



AGENDA

Expenditure Plan Advisory Committee June 19, 2017 6:00 p.m. – 8:00 p.m.

Conference Room
900 Fifth Avenue, Suite 100
San Rafael, CA 94901

900 Fifth Avenue
Suite 100
San Rafael
California 94901

Phone: 415/226-0815
Fax: 415/226-0816

www.tam.ca.gov

Belvedere
James Campbell

Corte Madera
Diane Furst

Fairfax
John Reed

Larkspur
Dan Hillmer

Mill Valley
Stephanie Moulton-Peters

Novato
Eric Lucan

Ross
P. Beach Kuhl

San Anselmo
Tom McInerney

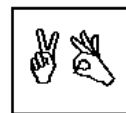
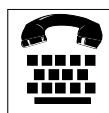
San Rafael
Gary Phillips

Sausalito
Tom Theodores

Tiburon
Alice Fredericks

County of Marin
Damon Connolly
Katie Rice
Kathrin Sears
Steve Kinsey
Judy Arnold

1. Welcome (10 minutes)
2. Self-Introductions (15 minutes)
3. Committee Overview and Protocol (20 minutes)
4. Transportation Sales Tax Introduction – Sales Tax 101 (20 Minutes)
5. TAM Measure A Transportation Sales Tax Overview (30 Minutes)
6. Elect Committee Chair and Review Future Meeting Schedule (10 Minutes)
7. Roundtable Discussion and Request for Additional Material / Information (10 Minutes)
8. Public Open Time
9. Adjourn



The meeting facilities are accessible to persons with disabilities. Requests for special accommodations (assisted listening device, sign language interpreters, etc.) should be directed to Denise Merleno at 415-226-0820 or email:dmerleno@tam.ca.gov, **no later than 5 days** before the meeting date.

Expenditure Plan Advisory Committee Meeting Membership

19-Jun-17

Ref #	Organization	Select Individual	TAM COC
1	COC-Northern Planning	V-Anne Chernock	Yes
2	COC-Central Planning	Joy Dahlgren	Yes
3	COC-Ross Valley Planning	Paul Roye	Yes
4	COC-Southern Planning	Robert Burton	Yes
5	COC-West Marin Planning Area	Scott Tye	Yes
6	COC-Major Marin Employers	Peter Pelham	Yes
7	COC-Environmental Organizations - MCL	Kate Powers	Yes
8	COC-Bicycle and Pedestrian Group	Vince O'Brien	Yes
9	COC-Marin County Paratransit Coordinating Council	Alan Bortel	Yes
10	COC-League of Women Voters	Pamela Gach	Yes
11	COC-Taxpayer Group	Paul Premo	Yes
12	North Bay Leadership Council	Cynthia Murray	
13	Chamber of Commerce Novato	Coy Smith	
14	Chamber of Commerce San Rafael	Joanne Webster	
15	Marin County Office of Education	Mary Jane Burke	
16	Student- College of Marin	Jon Horinek	
17	Transit Rider	Lisel Blash	
18	Marin Mobility Consortium - Seniors	Lynn Von der Werth	
19	Senior Living Resident/Pedestrian	Sue Beittel	
20	Equity/Marin City	Monique Brown	
21	Equity/Canal Neighborhood	Roberto Hernandez	
22	Labor Union/Building Trade Council		
23	Resilience / Innovation	Bill Carney	
24	Safe Routes to School Representative		

NOTE 1- Staff from various partner organizations are invited to attend as staff. Minutes and meeting summaries by TAM staff will be shared with local jurisdictions and transit operators. There will be local agency and partner agency staff presentations as part of set agendas- local agency reps will be actively presenting info and responding to questions.

TAM Expenditure Plan Advisory Committee Meeting Sequence – June 2017

Meeting 1 – Introductions and Education

- Introduction of committee members and staff
- Committee responsibilities – questions we will be tackling
- Board strategic direction (provided in Meeting 1 or Meeting 2)
- How the committee will function
- Introduction to sales taxes and to Marin's Transportation Sales Tax- Measure A

Meeting 2 – Accomplishments and Needs

- Transportation in Marin before Measure A/Accomplishments of Measure A
- What happens if Measure A sunsets
- Poll 1 results
- Begin discussion of current needs and strategic plan

Meeting 3, Meeting 4 and Meeting 5 (if necessary) – Needs and Strategies

- Presentation of needs – results of recent outreach efforts, presentations by partner agencies, cities/towns/county areas of greatest need
- What are the other funding sources for transportation and what are the biggest gaps?
- Initial discussion of committee priorities including Amount and Duration of tax.

Meetings 6, Meeting 7, and meeting 8 (if necessary) - Drafting a Plan

- Beginning with Meeting 5 or 6, we will summarize discussion from the group with a draft or multiple drafts that they can begin to comment on and shape. Each meeting will move the draft expenditure plan table forward.

Final Meeting(s) – Review of Draft Final Scenarios and Recommendation to TAM Board

Note 1: Meetings 1 through 5 will occur by end of September 2017. Meetings 6 through 8 will occur in October through end of November.

Note 2: The TAM Board will consider the EPAC recommendation(s) in December 2017, and determine Next Steps.

Operating Protocol for the Development of an Expenditure Plan for an Extended and/or Augmented Sales Tax

1. The EPDC is an Advisory Committee to the TAM Board of Directors. The committee is comprised of volunteers who have been selected for the community they represent. The findings of the committee will be reported to the Board, including any relevant majority and minority opinions. The results of this committee will be an important point of input to the Board in their development of a final Expenditure Plan.
2. Committee members are expected to prepare for meetings by reviewing material sent in advance of the meeting and to reach out to members of the community they represent for additional feedback.
3. The goal of this committee is to develop a consensus opinion on a potential expenditure plan for a transportation sales tax in Marin County. The committee should consider both an extension of the current ½ cent tax and an extension with augmentation for a total of ¾ cent.
4. The resulting expenditure plan is expected to reflect the TAM goals and objectives:

TAM Goals and Objectives

Principle	Goal	Objective
Economy	Support a growing and sustainable economy in Marin County.	Contributes to economic vitality
		Contributes to a flexible system that responds to changing technology.
		Contributes to an efficient and effective transportation system.
Environment Health and Safety	Support a healthy and safe quality of life in Marin County.	Promotes a healthy environment and a healthy population.
		Contributes to safer travel.
Equity	Maximize Mobility for all people	Enhances mobility and access for all.

5. The resulting expenditure plan is also expected to reflect the priorities of Marin residents as expressed in the recent poll, which will be provided to committee members at their initial meeting.
6. Meetings are expected to occur up to twice each month on weekday evenings from the end of June through November. The committee will establish a schedule of meetings at their first convening. All meetings will begin and end on time as a sign of respect to committee volunteers.

7. The committee will select a chair person who will work with staff to develop the meeting agendas, background material requirements and will work with staff to conduct the meeting and review the minutes of the meetings. Each member may choose a single alternate who will attend meetings in their absence and will be identified in advance to staff.
8. Committee members are expected to be open and honest in their participation. This requires committee members to share ideas, ask questions and draw on the experience of other committee members and staff. It also requires committee members to hold committee processes confidential.
9. Public comment will be welcomed at the end of the meeting after committee discussion.
10. Committee members will be provided with a wide range of information to support their decision making. Please be respectful of the process and do not share materials without specific approval.
11. All press inquiries will be referred to TAM staff for response.
12. As a general set of operating principles, the committee is asked to adhere to the following.
 - Everyone participate, no one dominate
 - Success depends on participation – share ideas, ask questions, draw others out
 - Seek unity, not separation
 - Share you unique perspective and experience
 - All ideas are valid; speak honestly
 - Critique ideas, not people
 - Listen for understanding – inquire (ask) before you advocate (persuade)
 - Honor time limits
 - Honor the amount of staff work between meetings
 - Whatever is said in the room stays in the room
 - Seek common ground and understanding
 - Have fun while doing hard work!



Sales Tax 101

TAM Expenditure Plan
Advisory Committee
2017

California Self-Help Counties



Note: Monterey County added in 2016

- 24 counties have passed local sales tax measures
 - 2/3 voter approval required to pass these measures
 - Provide over \$4 billion/year in transportation funding
- Represents over 85% of state's population – all major metropolitan areas
- Support multiple modes of transportation - essential to metropolitan mobility
 - Highways, streets and roads
 - Transit and paratransit capital and operations
 - Goods movement
 - Bicycle and pedestrian

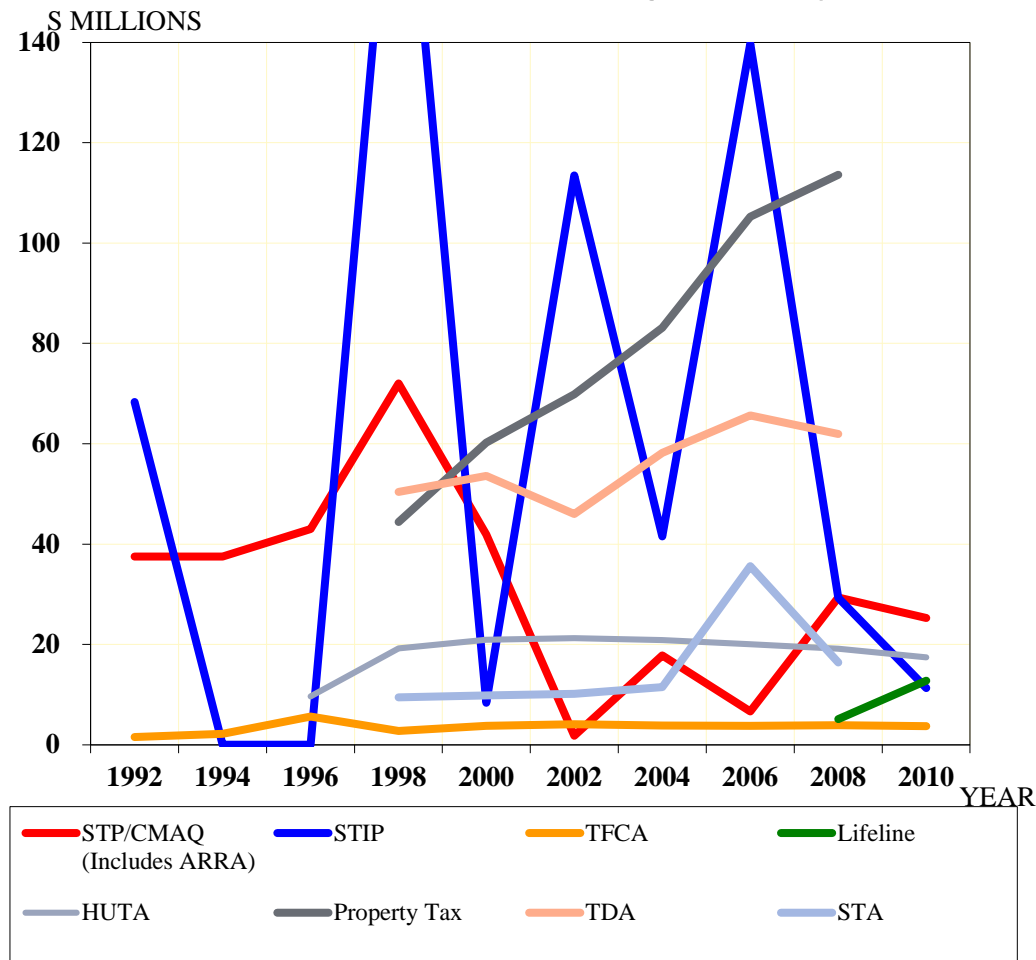
The Evolution of Transportation Sales Tax Measures

- Federal and State tax funds not keeping pace with needs
- First sales tax measure for transportation passes in Santa Clara County in mid-80's
- Marin County passed in 2004 with 71% of vote
- Supermajority requirement enforced in 1990s
 - Slows efforts at using sales tax measures

Funding Volatility

- Funding resources are very volatile across the Country and State
 - Volatility is a great challenge to long-term transportation planning, funding and delivery
 - Sales tax is one of the most stable sources of funding available (though it is subject to general economic conditions)

Transportation Funding Volatility



Transportation Sales Tax Measures in the Last Decade

- Santa Clara and Alameda Counties pass measures in 2000 surpassing 2/3 voter requirement
 - Alameda County passes with 81.5% voter support, second highest ever in state
- These efforts inspire more counties to pass measures
 - More counties pass measures crossing the 2/3 hurdle since 2000
 - Longest sales tax measures passed in San Diego and Imperial Counties: 40 years

Measures Around the State Passed in 2000's

- 20 year plans
 - Alameda
 - Fresno
 - Madera
 - Marin
 - Sonoma
- 25 year plans
 - Contra Costa
 - Napa
 - San Mateo
 - Stanislaus
- 30 year plans
 - Monterey
 - Los Angeles (Measure R was half-cent increase)
 - Merced
 - Orange Riverside
 - Sacramento
 - San Bernardino
 - San Francisco
 - San Joaquin
 - Santa Barbara
 - Santa Clara
 - Santa Cruz
 - Tulare
- 40 year plans
 - Imperial County (to 2049)
 - San Diego County

Sales Tax Funds are Commonly Leveraged

- Sales tax funds alone rarely build a significant capital project, but are used to attract discretionary dollars and complete the funding picture.
- Sales tax funds can provide needed operating and maintenance funding where other sources are not available.
- Marin's current measure emphasizes operations and programmatic spending



Why Renew “Early”

- As a programming agency, TAM can only plan for funds it knows it will collect.
- If the future of the tax is uncertain, the agency will begin “winding down” about 2-3 years ahead of the termination date.
- Tax funds will not be assumed to be available in bigger capital discussions.
- Tax measures must be placed on a general election ballot, meaning only in “even” years.
- Going early gives the opportunity to rethink priorities, plan for the future and leverage future funding.
- In case the measure fails to get 2/3 vote there is a chance to course correct and move forward.

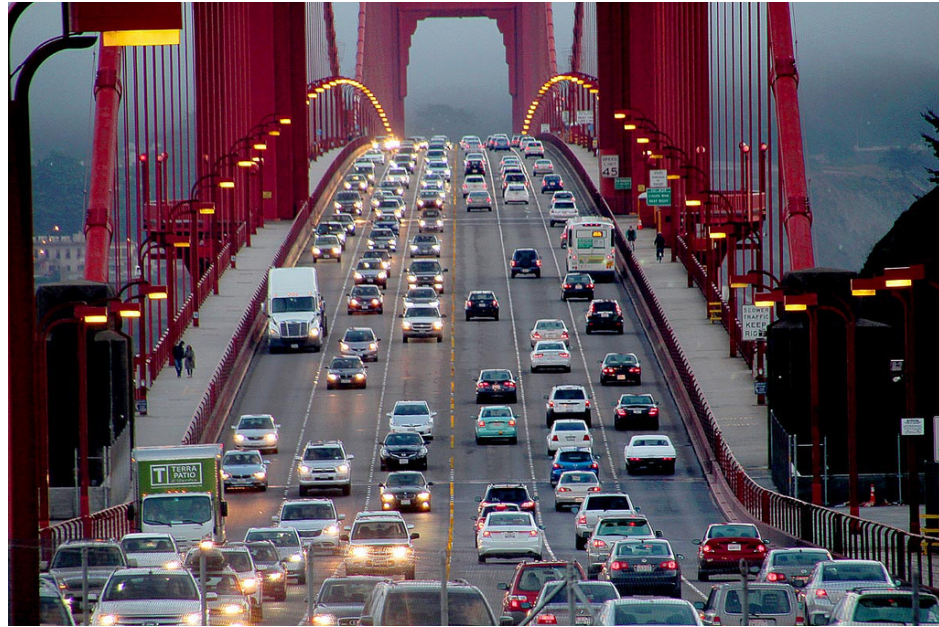
Hallmarks of Successful Measures

- Single issues measures generally fail
- Need to appeal to the issues voters recognize – minimal ability to educate people out of closely held beliefs.
- Need to show direct nexus between voter's concerns and what's in the plan.
- Have enough in the plan to eliminate organized opposition.



Consensus is Key

- 22-25% of all voters will vote NO on any tax measure, no matter how popular.
- To reach a 2/3 majority, the actual requirement is 90%+ of anyone who might vote for a tax.
- Requires broad consensus with no organized opposition.
- In diverse Marin County, even getting to the ballot is a challenge, requiring the TAM Board, the BOS, and majority of the cities and towns.



Hallmarks of a Successful Expenditure Plan

- Clear & Specific— "What's in it for me?" "What are we 'buying'?"
- Appeals to Messengers & Champions— Well-known, public or private sector figures can be valuable assets.
- Responds to Polling and Research—Identify voters' values and concerns; level of funding they can support.
- Know the Local Politics – Avoid organized opposition of respected voices.
- Coordination – Plan for smooth collaboration with the agency, coalition and campaign.
- Messaging matters.

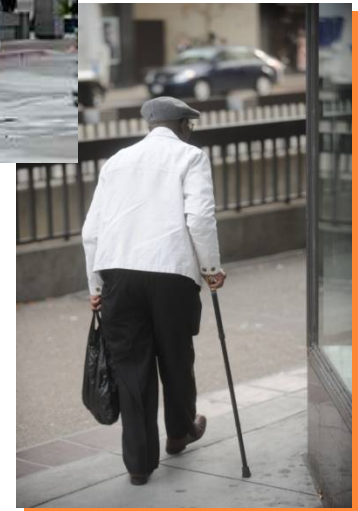
The Messages in the Expenditure Plan Become the Campaign

- Strong coalition—Organize support from allies, grassroots, and business.
- Respond to critics—Be prepared for criticism and address it directly.
- Stay on message—Don't let criticisms distract voters.
- Incorporate new tools & tactics—New media, aggressive field ops
- It's a campaign. Run it like one.

Key Point - this is the time to respond to voters, not to persuade them...

- Let the voters and key opinion leaders be your guide
- The high threshold makes this a “mercenary effort” not an “educational effort”
- Need to tie the key messages of the plan to the needs voters perceive
- Need to show them that the current tax has been worth it too! Establish and build on public trust.

Supporting multi-modal transportation for the full spectrum of our communities





Measure A Transportation Sales Tax Addressing Transportation Needs in Marin

Expenditure Plan Advisory Committee

June 19, 2017

The Transportation Authority of Marin

- TAM is the Congestion Management Agency (CMA), the Sales Tax Authority (2004 Measure A) and the Vehicle Registration Fee Authority (2010 Measure B)
- TAM is a Joint Powers Authority governed by a 16 member board consisting of the five County Board of Supervisors and a representative from each of Marin's 11 Cities and Towns



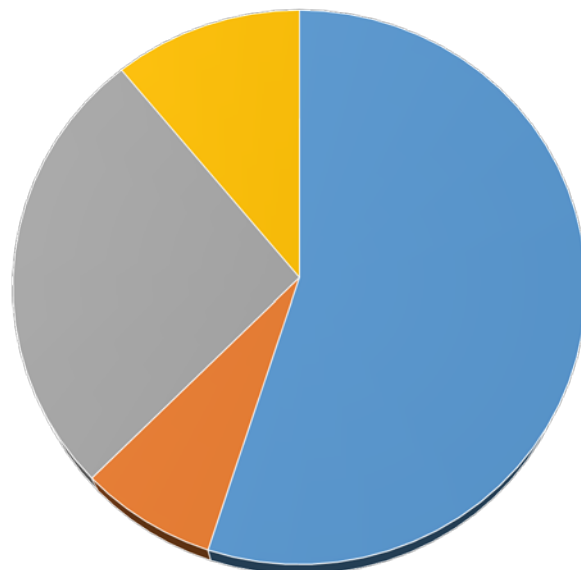
2004 Measure A ½ cent Transportation Sales Tax

- Passed in 2004 – Generates ~ 25m/year. Expected to generate \$400m+ during the 20 year lifecycle

Implementation Strategy	% of Funds
1. Develop a seamless local bus transit system	55%
2. Fully fund and ensure the accelerated completion of the Highway 101 Carpool Lane Gap Closure in San Rafael	7.5%
3. Maintain, improve, and manage Marin County’s local transportation infrastructure	26.5%
4. Reduce school related congestion and provide safer access to schools.	11%



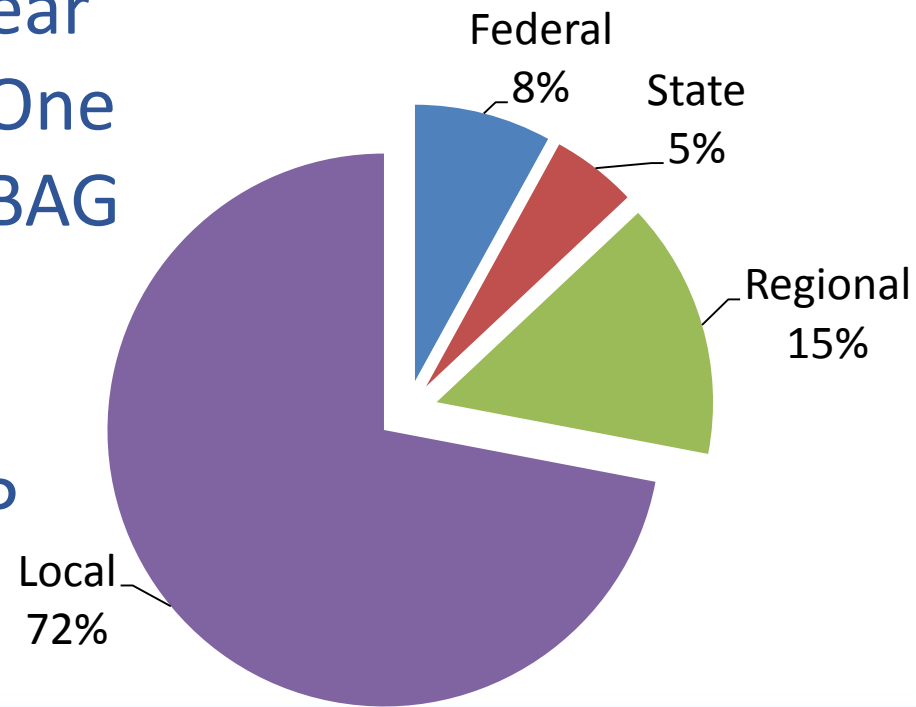
2004 Measure A ½ cent Transportation Sales Tax



- Local Bus Transit
- HOV Gap Closure
- Local Streets and Roads
- School Safety and Access

Local Funding is Critical

- \$25m/year Local Voter Approved ½-cent transportation sales tax - \$25M a year
- \$2.3m/year Local Vehicle Registration Fee
- Federal Fund= \$2 to \$3m/year that comes through MTC's One Bay Area Grant Program, OBAG
- State Funds = \$2m/year in State Transportation Improvement Program, STIP

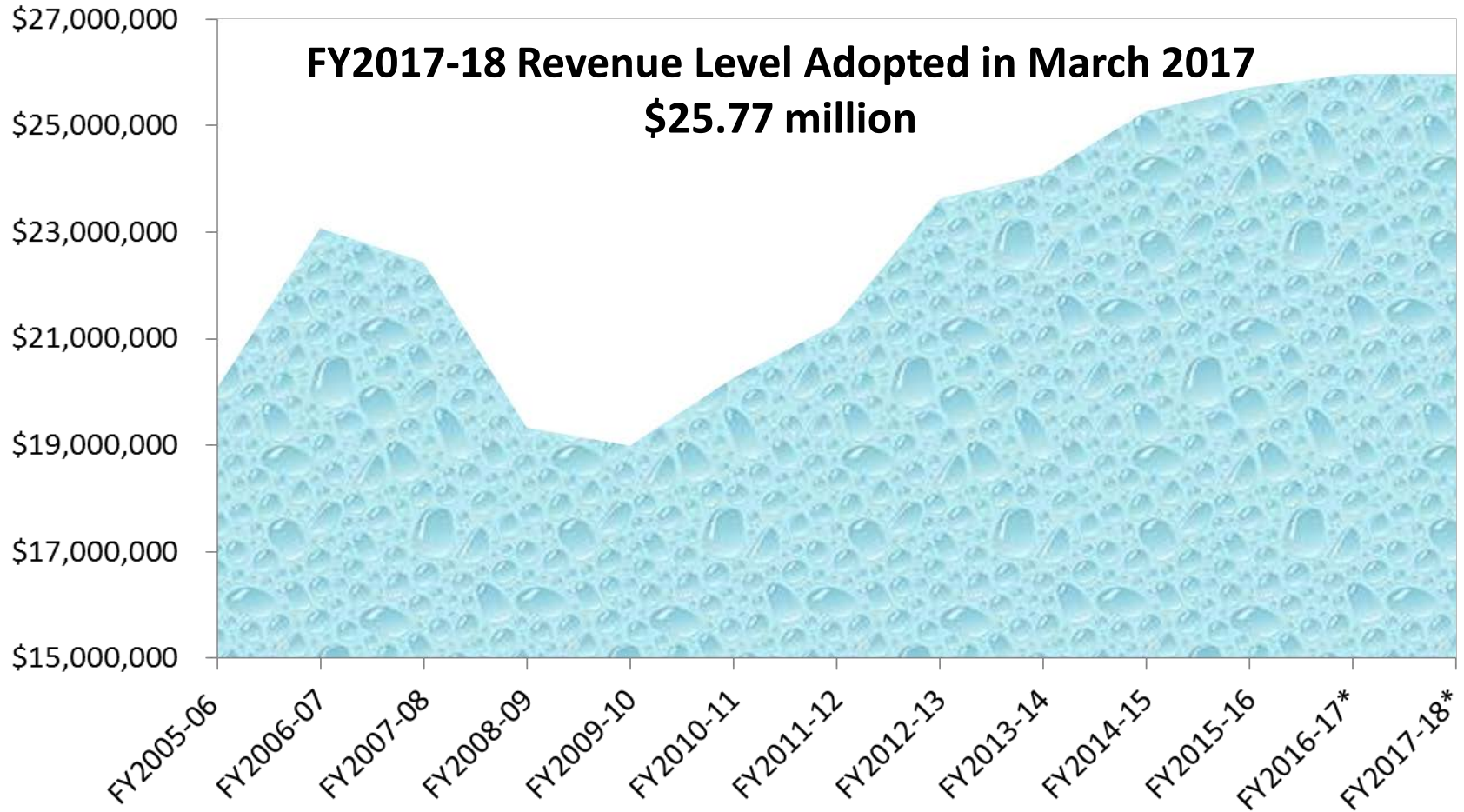


Marin is a Self-Help County

- Marin is one of 24 counties statewide who have passed a sales tax for transportation purposes
- 8 of the 9 Bay Area counties have similar sales tax income for transportation (Solano does not)
- Marin currently generates \$25 million annually from its ½ cent sales tax (highest ever)
- Self-help counties to receive additional funding in recently passed Senate Bill 1- estimated at about \$500,000 annually



FY2017-18 Revenue – Measure A Sales Tax

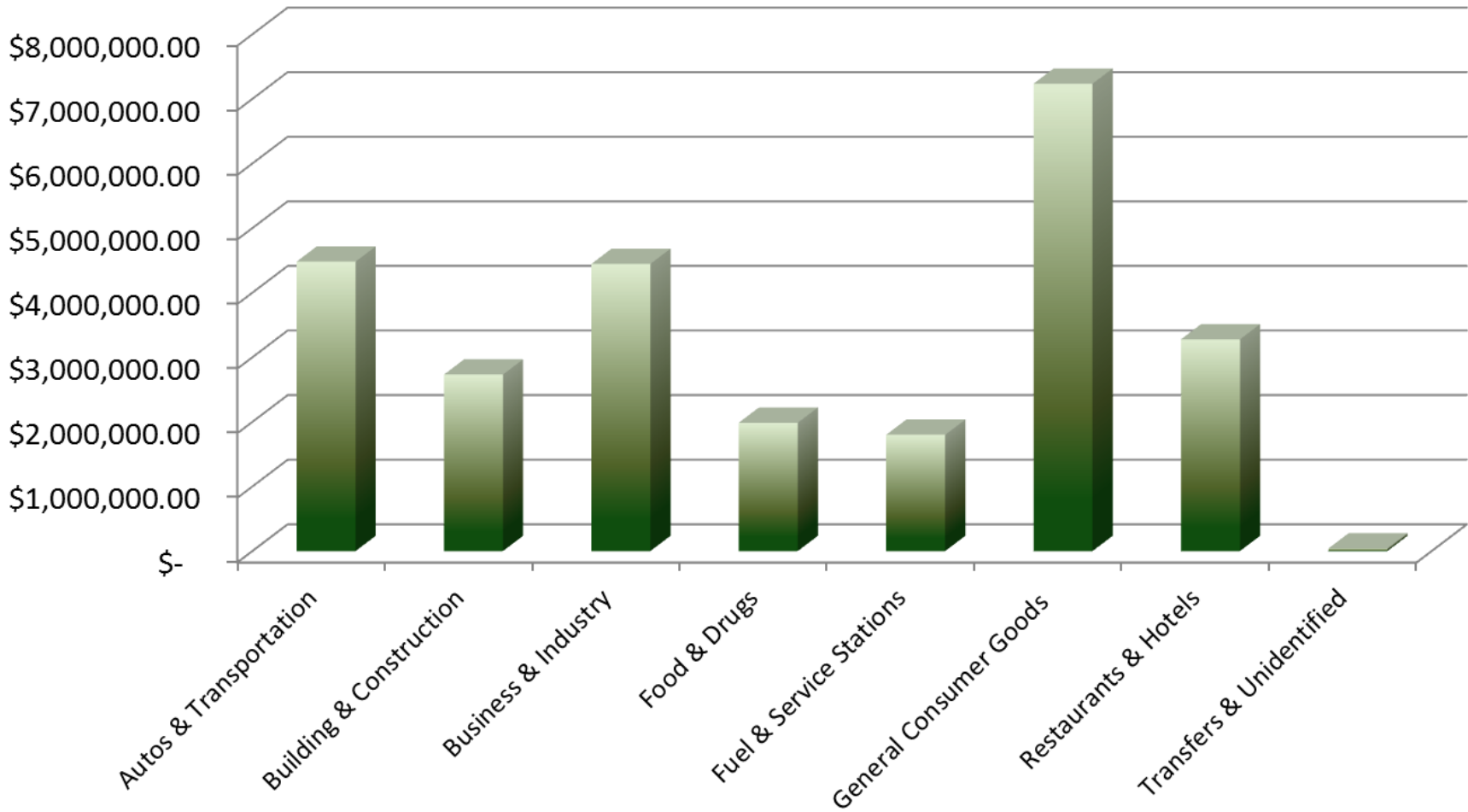


* Estimated/Budgeted revenue for the year

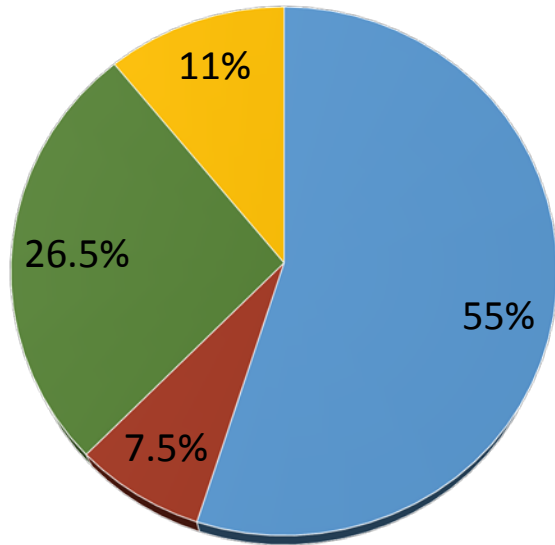


FY2017-18 Revenue – Measure A Sales Tax

FY2015-16 Measure A Sales Tax Generation by Industry



Existing 2004 Marin ½ cent Transportation Sales Tax



- Local Bus Transit
- HOV Gap Closure
- Local Streets and Roads
- School Safety and Access



Strategy 1: Local Transit

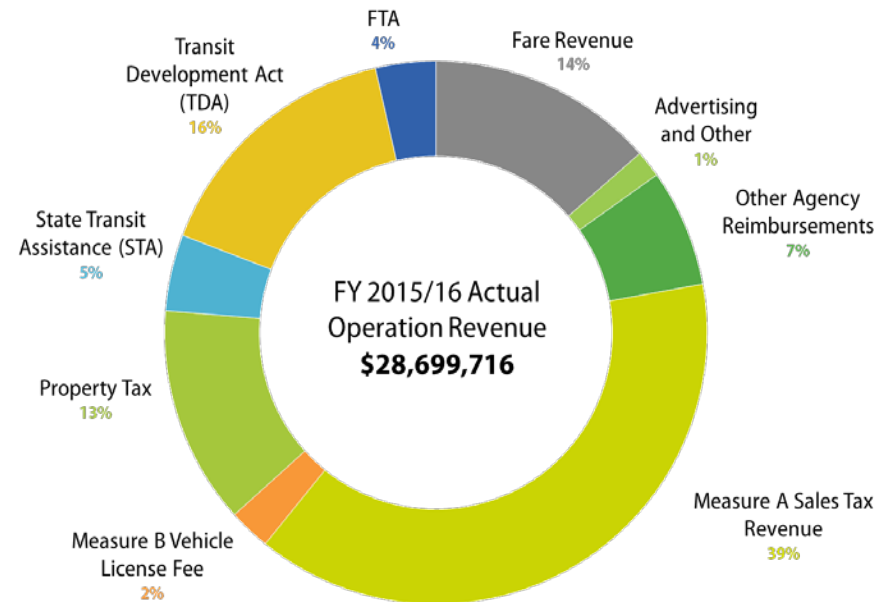
- Marin Transit is the sole funding recipient
- Annual Funding
 - ~ \$10m Local Bus
 - ~ \$1m Rural Bus
 - ~ \$2.5 Special Needs Transit
 - ~ \$1m - ~\$3 million Facilities
- Carries over 3.5 million passengers each year



Marin Transit Improvements

Countywide

- 34% more service since 2004
- 3.3 million passenger trips per year
- New programs for seniors and disabled persons
- Expanded school transportation
- Expanded service to West Marin



Marin Transit Fixed Route Service

Local Fixed-Route

- 14 bus routes
- Service every 15 min along Hwy 101, Canal, & San Rafael – San Anselmo corridor
- 8,600 average weekday passengers



Marin Transit Serves Rural Marin

West Marin Stagecoach

Route 61 and 68

- ~300 daily passengers
- Flag stop service available in West Marin
- Additional service on peak weekends

Dial-A-Ride Services

- Weekly service from Dillon Beach & Tomales to Petaluma
- Monthly service from Pt Reyes Station to Novato



Marin Transit Muir Woods Shuttle

Muir Woods Shuttle

Route 66 and 66F

- Weekends & holidays: April through October
- Weekdays: mid-June to mid-August
- 600 average daily passengers
- 64% of riders take the Shuttle to avoid traffic and parking issues



Marin Transit Serves Students

School Service

Supplemental Routes:

- 9 routes/15 schools
- 1,023 avg. daily riders

Youth Pass:

- 3,952 passes distributed
- 94% distributed for free

College of Marin:

- 4,000 passes issued

Yellow Bus:

- 15 buses/8 schools
- 2,694 one way passes sold



Marin Transit Serves Seniors and People with Disabilities

Marin Access Programs

- **Over 9,000 residents** registered as Marin Access customers
 - **124,764 passenger trips** on paratransit
 - **16,000+ passenger trips** on Catch A Ride (taxi subsidy program)
 - **16,000+ volunteer driver trips** supported by STAR/TRIP



paratransit RIDER PROFILE



34%
male



66%
female

age

71
average

73
median



LIVE ALONE
65%

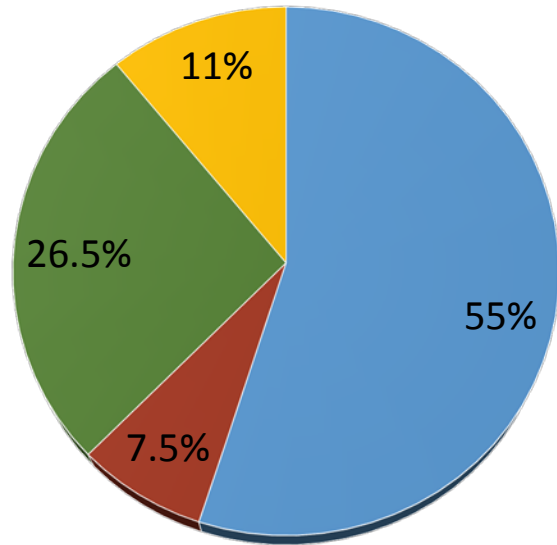


TRANSIT DEPENDENT
68%



USE FIXED ROUTE
28%

Existing 2004 Marin ½ cent Transportation Sales Tax



- Local Bus Transit
- HOV Gap Closure
- Local Streets and Roads
- School Safety and Access



Building the SMART tracks, multi-use path, and carpool lane over Lincoln Hill before....



and after.....



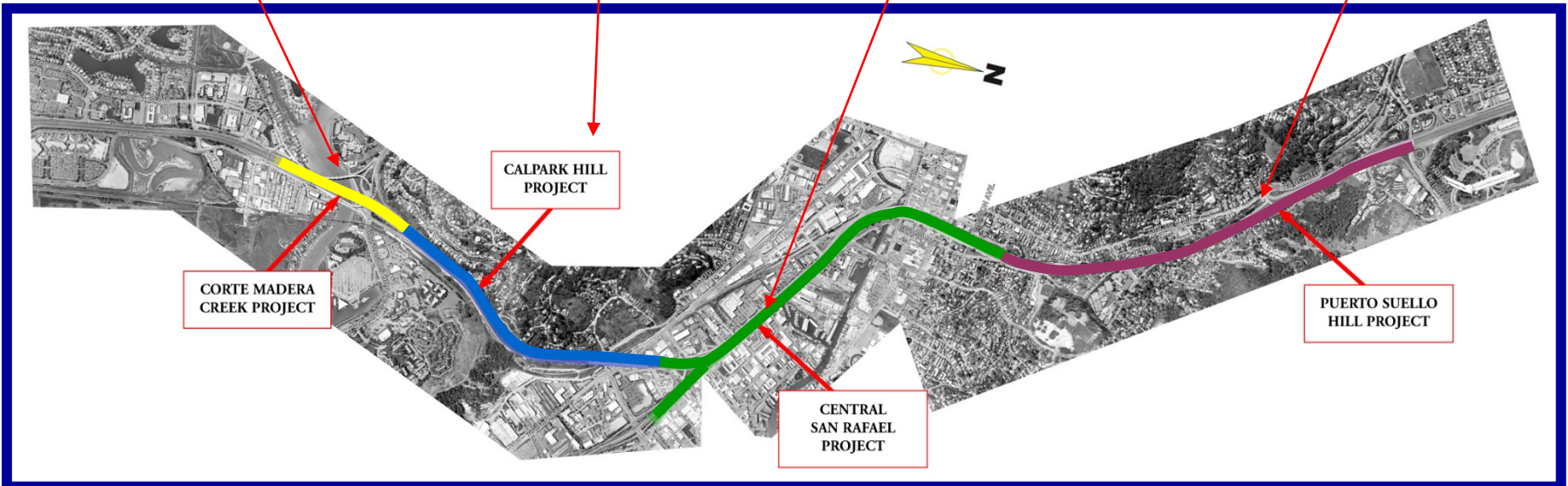
Strategy 2: Carpool Lane Gap Closure

Segment 1: Corte Madera Creek Project	
RIP	\$3,470,000
CMAQ	\$6,227,000
TCRP	\$823,000
Total	\$10,520,000

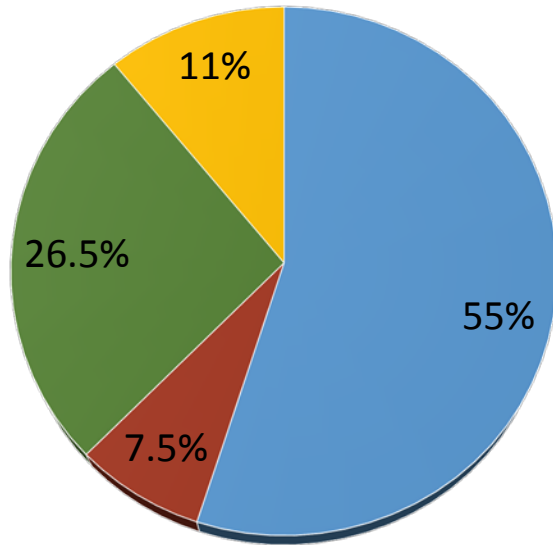
Segment 2: Calpark Hill Project	
IIP	\$7,885,000
RIP	\$524,000
TCRP	\$688,000
Total	\$9,097,000

Segment 3: Central San Rafael Project	
RIP	\$28,424,989
TCRP	\$10,125,000
SHOPP	\$12,450,000
STIP	\$2,172,200
CMAQ	\$1,127,000
City of San Rafael	\$575,700
Total	\$54,874,889

Segment 4: Puerto Suello Hill Project	
STIP	\$10,346,000
CMAQ	\$20,173,000
RIP	\$2,065,000
City of San Rafael	\$1,050,000
TFCA	\$520,000
RBPP Swap	\$880,000
TE (Meas. A Swap)	\$2,432,000
STP (Meas. A Swap)	\$3,480,000
Measure A	\$10,559,000
Measure A Interest	\$225,000
Total	\$51,730,000



Existing 2004 Marin ½ cent Transportation Sales Tax



- Local Bus Transit
- HOV Gap Closure
- Local Streets and Roads
- School Safety and Access



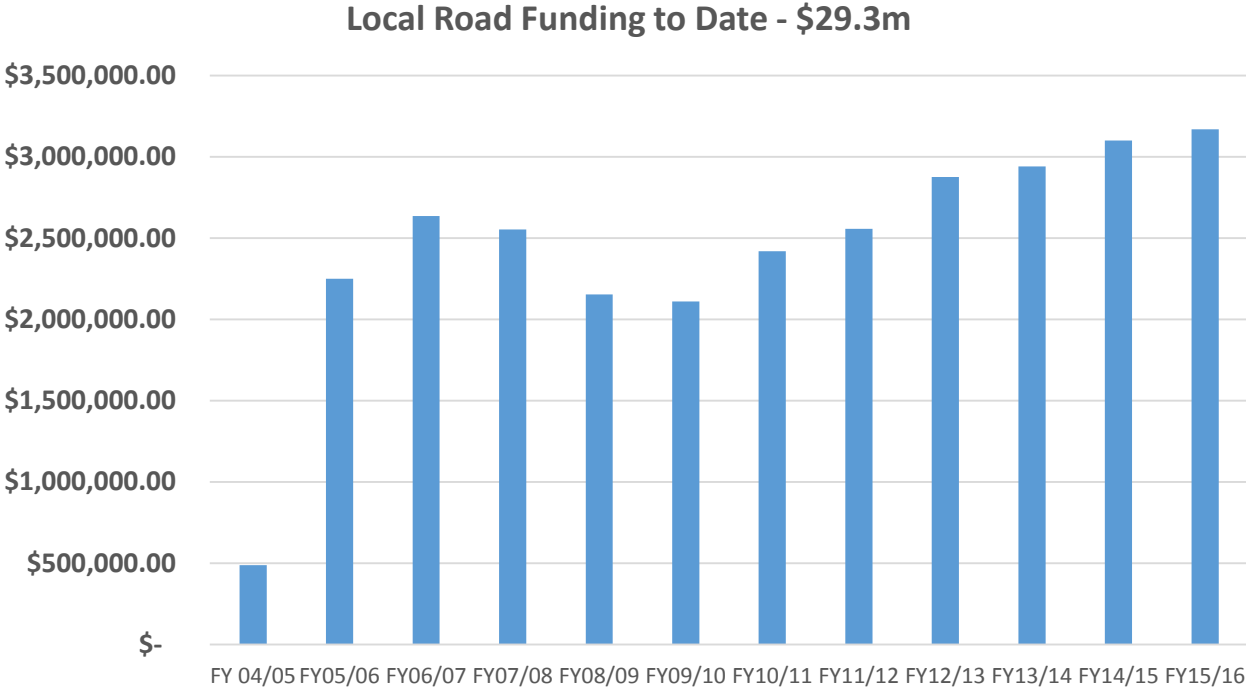
Strategy 3: Local Infrastructure and Major Roads of Countywide Significance

- Local Infrastructure
 - Allocated to the county, cities and towns for them to determine best use, within eligibility of the Measure A Expenditure Plan.
- Major Roads
 - 15 Corridors Identified Expenditure Plan
 - 2 have been completed
 - 5 are underway



Local Roads Funding

- 13.25 % of Measure A is allocated to each jurisdiction annually based population and lane miles. Over \$3 million annually and ~ \$60 million projected overall



Local Infrastructure Funding

	FY2015-16 Allocation	Total To Date
Belvedere	\$31,689	\$262,045
Corte Madera	\$113,822	\$880,910
Fairfax	\$88,923	\$731,954
Larkspur	\$27,906	\$1,095,810
Mill Valley	\$184,314	\$1,494,893
Novato	\$588,510	\$4,664,499
Ross	\$32,982	\$277,092
San Anselmo	\$143,571	\$1,177,273
San Rafael	\$634,750	\$5,148,134
Sausalito	\$85,690	\$718,484
Tiburon	\$111,882	\$886,752
County	\$1,090,361	\$8,925,690
Total	\$3,134,400	\$26,263,536



Major Roads- 15 corridors in Measure A

There were 15 Corridors envisioned for improvements in the Measure A Sales Tax Expenditure Plan

- Atherton Avenue/San Marin Boulevard
- Novato Boulevard/South Novato Boulevard
- D Street/Wolfe Grade
- Las Gallinas Avenue/Los Ranchitos Road/Lincoln Avenue
- North San Pedro Avenue to the China Camp State Park Boundary /Sunny Oaks
- Point San Pedro Avenue to the China Camp State Park Boundary/Biscayne
- Red Hill Avenue/4th Street/2nd and 3rd Streets
- Andersen Drive
- Magnolia Avenue/Corte Madera Avenue/Camino Alto
- Redwood Ave/Tamalpais Drive/Madera Boulevard/Tamal Vista/Fifer/Lucky/Doherty
- Sir Francis Drake Boulevard from I- 580 to Platform Bridge
- Bridgeway Corridor (Bridgeway/Richardson St/2nd Street/South St./Alexander Ave.
- Paradise Drive
- E. Blithedale Avenue
- Miller Avenue/Almonte Boulevard



Major Roads and Related Infrastructure

Each Planning Area has 1 or 2 priority projects:

- Northern Marin: Novato Boulevard (Novato)
- Central Marin: 4th Street (San Rafael)
 - 3rd Street (San Rafael)
- Southern Marin: Miller Avenue (Mill Valley)
 - East Blithedale (Mill Valley/ Tiburon)
- West Marin: Sir Francis Drake, Sam P. Taylor Park to Platform Bridge (County)
- Ross Valley: Sir Francis Drake, 101 to Wolfe Grade (County)
 - Sir Francis Drake, Wolf Grade to Ross (County)
 - Sir Francis Drake (San Anselmo)

Major Roads Funding

13.25% of Measure A ~ \$60 million (projected total)



West Marin
Sir Francis Drake
– \$8.8 m



Ross Valley
Sir Francis Drake– \$14.4 m



Central Marin
4th Street (complete)
– \$4.1 m
3rd Street – \$11.4

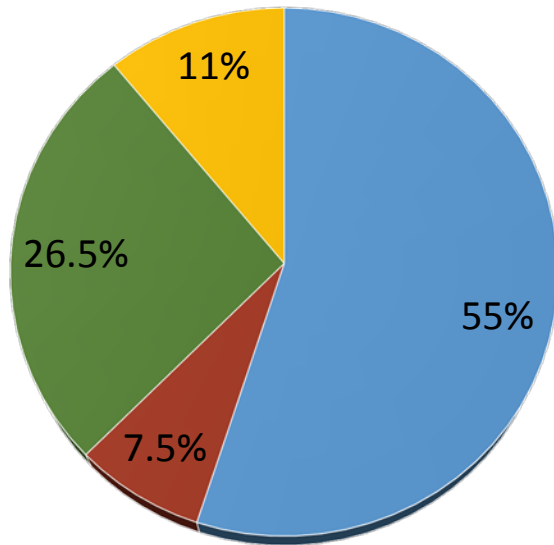


Northern Marin
Novato Boulevard– \$13.4 m



Southern Marin
Miller Avenue –
\$13.4 m

Existing 2004 Marin ½ cent Transportation Sales Tax



- Local Bus Transit
- HOV Gap Closure
- Local Streets and Roads
- School Safety and Access



Safe Routes to Schools

SR2S promotes and funds

- Education
- Encouragement
- Infrastructure
- Crossing Guards

to support walking, bicycling, taking transit, or carpooling to school





Participating Schools

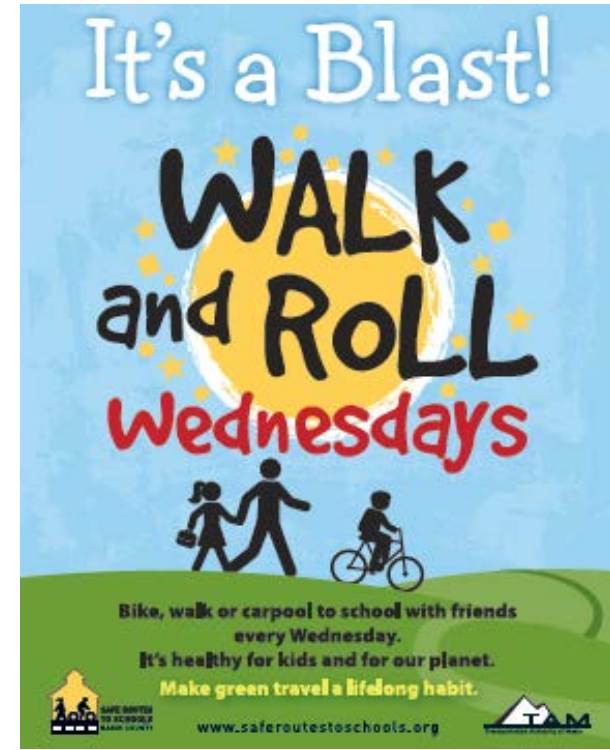
- Elementary Schools
- Middle Schools
- High Schools
- Private Schools



Safe Routes to School - Education

Education and Encouragement Programs

Street Skills Classes



Safe Routes to Schools – Crossing Guards

- 82 Crossing Guards throughout the County
- Over 60 Schools Active in the program
- \$9 million allocated to date
- \$18 million total projected from the Measure A transportation sales tax



Safe Routes to School - Infrastructure

Safe Pathways funds Safety Projects and Improvements to Routes to Schools

- \$ 8.4 million allocated to date
- Leveraged substantial addl fed/state \$\$
- \$14.3 total projected from Measure A transportation sales tax





Questions