

MEETING OF THE  
TRANSPORTATION AUTHORITY OF MARIN  
PROGRAMMING & PROJECTS EXECUTIVE COMMITTEE  
June 12, 2017  
2:00 p.m.



TAM CONFERENCE ROOM  
900 FIFTH AVENUE  
SAN RAFAEL, CALIFORNIA

**MEETING MINUTES**

Members Present: Stephanie Moulton-Peters, Mill Valley City Council, TAM Chair  
Alice Fredericks, Tiburon Town Council  
Diane Furst, Corte Madera Town Council  
Eric Lucan, Novato City Council  
Katie Rice, County of Marin Board of Supervisors

Members Absent: Kathrin Sears, County of Marin Board of Supervisors

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

*Chair Stephanie Moulton-Peters called the meeting to order at 2:10 p.m.*

**1. Chair's Report** (Discussion)

Chair Moulton-Peters indicated she had nothing to report.

**2. Commissioner Comments** (Discussion)

None given.

**3. Executive Director's Report** (Discussion)

Executive Director (ED) Dianne Steinhauser reported on a Metropolitan Transportation Commission (MTC) meeting last Friday that included discussion about Regional Measure Three (RM3) funding and proposed projects, as well as a meeting held regarding (Senate Bill 1) SB 1 and how its funding should be allocated. She noted that the current priorities for SB fund distribution seem to be the Local Partnerships Program (LPP) and the Active Transportation Program (ATP), and she expects the allocations for both will be handled like a grant with the CTC (California Transportation Commission) deciding how the funds will be distributed, although the LPP program may be split in half and then allocated by formula. She noted as well that the Active Transportation Program got a boost through SB 1, and they will be looking at old projects from the previous cycle that were not selected for funding;

new projects would be sought in 2018 for funding in 2019. She indicated that guidelines are also being drafted for the Local Streets and Roads funds, and that staff would be preparing a summary sheet showing all the different fund sources, schedules, and deadlines.

ED Steinhauser also discussed the formation of an Expenditure Plan Advisory Committee (EPAC) for consideration of an increase or extension of Measure A, the ½-cent transportation sales tax, proposed membership, schedule of meetings (the first one in the coming week), number of meetings, and anticipated topics, with the ultimate goal to make a recommendation regarding a renewal and/or an extension of the tax.

Commissioner Furst commented on past educational presentations that were difficult to understand for those not immersed in TAM's work and the many funding sources associated with it, and she made suggestions as to graphics that could be used. Chair Moulton-Peters agreed, and she mentioned pie charts that were included in a past report that she thought would be helpful. ED Steinhauser indicated they would make an effort for a better display of information.

Chair Moulton-Peters mentioned Raoul Wertz, a former School Board member from Mill Valley who also works with the Safe Routes program, as another person for the Advisory Committee. She also mentioned another potential participant who is a member of the Sausalito Sustainability Committee and said she would pass that name on to staff.

Commissioner Lucan suggested a member of the Building Trade Council to participate in the EPAC as well.

Chief Financial Officer Li Zhang reported to the Committee on her recent graduation from the San Rafael Chamber of Commerce Leadership Institute, in which she participated. She noted that TAM had received a certificate of appreciation for their work and financial support, and she had accepted it on behalf of TAM. She also discussed the three bicycle "fixit" stations that will be placed in various locations in San Rafael, including the SMART station.

Chair Moulton-Peters asked about the time and place for the Expenditure Plan Advisory Committee meetings, which ED Steinhauser responded that the meetings are held, generally on the third Monday of the month from 6:00 until approximately 8:00 p.m. at TAM's office and that they're open to the public. She noted that the times and dates would change when the group started two meetings per month in September versus one meeting. She explained that any changes to the schedule would be noted on the home page of TAM's website. She also discussed next steps after the Committee has finished its meetings. There was brief discussion regarding input from the Board of Supervisors about potential support for the ballot measure.

#### **4. Open Time for Public Expression**

Cindy Winters discussed automated vehicles, development costs, efforts of the manufacturers to begin recouping their investments. She also commented on difficulties with driverless cars, infrastructure needs, and promotion of electric vehicle use.

#### **5. Approval of Minutes from May 8, 2017 (Action)**

Commissioner Furst moved to approve the minutes of May 8, 2017. Commissioner Lucan seconded the motion, which was unanimously approved.

## 6. Crossing Guard Program

### a. Changes to Crossing Guard Program Location Scoring Methodology (Action)

ED Steinhauser indicated that Project Delivery Manager Dan Cherrier and consultant James O'Brien would present the staff report.

Mr. Cherrier began the presentation which asked that the Committee forward to the full TAM Board a recommendation to change the Location Scoring Criteria and Methodology as presented by staff. He reported on the number of crossing guard locations, noting as usual that there is a greater demand for guards than money to cover all the locations, minor changes for this year, and input from the Technical Advisory Committee (TAC), along with his working group that developed this recommendation, with membership from the Marin Public Works Association, County representatives, the city of Sausalito, and the Marin County Office of Education.

Mr. O'Brien reviewed the background of the program, recertification requirement, proposed changes to the usual process, and the recommendations that resulted from the analysis of the process: timing of the counts, data collection methodology, exclusion of locations ranked in the top 30 or below 110 per previously ranked locations in the data collection, and crossing guard location scoring criteria. He stated that limiting the number of guards at each location to one guard shall continue. As well, locations at which TAM is providing a guard paid for by others shall remain on the list of guard sites, and scoring data shall be collected during the recertification process.

Mr. Cherrier commented on the cost savings to the program that will result in not counting the top 30 or the lower range of crossing guards. Mr. O'Brien acknowledged there are precautions in place whereby excluding counts from some locations will not keep other locations from being able to move up in the ranking. In fact, exempt locations can be counted if needed to confirm its comparative ranking.

Mr. Cherrier discussed details as to how a site is chosen, counted, scored and ranked accordingly. Commissioner Rice asked about a site that does not have a guard currently but did have one previously. Mr. Cherrier said there should be scores from previous years that could be compared with current scores if available.

After further brief discussion, Mr. Cherrier also reviewed the steps in the process culminating in a public meeting when the TAM Board will make the final decision and ranking. The team envisions bringing the new ranking to the TAM Board in January or February of 2018.

Chair Moulton-Peters expressed concern that people would be upset if they find out that a location will no longer be funded, particularly if it is leaked ahead of time. She asked if all the Public Works Departments will be notified of the potential change- losing a guard in particular. Mr. Cherrier said yes, and he reassured the Committee that the information on the new list would be conveyed to the jurisdictions, agencies and elected officials in early Spring of 2018 to enable funding discussions to occur, if any city/town or school wants to find a volunteer or fund a guard themselves. Any changes will be noticed well ahead of the new school year.

Commissioner Furst recommended that City Managers be notified, also, at the earliest point possible, so they can make budget changes if need be and/or to allow for other funds to be sought to cover the costs. ED Steinhauser expressed that is why TAM staff is trying to get the information finalized by the December/ January/ February timeframe to allow for budgetary changes that may be needed.

Commissioner Furst asked for clarification on whether all locations are reviewed and recounted every four years; staff confirmed the whole process is repeated every four years, but it is possible a site, if it falls low on the ranking scale, will be exempt for longer than four years. Mr. Cherrier also reminded the group that the Public Works Directors have the authority to request a count regardless, which TAM will then do.

Commissioner Furst also asked whether the score will stay the same if a site is not counted in a cycle, if the relative ranking would remain the same or both. Mr. Cherrier confirmed the ranking might change relative to other locations, but the scoring would remain the same until the site is counted again.

Commissioner Rice thanked Mr. Cherrier for his efforts to save administrative costs where possible. She asked and Mr. Cherrier confirmed the cost to do the recommended site scoring was \$110,000, the cost per guard was \$17,000 per site, and the overall cost for the program was at \$1.6 million per year. Commissioner Rice also asked if the cost reduction from one evaluation period to another will be uniform which Mr. Cherrier confirmed. Further, Commissioner Rice asked why the cutoff was set for the top thirty and the ones below 110, which Mr. Cherrier explained.

Commissioner Rice agreed that focus of the program should be to provide as many guards as possible and she agreed with the single guard per intersection. She questioned how many jurisdictions would be willing to pay for additional guards.

Commissioner Lucan pointed out that with the proposed methodology, only 28 sites were not being counted. He also thought it would be easier to hone the process more, and it would be helpful to keep track of key milestones during this cycle so the next time it may be easier to explain why the timing of the process is set to start so early.

Chair Moulton-Peters discussed key elements of the program and the story that should be emphasized for future presentations – how the program has grown and evolved over the years and why more funding is necessary, as well as the importance of the program to the next generation. ED Steinhauser commented on the growth of the program, from evaluating 63 guards the first year to 147 sites now, and reducing the risks at the same time.

Commissioner Rice moved to support the Recommendations 1-4 from staff and that the Board approve the Recommendations 1-4 to the Crossing Guard Program Location Scoring Methodology, and Commissioner Lucan seconded the motion. It was unanimously approved.

#### **b. Assessment of Crossing Guard Program (Action)**

Mr. Cherrier presented the item which asked that the Committee forward to the full TAM Board a recommendation to accept the 2017 Crossing Guard Assessment Report. He reviewed the process followed in the past for assessing the program and changes to the student and parent surveys. Mr. O'Brien discussed the content of the surveys and the responses from students and parents; as well as implications of the responses and perceptions of the public toward the crossing guard program.

Chair Moulton-Peters expressed her appreciation to Mr. O'Brien for his many years of service in administering the program. Commissioner Rice noted she sees more younger families biking to school. Everyone agreed there is an intangible benefit if only in the perception of safety that is conveyed through the crossing guard role.

Commissioner Furst suggested a label placed on the back of guards' safety vests which could say something like "Crossing Guard funded by your TAM tax" or rotating a sandwich board among the schools with the same language to increase awareness of the work that TAM is doing.

Commissioner Lucan moved to recommend that the TAM Board accept the 2017 Crossing Guard Assessment Report for placement on the Consent portion of the agenda for the June 22 Board meeting. Commissioner Furst seconded the motion, which was unanimously approved.

**7. Approve Funding Agreement with the City of Larkspur for the East Sir Francis Drake Blvd Project Approaching the Richmond-San Rafael Bridge (Action)**

ED Steinhauser opened the discussion of this item which asked the Committee to recommend that the TAM Board authorize the Executive Director to execute a funding agreement with the City of Larkspur to implement the construction and construction management phase for the East Sir Francis Drake Blvd Project approaching the Richmond-San Rafael Bridge and forward this recommendation to the full Board.

She summarized the purpose of this item in recognition of the progress that is being made on the improvements to the East Sir Francis Drake approach to the Richmond San Rafael Bridge- the project is ready to be constructed. Deputy Director Bill Whitney reviewed the schedule for the project. She also discussed the scope of work that the city of Larkspur has agreed to take on for the project.

In response to a question from Commissioner Rice, regarding reducing congestion, Mr. Whitney stated that implementing this work, in conjunction with the opening of the third lane on the bridge will cut the travel time in half.

ED Steinhauser reminded the Committee that there is a local community benefit to be had regarding these improvements, as well as what they provide for travelers going to the Bridge.

Commissioner Furst moved to recommend that the Board approve the funding agreement with the City of Larkspur for the East Sir Francis Drake Blvd Project Approaching the Richmond-San Rafael Bridge and to place it on the Consent portion of the upcoming Board Agenda, and Commissioner Rice seconded the motion. It was unanimously approved.

**8. MTC Bike Share Capital Program Grant Application (Discussion)**

ED Steinhauser introduced the item, indicating it is for a joint bike share program between TAM and Sonoma County, primarily at the SMART station sites in each County.

Senior Transportation Planner Scott McDonald presented the staff report, together with Sean Co of Toole Design Group. He discussed the purpose of the program is to tie directly into the SMART stations, the program concept, an example of San Mateo's program, potential demand, other fund sources, long-term possibilities for operation of the system, generating funds for the operator and past interest in sponsorship.

ED Steinhauser asked whether the application requires any action by the TAM Board to approve matching funds to which Mr. McDonald said that would not be necessary but a resolution of local support would be required to accept the grant, if awarded.

Commissioner Furst asked that the spreadsheet in the report be expanded to include capital and projected operating costs. Commissioner Lucan said he agreed with starting small in the approach, but also consider reaching out to large employers, large shopping centers, etc., for sponsoring partners, which could also help promote the program.

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Commissioner Rice expressed concern that the number of bikes (100) at 10 locations that they hope to begin with may be spreading it too thin. She also agreed with Commissioner Lucan that sponsorships might be helpful.

Chair Moulton-Peters expressed excitement at the possibilities, and she thought a pilot program would be the way to start.

Commissioner Fredericks expressed concern that starting small could jeopardize the trust in the program if commuters can't count on a bicycle being where they need them to be. ED Steinhauser acknowledged that has been an issue in past discussions – the cost of idle bicycles balanced against a lack of bicycle when needed.

There was discussion about whether to put the item on the Consent portion of the upcoming Board agenda, and the Committee deferred to staff. They suggested there was no need for Board discussion until after the MTC grant is received.

*The meeting was adjourned at 3:50 p.m.*

DRAFT