborhoods and from across Salinas and the greater Monterey County who participated in the event and were able to ride bikes, walk, jog, skateboard and roller skate along 1.6 miles of Alisal Street free of cars

South County Open Streets Events

The Monterey County Health Department obtained an Active Transportation Program Cycle 3 grant for bike and pedestrian safety education and open street events in the South County cities of: Gonzales, Greenfield, Soledad, and King City. Open streets events are expected in 2019 and 2020.

Active Transportation Enforcement

Engineering, enforcement and education are part of a unified strategy for making bicycling and walking safe. Local police departments and the California Highway Patrol enforce the rules of the road. Some local jurisdictions have rules and ordinances related to bicyclists and pedestrians.

Salinas Police Traffic Safety Enforcement



Source: KSBW

The California Office of Traffic Safety has grants available for local police departments to conduct bike and pedestrian safety education, outreach and enforcement. The City of Salinas has been successful in securing these grants in the past to support bike and pedestrian enforcement. The County Health Department has been successful in securing these grants to support education in schools.

Crossing Guards on E. Market Street, Salinas



The Measure X Safe Routes to School program includes funding for safety equipment to support school crossing guard programs. The goal of that piece of the program is to enhance enforcement around schools by having more eyes on the street as children go to school.