



MONTEREY COUNTY ZERO EMISSIONS SHARED MOBILITY STUDY

Presentation to the AEEC Presentation January 29, 2026



FUTURE MOBILITY OF MONTEREY COUNTY

The Zero Emission Shared Mobility Study presents a unified vision for a cleaner, more affordable, and more connected transportation future, where residents, workers, and visitors can move reliably without depending on personal vehicles.





OVERVIEW OF STUDY



GOALS OF SHARED MOBILITY STUDY RECOMMENDATIONS

- **Expand Meaningful Mobility Choice** beyond owning a personal motor vehicle
- **Reduce Transportation Costs** to support low-income households and essential workers
- **Advance Climate Goals** by shifting trips away from single-occupancy vehicles
- **Strengthen Multimodal Trip Chaining** for first- and last-mile connections
- **Prioritize Practical Implementation and Scalability** for community partners of all types



ZERO EMISSIONS + SHARED MOBILITY



Zero Emissions refers to transportation modes and technologies that do not produce tailpipe emissions during operation.



Shared Mobility describes transportation services or vehicles that are shared among users, without owning it individually



ACTIVE TRANSPORTATION



Active Transportation refers to human-powered modes of travel that rely primarily on physical activity for movement.

Personally owned active transportation—like bikes and scooters—does not fall under "shared mobility" by definition, but it does play a critical supporting role in a Zero Emissions Shared Mobility framework.



PROJECT OVERVIEW

Support sustainability and equity goals in Monterey County by **evaluating and advancing innovative shared mobility strategies and service models in low-income, marginalized and rural communities.**



PROJECT PROPOSAL OVERVIEW

The Zero Emission Shared Mobility Study presents a unified vision for a cleaner, more affordable, and more connected transportation future, where residents, workers, and visitors can move reliably without depending on personal vehicles. Each recommendation strengthens the others, forming a countywide ecosystem of mobility options that expands access, supports essential industries, and advances climate action.

These recommendations are not funded or secured but offer a concept for future consideration.



PROJECT PROCESS



- Data Analysis
- SAG/TAC meeting
- Focus Groups
- Site Visits
- In-person Forums
- Surveys

Needs and Service Gaps

- Workshops mapping solutions to needs
- SAG/TAC meeting
- Focus Groups
- In-person events
- Surveys

Potential Solutions

- Administrative Draft
- SAG/TAC meeting
- Public Review Draft
- County board meetings
- Adoption

Proposed Projects + Final Study



FINAL STUDY CONTENTS

1. Introduction

A future for mobility in Monterey County

2. Outreach and Engagement

Summary of engagement, what we heard

3. Transportation Existing Conditions

Existing conditions and context for mobility

4. Zero Emissions Shared Mobility

Opportunity for ZESM

5. Recommendations and Implementation

Project Proposals for a Shared Mobility Future

6. Monitoring and Evaluation

Shared Mobility Data Collection, Tracking





PUBLIC ENGAGEMENT PROCESS



STAKEHOLDER ENGAGEMENT

To develop actionable shared mobility recommendations for Monterey County, the project team centered the planning process on listening to and learning from residents, workers, and community partners.

Engagement activities included advisory committees, focus groups, community forums, surveys, and pop-ups, providing critical insight into how people in Monterey County currently move, the barriers they face, and what shared mobility options would make a meaningful difference in their daily lives.



TECHNICAL ADVISORY COMMITTEE

The **Technical Advisory Committee** brought together representatives from regional and local agencies, city and county staff, and transportation advocacy groups. Their role was to ground the project in on-the-ground operational realities and help identify opportunities within the existing transportation system.

- Monterey Salinas Transit
- Transportation Agency for Monterey County
- Association of Monterey Bay Area Governments
- Monterey County Housing Community Development
- Caltrans
- Santa Cruz County Regional Transportation Commission
- CSU Monterey Bay
- City of Salinas
- City of Monterey
- Ecology Action
- CalVans



STAKEHOLDER ADVISORY GROUP

*The **Stakeholder Advisory Group** included local community-based organizations, regional transportation and public health partners, environmental justice advocates, and economic development groups. This group helped identify key populations to engage with and connected us with trusted organizations and partners.*

- Monterey County Office of the Agricultural Commissioner
- Monterey County Office of Education
- Monterey Bay Climate Adaptation Action Network
- MILPA Collective
- Regeneración
- Monterey Peninsula Chamber of Commerce
- Pajaro Valley Action Project



PUBLIC ENGAGEMENT

On-site engagement in collaboration with the Shared Use Mobility Center (SUMC).

- In Person Pop-Ups
- Community Forums
- Focus Group Meetings
- Online surveys



IN PERSON POP-UPS



North County Farmers Market



Carmel Devendorf Park



Monterey Trail



Alisal Farmers Market



MOBILITY FORUMS



COMMUNITY SURVEYS

Two countywide surveys deepened understanding of the community and mobility preferences.

- **Community Survey (329 responses)** Captured baseline mobility behaviors and attitudes toward shared mobility options.
- **Proposed Solutions Survey (145 responses)** Gathered reactions to specific recommendations

Monterey County Zero Emissions Shared Mobility Study

Estudio de movilidad compartida del condado de Monterey

¡Ayuda a dar forma a las soluciones de movilidad limpias y sustentables!

¡Participa en la encuesta para ayudar a definir tus soluciones de transporte favoritas para el condado de Monterey!

www.tinyurl.com/MontereyMobilitySolutions
Último día: 1 de diciembre de 2025

Vota por las opciones que creas que tendrán el mayor impacto — desde autobuses eléctricos hasta programas de bicicletas compartidas, combis y más.

Learn more: tinyurl.com/MontereySharedMobility

Zero-Emission Solutions!

shape your favorite solutions for Monterey County.

MontereyMobilitySolutions
December 1, 2025

Learn more: tinyurl.com/MontereySharedMobility



COMMUNITY FEEDBACK

Across engagement activities, community members consistently emphasized limited travel choices and an over-reliance on driving. 89% of survey respondents reported driving alone as their primary mode. Barriers to using existing services included long travel times, infrequent service, and schedules that do not align with work hours, especially for hospitality and shift workers.

When thinking about shared mobility:

- **Highlighted the need for safety and infrastructure improvements**
- **Interest in trying new things, especially with cost savings of shared services**
- **Opportunity for increased independence for families and children**



PUBLIC REVIEW DRAFT

In addition to providing insights and feedback at critical moments, the Public Review Draft of this study was available for comment, providing feedback to shape this final draft.





SHARED MOBILITY IN MONTEREY COUNTY TODAY



QUICK FACTS

Most people in Monterey County rely on driving alone, but transit, walking, and carpooling to get to their jobs, especially in retail, hospitality, and agriculture.



81% OF COMMUTERS TRAVEL ALONE BY CAR



IT TAKES ~40-59 MINUTES TO GET TO WORK BY TRANSIT



IT TAKES ~20-24 MINUTES TO GET TO WORK BY BIKE



IT TAKES ~15-19 MINUTES TO WALK TO WORK



AGRICULTURAL WORKERS CARPOOL MORE THAN OTHER INDUSTRIES



TRANSIT TRIPS ARE COMMON IN RETAIL & HOSPITALITY



DEMOGRAPHICS

Zero Car Households: About 4% of households do not have access to a private vehicle

Low Income Households: ~14% of households are low-income and make less than \$35,000 annually

People with Disabilities: ~9% of the population live with a disability.

Youth and Young Adults: About 25% of residents are under the age of 18.

Older Adults: ~15% of the population are 65 and older.



EXISTING SERVICES

Carsharing and Vanpools

- CalVans
- Green Raiteros
- MST Commute with Enterprise
- Zipcar at CSUMB

Ride-Sources

- Private Rideshare Services
- MST Taxi Voucher
- Independent Transportation Network (ITN) Monterey County

Shuttles

- MST Senior Shuttle Services
- MST Rides and ADA Paratransit

Micromobility

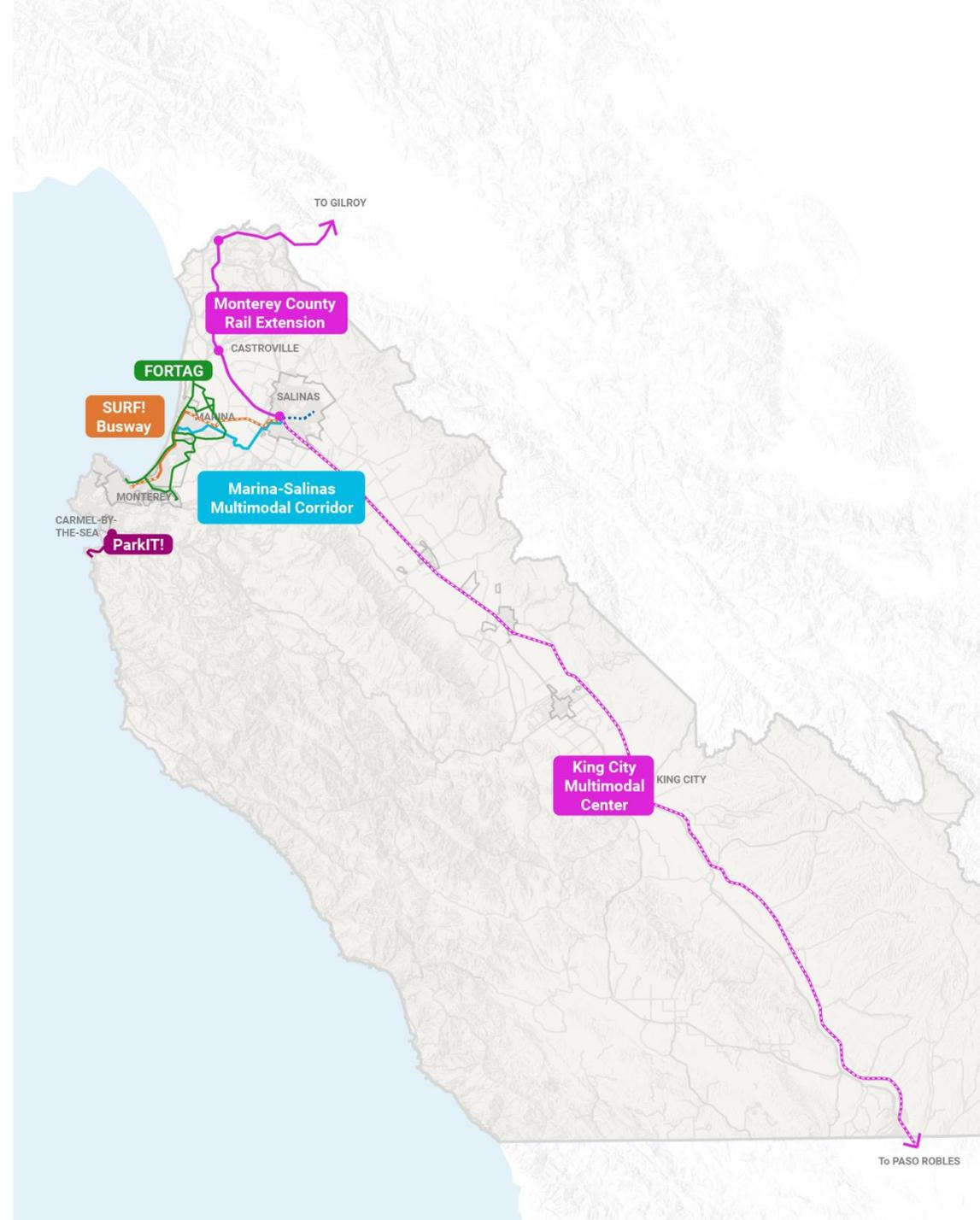
- SPIN Electric Scooter Share on CSUMB
- LEAP Green Cruiser Program
- Private Bike Shop Rentals



MAJOR PROJECTS COMING SOON

Upcoming transportation projects are poised to transform of how people can get around Monterey County

- **SURF! Busway and Bus Rapid Transit Project**
led by Monterey-Salinas Transit (MST)
- **Monterey County Rail Extension Project**
by the Transportation Agency for Monterey County (TAMC)
- **FORTAG Regional Trail & Greenway** led by TAMC
- **ParkIT! for Parks**
led by California State Parks and partners
- **King City Multimodal Transportation Center**
led by City of King City
- **Salinas Rapid Bus & Transit Center Relocation Study**
(emerging project) led by MST





PROJECT PROPOSALS



PROJECT PROPOSALS

The proposed zero emissions shared mobility projects chart a future in which zero-emission mobility is convenient, affordable, and readily available. Each recommendation strengthens the others, forming a countywide ecosystem of mobility options that expands access, supports essential industries, and advances climate action.

These recommendations are not funded or secured but offer a concept for future consideration.



AVOIDED VMT POTENTIAL

Vehicle miles traveled (VMT) impacts for the ZESM project recommendations were estimated using a consistent, sketch-planning-level approach focused on avoided private auto travel. For each project, VMT reduction was calculated by estimating the number of trips enabled by the service, identifying an average replaced auto trip length appropriate to the project context, and applying the share of those trips that would otherwise have been made by private automobile.

$$\text{Annual Auto VMT Avoided} = \text{Annual Person Trips} \times \text{Replaced Auto Trip Length} \times \text{Auto-Replacement Share}$$



PROJECT PROPOSAL OVERVIEW

At the center of this vision is a network of **Mobility Hubs for EV Fleets** at strategic locations that provide the charging, amenities, and infrastructure shared mobility services need to grow.

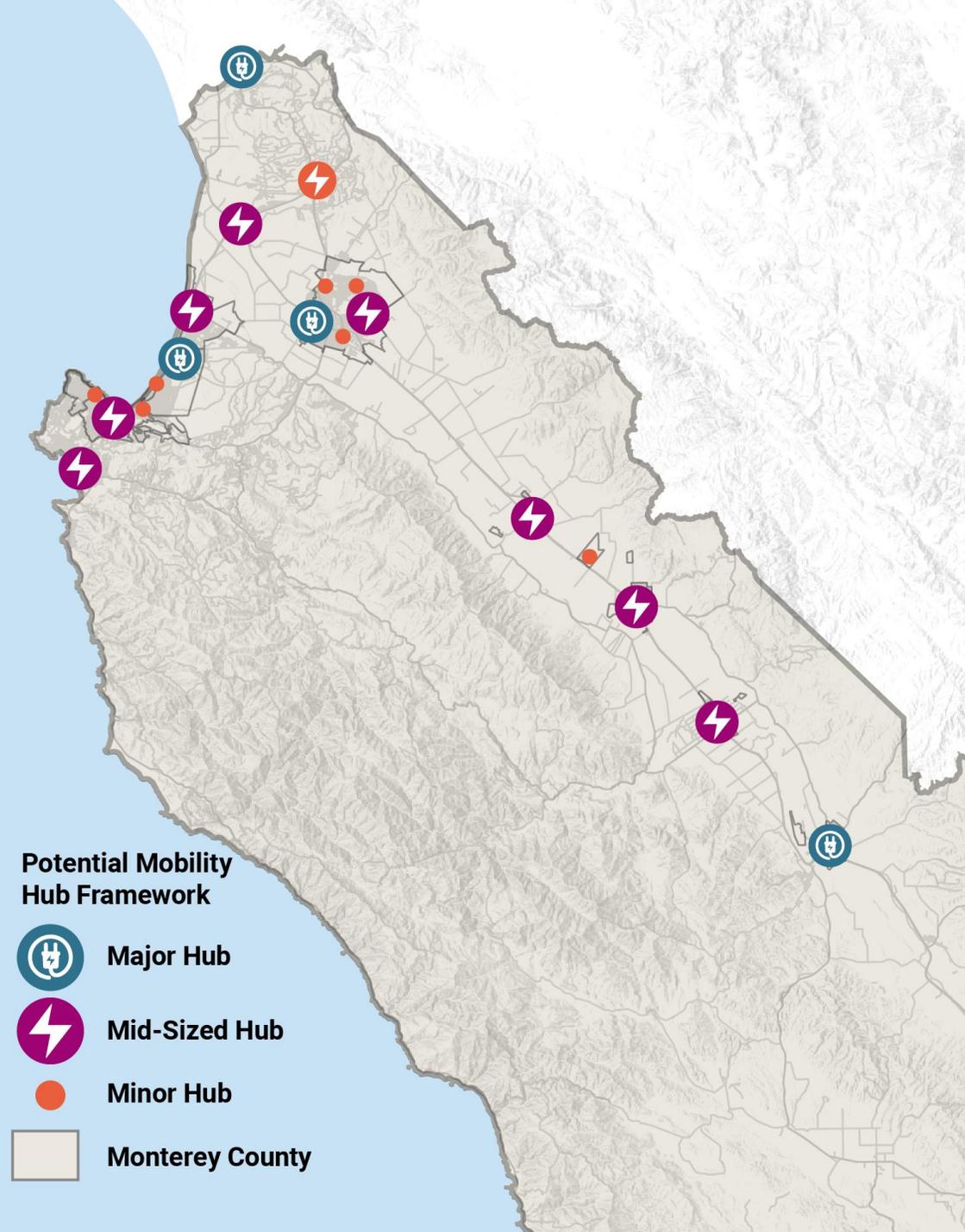
- Shared Micromobility Services
- Community E-Bike Libraries
- Community EV Car Share
- Monterey Trolley Expansion
- Big Sur Scenic Corridor Shuttle



MOBILITY HUBS FOR EV FLEETS



City of Pasadena



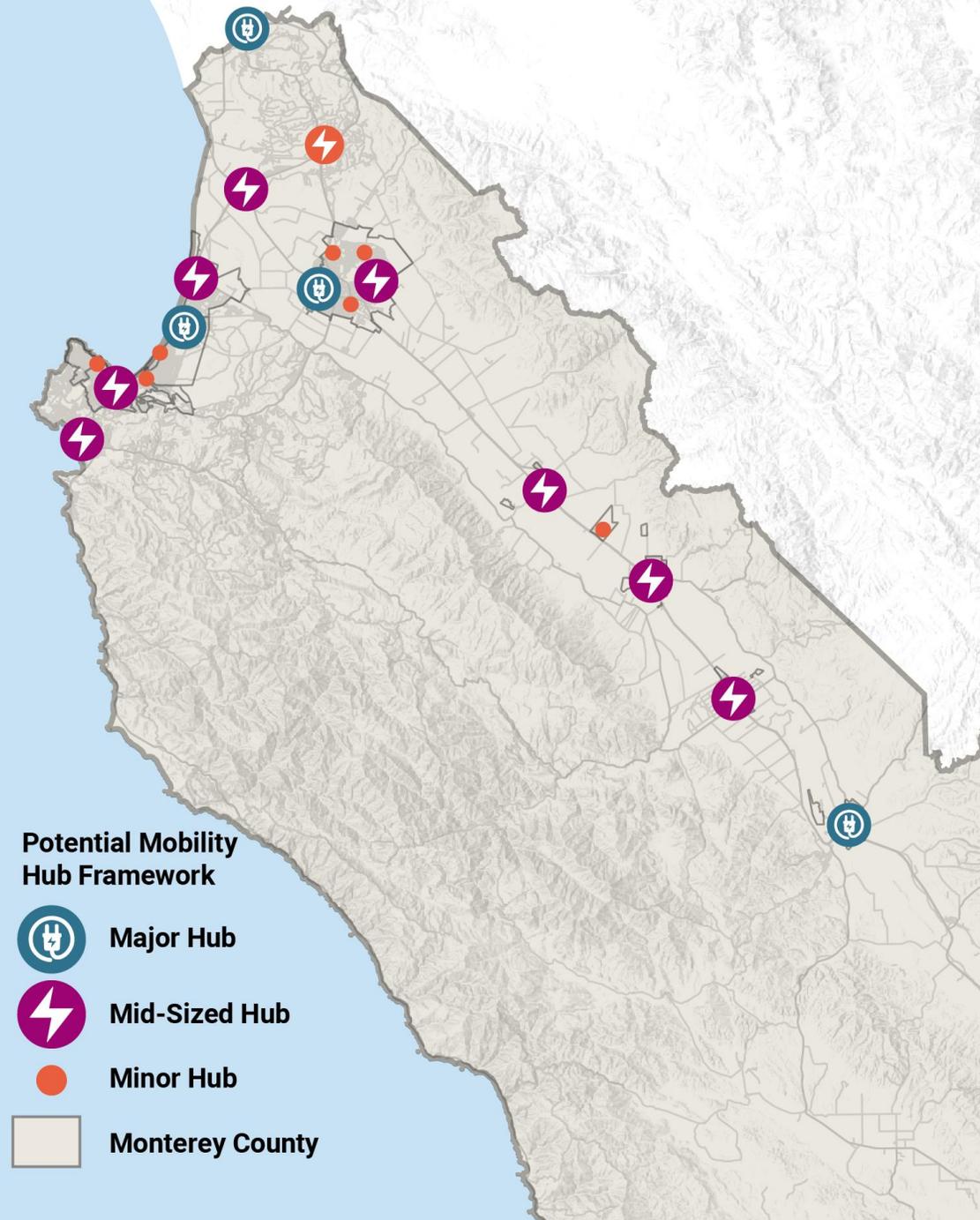
Potential Mobility Hub Framework

-  Major Hub
-  Mid-Sized Hub
-  Minor Hub
-  Monterey County

MOBILITY HUBS FOR EV FLEETS

Mobility hubs are designated locations where multiple shared mobility services, amenities, and transportation modes come together in one coordinated space.

They function as “mobility centers” that support easy transfers between transit, shared EV cars, vanpool fleets, e-bikes, and walking.

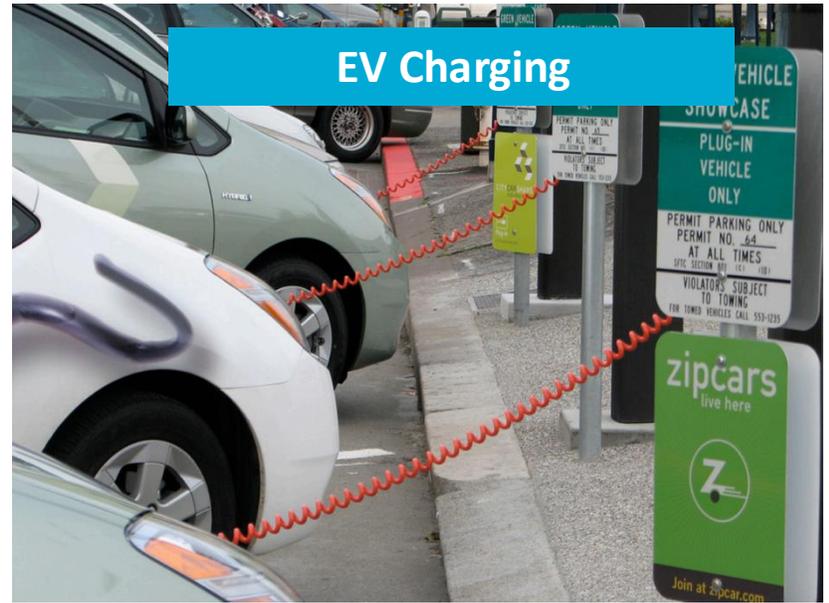




Transit Station/Stop



Bike Share/Library



EV Charging



Travel Information



Bike Repair/Parking



Car Share



SCALES OF MOBILITY HUBS

Mobility hubs will form the backbone of Monterey County's Zero Emission Shared Mobility network, creating a connected multimodal system that supports how people already move today while preparing for future transit, walking, biking, and shared use EV fleet options.

Major Hubs

Major hubs anchor the regional transportation system at the largest scale. These locations already host high volumes of riders and will support the next generation of zero-emission transit, including rail, SURF! BRT, and electric shuttle fleets.

Mid-Sized Hubs

Mid-sized hubs connect neighborhoods, campuses, employment centers, parks, and key commercial destinations, and act as intermediate nodes that support bike and scooter share, EV charging, wayfinding, and moderate-frequency transit.

Minor Hubs

Minor hubs are small-scale hubs focused on walkability and micromobility. Common near schools, parks, or small commercial nodes, it supports local transit stops and first-/last-mile connections.

Mini Hubs

Mini Hubs are hyper-local points that support walking, biking, and recreational access. Found along trails, in green spaces, or at neighborhood corners, it includes simple infrastructure such as bike racks, bike fix-it stations, seating, and signage.



MOBILITY HUBS IMPLEMENTATION

Site Selection priorities and benefits.

Role of Pilot Projects to allow cities and the County to test strategies in real-world conditions before making larger capital investments.

Key Partnerships and roles

- Libraries and Community Centers
- Cities and Monterey County
- Nonprofits and Community Organizations
- Shared Mobility Providers

Avoided VMT Potential: *A single mobility hub is estimated to reduce approximately ~15,000–110,000 annual auto vehicle miles traveled.*

Project Precedents

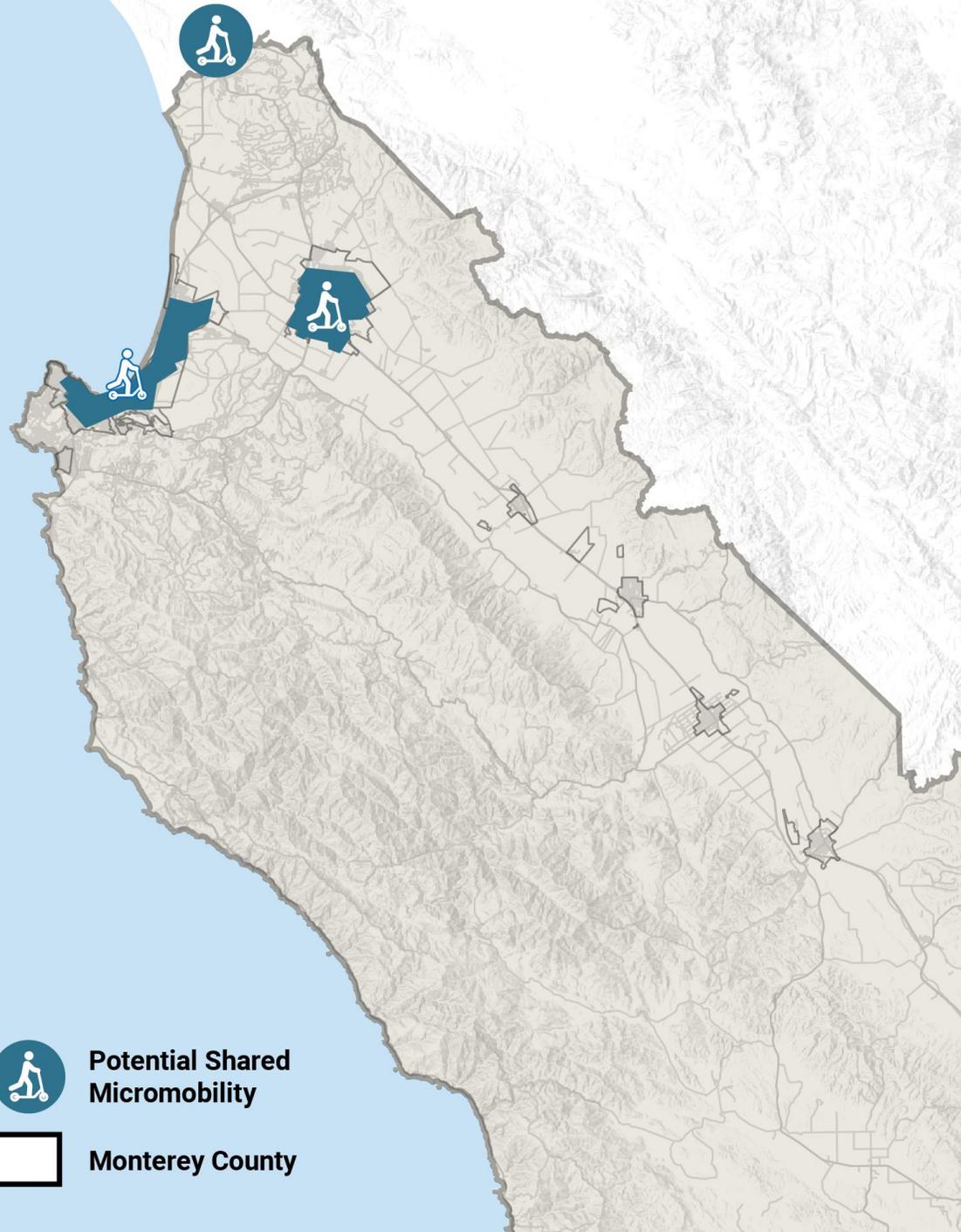
Culdesac Tempe – Tempe, Arizona
Recognition that new developments and increased density can unlock new mobility options and challenge assumptions about VMT, parking requirements and congestion.

Mobility Hub Pilot – Minneapolis, Minnesota
Use of quick-build, low-cost materials allows deployment of smaller scaled mobility hubs quickly to build community

Burlingame Train Station – Burlingame, CA
Transit stations can create pedestrian-oriented “third spaces” that encourage social mixing, improve comfort, and strengthen multimodal connections.



SHARED MICROMOBILITY SERVICE



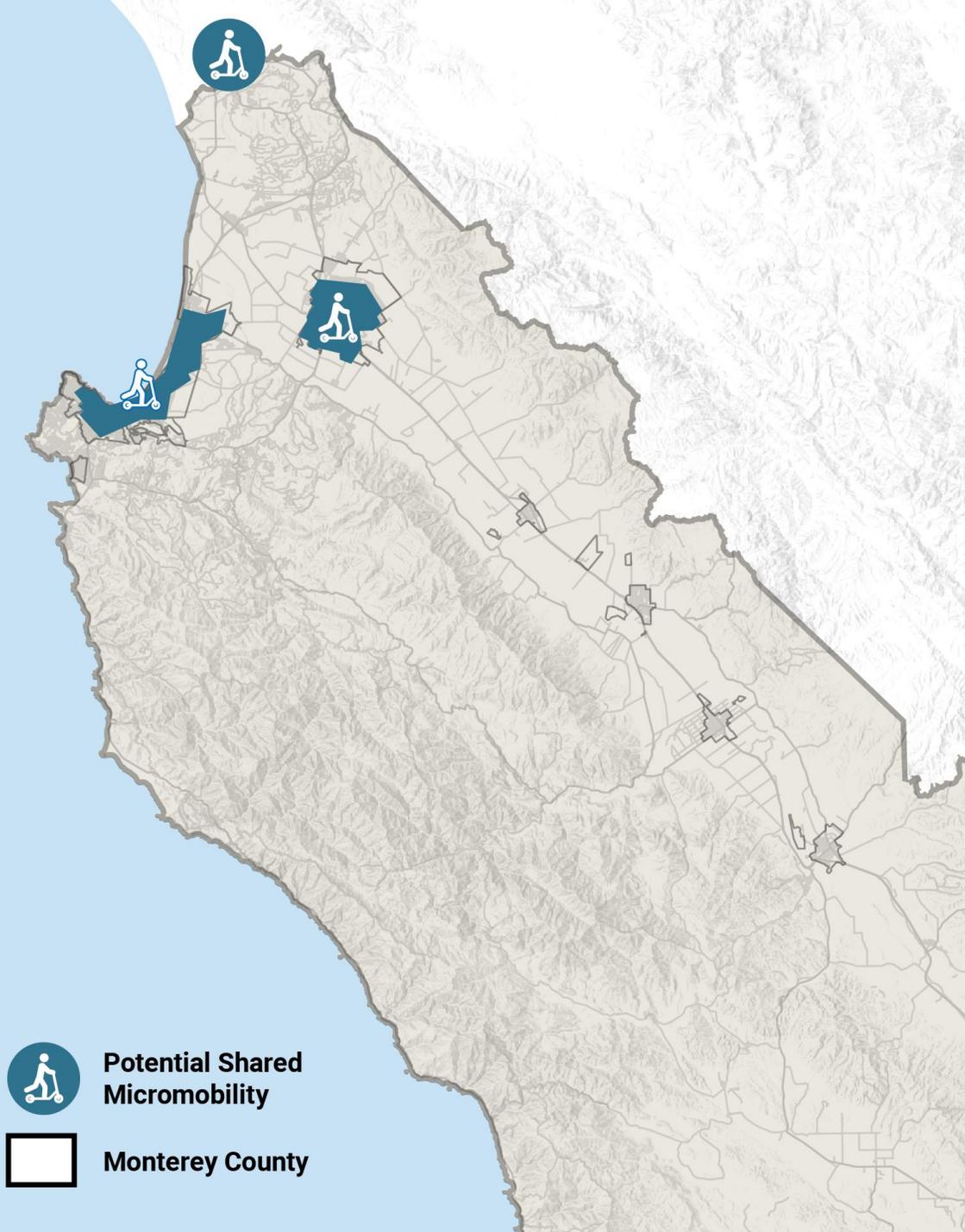
Potential Shared Micromobility



Monterey County

SHARED MICROMOBILITY SERVICE

Shared micromobility (e.g., e-bikes, adaptive bikes, and e-scooters) offers a flexible travel option for short trips in the dense population centers of Monterey County.



Potential Shared
Micromobility



Monterey County

SHARED MICROMOBILITY SERVICE

The study features *Strategies for complementing local bike rental shops* and reflects on *changes since 2013 TAMC Bike Shares Feasibility Study*

Program Lead: A Regionally-led, non-profit operated model can best serve Multiple cities, provide regional consistency, and navigate cross jurisdictional boundaries, such as in Pajaro and Watsonville. This model mirrors the San Joaquin Council of Governments' role in the Bike Stockton program.

Fleet Management: Under a public-private partnership model, the private operator handles the core day-to-day responsibilities. Most modern vendors (e.g., BCycle, Drop Mobility) offer full-service operating packages, minimizing the local agency's operational burden.

Avoided VMT Potential: *A first-phase system could reduce approximately ~40,000 – 315,000 annual auto vehicle miles traveled.*

Project Precedents

Santa Cruz BCycle – Santa Cruz, CA

The dock-based system uses many frequently placed small-scale docks to manage bike parking challenges while allowing for direct access to destinations.

Bike San Joaquin – San Joaquin County

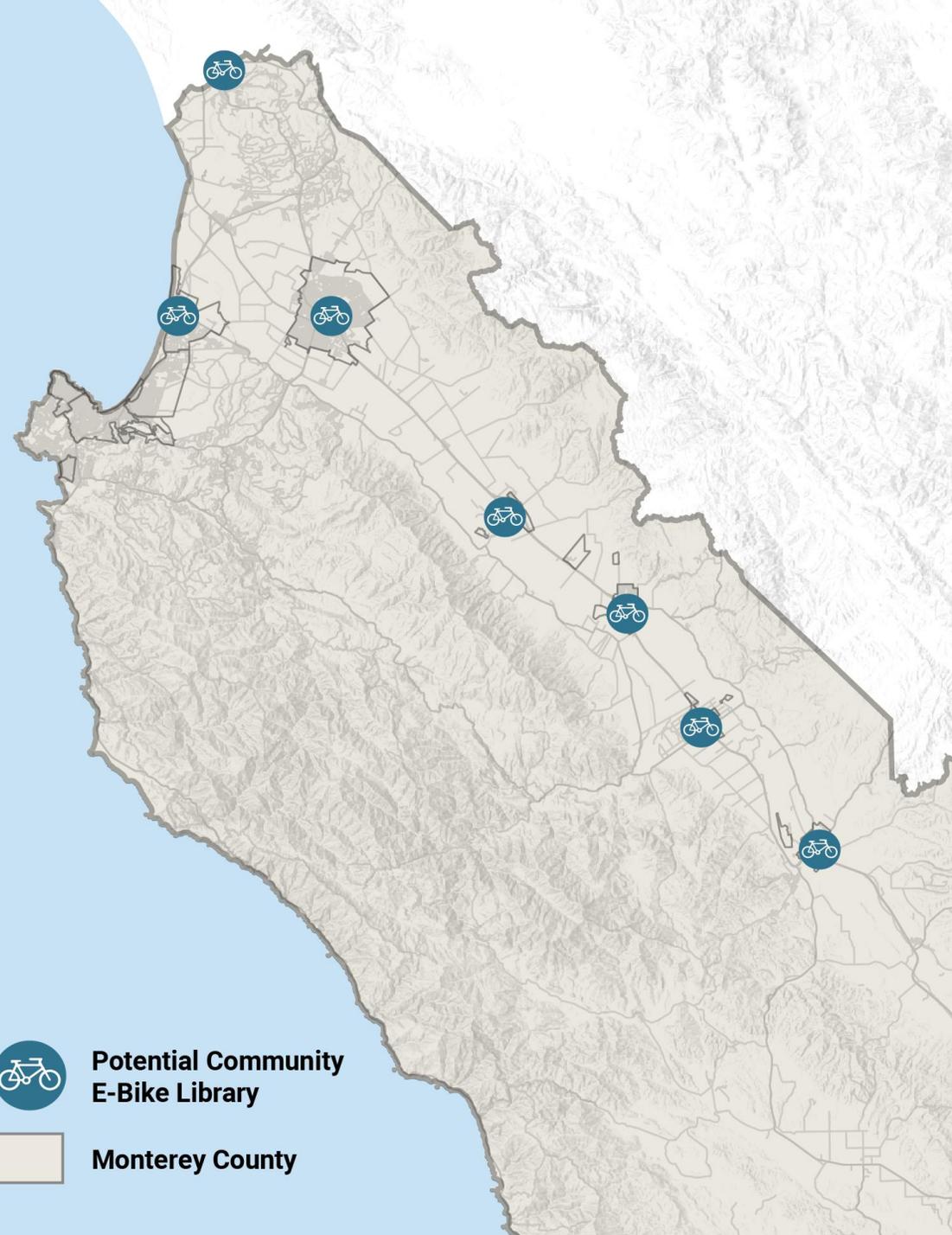
Support for both short-trips and long-term lending can respond to community context and needs.

Bay Wheels – San Francisco Bay Area

Interoperability with the transit system/card/account can simplify access and support use as a first- and last- mile solution.



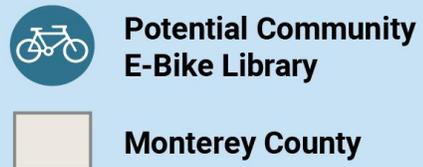
COMMUNITY E-BIKE LIBRARIES



-  Potential Community E-Bike Library
-  Monterey County

COMMUNITY E-BIKE LIBRARIES

Community E-Bike Libraries provide free or low-cost long-term bike lending for residents who need reliable daily transportation but cannot afford to purchase a bicycle.



COMMUNITY E-BIKE LIBRARIES

Program Lead

A strong partnership model is central to long-term success. Community Bike Libraries work best when operated by locally trusted organizations who can help with outreach, user support, and bike maintenance. Potential program leads or partners include organizations such as:

- Greenfield Science Workshop
- MILPA (Salinas)
- Green Raiteros / The LEAP Institute (rural mobility)
- Monterey County Free Libraries

Avoided VMT Potential: *A single E-bike library site could reduce approximately ~5,000 – 17,000 annual auto vehicle miles traveled.*

Project Precedents

South-Central Power Up! - Los Angeles, CA
This example shows how long-term bike libraries can serve multiple locations as a large-scale solution.

FORTH E-Cargo Bike Library - Portland, OR
A small-scale program can be useful as an educational tool to help people try out e-bikes as a step toward purchasing their own.

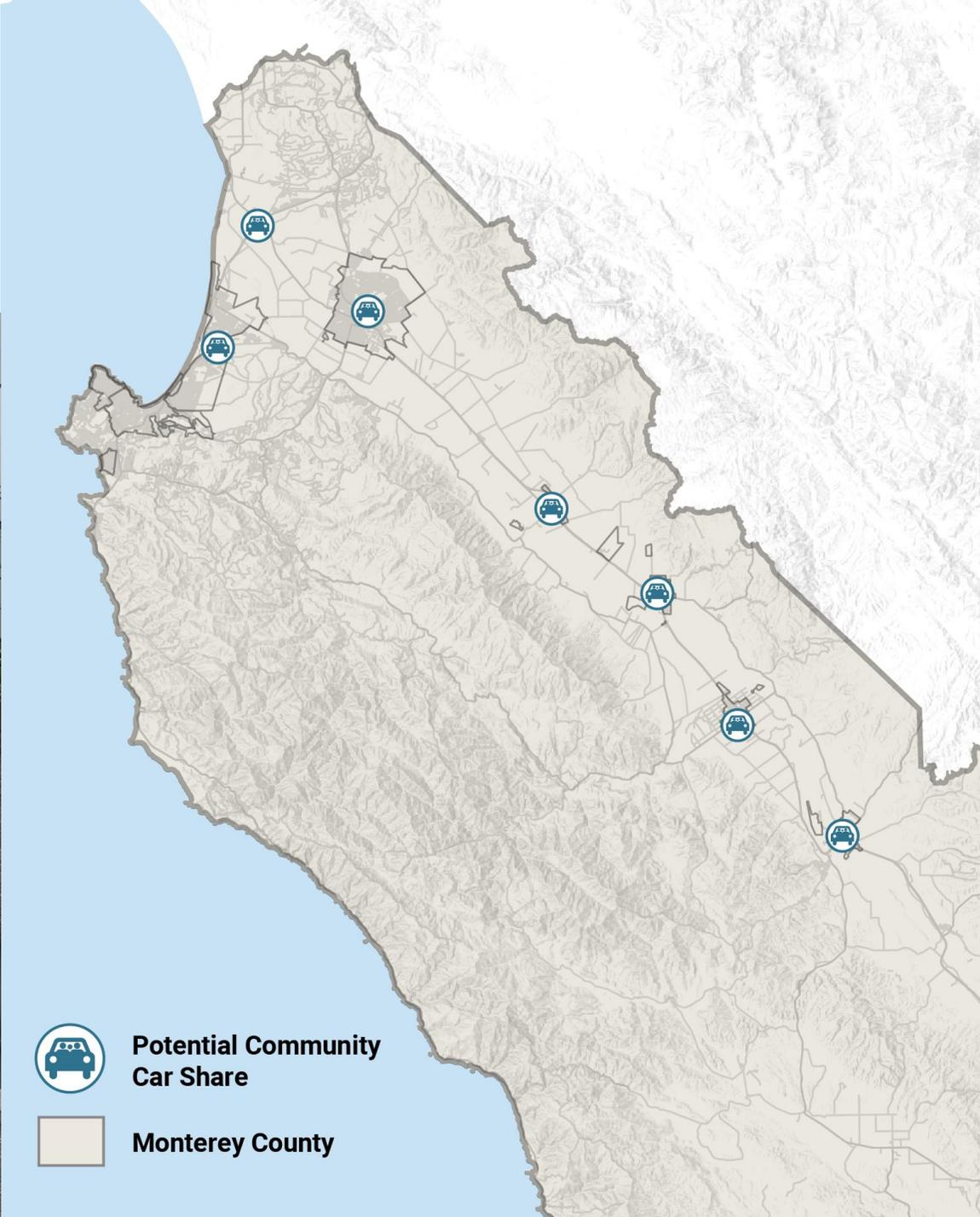
Charlottesville E-Bike Lending Library - Charlottesville, VA
With the right partner, a grassroots nonprofit model can serve communities at a very low cost.



COMMUNITY EV CAR SHARE



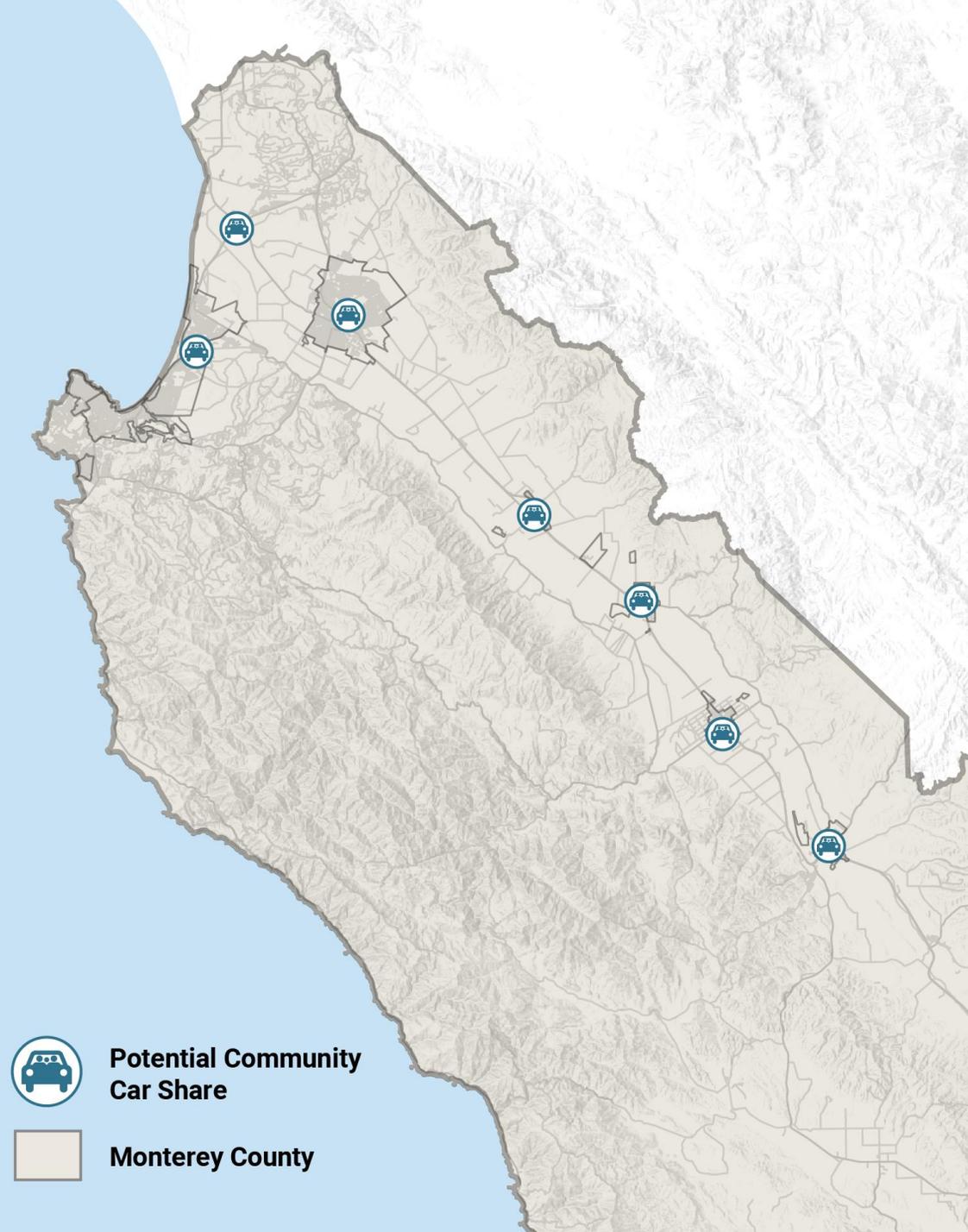
Wikimedia



-  Potential Community Car Share
-  Monterey County

COMMUNITY EV CAR SHARE

Community-based, zero-emissions car share systems allow community members to reserve EVs for short trips. Vehicle fleets can include cars, trucks and vans, to support a variety of trips.



COMMUNITY EV CAR SHARE

Program Lead Options

- **Public Agency Lead:** A Public agency (regional or local) directly leads the program, similar to Sacramento's program
- **Nonprofit or CBO Lead:** A mission driven nonprofit recognizes the benefit of shared mobility and services a specific target constituency.
- **Hybrid Model:** County provides funding and oversight; a nonprofit or operator manages day-to-day operations. This is the most common.

Local Partners : Regardless of the program model, local partnerships are essential for grounding the service within communities. Strong partners include Local governments, Affordable housing, Community-based organizations, Employers & workforce organizations, Utility providers.

Avoided VMT Potential: *A small fleet site could reduce approximately ~2,000 – 16,000 annual auto vehicle miles traveled.*

Project Precedents

Our Community CarShare – Sacramento, CA
Short term use of a car can unlock trips that are otherwise challenging by transit.

iAdelante Watsonville! Miocar – Watsonville, CA
Locating carshare hubs at city-owned parking lots keeps costs low and co-locates with useful government services.

Colorado CarShare – Denver, CO
Mission-driven organizations can make great partners when serving low-income neighborhoods where traditional private carshare operators would struggle.



EXPANDED MONTEREY TROLLEY SERVICE



Monterey Salinas Transit

Potential Monterey Trolley System

-  Central Hub
-  Trolley Routes
-  Route terminus
-  Monterey County



EXPANDED MONTEREY TROLLEY SERVICE

Expand the Monterey Trolley service in two key ways:

- **Year-Round Operations:** Extend service beyond the summer to provide reliable, daily mobility for residents, commuters, and off-season visitors.
- **Route Extensions:** Extend and add trolley routes to new corners of the peninsula, creating a central transit network for car-free peninsula travel

Potential
Monterey Trolley
System

- Central Hub
- ▬ Trolley Routes
- Route terminus
- ▭ Monterey County



EXPANDED MONTEREY TROLLEY SERVICE

Program Lead: This proposal will require coordinated partnerships between public agencies, local jurisdictions, and community stakeholders. Successful implementation depends on a financial commitment from the cities and organizations that benefit most from enhanced mobility, reduced congestion, and improved visitor access.

Implementation Strategy

- Phase 1: Year-Round Operation of Existing Line
- Phase 2: Blue and Green Line Deployment
- Phase 3: Red Line to Sand City

Avoided VMT Potential: *A year-round extension could avoid approximately ~29,000 – 346,000 annual auto vehicle miles travelled, additional lines could expand this benefit further.*

Project Precedents

Charleston Downtown Area Shuttle (DASH) – Charleston, SC

A distinctly branded multi-line network of shuttles can work with and complement traditional regional transit service.

Santa Barbara MTD Downtown-Waterfront Shuttle and State Street Loop Pilot – Santa Barbara, CA

Private partnerships may collaborate to operate a stand-alone shuttle service that fills a unique niche.



BIG SUR SCENIC CORRIDOR SHUTTLE SERVICE



BIG SUR SCENIC CORRIDOR SHUTTLE SERVICE

A zero-emission alternative for accessing the Big Sur Coastal corridor. 30-person shuttle busses would operate from park-and-ride or mobility hub locations, with enhanced shuttle stop areas providing user amenities, and connections to beaches, parks, and visitor destinations.



BIG SUR SCENIC CORRIDOR SHUTTLE SERVICE

Program Lead

- **California State Parks or U.S. Forest Service:** If the service is framed as a park access solution, a federal or state agency could lead in partnership with a transportation subcontractor.
- **Nonprofit Mobility Manager (e.g. Land Trust):** A community-based entity could operate or contract out the service, as seen in Columbia Gorge Express.

Avoided VMT Potential: *A well used shuttle could avoid approximately ~90,000. - 384,000 annual auto vehicle miles traveled.*

Project Precedents

Columbia Gorge Express – Oregon

Special transit operation by nontraditional partner agencies is possible to serve unique geographies and destinations. The branded vehicles and high-quality experience offer a class of service not met by traditional transit bus routes.

Yosemite Valley Shuttle – Yosemite, California

Funding from Parks oriented partners is critical for building support, momentum and priority.





NEXT STEPS



IMPLEMENTING THE STUDY

Partnerships Required

While Monterey County funded and convened this Study, the County will not be the lead implementer for most recommended actions. Advancing Zero Emissions Shared Mobility will require strong partnerships, alignment with state and regional funding programs, shared ownership

Pilot Project Potential

Given the emerging nature of many shared mobility models, this Study emphasizes a pilot-first implementation strategy. Pilots allow agencies and partners to test concepts at a manageable scale, evaluate real-world demand, build community trust and create stronger cases for long-term funding and expansion



POTENTIAL EARLY IMPLEMENTATION: CHARM STUDY (MOBILITY HUBS)

Community Hubs For Advancing Resilience and Mobility (CHARM) Implementation Planning

AMBAG proposes to work with a coalition of stakeholders composed of local jurisdictions, Regional Transportation Planning Agencies (RTPAs), transit agencies, special districts, and community-based organizations to build out a Monterey Bay Area Community Hubs Advancing Resilience and Mobility (CHARM) Implementation plan. This collaborative planning effort will explore how to build a replicable and scalable model for resiliency centers that are co-located with mobility hubs, including EV Carsharing, Vanpooling sites, and Micromobility Share/Bike Libraries.





QUESTION & ANSWER





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