



FOR IMMEDIATE RELEASE

**DATE:** September 6, 2019

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**“NEW” NORTH FREMONT STREET BIKE & PEDESTRIAN  
IMPROVEMENT PROJECT COMPLETION & CELEBRATION  
Electric Bike Drawings, Hundreds of Giveaway Prizes –  
Saturday, September 14, 2019, 1:00 – 2:00 p.m.**

Monterey, CA. – A “New” North Fremont Street is ready to be celebrated. The North Fremont Bike and Pedestrian Access and Safety Improvements Project has significantly improved many vital aspects of this important corridor, including:

- Installation of a new storm drain system to address flooding at major intersections;
- Increased safety lighting at intersections, new traffic signal poles, wiring and controllers that enable the installation of smart traffic signal technology that will adapt to real-time traffic conditions and thereby minimize delays;
- Significant improvements to pedestrian and cyclist safety. New state-required Americans with Disabilities Act (ADA) ramps and pedestrian push buttons and shortened pedestrian crossings at intersections. These improvements increase the safety for users of all ages and abilities.

These features, along with a Class IV, first-of-its-kind in California median bike lane, provide a critical connection to the forthcoming regional FORTAG bicycle and pedestrian network. These are all reasons to celebrate.

“We are excited to bring the community together to recognize the completion of this major project to improve Monterey,” said Mayor Clyde Roberson. “Please join us to celebrate a New North Fremont and learn how these upgrades will enhance the quality of

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life for residents as well as support the North Fremont Business District businesses.”

**WHO:** Speakers include Master of Ceremonies Mayor Clyde Roberson, representatives from the Transportation Agency of Monterey County (TAMC), the North Fremont Business District of Monterey, and the Casanova Oak Knoll Neighborhood Association. Special guests include the Velo Bike Club who will help launch the new bike lanes. Special thanks to the North Fremont Business District of Monterey, Granite Construction, Harris & Associates, Kimley-Horn, Transportation Agency of Monterey County (TAMC), and Workhorse Bicycles for donating prizes for this event. Everyone is invited, and encouraged to ride a bike or walk to the event!

**WHAT:** Take part in the group photo and be entered into a drawing to win one of two Electra Townie electric bikes! Must be over 18 years old to participate. Many other prize give-aways (while supplies last). Refreshments and cake.

**WHEN:** Saturday, September 14, 2019 from 1:00 to 2:00 p.m.

**WHERE:** CVS parking lot, 2170 North Fremont Street

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YOU'RE INVITED to the "THANK YOU TO THE COMMUNITY" and GRAND OPENING CELEBRATION of the...

**NEW**  
**NORTH FREMONT**  
It's Ready! Let's Walk and Bike!

Saturday, September 14  
1:00- 2:00 p.m.  
North Fremont St. at Airport Road  
(CVS parking lot)

**Electric bike drawing and many other giveaways!**

Brought to you by the City of Monterey, the North Fremont Business District of Monterey, and the Casanova Oak Knoll Neighborhood Association  
[monterey.org/NFremontBikePed](http://monterey.org/NFremontBikePed)

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