

Citizens' Oversight Committee

Transportation Authority of Marin

Fiscal Year 2014-2015

July 1, 2014-June 30, 2015 | Eleventh Annual Report



Making the Most of Marin County Transportation Dollars



About TAM & COC Member List

About TAM:

The Transportation Authority of Marin (TAM) is a joint powers authority comprised of Marin's 11 cities and towns and the County of Marin. The TAM Board of Commissioners includes the five members of the County Board of Supervisors and an elected official from each city and town. TAM administers the expenditure plans for both Measure A, the 20-year 1/2-percent Transportation Sales Tax, and Measure B, the \$10 Vehicle Registration Fee. Both revenue sources are dedicated to transportation projects and programs in Marin and were approved by the Marin voters. TAM also serves as Marin's Congestion Management Agency (CMA) and is responsible for coordinating funding for many of the transportation projects and programs in the County.

Please visit www.tam.ca.gov for the most current information on TAM's projects and programs.

Current COC Members:

Members/Alternates

Allan Bortel (Chairperson)/Rocky Birdsey
Robert Burton/Jayni Allsep
V-Anne Chernock (Vice-Chairperson)
Joy Dahlgren
Pamela Gach/Kay Noguchi
Robert Johnston/Nancy Okada
Vince O'Brien
Peter Pelham/Monique Broussard
Paul Premo
Gilda Selchau/Paul Roye
Scott Tye
Kathleen Helmer

Representing

Marin County Paratransit Coordinating Council
Southern Marin Planning Area
Northern Marin Planning Area
Central Marin Planning Area
League of Women Voters
Environmental Organizations
Bicyclists & Pedestrians Groups
Major Marin Employers
Taxpayer Group
Ross Valley Planning Area
West Marin Planning Area
School Districts



Message from the COC Chairperson

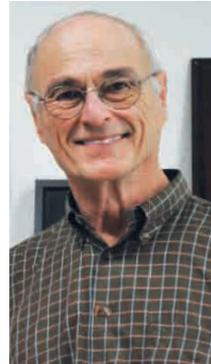
The Citizens' Oversight Committee (COC) is charged with reviewing financial procedures and the expenditure of funds generated by Measure A (a 20-year, ½ cent Transportation Sales Tax) and Measure B (a \$10 Vehicle Registration Fee). The Committee consists of 12 member seats representing geographic areas and interest groups in Marin County. Committee members provide a wide variety of skills in finance, public policy, community outreach, and transportation management. Membership consists of both recent appointees who bring fresh ideas to the group and long-standing members who provide continuity to our efforts.

During this past fiscal year, the COC reviewed both TAM's Measure A Sales Tax and the Measure B Vehicle Registration Fee related expenditures, and verified that they are in accordance with the requirements of the Expenditure Plans.

The Measure A Sales Tax has finished its 10th year of full revenue collection out of its 20-year life. It is now time for TAM to start thinking about how and when to

ask the voters to renew the sales tax so we can maintain this critical local funding source and continue Marin's transportation successes. The COC will be a key part of this effort and will be reaching out to all citizens for your opinions and input.

Lastly, I want to thank Committee members and alternates as well as TAM staff for their time and effort in helping the Transportation Authority of Marin achieve the goals set out by the voters of Marin.



Allan Bortel, a resident of Tiburon, representing the Marin County Paratransit Coordinating Council, has been serving as the COC Chairperson since early 2012.

The Amazing Transit Race

“It’s fun because you feel independent; you don’t have to rely upon your parents to take you places – it’s your own thing – it’s pretty cool.” A Terra Linda High School student expressed the essence of teen motivation – independence – at the Amazing Transit Race sponsored by Marin Transit last December.

In the Fall of 2014, Terra Linda High School students partnered with Safe Routes to Schools to create **The Amazing Transit Race**.

The goal of the race was to expose students to the ease with which they could ride the bus throughout Marin County.

According to another student, “It’s [riding the bus] a lot easier than most people think it is.”

Sometimes, you just need to provide the first step for teens to try something new in order to influence future behavior. The race was like a scavenger hunt with photos.

Students were given a map with various points of interest marked on the map and were



... The Future of Transportation

told to take a team photo of their group at the designated locations spread throughout the county. The team that came in first place won a GoPro Camera for each of the four students.



“We learned a lot about the bus system,” said a member of the winning team. “I’ll definitely be getting a bus pass on my school ID next year, save on gas and meet a lot of people. We met some interesting people on the bus. I heard a lot of people say they’d take the bus now that they know how easy it is.”



Drake High School put on a race in the spring of 2015. Tamalpais, Redwood and Drake High Schools will be repeating the race in the spring of 2016.



Measure A Strategy Highlights

Strategy 1: Local Bus Transit System

Marin Transit manages eight contracts to provide local fixed-route bus and community shuttle services, rural transit services (the West Marin Stage), the seasonal Muir Woods Shuttle, the Novato Dial-A-Ride program, and transportation programs and services for seniors and disabled people. Marin Transit expended \$11.16 million in Transportation Sales Tax revenue to support local transit operations and capital programs in FY2014-15 (*July 1, 2014 to June 30, 2015*)

With only a 1% increase in operations costs, Marin Transit increased the hours of local bus service available by 4% and is planning for additional service expansion starting June 2016.

For more information about Marin Transit services, please visit www.marintransit.org

*Marin Transit celebrated
its 50th Anniversary in
October 2014*



Measure A Strategy Highlights

Highlights of 2014-15 Marin Transit Activities

Launched the COM Card providing free local transit to all College of Marin students and adding an all-day express route between San Rafael and College of Marin. The fare cards and new service are funded primarily by student fees that were approved in the Spring of 2015 by 72% of the student body.



Provided over 3.4 million passenger trips on all fixed route bus, community shuttle, and demand response services that operate within Marin County.



Finished the design of a new Downtown Novato Bus Stop located on Redwood Boulevard.



Completed a comprehensive 2016-2025 Short Range Transit Plan which can be found at: http://www.marintransit.org/short_range.html.

Expanded Clipper, the regional smart card payment system to all Marin Transit services.

Installed user friendly rider information panels at over 60 of the most heavily used bus stops. For more information about Marin Transit services and to plan your next trip, please visit www.marintransit.org.

Measure A Strategy Highlights

Strategy 2: The Highway 101 Gap Closure Carpool Lane Project was successfully completed in December 2010



Strategy 3: Local Transportation Infrastructure

Strategy 3 funds improvements to our local road system to accommodate vehicle, bicycle, and pedestrian traffic and safety needs.

Major Roads Category

Miller Avenue in Mill Valley:

On October 20, 2014, following completion of 30% design plans, the Mill Valley City Council confirmed project funding and approved an implementation plan for the Project. On November 16, 2015, the City Council reviewed the 60% design plans, approved the Initial Study/Mitigated Negative Declaration, and approved working toward the 90% design plans, which are expected to be presented to the City Council in the spring of 2016. Construction is expected to start late-spring 2016 and continue through 2017.

In summer 2015, as part of a pilot project in advance of the Streetscape Project, the City performed shoulder repairs, removed a vehicle lane to create a buffered bike lane on Miller Avenue between Millwood Avenue and Sunnyside Avenue, and installed back-in angle parking to improve bicycle safety to test this idea prior to expanding implementation. In spring 2016, the Council will decide whether to include the pilot improvements in the final project.



Measure A Strategy Highlights

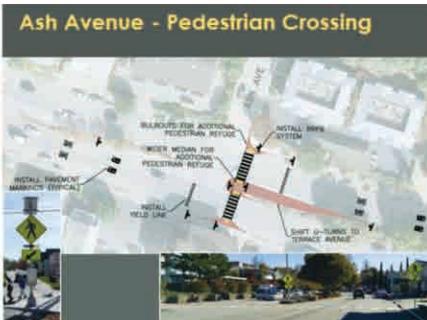
Novato Boulevard in Novato:

In 2015, the City of Novato entered into contract with a new consultant team to update the Draft Environmental Impact Report (DEIR) for the project and anticipates having an updated administrative document available in early 2016, followed by a release of the public DEIR in the spring of 2016. Construction is anticipated to start in the spring of 2018.



Sir Francis Drake Boulevard (Highway 101 to Ross Town Limit):

The County has created a design team which includes County staff and a consultant team consisting of several related disciplines and specialties, along with a Technical Advisory Committee comprised of County staff and a Community Advisory Committee including interested and affected stakeholders. Two public workshops were conducted to date. The first, in May 2014, introduced the project and solicited ideas and concerns along the corridor. The second workshop, held in November 2014, presented a series of design concepts to the public for their input and prioritization, recognizing the constrained corridor and related trade-offs of implementing the various design concepts. Input from the workshop and other public outreach will guide the preparation of design alternatives which will be presented to the public for further discussion and input in early 2016 at which time environmental analysis will commence.



Measure A Strategy Highlights

Local Roads Category

To date, the Measure A ½ cent Transportation Sales Tax Program has provided \$23.1 million in funds to all the local jurisdictions in Marin County for local street and road projects, local transit projects, and bicycle and pedestrian improvements.

	FY2014-15 Allocation	Total To Date
Belvedere	\$33,681	\$230,356
Corte Madera	\$122,709	\$767,088
Fairfax	\$96,554	\$643,031
Larkspur	\$43,697	\$1,067,904
Mill Valley	\$194,072	\$1,310,579
Novato	\$621,782	\$4,075,989
Ross	\$35,067	\$244,110
San Anselmo	\$152,260	\$1,033,702
San Rafael	\$670,822	\$4,513,384
Sausalito	\$91,944	\$632,794
Tiburon	\$117,577	\$774,870
County	\$1,163,250	\$7,835,329
Total	\$3,343,415	\$23,129,136



Measure A Strategy Highlights

Strategy 4: Reduce School Related Congestion and Provide Safer Access to Schools

Safe Routes to Schools

Coordinators of TAM's highly regarded Safe Routes to Schools Program teamed up with students at more than 50 elementary, middle, and high schools throughout the County. Since the program began (www.saferoutestoschools.org), there has been an 8% mode shift countywide from single-student car trips to walking, cycling, riding public transit, and carpooling to and from schools. Twenty-one schools have exceeded this average, with some schools increasing their green trips by over 20%.



www.schoolpoolmarin.org

the great tool that helps coordinate trip reduction and reduce peak period traffic from school-based auto trips

www.streetsmartsmarin.org

please slow down
and
drive carefully for our future



Measure A Strategy Highlights

Safe Routes to Schools

New Cove School Creates a Green Transportation Culture

What happens when a school opens with a comprehensive transportation plan already in place? The new Cove School in Corte Madera did just that and received its just reward for the effort!

The School District formed a committee to determine how to ensure the new school would not create a traffic nightmare for the neighborhood. School district representatives, neighbors, Safe Routes to Schools staff and volunteers, and Corte Madera staff began meeting a year before the school was to open. They determined the best routes for walking and for biking and responded to the neighborhood's concerns about safety with new infrastructure improvements.

Together, the committee came up with route and neighborhood maps and identified crossing guard locations and necessary improvements that would pave the way for more kids to walk or bike to the new school. They also worked with Marin Transit, which made some modifications to Route 117 in order to serve Hall Middle School and Cove School. Special education classes were provided to acquaint students with the proper routes.



When the student tally surveys came back, 60% of the school had found a green way to school at the start of the school year, with 38% walking and biking.



Measure A Strategy Highlights

Crossing Guard Program

The TAM Crossing Guard Program, one of the most comprehensive in the Bay Area, deployed trained school crossing guards at 84 locations throughout Marin County in 2014-15 School Year. Sixty-nine of these locations were funded by the Measure A transportation sales tax program.

Crossing Guard of the Year- *Chris Lege*



Chris Lege has been a model crossing guard since he joined the team. He has been stationed at Prince Royal and Spindrift Passages, which became a very busy intersection after the opening of Cove School.



Chris has never been late to his post and is present in all weather conditions. He manages the strong mix of pedestrians and bicyclists well and has been especially successful in not only guarding but training students how to cross the busy intersection safely. Parents really appreciated Chris' reliable services and kids love to see him on the way to/from school!

When Chris is not at his favorite position of Crossing Guard, he is a musician and plays with several award-winning bands in the Bay Area. Chris



is passionate about music and shares his love of music through the private music lessons he offers. Additionally, Chris is a fitness trainer and provides fitness sessions to several long-time clients at local fitness clubs.



Measure A Strategy Highlights

Safe Pathways to School Projects Pedestrian Crosswalk Flashing Beacons

You've seen them; they are rectangular beacons placed under yellow pedestrian warning signs. When activated, a Rectangular Rapid Flashing Beacon (RRFB) lights up with an irregular flash pattern and alerts oncoming motorists to a pedestrian waiting to cross a crosswalk. RRFBs help increase yield compliance at uncontrolled crosswalks, especially desirable along school routes, where small children may not be easily seen by motorists. Some variations to the RRFB could display a school warning sign instead of a pedestrian sign or LED lights embedded into the sign.



RRFBs are popping up all over Marin County. One recent installation is at Tiburon Boulevard and Ned's Way in Tiburon, which was funded by Safe Pathways funds. Also funded by Safe Pathways, the RRFB at Sir Francis Drake Boulevard and Taylor Road in Fairfax is under design. Another RRFB at Paradise Drive and Golden Hind, funded by the Town of Corte Madera, will be constructed soon.

Other RRFB locations funded by Safe Pathways Third Cycle include:

- Sir Francis Drake Boulevard at Lagunitas School in Marin County
- Butterfield Road at Green Valley Court in Marin County
- Strawberry Drive at Strawberry Point School in Marin County
- Ignacio Boulevard at Laurelwood Drive in Novato
- Ignacio Boulevard at Country Club Drive in Novato
- South Novato Boulevard at Lark Court in Novato
- South Novato Boulevard at Yukon Way in Novato
- Sir Francis Drake Boulevard and Madrone Avenue in San Anselmo
- Sir Francis Drake Boulevard and Saunders Avenue in San Anselmo
- Fifth Avenue and Cottage Avenue in San Rafael

**Keep an eye out for the beacons – and
remember to yield to pedestrians!**

Measure B Element Highlights

In 2010, Marin voters approved Measure B, a \$10 Vehicle Registration Fee for local transportation initiatives. This confirmed that transportation continues to be a top priority in the County.

Element 1: Maintain Marin County's Local Streets and Pathways

This element provided about \$700,000 annually for the much needed maintenance needs of the local streets in the County. Funds for the local streets are distributed every 3 years to the 11 cities/towns and the County using the same distribution formula as for the Measure A Transportation Sales Tax program. The distribution formula is based 50 percent on local population and 50 percent on number of lane miles within each jurisdiction. Over \$100,000 annually is also reserved for the routine maintenance of various multi-use pathways in the County.



Measure B Element Highlights

Element 2: Improve Transit for Seniors and Persons with Disabilities

The annual dedication of 35% of the Measure B revenue to this element enabled Marin Transit to continue to provide expanded transportation service options for Marin’s seniors and persons with disabilities. Measure B funds helped support Marin Transit’s suite of “Mobility Management” programs:

Travel Navigators:

Dedicated customer service staff provided to help riders select the appropriate transportation program and determine eligibility.



Low Income Scholarships:

Fare subsidies for low-income ADA paratransit riders.

Catch a Ride:

Subsidies allow eligible riders to receive a discount on taxi rides.

Volunteer Driver:

Provides a mileage reimbursement to drivers who volunteer to transport seniors and ADA eligible riders.



Local Paratransit:

ADA paratransit service within a ¾ mile radius of active Marin Transit bus routes.

Awarded two Measure B funded Gap Grants:

\$25,000 grant was awarded to West Marin Senior Services for a shuttle from Inverness to Point Reyes.

\$15,000 grant was awarded to the City of Sausalito to help start CARSS (Catch A Ride Sausalito Seniors). This same-day volunteer-based program provides rides to seniors within the Sausalito area.

Measure B Element Highlights

Element 3: Reduce Congestion and Pollution



Vanpool Appreciation Event

Wednesday, April 1
1:30 pm - 5:30 pm
at Scope Gate



**Current vanpoolers,
come get your reward!
Interested vanpoolers,
talk to us and win a prize!**

511 TAM Bay Area Air Quality Management District MTA Metropolitan Transportation Commission

School Safety and Congestion Reduction: Twelve additional crossing guards were funded with Measure B funds in 2014-15, and the banners associated with the Street Smarts Program were purchased and installed.

Local Marin County Commute Alternatives: Expanded Transportation Demand Management (TDM) activities, including introducing the Marin Emergency Ride Home Program,

<http://www.marinerh.org/>, and partnering with 511 to provide employer and employee support, develop a telework online resource guide and campaign, and increase participation in ridesharing.

"The Emergency Ride Home Program gives our employees peace of mind so they can cycle, carpool, or take transit to work without worry – and the program provided helpful funding in 2015 through its simple online reimbursement system. This is a crucial feature of our alternative commute efforts and without it, I think we'd see fewer of our employees – especially those with small children or aging family members – willing to give up their single-occupancy vehicle commutes." – Rebecca Woodbury, City of San Rafael Senior Management Analyst

Measure B Element Highlights

Element 3: Alternative Fuels Infrastructure and Promotion

EV Outreach and Education:

All targeted outreach event opportunities for FY2014-15 were successfully completed with the partnering organizations, including the National Drive Electric Week, Charge Across Town's EV Week "eMobility", and Experience Electric events.

TAM also invested in an extensive set of public information flyers on EV and EV infrastructure focusing on the benefits for the general public, employees, employers, and landlords.



EV Public Infrastructure:

Two charging station projects were approved for gap funding in FY2014-2015 for the Visitors Center at Point Reyes National Seashore, and were completed in September 2014.



TAM's Public Agency EV Fleet Rebate Program:

Marin Clean Energy/Marin Transit/TAM Electric Bus Pilot Program:

Staff from Marin Clean Energy (MCE), Marin Transit and TAM started this exciting effort in early 2014. Marin

Transit's initial evaluation was positive, and staff are currently analyzing whether an electric bus pilot program can be incorporated into Marin Transit's operations.

TAM's EV Fleet Rebate Program assists public agencies that replace internal combustion engine (ICE) vehicles with electric and plug-in hybrid vehicles. An incentive of up to \$2,500 per vehicle is provided by TAM with the Measure B funding.



Recognizing the significance of alternative vehicles in reducing greenhouse gas emissions (GHG), Marin County Public Works has added 61 hybrid and six plug-in vehicles to the County fleet since 2002.

Financial Picture

FY2014-15 Audit Results and COC Review

TAM's primary goal is to ensure the best value for the public funds entrusted to its management, including Measure A, the ½ cent Transportation Sales Tax fund, and Measure B, the \$10 Vehicle Registration Fee fund. A rigorous system of checks and balances is in place to ensure that both the Measure A and Measure B funds are spent efficiently and as promised. Annual independent audits are performed to ensure accountability and transparency as required by the expenditure plans.



The audit confirmed that TAM's FY2014-15 Financial Statements were presented fairly and accurately. The Citizens' Oversight Committee has reviewed the audited FY2014-15 Financial Statements and has verified that Measure A funds were properly administered in accordance with the terms of the Measure A Expenditure Plan and the Strategic Plan for the reporting period. The audit also confirmed that TAM continues to be in compliance with the 5% administration cap policy required by the Measure A Expenditure Plan.

TAM also completed its fifth round of Measure A compliance audits for Measure A funds disbursed to fund recipients in and prior to FY2014-15 and confirmed that all Measure A funds were spent according to the requirements of the Measure A Expenditure Plan and the funding agreements. Results of the compliance audits, along with TAM's FY2014-15 Financial Statements, are available at TAM's website, www.tam.ca.gov.



Financial Picture

Measure A & B Allocation/Programming

FY2014-15 Measure A

Funding Allocation/Programming By Strategy

	FY2014-15
Interest Revenue Assigned to Multi-use Paths Maintenance	\$97,000
Strategy 1 - Local Bus Transit System	\$13,823,870
Strategy 3 - Local Transportation Infrastructure	
3.1 Major Roads	\$1,400,000
3.2 Local Roads	\$3,343,415
Strategy 4 - Reducing School Related Congestion and Provide Safer Access to Schools	
4.1 Safe Routes to Schools	\$824,000
4.2 Crossing Guards	\$936,000
4.3 Safe Pathway Projects	\$3,480,500
TOTAL	\$23,904,785

FY2014-15 Measure B

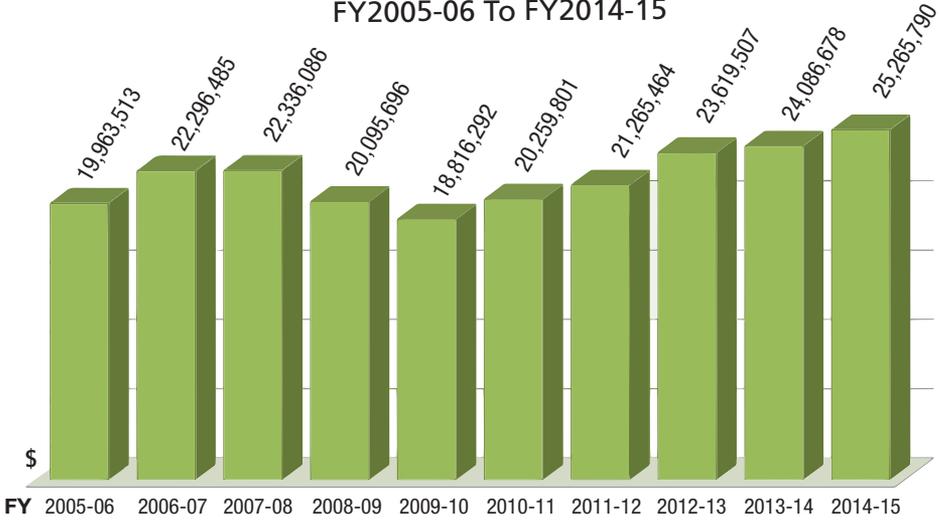
Funding Allocation/Programming By Element

	FY2014-15
Element 1 - Maintain Local Streets and Pathways	
1.1 Local Streets	
1.2 Pathways	\$100,000
Element 2 - Improve Transit for Seniors and Persons with Disabilities	\$897,986
Element 3 - Reduce Congestion and Pollution	
3.1 School Safety and Congestion Reduction	\$198,796
3.2 Local Marin County Commute Alternatives	\$105,288
3.3 Alternative Fuels Infrastructure and Promotion	\$63,728
TOTAL	\$1,365,798

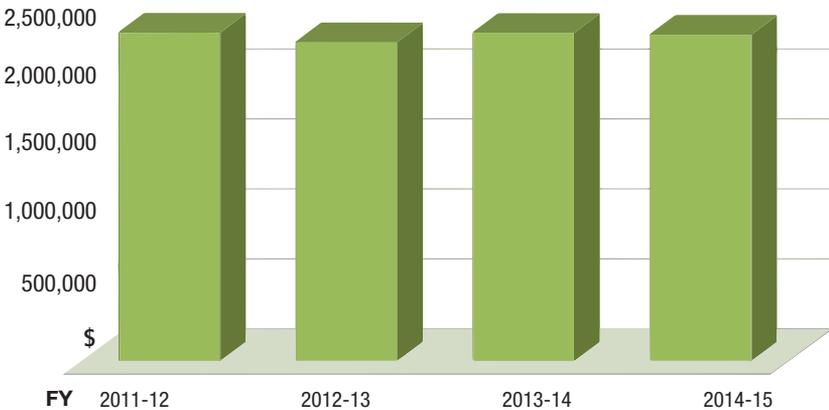
Financial Picture

Measure A & B Revenue Trend

Measure A Transportation Sales Tax Revenue
FY2005-06 To FY2014-15



Measure B Vehicle Registration Fee Revenue
FY2011-12 To FY2014-15



Meet Your TAM COC Representatives

This Year's Featured Member - Joy Dahlgren



Joy Dahlgren spent most of her professional life working on various transportation issues, starting in the 1950s' with Matson Navigation Company's Research Department where she developed its containerized cargo system. In the late 1970s', Joy served as a maritime freight consultant and then in the early 1980s' was a transportation planner with the Metropolitan Transportation Commission and the Golden Gate Bridge and Highway District. From 1995-2004, as a researcher with the University of California

Institute of Transportation Studies, Joy focused on high occupancy vehicle and toll lanes, intelligent transportation systems, and performance measures and benefit/cost analysis of a variety of transportation projects and programs.

A Marin resident since 1958, Joy is passionate about improving the efficiency of the transportation system in Marin. She has been an active volunteer with various groups involved in transportation planning in the County, including the Hwy 101 Corridor Study Community Advisory Group, the Congestion Management Agency Technical Advisory Committee, North San Rafael Coalition of Residents, Marin Conservation League, Marin Citizens for Effective Transportation, and the Citizens' Advisory Group that helped develop and pass the Measure A ½-cent Transportation Sales Tax.

Joy has lived with her family in the beautiful Lucas Valley area of San Rafael since 1970. She enjoys synchronized swimming, gardening, hanging out with her grandchildren, skiing, and, occasionally, politics. She currently volunteers with the Lucas Valley Homeowners Association which is engaged in a restoration of its 50-year-old community center, pool, and playground complex.



How long have you been serving on the COC?

I have served on the COC since its inception in 2005, representing the Central Marin Planning Area.

What brought you to the COC and what made you stay?

The ½-cent Measure A Transportation Sales Tax greatly increased the funding available for transportation in Marin in four areas, which I strongly supported: maintaining effective bus service, completing the expansion of Highway 101 through San Rafael, maintaining local streets and roads, and providing safer access to schools. The Measure A Sales Tax Expenditure Plan requires measuring the performance and cost effectiveness of various projects and programs, which I think is very important and can help us ensure those precious transportation funds are being used for maximum public benefit. I have been pleased to be part of the oversight process.

I stay because I believe that the COC has been effective in this oversight and is helpful as a sounding board for various transportation related issues and possible new initiatives. I supported all the projects and programs made possible with the Measure B Vehicle Registration Fee funding, particularly the subsidized taxi and volunteer driver program for seniors and people with disabilities and the additional funding provided for the routine maintenance of the beautiful multi-use paths we have in Marin as well.



Do you think the COC has made a difference in addressing transportation issues of Marin and the transportation future?

Yes. The most important difference is that it is the enforcement mechanism for the performance and cost-effectiveness measures built into the various Measure A projects and programs. This helps prevent wasteful uses of transportation funds that might be promoted by special interests, and keeps TAM focused on what the voters approved in the Measure A and Measure B Expenditure Plans.

What do you value the most about the COC?

I value the opportunity to keep abreast of TAM's plans and activities related to a wide range of transportation issues and to contribute in a small way to maintaining the effectiveness of Marin's transportation system.



900 Fifth Avenue, Suite 100 | San Rafael, CA 94901
(415) 226-0815 | www.tam.ca.gov

Mission Statement

TAM is dedicated to making the most of Marin County transportation dollars and creating an efficient and effective transportation system that promotes mobility and accessibility by providing a variety of high quality transportation options to all users.



Project Management Art Design & Layout: Li Zhang & Joanne Roessler
Photo Credits: Peter Oppenheimer & TAM Staff
Writing/Editing Credits: COC Annual Report Sub-Committee & TAM Staff