The population in Monterey goes up 2x in the Summer
Vacation 38%
Weekend 36%
Car arrival 78%
TNC 6%
Transit 7%
Bike 3%
The traffic is here already
We are improving infrastructure

...CEQA, $, 🚽!
So what can we do?
TDM - Remind me what it is again?
Our Solutions

REDUCE

RE-MODE

RE-TIME

RE-ROUTE
Stakeholder Engagement
Have Transportation Challenges affected Your Ability to Recruit or Retain Employees & Students or Attract Customers?

- Yes, multiple times: 47%
- No: 0%
- Yes, at least once: 16%
- I don't know: 37%
How Likely is it That Your Organization Would Participate in an Initiative or Organization That Provides Some or all of the Services/Programs mentioned Previously?

- Very Likely: 47%
- Likely: 18%
- Somewhat Likely: 24%
- Not Sure, need more information: 6%
- Somewhat Unlikely: 0%
- Unlikely: 0%
Top Feedback from Attendees

- Regional Connections with TAMC and MST
- Flexible Work Schedules
- TDM Toolkit and Local Resources
- Ongoing coordination of key stakeholders
TDM Program /TMA Staffing/ Governance

- Staffed
- Outsourced
- Staffed & Outsourced
- Staffed/Outsourced & Advisory Boards
- Staffed/Outsourced & Non-profit Boards
Key Considerations

Organizational Model Options

Resources/Funding

Partnerships

Tactics
Care-free & Car-free in Monterey!
Sure!

CAR-FREE IN MONTEREY
Did You Know?

Making your car parked prevents traffic congestion, parking space search and stress.

Get to Know Monterey Without Your Car!
Avoid the traffic...park in one of our Downtown Garages, then hop on the Free Trolley to your destination.

- Lighthouse District
- Wharf
- Cannery Row
- Downtown Monterey
- Aquarium
Mobility Score & TDM Toolkit

Incorporates YOUR Priorities

Incorporates YOUR Business Type
What is your organization type?

Hotel / Museum /Tourist Attraction

If you don’t see your type of organization represented, choose the one that is closest to yours. Doctor’s or dental offices fall under Office.
How many visitors attend your largest event?

300

Not sure? We don’t need exact numbers. Provide your best estimate on the total number of visitors your largest event typically draws. If you are an academic institution, graduation and homecoming activities are likely your largest events.
Which of the following transportation and mobility priorities are currently most important to your organization? Choose two.

- Promote health and wellness
- Solve parking challenges
- Provide valuable employee benefits/cost savings
- Reduce trips generated by my organization
- Improve student transportation
- Improve visitor transportation
- Increase transportation options
- Improve/expand existing transportation programs at my organization
- Promote existing and new programs

We know it’s hard to narrow down your priorities, but select your top two (don’t worry you can edit these priorities later to see how it changes our recommendations). These priorities allow us to make sure our recommendations better match your organization’s needs and priorities.
Customize your plan
Select from the following recommended strategies:

- Promote health and wellness
- Increase transportation options
- Reduce trips generated by my organization
- Solve parking challenges
- Improve student transportation
- Improve and expand existing transportation programs at my organization
- Improve visitor transportation
- Provide valuable employee benefits/cost savings
- Promote existing and new programs

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Reduce Formal Telework Program
- 50 points
- Remove Strategy

Reduce Videoconferencing
- 60 points
- Add Strategy

Retime Flexible Work Schedule
- 30 points
- Remove Strategy

Remode Transit Pass Subsidy
- 60 points
- Add Strategy

Remode Ride matching tool
- 20 points
- Add Strategy

Refine Improve existing programs
- + points
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| Id | First Name | Last Name | Email Address | Address | State | Zip | City | Medal | Score | Survey | Scc | Strategy | Sr | Goal | Med | q1 | q2a | q2b | q3 | q4 | q5 | q6 | q7 | q8 | q9 | q10 | q11 | q12 | q13 | q14 | q15 |
|----|------------|-----------|----------------|---------|-------|-----|------|-------|-------|-------|-----|----------|---|------|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1  | Bruce      | Fisher    | jchavezr@Suite 483 | New York | 35391 | Port Alexa Gold | 9 | 6 | 3 Gold | 0 | 5 Gold | 4 | Office | 1 | small | 4 | 4 | false | true | false | true |
| 2  | asdasd     | Bauch     | Nigel_Bod Suite 071 | Montana | 76177 | Bayerview Silver | 4 | 4 | 0 Gold | 1 | 1 Platinum | 1 | Government | 1 | small | 4 | 4 | false | true | false | true |
| 3  | a           | O'Keefe   | Chet_Hom_Apt. 303 | Kansas | 13588 | Port Jovan Gold | 1 | 1 | 1 Platinum | 4 | 4 | 4 | 4 | small | 4 | 4 | false | true | false | true |
| 4  | Ulla       | Hester    | hesteru@Suite 201 | CO | 80202 | Denver Silver | 11 | 2 | 9 Silver | 1 | 1 Silver | 1 | Tourist | 1 | medium | 1 | 1 | false | true | false | true |
| 5  | Ulla       | Hester    | hesteru@Suite 201 | CO | 80202 | Denver Silver | 11 | 2 | 9 Silver | 1 | 1 Silver | 1 | Tourist | 1 | medium | 1 | 1 | false | true | false | true |
| 6  | Ulla       | Hester    | hesteru@Suite 201 | CO | 80202 | Denver Silver | 11 | 2 | 9 Silver | 1 | 1 Silver | 1 | Tourist | 1 | medium | 1 | 1 | false | true | false | true |
| 7  | Ulla       | Hester    | hesteru@Suite 201 | CO | 80202 | Denver Silver | 11 | 2 | 9 Silver | 1 | 1 Silver | 1 | Tourist | 1 | medium | 1 | 1 | false | true | false | true |
| 8  | Ulla       | Hester    | hesteru@Suite 201 | CO | 80202 | Denver Silver | 11 | 2 | 9 Silver | 1 | 1 Silver | 1 | Tourist | 1 | medium | 1 | 1 | false | true | false | true |
| 9  | Alfonso    | Bonillas  | alfonso@aApt. 872 | Kansas | 71142 | Lake Earn Bronze | 6 | 3 | 3 Silver | 1 | 1 Silver | 1 | Government | 1 | large | 1 | 1 | false | true | false | true |
| 10 | Alfonso    | Bonillas  | alfonso@aBlvd. Pase Sonora | Kansas | 83247 | Hermosillo Bronze | 5 | 3 | 2 Silver | 1 | 2 Silver | 1 | Large | 1 | 2 | medium | 2 | medium | false | true | false | true |