



Get the word out! Mobility options should be advertised and celebrated so that students, residents, workers, and visitors can take full advantage of them.

Strategy	Target Audience			Champion / Implementor			
	Employers	Hospitality (Tourists)	Academic/ Institutional	Employer/ Institution	City of Monterey	TMA/ Equivalent Entity	Other Agency
<b>Marketing and Branding</b>							
Promotional Events / Fairs / Challenges	●		●			●	
Bike, Walk and Transit Maps and Marketing Collateral	●	●	●			●	
Mobility Information Kiosks	●	●	●		●	●	
Wayfinding	●	●	●		●		
Online and Mobile App Presence Promoting Transportation Options and Programs	●	●	●		●	●	
Encourage Local Shopping	●	●	●		●	●	
Travel Information for Visitors		●		●	●	●	MCCVB, Monterey County
Targeted Marketing	●		●	●		●	