



**Ask your boss for bike racks and “bikes to share.”
Ride the Monterey Trail, stop for coffee with your bike helmet on – SO COOL. Ride with a friend.**

Strategy	Target Audience			Champion / Implementor			
	Employers	Hospitality (Tourists)	Academic/ Institutional	Employer/ Institution	City of Monterey	TMA/ Equivalent Entity	Other Agency
Bicycle and Pedestrian Programs							
Bike Share Program	●	●	●		●	●	
Complimentary Shared Amenities	●		●	●			
Encourage and Provide Support for Bike-Friendly Business or University Applications	●		●			●	
Bicycle and Pedestrian Support Infrastructure							
High-Quality Bicycle Network	●	●	●		●		TAMC
Bicycle Racks	●	●	●	●	●		
Secure Bicycle Parking	●		●	●			
Discounts to Local Bicycle Shops	●	●	●		●	●	
Showers and Changing Facilities	●		●	●			
Earn-A-Bike Program	●		●	●		●	