



DATE: December 1st, 2016

TO: Transportation Authority of Marin Board of Commissioners

FROM: Dianne Steinhauser, Executive Director
Derek McGill, Planning Manager

SUBJECT: Strategic Vision Plan Public Outreach – Early Results (Discussion), Agenda Item No. 4b

RECOMMENDATION

N/A. Discussion Item Only

BACKGROUND

TAM staff initiated the second round of public outreach for the Strategic Vision Plan September 21st, with the launch of a new website (www.gettingaroundmarin.com) and a public input survey. The website and survey were distributed online, with participation from Marin jurisdictions, elected officials, partner organizations and on social media sites like Nextdoor and Facebook.

Due to this far reaching online strategy, TAM receive 3,816 responses with approximately 90% of respondents living in Marin. Survey results were screened for repeat entries, and duplicate survey entries were removed as appropriate. A full report on survey results will be prepared for the January Board, and early information is listed below.

DISCUSSION/ANALYSIS

At the time of this staff presentation, data is still being analyzed from the results of the public outreach process. A full report on the results will be made at the January board meeting.

- Location of Survey Respondents and Age Profile - The survey reached a wide range of the general population. The majority of respondents were from San Rafael (21.54%), Novato (18.11%), and Mill Valley (10.4%) and 72% of respondents were over 45 years old.
- Primary Mode of Travel - Approximately 85% of respondents primarily travel by car. Other modes of primary traveled included bike (5.5%), bus (4.1%), ferry (2.1%) walk (1.6%), and less than 1% each for taxi, shared ride, and paratransit services.
- Secondary Mode of Travel - Approximately 54% of respondents said they have a secondary mode of transportation; those included walk (28%), bike (23.5%), bus, ferry, and carpool, in that order.
- Spanish Survey Results – a Spanish survey was prepared as well as targeted engagement with Spanish speaking communities. Less than 1% of respondents completed the Spanish survey, despite targeted engagement efforts in Spanish speaking communities; however, we did have good

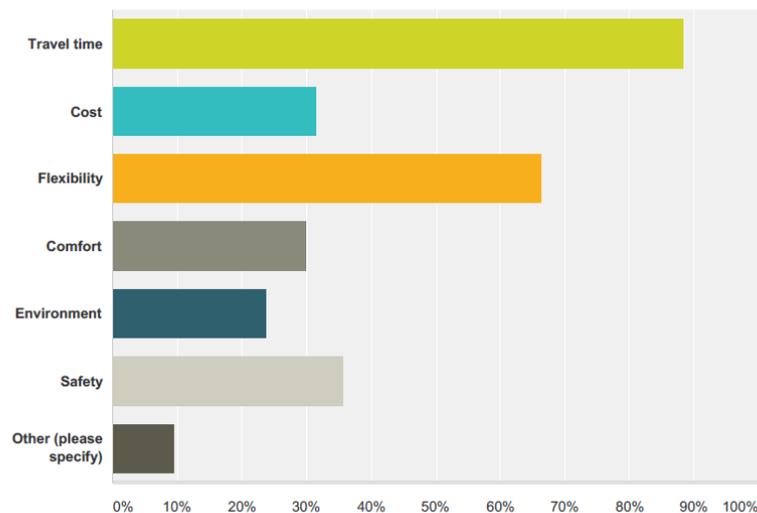
in-person contact with community groups representing Spanish speaking communities earlier in the summer, and we expect that many bilingual respondents chose to take the English language survey.

Open ended questions and early highlights:

- Survey responses indicate that people value time travel savings, flexibility and safety amongst their travel preferences:

Q21 What are the top three values that you consider when choosing how to get around Marin?

Answered: 3,057 Skipped: 745

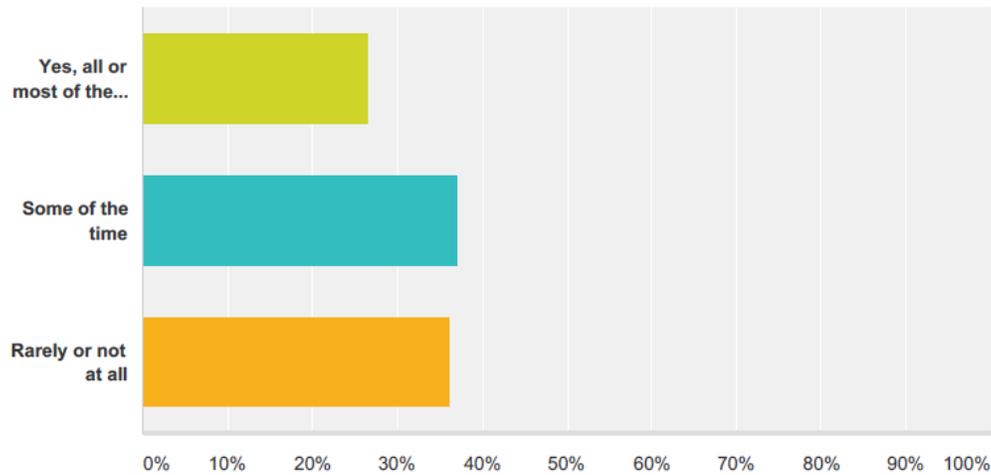


- Items that were identified in open-ended questions as working well include:
 - the bike network with paths/trails that are improving and easy to use;
 - off-peak/ non-commute travel works well;
 - ferry and walking are often good options.
- Challenges in the open ended questions identified:
 - traffic,
 - access to the Richmond San Rafael Bridge,
 - conflicts with bikes and vehicle,
 - and addressing needs for our aging population.
- Emerging technologies that people were interested in include:
 - electric vehicles and bicycles,
 - self-driving cars,
 - better transit route/arrival information,
 - and on-demand ridesharing and transit services.
- Answers for what would make a better future include:
 - Richmond-San Rafael Bridge access,
 - planning for aging populations,
 - transit investments (bus, ferry and SMART train),
 - more TDM strategies (carpooling, last mile solutions, transit information),
 - more support/infrastructure for walk/bike trips,
 - and road maintenance.

- A majority of respondents have the ability to adjust their work location or hours at least partially:

**Q25 Do you have the ability to adjust
your work location or the hours you work?**

Answered: 2,756 Skipped: 1,046



- Priority statement results will be made available in the January Board report; however early review show a clear support to have walk/bike/bus options for getting kids to school.

FISCAL CONSIDERATION

N/A

NEXT STEPS

Full survey results will be presented to the TAM board and Executive Committee in January.

ATTACHMENTS

N/A