A large red square with a white border, centered on a white background. Inside the square, the text "Zero Emissions Shared Mobility Study" is written in white, bold, sans-serif font, centered both horizontally and vertically.

**Zero Emissions
Shared Mobility
Study**

Outline

Context

Study objective

Partners

Project Outline

Outreach focus

Future visioning

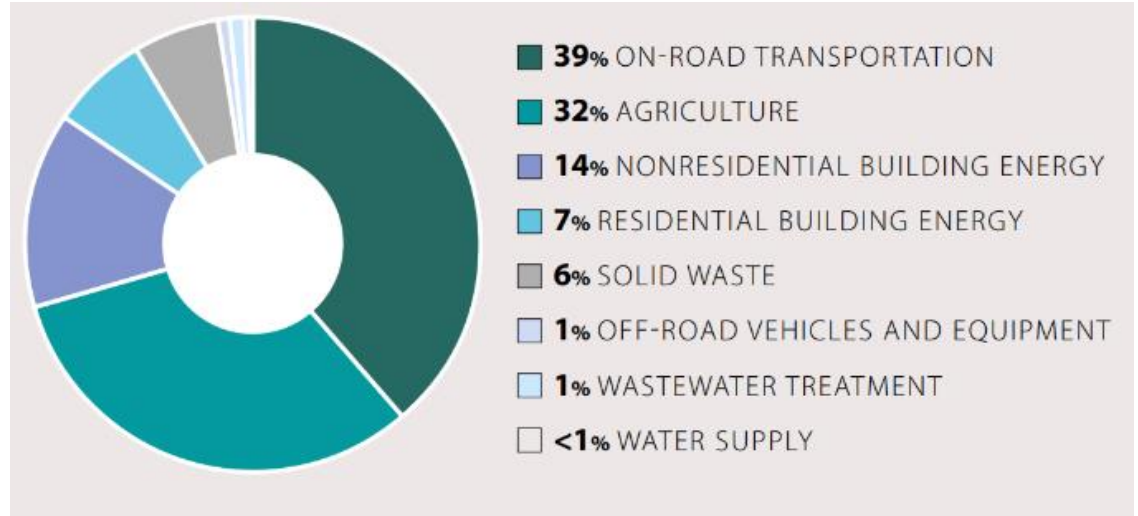
Setting the scene

On-Road Transportation is biggest source of greenhouse gas emissions in the county.

Multi-jurisdictional issue

Driving centered system is unsafe: in 2021, 2,370 people were killed or injured in Monterey County. Ranked worst County for victims under age 15.

It's also expensive, car ownership averages around \$12,000 annually



Study objective

The study will evaluate the potential of innovative zero emissions shared mobility solutions to address unmet transportation needs throughout the county and advance clean mobility alternatives to low-occupancy vehicle travel.

How can people get where they need to go without having to own a car?

- Zero Emissions Vehicle (ZEV) carsharing
- ZEV carpooling and vanpooling
- Active transportation and mobility device sharing
- Improved Access to Transit
- Enhanced Public Transit

Alternatives must be sustainable, safe, convenient, comfortable, affordable, and equitable

Partners

Mobycon- Mobycon is a Dutch-American mobility consultancy specializing in developing and implementing innovative and sustainable mobility solutions. They have a multi-disciplinary team and will bring human centric transportation expertise to the region.

Shared Use Mobility Center- SUMC has supported several low-income and underrepresented communities in California to understand their transportation needs and in the development and implementation of clean, shared transportation services for their communities.

Association of Monterey Bay Area Governments- Region's Metropolitan Planning Organization

County of Monterey Sustainability Program- Working to build a sustainable Monterey County.

Project Outline

Forming an Advisory Group: about 12 people who will inform community needs, sensitivities, and conditions throughout the project at 4 meetings.

Development of Outreach Plan and Website

Existing Conditions: Existing plans, transportation analysis, Shared Mobility Assessment, Community Surveys, Multi-Modal Travel Market Analysis (Gaps & Opportunities).

Stakeholder Focus Groups: 5-10 Listening sessions to learn about mobility needs from diverse community voices with assistance from Advisory Group

Mobility Needs and Opportunities Forums- Round 1 Priorities and Needs. Round 2- Recommendations and Prioritization + Survey

Final Report

Outreach Focus

Advisory Group

Stakeholder Listening Sessions- Farmworker and hospitality workers

Forum 1, Possibilities & Needs: Identifying issues and opportunity sites, tools and strategies for active transportation, and walking assessments.

Forum 2, Recommendations & Prioritization: Reviewing all input and presenting needs and opportunities assessment to community. Feedback on general preferences and specific project sites.

Future Visioning

A step towards prioritizing people in transportation in the county.

Development of projects for the Community Climate Action & Adaptation Plan and Environmental Justice Element.

TAMC Vision Zero Plan- Overlap on safety for drivers and non-drivers with proposed projects for mobility alternatives

Monterey Salinas Transit- Transit oriented development plans and improved transit beyond the SURF! Busway.

Community Climate Action & Adaptation Plan: Funding roadmap for short and medium term measures

Thank you

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Follow our Community Climate Action & Adaptation Plan and take our survey!

For any questions, please email us at **climate@countyofmonterey.gov**

Scan the QR code to visit our website and follow project updates.



qrco.de/monterey-ccaap