City of Salinas
COMMUNITY DEVELOPMENT DEPARTMENT
65 W. Alisal Street, 2nd Floor • Salinas, California 93901
(831) 758-7387 • (831) 775-4258 (Fax) • www.ci.salinas.ca.us

MEMORANDUM

DATE: January 2, 2026

TO: Lisa Brinton, Community Development Director

FROM: Grant Leonard, Planning Manager
Yesenia Segovia, Assistant Planner

SUBJECT: ITC Existing Conditions Report

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Executive Summary

The City of Salinas is involved in the planning of the Salinas Intermodal Transit Center (ITC) to guide its evolution from a primarily transportation-focused facility into a connected, mixed-use district that supports transit-oriented development, downtown vibrancy, and improved citywide connectivity. This direction was first articulated in the 2015 Downtown Vibrancy Plan, which identified the ITC as a key opportunity area with significant potential for redevelopment, activation, and stronger physical and economic connections to Downtown Salinas, despite its physical separation from the downtown core.

The ITC contains two large parking lots that occupy much of the property, providing 255 spaces in Lot 1 and 44 spaces in Lot 2. The parking areas were improved in 2021 as part of the Monterey County Rail Extension Kick-Start Project. In 2017, the City entered into a Memorandum with the Transportation Agency for Monterey County (TAMC) to support future passenger rail service, improve access from Lincoln Avenue, and enhance amenities at the ITC. Under the memorandum TAMC acts as the regional administrator of Caltrans grant funds and provides funding oversight for projects implemented by the City of Salinas. Grant funds are restricted to TAMC-approved projects and are subject to state and federal requirements governing eligible uses, contracting, reimbursement, reporting, auditing, and project completion

These lots serve current transit operations and will support the future Commuter Rail Extension project but also represent opportunities for redevelopment. As part of the 2015 Downtown Vibrancy Plan, the City envisions the potential to repurpose portions of these lots for mixed-use or transit-oriented development. In addition to parking, the lots are also used for community gatherings, such as early Saturday markets that used to be held and now currently hosts, What's Grubbin Salinas a recurring food truck night featuring local vendors, live music, and family activities.

Since that time, the City's role in the ITC has expanded through a series of partnerships, and ownership actions. In 2021, the City further advanced its vision by rezoning ITC properties from Public/Semipublic and Commercial Retail to Mixed Use and expanding the Downtown Core Overlay District to include the ITC, formally establishing the site as an area intended for integrated, mixed-use development.

As part of these efforts, TAMC led a series of facility improvements to enhance access, safety, and functionality at the ITC. These improvements included the extension of Lincoln Avenue across Market Street to create a new direct, signalized access point to Downtown Salinas; construction of a five-bay bus transfer area; installation of bike lanes and bike lockers; improved pedestrian crossings and sidewalks; and upgrades to commuter parking facilities. Upon completion of these improvements, ownership of the ITC was transferred to the City, making the City responsible for the ongoing operation and maintenance of the facility.

In 2024, the City contracted with Harris & Associates to conduct a Phase 1 analysis of existing conditions and identify opportunities for activation, branding, and marketing of the ITC and surrounding areas. Although the professional services agreement concluded before completion of all analyses, City staff have continued this effort to complete the existing conditions analysis and develop recommendations that will inform a future development of the ITC.

This memo report summarizes existing conditions at the ITC, including circulation, access and signage, safety, land use designations, existing facilities and uses, community resources, the planned TAMC rail extension, and parking and circulation patterns. Together, these findings highlight the ITC's potential to function not only as a transportation hub, but also as a catalyst for urban development and improved connectivity between Downtown Salinas and the broader region.

By integrating transportation infrastructure with land use planning and urban design, the ITC can serve as a central hub for local mobility and regional connectivity, strengthening Salinas' role within the greater Monterey Bay area and beyond. The next steps focus on identifying opportunities informed by existing conditions, including improved branding and wayfinding, enhanced pedestrian safety, expanded bicycle connectivity, and more efficient parking management. Addressing these priorities will be essential to unlocking the ITC's full potential as a fully integrated, accessible, and forward-looking transportation center.

The following background section provides additional detail on the planning history, prior studies, and existing conditions that have shaped the City's ongoing involvement in the Salinas ITC.

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Background

The Intermodal Transit Center ("ITC") is a 9-acre area located around the City's central passenger rail and bus station that encompasses several historic / tourist attractions and parking for the transit station. The Intermodal Transportation Center (ITC) is located at the corner of Salinas Street and West Market Street, with additional access from Lincoln Avenue. It functions as the primary transit hub for Monterey County Rail service to the City of Salinas and is situated within walking distance of Downtown Salinas.

In 2024, the City contracted with Harris and Associates to evaluate and prepare a Phase 1 analysis of existing conditions, opportunities for activation and marketing, branding, and naming of facilities in and around the ITC. The city aims to utilize this analysis to inform and guide future planning and development in and around the ITC. As identified in the 2015 Downtown Vibrancy Plan, the City envisions the ITC as a mixed-use transit-oriented development, connecting Salinas' downtown area to transit options while providing needed housing and commercial services.

This memorandum provides an overview of the existing conditions within and surrounding the Salinas Intermodal Transportation Center (ITC). The analysis, initially undertaken by Harris and Associates and subsequently completed by City of Salinas, examined the current facilities, infrastructure, and conditions that shape the ITC area. Topics covered include amenities and structures located both inside and adjacent to the ITC boundaries; the ITC's transportation services and schedules; the TAMC rail extension project; the ITC's relationship to Downtown Salinas; pedestrian and bicyclist connectivity; existing land uses and zoning designations; and parking and circulation patterns.

Circulation/Access/Signage

The ITC is within easy walking distance of Downtown Salinas. This proximity allows the ITC to serve as a natural gateway between the city's historic downtown core and regional transportation services. The City of Salinas has guided the ITC's evolution from a primarily transportation-focused facility into a connected, mixed-use district that supports transit-oriented development, downtown vibrancy, and improved citywide connectivity. This direction was first articulated in the 2015 Downtown Vibrancy Plan, which identified the ITC as a key opportunity area with significant potential for redevelopment, activation, and stronger physical and economic connections to Downtown Salinas, despite its historical separation from the downtown core.

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Its location near the heart of Downtown supports the City's vision for transit-oriented development, aimed at creating a walkable, mixed-use district centered on connectivity, cultural preservation, and economic growth. The DVP envisions transforming the area particularly the large on-site parking lot into a vibrant, pedestrian-friendly, mixed-use space that strengthens the connection between the ITC and Downtown. This would not only enhance urban livability but also promote economic vitality through increased foot traffic and transit access.

In addition to its relationship with Main Street businesses, the ITC is also strategically positioned near several key destinations. Within a short walk or bike ride are the County and Superior Court complexes, the Steinbeck Library and the City Recreation Center, multiple schools including Sacred Heart School and Hartnell College, several nationally registered historic properties such as the Steinbeck House, and the popular local restaurant El Charrito. Together, these nearby destinations further reinforce the ITC's role as a central hub that connects residents and visitors to the broader Downtown area.

Overall, pedestrian and bicycle infrastructure between the ITC and Downtown Salinas is relatively continuous and has well-maintained sidewalks and recently completed bicycle lanes along Lincoln Ave. The ITC is a six-minute walk from Main Street in Downtown Salinas, and within walking distance of several key destinations, including the historic Steinbeck House and the popular El Charrito Mexican Restaurant. Recently completed streetscape improvements in Downtown provide a safe pedestrian environment, featuring sidewalks, crosswalks, and active ground-floor uses that enhance the walkability in downtown.

Despite these strengths, several barriers reduce comfort and safety for pedestrians accessing Downtown from the ITC. Wide intersections along West Market Street (SR 183) can make it feel unsafe to pedestrians and cyclists due to high vehicle speeds, truck traffic, and unrestricted right turn lanes at the intersection of West Market Street (SR183) and Main street/Salinas Street. The ITC's main entrance on Lincoln Avenue provides improved bicycle and pedestrian facilities, but access to Downtown is still challenging due to the need to cross the higher speed and volume Salinas Street at either the West Market Street or West Gabilan Street intersections.

Bicycle connectivity around the ITC and into Downtown Salinas is limited and inconsistent. While some bicycle-friendly streets exist, most notably along Lincoln Avenue, but these routes do not yet form a continuous network that directly connects to or through Downtown or the rest of the City. The lack of continuous bicycle infrastructure creates a disconnect between residential neighborhoods, Downtown, and the ITC. For instance, cyclists traveling to a historic site like the

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Steinbeck House or a school like Sacred Heart School do not have a designated or clearly marked route to reach the ITC or Downtown.

Safety and Security

The Salinas Intermodal Transportation Center (ITC) currently faces safety and security challenges related to homelessness and the lack of onsite security. Instances have occurred where unhoused individuals have trespassed onto Amtrak rail tracks and established encampments near active rail lines, creating safety hazards and, in some cases, fire risks. As a publicly accessible, multimodal facility, the ITC is susceptible to these conditions, which impact passenger safety, operational reliability, and overall perceptions of security.

Addressing these challenges requires shared responsibility among the primary occupants and users of the ITC, including Amtrak, Greyhound, and Monterey-Salinas Transit (MST). Each operator should take an active role in securing and monitoring their respective leased areas and operations, including maintaining clear rail and bus areas and coordinating security efforts the City of Salinas can encourage participation in safety measures through lease requirements, joint agreements, and coordinated incident reporting protocols. This approach allows the City to focus its resources on facility maintenance and general site conditions while fostering a coordinated safety model that benefits transit operators, passengers, and the broader community.

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Fire damage at the California Welcome Center Building

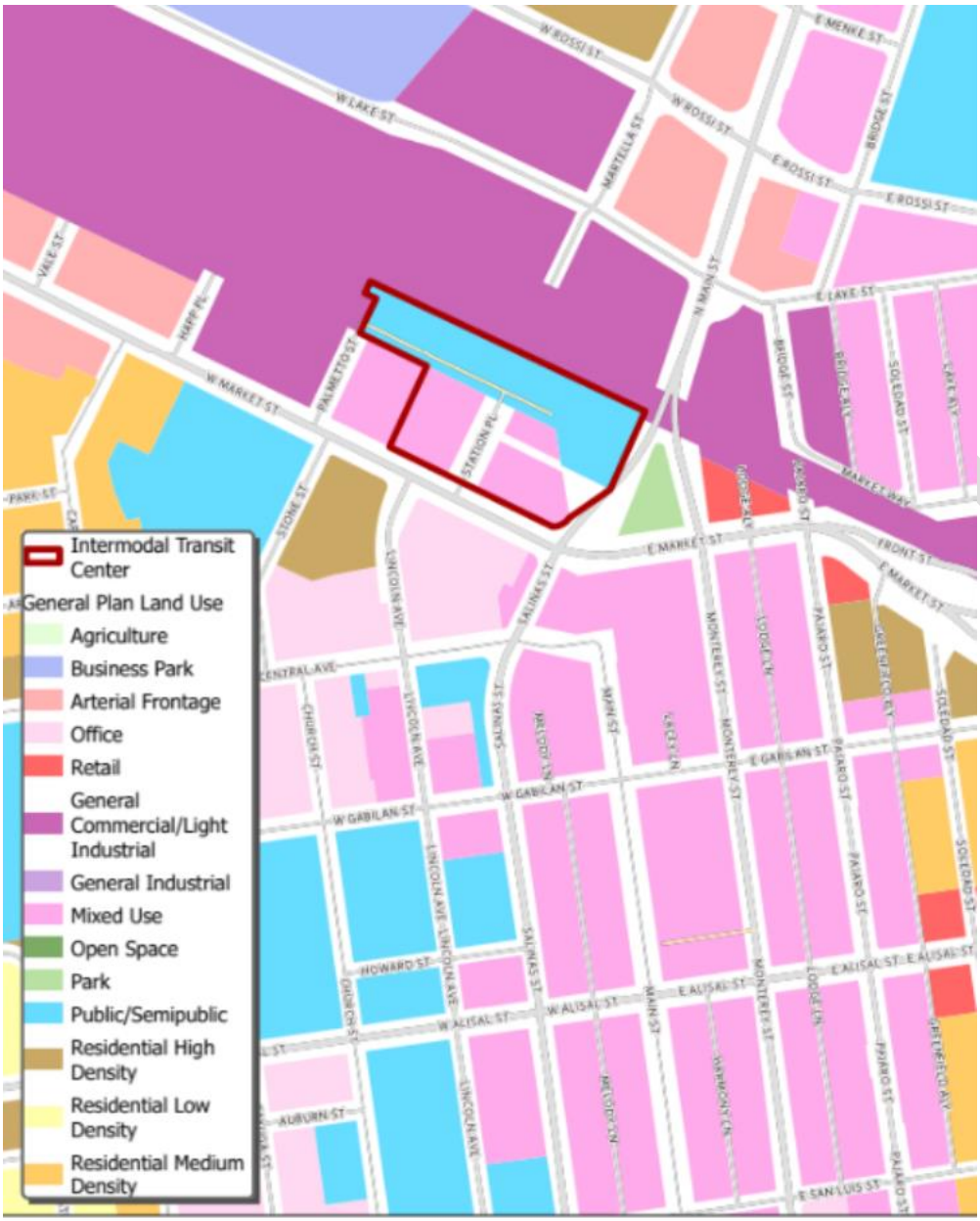
Land Use Designations

The Intermodal Transit Center (ITC) includes Public/Semipublic and Mixed-Use land use designations, reflecting its established role as a transportation facility with associated passenger

amenities. The ITC is situated within an area predominantly characterized by General Commercial/Light Industrial and General Industrial land uses. To the south and southeast of the ITC, land uses transition to Mixed Use and medium- to high-density residential designations, as shown within the red box in the image below. These designations reflect the area's proximity to the ITC and are intended to support transit-oriented development by concentrating residential development and complementary non-residential uses within walking distance of regional and local transit services.

South and Southeast of ITC Mixed Use and Medium to High Density Residential Designations

Retail uses are concentrated along primary roadways, while limited Public/Semipublic, open space, and park designations are also present within the surrounding area. Overall, the land use pattern around the ITC reflects an urbanized environment that integrates public transportation facilities with mixed-use development, commercial and industrial activities, and higher-density residential neighborhoods.



Intermodal Transit Center and Land Use

The ITC is zoned Public/Semipublic and Mixed-Use. The Public/Semipublic zoning designation accommodates public facilities and civic-oriented uses, including transportation facilities and

related governmental or institutional services. The Mixed-Use zoning designation allows for a combination of residential and non-residential uses within the same area, including residential units, commercial services, offices, and supportive retail activities.

Zoning surrounding the Salinas Intermodal Transportation Center (ITC) is predominantly Industrial–General Commercial, particularly to the north and west as shown within the red boxes in the image below. This zoning pattern reflects the area's proximity to the ITC and is intended to accommodate transportation-supportive, freight-oriented, and employment-generating uses that benefit from direct access to rail and regional roadway infrastructure and are compatible with higher levels of activity, noise, and truck traffic associated with intermodal operations.

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Industrial-General Commercial to the North and West

This designation permits a broad range of industrial and commercial activities, such as warehousing, light manufacturing, distribution facilities, and commercial service uses. Along

major arterial corridors, parcels are zoned Commercial Retail and Commercial Office, which allow for retail stores, restaurants, personal services, professional offices, and related commercial activities serving employees, residents, and visitors. Mixed arterial frontage zoning occurs along select corridors and permits a mix of commercial, residential, and office uses oriented toward major roadways.

To the south and southeast of the site, zoning transitions into residential districts, including Residential Medium Density and Residential High-Density designations. These zones accommodate multi-family residential uses such as apartments and condominiums, along with associated residential amenities. Limited areas of Residential Low-Density zoning are located farther from the transit center. Additionally, the broader area includes Parks and Open Space zoning designations, which allow for recreational uses, landscaped areas, and community open spaces.

Overall, the existing zoning pattern reflects an urbanized setting that integrates public facilities, industrial and commercial employment uses, corridor-oriented commercial activity, and a range of residential densities surrounding the ITC.

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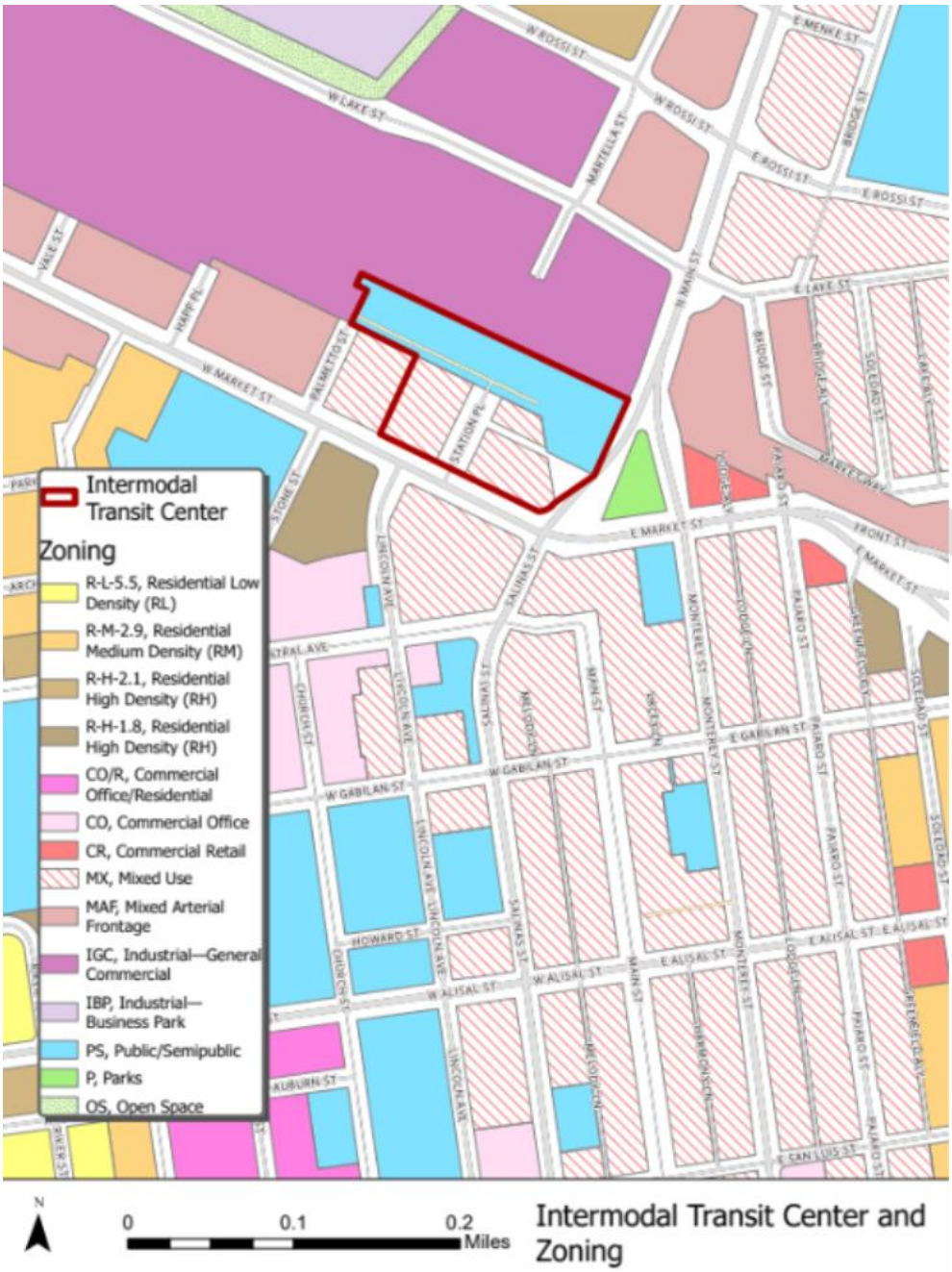

Existing Facilities/ Uses

The ITC contains a variety of amenities and structures that support transit operations, passenger activity, and community engagement. The primary focus of transportation activity at the ITC is the Salinas Amtrak Station and the Greyhound bus stop. Inside the Station are the Amtrak ticketing window, a digital arrival and departure board, a passenger lounge with informational pamphlets, restrooms, and two vending machines. Greyhound sold tickets from the same building as Amtrak but stopped in March of 2020 due to the Covid-19 pandemic. Although on-site ticketing is no longer available, Greyhound continues to operate its bus stop directly in front of the station.

The ITC serves as a key regional transportation hub providing rail, intercity bus, and local transit connections. The primary passenger rail service at the ITC is Amtrak's Coast Starlight line, which connects Los Angeles and Seattle with stops in major cities along the West Coast. There are two Coast Starlight trains, No. 11 and 14 serve the Salinas Station daily. Train No. 11 typically arrives in Salinas around 12:00 p.m., while Train No. 14 arrives around 6:00 p.m. These trains operate only once per day in each direction, leaving passengers with limited scheduling flexibility for rail travel.

To provide additional connectivity, Amtrak offers Thruway Connecting Service through Route 17, which supplements rail schedules with bus connections. The Thruway network links areas not directly served by rail using coordinated bus, van, or ferry service. At the Salinas ITC, six Thruway buses operate Route 17 in both northbound and southbound directions, connecting Santa Barbara and Oakland with multiple stops in between. Major stops include Buellton, Santa Maria, Grover Beach, San Luis Obispo, Paso Robles, King City, Salinas, San Jose, San Francisco, Emeryville, and Oakland. Northbound buses (Santa Barbara to Oakland) depart Salinas in the evening to late night at approximately 6:25 p.m., 7:55 p.m., 9:55 p.m., and 11:55 p.m., while southbound buses (Oakland to Santa Barbara) depart earlier in the day, around 10:25 a.m., 12:40 p.m., 3:45 p.m., and 6:45 p.m. Route 17 plays an essential role in providing first and last mile connectivity, filling service gaps between train schedules, and maintaining regional mobility when rail service is disrupted.

The Greyhound Bus Stop, located directly in front of the Salinas Train Station at 3 Station Place, is the only Greyhound stop in Salinas. Until March 2020, Greyhound tickets were sold inside the Station, but ticket purchases are now made exclusively online, via the Greyhound app, phone, or authorized resellers. Greyhound buses typically stop at the ITC around 4:00 p.m. daily. On occasion, FlixBus, which is operated in partnership with Greyhound, also stops at the ITC around 2:00 p.m. though its schedule is less consistent.

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Two surface parking lots serve the ITC, as well as on-street parking providing 255 spaces in Lot 1 and 44 spaces in Lot 2. The parking areas were improved in 2021 as part of the Monterey County Rail Extension Kick-Start Project. In 2024, the Public Works Department conducted parking counts to determine the level of lot useage during peak and off-peak hours. The counts were taken on three separate days: Wednesday, Thursday, and Friday, and included both on-street and off-street parking. On Wednesday and Thursday, counts were recorded from 6:30 a.m. to 7:30 p.m., while on Friday, counts were only recorded from 6:30 a.m. to 7:30 a.m. The surveyed parking locations in and around the ITC included Palmetto Street (on-street parking), Railroad Avenue (on-street short-term parking), Lot 2, Lot 1, Market Street (on-street parking toward Davis Road), and Market Street (on-street parking toward Salinas Street).

Aerial Image of ITC and Parking Lots 1 and 2

Located one block from the ITC boundary, the Salinas Transit Center functions as an important complementary facility for local and regional bus service. The ITC includes 8 bus-bays, intended for MST to use. The Monterey Salinas Transit center has also conducted a feasibility analysis on relocating its site but has expressed that it would need additional bays in a different configuration.

Located, one block south of the ITC is the Salinas Transit Center, located between Salinas Street, Lincoln Avenue, and Central Avenue. The ITC includes 8 bus-bays, intended for MST to use. Although it falls outside the official ITC boundaries, the Transit Center is functionally integrated with the ITC due to its role as a major regional bus hub serving multiple routes throughout Monterey County. As part of the Transportation Agency for Monterey County's (TAMC) Monterey County Rail Extension Project, plans include incorporating Monterey-Salinas Transit (MST) through-bus facilities, including a five-bay bus transfer area. In addition, MST conducted a relocation feasibility analysis aimed at enhancing transit service and improving access along key corridors and within the surrounding community. The corridor analysis focused on East Alisal Street extending south to Williams Road.

Situated at 110 Salinas Street, it is approximately a one-minute drive or five-minute walk from the ITC. The Transit Center is served by Monterey-Salinas Transit (MST), which operates bus routes throughout Monterey County and into Watsonville. Passengers can pay fares using cash, GoPasses, goCards, or major credit cards via mobile wallets.

The Salinas Transit Center includes nine gates and supports 16 MST routes, providing connections to key local destinations such as Northridge Mall, Hartnell College, Natividad Medical Center, and regional destinations including Marina, Monterey, and Watsonville. The routes are organized by gate as follows:

- Gate 1: Line 28 (Castroville/Moss Landing/Watsonville/West Market), Line 29 (Watsonville/Prunedale/Las Lomas/Pajaro), Line 45 (East Market/Creekbridge)
- Gate 2: Line 48 (North Main/Northridge Mall), Line 49 (North Main/Santa Rita/Bolsa Knolls)
- Gate 3: Line 44 (Westridge), Line 46 (Natividad Medical Center), Line 59 (Prunedale)
- Gate 4: Line 43 (South Main Street/Salinas Valley Health)
- Gate 5: Line 41 (Northridge Mall/East Alisal/Natividad Medical Center), Line 42 (East Alisal)
- Gate 6: Line 25 (CSUMB)
- Gate 7: Line 20 (Hartnell College/Courthouse/Marina Transit Station/Sand City Transit Station/Monterey)
- Gate 8: Line 47 (Hartnell College), Line 61 (Imjin Parkway/Integrated Health/The Dunes/Marina Transit Station/South Main Street)

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Together, these rail and bus services make the ITC area the central multimodal transportation hub for Salinas and a critical connection point between Downtown Salinas, regional destinations, and the broader Monterey Bay area.

Community Resources

In addition to its active transit facilities, the ITC area includes multiple significant cultural and historical structures that contribute to the character of the site and its connection to Downtown Salinas. These include the California Welcome Center, the Monterey and Salinas Valley Railroad Museum, and the First Mayor's House, also known as the Harvey-Baker House. Together, these facilities highlight the area's rich history and provide educational and cultural experiences for visitors.

Located in the historic Southern Pacific Freight Depot near the heart of Downtown, the California Welcome Center (CWC) offers a glimpse into the heritage of California's Central Coast. The CWC features a collection of artifacts and displays that celebrate the region's agricultural and cultural legacy, along with visitor information on local dining, lodging, and attractions. It is open Monday through Saturday from 9:00 a.m. to 4:00 p.m. The Welcome Center currently occupies approximately one-third of the Southern California Freight Building, with the other two-thirds used for storage; one-third by the City's Library Community Services Department and one-third rented to Ariel Theater.

Adjacent to the Amtrak station, the Monterey and Salinas Valley Railroad Museum features a large-scale diorama depicting the regional rail network as it existed in the mid-1900s. This immersive exhibit highlights the engineering and rail operations that helped shape Salinas' development. The museum is open to the public free of charge during monthly open houses, held the first Saturday and Sunday of each month from 10:00 a.m. to 4:00 p.m.

The First Mayor's House (Harvey-Baker House), located immediately east of the Amtrak station, offers tours and educational programs focused on Salinas' early civic and cultural history. The house is open to the public free of charge on the first Saturday of each month from 10:00 a.m. to 4:00 p.m.

TAMC Rail Extension

The Monterey County Rail Extension Phase 1 Kick Start Project, led by the Transportation Agency for Monterey County (TAMC), focuses on improving the existing Salinas Train Station to

accommodate new passenger rail service connecting Salinas to the San Francisco Bay Area. In 2017, the City entered into a Memorandum with the Transportation Agency for Monterey County (TAMC) to support future passenger rail service, improve access from Lincoln Avenue, and enhance amenities at the ITC. Under the memorandum TAMC acts as the regional administrator of Caltrans grant funds and provides funding oversight for projects implemented by the City of Salinas. Grant funds are restricted to TAMC-approved projects and are subject to state and federal requirements governing eligible uses, contracting, reimbursement, reporting, auditing, and project completion

TAMC improvements include track enhancements in Gilroy to enable passenger trains to serve the Gilroy Station, providing an important link between Monterey County and the Bay Area rail network. As part of the Kick Start Project, several significant upgrades have recently been completed at the Salinas Intermodal Transportation Center (ITC), including:

- Construction of a new signalized connection to Downtown Salinas through the extension of Lincoln Avenue across Market Street.
- Development of a five-bay bus transfer center to enhance multimodal connectivity.
- Installation of dedicated bicycle lanes and secure bike lockers to support active transportation.
- Pedestrian improvements, such as upgraded crossings and sidewalks, to improve safety and accessibility.
- Expansion of commuter parking facilities to accommodate increased ridership demand.

The ITC also contains two large parking lots that occupy much of the ITC property, providing 255 spaces in Lot 1 and 44 spaces in Lot 2. The parking areas were improved in 2021 also in part of the Monterey County Rail Extension Kick-Start Project. These lots serve current transit operations and will support the future Commuter Rail Extension project but also represent opportunities for redevelopment. As part of the 2015 Downtown Vibrancy Plan, the City envisions the potential to repurpose portions of these lots for mixed-use or transit-oriented development. In addition to parking, the lots are also used for community gatherings, such as early Saturday markets that used to be held and now currently hosts, What's Grubbin Salinas a recurring food truck night featuring local vendors, live music, and family activities.

Together, these enhancements prepare the Salinas Station to integrate future Bay Area passenger rail service with existing transportation options, including Amtrak intercity trains and buses, Monterey–Salinas Transit (MST) local bus service, and Greyhound intercity buses. The Kick Start

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Project is a key step toward establishing Salinas as a regional transit hub and improving sustainable mobility across Monterey County.

Parking and Circulation

The graphs below illustrating peak parking counts reflect these differing observation periods. Wednesday and Thursday graphs show full-day activity, capturing peak periods, whereas Friday's graph only represents morning parking activity. Therefore, Friday's data should be interpreted as a limited snapshot and not directly compared to the full day counts of the other two days.

Key observations from the parking counts data show that Lot 1 during peak hours performs below its capacity steadily occupying 30 to mid-40 parking spots representing a maximum utilization of 17.3%.

Peak parking periods generally occurred between 10:30 a.m. and 2:30 p.m., with some locations maintaining steady use until 5:30 p.m. to 7:30 p.m. Lot 1 consistently showed high demand even outside of peak hours. The least used location was Railroad Avenue on-street short-term parking, which typically had 0 to 3 cars.

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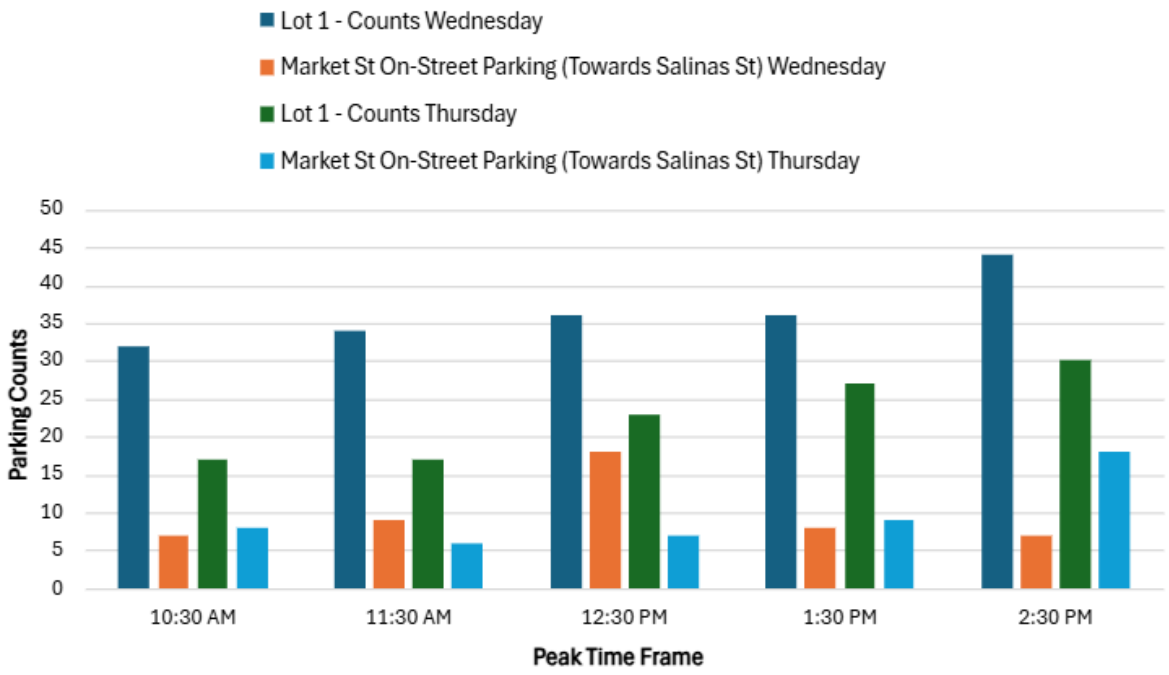
Salinas ITC Peak Parking Count Locations



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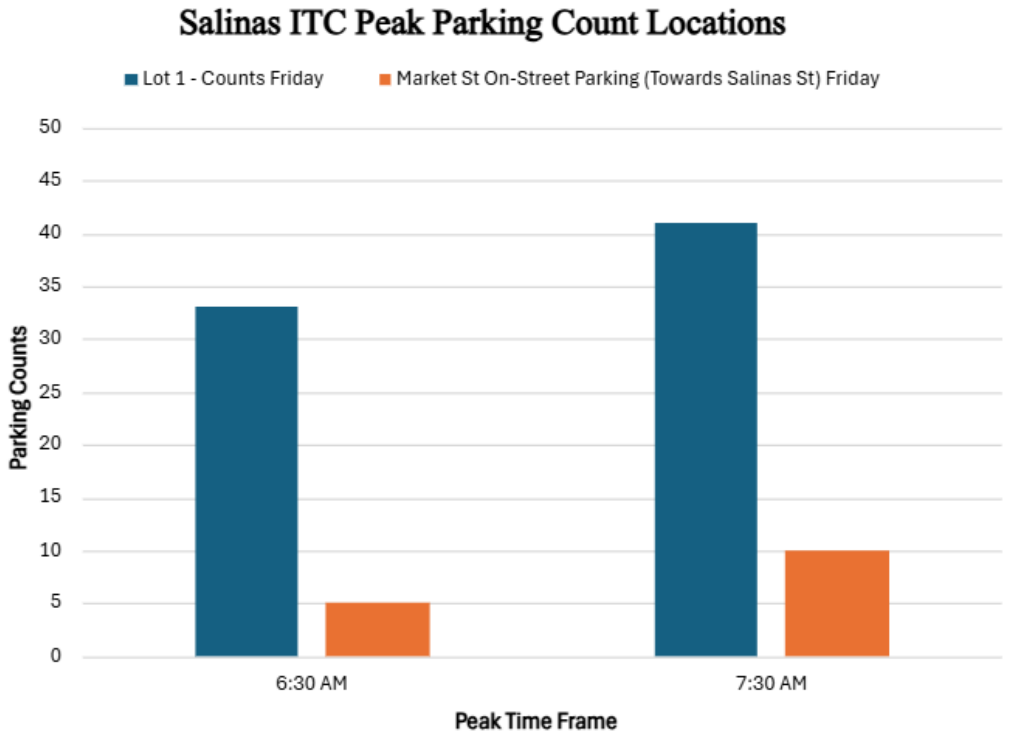

In addition to the parking location and counts survey, the City's Public Works Department also conducted an Average Daily Traffic survey to determine the number of vehicles traveling on West Market Street (SR 183) at North Main Street and at Lincoln Avenue, for both westbound and eastbound directions.

ITC Traffic Count Locations

Traffic counts for West Market Street (SR 183) just west of the North Main Street/Salinas Street intersection had an average daily traffic volume of 17,362 vehicles per day, totaling 52,068 vehicles over the three-day survey period. Of this total, westbound traffic accounted for 29,397 vehicles, while eastbound traffic totaled 22,689 vehicles. Peak hours on North Main Street included 7 a.m., 8 a.m., 2 p.m., 3 p.m., and 5 p.m. The 7 a.m. and 8 a.m. peaks corresponded to morning commute times, with 7 a.m. being the overall morning peak and 8 a.m. showing especially high eastbound traffic. The 2 p.m. and 3 p.m. hours reflected the afternoon peak, and 5 p.m. marked the start of the evening rush hour. Directional trends showed that westbound traffic was generally

heavier than eastbound traffic, except between 6 p.m. and 8 p.m. when eastbound traffic consistently exceeded westbound volumes, possibly indicating reverse commuter flow

Traffic counts for West Market Street (SR 183) West of the Lincoln Avenue intersection

Traffic counts for West Market Street (SR 183) just west of the Lincoln Avenue intersection had an average daily traffic volume of 12,748 vehicles per day, totaling 38,244 vehicles over the three-day period. Westbound traffic accounted for 24,849 vehicles, while eastbound traffic totaled 13,395 vehicles. Peak hours on Lincoln Avenue included 11 a.m., 12 p.m., 2 p.m., 3 p.m., and 5 p.m., reflecting a late morning to afternoon dominant traffic pattern, with significantly heavier westbound traffic. Directional trends showed that westbound traffic consistently dominated from 10 a.m. to 5 p.m. Eastbound traffic never exceeded westbound volumes and was mostly active between 6 a.m. and 11 a.m.

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Start Time	2/25/2025 Tue	WB	EB	Combined Total
12:00AM		46	43	89
1:00		32	33	65
2:00		31	24	55
3:00		77	36	113
4:00		89	87	176
5:00		329	173	502
6:00		604	390	994
7:00		839	392	1231
8:00		706	465	1171
9:00		612	406	1018
10:00		556	452	1008
11:00		626	537	1163
12:00PM		611	428	1039
1:00		574	405	979
2:00		659	532	1191
3:00		660	520	1180
4:00		637	468	1105
5:00		695	563	1258
6:00		455	563	1018
7:00		320	492	812
8:00		279	391	670
9:00		173	251	424
10:00		104	122	226
11:00		77	78	155
Total		9791	7851	
Percent		55.50%	44.50%	

Start Time	2/26/2025 Wed	WB	EB	Combined Total
12:00AM		39	39	78
1:00		26	28	54
2:00		36	21	57
3:00		59	35	94
4:00		94	89	183
5:00		279	153	432
6:00		617	349	966
7:00		797	393	1190
8:00		695	407	1102
9:00		674	376	1050
10:00		529	490	1019
11:00		676	470	1146
12:00PM		624	306	930
1:00		546	313	859
2:00		592	461	1053
3:00		598	442	1040
4:00		654	527	1181
5:00		686	465	1151
6:00		521	516	1037
7:00		316	509	825
8:00		269	438	707
9:00		206	272	478
10:00		124	162	286
11:00		63	79	142
Total		9720	7340	
Percent		56.98%	43.02%	

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Start Time	2/27/2025 Thu	WB	EB	Combined Total
12:00AM		52	51	103
1:00		45	29	74
2:00		35	21	56
3:00		78	36	114
4:00		103	77	180
5:00		280	153	433
6:00		665	366	1031
7:00		801	354	1155
8:00		730	411	1141
9:00		609	430	1039
10:00		522	425	947
11:00		596	512	1108
12:00PM		638	427	1065
1:00		600	404	1004
2:00		653	422	1075
3:00		634	528	1162
4:00		651	441	1092
5:00		670	487	1157
6:00		482	485	967
7:00		370	541	911
8:00		281	399	680
9:00		193	264	457
10:00		132	140	272
11:00		66	95	161
Total		9886	7498	
Percent		56.87%	43.13%	
ADT		9799	7563	
Grand Total		29397	22689	52086
Percentage		56.44%	43.56%	

ADT	17362

West Market Street (SR 183) just west of the North Main Street/Salinas Street intersection

DRAFT

City of Salinas
COMMUNITY DEVELOPMENT DEPARTMENT
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Start Time	2/25/2025 Tue	WB	EB	Combined Total
12:00AM		44	21	65
1:00		26	14	40
2:00		30	9	39
3:00		62	18	80
4:00		83	41	124
5:00		249	111	360
6:00		223	260	483
7:00		296	311	607
8:00		292	333	625
9:00		186	258	444
10:00		237	264	501
11:00		553	302	855
12:00PM		571	263	834
1:00		614	283	897
2:00		623	326	949
3:00		687	326	1013
4:00		648	279	927
5:00		629	205	834
6:00		460	264	724
7:00		334	206	540
8:00		267	131	398
9:00		169	89	258
10:00		101	69	170
11:00		75	47	122
Total		7459	4430	
Percent		62.74%	37.26%	

Start Time	2/26/2025 Wed	WB	EB	Combined Total
12:00AM		41	17	58
1:00		29	14	43
2:00		37	16	53
3:00		52	13	65
4:00		92	37	129
5:00		256	94	350
6:00		466	202	668
7:00		248	312	560
8:00		682	306	988
9:00		664	267	931
10:00		557	280	837
11:00		678	301	979
12:00PM		671	324	995
1:00		549	267	816
2:00		615	307	922
3:00		666	322	988
4:00		664	290	954
5:00		647	338	985
6:00		498	320	818
7:00		337	202	539
8:00		274	138	412
9:00		196	86	282
10:00		121	71	192
11:00		68	35	103
Total		9108	4559	
Percent		66.64%	33.36%	

Start Time	2/27/2025 Thu	WB	EB	Combined Total
12:00AM		47	23	70
1:00		34	7	41
2:00		35	12	47
3:00		62	16	78
4:00		103	41	144
5:00		253	96	349
6:00		503	192	695
7:00		431	231	662
8:00		312	279	591
9:00		263	276	539
10:00		344	289	633
11:00		431	278	709
12:00PM		658	295	953
1:00		614	269	883
2:00		645	280	925
3:00		656	326	982
4:00		688	320	1008
5:00		664	314	978
6:00		452	294	746
7:00		371	198	569
8:00		304	153	457
9:00		196	106	302
10:00		145	70	215
11:00		71	41	112
Total		8282	4406	
Percent		65.27%	34.73%	
ADT		8283	4465	
Grand Total		24849	13395	38244
Percentage		64.97%	35.03%	

ADT	12748

West Market Street (SR 183) just west of the Lincoln Avenue intersection

The traffic counts demonstrate that West Market Street (SR183) experiences continuous traffic flow throughout the daytime hours, with only moderate fluctuations during peak hours, and a significant decline in traffic during the night.

The continuous flow of traffic throughout the day along West Market Street (SR 183) can result in periods of congestion, which are exacerbated by the grouping of three signalized intersections at Lincoln Ave., North Main/Salinas Street, and Monterey St./North Main.

Eastbound Traffic on West Market Street (SR 183) Extending to Capital Street.

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Eastbound Traffic on West Market Street (SR 183) Blocking Lincoln Street Intersection

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Congestion at Lincoln Street / West Market Street (SR 183) Intersection.

Traffic Map of ITC Area During P.M. Peak Hour Showing Eastbound Congestion Extending to Riker Street.

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Conclusion

The Salinas Intermodal Transportation Center (ITC) is well positioned to evolve into a vibrant transportation hub and a welcoming gateway to Downtown Salinas. Its central location, strong historical context, and access to a wide range of transit options aligned with the City's long-term development vision provide a solid foundation for transformation. The ITC has the potential to become a multimodal, mixed-use destination that supports tourism, celebration of culture and history of Salinas, enhances mobility, and fosters community engagement.

Through the integration of transportation infrastructure and urban development, the ITC can serve as a central hub for both local mobility and regional connectivity, strengthening Salinas' role within the greater Monterey Bay area and beyond. The next steps involve identifying opportunities informed by existing conditions, including improved branding and wayfinding, enhanced pedestrian safety, expanded bicycle connectivity, and more efficient parking management. Addressing these areas will be essential to unlocking the ITC's full potential as a truly integrated and forward-looking transportation center.