BICYCLE AND PEDESTRIAN
FACILITIES ADVISORY COMMITTEE (BPC)

Wednesday, September 3, 2014, 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 (7) of the number of voting memberships actually filled at that time (13); 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 3.2 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 of August 6, 2014. – Montiel

**END OF CONSENT AGENDA**
4. Monterey County Bike Month - Green
   1. RECEIVE report on Monterey County Bike Month 2014
   2. PROVIDE direction to staff on future planning for Monterey County Bike Month.

   Bike Month is a national campaign held annually in May to promote bicycling. The Agency has dedicated Transportation Development Act funds for an annual campaign over a three year funding cycle, and requests direction from the committee on planning for future campaigns.

5. Three Feet for Safety Act Education & Outreach Monterey County – Green
   1. RECEIVE report on Assembly Bill 1371; and
   2. PROVIDE direction to staff on a strategy for “Three Feet for Safety” Act education & outreach in Monterey County

   Assembly Bill 1371 requires the driver of a motor vehicle to allow at least three feet between when overtaking or passing a bicycle. This bill will take effect starting September 16, 2014. The Transportation Agency will lead an education and outreach effort in Monterey County and requests direction from the Committee on a strategy.

6. RECEIVE a presentation on Holman Highway 68 Roundabout Video. – Green
   No Enclosure

   The Transportation Agency, in partnership with the City of Monterey, has developed a video to bring awareness to the Holman Highway 68 Roundabout project and provide general information about roundabouts.

7. ELECT Vice Chair to serve for the remainder of 2014. – Green
   No Enclosure

   The Committee is responsible for electing members to serve as Chair and Vice Chair for the calendar year. In April Megan Tolbert was elected Vice Chair, but has since moved away from the area and is no longer able to serve on the Bicycle and Pedestrian Technical Advisory Committee. The Committee must nominate and elect a member to serve as the Vice Chair for the remainder of the 2014 calendar year. The Vice Chair is expected to lead committee meetings in the Chair’s absence.

8. ANNOUNCEMENTS and/or COMMENTS from Bicycle and Pedestrian Facilities Advisory Committee members on bicycle and pedestrian related items that are not on the agenda. – Green
   No Enclosure

9. ADJOURNMENT.
ANNOUNCEMENTS

Next Committee meeting:

Wednesday, October 1, 2014

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:
Ariana Green, Bicycle and Pedestrian Coordinator
By Thursday, September 18, 2014
ariana@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
55-B Plaza Circle, Salinas, CA 93901-2902

Monday thru Friday
8:00 a.m. – 5:00 p.m.
TEL: 831-775-0903
FAX: 831-775-0897

The Committee Agenda will be prepared by Agency staff and will close at noon September 18, 2014 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://tamcmonterev.org/committees/bpc/meetings.html

Correspondence
None this month.

Reports, Meetings, Announcements and Publications
None this month.

Media Clippings
None this month.
**TRANSPORTATION AGENCY FOR MONTEREY COUNTY (TAMC)**  
**Bicycle and Pedestrian Facilities Advisory Committee**  
**Draft Minutes of August 6, 2014**  
Held at the Transportation Agency for Monterey County  
55-B Plaza Circle, Salinas, CA

### Voting Members

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1. Chairman Eric Petersen called the meeting to order at 6:00 p.m. A quorum was established and self-introductions were made.

2. PUBLIC COMMENTS
Ariana Green announced that CSUMB representative Megan Tolbert is no longer with us. She moved to Colorado to take a position as the Executive Director at Boulder Transportation Connections. She also welcomed new City of Marina representative Bernard Green. Mr. Green mentioned that he is a CSUMB student, certified instructor with the League of American Bicyclists and an enthusiastic bike advocate. He noted that he is the founder of the Monterey Bicycle Project.

Ariana Green also welcomed the new Transportation Agency Community Outreach Coordinator Theresa Wright. Ms. Wright noted that she previously worked at KSBW and before that she worked for Monterey-Salinas Transit. She noted that she is excited to work for the Agency and noted that she has met and interviewed a few people she will be working and is excited to be working with them in a different environment.

3. BEGINNING OF CONSENT AGENDA
M/S/C Yenovkian/Wriedt / unanimous
3.1 Approved minutes of the Bicycle and Pedestrian Facilities Advisory Committee meeting of Jun 5, 2014

END OF CONSENT AGENDA
4. **SALINAS VIBRANCY PLAN**

The Committee received a presentation on the Salinas Vibrancy Plan.

Don Reynolds, City of Salinas reported that the City of Salina is working on a Downtown Vibrancy Plan. He noted that they have received input from stakeholders and the community. The Vibrancy Plan includes recommendations for short-term and long-term projects that will improve the economic vitality, circulation and public perception of the downtown. The Vibrancy Plan looks at ways to create a safe and inviting atmosphere downtown and improve access for pedestrians, bicyclists and transit. He expressed that while preserving the connection to history, Downtown Salinas will offer a vibrant place where the City’s past and future come together to create a healthy mix of residences, businesses, civic institutions, recreation and culture in a fun safe family friendly setting.

The Vibrancy Plan includes the following bikeway recommendations:

Class II
- Alisal Street (Blanco and Front Street)
- Lincoln Ave (Intermodal Transportation Center and W. Alisal Street)
- Main Street (Rossi and Market Street)
- Salinas Street (Market and Gabilan Street)
- Monterey Street (Gabilan and John Street)

Class III
- Salinas Street (Gabilan and John Street)
- Main Street (Central and John Street)
- Monterey Street (Market and Gabilan Street)

In conclusion Mr. Reynolds stated that the next steps are for the Stakeholder Team to finalize plan recommendations then recommend implementation and funding plan. The City of Salinas will complete the Draft Plan and circulate for comments. He noted that for more information please follow at the Facebook page “Salinas Downtown Vibrancy Plan” or contact Don Reynolds at donaldr@ci.salinas.ca.us.

The Committee recommended a follow-up presentation on the draft Vibrancy Plan.

5. **CICLOVIA SALINAS**

The Committee received a presentation on the proposed Salinas Ciclovia event.

Natalie Oliver, Manuel Ontiveros, Ruben Gonzalez, Miguel Alcala, Ab Onolasco, representing Ciclovia reported that the Ciclovia Salinas is a youth-driven open streets community event designed to promote active transportation options like walking and bicycling, among other goals. A Ciclovia event is being planned by youth in Salinas with the support by youth in Salinas with the support and oversight of Building Healthy Communities. The first Ciclovia Salinas event was held on October 6, 2013. She noted that hundreds of people from the surrounding Alisal neighborhoods and from across Salinas and the greater Monterey County participated in the event and were able to ride bikes, walk, jog, skateboard and roller skate along 1.6 miles of Alisal Street free of cars. She noted that other event activities included live music, Zumba, Baile Folklorico dance class, Plymetrics class, Crossfit activities, hula hoop game, soccer clinic and football. They expressed the need of volunteers and interns to help with the barricade, set-up crew and cleaning crew.
Ms. Oliver noted that the SPD will be holding a special training to get certified on barricading for those interested in volunteering on the Ciclovia event. In conclusion she expressed that they are looking for funding and looking for anyone who may want to host a booth with helpful information. She also noted that the possible Ciclovia event date is being confirmed from the following possible dates Saturday November 1st, Sunday November 2nd or Saturday, November 8th it will be from 10 a.m. to 2 p.m.

The Committee had the following suggestions for the funding and planning of the Salinas Ciclovia event:

- Consider applying at Community Foundation for Monterey County
- Consider applying at Nancy Buck Ransom Foundation
- Consider applying at Yellow Brick Road
- Consider applying at Pebble Beach Company Foundation
- Consider applying at Big Sur Foundation
- Consider a basking band

6. COMMITTEE BYLAWS AND MEMBERSHIP

The Committee amended the Bicycle and Pedestrian Facilities Advisory Committee Bylaws to clarify that all members appointed to the Committee are allowed to vote.

Ariana Green, Transportation Planner reported that currently only members who have been appointed to represent a city or supervisorial district in Monterey County are allowed to vote on items brought before the Bicycle and Pedestrian Committee. She noted that this amendment to the Committee Bylaws would enable members who have been appointed to the Committee by the Board, but do not specifically represent a city or supervisorial district to vote. This interpretation of the Bylaws detracts from the operation of the Committee in that it unnecessarily restricts some members from voting and holding office. She noted that this amendment to the Committee Bylaws clarifies that all those members who have been appointed to the Committee by the Board, whether or not they represent a city or supervisorial district, have the right to vote on items brought before the Committee. She noted that the adopted Bylaws allow the majority of the voting members of the committee to amend the Bylaws at any regular meeting, provided that written notice of the proposed amendment the mailed to each member of the Committee not less than one week prior to the meeting.

M/S/C Yenovkian /Wriedt/ unanimous
Committee member Phil Yenovkian motioned to approve the amended Bicycle and Pedestrian Facilities Advisory Committee Bylaws to clarify that all members appointed to the Committee are allowed to vote the motion was second my Jeff Wriedt.

7. ANNOUNCEMENTS AND/OR COMMENTS

Committee staff, Ariana Green announced the PG&E hydrotesting and replacing gas transmission line along Highway 68 is scheduled to start on August 25 and continue segment by segment to mid-December. She also announced that the County has begun work on the Davis Rd Bike lanes north of Blanco Rd, and the City of Marina has begun construction of the Imjin Parkway bike lanes project. More information will be provided at upcoming meetings.

Committee member D.L. Johnson asked when is the starting date on the Castroville Project? Ariana Green replied that she would find out the information and send the update to the Committee.
Committee member Susan Ragsdale asked for information on riding on the rec trails. City of Salinas James Serrano noted that there might be some interested riders or groups riding along rec. trails.

Committee member Chris Flescher announced the 50th anniversary of the San Francisco Sunday Streets will be on Sunday, August 24th.

Ariana Green reported that she attended a conference in Burlington, Vermont and shared photos of best practices bicycle and pedestrian infrastructure such as bike “fix-it” stations, bike paths, pedicabs, bike corrals and wayfinding signage.

8. **ADJOURNMENT**

   Chair Petersen adjourned the meeting at 7:00 pm
Memorandum

To: Bicycle and Pedestrian Facilities Advisory Committee
From: Ariana Green, Transportation Planner
Meeting Date: September 3, 2014
Subject: Monterey County Bike Month

RECOMMENDED ACTION:

1. RECEIVE report on Monterey County Bike Month 2014; and
2. PROVIDE direction to staff on future planning for Monterey County Bike Month.

SUMMARY:

Bike Month is a national campaign held annually in May to promote bicycling. The Agency has dedicated Transportation Development Act funds for an annual campaign over a three year funding cycle, and requests direction from the committee on planning for future campaigns.

FINANCIAL IMPACT:

The annual budget to support Bike Month and/or other bicycling events and activities is $27,500 for the next three years. This budget is supported entirely by Transportation Development Act funds.

DISCUSSION:

The League of American Bicyclists has designated the month of May as National Bike Month. The purpose of Bike Month is to increase public awareness of bicycling as a form of transportation, as well as to generate enthusiasm for bicycling in general. One of the findings of the 2014 Alliance Benchmarking Report prepared by the Alliance for Biking and Walking, which examines nationwide bicycling and walking data, is that more people bike and walk to work in communities with strong bicycling and pedestrian advocacy.

Monterey County Bike Month 2014

2014 Bike Month activities included the AMGEN Tour of California, a Bike Film Festival organized by the City of Monterey, the High School Mountain Bike Championships, and the Bicycling Monterey Intergenerational Ride, among other events. The Transportation Agency also contracted with Ecology Action who conducted seven 5th grade bicycle safety trainings and bike rodeos at Kammann Elementary School and Martin Luther King Jr. Academy in Salinas. Ecology
Action staff trained a total of 188 5th grade students with over 70% of students reporting that they would ride more often and ride more safely.

**Future Planning**

Staff is now proposing to allocate eligible funds to support a more robust public outreach campaign during Bike Month over the next three years. In the past, these campaigns were planned and funded by the Agency, with support from the committee. Staffing for that effort, which required a half person year to execute annually, is no longer available in the Agency budget. Staff is instead proposing to support Bike Month in the future as a funding partner or sponsor with responsibility for event planning assigned to volunteers, an outside organization or grant applicants.

Staff is requesting that the committee provide direction on a proposal for Bike Month beginning in 2015. Three alternatives for funding and planning future campaigns are:

1. **Bicycle & Pedestrian Facilities Advisory Committee Effort**: The 2014 Bike Month was organized by committee volunteers with some support from Agency staff. Responsibility for planning and executing Bike Month in the future using Agency funds could continue to be assigned to committee volunteers. Advantages include a more direct allocation of resources and control of the process by the committee. Disadvantages could include limited organizational capacity dictated by the level of time, experience and commitment of volunteers.

2. **Outside Contract**: The Santa Cruz County Regional Transportation Commission allocates Transportation Development Act Funds to a non-profit which plans, schedules, markets, fundraises and provides staffing for a long-standing Bike Week campaign. The Agency could solicit bids or issue a Request for Proposals to undertake Bike Month tasks over a three year period. Advantages include funding for dedicated staffing and a point of contact for organizing and establishing a long-term campaign. Disadvantages include the extra staffing costs, which would reduce the funds available for activities and marketing.

3. **Bike Month Sponsorship**: Instead of allocating all funds to an outside contractor or relying solely on volunteers, the Transportation Agency and Bicycle and Pedestrian Committee would take on the marketing aspect of the Bike Month campaign and award grants through a competitive process to fund Bike Month activities such as bicycle rodeos, races, “bike to school challenge”, etc… Criteria for the grant program and list of activities to be funded would be approved by the Bicycle and Pedestrian Committee. Advantages include Committee and staff resources can be focused on outreach and marketing of the Bike Month campaign and less on event planning and execution. Disadvantages could include staff time needed to administer the grant program, and no guarantee that people will take advantage of the grant program.

Staff intends to draft a scope of work and plan for Bike Month based on committee input and will request Committee approval of that document in October.

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Approved by: [Signature]
Debra L. Hale, Executive Director

Date signed: [Signature]

Regular Agenda

Counsel Review: N/A
Finance/Admin Review: Yes
Memorandum

To: Bicycle and Pedestrian Facilities Advisory Committee

From: Ariana Green, Transportation Planner

Meeting Date: September 3, 2014

Subject: Three Feet for Safety Act Education & Outreach Monterey County

RECOMMENDED ACTION:

RECEIVE report on Assembly Bill 1371; and

PROVIDE direction to staff on a strategy for “Three Feet for Safety” Act education and outreach in Monterey County.

SUMMARY:

Assembly Bill 1371 requires the driver of a motor vehicle to allow at least three feet between when overtaking or passing a bicycle. This bill will take effect starting September 16, 2014. The Transportation Agency will lead an education and outreach effort in Monterey County and requests direction from the Committee on a strategy.

FINANCIAL IMPACT:

The Transportation Agency has dedicated $27,500 of Transportation Development Act funds to support Bike Month and/or other bicycling events and activities in fiscal year 2014-2015. Education and outreach to promote a safe environment for bicycling is an eligible use of these funds. “Give Me 3” Outreach materials including bumper stickers and flyers are expected to cost approximately $800 and will be paid for with Transportation Development Act funds.

DISCUSSION:

Assembly Bill 1371 amends the California Vehicle Code to require the driver of a motor vehicle to allow at least three feet between when overtaking or passing a bicycle. This bill was signed into law on September 23, 2013 and is operative starting September 16, 2014. The Transportation Agency will conduct an education and outreach campaign in Monterey County to provide information on the new law.

The California Bicycle Coalition has already begun a “Give Me 3” education and outreach campaign. As part of the campaign they have developed bumper stickers which can be purchased at $0.25 - $1 per sticker (California Bicycle Coalition

https://calbike.org/builkgiveme3form/). Transportation Agency staff recommends purchase of bumper stickers and posters from the California Bicycle Coalition to participate in a statewide
education campaign and save cost on design of outreach materials. In addition to the purchase of outreach materials staff recommends the following outreach and engagement strategies:

**Monterey County outreach strategies:**

- Press release on September 16 (day the law goes into effect)
- Booth and demonstration at Ciclovia (November 1, 2014);
- Distribution of outreach materials to local organizations, DMV, community centers, libraries, Police Departments, taxis and academic and civic institutions;
- Information and resources on TAMC Webpage;
- Demonstration and distribution during Bike Month 2015;
- Guest post on Bicycling Monterey (follow-up from 2013 article);

Approved by: Debra L. Hale, Executive Director

Date signed: 8/21/14

Regular Agenda

Counsel Review: N/A

Attachment: “Give Me 3” Bumper Stickers & Poster
GIVE ME 3 – IT’S THE LAW OUTREACH MATERIALS

Bumper Stickers
GIVE ME 3
3 FEET TO PASS BIKES SAFELY