

# Fort Ord Rec Trail and Greenway



## The Fort Ord Rec Trail and Greenway (FORTAG)

[www.fortag.org](http://www.fortag.org)

Public presentation to  
Monterey Peninsula Chamber of Commerce  
Economic Vitality Committee

Presenters: Fred Watson & Scott Waltz

13 May 2016 (updated with some extra text on 18 May 2016)

# Fort Ord Rec Trail and Greenway



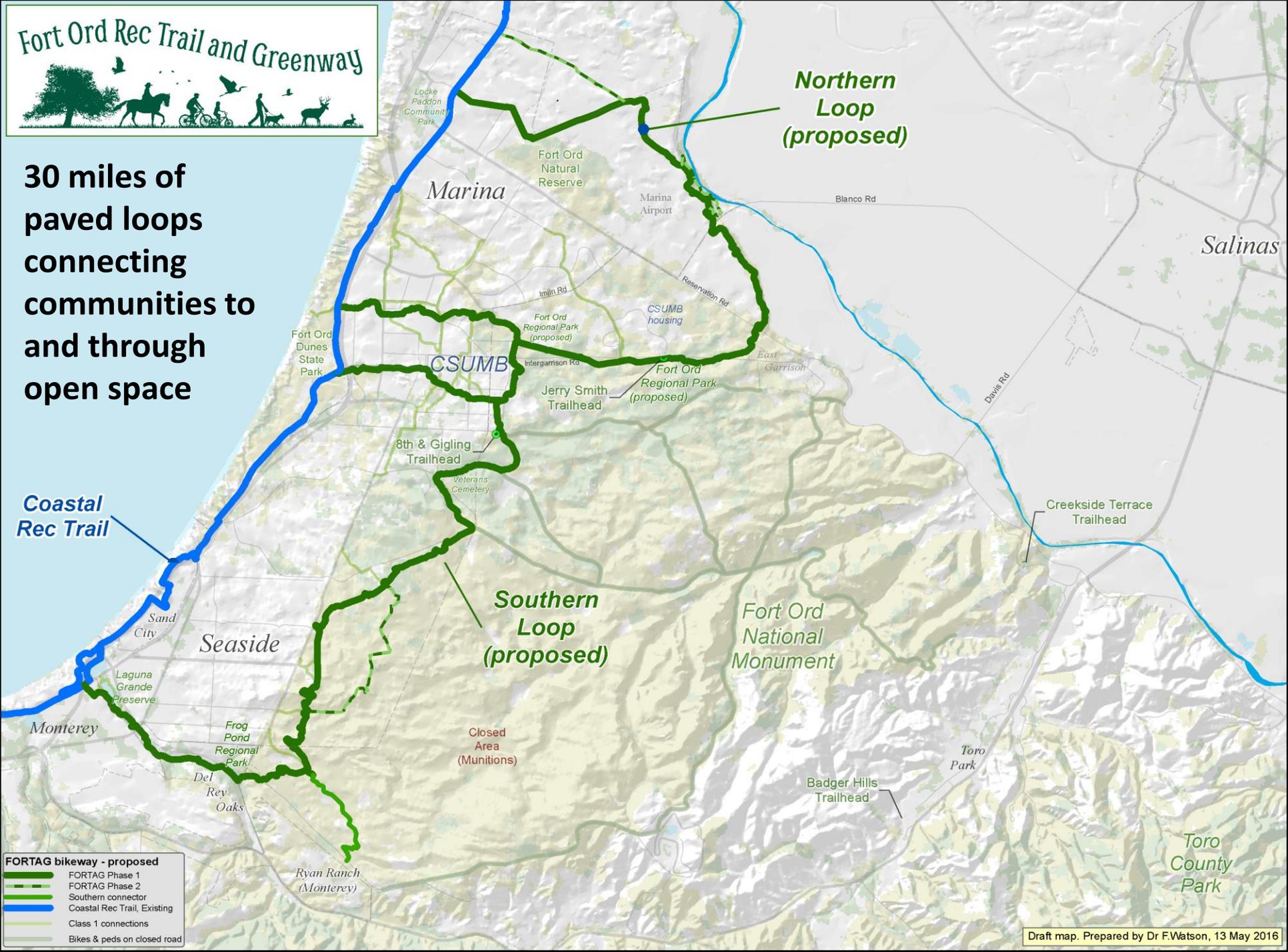
**30 miles of paved loops connecting communities to and through open space**

**Coastal Rec Trail**

**Northern Loop (proposed)**

**Southern Loop (proposed)**

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



**FORTAG is inspired by the existing Sanctuary Scenic Trail**



**FORTAG is inspired by the existing Sanctuary Scenic Trail**



**FORTAG is inspired by the existing Sanctuary Scenic Trail**

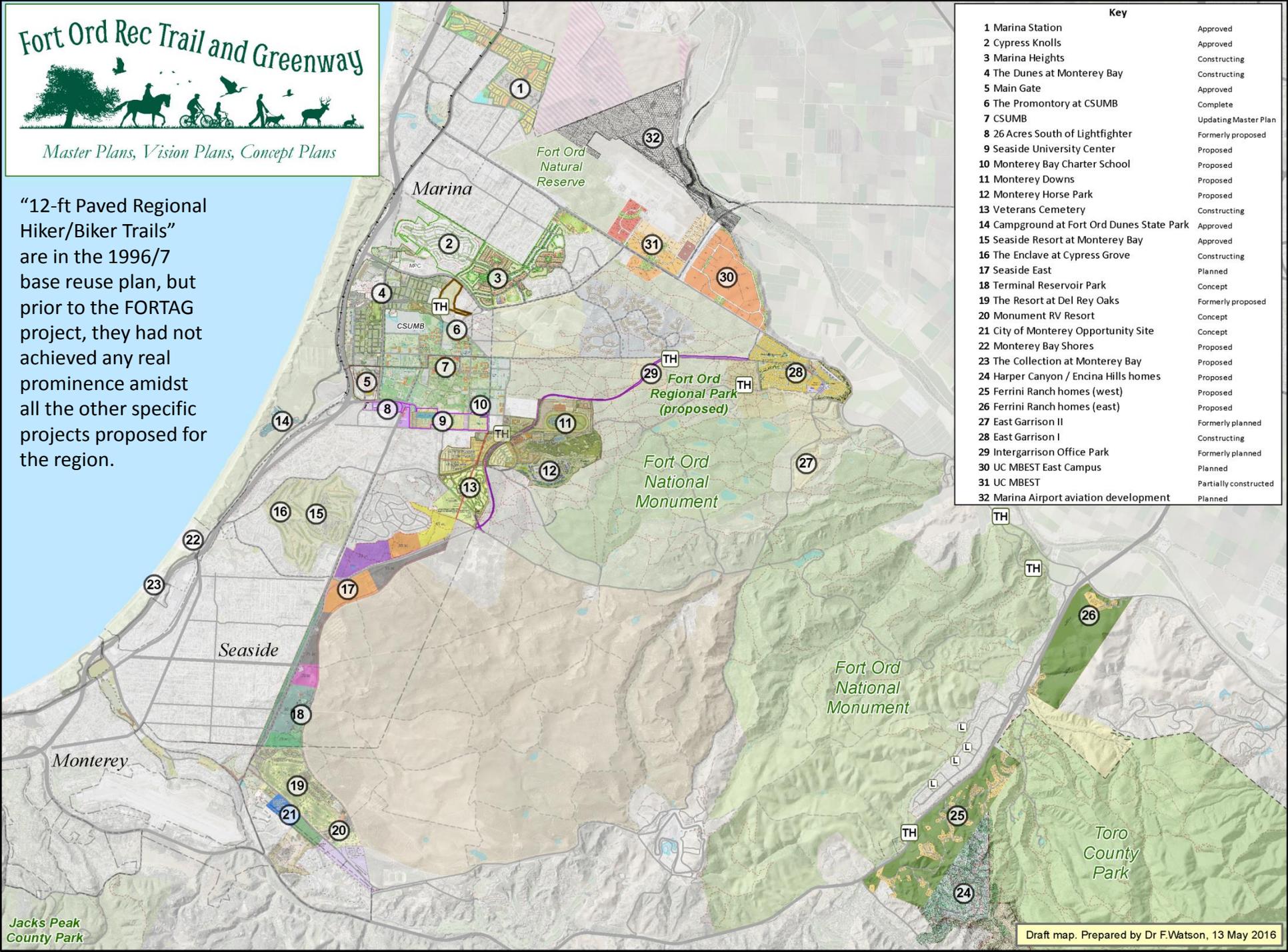


# Fort Ord Rec Trail and Greenway



Master Plans, Vision Plans, Concept Plans

“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.



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

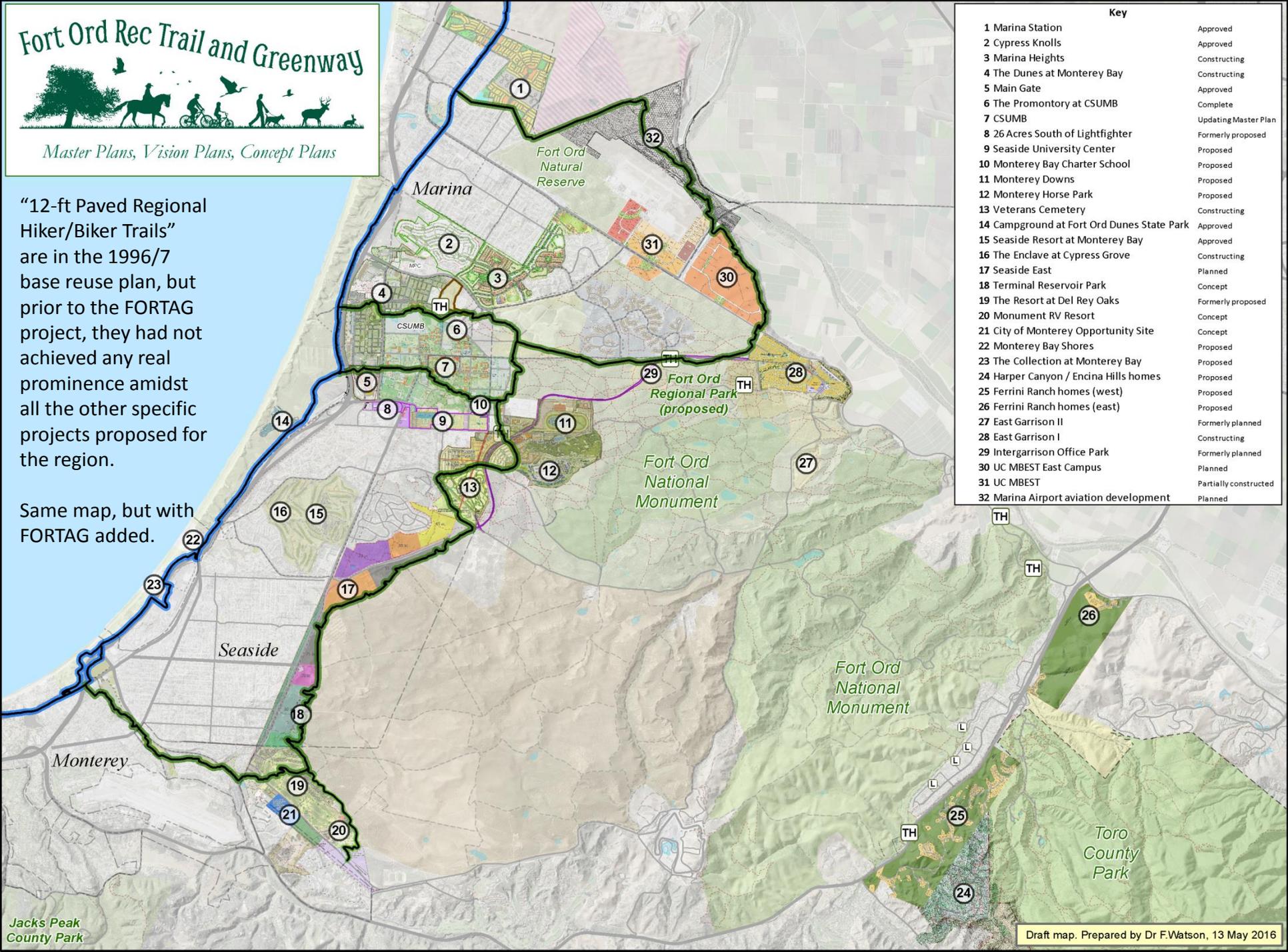
# Fort Ord Rec Trail and Greenway



Master Plans, Vision Plans, Concept Plans

“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

# 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**

- East Garrison (Benchmark Communities)
- Marina Heights (Chadmar Group)
- The Dunes at Monterey Bay  
(Marina Community Partners)
- Monterey Downs
- Bruno family / Monterey Peninsula Engineering
- Monterey Peninsula Properties (Del Rey Oaks)
- 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**

This particular presentation is for the  
Monterey Peninsula Chamber of Commerce.

It emphasizes **economics**.

*Next few slides:*

Economics of trails relating to tourism

*Slides after that:*

Economics of trails relating to attracting highly skilled workers



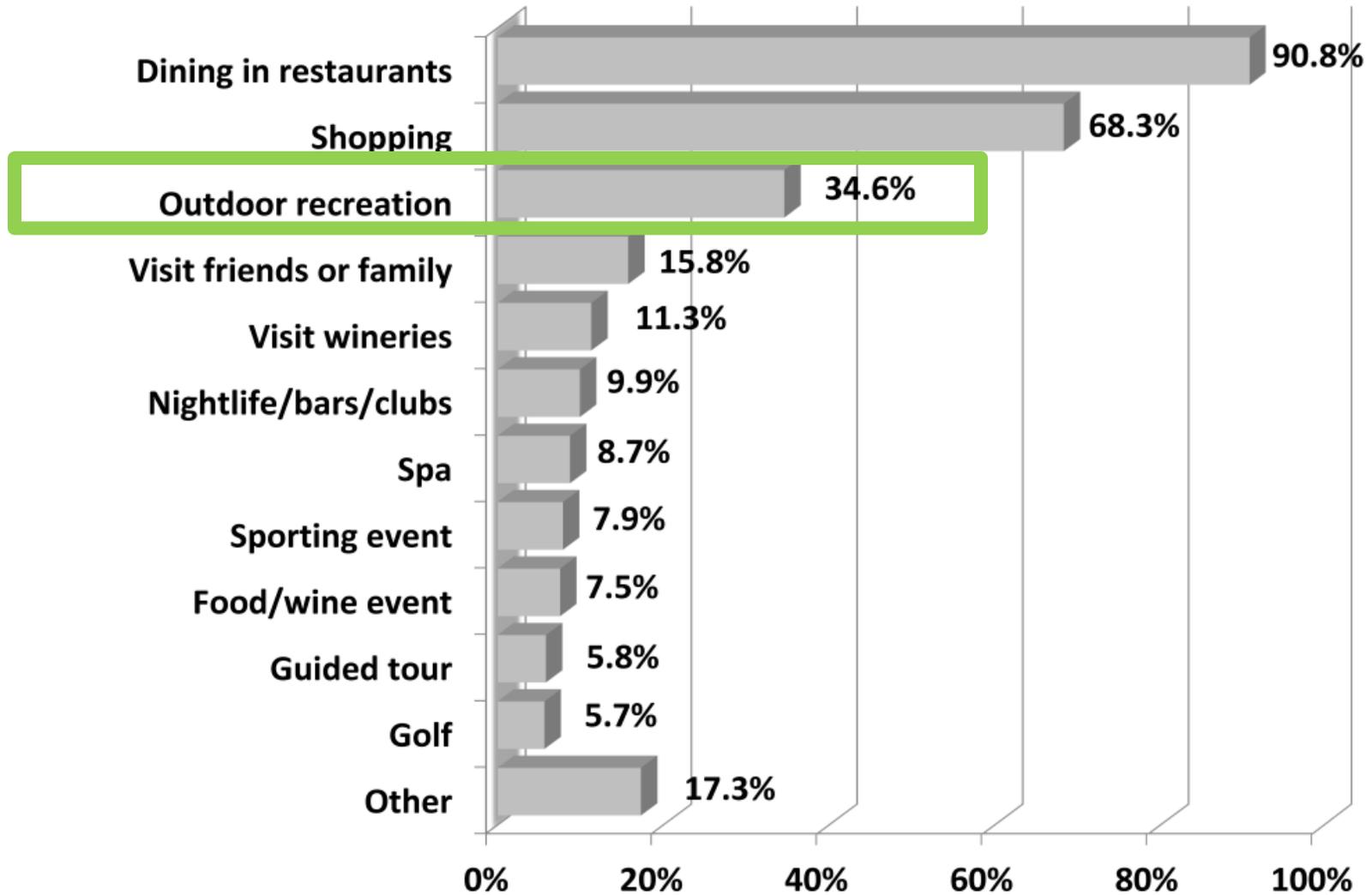
Monterey County Convention  
& Visitors Bureau

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

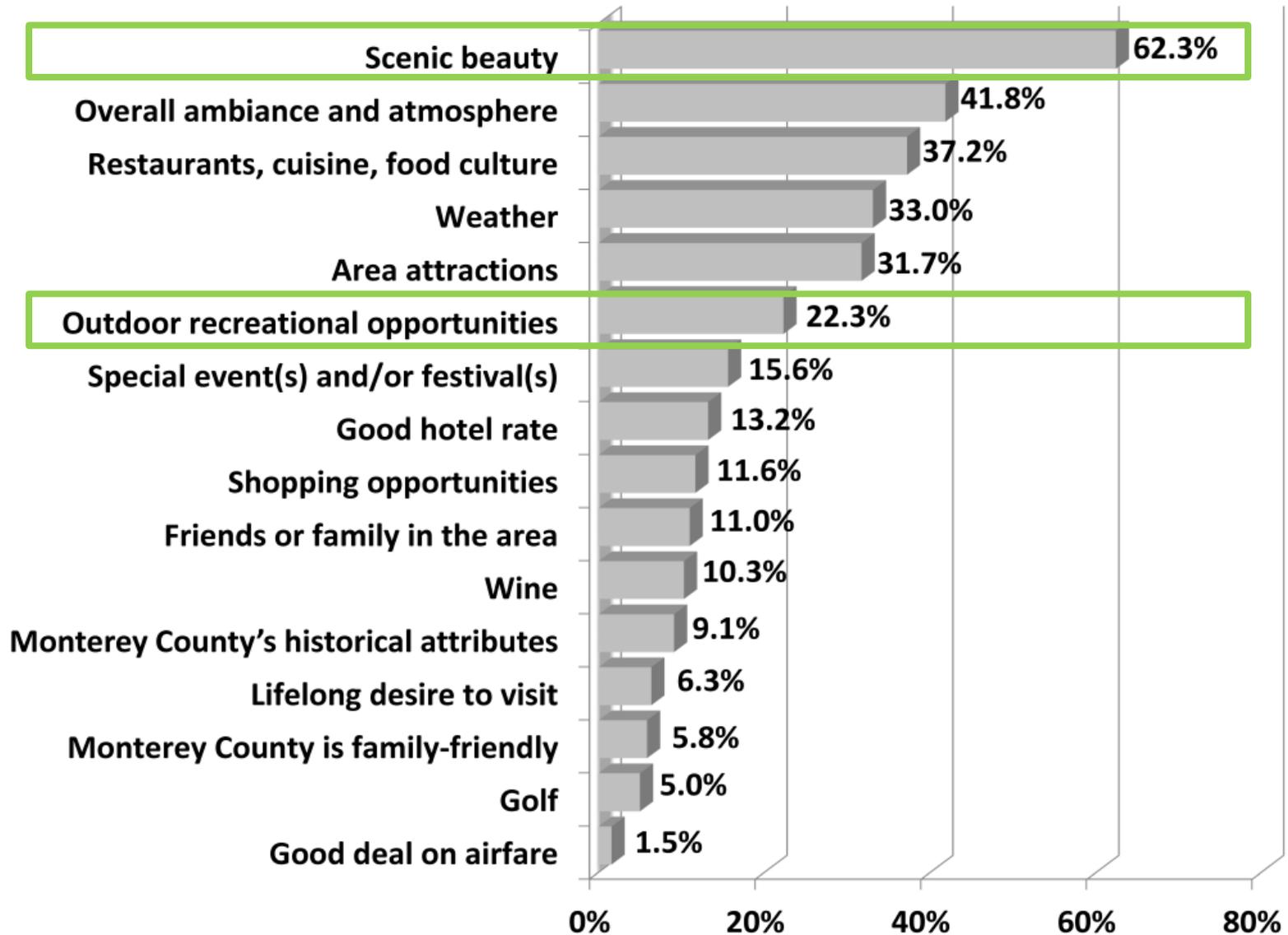
January 2016

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

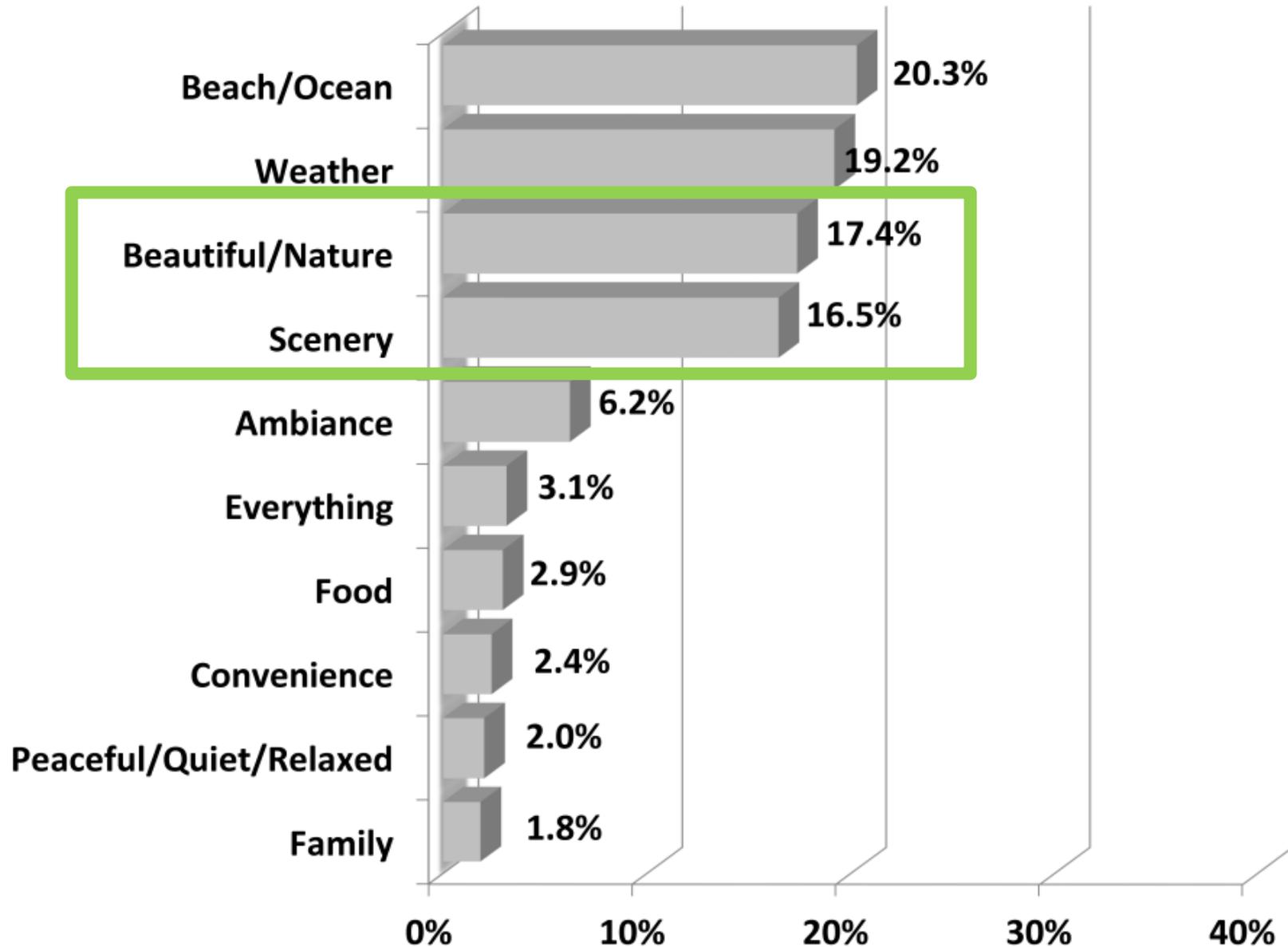
# Activities in Monterey County



# Important Factors to Destination Decision

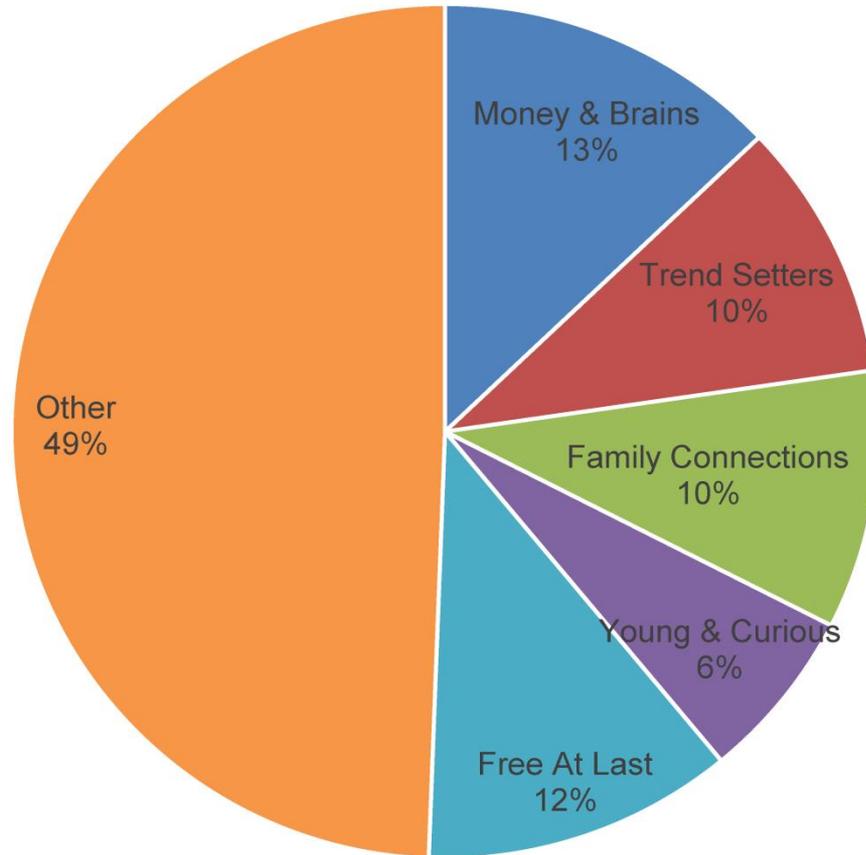


# Most Liked Aspects of Monterey County





## \*PRIZM Segments Among Monterey Visitors



\*Potential Rating Index for Zip Markets = 62 classes of consumer

# 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



College graduates

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

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

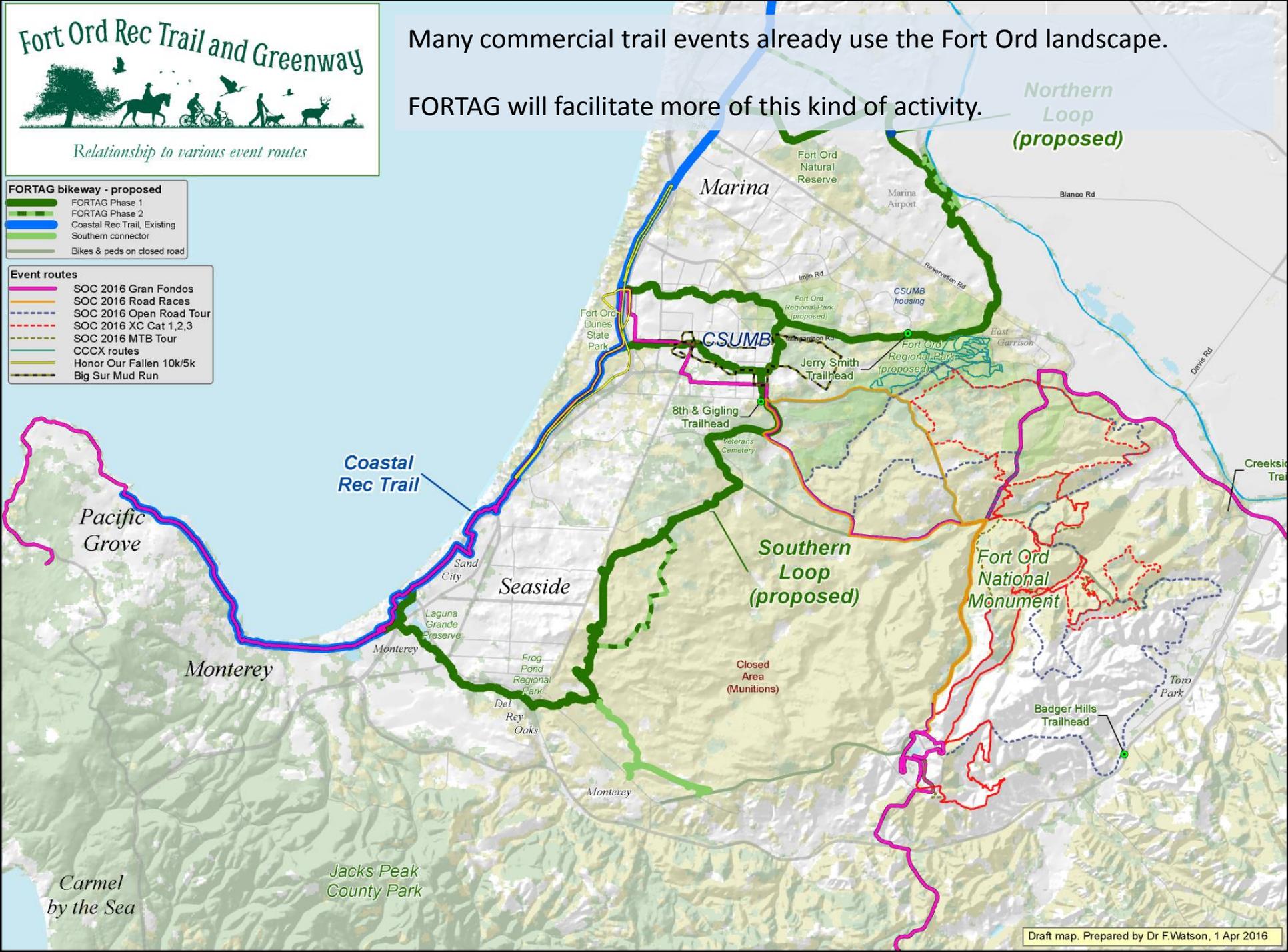


Relationship to various event routes

Many commercial trail events already use the Fort Ord landscape.

FORTAG will facilitate more of this kind of activity.

- 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



Next few slides:  
Photos illustrating the scenic value of Fort Ord

# 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**



Next few slides:  
Photos illustrating different ways of using  
trails and greenways in the Fort Ord region

(not exhaustive, just a sample)







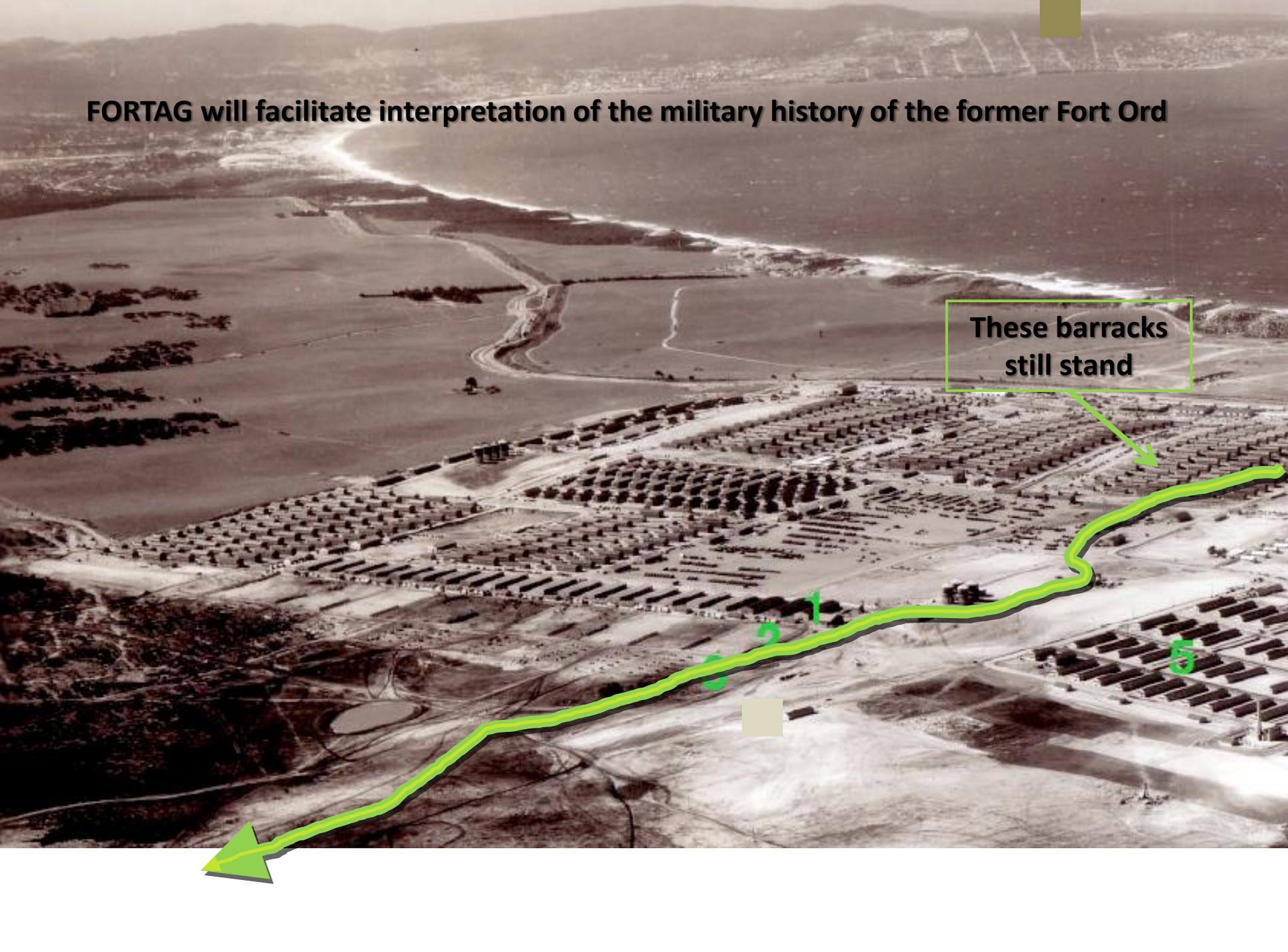






**FORTAG will facilitate interpretation of the military history of the former Fort Ord**

**These barracks  
still stand**



3RD ANNUAL  
**Honor  
Our  
Fallen**

10K / 5K RUN

A Run To Remember



Looped system  
for trail events



# Accessible events



BAY AREA



SACRAMENTO



SANTA CRUZ



RENO



## 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](mailto:adesaler@cityofsacramento.org) or 916-808-3809

To register or to volunteer contact Shared Adventures at 831-459-7210 or [staff@sharedadventures.org](mailto: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

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.



**Provides access for all**





Existing hotels  
promote trails,  
bikes, & scenery



# Monterey-area hotels market biking, hiking, trails, scenery

## 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 Plaza Hotel & Spa  
400 Cannery Row  
Monterey, California  
93940, United States  
+1 831-920-6710

reservations@montereyplazahotel.com

- Press
- Careers
- Sitemap
- Gift Cards
- Accessibility



Subscribe to our mailing list and receive exclusive rates and offers for accommodations, spa, and dining.

Email Address

SUBSCRIBE



# Monterey-area hotels market biking, hiking, trails, scenery

## Portola Hotel & Spa

### 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:	Checkout:	# of Rooms:	Adults:	Children:
03/23/2016	03/24/2016	1	1	0

Local Partners

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

**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

More Activities

- **Bike rentals 0.1 miles**
- **Biking trail 0.2 miles**
- Bowling 3 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

Swimming Nearby

- Carmel Beach 4.9 miles**
- Del Monte Beach 0.2 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

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 anywhere 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

Depart

MMM/DD/YYYY

MMM/DD/YYYY

CHECK AVAILABILITY

ACTIVITIES

Hotel Activities

Area Activities

- Share
- Like
- f
- t
- g+
- p
- i
- +

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

Monterey-area hotels market biking, hiking, trails, scenery

Hyatt Regency



LUXURY

PREMIUM

LIFESTYLE

MODERN ESSENTIAL

ALL INCLUSIVE

VACATION OWNERSHIP

PARK HYATT®

GRAND HYATT



HYATT

ANDAZ.

HYATT CENTRIC™



HYATT RESIDENCE CLUB

- CORPORATE SITES
- Careers
- Vacation Ownership
- Hyatt Development
- Travel Agent Resources
- Investor Relations
- Corporate Responsibility

HYATT.COM  
BEST RATE GUARANTEE  
NO BOOKING FEES

- NEW RESERVATIONS
- Find Hotels
- Travel Packages
- Redeem Gold Passport Points
- EXISTING RESERVATIONS
- Find / Modify Reservations
- Check In / Check Out
- Retrieve Hotel Bill

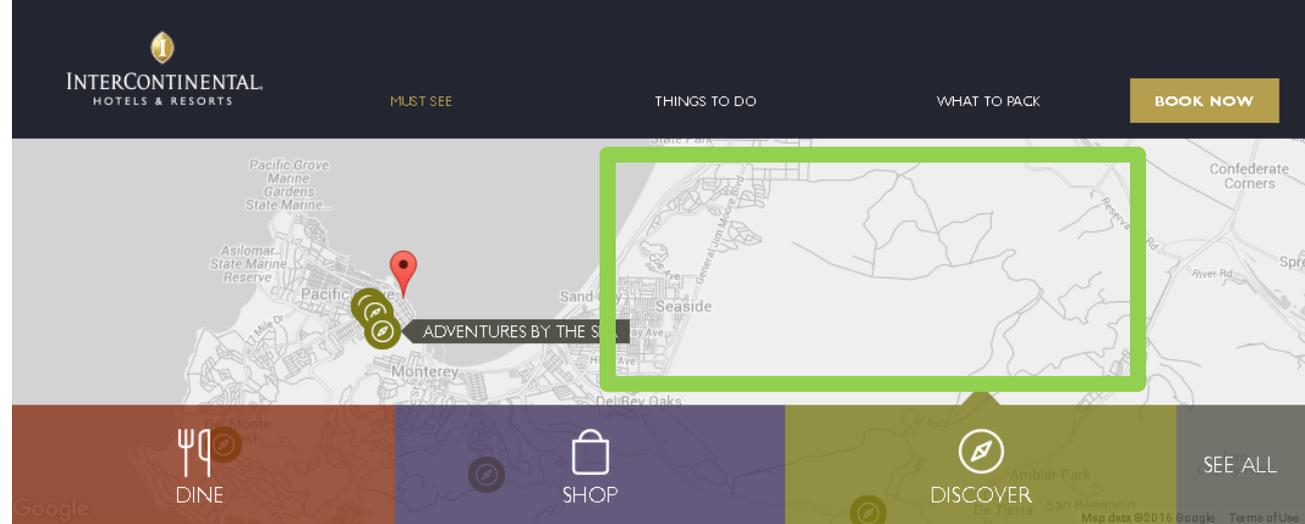
- WHAT'S NEW
- Breaking News
- Newsroom
- Hyatt Blog
- New Hotels & Designs

- GIFTS & PRODUCTS
- Gift Cards
- Incentives
- Gift Registry

- EXPLORE MORE
- Hyatt Destinations
- Hyatt Mobile
- Hyatt Resorts
- Hyatt Hotels in Hawaii
- Weddings
- Hyatt Residences

# Monterey-area hotels market biking, hiking, trails, scenery

## Intercontinental The Clement



### 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.

# Monterey-area hotels market biking, hiking, trails, scenery

## Embassy Suites



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 (19+): 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



°F °C

High 65°F  
Low 47°F

► [Five Day Forecast](#)

MEETINGS & EVENTS

OFFERS

ABOUT EMBASSY SUITES

Search

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](#)



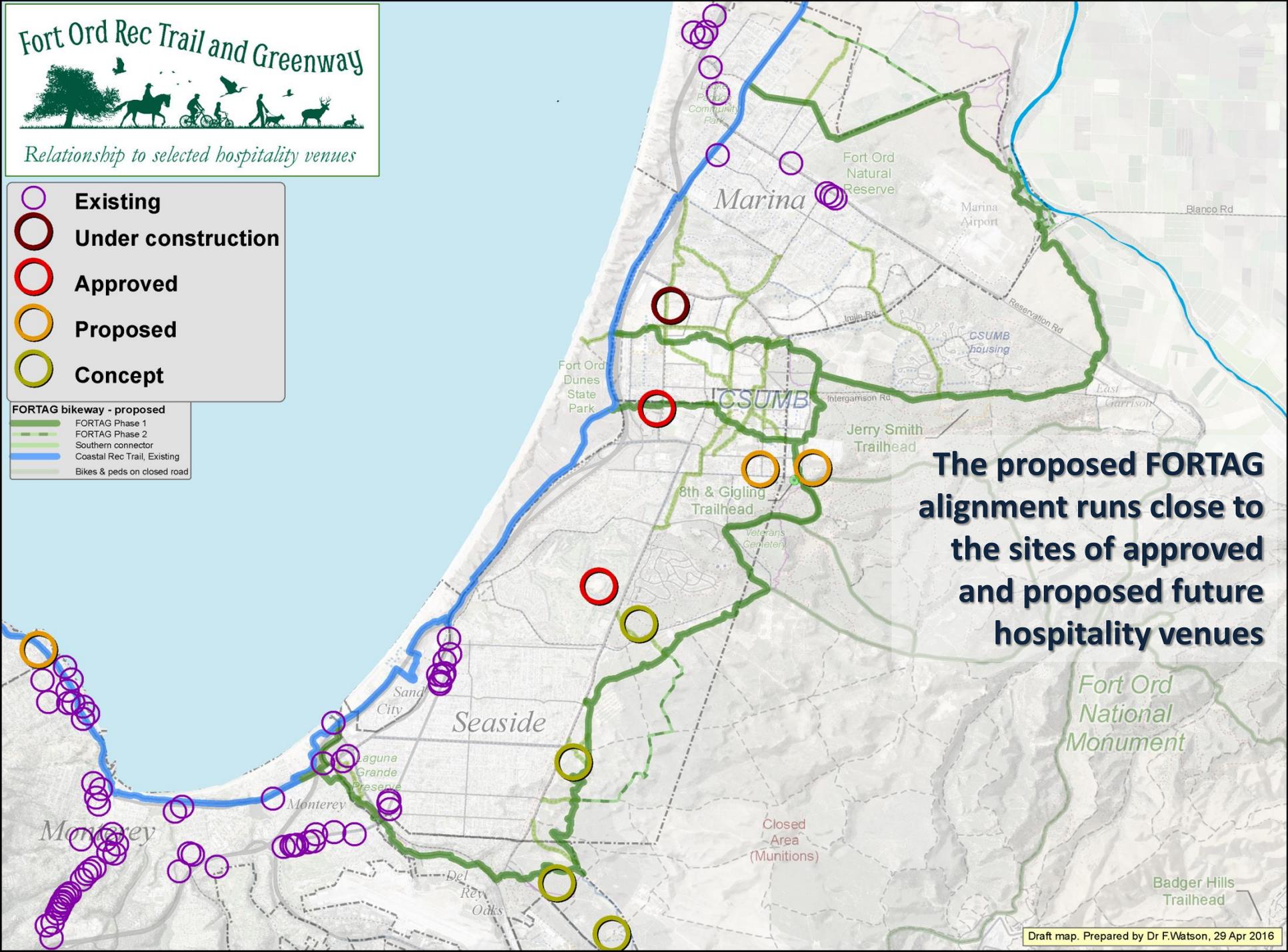
# Fort Ord Rec Trail and Greenway



*Relationship to selected hospitality venues*

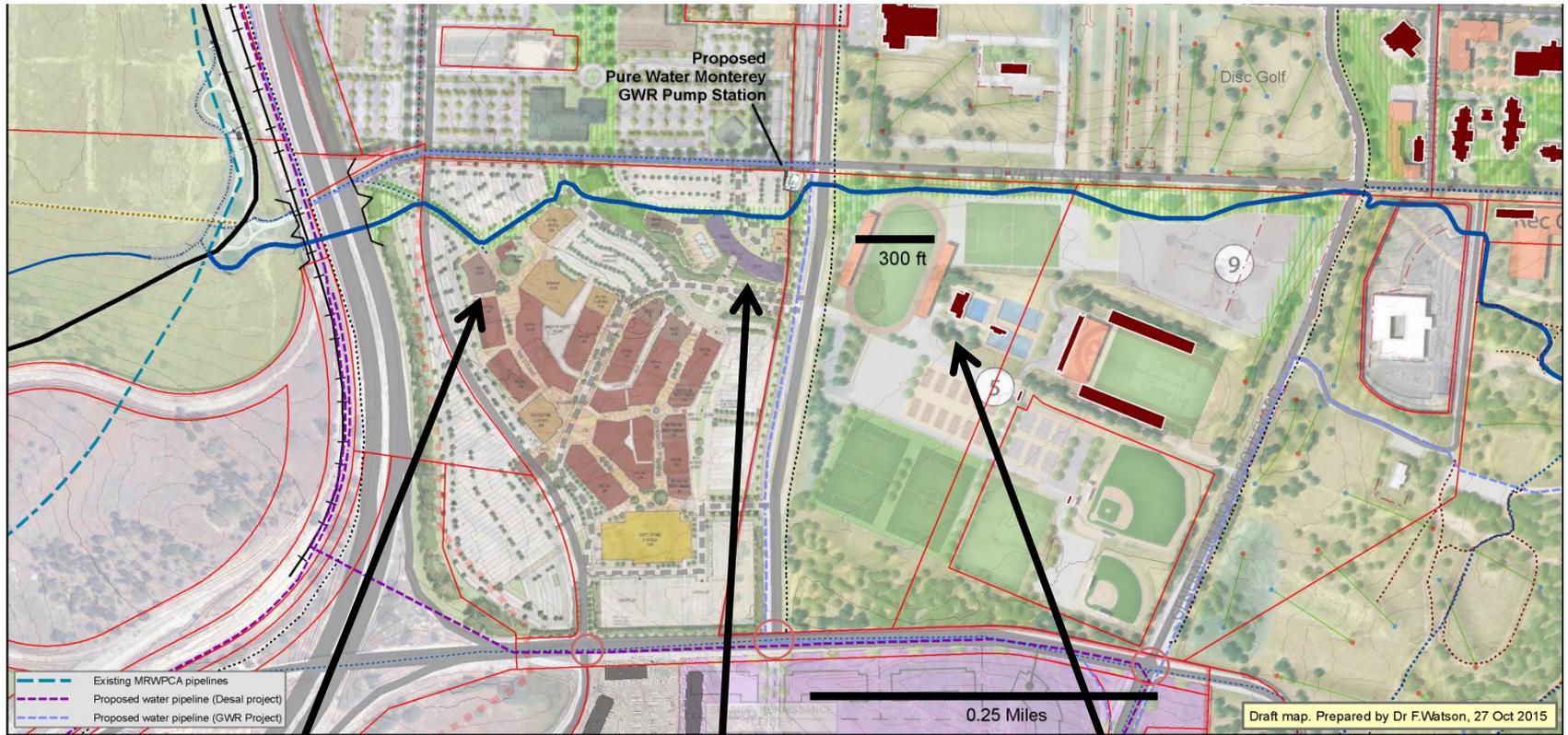
- Existing
- Under construction
- Approved
- Proposed
- Concept

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



**The proposed FORTAG alignment runs close to the sites of approved and proposed future hospitality venues**

# FORTAG segments near Main Gate



Beach-oriented  
dining  
(Approved site)

Hotel  
(Approved site)

Athletic facilities  
(suggested in draft CSUMB  
master plan update)

Next few slides:

Economics of trails relating to attracting  
**highly skilled workers** & their families

“The narrative that we really should be pursuing, particularly here on Fort Ord, ... is that **access to trails and natural areas produces economic prosperity and resilience**. It does so not only with tourism and recreation but also **by contributing to the local conditions that attract and retain highly skilled workers.**”

“Outdoor enthusiasts ... mountain bikers, road bikers, hikers, bird watchers ... most of the times, we’re going **close to home** because we just got off work and its four o’clock and we want to get a quick trail run in, or something like that.”

Luther Propst

Final speaker, Fort Ord Colloquium, December 12-13, 2013

<sup>1</sup> Population: 5.3 million

# Seaside Resort development approved

**PGA**  
ATIONAL  
HAMPIONSHIP      June 24-27, 2012

**HOMESITES FOR SALE**



CALL 831-394-5600 | [CYPRESSGROVELIVING.COM](http://CYPRESSGROVELIVING.COM)

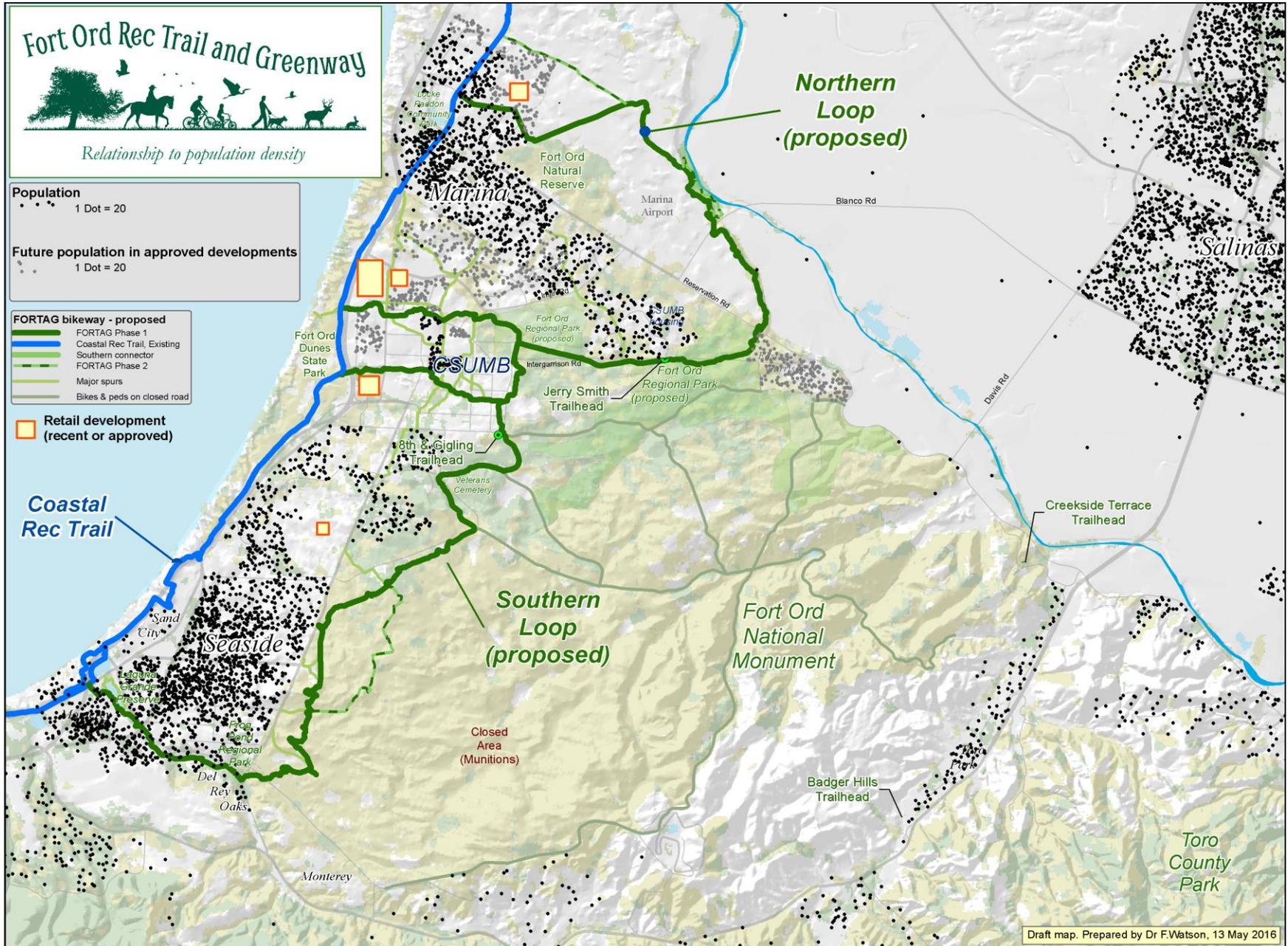
**Black Horse**



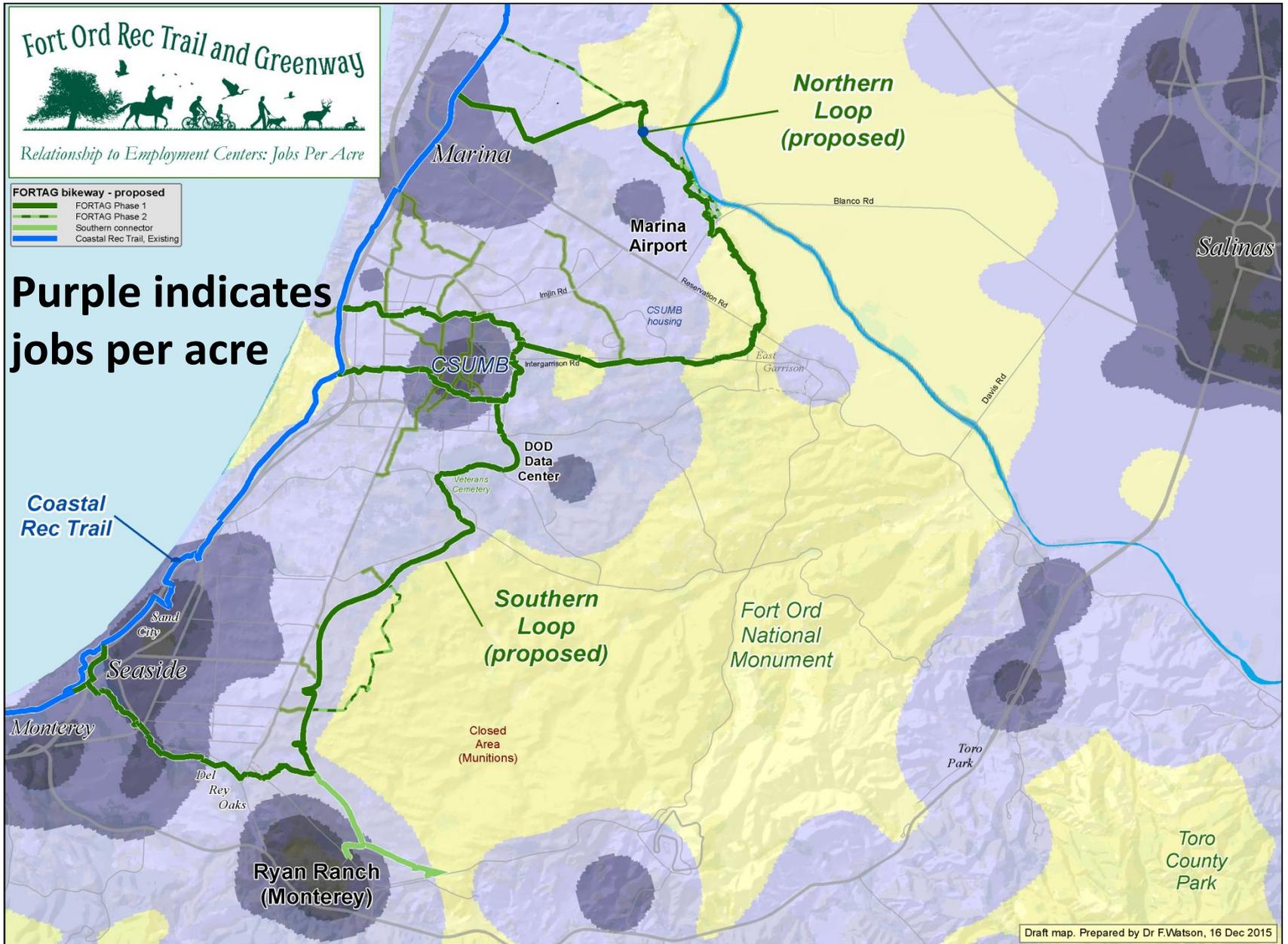
Fort Ord is currently experiencing a wave of development. Long-blighted areas are finally being replaced with homes, retail, etc.



# FORTAG connects communities to each other and to open spaces



# Makes biking and walking to work practical



# Major FORTAG-like projects are underway elsewhere: Coachella Valley Link



MASTER PLAN  
MARCH 2015  
VOLUME 1: MASTER PLAN



Major FORTAG-like projects are underway elsewhere: Napa Valley Vine Trail



# Major FORTAG-like projects are underway elsewhere: Napa Valley Vine Trail



WAYS YOU CAN HELP

PROGRESS

ROUTE

ABOUT

BLOG

ACTION

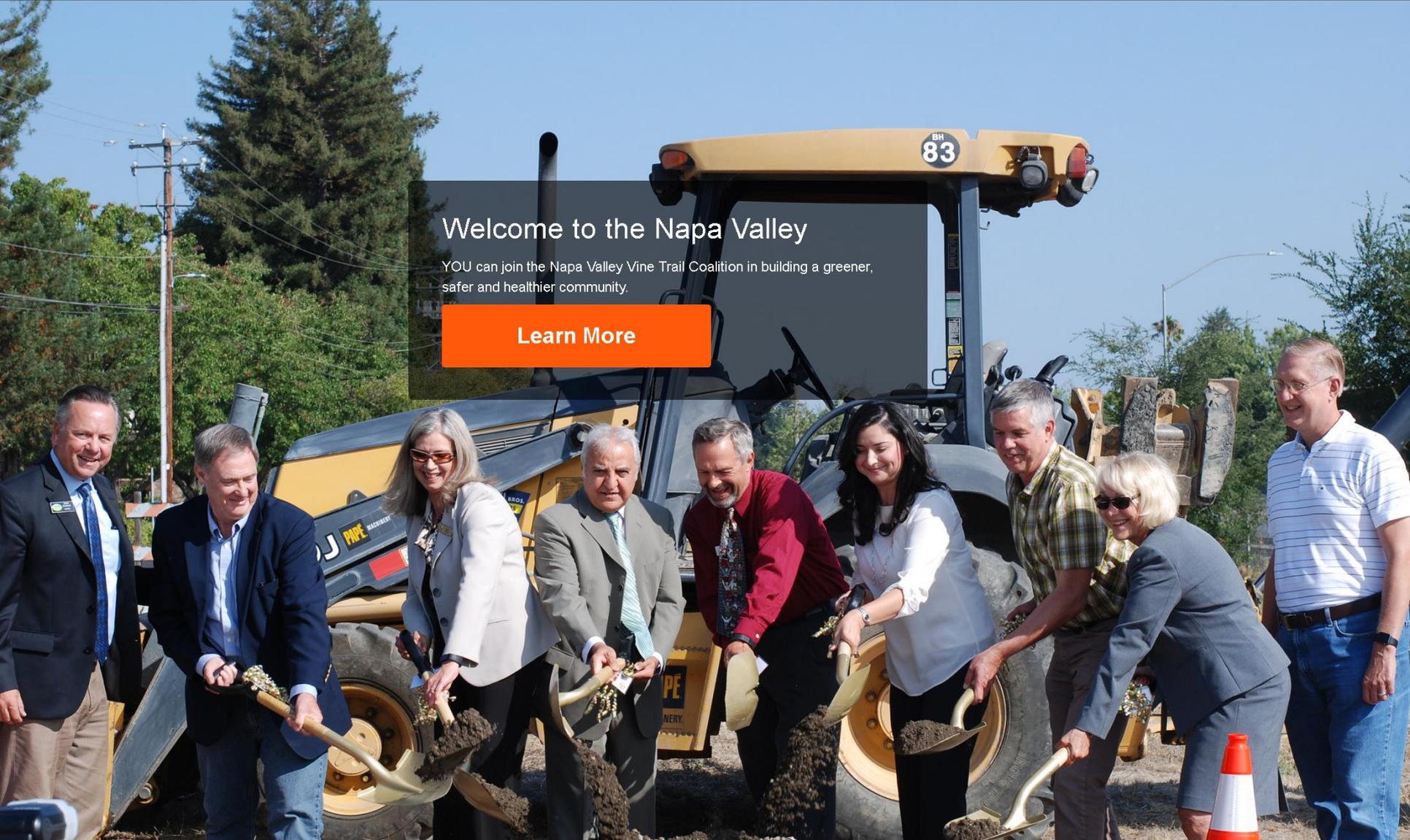
SIGN IN

JOIN

## Welcome to the Napa Valley

YOU can join the Napa Valley Vine Trail Coalition in building a greener, safer and healthier community.

[Learn More](#)



# 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 8<sup>th</sup> 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

FORTAG elements  
 proposed for funding  
 through the TAMC Sales  
 Tax measure to be on the  
 Nov'16 ballot



	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 3 exists now)
	Class 2, Spur, Paved, Proposed
	Class 0, Spur, Paved, Proposed, CSUMB
	Class 0, 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 1, Trunk, Paved, Alternate
	Class 3, Trunk, Paved, Alternate
	Class 0, Trunk, Paved, Phase 2, Alternate
	Class 1, Trunk, Paved, Phase 2, Alternate



# Fort Ord Rec Trail and Greenway



[fortag.org](http://fortag.org)

[facebook.com/FORTAG](https://facebook.com/FORTAG)



FORTAG will help people discover special places in the Fort Ord region

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](mailto:fortag@fortag.org)