



# TAM Vision Plan Public Outreach Overview

TAM Board of Commissioners  
Thursday, January 26, 2017



# Round 1 – RTP ( Regional Transportation Plan) Outreach

2015 effort informed the 2016 Strategic Vision Plan effort

- What projects are most important to you?
  - Complete 101/580 Connector and MSN
  - Fix Sir Francis Drake
  - Ramp Metering/Interchange Improvements
  - More Regional Transit Connections
  - Bike/Ped Gap Closures
- What would your priorities for spending be?
  - Congestion relief 18.4%
  - Strong Showing for Bike, LSR, Yellow School Bus



# Round 2 – Strategic Vision Plan -Values, Consensus-Building Themes

- **Goal:** evaluate what Marin residents prioritize most in local transportation projects
- **Approach:** rank values in transportation and choose between competing priorities
- **Results:**
  - **3,791 responses**

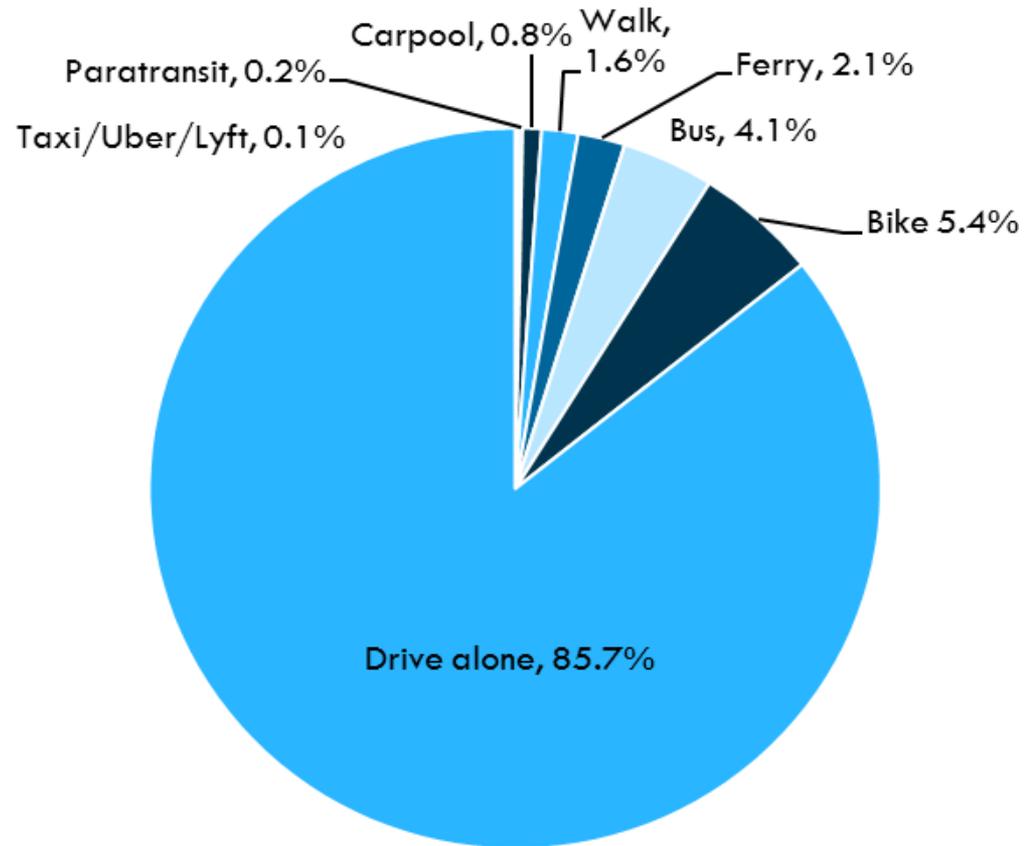


# Location of Survey Respondents

- Location of Survey Respondents
  - 21.54% - San Rafael
  - 18.11% - Novato
  - 10.4% - Mill Valley
- 72% - over 45 years old
  - More than 90% were Marin residents
  - More than 50% work or go to school in Marin
  - Surveys distributed in English and Spanish, and through Spanish language community groups

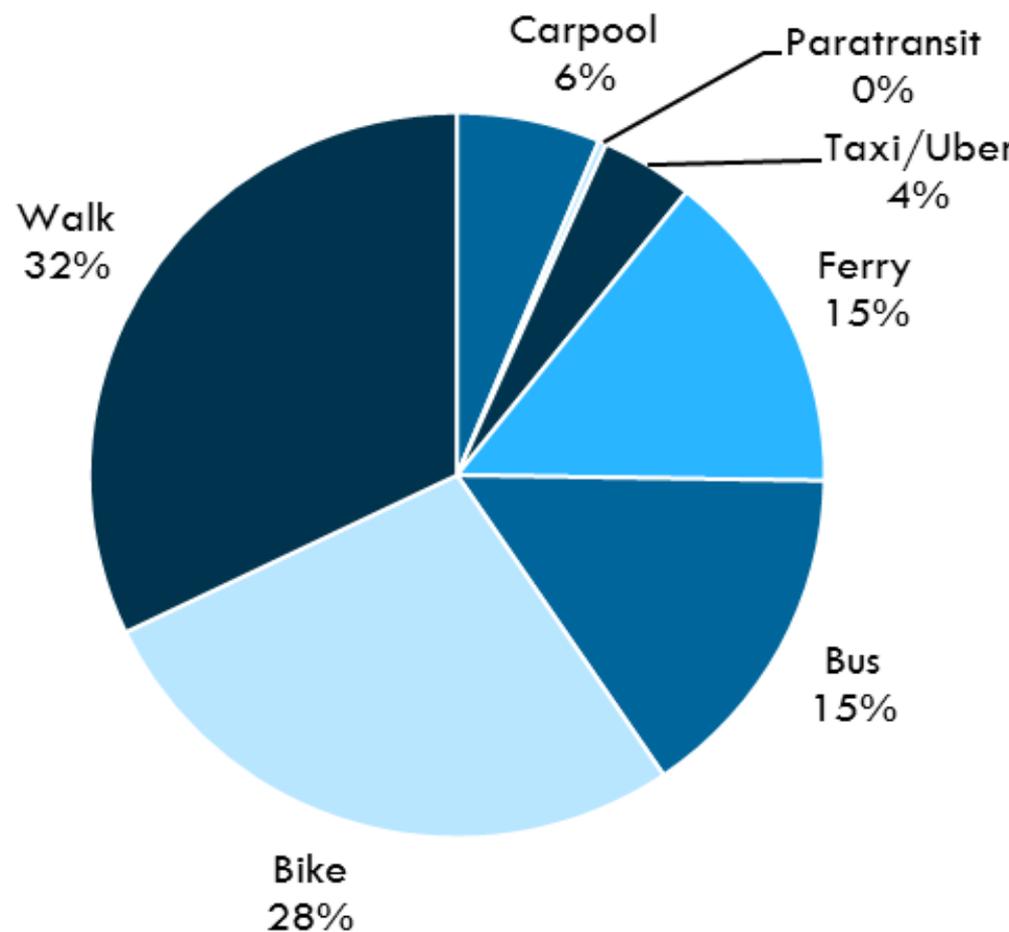
# Primary Travel Behavior

- Driving alone is the predominant mode of travel
  - 86% of all respondents
  - 77% of adults 18-35
- More people ages 18-35 pursue transit, walking and biking



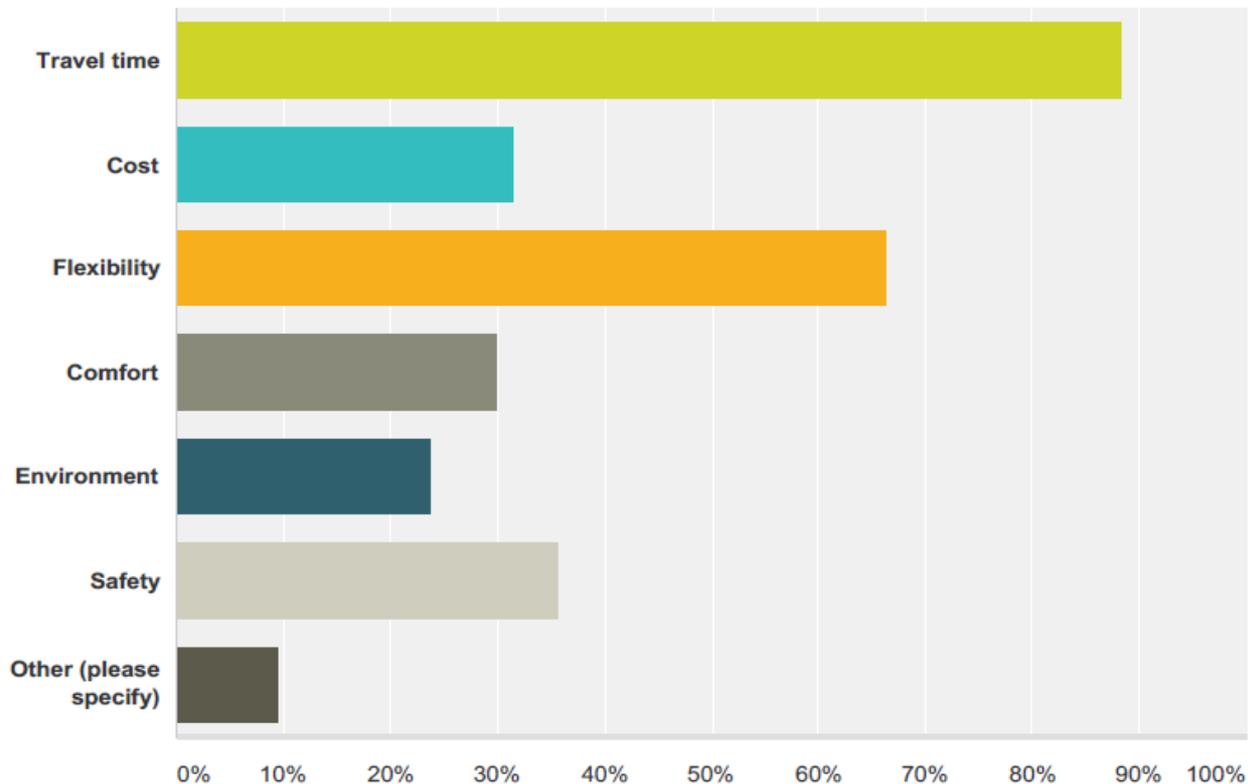
# Secondary Travel Behavior

- A majority of respondents (51%) occasionally use non-drive modes of travel
- Walking and biking are the most common non-drive modes
- Occasional carpoolers want improved carpool lanes
- Parking is a major factor in promoting non-drive alone modes



# How are Travel Decisions Made?

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



# What works best?

1. Off peak travel
2. Paths
3. Bike trails and routes
4. Public transportation
5. Ferry
6. Walking



# What emerging technologies will make the biggest difference?

1. Self Driving Cars
2. On Demand/Ridesharing Services
3. Electric cars and Bikes
4. SMART Train
5. Real Time Arrival Information



# Challenges

- Congestion on Sir Francis Drake Boulevard a top concern
- RSR Bridge approach bottleneck a commute challenge
- Congestion and Transit frequent mentions

Topic	Number of Mentions
Sir Francis Drake Blvd.	141
Richmond-San Rafael Bridge	116
Inadequate public transit	92
Congestion in Downtown San Rafael	34
Congestion in Mill Valley	31

# Safe Routes to Schools

***“I would rather have my kids safely walk or bike to school or ride a school bus than drive them to school.”***

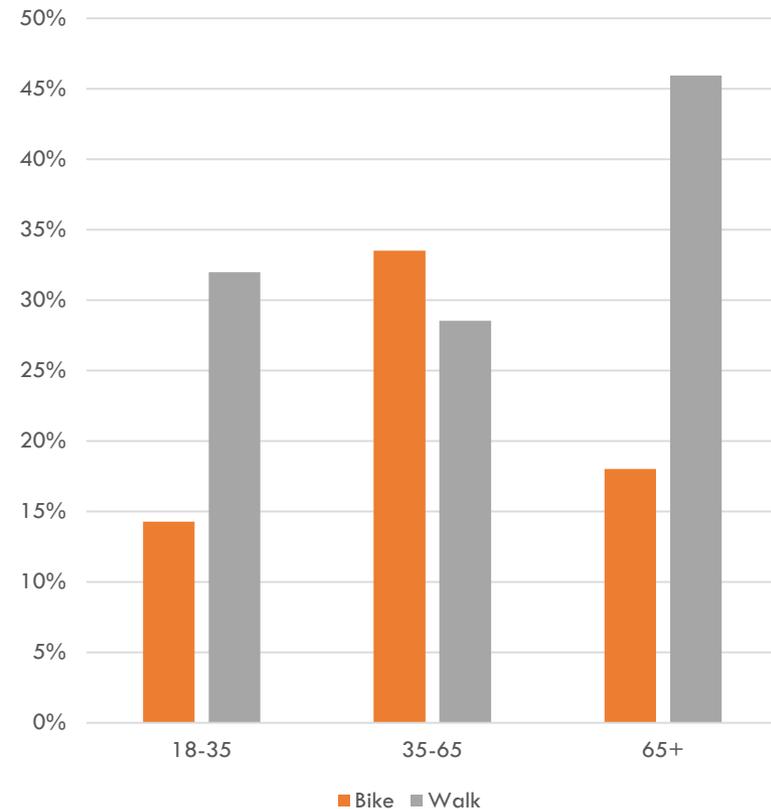
- Respondents overwhelmingly prefer that children safely walk or bike to school instead of being driven by their parents (87% of suburban residents, and 80% of rural residents)
- Especially true for all respondents over 25
- Strong support for Safe Routes to Schools



# Active Transportation

- Walking and biking are more common secondary modes as residents age
- People are interested in more short trips and errands by bike – especially among those under 65

Percent of Respondents by Age Group Who Walk or Bike as Secondary Travel Mode



# Active Transportation

- More people prefer short crossing distances for pedestrians than short wait times for drivers – especially among people who occasional bike or take transit
- Targeted bike infrastructure improvements to facilitate shorter, non-recreational bike trips may encourage more regular bike trips



Image credit: NACTO

# Transit

***“Knowing how long I have to wait for the next bus is more important than having seating and shelter at the bus stop.”***

- Real-time arrival information is a highly sought-after transit amenity. Two-thirds (67%) of respondents prefer real-time information over seating at bus stops.
- This preference is especially strong among adults 18-35 (76%) and those who take transit occasionally (75%).
- Real-time information may be an effective incentive for occasional transit riders to ride more regularly.

ROUTE NUMBER	destination	minutes TO ARRIVAL
5	SHORELINE GREENWOOD 11:00 - departed on time	-5
26	E GREEN LAKE FREMONT 11:00 - departed 5 mins late	-4
16	NORTHGATE WALLINGFORD 11:03 - departed 11 mins late	-2
358E	AURORA VILLAGE VIA AURORA AVE N 11:05 - 8 min delay	NOW
28	BROADVIEW FREMONT 11:09 - on time	5
16	NORTHGATE WALLINGFORD 11:10 - on time	6
358E	AURORA VILLAGE VIA AURORA AVE N 11:12 - on time	8
120	DOWNTOWN SEATTLE WHITE CENTER 11:15 - 6 min delay	11
5	NORTHGATE GREENWOOD 11:17 - 3 min delay	13

Be advised:  
Bus arrival estimates are based on the best available information but actual times will vary.  
Traffic and other conditions can affect the accuracy of this information.

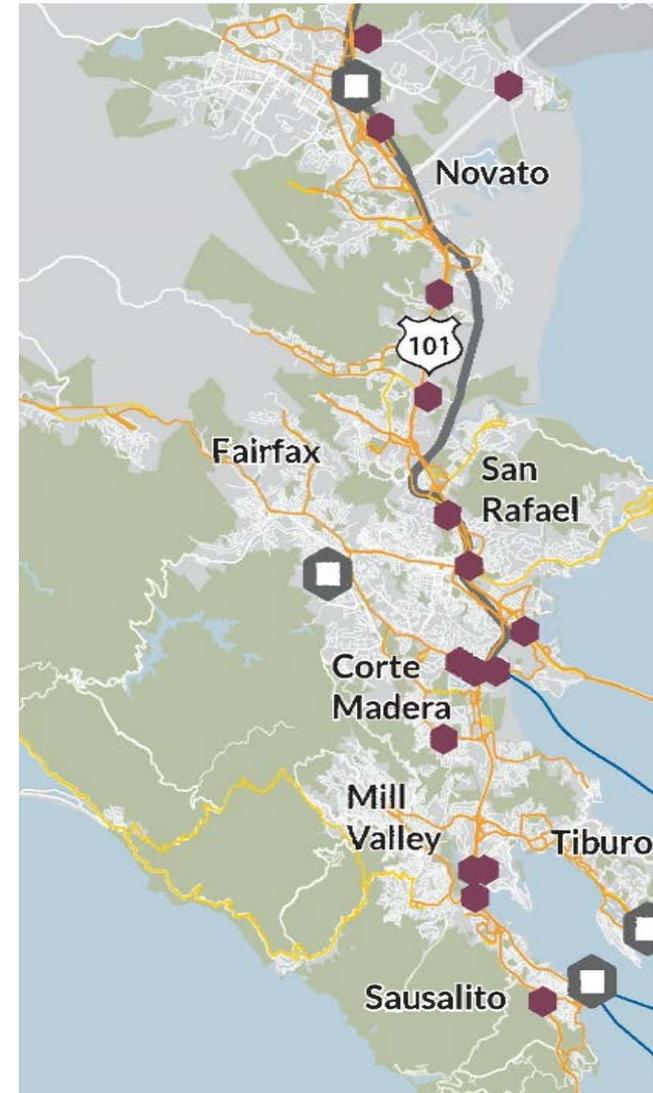
SDOT OneBusAway macy's King County METRO

Image credit: Oran Viriyincy

# Transit

***“I would rather have frequent bus service on major roadways than bus routes going to every neighborhood in the county.”***

- Slight preference for more frequent service on major roads
- More interest in transit with frequent connections than carpooling with strangers

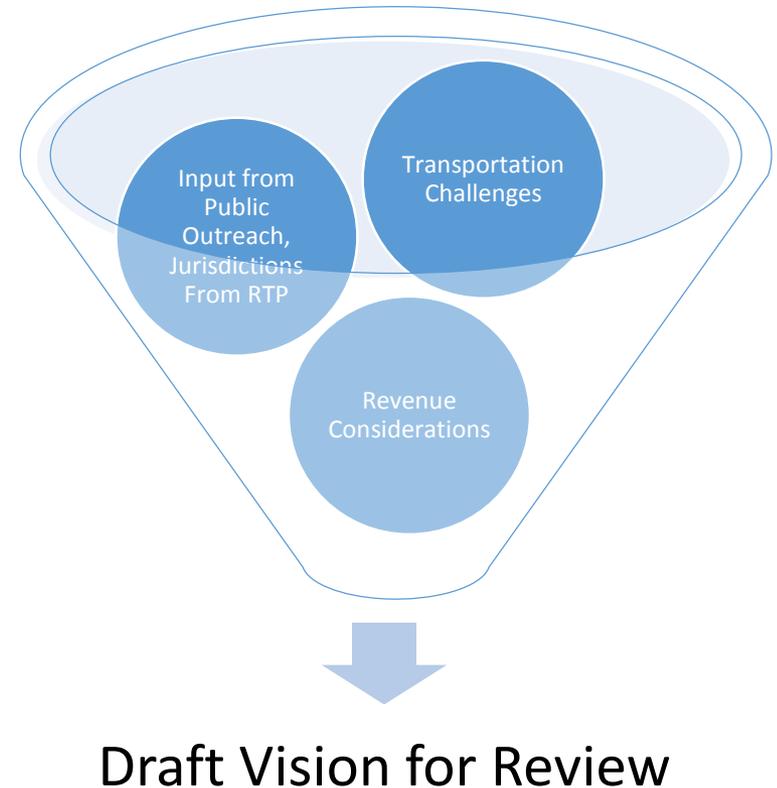


# Next Steps

Innovation Workshop!

Develop Draft Vision:

- Identifies transportation challenges
- Identifies how to address challenges
- Provide a flexible planning and investment strategy to implement vision
- Capture the progress made since 2004





# Questions and Discussion



**DATE:** January 26, 2017

**TO:** Transportation Authority of Marin Board of Commissioners

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

**SUBJECT:** Strategic Vision Plan – Public Outreach Results (Discussion) Agenda Item No. 9

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**RECOMMENDATION:**

Discussion Item Only.

**BACKGROUND:**

In the summer of 2015, TAM staff conducted the first round of public outreach on the Strategic Vision plan, building on the public outreach required for the Regional Transportation Plan. This initial round of outreach was focused on the projects and priorities the public would like considered in long range planning efforts and was summarized to the board in July of 2015.

TAM staff initiated the second round of public outreach for the Strategic Vision Plan on September 21st, 2016, with the launch of a new website ([www.gettingaroundmarin.com](http://www.gettingaroundmarin.com)). Outreach also included a public survey to solicit input on projects and understand the transportation values and considerations of the general public. The website and survey were distributed online, with distribution by Marin jurisdictions, elected officials, partner organizations and on social media sites like Nextdoor and Facebook. These efforts are meant to inform values guiding decision makers to build consensus, identify trends, and develop an overall transportation vision for Marin County.

Due to this far reaching online strategy, TAM received 3,816 responses with approximately 90% of respondents living in Marin. Survey results were screened for repeat entries, reducing the total response volume to 3,791 respondents. Initial broad results of this round of public outreach were included as supplemental information during the December 2016 TAM board of commissioners meeting. A full report on survey results is included below.

*Executive Committee Comments*

At the TAM Finance and Policy Executive Committee, this item was presented for discussion. Members of the committee commented:

- A scientific poll may have better represented Marin constituents. TAM staff response is that this survey is intended as part of TAM’s consensus building exercise to allow for a broad range of input on values for Marin, allowing open public input rather than a pre-selected polling sample. This survey represents a “finger on the pulse” and not a scientific result.

- Online Surveys allow for repeated Submissions from organized groups or individuals. TAM staff were able to screen responses that were submitted from the same computer, and note that many of the open ended questions reflect what TAM staff hear from other public meetings and discussions, suggesting this information is representative of the broader public.
- Safe Routes to Schools should be screened for support from parents with children compared with non-parent commuters. TAM staff responded that an 87% supporting rate of Safe Routes to schools is indicative that both parents and commuters support, across all age profiles. The presentation has been updated to better reflect differences amongst age profiles.
- Commissioners asked for clarification on the process for developing the draft vision, and this has been updated in the Next steps of this report.
- Commissioners also commented that these results are in line with what they expected and agreed that the survey confirms what they have heard in discussions they have participated in regarding transportation needs.

### **DISCUSSION/ANALYSIS:**

The first round of public outreach for the Strategic Vision Plan was built on understanding the projects and funding priorities for long range funds in the regional transportation plan. A successful public workshop was held, and public surveys were collected across several outreach events, with outreach to a number of local stakeholder groups.

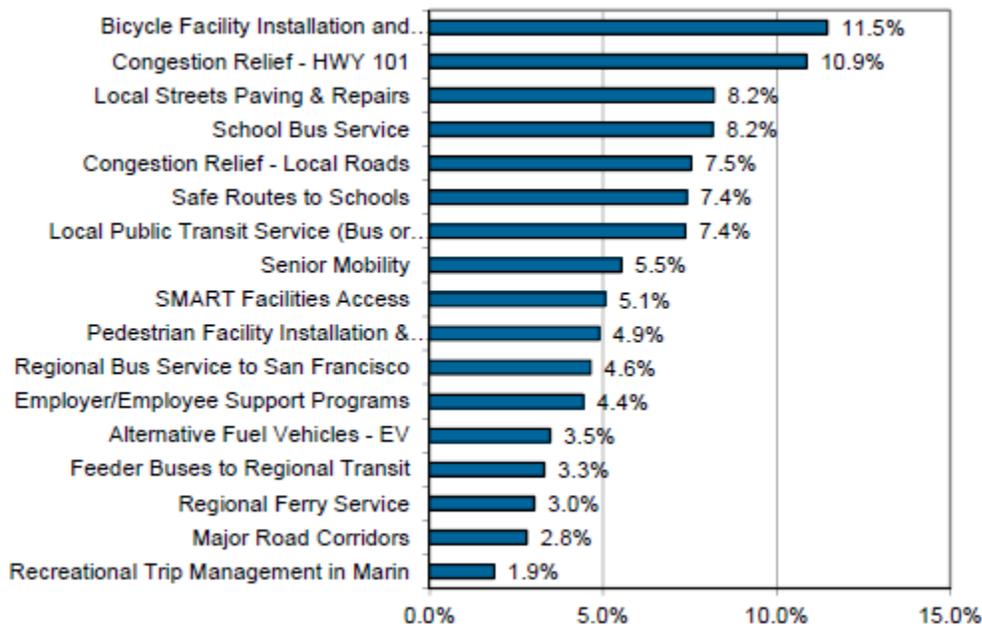
The public outreach in 2015 identified a number of projects, some that were then included in the Regional Transportation Plan, namely:

- **Roadway projects** including the 101/580 direct connector, completion of the Marin Sonoma Narrows, ramp metering, Interchange improvements, improvements to local congested roads such as TAM junction, Sir Francis Drake and Tiburon Blvd/ East Blithedale,
- **Transit projects** like the completion of SMART, improved East Bay and Sonoma transit connections, shuttles to major transit hubs,
- **Bike and Ped Projects** Such as the North-South Greenway, opening of the Alto Tunnel in Mill Valley, widening the Mill Valley to Sausalito bike path, completion of the full SMART bicycle/pedestrian pathway project, and a bicycle/pedestrian bridge connecting the Canal neighborhood to 3rd Street in San Rafael.

Additionally, this outreach identified the following considerations for funding:

- **Enhanced senior transportation options.**
- **School buses** and transportation options for children.
- **Improved transit service**, including increased transit speed, increased frequency, transit only lanes, reduced fares, and improved weekend service.
- **Programming for the disabled** and those without a car.
- **Additional parking**, particularly in San Rafael and the Larkspur Ferry area

Funding Priorities in this original 2015 round of outreach were conducted by the use of the “TAM Bucks” format, where limited funding was allocated to specified categories. This effort showed significant support for Congestion Relief (18.4%), bike facilities and local road repair.



### 2016 Public Outreach Results

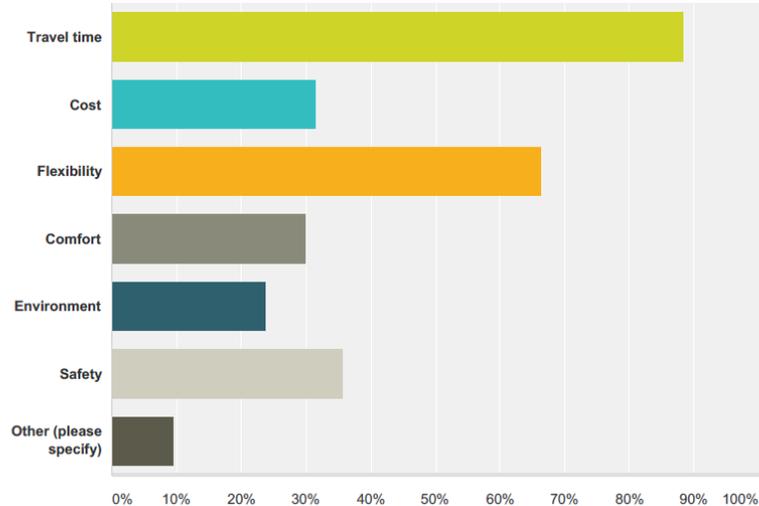
Given the broad input from the public in 2015 on particular needs, the 2016 public outreach sought to further understand the values and motivations within a number of these categories. The Survey reveals the following information:

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

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

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

Answered: 3,057 Skipped: 745

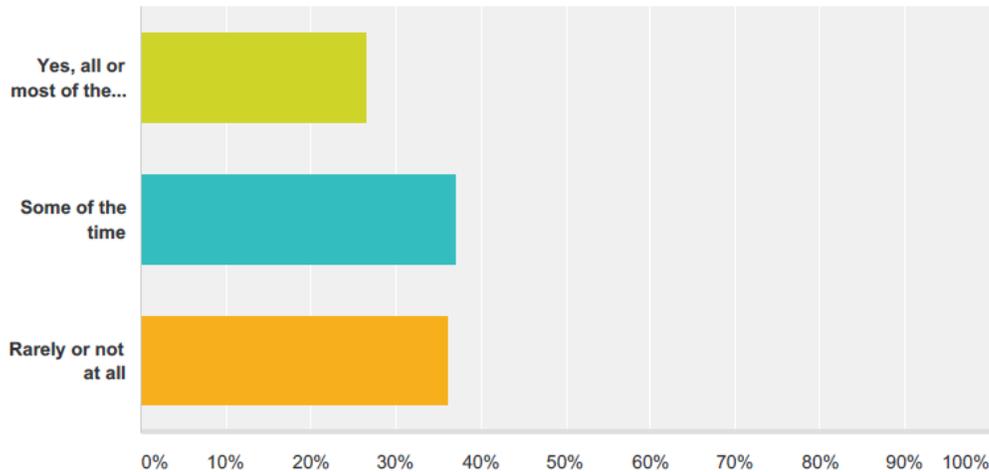


- Items that were identified in open-ended questions as working well include:
  - the bike network with paths/trails that are improving and easy to use;
  - off-peak/ non-commute travel works well;
  - ferry and walking are often good options.
- Challenges in the open ended questions identified:
  -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

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

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

Answered: 2,756 Skipped: 1,046



### Priority Statement Information

The 2016 Survey tool created a series of statements with opposing view points to better understand trade-offs and decision making process amongst survey respondents. The results of this survey are grouped below:

#### Driving Behavior

- Driving alone is still the dominant mode of travel in Marin at 85% of residents, and non-resident workers at 88%. Adults age 18-35 reduce their drive alone behavior to 77% by using transit, walking and biking.
- 68% of survey respondents would rather take a non-drive alone method of transportation rather than pay for parking at work.
- Carpooling is a generally unpopular travel mode; less than two percent of respondents travel around Marin regularly this way. Several respondents commented that carpool lanes are often as congested as general traffic lanes, are abused by single-occupancy vehicles and the hours of service, 6:30 AM – 8:30 AM and 4:30 PM – 7:00 PM, are viewed as inadequate.

#### Roadway Projects

- Congestion on Sir Francis Drake Boulevard is the most frequently-mentioned challenge to vehicular travel in Marin, often in context of lack of a direct connection between US 101 and I-580.
- Access to the Richmond/San Rafael Bridge (I-580) is a significant regional bottleneck and the focal point of many respondents' perceptions of congestion in Marin. The approach to the Bridge is thought to be the cause of most congestion on US 101, especially during peak commute times.
- Regular bicyclists are the only cohort that prefers wider sidewalks at intersections over more on-street parking in downtown areas. Overall, respondents favored more on-street parking with respondents who drive alone favoring on-street parking in downtown areas most prevalently.

- d) Bicyclists and pedestrians prefer shorter crossing distances over shorter wait times for drivers at intersections by an almost equal margin. Some infrastructure improvements may have overlapping benefits for pedestrians and cyclists. Respondents who drive alone were neutral on this issue, expressing a minimal preference for shorter wait times.

### **Active Transportation/Safe Routes to School**

- a) There is a broad preference at 87% of suburban respondents that children walk or bike to school instead of being driven by their parents. Strong support for Safe Routes to Schools continues in Marin.
- b) Biking as a secondary mode appears to become more common as residents age; among respondents under 35, 13% say they biked as a secondary mode, while 26% of those over 35 said they biked occasionally. Both regular and occasional bicyclists want to be on their bikes more often for short, non-recreational trips and errands. Targeted bike infrastructure improvements to facilitate shorter, non-recreational bike trips may be most effective in encouraging some travelers who already bike occasionally to take more regular bike trips.
- c) Suburban residents are more than twice as likely to choose walking than rural residents as a secondary travel mode (29% vs. 17%). This finding suggests that the lack of transit, sidewalks and safe pedestrian crossings in more rural areas may discourage people from walking.
- d) Respondents who primarily bike to get around Marin frequently stated that the lack of safe, contiguous network of bike lanes and paths impeded their desire to bike more frequently. Many bicyclists strongly supported completing the Alto Tunnel, a proposed bike/pedestrian tunnel along a former rail corridor between Corte Madera and Mill Valley. Respondents expressed support for intersection-level bicycle and pedestrian improvements at the following locations:
  - a. Bellam Boulevard, between Andersen Drive and Francisco Boulevard East
  - b. Andersen Drive & 2<sup>nd</sup> Street
  - c. Bike lockers at park-and-ride locations
  - d. Protected bike lanes and walking paths along Sir Francis Drake Boulevard
  - e. Civic Center Drive, between SMART crossing and San Pedro Road
  - f. San Pedro Road, westbound between US 101 northbound ramp and Merrydale Road; eastbound between Pilgrim Way and US 101 offramp
  - g. D Street corridor, particularly where it is mostly residential between Antonette Avenue and 1<sup>st</sup> Street
  - h. Blithedale Avenue/Tiburon Boulevard crossing over US 101
- e) Intersection-level improvements to shorten crossing distances provide complementary benefits to bicyclists and pedestrians that both groups supported. Survey results showed that overall community support is less likely, however, if these improvements come at the expense of on-street parking in downtown areas.

### **Transit Operations**

- a) Real-time arrival information is a highly sought-after transit amenity and widely preferred over seating at bus stops. This preference is especially strong for residents 18-35 and those who take transit occasionally, and it may be an effective incentive for occasional transit riders to ride more regularly.
- b) While few Marin respondents reported taking transit as their primary form of travel, transit is increasingly common as a secondary mode among both younger and rural demographics.
  - i. Rural respondents reported they are more likely to choose the bus as their secondary mode (24% vs. 12% of suburban residents).

- ii. Transit is a more common secondary travel mode among younger respondents (under 35); 20% of those 18-35 take the bus as a secondary mode, compared to just 12% of those over 35 and 11% of those over 65. These age differences may be related to the distinct transportation needs of families with children, seniors, and younger, childless adults.

**NEXT STEPS:**

TAM staff will use these survey results, and previous outreach results to prepare a draft vision for consideration by the TAM board in March 2017. In anticipation of presenting the draft Vision, TAM staff will circulate the draft vision with TAM committees and partner agencies. Upon consideration from the TAM Board of Commissioners, the draft vision will be circulated for public comment. Note the Strategic Vision Plan establishes goals and strategic activities going forward.

**FISCAL CONSIDERATION:**

N/A

**ATTACHMENTS:**

N/A