



The Fort Ord Rec Trail and Greenway (FORTAG)

www.fortag.org

Presentation to
Monterey County Hospitality Association
Board of Directors

Presenters: Fred Watson & Scott Waltz

14 Feb 2017





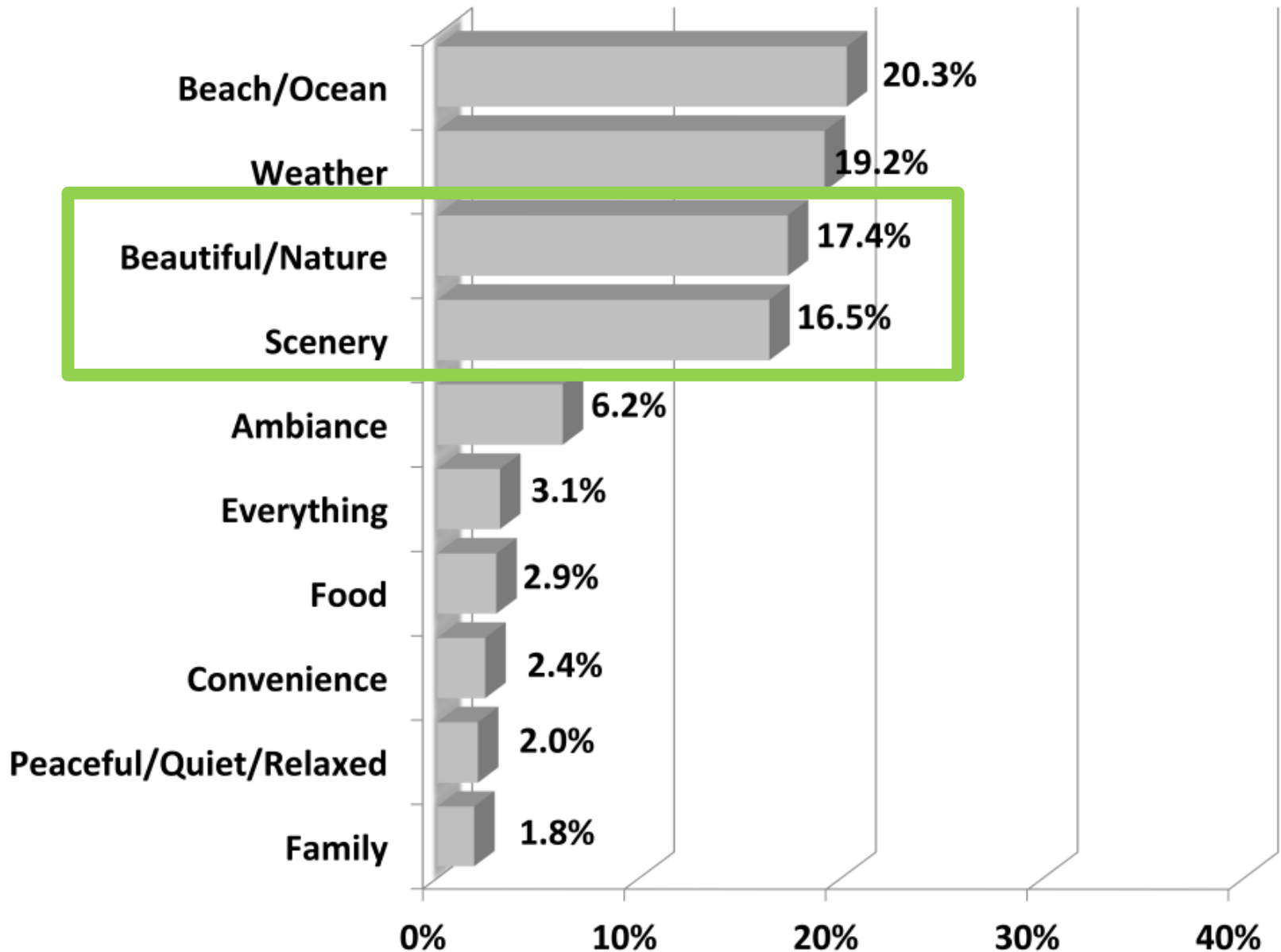
Monterey County Convention
& Visitors Bureau

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

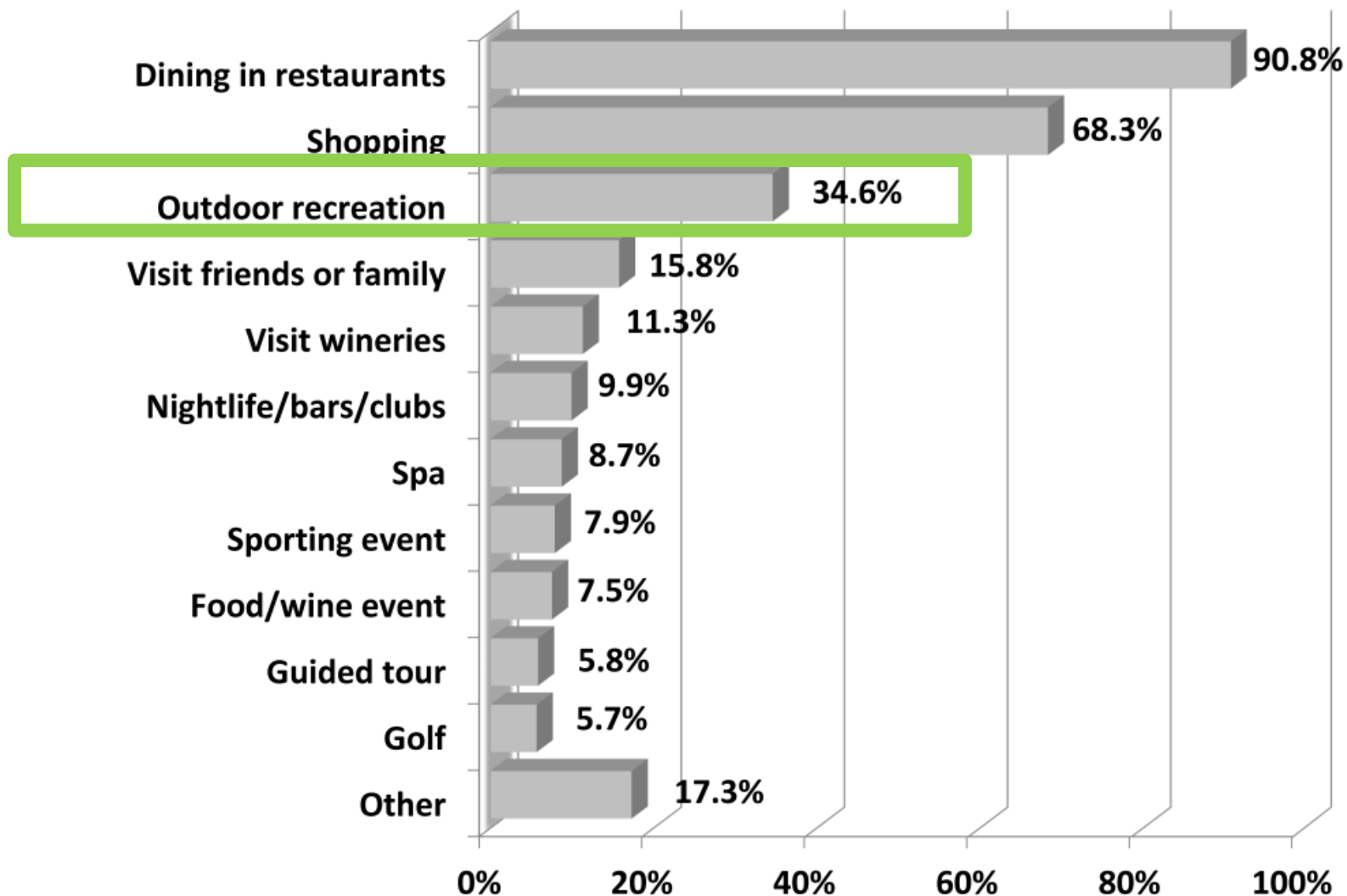
January 2016

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

Most Liked Aspects of Monterey County



Activities in Monterey County



Free At Last



11.6% of Monterey Visitors

*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

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.

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



MONTEREY PLAZA

HOTEL & SPA



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 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.

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

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

[Hotel Info](#) | [Rooms](#) | [Activities](#) | [Dining](#) | [Meetings + Events](#)

Hyatt Regency Monterey Hotel and Spa on Del Monte Golf Course

Bike Rentals

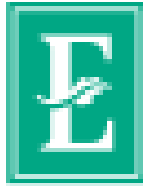
The Monterey Peninsula is filled with exciting destinations that are just right for exploring aboard a bicycle. Ride to Cannery Row, Fisherman's Wharf Monterey, along the beach or anyplace that calls to you on our new bikes. A full range of bicycles are available for rental in the Monterey Bay Tennis 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



Welcome the day by strolling
towards Pacific Grove on the
Monterey Bay recreation trail - a



EMBASSY SUITES by HILTON™



Monterey Coastal Trail

Bike and hike along the gorgeous
Monterey Bay waterfront.

EMBASSY SUITES by HILTON

1441 Canyon Del Rey, Seaside, California, 95555, USA
TEL: +1-831-203-1115 FAX: +1-831-495-1526

Arrival
23 Mar 2016
Wednesday

Departure
24 Mar 2016

Thursday
Rooms: 1, Adults (14+): 1, Children: 0

☐ Use Hilton Rewards Points
☐ Use Flexible Rates

[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](#)

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 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 jellyfish, 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 Renowned road course on California's beautiful coast.
[Mazda Raceway Laguna Seca](#)







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













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.*





LOVE
WALK

RIDE

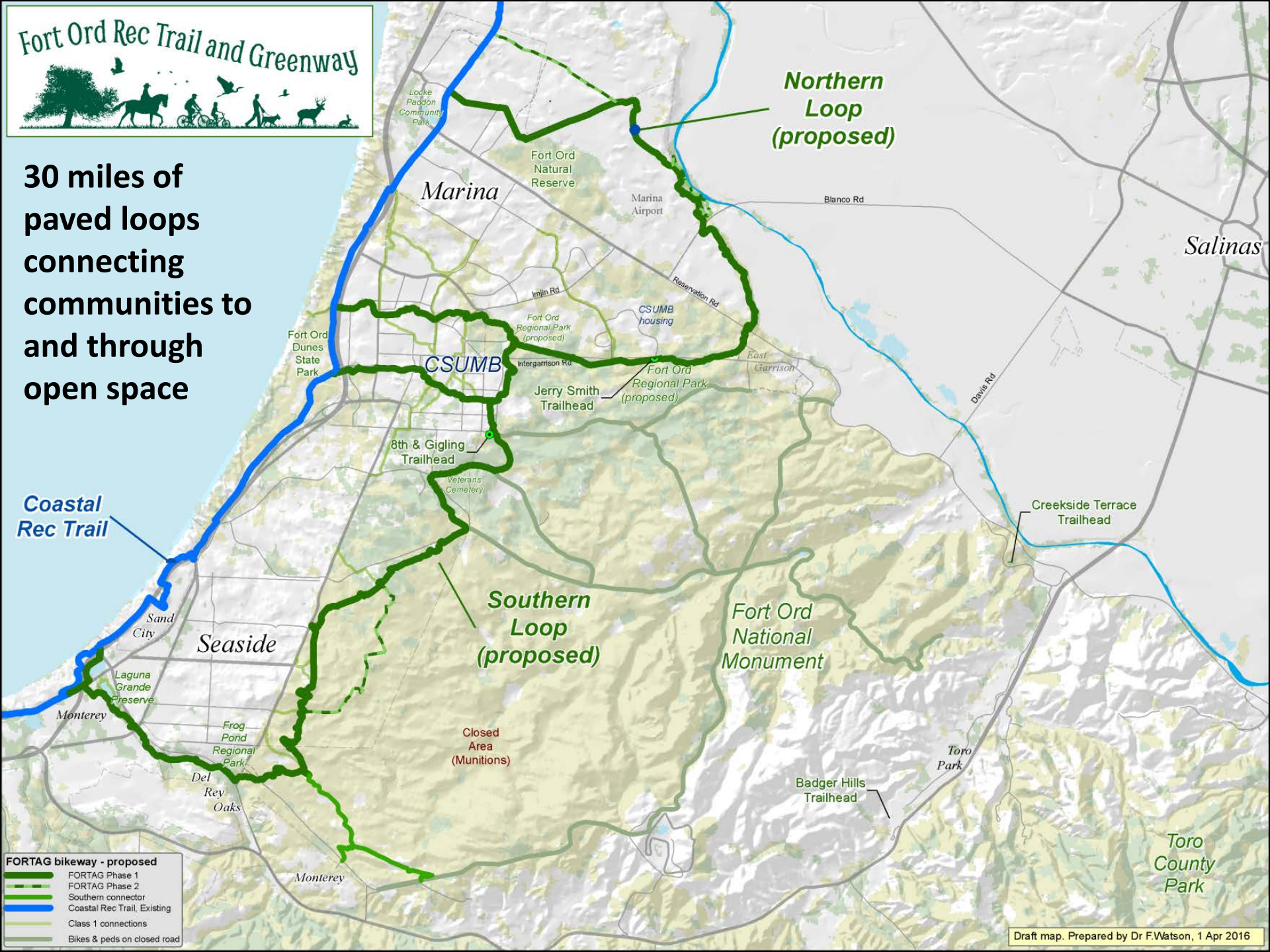
LIVE
LAND



MOVE



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



Coastal Rec Trail

Northern Loop (proposed)

Southern Loop (proposed)

Salinas

Seaside

Fort Ord National Monument

Creekside Terrace Trailhead

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

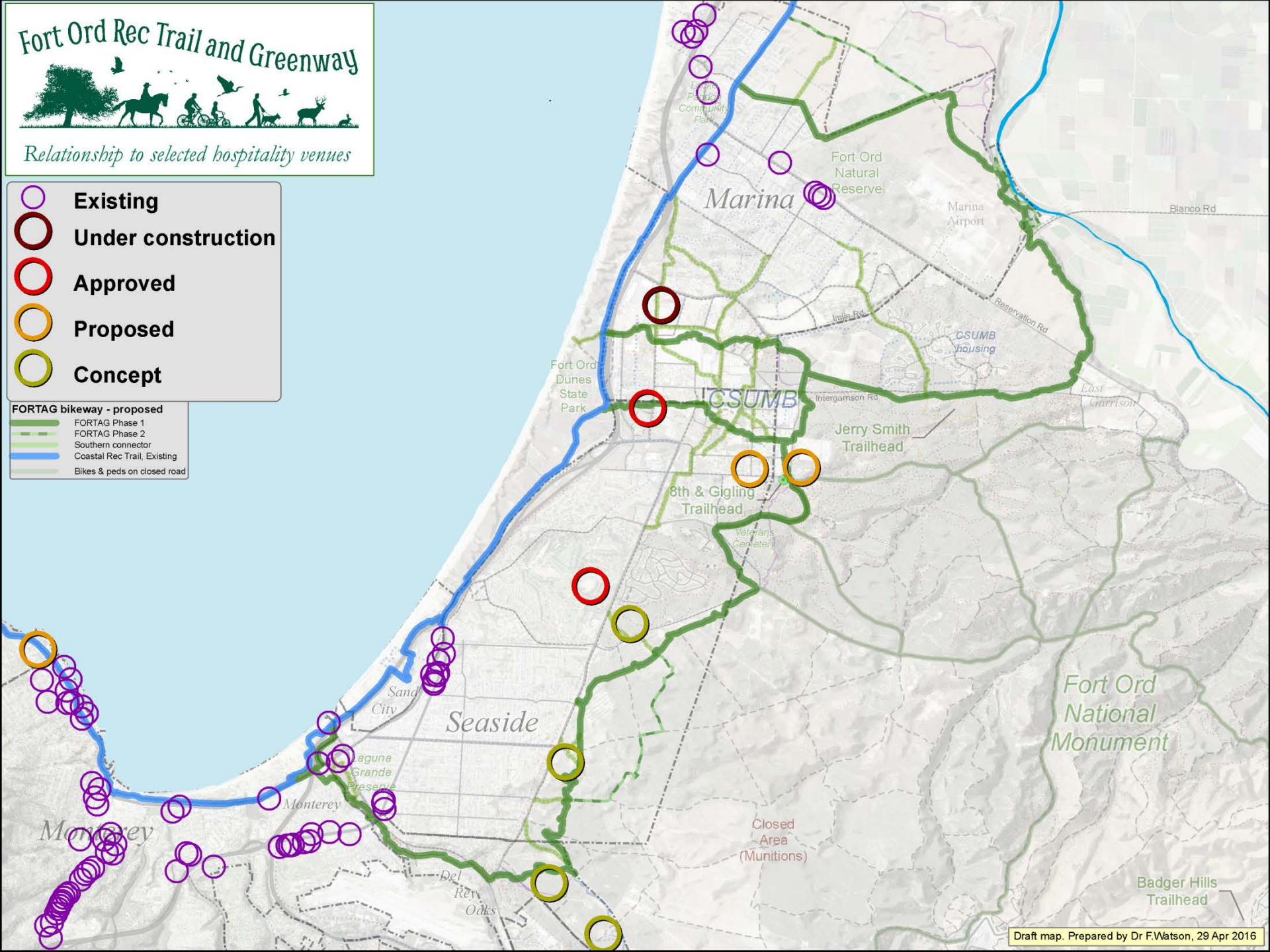
Fort Ord Rec Trail and Greenway



Relationship to selected hospitality venues

- Existing
- Under construction
- Approved
- Proposed
- Concept

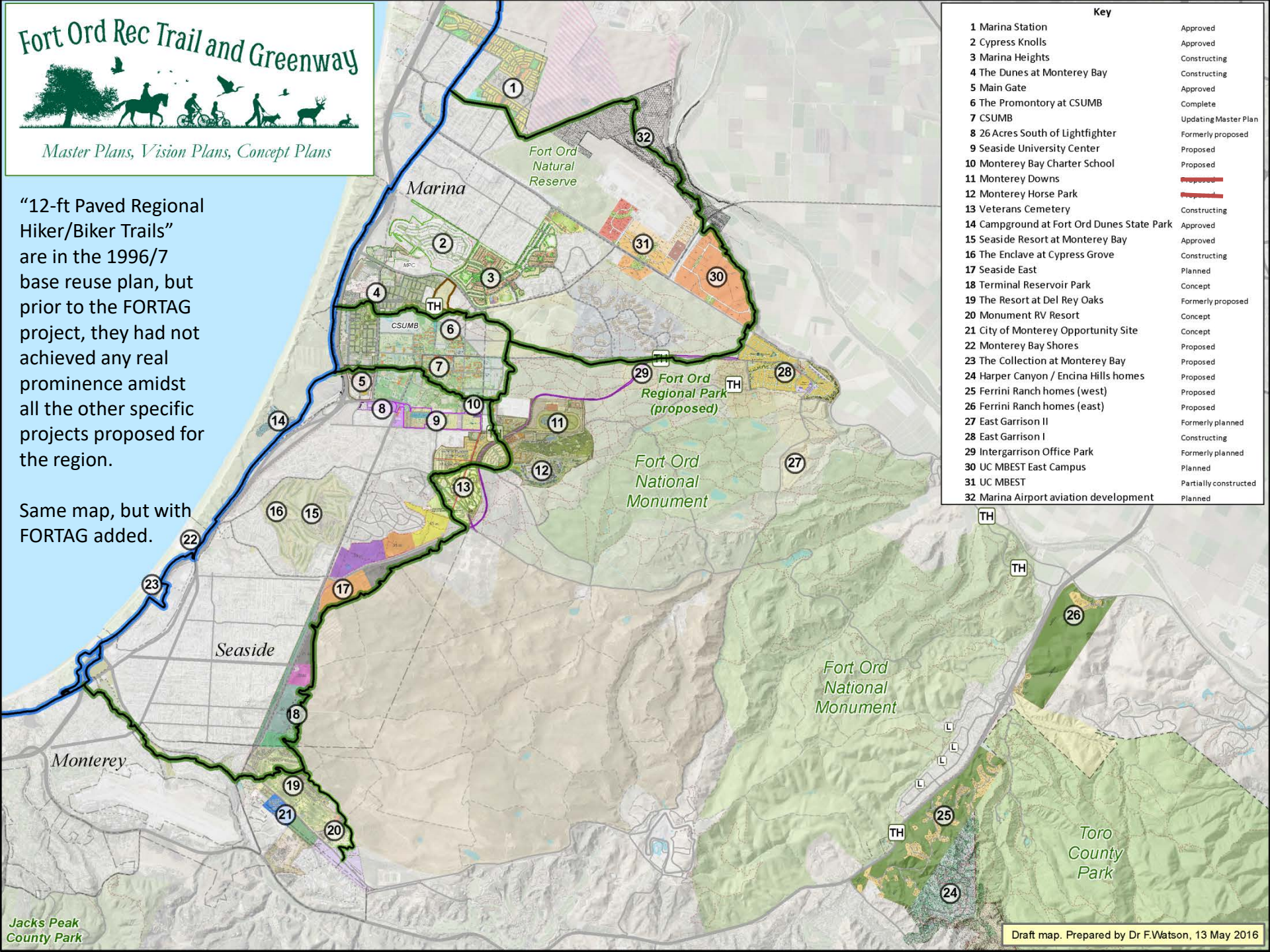
- FORTAG bikeway - proposed**
- FORTAG Phase 1
 - FORTAG Phase 2
 - Southern connector
 - Coastal Rec Trail, Existing
 - Bikes & peds on closed road





“12-ft Paved Regional Hiker/Biker Trails” are in the 1996/7 base reuse plan, but prior to the FORTAG project, they had not achieved any real prominence amidst all the other specific projects proposed for the region.

Same map, but with FORTAG added.



Key	
1 Marina Station	Approved
2 Cypress Knolls	Approved
3 Marina Heights	Constructing
4 The Dunes at Monterey Bay	Constructing
5 Main Gate	Approved
6 The Promontory at CSUMB	Complete
7 CSUMB	Updating Master Plan
8 26 Acres South of Lightfighter	Formerly proposed
9 Seaside University Center	Proposed
10 Monterey Bay Charter School	Proposed
11 Monterey Downs	Proposed
12 Monterey Horse Park	Proposed
13 Veterans Cemetery	Constructing
14 Campground at Fort Ord Dunes State Park	Approved
15 Seaside Resort at Monterey Bay	Approved
16 The Enclave at Cypress Grove	Constructing
17 Seaside East	Planned
18 Terminal Reservoir Park	Concept
19 The Resort at Del Rey Oaks	Formerly proposed
20 Monument RV Resort	Concept
21 City of Monterey Opportunity Site	Concept
22 Monterey Bay Shores	Proposed
23 The Collection at Monterey Bay	Proposed
24 Harper Canyon / Encina Hills homes	Proposed
25 Ferrini Ranch homes (west)	Proposed
26 Ferrini Ranch homes (east)	Proposed
27 East Garrison II	Formerly planned
28 East Garrison I	Constructing
29 Intergarrison Office Park	Formerly planned
30 UC MBEST East Campus	Planned
31 UC MBEST	Partially constructed
32 Marina Airport aviation development	Planned







3RD ANNUAL
**Honor
Our
Fallen**
10K / 5K RUN
A Run To Remember



Looped system
for trail events



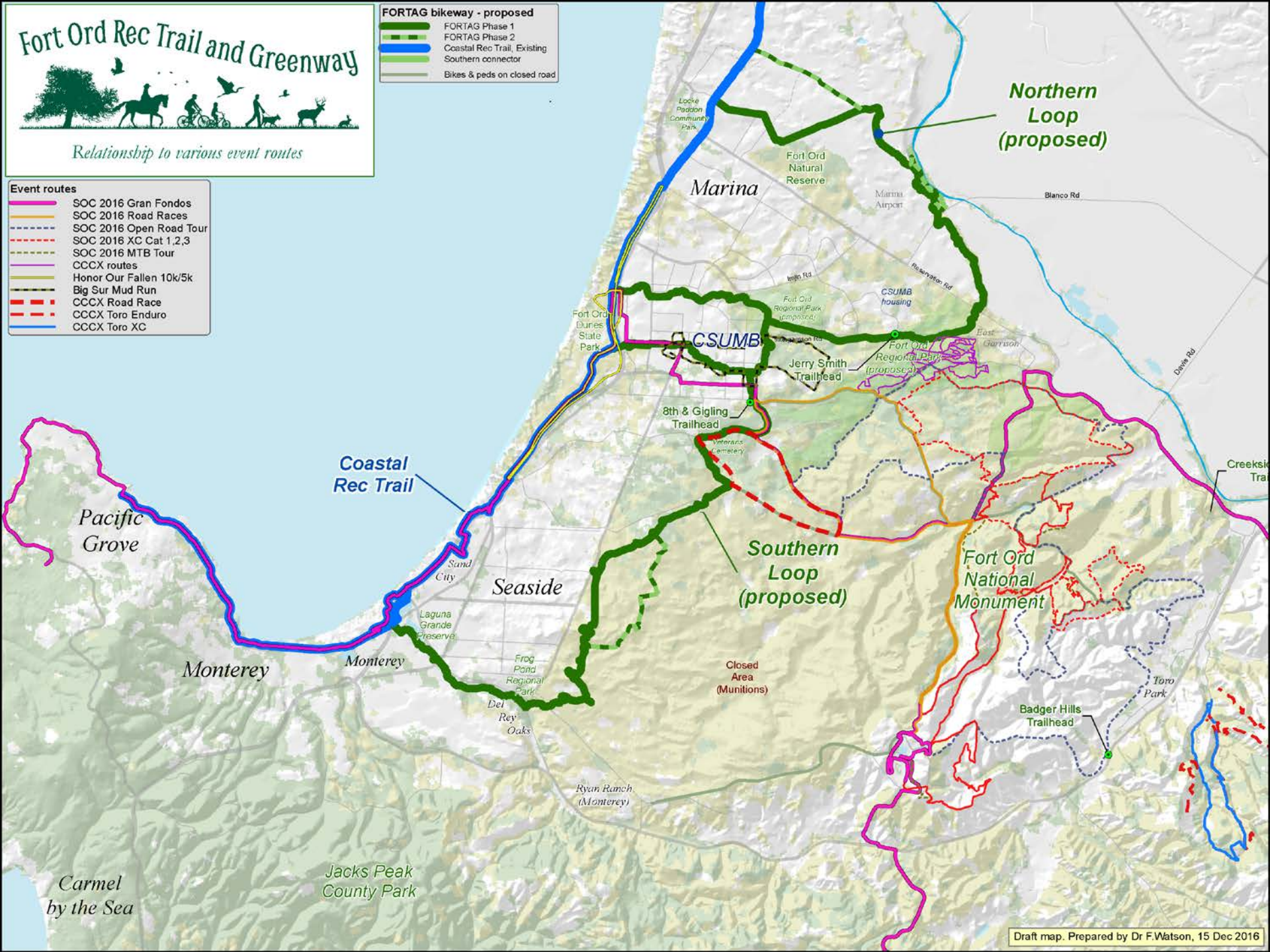
Fort Ord Rec Trail and Greenway



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
 - CCCX Road Race
 - CCCX Toro Enduro
 - CCCX Toro XC







MONTEREY BAY

CABRILLO HIGHWAY ROUTE 1

LUXURY AUTO CENTER

VIEWS

BEACH ACCESS

FORT ORD DUNES STATE PARK

SITE

HOTEL

RETAIL

HOUSING

LIGHTFIGHTER

CAMPUS RECREATION

CAMPUS ENTRY

2ND AVE

DIVARTY ST

CAL STATE UNIVERSITY MONTEREY BAY

CAMPUS ENTRY

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
 - Caltrans
 - 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
 - York 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
 - Monterey County Hospitality Association
 - Monterey Peninsula Chamber of Commerce
 - Monterey County Convention & Visitors Bureau
- **Consulting firms**
 - Denise Duffy & Associates (DDA)
 - Bellinger Foster Steinmetz (BFS)
 - ICF International
 - Dover Kohl Partners (DKP)
 - Pathways for Wildlife
 - Wood Rodgers
 - Clifford Moss
 - Raimi & Associates
 - TJKM
- **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 Off Road Cycling Association
 - Central Coast Cyclocross
 - Sea Otter Classic
 - Big Sur International Marathon
 - Fort Ord Training Heritage Museum
 - Rotary Club of Monterey

Total:

- **176 one-on-one meetings**
 - 160 people
 - 69 organizations

*Or to whom we have given a presentation

FORTAG achievements to date

- **Transportation Agency for Monterey County (TAMC)**
 - Nov 2016 - \$20 million in funding secured for FORTAG as a specifically-named component of \$600M TAMC plan approved by super-majority of county voters (Measure X)
 - 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**
 - 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
- **Letters and other public expressions of support**

– Sam Farr	– MORCA
– Bill Monning	– FFOW
– CSUMB	– TAMC
– MPRPD	– Monterey Bay Charter School
– State Parks	– Sea Otter Classic
– BSLT	– Big Sur International Marathon
– East Garrison	– Sustainable Monterey County / Marina / Seaside / Carmel Valley
– FORT Friends	

MCHA relevance

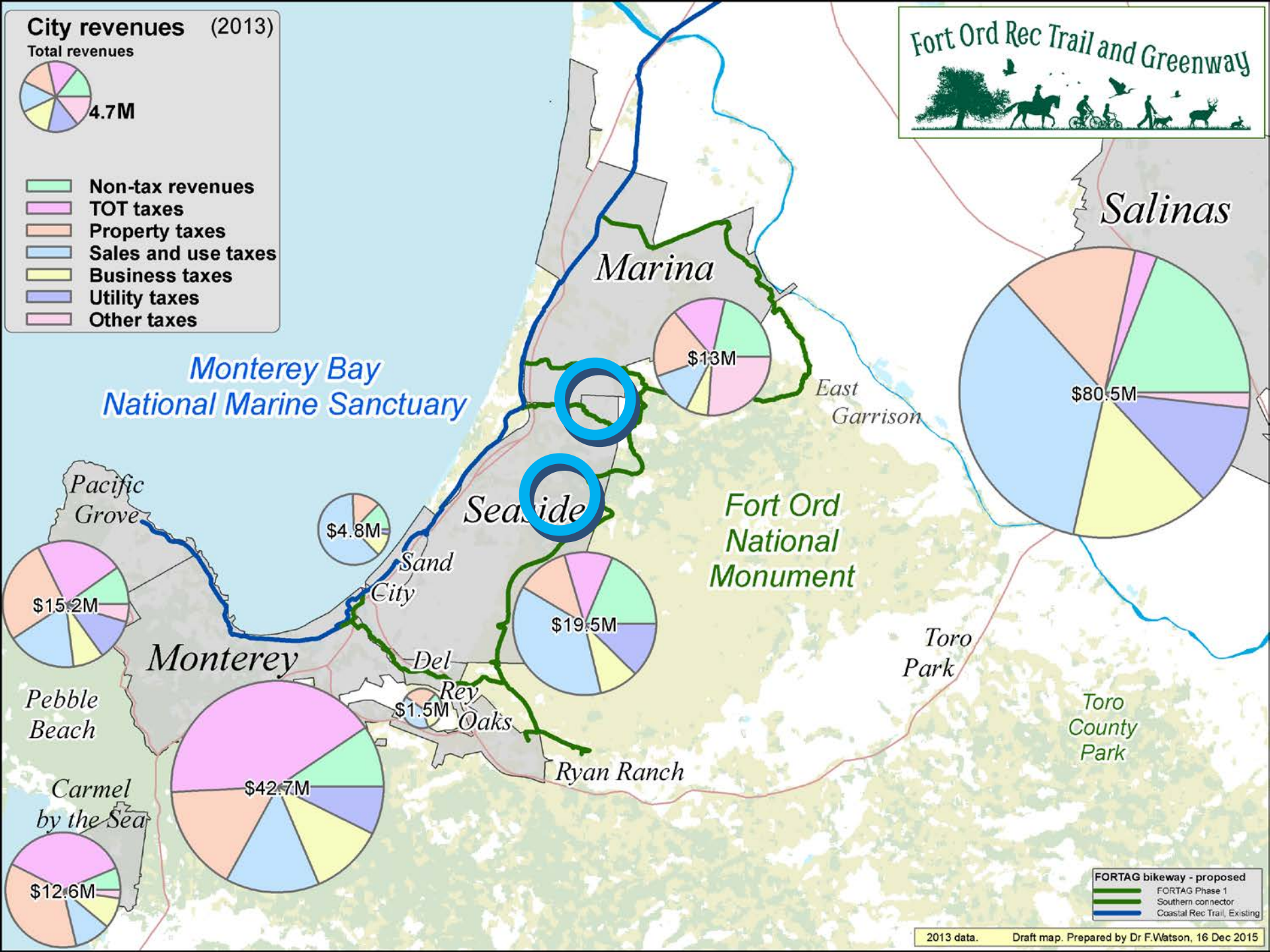
- Be informed
- Advocate for regional trails at local government level
 - Existing hotels:
Add a day to your stay
 - Future hotels, cafes etc
Regionalize - Don't let yourself become landlocked by local planning
 - Market the idea that Monterey is a **year-round destination.**
Monterey / Fort Ord trails are a **year-round asset.**

City revenues (2013)

Total revenues



- Non-tax revenues
- TOT taxes
- Property taxes
- Sales and use taxes
- Business taxes
- Utility taxes
- Other taxes



Fort Ord Rec Trail and Greenway



fortag.org

facebook.com/FORTAG



FORTAG will help people discover
the destination of Fort Ord

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