



**DATE:** April 26, 2018

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

**FROM:** Dianne Steinhauser, Executive Director  
David Chan, Programming Manager

**SUBJECT:** Programming Scenarios for Measure B Vehicle Registration Fee (VRF) Funds (Action),  
Agenda Item 7

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## RECOMMENDATION

Receive staff presentation of the programming of carryover funds under Element 3 of the \$10 Vehicle Registration Fee program, and approve final programming of carryover funds.

## BACKGROUND

Measure B, which increased the annual vehicle registration fee (VRF) of Marin County residents by \$10 to help fund transportation improvements and required a majority approval by voters, was approved by 63% of voters in 2010. Revenues generated by Measure B contribute \$2.3 million per year in VRF funds to Marin County transportation projects and programs.

VRF funds generated by Measure B are distributed to the following three Elements:

1. **Element 1 - Maintain Local Streets and Pathways:** Includes 35% for local streets and 5% for bicycle and pedestrian pathways
2. **Element 2 - Improve Transit for Seniors and Persons with Disabilities:** Includes 35% for Paratransit Plus, Volunteer Driver Program support, low-income rider scholarships, Gap-Grant Program, mobility management staffing
3. **Element 3 - Reduce Congestion and Pollution:** Includes 25% for school safety and congestion reduction, local Marin County commute alternatives, alternative fuels infrastructure and promotion

Element 3, Reduce Congestion and Pollution, contains the following three sub-elements:

- 3.1. School Safety and Congestion Reduction
- 3.2. Local Marin County Commute Alternatives
- 3.3. Alternative Fuels Infrastructure and Promotion

While Element 3, Reduce Congestion and Pollution, receives 25% of the VRF funds generated, the Measure B Expenditure Plan approved by voters did not designate the funding levels that each of the sub-elements is targeted to receive. Rather the Measure B Strategic Plan provides the following principles:

- TAM will be responsible for distributing school safety funds to sustain or grow existing programs.

- TAM will administer the Commute Alternatives program as part of its existing commuter program. All transit programs will be coordinated through Marin Transit and/or Golden Gate Transit
- TAM will assign funds for alternative fuel programs, as a match to other fund sources or through competitive grant programs. TAM will manage an alternative fuel education program in collaboration with stakeholders such as the Marin Climate and Energy Partnership.
- The distribution of funds among the three eligible expenditures for this element will be determined every two years based on grant opportunities and funding needs.
- The goal is to be flexible and maximize the value of these funds by targeting matching grant opportunities, pilot programs and other timely revenue opportunities.

While the Measure B Strategic Plan allows the TAM Board to establish two-year budgets for each of the three sub-elements, the budgets have been developed annually since inception. Since the start of the program, TAM has dedicated funds relatively equally between the three sub-elements, which approximates \$180,000 per year for each sub-element.

While Crossing Guards and Street Smarts have fully expended their annual programming of VRF funds, the Commute Alternatives and Alternative Fuel programs have not. Unexpended funds are not preserved for the sub-element that did not use the funds for the following fiscal year. Rather, funds not expended in any of these sub-elements of Element 3 at the conclusion of a fiscal year have been returned to the overall Element 3 budget, making the carry-over available for programming in subsequent years, to any of the sub-elements at the discretion of the TAM Board.

The spending priorities outlined in the overall \$10 VRF Expenditure Plan is required to be reviewed and the Plan considered for amendments and republished as necessary at least every 10 years. Amendments to the Plan will be approved by a two-thirds vote of the TAM board, after a public input process. The 10-year period will end after FY 2020/21. A new plan or continuation of the existing plan will be determined prior to the end of the 10-year period.

## **DISCUSSION**

The TAM Board has historically since its inception prioritized alternative modes of travel. The original Measure A Expenditure Plan in 2004, the assignment of federal funds annually available from MTC, the creation and implementation of the Non-Motorized Transportation Pilot Program, the redirection of Regional Measure 2 funds to the North-South Greenway and SMART, the \$millions in fund support for SMART, have all attributed to this core belief and mission. TAM should be very proud of what it has been able to do, through its members and partner agencies, to provide alternatives to driving, from which Marin workers and residents have benefitted.

The Measure B \$10 Vehicle Registration Fee program continued TAM's core mission to dedicate funds to alternative modes. It also kicked off a program for support of Alternative Fuels as well, unique amongst all counties in the Bay Area. The Measure B Program is in its seventh year of programming. After this fiscal year, there will be three more years of programming before the 10-year review process, and potential resetting of how the funds are spent. As noted above, the Plan after the 10-year period can remain as-is or amended as deemed necessary.

Staff is proposing programming scenarios for the remaining three fiscal years (FY 18/19, FY 19/20, and FY 20/21) in light of recent public demand for maintaining the Crossing Guard Program and advocacy demand for expanding the Alternative Fuel Program. The result of this discussion will guide final budget adoption

for the three sub-elements. The Board will consider final budgets for the Commute Alternatives Program and the Alternative Fuel Program in the coming months. Note that staff has historically brought VRF budgets annually to the TAM board for consideration at the beginning of each Fiscal Year.

The TAM Board is welcome to set direction for these three sub-elements for the next three years. Note that the Board will be requested to approve detailed budgets for each sub-element annually, as has been TAM's practice. Staff recommends the following timeline for the 4 sub-elements as follows:

- Staff has received approval from the TAM Board on the Crossing Guard funding for next year, FY 2018-19, from VRF funds. In March, TAM approved a baseline amount of \$150,000 for next year and a temporary increase of \$170,000, for a total of \$320,000. This temporary VRF funding will allow TAM to keep 21 guards that would otherwise be cut next Fall, pending approval of the sales tax measure renewal in November 2018.

Staff is assuming that carryover funds will be assigned to Commute Alternatives and Alternative Fuels and that the Crossing guard funds will remain at a steady rate of \$150,000 for FY 2019-20 and FY 2021-22. This assumption is built into the staff report of how many guards can be funded with a combination of VRF funds and sales tax funds. Staff shall proceed to place and manage crossing guards next Fall 2018 under this revenue assumption.

Staff is also assuming that the Board will continue to authorize the Street Smarts program at \$25,000 annually, as it has done for the past 6 years.

- Staff recommends the TAM Board consider a Commute Alternatives program in detail in June or July, 2018. There are a number of programs contained in TAM's current Commute Alternatives Program that are ongoing and several of them are upcoming. Attachments C and D to this memo show a projected list and cost of program elements in the next three years.

Staff notes that the Commute Alternatives funding is a conservative estimate and actual expenditure levels could be less than shown.

- Staff recommends that the TAM board consider an Alternative Fuel Promotion Program after staff continues to work closely with both existing and new partners in Marin over the next 4-6 months to assess how best to grow the program beyond what the current Clean Transportation Technology Advisory Working Group has recommended. The CTTAWG is comprised of practitioners and advocates, a working group that meets regularly to confer with TAM staff on how best to promote EV adoption. Attachment E shows the current membership of the CTTAWG.

Staff notes that the full review and associated amendments, if warranted, to the overall \$10 VRF program will need to occur prior to the completion of Year 10, which is three years from now. This is required in the Expenditure Plan approved by voters for the \$10 Vehicle Registration Fee. At the time of review, the scope of these programs may need to be reduced as funding levels are likely unsustainable. The Board does not have to amend the plan, but is required to review spending priorities at least every 10 years, and can amend if warranted, after public input.

#### **PRIOR ACTION FOR FY 18/19, FY 19/20, and FY 20/21**

As noted, on March 22, 2018, the TAM Board programmed a portion of the carryover funds to an urgent need. \$170,000 in VRF funds were programmed to the Crossing Guard Program in FY 18/19 to fund 21 locations from August to December, to avoid cuts and anticipating Transportation Sales Tax Renewal be

placed on the November 18<sup>th</sup> ballot and successfully pass voters. The Sales Tax Renewal Expenditure Plan currently to be considered by the TAM Board contains additional funding for Crossing Guards that would prevent these cuts from occurring over the long term.

### **PROPOSED PROGRAMMING SCENARIOS**

Staff is recommending programming scenarios for the carryover funds remaining under Element 3. At the conclusion of FY 17/18, if all of the funds programmed for FY 17/18 have been expended, there is a projected carryover of \$1.002 million in VRF funds. In addition, Element 3 generates approximately \$570,000 annually in new funds. The staff recommended programming includes both the new annual funds of \$570,000 and the carryover of \$1.002 million.

Due to growth in demand in the Commute Alternatives Program and in the Alternative Fuels program, staff recommends applying the carryover funds substantially to those two programs over the next three years.

Attachments A and B are the spreadsheets of the VRF Element 3 options staff are presenting for action. Dollars shown are based on programming and expenditures to date. The spreadsheets show a carryover of slightly more than \$1 million at the conclusion of FY 17/18, assuming all funds programmed for FY 17/18 will be drawn down. Historically, some funds are often not expended for various reasons such as: an anticipated grant was not secured or expenditures have not occurred yet. Therefore, the matching funds from TAM were not needed in the designated year of programming and the funds roll over to the following year. In addition, funds may not be fully utilized because a call for projects was issued and there were insufficient applications to exhaust the funds programmed for the call.

TAM staff brought this recommended three years of programming to the TAM Board at the Executive Committee meetings of April 9<sup>th</sup>. Attachment A is the recommendation for increased Alternative Fuel funding by the Programming & Projects Executive Committee. Attachment B is the recommendation of the Finance & Policy Executive Committee. They differ by how soon TAM programs a \$90,000 remaining carryover that TAM staff had not recommended programming.

#### **Element 3.1 Crossing Guards**

Staff notes that the TAM Board has agreed to at least funding Crossing Guards at \$150,000 per year, a level of funding built into the TAM Board actions in March and adopted Crossing Guard list of funding going forward. As just recently approved by the TAM Board, for next year- FY 18/19, the Crossing Guard funds increase by \$170,000 for a total of  $\$150,000 + \$170,000 = \$320,000$  in order to keep funding guards while TAM waits to determine if the sales tax measure renewal goes to the ballot and passes by public vote. The Street Smart Program is also maintained at \$25,000 annually.

TAM staff note that the TAM Board has the prerogative of assigning more of these VRF carryover funds to crossing guards, thereby increasing the number of crossing guards placed near schools and serving the community.

#### **Element 3.2 Commute Alternatives**

Staff notes that in prior years, not all funds were expended in the Commute Alternatives Program. But the program is growing, with TAM adopting several new elements to the program recently and TAM considering upcoming additions in the next few years.

In particular, staff includes in the coming budget matches to partner grants that are coming to TAM, or anticipated. These include grant funds from MTC for the Bikeshare program in Marin and Sonoma centered

on SMART stations, as well as a possible Mobility As A Service grant. TAM is regenerating our Employer/Employee outreach efforts, along with supporting our historical Emergency Ride Home, Van pool Incentive, Carshare, and LYFT subsidy programs.

See Attachments C and D for a summary of the Commute Alternatives needs for the next three years, both summarized to show grants as well as an expanded explanation of each program by year.

### **Element 3.3 Alternative Fuels**

TAM staff is pleased to report an anticipated full spend-down of this year's Alternative Fuel budgeted amount of \$240,000. Staff understands from sponsors that there will be a strong demand for funds next year in the area of EV Charging facilities, and Clean Technology fleet conversion as well.

Staff believes growth in the Alternative Fuels program can occur, and look forward to expanded coordination with our local jurisdictions- the cities and towns in Marin, along with ongoing partners Marin Clean Energy, the Marin Climate and Energy Partnership and the County of Marin Sustainability program. TAM staff has included a modest amount of funds to support this coordination effort. This effort, centered on the County's Drawdown initiatives, can include additional partners as well, to define how best to grow the program going forward. As recommended, staff will be kicking off a 4-6 month effort to define how best to grow the program, and bring a detailed strategy back to the TAM Board.

TAM staff have managed the Alternative Fuels program through a collaborative advisory group that has been advising TAM since the program started in 2011, for over 7 years. The CTTAWG is comprised of practitioners and advocates, a working group that meets regularly to confer with TAM staff on how best to promote EV adoption. Attachment E shows the current membership of the CTTAWG. Staff will continue to consult the CTTAWG in establishing the Alternative fuels program, as well as expand its collaboration to additional partners.

Staff will conduct expanded collaboration and bring a recommended program to the TAM board in 4-6 months. Program elements may include the current program elements as shown on Attachment F, as well as additional elements. A key part of the effort will be to better understand why there has not been a demand for publicly available EV chargers given the numerous grant opportunities that have been made available, what is the resultant effect on conversion to electric vehicles from this investment, and is this a cost-effective strategy given TAM's core mission of prioritizing alternative modes.

### **Related Measure A Sales Tax Renewal Efforts**

The Marin ½ cent transportation sales tax, 2004 Measure A, is under consideration for renewal. TAM staff and TAM Board Members are considering a Draft Sales Tax Renewal Expenditure Plan at this same TAM board meeting of April 2018. The Draft Expenditure Plan has been reviewed by the cities, towns, and County of Marin whose councils are providing comments to the Draft Plan and hearing from the public in their jurisdictions on issues and areas of interest. If approved by the TAM Board, the cities, towns, and the County will be asked to approve the Final Sales Tax Renewal Expenditure Plan after TAM approval.

The 24-member Expenditure Plan Advisory Committee appointed by TAM in May 2017 reached a unanimous decision on what should be included in the renewal of the tax. Several programs that are funded in the above-described Vehicle Registration Fee also receive funding in the current or the future-transportation sales tax renewal. The EPAC considered this and took it into account in making their recommendations.

While the TAM Board has yet to act on these below described sales tax renewal funds, it is useful for the Board to have these funds described. This information may aid in the decision-making process going forward on programming these Carryover Funds from the VRF.

### **Crossing Guards In the Sales Tax Plan**

The Draft Final Transportation Sales Tax Renewal Expenditure Plan recommends an increase in funds for Crossing Guards. While the existing sales tax dedicates 4.2% towards Crossing guards, staff's sales tax recommendation is for the sales tax renewal to dedicate 7.0%. This allows the Crossing Guard program at TAM to fund down through Rank 96. This commitment to fund to Rank 96 assumes the VRF continues to fund \$150,000 per year for Crossing Guards going forward.

### **Commute Alternatives Program In the Sales Tax Plan**

The Draft Expenditure Plan includes funds for supporting trip reduction and commute alternatives to Single Occupant Vehicle (SOV) usage, specifically geared to employers and employees. Set at 1% by the EPAC under the category of Reducing Congestion on Highway 101 and Adjacent Roadways, TAM staff are recommending 0.5% as a suitable target, with the resultant funds applied to increasing the Crossing Guard program from where it had been- at 6.5% to a final 7.0%. The funds would enable successful programs to continue and support new efforts such as first/last mile transit services to SMART, including LYFT, the upcoming Bikeshare, and the upcoming MAAS - or Mobility As A Service.

### **Alternative Fuels In the Sales Tax Plan**

The EPAC considered funding for an expanded Alternative Fuels Program in the sales tax, but believed that existing and projected future funds, as well as investment by the private sector, such as car companies, could adequately support the program. This was in part due to significant opportunities for grants from a number of state and regional agencies for EV Vehicles and EV Infrastructure.

Nonetheless, staff will be recommending to the TAM Board that "Alternative Fuel Vehicles and Infrastructure, including Electric Vehicles" are investments encouraged under a number of sales tax renewal categories, including funds for Local Streets and Roads, funds for Transit Capital including both infrastructure and fleet vehicles, and funds for addressing Sea Level Rise and Resiliency.

### **Seven to Ten Year Review and Reset In the Sales Tax Plan**

Staff has heard from many cities and towns of the need to allow flexibility going forward in addressing new transportation needs. There is much change in how transportation is provided. The sales tax investments will need to be reviewed and amendments will be allowed to address new demands and new technology.

Staff will be recommending that the final sales tax renewal plan include an allowance for review—and possible amendments—as early as 7 years, but no later than 10 years after public approval of the revised expenditure plan. With the VRF Plan up for review and renewal in 2020-21, and the sales tax plan to be considered for review and amendment as early as 2026, assuming public approval in November 2018, opportunity exists to further adjust how investments are made in these categories.

### **The VRF After Year 10**

Attachments A and B show a carryover of \$6,459 remaining in Year 10, after the carryover funds are re-programmed, under options to be considered by the TAM board. Note that VRF funds do not grow annually as do the Sales Tax funds. The vehicle registration fee is fixed, and so the amount available remains relatively unchanged year after year.

After year 10, the levels being recommended cannot be sustained. In simple terms, an equal share to each sub-element would be \$180,000 per year. The TAM Board will need to consider other funds, will need to reset the overall VRF program, or will need to substantially reduce the scope of the expanded Commute Alternatives and Alternative Fuel programs.

### **PROGRAMMING AND PROJECTS EXECUTIVE COMMITTEE**

Staff presented this item to the Programming and Projects (P&P) Executive Committee on April 9, 2018. The P&P Executive Committee approved staff's recommendation on the programming of VRF funds for the next three fiscal year, except the P&P Executive Committee increased the VRF funds for Element 3.3 by \$45,000 in FY 18/19 and FY 19/20 so that the revised funding for Element 3.3 are \$390,000 in FY 18/19, \$390,000 in FY 19/20, and \$345,000 in FY 20/21, leaving a carryover of \$6,459. The P&P Executive Committee's recommendations are shown in Attachment A.

### **FINANCE AND POLICY EXECUTIVE COMMITTEE**

Staff also presented this item to the Finance and Policy (F&P) Executive Committee on April 9, 2018. The F&P Executive Committee also approved staff's recommendation on the programming of VRF funds for the next three fiscal year as shown in Attachment A, except the P&P Executive Committee increased the VRF funds for Element 3.3 by \$90,000 in FY 18/19 so that the revised funding for Element 3.3 are \$435,000 in FY 18/19 and \$345,000 in both FY 19/20 and FY 20/21, leaving a carryover of \$6,459. The F&P Executive Committee's recommendation are shown in Attachment B.

### **FISCAL IMPACTS**

The adopted Measure B amounts for each of the three sub-elements of Element 3 will be reflected in the annual TAM Budget for FY 18/19, FY 19/20, and FY 20/21, and the Strategic Plan Update for the VRF Program.

### **NEXT STEPS**

Communicate with stakeholders on the programmed amounts adopted by the TAM Board and revise the Measure B Strategic Plan with the adopted programmed amounts.

**ATTACHMENT**

Attachment A: VRF Revenue and Programming – Programming & Projects Executive Committee Proposal

Attachment B: VRF Revenue and Programming – Finance & Policy Executive Committee Proposal

Attachment C: Element 3.2 Commute Alternatives Program Tasks

Attachment D: Element 3.2 Commute Alternatives Proposed Budget

Attachment E: TAM’s Clean Transportation Technology Advisory Working Group

Attachment F: Element 3.3 Alternative Fuel Promotion Program Tasks - Preliminary



## 10-year Measure B Vehicle Registration Fee Revenue and Programming Summary Sheet

### Element 3 Reduce Congestion and Pollution

			7		8	9	10
	Share	10 YR. TOTAL	FY2017-18		FY2018-19	FY2019-20	FY2020-21
			Adopted		Scenarios for Future Programming		
			FY2017-18		FY2018-19	FY2019-20	FY2020-21
<b>Element 3 Revenue &amp; Programming<sup>2</sup></b>	25%	\$ 5,690,083	\$ 569,915		\$ 570,000	\$ 570,000	\$ 570,000
<i>Element 3.1 School Safety and Congestion Programmed - Crossing Guard</i>		\$ 1,862,000	\$ 246,000		\$ 320,000	\$ 150,000	\$ 150,000
<i>Element 3.1 School Safety and Congestion Actual/Anticipated Expenditure - Crossing Guard</i>		\$ 1,876,353	\$ 246,000		\$ 320,000	\$ 150,000	\$ 150,000
<i>Element 3.1 Carryover to Element 3</i>		\$ (14,353)	\$ -		\$ -	\$ -	\$ -
<i>Element 3.1 School Safety and Congestion Programmed - Street Smart</i>		\$ 250,000	\$ 25,000		\$ 25,000	\$ 25,000	\$ 25,000
<i>Element 3.1 School Safety and Congestion Actual/Anticipated Expenditure - Street Smart</i>		\$ 217,658	\$ 25,000		\$ 25,000	\$ 25,000	\$ 25,000
<i>Element 3.1 Carryover to Element 3</i>		\$ 32,342	\$ -				
<i>Element 3.2 Commute Alternatives Programmed</i>		\$ 2,578,000	\$ 270,000		\$ 293,000	\$ 350,000	\$ 413,000
<i>Element 3.2 Commute Alternatives Actual/Anticipated Expenditure</i>		\$ 2,033,445	\$ 270,000		\$ 293,000	\$ 350,000	\$ 413,000
<i>Element 3.2 Carryover to Element 3</i>		\$ 544,555	\$ -				
<i>Element 3.3 Alternative Fuel Promotion Programmed</i>		\$ 2,565,000	\$ 240,000		\$ 390,000	\$ 390,000	\$ 345,000
<i>Element 3.3 Alternative Fuel Promotion Actual/Anticipated Expenditure</i>		\$ 1,556,168	\$ 240,000		\$ 390,000	\$ 390,000	\$ 345,000
<i>Element 3.3 Carryover to Element 3</i>		\$ 1,008,832					
<b>Element 3 Total Actual Revenue Collected</b>		\$ 5,690,083	\$ 569,915		\$ 570,000	\$ 570,000	\$ 570,000
<b>Element 3 Total Amount Programmed (to date)</b>		\$ 7,255,000	\$ 781,000		\$ 1,028,000	\$ 915,000	\$ 933,000
<b>Element 3 Total Over/Under Programmed</b>		\$ 1,564,917	\$ 211,086		\$ 458,000	\$ 345,000	\$ 363,000
<b>Element 3 Annual Accumulated Revenue+Carryover</b>			\$ 1,953,459		\$ 1,742,459	\$ 1,284,459	\$ 939,459
<b>Element 3 Annual Accumulated Actual/Anticipated Expenditure</b>			\$ 781,000		\$ 1,028,000	\$ 915,000	\$ 933,000
<b>Element 3 Total Accumulated Carryover</b>			\$ 1,172,459		\$ 714,459	\$ 369,459	\$ 6,459
			Adopted		Scenarios for Future Programming		

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## 10-year Measure B Vehicle Registration Fee Revenue and Programming Summary Sheet

### Element 3 Reduce Congestion and Pollution

			7		8	9	10
	Share	10 YR. TOTAL	FY2017-18		FY2018-19	FY2019-20	FY2020-21
			Adopted		Scenarios for Future Programming		
			FY2017-18		FY2018-19	FY2019-20	FY2020-21
<b>Element 3 Revenue &amp; Programming<sup>2</sup></b>	25%	\$ 5,690,083	\$ 569,915		\$ 570,000	\$ 570,000	\$ 570,000
<i>Element 3.1 School Safety and Congestion Programmed - Crossing Guard</i>		\$ 1,862,000	\$ 246,000		\$ 320,000	\$ 150,000	\$ 150,000
<i>Element 3.1 School Safety and Congestion Actual/Anticipated Expenditure - Crossing Guard</i>		\$ 1,876,353	\$ 246,000		\$ 320,000	\$ 150,000	\$ 150,000
<i>Element 3.1 Carryover to Element 3</i>		\$ (14,353)	\$ -		\$ -	\$ -	\$ -
<i>Element 3.1 School Safety and Congestion Programmed - Street Smart</i>		\$ 250,000	\$ 25,000		\$ 25,000	\$ 25,000	\$ 25,000
<i>Element 3.1 School Safety and Congestion Actual/Anticipated Expenditure - Street Smart</i>		\$ 217,658	\$ 25,000		\$ 25,000	\$ 25,000	\$ 25,000
<i>Element 3.1 Carryover to Element 3</i>		\$ 32,342	\$ -				
<i>Element 3.2 Commute Alternatives Programmed</i>		\$ 2,578,000	\$ 270,000		\$ 293,000	\$ 350,000	\$ 413,000
<i>Element 3.2 Commute Alternatives Actual/Anticipated Expenditure</i>		\$ 2,033,445	\$ 270,000		\$ 293,000	\$ 350,000	\$ 413,000
<i>Element 3.2 Carryover to Element 3</i>		\$ 544,555	\$ -				
<i>Element 3.3 Alternative Fuel Promotion Programmed</i>		\$ 2,565,000	\$ 240,000		\$ 435,000	\$ 345,000	\$ 345,000
<i>Element 3.3 Alternative Fuel Promotion Actual/Anticipated Expenditure</i>		\$ 1,556,168	\$ 240,000		\$ 435,000	\$ 345,000	\$ 345,000
<i>Element 3.3 Carryover to Element 3</i>		\$ 1,008,832					
<b>Element 3 Total Actual Revenue Collected</b>		\$ 5,690,083	\$ 569,915		\$ 570,000	\$ 570,000	\$ 570,000
<b>Element 3 Total Amount Programmed (to date)</b>		\$ 7,255,000	\$ 781,000		\$ 1,073,000	\$ 870,000	\$ 933,000
<b>Element 3 Total Over/Under Programmed</b>		\$ 1,564,917	\$ 211,086		\$ 503,000	\$ 300,000	\$ 363,000
<b>Element 3 Annual Accumulated Revenue+Carryover</b>			\$ 1,953,459		\$ 1,742,459	\$ 1,239,459	\$ 939,459
<b>Element 3 Annual Accumulated Actual/Anticipated Expenditure</b>			\$ 781,000		\$ 1,073,000	\$ 870,000	\$ 933,000
<b>Element 3 Total Accumulated Carryover</b>			\$ 1,172,459		\$ 669,459	\$ 369,459	\$ 6,459
			Adopted		Scenarios for Future Programming		

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**Measure B Element 3.2 - Commute Alternatives Program Proposed Budget Items**FY18/19 Budget Estimate: \$293,000:

- *Public and Employee Outreach*: Core ongoing program includes reimbursement for Vanpool Incentive Program, and Emergency Ride Home Program as well as new seasonal campaigns to engage employers and employees in Marin County. TAM is developing a new Marin Commutes website to increase the visibility and utilization of these programs.
- *Carshare Program*: Current Pilot Program to decrease need for an automobile and support transit in downtown San Rafael. TAM received a grant from MTC of \$125,000 and is required to provide roughly \$15,000 as a local match. The program will wrap up by 2019.
- *Lyft "GetSMART17" Program*: Current Pilot for \$5 off Lyft rides to SMART stations. Next Phase TBD.
- *Bike Share Program*: Development of a Joint TAM/SCTA bike share program at SMART Stations with MTC grant. Program management and Technical Assistance needed during program development phase.
- *Mobility as a Service Program*: Pilot to access multiple alternative modes (i.e. bike share, car share, TNC services) under a single program.

FY 19/20 Budget Estimate: \$350,000:

- *Public and Employee Outreach*: Core ongoing program includes reimbursement for Vanpool Incentive Program, and Emergency Ride Home Program as well as new seasonal campaigns to engage employers and employees in Marin County.
- *Carshare Program*: Current Pilot Program to decrease need for an automobile and support transit in downtown San Rafael. TAM received a grant from MTC of \$125,000 and is required to provide roughly \$15,000 as a local match. The program will wrap up by 2019.
- *Lyft "GetSMART17" Program*: Current Pilot for \$5 off Lyft rides to SMART stations. Next Phase TBD.
- *Bike Share Program*: Development of a Joint TAM/SCTA bike share program at SMART Stations with MTC grant. Program management and Technical Assistance needed during program development phase.
- *Mobility as a Service Program*: Pilot to access multiple alternative modes (i.e. bike share, car share, TNC services) under a single program.
- *Bike Share Operating Phase*: Operation of bikeshare program via contractor.

FY 20/21 Budget Estimate: \$413,500:

- *Public and Employee Outreach*: Core on-going program includes reimbursement for Vanpool Incentive Program, and Emergency Ride Home Program as well as new seasonal campaigns to engage employers and employees in Marin County.
- *Lyft "GetSMART17" Program*: Current Pilot for \$5 off Lyft rides to SMART stations. Next Phase TBD.
- *Bike Share Operating Phase*: Operation of bikeshare program via contractor. The increased budget estimates a full year of operating the bike share program, however TAM would seek to offset use of local funds through grants and private sponsorships.
- *Mobility as a Service Program*: Pilot to access multiple alternative modes (i.e. bike share, car share, TNC services) under a single program.

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**Measure B Element 3.2 - Commute Alternatives Program****3 Year Look Ahead DRAFT FY18/19 - FY 20/21**

<b>FY18/19 Items</b>	<b>Status</b>	<b>Budget</b>	<b>Matching Grants</b>	<b>Total</b>
Public and Employee Outreach: Vanpool Incentive, Emergency Ride Home Program, Seasonal Campaigns	On-going	\$140,000		\$140,000
Carshare Program	Current Pilot	\$5,500	\$50,000	\$55,500
Lyft "GetSMART17" Program	Current Pilot	\$60,000	TBD	\$60,000
Bike Share Program <sup>1</sup>	Upcoming	\$25,000	\$206,500	\$231,500
Mobility as a Service Program	Upcoming	\$62,500	TBD	\$62,500
	<b>Total</b>	<b>\$293,000</b>	<b>\$256,500</b>	<b>\$549,500</b>

<b>FY19/20 Items</b>	<b>Status</b>	<b>Budget</b>	<b>Matching Grants</b>	<b>Total</b>
Public and Employee Outreach: Vanpool Incentive, Emergency Ride Home Program, Seasonal Campaigns	On-going	\$140,000		\$140,000
Lyft "GetSMART17" Program Update	Upcoming	\$60,000	TBD	\$60,000
Bike Share Program <sup>1</sup>	Upcoming	\$25,000	\$206,500	\$231,500
Bikeshare Operating Cost <sup>2</sup>	Upcoming	\$63,000	TBD	\$63,000
Mobility as a Service Program	Upcoming	\$62,500	TBD	\$62,500
	<b>Total</b>	<b>\$350,500</b>	<b>\$206,500</b>	<b>\$557,000</b>

<b>FY20/21 Items</b>	<b>Status</b>	<b>Budget</b>	<b>Matching Grants</b>	<b>Total</b>
Public and Employee Outreach: Vanpool Incentive, Emergency Ride Home Program, Seasonal Campaigns	On-going	\$140,000		\$140,000
Lyft "GetSMART17" Program Update	Upcoming	\$60,000	TBD	\$60,000
Bike Share Program <sup>1</sup>	Upcoming	\$25,000		\$25,000
Bikeshare Operating Cost <sup>2</sup>	Upcoming	\$126,000	TBD	\$126,000
Mobility as a Service Program	Upcoming	\$62,500	TBD	\$62,500
	<b>Total</b>	<b>\$413,500</b>	<b>TBD</b>	<b>\$413,500</b>

<sup>1</sup> Bike Share Program Capital Phase includes site planning, outreach, management through procurement of contractors

<sup>2</sup> Bike Share Operating Phase estimated to commence by Q3 of FY19/20, budget increase in FY20/21 for full year of operations

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**ATTACHMENT E**

**TAM's Clean Transportation Technology Advisory Working Group (CTTAWG)  
Membership and Attendee List  
April 2018**

1. Larry Laino, Marin County Public Works Fleet Manager
2. Dana Armanino, Marin County Senior Planner, Sustainability Team
3. Dale Miller, Golden Gate Electric Vehicle Association, President
4. Cory Bytof, City of San Rafael Sustainability Coordinator
5. Jill McNeal, City of Mill Valley, Engineering Technician
6. Carleen Cullen, Cool the Earth, Executive Director
7. Daniel Genter, MCE Clean Energy Customer Programs Specialist
8. Bill Carney, Sustainable San Rafael, President
9. Nick Nguyen, Transportation Authority of Marin
10. Derek McGill, Transportation Authority of Marin
11. Scott McDonald, Transportation Authority of Marin

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### Measure B Element 3.3 – Alternative Fuel Promotion Task Items – Preliminary

	<u>Option A</u>	<u>Option B</u>
<u>FY 2018/19 Budget Estimate:</u>	\$390,000	\$435,000
<u>FY 2019/20 Budget Estimate:</u>	\$390,000	\$345,000
<u>FY 2020/21 Budget Estimate:</u>	\$345,000	\$345,000

#### Program Features

1. *EV Public Fleet EV Rebate program* - Matching grant rebates on a first-come first-served basis, for public use, targeting the replacement of internal combustion engine (ICE) cars with alternative fuel vehicles, either cars, trucks, transit vehicles, or bicycles.
2. *EV Charger Rebate program* - Matching grant rebates, targeting installation of approximately 30-50 EV charging ports at public agency locations and along major arterials throughout Marin County, including shopping mall parking lots. Various outreach will be pursued including a “call for projects” and the existing running rebate program.
3. *Conduct Outreach and Education* - Annual support of EV Ride and Drive events and other educational opportunities. An annual amount will be reserved for outreach and/or educational opportunities for public agencies or non-profit to develop EV promotional and educational material for their communities.
4. *Alternative Fuel Strategic Planning*- Planning effort done in concert with partner agencies including Marin Clean Energy- MCE, Marin Climate and Energy Partnership- MCEP, Sustainable Marin organizations, and County of Marin Sustainability Team, as well as others, including Drawdown Marin constituency.

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