



County of Monterey

Item No.

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: 26-085

February 10, 2026

Introduced: 1/27/2026

Current Status: Agenda Ready

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Matter Type: General Agenda Item

- a. Receive a presentation on the Sustainability Program's development of the Zero Emissions Shared Mobility Study; and,
- b. Approve the adoption of the Zero Emissions Shared Mobility Study.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Receive a presentation on the Sustainability Program's development of the Zero Emissions Shared Mobility Study; and,
- b. Approve the adoption of the Zero Emissions Shared Mobility Study.

SUMMARY:

Staff recommend that the Board of Supervisors receive a presentation on the Zero Emissions Shared Mobility Study and approve it for adoption. This study evaluates the potential of innovative zero emissions shared mobility solutions to address unmet transportation needs throughout the county and advances clean mobility alternatives to low-occupancy vehicle travel in support of the County's climate action goals. The final draft of the study is included as an attachment to this report.

DISCUSSION:

The County of Monterey of Monterey was awarded a \$248,596 award under the Caltrans Sustainable Planning Grant Program for the Monterey County Zero Emissions Shared Mobility Study (Study). The goal of the Study is to 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. The Board of Supervisors accepted this award on October 18, 2022, and the Sustainability Program has developed the Zero Emissions Shared Mobility Study in partnership with Mobycon Inc. and the Shared Use Mobility Center. Throughout the project, community engagement has been a key focus with active participation from community-based organizations in the Stakeholder Advisory Group, and from local agencies and transportation providers in the Technical Advisory Committee.

The project team worked with regional stakeholders to survey residents and employers representing the region's demographic diversity, which includes low-income populations, farmworkers, and employees of small and large businesses, in order to identify their transportation needs and challenges, which resulted in 329 responses. Concurrently, the project team held the first round of forums focused on transportation "Possibilities & Needs". Held at libraries in Castroville, Marina, and King City, this round of forums engaged participants to share their transportation needs and offer education about shared mobility. It also included site visits across King City, Greenfield, Soledad, Gonzales, Monterey,

Salinas, and Pajaro.

Based on this engagement, the study then evaluated what shared mobility solutions could be deployed to create sustainable, safe, convenient, affordable, and equitable transportation alternatives throughout the county with a focus on farmworkers and hospitality employees. A second survey was conducted on these potential solutions with 145 responses alongside a second round of forums on “Recommendations & Prioritization” that was held at the Castroville Library with pop ups at local farmers markets, (Salinas, Castroville/North County, and Carmel-By-the-Sea), and community events such as the Monterey Bay Business Expo, and along the Monterey Peninsula Recreational Trail. These activities engaged Spanish-speaking residents, waterfront employees, and families from North County.

This engagement and iterative process resulted in a Draft Study that was circulated widely and available for public comment for a period of 23 days. The project team received 23 comments that were widely positive and made helpful suggestions to improve the study. Throughout the engagement process, public comment period, and the Study, some general themes that will guide the Sustainability Program’s future transportation work include: the need for expanded safety infrastructure for cyclists and pedestrians, willingness from community members to meet transportation needs through a combination of shared and micro mobility, and evidence of an emerging alternative transportation system to single occupancy vehicles through on-going and expected projects in Monterey County.

The Study makes several recommendations to supplement the transportation work already planned in the County and to meet the needs of community members. These recommendations discussed in chapter five of the Study are project templates that can be incorporated into future planning efforts and grant funded proposals. Recommendations include Mobility Hubs, a Shared Micromobility Service, Community E-Bike Libraries, Community EV Car Share, Expanded Trolley Service, and a Big Sur Scenic Corridor Shuttle Service. Each of these recommendations include information on cost estimates and successful examples of this model to inspire further action for the County and regional partners.

OTHER AGENCY INVOLVEMENT/COMMITTEE ACTIONS:

County Counsel has approved as to form. Staff from the Agricultural Commissioner’s Office, Housing & Community Development, the Health Department, and Monterey County Free Libraries participated in the Technical Advisory Committee and Stakeholder Advisory Group for this project.

Additional agencies included in the Technical Advisory Committee and Stakeholder Advisory Group include, Monterey-Salinas Transit, the Transportation Agency for Monterey County, Caltrans, CalVans, the Association of Monterey Bay Area Governments, the Monterey County Office of Education the Santa Cruz County Regional Transportation Committee.

Nonpublic agency participants include California State University Monterey Bay, California Marine Sanctuaries Foundation, Mujeres En Accion, Santa Cruz Community Ventures, MILPA, SeeMonterey, Ecology Action, the Monterey Peninsula Chamber of Commerce, Regeneración, the Farm Bureau of Monterey County, the Monterey Bay Area Climate Justice Collaborative, Community Action Board, and the Center for Community Advocacy.

FINANCING:

This item has no budgetary impact.

BOARD OF SUPERVISORS STRATEGIC PLAN GOALS:

This project is intended to provide recommendations for expanding transportation access and options for zero-emissions transportation options. This is an environmentally sustainable outcome that will also increase public safety, quality of life, and economic possibilities of residents by recommending infrastructure improvements and improving access to affordable transportation options.

Mark a check to the related Board of Supervisors Strategic Plan Goals:

- ☒ Well-Being and Quality of Life
- ☒ Sustainable Infrastructure for the Present and Future
- ☒ Safe and Resilient Communities
- ☒ Diverse and Thriving Economy
- ☒ Administrative

Link to the Strategic Plan:

[<https://www.countyofmonterey.gov/home/showdocument?id=139569>](https://www.countyofmonterey.gov/home/showdocument?id=139569)

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Approved by: Deborah Paolinelli, Assistant County Administrative Officer x5309

Attachments:

Zero Emissions Shared Use Mobility Study Final Draft
Public Draft Comments Zero Emissions Shared Mobility Study
Zero Emissions Shared Mobility Presentation