

Fort Ord Rec Trail and Greenway



The Fort Ord Rec Trail and Greenway (FORTAG)

www.fortag.org

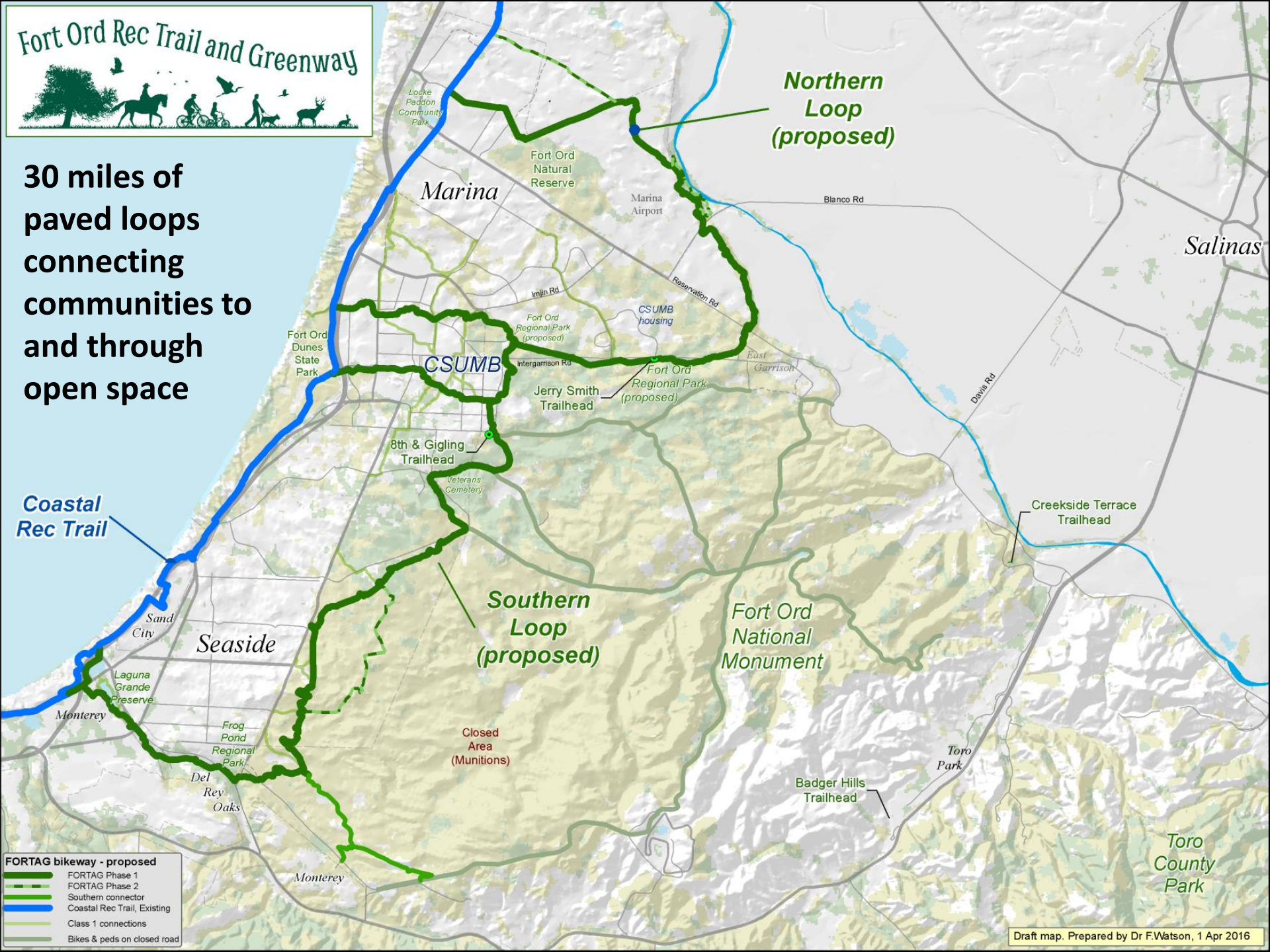
Public presentation to
Monterey County Convention & Visitors Bureau
Board of Directors

Presenter: Fred Watson

27 April 2016



30 miles of paved loops connecting communities to and through open space



FORTAG bikeway - proposed

- FORTAG Phase 1
- FORTAG Phase 2
- Southern connector
- Coastal Rec Trail, Existing
- Class 1 connections
- Bikes & peds on closed road







Organizations with whom the FORTAG team has met

- **Government**
 - City of Marina
 - City of Seaside
 - City of Del Rey Oaks
 - City of Monterey
 - County of Monterey
 - BLM
 - US Army – BRAC
 - US Army – Presidio
 - State Parks
 - State legislature
 - Federal legislature
- **Other agencies and utilities**
 - FORA
 - Transportation Agency for Monterey County
 - Monterey Peninsula Regional Parks District
 - Monterey-Salinas Transit
 - AMBAG
 - Cal trans
 - State Department of Fish & Wildlife
 - US Fish & Wildlife Service
 - PG&E
 - MRPWCA
 - MCWD
 - Cal Vet
- **Education**
 - CSUMB
 - UCSC – Fort Ord Natural Reserve
 - UCSC – MBEST
 - Monterey Peninsula College (MPC)
 - Chartwell School
 - Monterey Bay Charter School
- **Developers, business, & private landowners**
 - Marina Community Partners (MCP)
 - Chadmar Group (Marina Heights)
 - Bruno family / Monterey Peninsula Engineering
 - Monterey Downs
 - Monterey Peninsula Properties (Del Rey Oaks)
 - East Garrison
 - Cypress Knolls
- **Consulting firms**
 - Denise Duffy & Associates (DDA)
 - Bellinger Foster Steinmetz (BFS)
 - ICF International
 - Dover Kohl Partners (DKP)
 - Pathways for Wildlife
 - Wood Rodgers
 - Clifford Moss
- **Other organizations & businesses**
 - Central Coast Veterans Cemetery Foundation
 - Sierra Club
 - Big Sur Land Trust
 - CA Native Plant Society
 - Audubon Society
 - FORT Friends
 - Keep Fort Ord Wild
 - Veterans Fort Ord Wild
 - Sustainable Marina
 - Sustainable Seaside
 - Monterey County Hospitality Association
 - Monterey Off Road Cycling Association
 - Central Coast Cyclocross
 - Sea Otter Classic
 - Big Sur International Marathon
 - Fort Ord Training Heritage Museum

Total:

- **160 one-on-one meetings**
 - 150 people
 - 62 organizations
- **14 presentations**



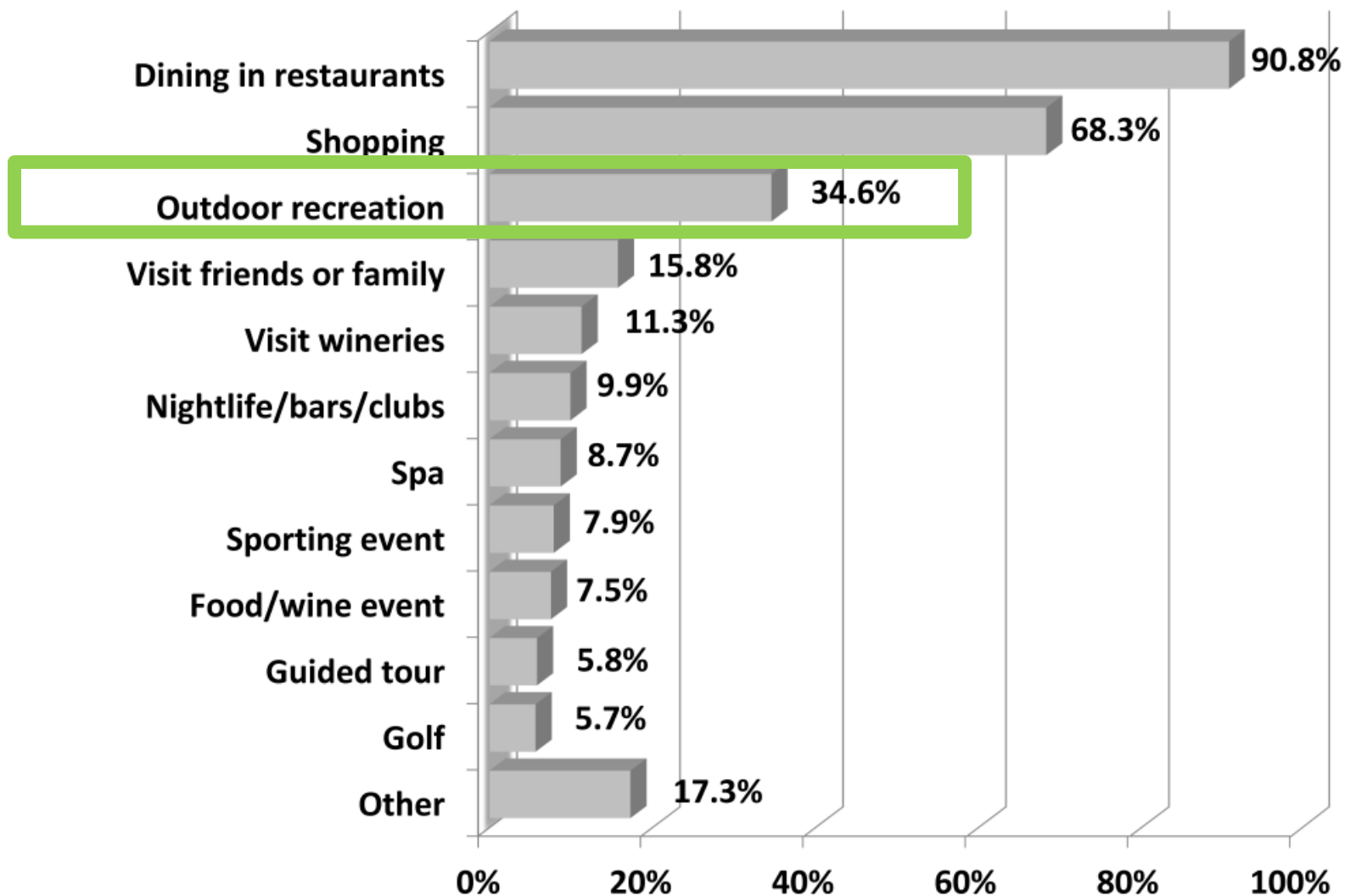
Monterey County Convention
& Visitors Bureau

**2015 Monterey County
Lodging Guest Visitor Profile
Final Report of Findings**

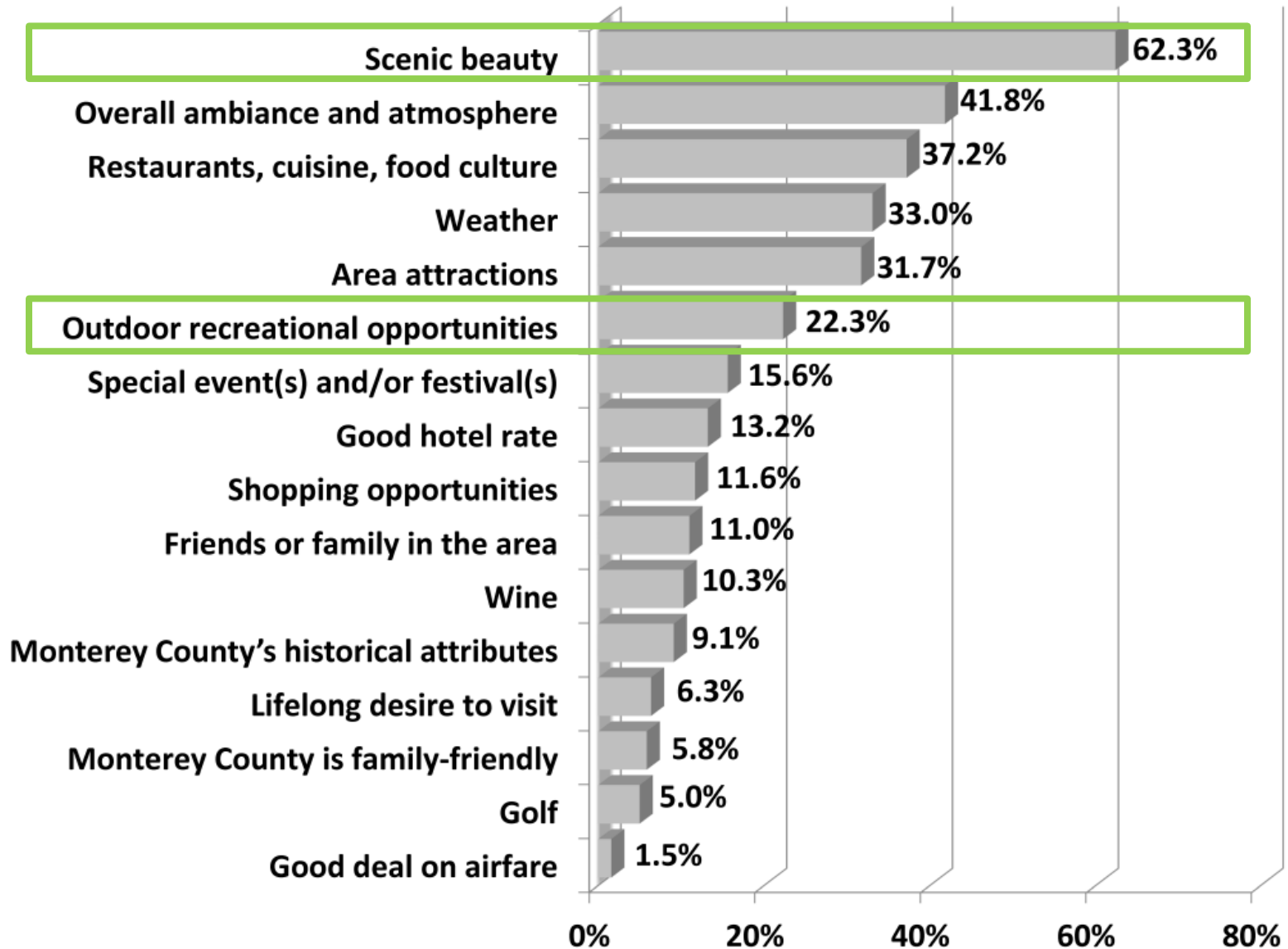
January 2016

Report of Findings prepared for the Monterey County Convention & Visitors Bureau by Destination Analysts, Inc.

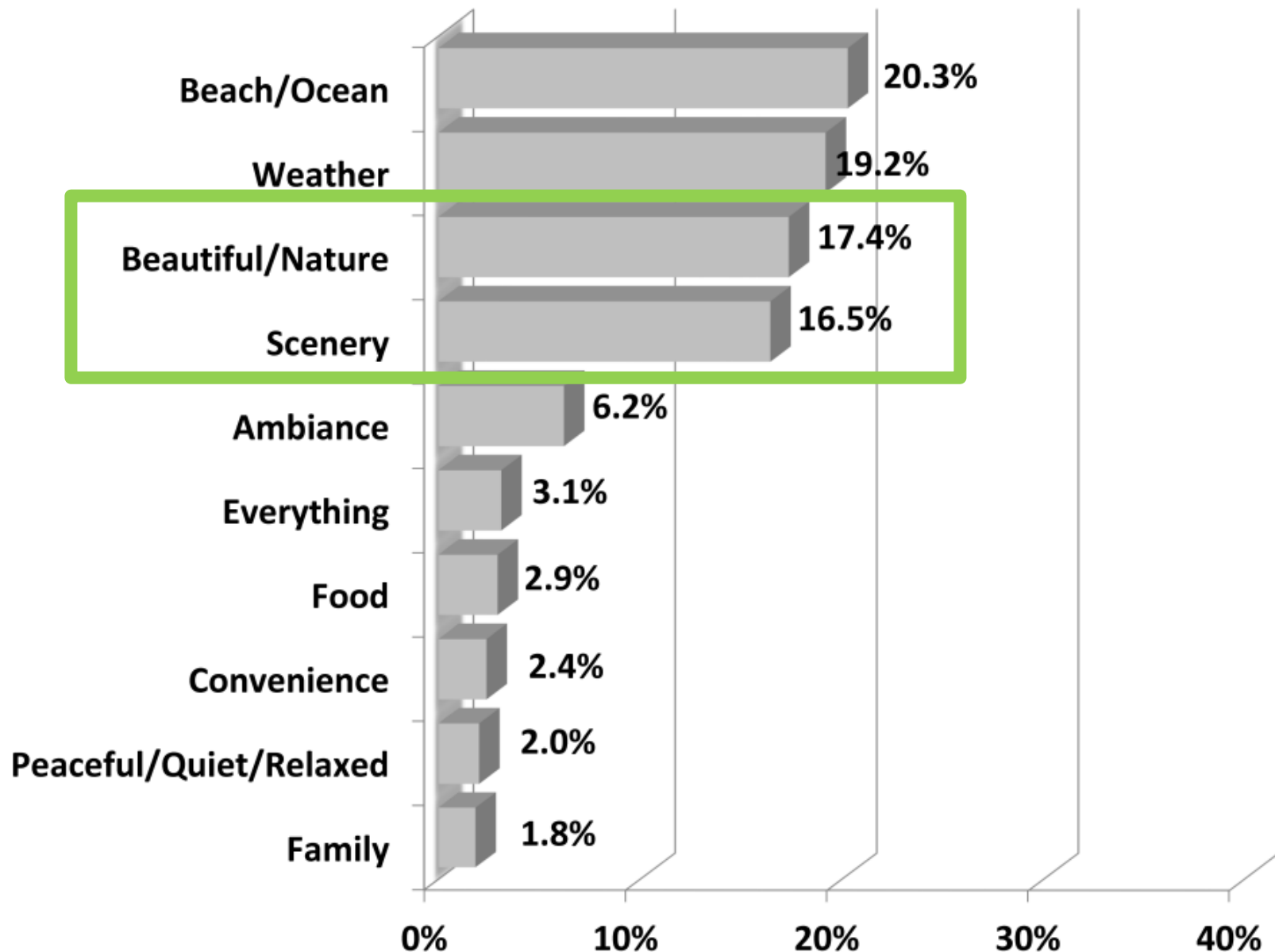
Activities in Monterey County



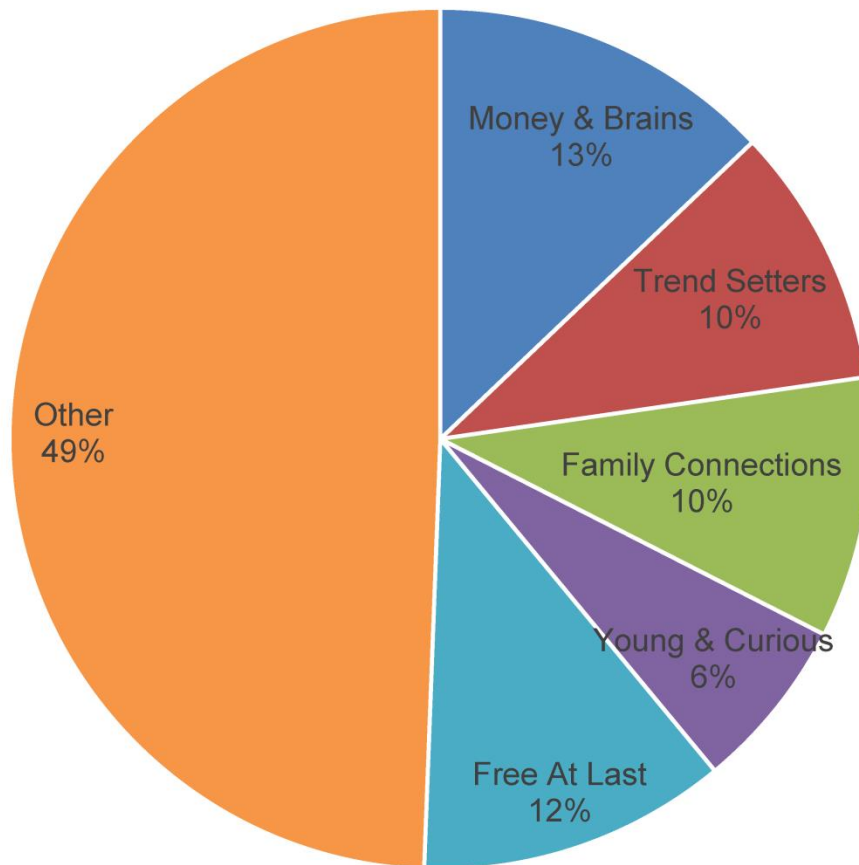
Important Factors to Destination Decision



Most Liked Aspects of Monterey County



PRIZM Segments Among Monterey Visitors



Free At Last



11.6% of Monterey Visitors

Demographics



Middle to upper class



Older, no kids at home

These now child-free travelers are spreading their wings and flying from the empty nest. They are physically active travelers who are looking for challenge and adventure. They like meeting new people while traveling.

*Travel Activities (Index against Population)

- Outdoor adventure (133)
- Scenery (113)
- Golf (106)

Travel Spending

- High – Average of \$2,757 per trip

Lodging

- Hotel
- Rental home, condo, timeshare
- Family or friends

Information Sources

- Travel discounter
- Magazine/newspaper
- Destination website

Print Media

- Better Homes & Gardens
- Reader's Digest

*Mix of MRI Vacation
Travel Attitude
Statements and
Monterey CVB 2013
Brand Research

The Young and the Curious



6.5% of Monterey Visitors

Demographics



Upper middle class



25-55 years old

Younger are not likely to have kids; older are likely to have kids



College graduates

These young to middle-age travelers enjoy learning about the history, culture, and wildlife of a destination. They are likely to visit national parks, aquariums, or museums.

*Travel Activities (Index against Population)

- Cultural/historical attractions (139)
- National parks and other outdoor options (129)
- Learn about marine environment and wildlife (172)
- Scenery (110)

Travel Spending

- Low – Average of \$2,347 per trip

Lodging

- Hotel
- B&B
- Rental home, condo, timeshare

Information Sources

- Search engine
- Reservation site (e.g., Open Table)

Print Media

- Sports Illustrated
- National Geographic Traveler

*Mix of MRI Vacation
Travel Attitude
Statements and
Monterey CVB 2013
Brand Research



Sea Otter Classic
Economic Impact & Attendee Survey
Report of Findings

June 2015

Research prepared for the Monterey County Convention & Visitors Bureau by Destination Analysts, Inc.



Economic Impact Estimates

A	Total attendance	*32,596
B	% from outside Monterey County	92.9%
C	Attendees from outside Monterey County	30,282
D	% in destination for event	94.7%
E	Incremental attendees	28,677
F	Average length of stay (nights)	2.7
G	Incremental visitor days	78,344
H	Avg. spending per day per attendee	\$210.74
I	Total incremental trip spending	\$16,510,038

***Total attendance number provided by Sea Otter Classic, Inc. and adjusted for multi-day attendees.*

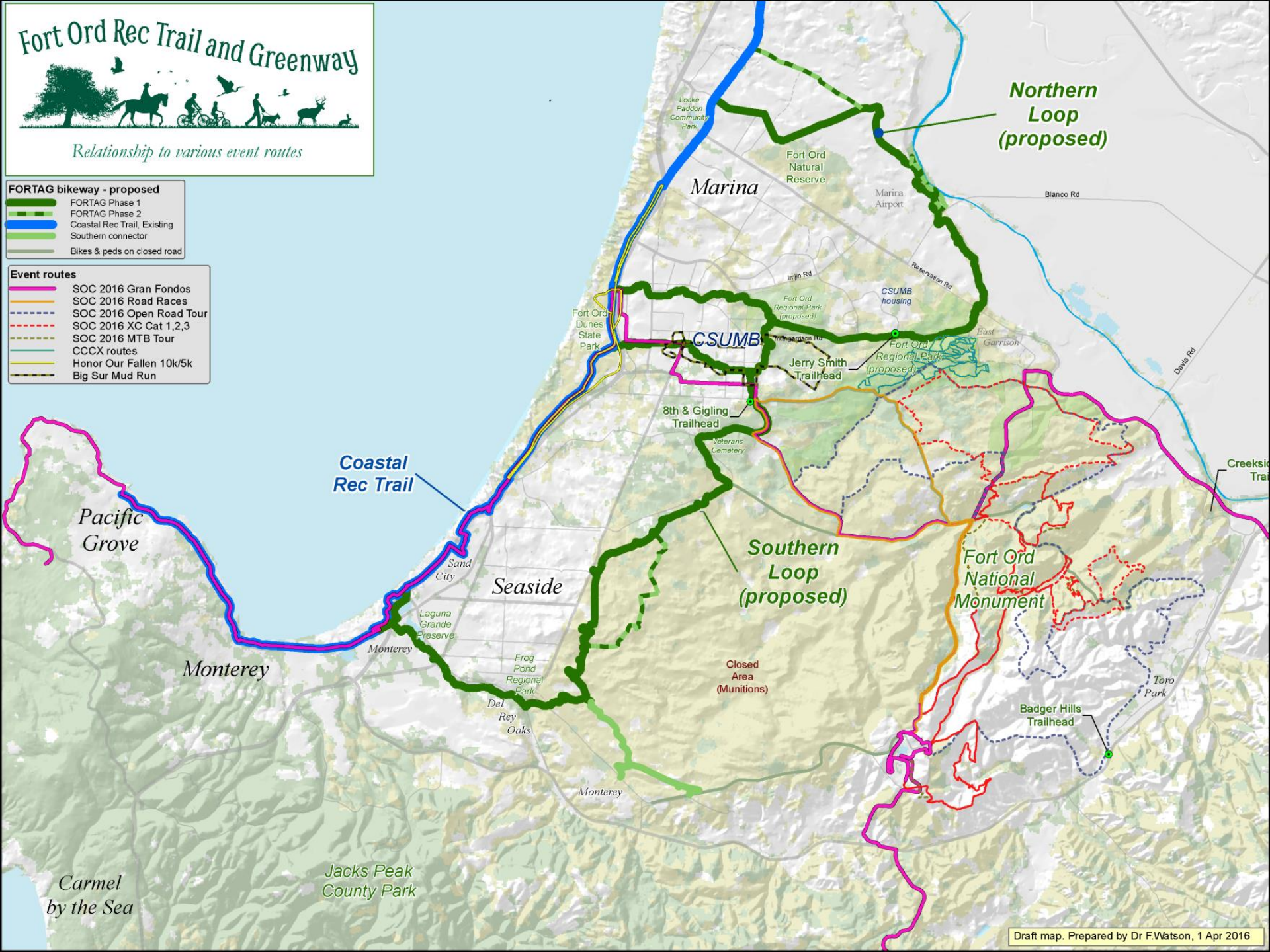
Fort Ord Rec Trail and Greenway



Relationship to various event routes

- FORTAG bikeway - proposed**
- FORTAG Phase 1
 - FORTAG Phase 2
 - Coastal Rec Trail, Existing
 - Southern connector
 - Bikes & peds on closed road

- Event routes**
- SOC 2016 Gran Fondos
 - SOC 2016 Road Races
 - SOC 2016 Open Road Tour
 - SOC 2016 XC Cat 1,2,3
 - SOC 2016 MTB Tour
 - CCCX routes
 - Honor Our Fallen 10k/5k
 - Big Sur Mud Run



View from Seaside East

(This location is along the FORTAG route, within restricted-development 200-ft fuel break, at a location already conceptually master-planned by the City as "Recreational Commercial")



Fort Ord National Monument – our backyard



Fort Ord has many hidden gems within easy reach of residential areas



Salinas River – part of the former Fort Ord – Historical and cultural icon

This area is largely public land. This view is readily accessible from FORTAG.





**Example of what a multi-use trail can be like
when it combines with a dense developed landscape:
the new Wharf Marketplace in Monterey**

















A multi-use trail through Fort Ord creates interpretive opportunities to connect people to the history of the former base

*Infiltration Course at
Fort Ord, California*





Looped system for trail events





NORTHERN CALIFORNIA REGIONAL SPORT

Northern California/ Nevada cycling Series ride and Rock Climbing with Mark Wellman from *No Limits*

Saturday, October 10, 2015, 9am

Hosted by the Northern California Paralympic Regional Sport Program/Paralympic Sport
Sacramento with support from: Paralympic Sport Clubs of Reno, Santa Cruz and Bay Area, and
with Recreation Therapy Service from Veterans Affairs Palo Alto Health Care System.

Location: Monterey VA Clinic (3401 Engineer Ln, Seaside, CA)

Cost: \$10 per person

FREE to all injured, ill, or wounded veterans and active duty
members of the Armed Forces

Parking is free

Helmets are required

Schedule:

- Check in is at 9am
- Ride departure at 9:30am
- Rock Climbing- 9am to 2pm
- Catered lunch from 12 to 1pm

For more event details or to request a loaner handcycle or tandem
or recumbent bicycle, contact Annie Desalernos, Northern
California Paralympic Sport/City of Sacramento, at
adesaler@cityofsacramento.org or 916-808-3809

To register or to volunteer contact Shared Adventures at
831-459-7210 or staff@sharedadventures.org



Driving Directions:

From Highway 1: Exit at **Light
Fighter Drive**. Turn left on
General Jim Moore Blvd (second
stoplight). Turn right on **1st Street**
(first stop sign). Take your next
right. The VA clinic is on your right.



BAY AREA



SACRAMENTO



SANTA CRUZ



RENO

*This event was funded [in part] by a grant from the United States Department of
Veterans Affairs. The opinions findings and conclusion stated herein are those of
the author[s] and do not necessarily reflect those of the United States Department
of Veterans Affairs.*



VA

U.S. Department
of Veterans Affairs

**Recreational opportunity
for disabled persons**



Provides access for all







Hiking



With a seemingly endless variety of landscapes, and numerous state and regional parks, Monterey County is ideal for hikers. Plan a day trip to Jacks Peak in Monterey or Garland Park in Carmel Valley, where you can explore dense forests, open meadows and paths alongside the Carmel River. Or head out to Point Lobos State Reserve, where meandering trails wind enticingly along the coast.

Biking

Bicyclists adore Monterey Bay, with miles and miles of bike lanes, waterfront trails and off-road tracks. Explore the popular Monterey Bay Coastal Recreational Trail, stretching 18 miles from Castroville to Pacific Grove. Along the way, you can stop for a bite to eat at Fisherman's Wharf, or visit the Monterey Bay Aquarium.



Monterey Plaza Hotel & Spa
400 Cannery Row

Monterey, California
93940, United States
+1 831-920-6710

reservations@montereyplazahotel.com

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Monterey Activities

Monterey Activities

The Best of the Bay

In addition to offering a multitude of amenities, including award-winning [dining](#) and a full-service [Monterey spa](#), Portola Hotel & Spa also offers easy access to top Monterey Bay attractions. The coastal California area is packed with special attractions to take part in during your stay. Browse our list of Monterey Bay art galleries, cultural centers, museums, and more for our favorite picks.

Adventures by the Sea

Have an adventure by the sea with fun Monterey activities on wheels. Rent bicycles, 4-passenger surreys, kayaks, or paddle boards for individuals or groups.

299 Cannery Row
Monterey, CA 93940
(831) 648-7235

Monterey Tennis Center

Located on 401 Pearl Street in Monterey. Tennis courts are walking distance from the Portola Hotel & Spa.

401 Pearl St
Monterey, CA 93940
(831) 646-3881

Pebble Beach Equestrian Center

Go horseback riding throughout Pebble Beach.

3300 Portola Rd
Pebble Beach, CA 93953
(831) 624-2756

Monterey Bay Equestrian Center

Go horseback riding along the beach in Monterey.

19805 Pesante Rd
Salinas, CA 93907

Leisure Travel

AREA ACTIVITIES

MUSEUMS & ART
GALLERIES

WINE TASTING

SHOPPING GUIDE

MONTEREY FOR KIDS

AREA GOLF COURSES

BEER TASTINGS

EVENT CALENDAR

TOP TEN THINGS TO DO

WHAT'S NEARBY

ONLINE RESERVATIONS

CALL US TODAY: (888) 222-5851

Checkin:

03/23/2016



Checkout:

03/24/2016



of Rooms:

1



Adults:

1



Children:

0



Local Partners

- [Monterey Conference Center](#) 📄
- [Monterey Bay Aquarium](#) 📄
- Monterey Peninsula Chamber of Commerce
- [Monterey Beach Party](#) 📄
- [Adventures by the Sea](#) 📄



More Activities

- [Bike rentals](#) 0.1 miles
- [Biking trail](#) 0.2 miles

- [Bowling](#) 3 miles

- [Fly fishing](#) 0.4 miles

- [Hiking](#) 7 miles
- [Horseback riding](#) 8 miles
- [Jogging/fitness trail](#) 0.2 miles
- [Kayaking](#) 0.2 miles

- [Mountain biking, trail](#) 5 miles
- [Nature preserve, trail](#) 5 miles

- [Sailing](#) 0.2 miles
- [Scuba diving](#) 0.5 miles
- [Snorkeling](#) 0.2 miles
- [Surfing](#) 0.5 miles
- [Tennis](#) 0.2 miles
- [Volleyball](#) 4 miles

Things to Do

Area Events

The what, when and where on local happenings, special events and more

[20th Annual Holiday Tree Lighting](#) 📄

- 0.3 miles S
- 11/28/14

[Big Sur Half Marathon](#) 📄

- 0.1 miles
- 11/16/14

[Laguna Seca Golf Ranch 7 miles](#) 📄

Phone: +1-888-524-8629

- Rentals and Lessons
- Driving range
- **Laguna Seca Golf Ranch:**
18 holes, 6,174 yards. Par for course: 72

[Rancho Canada 5 miles](#) 📄

- Greens fees apply
- Rentals and Lessons
- Driving range and Putting green
- **East Course:**
18 holes, 6,125 yards. Par for course: 71
- **West Course:**
18 holes, 6,357 yards. Par for course: 71



Swimming Nearby

[Carmel Beach](#) 4.9 miles

[Del Monte Beach](#) 0.2 miles

Hyatt Regency Monterey Hotel and Spa on Del Monte Golf Course

Bike Rentals

The Monterey Peninsula is filled with exciting destinations that are just right for exploring aboard a bicycle. Ride to Cannery Row, Fisherman's Wharf Monterey, along the beach or anyplace that calls to you on our new bikes. A full range of bicycles are available for rental in the Monterey Bay Tennis Center Pro Shop. Each rental includes helmets, locks and maps of trails and suggested itineraries. Our hotel concierge can also assist you in planning your day of cycling.

Hotel Activities

- Marilyn Monroe Spa
- Pool
- Pebble Beach Golf Academy
- Tennis & Pro Shop
- Jogging and Walking Trails
- Top 7 Family Friendly Beaches on the Monterey Peninsula
- Golf Hyatt
- Family Activities
- Corporate Golf Events
- Bike Rentals
- Stay Fit Fitness Center

MAKE A RESERVATION

Arrive

MMM/DD/YYYY

Depart

MMM/DD/YYYY

CHECK AVAILABILITY

ACTIVITIES

[Hotel Activities](#)[Area Activities](#)

1 Old Golf Course Road, Monterey, California, USA, 93940-4908

Tel: +1 831 372 1234 | Fax: +1 831 375 3960 | mrydm.sales@hyatt.com[Fact Sheet](#) | [Careers at this Hotel](#)

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GRAND
HYATT

HYATT®

LIFESTYLE

andaz.

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NO BOOKING FEES

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WHAT'S NEW

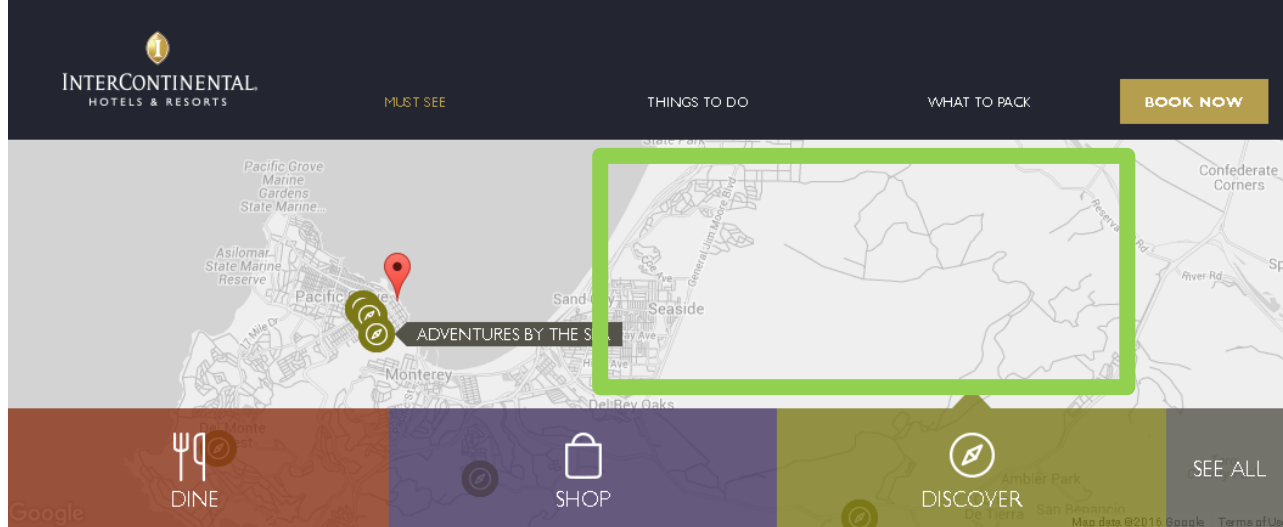
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THINGS TO DO

THE PERFECT DAY



Welcome the day by strolling towards Pacific Grove on the Monterey Bay recreation trail, a sheltered cove just past Hopkins Marine Station (a part of Stanford University) which has a thriving population of Harbor Seals lounging on the beach. You will be heading northwest on the Monterey Bay and if you continue, you will see the colorful Victorian homes of Pacific Grove. During the spring and summer, brilliant hot pink ice plant lines the area and is called the Magic Carpet.



Explore some other local geography by driving through Pebble Beach's famed 17-Mile Drive, and end up in the charming artist's colony of Carmel-By-The-Sea. As you wind your way through Pebble Beach, you will see historic and contemporary residences of the grand scale, as well as breathtaking scenery, mysterious cypress trees and crashing surf.



Pick a favorite cuisine or ambiance from the special list of the Concierge. Everything from regional coastal specialties to fun ethnic options are close at hand. Don't miss the sunset at Asilomar State Beach, which faces west toward Pebble Beach. If conditions are right, you might see the green flash. (Yes, it is real!) Wrap up the evening with a nightcap at the C Bar. Remember, Champagne is perfect anytime.....or try one of our memorable specialty cocktails or a favorite cordial. Sweet dreams.



FIND A HOTEL

Embassy Suites by Hilton Monterey Bay Seaside

1441 Canyon Del Rey, Seaside, California,
93955, USA
TEL: +1-831-393-1115
FAX: +1-831-899-1928

Arrival

23 Mar 2016

Wednesday

Departure

24 Mar 2016

Thursday

Rooms: 1 Adults (18+): 1 Children: 0

☐ Use HHonors Points

☐ Use flexible dates

► Add special rate codes
(AAA, AARP, etc)

CHECK ROOMS & RATES

*Best Price Guarantee

HOTEL HOME

HOTEL DETAILS

AMENITIES & SERVICES

MAPS & DIRECTIONS

ROOMS & SUITES

PLAN AN EVENT

SPECIAL OFFERS

DINING

THINGS TO DO

Not what you're looking for?

► Find Nearby Hotels

Local Weather

Today, Mar 23

High 65°F
Low 47°F

► Five Day Forecast

MEETINGS & EVENTS

OFFERS

ABOUT EMBASSY SUITES

HHonors Reward Category: 7

PRINT



SHARE



THINGS TO DO

There are so many things to see and do near our **Embassy Suites Monterey Bay – Seaside** hotel that you'll never be stuck for a fabulous sight to see or entertainment to enjoy. We are situated within minutes of the Monterey Bay Aquarium, Fisherman's Wharf, sport fishing, Cannery Row, Pebble beach and 17 championship golf courses.

Monterey Bay is a wonderful place to bask in the Californian sunshine, whether you prefer searching for sea shells along the beautiful beaches or diving into the fun with a spot of sport fishing or boating you'll find your dreams answered nearby our hotel.

While you're in Town



Entertainment & Attractions

VIEW



Fitness & Recreation

VIEW



Local Businesses & Corporations

VIEW

In and Around Town



Monterey Bay Aquarium

From sea otters to jellies, discover the amazing sea life at the Monterey Bay Aquarium.

Monterey Bay Aquarium
Package Details



Fisherman's Wharf

Award-winning dining, shopping, whale watching, & fishing in a gorgeous setting on the Monterey Bay.

Fisherman's Wharf



Monterey State Beach

Surf, kayak, fish, or swim at this popular beach just blocks from our hotel.



Cannery Row

Enjoy the bustling Cannery Row with live music and nightlife, boutique shops, and much more.

Cannery Row



Monterey Coastal Trail

Bike and hike along the gorgeous Monterey Bay waterfront.



Mazda Raceway Laguna Seca

Mazda Raceway Laguna Seca an 11-turn, World Renown road course on California's beautiful coast.

Mazda Raceway Laguna Seca

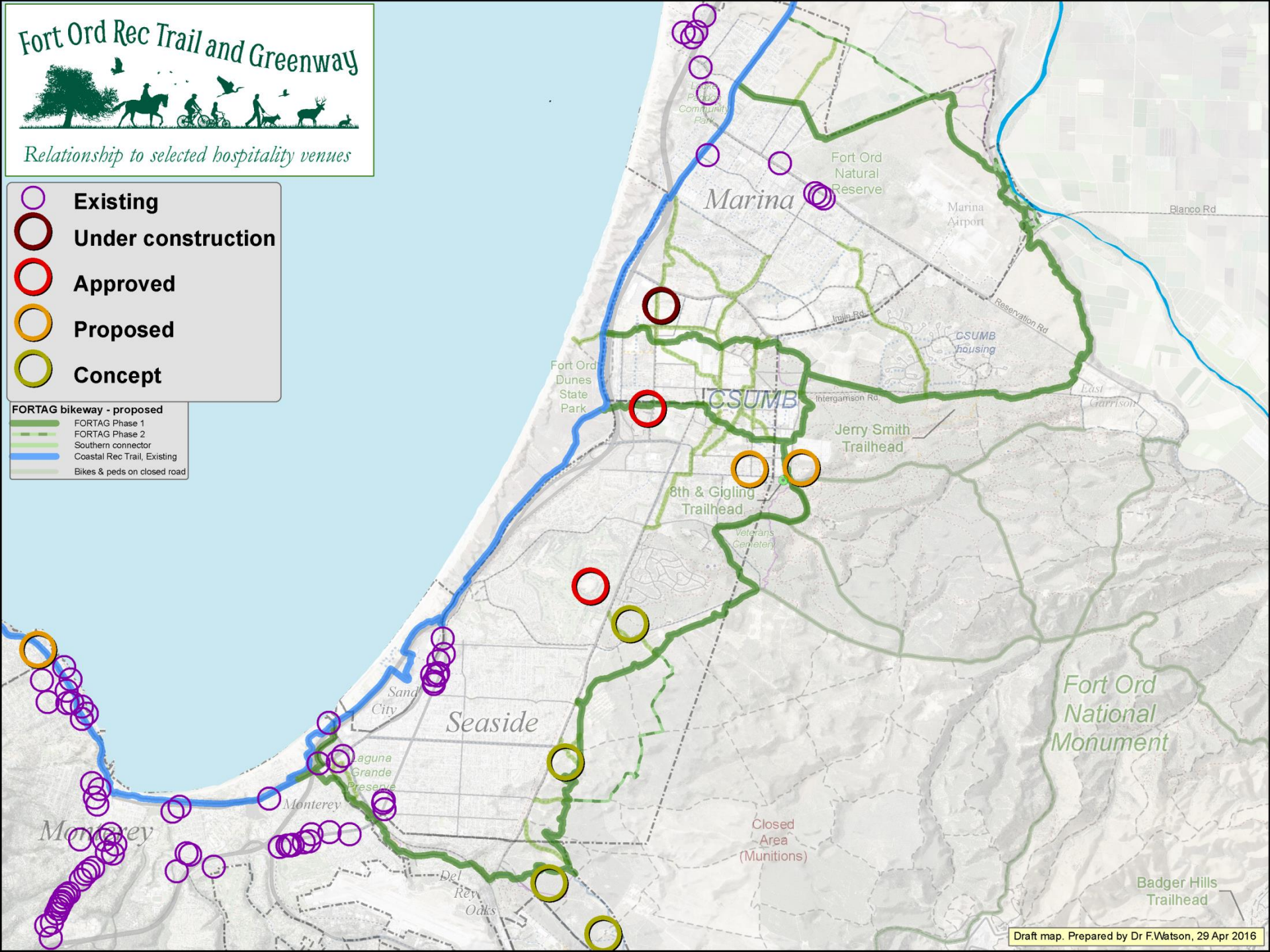




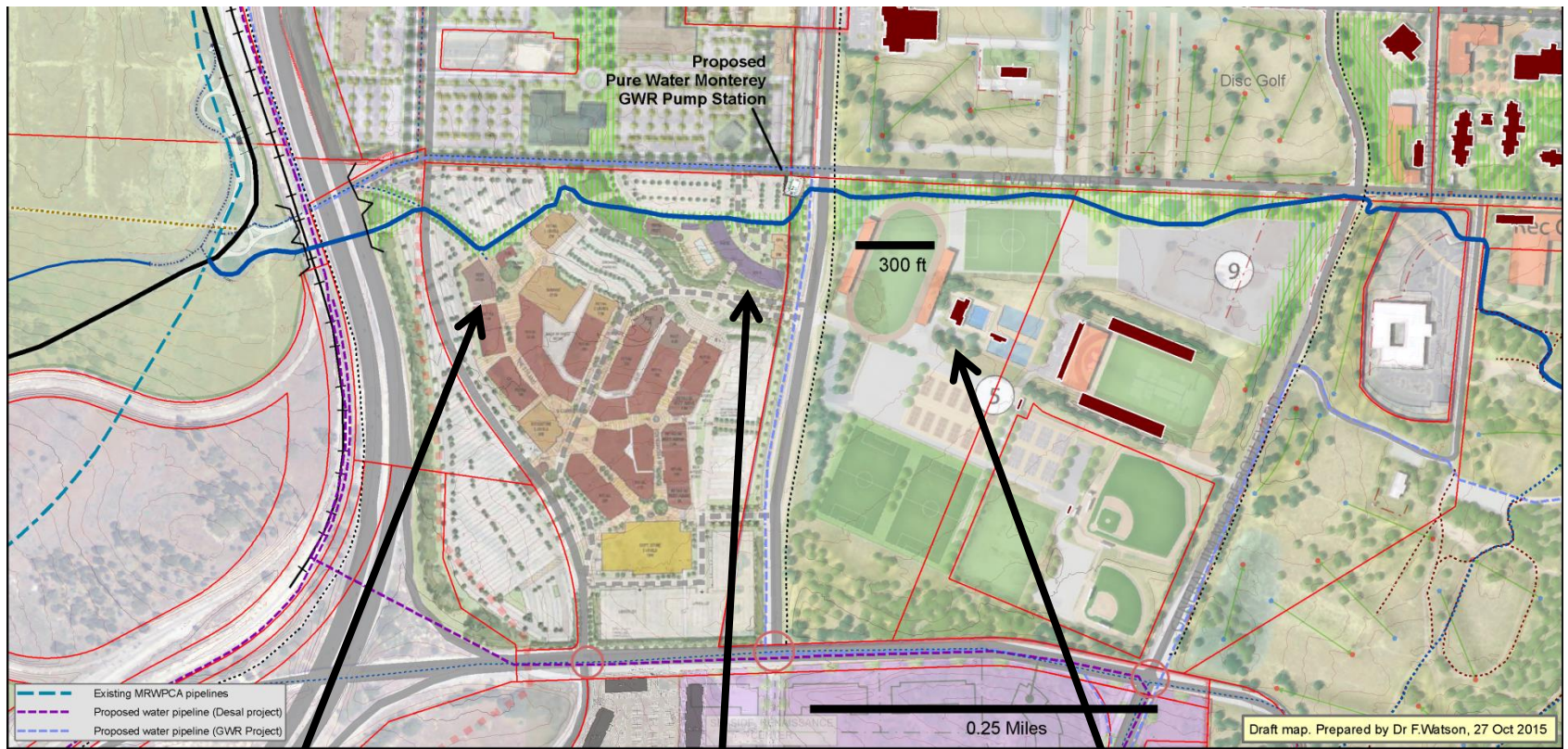
Relationship to selected hospitality venues

- Existing
- Under construction
- Approved
- Proposed
- Concept

- FORTAG bikeway - proposed
- FORTAG Phase 1
 - FORTAG Phase 2
 - Southern connector
 - Coastal Rec Trail, Existing
 - Bikes & peds on closed road



FORTAG segments near Main Gate



Beach-oriented
dining
(Approved site)

Hotel
(Approved site)

Athletic facilities
(suggested in draft CSUMB
master plan update)

FORTAG achievements to date

- **Transportation Agency for Monterey County (TAMC)**
 - Mar 2016 - TAMC Board approval (unanimous). FORTAG remains at \$20M in a motion to amend the list approved in February.
 - Feb 2016 - TAMC Board approval. FORTAG included at \$20M on final list of regional projects to be funded by TAMC's transportation tax measure going to county voters in November 2016.
 - Dec 2015 - FORTAG included on "early draft" list of projects authorized by TAMC Board for public review (listed under "Recreational Trails, including Fort Ord Rec Trail")
 - Nov 2015: FORTAG on list of projects being considered by TAMC for funding through transportation tax measure for Nov 2016 ballot
 - Aug 2015: TAMC Board unanimously adopted motion directing "staff to assist in finding funding sources for the project, provide more information on a possible TAMC role, and present funding and phasing ideas. directing staff to work toward FORTAG."
- **Fort Ord Reuse Authority (FORA)**
 - Mar 2016: FORA Board of Directors unanimously approved a resolution in support of a Draft Trails Concept that mirrors the proposed FORTAG alignment
 - Feb 2016: FORTAG alignment in the form of the FORA Trails Blueprint approved by FORA PRAC Committee to go to the FORA Board for approval
 - May 2015: FORTAG used as starting point for FORA Trails Blueprint
 - Mar 2015: FORTAG included in FORA's draft Habitat Conservation Plan
 - Jan 2015: FORTAG highlighted in introduction to Fort Ord Trails Symposium
- **Monterey County**
 - Mar 2015 to Aug 2015: FORTAG included in County's draft trails plan for the FORHA area
- **City of Marina**
 - April 2016: Master planning for FORTAG included in the Capital Improvement Plan (CIP) for the City of Marina. Council approved an update to the City's 5-year CIP including \$50K for a Parks Master Plan update encompassing the Marina sections of FORTAG and the (overlapping) Veterans Trail
 - Nov 2014: Council unanimously adopted motion (after FORTAG presentation) to support and progress with concept of a 13-mile loop around Marina (i.e. the FORTAG northern loop)
 - Jan 2014: Council unanimously adopted motion to investigate feasibility of a trail & greenway from 8th St to Intergarrison Rd (a key FORTAG segment)
- **California State University Monterey Bay (CSUMB)**
 - Sep 2015 to Mar 2016: FORTAG included in draft CSUMB Master Plan illustrative maps
 - ~Mar 2016: FORTAG referenced in Specific Plan for Monterey Bay Charter School

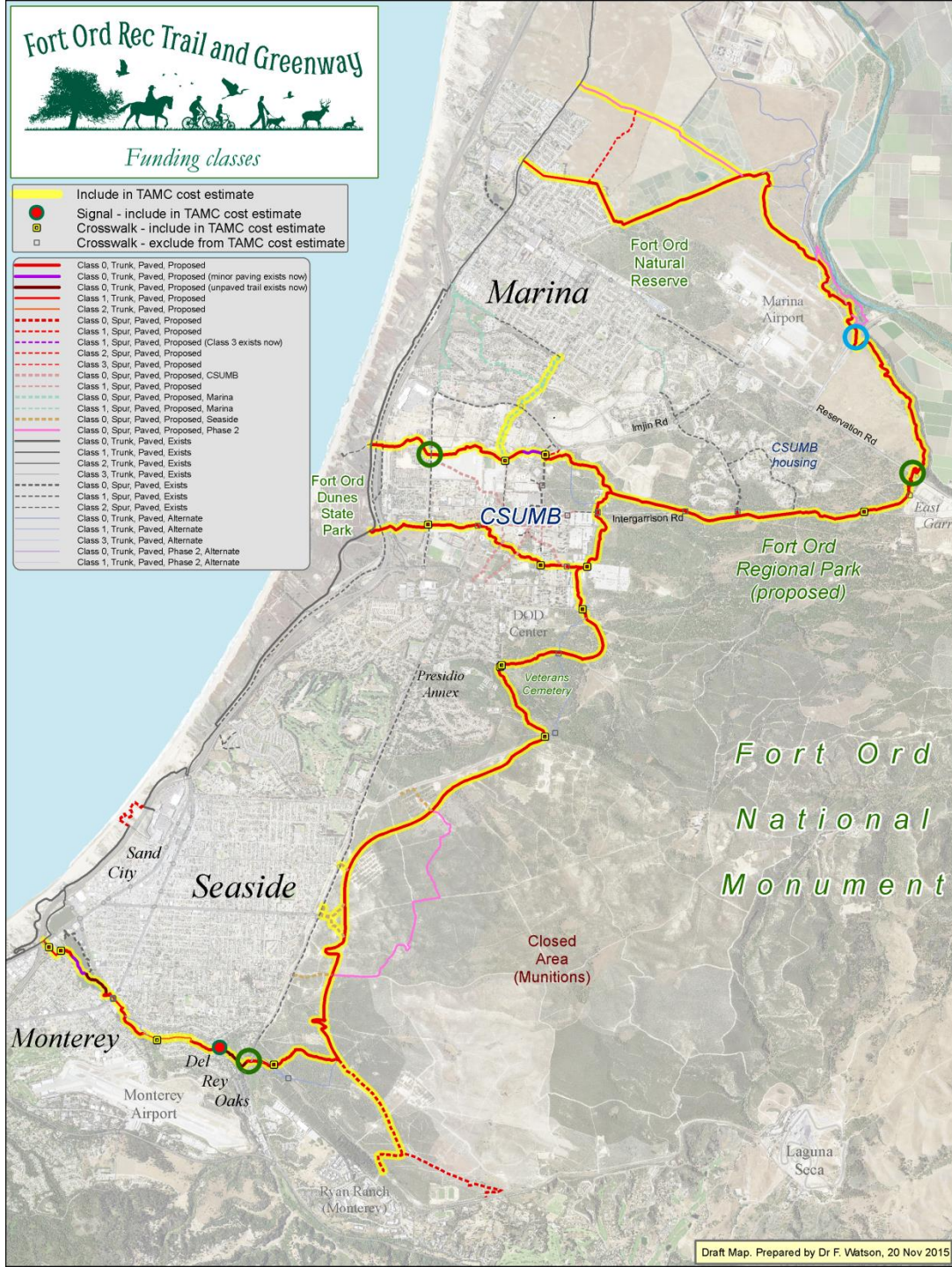
Fort Ord Rec Trail and Greenway



Funding classes

- Include in TAMC cost estimate
- Signal - include in TAMC cost estimate
- Crosswalk - include in TAMC cost estimate
- Crosswalk - exclude from TAMC cost estimate

- Class 0, Trunk, Paved, Proposed
- Class 0, Trunk, Paved, Proposed (minor paving exists now)
- Class 0, Trunk, Paved, Proposed (unpaved trail exists now)
- Class 1, Trunk, Paved, Proposed
- Class 2, Trunk, Paved, Proposed
- Class 0, Spur, Paved, Proposed
- Class 1, Spur, Paved, Proposed
- Class 1, Spur, Paved, Proposed (Class 3 exists now)
- Class 2, Spur, Paved, Proposed
- Class 3, Spur, Paved, Proposed
- Class 0, Spur, Paved, Proposed, CSUMB
- Class 1, Spur, Paved, Proposed
- Class 0, Spur, Paved, Proposed, Marina
- Class 1, Spur, Paved, Proposed, Marina
- Class 0, Spur, Paved, Proposed, Seaside
- Class 0, Spur, Paved, Proposed, Phase 2
- Class 0, Trunk, Paved, Exists
- Class 1, Trunk, Paved, Exists
- Class 2, Trunk, Paved, Exists
- Class 3, Trunk, Paved, Exists
- Class 0, Spur, Paved, Exists
- Class 1, Spur, Paved, Exists
- Class 2, Spur, Paved, Exists
- Class 0, Trunk, Paved, Alternate
- Class 3, Trunk, Paved, Alternate
- Class 0, Trunk, Paved, Phase 2, Alternate
- Class 1, Trunk, Paved, Phase 2, Alternate



www.fortag.org

www.facebook.com/FORTAG



Final note:

If you happen to be shown in one of the photos in this presentation and either:

(1) want a copy of the photo, or

(2) want the photo to be removed from our outreach materials,
please let us know.

fortag@fortag.org