



**SUSTAINABLE
MOMENTS**

OVERVIEW

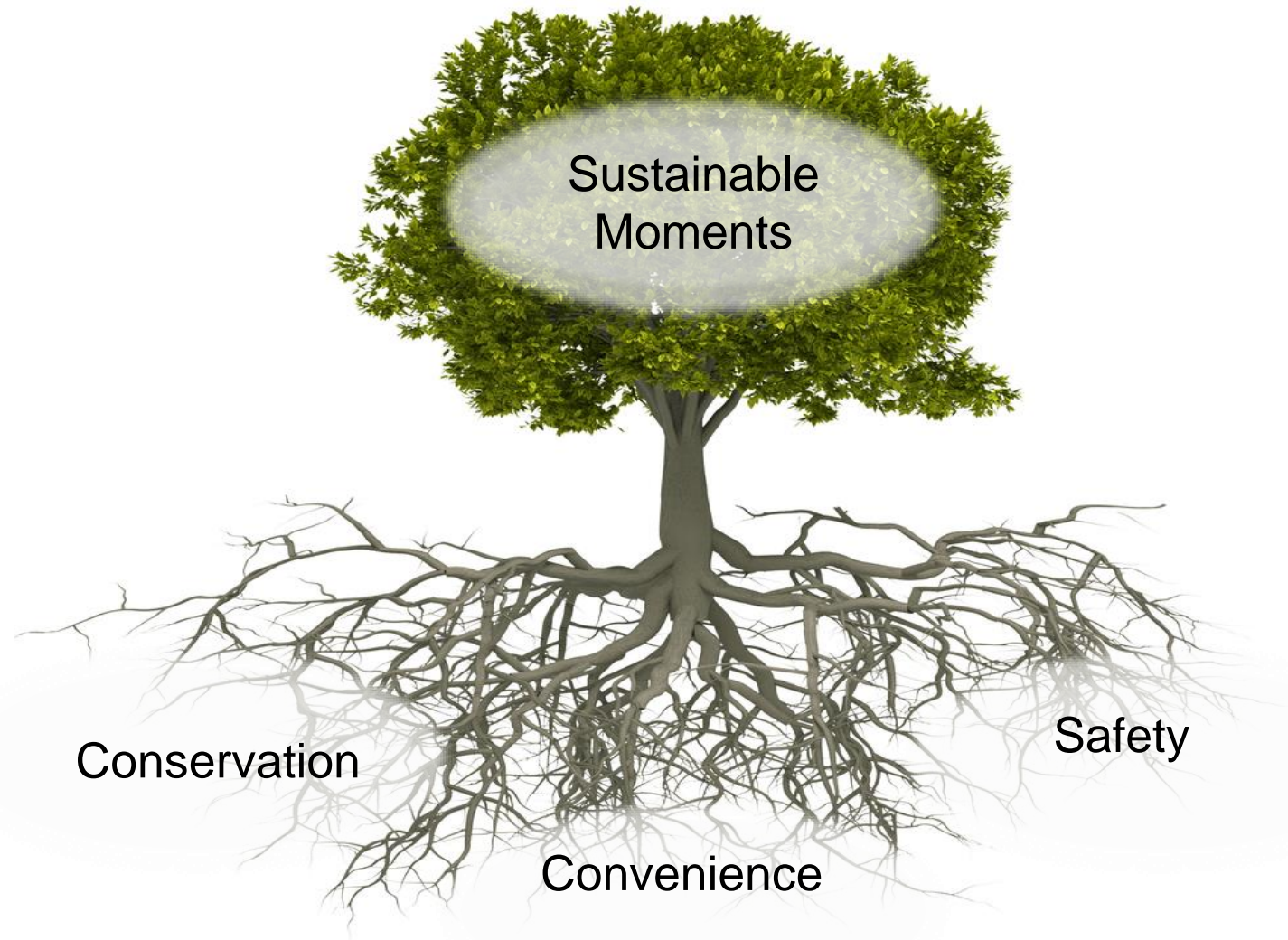
Sustainable Moments is an initiative that aims to balance visitor growth with quality of life for residents.

Sustainable Moments is about listening to residents and local businesses, and implementing awareness and education programs regarding environmental care, cultural norms and safety standards.

Sustainable Moments audiences are visitors, travel trade, meeting planners and the general public.



THREE PILLARS





GOALS

- ❧ Educate visitors on safety, cultural norms, preservation**
- ❧ Preserve the natural environment**
- ❧ Balance visitor growth with resident quality of life**

PROGRAM METRICS

- ❧ Website visits**
- ❧ Social media engagement**
- ❧ Earned media**
- ❧ Speaking engagements**

ADVERTISEMENTS

PRESERVE OUR SCENIC BEAUTY FOR GENERATIONS TO COME.

During your stay, we invite you to enjoy Monterey County like you live here. Find out how you can turn sustainable moments into unforgettable moments at SeeMonterey.com/Sustainable.



**SUSTAINABLE
MOMENTS**


MONTEREY
Grab life by the moments.

SeeMonterey.com/Sustainable

BIG SUR | CARMEL-BY-THE-SEA | CARMEL VALLEY | DEL REY OAKS
MARINA | MONTEREY | MOSS LANDING | PACIFIC GROVE
PEBBLE BEACH | SALINAS | SALINAS VALLEY | SAND CITY | SEASIDE

PRESERVE OUR SCENIC BEAUTY FOR GENERATIONS TO COME

Help us keep Big Sur and all of its surrounding landscape memorable. In Monterey County we understand the importance of traveling responsibly and treating our destination with care. Read the tips on this page and on our website for ideas on how you can experience a sustainable vacation with truly unforgettable moments. Find out more at SeeMonterey.com/Sustainable.



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PRESERVE OUR SCENIC BEAUTY FOR GENERATIONS TO COME.

Explore hidden gems. Soak in unforgettable moments. And treat our environment and with care. Help keep the beauty of Monterey County memorable for its residents and future visitors. Find out more at SeeMonterey.com/Sustainable.

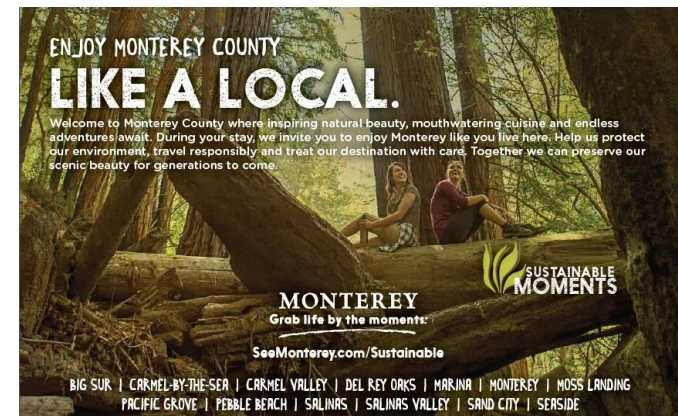


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ENJOY MONTEREY COUNTY LIKE A LOCAL.

Welcome to Monterey County where inspiring natural beauty, mouthwatering cuisine and endless adventures await. During your stay, we invite you to enjoy Monterey like you live here. Help us protect our environment, travel responsibly and treat our destination with care. Together we can preserve our scenic beauty for generations to come.



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WEBSITE

MONTEREY
Grab life by the moments.

☀️ 64°

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SUSTAINABLE MOMENTS

Are you expecting more from your holiday than a brief stay somewhere? Perhaps you need to completely disconnect from your routine life and escape into nature. Maybe you are looking for inspiration from another culture and environment. Trying something new may be what you need for rejuvenation. Or perhaps giving back and contributing to the preservation of your host destination helps you tap into the benefits of altruism.

This is all a part of traveling responsibly. In Monterey County, we understand the importance of this practice and what to help you



MICROSITE



IN THIS SECTION



LEARN THE INS & OUTS OF MONTEREY

Monterey is one of California's most celebrated scenic and historic coastal destinations. People come from all over the world to explore and experience everything Monterey has to offer including [Old Fisherman's Wharf](#), the [Monterey Bay Aquarium](#) and [Cannery Row](#). While you are visiting Monterey...

DO

Plan Your Next Event – Monterey is home to over 30 diverse and beautiful parks and beaches, many of which are open to the public to host barbeques, events, parties and more. Before you plan your activity or event please take a look at the [guide for parks and beaches](#).

Drive Your Electric Vehicle – There are currently over 50 charging locations in the Monterey area. Find one near you [here](#).

Enjoy Fresh Sustainable Seafood –The Monterey Bay Aquarium's Seafood Watch program has connected dining behaviors directly to ocean health. Because of this awareness several local restaurants have committed to educating their staff and updating their menus for better-quality seafood choices and a healthy ocean. To find a sustainable seafood restaurant near you, visit the Monterey Bay Aquarium's [Seafood Watch website](#).

Pay Attention To The Tide – Monterey Bay can be a great place to surf, kayak and play in the water. However, the waves are powerful. Please pay attention to any signage advising you to not play on the rocks or enter the water. When in doubt, ask a local for advice on the best beach areas to access and explore.

DON'T

Forget Your Fishing Permits – Monterey Bay is a fishing favorite because of the incredible views and the possibilities of catching seafood favorites. To learn more about fishing in the Monterey Bay and getting your permit, [click here](#).

Approach The Wildlife – It is not uncommon to come across a sea lion, seagull or even a sea otter when you are walking along the wharf, the beaches or while on the bay. They may look cute and cuddly, but we advise you to let them be. Sea creatures are an important part of what makes Monterey Bay a special sanctuary and we want to continue sharing our home with them. Please respect that when you are in the ocean or enjoying the surrounding area as you are in their home.

Feed The Wildlife – While on the topic of wildlife, we ask that you do not feed them. No matter what they tell you, especially the seagulls.



VIDEO SEGMENTS





FLYER



Travel like a Big Sur Expert

Big Sur is a very special place to many people. To help keep it that way and to help ensure your own safety, please observe some simple rules and follow these basic safety tips.

DO

TAKE LOTS OF PICS — [Leave](#) plenty of extra time to snap memorable photos along your journey. Use caution and safely use the parking pullouts on Highway One to capture epic snapshots of the Bixby Bridge and the Big Sur coastline. *Don't forget to share your pics using #Monterey or #SeeMonterey!*

USE THE RESTROOM BEFORE YOUR ROAD TRIP — Public restrooms are scarce along Highway One so be sure to make a pit stop in Monterey or Carmel beforehand. Visit [SeeMonterey.com/Sustainable](#) for a list of public restrooms along Highway One.

RECYCLE — [Most](#) businesses have blue recycling bins. Please treat Big Sur gently and with respect so that it will remain the beautiful place we all love.

BE MINDFUL OF POISON OAK — [This](#) toxic plant is found in Big Sur in abundance. Exposure to the plant can be spread by hands, clothing, pets or equipment that has come in contact with the plant or from the smoke generated when burning it. Much of the reactive substance can be removed by immediate washing with cool water and soap. Look for the triple leaf pattern, with prominent veins and a shiny surface. During the summer and fall, the leaves take on reddish hues. Try to avoid this plant.

RESPECT PRIVATE PROPERTY — [Please](#) be mindful and respectful of the property rights of others. Most of the land adjacent to the highway is posted private property, and trespassing laws are strictly enforced.

DON'T

START FIRES — [The](#) greatest concern during the dry season are wildfires. Please extinguish cigarettes in your ashtray. Be extra careful, making sure that your fire is safe and legal. Be sure to extinguish your fire fully before you leave.

COLLECT — Plants, animals, rocks and artifacts of Big Sur's cultural and natural history are protected by law and should not be disturbed. "Rock hounding" and collection of driftwood and firewood may be allowed in certain designated areas. Collectors should contact the nearest park ranger station for specific information.

SET UP CAMP ON THE ROADSIDE — [Roadside](#) camping is prohibited along Highway One from the Carmel River to the Monterey-San Luis Obispo County line. This does not apply to tired motorists stopping for a temporary rest.

LET PETS RUN WILD — In State Parks, pets must be on a leash at all times and are not allowed on the trails. On US Forest Service lands, pets must be leashed in developed campgrounds, picnic and day use areas. This is not only for their safety but for other visitors including hikers and local wildlife, which can be intimidated, injured or killed by unleashed pets.



DRIVING TIPS FOR HIGHWAY ONE

California State Highway One through Big Sur is recognized internationally as one of the world's most beautiful highways. It is also one of the most maintained highways in America. Keep these tips in mind when you travel this route:

- Drive defensively! You never know what hazard may be around a blind curve.
- Buckle up! It's the law.
- Keep your eyes on the road — if you want to enjoy the scenery, please use turnouts.
- Maintain your speed and abide by the posted speed limit, which is 55 MPH unless otherwise posted. Slower traffic should pull over.
- When pulling over, avoid quick stops on the unpaved turn-outs and shoulders.
- Watch for touring bicyclists.
- Leave the driving to someone else. The Monterey Salinas Transit bus (line 22) runs daily between Monterey and Big Sur Memorial Day weekend through Labor Day.



Stay safe and help us keep Big Sur and all of Monterey County beautiful for generations to come. For more tips and information, visit:
SeeMonterey.com/Sustainable

COMMUNITY INVOLVEMENT

Place the Sustainable Moments logo on your website to link back to SeeMonterey.com/Sustainable.

Share your ideas to evolve the program

Share programs you know of that we can amplify through Sustainable Moments





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