

# SAFE STREETS TOGETHER MONTEREY COUNTY



Safe Streets Together Monterey County  
Transportation Agency for Monterey County  
Board of Directors

September 22, 2026 |  
9:00 -11:00 am

# ROADWAY SAFETY CRISIS



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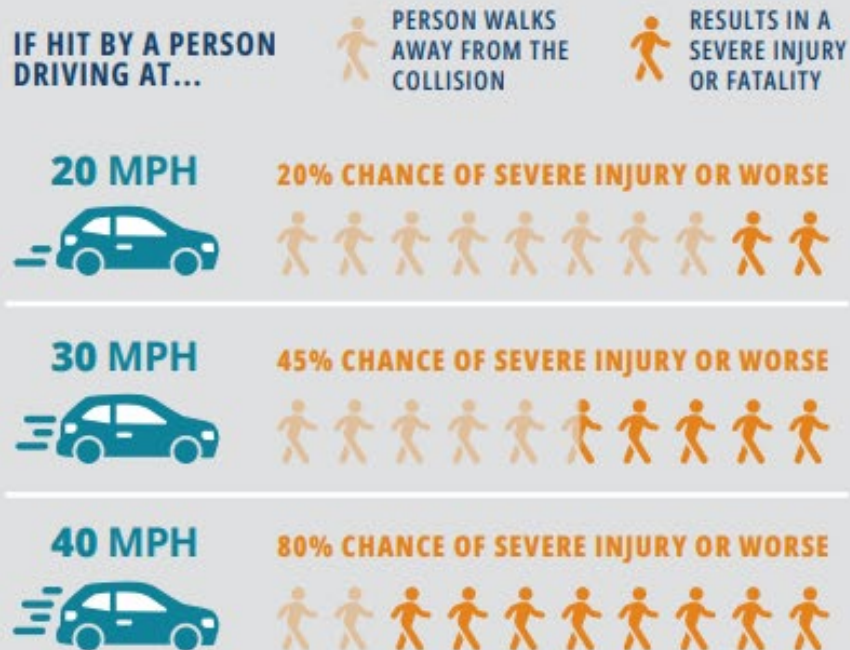
Photo: Courtesy of California Highway Patrol - Monterey

# ROADWAY SAFETY CRISIS



Photo: Courtesy of California Highway Patrol – Monterey

# WHY THIS MATTERS



**FIGURE 5. PEDESTRIAN INJURY OUTCOMES BASED ON VEHICLE IMPACT SPEEDS**

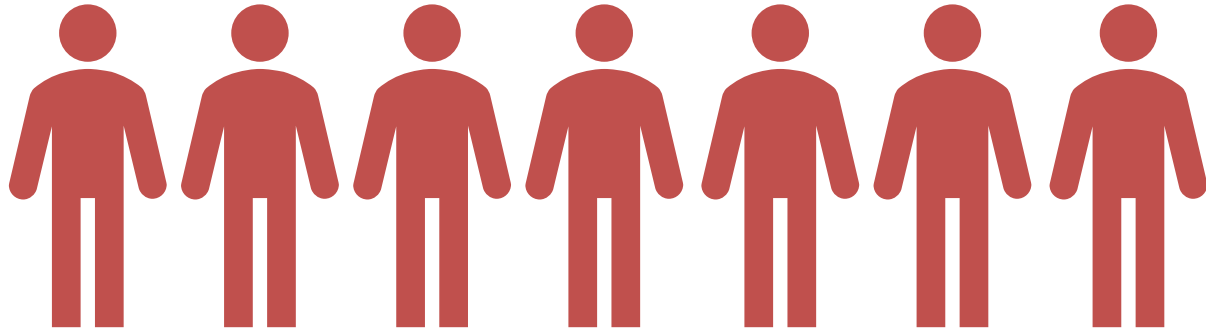
Source: NHTSA Countermeasures that Work, Pedestrian Safety, Understanding the Problem.

## HIGHER SPEEDS REDUCE A DRIVER'S FIELD OF VISION



**FIGURE 6. EFFECT OF SPEED ON A DRIVER'S FIELD OF VISION**

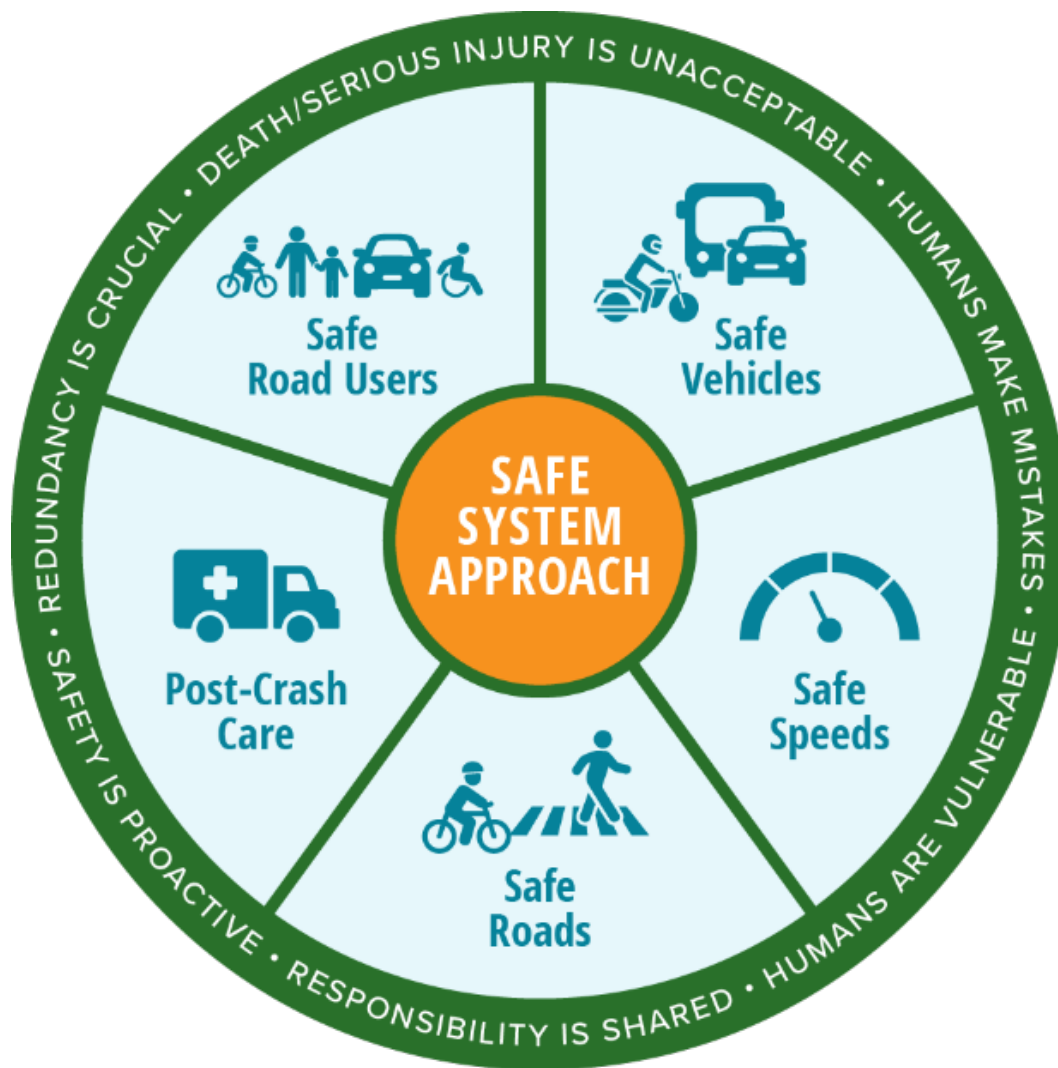
# Roadway Safety Crisis



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**EVERY DAY**

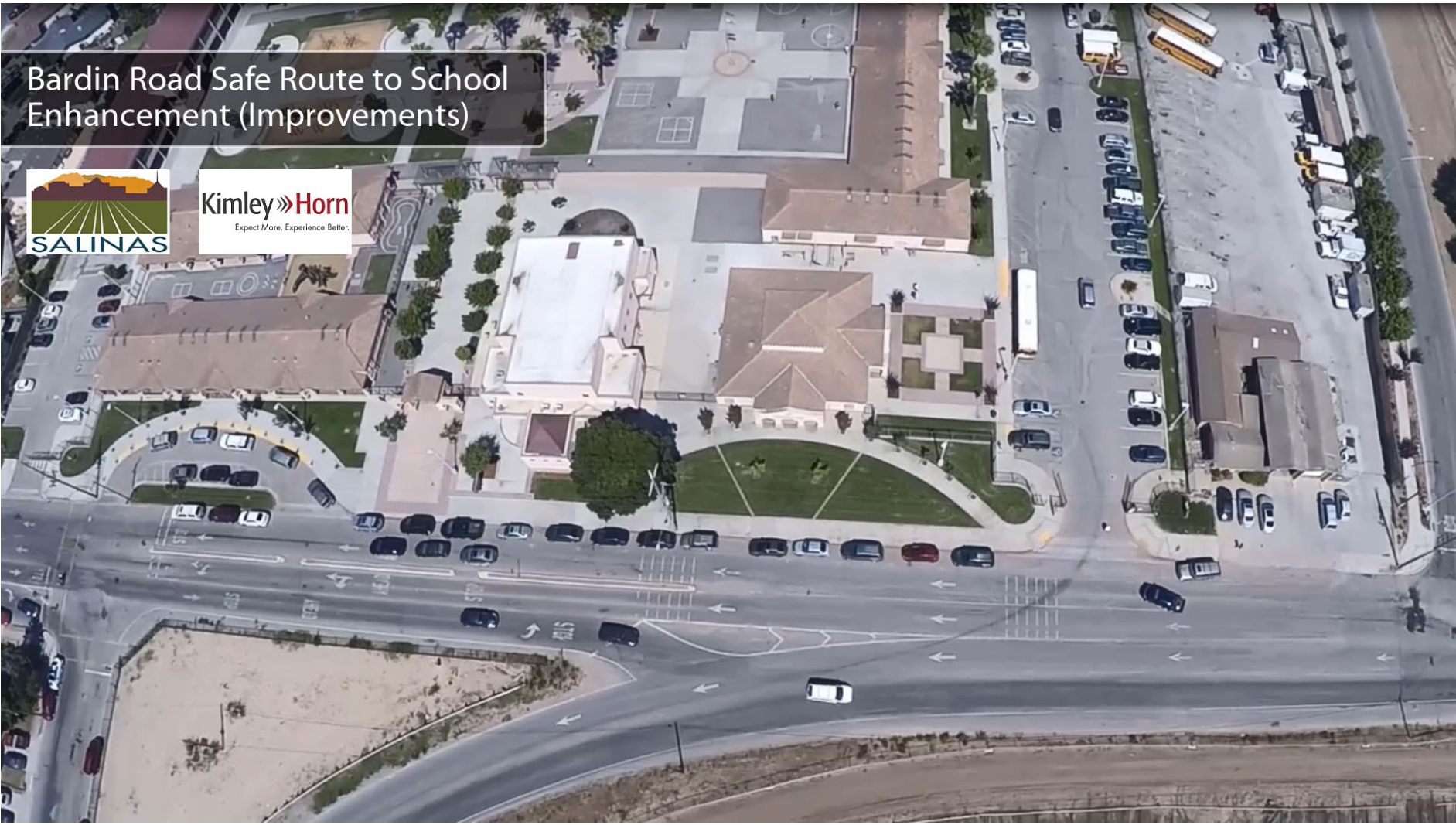
# New Approach



# Bardin Road Safe Route to School Enhancement (Improvements)



**Kimley»Horn**  
Expect More. Experience Better.



# Safe Roads

## Bardin School SRTS Pick Up Improvements, Salinas



# Initiative #1: Vision Zero Action Plan

## MONTEREY COUNTY REGIONAL VISION ZERO SAFETY ACTION PLAN



APPROVED ON MARCH 25, 2026



Complimented by existing safety action plans  
for the cities of Monterey, Salinas, and Seaside



## CHAPTER 2:

# Foundations for Decision-Making



**TAMC believes that everyone deserves to arrive home safely. In 2024, TAMC set out to develop this Regional Vision Zero Safety Action Plan to provide the framework to address roadway fatalities and serious injuries in Monterey County.**

In addition to this Regional plan, TAMC supported the development of safety action plans for nine participating cities and the unincorporated County. Individual agency plans provide a localized look at the unique safety needs and priority projects that are important within each community. In contrast, this Regional plan provides a broad view of the safety needs across the entire region, and outlines high priority strategies for addressing risky behaviors and reducing crash risks on a regional scale.

TAMC developed these plans with funding through a grant awarded by the U.S. Department of Transportation through the Safe Streets and Roads for All program (SS4A). In addition to the nine participating cities, three cities have existing safety plans that were developed through separate city-led efforts. The Regional Plan and local agency plans were developed to complement one another. Together, they provide a coordinated and comprehensive roadmap for improving safety and saving lives throughout Monterey County.



**FIGURE 2. REGIONAL AND AGENCY-SPECIFIC PLANS**

# Initiative #2: Safe Routes to School

saferoutesmonterey.org

Safe Routes to School

PROGRAMS FOR FAMILIES FOR SCHOOLS WHAT'S NEW ABOUT US

Get Involved

English Español



Teaching Monterey County kids how to safely carpool, walk, bike, skateboard, and scoot to school.

Get Involved Today >

## SRTS Planning & Participatory Budgeting

- Seaside & Marina  
(adopted)
- Salinas (adopted)
- Salinas Valley (adopted)
- North County (Spring  
2026)



# Crossing Guard Trainings



# Youth Engagement

- Cal State Monterey Bay
- Middlebury Institute
- North County SRTS Plan
- Salinas Sidewalk Art
- Alisal Sidewalk Art
- Soledad ATP Grant
- Safety Campaign



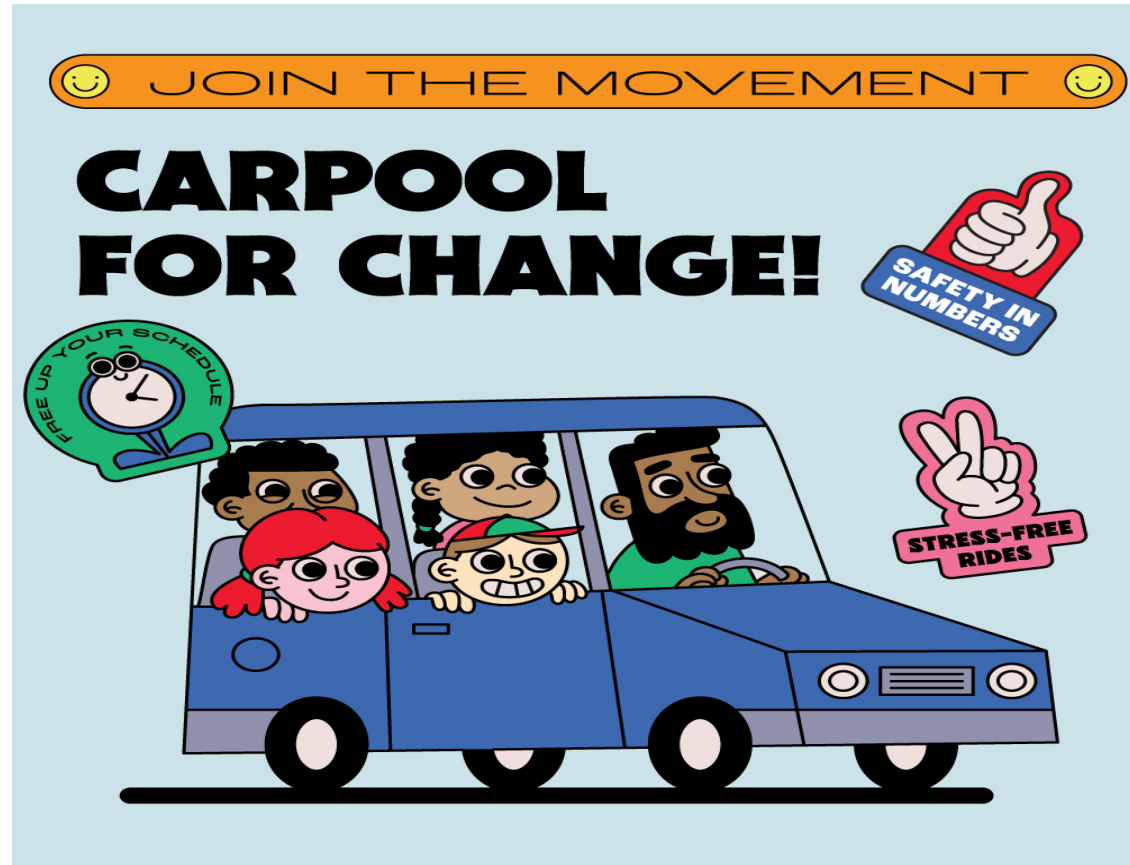
# Sidewalk Art

- Alisal Greening (complete)
- Alisal High (Active)
- King City (Active)
- Planned:
  - North Salinas
  - Marina



# School Pool

- GoKid Platform
- Pilot 3 Schools Seaside (Fall 2026)
- Construction Traffic Mitigation



# Initiative #3: Safety Campaign



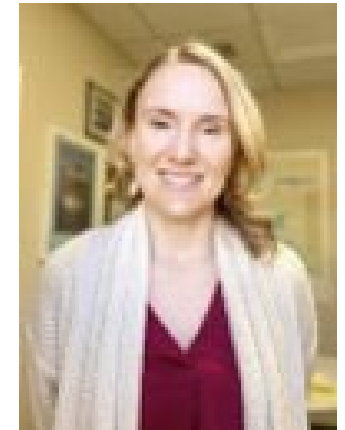
# Middlebury Institute of International Studies at Monterey Collaboration



Middlebury Institute *of*  
International Studies at Monterey



Gabriel (Gabi) Guillén, PhD



Carolyn Taylor Meyer

# Campaign Objectives



Raise Awareness



Change Behavior



Community Engagement

# Target Audiences



Trucks & Drivers



School Zone Safety



Pedestrians & Cyclists



# Community Engagement

**EnLACE empowers Monterey County residents to build stronger, healthier communities.**

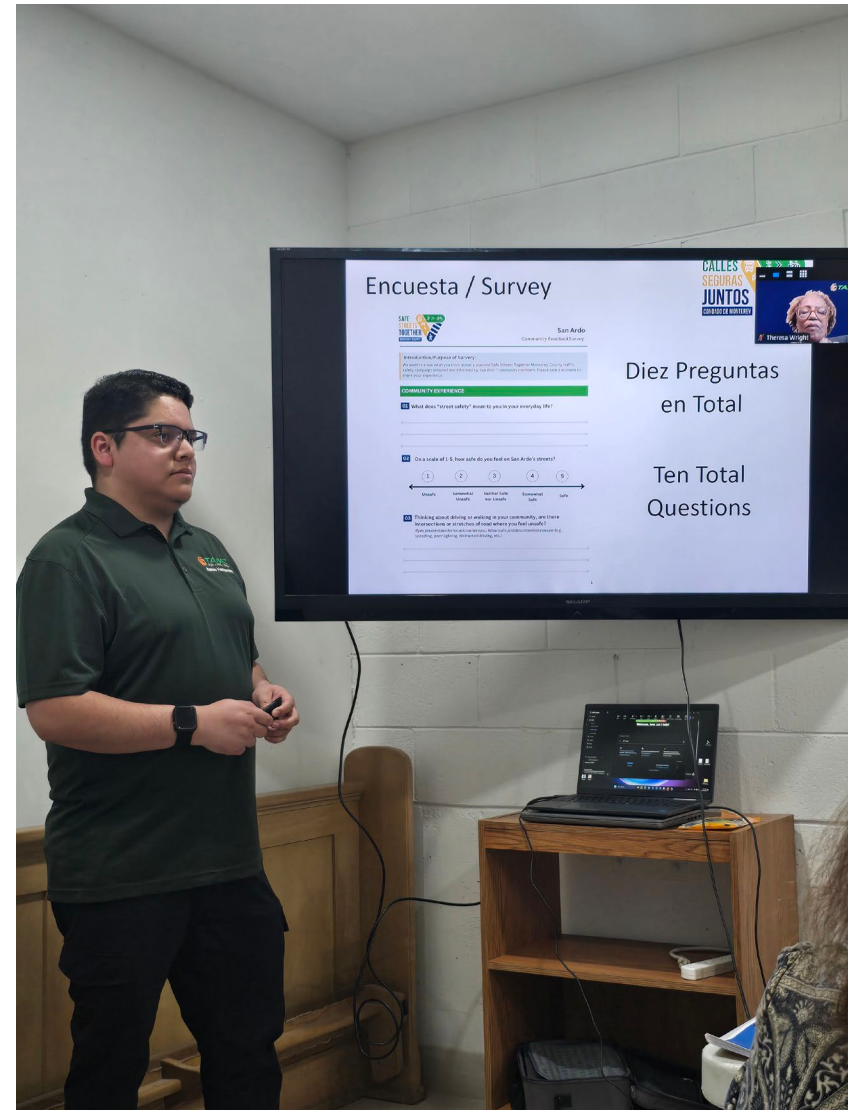
Brady Barrow Aug 6, 2015 0



Photo: Nic Coury

Monterey County Now – August 6, 2015

# San Ardo King SSTMC Community Meetings





# Campaign Materials



Stickers



Keychains

# Campaign Materials



## Pledge Card

# Campaign Materials

## Yard Signs



# Campaign Materials



# Campaign Materials



**DRIVE LIKE YOUR FAMILY LIVES HERE**  
**MANEJE COMO SI SU FAMILIA**  
**VIVIERA AQUÍ**



# Campaign Materials



# Campaign Materials



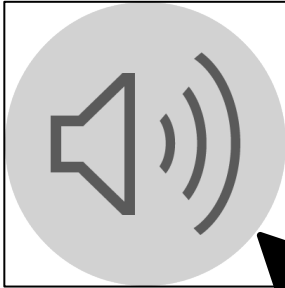
**Safe driving is everyone's responsibility.**



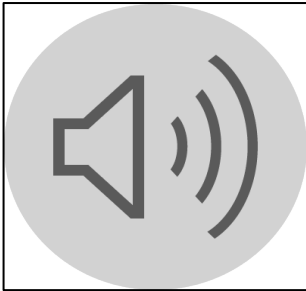
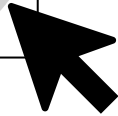
**Manejar seguro es responsabilidad de todos.**

# Campaign Materials

## Radio Spots



It's a road not a racetrack.



Safe driving is everyone's responsibility.



Drive like your family lives here.

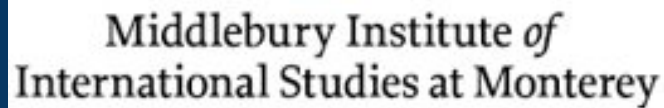
# San Ardo – Safe Driving



Safe Streets Together Monterey County is a community safety awareness campaign partnership between:



## The logo for 'Safe Streets Together Monterey County' features the text 'SAFE STREETS TOGETHER' in large, bold, sans-serif letters. 'SAFE' is green, 'STREETS' is orange, and 'TOGETHER' is blue. Below this, 'MONTEREY COUNTY' is written in white inside a blue rectangular box. To the right of the text is a stylized graphic of a road. The road is orange and curves upwards, with a white dashed line down the center. On the road are icons for a bus, a car, and a person walking. To the right of the road is a green rectangular area with a white icon of a person on a bicycle and a white double arrow pointing right. Below the green area is a blue rectangular area with a white icon of a person walking.



# King City Community Meeting

## July 20, 2026





## THE ROTARY LOUNGE



**Rotary Sponsors:**  
King City Rotary Club  
Saratoga Rotary Club  
Gorham Rotary Club  
Kaiser Valley Regional Club  
Hartnell College Rotaract Club  
King City High School Interact Club

**Platinum Sponsors:**  
Andy Maness & Steve Schmidt  
Borrelli Accounting  
Kendall's Inn  
Mee Memorial Healthcare System  
King City Chiropractic

**Gold Sponsors:**  
Carry Printing  
Bengard Realty  
Alvarez Technology Group  
Mechanics Bank





Safe Streets Together Monterey County  
King City

| Category        | Item             | Quantity | Unit Price | Total Price |
|-----------------|------------------|----------|------------|-------------|
| Food & Beverage | Water Bottle     | 1        | \$1.50     | \$1.50      |
|                 | Coffee           | 1        | \$2.50     | \$2.50      |
|                 | Snack            | 1        | \$1.00     | \$1.00      |
|                 | Drink            | 1        | \$1.50     | \$1.50      |
| Office Supplies | Pen              | 1        | \$0.50     | \$0.50      |
|                 | Paper            | 1        | \$1.00     | \$1.00      |
|                 | Folder           | 1        | \$1.00     | \$1.00      |
|                 | Stapler          | 1        | \$1.00     | \$1.00      |
| Travel          | Gas              | 1        | \$10.00    | \$10.00     |
|                 | Hotel            | 1        | \$50.00    | \$50.00     |
|                 | Transportation   | 1        | \$10.00    | \$10.00     |
|                 | Meals            | 1        | \$10.00    | \$10.00     |
| Miscellaneous   | Printing         | 1        | \$5.00     | \$5.00      |
|                 | Postage          | 1        | \$5.00     | \$5.00      |
|                 | Travel Insurance | 1        | \$10.00    | \$10.00     |
|                 | Other            | 1        | \$10.00    | \$10.00     |

# SAFE STREETS TOGETHER

MONTEREY COUNTY



# QUESTIONS

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