



MEETING OF THE
TRANSPORTATION AUTHORITY OF MARIN
FINANCE & POLICY EXECUTIVE COMMITTEE
June 12, 2017
3:30 p.m.

TAM CONFERENCE ROOM
900 FIFTH AVENUE
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:

Staff Members Present:

Dianne Steinhauser, Executive Director
Bill Whitney, Deputy Executive Director
Li Zhang, Chief Financial Officer
Derek McGill, Planning Manager
David Chan, Manager of Programming and Legislation
Dan Cherrier, Principal Project Delivery Manager

Vice Chair Judy Arnold called the meeting to order at 3:55 p.m.

1. Chair's Report (Discussion)

Vice Chair Arnold indicated she had nothing to report.

2. Commissioner Comments (Discussion)

Commissioner Moulton-Peters commended Senior Planner Scott McDonald for his assistance at the Mill Valley Bicycle Pedestrian Planning meeting in helping them to finalize the Bicycle Pedestrian Plan update.

3. Executive Director's Report (Discussion)

Executive Director (ED) Dianne Steinhauser gave updates on Regional Measure 3, SB 1 planning efforts, and the formation of the Expenditure Plan Advisory Committee and staff's recommended membership, meeting schedule beginning next week, role of the Advisory Committee and operating rules and guidelines. Vice Chair Arnold asked for clarification on the labor union representative, which ED Steinhauser provided noting that Commissioner Lucan had suggested the name of a candidate which staff will pursue.

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Chief Financial Officer Li Zhang reported on her attendance at the San Rafael Leadership Institute ceremony where she was one of the graduates, and on behalf of TAM, she received a certificate in appreciation of their participation. She also discussed three new bicycle “fixit” stations in San Rafael, and the plans that the Marin County Bicycle Coalition (MCBC) has to invest in more of them throughout the County.

4. Open Time for Public Expression

There was no one present to speak.

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

Commissioner Phillips moved to approve the minutes of May 8, 2017 and Commissioner Fredericks seconded the motion. It was unanimously approved.

6. Commute Alternatives Program Update (Action)

ED Steinhauser introduced Planning Manager Derek McGill and Senior Transportation Planner Scott McDonald to present the staff report, which recommended the Committee receive update of current fiscal year Commute Alternatives Program and refer it to the full TAM to adopt next year’s program of activities.

Mr. McDonald discussed the background of the program as part of Measure A, to encourage commute alternatives and decrease the demand on the overall transportation system. He also reviewed accomplishments from 2016-17, including a review of Transportation Demand Management (TDM) programs, formation of a TDM Ad-Hoc Committee, expansion of the Emergency Ride Home program to SMART, a study of new transportation technologies and partnerships, development of a carshare pod in San Rafael near the SMART station, a joint MTC (Metropolitan Transportation Commission) bikeshare grant application with Sonoma County Transportation Authority (SCTA), a Lyft pilot program for SMART riders, and the ongoing vanpool program.

ED Steinhauser commented on earlier efforts to begin a carshare program and how such programs and marketing strategies have changed in recent years.

Commissioner Connolly asked how much use the Emergency Ride Home program has had, which staff discussed. Mr. McDonald noted that approximately 180 employers have enrolled in the program which represents about 16,000 employees, but the program averages only a few rides annually. Commissioner Phillips asked the definition of “emergency” for the purpose of the program, and Mr. McDonald stated that it is an unforeseen need and he gave a few examples, noting that as more people take public transit and as work schedules become more varied, the demand will increase.

Vice Chair Arnold asked about TAM’s role with the vanpools, and Mr. McDonald explained TAM provides incentives and promotes the program through outreach to employers, as well as MTC’s work in selecting vendors and the formation of the vanpools.

Mr. McGill continued the presentation with a summary of TAM’s goals and plans for the coming year, such as revisions to the Commute Alternative program components, continued work on the Emergency Ride Home

program, support and promotion of the vanpool options, and development of a streamlined, comprehensive program to cover all aspects of marketing and outreach while maintaining the initial core elements.

Mr. McGill also discussed the budget elements, changes from past years to reflect new priorities, continued oversight of the TDM program by consultant Rick Ruvolo because of his knowledge of and contacts in the industry.

Vice Chair Arnold expressed it is good to take a look back and a look forward at the end of every fiscal year, and helpful to the Board especially.

Commissioner Phillips said he has always been concerned about connectivity with SMART, and he thought it would be good if TAM staff could make a presentation at the San Rafael City Council meeting (and others if they want it). Vice Chair Arnold suggested doing the same for the SMART Board.

Commissioner Phillips expressed concern as well about bicycle safety in San Rafael for cyclists who come on SMART but are unfamiliar with the bicycle infrastructure and best streets to travel through the city. He suggested additional signage could be beneficial. Mr. McGill agreed with Commissioner Phillips, and he discussed steps that are being implemented to address the situation.

Regarding Commissioner Phillips' concern about connectivity to SMART, Mr. McGill acknowledged the issue and indicated staff would be reaching out to the public to identify the areas of greatest need and progress from there.

Commissioner Moulton-Peters commented on the Travel Navigator program used by Marin Transit users, as well as a book called *Nudge*, which discusses ways to motivate people to gradually change behaviors.

Commissioner Moulton-Peters moved to recommend approval of the next year's Commute Alternatives Program activities. Commissioner Phillips seconded the motion, and it was unanimously approved.

7. Review of 2017 Measure A Half-cent Transportation Sales Tax Compliance Audit Selection List (Action)

Chief Financial Officer Li Zhang presented the staff report which asked the Finance and Policy Executive Committee to review the list of the funding recipients selected for the 2017 compliance audit cycle and refer it to the TAM Board for review and approval. She discussed the annual Measure A Compliance Audit to ensure that fund recipients are using the monies received appropriately according to the funding agreements. She identified the agencies selected for this year's audit and next steps in the process.

Commissioner Phillips moved to recommend that the TAM Board review and accept the list of agencies selected for Measure A Compliance Audit for the 2017 Budget Cycle. Commissioner Moulton-Peters seconded the motion, and it was unanimously approved.

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

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