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Regional Transportation Planning Agency - Local Transportation Commission  
Monterey County Service Authority for Freeways and Expressways  
Monterey County Regional Development Impact Fee Joint Powers Agency  
Email: [info@tamcmonterey.org](mailto:info@tamcmonterey.org)

**Bicycle and Pedestrian Facilities Advisory Committee**

**Wednesday, April 2, 2025**

**\*\*6:00 PM\*\***

**MEETING LOCATION**

55-B Plaza Circle, Salinas, California 93901  
Transportation Agency Conference Room

Members of the public & non-voting members may join meeting online at:  
<https://us02web.zoom.us/j/81221239231?pwd=amyHFG663rBUZ8QD8W4xBag3aY0ka4.1>

**By teleconference at: +1 669 900 6833**

**If you join the meeting by phone and would like to make a public comment on an item, please dial \*9 to raise your hand.**

**Webinar ID: 812 2123 9231**

**Passcode:191544**

*Please note: If all committee members are present in person, public participation by Zoom is for convenience only and is not required by law. If the Zoom feed is lost for any reason, the meeting may be paused while a fix is attempted, but the meeting may continue at the discretion of the Chair.*

*Please see all the special meeting instructions at the end of this agenda*

**1. Quorum Check - Call to Order**

Call to order and self-introductions. Committee bylaws specify that quorum shall consist of a majority (8) of the number of voting memberships actually filled at the time (15); the existence of any vacancies shall not be counted for purposes of establishing a quorum.

***If you are unable to attend, please contact your alternate. Your courtesy to the other Transportation Agency Committee members to assure a quorum is appreciated.***

**2. PUBLIC COMMENTS**

Any member of the public may address the Committee on any item not on the agenda but within the jurisdiction of the Committee. All public comments are limited to two (2) minutes, unless specified otherwise by the committee chair. Persons who wish to address the Committee for public comment or on an item on the agenda are encouraged to submit comments in writing to Maria at [maria@tamcmonterey.org](mailto:maria@tamcmonterey.org) by 5:00 pm the Monday before the meeting, and such comments will be distributed to the Committee before the meeting.

Alternative Agenda Format and Auxiliary Aids: 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 staff at 831-775-0903. Auxiliary aids or services include wheelchair accessible facilities, sign language interpreters, Spanish language interpreters, 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.

### 3. **CONSENT AGENDA**

Approve the staff recommendations for items listed 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** the draft Bicycle and Pedestrian Facilities Advisory Committee Minutes for March 5, 2025.

- Maria Montiel

*The draft minutes of the March 5, 2025, Bicycle and Pedestrian Facilities Advisory Committee meeting are attached for review.*

- 3.2. **APPROVE** applications to the Active Transportation Support Program (ATSP) to award bike racks.

- Ariadne Sambrano

*Approval by the Bicycle and Pedestrian Facilities Advisory Committee is required for applicants to the Active Transportation Support Program to be awarded. TAMC received an application from the Pearl Works for a bike rack in order to support their efforts to facilitate secure storage for their members who regularly bike to use the Pearl Works space.*

4. **RECEIVE** a presentation on the Monterey County Regional Vision Zero Plan and **PROVIDE INPUT** on safety issues in Monterey County.

- Amelia Conlen

*The Transportation Agency received a federal Safe Streets and Roads for All (SS4A) planning grant to prepare a Monterey County Regional Vision Zero Plan, which will include Vision Zero action plans for each jurisdiction in Monterey County that does not currently have one. Staff will provide an overview of the planning process and timeline, and request input on safety issues in participating jurisdictions in Monterey County.*

5. **RECEIVE** a presentation on the Moving with Purpose Project, **DISCUSS** and brainstorm ideas for Bike Month, and **PROVIDE** feedback to Transportation Agency staff.

***Transportation Agency staff will present on the Moving with Purpose project, which replaced the Golden Helmet Award with a social media campaign recognizing active transportation advocates. Staff will share social media analytics on engagement and seek Committee input on the project's impact and future direction. Additionally, staff are gathering ideas for Bike Month activities and will support any events Committee members wish to organize.***

**6. ANNOUNCEMENTS and/or COMMENTS**

**7. ADJOURN**

**ANNOUNCEMENTS**

Next Committee meeting will be held at  
**Wednesday, May 7, 2025 at 6:00 P.M.**  
55-B Plaza Circle, Salinas, California 93901  
Transportation Agency Conference Room

A quorum of voting members is required to be present to hold this meeting.

There will be a zoom link for hybrid participation by members of the public.

**Voting members: please note that the circumstances in which you may remotely teleconference have been severely curtailed and require prior notice and only certain justifications. Click [here](#) for more details.**

If you have any items for the next agenda, please submit them to:  
Aaron Hernandez, Bicycle and Pedestrian Facilities Advisory Committee Coordinator  
[Aaron@tamcmonterey.org](mailto:Aaron@tamcmonterey.org)

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  
[www.tamcmonterey.org](http://www.tamcmonterey.org)  
55B Plaza Circle, Salinas, CA 93901  
TEL: 831-775-0903  
EMAIL: [info@tamcmonterey.org](mailto:info@tamcmonterey.org)

The Committee Agenda will be prepared by Agency staff and will close at noon five (5) working days before the regular meeting. Any member may request in writing an item to appear on the agenda. The request shall be made by the agenda deadline and any supporting papers must be furnished by that time or be readily available. If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 USC Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Individuals requesting a disability-related modification or accommodation, including auxiliary aids or services, may contact the 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.

**Memorandum**

**To:** Bicycle and Pedestrian Facilities Advisory Committee  
**From:** Maria Montiel, Administrative Assistant  
**Meeting Date:** April 2, 2025  
**Subject:** **Draft BPC Minutes**

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**RECOMMENDED ACTION:**

**APPROVE** the draft Bicycle and Pedestrian Facilities Advisory Committee Minutes for March 5, 2025.

**SUMMARY:**

The draft minutes of the March 5, 2025, Bicycle and Pedestrian Facilities Advisory Committee meeting are attached for review.

**FINANCIAL IMPACT:**

None.

**DISCUSSION:****ATTACHMENTS:**

1. BPC Draft March 5, 2025 MINUTES

**WEB ATTACHMENTS:**

**TRANSPORTATION AGENCY FOR MONTEREY COUNTY (TAMC)  
Bicycle and Pedestrian Facilities Advisory Committee**

**Draft Minutes of March 5, 2025**

Sand City - City Hall

1 Pendergrass Way, Sand City, California 93955

Voting Members	JUN 24	AUG 24	SEP 24	OCT 24	NOV 24	JAN 25	FEB 25	MAR 25
Eric Petersen, District 1	P	C	P	P	P	P	P	P
Victor Tafoya– District 2 <i>(David Tavarez)</i>	P	A	P	P	P(VC)	A	P	P
Mike Novo – District 3, <b>Chair</b> <i>(Nathalie Gomez)</i>	P	N	P	P	P	P	P	P
Jeff Wriedt, District 4 <i>(Frank Henderson)</i>	P	C	P	P	P(EM)	P	P	P
District 5 – vacant <i>(vacant)</i>	E	E	P	P	E	P	P	-
D. L. Johnson, Carmel-By-The Sea, <b>Vice Chair</b>	P	L	P	A	P	P	P	P
Del Rey Oaks – vacant	-	L	P	-	-	-	-	-
Gonzales – vacant	-	E	-	-	-	-	-	-
Ernest Gallardo, Greenfield	P	D	P	P	P	P	E	P
King City – vacant	-		-	-	-	-	-	-
Liesbeth Visscher, Marina	E		P	P	E	E	P	P
Gino Garcia, Monterey <i>(Abby Ostovar)</i>	E		P	A	E	A	E	P
Katie Stern, Pacific Grove <i>(Lester Brown)</i>	P		P	A	P	E	E	A
Chris Flescher, Salinas <i>(vacant)</i>	P		E	P	P	P	P	P
Elizabeth (Libby) Sofer, Sand City	P		E	E	E	A	P	P
Ralph Wege, Seaside <i>(Jan Valencia)</i>	P		P	A	P	A	P	P
Soledad – Vacant	-		-	-	-	-	-	-
Nathalie Florez, Monterey Salinas Transit <i>(Michelle Overmeyer)</i>	P		P	P	P	E	P	P*
Mark Chaffey, Velo Club of Monterey <i>(Alex Capelli)</i>	E		P	P	P	P	P	P(A)
N. County Recreation & Park District – vacant	-		-	-	-	-	-	-
Salinas Public Works – vacant	-		-	-	-	-	-	-
Monterey County Public Works – vacant	-		-	-	-	-	-	-
Caltrans - District 5 – vacant	-		-	-	-	-	-	-
AMBAG <i>(Will Condon)</i>	A		A	A		A	A	A
CSUMB – vacant	-		-	-	-	-	-	-

E – Excused  
P(A) – Alternate  
A – Absent  
AB 2449 Emergency =EM/ Public Health=PH

VC – Video Conference  
TC – Teleconference  
\* – first meeting

<b>TRANSPORTATION AGENCY STAFF</b>	<b>JUN 24</b>	<b>AUG 24</b>	<b>SEP 24</b>	<b>OCT 24</b>	<b>NOV 24</b>	<b>JAN 25</b>	<b>FEB 25</b>	<b>MAR 25</b>
Doug Bilse, Principal Engineer	A		A	P	A	P	P	A
Amelia Conlen, Senior Transportation Planner	A		A	A	A	A	A	A
Ariana Green, Principal Transportation Planner	A		A	A	A	A	A	A
Alissa Guther, Transportation Planner	A		A	P	A	A	A	A
Aaron Hernandez, Transportation Planner	P		A	P(VC)	A	A	A	P(VC)
Maria Montiel, Administrative Assistant	P		P	P	P	P	P	P
Ariadne Sambrano, Transportation Planner	P		P	A	P	P	P	P
Janneke Strause, Associate Transportation Planner	A		A	P	P	P(VC)	P(VC)	A
Christina Watson, Director of Planning	P		P	P	P	P(VC)	P	P
<b>OTHERS PRESENT:</b>								
Nathalie Gomez	District 3 Alternate			Mari Lynch		Public		
Tim David	Public			Robin Lee		Public		
Jim Felton	Public			Molly Tremblay		Kimley-Horn		

1. Chair Mike Novo called the meeting to order at 6:01 p.m. A quorum was established, and Maria Montiel took roll call.

2. **PUBLIC COMMENTS**

Mari Lynch, member of public, announced that recent reports about an e-bike explosion were actually related to an electric motorcycle, not bicycle.

Committee Member Ernie Gallardo announced that in regard to the King City fatality they arrested 5 individuals, four juveniles and one adult.

3. **BEGINNING OF CONSENT AGENDA**

**M/S/C** Wriedt/ Johnson / passed  
Abstain: Nathalie Flores

3.1 Approved minutes of the Bicycle and Pedestrian Facilities Advisory Committee meeting of February 5, 2025.

3.2 Received update on adopted state laws as of January 1, 2025.

**END OF CONSENT AGENDA**

#### **4. SEASIDE BROADWAY AVENUE COMPLETE STREET CORRIDOR PROJECT**

The Committee received a presentation on the Broadway Avenue Complete Street Corridor Project from Kimley-Horn and provided feedback on the next steps for project implementation.

Molly Tremblay, Kimley-Horn, reported that the Broadway Avenue Complete Street Corridor Project addresses safety and accessibility concerns for pedestrians and cyclists. She noted that the project includes a 1.3-mile road diet from Fremont Boulevard to General Jim Moore Boulevard, reducing the roadway from four lanes to two while integrating buffered bike lanes, roundabouts, curb extensions, and high-visibility crosswalks. Ms. Tremblay noted that the project integrates critical enhancements to improve safety and mobility while delivering key benefits.

In conclusion, Ms. Tremblay reported the next steps for the project:

- Finalize design coordination with Caltrans and Monterey-Salinas Transit
- Await federal funding decisions and seek additional grant opportunities
- Develop a phased construction plan to minimize community disruptions

The Committee had the following comments and input on the Broadway Avenue Complete Street Corridor Project:

- Consider project updates to be mailed with everyone's utility bill
- Coordinate with Monterey-Salinas Transit to include turning movements
- Coordinate with schools to consider training and education
- Consider signage
- Consider sidewalk safety education
- Consider green paint for cycle track not reddish brown

#### **5. SALINAS SIDEWALK ART PROJECT UPDATE**

The Committee received an update on the Salinas Sidewalk Art Project.

Aaron Hernandez, Transportation Planner, reported that the Transportation Agency staff partnered with the City of Salinas and were successful in securing Clean California grant funding from the State to develop sidewalk art marking safe routes between schools and public amenities in East Salinas. He noted that the Agency partnered with Building Healthy Communities to form a steering committee made up of community members to lead the project and help ensure local artists have a fair chance to participate. A steering committee developed a call for art in Fall 2023 and the community voted on artwork for five routes connecting four elementary schools, parks, and community spaces such as the Bread Box Recreation Center and Cesar Chavez Library.

In conclusion, Mr. Hernandez noted that a community celebration was held February 8, 2025, on the front lawn of the Saint Mary's Nativity Church across from Closter Park to honor the artists, project partners, and community members who contributed to the project's success. The first sidewalk art piece was installed on the sidewalk in front of Closter Park and the remaining artwork will be installed by June 2025. Mr. Hernandez noted that the artwork will be inspected and maintained for five years through the Artists Ink contract.

Committee Member Jeff Wriedt asked for a list of locations of exact locations the murals are scheduled to be installed.

## **6. ANNOUNCEMENTS AND/OR COMMENTS**

Committee Member Eric Petersen announced that Caltrans bicycling committee meets quarterly. Mr. Petersen also announced that Silicon Valley will be hosting a "biketivist" discussion on learning about bike boulevards scheduled for March 19.

Committee Member Libby Sofer announced that Criterium Bicycle Race is being scheduled for mid-July in the City of Sand City.

Committee Member Nathalie Gomez announced that the Greenfield Recreational department bike group is scheduling a ride in collaboration with Bike Month.

Committee Member Ralph Wege asked for an update on the FORTAG project.

Mari Lynch, a member of the public, announced that Supervisor Chris Lopez will be at the Active Transportation Listening Session in San Ardo on March 10, 2025. Ms. Lynch asked staff to make a presentation to educate the community and committee on laws and ordinances related to biking and helmets.

## **7. ADJOURNMENT**

Chair Novo adjourned the meeting at 7:26 p.m.

**Memorandum**

**To:** Bicycle and Pedestrian Facilities Advisory Committee  
**From:** Ariadne Sambrano, Transportation Planner  
**Meeting Date:** April 2, 2025  
**Subject:** **Active Transportation Support Program Application Approval**

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**RECOMMENDED ACTION:**

**APPROVE** applications to the Active Transportation Support Program (ATSP) to award bike racks.

**SUMMARY:**

Approval by the Bicycle and Pedestrian Facilities Advisory Committee is required for applicants to the Active Transportation Support Program to be awarded. TAMC received an application from the Pearl Works for a bike rack in order to support their efforts to facilitate secure storage for their members who regularly bike to use the Pearl Works space.

**FINANCIAL IMPACT:**

The Pearl Works has requested a bike corral rack that can accommodate 4-6 bicycles. On their behalf, TAMC staff conducted a competitive procurement process to obtain quotes. Based on the lowest price quote, a bike corral rack has been preselected at a total cost of \$925.91.

**DISCUSSION:**

This is the first application the Bicycle and Pedestrian Committee has received from this applicant for the Active Transportation Support Program, and staff recommends approving this request to cover the cost of bike racks at Pearl Works.

**ATTACHMENTS:**

1. Active Transportation Support Program Application - Pearl Works

**WEB ATTACHMENTS:**



# ACTIVE TRANSPORTATION SUPPORT PROGRAM APPLICATION

Business / Agency Name: The Pearl Works

Address: 288 Pearl St. Monterey CA 93940

Contact Person: Kay Switzer Phone: (831)645-1165 Fax: N/A

Email Address: support@thepearlworks.com

Nature of Business / Agency: Co-working Space

Number of <sup>Members</sup> Employees: 50-60

Please specify reasons for requesting Active Transportation Support funds:

A. Who will use the services, training, or materials provided (e.g., employees, patrons, students):

*Members who regularly bike into use the space, individuals interested in the local businesses nearby, and regular employees at the Pearl Works.*

B. For what services will you be requesting funding (check all that apply):

Roll Repair

LCI Training

Bike Kit

Racks and Lockers

Please indicate the type of bicycle facility requested, the item letter, the mount style, and number desired. If you require assistance identifying the appropriate type of bicycle facility, contact TAMC staff at (831) 775-0903.

Rack / Locker / Repair Station	Style	Quantity
<u>Rack</u>	<u>M. Bike Corral</u>	<u>1</u>



# AGREEMENT TO PLACE AND MAINTAIN BICYCLE PARKING FACILITIES AND PROVIDE PRE- AND POST- INSTALLATION PHOTOGRAPHS

The following is an agreement between the Transportation Agency for Monterey County (TAMC) and the undersigned, hereinafter referred to as Recipient:

The Recipient agrees to participate in any and all agreed upon training programs that TAMC or partner's host. The Recipient is required to specify what type of trainings they would like to participate in. Recipients of Roll Repair program grant funds must document and host at least three events per twelve-month period training people how to repair equipment. Documentation must include at least three (3) photographs and at least one (1) paragraph describing the trainings. To continue participation in the Roll and Repair program after one fiscal year, the Recipient must submit an end of year summary that describes the applicant's involvement in the program, the number of clients served along with pictures documenting participant and client involvement to TAMC.

The Recipient agrees that TAMC will cover the purchase price (including tax, shipping, and handling) for maintenance tools and equipment provided by any program included in the Active Transportation Support Program. For equipment planned to be in a fixed location, installation and maintenance costs must be borne by the Recipient.

The Recipient agrees that within one month of receipt of parking devices from TAMC or its contracted supplier, unless other arrangements have been made in writing, to install (#) 1 rack(s)/locker(s) capable of holding (#) 4-6 bicycles/skateboards at the location described in the attached map, or (#) 0 repair station(s).

Said photograph and map are attached hereto as Exhibit A, and by this reference is incorporated as part of this Agreement. Recipient will arrange for and pay for the installation of the following type of bicycle facilities. Initials: KW

The recipient agrees to attach said bicycle facilities in a secure and theft-proof fashion following the appropriate standard outlined in the Active Transportation Support Program Guidelines. Recipient also agrees to maintain the facility and surrounding area for the life of the devices.

The recipient agrees to provide post installation photographs of the installed facility.

The recipient agrees to exonerate, indemnify, defend, and hold harmless TAMC, its officers, agents, employees, and volunteers, from and against any and all claims, demands, losses, damages, defense costs, or liability of any kind or nature which TAMC may sustain or incur or which may be imposed upon it for injury to or death of persons, or damage of property as a result of, arising out of, or in any manner connected with the Recipient's performance under the terms of this agreement, excepting any liability arising out of the sole negligence of TAMC.

Such indemnification includes any damage to the person(s), or property(ies) of the recipient and third persons. Recipient also agrees to accept, and TAMC hereby assigns, all manufacturing warranties of the awarded equipment, and Recipient absolves TAMC from any and all claims relating to the equipment itself.

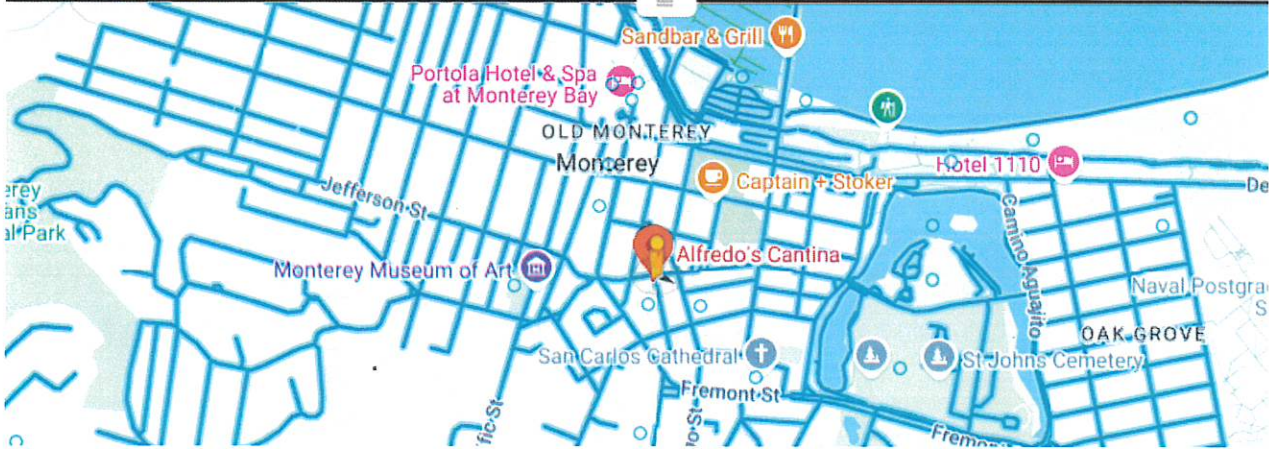
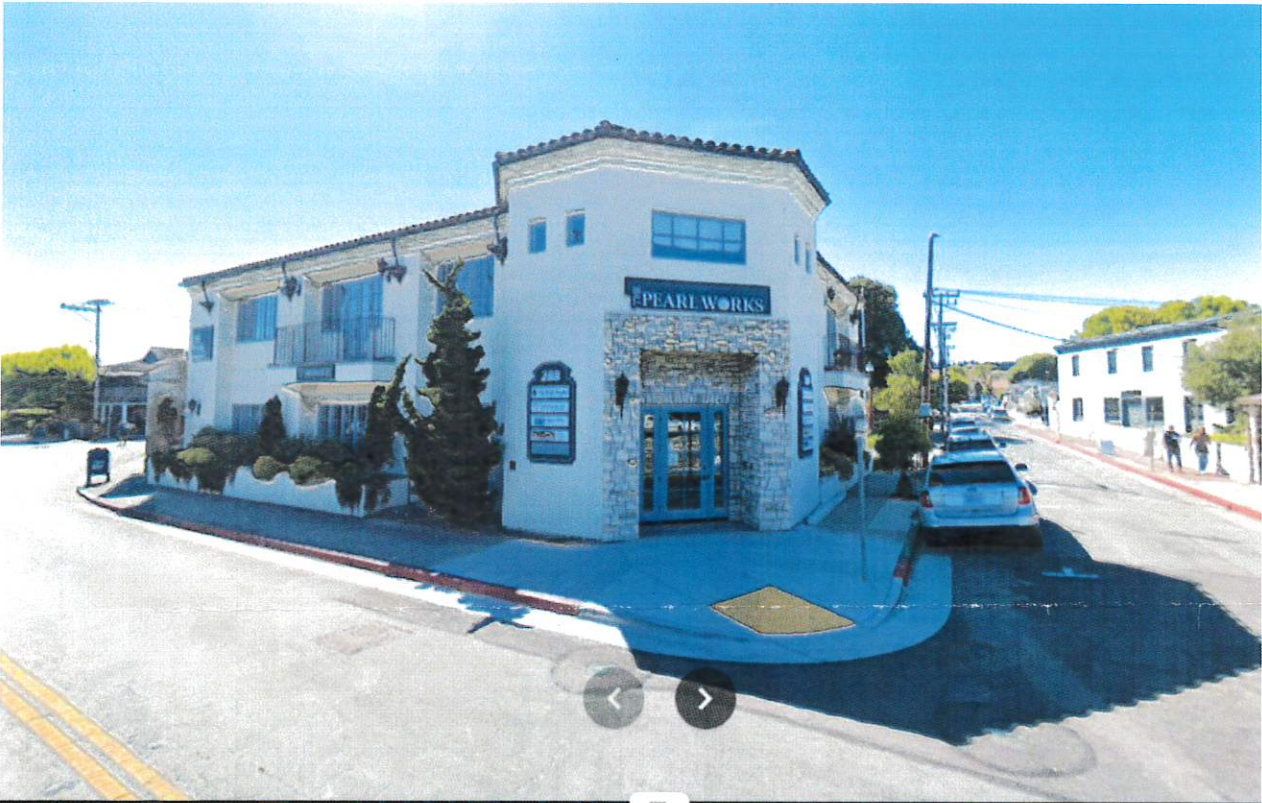
The recipient further agrees that TAMC may exercise its option to repossess said facilities, upon termination of the present place of business by the business or upon removal of the rack(s)/locker(s) from the herein specified location(s).

**RECIPIENT**

The Pearl Works  
Recipient's Business Name

By: [Signature]  
(Signature)  
288 Pearl St.  
(Address)  
Monterey, CA 93940  
(City)

Dated: 1/3/25



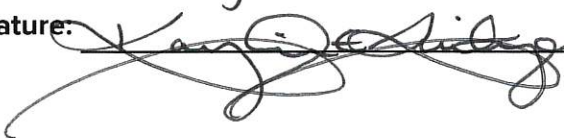
Please indicate the type of tools requested, the item letter, and number desired. If you require assistance identifying the appropriate type of tools, contact TAMC staff at (831) 775-0903.

Bike Kit / Roll Repair Kit Tool	Quantity
N/A	N/A

- Please be sure that the following items are enclosed to make this application complete:
1. Completed agreement to place and maintain parking facilities and repair stations and provide pre-installation and post-installation photographs.
  2. Photograph and site map of proposed parking facilities and repair station locations in relation to location of buildings, auto parking, etc.
  3. Documented property owner's permission (a letter) or public permit, if necessary, to install parking facilities and repair stations.

I certify that the owner of this property has granted permission to install bicycle racks at the location(s) above and the letter of permission or permit is included with this application. To the best of my knowledge and belief, the data and information included in this application is true and correct and I am authorized to file this application on behalf of the applicant.

Name and Title: Kaylin Switzer - Operations and Member Success Coordinator

Signature: 

Date: 1/3/25



Date: January 5, 2025

Transportation Agency for Monterey County  
Active Transportation Support Program  
55-B Plaza Circle  
Salinas, CA 93901

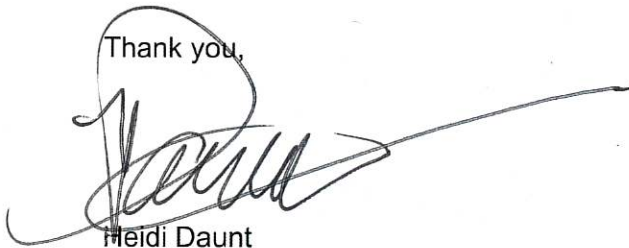
### LETTER OF AUTHORIZATION

Please be advised that I, Heidi Daunt, the owner of Kilcaskan Properties LLC, where the business The Pearl Works operates, authorize the installation of a bike rack on the front left side of the building.

Building address:  
288 Pearl St.  
Monterey, CA 93940

Please refer further communications on this to our Operations and Member Success Coordinator, Kaylin Switzer.

Thank you,

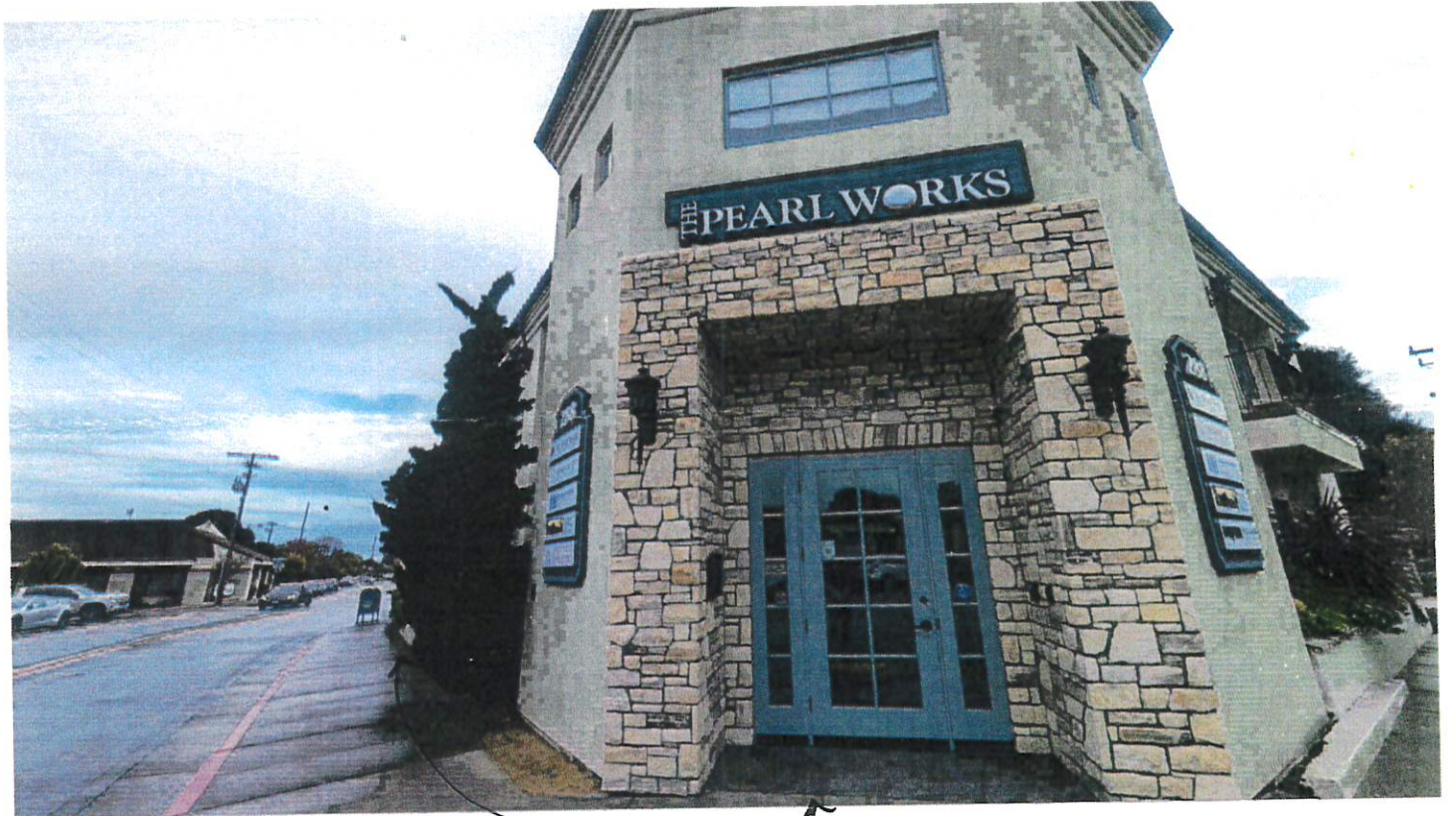
A handwritten signature in black ink, appearing to read 'Heidi Daunt', with a long horizontal flourish extending to the right.

Heidi Daunt  
Owner/Co-Founder

The Pearl Works.

1/3/25, 1:09 PM

PXL\_20250103\_210810528.MP.jpg



FRONT OF BUILDING

1/3/25, 1:09 PM

PXL\_20250103\_210759778.MP.jpg



LEFT SIDE OF BUILDING

1/3/25, 1:09 PM

PXL\_20250103\_210538401.MP.jpg



AREA WE WANT BIKE RACK INSTALLED

**Memorandum**

**To:** Bicycle and Pedestrian Facilities Advisory Committee  
**From:** Amelia Conlen, Senior Transportation Planner  
**Meeting Date:** April 2, 2025  
**Subject:** **Monterey County Regional Vision Zero Plan**

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**RECOMMENDED ACTION:**

**RECEIVE** a presentation on the Monterey County Regional Vision Zero Plan and **PROVIDE INPUT** on safety issues in Monterey County.

**SUMMARY:**

The Transportation Agency received a federal Safe Streets and Roads for All (SS4A) planning grant to prepare a Monterey County Regional Vision Zero Plan, which will include Vision Zero action plans for each jurisdiction in Monterey County that does not currently have one. Staff will provide an overview of the planning process and timeline, and request input on safety issues in participating jurisdictions in Monterey County.

**FINANCIAL IMPACT:**

TAMC was awarded a \$640,000 grant to prepare the Monterey County Regional Vision Zero Action Plan, with a local match of \$160,000 funded through the Service Authority for Freeways and Expressways (SAFE) Reserve funds.

**DISCUSSION:**

The Monterey County Regional Vision Zero Action Plan (Plan) will be a comprehensive county-wide safety action plan developed by TAMC in collaboration with partner agencies and other stakeholders to promote coordinated solutions to reduce fatalities and injuries due to traffic collisions. Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, and equitable mobility for all. Through the federal SS4A grant, TAMC's Monterey County Regional Vision Zero Action Plan will develop individual action plans for the 10 jurisdictions that do not currently have an adopted plan (the Cities of Monterey, Salinas, and Seaside have already adopted or are currently developing Vision Zero Plans). Adoption of a Vision Zero Action Plan will make the jurisdiction eligible for further funding to construct the improvements envisioned in the plan. The jurisdictions participating in the effort are:

1. City of Carmel by the Sea
2. City of Del Rey Oaks
3. City of Gonzales
4. City of Greenfield
5. City of King City
6. City of Marina
7. City of Pacific Grove
8. City of Sand City

9. City of Soledad
10. County of Monterey

In order to apply for an SS4A implementation grant, a jurisdiction must have an Action Plan that meets the following eligibility conditions:

1. Multimodal, systemic roadway safety analysis with mapping
2. A list of projects and strategies identified in the plan
3. At least 4 of the following items:
  - Commitment to eliminating roadway fatalities and serious injuries, and establishing a safety goal;
  - Convening a task force responsible for Action Plan development, implementation, and monitoring;
  - Meaningfully engaging the public, stakeholders, partner agencies;
  - Conducting an equity-centered process, analysis, and impact assessment;
  - Assessing and updating existing plans, policies, guides; or
  - Developing metrics to assess progress over time.

TAMC released a Request for Proposals on August 29th for a consultant to support the development of the Monterey County Regional Vision Zero Action Plan, and selected DKS Associates and Kimley Horn as the consultant team. The TAMC board approved the contract with DKS at their December 4th meeting.

The first phase of public outreach will take place in Spring 2025, and will include public workshops in each jurisdiction, community pop-up outreach events, and Task Force meetings that include local agencies and community organizations. There will also be an online survey and online mapping tool where community members can give input on safety concerns. Workshop dates and times will be shared with Committee members in advance.

TAMC staff and the consultant team will provide regular updates throughout the development of the Monterey County Regional Vision Zero Plan at BPC meetings. The Plan is expected to be completed at the end of 2026.

**ATTACHMENTS:**

None

**WEB ATTACHMENTS:**

## Memorandum

**To:** Bicycle and Pedestrian Facilities Advisory Committee  
**From:** Ariadne Sambrano, Transportation Planner  
**Meeting Date:** April 2, 2025  
**Subject:** **Moving with Purpose Project Update & Brainstrom for May 2025 Bike Month**

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### **RECOMMENDED ACTION:**

**RECEIVE** a presentation on the Moving with Purpose Project, **DISCUSS** and brainstorm ideas for Bike Month, and **PROVIDE** feedback to Transportation Agency staff.

### **SUMMARY:**

Transportation Agency staff will present on the *Moving with Purpose* project, which replaced the Golden Helmet Award with a social media campaign recognizing active transportation advocates. Staff will share social media analytics on engagement and seek Committee input on the project's impact and future direction. Additionally, staff are gathering ideas for Bike Month activities and will support any events Committee members wish to organize.

### **FINANCIAL IMPACT:**

Historically, TAMC has allocated a budget of \$30,000 for bicycle and pedestrian events. However, this year, there is no available funding for additional Bike Month-specific activities. TAMC staff are happy to support Bike Month events by providing existing outreach materials as needed.

### **DISCUSSION:**

In May 2024, Transportation Agency staff proposed replacing the Golden Helmet Award with a social media-based campaign to recognize active transportation advocates in a new and engaging way. The Moving with Purpose project highlights individuals who walk, bike, or skate, featuring testimonial videos that share personal stories from the Monterey County community. These videos have been distributed online, on social media, and through Transportation Agency programming to promote and normalize active transportation.

As part of this effort, staff will present social media analytics to showcase engagement with the project and seek input from the Committee on its impact and future direction.

Additionally, staff are looking for Committee input on potential Bike Month activities that members may want to lead or participate in. In past years, the Transportation Agency has hosted events such as bike safety classes, community rides, Bike and Walk to Work/School Day, bike movie nights, gear giveaways, and month-long challenges rewarding participants for logging their active transportation trips. Due to staff constraints, TAMC staff are unable to host Bike Month-related events this year but are happy to support committee members who wish to organize activities.

Internally, TAMC staff are developing a social media campaign focused on bike safety and education throughout May. They are also happy to support and promote any events or initiatives that Bike and

Pedestrian Committee members would like to coordinate.

**ATTACHMENTS:**

None

**WEB ATTACHMENTS:**