BICYCLE AND PEDESTRIAN FACILITIES ADVISORY COMMITTEE (BPC)

Wednesday, April 3, 2013, 6:00 p.m.

TRANSPORTATION AGENCY FOR MONTEREY COUNTY (TAMC)
CONFERENCE ROOM
55-B PLAZA CIRCLE, SALINAS, CA 93901

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 Transportation Agency office 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. Committee bylaws specify that a quorum shall consist of a majority (6) of the number of voting memberships actually filled at that time (11); the existence of any vacancies shall not be counted for purposes of establishing a quorum. *If you are unable to attend, please contact the Transportation Agency. Your courtesy to the other Committee members to assure a quorum is appreciated.*

2. **PUBLIC COMMENTS/ANNOUNCEMENTS:** Any member of the public may address the Committee on any item not on the agenda but within the jurisdiction of the Committee. Each member of the public is allotted with three minutes to address any concerns. Comments on items on today’s agenda may be given when that agenda item is discussed.

**BEGINNING OF CONSENT AGENDA:** Approve the staff recommendations for items 3.1 to 3.3 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 Committee meeting March 6, 2013.
– Montiel
3.2 REVIEW Monterey on the Move: Multimodal Mobility Plan; RECOMMEND that staff certify the Monterey on the Move Multimodal Mobility Plan and submit notification letter to Caltrans. – Green

Monterey on the Move is a multimodal mobility plan which implements the City of Monterey General Plan and complete streets policies. The plan identifies and prioritizes projects and programs that will create a safe, convenient and well-connected multimodal transportation network. The plan was adopted by the City of Monterey City Council in March 2013 and has been reviewed by Transportation Agency staff.

3.3 RECOMMEND that the Transportation Agency Board adopt a support position on Assembly Bill 840, proposed by Assembly Member Tom Ammiano representing the 17th Assembly District. – Cheung

In February 2013, Assembly Member Ammiano proposed a statewide legislation (Assembly Bill 840) that would require the examination for a driver’s license to also include a test of the applicant’s knowledge and understanding of the California Driver Handbook relating to bicycling.

END OF CONSENT AGENDA

4. RECEIVE presentation on the proposed Salinas Ciclovia event – Ibarra

A citizen committee formed through the Salinas Neighborhood Council is currently planning a Ciclovia open streets event for Salinas, which could provide a model for scheduling other events in Monterey County as part of a future Bike Week campaign.

5. FORM subcommittee for Monterey County Bike Week planning – Cook

In March, the committee took action to recommend that a subcommittee be formed to develop a plan for undertaking a Bike Week public awareness campaign in the future.
6. **RECOMMEND** that the TAMC Board approve draft list of complete streets projects for inclusion in the Regional Transportation Plan; and **DISCUSS** complete streets policy and guidelines. – Green

*Pages 15 - 16*

The Transportation Agency conducted a countywide complete streets needs assessment to inform the development of the Regional Sustainable Communities Strategy and 2014 Regional Transportation Plan. Using the findings from the needs assessment staff worked with jurisdictions and interested members of the public to develop a draft list of complete streets projects focused on improving safety and comfort for pedestrians, bicyclists and transit riders.

Complete streets guidelines will include policy and best engineering practices that can be adopted by local jurisdictions to comply with California Complete Streets Legislation (AB 1358). The guidelines will also include a phasing plan of complete streets projects identified in the needs assessment and process for evaluating multimodal project alternatives.

7. **ADJOURNMENT.**

**ANNOUNCEMENTS**

Next Committee meeting:

**Wednesday, May 1, 2013**

Transportation Agency for Monterey County Conference Room

**55-B Plaza Circle, Salinas, California 93901**

*Light refreshments will be provided*

If you have any items for the next agenda, please submit them to:

Andy Cook, Bicycle and Pedestrian Coordinator

By Thursday, April 18, 2013

andy@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.
The Committee Agenda will be prepared by Agency staff and will close at noon April 18, 2013 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.

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
This agenda with all attachments is available online at http://tamcmonterey.org/committees/bpc/meetings.html

Correspondence
None this month.

Reports, Meetings, Announcements and Publications
None this month.

Media Clippings
None this month.
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1. Committee member D.L. Johnson volunteered to Chair the meeting. He called the meeting to order at 6:00 p.m. Quorum was established and self-introductions were made.

2. **PUBLIC COMMENTS**

A Pebble Beach resident announced that the D.C. National Bike Summit is scheduled for March 4-6, 2013. More information on the summit can be found online at www.bikeleague.org.

Committee member Chris Flescher announced that the first San Francisco Sunday Streets car-free event of the month is scheduled for the weekend of March 10.

Committee member D.L. Johnson mentioned he observed someone using the Carmel Hill tunnel.

3. **BEGINNING OF CONSENT AGENDA**

   M/S/C Hedegard/Cappelli/unanimous

3.1 Approved minutes of the Bicycle and Pedestrian Facilities Advisory Committee meeting of February 6, 2013.

3.2 Received Bicycle Service Request Program Annual Report for 2012.

**END OF CONSENT AGENDA**
4. **DRAFT MOSS LANDING COMMUNITY PLAN**
   The Committee provided input on the draft Moss Landing Community Plan.

   Martin Carver, Monterey County, reported that the County of Monterey is preparing a Community Plan for unincorporated Moss Landing, which will address bicycle and pedestrian circulation, as well as connections to the planned Monterey Bay Sanctuary Scenic Trail. He noted that the draft plan is available on the Monterey County website. The Moss Landing Community Plan has been prepared to provide a comprehensive planning framework to improve and enhance the community. He noted that the Monterey Bay Marine Sanctuary Scenic Trail also runs through Moss Landing, and is slated for major improvements including a bike and pedestrian bridge over Elkhorn Slough next to Highway 1. This improved scenic trail has the potential to bring additional bicyclists and hikers into Moss Landing, in support of small business and the eco-recreation industry. Mr. Carver illustrated three options for accommodating the trail, noting that the Moss Landing Community Plan recognizes these opportunities and promotes walking and biking with several new and improved facilities. The project includes a dedicated bridge structure across Elkhorn Slough, a separate trail along Highway 1 to Moss Landing Road, and a bikeway and sidewalk along some or all of Moss Landing Road to accommodate the trail.

   The County of Monterey will maintain and as opportunities arise improve pedestrian linkage between the commercial area located on Highway 1 south of Moss Landing Road (north end of Moss Landing Road) and the commercial area along Moss Landing Road. Currently the two areas are connected by Moss Landing Road, which crosses Moro Cojo Slough close to the northern end of Moss landing Road at Highway 1.

   The Committee had the following comments and recommendations to the draft Moss Landing Community Plan:
   - Consider sharrows on Class III facilities
   - Concern that a class II bike lane in Moss Landing could present a hazard to bicyclists depending on the design of the facility and how automobile parking will be configured.
   - Concern roundabouts in the three options

5. **MONTEREY COUNTY BIKE WEEK**
   M/S/C Tolbert/ Cappelli/ unanimous

   The Committee received a report on Monterey County Bike Week and discussed options for scheduling Bike Week activities in the future.

   Andy Cook, Associate Transportation Planner reported that in February the committee recommended that the Board of Directors approve a contract with Ecology Action for bicycle safety training rodeos at Monterey County school sites in lieu of funding for Bike Week activities in 2013, which was proposed to reduce Agency staff costs. Based on the committee direction in March, Mr. Cook provided more information on Bike Week costs and public participation, and reviewed potential alternatives for a public awareness campaign based on committee discussion.
The Committee had the following comments for future Bike Week activities:

- Consider applying for grants
- Find sponsors in the bicycle industry
- Consider bigger events for families
- Advertise on television
- Recruit CSUMB students to volunteer for campaign activities or incorporate the campaign into senior capstone projects
- Continue to have the Bicycle and Pedestrian Facilities Advisory Committee take a lead role in planning for a future public awareness campaign and to form a subcommittee to develop a plan for the campaign.

Megan Tolbert submitted a motion directing that the Transportation Agency proceed with the bicycle rodeos in 2013 and that the Bicycle and Pedestrian Facilities Advisory Committee form a subcommittee to prepare a plan for undertaking future Bike Week/public awareness activities.

6. ANNOUNCEMENTS AND/OR COMMENTS FROM COMMITTEE ON BICYCLE AND PEDESTRIAN RELATED ITEMS THAT ARE NOT ON THE AGENDA

Committee member D.L. Johnson commented that the trail adjacent to Highway 156 between Highway 1 and Castroville is heavily used and expressed concern for the people using the artichoke field by walking and riding their bikes.

Committee member Frank Henderson commented that the new fog coating installed on the Blanco Road bike lanes is slippery in foggy or misty conditions.

Megan Tolbert mentioned that CSUMB received 30 bike racks through TAMC, which have been installed and are well used by students. She also noted that between 2nd Avenue and Light Fighter Drive the bike path is separated and student bike riders are crashing in the dark.

Committee member Roehl requested that the sub-committee discussed under Item 5 be identified and asked staff to schedule discussion on that issue on the April committee agenda.

Committee member Jeff Lindenthal mentioned the new Fort Ord National Monument parking lot off Highway 68.

7. ADJOURNMENT

Committee member D.L. Johnson adjourned the meeting at 7:20 p.m.
Memorandum

To: Bicycle and Pedestrian Facilities Advisory Committee

From: Ariana Green, Transportation Planner

Meeting Date: April 3, 2013

Subject: Monterey on the Move: Multimodal Mobility Plan

RECOMMENDED ACTION

1) REVIEW Monterey on the Move: Multimodal Mobility Plan;
2) RECOMMEND that staff certify the plan as the city’s bicycle transportation plan to be eligible to receive state funding and send notification letter to Caltrans.

SUMMARY

Monterey on the Move is a multimodal mobility plan which implements the City of Monterey General Plan and complete streets policies. The plan identifies and prioritizes projects and programs that will create a safe, convenient and well-connected multimodal transportation network. The plan was adopted by the City of Monterey City Council in March 2013 and has been reviewed by Transportation Agency staff.

DISCUSSION

In early 2012 the City of Monterey received a Community-Based Transportation Planning Grant from Caltrans to develop Monterey on the Move. Monterey on the Move is a citywide multimodal mobility plan focused on connecting local and regional facilities and ensuring that existing and future land uses will be served by alternative modes of transportation. The 2009 Bicycle Transportation Plan was expanded to address the needs of pedestrians and transit riders in addition to bicyclists in the City. Monterey on the Move will be formally updated every five years to remain consistent with state funding requirements.

The plan was developed through an extensive public outreach and data collection process. City staff worked with an advisory committee to assess how well existing infrastructure meets the needs of users and identify barriers to walking, bicycling and transit. Transportation Engineering staff conducted bicycle and pedestrian counts in locations throughout the city, performed a community...
survey and analyzed speed and collision data to be able to properly address demand and safety issues.

At the heart of the plan are community-wide objectives and programs aimed at improving health and safety and encouraging bicycling, walking and transit ridership. Measures of effectiveness and targets were developed for each objective to help gauge how well improvements actually serve users as the plan is implemented. The measures of effectiveness will be used to inform future revisions to Monterey on the Move. The Bicycles, Pedestrians and Safe Routes To School chapters identify projects and programs as well as design best practices and tools for future consideration. Projects include but are not limited to new sidewalks, bicycle lanes, bicycle parking, traffic calming features and safety enhancements. Programs such as Walk/Bike to School Week will teach youth how to safely walk or bicycle to school and encourage them to do so year-round. The Funding chapter lists potential sources of funding that could be used to implement the plan.

The Multimodal Level of Service chapter identifies the Highway Capacity Manual methodology for determining multimodal level of service as a tool to predict future level of service for all modes at intersections and roadway segments. The chapter states that the City will accept a lower automobile level of service in exchange for higher multimodal level of service, especially in areas projected for future mixed-use growth (North Fremont, Lighthouse/Foam and Downtown specific planning areas). The City intends to develop a multimodal impact mitigation fee for new development that can be used to fund projects identified in Monterey on the Move.

Monterey City Council adopted the plan on March 19, 2013. Review by Transportation Agency staff confirmed the plan meets all requirements set forth by the state and is consistent with the Countywide Bicycle and Pedestrian Plan. Staff seeks a recommendation from the Bicycle and Pedestrian Committee to certify the plan and send notification letter to California Department of Transportation.

The plan can be found on the City of Monterey Website: www.monterey.org/planning. For additional information regarding Monterey on the Move contact Elizabeth Caraker, Principal Planner AICP at 831-646-1739 or caraker@monterey.org.

Approved by: [Signature] Date signed: 3-22-13

Debra L. Hale, Executive Director

Consent Agenda

Counsel Review N/A

Web Attachment: Monterey on the Move Plan
Memorandum

To: Bicycle and Pedestrian Facilities Advisory Committee

From: Kaki Cheung, Associate Transportation Planner

Meeting Date: April 3, 2013

Subject: Assembly Bill 840 (2013-2014 Regular Session)

RECOMMENDED ACTION

RECOMMEND that the Transportation Agency Board adopt a support position on Assembly Bill 840, proposed by Assembly Member Tom Ammiano representing the 17th Assembly District.

SUMMARY

In February 2013, Assembly Member Ammiano proposed a statewide legislation (Assembly Bill 840) that would require the examination for a driver’s license to also include a test of the applicant’s knowledge and understanding of the California Driver Handbook relating to bicycling.

FINANCIAL IMPACT

There is no financial impact on the Transportation Agency.

DISCUSSION

Education can be a powerful tool for changing behavior and improving safety skills. Bicyclists and motorists alike can benefit from additional information that teaches them the rules, rights, and responsibilities of different modes of travel.

Under the existing law, an applicant for a driver’s license is required to submit to an examination appropriate to the type of motor vehicle or combination of vehicles the applicant desires to drive. The examination includes, among other requirements, a test of the applicant’s knowledge and understanding of the law governing the operation of vehicles upon the highways, and the
applicant's ability to read and understand simple English used in highway traffic and directional signs.

In February 2013, Assembly Member Tom Ammiano representing the 17th Assembly District proposed a statewide legislation (Assembly Bill 840) that would require the examination for a driver's license to also include a test of the applicant's knowledge and understanding of the California Driver Handbook relating to bicycling, including, but not limited to, bicycle markings, bicycle lanes, and bicycles in travel lanes.

Staff is asking the Committee to consider RECOMMENDING that the Transportation Agency Board adopt a support position on Assembly Bill 840.

Approved by: Debra L. Hale, Executive Director  Date signed: 3/15/13

Consent Agenda  Counsel Review: N.A.
Memorandum

To: Bicycle and Pedestrian Facilities Advisory Committee
From: Andy Cook, Associate Transportation Planner
Meeting Date: April 3, 2013
Subject: Salinas Ciclovia Proposal

RECOMMENDED ACTION:
RECEIVE presentation on the proposed Salinas Ciclovia event.

SUMMARY:
A citizen committee formed through the Salinas Neighborhood Council is currently planning a Ciclovia open streets event for Salinas, which could provide a model for scheduling other events in Monterey County as part of a future Bike Week campaign.

FINANCIAL IMPACT:
There is no financial impact to the Agency associated with this action.

DISCUSSION:
In March, the committee discussed the idea of planning open streets community events as part of a future Monterey County Bike Week. Ciclovia is a open-streets community event designed to promote active transportation options like walking and bicycling, among other goals. A Ciclovia event is being planned in Salinas through the Salinas Neighborhood Council. The Salinas Ciclovia proposal is included as a Web Attachment to this report.

Representatives from the Salinas Ciclovia planning committee will provide a presentation on the proposed event.

Approved by: Debra L. Hale, Executive Director
Date signed: 3-19-13

Regular Agenda
Counsel Review: N/A

Web Attachment: Salinas Ciclovia Proposal
“Ciclovia” Proposal for Salinas, CA

“Each Sunday and holiday the main streets of Bogotá, Cali, Medellín, and other municipalities, are blocked off for the event to become Carfree. From 7 am to 2 pm, runners, skaters and bicyclists take over the streets. At the same time, stages are set up in city parks. Aerobics instructors, yoga teachers and musicians lead people through various performances. Bogotá’s weekly ciclovías are used by approximately 2 million people (30% of citizens) on over 120 km of carfree streets.” Enrique Peñalosa, former Mayor of Bogota, Columbia.

To the question, what make a good city? Jan Gehl, Danish architect answers, “good cities are the ones where people want to be outside, where people want to be in the public realm. It doesn’t matter if a place is hot or cold, humans have a need to be with each other, to meet and see and interact with other people.

“The way we do that is by walking. Deer need to run. Fish need to swim. We need to walk. And I see biking as a more efficient way to walk. It is sensual, like gliding. It is fun. And for me (Peñalosa), and most important, it is extremely democratic. A rich and a poor person can meet on the street on a bike, and the poor person doesn’t feel inferior. Bicycles give people a freedom of movement, a sense of equality”

“A quality city is not one that has great roads, but one where a child can safely go anywhere on a bicycle.” Enrique Peñalosa, Former Mayor of Bogotá, Colombia.

Above are interesting comments about people and the cities that they live in. Enrique Peñalosa was a founder of Ciclovia, in Bogota, Columbia This recreational event has had tremendous impact on a very populous, crime-ridden city. Now some fifteen years later, 70 US cities are engaging in this “public realm” event.

Salinas can become one of these cities.

Concept:

Ciclovia is the temporary closing of the street to allow public recreational use of the roads. This type of repeated activity engenders many benefits to a community. According to Gil Peñalosa, Executive Director of 8-80 Cities, “People
traffic replaces car traffic, and the streets become ‘paved parks’ where people of all ages, abilities, and social, economic, or ethnic backgrounds can come out and improve their mental, physical, and emotional health.”

Ciclovia or “Open Streets” have become one of the most exciting advancements in the livable cities movement. Ciclovia provides new and fun ways to achieve environmental, social, economic, and public health goals for participants of these events in a community.

The Open Streets Guide shares a comparison with other open street events. “Despite sharing a few basic characteristics—temporary car-free streets, community involvement—open streets should not be confused with block parties or street fairs because the core objectives are fundamentally different. Indeed, while street fairs and block parties provide positive community benefits, they do not explicitly support physical activity or the broadening of transportation choices.” This comment develops a core objective of ciclovia in Salinas – ciclovia supports physical activity and broadening transportation choices; encouraging its residents to walk, run, bicycle, or use other forms of movement that requires personal health-generating physical activity.

Design an initiative intended to achieve the following objectives:

- Build a sense of community through shared activity in a no-pressure environment
- Create social networks among neighbors who might not otherwise meet
- Encourage people to consider walking or biking as a viable form of transportation
- Promote physical activity and fitness
- Return a sense of ownership of the streets to the people
- Give people an up close view of their town
- Build support systems among neighbors
- Increase neighborhood and downtown vitality, mobility, and livability
- Bring residents from all parts of Salinas together to walk or ride and enjoy the “public realm”
Benefits:

Public Health
A typical person, who chooses to exercise, does so for approximately 48 minutes per day; an average participant in ciclovia is active for 4 hours and 15 minutes, exercising in the city’s streets and parks — according to a study quoted by The Open Streets Guide. This may indicate that open streets generate positive public health outcomes. In the United States and Canada, many existing and emerging open streets initiatives are organized and sponsored by those working to improve public health through active living.

Environmental
Open streets initiatives offer environmental benefits. Removing cars from the road, even just temporarily, provides a positive environmental impact. Most open streets initiatives also directly promote and encourage citizens to replace daily automobile trips with bicycling, walking, and public transportation. Thus, a measurable improvement in air quality is gained.

Participation and support of these events by numerous environmental organizations is common. The presence of such groups builds participants’ awareness, and highlights the connection between the natural and built environment, the economy, and public health.

Economic
In downtown or neighborhood business districts, open streets offer new economic opportunities for many types of businesses. The inclusion of local vendors, artists, non-profit organizations, musicians, and other performers invites wider participation, which in turn provides increased opportunity for restaurants and retailers.

Open streets also contribute to direct healthcare cost savings. Ciclovia has been found that from a public health perspective, these events are cost beneficial, especially when compared to other physical activity programs. The low costs are attributed to the highly efficient use of existing infrastructure: our streets!

Community and Social
“Open streets initiatives provide more than just opportunities for physical
exercise; they are an exercise in building community, cultural identity, and social engagement. By temporarily removing the danger of motor vehicles, open streets provide a novel type of public space that helps people make social connections and lets them view their city through a new lens.”

An immediate community benefit develops — one that is perhaps more exciting and visible than any associated environmental or public health benefit — is the amount of interaction that occurs between participants of all ages, incomes, occupations, religions, and races. Socializing with their fellow citizens in a non-threatening, apolitical environment allows individuals, community organizations, and political leaders to build social capital; develop a wider understanding of their city, and each other. This creates a very real potential for making streets friendlier to all people. Friendlier streets allow residents to take ownership of their neighborhoods; improving the safety and quality of life found in those neighborhoods.

**Evaluation of Existing Ciclovia in Relation to a Salinas Effort**

<table>
<thead>
<tr>
<th>City</th>
<th>Model</th>
<th>Pop.</th>
<th>Organized by</th>
<th>Route &amp; Setting</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ann Arbor, MI</td>
<td>Seattle</td>
<td>113,934</td>
<td>Public</td>
<td>Neighborhood Linear</td>
<td>Public/Private</td>
</tr>
<tr>
<td>Cambridge, MA</td>
<td>Seattle</td>
<td>105,162</td>
<td>Public</td>
<td>Neighborhood Linear &amp; *Park Setting</td>
<td>Partnership</td>
</tr>
<tr>
<td>Barre, ON, CAN</td>
<td>Seattle</td>
<td>128,430</td>
<td>Public</td>
<td>Neighborhood linear &amp; *Park Setting</td>
<td>Public</td>
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<td>Durham, NC</td>
<td>Cleveland</td>
<td>228,330</td>
<td>Non profit</td>
<td>Loop + Arm &amp; Loop &amp; Park Setting</td>
<td>Private</td>
</tr>
<tr>
<td>Charleston SC</td>
<td>SF</td>
<td>120,083</td>
<td>Partnership</td>
<td>Neighborhood Linear &amp; Downtown Setting</td>
<td>Public/Private</td>
</tr>
<tr>
<td>Eugene, OR</td>
<td>Portland</td>
<td>156,185</td>
<td>Public</td>
<td>Arm &amp; Loop &amp; *Park Setting</td>
<td>Public/Private</td>
</tr>
<tr>
<td>Fargo, ND</td>
<td>Winnipeg</td>
<td>208,777</td>
<td>Non profit</td>
<td>Loop Route &amp; *Park, Residential Neighborhood, Neighborhood Center &amp; Downtown Settings</td>
<td>Public/private</td>
</tr>
<tr>
<td>Savannah, GA</td>
<td>Savannah</td>
<td>136,286</td>
<td>Partnership</td>
<td>Neighborhood Linear &amp; Residential Neighborhood Setting</td>
<td>Private</td>
</tr>
</tbody>
</table>

*Park Settings seem to be large park with walk ways, riverside trails, etc.
67 Ciclovia events have been evaluated by The Open Streets Project: Their models include:

- Seattle Model: Publicly Led, Publicly Funded
- Cleveland Model: Non-Profit Led, Privately Funded
- San Francisco Model: Publicly/Non-Profit Led, Privately Funded
- Portland Model: Publicly Led, Public/Privately Funded
- Winnipeg Model: Non-Profit Led, Public/Privately Funded
- Savannah Model: Publicly/Privately Led, Privately Funded
- Kentucky Model (Statewide): Publicly/Privately Led, Public/Privately Funded

Population: Salinas Population ~ 150,000 Outreach should involve thousands.
Lead Organizing Entity (Public, Non-profit, Partnership)
Season: For Salinas, schedule in fall, as September and October generally have the best weather. Frequency: At least annual – dependent on resources
Funding (Public, Private, Partnership)

Route Type (Neighborhood Linear, Loop, Arm and Loop, Multi-Neighborhood Linear, Regional Linear)
Route Setting (Park, Parkway, Residential Neighborhood, Neighborhood Center, Downtown) - Some cities change the route from time to time.
Route Length Shortest 0.14 miles – longest 51 miles Average: ~ 4 miles
Supporting Activities: Lots of recreational activities seem to benefit the events

Organizing options have several role models. A Salinas Ciclovia organizing entity should arise out of willing coalition of citizens; public health advocates; tourism industry; local businesses; outreach volunteers; city personnel, including, public works, traffic planners, law enforcement, and political leaders; and supporting nonprofit agencies.

A Salinas Neighborhood Council Meeting of July 18, 2012 generated two lists of city-wide individuals expressing interest in being engaged in helping Ciclovia – Salinas Style come to Salinas. Those lists include the following individuals.

<table>
<thead>
<tr>
<th>Name</th>
<th>Neighborhood or Organization</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Al Espindola</td>
<td>BHC, Alisal</td>
<td><a href="mailto:Alm9490@cs.com">Alm9490@cs.com</a></td>
</tr>
<tr>
<td>Name</td>
<td>Organization</td>
<td>Email</td>
</tr>
<tr>
<td>-------------------------</td>
<td>----------------------------------------------------</td>
<td>---------------------------------</td>
</tr>
<tr>
<td>Sandy Whittle</td>
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</tr>
<tr>
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</tr>
<tr>
<td>Elizabeth Ambriz</td>
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<tr>
<td>Maria Ambriz</td>
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</tr>
<tr>
<td>Carmen Gil</td>
<td>BHC, Alisal</td>
<td><a href="mailto:Carmen@scyp.org">Carmen@scyp.org</a></td>
</tr>
<tr>
<td>Dave Crabill</td>
<td>Commander, Salinas Police Department</td>
<td><a href="mailto:davidc@ci.salinas.ca.us">davidc@ci.salinas.ca.us</a></td>
</tr>
<tr>
<td>Rick Maldonado</td>
<td>CSO - Sergeant, Salinas Police Department</td>
<td><a href="mailto:rickma@ci.salinas.ca.us">rickma@ci.salinas.ca.us</a></td>
</tr>
<tr>
<td>Kevin Low</td>
<td>LORNA, South Salinas</td>
<td><a href="mailto:Klow911@juno.com">Klow911@juno.com</a></td>
</tr>
<tr>
<td>Steve Eklund</td>
<td>South Salinas</td>
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</tr>
<tr>
<td>Robin Lee</td>
<td>Bolsa Knolls/Santa Rita – North Salinas</td>
<td><a href="mailto:landgaze@hotmail.com">landgaze@hotmail.com</a></td>
</tr>
<tr>
<td>John Brandt</td>
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<td><a href="mailto:nohairbear@hotmail.com">nohairbear@hotmail.com</a></td>
</tr>
<tr>
<td>Frances Scmidt</td>
<td>Bolsa Knolls, North Salinas</td>
<td><a href="mailto:honestbeauty@gmail.com">honestbeauty@gmail.com</a></td>
</tr>
<tr>
<td>Han Jorgens</td>
<td>South Salinas</td>
<td></td>
</tr>
<tr>
<td>Juan Carlos Gonzalez</td>
<td>BHC, Alisal</td>
<td><a href="mailto:juancarlos@scyp.org">juancarlos@scyp.org</a></td>
</tr>
<tr>
<td>Lucina Alcala</td>
<td>BHC, Alisal</td>
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</tr>
<tr>
<td>Rosemary Soto</td>
<td>Monterey County Health Department – Alisal</td>
<td><a href="mailto:sotory1@co.monterey.ca.us">sotory1@co.monterey.ca.us</a></td>
</tr>
<tr>
<td>Steve McShane</td>
<td>LORNA, City Council member, District 3, South Salinas</td>
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</tr>
<tr>
<td>Elia Gonzalez</td>
<td>Hartnell College, Trustee, East Salinas</td>
<td><a href="mailto:Elia4hartnell@gmail.com">Elia4hartnell@gmail.com</a></td>
</tr>
<tr>
<td>Gloria De La Rosa</td>
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<td><a href="mailto:glodelarosa@A.T.T.net">glodelarosa@A.T.T.net</a></td>
</tr>
<tr>
<td>Tom Lynch</td>
<td>Salinas</td>
<td><a href="mailto:Ideaguay1@aol.com">Ideaguay1@aol.com</a></td>
</tr>
<tr>
<td>Rex McIntosh</td>
<td>EBNA, East Salinas</td>
<td><a href="mailto:rexmcintosh1016@comcast.net">rexmcintosh1016@comcast.net</a></td>
</tr>
<tr>
<td>Gary Peterson</td>
<td>City of Salinas, Director of Public Works</td>
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</tr>
<tr>
<td>Joel Hernandez</td>
<td>Center for Community Advocacy, BHC</td>
<td><a href="mailto:Joelhernandez6031@alt.net">Joelhernandez6031@alt.net</a></td>
</tr>
</tbody>
</table>
Interest is strong to have Building Healthy Communities, and their youth leaders group being the organizing entity, within the coalition. The Salinas Neighborhood Council, with its membership across the City will support and assist, where possible.

Proposed Ciclovia Routes:

1. **Mini- Ciclovia – Trial, Romie Lane** The event is proposed for Sunday, September 9th from 2:00 to 6:00PM. The event will be based on a closed section of Romie Lane between Riker Street and South Main Street. An entrance and exit into the Park Row and FPC Parking lots may even be preserved onto Padre. The event will feature music, non-profits, physical activities and games. A special invitation will be made to First Presbyterian Church as their services will be over by approx. 1PM on that Sunday. The “Ciclovia Route” will run around Mission Park, in a circle. This event will be a “kick-off” or “mini-Ciclovia” in anticipation for a much larger “City-wide” Ciclovia taking place under the leadership of the Building Healthy Communities Program. Admission will be free of charge.
2. **Alisal Street Route** – The ciclovia route and settings would be a neighborhood linear route through residential neighborhoods, business and downtown areas, and parks (Hartnell College Campuses + other parks on the route). This route would run from the Hartnell East Alisal Campus, 1273 East Alisal Street to the Hartnell Central Avenue Campus, 411 Central Avenue – this would require the full or partial lane closure of 3.8 miles of Alisal Street. This would open this street through several neighborhoods, underserved by park amenities, east-side business areas, through downtown, and into South Salinas neighborhoods. Areas of both Hartnell Campuses may serve as locations for supporting events, as listed above. The intent of this route is to engage a wide-spread array of residents in physical activity.

Should a longer route, or a route that involves other neighborhoods of the City, this neighborhood linear route could be turned into loop and arm routes by adding street closures along Williams Road, Sanborn Road, Natividad Road, or Acacia Street. Creating an arm and loop route may lengthen the closure route to perhaps ten miles.

- **Supporting Activities and Daily Schedule May Be:**
  - 12:30PM – Set Up – music / generator / pop up –
  - 1:00PM – Barricade Set Up / Non – profit & Partner Booths set up
  - 2:00PM – Event Start / Bikes up and peddling !!!! / DJ Starts
  - 2:30PM – Zumba Class
  - 3:00PM – Young People’s Bike Rodeo –
  - 3:30PM – Sam’s School of Rock Starts
  - 4:00PM – Gardening Talk
  - 4:30PM – Acoustic Guitar with Dan Beck & Friends
  - 5:00PM – BBQ / front of Mission Park
  - 5:30PM – Awards & Thank You
  - 6:00PM – Clean Up
  - 6:30PM – Street Reopen
Funding & Budget

Open Streets initiatives require the support of many advocates, and can be made possible by a wide variety of local businesses and organizations that provide financial and/or in-kind and support. Several levels of sponsorship can be available, ranging from $100 “Community Supporters” to $5,000 or more “Presenting Partners.” A list of sponsors will develop through ciclovia advocates uniting in a coalition; each offering their talents to bring the necessary support to the Open Streets Initiative.

The City of Madison, Wisconsin, a city of 233,309, reports its Ride the Drive ciclovia initiative, a public/private partnership costs approximately $35,000 per initiative. Nearly a quarter of the budget is used to cover the costs associated with the police managing traffic and providing public safety services.

Their route length is six miles in a residential neighborhood, park setting.
Fargo, North Dakota partnered with Moorhead, Minnesota in organizing their “Streets Alive!” Initiative. According to organizers, Streets Alive! cost approximately $20,000 in 2010. In 2011, a shortened route helped reduce the cost to $15,000. As a truly community-supported effort, the initiative is funded by the city of Fargo and the city of Moorhead, and a wide array of local businesses and institutions.

Fargo’s route length is 3–6 miles; with a route setting including a park, downtown, neighborhood center, and residential neighborhood.

Atlanta, Georgia’s Streets Alive Initiative lists an array of 33 businesses and other organizations offering sponsorship for their two mile long Streets Alive event.

Trailnet, the city of Ferguson, Missouri (a city of 21,203), the Great Rivers Greenway, the Ferguson Cycling Club, and the Missouri Foundation for Health continue to financially support Sunday Parkways. Ferguson’s Sunday Parkways route changes frequently. However, the route is always configured as a loop, and connects city parks wherever possible.

Los Angeles, California’s CicLAvia relies heavily on donations and contributions made by private-sector businesses and individuals. Sponsors for the inaugural program included the Metabolic Studio of the Annenberg Foundation, the California Endowment, the Rosenthal Family Foundation, Bikes Belong, the Boeing Company, Coca-Cola, the Southern California Gas Company, Northrop Grumman Aerospace Systems, and USC Government and Community Engagement. The media partner for the event was radio station 97.9 La Raza.

The initial route utilized 7.5 miles of streets, connecting Boyle Heights to downtown. The route was chosen so that various neighborhoods underserved by open space amenities could be connected to parks and landmarks located along the route.

The above funding programs show a wide variety of funding options, and some basic event costs per initiative. Where and how Salinas Ciclovia will be resourced should be decided through a coalition, developing and organizing, the necessary resources to make this venture successful. A focus, such as that of Boyle Heights – to choose a route, so that various neighborhoods, underserved by open space
amenities, could be connected to parks and landmarks; located along the route is valuable to several areas of our city.

So why is this Important?

All people desire to be happy. "So where can you be safe and happy? The answer is the public realm, and really only a microscopic part of our world is available for people in this way. So my perspective is that society has a very serious responsibility to make its roads, sidewalks, parks and plazas as good as they can be." Enrique Peñalosa

An open space provides a relaxing escape from the vigor of life's demands. Higher income groups always have access to nature at beach houses, lake cabins, mountain chalets, on outdoor and camping vacations – or in urban settings at golf courses or larger gardens. Parks allow the rest of society that outdoor contact, as well.

"The goal is for all socio-economic groups to interact with each other in a simplistic way – by walking down a pathway, bicycle riding, or having a picnic." Public space is for living, doing business, kissing, and playing. Its value can't be measured with economics or mathematics; it must be felt with the soul. The importance of pedestrian public spaces cannot be measured, but most other important things in life cannot be measured either; such as, friendship, beauty, love, and loyalty. "Parks and other pedestrian places are essential to a city's happiness." Enrique Peñalosa

Ciclovia, Salinas-Style, First Step 7/18/12

Develop a Proposal
Develop a draft proposal that includes core objectives, a timeline, anticipated budget, an organizing entity or coalition. Undertake a number of concurrent political and logistical planning efforts to move from concept to implementation.

Build a Coalition
A willing coalition should include anyone who is committed to promoting active transportation, public health, tourism, local businesses, parks/open space, civic pride, and/or environmental awareness.

Establish Political Support

Leaders

Building Healthy Communities

Select enclosed list + others

Steve McShane & Gloria De la Rosa
Political support from the mayor, city council, and other political entities is important because elected officials allocate the needed public resources.

**Finalize the Lead Organizing Entity**
While cross-sector partnerships are generally most successful, only one entity should oversee the day-to-day initiative coordination.

**Acquire Municipal or other Funding Sources**
Public authorities should take the lead in dedicating public funds and/or resources. Even if it's a minor contribution, an early commitment of public funds will help obtain funding from other sponsors.

**Develop a Logistical Action Plan**
An action plan to best coordinate efforts in route design, marketing & branding, schedule & frequency, traffic control measures, outreach strategies, staffing coordination, supporting activities and evaluation.

**Create a Marketing and Branding Strategy**
One of the first logistical items to be addressed is marketing and branding. The initiative's name, logo, website, apparel (such as t-shirts), and print material should be consistent and clearly convey the vision and values associated with the initiative.

**Design a Route**
A well-planned open streets route takes advantage of a city's best natural assets, including public spaces, entertainment venues, cultural institutions, local retail, restaurants, and business districts.

**Decide a Schedule and Frequency**
Deciding a schedule for an open streets initiative requires organizers to be aware of available funding support, organizational capacity, & attendance.

**Develop a Staffing Plan**
A staff and volunteer plan is essential to any open streets initiative. Such participants will be needed to plan, direct, and supervise the street programs.

**Plan Supporting Activities**
Supporting activities greatly enrich an initiative. A variety of activities enliven the route, involve a wider segment of the population, and can help keep the community interested in the initiative.

**Celebrate the Effort and Thank Partners**
An open streets initiative is time-consuming work. It's important to celebrate your work and thank your partners, while also building community support.

**Pay Attention to Detail and Logistical Coordination**
Logistical coordination is essential and must be carried out with attention to detail. Volunteers should always know exactly what to do, where to do it.

Create an Evaluation Plan
After the inaugural initiative is held, organizers should critically evaluate and share the successes and failures so that the next effort may be improved.
Memorandum

To: Bicycle and Pedestrian Facilities Advisory Committee
From: Andy Cook, Associate Transportation Planner
Meeting Date: April 3, 2013
Subject: Monterey County Bike Week

RECOMMENDED ACTION:
FORM subcommittee for Monterey County Bike Week planning.

SUMMARY:
In March, the committee took action to recommend that a subcommittee be formed to develop a plan for undertaking a Bike Week public awareness campaign in the future.

FINANCIAL IMPACT:
There is no financial impact to the Agency associated with this action.

DISCUSSION:
In March, the committee discussed options for continuing Monterey County Bike Week without the Transportation Agency taking a lead role to plan and promote the campaign, and expressed a desire to continue a lead role in future Bike Week planning and fundraising. The committee took action to recommend that the Transportation Agency move forward with bicycle safety training rodeos at schools this year in lieu of undertaking Bike Week, and recommended that a subcommittee be formed to develop a plan for scheduling and funding Bike Week in the future. The purpose of this item is to solicit volunteers for the subcommittee, establish specific goals for the group, discuss roles of members and identify a meeting schedule.

Approved by:
Debra L. Hale, Executive Director

Date signed: 3-19-13

Regular Agenda

Counsel Review: N/A
Memorandum

To: Bicycle & Pedestrian Facilities Advisory Committee

From: Ariana Green, Transportation Planner

Meeting Date: April 3, 2013

Subject: Complete Streets Assessment and Guidelines

RECOMMENDED ACTION:

1. RECOMMEND that the TMC Board approve draft list of complete streets projects for inclusion in the Regional Transportation Plan;
2. DISCUSS complete streets policy and guidelines.

SUMMARY:

The Transportation Agency conducted a countywide complete streets needs assessment to inform the development of the Regional Sustainable Communities Strategy and 2014 Regional Transportation Plan. Using the findings from the needs assessment staff worked with jurisdictions and interested members of the public to develop a draft list of complete streets projects focused on improving safety and comfort for pedestrians, bicyclists and transit riders.

Complete streets guidelines will include policy and best engineering practices that can be adopted by local jurisdictions to comply with California Complete Streets Legislation (AB 1358). The guidelines will also include a phasing plan of complete streets projects identified in the needs assessment and process for evaluating multimodal project alternatives.

FINANCIAL IMPACT:

This action has no direct financial impact on the Transportation Agency budget. The project is funded by a $60,000 Strategic Growth Council grant administered by AMBAG.

DISCUSSION:

Transportation Agency staff conducted a complete streets needs assessment and worked with cities, the County and members of the public to develop a draft list of complete streets projects. The assessment was focused on identifying infrastructure gaps to meet the needs of bicyclists, pedestrians and transit riders. Existing plans and policies helped to identify bicycle and pedestrian improvement projects that are important to the community and areas where future growth may bring increase pedestrian, bicycle and transit activity. Proposed land use developments were considered to account for the needs of future users. For example streets that will serve future senior housing development should be served by transit, have ADA
accessible pedestrian facilities and special accommodations at street crossings. Staff considered over 50 different criteria such as sidewalk width, crossing distance, gaps in bicycle and pedestrian infrastructure, ADA access, distance from transit stop to crossing and pavement condition (see attached complete streets matrix).

The needs assessment served as the basis for developing a list of complete streets projects. Some of these projects had already been identified in the Regional Transportation Plan, while others are new. These projects aim to improve safety and comfort for pedestrians, bicyclists and transit riders. Some examples of projects are sidewalks, bicycle lanes, curb extensions, ADA ramps, traffic-calming features, paths, way-finding signage and transit stop amenities. The list of projects identified through this assessment will be incorporated into the Regional Transportation Plan and Sustainable Communities Strategy.

The next phase of the project is to develop Complete Streets Guidelines containing policy and best engineering practices that can be adopted by local jurisdictions to comply with California Complete Streets Legislation (AB 1358). The Complete Streets Act AB 1358 of 2008 requires that all jurisdictions incorporate complete streets policy into their General Plans. Transportation Agency staff will work with jurisdictions and interested members of the public to develop these guidelines to ensure they are consistent with existing plans and policies and meet the needs of each community.

A phasing and implementation plan for projects identified in the needs assessment with horizon years of 2020 and 2035 will be incorporated into the Regional Transportation Plan. This implementation plan will help to prioritize projects and establish a process for evaluating multimodal project alternatives. The complete streets evaluation process may be required in order to receive discretionary funding from the Transportation Agency in the future.

Staff requests that Bicycle and Pedestrian Facilities Advisory Committee representatives make a recommendation to the Board to approve the draft list of complete streets projects for inclusion in the 2014 Regional Transportation Plan. In May staff will bring the draft complete streets Guidelines and policies to the Bicycle and Pedestrian Facilities Advisory Committee for review and input.

Approved by: [Signature] Date signed: 3-22-13

Debra L. Hale, Executive Director

Regular Agenda: N/A

Counsel Review: N/A

Web Attachment: 1) Draft Complete Streets Matrix  
2) Draft Complete Streets Project List