

CHAPTER 5: TRANSPORTATION SOLUTIONS

The following list of 13 transportation solutions is recommended for the Canal Neighborhood addressing the transportation gaps identified by the community. The improvements listed below were reviewed and prioritized based upon project support, potential for implementation and effectiveness in mitigating transportation gaps. Description of the methodology utilized and results of that analysis are included at the end of this chapter.

To be realized, some of these projects will require a significant commitment by the community and City, County and regional agencies. Others will be easier to implement. In fact, Solution #1: Adjustments to Bus Transit Service was implemented in September 2006 and Solution #4: Bahia Vista Safe Routes to School improvements are about to be constructed; it is expected that these improvements will be completed in the Fall 2006. In addition, the Medway/Canal Enhancement Project, which includes capital improvements to enhance the 'main street' of the Canal Neighborhood, will begin construction on the undergrounding phase of the project in Fall 2006. Streetscape improvements will follow.

Estimated cost, potential lead agency(s), funding sources, and timeframe for implementation are described for each solution. Some solutions represent improvements to existing facilities or programs; others are unique to the neighborhood. The timeframe for implementation is described as Immediate (in the next few months), Short-Term (1-3 years), Medium-Term (3-8 years) or Long-Term (8 years or more). Evaluation and prioritization of the recommended solutions follows the project descriptions. The recommended solutions, in order of priority, are:

1. Adjustments to Bus Transit Service
2. Crosswalk and Lighting Improvements
3. Canal Crossing
4. Safe Routes to School (SR2S) Improvements
5. Bus Shelters
6. Safety and Streetscape Improvement Project
7. Highway Crossing
8. 'Street Smarts' Program
9. Rides to School for Parents Program
10. Neighborhood Transportation Information Kiosk
11. Canalfront Paseo
12. Modified Transit Fare to Downtown
13. Car Share Program

1. Adjustments to Bus Transit Service

Estimated Cost:	Operating Costs: \$550,000/year (see details below)
Lead Agency:	Marin County Transit District (MCTD)
Potential Funding:	Transportation Development Act Funds (TDA), State Transit Assistance Funds (STA), Measure A Sales Tax Funds, Fares, Local Lifeline Transportation Program, Property Taxes (used primarily for paratransit)
Timeframe:	Immediate, adjusted service began on September 10, 2006

Project Purpose

The transit routes (Routes 35 and 36) serving the Canal Neighborhood have the highest ridership of any in the system. They provide service to the San Rafael Transit Center where patrons can transfer to other routes for locations in the City, County or Bay Area. The population in the Canal Neighborhood is largely transit-dependent. Consequently, demand for transit service is high not only during peak commute times but also during the weekday midday and weekends. Although high-occupancy articulated buses are used during most of the day, buses in the Canal are still crowded. When asked about the quality of transit service, the neighborhood has expressed concern over the infrequency of service, the cost of the trip to Downtown, lack of convenient connections to other locations in the City and County, and overcrowding on buses.

Project Description

In response to the concerns of the community and the County's interest in providing improved transit service, the MCTD recommended several adjustments in the recent *Short-Range Transit Plan*. The following changes in service, which were implemented on September 10, 2006, most affect Canal residents:

- A. **Increased frequency and capacity of transit service in Canal** - Expanded duration of 15-minute frequency for Route 35 and reserved hours for supplemental trips to ease overcrowding as it occurs, especially during morning peaks. This increased service resulted in 18 more buses on Route 35 per day at an estimated cost of \$250,000 per year.
- B. **Direct service from Canal to destinations on Lower Sir Francis Drake Blvd.** - Rerouting of Line 29 through the Canal providing direct service from the Canal to destinations on Lower Sir Francis Drake Blvd. (College of Marin, Marin General Hospital, Larkspur Landing and San Anselmo). This service is at 60-minute frequencies during weekdays and Saturdays and, as a change to existing service, would result in no additional operating cost.
- C. **Direct service from Canal to Mill Valley** - Adjustment in service so that Mill Valley can be reached from the Canal via a single timed connection to Route 17 at San Rafael Transit Center. This service is provided at 60-minute frequencies during weekdays and weekends. This increased service requires 8 additional service hours per week day and 6 additional hours per weekend day at an approximate cost of \$300,000 per year.
- D. **More convenient service to Fairfax** - This service provides all-day single-timed connections between Canal and Fairfax at San Rafael via Route 23; previously, two transfers were required during some parts of the day. Route 23 service is available at 30-minute frequencies during the weekday peak and 60-minute frequencies during weekends. This service did not result in additional operating cost.
- E. **Direct service to destinations in northern San Rafael** - By through-routing every other Route 35 bus with the proposed Route 45, the Canal has gained a direct route to Civic Center, Northgate and Kaiser in northern San Rafael during off-peak hours. During peak hours, the through-routing buses end at Northgate and do not continue all the way to Kaiser. This service is provided at 30-minute frequencies

during the weekday peak and at 60-minute frequencies during weekends. This service did not result in additional operating cost.

- F. Many of the customer service issues that involve delayed and/or overcrowded buses, or missed transfers are expected to be resolved with the bus service improvements (better scheduling and more direct routes) implemented in September 2006. Customer service problems related to driver behavior require a continuation (and refinement as needed) of current programs. Riders who experience discourteous driver behavior can report to the Spanish-speaking customer service representative at GGT (available at 415-257-4404, Monday to Friday, 7:00 a.m. to 5:30 p.m.), and each complaint is researched with counseling and corrective action, as appropriate. As a result of this program, the GGT Customer Relations department reports that there has been a decline in the volume of complaints from Spanish-speaking customers. In addition, GGT has increased the number of Spanish-speaking drivers so that more drivers are able to communicate with the transit riders. As an additional measure, GGT has been meeting on a regular basis with a group of Canal residents to discuss and understand service issues and to proactively respond to their concerns. GGT is reviewing options to continue this contact with community members so that the communication between riders and management staff related to the conduct of the bus drivers and other service delivery issues can be as productive and positive as possible.

2. Crosswalk and Lighting Improvements

Estimated Cost:	For crosswalks approximately \$0 - \$5,000 depending upon number of crosswalks added; Cost for lighting improvements dependent upon evaluation of lighting deficiencies but estimated at \$0 - \$10,000 for trimming of vegetation and/or replacement of lighting fixtures.
Lead Agency:	City of San Rafael
Potential Funding:	City of San Rafael, Local Lifeline Transportation Program, Transportation for Livable Communities (TLC), Hazard Elimination Safety Program (HES), Measure A Sales Tax Funds
Timeframe:	Immediate

Project Purpose and Description

Several locations within the neighborhood were identified by the community to be in need of crossing or safety improvements on Kerner Blvd, Bellam Blvd, Medway Rd. and Canal St. Specific intersections include:

- Kerner Blvd. at Novato St.
- Kerner Blvd. at Bellam Blvd.
- Kerner Blvd. at Larkspur St.
- Canal St. at Novato St.
- Canal St. at Medway Rd.
- Canal St. at Fairfax St.
- Canal St. at Larkspur St.

In addition, inadequate lighting was mentioned as a concern for residents when walking in the neighborhood (for example, on Francisco Blvd. East) and while waiting for buses at night.

The locations identified above would be reviewed by the City of San Rafael Traffic Coordinating Committee to determine if they are suitable for the installation of crosswalks. Where feasible, crosswalks would be installed. Street lighting was recently upgraded in the Canal Neighborhood. Lighting levels would be assessed to insure that lighting is operating at expected levels and to determine what improvements would be necessary, including installation of additional lighting fixtures, repair or replacement of existing fixtures, or vegetation trimming or removal.

3. Canal Crossing

Estimated Cost:	\$1 - \$5 million (design and construction); operating costs would vary depending upon type of crossing
Lead Agency:	City of San Rafael
Potential Funding:	City of San Rafael, ABAG Bay Trail Grants, Measure A Sales Tax Funds, Local Lifeline Transportation Program, Transportation Enhancements (TE), Recreational Trails Program (RTP), Congestion Management and Air Quality Program (CMAQ), Nonmotorized Transportation Pilot Program, Transportation for Livable Communities (TLC), Community Development Block Grants (CDBG), Hazard Elimination Safety Program (HES), Caltrans Transportation Planning Grants, Bicycle Transportation Account (BTA), Transportation Development Act Article 3, Regional Bicycle and Pedestrian Program, RM2 Safe Routes to Transit, Transportation Fund for Clean Air (TFCA), ABAG Bay Trail Grants, California Conservation Corps (CCC), Marin Community Foundation, Surdna Foundation, Bikes Belong Coalition, Kodak American Greenways Awards Program
Timeframe:	The Feasibility Study (Step 1) could begin within a year but construction of the Crossing may take up to 10 years because of the difficulty in securing funding.

Project Purpose

One of the most often requested improvements by the community was a safer and more direct pedestrian/bicycle connection between the Canal Neighborhood and locations to the north of the Canal. Currently the only way to walk or bicycle to the Montecito Shopping Center, Downtown San Rafael/Transit Center, and San Rafael High School is via Francisco Blvd. East and the Grand Avenue Bridge. Unfortunately, this route carries heavy high-speed volumes of traffic; most bicyclists are not comfortable in sharing this roadway. Sidewalks are narrow with many signs, fire hydrants and poles further limiting the sidewalk width; furthermore, the sidewalks are located directly adjacent to the roadway with little buffering provided by parked cars or landscaping. The San Rafael *Bicycle and Pedestrian Master Plan* identified a bridge over the canal as a high priority/long term improvement. In addition, the San Rafael *General Plan 2020* includes a Canal Crossing as a planned, but unfunded, transportation improvement.

Different options for a canal crossing, specifically a bridge, have been evaluated in the past but these studies have not included an evaluation and comparison of the different options available to make the crossing of the Canal waterway easier for Canal residents and visitors. The following project describes a three-step process for the evaluation, design and implementation of a canal crossing.

Project Description

Step 1 - Feasibility Study would provide a feasibility analysis of various options for the bicycle/pedestrian connection between the Canal Neighborhood and destinations north of the Canal waterway. The Canal crossing options to be studied would include:

- A new crossing (type to be determined after an initial evaluation of a drawbridge, floating bridge, rotating bridge, “sleeve” bridge, and tunnel) as specified in the San Rafael *Bicycle and Pedestrian Master Plan* and San Rafael *General Plan 2020*;
- A wider sidewalk along the existing Grand Avenue Bridge;
- A new bicycle/pedestrian bridge adjacent to the existing Grand Avenue Bridge;

- Pedestrian/bicycle improvements to Francisco Blvd. East as specified in the San Rafael *Bicycle and Pedestrian Master Plan*;
- A neighborhood shuttle; and
- A water taxi.

The study would identify and compare a potential bridge, tunnel or ferry anchorage location, potential pedestrian and bicycle improvements along Francisco Blvd. East, and recommendations for a neighborhood shuttle. In addition, the conceptual plan would identify potential environmental impacts, preliminary engineering considerations, and estimated costs for construction and/or operation. The outcome of this study would be a comparison of alternatives and selection of a preferred alternative. Potential funding sources and cost estimates for Step 2 would also be identified.

Step 2 - Engineering and Design would include the necessary environmental, design and/or engineering study to take the selected alternative from conceptual phase to project implementation. Work scope and costs for Step 2 would be determined at the completion of Step 1. The final products of Step 2 would include construction drawings, implementation plan and cost estimates for construction and operation as appropriate to the selected project. Potential funding sources for Step 3 would be identified.

Step 3 - Construction of the Canal crossing. The timeframe and cost of construction will be dependent upon the type of crossing selected. Construction impacts on the community and an implementation schedule would be considered in the implementation plan.

4. Safe Routes to School (SR2S) Improvements

Estimated Cost:	\$150,000 for design and construction (for Bahia Vista SR2S Improvements)
Lead Agency:	Transportation Authority of Marin, City of San Rafael, San Rafael City School District
Potential Funding:	Caltrans Safe Routes to School Program, City of San Rafael, TAM Measure A Sales Tax Funds, Local Lifeline Transportation Program, Transportation for Livable Communities (TLC), Bicycle Transportation Account, and Non-motorized Transportation Pilot Program
Timeframe:	Immediate (Bahia Vista completion expected Fall 2006) to Long-term for other schools

Project Purpose and Description

Providing safe routes for children to walk to school is a concern of parents throughout the United States. Parents of students in the Canal Neighborhood are no different. Bahia Vista Elementary School is the first neighborhood school to participate in the Safe Routes to School program. Several improvements are proposed to maximize children's safety walking or biking to Bahia Vista School. First, 6-foot curb extensions and a raised crosswalk will be provided at the school entrance on Bahia Way. In addition, curb ramps and 6-foot curb extensions are proposed for the Canal St/Bahia Way intersection. These improvements will improve ADA access, reduce the crossing distance for pedestrians and improve visibility of pedestrians in the crosswalks.

In the future, the Safe Routes to School Program is beginning a citywide partnership between San Rafael Public Works Department, San Rafael City School District and Dixie School District to continue to provide safe bicycling and walking access to local schools. In 2007, schools serving Canal students (primarily Bahia Vista and San Pedro Elementary Schools, Davidson Middle School, and San Rafael High School) will prepare SR2S plans. Most of the students attending San Pedro Elementary and a large percentage of students attending Davidson Middle and San Rafael High Schools are from the Canal Neighborhood. Capital improvements and education programs are needed to further encourage safe bicycling and walking to school and safety for students riding the bus to school. Inclusion of the Safe Routes to School Program within the Canal Neighborhood Community-Based Transportation Plan is indicative of parent and community concerns for the safety of children traveling to school.

Funding sources for future SR2S projects include Caltrans Safe Routes to School Program, City of San Rafael, TAM Measure A Sales Tax Funds, Local Lifeline Transportation Program, Transportation for Livable Communities (TLC), Bicycle Transportation Account, and Non-motorized Transportation Pilot Program. Estimated costs and implementation timeframes for future improvements will be developed in the SR2S plans.

5. Bus Shelters

Estimated Cost:	Installation and maintenance cost are the responsibility of CBS Outdoors who currently contracts this service with the City; revenue from advertising is shared between the City and CBS Outdoors
Lead Agency:	City of San Rafael
Potential Funding:	Advertising agency, Local Lifetime Transportation Program
Timeframe:	Short-term

Project Purpose

Based upon input from the community, there is a need for additional bus shelters along the Canal bus routes. In some locations, there are no shelters at all; at others, the shelters are inadequate to protect the large number of patrons waiting for the bus.

Project Description

The location of needed bus shelters would be determined by the City and should be prioritized based upon demand at the stop and feasibility of installation based upon installation requirements. The expanded bus stop may include and/or require ROW acquisition, utility relocation and/or connections, and ADA accessibility improvements. All bus stops would benefit from improvements to signage (including bilingual), Next Bus technology, additional seating, and trash receptacles. The City would be responsible for making the improvements to comply with installation requirements.

6. Safety and Streetscape Improvement Project

Estimated Cost:	\$0.5 - \$4 million for study and capital improvements
Lead Agency:	City of San Rafael
Potential Funding:	Transportation Enhancements (TE), Congestion Management and Air Quality Program (CMAQ), Nonmotorized Transportation Pilot Program, Safe Routes to School, Local Lifeline Transportation Program, Measure A Sales Tax Funds, Transportation for Livable Communities (TLC), Hazard Elimination Safety Program (HES), California Office of Traffic Safety (OTS), RM2 Safe Routes to Transit, The Mello-Roos Community Facilities Act of 1982, California Conservation Corps (CCC)
Timeframe:	Short to Medium-term

Project Purpose

Leading concerns of residents in the Canal Neighborhood centered on the ability to safely and conveniently travel around the neighborhood and to areas outside the neighborhood by walking and bicycling. (Refer to Appendices D and F for specific comments on bicycling and walking.) This neighborhood is relatively compact and many of the destinations within and outside the neighborhood are within a reasonable walking distance. In addition, much of the population is transit-dependent and has no car available for these trips. Consequently, walking and bicycling are important modes for running errands, visiting recreational facilities, commuting to school and work, and connecting to transit for more distant locations.

The specific concerns expressed by the community involving pedestrian and bicycle access were:

- Poor pedestrian and bicycle access on the main arteries (Bellam Blvd. and Francisco Blvd. East) leading to the neighborhood. Currently, Bellam Blvd. and Francisco Blvd. East are the primary connections available to areas outside the neighborhood and consequently are heavily used by motor vehicles, pedestrians and bicyclists. Until the Canal and Highway Crossing projects are implemented, these routes provide the only link for bicyclists and pedestrians to Downtown, San Rafael Transit Center, North/South Greenway, local schools, shopping and other needed services;
- Difficulty crossing major streets (particularly along Bellam Blvd. and Canal Street, and the Canal/Medway intersection);
- Speed of vehicular traffic;
- Safety of walking at night;
- Circulation impacts of school and transit buses;
- Narrow sidewalks and barriers to ADA access; and
- Lack of bicycle parking.

Some improvements, such as crosswalks, do not require significant capital investment to implement and would not be expected to have a significant impact on traffic and circulation in the neighborhood. These improvements can be implemented with minimal analysis. However, other strategies, such as speed humps, bulbouts, school bus re-routing, traffic signals or sidewalk widening, would require additional study.

Project Description

This project would address safety for pedestrian and bicycle travel around the neighborhood and to locations outside the neighborhood. The project would focus on improvements for ADA access (addition of curb ramps and removal of other barriers), bicycling (with addition of bike lanes or paths especially on major arteries to the neighborhood such as Francisco Blvd. East and Bellam Blvd. and bicycle parking facilities), and walking (wider sidewalks, enhanced lighting, additional traffic controls and crosswalks, and reduced traffic speeds). Improvements could also be coordinated with San Rafael's PICASO program (increasing pedestrian safety through enforcement). In addition, PG&E's utility pole replacement program should ensure that poles that are currently obstructing sidewalk width are relocated to a more appropriate location, whenever feasible.

This project would be accomplished in two steps.

Step 1 would include a Canal neighborhood safety audit of traffic and transportation conditions including review of collisions, bike/pedestrian/traffic counts, speed surveys, existing traffic controls, bike facilities, pedestrian facilities, sight lines, school and transit bus circulation, lighting, etc. The plan would present recommendations for improving the travel environment in the Canal for bikes, pedestrians, autos and transit including what type and where improvements should be located. This study would focus on capital improvements such as traffic controls, lighting, sidewalk improvements, crosswalks, bulbouts, traffic calming techniques, streetscape improvements, school bus and bus stop location improvements, etc.

Step 2 would include implementation of the recommendations for neighborhood improvements defined in Step 1.

7. Highway Crossing

Estimated Cost:	\$5,000,000 - \$25,000,000
Lead Agency:	City of San Rafael
Potential Funding:	Transportation Enhancements (TE), Congestion Management and Air Quality Program (CMAQ), Nonmotorized Transportation Pilot Program, Local Lifeline Transportation Program, Transportation for Livable Communities (TLC), Community Development Block Grants (CDBG), Hazard Elimination Safety Program (HES), Safe Routes to School Program (SR2S), Caltrans Transportation Planning Grants, Regional Bicycle and Pedestrian Program, Bicycle Transportation Account (BTA), Transportation Development Act Article 3, Transportation Fund for Clean Air (TFCA), Bikes Belong Coalition
Timeframe:	Project may begin in the Medium-term with conceptual planning but may not reach completion until the Long-term.

Project Purpose

The Canal community expressed concern over the ability to safely walk and bicycle to locations west of the neighborhood using Bellam Blvd. and Andersen Drive. Many workshop participants stated that it was difficult to get to the Borders/Toy-R-Us shopping center and Marin Square. Because of the limited access to the Canal Neighborhood, this route is heavily congested and requires crossing under both Interstate 580 and Highway 101. Road right-of-way is constrained by these underpasses and traffic is greatly impacted by freeway on/off ramps.

Project Description

This three-phase project would address the potential for a bicycle/pedestrian connection between the Canal Neighborhood and locations to the west of Highway 101. During Phase 1 (Conceptual Study), the various options would be reviewed including an under crossing of the freeway, over crossing of the freeway, improvements to existing roadways, neighborhood shuttle, etc. Each option would be examined for potential constraints that may make them difficult or cost-prohibitive to implement such as required right-of-way, requirements for accessible access, geotechnical limitations due to water table, and/or other environmental concerns. The end of Harbor Street is currently identified in the San Rafael *General Plan 2020* as the suggested location for the crossing. Analysis during Phase 1 will evaluate this and other potential locations for this crossing, and identify the most appropriate and desirable location. Current and near-term projects and studies in the area, such as Highway 101 widening, the new Highway 101/Interstate 580 connector, and Bellam intersection improvements would be evaluated for potential to include a pedestrian crossing. A list of preliminary engineering, cost and environmental impacts and opportunities would be prepared for comparison of the alternatives and selection of the preferred alternative for implementation. The outcome of Phase 1 would be to select the most promising option for further environmental and engineering study in Phase 2 as well as cost estimates for completion of Phase 2.

In Phase 2 (Engineering and Design), the preferred alternative would be studied further including environmental clearance, engineering requirements and design to take the project from concept to implementation. The final products of Phase 2 would include construction documents, implementation plan and cost estimates for construction.

Phase 3 (Implementation) would involve construction of the crossing itself. The cost and time required for implementation would be dependant upon the type of crossing selected.

8. 'Street Smarts' Program

Estimated Cost:	Capital Costs: \$0 - \$10,000 for printed materials/year Operating Costs: \$26,000/year for staff time dependant upon scope of project but assume 0.25 FTE (Full-Time Employee at \$75,000/year) for first year and 0.075 FTE for maintenance of program. Additional staff time would be required for expansion of the program. Other costs would be incurred by redesign, printing and distribution of materials. Costs may vary by extent of program.
Lead Agency:	City of San Rafael, County of Marin Health and Human Services, Transportation Authority of Marin
Potential Funding:	Safe Routes to School, TAM Measure A Sales Tax, California Office of Traffic Safety (OTS), Zellerbach Family Foundation, Bikes Belong Coalition
Timeframe:	Short-term

Project Purpose

The purpose of the 'Street Smarts' Program as developed by the City of San Jose and instituted in San Ramon Valley (Town of Danville and City of San Ramon) and Contra Costa County is to raise awareness of traffic safety within communities to reduce traffic accidents and injuries.

Project Description

The 'Street Smarts' Program is an educational tool targeting the behaviors of drivers, pedestrians and bicyclists with advertising and focused community outreach to neighborhoods, schools and businesses. The program recommends using community events, neighborhood initiatives, corporate sponsorships, school presentations, banners, and neighborhood signs to get the message out. Specific behaviors addressed by the campaign include speeding, red light running, stop sign violations, bicycling on the sidewalk, school zone compliance, and crosswalk safety and compliance. For the Canal Neighborhood, the program should also address the need for bi-lingual roadway signage specifically related to parking control (tow-away) signage. The materials developed for San Jose, which include banners, flyers, posters and presentations, have been purchased by the Transportation Authority of Marin (TAM) for use by Marin County communities and will be implemented in the near future.

'Street Smarts' stresses the need for partnerships both to finance and implement the campaign and to augment the messages being broadcast. Where the 'Street Smarts' Program has been used, it has been a cooperative effort between cities, counties, school districts, transit agencies, corporations and community organizations. Each of these groups have contributed time, money, and support. But education isn't enough; the 'Street Smarts' campaign must be used in conjunction with engineering and enforcement. 'Street Smarts' is modular and can be customized and expanded to meet the needs of the Canal community and could be coordinated with the efforts of PICASO (San Rafael's program for pedestrian crosswalk enforcement) as that program is funded.. Some of the materials developed include posters for house and business windows, banners for billboards, posters for bus shelters, neighborhood signs, materials for inclusion in newsletters and for distribution at events.

9. Rides to School for Parents Program

Estimated Cost:	\$2,000/year for event shuttles; \$15,000-30,000/year for taxi vouchers
Lead Agency:	San Rafael City School District, Marin County Health and Human Services
Potential Funding:	Local Lifeline Transportation Program, Access to Jobs and Reverse Commute Program (JARC), Marin Community Foundation, Zellerbach Family Foundation
Timeframe:	Medium-term

Project Purpose

The difficulty for Canal Neighborhood parents getting to neighboring schools was mentioned frequently at the public workshop and other meetings. Although school buses are available for Canal students, parents do not have the same options to visit schools for special school events, parent/teacher conferences, field trips, to volunteer their time or pick up children in case of illness, family emergency or for medical/dental appointments. Some of the schools, particularly San Pedro Elementary School, are not easily accessible by transit. The individual schools have responded to this need by providing special shuttles and even taxi service when necessary. These special services were paid for by school district funds or through funding by the PTA or private foundations but unfortunately are not available for each event or occasion.

Project Description

Rides to School for Parents Program would provide a transportation alternative for parents traveling from the Canal to surrounding schools. By utilizing shuttles for special events and shuttles/taxi vouchers for personal trips this program would make it possible for parents to attend school functions, meet with teachers and volunteer time to support and contribute to school programs. It is recommended that initially the program be limited to the San Pedro Elementary School which currently is not transit accessible and is fully attended by Canal students. In the future, it would be possible to extend this program to other schools.

There are many options of how to accomplish the Rides to School for Parents Program. For school events which are held at specific times and are attended by larger groups of people, a shuttle from the Canal neighborhood would be most appropriate. Preferably this shuttle would utilize equipment that is ADA accessible such as the vans operated by Whistlestop Wheels or County Connection and/or buses from the Golden Gate Transit fleet. A nominal fee could be charged to defray the operating costs. Events served by this shuttle could include parent night at the opening of the school year, end of year open house, school performances and holiday celebrations.

Transportation for other activities, such as parent-teacher conferences, school field trips and parent volunteer assignments is more difficult to provide given the random hours of demand. A regularly scheduled shuttle through the day and early evening hours could meet this need although the cost for operating such a shuttle may be prohibitive for the single destination service. Service from the Canal to San Pedro Elementary School could, perhaps, be included within routing for other Local Initiative Service being considered by MCTD to replace the current County Connection or future service to the Peacock Gap and Santa Venetia communities. Local Initiative Service is a new service which has been proposed by MCTD to provide transit service to areas that, according to MCTD's productivity standards, do not merit traditional transit service. MCTD would work with local communities to design the service and share the costs. Another option would be to provide subsidized taxi vouchers for Canal parents to attend important school meetings such as parent-teacher conferences.

10. Neighborhood Transportation Information Kiosk

Estimated Cost:	Capital Costs: \$2,000 - \$12,000 for kiosk depending on lighting and size requirements. \$0 - \$1,000 for maps and other materials Maintenance Costs: \$0 - \$2,000/year for staff time and materials
Lead Agency:	City of San Rafael
Potential Funding:	Local Lifeline Transportation Program, Access to Jobs and Reverse Commute Program (JARC), Transportation Fund for Clean Air (TFCA)
Timeframe:	Short-term

Project Purpose and Description

The travel kiosk would provide information about transit, driving, bicycling and walking for residents of the Canal Neighborhood. This could include information about CommuterChecks and other transit subsidies, transit routes (including future service changes and community shuttles), the 511 Regional Rideshare Program, Marin Employment Connection's Basic Car Maintenance Workshop, County Connection shuttle, bicycle routes, Trips for Kids' after-school and earn-a-bike program, school buses, paratransit eligibility and services, West Marin Stagecoach, carpools and vanpools, bicycle and pedestrian recreation opportunities, etc. The Travel Information Kiosk should be placed in a central neighborhood location such as the Pickleweed Community Center.

11. Canalfront Paseo

Estimated Cost:	\$1,000,000 - \$4,000,000
Lead Agency:	City of San Rafael
Potential Funding:	City of San Rafael, ABAG Bay Trail Grants, Measure A Sales Tax Funds, Transportation Enhancements (TE), Congestion Management and Air Quality Program (CMAQ), Recreational Trails Program (RTP), Nonmotorized Transportation Pilot Program, Caltrans Transportation Planning Grants, Transportation Development Act Article 3, California Conservation Corps (CCC), Marin Community Foundation, Surdna Foundation, Bikes Belong Coalition, Kodak American Greenways Awards Program
Timeframe:	Project is expected to begin in the Short-term with conceptual planning but, because of funding limitations, may not reach completion until the Long-term.

Project Purpose

As previously discussed in the Canal Crossing project, one of the most often requested improvements by the community over the years is a safer and more direct pedestrian/bicycle connection between the Canal Neighborhood and locations to the north of the Canal. The Canalfront Paseo would focus on providing pedestrian and bicycle access along the Canal waterway; this would provide a much needed bicycle and pedestrian transportation link, in conjunction with the Canal Crossing project, from the Canal Neighborhood to Downtown, Montecito Shopping Center, San Rafael High School and other locations to the north. In addition, the Paseo and Canal Crossing would close an existing gap in the Bay Trail between Pickleweed Park and Pt. San Pedro Road.

Project Description

The Canalfront Paseo Pathway would be implemented in three steps.

In **Step 1 (Conceptual Design)** the options for a Bay Trail alignment through the Canal Neighborhood would be evaluated. The City would work closely with the community to determine the preferred connections to the Canal waterfront, the most appropriate improvements for crossing the Canal, the safest routes to travel through an auto-dominated area, and guidance to maximize waterfront amenities through redevelopment opportunities. Finally, with a Conceptual Design Plan, the City can pursue environmental clearances and funding for construction of the Bay Trail. Further environmental review, design and engineering of the pathway would be prepared in **Step 2 (Design and Engineering)**. Cost estimates, implementation schedule and potential funding sources would be developed. Finally, the pathway would be constructed in **Step 3 (Implementation)**. The cost and schedule for implementation would be dependent upon available funding, right-of-way acquisition, and relevant projects in the study area such as the Canal Crossing.

12. Modified Transit Fare to Downtown

Estimated Cost:	Approximately \$600,000 annually for \$1.00 subsidy on one-way trips or \$2.00 subsidy on round trips for existing Route 35/36 riders
Lead Agency:	Marin County Transit District/Marin County Health and Human Services
Potential Funding:	Local Lifeline Transportation Program, Marin Community Foundation, Measure A Sales Tax Funds
Timeframe:	Medium-Term

Project Purpose and Description

During the public open house and Stakeholder Committee meetings, it was noted that the cost of riding transit from the Canal Neighborhood to Downtown San Rafael and/or Montecito Shopping Center was expensive (\$4.00 round trip) for this relatively short (about one mile) trip. Many residents would instead choose to walk or bicycle this short distance. However, as discussed in the Canal Crossing project, the existing conditions for walking and bicycling along Francisco Blvd. East and the Grand Avenue Bridge are not conducive to these modes. As a measure to reduce the cost of transit for these short trips, it was suggested that a reduced fare from the Canal Neighborhood to the Transit Center be implemented.

13. Car Share Program

Estimated Cost:	Capital Costs: Handled by car share provider Operating Costs: Approximately \$1 million for 3 year program
Lead Agency:	Non-profit community organization
Potential Funding:	Local Lifeline Transportation Program, RM2 Safe Routes to Transit, Access to Jobs and Reverse Commute Program (JARC), Marin Community Foundation
Timeframe:	Medium-term

Project Purpose

Residents in the Canal Neighborhood have expressed the difficulty in making trips to locations that are not easily accessible by walking or transit. Driving is perhaps the most convenient transportation for these trips but many residents do not have access to a car. According to the 2000 census, 15% of households in the Canal do not have access to a car while almost 1/2 of households share one car. A car sharing program would provide flexible, convenient transportation to the community without the cost of owning and maintaining a private vehicle.

Project Description

Car share programs offer the use of an automobile to members on an hourly basis. Unlike standard car rental agencies, car share programs are located in the community; consequently, cars can usually be accessed by walking without the need to travel to the airport or other distant car rental location. In addition, car share is open 24 hours a day/7 days a week. There are several car share programs currently available in the Bay Area (City CarShare, Flexcar, and ZipCar); their requirements for membership vary. In general, to qualify for car share membership, the driver must be at least 21 years of age and have 2-5 years of driving experience. Participants must have no more than 2 incidents or violations on their driving record; drivers with an egregious violation such as DUI do not qualify.

Once the driver is registered with the car share program, they are able to reserve a car for use either through the internet or phone reservation service. Cars are then picked up and returned to the same location. The cost of rental is approximately \$9/hr with unlimited mileage⁵. The rental fee includes insurance and gasoline.

Car share programs within low income communities include subsidies to reduce the rental costs and make it a more attractive option for residents. Flexcar currently operates a program in Seattle funded with JARC (Job Access and Reverse Commute) funds that offers qualified individuals a \$2/hr rate for trips related to job seeking and \$5/hr for all other trips.

At Prioritization Station in Workshop #2, the Car Share Program had the least interest of all the other projects presented. Residents were asked to complete a brief Car Share survey to assess the percentage of residents interested in or qualified for the program. The results from the survey were inconclusive.

⁵ FlexCar

PRIORITIZATION OF SOLUTIONS

The 13 projects recommended in the CBTP would all improve access and mobility for the Canal Neighborhood. However, there are limited funds and City and County agency staff time to implement these projects. Consequently, it is necessary to prioritize solutions to determine which will give the community the most ‘bang for the buck’.

Four criteria were selected to be used in the prioritization. These criteria reflect the relative effectiveness of the project and the project’s potential for implementation. Each solution was evaluated by these criteria with a ranking of High (H), Medium (M) or Low (L) with High reflecting the best scoring for that criteria. The solution evaluation matrix showing the detailed ranking of each solution is included in Table 1. For the purposes of quantifying the results, High was given a value of 3 points, Medium a value of 2 points, and Low a value of 1 point. The evaluation was based upon input from the community, discussions with City and County agency staff, goals of the community-based planning process, and existing City and County planning documents. The criteria used for prioritization are:

Community

- **Has community support** – The success of any project requires that it has the support of the community not only for calculation of potential usage but also to support agency staff or community leaders in their efforts to make the project a reality. Does the solution have the support necessary for success? Project support was assessed from results of the prioritization exercise at Community Workshop #2, input from the Stakeholder Committee and findings of previous transportation studies in the neighborhood.
- **Impacts population with the greatest need** – Does this solution target the population with the greatest barriers to mobility?
- **Benefits a large portion of the community** – Does this solution benefits a large portion of the community rather than a select few?

Funding and Cost

- **Cost effective** – Is the cost reasonable as compared to the number of people who would benefit?
- **Funding secured** – Has funding been dedicated for implementation?
- **Low-cost or no-cost** – Can the project be implemented for less than \$50,000?

Implementation

- **Ease of Implementation** – Does this project involve the cooperation of many jurisdictions and agencies? Does implementation require resolution of numerous constraints, such as environmental, engineering, maintenance or operations?
- **Potential for champion** – Is there a group or individual in either the public or private sector that might champion this project? Can a champion be identified?
- **Compatible with existing plans** – Is this solution directly identified in an agency planning document or is it supportive of existing plans?

Transportation

- **Solves multiple transportation gaps** – Does this solution address many transportation gaps?
- **Benefit extends beyond the community** – Do the benefits of this solution extend beyond the Canal Neighborhood and also benefit other residents of the City of San Rafael or Marin County?
- **Easy to use** – Will potential patrons of this solution find it understandable and accessible?

Canal Neighborhood Community-Based Transportation Plan

Table I: Solution Evaluation Matrix													
	Adjustments to Bus Transit Service	Crosswalk and Lighting Imps.	Canal Crossing	SR2S Improvements	Bus Shelters	Safety and Streetscape Project	Highway Crossing	'Street Smarts' Program	Rides to School for Parents	Information Kiosk	Canalfront Paseo	Modified Transit Fare	Car Share Program
Solution #	1	2	3	4	5	6	7	8	9	10	11	12	13
Community													
Has community support	H	H	H	H	L	H	H	L	M	M	H	M	L
Impacts population with the greatest need	H	H	H	H	H	H	H	M	H	M	L	H	L
Benefits a large portion of the community	M	H	H	L	H	H	M	H	L	M	M	L	L
Funding and Cost													
Cost effective	H	H	H	H	H	H	M	H	H	H	L	L	L
Funding identified	H	M	-	H	H	-	-	M	M	-	-	-	-
Low-cost or no-cost	M	H	L	M	H	L	L	H	H	H	L	M	M
Implementation													
Ease of Implementation	H	M	L	H	M	M	L	H	M	H	L	M	L
Potential for project champion	H	H	H	H	M	H	M	H	H	M	M	L	L
Compatible with existing Plans	H	H	H	H	H	H	H	L	L	L	H	L	L
Transportation													
Solves multiple transportation gaps	H	M	H	L	L	H	H	L	M	M	L	L	H
Benefits extend beyond the community	H	L	H	L	L	L	H	M	L	L	M	L	M
Easy to use	M	H	H	H	H	H	H	M	M	M	H	L	L
TOTAL POINTS	33	31	29	29	28	28	26	26	25	23	20	16	15
H (3 points) = Solution was best for this criteria; M (2 points) = Solution was average for this criteria; L (1 point) = Solution scored poorly for this criteria													

PRIORITY PROJECTS

From the results of the prioritization evaluation, the projects were ranked as follows. The high priority projects represent those that are being implemented in the immediate future or those that will be easiest for implementation and provide the most ‘bang for the buck’ for the community. Medium priority projects have less support from the community and/or would benefit fewer people. The low priority projects will take the greatest commitment in time and money to implement, have the least support from the community or would benefit only a small portion of the community. The projects are prioritized as follows:

High Priority Projects

1. Adjustments to Bus Transit Service
2. Crosswalk and Lighting Improvements
3. Canal Crossing
4. Safe Routes to School (SR2S) Improvements
5. Bus Shelters
6. Canal Neighborhood Safety and Streetscape Improvement Project

Medium Priority Projects

7. Highway Crossing
8. ‘Street Smarts’ Program
9. Rides to School for Parents Program
10. Neighborhood Transportation Information Kiosk
11. Canalfront Paseo

Low Priority Projects

12. Modified Transit Fare to Downtown
13. Car Share Program

