

TECHNICAL ADVISORY COMMITTEE

May 05, 2016

9:30 AM

Transportation Agency for Monterey County Conference Room
55-B Plaza Circle, Salinas

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. According to Transportation Agency and Committee bylaws, Committee membership consists of representatives from the Transportation Agency voting and ex-officio members, and other agencies that may be appointed by the Transportation Agency. Currently the Committee membership includes representatives from 12 Cities, the County, MST, Caltrans, City of Watsonville, the Air District, and AMBAG, for a total of 18 members. Five members of the Technical Advisory Committee, representing voting members of the Transportation Agency Board of Directors, constitute a quorum for transaction of the business of the committee. If you are unable to attend, please contact the Committee coordinator. Your courtesy to the other 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 Transportation Agency and Technical Advisory Committee. Comments on items on today's agenda may be given when that agenda item is discussed.

3. BEGINNING OF CONSENT AGENDA: Approve the staff recommendations for items **3.1 - 3.2** below by majority vote with one motion. Any member may pull an item off the Consent Agenda to be moved to the end of the **CONSENT AGENDA** for discussion and action.

3.1 APPROVE minutes of the Technical Advisory Committee meeting of April 7, 2016. – Zeller

END OF CONSENT AGENDA

4. RECEIVE report on the project criteria, and **DISCUSS** projects to be included in the 2016 Active Transportation Plan. - Murillo

The 2016 Active Transportation Plan will be an update of the 2011 Bicycle and Pedestrian Master Plan. The focus of the 2016 Plan update is to match State Active Transportation Program guidelines, incorporate innovative bicycle facility designs, and promote high priority projects.

5. RECEIVE report on the Bicycle and Pedestrian Wayfinding Plan, and **RECOMMEND** adoption by the Transportation Agency Board of Directors. - Murillo

The Regional Bicycle and Pedestrian Wayfinding Plan includes wayfinding sign design guidelines, identification and branding of regional bicycle and pedestrian routes, and provide an implementation strategy. Staff will present the final Wayfinding Plan.

6. RECEIVE update on the Transportation Safety & Investment Plan – Wright

On March 23rd the Transportation Agency Board of Directors adopted the final “Transportation Safety & Investment Plan” to help fund the region’s growing transportation needs. Agency staff will review the final plan and provide an update on the status of adoption by the cities and the County.

7. ANNOUNCEMENTS and/or COMMENTS from Technical Advisory Committee members.

9. ADJOURN

Next Committee meeting will be on
Thursday, June 2, 2016 at 9:30 a.m.
TAMC Conference Room
55-B Plaza Circle, Salinas

REMINDER: If you have any items for the next Committee Agenda, please submit them to: Transportation Agency for Monterey County; Attn: Hank Myers; 55-B Plaza Circle, Salinas, CA 93901, **E-mail:** hank@tamcmonterey.org.

The Committee Agenda will be prepared by Agency staff and will close at noon Friday, May 20, 2016, 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.

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

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, REPORTS, MEDIA CLIPPINGS

Online at www.tamcmonterey.org

None this month.

TRANSPORTATION AGENCY FOR MONTEREY COUNTY TECHNICAL ADVISORY COMMITTEE

Meeting Held At The
Transportation Agency for Monterey County Conference Room
55-B Plaza Circle, Salinas
Final Minutes of April 7, 2016

	MA Y 15	JUNE 15	AUG 15	SEP 15	OCT 15	NOV 15	JAN 16	FEB 16	MAR 16	APR 16
S. Friedrichsen, Carmel-by-the-Sea	<i>C</i>				<i>C</i>	<i>C</i>		<i>C</i>		
D. Dawson, Del Rey Oaks (R. Lang Ford)	<i>A</i>	P		P	<i>A</i>	<i>A</i>	P	<i>A</i>		P
P. Dobbins Gonzales (R. Mendez., J. Lipe)	<i>N</i>		<i>P</i>	<i>P</i>	<i>N</i>	<i>N</i>	P	<i>N</i>	P	
M. Steinmann, Greenfield (S. Stanton)	<i>C</i>	P	<i>P</i>	<i>P</i>	<i>C</i>	<i>C</i>	P	<i>C</i>	P	P
O. Hurtado, King City (M. Powers)	<i>E</i>	P	<i>P</i>		<i>E</i>	<i>E</i>	P(A)	<i>E</i>	P	P
N. Khayata, Marina (E. Delos Santos)	<i>L</i>	P		<i>P</i>	<i>L</i>	<i>L</i>	P	<i>L</i>	P	P(A)
R. Deal, Monterey, Chair (A. Renny)	<i>L</i>	P		<i>P</i> (A)	<i>L</i>	<i>L</i>	P	<i>L</i>	P	P
D. Gho, Pacific Grove (M. Brodeur)	<i>E</i>	P	<i>P</i>	<i>P</i>	<i>E</i>	<i>E</i>	P	<i>E</i>	P	
J. Serrano, Salinas, (R. Russell, V. Gutierrez)	<i>D</i>	P	<i>P</i>	<i>P</i>	<i>D</i>	<i>D</i>	P	<i>D</i>		
T. Bodem, Sand City							P			
T. O'Halloran, Seaside (R. Riedl, L. Llantero)		P	P(A)	P(A)			P		P	
D. Wilcox, Soledad (B. Slama, E. Waggoner)		P		P(A)			P			P
R. Chapman, MCPW Vice Chair (E. Savedra)			P	P			P		P	P(A)
Vacant , Monterey County Economic Development										
H. Adamson, AMBAG (P. Hierling)		P(A)	P(A)	P(A)			P(A)			
B. Rider, Caltrans (O. Monroy-Ochoa)		P(A)	P(A)	P(A)			P(A)		P(A)	
A. Spear, CSUMB										
A. Romero, MBUAPCD										
J. Brinkmann, FORA (C. Soares)							P		P	
L. Rheinheimer, MST (M. Gallant)		P	P(A)	P			P		P	P
STAFF										
D. Hale, Exec. Director		P								
T. Muck, Dep. Exec. Director		P	P	P			P			P
H. Myers, Sr. Transp. Planning Engineer		P	P	P			P		P	P
M. Zeller, Principal Transp. Planner			P	P			P		P	P
C. Watson, Principal Transp. Planner										
V. Murillo, Asst. Transp. Planner		P		P			P		P	
Theresa Wright, Public Outreach Coordinator		P		P			P			

OTHERS PRESENT:

<u>Name</u>	<u>Organization</u>	<u>Name</u>	<u>Organization</u>
Scott Ottmar	Seaside	Sean Houck	Kimley-Horn
Neelam Dorman	Kittelson & Assc.	Grant Leonard	TAMC
Ariana Green	TAMC	Frederik Venter	Kimley-Horn

1. ROLL CALL

Chair Deal, City of Monterey, called the meeting to order at 9:30 a.m. Introductions were given, and a quorum was confirmed.

2. PUBLIC COMMENTS:

None

3. BEGINNING OF CONSENT AGENDA

M/S/C Ottmar/Saavedra/ unanimous

3.1 Approved minutes of the Technical Advisory Committee meeting of March 3, 2016, as revised to note that Rich Deal, City of Monterey, is the Committee Chair and that James Serrano, City of Salinas, was not in attendance.

END OF CONSENT AGENDA**4. REGIONAL ROUNDABOUT STUDY**

M/S/C Deal/Wilcox/unanimous

The Committee recommended approval of the Regional Study to the Transportation Agency Board of Directors, with direction to staff to work with the City of Seaside to address their comments.

Michael Zeller, Principal Transportation Plan, reported that the Transportation Agency contracted with Kittelson & Associates to conduct the Regional Roundabout Study. He noted that the firm used Caltran's Intersection Control Evaluation guidelines for a holistic approach to compare constructing modern roundabouts vs stop or signalized intersections at 25 locations around Monterey County. Sean Houck, the consultant team project manager, presented the results of the report.

Daniel Dawson, City of Del Rey Oaks, asked if the study considered the payback period. Sean Houck replied that a cost-benefit analysis was completed with the Net Present Value. Payback period was not calculated, but the data is there to calculate.

Scott Ottmar, City of Seaside, asked if right of way costs were considered for the Broadway and Alhambra location? Sean Houck replied that right of way costs were not included, but the capital cost worksheet could be updated by the City with new project cost information in order to recalculate the benefit-cost ratio.

Rich Deal commented that there's issues that the Intersection Control Evaluation does not necessarily look at that could show a roundabout, but a jurisdiction would prefer a signal instead. Sean Houck followed that this is why they developed the capital cost worksheet, so that if a city has more developed cost information, they can go in and make those changes to the cost-benefit analysis.

5. **METROPOLITAN TRANSPORTATION IMPROVEMENT PROGRAM UPDATE**

The Committee received information on the Metropolitan Transportation Improvement Program update.

Sasha Tepedelenova, Association of Monterey Bay Area Governments, reported that AMBAG is in the process of updating the Metropolitan Transportation Improvement Program, which contains a listing of federally-funded transportation improvement projects in the tri-county region. She noted that Transportation Agency staff will coordinate with Monterey County jurisdictions to update their projects.

6. **2016 ACTIVE TRANSPORTATION PLAN**

The Committee provided input on the 2016 Active Transportation Plan objectives, programs and ranking of criteria for selection of high priority projects.

Virginia Murillo, Assistant Transportation Planner, reported that the 2016 Active Transportation Plan will be an update of the 2011 Bicycle and Pedestrian Master Plan. She noted that the 2016 will focus on updating the plan to meet the State's guidelines for Active Transportation Plans and identifying high priority bicycle and pedestrian projects. She noted that the 2016 Plan will also focus on analyzing key gaps in the existing and proposed bicycle and pedestrian networks and identifying opportunity sites for innovative bicycle facility design and areas for enhanced regional and local connectivity.

In conclusion Ms. Murillo noted that the Transportation Agency staff will work with staff from each of the cities and the County, the Bicycle and Pedestrian Committee, and the Technical Advisory Committee during the development of the plan.

7. **ANNOUNCEMENTS**

None.

8. **ADJOURN**

The Committee adjourned the meeting at 10:47am.



TRANSPORTATION AGENCY FOR MONTEREY COUNTY

Memorandum

To: Technical Advisory Committee

From: Virginia Murillo, Assistant Transportation Planner

Meeting Date: May 5, 2016

Subject: **2016 Active Transportation Plan**

RECOMMENDED ACTION:

RECEIVE report on the project criteria, and
DISCUSS projects to be included in the 2016 Active Transportation Plan.

SUMMARY:

The 2016 Active Transportation Plan will be an update of the 2011 Bicycle and Pedestrian Master Plan. The focus of the 2016 Plan update is to match State Active Transportation Program guidelines, incorporate innovative bicycle facility designs, and promote high priority projects.

FINANCIAL IMPACT:

The Transportation Agency budgeted \$50,000, to be paid for out of TAMC reserve funding, to begin preparation of the 2016 Active Transportation Plan update in the 2015/2016 fiscal year. The Plan will position high priority projects to be more competitive for grant funding, such as the State's Active Transportation Program that currently has \$230 million available on a competitive basis.

DISCUSSION:

The 2016 Active Transportation Plan will be an update of the 2011 Bicycle and Pedestrian Master Plan. The 2016 Plan will focus on updating the plan to meet the State's guidelines for Active Transportation Plans and identifying high priority bicycle and pedestrian projects. The 2016 Plan will also focus on analyzing key gaps in the existing and proposed bicycle and pedestrian networks and identifying opportunity sites for innovative bicycle facility design and areas for enhanced regional and local connectivity.

At the April Committee meeting, staff presented a revised draft vision statement for the Plan, along with goals, objectives and programs to support the Plan vision and criteria for high priority projects. Staff also presented these to the Bicycle and Pedestrian Committee. Members from both Committees

participated in a voting exercise to help rank the criteria. Members from both Committees also suggested assigning points on a combination of a sliding scale and all or nothing basis. The proposed point system for ranking criteria, based on input from both Committees, with refinement from staff is included as **Attachment 1**, and listed below:

1. Safety
2. Connectivity
3. Comfort
4. Active Transportation Trips
5. Equity
6. Complete Streets Opportunity Projects
7. Quality Facilities

These criteria will be used to determine high priority projects. TAMC plans to hire a consultant to develop conceptual plans and cost estimates for the highest priority projects in order to make them competitive for State and Federal funding.

Staff will present maps of the existing active transportation network to begin the discussion on the projects included in the Active Transportation Plan. Existing bikeways network maps for each jurisdiction are posted on the TAMC website, and may be found here: <http://bit.ly/tamcbikemap>.

Approved by:


Debra L. Hale, Executive Director

Date signed: April 26, 2016

Regular Agenda

Counsel Approval: N/A

Finance Approval: Yes

Attachment: Active Transportation Plan Project Criteria

Active Transportation Plan Project Criteria

<u>Category</u>	<u>Criteria</u>	<u>Points</u>
Safety	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.	20
Connectivity	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.	20
Comfort	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.	20
Active Transportation Trips	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.	15
Equity	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.	15
Complete Streets Opportunity Projects	Integrates active transportation facilities into pre-existing or planned roadway or maintenance projects	5
Quality Facilities	Improves or maintains the quality of an existing facility with high existing usage, or in a way that will increase usage.	5
TOTAL		100



TRANSPORTATION AGENCY FOR MONTEREY COUNTY

Memorandum

To: Technical Advisory Committee

From: Virginia Murillo, Assistant Transportation Planner

Meeting Date: May 5, 2016

Subject: Regional Bicycle and Pedestrian Wayfinding Plan

RECOMMENDED ACTION:

RECEIVE report on the Bicycle and Pedestrian Wayfinding Plan, and
RECOMMEND adoption by the Transportation Agency Board of Directors.

SUMMARY:

The Regional Bicycle and Pedestrian Wayfinding Plan includes wayfinding sign design guidelines, identification and branding of regional bicycle and pedestrian routes, and provide an implementation strategy. Staff will present the final Wayfinding Plan.

FINANCIAL IMPACT:

Staff expenses and funding for a \$30,000 contract with Alta Planning + Design to design the wayfinding signs and update the Monterey County Bicycle Map was included in the Agency's adopted FY 2015-16 budget. The Transportation Agency has budgeted \$75,000 of Regional Surface Transportation Funds to install and produce signs to implement the Wayfinding Plan.

DISCUSSION:

The need for a Wayfinding Plan was identified in the Transportation Agency's 2011 Master Bicycle and Pedestrian Plan as a means for promoting bicycling and walking throughout the county. Wayfinding signs can ease navigation for bicyclists and pedestrians, reduce travel times, and enhance a region's brand by reinforcing key regional destinations. When combined with secure bicycle storage and a connected network of bicycle paths and lanes, a wayfinding system can attract the estimated 60% of potential bicyclists who indicate that they would cycle more often if it were safer and easier to do so. By enhancing the environment for bicycling and walking signs can also improve the visibility and safety for these alternative forms of transportation.

The Regional Bicycle and Pedestrian Wayfinding Plan will provide standard guidelines for bicycle and pedestrian wayfinding signs throughout Monterey County, including sign design,

sign locations and implementation strategies. The goal of the Wayfinding Plan is to improve access to regional destinations, provide consistent wayfinding signs for regional connections, and promote key signage features that jurisdictions will be encouraged to incorporate into their own signs in order to improve wayfinding across city boundaries.

The plan was developed in coordination with a Wayfinding Plan Advisory Committee composed of project stakeholders including representatives from the Bicycle and Pedestrian Committee, the County of Monterey, local cities, the Monterey County Health Department, Building Healthy Communities, Fort Ord Reuse Authority, the Velo Club, Green Pedal Couriers, Fort Ord Recreation Trails Friends, Pebble Beach Company, and Monterey-Salinas Transit. In addition, staff solicited public input on the proposed routes and sign design using the mySidewalk page: <https://tamc.mysidewalk.com/>. Some of the key routes proposed to be signed are:

- Salinas Periphery Route
- Monterey Peninsula Loop
- Salinas to King City & San Ardo

Attachment 1 summarizes the Wayfinding Plan content, which includes goals, regional bicycle and pedestrian routes, wayfinding sign design and a phased implementation strategy. **Attachment 2** shows the regional routes that will be signed.

Implementation will begin with placing signs along key areas where connectivity from one bike facility to another is confusing, such as Monterey Bay Sanctuary Scenic Trail in Sand City. After these priority areas are signed, regional routes that have existing bicycle facilities along the entirety of the route, such as the Salinas periphery route, will be signed. The wayfinding sign design package prepared by Alta Planning + Design and the regional routes are posted online at: <http://bit.ly/1Sg2N2Y>

Staff requests that the Committee review and recommend that the Transportation Agency Board of Directors adopt the Wayfinding Plan (**Web Attachment**). Implementation of the Wayfinding Plan will begin shortly after it is adopted. TAMC will coordinate with the underlying jurisdictions to begin installing signs in high priority areas, and will seek grant funding for full plan implementation.

Approved by: 
Debra L. Hale, Executive Director

Date signed: April 26, 2016

Regular Agenda

Counsel Approval: N/A
Finance Approval: Yes

Attachments:

1. Executive Summary: Regional Bicycle & Pedestrian Wayfinding Plan
2. Map of Regional Routes

Web Attachment: Regional Bicycle & Pedestrian Wayfinding Plan for Monterey County

Regional Pedestrian and Bicyclist Wayfinding Plan for Monterey County



Transportation Agency for Monterey County • 55-B Plaza Circle, Salinas, CA • www.tamcmonterey.org

May 2016

Executive Summary

The Transportation Agency for Monterey County developed the Regional Pedestrian and Bicycle Wayfinding Plan for Monterey County to provide standard guidelines for bicycle and pedestrian wayfinding throughout Monterey County.

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 in order 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.

The Wayfinding Plan includes:

- **Introduction:** The overall goal of the Wayfinding Plan is to improve bicycle and pedestrian facilities, and to promote bicycling and walking as viable transportation alternatives for Monterey County residents and visitors. This section describes the need and purpose for bicycle and pedestrian wayfinding signage, funding, the function of the Wayfinding Plan Advisory Committee and community involvement in the development of the Plan.
- **Existing Conditions:** While the county is currently served by a wide variety of bicycle facilities, the majority of the area lacks a clear, comprehensive, and consistent sign system that provides bicycle users with directional information and mileage to points of interest. This section includes a summary of regulatory criteria for wayfinding signage, and includes design criteria developed by the Wayfinding Plan Advisory Committee. This section includes criteria for the development of regional routes and destinations.
- **Development of Wayfinding Signage:** Development of the preferred sign design was a three-step process guided by an extensive community input process. This section describes the visioning process, concept development, and final design of the wayfinding signage.
- **Implementation Strategy:** This section includes information about the regional routes that will be signed, sign placement guidelines, sign production, and an estimate of the number of signs per mile. Potential funding sources, a discussion about jurisdiction agreements and information about implementation phasing are also included in this section.

Implementation of the Wayfinding Plan will begin once the Plan is adopted. TAMC will apply for grant funding for full implementation of the Plan, work on the procurement of signage, and will coordinate with the underlying jurisdictions to install signage.

Table 2: Regional Routes

	<u>North County Routes</u>	<u>Description</u>	<u>Miles</u>
1	Elkhorn Slough Loop	<u>Connects</u> Pajaro, Las Lomas, Moss Landing and Castroville; <u>via</u> Salinas Road, Highway 1, Molera Road and Elkhorn Road	32.42
2	Pajaro – Salinas	<u>Connects</u> Pajaro, Las Lomas, Prunedale Shopping Centers, Prunedale Park and Ride lot, Manzanita County Regional Park, North Salinas, Salinas, Spreckles <u>via</u> Hall Road, San Miguel Canyon Road, Prunedale South Road, Harrison Road	24.28
3	Salinas Periphery Loop	<u>Connects</u> Southwest Salinas, North Salinas Shopping Center, Northeast Salinas schools and parks, Hartnell College Main Campus and Hartnell College Alisal Campus; <u>via</u> Davis Road and Boronda Road and crosses Salinas through Alisal Street	16.29
4	Marina – Salinas Multimodal Corridor	<u>Connects</u> Oldtown Salinas, Salinas Amtrak Station, MST Salinas Transit Center, City of Salinas and Monterey County Government Centers, Hartnell College Main Campus, East Garrison, California State University Monterey Bay Campus, Marina Shopping Center, MST Marina Transit Exchange; <u>via</u> West Alisal Street, Blanco Road, Davis Road, Reservation Road, Imjin Parkway, 2 nd Avenue and Divaty Street	14.94
5	North Salinas to San Benito County via San Juan Grade Rd	<u>Connects</u> North Salinas and San Juan Bautista, San Benito County; <u>via</u> San Juan Grade Road	12.12
6	Castroville – Salinas	<u>Connects</u> Castroville and Oldtown Salinas; <u>via</u> Merritt Street, Castroville Boulevard and West Market Street	8.17
	<u>Peninsula Routes</u>		<u>Miles</u>
7	Monterey Peninsula Loop	<u>Connects</u> Castroville, Marina, California State University Monterey Bay, Seaside, Sand City, Monterey, Pacific Grove, Pebble Beach and Carmel-by-the-Sea; <u>via</u> Monterey Bay Sanctuary Scenic Trail along the Peninsula, and California Avenue, General Jim Moore Boulevard, Canyon Del Rey Boulevard and Aguajito among other internal local city streets	40.89
8	Carmel – Monterey	<u>Connects</u> Carmel-by-the-Sea and Monterey; <u>via</u> San Carlos Street,	5.11

		Carpenter Street, the Highway 1 bike path, Viejo Road, and Munras Avenue	
9	Fort Ord Loop	<u>Connects</u> Salinas, Spreckles, California State University Monterey Bay, and Fort Ord; <u>travels via</u> Highway 68 and Reservation Road	23.44
10	Fort Ord Inner Loop	<u>Connects</u> California State University Monterey Bay, Seaside, Fort Ord, Ryan Ranch and Del Rey Oaks; <u>via</u> Gigling Road, Hennekens Ranch Road, Barloy Canyon Road and South Boundary Road	11.63
	<u>South County Routes</u>		<u>Miles</u>
11	Marina – Greenfield via Reservation Rd & River Rd	<u>Connects</u> Marina, East Garrison, Salinas, Spreckles, Fort Romie and Greenfield; <u>travels via</u> Reservation Road and River Road	49.31
12	Salinas – King City & San Ardo	<u>Connects</u> Salinas, Chualar, Gonzales, Soledad, Greenfield, King City, San Lucas and San Ardo ; <u>travels via</u> Natividad Road, Old Stage Road, Old US 101 roads, Metz Road and Cattleman Road	65.31
13	Carmel Valley – Greenfield	<u>Connects</u> Carmel Valley to Greenfield; <u>via</u> Carmel Valley Road	55.52
14	Soledad – Pinnacles	<u>Connects</u> Soledad to the Pinnacles National Park; <u>via</u> Highway 146	9.31



Regional Pedestrian and Bicyclist Wayfinding Plan for Monterey County



Prepared by: Transportation Agency for Monterey County • 55-B Plaza Circle, Salinas, CA • www.tamcmonterey.org
May 2016

Contents

Executive Summary	3
Introduction	4
Purpose	4
Funding	5
Wayfinding Plan Advisory Committee & Community Involvement	5
Goals	7
Existing Conditions.....	8
Regulatory Requirements	9
Wayfinding Sign Design Criteria.....	10
Identification of Regional Routes	11
Development of Wayfinding Sign Design	15
Step 1: Vision	15
Step 2: Concept Development.....	18
Step 3: Final Wayfinding Sign Designs	18
Implementation Strategy.....	20
Coordination with Existing and Future Signage.....	20
Sign Production.....	21
Signs Per Mile.....	21
Potential Funding Sources	23
Jurisdiction Agreements for Sign Installation and Maintenance.....	23
Implementation Phasing.....	23
Cost Estimates.....	24

Appendix A – Regional Bicycle Routes, Underlying Jurisdictions & Destinations.....	28
Appendix B – Draft Conceptual Designs	42
Appendix C – Final Wayfinding Sign Designs and Placement Scenarios.....	47
Appendix D – Wayfinding Plan Advisory Committee Meeting Minutes.....	59

DRAFT

Executive Summary

The Transportation Agency for Monterey County developed the Regional Pedestrian and Bicycle Wayfinding Plan for Monterey County to provide standard guidelines for bicycle and pedestrian wayfinding throughout Monterey County.

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 in order 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.

The Wayfinding Plan includes:

- **Introduction:** The overall goal of the Wayfinding Plan is to improve bicycle and pedestrian facilities, and to promote bicycling and walking as viable transportation alternatives for Monterey County residents and visitors. This section describes the need and purpose for bicycle and pedestrian wayfinding signage, funding, the function of the Wayfinding Plan Advisory Committee and community involvement in the development of the Plan.
- **Existing Conditions:** While the county is currently served by a wide variety of bicycle facilities, the majority of the area lacks a clear, comprehensive, and consistent sign system that provides bicycle users with directional information and mileage to points of interest. This section includes a summary of regulatory criteria for wayfinding signage, and includes design criteria developed by the Wayfinding Plan Advisory Committee. This section includes criteria for the development of regional routes and destinations.
- **Development of Wayfinding Signage:** Development of the preferred sign design was a three-step process guided by an extensive community input process. This section describes the visioning process, concept development, and final design of the wayfinding signage.
- **Implementation Strategy:** This section includes information about the regional routes that will be signed, sign placement guidelines, sign production, and an estimate of the number of signs per mile. Potential funding sources, a discussion about jurisdiction agreements and information about implementation phasing are also included in this section.

Implementation of the Wayfinding Plan will begin once the Plan is adopted. TAMC will apply for grant funding for full implementation of the Plan, work on the procurement of signage, and will coordinate with the underlying jurisdictions to install signage.

Introduction

Bicycle and pedestrian facilities are integral components of Monterey County's multimodal transportation system. This Wayfinding Plan is part of a regional effort to enhance the bicycle and pedestrian network to encourage people to bike or walk for transportation purposes.

Purpose

The need for a Wayfinding Plan was identified in the Transportation Agency's 2011 Master Bicycle and Pedestrian Plan as a means for promoting bicycling and walking throughout the county. Wayfinding signs can ease navigation for bicyclists and pedestrians, reduce travel times, and enhance a region's brand by reinforcing key regional destinations. When combined with secure bicycle storage and a connected network of bicycle paths and lanes, a wayfinding system can attract the estimated 60% of potential bicyclists who indicate that they would cycle more often if it were safer and easier to do so¹. By enhancing the environment for bicycling and walking signs can also improve the visibility and safety for these alternative forms of transportation. Cities around the nation with significant bicycle ridership and pedestrian activity have implemented similar wayfinding plans and programs including: Berkeley and Oakland in California along with Portland, Oregon (Figure 1).

Figure 1: Examples of Signs



¹ "Four Types of Cyclists"; Source: Roger Geller, Portland Office of Transportation.

Funding

TAMC programmed \$30,000 of Regional Surface Transportation Funds in the 2014/2015 fiscal year to prepare this Wayfinding Plan. For the next three years, TAMC has programmed a total of \$90,000 for the implementation of the Wayfinding Plan.

Wayfinding Plan Advisory Committee & Community Involvement

The Wayfinding Plan Advisory Committee is an ad-hoc committee comprised of project stakeholders including representatives from TAMC's Bicycle and Pedestrian Facilities Advisory Committee, the County of Monterey, local cities, the Monterey County Health Department, Building Healthy Communities, Fort Ord Re-use Authority, the Velo Club, Green Pedal Couriers, Fort Ord Recreation Trails Friends, Pebble Beach, and Monterey-Salinas Transit. **Table 1** lists the full Committee membership. The purpose of the group was to develop plan goals, assist in the identification of regional routes to be signed, provide input on the preferred sign design and implementation. The group met monthly from February to November, 2015, and again in February 2016 to provide final input on the Plan.

In addition to Wayfinding Plan Advisory Committee input, Agency staff consulted with TAMC's Bicycle and Pedestrian Facilities Advisory Committee (BPC), which is composed of volunteer representatives from each supervisorial district and city in Monterey County as well as representatives from public agencies and a bicycle/pedestrian interest group, as appointed by the TAMC Board of Directors, and TAMC's Technical Advisory Committee (TAC), comprised of public works representatives from each of the twelve cities in Monterey County, Monterey County Public Works, Monterey County Planning, Caltrans, Monterey-Salinas Transit, the Fort Ord Reuse Authority, the Monterey Bay Unified Air Pollution Control District, and the Association of Monterey Bay Area Governments.

Table 1: Wayfinding Plan Advisory Committee members.

Stakeholder	Representative
Association of Monterey Bay Area Governments	Eliza Yu
TAMC Bicycle and Pedestrian Facilities Advisory Committee	D.L. Johnson
Building Healthy Communities	Jeanette Pantoja
City of Carmel-by-the-Sea	Victoria Beach
City of Marina	Justin Meek
City of Monterey	Andrea Renny
City of Salinas	James Serrano Victor Gomez

City of Soledad	Brent Slama
California State University Monterey Bay	Bernard Green
Fort Ord Reuse Authority	Josh Metz
Green Pedal Couriers	Michael Baronial
Monterey County	Ryan Chapman
Monterey County Health Department	Krista Hanni
Monterey-Salinas Transit	Lisa Rheinheimer
Pebble Beach Company	Kevin Cole
Fort Ord Recreation Trails Friends/Pedal Alpini, Inc.	Eric Peterson
Velo Club	Bill Boosman

Lastly, TAMC staff developed a project specific Wayfinding Plan page on the TAMC website. Wayfinding Plan Advisory Committee meeting agendas, meeting minutes and draft documents were posted on this site. Staff gathered community input using the TAMC Wayfinding Plan mySidewalk page, an online public engagement tool similar in layout to Facebook. Agency staff used the mySidewalk to obtain input on regional routes and sign designs. The mySidewalk tool was particularly useful in obtaining feedback on sign design, as people were able to vote for their preferred design. **Figure 2** illustrates the Wayfinding Plan mySidewalk page, along with page view statistics.

Figure 2: Wayfinding Plan mySidewalk page.



Goals

The overall goal of the Wayfinding Plan is to improve bicycle and pedestrian facilities in order to promote bicycling and walking as viable transportation for Monterey County residents and visitors. Directing bicyclists and pedestrians to safer routes will increase traffic safety for all street users and will encourage bicycling and walking in Monterey County. Outlined below are the Wayfinding Plan's specific goals.

1. Create uniform wayfinding sign design guidelines

2. Promote connectivity between communities and encourage connectivity to regional destinations, such as parks, trails, educational institutions, employment centers, transit, park and ride lots, and tourist destinations
3. Identify and brand pedestrian and bicycle routes and provide signage that supports new and infrequent users to walk and bicycle more frequently
4. Support the local economy by providing Monterey County residents and tourists with directional and distance information
5. Use wayfinding signage to provide distance information and facilitate pedestrian and bicyclist access to regional destinations within Monterey County Wayfinding signage should incorporate technology, and be accessible via GPS and online map tools
6. Wayfinding signage should be distributed equitably across the County
7. Create safer pedestrian and bicyclists facilities by using wayfinding signage to make bicycle and pedestrian routes more visible
8. Maintain community engagement throughout the planning process

Existing Conditions

The region's mild climate and relatively flat topography make biking and walking a viable mode of travel for county residents. There are currently 213 bikeway miles in Monterey County, consisting of 43.7 miles of Class I separated bike paths, 115.1 miles of Class II striped bike lanes, and 54.5 miles of Class III shared bicycle routes². Among the bike and pedestrian facilities in Monterey County, the Monterey Bay Sanctuary Scenic Trail is the largest Class I facility, extending from Lovers Point in Pacific Grove to Del Monte Boulevard north of Marina (14 miles). In addition, there are 8.4 bikeway miles on the California State University, Monterey Bay campus: 0.3 miles of Class I separated bike paths, 2.5 miles of Class II striped bike lanes, 4.7 miles of Class III shared bicycle routes and 0.9 miles of Class IV protected bike lanes.

While the county is currently served by a wide variety of bicycle facilities, the majority of the area lacks a clear, comprehensive, and consistent sign system that provides bicycle users with directional information and mileage to points of interest. The County of Monterey and each of the jurisdictions currently use the standard California Manual on Uniform Traffic Control Device guide signage indicating the existence of Class I, II and III bikeways. *Caution Watch for Bicyclists* signs are also used to warn motorists of potential bicyclist activity, such as where the Monterey Bay Sanctuary Scenic Trail intersects Sand Dunes Road in Monterey. **Figure 8** shows the typical bikeway signage present throughout the region.

² Data source: TAMC 2015 bikeways data.

Figure 3: California Manual on Uniform Traffic Control Devices design spectrum. (Source: Alta Planning + Design)



Regulatory Requirements

There are many different types of bicycle wayfinding signs used in the United States. The most commonly-used signs are from the Federal Highway Administration's Manual on Uniform Traffic Control Devices (Federal Manual), as national compliance provides liability protection.

The California Manual on Uniform Traffic Control Devices (California Manual) is the most commonly used guide in the State, and it conforms to and contains most of the signs in the Federal Manual, along with state-specific additions and modifications.

The goal of both manuals is to ensure consistency of traffic control devices. In the California Manual, street sign traffic control devices are defined as “signs, signals, markings...used to regulate, warn or guide traffic, placed on, over, or adjacent to a street, highway, pedestrian facility, bikeway, or private road open to public travel.” Both the Federal Manual and the California Manual require that wayfinding signage meet certain regulatory requirements, such as font type and text size. On the other hand, section 2D.50 of the Federal Manual, which deals with community wayfinding, allows for custom colors and enhanced graphics. **Figure 3** illustrates the spectrum of Federal Manual compliance. In the visioning portion of the planning process, the Wayfinding Plan Advisory Committee, along with input from community stakeholders, choose to develop a sign design similar to options #1 and #2 of the State Manual design spectrum.

Wayfinding Sign Design Criteria

This Wayfinding Plan sets uniform wayfinding sign design guidelines. In consideration of signage regulatory requirements, the Wayfinding Plan Advisory Committee developed criteria for signs based on Plan goals. Signs should be clear, concise, consistent and compatible with existing wayfinding signs across jurisdictional boundaries, including into Santa Cruz County and San Benito County. More specifically, wayfinding signs design should meet the following criteria:

1. There will be three wayfinding sign types, including: gateway signage, directional and distance information signage, and add-on signage that can be placed on existing signage
2. Wayfinding signage should be accessible to people of all literacy levels, be legible to a wide range of users, and use symbols to convey directional information
3. Wayfinding signage should improve access to regional destinations, such as regional parks and open spaces, trails, educational institutions, major employment centers, transit, park and ride lots and tourist destinations
4. Wayfinding signage should provide information such as: location of bike supportive amenities, comfort level and ADA accessibility
5. Wayfinding signage should be eye-catching and have space for a city logo or identifier
6. Wayfinding signage should reflect the character of the region
7. When applicable, wayfinding signage will be placed in accordance with the regulatory requirements spelled out in the California Manual on Uniform Traffic Control Devices.

Identification of Regional Routes

In order to meet the goals of the Wayfinding Plan to promote walking and bicycling, connect bicyclists and pedestrians to regional destinations within their communities, and encourage connectivity between communities, it a best practice for signs to identify cities, downtown areas, neighborhood districts, regional parks and recreation areas, academic institutions, and civic destinations. The regional routes and destinations proposed for wayfinding directional and distance signs meet the following criteria.

Criteria for Wayfinding Signs on Bicycle and Pedestrian Routes

- Regional bicycle routes identified in the Transportation Agency's 2011 Bicycle and Pedestrian Master Plan classified as Class I, II, III and planned Class I, II, III, and IV facilities
- Routes with low volume automobile traffic Routes near transit

Criteria for Identification of Regional Destinations & Points of Interest in Signs

- Destinations located along a route that attract intercity or intercounty travel, such as transit centers, regional parks, colleges and job centers.
- Points of interest located within vicinity of a regional route but not directly along a route, such as transit centers, regional parks, colleges and job centers.

Using the Transportation Agency's 2011 Bicycle and Pedestrian Master Plan as a foundation, the Wayfinding Plan Advisory Committee went through a regional bicycle mapping exercise. Based on this exercise, and on the input from a variety of stakeholder groups, including TAMC's Bicycle and Pedestrian Committee and Technical Advisory Committee, the team created a map of key regional routes along which wayfinding signs will be placed, shown in **Figure 4**. **Table 2** lists the length of these routes, a high-level description of the route's streets and roads and destinations. An interactive map with these routes will also be maintained on the TAMC website. **Appendix A** contains a more detailed set of maps, and a table that includes regional route beginning and end points, and underlying jurisdictions.

Jurisdictions can also develop and place signage along their own local routes that may connect to the larger regional routes. In these cases, local jurisdictions are encouraged to use the signs in this Plan to promote their own local destinations.

Table 2: Regional Routes

	<u>North County Routes</u>	<u>Description</u>	<u>Miles</u>
1	Elkhorn Slough Loop	<u>Connects</u> Pajaro, Las Lomas, Moss Landing and Castroville; <u>via</u> Salinas Road, Highway 1, Molera Road and Elkhorn Road	32.42
2	Pajaro – Salinas	<u>Connects</u> Pajaro, Las Lomas, Prunedale Shopping Centers, Prunedale Park and Ride lot, Manzanita County Regional Park, North Salinas, Salinas, Spreckles <u>via</u> Hall Road, San Miguel Canyon Road, Prunedale South Road, Harrison Road	24.28
3	Salinas Periphery Loop	<u>Connects</u> Southwest Salinas, North Salinas Shopping Center, Northeast Salinas schools and parks, Hartnell College Main Campus and Hartnell College Alisal Campus; <u>via</u> Davis Road and Boronda Road and crosses Salinas through Alisal Street	16.29
4	Marina – Salinas Multimodal Corridor	<u>Connects</u> Oldtown Salinas, Salinas Amtrak Station, MST Salinas Transit Center, City of Salinas and Monterey County Government Centers, Hartnell College Main Campus, East Garrison, California State University Monterey Bay Campus, Marina Shopping Center, MST Marina Transit Exchange; <u>via</u> West Alisal Street, Blanco Road, Davis Road, Reservation Road, Imjin Parkway, 2 nd Avenue and Divaty Street	14.94
5	North Salinas to San Benito County via San Juan Grade Rd	<u>Connects</u> North Salinas and San Juan Bautista, San Benito County; <u>via</u> San Juan Grade Road	12.12
6	Castroville – Salinas	<u>Connects</u> Castroville and Oldtown Salinas; <u>via</u> Merritt Street, Castroville Boulevard and West Market Street	8.17
	<u>Peninsula Routes</u>		<u>Miles</u>
7	Monterey Peninsula Loop	<u>Connects</u> Castroville, Marina, California State University Monterey Bay, Seaside, Sand City, Monterey, Pacific Grove, Pebble Beach and Carmel-by-the-Sea; <u>via</u> Monterey Bay Sanctuary Scenic Trail along the Peninsula, and California Avenue, General Jim Moore Boulevard, Canyon Del Rey Boulevard and Aguajito among other internal local city streets	40.89
8	Carmel – Monterey	<u>Connects</u> Carmel-by-the-Sea and Monterey; <u>via</u> San Carlos Street,	5.11

		Carpenter Street, the Highway 1 bike path, Viejo Road, and Munras Avenue	
9	Fort Ord Loop	<u>Connects</u> Salinas, Spreckles, California State University Monterey Bay, and Fort Ord; <u>travels via</u> Highway 68 and Reservation Road	23.44
10	Fort Ord Inner Loop	<u>Connects</u> California State University Monterey Bay, Seaside, Fort Ord, Ryan Ranch and Del Rey Oaks; <u>via</u> Gigling Road, Hennekens Ranch Road, Barloy Canyon Road and South Boundary Road	11.63
	<u>South County Routes</u>		<u>Miles</u>
11	Marina – Greenfield via Reservation Rd & River Rd	<u>Connects</u> Marina, East Garrison, Salinas, Spreckles, Fort Romie and Greenfield; <u>travels via</u> Reservation Road and River Road	49.31
12	Salinas – King City & San Ardo	<u>Connects</u> Salinas, Chualar, Gonzales, Soledad, Greenfield, King City, San Lucas and San Ardo ; <u>travels via</u> Natividad Road, Old Stage Road, Old US 101 roads, Metz Road and Cattleman Road	65.31
13	Carmel Valley – Greenfield	<u>Connects</u> Carmel Valley to Greenfield; <u>via</u> Carmel Valley Road	55.52
14	Soledad – Pinnacles	<u>Connects</u> Soledad to the Pinnacles National Park; <u>via</u> Highway 146	9.31



It is important to note that there are routes, such as the Carmel Valley to Greenfield Route, identified along corridors that do not have official existing or planned bicycle facilities, but instead are considered commonly used routes. In these cases, route segments will be analyzed for potential inclusion in the upcoming Bicycle and Pedestrian Master Plan update, and can be signed at a later phase.

Development of Wayfinding Sign Design


Step 1: Vision

The Transportation Agency contracted with Alta Planning + Design to develop designs for gateway signs, directional and distance information signs, and add-ons that can be placed on existing signs. On June 4, 2015, the Wayfinding Plan Advisory Committee participated in a visioning exercise to assist in the development of the wayfinding sign design concepts. As part of the visioning meeting, Committee members shared the opportunities and challenges in navigating Monterey County's active transportation network and provided input on the preferred sign designs. **Figure 5** summarizes the input from the visioning meeting.

Figure 5: Poster boards from the June 4, 2015 visioning meeting prepared by Alta Planning + Design.

1 WAYFINDING THEMES

MONTEREY COUNTY BIKE & PEDESTRIAN WAYFINDING SIGN DESIGN | VISION MEETING | 06.04.15 | ALTA PLANNING + DESIGN



WHAT MESSAGES BEST CONVEY MONTEREY CO.


Place your stickers next to a word or words that best describes the message or values of Monterey County or write in your own!

Simple <i>★✓</i>	Fun <i>★✓★</i>	Inviting <i>★</i>
Pragmatic	Friendly <i>★★</i>	Timeless <i>★</i>
Enduring <i>★</i>	Energetic	Relaxed
Rigid	Trendy	Organic
<i>Pleasant</i>	<i>Family Friendly</i>	<i>Scenic</i> <i>★★</i>
<i>Beauty</i> <i>★★</i>	<i>International Destination</i> <i>★</i>	<i>Coastal</i>
<i>UNIQUE</i> <i>★</i>	<i>Hills</i>	
<i>SAFE</i> <i>★</i>	<i>Rugged</i>	

WHAT THEMES BEST CONVEY MONTEREY CO.

Building upon the themes and symbols seen in logos around Monterey County, write down or draw themes and symbols that best represent the active transportation network.

ag/wine
Coast & Ocean
Mountains
Tourism



When asked about the message that best conveys Monterey County, Committee members most frequently mentioned: beauty, scenic, friendly and fun.

2 WAYFINDING STYLE

MONTEREY COUNTY BIKE & PEDESTRIAN WAYFINDING SIGN DESIGN | VISION MEETING | 06.04.15 | ALTA PLANNING + DESIGN



COLOR PALETTE

Place your stickers in the boxes below to vote for your preferred color palette. You can vote for two or place both stickers in one box.

MOUNTAINS TO SEA	SUNBURST	NAUTICAL	VINEYARDS	SEA LIFE
				
				
				

NATURAL
CONTEMPORARY

MATERIALS & STYLE

Place your stickers in the boxes below to vote for your preferred material & style. You can vote for two or place both stickers in one box.

WOOD & STONE	CORTEN STEEL	BRUSHED STAINLESS STEEL AND CONCRETE	LAYERED / TEXTURED ALUMINUM	COLORFUL POWDER COATED STEEL
				
				
				

Committee members, staff and the public gave the highest ranking to: the Mountains to Sea color palette and textured aluminum, brushed steel and concrete to corten steel materials .

Step 2: Concept Development

Based on Committee, staff and public input gathered during the visioning session, Alta Planning + Design prepared three draft wayfinding design concepts. Each of the design concepts included a directional sign, a sign topper to be placed on existing signs, an information gateway kiosk treatment and a trail post design. **Figure 6** shows examples of the three directional sign design concepts. The full set of draft design concepts are shown in **Appendix B**.

Figure 6: Directional Sign Design Concepts



Step 3: Final Wayfinding Sign Designs

Following an extensive community outreach effort and Wayfinding Plan Advisory Committee discussion, Alta Planning + Design developed a package of final wayfinding sign designs, based on Concept #1, with elements from Concept #2. Two design options were developed to allow local jurisdictions the flexibility to choose their level of conformity with the California Manual on Uniform Traffic Control Devices. In addition, the decorative non-standard sign elements are now in the sign topper. **Figure 7** shows an example of the final wayfinding sign design, with the complete design package shown in **Appendix C**.

Figure 7: Final Wayfinding Sign Designs


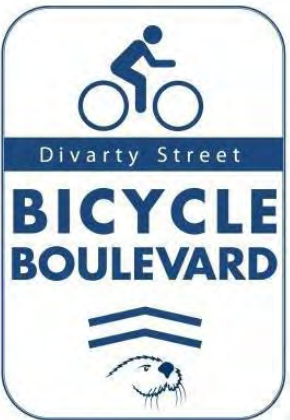





Implementation Strategy

Coordination with Existing and Future Signage

There will be coordination of signs with other current and future wayfinding signs in order to avoid sign clutter, as sign clutter is unsafe and undesirable. Existing signage for the Pacific Coast bike route along Highway 1, Monterey Bay Sanctuary Scenic Trail, signage for CSU Monterey Bay's bicycle boulevard network, along with standard bike path, bike lane and bike route signs currently exist throughout the region. **Figure 8** provides an overview of the existing signs throughout Monterey County.

Figure 8: Examples of Existing Bicycle Facility Sign Types

<u>Pacific Coast Bike Route</u>	<u>CSU Monterey Bay, Bike Boulevard</u>	<u>Class I Bike Path</u>	<u>Class II Bike Lane</u>	<u>Class III Bike Route</u>
				

Wayfinding Plan signs will supplement existing signs, such as those that denote bike lanes and bike routes. Directional signs will be placed as prescribed by the California Manual of Uniform Traffic Control Devices along a route. **Appendix C** contains typical placement scenarios. Sign toppers to identify the regional route name will be placed on top of existing bike path, bike lane and bike route signs, where feasible. **Figure 9** shows an example of how toppers can be used to supplement existing bicycle facility signage. Gateway kiosks will be placed at trailheads, and can be placed in downtown areas or other areas with more pedestrian activity. It is the goal to place signs along regional bicycle routes identified in this Wayfinding Plan.

Local jurisdictions are encouraged to use the sign designs to sign their own local bicycle and pedestrian routes. The City of Monterey is in the process of initiating a citywide vehicle, bicycle and pedestrian wayfinding sign plan. TAMC staff will remain involved in the process to ensure regional and local coordination in wayfinding sign locations and designs.

Sign Production

Two sign options were developed to accommodate local city preferences of using the standard directional plate that does not include miles or minute information and for Wayfinding Plan Advisory Committee members that have advocated for in-house local sign shop production of the directional sign portion when possible. However, due to the limitations of local sign shops, Committee members discussed the need to contract out for the add-on signs that may be beyond the capability of local city sign shops. Committee members have also suggested that TAMC should take the lead in the procurement of signage. TAMC will issue an invitation for bids for production of the sign toppers and directional sign templates.

Signs Per Mile

Overall installation costs will be determined based on the number of signs per mile. In general, the number of signs will be determined by the number of destinations along a route. **Appendix C** includes sign placement guidance. Signs will be placed in conformance with the California Manual on Uniform Traffic Control Devices. For on-street regional bike routes, directional signs will be placed at decision points where two routes intersect and confirmation signs, such as the sign topper pictured in **Figure 9**, will be placed about every 2 to 3 blocks on existing bikeway signs along a regional route. For the regional routes identified in the plan, **Table 3** shows the approximate number of signs needed



Figure 9: Sign Topper on Existing Sign

per route based on route length and number of destinations. **Appendix A** provides detailed information about the street network and destinations along routes proposed for signage.

Table 3 – Signs per Regional route mile

<u>Route</u>	<u>Miles</u>	<u>Destinations (approx.)</u>	<u>Directional Signs with Sign Toppers (approx.)</u>	<u>Sign Toppers for Confirmation Signs (approx.)</u>
Elkhorn Slough Loop	32.42	10	30	38
Pajaro – Salinas	24.28	11	65	85
Salinas Periphery Loop	16.29	11	32	18
Marina – Salinas Multimodal Corridor	14.94	8	8	10
North Salinas to San Benito County	12.12	3	9	14
Castroville – Salinas	8.17	3	6	16
Monterey Peninsula Loop	40.89	41	80	65
Carmel – Monterey	5.11	4	4	6
Fort Ord Loop	23.44	6	10	36
Fort Ord Inner Loop	11.63	10	10	18
Marina – Greenfield via Reservation Rd & River Rd	49.31	8	28	40
Salinas – King City & San Ardo	65.31	16	50	130
Carmel Valley – Greenfield	55.52	6	12	60
Soledad – Pinnacles	9.31	2	8	16

Mile marker posts should be used at intersections with other separated bike paths or when a direction sign is not used and at locations where the route is not explicit. Mile marker posts should be located at ½ to 2-mile intervals along a corridor. For on-street bike routes, signs will be placed at decision points where two routes intersect, and in advance of turns. Pavement markings are recommended to be used in between signs to confirm that a bicyclist is on a preferred route, and to minimize sign clutter.

Potential Funding Sources

TAMC currently has a total of \$75,000 of Regional Surface Transportation Funds budgeted over the next three years for the implementation of the Wayfinding Plan. However, this funding may be leveraged to pursue grants for full implementation of the plan. Other potential funding sources include: state Active Transportation Program, Transportation Development Act 2% for bicycle/pedestrian projects, city or county road funds, and local transportation sales tax revenues. Individual jurisdictions or TAMC can apply for Active Transportation Program funds to assist in the implementation of regional route portions.

Jurisdiction Agreements for Sign Installation and Maintenance

TAMC staff will work coordinate sign installation and maintenance with local jurisdictions. Agreements, contracts or memorandums of understanding to install signs along a route will be handled on a case-by-case basis.

Maintenance is a crucial component of the Wayfinding Plan. Once signs are installed, a GIS database should be maintained to keep track of sign stock. This database will assist in the development of a maintenance schedule. In case of theft, signs will be replaced on an as-needed basis.

Implementation Phasing

Throughout the planning process, Wayfinding Plan Advisory Committee members and members of the community expressed the need to prioritize signage along key areas where connectivity from one bike facility to another is confusing. Such areas, which will be signed in the first phase include:

- Canyon del Rey Boulevard (SR 218)
- Monterey Bay Sanctuary Scenic Trail in Sand City
- Carmel-by-the-Sea to Monterey route

The following routes will be signed in the second phase of the implementation program:

- Monterey Bay Sanctuary Scenic Trail from Marina to Pacific Grove
- Salinas Periphery Loop

The regional routes that do not yet have existing or proposed designated bikeway facilities may or may not be signed until the facilities are in place. However, in some cases placing signs on proposed Class III facilities located along a regional route will make those routes Class III. Similarly, future regional routes and trails, such as the Fort Ord Recreational Trail and Greenway, will be signed once they are constructed. Routes that will be signed in the third phase include:

- South County route via River Rd (Marina – Greenfield via Reservation Rd & River Rd)
- Salinas – King City/San Ardo

Cost Estimates

TAMC staff obtained estimates for sign fabrication and third party installation. Final cost will depend on local jurisdiction sign option preference, hardware preference and whether a third-party contractor or local jurisdiction staff will install signs. A visual of sign options with accompanying cost estimates for fabrication are shown in **Figure 10**, and cost estimates for hardware and third-party contractor installation are shown in **Table 3**.

Figure 10: Sign Cost Estimate

**Destination Sign
Option 1A**



Topper Only
\$68.00

Sign Face Only
\$90.00

Total Sign Only
\$158.00

**Destination Sign
Option 1B**



Topper Only
\$64.00

Sign Face Only
\$90.00

Total Sign Only
\$154.00

**Destination Sign
Option 2A**



Topper Only
\$58.00

Sign Face Only
\$105.00

Total Sign Only
\$163.00

**Destination Sign
Option 2B**



Topper Only
\$56.00

Sign Face Only
\$101.00

Total Sign Only
\$157.00

Table 3: Hardware & Installation Estimates

<u>Item</u>	<u>Cost Estimate</u>
Galvanized Steel Unistrut Pole	\$158.00
Galvanized Steel Cylindrical Pole	\$78.00
Installed into a Concrete Footer	\$676.00
Installed into soil 3' deep, no concrete	\$360.00

In considering the fabrication costs and the costs of new cylindrical sign poles TAMC has developed a draft estimate for the implementation of the Wayfinding Plan. The estimate was prepared assuming a sign cost of \$250 per sign, which includes the cost of a sign with topper and a cylindrical pole, and \$70 per sign topper to act as a confirmation sign and to be placed on an existing sign. The total cost estimate for signs for all three phases is \$125, 710. **Table 4** summarizes this budget for the cost of purchasing signs only, and does not include installation costs. Local jurisdiction ability to install signs or the need to use a third-party contractor will determine the final installation cost.

Table 4: Cost Estimate for Each Phase of Implementation

<u>Phase 1</u>	<u>Cost per Route</u>	<u>Total Signs</u>	<u>Directional Signs</u>	<u>Confirmation Signs</u>
Monterey Bay Sanctuary Scenic Trail in Sand City	\$1,140	6	4	2
Carmel-by-the-Sea to Monterey route	\$1,420	10	4	6
Canyon del Rey Boulevard (SR 218)	\$1,530	9	5	4
Total Signs Phase 1		25	13	12
Total Cost Estimate for Signs - Phase 1	\$4,090		\$3,250	\$840
<u>Phase 2</u>	<u>Cost per Route</u>	<u>Total Signs</u>	<u>Directional Signs</u>	<u>Confirmation Signs</u>
Monterey Peninsula Loop: Monterey Bay Sanctuary Scenic Trail from Marina to Pacific Grove	\$20,950	145	60	85
Salinas Periphery Loop	\$9,260	50	32	18
Total Signs Phase 1		195	92	103
Total Cost Estimate for Signs - Phase 2	\$30,210		\$23,000	\$7,210

<u>Phase 3</u>	Cost per Route	Total Signs	Directional Signs	Confirmation Signs
Elkhorn Slough Loop	\$10,160	68	30	38
Pajaro – Salinas	\$22,200	150	65	85
Marina – Salinas Multimodal Corridor	\$2,700	18	8	10
North Salinas to San Benito County	\$3,230	23	9	14
Castroville – Salinas	\$2,620	22	6	16
Fort Ord Loop	\$5,020	46	10	36
Fort Ord Inner Loop	\$3,760	28	10	18
Marina - Greenfield via Reservation Rd & River Rd	\$9,800	68	28	40
Salinas - King City & San Ardo	\$21,600	180	50	130
Carmel Valley - Greenfield	\$7,200	72	12	60
Soledad - Pinnacles	\$3,120	24	8	16
Total Signs Phase 3		749	268	481
Total Cost Estimate for Signs - Phase 3	\$91,410		\$67,000	\$33,670
<u>Total for all 3 Phases</u>	\$125,710			

Implementation of the Wayfinding Plan will begin once the Plan is adopted. TAMC will pursue grant funding for implementation of the Plan as opportunities arise, work on the procurement of signage, and will coordinate with the underlying jurisdictions to install signage.

Appendix A – Regional Bicycle Routes, Underlying Jurisdictions & Destinations

The regional routes identified in the Wayfinding Plan will be signed and are detailed in this section. This section also includes maps of the regional routes. An interactive map of the routes will also be maintained on the TAMC website.

North County Routes				
<u>Route</u>	<u>Miles</u>	<u>Underlying Jurisdiction(s)</u>	<u>Street Network</u>	<u>Destinations & Points of Interest</u>
Elkhorn Slough Loop	32.42	Monterey County Caltrans	<u>On the West Side:</u> <ul style="list-style-type: none"> - McGowan Road - Trafton Road - Bluff Road - Jensen Road - Highway 1 - Molera Road <u>On the East Side:</u> <ul style="list-style-type: none"> - Salinas Road - Elkhorn Road - Omart Road - Del Monte Farms Road - Castroville Boulevard 	<ul style="list-style-type: none"> - Watsonville - Pajaro - Pajaro Middle School - Las Lomas - Elkhorn Slough Preserve - Kirby Park - Moss Landing - Moss Landing State Wildlife Area - Royal Oaks County Park - Castroville
Pajaro – Salinas	24.28	Monterey County City of Salinas	<u>From Las Lomas/Prunedale:</u> <ul style="list-style-type: none"> - Hall Road - San Miguel Canyon Road - Prunedale North Road - Prunedale South Road - Reese Circle - County Meadows Road - Harrison Road <u>From Salinas:</u>	<ul style="list-style-type: none"> - Las Lomas - Manzanita County Park - Prunedale Shopping Center - Bolsa Knolls School - Santa Rita School - North Salinas Shopping District - Salinas Sports

			<ul style="list-style-type: none"> - Russell Road - San Juan Grade Road - North Main Street - East Alvin Drive - Maryal Drive - East Bernal Drive - Sherwood Drive - East Front Street - East Abbott Street - Harkins Road - Spreckles Avenue 	<ul style="list-style-type: none"> - Complex - Sherwood Park - Oldtown Salinas - Spreckles - Highway 68
Salinas Periphery Loop	16.29	City of Salinas	<p><u>From the East:</u></p> <ul style="list-style-type: none"> - East Alisal Street - Bardin Road - Williams Road - East Boronda Road <p><u>From the North:</u></p> <ul style="list-style-type: none"> - Boronda Road - North Davis Road <p><u>From the West:</u></p> <ul style="list-style-type: none"> - South Davis Road - Blanco Road - West Alisal Street 	<ul style="list-style-type: none"> - Hartnell College Alisal Campus - Alisal High School - Natividad Creek Park - Everett Alvarez High School - North Salinas Shopping District - North Davis Shopping District - Hartnell Park - Hartnell College - Monterey County Civic Center - Salinas City Hall - Oldtown Salinas
Marina – Salinas Multimodal Corridor	14.94	City of Salinas Monterey County	<p><u>From Salinas:</u></p> <ul style="list-style-type: none"> - Salinas Street 	<ul style="list-style-type: none"> - Oldtown Salinas - Monterey County

		City of Marina	<ul style="list-style-type: none"> - West Alisal - Blanco Road <p><u>To Marina:</u></p> <ul style="list-style-type: none"> - South Davis Road - Reservation Road - Imjin Parkway - 2nd Avenue - Divarty Street 	<ul style="list-style-type: none"> - Civic Center - Hartnell College - Hartnell Park - East Garrison - Marina Equestrian Center - California State University, Monterey Bay - Monterey Peninsula College at Marina
North Salinas to San Benito County via San Juan Grade Rd	12.12	City of Salinas Monterey County	<ul style="list-style-type: none"> - San Juan Grade Road - Salinas Road 	<ul style="list-style-type: none"> - Bolsa Knolls School? - San Juan Bautista
Salinas – Castroville	8.91	City of Salinas Monterey County	<p><u>From Salinas:</u></p> <ul style="list-style-type: none"> - East Market Street - West Market Street <p><u>To Castroville:</u></p> <ul style="list-style-type: none"> - Castroville Boulevard - Merritt Street 	<ul style="list-style-type: none"> - Oldtown Salinas - Salinas Rail Station - Castroville



Peninsula Routes

<u>Route</u>	<u>Miles</u>	<u>Underlying Jurisdictions</u>	<u>Street Network</u>	<u>Destinations & Points of Interest</u>
Monterey Peninsula Loop	40.89	Monterey County City of Marina City of Seaside Sand City California State Parks City of Monterey Monterey Peninsula Regional Park District City of Pacific Grove Pebble Beach Company City of Carmel-by-the-Sea	<u>On the Peninsula Side (North to South):</u> <i>Castroville Area:</i> <ul style="list-style-type: none"> - Castroville Bike Path (parallel to Highway 156) - Nashua Road - Monte Road <i>Marina, Seaside, Sand City Area:</i> <ul style="list-style-type: none"> - Monterey Bay Sanctuary Scenic Trail (parallel to Del Monte Boulevard) <i>Monterey Area:</i> <ul style="list-style-type: none"> - Monterey Bay Sanctuary Scenic Trail (parallel to Highway 1) - Monterey Bay Sanctuary Scenic Trail (City of Monterey portion) <i>Pacific Grove Area:</i> <ul style="list-style-type: none"> - Monterey Bay Sanctuary Scenic Trail (City of Pacific Grove portion) - Oceanview Boulevard - Sunset Drive <i>Pebble Beach Area:</i> <ul style="list-style-type: none"> - 17 Mile Drive - Spyglass Hill Road 	<u>On the Peninsula Side (North to South):</u> <ul style="list-style-type: none"> - Castroville - Marina - Locke-Paddon Park - Marina Courthouse - Fort Ord Dunes State Park - Seaside High School - Sand City - Monterey State Beach - Del Monte Lake - Naval Post Graduate School - Fisherman's Wharf - Fisherman's Shoreline Park - San Carlos Beach Park - Presidio of Monterey - Cannery Row - Monterey Bay Aquarium - Lover's Point Park - Asilomar State

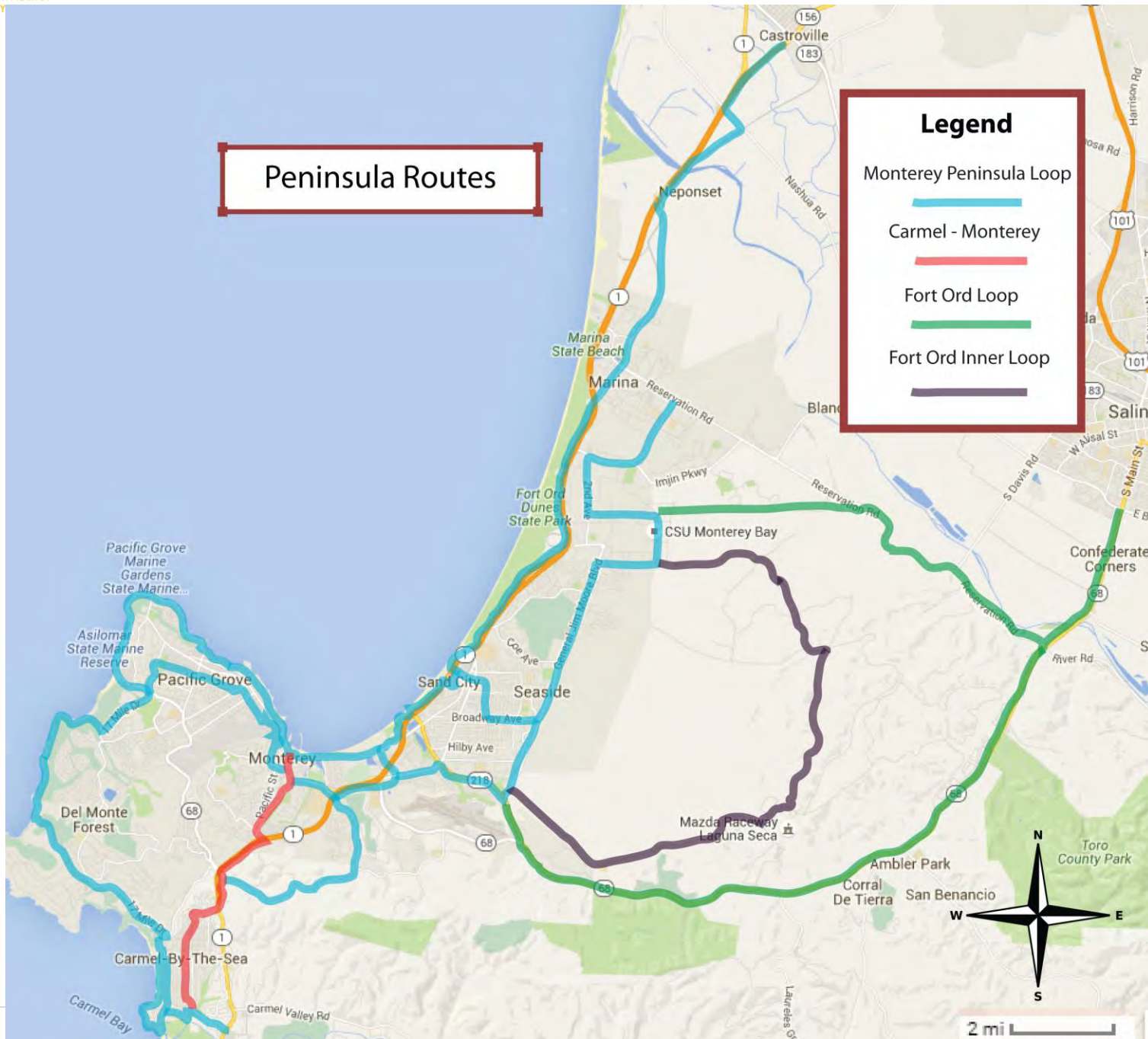
			<ul style="list-style-type: none"> - 17 Mile Drive <p><i>Carmel Area:</i></p> <ul style="list-style-type: none"> - Carmel Way - North San Antonio Avenue - Ocean Avenue - Scenic Drive - Carmelo Street - Dolores Street - Lasuen Drive - Rio Road <p><u>On the Inland Side (North to South):</u></p> <p><i>Marina, Seaside, Sand City Area:</i></p> <ul style="list-style-type: none"> - California Avenue - Imjin Parkway - 2nd Avenue - Inter-Garrison Road - 7th Avenue - General Jim Moore Boulevard - Broadway Avenue - Noche Buena Street - Playa Avenue - Metz Road - Tioga Avenue <p><i>Del Rey Oaks, Seaside, Monterey Area:</i></p> <ul style="list-style-type: none"> - General Jim Moore Boulevard - Canyon del Rey Boulevard 	<p>Beach</p> <ul style="list-style-type: none"> - Pebble Beach - 17 Mile Drive - Carmel Beach - Carmel Mission - Mission Trail Park - Carmel River State Beach - Carmel Valley Shopping Center <p><u>On the Inland Side (North to South):</u></p> <ul style="list-style-type: none"> - Marina Equestrian Center - Marina Shopping - California State University, Monterey Bay - Fort Ord National Monument - Seaside Broadway Shopping - Frog Pond - Del Rey Oaks City Hall - Laguna Grande Regional Park - Monterey County Fairgrounds - Monterey Regional Airport
--	--	--	--	--

			<ul style="list-style-type: none"> - North Fremont Street - Casa Verde Way - Fairgrounds Road - Mark Thomas Drive - Aguajito Road - Fremont Street - Abrego Street - Pearl Street - Van Buren Street - Scott Street - Pacific Street - Artillery Street - Corporal Ewing Road - Pvt Bolio Road - Hawthorne Street - Laine Street <p><i>Pacific Grove Area:</i></p> <ul style="list-style-type: none"> - David Avenue - Spencer Street - Pine Avenue <p><i>Pebble Beach Area:</i></p> <ul style="list-style-type: none"> - 17 Mile Drive <p><i>Carmel Area:</i></p> <ul style="list-style-type: none"> - Carmelo Street - 15th Avenue - Dolores Street 	<ul style="list-style-type: none"> - Santa Catalina School - Monterey Peninsula College - Presidio of Monterey - New Monterey - Pacific Grove - George Washington Park - Pebble Beach
Carmel – Monterey	5.11	City of Carmel-by-the-Sea Monterey County Caltrans City of Monterey	<p><i>Carmel Area:</i></p> <ul style="list-style-type: none"> - Rio Road - 13th Avenue - San Carlos Street - Camino Del Monte 	<p><i>Carmel Area:</i></p> <ul style="list-style-type: none"> - Carmel Mission - Ocean Avenue Shopping

			<ul style="list-style-type: none"> - Serra Avenue - Carpenter Street - Carpenter Street - Highway 1 - Highway 68 - Highway 1 Bike Path <p><i>Monterey Area:</i></p> <ul style="list-style-type: none"> - Viejo Road - Soledad Drive - Munras Avenue - Abrego Street - Washington Street 	<p><i>Monterey Area:</i></p> <ul style="list-style-type: none"> - Del Monte Shopping - Monterey Sports Center
Fort Ord Loop	23.44	City of Del Rey Oaks Monterey County Bureau of Land Management Fort Ord Reuse Authority California State University, Monterey Bay	<p><u>From Northwest to Southwest:</u></p> <ul style="list-style-type: none"> - Gigling Road - Hennekens Ranch Road - Eucalyptus Road - Barloy Canyon Road - South Boundary Road 	<ul style="list-style-type: none"> - California State University Monterey Bay - Fort Ord National Monument - Laguna Seca Raceway - York School - Ryan Ranch - Del Rey Oaks
Fort Ord Inner Loop	11.63	Caltrans Monterey County California State University, Monterey Bay	<p><u>From Salinas to Del Rey Oaks:</u></p> <ul style="list-style-type: none"> - Highway 68 <p><u>From California State University, Monterey Bay to Highway 68:</u></p> <ul style="list-style-type: none"> - Inter-Garrison Road - Reservation Road 	<p><u>From Salinas to Del Rey Oaks:</u></p> <ul style="list-style-type: none"> - South Salinas - Toro County Park - San Benancio - Corral de Tierra - Fort Ord National

				<p>Monument</p> <ul style="list-style-type: none"> - Laguna Seca - Ryan Ranch <p><u>From California State University, Monterey Bay to Highway 68:</u></p> <ul style="list-style-type: none"> - California State University, Monterey Bay - East Garrison - Fort Ord National Monument
--	--	--	--	--

DRAFT

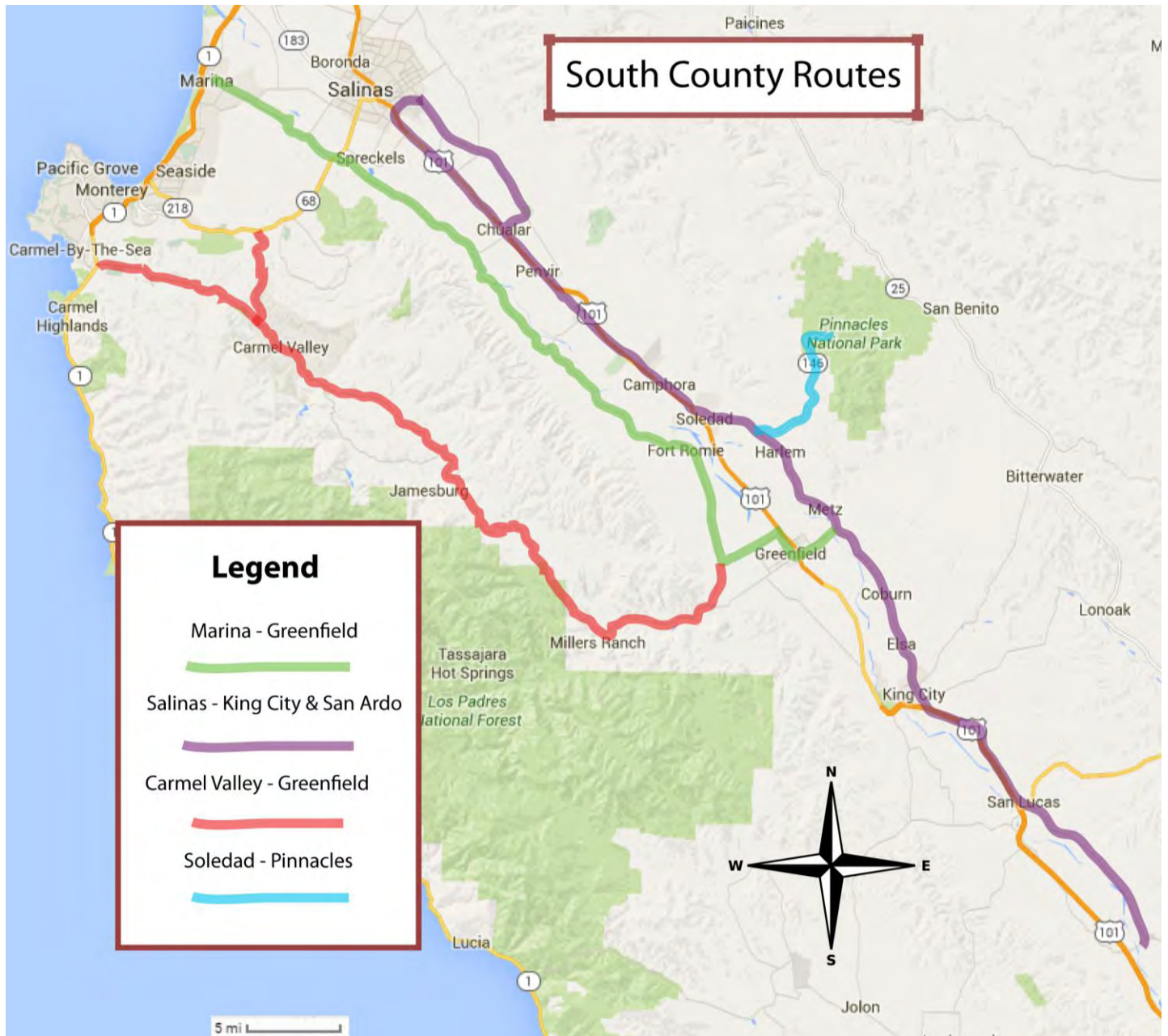


South County Routes				
<u>Route</u>	<u>Miles</u>	<u>Underlying Jurisdictions</u>	<u>Street Network</u>	<u>Destinations & Points of Interest</u>
Marina – Greenfield via Reservation Road and River Road	49.31	City of Marina Monterey County Caltrans City of Gonzales City of Greenfield	<p><u>From North to South:</u></p> <p><i>Marina/South Salinas Area:</i></p> <ul style="list-style-type: none"> - Reservation Road - River Road <p><i>Chualar Area:</i></p> <ul style="list-style-type: none"> - Chualar River Road - River Road <p><i>Gonzales Area:</i></p> <ul style="list-style-type: none"> - Gonzales River Road - River Road <p><i>Soledad/Greenfield Area:</i></p> <ul style="list-style-type: none"> - Fort Romie Road - Arroyo Seco Road - Thorne Road - El Camino Real - Elm Avenue 	<p><u>From North to South:</u></p> <ul style="list-style-type: none"> - Marina Library - Marina Shopping - UC MBEST - East Garrison - Chualar - Gonzales - Soledad Mission - Downtown Greenfield
Salinas – King City/San Ardo	65.31	City of Salinas Monterey County City of Gonzales City of Soledad King City	<p><u>From North to South:</u></p> <p><i>Salinas Area:</i></p> <ul style="list-style-type: none"> - Natividad Road - Old Stage Road - Alisal Road - Old Stage Road <p><i>Chualar Area:</i></p>	<p><u>From North to South:</u></p> <p><i>Salinas Area:</i></p> <ul style="list-style-type: none"> - Natividad Hospital - Rancho Cielo - Hartnell College - Alisal Campus - Old Stage Road

			<ul style="list-style-type: none"> - Chualar River Road - Payson Street - Grant Street - Chualar Road - Foletta Road - Alta Street (Old US Highway 101) - Tavernetti Road <p><i>Soledad Area*:</i></p> <ul style="list-style-type: none"> - Pending Soledad frontage roads - Front Street - Monterey Street - East Street - Metz Road - Metz-Soledad Road <p><i>King City Area:</i></p> <ul style="list-style-type: none"> - Metz-King City Road - 1st Street - Mesa Verde Road - Wildhorse Road - Cattleman Road 	<p><i>South County:</i></p> <ul style="list-style-type: none"> - Chualar - Gonzales - Downtown Gonzales - Gonzales City Hall - Soledad - Downtown Soledad - Soledad City Hall - YMCA - King City - Downtown King City - San Lucas - San Ardo
Carmel Valley – Greenfield	55.52	Monterey County	<p><u>North to South:</u></p> <ul style="list-style-type: none"> - Bike path parallel to Highway 1 between Rio Road & Carmel Valley Road - West Carmel Valley Road - Laureles Grade Road (connection to Highway 	<p><i>Carmel Area:</i></p> <ul style="list-style-type: none"> - Carmel Mission - Carmel Valley Shopping - Garland Ranch Regional Park - Carmel Valley - Los Padres National

			68) - East Carmel Valley Road - Arroyo Seco Road	Forest - Greenfield
Soledad – Pinnacles	9.31	City of Soledad Caltrans	<u>West to East:</u> - Metz Road - Shirtail Canyon Road	- Soledad - Pinnacles National Park

DRAFT



Appendix B – Draft Conceptual Designs

WAYFINDING CONCEPT DESIGN

This package presents concept designs for bicycle and pedestrian wayfinding signs and bike map. The concepts build upon the guidance provided by Transit Agency of Monterey County (TAMC) Wayfinding Plan Advisory Committee and TAMC staff.

COMMON ELEMENTS FOR SIGN CONCEPTS:

- Based on the preferred “Mountains to Sea” color palette
- Provide guidance for implementing a cohesive County-wide sign system while providing flexibility for local jurisdictions to choose wayfinding elements that fit within the local community context.
- Provide opportunities to incorporate City names and logos on sign elements
- Provide for 2” minimum font height for destination names on signs to be read when bicyclists are in motion.

SIGN CONCEPT OVERVIEW:

Elements within each concept can be combined to form a preferred option.

1- EXPLORE MONTEREY COUNTY - MODERN CONTEMPORARY

- “Explore Monterey County” by walking and biking logo developed as a unifying theme. Directional signs compare to options 2 and 3 on the CAMUTCD spectrum.

2- EXPLORE MONTEREY COUNTY - GROUNDED CONTEMPORARY

- A compass rose icon used as a unifying theme. Unique colors identify County identified bike routes. Directional signs compare to options 2 and 3 on the CAMUTCD spectrum.

3- MONTEREY COUNTY REGIONAL ICONS

- Features four icons representing the coast, the mountains, vineyards and agricultural lands. Directional sign options compare to option 1 on the CAMUTCD spectrum (FHWA approved). Sign toppers highlight County and local branding.

MOUNTAINS TO SEA COLOR PALETTES



1 EXPLORE MONTEREY COUNTY - MODERN CONTEMPORARY

MONTEREY COUNTY BIKE & PEDESTRIAN WAYFINDING SIGN DESIGN | CONCEPT DESIGN | 07.31.15 | ALTA PLANNING + DESIGN



The contemporary concepts take a modern approach using brushed stainless steel, concrete and painted metal. An “Explore Monterey County” logo has been drafted as a way to tie together the County Routes.

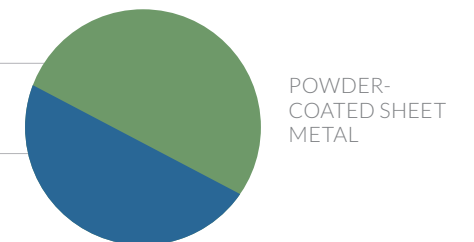
PRIMARY MATERIALS



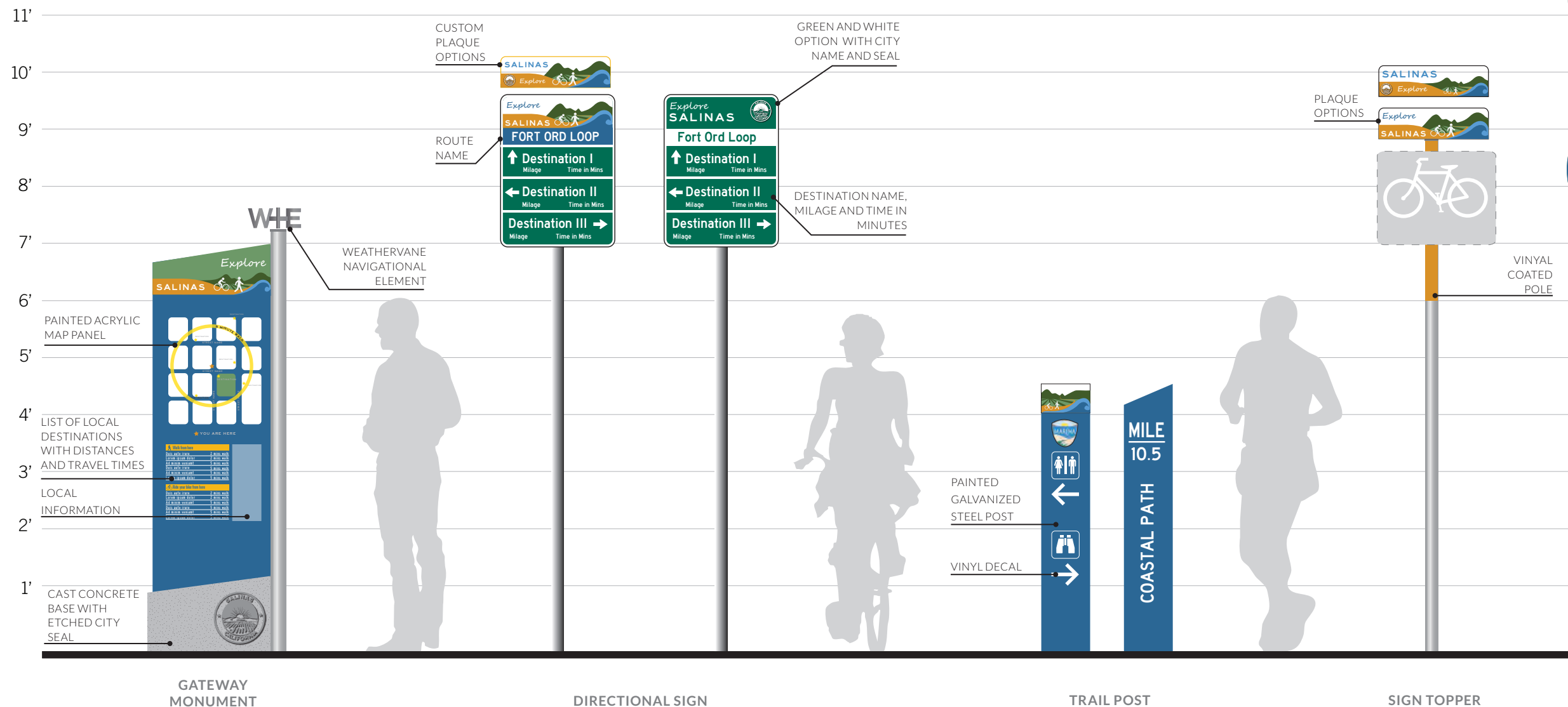
BRUSHED STAINLESS STEEL



CAST MONOLITHIC CONCRETE



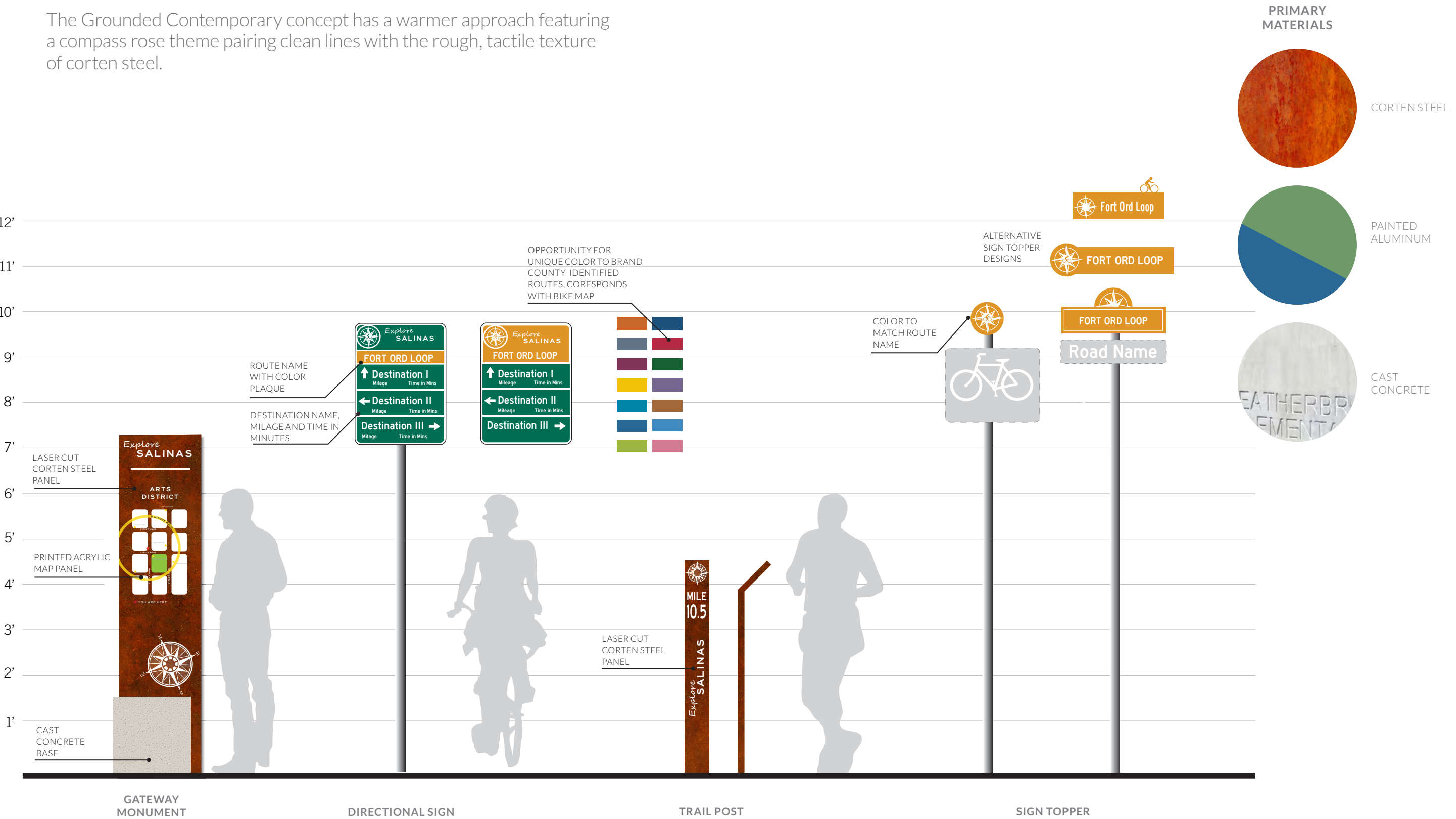
POWDER-COATED SHEET METAL



2 EXPLORE MONTEREY COUNTY - GROUNDED CONTEMPORARY

MONTEREY COUNTY BIKE & PEDESTRIAN WAYFINDING SIGN DESIGN | CONCEPT DESIGN | 07.31.15 | ALTA PLANNING + DESIGN

The Grounded Contemporary concept has a warmer approach featuring a compass rose theme pairing clean lines with the rough, tactile texture of corten steel.



3 MONTEREY COUNTY REGIONAL ICONS

MONTEREY COUNTY BIKE & PEDESTRIAN WAY

MONTEREY COUNTY BIKE & PEDESTRIAN WAYFINDING SIGN DESIGN | CONCEPT DESIGN | 07.31.15 | ALTA PLANNING + DESIGN

The Regional Icon concept features iconic elements representing the main regions of Monterey County; the coast, the mountains, vineyards, and agricultural lands.



PRIMARY MATERIALS

PAINTED
METAL, TBD

WOOD OR
RECYCLED
LUMBER

OPTION FOR UNIQUE
COLOR PLAQUE TO MATCH
BIKE ROUTE

OPTION FOR UNIQUE COLOR VINYL DECAL

EXAMPLE ICONS
FOR COASTAL,
AGRICULTURE AND
MOUNTAINOUS AREAS

JET CUT ALUMINUM PLATE,
ALTERNATIVE MATERIALS AND
COLORS POSSIBLE

JET CUT
ALUMINUM PLATE,
PAINTED

VINYL DISTRICT/
TRAIL MAPLOCAL
INFORMATIONALUMINUM
PLAQUE

WOOD OR
RECYCLED
LUMBER POST

GATEWAY MONUMENT

DIRECTIONAL SIGN

TRAIL POST

SIGN TOPPER

DRAFT

Appendix C – Final Wayfinding Sign Designs and Placement Scenarios



Monterey County

BIKE & PEDESTRIAN WAYFINDING SIGN DESIGN

MARCH 2016

WAYFINDING CONCEPT DESIGN

This package presents preferred concept designs for regional bicycle and pedestrian wayfinding signs. Through a public engagement process led by the Transportation Agency of Monterey County (TAMC) and a series of work sessions with the TAMC Wayfinding Plan Advisory Committee a final design was developed that is a reflection of the County’s community assets. Standards, unique branding, visibility, and cost were considered when developing and finalizing the sign family. This suite of options is both durable and flexible. It uses materials that resist the natural elements and deter vandalism. In addition, this design considers modular components that may be fabricated and maintained by City facilities staff.

The “Explore Monterey County” theme draws upon the environment that makes Monterey County unique; the mountains, agriculture, vineyards, and the sea. A mountains to sea color palette was selected to highlight these assets. The signage family provides guidance for implementing a cohesive county-wide sign system while providing flexibility for local jurisdictions to choose wayfinding elements that fit within the local community context. The family also provides opportunities to incorporate City names and logos on sign elements.



FONTS

Direction Sign Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

HIGHWAY GOTHIC

Kiosk Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

HIGHWAY GOTHIC EXPANDED

Kiosk Destination Distance Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

UNIVERS LT STD 59 ULTRA CONDENSED

COLORS



C=11 M=46 Y=99 K=1



C=61 M=24 Y=72 K=4



C=72 M=42 Y=100 K=35



C=63 M=27 Y=0 K=0

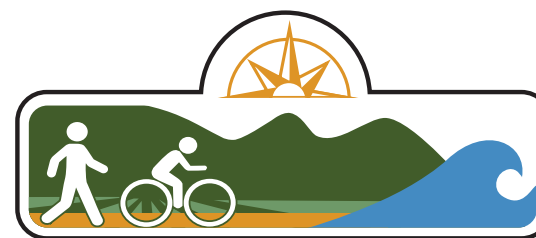


C=88 M=59 Y=22 K=4

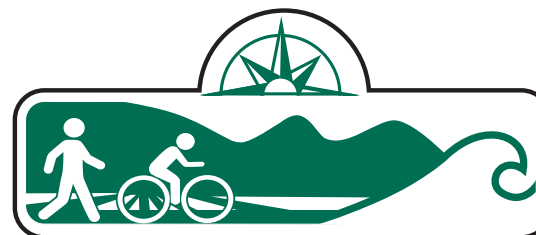
Sign faces to be retroflective for low light and nighttime visibility.

ARTWORK

Sign Topper Design



COLOR



GREEN/WHITE

Kiosk Topper Design



KIOSK OPTION 1



KIOSK OPTION 2

Compass Design



COLOR



GREEN/WHITE



LASER CUT

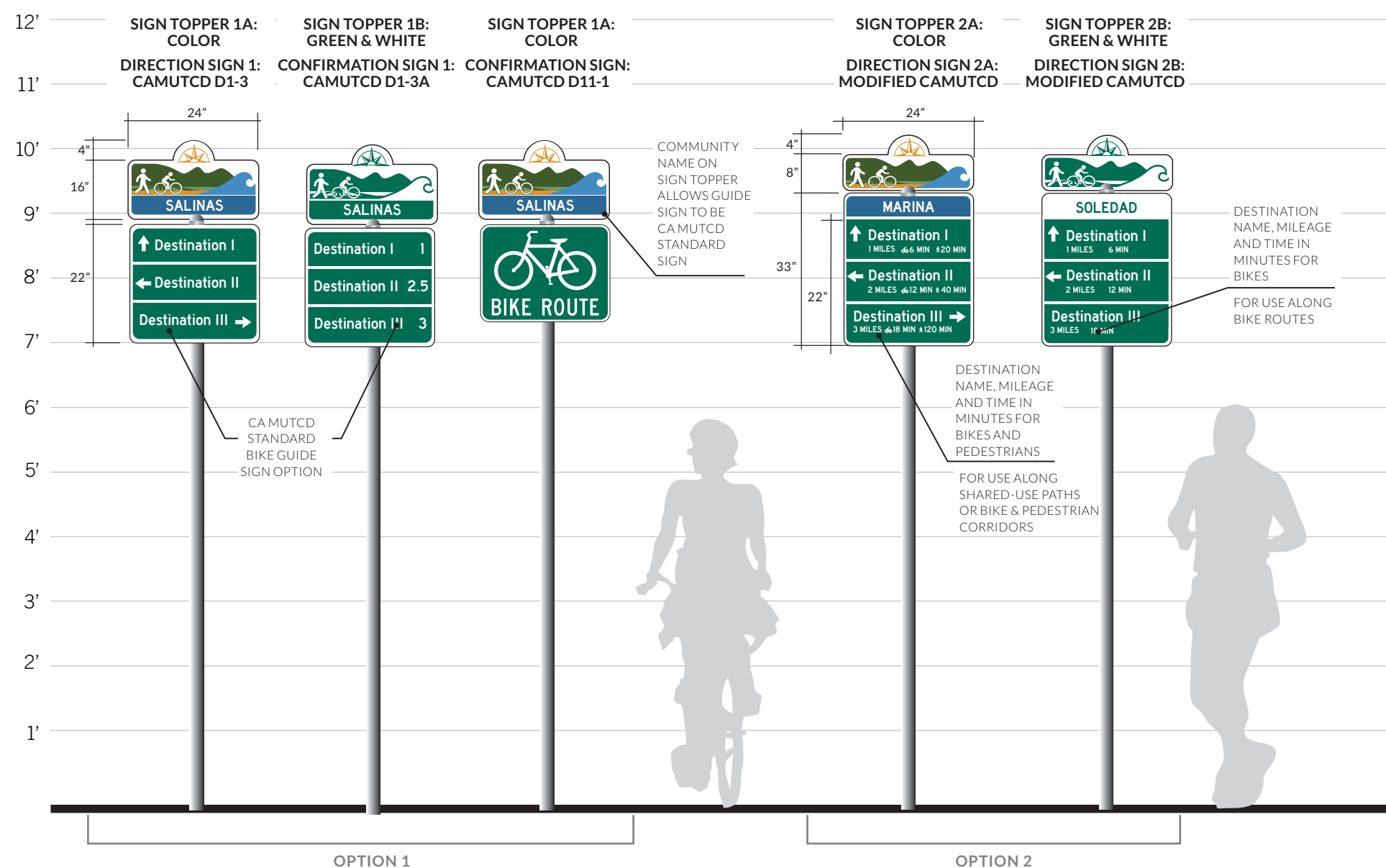
Font: Segoe Script

2 WAYFINDING SIGNS



Direction Signs and Confirmation Signs

The concepts below provide modular components to provide flexibility for the various jurisdictions in the County while maintaining consistency along County routes. Two sign topper designs have options for a full color or a green and white topper. Direction and confirmation sign “1” uses CAMUTCD standard bike guide sign plaques. Direction signs “2A” and “2B” use a modified CAMUTCD guide sign where city name, distance, and travel time to destinations is provided.



Description

Destination signs inform people riding bikes or walking of the designated regional route to access key destinations. The signs mark the junction of two or more regional bikeways or pedestrian routes. Each sign has space for a maximum of three destinations. Travel times for bicycles and pedestrians are optional but recommended.

Confirmation signs indicate to people walking and riding bikes that they are on a designated County Route.

Placement

Direction signs are to be placed on the near-side of intersections in advance of a junction with another bicycle or pedestrian route. They can also be placed along a route to indicate a nearby destination.

Sign toppers can be placed along a route to provide supporting confirmation to users that they are on a County route.

Confirmation sign 1 (D1-3) can be used in conjunction with Direction sign 1 (D1-3A).

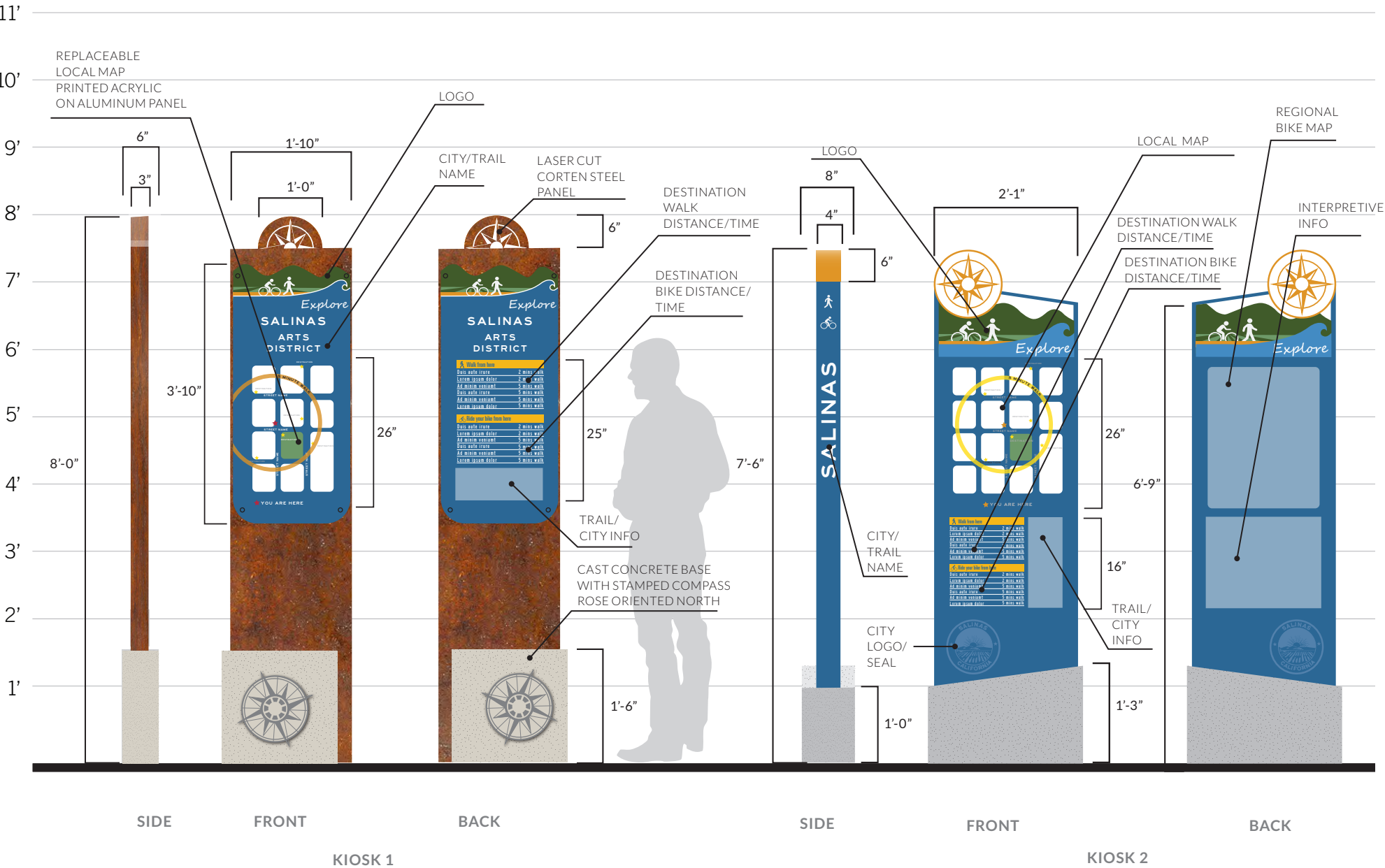
Sign Details

- All signs are 2' wide with bottom of sign 7' from the ground.
- Destination text to be 2" minimum height and distance letter height to be 1.25" minimum height.
- All lettering and symbols to be retroreflective.
- Aluminum sign panel, 1/4" corner radius, typical.
- Front of sign to be screened, all exposed surfaces to be painted.
- A casual pace travel time of 6 minutes per mile (10 mph) should be used for bicyclist time estimates and 20 minutes per mile (3 mph) for pedestrian time estimates.

2 WAYFINDING SIGNS

Pedestrian Kiosk

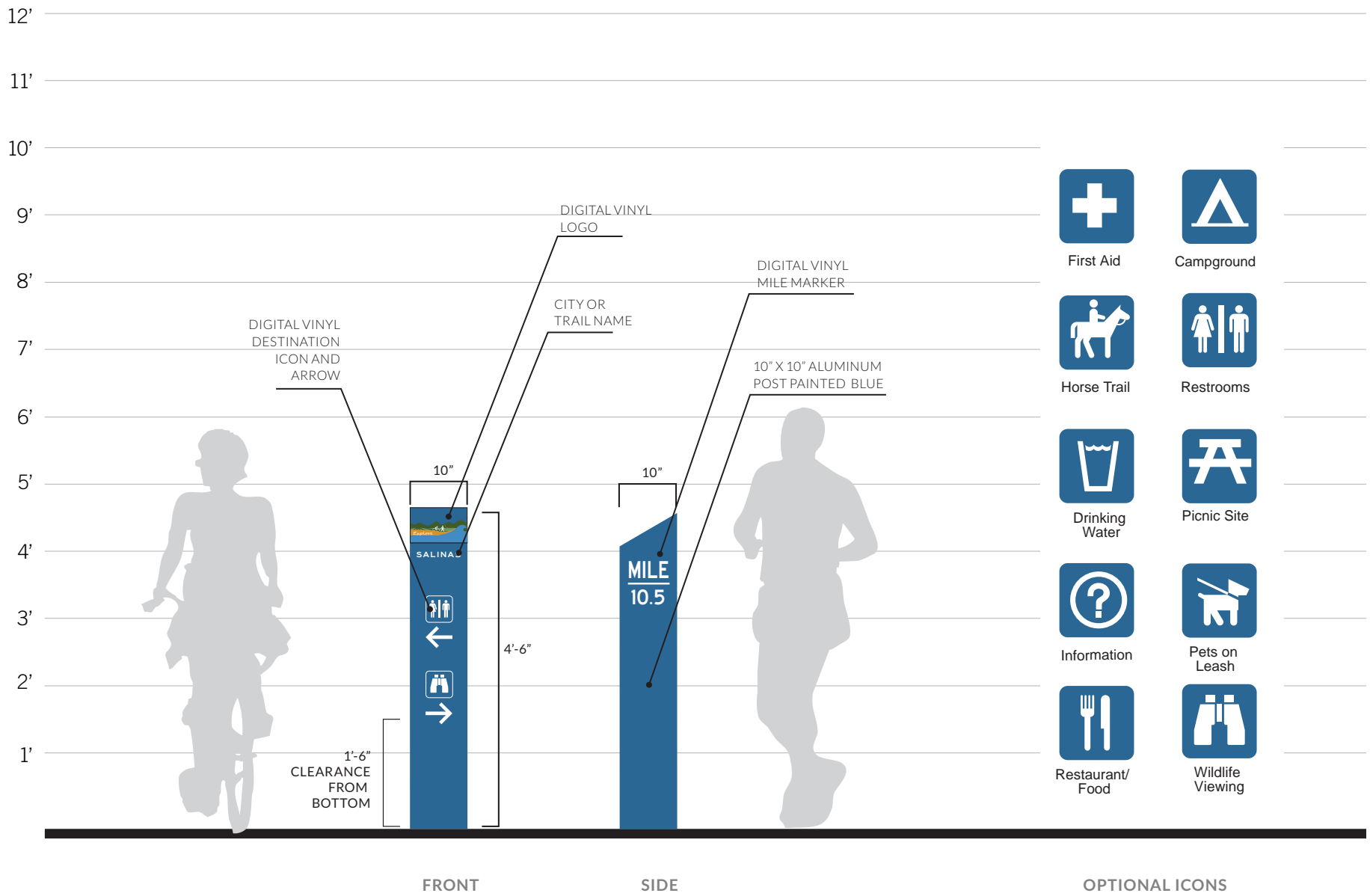
Two kiosk options showcase the look of corten steel (or faux corten steel finish) and painted aluminum. Jurisdictions can select the preferred material based on the proposed location of the kiosk.



Description			
Pedestrian Kiosks are freestanding two-sided information displays that orient users to Monterey County’s regional bicycle and pedestrian routes. Kiosks provide regional and local maps, destinations, rules of use, and safety information. A detailed map should show the local district or trail, indicating “you are here”, highlight major/minor access points, landmarks, restrooms and other trail and on-street bikeway networks.			
The kiosk could provide additional information on local destinations within a 5 minute ride or 10 minute walk from the current location. The kiosk is also an opportunity to illustrate ecological, historical or cultural interpretive information of the local area.			
Placement			
Kiosks can be located at trailheads, trail access points and selected public gathering spaces. The Kiosk should be setback from the path a minimum of 3 feet to provide space for people to read and consider the information without blocking the trail. A minimum of 3 feet should also be provided for each side of the mapboard per accessibility guidelines.			
Sign Details			
Design material options available for the Kiosks detailed below:			
	Corten Steel	Faux Corten Steel Finish	Painted Aluminum
PROS	<ul style="list-style-type: none">• Strong, durable material.• Capable of conveying a warm, natural feel as well as longevity and permanence• Unique custom shapes possible• Low maintenance	<ul style="list-style-type: none">• Strong, durable material• Lightweight• Less expensive than corten	<ul style="list-style-type: none">• Strong, durable material• Lightweight• Less expensive than corten• Low maintenance
CONS	<ul style="list-style-type: none">• Unpredictable weathering process• Rust may run and stain adjacent surfaces• Visibility of cut-out style can be compromised depending on the background environment• Highest cost	<ul style="list-style-type: none">• Quality of faux finish may not compare to Corten	<ul style="list-style-type: none">• Lacks warm, natural feel

2 WAYFINDING SIGNS

Pedestrian Directional Post



Description

Pedestrian directional posts provide en route reassurance of trail identity and inform users they are on the designated regional route. They display the "Explore Monterey County" brand and trail name. The pedestrian directional posts also provide space for supplemental directional arrows to help users stay on the identified regional route.

Pedestrian directional posts can also serve as mile markers. Mile markers are a small feature with large significance and are an important element of wayfinding along pathways. They allow users to track how far they have traveled and help people put their location in context by matching the marker to a map. Most trail users identify strongly with distance from home, distance from their favorite place, or simply with knowing a certain location based on its relationship to a mile point.

Knowing one's location on a trail is critical to assisting emergency responders trying to locate a person in distress. Mile markers could also be provided as a pavement marking.

Placement

Place pedestrian directional posts at minor pathway access points, intersections with other trails or when a direction sign is not used and at locations where the route is not explicit. Mile markers should be located at half to two mile intervals along the corridor.

Sign Details

- Painted Aluminum with digital vinyl icons and lettering

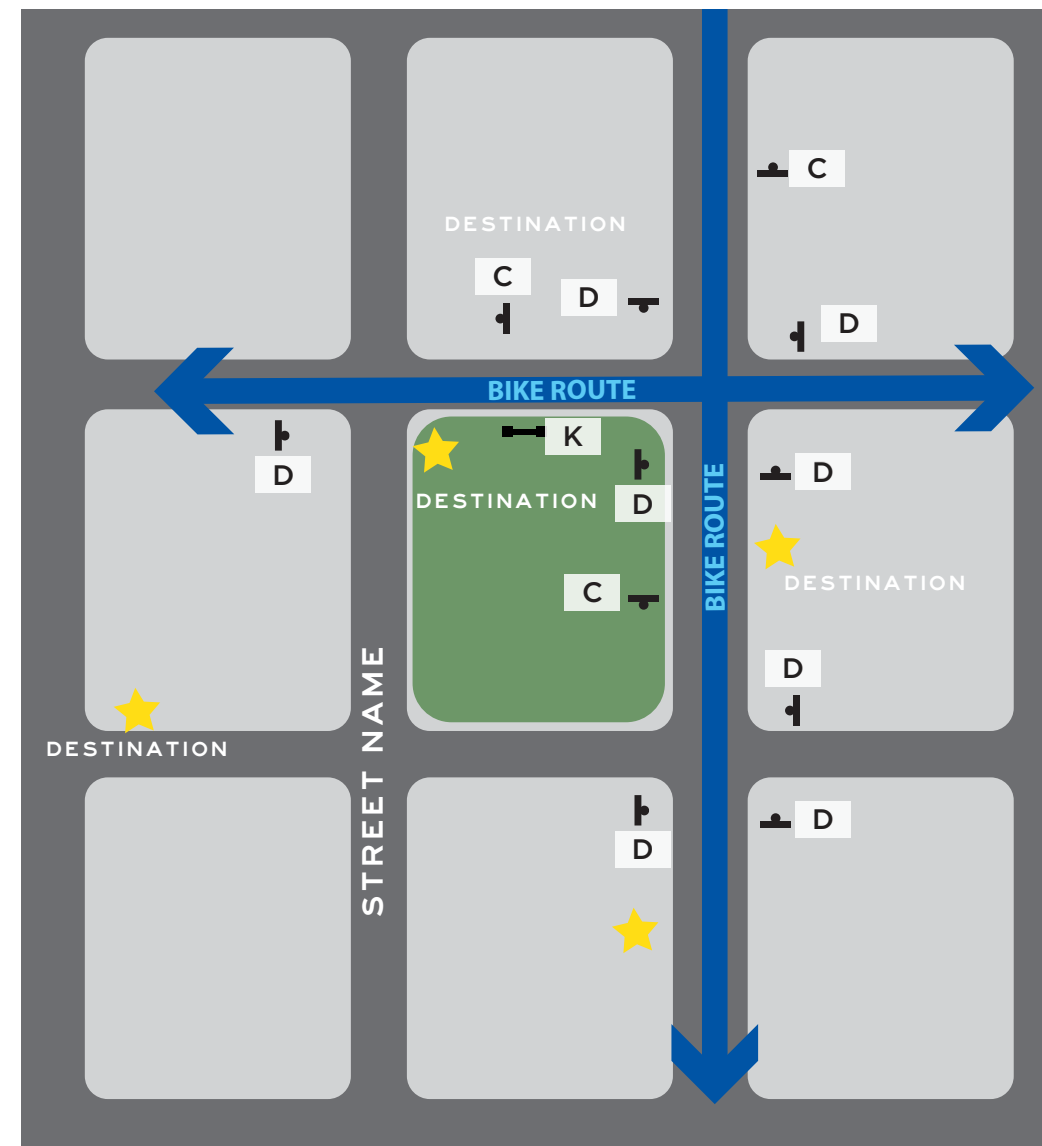
Sign Placement

The Monterey County wayfinding elements should be located in a consistent manner across all jurisdictions. The following diagrams represent typical sign placement scenarios seen throughout Monterey County.

- Downtown Pedestrian / Bike Route Intersection
- On-Street Bike Route
- On-Street Shared-Use Path Connection
- Shared-Use Path Intersection

Per both the CA MUTCD and the California Highway Design Manual, the nearest edge of any sign should be a minimum of two feet from the edge of the shared-use path, 3 feet preferred. The lowest sign edge shall be seven feet. Follow local agency design standards for on-street signs.

Downtown Pedestrian/Bike Route Intersection



K- Kiosk

In downtown pedestrian areas, kiosks should be placed in selected public gathering spaces along regional routes. It is an opportunity to display the Monterey County map and interpretive information.

D- Direction Signs

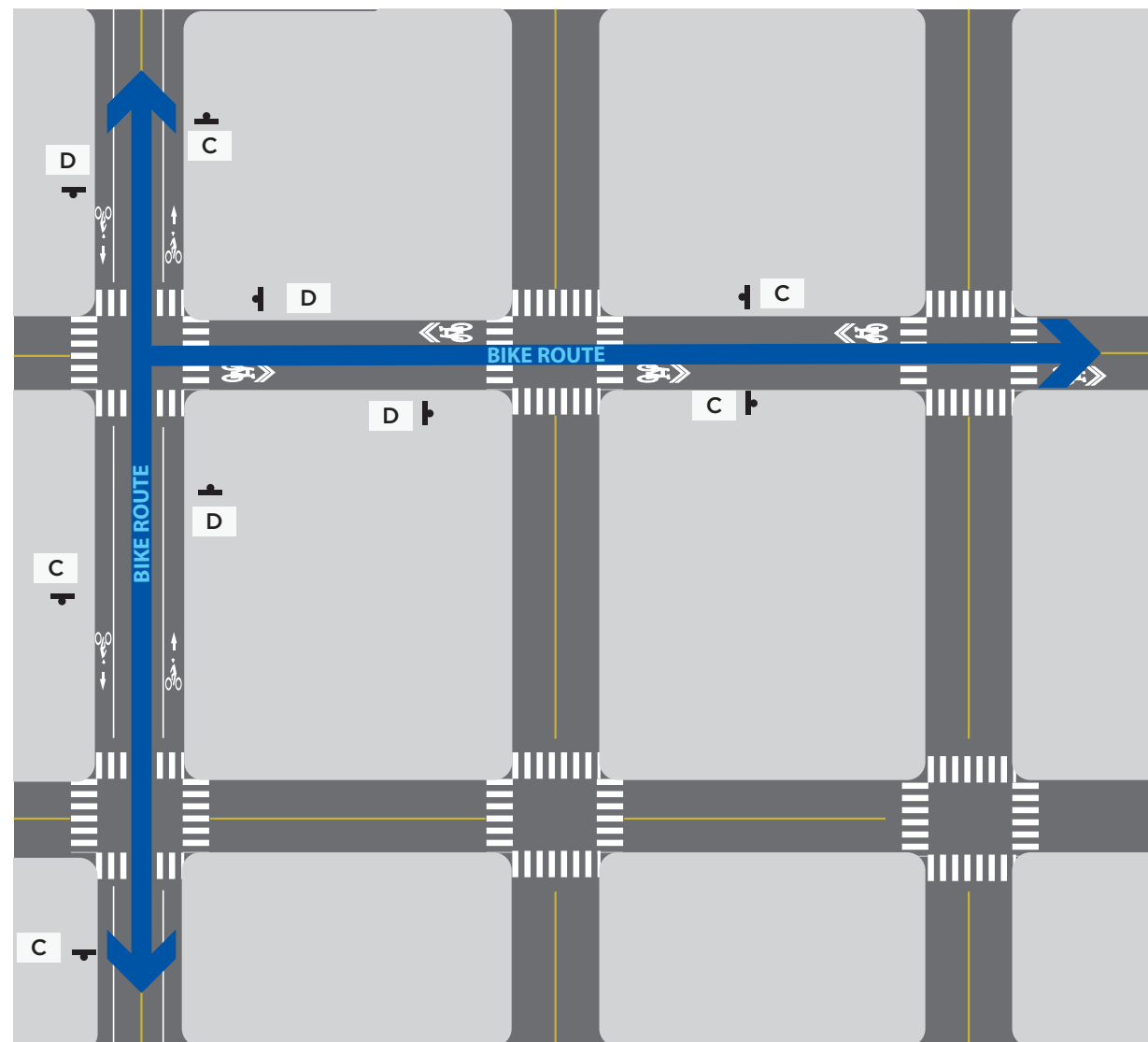
Direction signs should be placed advance of turns to local destinations and services.

C- Confirmation Signs

Confirmation signs indicate to bicyclists that they are on a designated bikeway. They can be placed every 2 to 3 blocks along regional bike routes. They should be placed soon after turns to confirm the intended direction was taken. The "Explore Monterey County" sign topper can be used as a confirmation sign. Confirmation sign 1 (D1-3a) can be used in conjunction with direction sign 1 (D1-3).

3 SIGN PLACEMENT

On-Street Bike Route



D- Direction Signs

Direction signs should be placed in advance of turns to local destinations and services.

C- Confirmation Signs

Confirmation signs indicate to bicyclists that they are on a designated bikeway. They can be placed every 2 to 3 blocks along regional bike routes. They should be placed soon after turns to

The typical pattern for on-street wayfinding signs includes a direction sign prior to the intersection of route options, followed by an optional confirmation sign. The table below provides design and placement standards for the on-street bikeway sign types.

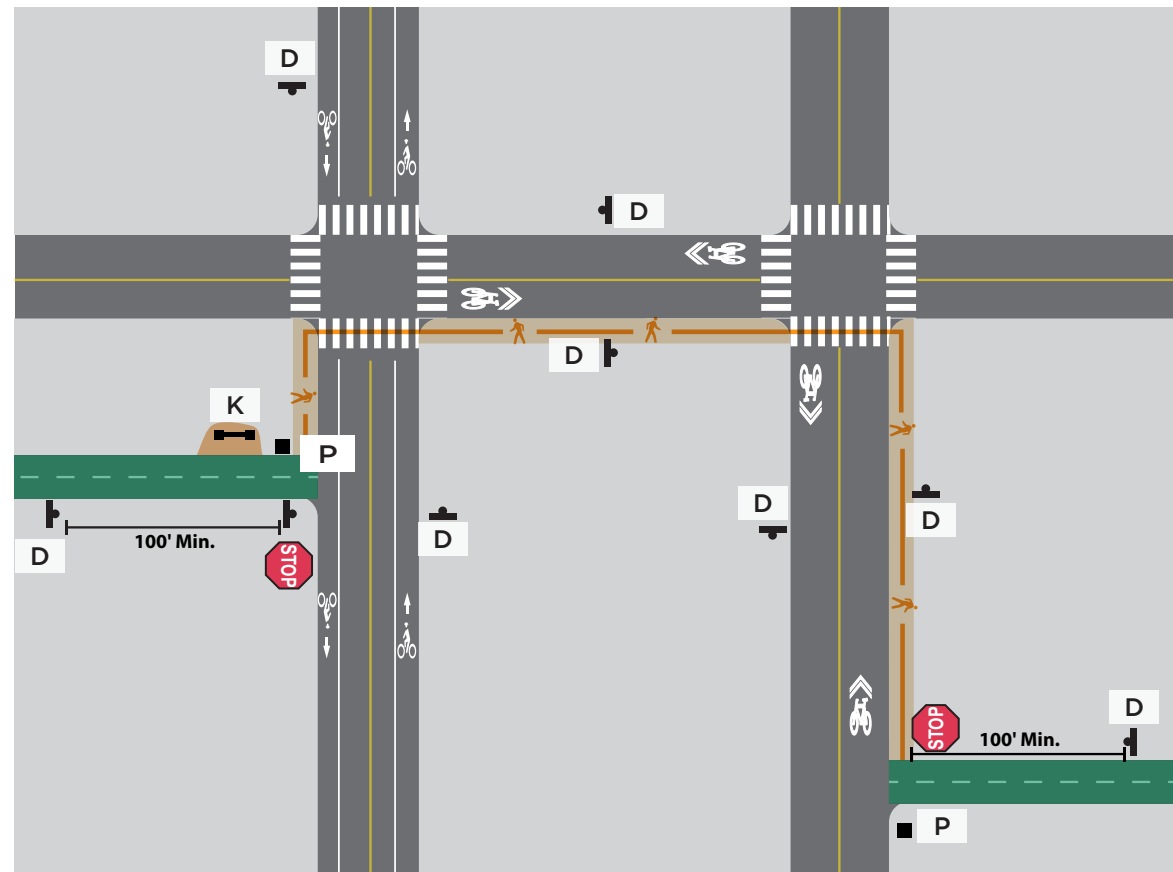
Type	Sign Type	Design Standards	Placement
Confirmation Sign	<ul style="list-style-type: none"> Explore Monterey County Sign Topper Monterey County Confirmation Sign 1: CA MUTCD D1-3a (destinations with mileage) 	<ul style="list-style-type: none"> Opportunities to add Explore Monterey County sign topper to existing bike and pedestrian signs where appropriate. 	<ul style="list-style-type: none"> One sign per ¼ directional mile (mid-block) and at the far side of key intersections
Decision Signs	<ul style="list-style-type: none"> Direction Sign 1: CAMUTCD D1-3 (destinations with arrow) Monterey County Direction Sign 2A and 2B: Modified CAMUTCD 	<ul style="list-style-type: none"> Maximum of three destinations per plaque Destinations shall use upper case and lower case letters For destination names that do not fit on one line abbreviations or two-line entry may be used Destinations shall be listed by closest proximity to the sign placement Left and straight arrows shall be aligned left on the sign; right arrows shall be aligned to the right 	<ul style="list-style-type: none"> Signs should be placed the at the following distances before an intersection depending on the number of lanes a bicyclist must travel across in order to initiate a legal left turn: <ul style="list-style-type: none"> 25 feet before a zero lane merge 100 feet before a one lane merge 200 feet before a two lane merge

confirm the intended direction was taken. The “Explore Monterey County” sign topper can be used as a confirmation sign. Confirmation sign 1 (D1-3a) can be used in conjunction with direction sign 1 (D1-3).

**Refer to California MUTCD Chapter 9B for current setback requirements for signs from intersections.*

3 SIGN PLACEMENT

On-Street Shared-Use Path Connection



K- Kiosk

Place kiosks at access points of shared-use paths. It is an opportunity to display the Monterey County map and interpretive information.

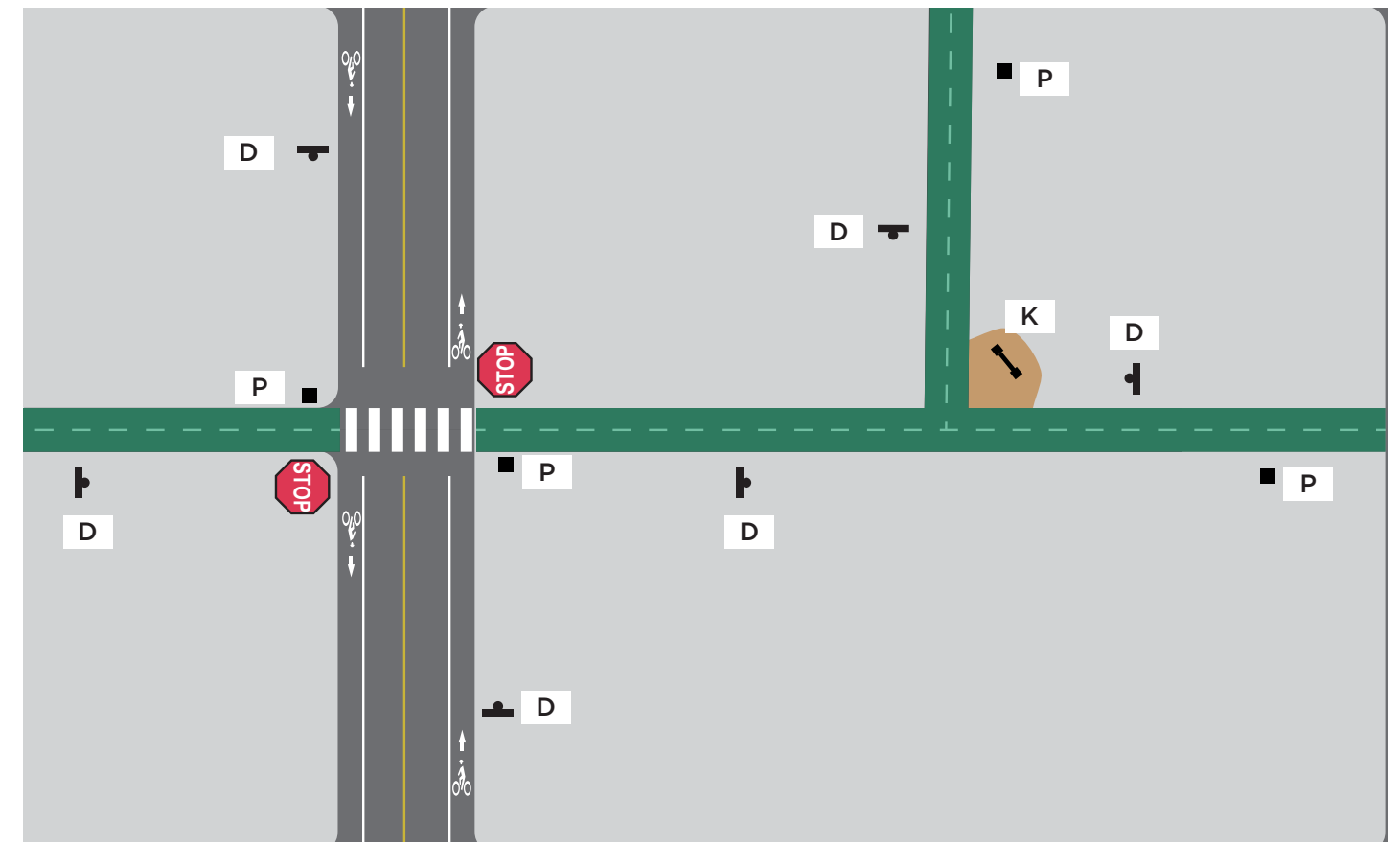
D- Direction Signs

Direction signs should be placed advance of turns to local destinations and services.

P- Pedestrian Directional Post

Posts reinforce the identity and direction along a shared-use path.

Shared-Use Path Intersection



K- Kiosk

Place kiosks at the intersection of connecting shared-use paths. It is an opportunity to display the Monterey County map and interpretive information.

D- Direction Signs

Direction signs should be placed advance of turns to local destinations and services.

P- Pedestrian Directional Post

Posts reinforce the identity and direction along a shared-use path.

4 COST ESTIMATES

Destination Sign
Option 1A



Topper Only
\$68.00

Sign Face Only
\$90.00

Total Sign Only
\$90.00

Destination Sign
Option 1B

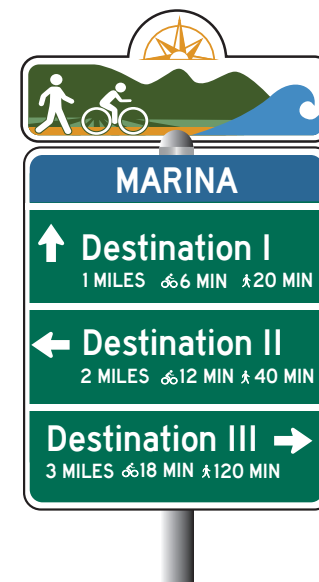


Topper Only
\$64.00

Sign Face Only
\$90.00

Total Sign Only
\$90.00

Destination Sign
Option 2A



Topper Only
\$58.00

Sign Face Only
\$105.00

Total Sign Only
\$105.00

Destination Sign
Option 2B



Topper Only
\$56.00

Sign Face Only
\$101.00

Total Sign Only
\$101.00

Note: This total does not include costs for installation. Installation cost will vary depending on pole hardware, need for concrete footer and use of a third-party contractor or local jurisdiction staff.

April 2016 cost estimate provided by
AD/S COMPANIES www.ad-s.com

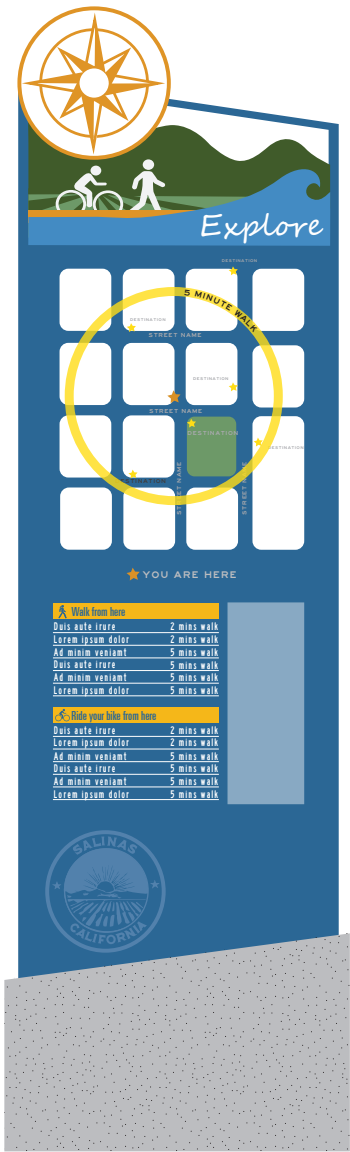
Kiosk Option 1



Corten Steel
\$6,850.00

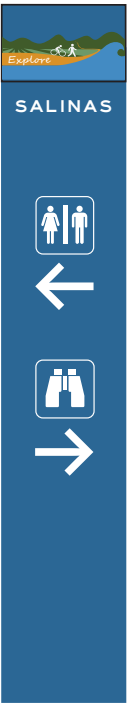
Faux Corten Steel
\$5,700.00

Kiosk Option 2



Total Cost
\$6,350.00

Pedestrian
Directional Post



Total Cost
\$2,350.00

Note: Singular item pricing.

April 2016 cost estimate provided by
AD/S COMPANIES www.ad-s.com

DRAFT

Appendix D – Wayfinding Plan Advisory Committee Meeting Minutes

Wayfinding Plan Advisory Committee

Tuesday, February 10, 2015

1:35 p.m. – 2:35 p.m.

Call in: (760)569-0800 Participant Code:580128#

Transportation Agency for Monterey County—Conference Room
55-B Plaza Circle, Salinas, CA 93901-2902

1. Welcome & Introductions

Committee members present:

Eric Peterson	Fort Ord Friends Trails, and Pedal Alpini
Lisa Rheinheimer	Monterey-Salinas Transit
D.L. Johnson	TAMC Bicycle and Pedestrian Facilities Advisory Committee
Jeanette Pantoja	Building Healthy Communities
Eliza Yu	Association of Monterey Bay Area Governments
Bill Boosman	Velo Club Monterey
James Serrano	City of Salinas
Justin Meek	City of Marina
Krista Hanni	Monterey County Health Department
Daniel Gho (by phone)	City of Pacific Grove
Kevin Cole (by phone)	Pebble Beach
Brent Slama (by phone)	City of Soledad
Todd Bodem (by phone)	City of Sand City
Ryan Chapman (by phone)	County of Monterey Public Works
Andrea Renny (small group meeting February 10, 2015)	City of Monterey
Bernard Green (small group meeting February 10, 2015)	California State University, Monterey Bay

TAMC staff present:

Debbie Hale, Executive Director	Todd Muck, Deputy Executive Director
Ariana Green, Associate Transportation Planner	Virginia Murillo, Assistant Transportation Planner

Others present:

Cory Caletti (by phone)	Santa Cruz County Regional Transportation Commission
-------------------------	--

2. Wayfinding Plan Advisory Committee Purpose

Pages 1-4

Virginia Murillo, Assistant Transportation Planner, reviewed the purpose of the ad-hoc Wayfinding Plan Advisory Committee. Ms. Murillo noted that the purpose of the Committee is to assist staff with the development of the Regional Bicycle and Pedestrian Wayfinding Plan that will provide standard guidelines for bicycle and pedestrian wayfinding signage throughout Monterey County. She noted that Committee members are expected to provide input on the content of the plan, the content of the wayfinding sign design and will assist staff in soliciting public input. Ms. Murillo also reviewed the Committee meeting schedule, noting that the committee is expected to meet biweekly from February to June.

In our small group meeting on Friday, February 10th, Committee member Andrea Renny suggested that as part of our Wayfinding Plan implementation strategies we look into using business improvement district funding for sign installation, and mentioned that we adhere to the California Manual on Uniform Traffic Control Devices guidelines on signage font sizes and signage placement.

3. Overview of Wayfinding Sign Programs

Presentation

Virginia Murillo, Assistant Transportation Planner, presented an overview of wayfinding sign programs, including examples of gateway and directional signage, and reviewed the goals and timeline of the Wayfinding Plan.

Questions from the committee members:

- Will on-pavement markings be included in the plan? - Yes
- Will there be a bike map that reflects the routes? - Yes

There was difficulty setting up the telephone for conference calling, and participants were connected at approximately 1:45pm. The Committee had a second round of introductions, and Ms. Murillo quickly reviewed the committee purpose and wayfinding sign programs.

4. Develop Wayfinding Plan Purpose and Goals

Page 5

Virginia Murillo, Assistant Transportation Planner, reviewed the draft Wayfinding Plan background, content and goals with the Committee and asked for Committee input.

Committee members offered the following input:

- The advisory committee should develop criteria to identify regional destinations
- The Wayfinding Plan should encourage connectivity between communities, and provide connectivity to regional parks and open space, trails, educational institutions, employment centers, transit, park and ride lots and tourist destinations
- Signage should: be accessible to people of all literacy levels, be legible for a wide range of users, clear and concise, demonstrate multimodal access, denote difficulty level for trails and ADA access, show where restrooms, bike shops and other bike-supportive amenities are, and have space for a city logo or identifier
- Sign design should be consistent/compatible across jurisdictional boundaries, including into Santa Cruz County and San Benito County
- Signs should be eye-catching as opposed to standard MUTCD signs which blend in

- Signs should be distributed equitably across the County
- Wayfinding signage should also incorporate technology, and be accessible via GPS and online (consider using existing apps/tech such as Strava and Google Multimodal Trip Planner)
- Staff and the Wayfinding Plan Advisory Committee should maintain community engagement throughout the process

Committee member Bill Boosman also mentioned that wayfinding should not be restricted to signage, and that maps are also a part of wayfinding. He also mentioned that Map my Ride and Strava are examples of mobile apps that already exist to track routes. Ms. Murillo noted that a part of the Wayfinding Plan will be branding routes. Committee member James Serrano said this was a great idea, and that it is an opportunity for each city to promote its own identity.

In our small group meeting on Friday, February 10th, Committee member Andrea Renny suggested that we clarify that the Wayfinding Plan will “create safer pedestrian and bicyclists facilities by using signage to make routes more visible.”

5. Discussion Items:

a) Stakeholder Outreach

Virginia Murillo, Assistant Transportation Planner, noted that staff will begin using MindMixer (<http://mindmixer.com/>), which is an online public participation tool as an outreach tool to gather Committee and public feedback on the Wayfinding Plan.

Ms. Murillo asked the committee if there are special groups that staff should outreach to. Committee members recommended that staff reach out to:

- MST’s Mobility Advisory Committee
- Caltrans District 5
- Business groups, such as Chambers of Commerce
- Regional Parks
- State Parks
- Monterey Peninsula College
- Local hospitals
- Monterey Off Road Cycling Association (MORCA)
- South County

In our small group meeting on Friday, February 10th, Committee member Andrea Renny suggested that staff present the draft Wayfinding Plan to city councils to receive feedback. Staff will be adding city council presentations to the Wayfinding Plan project timeline. She also suggested that we use Scribble Maps (<http://scribblemaps.com/>) as we identify regional routes and sign locations.

b) Site Visits to Identify Sign Locations and Routes

Virginia Murillo, Assistant Transportation Planner, noted that staff is interested in doing site visits to gather an inventory of existing signage as part of the planning process. She also noted that there is a free signage inventory iPhone/iPad app called GIS Assets

(<https://itunes.apple.com/us/app/gisassets/id723243246?mt=8>) that staff will plan on using as part of the inventory process.

In our small group meeting on Friday, February 10th, Committee member Andrea Renny mentioned that the City of Monterey has an inventory of existing signage along the Monterey Bay Sanctuary Scenic Trail.

c) Meeting Schedule and Location

Virginia Murillo, Assistant Transportation Planner, asked if this meeting time works best for everyone. Committee member Eric Peterson said Tuesday afternoon might not be the best time, as that is the Board of Supervisor's meeting time. Ms. Murillo said that she will be sending out another Doodle poll for the next meeting.

Wayfinding Plan Advisory Committee

Thursday, February 26, 2015

10:00a.m. - 11:00a.m.

Call in: (760)569-0800 Participant Code:580128#

Transportation Agency for Monterey County—Conference Room
55-B Plaza Circle, Salinas, CA 93901-2902

1. Welcome & Introductions

Committee members present:

Eric Petersen	Fort Ord Friends Trails, and Pedal Alpini
Lisa Rheinheimer	Monterey-Salinas Transit
Jeanette Pantoja	Building Healthy Communities
Eliza Yu	Association of Monterey Bay Area Governments
Josh Metz	Fort Ord Re-use Authority
Brent Slama (by phone)	City of Soledad
Andrea Renny	City of Monterey
Bernard Green	California State University, Monterey Bay
Victoria Beach (by phone)	City of Carmel-by-the-Sea

TAMC staff present:

Virginia Murillo, Assistant Transportation Planner	Ariana Green, Associate Transportation Planner
Todd Muck, Deputy Executive Director	

Others present:

2. Review Draft February 10, 2015 Meeting Minutes Pages 2-5

The Committee members did not have comments on the draft meeting minutes.

3. Review Wayfinding Plan Advisory Committee membership Page 6

Virginia Murillo, Assistant Transportation Planner, noted that in the first meeting a Committee member asked about the membership of the Wayfinding Plan Advisory Committee. She noted that the Committee membership list shows which stakeholder groups are represented on the Committee.

4. Finalize Wayfinding Plan Goals and Wayfinding Sign Design Pages 7-10

Criteria

Virginia Murillo, Assistant Transportation Planner, reviewed the revised draft Wayfinding Plan background, content and goals with the Committee and asked for Committee input.

Committee members offered the following input:

- Wayfinding Sign Design Criteria section goal #2 should include safety language, and indicate the use of symbology for legibility of signage
- Wayfinding Sign Design Criteria section goal #4 should include comfort level
- Wayfinding Sign Design Criteria section goal #7 should include “When applicable, wayfinding signage will be placed in accordance with the regulatory requirements spelled out in the California Manual on Uniform Traffic Control Devices.”

Committee member Victoria Beach noted that she really liked the use of symbology, and distance and directional information in the Rochester wayfinding sign example that was shown at the February 10th meeting. Committee member Andrea Renny noted that we should use the wayfinding signage to capitalize on missed opportunities, such as areas of the Monterey Bay Sanctuary Scenic Trail where tourists get lost, and routes such as Monterey to Marina and a route from North Monterey County and Big Sur.

5. Review Bicycle Facilities Classification

Handout

Virginia Murillo, Assistant Transportation Planner, shared a handout from the City of Emeryville’s Resources for the Design of Bicycle Facilities Manual that outlined and described the three classes of bicycle facilities. She also mentioned that there are now Class IV bicycle facilities, and asked Committee member Bernard Green to share more about the new Class IV facilities. Committee member Bernard Green mentioned that Class IV facilities, also known as cycle tracks are bicycle paths that are protected from traffic. Committee member Eric Petersen expressed his concern about the design.

6. Develop Criteria for:

a) Regional Bicycle and Pedestrian Routes

b) Regional Destinations

Virginia Murillo, Assistant Transportation Planner, reviewed the draft regional route and destination criteria and asked for Committee input. Ariana Green, Associate Transportation Planner, reminded the Committee that this is a regional project and the Committee will be asked to think about this project in a regional context. Ms. Green pointed out that some routes will cross through local cities, but noted that this project would not be focused on local city routes. Ms. Murillo pointed out that because this is a regional project, the regional destinations would include areas like regional parks and colleges.

Committee member Bernard Green mentioned that it is still important to include local routes that continue on to become regional routes. Committee member Jeanette Pantoja mentioned that this would be a great opportunity to include South County routes. Committee member Brent Slama mentioned that a South County wine corridor could be a regional route in South County. Mr.

Slama mentioned that this route would follow River Road and continue on to Metz Trail. Another route he mentioned is the route to the Pinnacles National Monument, which would be along Metz Road. Committee member Victoria Beach noted that it would be interesting to see if the Committee could identify one continuous regional route for Monterey County.

Committee member Josh Metz mentioned that identifying routes is a task that can be efficiently accomplished by the Committee using large maps that identify existing bicycle facilities. Virginia Murillo, Assistant Transportation Planner, noted that this route mapping is a task that staff would like Committee members to complete before our next meeting, which will be a working meeting to identify regional routes.

7. Review Revised Meeting Schedule

Virginia Murillo, Assistant Transportation Planner, reviewed the revised meeting schedule with the Committee noting that the Committee would now be meeting monthly. She noted that she expects the Committee to begin meeting biweekly once a design consultant is chosen.

8. Discuss:

a) Route Mapping Activity

Virginia Murillo, Assistant Transportation Planner, asked Committee members to use the maps from the Transportation Agency's 2011 Bicycle and Pedestrian Master Plan to highlight the regional routes. Ms. Murillo mentioned that staff will work on enlarging the regional maps for the next meeting.

b) Meeting Schedule

Virginia Murillo, Assistant Transportation Planner, noted that she would be sending out another Doodle Poll to schedule the March meeting.

Wayfinding Plan Advisory Committee

Thursday, March 19, 2015

11:00 a.m. – 12:00 p.m.

Transportation Agency for Monterey County—Conference Room
55-B Plaza Circle, Salinas, CA 93901-2902

Minutes

1. Welcome & Introductions

Committee Members Present

Eliza Yu	Association of Monterey Bay Area Governments
Bernard Green	California State University, Monterey Bay
Victoria Beach	City of Carmel-by-the-Sea
Justin Meek	City of Marina
Brent Slama	City of Soledad
Ryan Chapman	County of Monterey Public Works
Eric Petersen	Fort Ord Recreation Trails Friends, and Pedal Alpini
Josh Metz	Fort Ord Reuse Authority
Lisa Rheinheimer	Monterey-Salinas Transit

TAMC Staff Present

Virginia Murillo, Assistant Transportation Planner	Ariana Green, Associate Transportation Planner
Todd Much, Deputy Executive Director	

2. Review Draft February 26, 2015 Minutes

Pages 2-4

Committee member Victoria Beach noted that she had phoned in for that meeting and was not listed as present. Virginia Murillo, Assistant Transportation Planner, corrected the meeting minutes to reflect this.

3. MindMixer Training

www.Tamc.MindMixer.com

Virginia Murillo, Assistant Transportation Planner, walked the Committee through the Wayfinding Plan MindMixer page. She mentioned that she would like to gather more input from Committee members and from members of the public using the MindMixer page. Committee member Bernard Green noted that the topic is text heavy, and it would be nice to keep the topic short. He also mentioned that it might be best to rename the bike classes so more people can understand the differences between the classes. Ms. Murillo noted she would work on making these changes.

4. Receive Update on Request for Proposals No Enclosure

Virginia Murillo, Assistant Transportation Planner, provided an update to the Committee on the Request for Proposals (RFP) for the design of wayfinding signage and the update of the Monterey County bike map. She notified members that the review committee, comprised of Transportation Agency staff and Wayfinding Plan Advisory Committee members, chose Alta Planning + Design. Alta Planning + Design was the most experienced firm and offered additional items, such as cost comparison matrices for signage.

Committee member Josh Metz asked why Committee members were not notified of the RFP's circulation. Ms. Murillo reported that the RFP had been out for the month of February, and that members of the Committee were invited to review the proposals. Committee member Bernard Green, who was part of the RFP review committee, noted that Alta Planning + Design was the highest ranked firm, and that some of the other proposals did not have as much experience with wayfinding signage for bicyclists and pedestrians. Committee members Lisa Rheinheimer and Victoria Beach mentioned that they have worked with Alta Planning + Design in the past and that they have been content with the firm's work. Ms. Murillo mentioned that she would email the RFP to Committee member Josh Metz.

5. Review Regional Route Criteria Pages 5-7

Virginia Murillo, Assistant Transportation Planner, reminded the Committee about the route criteria noting that routes must be identified in the Transportation Agency's 2011 Bicycle and Pedestrian Master Plan classified as Class I, II, and III and planned Class I, II, III, and IV facilities. The routes and destinations must be regional.

6. Identify Activity

i. Regional Bicycle and Pedestrian Routes

ii. Regional Destinations

Virginia Murillo, Assistant Transportation Planner, asked Committee members to identify regional routes using map handouts that include bicycle facilities routes. Committee member Victoria Beach asked if certain areas of maps could be enlarged to make it easier to see. Ariana Green, Associate Transportation Planner, mentioned that the map is accessible online and may be found

on TAMC's MindMixer pager (<http://tamc.mindmixer.com/>). The Committee members spent the rest of the meeting identifying regional bike routes using the maps provided by TAMC staff.

Committee member Victoria Beach asked if staff could map the routes that committee members identified to make it easier for all to collaborate. Virginia Murillo, Assistant Transportation Planner, noted that she would try and consolidate the maps into one map that includes the routes identified by the Committee.

Virginia Murillo, Assistant Transportation Planner, thanked the Committee members for identifying regional routes.

6. Site Visit Sign-ups

There was no time to discuss this.



Wayfinding Plan Advisory Committee

Thursday, April 23, 2015

10:00 a.m. – 11:00 a.m.

Call in: (760)569-0800 Participant Code:580128#

***DIFFERENT LOCATION: City of Monterey—Orca Room
735 Pacific Street, Monterey**

AGENDA

1. Welcome & Introductions

Committee Members Present

Victoria Beach

City of Carmel-by-the-Sea

Ryan Chapman

County of Monterey

Kevin Cole

Pebble Beach

Andrea Renny

City of Monterey

Josh Metz

Fort Ord Reuse Authority

Eric Petersen

Fort Ord Recreation Trails Friends, and Pedal Alpini

Lisa Rheinheimer

Monterey-Salinas Transit

Krista Hanni (by phone)

Monterey County Health Department

Brent Slama

City of Soledad

Staff Present

Virginia Murillo, Assistant Transportation Planner

Ariana Green, Associate Transportation Planner

2. Review Draft March 19,2015 Minutes

Pages 2-4

There were no comments on the March 19th meeting minutes.

3. Update on Consultant Timeline

No Enclosure

Virginia Murillo, Assistant Transportation Planner, provided an update on Alta Planning + Design's timeline, noting that the project is expected to wrap up in September. Ms. Murillo noted that the Committee would likely meet during the week of May 18th to discuss the theme for the wayfinding signage, and that Alta Planning + Design would create draft designs based on the preferred theme during the month of June.

4. Regional Bicycle and Pedestrian Routes and Destinations

Activity

- a) Review Routes from March 19th Meeting**
- b) Discuss Route Limits: Length and Connectivity**
- c) Discuss Destinations**
- d) Discuss Route Branding**

Ms. Murillo demonstrated the combined regional routes based on the Committee's route map exercise activity. She asked the Committee for input on the preliminary routes, noting that there are route length and connectivity limitations. Committee members provided the following input:

Peninsula Routes:

- Include connection along Casa Verde Way in Monterey to connect the Peninsula Cities Route to the Monterey Bay Sanctuary Scenic Trail
- Scenic Road in Carmel-by-the-Sea is one way, so consider adding a parallel route, such as San Antonio Street or Carmelo Street
- 17 Mile Drive in Pebble Beach is narrow and may not be suitable for all riders but is one of the few routes between Pebble Beach and Carmel.
- Tehama Road is a private road, so there is no connection between Carmel Valley and the Peninsula through Tehama Road
- Include route from Sand City to Seaside that connects to the Monterey Bay Sanctuary Scenic Trail
- Include a connection to Fort Ord via Ryan Ranch and South Boundary Road

North County – Salinas Routes:

- Include a connection from Castroville to North Salinas via Espinosa Road
- Connect the Prunedale-Salinas Route to San Miguel Canyon Road north of Prunedale
- Consider a North Main Street Route in Salinas, as an alternative to taking Russell Road and San Juan Grade Road
- Include a connection from East Boronda Road to Old Stage Road via Natividad Road

South County Routes:

- Prioritize River Road as a regional South County route

Ms. Murillo mentioned that she received a comment requesting the consideration of a regional

route connecting the Soledad Mission to the San Antonio Mission. The Committee asked about connectivity to Pinnacles National Park from King City. Committee Member Ryan Chapman said he would look into which roads are County maintained roads in South County, which can help the Committee identify the most appropriate route for this connection. Committee Member Victoria Beach mentioned that the Big Sur Land Trust is planning an access point between Carmel and Palo Corona Regional Park as part of the Carmel River FREE project.

Committee Member Kevin Cole said he would be willing to do some reconnaissance work along the 17 Mile Drive route, and asked staff to look into apps, such as Map my Ride, that could help with this task. Committee Member Cole said it would be worthwhile for the Committee to take a ride on the suggested regional routes to get a better sense of their feasibility. Ariana Green, Associate Transportation Planner, and Ms. Murillo noted that staff would brainstorm and research some apps that might be appropriate for this and would send out more information to the Committee.

Ms. Murillo also noted that the regional routes map is accessible online through the MindMixer site.



Wayfinding Plan Advisory Committee

Thursday, June 4, 2015

1:30p.m. – 3:00 p.m.

Call in: (760)569-0800 Participant Code:580128#

Transportation Agency for Monterey County —Conference Room
55-B Plaza Circle, Salinas

MINUTES

1. Welcome & Introductions

Committee Members Present

Kevin Cole	Pebble Beach
Andrea Renny	City of Monterey
Josh Metz	Fort Ord Reuse Authority
Eric Petersen	Fort Ord Recreation Trails Friends, and Pedal Alpini
D.L. Johnson	TAMC Bicycle and Pedestrian Committee
Justin Meek	City of Marina
Brent Slama	City of Soledad

Staff Present

Debbie Hale, Executive Director	Ariana Green, Associate Transportation Planner
Todd Muck, Deputy Executive Director	Virginia Murillo, Assistant Transportation Planner

Others Present:

Jerry Landesman	Mary Stewart, Alta Planning + Design
Linda Petersen (by phone)	Emily Duchon, Alta Planning + Design

2. Review Draft April 23, 2015 Minutes

There were no comments on the April 23rd meeting minutes.

4. Wayfinding Visioning Exercise

Activity

a) Project Overview

b) Introduction to Wayfinding

c) Wayfinding Strategy (Facilitated Discussion)

d) Wayfinding System (Breakout Exercise)

e) Next Steps

Virginia Murillo, Assistant Transportation Planner, introduced Mary Stewart and Emily Duchon, the wayfinding sign design consultants from Alta Planning + Design's. Ms. Duchon provided a project overview, and discussed wayfinding principles with the Committee. Ms. Duchon and Ms. Stewart facilitated the discussion on choosing a preferred wayfinding sign design, color palette, and bike map design. More detailed visioning exercise notes are on the following page.

Visioning Meeting Goals:

The primary intent of the visioning meeting was to introduce the project stakeholders, learn about the Monterey County audience and what is currently effective and challenging in navigating the active transportation network and gather preferences regarding sign design

ITEM	COMMENTS
Project Overview	
<ul style="list-style-type: none"> Mary Stewart, Alta Planning + Design's Project Manager, presented an overview of Alta's scope, schedule and workshop goals 	
Introduction to Wayfinding	
<ul style="list-style-type: none"> Emily Duchon, Alta's Wayfinding Designer presented a brief introduction to wayfinding and discussed wayfinding principals, best practices, and technical guidance 	
Wayfinding Strategy (Facilitated Discussion)	
<ul style="list-style-type: none"> Participants shared overall thoughts on the existing active transportation network 	<ul style="list-style-type: none"> Monterey County has a unique way of

-
- What is the character and experience of the pathway network?
 - getting to destinations
 - Limitation of connectivity
 - Scenic. Want to get out and absorb the experience, like openness, vistas. Enjoy the view.
 - **Comfortable** and safe
 - People use trails for their health
 - Lots of families, enjoy the view, **beauty**
 - Diversity of experiences
-
-
- What existing navigational elements are effective?
 - Sharrows and pavement markings on road. They are easier to read and doesn't compete with sign clutter
 - Like having minutes on sign. Account for uphill riding.
 - Like Portland, OR style signs with minutes. Like pavement markings, good use when routes jog/detour and are hard to track
 - Like standard/not too creative signs for easy use by visitors
 - Be consistent with neighbors (adjacent Counties)
 - Strong hardware to keep from getting stolen
 - Allow space for place name and logo for each community.
 - City additions for existing route signs. Include unincorporated communities.

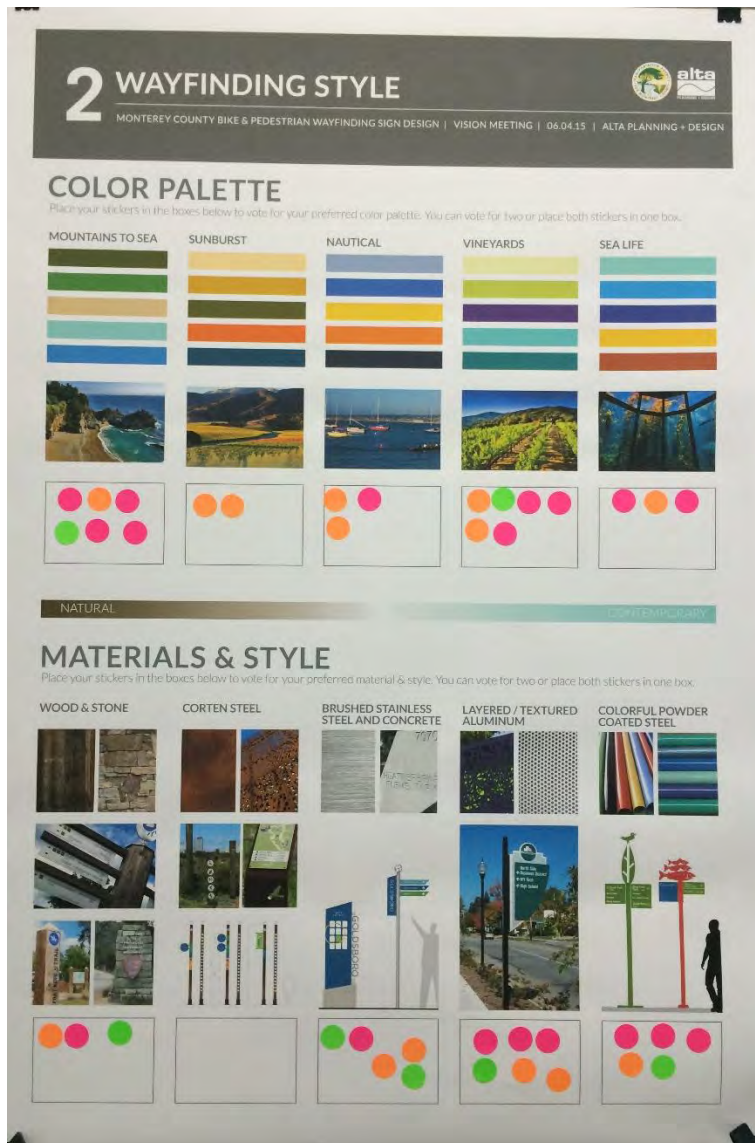
Wayfinding System Input

The group broke out to participate in an interactive exercise to capture input on wayfinding design preferences. Three boards asked the advisory committee members to vote on preferred options for wayfinding themes, style and flexibility of sign design. In addition, participants were asked to provide

comments on the existing bicycle map.

Following the meeting the workshop boards were posted on the social media site MySidewalk to solicit additional input from committee members who were not able to attend in person. A summary of the input is outlined below.

Board 2: Wayfinding Style



Color Palette:

The top ranked preferred color palettes are “Mountains to the Sea” a more natural and muted palette and “Vineyards” a more contemporary palette.

Materials and Style:

Meeting participants leaned toward the contemporary end of the design spectrum with the layered and textured aluminum style receiving the most votes, and brushed stainless steel and concrete and colorful powdered coated steel one vote behind.

TAMC Input:

- Color preference?
- Style Preference?

Board 3: Sign Design

3 SIGN DESIGN
MONTEREY COUNTY BIKE & PEDESTRIAN WAYFINDING SIGN DESIGN | VISION MEETING | 06.04.15 | ALTA PLANNING + DESIGN

FLEXIBILITY OF DESIGN
Vote for your desired level of flexibility for on-street bike and pedestrian wayfinding signs by picking a sticker in a box below.

CA MUTCD SPECTRUM

SIGN TYPES
Alta will be designing three types of signs and a bike map. Please share your thoughts on what you would like to see on the following signs:

TRAILHEAD GATEWAY MAP KIOSK **BIKE MAP** **DIRECTION SIGNS** **ADD-ON SIGNAGE**

Flexibility of Design:

Total votes including results of the MySidewalk online poll are as follows:

#1- 0 votes

#2 – 12 votes

#3 – 4 votes

#4 – 2 votes

The majority of committee members preferred a slightly modified CAMUTCD sign which allows for customization of a regional identity, local place name, route name, while still maintaining the standard CAMUTCD green background, shape and dimensions.

Sign Types:

Alta is scoped to design three sign types, a map kiosk, direction sign and add-on signage.

TAMC Input:

- Develop options that fall into one or two styles?

Monterey County Bicycle Map Comments

Global

- Overall Map- Too busy, Break into Regions- Accuracy?
- Global-Use consistent North Arrow
- Eye is drawn to San Benito County because of darker color, the viewer should see the bike routes/paths 1st
- Consider making land color white or more neutral color
- Create multiple Maps at different Scale
 - Countywide
 - Monterey Peninsula
 - North County
 - Etc.
- Map too large, use smaller paper size
- Bigger Blowups
 - Agreed too much blank space, consider scale and blow up
- Too much green color. Topographic/slope color are distraction/confusing
 - Make path/late/route lines more prominent inside
- Choose fewer colors/paths
- Remove proposed lanes/paths

North End

- Inset 1-Too busy, simplify
- Caltrans Route 101 North of Russell – Bike route?
 - In Legend (Caltrans Route) – Make clear that this is non-bike route or remove
- Old Stage at Zabala-Simplify as one line due to map scale

South End

- Too much blank space (in Los Padres NF near Tassajara Hot Springs)
 - Larger scale-blow up on more populated areas
- Connect Elm to Metz

3. mySidewalk training

No Enclosure

Ms. Murillo provided a training on the new mySidewalk public forum tool. Ms. Murillo noted that the new mySidewalk tool is much easier to use, and that participants can sign up using their email, through their Facebook, LinkedIn or Google+ account. Committee Member Justin Meek suggested reaching out to students using this tool.



Wayfinding Plan Advisory Committee

Thursday, June 18th, 2015

9:30 a.m. – 10:30 a.m.

Call in: (760)569-0800 Participant Code:580128#

Transportation Agency for Monterey County —Conference Room
55-B Plaza Circle, Salinas

MINUTES

1. Welcome & Introductions

Committee Members Present

Eliza Yu	Association for Monterey Bay Area Governments
Jeanette Pantoja (by phone)	Building Healthy Communities
Bernard Green	California State University, Monterey Bay
Justin Meek (by phone)	City of Marina
Andrea Renny	City of Monterey
Brent Slama	City of Soledad
Ryan Chapman	County of Monterey Public Works
Josh Metz	Fort Ord Reuse Authority
Krista Hanni (by phone)	Monterey County Health Department
Lisa Rheinheimer (by phone)	Monterey-Salinas Transit

Staff Present

Todd Muck, Deputy Executive Director	Ariana Green, Associate Transportation Planner
	Virginia Murillo, Assistant Transportation Planner

2. Review Draft June 4, 2015 Minutes

Pages 2-7

There were no comments on the June 4th meeting minutes.

3. Discuss Visioning Meeting and Next Steps

No Enclosure

Virginia Murillo, Assistant Transportation Planner, provided an overview of the June 4th visioning meeting, and highlighted the poster board votes included in the June 4th meeting minutes.

Ms. Murillo also mentioned that these materials were placed in the www.tamc.mysidewalk.com page for vote. Ms. Murillo reported that the next step will be for Alta Planning + Design to develop draft wayfinding signs.

Ms. Murillo reported that option #2 in the flexibility of sign Manual on Uniform Traffic Control Devices (MUTCD) design spectrum was the most popular during the visioning meeting and in the mySidewalk poll. Committee Member Ryan Chapman expressed concern about design option #2, and mentioned that MUTCD compliance is a requirement for federal funding. Committee Member Chapman also expressed concern about long term maintenance for this design option. Committee Member Andrea Renny agreed that the design option should be more on the rigid MUTCD compliance spectrum.

Committee Member Victoria Beach asked about the materials, and expressed her preference for corten steel. Committee Member Beach mentioned that architects tend to prefer this material because it is very durable and has a more natural aesthetic. Committee Member Jeanette Pantoja asked about the costs associated with the materials and sign design. Ms. Murillo mentioned that in Alta Planning + Design's presentation at the visioning meeting, the materials and sign design included an associated range of costs.

Committee Member Beach asked about the branding portion of the Wayfinding Plan. Committee Member Beach asked about Alta's capacity to develop a brand for the regional routes, and used the Napa Vine Trail as an example of a branded regional bike network. Ariana Green, Associate Transportation Planner, mentioned that one Alta Planning + Design's ideas was that the word "explore" can be incorporated into the signage as a way to maintain uniformity while allowing jurisdictions the opportunity to maintain their local identities. For example, a sign can say "Explore: Seaside" when a portion of the route is in Seaside, and "Explore: Marina" when a portion of the route is in Marina. Ms. Murillo mentioned that Alta is not scoped to develop a brand, but that the branding portion of the Wayfinding Plan is something that the Committee can do. Committee Member Beach asked staff to do more research on how other regions have successfully branded their regional bike networks.

4. Update on Regional Routes

Page 8-10

a) Review Regional Route List

b) Discuss Route Limitations

c) Discuss Route Prioritization

Ms. Murillo reported that the Agency's legal counsel suggested that only routes that have existing or proposed bicycle facilities be signed, with a priority for existing facilities. Ms. Murillo mentioned that routes identified by the Committee that are not in listed as existing or proposed will be compiled and analyzed in the next Bicycle and Pedestrian Master Plan update.

Ms. Murillo walked the Committee through the consolidated regional routes. Ms. Green mentioned that Alta Planning + Design introduced the idea of creating loops for a variety of users, and mentioned that staff will try and take a look at potential loops already present in the regional routes. Committee Member Beach and Todd Muck, Deputy Executive Director, asked whether Molera Road is the most direct route to Castroville, since Dolan Road appears to be a more direct connection. Ms. Green noted Molera Road is a popular route choice for cyclists. Committee members offered the following input:

- The Hartnell College Route via Alisal Street can close the loop for the Salinas Periphery Route. This loop can be known as the Ag Loop.
- San Juan Grade Road can be a connection to San Benito County.
- Consider Divarty as a connection through the California State University, Monterey Bay area.
- Consider the AIDS route.

Committee Member Bernard Green showed the Committee the www.nationalbikechallenge.org page, which maps the routes that cyclists using the Strava app currently take.



Wayfinding Plan Advisory Committee

Thursday, August 13th, 2015

2:00p.m. – 3:00p.m.

Call in: ~~(760)569-0800~~ (641)569-0800 Participant Code:580128#

Transportation Agency for Monterey County —Conference Room
55-B Plaza Circle, Salinas

MINUTES

1. Welcome & Introductions

Committee Members Present

Bernard Green	California State University, Monterey Bay
Victoria Beach (by phone)	City of Carmel-by-the-Sea
Andrea Renny	City of Monterey
Ted Lopez	Fort Ord Reuse Authority
Lisa Rheinheimer	Monterey-Salinas Transit
Eric Petersen	Pedal Alpini/Fort Ord Recreation Trails Friends

Staff Present

Todd Muck, Deputy Executive Director	Ariana Green, Associate Transportation Planner
	Virginia Murillo, Assistant Transportation Planner

2. Review Draft June 18, 2015 Minutes

There were no comments on the June 18th meeting minutes.

3. Discuss Draft Wayfinding Sign Designs & Bike Map

Presentation

Layouts

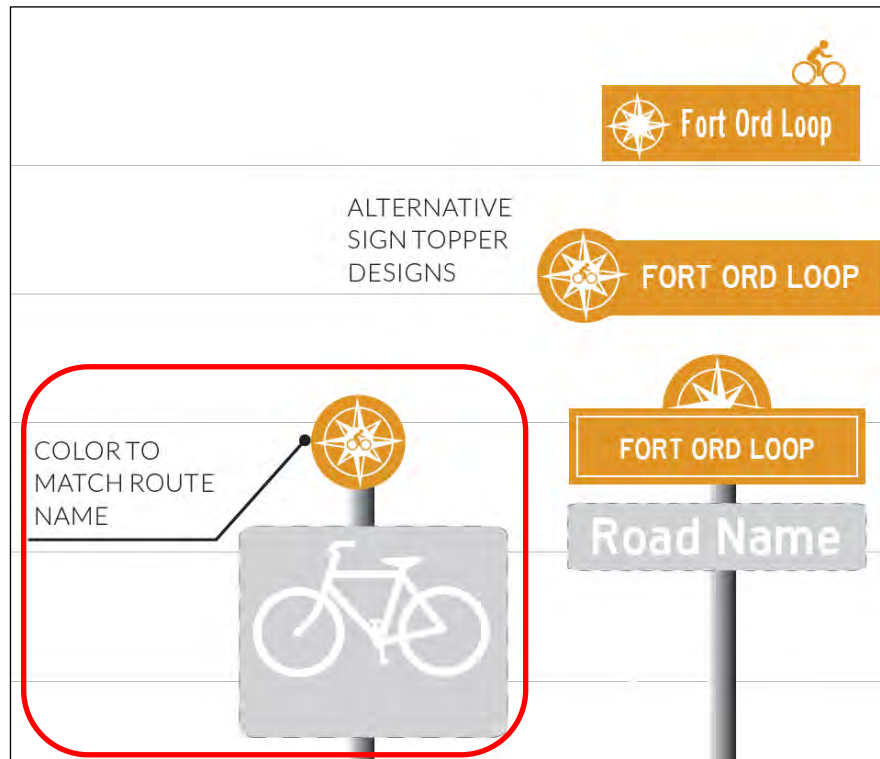
Virginia Murillo, Assistant Transportation Planner, presented the three draft wayfinding sign design concepts and the draft bike map layouts to the Committee for input. Ms. Murillo noted that the elements from the three different sign design concepts can be combined into a preferred design.

Committee Member Eric Petersen asked about the size of the directional signs. Ms. Murillo noted that the size of the signs will comply with the Manual on Uniform Traffic Control Devices (MUTCD). Committee Member Petersen also asked about the possibility of placing distance information in kilometers and miles. Ted Lopez, Fort Ord Reuse Authority alternate asked about translation for the wayfinding sign designs. Committee members offered the following input:

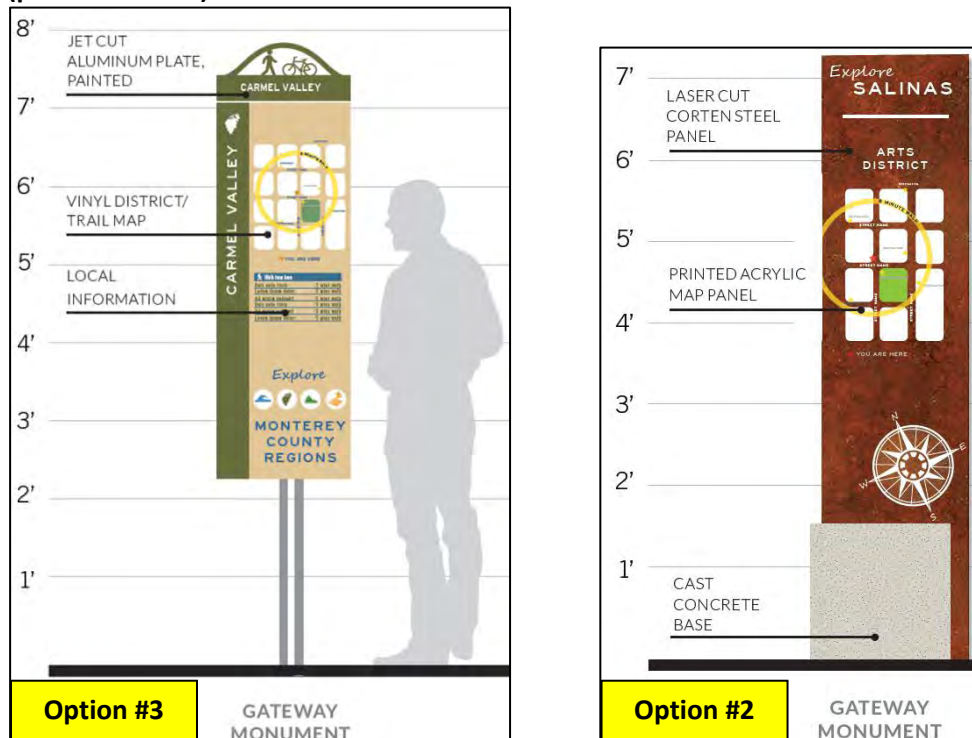
- Preference for **Option #1 (pictured below) – Modern, Contemporary directional sign.** Committee Members Bernard Green and Andrea Renny and Todd Muck, Deputy Executive Director, liked the “Explore by bicycling and walking” logo. Committee Member Renny mentioned that the logo can easily be created with vinyl stickers. Committee members liked the “Explore Salinas” text order, over the “Salinas Explore” text order. In general, Committee members liked the destination, mileage and minutes distance information for the directional signs. Ms. Murillo mentioned that the www.TAMC.mySidewalk.com voting results also show a preference for **Option #1**.



- Preference for the **Option #2 (pictured below) – Grounded, Contemporary compass rose add-on sign.** Committee Member Victoria Beach noted that this is a cost-effective option for add-on signs. Mr. Muck asked about the possibility of having the compass rose be a bicycle wheel.



- Preference for the layout of Option #3 in the Option #2 structure of the gateway kiosk (pictured below).



Committee Member Renny noted that the continual structure of **gateway kiosk option #2** was important for Americans with Disabilities (ADA) compliance, since someone that is visually impaired can detect the continual structure. Committee Member Beach also expressed her preference for the more natural aesthetic of **gateway kiosk option #2**, and noted that the other options would not have a high durability. Both she and Committee Member Renny liked the materials of the **gateway kiosk option #2**, noting that these materials have a high durability. Committee Member Renny also mentioned that baked enamel maps are a durable option for the gateway treatments.

Ms. Murillo also presented the planning level cost estimates for the sign designs, and noted that these estimates include the cost of installation and fabrication. Ms. Murillo mentioned that the cost of fabrication for the directional signs ranges from \$100 (**directional sign option #3**) to \$250-\$300 (**directional sign option #1**). Ms. Murillo mentioned that the planning level cost estimates pictured below are based on current bids. Committee Member Renny noted that it would be more cost-effective to go out to bid for the production of customized signs.

Planning Level Sign Cost Estimates				
Concept	Gateway	Direction Sign	Trail Post	Sign Topper (plaque only)
1: Modern Contemporary	\$2,500-\$4,000	\$600-\$800	\$1,200	\$100-\$150
2: Grounded Contemporary	\$4,000-\$5,000	\$600-\$800	\$1,000	\$50-\$300
3: Regional Icons	\$1,200-\$2,500	\$600-\$700	\$800	\$300-\$500
Notes: Planning level costs capture shop drawings, fabrication, footings, posts and installation. Costs based on the suggested materials and design shown on the concept drawings. Costs could vary depending on final design and fabrication technique.				

Committee Member Renny suggested that TAMC set up a contract with a sign shop that can produce the customized signs, as local sign shops have limited capacity for fabrication of **directional sign option #1**. That way the jurisdictions can have better access to the signage when replacements are needed. Ms. Murillo mentioned that Emily Duchon, from Alta Planning + Design, suggested that TAMC order extra blank signs to keep as replacements.

Committee Members expressed a preference for **Vertical Bicycle Map Layout #3**. Committee Member Eric Petersen mentioned that this layout would work well with handle bar map holders. Committee Members Green and Beach also liked the vertical map layout, noting that it would be useful for cyclists looking at individual city panels. Committee Member Lisa Rheinheimer noted that the bike map colors should match the sign design color palette.



Wayfinding Plan Advisory Committee

Thursday, November 19th, 2015

1:30 p.m. – 3:00 p.m.

*Join online: <https://zoom.us/j/617724260>

Call in: 1(415)762-9988 Meeting ID: 617-724-260

Transportation Agency for Monterey County —Conference Room
55-B Plaza Circle, Salinas

DRAFT MINUTES

1. Welcome & Introductions

Committee Members Present:

Bernard Green	California State University, Monterey Bay
Victoria Beach (by phone)	City of Carmel-by-the-Sea
Justin Meek	City of Marina
Lisa Rheinheimer	Monterey-Salinas Transit
Eric Petersen	Pedal Alpini/Fort Ord Recreation Trails Friends
Jeanette Pantoja	Building Healthy Communities
James Serrano	City of Salinas
Kevin Cole (by phone)	Pebble Beach Company
Doug Thurston	Big Sur Marathon
Krista Hanni (by phone)	Monterey County Health Department

Staff Present

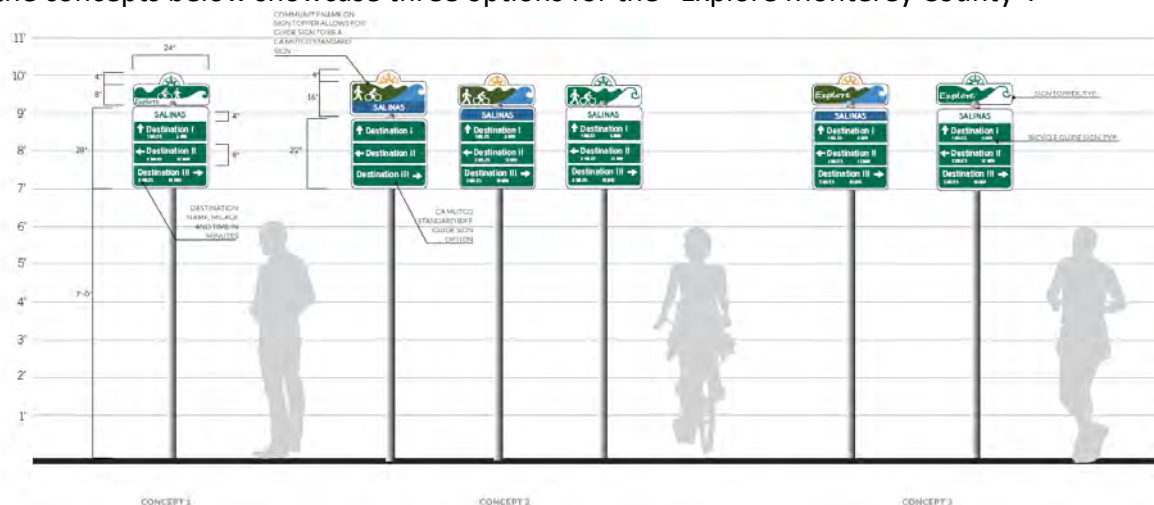
Todd Muck, Deputy Executive Director	Ariana Green, Associate Transportation Planner
Maria Montiel, Administrative Assistant	Virginia Murillo, Assistant Transportation Planner
Debbie Hale, Executive Director (by phone)	

2. Review Draft September 14th, 2015 Minutes

There were no comments on the September 14th meeting minutes.

3. Discuss Final Wayfinding Sign Design Concept

Virginia Murillo, Assistant Transportation Planner, noted that enhancing the environment for bicycling and walking with signage can increase the number of bicyclists and pedestrians using the county's roadway network, and can improve the visibility and safety for these alternative forms of transportation. Having uniform signs can support residents and visitors who want to bicycle and in the cities and in the county, and can enhance each jurisdiction's brand as a regional destination. Ms. Murillo walked the committee through the concepts below showcase three options for the "Explore Monterey County".



The Committee had the following suggestions and comments to the Final Wayfinding Sign Design Concept:

- Consider having two sign options for cities to choose from
- Consider including the agriculture fields on design
- Consider including destination information
- Consider removing the word "Explore" to make the bike/pedestrian bigger
- Consider looking at a proof before printing production
- Consider having each city decide to have miles and minutes

Committee member James Serrano noted that the toppers will provide the theme. He noted that less information will make it easier for those biking to read. The Committee agreed on Option #2 as the final design option, noting the need to maintain all three design options to provide jurisdictions with flexibility. Ms. Murillo noted that Alta Planning + Design would finalize this option to include agricultural fields in the design.

Committee member Lisa Rheinheimer noted that having the information of how far things and places are would be helpful for those who are on a timely schedule and for those who don't walk or bike far. She also, noted that using kilometers would possibly benefit better for the tourist.

Virginia Murillo, Assistant Transportation Planner, noted that the two kiosk options showcase the looks of corten steel and painted aluminum. She went over the pros and cons of the two kiosk material options.

The Committee had the following suggestions and comments to the two kiosk options:

- Consider in the urban area the corten steel
- Consider in the modern area the painted aluminum

4. Review Draft Wayfinding Plan & Discuss Implementation Strategies

Virginia Murillo, Assistant Transportation Planner, noted that there will be a three step phasing.

The Committee had the following suggestions on the draft Wayfinding Plan:

- Consider directional signage at Canyon Del Rey, Seaside
- Consider signage at Fort Ord Monument
- Consider ATP grant
- Consider having signage at Chular
- Consider signage at River Road (wine corridor)
- Consider signage to monuments and trailheads

5. Bike Map Status Update

Virginia Murillo, Assistant Transportation Planner, updated the Committee on the status of the bike map. Ms. Murillo shared the draft bike map with the Committee.



TRANSPORTATION AGENCY FOR MONTEREY COUNTY

Memorandum

To: Technical Advisory Committee
From: Theresa Wright, Community Outreach Coordinator/Associate Transportation Planner
Meeting Date: May 5, 2016
Subject: Transportation Safety and Investment Plan

RECOMMENDED ACTION

RECEIVE an update on the Transportation Safety and Investment Plan.

SUMMARY

On March 23rd the Transportation Agency Board of Directors adopted the final “Transportation Safety & Investment Plan” to help fund the region’s growing transportation needs. Agency staff will review the final plan and provide an update on the status of adoption by the cities and the County.

FINANCIAL IMPACT

The proposed 3/8% sales tax will raise approximately \$20 million per year, for a total of \$600 million over 30 years for road repair, safety and mobility improvements. 60% of the funds (est. \$360 million) will be allocated to the cities and County for road repairs and safety projects, and 40% (est. \$240 million) for regional safety and mobility projects.

DISCUSSION

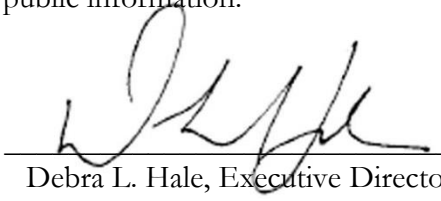
Due to the 50% cut in the gas tax’s purchasing power over the last twenty years, the Transportation Agency has been looking to raise local money to help fund the region’s growing transportation needs, and become a self-help county. State law requires the regional transportation planning agency, in this case TAMC, to develop an expenditure plan for a transportation sales tax measure, which is the proposed Transportation Safety and Investment Plan.

On March 23, 2016, the Agency’s Board of Directors amended the Transportation Safety & Investment Plan and authorized its release to the cities and county for adoption. The Board also adopted the Policies and Project Descriptions for the plan and released the document to the public for review.

The Transportation Safety & Investment Plan will split the estimated \$600 million raised through the transportation sales tax with a 60% /40 % split of revenues between local and regional projects, respectively; and the distribution of the local share amongst the cities and county will be a formula based upon 50% population and 50% lane miles.

The Transportation Safety & Investment Plan must be adopted by a majority of the cities representing a majority of the population. After City and county approval, staff will return to the TAMC Board of Directors' adoption of the final Plan and ordinance. Following that the plan must be approved and placed on the ballot by the Board of Supervisors by early August for the November 2016 ballot. The plan will require at least 2/3rds voter approval to be successful.

Attached is the proposed final Transportation Safety and Investment Plan. The Policies and Project descriptions are included as a **Web attachment**. This document details the expenditure policies for the local funds and includes the lists of possible local projects which each city and the County submitted for public information.

Approved by: 
Debra L. Hale, Executive Director

Date Signed: April 22, 2016

Regular Agenda

Counsel Approval: N/A

Finance Approval: N/A

Attachment: Transportation Safety and Investment Plan

Web Attachment: Policies and Project Descriptions for the Transportation Safety and Investment Plan



Keep
Monterey
County
Moving



Transportation Safety & Investment Plan



Our Plan

ROADS & POTHOLES



MOBILITY & ACCESS



SAFETY & TRAFFIC



WALKING & BIKING



Safety & Investment Plan – \$600 million (est.)

The Safety & Investment Plan is estimated to receive \$20 million per year, or \$600 million total, funded by a 3/8-percent sales tax over 30-years. The revenues are split with 60% dedicated to local road maintenance, pothole repairs and safety projects, and 40% dedicated to regional safety and mobility projects.

Local Road Maintenance, Pothole Repairs & Safety – \$360 million (est.)

- Funding is divided among the cities and the County according to the formula 50% population/50% lane miles
- Cities and County select their projects, with Transportation Agency oversight.
- Funding is restricted to expenditures for local road maintenance and safety projects.
- Local safety projects are defined as projects that directly correlate to safety of the user and do not increase motor vehicle lane miles with the exception of the Pinnacles Parkway Connection project.
- Maintenance of prior years' funding levels from other sources is required.

Local Road Maintenance, Pothole Repairs & Safety

Jurisdiction	Est. 30-Year Distribution
Carmel	\$4,292,000
Del Rey Oaks	\$1,566,000
Gonzales	\$4,386,000
Greenfield	\$9,131,000
King City	\$8,097,000
Marina	14,370,000
Monterey	\$22,643,000
Pacific Grove	\$12,314,000
Salinas	\$91,383,000
Sand City	\$586,000
Seaside	\$22,193,000
Soledad	\$12,595,000
County Roads	\$156,444,000
Total	\$360,000,000

Our Plan

ROADS & POTHOLES



MOBILITY & ACCESS



SAFETY & TRAFFIC



WALKING & BIKING



Regional Safety, Mobility & Walkability Projects - \$240 million (est.)

- Constructs regionally significant improvements selected based on input from key community leaders, transportation planners and engineers, and your elected representatives.
- Includes traffic flow improvements on Highways 68, 101 and 1.
- Includes safety improvements at the top collision locations and corridors within the county.

Highway & Road Safety

\$160 million

Highway 68 Safety & Traffic Flow <i>Salinas to Monterey</i>	\$50 million
US 101 Safety Improvements - South County	\$30 million
State Route 156 Safety Improvements <i>Castroville Boulevard Interchange</i>	\$30 million
Imjin Safety & Traffic Improvements <i>Multimodal Corridor Improvements</i>	\$20 million
Highway 1 Rapid Bus Corridor	\$15 million
Holman Highway 68 Safety & Traffic Flow <i>Monterey to Pacific Grove</i>	\$10 million
Habitat Preservation/Advance Mitigation <i>Habitat Plan and Advance Right-of-way for Projects</i>	\$5 million

Mobility for All

\$80 million

Pedestrian & Bike Safety <i>Fort Ord Regional Trail and Greenway - paved pathway</i>	\$20 million
Transportation for Youth, Seniors Disabled & Working Families <i>Safe Routes to Schools</i>	\$20 million
<i>Senior & Disabled Transportation</i>	\$15 million
<i>Commuter Bus, Salinas Valley Transit Center(s) & Vanpools</i>	\$25 million

Visit tamcmonterey.org for policies and project descriptions.

Our Plan

ROADS & POTHOLES



The Transportation Agency for Monterey County's mission is to proactively fund and plan a transportation system that enhances mobility, safety, access, environmental quality and economic activities by investing in regional transportation projects for Monterey County residents, businesses and visitors.

Our Board of Directors is made up of local elected officials who want to make our transportation system better by filling potholes, making our roads safer, and reducing traffic. Representative of the County's diversity, our Board has one elected official from each of our twelve cities, and all five county supervisors.

MOBILITY & ACCESS



The Transportation Agency for Monterey County, working with our local, state, and federal partners, has made great progress on making our highways safer and reducing traffic, ranging from large projects, such as US 101 at San Juan Road; to rail or bus service; to smaller projects such as neighborhood sidewalks, bicycle paths and bike racks. However, our transportation system in Monterey County is aging and the county roads and city streets are crumbling. There are still significant safety concerns and traffic jams, such as those on Highway 68, Highway 156 and US 101. These issues stifle our regional economy and make it more difficult for our vulnerable populations – the elderly, children and the disabled – to get around.

SAFETY & TRAFFIC



The challenge facing us is that we have fallen off the fiscal cliff when it comes to transportation revenues. The gas tax hasn't been raised for 20 years, and our cars are more fuel-efficient than ever before. We can't count on the State and federal government to bail us out. Meanwhile, the cost of projects rises with inflation, and road repairs become more expensive the longer we wait. We have over \$2 billion dollars in unfunded road maintenance, safety and traffic reduction needs in Monterey County.

Community leaders have joined with the Transportation Agency for Monterey County to develop this Transportation Safety & Investment Plan, which identifies solutions to regional safety and local road needs of the highest priority.

WALKING & BIKING



Community Leaders have joined with the Transportation Agency for Monterey County to develop this Transportation Safety & Investment Plan

\$600 Million Estimated Tax Revenues

ROADS & POTHOLE



Road Projects

- \$360 million to Local Road Maintenance, Pothole Repairs & Safety
- \$160 million to Regional Road Safety & Congestion Improvements

Mobility for All

- \$80 million to Pedestrian & Bike Safety and Mobility Projects

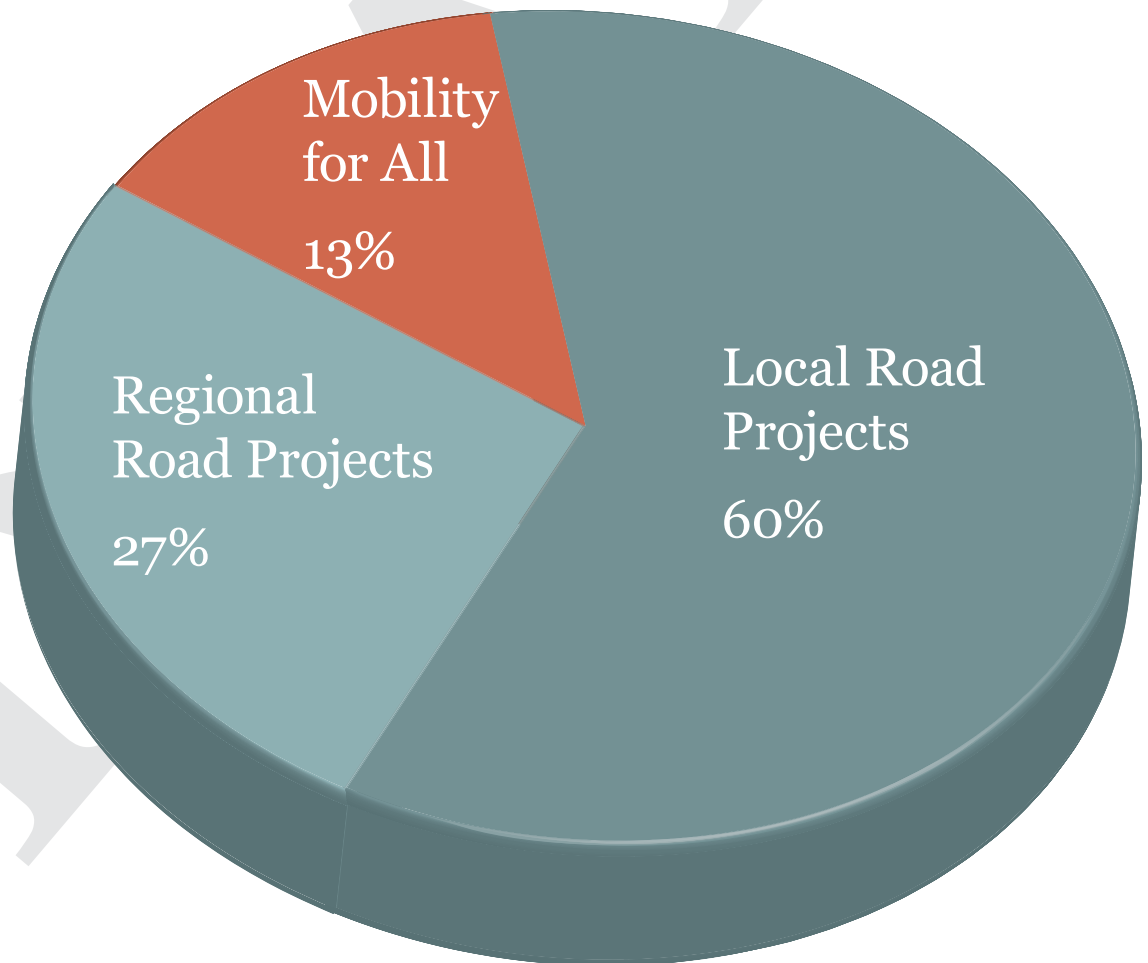
MOBILITY & ACCESS



SAFETY & TRAFFIC



WALKING & BIKING



Our Plan

ROADS & POTHOLES



Local Road Maintenance, Pothole Repairs & Safety

\$360 million for maintenance of local streets, pothole repairs, and safety improvements.

Transportation for Youth, Seniors, Disabled & Working Families

Investing in transportation options for older adults to support their ability to live independently in their homes and communities. Also, funding for youth transportation and new bus and vanpool service for workers to reach jobs throughout the region.

MOBILITY & ACCESS



Increase Safety and Reduce Traffic Congestion

Constructing regionally significant improvements based on input from key community leaders, the TAMC Board, city managers and mayors. These projects include safety improvements at the top collision locations and/or corridors within the county.

SAFETY & TRAFFIC



Make Walking and Biking Safer

Improving the safety and health of children by funding Safe Routes to Schools projects and programs that promote safe walking, bicycling and rides to schools, including transportation to Rancho Cielo. Also includes funding for a safe, paved regional biking and walking path that links California State University Monterey Bay, local schools and residents to parks, shops and jobs in Seaside, Marina, Del Rey Oaks, and Monterey (the Fort Ord Recreational Trail and Greenway).

Matching Funds

With an approved transportation measure, our County will qualify for State and federal matching funds, essentially doubling our money. Making this investment now in our future transportation needs will help to maintain our quality of life and ensure safer travel for all of Monterey County's residents, workers and visitors.

WALKING & BIKING



Making this investment now in our future transportation needs will help to maintain our quality of life and ensure safer travel for all of Monterey County's residents, workers and visitors.

Our Plan

ROADS & POTHOLES



MOBILITY & ACCESS



SAFETY & TRAFFIC



WALKING & BIKING



Taxpayer Safeguards

To ensure proper safeguards for these funds, this Investment Plan will be approved by the County, the cities, and then the voters. Strong taxpayer safeguards have been put in place to ensure that the projects and programs proposed in this balanced plan can be funded over its lifetime. This plan:

- Guarantees that funding raised by the sales tax can only be used for the transportation projects and programs in this investment plan;
- Specifies that the Transportation Agency for Monterey County will oversee the distribution of revenues to the projects and programs in this plan;
- Assures that these local monies cannot be taken and used for other purposes by TAMC or another government agency;
- Appoints an independent Citizens Oversight Committee to assure that revenues are spent according to the plan;
- Requires annual independent audits and reports to the taxpayers;
- Limits the ability to change the programs or projects in the Investment Plan;
- Limits funds for administrative costs; and
- Provides the ability to issue bonds to deliver projects ahead of schedule.

Strong taxpayer safeguards ensure that the projects and programs will be funded over the lifetime of the plan.

TAMC Board of Directors

Voting Representatives

County of Monterey Board of Supervisors

City of Carmel-by-the-Sea

City of Del Rey Oaks

City of Gonzales

City of Greenfield

City of King City

City of Marina

City of Monterey

City of Pacific Grove

City of Salinas

City of Sand City

City of Seaside

City of Soledad

Non-voting Ex-officio Representatives

Association of Monterey Bay Area Governments

Caltrans District 5

City of Watsonville

Monterey Bay Unified Air Pollution Control District

Monterey Regional Airport

Monterey-Salinas Transit



Keep Monterey County Moving



Policies & Project Descriptions for the Transportation Safety & Investment Plan

Project Descriptions & Policies

ROADS & POTHOLES



Since May of 2015, the Transportation Agency has engaged in a public outreach effort to inform the public about our transportation needs, funding challenges and the “self-help” option. For the Investment Plan, we gathered the input from months of presentations to our “Community Leaders” stakeholders’ group, city managers and public works directors, and elected officials. Based upon the responses we heard from these groups, the following categories have been identified as priorities for the Transportation Investment Plan:

- Local Road Maintenance, Pothole Repairs & Safety
- Increase Safety and Reduce Traffic Congestion
- Improve Transportation for Youth, Seniors, Disabled and Working Families
- Make Walking and Biking Safer

MOBILITY & ACCESS



SAFETY & TRAFFIC



The goals of this investment plan are to make traveling safer, reduce traffic, fix potholes and improve the condition of our local roads, and provide meaningful alternatives to driving alone. The funding is divided into two basic programs to reach these goals:

- Local Road Maintenance, Pothole Repairs & Safety – 60%
- Regional Safety, Mobility, & Walkability – 40%

WALKING & BIKING



As funds are received, they will be set aside for these two separate accounts according to the percentages listed above, after deducting no more than 1% on funds to pay for administrative salaries and benefits. All interest earned shall remain within its respective program category.

Project Descriptions & Policies

ROADS & POTHOLES



MOBILITY & ACCESS



SAFETY & TRAFFIC



WALKING & BIKING



Table of Contents

Local Road Maintenance, Pothole Repairs & Safety Priority Projects.....	4
Local Road Maintenance, Pothole Repairs & Safety Policies	7
Regional Safety, Mobility & Walkability Projects	12
Highway 68 Safety & Traffic Flow - Monterey to Salinas.....	13
State Route 156 Safety Improvements	14
US-101 Safety Improvements - South County	15
Imjin Safety & Traffic Flow Improvements	16
Highway 1 Traffic Relief - Busway	17
Holman Highway 68 Safety & Traffic Flow	18
Habitat Preservation/Advance Mitigation.....	19
Fort Ord Regional Trail And Greenway.....	20
Safe Routes to Schools	21
Senior & Disabled Transportation Services	22
Commuter Bus, Salinas Valley Transit Center(s) & Vanpools	23
Regional Safety, Mobility & Walkability Project Policies	24
Community Leaders Advisory Group	30



Local Road Maintenance, Pothole Repairs and Safety Priority Projects*
These are just some of the local projects that will be constructed using the money from this measure.
**Priority project lists are currently being developed by each city and the County and will be added to this document when they are received.*

County Roads

- River Road - Safety, Operations and Maintenance

Carmel

-
-
-

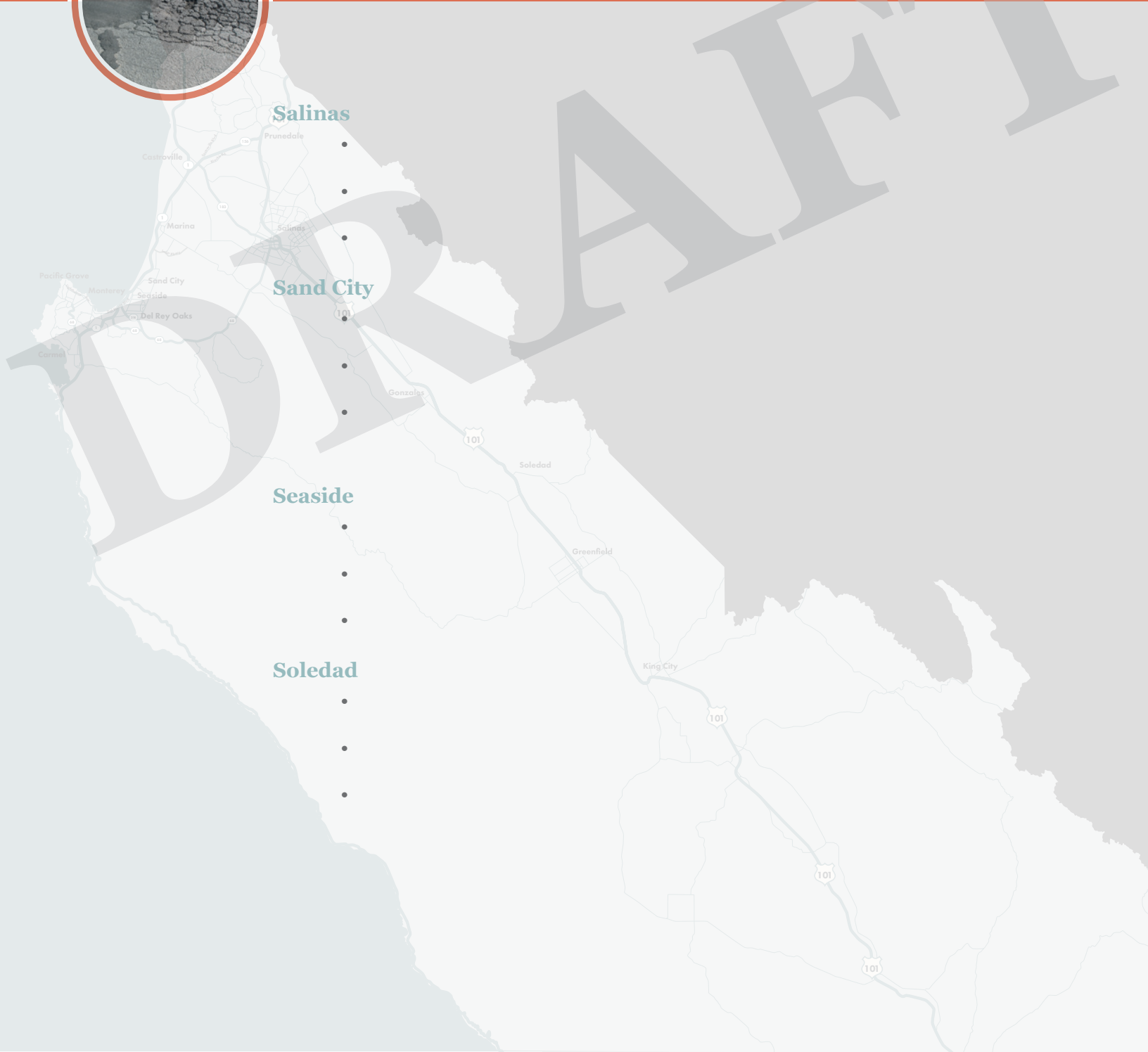
Del Rey Oaks

-
-
-

Gonzales

-
-
-







Local Road Maintenance, Pothole Repairs & Safety

Through tax sharing agreements with the cities and the County of Monterey, this program will receive 60% of the transportation sales tax funds, estimated at a total of \$360 million over 30 years.

This program will provide flexible funding to cities and the County of Monterey to help them reduce the maintenance backlog on their aging street and road systems. In addition, these funds can be used for other local transportation needs that will reduce accidents and improve operations for all people and transportation modes, including local bicycle and pedestrian projects.

City and county formula shares shall be allocated based 50% on population and 50% lane miles. The Transportation Agency for Monterey County will update the funding shares formula annually at the beginning of each fiscal year using Department of Finance population figures and Association of Monterey Bay Area Governments (or equivalent) lane mile data. If the number of incorporated cities changes, the funding calculation shall account for changes in population and lane miles for the new and existing jurisdictions.

City and the county formula shares will be distributed to each city and the County by the County of Monterey Auditor-Controller on a quarterly basis by an agreement between TAMC and the County. This program is intended to augment, rather than replace, existing transportation expenditures; accordingly, the tax sharing agreements with cities and the County will include each of the following requirements to receive funds:

Use for Transportation Purposes Only

The cities and County must agree to use sales tax funds for transportation purposes only, subject to full repayment for any misuse.



Local Road Maintenance, Pothole Repairs & Safety

Transportation Safety & Investment Plan Account

For ease of tracking and to assure full transparency, all revenues received and expenditures of these funds will be accounted for and tracked in its own separate budget and fund titled “The Transportation Safety & Investment Plan Account” and will not be comingled with any other funds.

Regional Development Impact Fees

Cities and the County shall maintain participation in the Transportation Agency for Monterey County’s Regional Development Impact Fee program and impose these fees on new development as applicable to assure that new development pays for its impacts on the regional transportation system.

Eligibility Verification

The cities and County will select transportation projects that meet eligibility criteria as identified in this plan. The local jurisdictions will certify in the annual verification submitted to TAMC that these transportation funds were used for eligible expenses.

Maintaining Local Transportation Funding Efforts

The local jurisdictions will certify in the annual verification submitted to TAMC that these transportation funds will be used to augment and not supplant annual resources spent. For purposes of this calculation an average of the prior three (3) years spent for local transportation purposes as defined in this document will be used. Exemptions from this calculation include onetime capital expenses, and expiration of any voter approved or state controlled fund sources that were used for local transportation purposes. In the case of expired voter approved or state controlled fund sources, the three year average baseline would be recalculated in the next annual verification period without said expired fund sources.



Local Road Maintenance, Pothole Repairs & Safety

Monitor Local Street and Road Conditions

In order to receive these funds, the cities and County shall develop, or participate in the development of by TAMC, a pavement management program. They shall submit regular reports on the conditions of their streets, to ensure timely repairs and keep the public informed. Development of the pavement management program by TAMC is eligible to be funded out of this program prior to distribution of funds to the cities and County.

Enforcement of Policies

The tax sharing agreements will also include enforcement procedures, designed to reassure the public that tax revenues are spent in accordance with the ballot language. For example, each of the above conditions will be subject to verification and annual audit by the Transportation Agency for Monterey County. Failure to meet any of the above conditions will result in the suspension of the distribution of funds from the County Auditor-Controller to the deficient city/county. Resumption of funding distribution by the County Auditor-Controller to the deficient city/county will resume only after full repayment for any misuse, and conformation of compliance to each of the above conditions by the Transportation Agency for Monterey County. Transportation Safety & Investment Plan funding accrued due to the failure of a city/county to meet the above conditions will be held in trust for up to two (2) years for said jurisdiction, after which the funds will be redistributed to the remaining cities/county in Monterey County per formula. The tax sharing agreements will also provide that resumption of funding can occur at any time during the life of the Transportation Safety & Investment Plan upon compliance with the above conditions and full repayment of any prior misused funds.



Local Road Maintenance, Pothole Repairs & Safety

Eligibility Criteria

Road and Street Maintenance and Repairs

Filling potholes, repairing, resurfacing or reconstructing roads, streets and bridges, or otherwise conducting maintenance to extend the lifetime of the roadway network and/or reduce or eliminate liability and safety concerns. Repairs, reconstruction or maintenance of walkways or bikeways are also eligible.

Road Safety and Operations

Improvements designed to reduce traffic collisions and related injuries and fatalities, as well as projects designed to reduce traffic delays. Examples of safety projects include, but are not limited to: roundabouts, turning lanes, traffic signals or other intersection improvements, hazard eliminations, safety barriers, traffic calming or speed reduction measures. New lane miles or roadways are not eligible with the exception of the Pinnacles Parkway Connection project.

Walkability and Pedestrian Safety

Projects designed to make neighborhoods or corridors walkable by making walking safer, more comfortable and convenient. Examples include, but are not limited to: sidewalks, lighted crosswalks, walking paths, landscaping or other barriers from traffic, bulbouts to shorten the crossing distance, safe haven islands, pedestrian countdown signals, street or path lighting and traffic calming.

Bike Safety Projects

Projects designed to support safe and convenient bicycling for all levels of riders. Examples include, but are not limited to: new or improved bikeways (lanes, paths, bridges, protected lanes or other barriers to automobile traffic); removing barriers to bicycling (curbs, medians, etc.); signal detectors; and, bicycle racks, lockers and other storage facilities.



Local Road Maintenance, Pothole Repairs & Safety

Street Enhancements

Streetscape projects that enhance the safety and experience of the transportation corridor. Examples include, but are not limited to: lighting, landscaping, drainage improvements.

New Technology

Projects that support or include new technology to promote transportation safety, mobility, cost savings or air quality improvements. Examples include, but are not limited to: electric vehicle chargers, vehicle detection systems, traffic signal synchronization.

Matching Funds

These funds can be utilized to match grants, loans, programs and pay annual debt service to fund eligible local road maintenance or safety projects as defined in this document. Eligible costs include those directly-related to projects or programs described above, including: corridor studies, research and planning, environmental review and mitigation, right-of-way acquisition, construction, improvement, maintenance, and operations. Examples are not exhaustive but projects must be transportation-oriented. However, in no instance shall funding be used to pay for general operating or staff costs that are not directly related to an eligible transportation project.

Environmental and Engineering Standards

Projects will be designed to meet current standards, and will include bicycle and pedestrian access whenever possible. Projects will be thoroughly studied for environmental impacts and the identified environmental mitigations will be included in the project.

Project Descriptions & Policies

ROADS & POTHOLES



Regional Safety, Mobility, & Walkability

The Regional Safety, Mobility, and Walkability program will receive 40% of the revenues.

These revenues, estimated at approximately \$240 million, will be matched with development fees and state and federal funding to pay for key safety and congestion relief, transit, and bicycle/pedestrian projects. Most projects will be funded by a mix of funding sources, using the sales tax revenues to leverage outside sources of funding.

Projects will be designed to meet current standards, and will include bicycle and pedestrian access whenever possible. They will be thoroughly studied for environmental impacts and the identified environmental mitigations will be included in the project.

Eligible Project Costs

Eligible project costs include all conceptual studies, project development costs, right-of-way acquisition, construction costs and any other costs needed to deliver the projects, unless otherwise noted in the project description.

Funding or Cost Changes

Transportation planning experts, including independent financial and engineering professionals have carefully crafted these policies and project descriptions with conservative revenue estimates and reasonable project cost contingencies. There are, however, many unforeseen circumstances that can arise over 30 years. The actual funding needs to construct the regional roadway projects may be higher or lower due to factors that are outside their control. The effects of inflation or rising construction costs may impact the total amount of funding needed to complete the projects. As such, the project funding shares in this plan will be revised annually to account for inflation. Sales tax revenues or anticipated matching funds may also fall below or above projections. Should funding fall short, the Transportation Agency will prioritize the delivery of safety and congestion relief projects. Should revenues for a given phase exceed projections, monies shall first be used to accelerate the delivery of projects, and only then consider adding new safety or mobility projects to the list.

MOBILITY & ACCESS



SAFETY & TRAFFIC



WALKING & BIKING





Top 10 Traffic Collision Corridor in Monterey County

Highway 68 Safety & Traffic Flow

Salinas to Monterey

Make intersection and other capacity & operational improvements to increase safety and improve traffic flow between Toro Park and Highway 1.

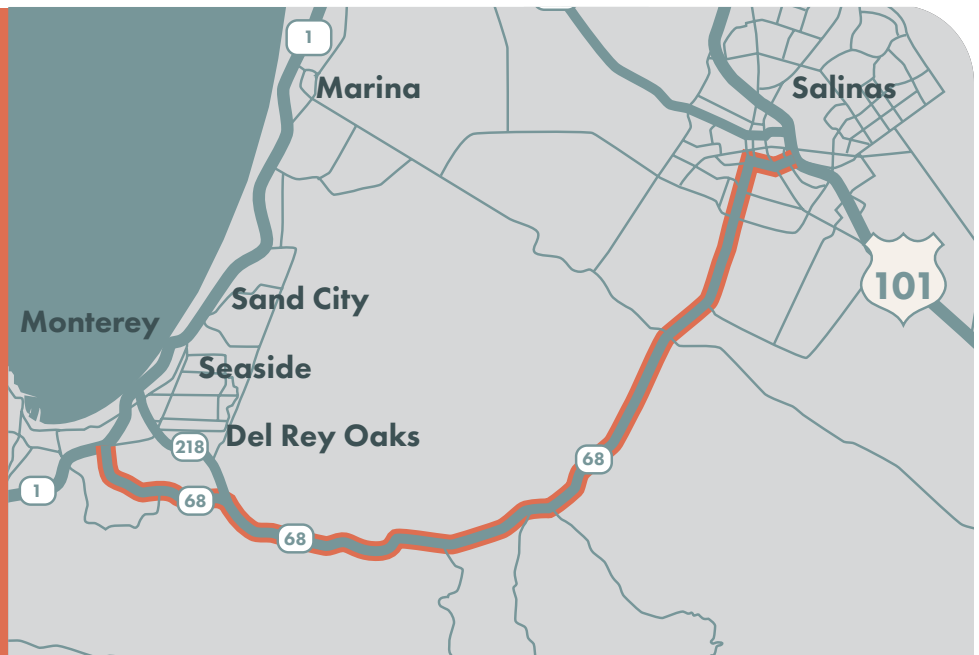
Project Purpose

Highway 68 is the main connector between Monterey County's two principal urbanized areas, Salinas and the Monterey Peninsula, serving commuters and the residents, schools and business parks along the corridor. Traffic congestion along Highway 68 is currently at gridlock during the morning and afternoon commute periods. This project will provide relief to commuters in the Highway 68 corridor in a manner that is cost-effective and environmentally sensitive. A team of planners, engineers and community representatives is currently developing the proposed corridor improvements.

Investment Plan Funding: \$50 Million

Project Benefits:

- Improves safety
- Reduces congestion and delays on Highway 68
- Supports regional travel between Monterey Peninsula and Salinas
- Improves access for local residents





Top 10 Traffic Collision Corridor in Monterey County

State Route 156 Safety Improvements

State Route 156/Castroville Boulevard Interchange

Build a new interchange at Castroville Boulevard and Highway 156, with connections to Blackie Road to improve access for commercial traffic.

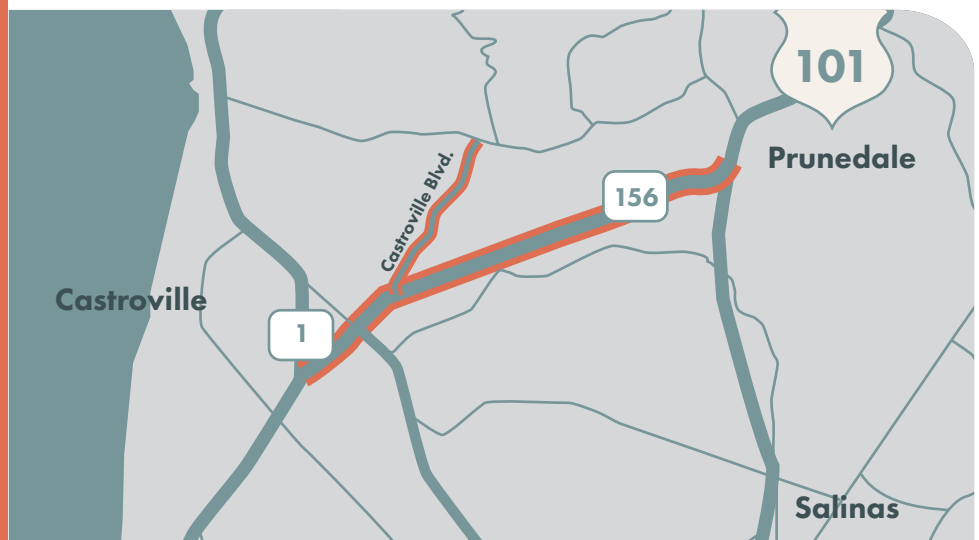
Project Purpose

Highway 156 at Castroville Boulevard is the top collision location in Monterey County. In addition, Highway 156 is the major link connecting the San Francisco Bay area and North Monterey County to the Monterey Peninsula. With its present narrow configuration, it currently operates over capacity, with substantial delays and safety concerns, particularly during special events on the Monterey Peninsula. This congestion affects travel to and from the Peninsula as well as travel between US 101 and Highway 1 for local residents. In addition, the traffic impedes access to the Oak Hills neighborhood. This project will direct truck traffic from Merritt Street in Castroville and away from the accident-ridden Highway 183 / 156 interchange. It will also help relieve traffic congestion on Highway 156 while improving safety and local traffic circulation in North Monterey County.

Project Benefits:

- Provides traffic congestion relief for 32,000 vehicles per weekday
- Improves safety for Oak Hills and other local communities
- Improves safety at intersections
- Supports our \$2 billion per year visitor economy
- Improves movement of valuable goods to market

Investment Plan Funding: \$30 Million





Top 10 Traffic Collision Corridor in Monterey County

US-101 Safety Improvements - South County

South County Frontage Roads

Construct frontage roads along US-101 between South Salinas (Abbott Street on/off-ramp) and King City.

Project Purpose:

Traffic on US 101 in South County is increasingly impacting the highway as well as adjoining interchanges. The lack of frontage roads means that agricultural trucks must use the highway to make local trips, adding to traffic congestion and forcing U-turns and other tricky maneuvers on US 101. Antiquated interchanges all along US 101 will not be able to accommodate traffic in the near future. The purpose of this project is to improve safety and relieve future traffic congestion by eliminating multiple highway crossings while providing the necessary frontage roads to allow farmers access to their lands.

Investment Plan Funding: \$30 Million

Project Benefits:

- Improves safety and relieves traffic congestion on US 101
- Reduces conflicts with slow moving agricultural vehicles
- Supports regional travel between Salinas and south Monterey County cities
- Improves access for local residents





Top 10 Traffic Collision Corridor in Monterey County

Imjin Safety & Traffic Flow Improvements

Multimodal Corridor Improvements

Widen Imjin from 2 to 4 lanes between Reservation Road and Imjin Road and make bike and pedestrian safety and transit improvements along the corridor.

Project Purpose

This project will provide a transit, bicycle, pedestrian and auto corridor that will connect Salinas to Marina and California State University Monterey Bay. Features of the project will include new travel lanes, bicycle facilities, sidewalks, transit stops/shelters, transit prioritization at signalized intersections.

Investment Plan Funding: \$20 Million

Project Benefits:

- Reduced travel times between Salinas and the Peninsula
- Improves safety for all travelers
- Creates a more comfortable regional bicycle route
- Improves pedestrian safety in the corridor





Top 10 Traffic Collision Corridor in Monterey County

Highway 1 Traffic Relief - Busway

Create a new rapid bus corridor along Highway 1 between Monterey and Marina, with possible extensions to Castroville, utilizing the shoulder of the highway and / or portions of the parallel rail right-of-way, to provide a way for commuters to spend less time in traffic.

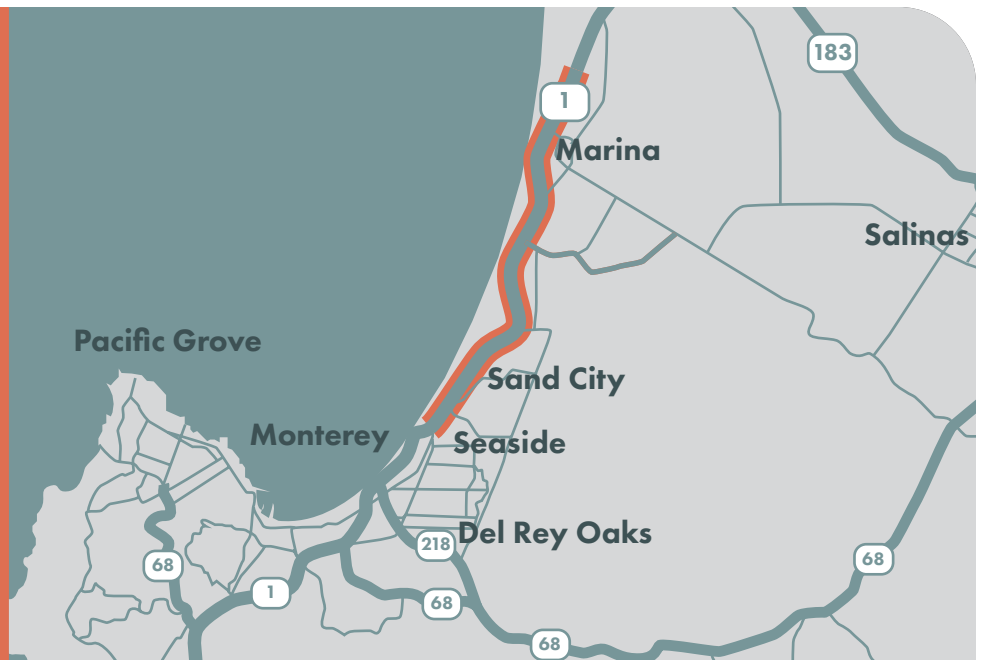
Project Purpose

Rapid bus corridors, also known as “bus rapid transit”, are an innovative concept to build improvements to that allow buses to travel more rapidly than cars in a corridor. This project is a low cost way to reduce travel times on the busy Highway 1 corridor.

Investment Plan Funding: \$15 Million

Project Benefits:

- Increases transit service
- Reduces bus and automobile travel times
- Improves air quality





Holman Highway 68 Safety & Traffic Flow

Monterey to Pacific Grove – Holman Highway

Make road, bike and pedestrian safety improvements on Holman Highway 68 between Highway 1 and Asilomar.

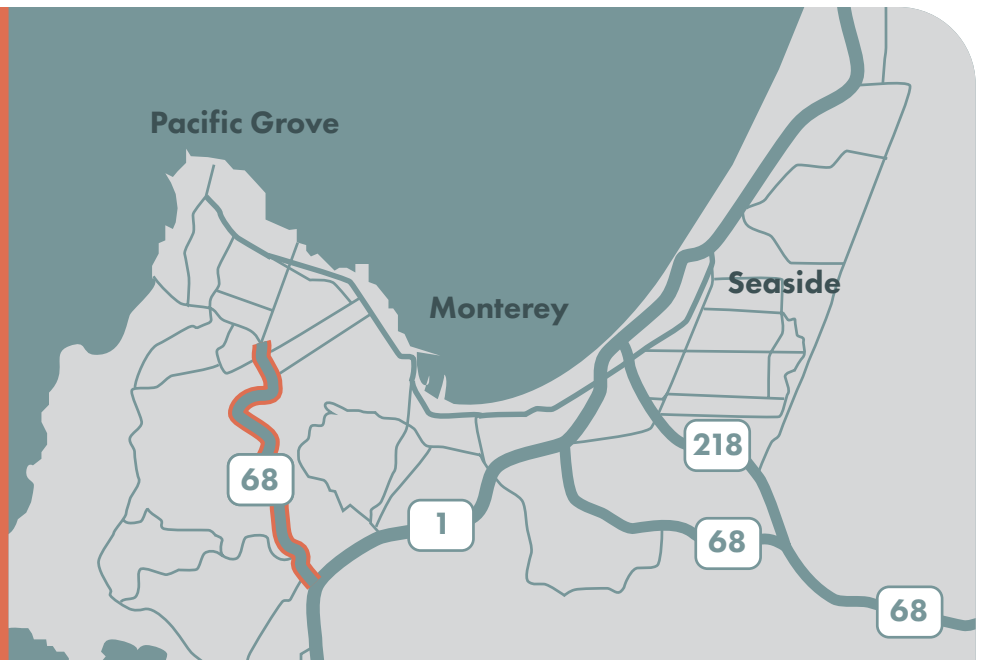
Purpose

With its present narrow configuration, Holman Highway currently is very congested during peak commute periods and during special events on the Monterey Peninsula. This project, phase 2 of the improvements to this area, will improve emergency access to the hospital and facilitate the flow of traffic between Highway 1 and Pacific Grove.

Investment Plan Funding: \$10 Million

Project Benefits:

- Provides safety improvements
- Improves emergency access for patients going to the hospital
- Facilitates commuter and other travel to and from Pacific Grove, Pebble Beach and Monterey
- Reduces congestion on Highway 68 leading to the Highway 1 interchange





Habitat Preservation/ Advance Mitigation



Habitat Plan and Advance Right-of-way

Create a plan that identifies high quality habitat to acquire to replace land that is needed to construct the transportation projects in this investment plan. The plan will allow early preservation of quality habitat, while reducing the cost and the time it takes to build transportation projects.

Project Purpose

By surveying the project right of way needs and planning ahead, this project will allow quality habitat parcels to be purchased early to better meet strict environmental conservation requirements. Eligible uses of funds include creation of a habitat conservation plan, contributions towards the purchase of habitat, and purchase of interest or credit in a “land conservation bank”.

Transportation projects may have unavoidable impacts to sensitive habitat. The projects in this plan will be carefully designed to preserve sensitive habitat whenever possible, but where impacts are unavoidable, habitat must be preserved elsewhere, to more than offset the project’s impacts. The goal of this program is to mitigate habitat impacted by transportation projects in a more comprehensive and cost-effective manner so as to benefit both taxpayers and the environment.

Project Benefits

- Preserves quality habitat at a lower cost
- Accommodates a wide range of projects that vary greatly in size and scope
- Reduces uncertainty for landowners

Investment Plan Funding: \$5 million



Pedestrian & Bike Safety

Fort Ord Regional Trail and Greenway (FORTAG) – Paved Transportation Corridor

Create a new paved regional active transportation route to serve as a safe pedestrian and bicycle corridor connecting Seaside, Marina, Del Rey Oaks, Monterey, and unincorporated county residents to California State University Monterey Bay, Fort Ord National Monument, and the Monterey Bay Sanctuary Scenic Trail transportation corridor.

Project Purpose

The project is a continuous 12-ft wide paved bikeway with an open space buffer on both sides incorporating habitat, parks, playing fields, developed outdoor recreation sites and associated amenities. The northern loop of FORTAG encircles Marina, following a 13 mile route that includes 3 miles of the existing “Coastal Rec Trail”. The southern loop of FORTAG encircles Seaside and bisects Del Rey Oaks, following a 15 mile route that includes 4 miles of the existing coastal trail system. The route includes spurs connecting with existing and planned bike/pedestrian infrastructure. Several sections of the paved trail will link to nearby unpaved trails

Project Benefits

- Provides a safe connection between residential areas, schools, workplaces, regional parks, and city services
- Enhances property values along the greenway corridor
- Provides community health benefits from active transportation alternatives
- Creates economic benefits from associated retail, hospitality, and competitive events

Investment Plan Funding: \$20 million





Transportation for Youth, Seniors, Disabled & Working Families

Safe Routes to Schools

Improve the safety and health of children by funding projects and programs (such as sidewalks, bikeways and educational programs) that promote safe walking and bicycling to school. Also, funds may be used to transport young people to vocational training at Rancho Cielo and similar non-profit programs.

Project Purpose

Thirty years ago, 60% of children living within a 2-mile radius of a school walked or bicycled to school. Today, that number has dropped to less than 15%. Roughly 25% commute by school bus, and well over half are driven to or from school in vehicles. And back then, 5% of children between the ages of 6 and 11 were considered to be overweight or obese. Today, that number has climbed to 20%. These statistics point to a rise in preventable childhood diseases, worsening air quality and congestion around schools. This program is intended to reverse these trends by funding projects that improve children's health by making walking and bicycling safer and easier.

Project Benefits

- Improves safety for children walking and biking to school
- Creates better connections between schools, such as Ranch Cielo, and residential areas
- Enhances air quality
- Provides healthier transportation choices for school children and parents

Investment Plan Funding: \$20 million





Transportation for Youth, Seniors, Disabled & Working Families



Senior & Disabled Transportation Services

Increase transportation services for older adults and persons with disabilities to support their ability to live independently in their homes and communities.

Program Purpose

The number of Monterey County residents 75 years of age and older is projected to increase from 19,000 in 2000 to 44,000 in 2030. The health and well-being of seniors and persons with disabilities depends on their ability to travel to health care, engage in social activities, and go shopping independently. Providing low-cost transportation services will allow working adults to help their parents and grandparents thrive. This program will fund non-profit transportation that will support seniors and persons with disabilities.

Project Benefits:

- Gives seniors more transportation options
- Supports independent travel by people with disabilities
- Provides safer and more reliable senior transportation services

Investment Plan Funding: \$15 million



Transportation for Youth, Seniors, Disabled & Working Families



Commuter Bus, Salinas Valley Transit Center(s) & Vanpools

This Program will fund new bus and vanpool services for workers to reach jobs throughout the region, create a new bus maintenance facility in King City, and create a new bus facility in the Salinas area to reduce operating costs.

Project Purpose

Commuters are looking for alternatives to driving on congested roads between Monterey and Salinas and the Salinas Valley. Bus travel between these cities is very popular, with buses often at standing room only during rush hour, with long travel times and waits. Increasing the frequency of this commuter bus service will make this alternative to driving more convenient for commuters. In addition, new bus facilities in the Salinas Valley will help to reduce operating costs for Monterey-Salinas Transit.

Project Benefits

- Increases transit service and frequency, including service between King City and Salinas
- Reduces greenhouse gas emissions
- Improves traffic flow and travel times

Investment Plan Funding: \$25 million

Project Descriptions & Policies

ROADS & POTHOLES



Use of Excess Revenues

If a five-year average of revenues exceeds the estimates in this plan, funding may be allocated in this order of priority by the TAMC Board:

- To cover cost increases or new features of projects on the list;
- To incorporate new technologies into the plan; and,
- To add new projects to the list.

MOBILITY & ACCESS



Removal or Addition of Projects

Removal or addition of any project on the safety and congestion relief project list, for any reason, shall require an amendment to the Investment Plan.

Expenditure Plan

The Transportation Agency will prepare and adopt by a vote of the Transportation Agency Board a Strategic Expenditure Plan within twelve months of the sales tax taking effect. The expenditure plan will include project cost estimates, revenue estimates, other matching funds, and a draft timeline for regional project delivery.

SAFETY & TRAFFIC



The Transportation Agency will consider the following criteria when establishing the delivery schedule of the Transportation Improvement Projects:

- Project Readiness: including the degree of completion of environmental and design phases; well-documented preliminary cost estimates, and documented community support as appropriate;
- Project Funding: Availability of matching funds from other sources, including federal, state and local monies;
- Relative Level of Need or Urgency for the project, in consideration of safety and congestion relief impacts;
- Cost Effectiveness, including the ability to construct the project in the short term for a large long-term gain in safety or congestion relief; and,
- Fair Geographic Distribution of projects reflecting where growth is occurring throughout the County.

WALKING & BIKING



Project Descriptions & Policies

ROADS & POTHOLES



Governance & Safeguards

The investment plan includes strong taxpayer safeguards to ensure that the projects and programs approved by the voters are funded and delivered over its 30-year lifetime. These safeguards are as follows:

Firm Sunset Date

This tax will be imposed for a period of 30 years. Collection of the tax will start on April 1, 2017 and cease after 30 years.

Funds Are Exclusively for Transportation

Under no circumstances may the proceeds of this transportation sales tax be applied to any purpose other than for transportation projects, programs and activities.

Independent Audits

The sales tax program shall be subject to an annual audit by an independent firm to confirm that the program is meeting the voter-approved requirements in the plan and following accepted accounting standards.

Program Administration

The Transportation Agency for Monterey County shall have the responsibility for administering and distributing the transportation sales tax proceeds. The Transportation Agency is an independent agency composed of one representative from each city in the county plus the five County supervisors.

One-Percent Spending Limit on Salaries and Benefits

The purpose of this measure is to deliver transportation improvements. Administrative costs shall be kept to the minimum required to deliver projects on time and within budget. In no case shall more than 1% of revenues from this measure be used to pay for Transportation Agency administrative salaries and benefits, and only for activities related to the sales tax program.

MOBILITY & ACCESS



SAFETY & TRAFFIC



WALKING & BIKING



Project Descriptions & Policies

ROADS & POTHOLES



MOBILITY & ACCESS



SAFETY & TRAFFIC



WALKING & BIKING



Amendments to the Plan

It is the intent that this plan will be implemented as approved by the voters. However, there may be unforeseen circumstances that occur over the 30-year implementation period. The Transportation Agency for Monterey County may propose amendments to the Plan to respond to unforeseen circumstances, or to provide for the use of additional federal, state, local or other funds. To modify the plan, an amendment must be approved by a 2/3 vote of the Transportation Agency for Monterey County Board of Directors, and by a simple majority weighted vote of the Transportation Agency for Monterey County Board of Directors based on population, following a noticed public hearing, a 45-day comment period and Citizens Oversight Committee review and recommendation of approval.

Loans Within the Program

Unspent funds may be loaned from one category to another at prevailing interest rates provided that repayment occurs within five years. Loans may also be made to projects outside of this program to projects at risk of delays due to a shortfall in State or federal funding, provided repayment is made within five years. Such loans may not interfere with the implementation of programs or projects in the loaning category and must be approved with a 2/3 vote of the Transportation Agency for Monterey County Board of Directors and by a simple majority weighted vote of the Board of Directors based on population, with Citizens Oversight Committee review and recommendation of approval.

Bonding Provisions

Early delivery of projects is a goal of this program to maximize project benefits and reduce costs. This Investment Plan anticipates accelerating the delivery of projects in the Regional Safety, Mobility, & Walkability program by issuing bonds. The issuance of bonds is based on the assurance that repayment of bonds is the first priority for the use of sales tax funds.

Published Results of Audits and Annual Reports

Results of the Independent Audit, Citizens Oversight Committee findings, and the Annual Report must be published and made available to the general public.

Project Descriptions & Policies

ROADS & POTHoles



MOBILITY & ACCESS



SAFETY & TRAFFIC



WALKING & BIKING



Citizens Oversight Committee

A Citizens Oversight Committee representing a diverse range of community interests shall be formed within 6 months of voter approval of this measure. The committee shall meet at least once a year or as often as monthly. Meetings shall be open to the public. The Committee's duties shall be as follows:

- Independent Audits: Have full access to the Agency's independent auditor and review the annual audits, have the authority to request and review specific financial information, and provide input on the audit to assure that funds are being expended in accordance with the requirements of this plan;
- Plan Changes: Review and make recommendations on any proposed changes to the plan, prior to Transportation Agency Board consideration;
- Project Delivery and Priorities: Review and comment on project delivery schedules as represented in the Strategic Expenditure Plan and make recommendations to the Transportation Agency on any proposals for changing project delivery priorities; and
- Annual and Final Reports: Prepare annual reports regarding the administration of the program, to be presented to the Transportation Agency Board of Directors and posted on the Transportation Agency for Monterey County website.

Project Descriptions & Policies

ROADS & POTHOLES



The Citizens Oversight Committee membership shall include one representative from each of the following organizations or interests:

1. League of Women Voters
2. A bona fide taxpayers association from the Salinas Valley
3. A bonafide taxpayers association from the Monterey Peninsula
4. Senior or disabled services agency
5. Pedestrian or bicycle transportation advocate
6. Transit users
7. Labor organization
8. Central Coast Builders Exchange
9. Chamber of Commerce –Salinas Valley
10. Chamber of Commerce - Monterey Peninsula
11. Agriculture
12. Habitat preservation
13. Hospitality
14. Education

MOBILITY & ACCESS



SAFETY & TRAFFIC



WALKING & BIKING



Members and their alternates shall be nominated by the bona fide organization they are representing and appointed by the Transportation Agency Board of Directors. Additional members may be appointed by the Transportation Agency Board of Directors to assure that a broad range of geographic and stakeholder interests are represented on the committee; however, no case shall Committee membership excluding alternates exceed 20. Initial member terms shall be staggered with half serving a 2-year term and half serving a 3-year term as specified by the Transportation Agency. Any member may be reappointed to a 2-year term for an unlimited number of terms.

Project Descriptions & Policies

ROADS & POTHOLES



Matching Funds Opportunity

This program will give Monterey County the opportunity to double its transportation resources. With an approved transportation measure, our county will qualify as “self-help.” Residents in “self- help” counties have passed sales tax measures to meet the transportation needs of their communities. These are locally controlled dollars that can’t be taken by the state and can only be used for projects approved by the voters.

MOBILITY & ACCESS



Self-Help Counties are able to compete for matching state and federal grants, thereby leveraging their local dollars to further enhance their ability to meet their transportation needs.

Risk of Not Investing

Our transportation infrastructure is aging and county roads and city streets are crumbling. The current state of transportation in Monterey County is detrimental to our regional economy. There are many key corridors, such as Highway 68 between Salinas and Monterey, which suffer collisions and traffic jams that make commuting difficult. The transit system can be crowded and serviced by infrequent buses, which discourages motorists from taking alternative forms of transportation. In many communities, there is a lack of safe walkways and bicycle routes between neighborhoods and schools.

SAFETY & TRAFFIC



Failure to invest in our transportation future will prolong and exacerbate the current issues and make it that much more difficult and expensive to fix the problems later. Our county will also lose out on our fair share of matching state and federal funds. Now is the time to construct the projects in the Transportation Safety & Investment Plan and keep Monterey County moving.

WALKING & BIKING



For more information on our transportation needs, visit the Transportation Agency for Monterey County's website at tamcmonterey.org.

Community Leaders Advisory Group

ROADS & POTHOLES



MOBILITY & ACCESS



SAFETY & TRAFFIC



WALKING & BIKING



Alliance for Jobs

Alliance on Aging

Bay Bikes

Big Sur International Marathon

Big Sur Land Trust

Building Healthy Communities

California State University Monterey Bay

Carpenters Union

Castroville Community Service District

Central Coast Center for Independent Living

Central Labor Council (including Unite Here, SEIU)

Communities Organized for Relational Power in Action

Community Hospital of the Monterey Peninsula

Community Housing Improvement Systems and Planning Association, Inc. (CHISPA)

Elkhorn Slough Foundation

Fort Ord Recreational Trail and Greenway

Gourley Construction

Graniterock Company

International Brotherhood of Electrical Workers

LandWatch Monterey County

League of Women Voters of Monterey County

Meals on Wheels of the Monterey Peninsula

Monterey Bay Area Managers

Monterey County Convention & Visitors Bureau

Monterey County Farm Bureau

Monterey County Hospitality Association

Monterey County Office of Education

Monterey County Public Works

Monterey County Vintners and Growers Association

Monterey Peninsula Chamber of Commerce

Monterey Peninsula Taxpayers Association

Monterey-Salinas Transit

North County Fire District

North Monterey County LULAC

Salinas Seniors Center

Salinas United Business Association

Salinas Valley Chamber of Commerce

Salinas Valley Taxpayers Association

Sierra Club

Southern Monterey County Rural Coalition

Supervisor Parker's Office