

Fort Ord Trails Symposium

Regional Trails, Transit & Economic Vitality

Thursday, January 22, 2015
9:00am - 5:00pm | University Center

California State University Monterey Bay
Seaside, California

PRESENTED BY



CAL STATE
MONTEREY BAY
Extraordinary Opportunity

FORA
Fort Ord Reuse Authority

Your Hosts

About California State University, Monterey Bay



**CAL STATE
MONTEREY BAY**
Extraordinary Opportunity

Cal State Monterey Bay (CSUMB) was founded in 1994 by educators and community leaders on the former site of the Fort Ord U.S. Army base. Faculty and staff continue to

explore innovative ways to meet the needs of a new generation of students while also powering the Monterey County economy. CSUMB provides more than 6,631 students an extraordinary opportunity to learn on a residential campus on the beautiful Monterey Peninsula. The diverse student body receives personal attention in small classes, earning degrees in 23 undergraduate and eight graduate majors.

About the Fort Ord Reuse Authority



State legislation created the Fort Ord Reuse Authority (FORA) in 1994 to oversee the civilian reuse and redevelopment of the former Fort Ord. FORA is responsible for

the planning, financing and implementation of reuse as described in the 1997 Base Reuse Plan.

Supporters



Agenda

8:45AM **Doors Open**

9:00AM **Welcome**

Andre Lewis, CSUMB Associate VP

Michael Houlemard, FORA Executive Officer

9:15AM **Introduction**

Josh Metz, FORA Planner

Fort Ord/Monterey Bay Area Trails Context

9:45AM **Economics**

Tim Blumenthal, President, People 4 Bikes

National bicycle transit and economic vitality trends

Dena Belzer, Founder, Strategic Economics

Economic benefits of transit,

TOD & connectivity investment

11:15AM **Local Officials Roundtables**

11:45AM **Networking / Lunch**

12:15PM **Keynote Speaker**

Mia Birk, President, Alta Planning + Design

Every Trail is a Journey: Overcoming Challenges, Transforming Communities and Empowering People

1:15PM

Regional Coordination

Laura Thompson, Editor: *Trail Planning for California Communities*
SF Bay Trail Project Manager

John Wentworth, Executive Director,
Mammoth Lakes Trails & Public Access
*Urban-rural trail system planning,
development and integration*

2:45PM

Networking

3:00PM

Design

Bryan Jones, Senior Associate,
Alta Planning + Design
Trail network planning & design

Peter Katz, International Mobility Consultant
Active transit design & economics

4:30PM

Full Panel Q&A

5:00PM

Reception

Light refreshments

Speaker Biographies

Welcome

Andre Lewis, Associate VP for University Affairs California State University Monterey Bay

Andre Lewis was appointed in the summer of 2013 by President Eduardo M. Ochoa as Associate Vice President for University Affairs. In that capacity Mr. Lewis is responsible for all External University Communications and Inter-Governmental relations at the local, state and federal level for California State University Monterey Bay.

Prior to joining the CSU system, Andre Lewis was appointed by President Barack Obama to the position of Deputy Assistant Secretary for International and Foreign Language Education in the Office of Post-Secondary Education at the U.S. Department of Education.

Michael A. Houlemard, Jr., Executive Officer Fort Ord Reuse Authority

Michael A. Houlemard, Jr. has served as Executive Officer of the Fort Ord Reuse Authority since 1997. Mr. Houlemard's professional career spans 35 years in real property development/reuse, higher education, community planning, business innovation, and economic forecasting. Mr. Houlemard holds Bachelor of Arts degrees in Political Science and Black Studies from the University of California at Santa Barbara, a Master of Arts in Urban Studies from Occidental College, and is a fellow of the prestigious CORO Foundation Leadership Program.

Mr. Houlemard has been an active participant and/or officer on many public and private boards and commissions, including three years as President of the national Association of Defense Communities (ADC).

Opening Comments

Josh Metz, Associate Planner Fort Ord Reuse Authority

Josh Metz joined the FORA Planning Team in the fall 2013. He is the lead staffer on the Post Reassessment Advisory Committee (PRAC) and the Regional Urban Design Guidelines (RUDG) Task Force and has been

instrumental in bringing together this Symposium. An active transit and recreational enthusiast, Josh has over 20 years' experience in the public and private sectors working to achieve high quality landscape design, planning and management outcomes. Josh holds a Master of Landscape Architecture degree from UC Berkeley and a Bachelor of Science degree in Biology from Humboldt State University.

Keynote Speaker

Mia Birk, President, Alta Planning & Design

Mia Birk has spent her entire career creating active communities where bicycling and walking are safe, healthy, fun, and normal daily activities. She is President of Alta Planning + Design and Principal at Alta Bicycle Share, Inc. She is the author of *"Joyride: Pedaling Toward a Healthier Planet,"* which tells the dramatic and enlightening behind-the-scenes story of how a group of determined visionaries transformed Portland into a cycling mecca and inspired the nation.

Featuring

Peter Katz, New Urbanist & Author, *The New Urbanism: Toward an Architecture of Community*

Author and consultant Peter Katz is a leading proponent of the New Urbanism, an urban design and planning movement that the New York Times called "the most important phenomenon to emerge in American architecture in the post-Cold War era." Peter played a key role in shaping the movement as founding executive director of the Congress for the New Urbanism. He's author of a seminal book on the subject, *The New Urbanism: Toward an Architecture of Community* (McGraw-Hill, 1994).

Peter provides strategic marketing and consulting services to communities seeking to implement New Urbanist principles in mixed-use and transit-oriented community development projects. Peter is a founding board member of the Form-Based Codes Institute. He holds a degree from The Cooper Union in New York where he studied architecture and graphic design.

**Tim Blumenthal, President, People 4 Bikes & Past President,
International Mountain Bike Association**

Tim Blumenthal is president of PeopleForBikes, the national movement to make riding better for everyone. He has led this growing organization since September 2004. Tim previously served 11 years as the executive director of the International Mountain Bicycling Association. Under his leadership, IMBA grew into the world's largest mountain bike advocacy group. He began his cycling work as a journalist, serving as an editor for VeloNews from 1980-84. He later became the managing editor of Mountain Bike Magazine and the racing editor of Bicycling Magazine.

Dena Belzer, President, Strategic Economics & Smart Growth Economist

In 1998, Ms. Belzer founded Strategic Economics in Berkeley, California. Since then, the firm has expanded its staff, scope, and national impact. Ms. Belzer has 30 years experience working on economic issues ranging in scale from regional growth management to individual development projects. Her work has helped position Strategic Economics as a national leader in developing innovative urban economics research techniques that guide local public policy decisions, and are based on sound market principles— while simultaneously fostering sustainable communities and creating places with lasting value.

**Laura Thompson, Project Manager, San Francisco Bay Trail & Editor,
*Trail Planning for California Communities***

Ms. Thompson is the manager of the San Francisco Bay Trail Project, a nonprofit organization that coordinates the effort to complete a 500 mile continuous shoreline trail around San Francisco Bay. With 340 miles in place, the trail passes through 47 cities and nine counties, connecting communities to each other and to the shoreline. The Bay Trail Project is administered by the Association of Bay Area Governments, the Bay Area's regional planning agency. Ms. Thompson received her Masters of Urban Planning and Policy from the University of Illinois in Chicago.

John Wentworth, Executive Director, Mammoth Lake Trails & Public Access

John has been an integral part of the planning and implementation of the Mammoth Lakes trail network. He is actively involved in increasing public access, trail development planning, funding and cross-jurisdictional coordination. John has served as CEO since the 2007 incorporation of Mammoth Lakes Trail and Public Access (MLTPA). He is a Mammoth Lakes resident and avid outdoorsman.

Bryan D. Jones, PE, PTP, AICP, Senior Associate Engineer, Alta Planning + Design

As a senior Alta Planning + Design team member, Bryan oversees Complete Streets engineering and implementation projects that create active communities throughout the United States. Bryan excels at leading cultural transformations focused on strategic implementation by aligning transportation decisions and projects with community values. He has delivered numerous traffic calming, road diet, trail, downtown and Complete Streets projects to help move and connect people and businesses so communities thrive.

Background and Regional Context

The Fort Ord Ord Trails Symposium, presented by the Fort Ord Reuse Authority (FORA), is an exploration—a look into how nonmotorized transportation, whether bicycle, pedestrian, equestrian, or other modes, can be integrated into our regional environment to create healthy, highly desired lifestyles and communities.

The protracted recovery of economic stability after the closure of Fort Ord in 1994 has been a hardship to the Monterey Bay community. But it's also afforded a unique opportunity to design and build an invaluable, truly multimodal transportation network into base-reuse planning.

The 1997 Fort Ord Base Reuse Plan (Reuse Plan) describes a broad framework for physical improvements to former Ford Ord land. Included is a vision for gateways and transitions between spaces; town and village centers; and easy mobility via transit corridors—all connected by a bike/pedestrian/equestrian trail network.

Three studies of Fort Ord reuse cite the economic potential of robust transportation and recreation networks and the practical utility of widespread trail connections for persons on the move.

This research points to a growing demand for access to outdoor recreation among seniors and the influential millennial generation. Outdoor recreation is a key factor in personal and corporate decisions such as where to buy a home, locate a business, attend college, or spend tourist dollars.

What is a trail?

“Trail” may refer to unimproved single tracks on public lands, engineered bike/pedestrian infrastructure in cities, or special connections such as equestrian or history paths. For this Symposium and regional discussion of movement, connections, and access on Fort Ord, a trail is:

- a passageway or designated route for pedestrian, bicycle, equestrian, or other non-vehicular use
- may be a paved or unpaved urban or rural route
- requires maintenance and liability coverage.

It is also recognized that trail connecting transit facilities are an integral component to this discussion.

The Fort Ord trails: Inception

The Fort Ord trails vision is discussed in Reuse Plan Section 3.6, “Reuse Plan Content & Framework: Conservation, Open Space, and Recreation Concept” (pp. 36–139). Sound principles are presented for tying value-generating transit and recreation-oriented infrastructure to new communities, campuses, commercial areas, and conservation lands.

Four guiding principles

- The Fort Ord trail system should provide connections for non-motorized transportation throughout every neighborhood of the former base.
- The system should reinforce redevelopment strategies by linking trails and natural spaces—creating abundant, nearby access for recreational users.
- Adequate right-of-way should be reserved along planned vehicular transportation corridors to integrate trails into the entire roadway cross-section.
- Network connection with trails in Toro Regional Park, Carmel Valley, and the Highway 68 corridor, among other sites. Trails should link with regional bike, pedestrian, and equestrian trails wherever feasible.

Where? Corridors and tributaries

Three major trail corridors and four main tributaries are envisioned in the Reuse Plan.

Corridors

- Eighth Street/Intergarrison Road (the primary west to east, or “beach to monument” route)
- Fort Ord Dunes State Park (north–south, along Highway 1)
- From Seaside to the Salinas Valley

Main Tributaries

- *Monterey Road (Seaside)*
- *Main Garrison Roadways*
- *Crescent Avenue (Marina)*
- *Reservation Road (Marina, Salinas, and County)*

Planning roles

While the Reuse Plan addresses broad concepts, local communities are responsible for defining specific alignments through their jurisdictions, in view of current and anticipated projects. This Symposium, together with the Regional Urban Design Guidelines Colloquium scheduled for February 2–11, 2015, is intended to aid local jurisdictions in the planning process. Plans that align tightly across jurisdictions ensure maximal benefits and minimal cost, and are a high priority among decision makers and staff.

In the works: by jurisdiction

City of Marina's bike and pedestrian master plan (approved in 2010) includes circulation and recreational elements. The master plan amends the city's general plan and incorporates entitled Fort Ord projects and design guidelines. In November 2014 City Council directed staff to integrate a greenway and trail plan ("the Marina loop") into planning documents— under the leadership of Councilmember Gail Morton, the first city to take such initiative.

City of Seaside's bikeways map (2004) in the general plan will be updated with the plan in 2015, including pedestrian routes. The map identifies bike routes through the city to CSUMB and the Monterey Peninsula Recreational Trail.

The City of Del Rey Oaks lacks a formal bike–pedestrian plan, but is coordinating with developers to include trails in proposed projects. A trail within the Monterey Peninsula Regional Park District's Fort Ord property (the natural-area expansion adjacent to General Jim Moore Boulevard) is under discussion.

The City of Monterey has a well-developed bike and pedestrian master plan under the "Monterey on the Move" program adopted in 2013. Detailed multimodal transportation planning focused on circulation and recreation is included, along with active and planned projects and facility enhancements.

The County of Monterey is finalizing the Fort Ord Recreational Habitat Area (FORHA) master plan, which includes routing and management plans for open space primarily east and southeast of the CSUMB campus. These areas have provided de-facto public recreation since base closure.

The U.S. Bureau of Land Management (BLM) oversees Fort Ord National Monument. Designated in 2012, the monument includes 40 miles of administrative roads and 46 miles of multiuse and segregated-use recreation trails. Planning, management and maintenance projects are underway to improve public resources; priorities are signage, trailhead quality, and trail maintenance.

The California Department of Parks and Recreation (“State Parks”) manages Fort Ord Dunes State Park, a coastal strip bordering the western edge of the base. State Parks has developed tentative routes for new trails for improved public access and resource conservation, to be implemented in 2–5 years.

The California State University Monterey Bay (CSUMB) campus master plan prioritizes bicycle and pedestrian mobility. Planners are working on a preliminary trail concept to connect the campus with Fort Ord Dunes State Park, East Campus housing and Fort Ord National Monument. CSUMB is active in cross-jurisdictional planning and facilitating FORA initiatives.

Across jurisdictions

The Monterey Bay Sanctuary Scenic Trail (MBSST) is a collaborative regional and cross-jurisdictional recreation/transit trail from Wilder State Park in Santa Cruz County south to Pacific Grove, a distance of about 50 miles. The trail is part of a longer coastal route, and much of the MBSST is already constructed. The Transportation Agency for Monterey County (TAMC) completed a Fort Ord Dunes State Park segment in 2008.

TAMC has other cross-jurisdictional/regional bicycle and pedestrian transportation initiatives underway, including its 2011 bike and pedestrian master plan, the Salinas–Marina multimodal corridor, and a new effort to harmonize county wayfinding through improved signage. As the lead agency in county and regional transportation initiatives, TAMC plays a big role in the improvement of active-transportation facilities.

Grass roots planning

The Fort Ord Recreation Trail and Greenway (FORTAG) is a grassroots planning effort rooted in 1997 Reuse Plan principles. Since 2014, CSUMB professors Fred Watson and Scott Waltz have met with stakeholders to draft specific alignments

through Marina, CSUMB, Seaside, and other landowning and regulatory jurisdictions and achieved substantial buy-in. Accurate mapping has enabled Marina City Council to progress from approval of a concept plan (January 2014) to commence the process for incorporation of the alignment in city planning documents (November 2014).

Efforts are being made to connect a regional trail from Big Sur Land Trust properties (south of Carmel) through Fort Ord to the Salinas River, spearheaded by Carmel Councilmember Victoria Beach. A CSUMB student and professor team studied the route in 2014.

Into the future

Trails for recreation and transit are increasingly in demand. Fort Ord is uniquely qualified to meet that demand and exceed all expectations for its fulfillment. A comprehensive trail system can yield dividends for a spectrum of beneficiaries: the hospitality industry, education, the blue- and white-collar workforces, redevelopment efforts—and above all, for the individual man or woman, as these shared spaces enrich the spirit and enculturate the active, healthy values that make a tract a neighborhood and an address a home.

Bibliography

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Haines, Jane, “Economic Development by Emphasizing Fort Ord National Monument.” report to the Post Reassessment Advisory Committee (PRAC). Marina, California, 7/11/13. Available from [fora.org](http://www.fora.org).

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Outdoor Industry Associates, “The Outdoor Recreation Economy.” Boulder, Colorado, 2012, 20pp. www.outdoorindustry.org/pdf/OIA_OutdoorRecEconomyReport2012.pdf

SRI International, Inc. “Crafting an Economic Vision for Monterey County.” Presentation to Monterey County Economic Opportunity Committee, December 2011. <http://www.co.monterey.ca.us/EconomicDevelopment/SRI%20EDC%20Opportunities%20Presentation%201211.pdf>



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EMC Planning Group Inc. Rev.: 6/7/01 5:37 PM



FORT ORD REUSE PLAN

Fort Ord Reuse Authority (FORA)

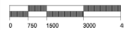
Land Planning	EDAW, Inc.
Market Analysis	EMC Planning Group, Inc.
Transportation Engineering	Sedway Kotin Mouchly Group
Civil Engineering	JHK and Associates
Fiscal Analysis	Reimer Associates
Habitat Planning	Angus McDonald Associates
Public Communications	Zander Associates
Community Development	The Ingram Group
	Resource Corps International

LEGEND:

- Bureau or Land Management Lands
- Limited Access
- Restricted Access
- California State Parks
- CSUMB Campus
- Other Public Open Space - Recreation-Oriented
- Other Public Open Space - Habitat Management
- Commercial Recreation
- Jurisdiction Boundaries
- Regional Hiker/Biker Trail
- Local Hiker/Biker Trail
- Equestrian Trail
- Neighborhood Park
- Community Park
- Golf Course Opportunity Site
- Equestrian Center Opportunity Site
- Visitor/Cultural Center
- Trailhead
- Environmental Education
- Youth Camp

SHEET TITLE:

OPEN SPACE & RECREATION FRAMEWORK



SOURCE:
Jones & Shoben, 1995
Reimer Associates,
(Re-Projected), 1995
Monterey County, 1995
EDAW, Inc., 1996

FIGURE:
3.6-3



CONTINUE THE CONVERSATION!

Fort Ord Design Workshop

Monday February 2:

- Educational Forum: 1pm-4pm
- Design Workshop: 6pm-9pm

Location: 910 2nd Ave, Marina

More info: FORA.org

