



**FINANCE & POLICY
EXECUTIVE COMMITTEE
MEETING**

MONDAY, JUNE 12, 2017

3:30 PM

**TAM CONFERENCE ROOM
900 FIFTH AVENUE, SUITE 100
SAN RAFAEL, CALIFORNIA**

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Dan Hillmer

Mill Valley
Stephanie Moulton-Peters

Novato
Eric Lucan

Ross
P. Beach Kuhl

San Anselmo
Tom McInerney

San Rafael
Gary Phillips

Sausalito
Ray Withy

Tiburon
Alice Fredericks

County of Marin
Damon Connolly
Katie Rice
Kathrin Sears
Dennis Rodoni
Judy Arnold

AGENDA

1. Chair’s Report (Discussion)
2. Commissioners Comments (Discussion)
3. Executive Director’s Report (Discussion)
4. Open time for public expression, up to three minutes per speaker, on items not on the Board of Commissioners' agenda. (While members of the public are welcome to address the Board, under the Brown Act, Board members may not deliberate or take action on items not on the agenda, and generally may only listen.)
5. Approval of Meeting Minutes from May 8, 2017 (Action) – **Attachment**
6. Commute Alternatives Program Update (Action) – **Attachment**
7. Review of 2017 Measure A Half-cent Transportation Sales Tax Compliance Audit Selection List (Action) - **Attachment**



Late agenda material can be inspected in TAM's office between the hours of 8:00 a.m. and 5:00 p.m.
TAM is located at 900 Fifth Avenue, Suite 100, San Rafael.

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MEETING OF THE
TRANSPORTATION AUTHORITY OF MARIN
FINANCE & POLICY EXECUTIVE COMMITTEE

May 8, 2017
3:30 p.m.

TAM CONFERENCE ROOM
500 FIFTH STREET
SAN RAFAEL, CALIFORNIA



MEETING MINUTES

Members Present: Judy Arnold, County of Marin Board of Supervisors, TAM Vice Chair
Stephanie Moulton-Peters, Mill Valley, TAM Chair
Damon Connolly, County of Marin Board of Supervisors
Alice Fredericks, Tiburon Town Council
P. Beach Kuhl, Ross Town Council
Gary Phillips, San Rafael City Council

Members Absent: None.

Staff Members Present: Dianne Steinhauser, Executive Director
Bill Whitney, Deputy Executive Director
Dan Cherrier, Principal Project Delivery Manager
David Chan, Manager of Programming & Legislation
Derek McGill, Planning Manager
Li Zhang, Chief Financial Officer
Molly Graham, Public Outreach Coordinator
Nick Nguyen, Principal Project Delivery Manager
Scott McDonald, Senior Transportation Planner

Vice Chair Judy Arnold called the meeting to order at 3:40 p.m.

1. Chair's Report (Discussion)

Vice Chair Arnold indicated she had nothing to report.

2. Commissioner Comments (Discussion)

None.

3. Executive Director's Report (Discussion)

Executive Director (ED) Dianne Steinhauser announced that the governor had signed SB1 approximately a week ago and that programs would be receiving funding as it becomes available. She noted that implementation guidelines are coming out and that staff will be giving monthly updates.

ED Steinhauser drew attention to a handout from the San Rafael Leadership Institute announcing a ribbon-cutting on Wednesday, May 10 for the Bike Fix-it Station, funded by TAM, at the Pickleweed Center. She noted that this

is an organization under the San Rafael Chamber of Commerce that brings together local leaders for team building and problem solving. This year's idea grew out of attempts to address congestion and lead to a funding grant from TAM.

Commissioner Moulton-Peters congratulated Chief Financial Officer Li Zhang for her participation in the class.

ED Steinhauser reported on progress of a discount coupon program with Lyft, to provide first/last mile subsidies to users of SMART, in cooperation with an ADA equivalent program through Whistlestop, which will help with American Disabilities Act (ADA) requirements to accommodate the needs of that population. She also announced the upcoming call for projects for Transportation Development Act (TDA) and Transportation Funds for Clean Air (TFCA) projects, primarily bike-pedestrian facilities; she noted that staff does not intend to send a comment letter to Plan Bay Area 2040 but will be reporting on progress regarding PBA approval. She commented on the Electric Vehicle Fleet Rebate Program, which TAM manages, and the upcoming Bike to Work day scheduled for May 10, with TAM sponsoring an onsite Energizer Station along the North-South Greenway in Larkspur.

Committee Member Phillips noted that the FRA (Federal Railroad Administration) was at the SMART headquarters today. ED Steinhauser pointed out that she meets with SMART General Manager Farhad Mansourian regularly and will follow up with him for an update.

Member Phillips also pointed out an upcoming meeting on Wednesday in San Rafael with regard to Quiet Zones.

4. Open Time for Public Expression

There was no one wishing to speak.

5. Approval of Meeting Minutes from April 10, 2017 (Action)

Commissioner Fredericks moved to approve the minutes of April 10, 2017 and Commissioner Phillips seconded the motion. It was unanimously approved.

6. Approve Letter to MTC on HOV Hours of Operation (Action)

ED Steinhauser presented this item which asked the Committee to review and approve of the draft letter to be sent to the Metropolitan Transportation Commission (MTC) on High Occupant Vehicle (HOV) hours of operation and forward the letter to the full TAM Board for approval.

She reported on suggestions for changes to the letter, based on input made at the earlier meeting. As background, she mentioned that the Metropolitan Transportation Committee (MTC), California Department of Transportation (Caltrans) and the California Highway Patrol (CHP) had met earlier today. She stated that although they had been expected to approve the change to the hours of operation, they had delayed the decision until their meeting of June 6, so, there will be no press release concerning the change in hours. She reviewed the recommended changes, and she shared MTC's recommendation for the pilot test implementing the extended southbound hours first in June, changing from 6:30 to 8:30 AM to 6:30 to 10:00 AM. ED Steinhauser shared slides relating to the concerns previously raised about implementation of the hours. She stated that the slides also relate to the changes to the letter

under consideration. She noted that Project Manager Dan Cherrier has been the principal representative from TAM at the MTC meetings.

Through the presentation, staff reviewed the slides, discussing the background history of the HOV lanes, significant impacts from the changes, increased impacts as congestion increased over time, mitigation efforts to reduce traffic congestion, public outreach used to show benefits from all alternative transit methods, the 150% rise in vehicle hour delays since 2009, specific data related to Highway 101 onramps, both northbound and southbound, particularly from southern Marin.

ED Steinhauser reviewed policy considerations for the proposed change in HOV hours and the draft letter to MTC, such as the rationale for submitting the letter and potential impacts from the policy remaining as it is, including consideration of an "escape hatch" should the pilot study make no gains. She summarized the guiding philosophy for traffic controls on Highway 101 as well, consideration of ramp metering, consideration of all users of 101, completion of the Marin-Sonoma Narrows project, raising public awareness of the benefits of using alternative transit methods, limiting trips during periods when traffic is heaviest, and statistics related to bus use (including school buses).

Commissioner Connolly asked why the Richmond Bridge's third lane was not mentioned in the letter and the executive director responded that the previous committee thought that it would be difficult to differentiate if congestion levels changed if the opening of the third lane and the change in HOV hours occurred simultaneously.

Commissioner Kuhl stated that adding the second lane on Sir Francis Drake Blvd. to the bridge approach will also affect congestion, even if construction of this project is a couple of years away. The executive director agreed that it's important to understand both the advantages and disadvantages of each project even if they are phased in over a period of years.

Vice Chair Arnold commented on the need for a longer pilot study as well as ensuring that the data collection is done across a variety of weather days and a variety of seasons. She also expressed concern that it needs to be made clear before implemented, that this is a pilot study and not a permanent change. ED Steinhauser stated that a request of MTC will be made to study the effects of this change before it is implemented and model the impact.

ED Steinhauser noted that the proposed letter also includes questions about possibly making the changes to the hours incrementally using a phased approach. She reviewed other considerations in deciding the best time to begin implementing the study. She added that a request of MTC will be made to study the effects of this change before it is implemented and model the impact.

Commissioner Kuhl expressed opposition to the incremental change approach, because he was afraid it will be confusing to understand the purpose and approach.

Commissioner Phillips said that motorists might think that TAM is aware of the need to implement a change, they should move forward to alleviate congestion as soon as possible. He questioned why any more research is needed, as everyone knows and acknowledges there is too much traffic in Marin County and something needs to be done.

Commissioner Fredericks noted that when the Golden Gate Bridge District did their pilot study, there was much to learn, but the data was organized well and contributed to a better product.

Commissioner Phillips commented on the public's need for reassurance that their elected officials will act to resolve current issues. Mr. Cherrier noted that Caltrans prefers more robust data, and he discussed the type of data they are

wanting in order to make necessary decisions regarding implementation, as well as timing constraints. He also discussed data that TAM intends to collect as well.

ED Steinhauser acknowledged that traffic congestion problems have been existing for many years, but there are still questions as to whether the change to the HOV lanes will accomplish its goals. She summarized additional language that will be added to the letter including a request for Caltrans to study, in advance, the likely effects of making this change; including number of transit users benefitted, travel time, and length of congestion, and if there is an increase to vanpools/carpools. Lastly, she proposed to include a statement regarding the opportunity to revisit the change in hours of operation should the travel time gains not be realized.

Commissioner Connolly raised the question whether the letter was ambiguous since the content raises concerns but also give the go-ahead to implement which calls to question the position TAM is taking on this change. In response to another commissioner's comment that this change is a foregone conclusion but that, still, TAM wants to express concern, Commissioner Connolly stated that this is not a strong position for the agency to take.

ED Steinhauser finalized the recommendation with proposed changes as discussed today as to send the letter with added language that 1) TAM requests additional studies will be done in advance of implementation; 2) that TAM receives data and an understanding from the study as to how the change in hours will impact the highway and surrounding area; and 3) the change in hours will be quickly revisited if travel time gains and congestion relief are not realized after a period of time.

Commissioner Phillips moved to recommend approval of the letter to MTC regarding the proposed change in hours of operation for HOV lanes in Marin County, including changes discussed by the Committee.

Commissioner Kuhl seconded the motion, and it was unanimously approved.

7. Accept 2017 Update to the OBAG Transportation Investment Strategy (Action)

ED Steinhauser explained the history of Plan Bay Area, which was passed in 2013 and the establishment and importance of PDAs (Planned Development Areas) in the area, and she noted that the two jurisdictions with PDAs (Marin City and San Rafael) both are in concurrence with the content and framework of the proposed Investment Strategy.

Derek McGill presented the item which asked the Committee to recommend to the full TAM Board to accept the 2017 Update to the OBAG Transportation Investment Strategy. In addition to background information on PDAs, Mr. McGill also reviewed the RHNA (Regional Housing Needs Allocation) process, affordability information from the US Census, displacement risk association, and UC Davis' Low Wage Worker and Commute Data.

Vice Chair Arnold said she knows the County is working with the Marin Economic Forum (MEF) to verify some of the proposed Plan Bay Area statistics, such as those projected for job growth which was believed to be too high.

Mr. McGill confirmed that the Board needs to take action on this item before the end of the month. He noted that Marin's employment forecast under Plan Bay Area indicates a growth of 16-17,000 jobs and the state's data shows that 13,500 jobs have already been added over the last five years. ED Steinhauser noted that increase in job numbers usually results in additional traffic.

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Commissioner Fredericks asked about the Surplus Land Act, and Mr. McGill explained it affects surplus land owned by a jurisdiction, charter cities excepted, which the law requires must be offered, first, to affordable housing developers.

Mr. McGill noted there have been revisions to the Plan Bay Area action plan to address housing resiliency and economic growth.

Commissioner Phillips referred the group to page 24 in the draft report and commented that the list does not show any PDAs for Marin County, which was surprising to him. Mr. McGill explained that the data comes from a recent ABAG staff report, and the statistics quoted are valid for only one year, which is the first data of the cycle. Commissioner requested that the language under the chart be changed from “Percentage of the 2015-2023 permitted growth within respective Counties PDA” to “Percentage of building permits issued within respective counties PDA for 2015” which staff agreed to do.

Commissioner Phillips moved to recommend approval of the 2017 Update to the OBAG Transportation Investment Strategy, with the change discussed. Commissioner Kuhl seconded that motion, which was unanimously approved.

Mr. McGill asked whether this item could be considered as a Consent Item at the next Board meeting, and the Committee agreed it could.

The meeting was adjourned at 4:35 p.m.

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DATE: June 12, 2017

TO: Transportation Authority of Marin Finance & Policy Executive Committee

FROM: Dianne Steinhauser, Executive Director
Derek McGill, Planning Manager
Scott McDonald, Senior Transportation Planner

SUBJECT: Commute Alternatives Program Update (Action), Agenda Item No. 6

RECOMMENDATION:

Recommend the Committee receive update of current fiscal year Commute Alternatives Program and adopt next year’s program of activities.

BACKGROUND:

TAM’s Commute Alternatives Program is a Transportation Demand Management (TDM) program for Marin County. TDM refers to a variety of strategies to manage travel demand on our roadways; either through the promotion of higher occupancy modes like transit and carpooling, or by shifting travel behaviors through promotion of telework and flexible commute times. TDM is an essential component of TAM’s strategy to manage traffic congestion, increase safety and mobility, promote high quality transportation options and reduce greenhouse gas emissions.

DISCUSSION/ANALYSIS:

In the mid-2000’s TAM formed a partnership with MTC’s regional 511 services to cost-effectively encourage transit, vanpooling, carpooling, bicycling and walking as alternatives to driving alone. The partnership was mainly carried out through MTC’s 511 team, with TAM providing funding (and seeking grants) to develop incentives for commuters to use alternative modes. MTC 511 staff provided:

- Outreach services, marketing TAM and 511.org programs and incentives
- Vanpool Formation services, matched with TAM’s financial Incentive
- Ridesharing Promotion and rideshare databases

In 2016, MTC staff announced that these services would no longer be provided, due to budget cuts and private sector innovation and apps entering the market. Up until this point, TAM’s Commute Alternatives program has been structured around this 511 program, offering additional incentives and programs to supplement the regional 511 program for Marin’s local needs. As of 2016, MTC is no longer actively promoting TAM’s incentives or other programs.

With the passage of the Measure B \$10 Vehicle Registration Fee (VRF), TAM’s Commute Alternative Program received local funds to carry out a local program, following the previous strategy of supporting

Regional 511 services. This local fund has been used to leverage grants, including ridesharing pilot programs like the Avego/Carma Pilot and supporting carshare expansion in Marin, like the recent support for 2 additional carshare locations in San Rafael. The Commute Alternative Program has developed a core program of:

- Marin Emergency Ride Home Program
- Vanpool Incentive Program
- Employer/Employee Outreach Services

In addition to these core program elements, TAM has worked on strategic opportunities supporting the Commute Alternatives program including:

- Go Time Marin Commuter Tool Kit
- TAM/511 Marin Telework Initiative
- Carma/Avego Pilot Program to test dynamic carpooling
- Carshare Expansion in Marin
- Bikeshare Feasibility Study and Grant Application
- Carpool promotion and other strategic partnerships

FY2016/17 Recap and Major Activities

With regional support eliminated in a number of key areas to support the Commute Alternatives Program, and SMART offering a new mobility option, TAM took a number of steps in 2016 and 2017, including:

- a comprehensive review of TDM programs providing by public agencies,
- the development of a TDM ad-hoc committee,
- expanded the ERH program to serve SMART riders,
- implementation of a carshare pod in Downtown San Rafael to support SMART,
- formed a staff working group for TDM consisting of San Rafael and County of Marin staff,
- Met with a number of technology providers including Scoop, Maven and other app-based technologies,
- Develop a bikeshare Grant application with SCTA,
- and development of a Lyft Pilot Program to test demand at SMART stations.

In addition to these major activities, TAM has been reviewing the effectiveness and efficiency of our TDM programs with the staff working group for TDM, including the emergency ride home and vanpool incentive programs, to explore ways to consolidate portions of these contracts and create an effective outreach program for the general public and for employers/employees.

TAM's TDM Program Highlights for Fiscal Year 2017-2018

With MTC's 511 program no longer providing direct outreach support, TAM is proposing to re-organize the Commute Alternatives Program to address changing program needs, while maintaining the core elements including the Emergency Ride Home Program, Vanpool Incentives, and outreach support services.

Consolidated Program Development & Outreach Services

TAM proposes to modify outreach support service to take an active role in promotion of the Commute Alternatives program elements. TAM staff will work with contractors to develop a "branded" program for consistent messaging, e.g. "MarinCommute" or "Green Commute" Program, to promote commute alternatives to the public and to employers and employees in Marin. This program will market existing

programs like the vanpool incentive and emergency ride home program, along with alternative fuel promotions and local transit options.

TAM will develop marketing tools, including a website or website pages to support this program, and will develop public facing campaigns on social media and through electronic channels to support this new program. These campaigns may take the format of newsletters or encouragement programs.

TAM will also develop regular scheduled outreach efforts on a periodic and or seasonal basis, including efforts similar to ride to work week, or commuter of the month programs. The use of incentive programs will be considered to encourage and excite commuters, and previously developed tools like our telework initiative and TDM toolkit will be updated to assist in promotional activities.

For employers, TAM will work with contractors to determine the best outreach strategy with local employers, including the development of quarterly employer meetings, or using existing groups to facilitate discussions.

This consolidated campaign will focus on marketing the range of programs that exist within the county, including the multiple options to access SMART, and emerging technologies to promote carpooling, carsharing and ride share services that operate in the county.

Emergency Ride Home (ERH) Program

The Marin Emergency Ride Home Program, branded online as “MarinERH.org” currently, is a program TAM launched in 2012 to offer guaranteed taxi rides home to commuters who use alternatives to driving alone to get to work but might need to get home quickly in the event of an emergency. The main goal of the program is to relieve anxiety over perceived (or real) needs to have a car available at work if unforeseen circumstances require employees to leave work immediately or occasionally work later than expected.

TAM staff plans to determine the best method of contracting for this program, and is considering consolidating website components of this program into TAM’s website update, and merging outreach components into the larger outreach effort update to increase public awareness of the program. TAM staff is also considering streamlining the approval process for employers, including removing pre-approval requirements.

Vanpool Incentive Program

TAM currently offers a \$3600 Vanpool Incentive, and currently has 30 registered vanpools operating to or from Marin with an additional 13 vans which pickup at least 3 passengers in Marin but without a Marin origin or destination in Marin.

TAM staff is not recommending any structural changes to this incentive program starting in fiscal year 2017-2018, however as referred to above, ongoing promotion of the incentive is no longer provided by 511 (which previously included multiple successful events at San Quentin and other with employers to form vanpools) so staff plans to include outreach and marketing of this effort in the larger outreach update effort.

Strategic Programs

TAM is currently in process of a number of strategic efforts for the Commute Alternatives Program, including carshare expansion in Marin, and more sites are anticipated to be launched within the next fiscal year. TAM is also currently developing a bikeshare program application in which funding will be

determined by MTC later this year. TAM staff is also working on the Lyft Pilot Program and will continue to report on that effort during this fiscal year. Depending on contractor discussions, a number of new smaller incentive and marketing efforts will be developed and promoted for this year.

FISCAL CONSIDERATION:

No fiscal impact at this time. This implementation is consistent with the budget adopted by the TAM Board on June 1, 2017. Staff will come back to the TAM Board if successfully awarded grants to expand program elements such as TAM's Bike Share Grant Application to discuss potential matching funds at that time.

Attachments:

N/A



DATE: June 12, 2017

TO: Transportation Authority of Marin Finance and Policy Executive Committee

FROM: Dianne Steinhauser, Executive Director
Li Zhang, Chief Financial Officer

SUBJECT: Review of 2017 Measure A Half-cent Transportation Sales Tax Compliance Audit Selection List (Action), Agenda Item No. 7

RECOMMENDATION:

The Finance and Policy Executive Committee Executive Committee reviews the list of the funding recipients selected for the 2017 compliance audit cycle and refers it to the TAM Board for review and approval.

BACKGROUND:

The Measure A Half-cent Transportation Sales Tax Expenditure Plan provides TAM with the authority to audit all Measure A fund recipients for their use of the sales tax proceeds. Independent compliance audits are explicitly permitted under the terms and conditions of TAM's funding agreements/contracts with all Measure A Half-cent Transportation Sales Tax funding recipients. The TAM Board adopted the Measure A Compliance Audit Policy at its October 28, 2010 Board meeting and the implementation of the Policy started in 2011, with audit of Measure A Half-cent Sales Tax expenditures occurred in or prior to FY2010-11.

DISCUSSION/ANALYSIS:

Funding Recipients Recommended for the 2017 Compliance Audit:

The seventh round of compliance audits will cover Measure A Half-cent Sales Tax expenditures occurred in or prior to FY2016-17. Based on the requirement of the Compliance Audit Policy, a total of five compliance audits are recommended to be conducted for this round to confirm that all Measure A Half-cent Sales Tax funds are spent in accordance to the requirements of the Expenditure Plan, as presented in the table on Page 2.

Measure A Fund Recipients Selected for the 2017 Compliance Audit Cycle

No.	Fund Recipient	Measure A Funding Strategy
Interest Revenue Funding Usage		
	None	
Strategy 1 Local Bus Transit System		
1	Marin Transit	Local Transit, for all Measure A funds received for its FY2016-17 transit operation and capital needs
Strategy 2 Highway 101 Gap Closure		
	None	
Strategy 3 Local Transportation Infrastructure		
2	County of Marin	Strategy 3.1, Major Roads, for Sir Francis Drake Boulevard Rehabilitation in Ross Valley
3	Town of San Anselmo	Strategy 3.2, Local Roads, for its usage of the Measure A Local Roads funds in or prior to FY2016-17
Strategy 4 School Related Congestion and Safer Access to Schools		
4	Town of Corte Madera	Strategy 4.3, Safe Pathways to School, major capital project, for Measure A funds received for Tamalpais Drive Pedestrian Crossing Enhancement Project
5	Town of Fairfax	Strategy 4.3, Safe Pathways to School, small capital project, for Measure A funds received for Sir Francis Drake Blvd and Taylor Road Rectangular Rapid Flash Beacons

FISCAL CONSIDERATION:

Funding needed for this effort is included in the FY2017-18 Annual Budget and staff expects the task will be finished on schedule and within budget.

NEXT STEPS:

Funding recipients selected for the 2017 Compliance Audit cycle will be formally notified once the TAM Board approves the staff recommendation. Staff will also conduct a workshop in August to provide fund recipients opportunities to fully understand the compliance audit process and requirements. A detailed audit timeline will be made available at the workshop as well. All compliance audit reports will be presented to the Citizens' Oversight Committee, Finance and Policy Executive Committee, and the TAM Board for review and acceptance once they are finalized.