

Executive Summary

The Transportation Agency for Monterey County developed the Regional Pedestrian and Bicycle Wayfinding Plan for Monterey County to provide 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 key sign features that jurisdictions will be encouraged to incorporate into their own signs in order to improve wayfinding within city boundaries. Uniform signage supports residents and visitors who want to bicycle or walk for transportation and recreation, and can enhance each jurisdiction's brand as a regional destination.

The Wayfinding Plan includes:

- **Introduction:** The overall goal of the Wayfinding Plan is to improve bicycle and pedestrian facilities, and to promote bicycling and walking as viable transportation alternatives for Monterey County residents and visitors. This section describes the need and purpose for bicycle and pedestrian wayfinding signage, funding, the function of the Wayfinding Plan Advisory Committee and community involvement in the development of the Plan.
- **Existing Conditions:** While the county is currently served by a wide variety of bicycle facilities, the majority of the area lacks a clear, comprehensive, and consistent sign system that provides bicycle users with directional information and mileage to points of interest. This section includes a summary of regulatory criteria for wayfinding signage, and includes design criteria developed by the Wayfinding Plan Advisory Committee. This section includes criteria for the development of regional routes and destinations.
- **Development of Wayfinding Signage:** Development of the preferred sign design was a three-step process guided by an extensive community input process. This section describes the visioning process, concept development, and final design of the wayfinding signage.
- **Implementation Strategy:** This section includes information about the regional routes that will be signed, sign placement guidelines, sign production, and an estimate of the number of signs per mile. Potential funding sources, a discussion about jurisdiction agreements and information about implementation phasing are also included in this section.

Implementation of the Wayfinding Plan will begin once the Plan is adopted. TAMC will apply for grant funding for full implementation of the Plan, work on the procurement of signage, and will coordinate with the underlying jurisdictions to install signage.

Funding

TAMC programmed \$30,000 of Regional Surface Transportation Funds in the 2014/2015 fiscal year to prepare this Wayfinding Plan. For the next three years, TAMC has programmed a total of \$90,000 for the implementation of the Wayfinding Plan.

Wayfinding Plan Advisory Committee & Community Involvement

The Wayfinding Plan Advisory Committee is an ad-hoc committee comprised of project stakeholders including representatives from TAMC's Bicycle and Pedestrian Facilities Advisory Committee, the County of Monterey, local cities, the Monterey County Health Department, Building Healthy Communities, Fort Ord Re-use Authority, the Velo Club, Green Pedal Couriers, Fort Ord Recreation Trails Friends, Pebble Beach, and Monterey-Salinas Transit. **Table 1** lists the full Committee membership. The purpose of the group was to develop plan goals, assist in the identification of regional routes to be signed, provide input on the preferred sign design and implementation. The group met monthly from February to November, 2015, and again in February 2016 to provide final input on the Plan.

In addition to Wayfinding Plan Advisory Committee input, Agency staff consulted with TAMC's Bicycle and Pedestrian Facilities Advisory Committee (BPC), which is composed of volunteer representatives from each supervisorial district and city in Monterey County as well as representatives from public agencies and a bicycle/pedestrian interest group, as appointed by the TAMC Board of Directors, and TAMC's Technical Advisory Committee (TAC), comprised of public works representatives from each of the twelve cities in Monterey County, Monterey County Public Works, Monterey County Planning, Caltrans, Monterey-Salinas Transit, the Fort Ord Reuse Authority, the Monterey Bay Unified Air Pollution Control District, and the Association of Monterey Bay Area Governments.

Table 1: Wayfinding Plan Advisory Committee members.

Stakeholder	Representative
Association of Monterey Bay Area Governments	Eliza Yu
TAMC Bicycle and Pedestrian Facilities Advisory Committee	D.L. Johnson
Building Healthy Communities	Jeanette Pantoja
City of Carmel-by-the-Sea	Victoria Beach
City of Marina	Justin Meek
City of Monterey	Andrea Renny
City of Salinas	James Serrano Victor Gomez

City of Soledad	Brent Slama
California State University Monterey Bay	Bernard Green
Fort Ord Reuse Authority	Josh Metz
Green Pedal Couriers	Michael Baronial
Monterey County	Ryan Chapman
Monterey County Health Department	Krista Hanni
Monterey-Salinas Transit	Lisa Rheinheimer
Pebble Beach Company	Kevin Cole
Fort Ord Recreation Trails Friends/Pedal Alpini, Inc.	Eric Peterson
Velo Club	Bill Boosman

Lastly, TAMC staff developed a project specific Wayfinding Plan page on the TAMC website. Wayfinding Plan Advisory Committee meeting agendas, meeting minutes and draft documents were posted on this site. Staff gathered community input using the TAMC Wayfinding Plan mySidewalk page, an online public engagement tool similar in layout to Facebook. Agency staff used the mySidewalk to obtain input on regional routes and sign designs. The mySidewalk tool was particularly useful in obtaining feedback on sign design, as people were able to vote for their preferred design. **Figure 2** illustrates the Wayfinding Plan mySidewalk page, along with page view statistics.

Table 2: Regional Routes

	<u>North County Routes</u>	<u>Description</u>	<u>Miles</u>
1	Elkhorn Slough Loop	<u>Connects</u> Pajaro, Las Lomas, Moss Landing and Castroville; <u>via</u> Salinas Road, Highway 1, Molera Road and Elkhorn Road	32.42
2	Pajaro – Salinas	<u>Connects</u> Pajaro, Las Lomas, Prunedale Shopping Centers, Prunedale Park and Ride lot, Manzanita County Regional Park, North Salinas, Salinas, Spreckles <u>via</u> Hall Road, San Miguel Canyon Road, Prunedale South Road, Harrison Road	24.28
3	Salinas Periphery Loop	<u>Connects</u> Southwest Salinas, North Salinas Shopping Center, Northeast Salinas schools and parks, Hartnell College Main Campus and Hartnell College Alisal Campus; <u>via</u> Davis Road and Boronda Road and crosses Salinas through Alisal Street	16.29
4	Marina – Salinas Multimodal Corridor	<u>Connects</u> Oldtown Salinas, Salinas Amtrak Station, MST Salinas Transit Center, City of Salinas and Monterey County Government Centers, Hartnell College Main Campus, East Garrison, California State University Monterey Bay Campus, Marina Shopping Center, MST Marina Transit Exchange; <u>via</u> West Alisal Street, Blanco Road, Davis Road, Reservation Road, Imjin Parkway, 2 nd Avenue and Divaty Street	14.94
5	North Salinas to San Benito County via San Juan Grade Rd	<u>Connects</u> North Salinas and San Juan Bautista, San Benito County; <u>via</u> San Juan Grade Road	12.12
6	Castroville – Salinas	<u>Connects</u> Castroville and Oldtown Salinas; <u>via</u> Merritt Street, Castroville Boulevard and West Market Street	8.17
	<u>Peninsula Routes</u>		<u>Miles</u>
7	Monterey Peninsula Loop	<u>Connects</u> Castroville, Marina, California State University Monterey Bay, Seaside, Sand City, Monterey, Pacific Grove, Pebble Beach and Carmel-by-the-Sea; <u>via</u> Monterey Bay Sanctuary Scenic Trail along the Peninsula, and California Avenue, General Jim Moore Boulevard, Canyon Del Rey Boulevard and Aguajito among other internal local city streets	40.89
8	Carmel – Monterey	<u>Connects</u> Carmel-by-the-Sea and Monterey; <u>via</u> San Carlos Street,	5.11

		Carpenter Street, the Highway 1 bike path, Viejo Road, and Munras Avenue	
9	Fort Ord Loop	<u>Connects</u> Salinas, Spreckles, California State University Monterey Bay, and Fort Ord; <u>travels via</u> Highway 68 and Reservation Road	23.44
10	Fort Ord Inner Loop	<u>Connects</u> California State University Monterey Bay, Seaside, Fort Ord, Ryan Ranch and Del Rey Oaks; <u>via</u> Gigling Road, Hennekens Ranch Road, Barloy Canyon Road and South Boundary Road	11.63
	<u>South County Routes</u>		<u>Miles</u>
11	Marina – Greenfield via Reservation Rd & River Rd	<u>Connects</u> Marina, East Garrison, Salinas, Spreckles, Fort Romie and Greenfield; <u>travels via</u> Reservation Road and River Road	49.31
12	Salinas – King City & San Ardo	<u>Connects</u> Salinas, Chualar, Gonzales, Soledad, Greenfield, King City, San Lucas and San Ardo ; <u>travels via</u> Natividad Road, Old Stage Road, Old US 101 roads, Metz Road and Cattleman Road	65.31
13	Carmel Valley – Greenfield	<u>Connects</u> Carmel Valley to Greenfield; <u>via</u> Carmel Valley Road	55.52
14	Soledad – Pinnacles	<u>Connects</u> Soledad to the Pinnacles National Park; <u>via</u> Highway 146	9.31

