

TRANSPORTATION AGENCY FOR MONTEREY COUNTY

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HIGHLIGHTS

May 25, 2016

CORRECTION

TAMC HONORS COMMUNITY ACTIVIST FOR CONTRIBUTIONS TO IMPROVE TRANSPORTATION IN MONTEREY COUNTY

Jeanette Pantoja is one of Salinas' own. She is a graduate of Everett Alvarez High, a graduate of UC Berkeley and before she leaves her position as the Land Use Coordinator for Building Healthy Communities next month to pursue a Master's Degree in Urban Planning at Harvard University, the Transportation Agency for Monterey County took a moment to acknowledge her contributions and advocacy for transportation safety, active transportation and equity in Monterey County.

Ms. Pantoja has served as a member of the Transportation Safety & Investment Plan Community Leaders Group in an exemplary manner, with participation that has been thoughtful and well received. She applied her considerable skills, experience, and knowledge as a diligent advocate for transportation safety and equity issues in Monterey County, whose efforts resulted in a "Transportation Safety & Investment Plan" that is both well balanced and equitable, making her an invaluable asset to the Community Leaders Group.

As the Land Use Coordinator for Building Healthy Communities – East Salinas, Ms. Pantoja, provided testimony at several public hearings of the 2014 Regional Transportation Plan, emphasizing the needs of low income and vulnerable populations, resulting in a regional plan that represents the diverse communities in Monterey County.

Her invaluable input has contributed to the development of Transportation Safety & Investment Plan, the Regional Bicycle and Pedestrian Wayfinding Plan and the 2014 Regional Transportation Plan.

TAMC ADOPTS REGIONAL PEDESTRIAN AND BICYCLIST WAYFINDING PLAN

The Agency's Board of Directors adopted the Regional Pedestrian and Bicyclist Wayfinding Plan which provides 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.

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.