



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

Bicycle and Pedestrian Facilities Advisory Committee

Wednesday, August 5, 2026

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

MEETING LOCATION

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

Members of the public & Committee may join meeting online at:

<https://us02web.zoom.us/j/81221239231?pwd=amyHFG663rBUZ8QD8W4xBag3aY0ka4.1>

Webinar ID: 812 2123 9231

Passcode:191544

OR

Via 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.

Pursuant to Government Code Section 54952.7:

Please find Chapter 9, also known as the Ralph M. Brown Act:

https://leginfo.ca.gov/faces/codes_displayText.xhtml?division=2.&chapter=9.&part=1.&lawCode=GOV&title=5

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

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.

Formato alternativo de la agenda y recursos auxiliares: Si se solicita, la agenda se pondrá a disposición de las personas con discapacidad en formatos alternativos apropiados, según lo exige la Sección 202 de la Ley de Estadounidenses con Discapacidades de 1990 (42 USC Sec. 12132) y las normas y reglamentos federales adoptados en su aplicación. Las personas que soliciten una modificación o adaptación por discapacidad, incluyendo ayudas o servicios auxiliares, pueden comunicarse con el personal de la Agencia de Transporte al 831-775-0903. Las ayudas o servicios auxiliares incluyen instalaciones accesibles para sillas de ruedas, intérpretes de lengua de señas, intérpretes de español y materiales impresos en letra grande, braille o en disco. Estas solicitudes pueden ser presentadas por una persona con discapacidad que requiera una modificación o adaptación para participar en la reunión pública y deben hacerse al menos 72 horas antes de la reunión. Se hará todo lo posible para atender la solicitud.

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. Under this item, each member of the public is allowed two minutes to address concerns. Comments in items on this agenda may be given when that agenda item is discussed. 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 by 5:00 pm the Monday before the meeting, and such comments will be distributed to the Board before the meeting.

COMENTARIOS DEL PÚBLICO:

Cualquier miembro del público podrá dirigirse a la Comité sobre cualquier punto no incluido en la agenda, pero que sea de su competencia. En este punto, cada miembro del público tendrá dos minutos para plantear sus inquietudes. Se podrán formular comentarios sobre los puntos de este agenda cuando se discuta dicho punto. Se anima a quienes deseen dirigirse a la Comité para recibir comentarios del público o sobre un punto de la agenda que envíen sus comentarios por escrito a Maria en maria@tamcmonterey.org antes de las 5:00 pm del lunes anterior a la reunión. Dichos comentarios se distribuirán a la Comité antes de la reunión.

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 June 3, 2026.

- Maria Montiel

The draft minutes of the June 3, 2026, Bicycle and Pedestrian Facilities Advisory Committee meeting are attached for review.

4. **RECOMMEND** the Transportation Agency Board of Directors program \$15.8 million of Regional Surface Transportation Program funds to the 2026 Competitive Grants Program of Projects.

- Janneke Strause

The Transportation Agency Board approved releasing a call for projects for a new cycle of competitive grants at its March 2026 meeting. The grant applications were due June 5, 2026. Agency staff established an ad hoc committee of Bicycle & Pedestrian Facilities Advisory, Technical Advisory Committee members, and Agency staff to review and rank the applications and provide funding recommendations. That list of recommended projects is provided in this staff report.

5. **RECEIVE** presentation on the Wayfinding Signage Social Media Campaign.

- Nathalie Gomez

TAMC has completed construction of wayfinding signage around Monterey County. With the installation of the signage, staff has been conducting a social media campaign to promote the wayfinding routes. The social media campaign went from May to June, however staff continues to gather photos to help promote the campaign.

6. **ANNOUNCEMENTS and/or COMMENTS**

7. **GATHER** for group photo.

-

8. **ADJOURN**

ANNOUNCEMENTS

Next Committee meeting will be held at
Wednesday, September 2, 2026, at 6:00 P.M.
55-B Plaza Circle, Salinas, California 93901
Transportation Agency Conference Room

There will be a zoom link for hybrid participation.

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

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

55B Plaza Circle, Salinas, CA 93901

TEL: 831-775-0903

EMAIL: 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: August 5, 2026
Subject: **Draft BPC Minutes**

RECOMMENDED ACTION:

APPROVE the draft Bicycle and Pedestrian Facilities Advisory Committee Minutes for June 3, 2026.

SUMMARY:

The draft minutes of the June 3, 2026, Bicycle and Pedestrian Facilities Advisory Committee meeting are attached for review.

FINANCIAL IMPACT:**DISCUSSION:****ATTACHMENTS:**

1. BPC Draft June 3 2026 MINUTES

WEB ATTACHMENTS:

TRANSPORTATION AGENCY FOR MONTEREY COUNTY (TAMC)
Bicycle and Pedestrian Facilities Advisory Committee
Draft Minutes of June 3, 2026
Greenfield Council Chambers

599 El Camino Real, Greenfield CA 93927

Voting Members	JUN 25	AUG 25	SEP 25	OCT 25	NOV 25	JAN 26	FEB 26	MAR 26	APR 26	MAY 26	JUN 26
Eric Petersen, District 1	C	P	C	P	E	P	P	P	C	P	E
Victor Tafoya– District 2 (David Tavaréz)	A	P	A	P	P	P	A	E	A	P	A
Mike Novo – District 3, Chair (Nathalie Gomez)	N	P	N	P	P	P	P	P	N	P	P
Jeff Wriedt, District 4 (Frank Henderson)	C	A	C	P	P	P	P	P	C	P	E
District 5 – vacant (vacant)	E	-	E	-	-	-	-	-	E	-	-
D. L. Johnson, Carmel-By-The Sea, Vice Chair	L	P	L	P	P	E	P	P	L	P	P(VC)
Del Rey Oaks – vacant	L	-	L	-	-	-	-	-	L	-	-
Gonzales – vacant	E	-	E	-	-	-	-	-	E	-	-
Ernest Gallardo, Greenfield	D	P	D	P	P	P	P	P	D	P	P
King City – vacant		-		-	-	-	-	-		-	-
Liesbeth Visscher, Marina		A		P	P	P	P	E		E	P
Susie Bryan, Monterey (Katherine Eagerton)		A		E	A	A	A	A		P	P(VC)
Tim David, Pacific Grove (Lester Brown)		P		P	P	P	P	P		P	P(VC)
Chris Flescher, Salinas (Brian McMinn)		P		P	P	P	P	P		P	P
Kim Scudder, Sand City		A		P	A	A	A	-		P	A
Ralph Wege, Seaside (Jan Valencia)		P		P	P	P	P(A)	P		P	P
Ryan Hunzie, Soledad		-		P	A	P	E	P		-	A
Natalie Florez, Monterey Salinas Transit (Michelle Overmeyer)		P		P	P	P	P	P		P	P
Mark Chaffey, Velo Club of Monterey (Alex Capelli)		P		P	P	P	E	E		P	A
N. County Recreation & Park District – vacant		-		-	-	-	-	-		-	-
Salinas Public Works – vacant		-		-	-	-	-	-		-	-
Monterey County Public Works – vacant		-		-	-	-	-	-		-	-
Caltrans - District 5 – vacant		-		-	-	-	-	-		-	-
AMBAG (Will Condon)		A		P	A	A	A	A		-	A
CSUMB – vacant		-		-	-	-	-	-		-	-

TRANSPORTATION AGENCY STAFF	JUN 25	AUG 25	SEP 25	OCT 25	NOV 25	JAN 26	FEB 26	MAR 26	APR 26	MAY 26	JUNE 26
Odalys Barajas, Transp. Planner	C							*P	C	P(VC)	P
Ryan Bigelow, Contracts & Grants	A	-	C	-	P(VC)	A	A	A	A	A	A
Doug Bilse, Principal Engineer		P	A	A	A	A	A	A	N	A	A
Ariana Green, Principal Transp. Planner		-		-	-	-	-	-		P(VC)	A
Alissa Guthrie, Assoc. Transp. Planner	N									P	A
Aaron Hernandez, Transp. Planner		A	N	A	A	P(VC)	P	A	C	A	P
Sophia Linnervorse, Transp. Planner	C									*P	P(VC)
Maria Montiel, Administrative Assistant	E	P	C	P	P	P	P	P	E	P	P
Todd Muck, Executive Director	L	A	E	A	P	P	A	A	L	P	E
Janneke Strause, Senior Transp. Planner	E	A	L	P	P(VC)	A	A	P	E	P	P
Christina Watson, Director of Planning	D	A	E	P	P	P(VC)	A	P	D	P	P
Laurie Williamson, Senior Engineer		A	D	A	P	A	A	A		A	A
Mike Zeller, Director of Programming and Project Delivery						A	P(VC)	A		A	A

OTHERS PRESENT:

Alberto	Public	Alexandra Lee Gardner	Public
Eric Petersen	Public	Jamie Tugel	City of Greenfield staff
Hugh Louch	Fehr & Peers	Liliana Elizabeth	Public
Nathalie Gomez	District 3 Alternate	Scott Mace	Public

- Chair Novo called the meeting to order at 6:00 p.m. A quorum was established, and Maria Montiel took roll call.

2. PUBLIC COMMENTS

None.

3. BEGINNING OF CONSENT AGENDA

M/S/C Gallardo /Wege /unanimous

- Approved minutes of the Bicycle and Pedestrian Facilities Advisory Committee meeting of May 6, 2026.
- Approved Active Transportation Support Program Applications.

END OF CONSENT AGENDA

4. **LEGISLATIVE UPDATE**

The Committee received an update on state legislative issues and recommended the Board of Directors adopt positions on proposed legislation.

Christina Watson, Director of Planning, highlighted the draft legislative program items of interest to the Committee. Bills of particular interest to the Bicycle and Pedestrian Facilities Advisory Committee include the following:

- AB 1976 (Wicks): Streets and highways: pedestrian and bicycle facilities
- AB 2346 (Wilson): Vehicles: electric bicycles and speed limits
- SB 1167 (Blakespear) Vehicles: electric bicycles

Committee Member Ralph Wege noted that we need more enforcement on electric bicycles.

Committee Member Tim David noted that the City of Pacific Grove Traffic Safety Department joined forces with Police Department and are working on a task force.

Public Comment

Scott Mace, City of Carmel resident noted that Transportation Agency staff should consider discussing electric bicycle with the Sea Otter Classic they have over four thousand in attendance.

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

The Committee received a presentation on the Monterey County Active Transportation Plan Update.

Janneke Strause, Senior Transportation Planner reported that the Monterey County Active Transportation Plan (ATP) will develop a comprehensive strategy to create walking, biking and non-motorized transportation options for vulnerable and underserved persons throughout the county. She noted that this update is necessary to deliver project recommendations that can be directly implemented into the State Highway Operations and Protection Program (SHOPP). She noted that this Plan will include a Level of Traffic Streets (LTS) analysis that will assess the experience of non-automotive road users and produce an interactive map highlighting existing bicycle and pedestrian network gaps to help TAMC and local jurisdictions focus on implementing the most impactful projects in our transportation network.

Strause noted that the Plan advances the Caltrans 2024-2028 Strategic Plan safety goal to reduce fatalities and serious injuries for bicyclists, pedestrians, and other vulnerable road users; equity goal to improve multimodal connectivity in underserved communities; climate action goal to reduce greenhouse gas emissions; and prosperity goal to improve multimodal access to destinations.

The Committee made the following comments on the Active Transportation Program Plan Update:

- Consider separating the bicycles and pedestrians for safety
- Consider reducing speeds in downtowns to 20 miles per hour
- Consider more safety outreach for kids
- Consider interactive maps of sites and routes for the public to view
- Consider presenting to city traffic safety commissions
- Consider reaching out to the school districts

6. COMPETITIVE GRANTS – REVIEW COMMITTEE

The Committee nominated up to three members of the Bicycle and Pedestrian Facilities Advisory Committee to serve on the TAMC Competitive Grant Application Review Committee.

Janneke Strause, Senior Transportation Planner, reported that the Transportation Agency Board approved a new cycle of competitive grants at its March 2026 meeting. She noted that the grant applications for projects proposed for funding are due June 5, 2026. Strause noted that Agency staff is seeking to establish an ad hoc committee to review and rank the applications and provide funding recommendations.

The following committee members volunteered to serve on the TAMC Competitive Grant Application Review Ad Hoc Committee:

- DL Johnson
- Ralph Wedge

7. ANNOUNCEMENTS AND/OR COMMENTS

Committee Member Flores announced Monterey-Salinas Transit will be disposing bike racks. She noted that you are welcome to submit an official letter to MST to request a rack for donation.

Committee Member Gallardo expressed the problem with electric scooters, and he spoke with Chief of Police of Greenfield to address the problem. He noted that parents and kids need to be given the laws and rules on riding electric scooters.

8. ADJOURNMENT

Chair Novo adjourned the meeting at 7:25 p.m.

Memorandum

To: Bicycle and Pedestrian Facilities Advisory Committee
From: Janneke Strause, Senior Transportation Planner
Meeting Date: August 5, 2026
Subject: **2026 Competitive Grants Program of Projects**

RECOMMENDED ACTION:

RECOMMEND the Transportation Agency Board of Directors program \$15.8 million of Regional Surface Transportation Program funds to the 2026 Competitive Grants Program of Projects.

SUMMARY:

The Transportation Agency Board approved releasing a call for projects for a new cycle of competitive grants at its March 2026 meeting. The grant applications were due June 5, 2026. Agency staff established an ad hoc committee of Bicycle & Pedestrian Facilities Advisory, Technical Advisory Committee members, and Agency staff to review and rank the applications and provide funding recommendations. That list of recommended projects is provided in this staff report.

FINANCIAL IMPACT:

At its March 25, 2026 meeting, the Transportation Agency Board approved \$15.4 million in RSTP and TDA 2% funding, including deprogrammed RSTP funds, for a new round of competitive grants. The funding includes \$2 million for Quick-Build and Pilot Projects and \$13.4 million for Competitive projects.

DISCUSSION:

In establishing the Regional Surface Transportation Program Competitive Grants program, the Transportation Agency is seeking to fund projects that advance the goals of the Transportation Agency Board. These include delivering projects of regional significance that improve safety, provide maintenance for existing facilities, or support the development of a multimodal transportation network utilizing the principles of Complete Streets. Fair geographic balance in the distribution of funds and cost-effectiveness of the proposed projects are also taken into consideration when awarding grant funds.

The competitive grant application is composed of four sections, each with 25 available points, for a total possible application score of 100 points. The four categories are Project Information & Regional Significance, Complete Streets, Project Readiness & Cost Effectiveness, and Prior Project Delivery Performance. The scoring for the application was approved by the Transportation Agency Board to favor projects that improve regional routes with high traffic volumes, include bicycle and pedestrian facilities and safety enhancements, can be completed within the three-year funding window, and support sponsors that are utilizing their RSTP fair share allocations and have a history of delivering projects within the three-year funding cycle.

The quick-build and pilot project grant application is composed of one section for a total possible

application score of 100 points. The scoring for the application was approved by the Transportation Agency Board to favor projects that use semi-permanent materials to quickly address a safety need, improve comfort for people biking and walking, improve access to or for a disadvantaged community, and is implemented during a pavement maintenance project. The pilot project application favors projects that engage the community, measure progress and performance, and provide a foundation for potential permanent infrastructure.

In June 2026, the Technical Advisory and Bicycle & Pedestrian Committees nominated committee members to the application review committee to review and score the applications:

- Octavio Hurtado, City of Gonzales
- Marissa Garcia, City of Monterey
- D.L. Johnson, Bicycle and Pedestrian Facilities Committee Member
- Ralph Wege, Bicycle and Pedestrian Facilities Committee Member
- Doug Bilse, TAMC Staff
- Janneke Strause, TAMC Staff

Competitive Grant Program

The Transportation Agency received six completed competitive grant applications, totaling \$13,881,319 in requested Regional Surface Transportation Program grant funding. Each application was reviewed and scored by four committee members. The attached summary sheet provides an overview of the projects submitted for consideration, and how the applications were scored by the review committee. The following projects are recommended by Agency staff for funding in ranked order:

- City of Monterey - The North Fremont Gap Closure Project - \$2,862,000
- City of Gonzales - Gonzales Citywide Multimodal Improvement Project - \$3,219,773
- City of Seaside - Coe Avenue and General Jim Moore Boulevard and Seaside MS Intersection Improvements - \$2,231,000
- County of Monterey - Prunedale Roundabout Project - \$2,868,546
- City of Pacific Grove - Walkway, Sunset Drive - \$200,000
- Monterey-Salinas Transit - MST High-Capacity Bus Replacement Project - \$1,634,103

Staff recommends funding all the applications requesting competitive grant funds. The total amount of projects recommended for funding is \$13.0 million, which is less than the fund estimate approved by the Transportation Agency Board of \$13.4 million. The balance of competitive funds is \$408,532.

Quick-Build Grant Program

The Transportation Agency received four complete quick-build project applications, totaling \$2,408,532 in requested Regional Surface Transportation Program grant funding. No pilot project applications were submitted. Each application was reviewed and scored by four committee members. The attached summary sheet provides an overview of the projects submitted for consideration, and how the applications were scored by the review committee. After considering the scores and factoring in whether the project satisfied the program's intention, the following projects are recommended by Agency staff for grant funding in ranked order:

- City of Gonzales - Gonzales Quick-Build Project - \$187,000
- County of Monterey - San Juan Road Improvement Project - \$870,000
- City of Soledad - Citywide Ped and Signal Upgrade Project - \$965,000

- Count of Monterey - Moss Landing Road Pedestrian Path - \$386,532

Staff recommends funding all the applications requesting quick-build grant funds. The total amount of projects recommended for funding is \$2,408,532, which is \$408,532 more than the fund estimate approved by the Transportation Agency Board of \$2 million. Staff proposes to use the balance of approved Competitive Grant funds of \$408,532 to cover the difference.

ATTACHMENTS:

1. 2026 Competitive Grants Score Summary - Combined

WEB ATTACHMENTS:

Transportation Agency for Monterey County



2026 Competitive Grants - Funding Recommendation

Application Code	Project Title	Sponsor	Funding Requested	Total Project Cost	Share of Other Funds	All Other Funds Secured	Application Score	Recommended Funding
MRY-COM26-01	The North Fremont Gap Closure Project	Monterey	\$2,862,000	\$3,643,000	21%	Yes	83.50	\$2,862,000
GON-COM26-01	Gonzales Citywide Multimodal Improvement Project	Gonzales	\$3,219,773	\$4,515,446	29%	Yes	82.25	\$3,219,773
SEA-COM26-01	Coe Avenue and General Jim Moore Boulevard and Seaside MS Intersection Improvements	Seaside	\$2,231,000	\$2,466,000	10%	Yes	81.75	\$2,231,000
MON-COM26-01	Prunedale Roundabout Project	County of Monterey	\$2,868,546	\$8,694,763	67%	No	79.75	\$2,868,546
PG-COM26-01	Walkway, Sunset Drive	Pacific Grove	\$200,000	\$220,000	9%	Yes	69.50	\$200,000
MST-COM26-01	MST High-Capacity Bus Replacement Project	Monterey-Salinas Transit	\$2,500,000	\$4,230,290	41%	No	65.25	\$1,634,103
			\$13,881,319	\$23,769,499				\$13,015,422

2026 Quick-Build Grants - Funding Recommendation

Application Code	Project Title	Sponsor	Funding Requested	Total Project Cost	Application Score	Recommended Funding
GON-QB26-01	Gonzales Quick-Build Project	Gonzales	\$187,000	\$187,000	82.75	\$187,000
MON-QB26-01	San Juan Road Improvement Project	County of Monterey	\$870,000	\$870,000	82.25	\$870,000
SOL-QB26-01	Citywide Ped and Signal Upgrade Project	Soledad	\$965,000	\$965,000	78.50	\$965,000
MON-QB26-02	Moss Landing Road Pedestrian Path	County of Monterey	\$386,532	\$386,532	71.25	\$386,532
			\$2,408,532	\$2,408,532		\$2,408,532

Fund Summary	
Regional Surface Transportation Program - Competitive	\$11,680,000
Transportation Development Act 2%	\$1,050,000
Deprogrammed competitive projects	\$693,954
Total Competitive Funds Available (Estimate)	\$13,423,954
Total Request for Competitive Funds	\$13,015,422
Unprogrammed Balance of Competitive Funds	\$408,532
Total Request for Quick-Build Funds	\$2,408,532
Total Quick Build Funds	\$2,000,000
Balance of Quick-Build Request	-\$408,532

Memorandum

To: Bicycle and Pedestrian Facilities Advisory Committee
From: Nathalie Gomez, Transportation Planning Intern
Meeting Date: August 5, 2026
Subject: **Wayfinding Sign Social Media Campaign**

RECOMMENDED ACTION:

RECEIVE presentation on the Wayfinding Signage Social Media Campaign.

SUMMARY:

TAMC has completed construction of wayfinding signage around Monterey County. With the installation of the signage, staff has been conducting a social media campaign to promote the wayfinding routes. The social media campaign went from May to June, however staff continues to gather photos to help promote the campaign.

FINANCIAL IMPACT:

The Regional Wayfinding Program Signs project was funded through Senate Bill 1 Local Partnership Program Formula funds, matched with Regional Surface Transportation Program funds. Construction was awarded to Statewide Safety & Signs, Inc. for \$456,990, with an additional \$68,550 contingency for a total authorized construction budget of \$525,540.

DISCUSSION:

The Regional Pedestrian and Bicyclist Wayfinding Plan for Monterey County provided 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 bicycling and walking as viable transportation alternatives for Monterey County residents and visitors.

The locations for the wayfinding signs were identified through the Regional Bicycle and Pedestrian Wayfinding Plan and coordinated with local jurisdictions to maximize connectivity along existing and planned bicycle and pedestrian facilities. Routes were selected based on their ability to connect major destinations and close network gaps.

To promote sign locations and encourage residents and visitors to explore local destinations, TAMC launched a social media campaign. The social media campaign highlighted the new signage, showcased featured routes and landmarks, and encouraged community participation through the hashtag #FindYourWayMRY. The campaign was conducted from March to June 2026 and was organized in three phases: building awareness of the new signs, educating the public on how to use the wayfinding system, and encouraging people to incorporate active transportation into their daily travel. Campaign materials included graphics, reels (short videos), and educational posts shared through TAMC's social media platforms, @tamcmonterey.

Staff will provide an overview of the campaign and present the outreach results at the Committee meeting.

ATTACHMENTS:

1. Have you seen the signs Greenfield
2. you, me & wherever this leads
3. Monterey Wayfinding Sign
4. Monterey Wayfinding Sign 2

WEB ATTACHMENTS:

HAVE YOU SEEN THE SIGNS?



FREEWAY →

MONTEREY COUNTY

GREENFIELD

you, me & wherever this leads





Downtown



0.1 MILE  1 MIN  3 MIN



Recreation Trail

0.5 MILE  3 MIN  10 MIN



**Del Monte
Shopping Center**

1 MILE  6 MIN  20 MIN

Veterans Park



1.5 MILES  10 MIN  30 MIN

**1 HOUR
PARKING**
9am to 6pm
MON-SAT
VEHICLE MUST BE MOVED AT
LEAST 150 FEET FROM PARKING
SPACE WHEN TIME LIMIT EXPIRES
M.C.C. 20-79 & 80

A.G. MELVILL
The UPS Store

BEER

BRUNCH

