



DATE: April 26, 2018

TO: Transportation Authority of Marin Board of Commissioners

FROM: Dianne Steinhauser, Executive Director

SUBJECT: Approve the Marin County Transportation Sales Tax Renewal Expenditure Plan (Action)
- Agenda Item No. 8

RECOMMENDATION

Receive a presentation about the recent outreach to cities and towns and the input received on the Draft Transportation Sales Tax Renewal Expenditure Plan proposed by the Expenditure Plan Advisory Committee (EPAC). Staff will present minor modifications to the EPAC proposal based on input received from cities, towns and the county.

Staff recommends that the TAM Board consider these changes, review, provide comments, and approve the attached Draft Final Transportation Sales Tax Renewal Expenditure Plan shown as **Attachment G**. Staff recommends the TAM Board authorize staff to seek approval from all 12 local jurisdictions on the Final Sales Tax Renewal Expenditure Plan. The Board is also asked to authorize the TAM Executive Director to make minor changes to the document for readability, history or context prior to seeking approval from cities, towns, and the county. The TAM Board is asked to approve a budget increase of \$35,000 for additional outreach and education.

BACKGROUND

The 2004 Measure A, Marin's ½-cent Transportation Sales Tax, is a critical local funding source that generates approximately \$25 million each year to support our local transportation needs. The Measure was passed by over 71% of Marin voters in 2004 and funds are spent in accordance with the voter approved, 20-year Measure A Transportation Sales Tax Expenditure Plan.

The expenditure plan is now nearly 15 years old and the TAM Board of Commissioners has been considering early renewal of the sales tax measure to respond to current needs and adjust how the funds can be spent moving forward. Renewing the transportation sales tax would create an ongoing reliable stream of revenue for much needed projects and programs.

Over a year ago in January 2017, TAM began visiting local jurisdictions to provide educational briefings and introduce the idea of renewing and possibly increasing to three-quarters cent our county-wide half-cent transportation sales tax. These briefings focused on providing information about the projects and programs supported by the current sales tax and receiving feedback from elected officials and residents on priorities and unmet needs. The idea of legislatively increasing the statewide sales tax cap to enable an increase in the transportation sales tax was initially discussed, then abandoned. TAM staff completed educational briefings in all 11 cities and towns, as well as the county, reporting results to the TAM Board at the May 2017 TAM meeting.

In May 2017, a public opinion poll was conducted to gauge the public opinion on their priority transportation needs and willingness to consider renewing the ½-cent sales tax or potentially increasing the sales tax to ¾-cent. The poll demonstrated considerably more support for renewing the sales tax rather than increasing the sales tax, with 72% of likely 2018 voters supporting renewal of the existing ½-cent transportation sales tax and a range from 60.8% to 66.9% supporting an increase to ¾-cent.

Expenditure Plan Advisory Committee

In June 2017, after hearing poll results and considering city/town/county input, the TAM Board approved the formation and membership of a Transportation Sales Tax Expenditure Plan Advisory Committee (EPAC). The EPAC was selected by the TAM board and was comprised of 24 community members representing a broad range of neighborhood, business, civic and advocacy interests in Marin County. TAM's Citizens' Oversight Committee all served on the EPAC. The EPAC met nine times between June and December 2017 to develop a plan to renew the existing ½-cent transportation sales tax and consider expanding the sales tax to ¾-cent. The membership of that Committee is shown as **Attachment A**.

The EPAC reviewed the baseline poll results, received broad education about the current ½-cent transportation sales tax and learned from a variety of agencies about current transportation programs and unmet transportation needs. Based on this information, the EPAC developed a draft expenditure plan that culminated with unanimous approval of a plan, and a consensus recommendation to pursue a 30-year renewal of the current ½-cent sales tax to be placed on the ballot in November of 2018, to take effect in January 2019. Note that with the existing sales tax set to expire in 2025, the actual extension would be 24 years beyond the original date.

In addition to recognizing the importance of continuing this local funding source, the committee also recognized the current tax-sensitive climate. To protect and maintain the existing sales tax and associated programs, the committee did not think it was prudent to try to increase the tax. They also recognized the changes in our transportation environment and the need to adjust how funds are being spent and supported the renewal under a new Expenditure Plan. The EPAC also acknowledged the rapidly changing landscape of transportation and mobility choices and therefore recommended having milestone review opportunities every 10 years to adjust plan elements to address future conditions. The committee demonstrated a strong commitment to build on the current successful transportation sales tax measure.

In December 2017, the TAM Board unanimously accepted the Draft Sales Tax Renewal Expenditure Plan developed by the EPAC, approved conducting a follow-up poll and authorized staff to begin outreach to stakeholder groups, and cities and towns to receive input on the plan.

Follow-up Poll

A follow-up poll was conducted in January 2018. The follow-up poll explored renewing the existing ½-cent Transportation Sales Tax, testing over 750 likely voters for a November 2018 ballot measure in Marin County.

The 2018 follow-up poll confirmed that traffic congestion continues to be a top concern of Marin County residents. There is great interest by Marin residents in addressing transportation issues and implementing solutions. The 2018 poll results show strong support for renewing the transportation sales tax with support from likely 2018 voters at 77.9%, and after a series of critical statements were presented, 73.2%.

TAM's professional polling firm recommended the TAM board proceed with consideration of a ballot measure renewing the current sales tax in November 2018, due to the strong polling results.

Outreach to Cities and Towns

As authorized by the TAM board in December, TAM's Executive Director and Marin Transit's General Manager jointly presented the Transportation Sales Tax Renewal Expenditure Plan to each City/Town Council and the Marin County Board of Supervisors. (At the writing of this memo, meetings still need to occur with the Town of San Anselmo and the Marin County Board of Supervisors and both are scheduled on April 24.)

The presentations provided background on the EPAC process, why early renewal was important, an overview of the unanimous plan established by the EPAC and the results of the poll. TAM and Marin Transit invited discussion and input from councilmembers and the public on the draft proposal. These meetings were instrumental to provide detailed information about the draft proposal and to receive community and stakeholder input about transportation needs and priorities. Feedback at the meetings provided a strong indication of support for the renewal of the local transportation sales tax and recognition of the public's priorities in the poll. Councils supported all four core elements of the plan: Highways and Interchanges, Local Streets and Roads, Safe Routes to Schools and Transit. There was acknowledgement of the importance of local funding to support local needs and priorities.

Attached are two documents that summarize the council input that was received. The first, **Attachment B**, exhibits city and town comments, sorted by jurisdiction, and includes public comments. The second, **Attachment C**, summarizes all input into key outcomes.

DISCUSSION

The Final Transportation Sales Tax Renewal Expenditure Plan will guide detailed funding expenditures generated through a renewal of the ½-cent transportation sales tax. The plan was developed to provide funding for core transportation needs of highest priority to the public.

With no tax increase the proposal would:

- Respond to current needs and adjust how the funds can be spent moving forward
- Continue a reliable stream of local revenue into the future to enable long-term planning, especially for transit services
- Provide a local funding source for key operational improvement projects including the Marin-Sonoma Narrows HOV Lane and Multi-Use Pathway and the Northbound US-101 to Eastbound I-580 Direct Connector
- Increase funding directly to local jurisdictions for local streets and roads with new eligibility for facilities to support alternative fuel vehicles including electric vehicles
- Maintain and expand successful projects and programs, including the Safe Routes to Schools programs.
- Provide dedicated funding for school-related transit and yellow bus programs
- Prevent cuts in the current Crossing Guard program
- Leverage other regional, state and federal funding for needed transportation improvements
- Provide seed funding for projects related to sea-level rise, innovative technologies and for support of trip reduction and commute alternatives, including mobility concepts for first/last mile to transit

Modifications to the EPAC proposal

Staff is recommending revisions to the Draft Final Sales Tax Renewal Expenditure Plan as follows:

- Changes in percentages of funding to two of the categories, and
- Changes to what are eligible expenses for several categories, as described below.

The EPAC proposal, with the recommended changes outlined in red, is shown as **Attachment D**.

The Final Transportation Sales Tax Renewal Expenditure Plan includes two modifications to the percentages of funding in the EPAC proposal. Based on input received and after analyzing other available funding sources, the funding percentage provided to the Crossing Guard Program in the Safe Routes to Schools category is increased from 6.5% to 7.0%. At 7.0% funding level, the Crossing Guard program is able to fund 96 crossing guards, increased from 88 crossing guards. The number of guards would be maintained through the course of the Expenditure Plan as it takes into account future cost projections. To allow for the increase, the subcategory Commute Alternatives and Trip Reduction Strategies, under the Highways and Interchange category, is reduced from 1.0% to 0.5%. The 0.5% funding will be used to bolster funding available in Marin's Vehicle Registration Fee and will be used as seed funding to attract other regional funding sources available for commute alternatives and trip reduction programs. Staff estimate continued funding from other sources will enable the original scope and intent of Commute Alternatives and Trip Reduction to be met.

The second set of changes includes additional language to clarify areas where expenditures on alternative fuel vehicles, including electric vehicles, and their support infrastructure are eligible. In response to comments received, language has been added to several categories to clarify that transportation sales tax funding can be used for alternative fuel vehicles and facilities to support alternative fuel vehicles, including electric vehicles. These categories, Local Streets and Roads, Sea Level Rise and Resiliency, and Transit Facilities, are eligible to support alternative fuel programs, including electric vehicles and support infrastructure such as charging facilities. The inclusion of this language allows jurisdictions and funding recipients to use Transportation Sales Tax funds to support these programs at their discretion. This funding eligibility in the Transportation Sales Tax will complement funding from Measure B, Marin's \$10 Vehicle Registration Fee (VRF), that will continue to provide dedicated funding under VRF Element 3.3 - Alternative Fuel Infrastructure and Promotion.

NEXT STEPS

See **Attachment E**, Next Steps. If authorized by the TAM Board, TAM staff will seek approval from all 12 local jurisdictions on the Adopted Final Sales Tax Renewal Expenditure Plan. TAM will seek unanimous approval from the cities and towns of the Final Expenditure Plan, although specific statutory requirements are for approval from the Board of Supervisors and the city councils representing both a majority of the cities in the county and a majority of the population residing in the incorporated areas of the county. After approval of the Final Sales Tax Renewal Expenditure Plan by jurisdictions, the TAM Board will recertify approval in July 2018 at the time they request the Board of Supervisors to put the transportation sales tax renewal on the November 2018 ballot.

The Transportation Sales Tax Renewal Expenditure Plan and the 75-word ballot argument must be submitted to the Marin County Registrar of Voters no later than August 10 to be placed on the November 2018 ballot. If passed by voters in November 2018, the new Expenditure Plan would take effect on January 1, 2019, replacing the existing plan. A two-thirds majority approval of Marin voters would be required.

FISCAL IMPACTS

Staff will conduct city/town and county approvals primarily using internal staff resources. Note Marin Transit will accompany TAM in its outreach seeking approval. TAM staff do recommend an increase of \$35,000 to the \$75,000 budget adopted in the May 2017 TAM Board meeting to cover the cost of additional education and outreach, including materials. Funds are available in the current TAM budget.

RECOMMENDATION

Staff recommends that the TAM Board consider these changes, review, provide comments, and approve the attached Draft Final Transportation Sales Tax Renewal Expenditure Plan shown as **Attachment G**. Staff recommends the TAM Board authorize staff to seek approval from all 12 local jurisdictions on the Final Sales Tax Renewal Expenditure Plan. The Board is also asked to authorize the TAM Executive Director to make minor changes to the document for readability, history or context prior to seeking approval from cities, towns, and the county. The TAM Board is asked to approve a budget increase of \$35,000 for additional outreach and education.

ATTACHMENTS

- Attachment A: EPAC membership list
- Attachment B: Summary of comments received during outreach to Cities and Towns
- Attachment C: Key Outcomes from city/town/county outreach
- Attachment D: EPAC proposal with modifications
- Attachment E: Schedule of likely next steps
- Attachment F: Comment Letters from the Public
- Attachment G: Draft Final Transportation Sales Tax Renewal Expenditure Plan

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Expenditure Plan Advisory Committee Meeting Membership List

Organization	Member/Alternate
COC-Northern Planning	V-Anne Chernock
COC-Central Planning	Joy Dahlgren/Jeffrey Olson
COC-Ross Valley Planning	Paul Roye
COC-Southern Planning	Robert Burton/Jayni Allsep
COC-West Marin Planning Area	Scott Tye
COC-Major Marin Employers	Peter Pelham
COC-Environmental Organizations - Marin Conservation League	Kate Powers/Nancy Okada
COC-Bicycle and Pedestrian Group	Vince O'Brien
COC-Marin County Paratransit Coordinating Council	Allan Bortel/Rocky Birdsey
COC-League of Women Voters	Kevin Hagerty/Kay Noguchi
COC-Taxpayer Group	Paul Premo
North Bay Leadership Council	Cynthia Murray
Chamber of Commerce Novato	Coy Smith
Chamber of Commerce San Rafael	Joanne Webster/John Eells
Marin County Office of Education	Ken Lippi/Mike Grant
Student- College of Marin	Jon Horinek
Transit Rider	Lisel Blash
Marin Mobility Consortium - Seniors	Lynn Von der Werth
Senior Living Resident/Pedestrian	Sue Beittel
Equity/Marin City	Monique Brown
Equity/Canal Neighborhood	Roberto Hernandez
Labor Union/Building Trade Council	Javier Flores
Bay Wave Rep - Sea Level Rise - Innovation/Resilience	Bill Carney
Safe Routes to School Representative	Debbie Alley

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Notes from Council Briefings – Transportation Sales Tax Renewal Outreach

**NOTE: Council member comments occurred
both before and after public comment was received**

Mill Valley – 3/5/18

Councilmembers

Mayor Stephanie Moulton-Peters, John McCauley, Sashi McEntee, Jessica Sloan and Jim Wickham

Councilmember Comments

- The highest priority is congestion relief and the measure should demonstrate specific improvements for congestion relief to get public support.
- Supports yellow school bus and the management of the program by Marin Transit.
- Supports innovation and the flexibility in the measure to adjust to future needs and the future of transit.
- The TAM Innovation Workshop was a good forum to learn and discuss the future transportation and changes on the horizon.
- Signal technology is improving, and in the future, we will likely have autonomous vehicle corridors.
- Supports for shuttles in Mill Valley. Inquired if the stagecoach could provide a shuttle in Mill Valley.
- On demand transit and micro transit will benefit residents.
- Consider connection to Mill Valley from SMART.

Public Comments

- 1) The Crossing guards program is very important but people are not aware that they are funded locally by Measure A.
- 2) Requests consideration of electric vehicle charging station funding.

Larkspur – 3/7/18

Councilmembers

Mayor Dan Hillmer, Larry Chu, Kevin Haroff, Dan Hillmer, Ann Morrison, Catherine Way

Councilmembers Comments

- There was discussion about future SMART station planning, access, parking, transit connections, shuttle and ways to reduce congestion.
- Request to show the interaction of major funding sources. A graphic could be helpful to show the primary purpose of each funding source and the interaction/interdependence. (Measures A and B, SB 1 and RM 3)
- Address new tech and on demand rideshare services.
- Work to ensure TNC services do not increase congestion.
- Appreciates the Highway and Interchange category.
- Sea level rise is a major issue that we see impacts from now. Lucky drive flooding and drainage issues. Sea level rise is bigger than we are, and we will need to determine how to implement changes, prioritize and find substantial funding.
- Support for funding of Electric Vehicle infrastructure in the Expenditure Plan.
- Support for the Safe Routes to Schools program.
- Would like and increase in school bus service and Yellow bus in service in Larkspur.

Public Comments

- 1) We should be prepared for the many changes to come in the age of Autonomous Vehicles.
- 2) Electrification of Marin transportation is critical. We need to aggressively address adoption of EVs with charging infrastructure. 40% of the population of Marin live in multi-family homes. Funding should be included for the health of our community. Measure A funding must go to EVs support and charging infrastructure.

San Rafael – 3.19.18

Councilmembers

Mayor Gary Phillips, Vice Mayor John Gamblin, Maribeth Bushey, Kate Colin, and Andrew McCullough

Councilmembers Comments

- Support for the Transportation Sales Tax Renewal. Appreciation TAM is no longer considering a sales tax increase.
- The proposal makes sense and local funding is a great benefit to the community.
- The plan meets many important needs including more funding for crossing guards and dedicated funding for school transit.
- The yellow school bus program should be expanded.
- The expenditure plan should be framed to allow changes and flexibility.
- Plan should be very flexible - Zero emissions support is not limited to Electric Vehicles
- CPUC has \$1 billion in funding for Electric Vehicle support.
- Not sure if EV infrastructure should be TAM's responsibility.
- TAM funding should be prioritized for local needs that do not have other funding sources.
- Power rates need to be considered if public funding is used for electric vehicle infrastructure.
- Restrict funding for SMART, measure funding should focus on local needs.

Public Comments

- 1) The new world of Electric Vehicles that should be supported by this measure to reduce greenhouse gas emissions. Provide funding for electric vehicle infrastructure. 40% of families in Marin are in multi-family units and this is a barrier to wide adoption.
- 2) Extremely supportive of the measure. Support flexibility to reallocate and adjust to address the future needs of transportation and new disruptive technologies for transportation. Not just EVs, but also, Transportation as a Service rather than private ownership. Consider providing an electric vehicle incentive multi-family dwellings infrastructure for economic parity.
- 3) The EPAC was a diverse group of people that spent a lot of time analyzing the current measure A, asking question and thoughtfully formulated a good plan that addresses a lot of needs. On behalf of the League of women voters, we request and encourage you to support of this plan.
- 4) Elective vehicles are now more affordable. HOV lane is convenient. Dedicate funds to electric vehicle infrastructure in multi-family units. Measure A should include funding for electric vehicle infrastructure.
- 5) Supports Measure A passage – underscores the importance of flexibility due to rapidly changing Environment.
- 6) Renewal of the Measure is critical to ongoing sustainability. Transit benefits, Environment, Equity and Congestion. The Plan provides viable alternatives to driving. Needs to be updated to respond to current needs. Include public infrastructure for charging stations to support EV and clean alternative to driving. Funds need to be flexible and responsive to trends of the future.

- 7) Supports the Plan. Work with cities and towns to support local efforts and bike/ped plans.
- 8) Important to reduce our consumption of fossil fuels – many benefits to Electric Vehicles
MCE allows clean, renewable electricity. Future battery storage. Collaboration and support between utilities and agencies.
- 9) Support funding for electric vehicles and infrastructure. Combined funding sources, including SB1 can help fund EV chargers. Need is growing for EV infrastructure.

Note: Additional comments were received at the beginning of the agenda from students supporting electric vehicle use and charging facilities.

Novato – 3.27.18

Councilmembers

Mayor Josh Fryday, Mayor Pro Tem Pam Drew, Denise Athas, Pat Eklund and Eric Lucan

Councilmember Comments

- The Transportation Sales tax is important for the community.
- Acknowledge the difficulty of balancing priorities.
- Support for school transit and crossing guards to protect children.
- Consider allowing school transit funding to go to school districts.
- Provide more funding for the Safe Routes to Schools Program (out of transit).
- Safe Routes to Schools programs help alleviate traffic.
- Provide more funding for Local, Streets and Roads.
- Interest in funding electric vehicle infrastructure.
- The measure should have elements to support low income communities.
- Provide information on “return to source” funding.
- Buses often look underutilized.

Public Comments

- 1) GHG reduction priority. Supports funding for community charging to support growth of electric vehicles. Supports city and town sustainability program. Supports public transportation to reduce congestion.
- 2) Appreciates Novato’s environmentally sustainable policies, electric vehicle ordinance and green Fleet. Climate Change Action Plan. Prioritize electrification of transportation. Accelerate dedication of funds. TAM is the appropriate agency to fund EV infrastructure.
- 3) Request funding for electric vehicle infrastructure and a more future thinking plan. Identify and spend Measure B funds that are unexpended. SB 1745 – No internal combustion engine vehicles after 2040 – phasing out gas cars. SB 827 Stronger affordable housing will make it possible for people to live where they work.
- 4) Supports funding for electric vehicle charging infrastructure. Supports protected bike lanes for Safety.
- 5) Supports more crossing guards.
- 6) Would like more information regarding bicycle parking.
- 7) There will be widespread conversion to electric vehicles and TAM is the right agency to provide funding. It is a false choice between crossing guards and electric vehicles.
- 8) Supports more crossing guards.
- 9) Safe Routes to Schools encourages kids to walk to school. Crossing guards are needed for safety. The program also supports equity issues and includes those less represented.
- 10) Supports Crossing Guards because safety is critical for school children.
- 11) Aging community and youth need support. Supports Safer Routes to Schools, crossing guards and yellow school bus. Consider access to SMART Stations. Concern regarding the impacts and traffic at 37 and 101.

Corte Madera 4.3.18

Councilmembers

Mayor Carla Condon, Vice Mayor Diane Furst, James Andrews, Sloan Bailey, and Robert Ravasio

Councilmembers Comments

- Supports expansion of School Transit and Yellow Bus Programs.
- The city could choose to use funding from Local Streets and Roads for electric vehicle infrastructure and support.
- Clarify what transit facility is needed.
- Provide information about the methodology of the poll.
- Appreciate the localized information regarding transit services.
- Provide information about SB 827 and potential impacts.

STAFF

- Supports 7-year review of the plan, flexibility is critical with so many changes in transportation arena

Public Comments

- 1) Supports electric vehicle infrastructure funding to reduce emissions.
- 2) Supports oversight on the Measure.

Sausalito 4.3.18

Councilmembers

Mayor Joan Cox, Vice Mayor Joe Burns, Susan-Cleveland-Knowles, Jill James Hoffman, and Ray Withy

Councilmembers Comments

- Support for renewing the Transportation Sales Tax sooner rather than later
- The proposal is somewhat conservative and does not significantly change programs.
- Consider providing more funding for Sausalito since Bridgeway is a major gateway for pass-through traffic coming into Marin
- The public works director and City Manager work to leverage funds to address pass-through traffic
- Council respects City staff knowledge of transportation issues and request their input
- Request for more information about ramp metering
- The ramp metering project should begin in the north and proceed south rather than what is planned, beginning in the south and proceeding north
- There are traffic impacts all the way up Bridgeway resulting from the northbound exit to Mill Valley and Hwy 1
- Alexander on-ramp should be reviewed, it is steep and dangerous
- Include the Interchange of Bridgeway and Highway 101 as well as Alexander and Highway 101 in the Interchange sub-category
- Supports Safe Routes to Schools and suggests consideration of adding a crossing guard at Nevada and Bridgeway, very dangerous
- Local Street and Road funding should not be reduced to support electric vehicles, they use the same local streets and roads and have the same impact.
- With seemingly endless needs, TAM should consider a tax increase.
- Transportation funding is complex.
- Must be vigilant to protect SB 1 and promote RM3
- TAM is effective at pooling resources to attract more resources.
- TAM's entire Measure A budget is only \$25 million – for an enormous amount of needs throughout the county. The funding must be shared and attract additional funding.
- TAM is a congestion management agency and it is important to get cars off the road.
- Prioritize crossing guards, Safe Routes to Schools and programs to get cars off the road.
- Electric vehicles do not help with congestion and have other funding sources
- MCE has \$50 million available cash flow --- 2x TAMs budget with a promise to invest in projects, perhaps EV support can happen through MCE
- We should not syphon-off the CMA budget for electric vehicle programs that have multiple other funding sources.
- GHG reduction and congestion management are very important
- Look toward the private market for funding electric vehicles infrastructure
- The best thing for GHG reduction is to not drive

Staff

- Appreciate that TAM is able to leverage grant funding and other funding sources to advance projects that benefit the Sausalito
 - Projects discussed include, systemic system safety analysis and the South Gateway
-

Public Comments

- 1) 3 students spoke at the beginning of the meeting re: electric vehicle support.
- 2) The most important thing we can do is to drive electric. Measure should dedicate funding to EV Infrastructure.

Fairfax 4.4.18

Councilmembers

Mayor Peter Lacques, Vice Mayor Barbara Coler, Bruce Ackerman, Renee Goddard and John Reed

Councilmembers Comments

- The Yellow School Bus program is very important and relieves traffic congestion.
- Supports SR2S, crossing guards, local roads program.
- Requested more funding, if possible, for yellow school buses to relieve congestion.
- Supports school transportation (very important), glad there are more school buses and SR2S is an innovative program.
- Advocates for as much funding as possible for usable public transit, such as yellow school bus and SR2S, is vital to the community for kids and congestion relief.
- Current funding levels for yellow bus service can't be sustained.
- Supports improvements to the school bus program, which helps reduce traffic.
- Current Yellow Bus System is not sufficient for the needs.
- Priority to get people out of cars and on to viable means of transportation.
- Supports investments in measures that relieve street congestion in the most efficient way and reduce greenhouse gases. Non-motorized options are preferred.
- Technology will change rapidly and private businesses including car manufacturers will play a lead role.
- Autonomous vehicles may create more transportation problems if not managed.
- Supports methods of ridesharing linked to app technology and Mobility as a Service development.
- Invest in technology for carpooling and ridesharing apps and other emerging technologies.
- Supports investment in innovation, although services like first and last mile could be less likely to benefit Fairfax.
- Determine how autonomous vehicles will impact transportation, but no point investing in autonomous vehicles, which car manufacturers are doing.
- EV technology could be funded by other means.
- Requested further details on EV funding sources from fed and state, etc., and if funds are unlimited, perhaps add further funds for charging infrastructure but must use best technology.
- Funding large numbers of EV charging stations makes little sense because technology changing sooner than one thinks
- Supports planning for electric vehicle infrastructure but large numbers of charging stations are not an important priority for local funds. Would like input on other avenues of funding.
- Public transit should be made electrically-ready if possible.
- Innovation for EVs will go beyond anything local transportation agencies can do, so investing in charging stations not necessarily best use of funds.

- Support for plan should be updated every 10 years.
- Plan should be revised regularly as priorities changes and adjustments need to be made.
- TAM provides value in obtaining funding sources and leveraging funding.
- State and Federal funding has declined in all sectors. Local taxes are required for services.
- Supports seeking an additional ¼% sales tax.

Public Comments

- 1) MSEL Student – Supports electric vehicle advancement for health reasons and cost savings.
- 2) Cool the Earth Board member – Marin should be a leader in electrification and electric vehicle infrastructure is needed to increase adoption.
- 3) Support electrification and public charging is important for the 40% of Marin residents that live in multi-unit homes.
- 4) Do not miss an opportunity. GHG emissions continue to climb and over 50% is from passenger vehicles. Must allocate sufficient funding for public charging stations. TAM is the correct agency to provide dedicated funding.
- 5) Casual carpools are popular and effective in the East Bay and would be good to encourage/enable carpooling in Marin.

Ross 4.5.18

Councilmembers

Mayor Elizabeth Robbins, Mayor Pro Tempore P. Beach Kuhl, Elizabeth Brekhus, Julie McMillan, and

P. Rupert Russell (absent at meeting)

Councilmembers Comments

- Provide an overview of other sources of funding for Electric Vehicles.
- Funding electric vehicle charging should not be a priority for scarce public transportation funds.
- Inquired whether there are funds to increase parking at the Larkspur ferry terminal.
- Inquired about the Richmond-San Rafael 3rd Lane and the bike path proposal on the westbound deck.
- Request that TAM be more proactive to ensure there is not a bike-only path Richmond-San Rafael Bridge 3rd Lane westbound. Vehicles should be a priority.

Public Comment

- 1) Support Marin transition to Electric Vehicles as an effective means to combat climate change. Electrification of transportation needs significant investment. Requests an increase funding from B and dedicated funding from Measure A.

Belvedere 4.9.18

Councilmembers

Mayor Marty Winter, Vice Mayor Bob McCaskill, James Campbell, Nancy Kemnitzer, and Claire McAuliffe

Councilmembers Comments

- Supports Renewal and continuation of the 1/2 -cent sales tax.
- Supports the Yellow School Bus.
- Safe Routes to School, Crossing Guards and School bus service all polled low. We should consider doing more marketing to show the benefits and funding source.
- Put a sign on all school buses saying “This bus takes 50 cars off the Road.”
- Would like funding to off-set the local city costs of the Yellow School Bus program.
- No available funding from other sources to support Yellow School Bus, looking for relief.
- There is nothing in the SR2S section for school transit although it is safe and reduces congestion.
- Marin Transit is an invaluable partner but does not commit enough funding.
- Consider providing funding to the Tiburon/Belvedere JPA to off-set the costs of Yellow School Bus.
- Fixed route transit often seems to have empty buses. Consider moving resources to put kids in school bus seats.
- Limited resources are evident with transportation needs.
- Provide information on how the EPAC was formed.
- Support for the Lyft incentive program. Very good program to provide options.
- Disappointed in the small sea level rise funding.
- We need to understand more about the overall scope of the sea level rise problem and needs.
- Appreciates the transit numbers but would like comparison to know ridership trends.
- Congestion is the top concern of the public. All elements of the program are geared to address congestion.
- Electric Vehicles do not address congestion.
- No measure money should be spent on Electric Vehicles.
- If any money is moved, or additional funding available, it should go to School Bus Service.

Public Comment

- 1) Request for clarification on the bike lane on the Richmond-San Rafael Bridge.
- 2) Clarify if small green buses on Tiburon Boulevard are Marin Transit. Consider whether those buses could be less expensive to carry school kids. Inquired whether the services compete.

Tiburon 4.18.18

Councilmembers

Mayor Jim Fraser, Vice Mayor David Kulik, Alice Fredericks, Holli Thier, and Jon Weiner

Councilmembers Comments

- Appreciates funding and efforts to reduce congestion.
- Supports the Yellow School Bus program and the partnership.
- Poll results demonstrate strong public support for renewal and that congestion relief is of high importance.
- Support maintaining the ½-cent rather than an increase.
- Support renewal of the measure now before there is a potential funding shortage.
- Receiving 2/3 approval is a high threshold that must be met to pass.
- It is important to maintain the Crossing Guard Program.
- Consider a trolley-type shuttle that runs up and down Tiburon Boulevard to reduce congestion.
- Yellow School Bus program is a proven strategy to reduce congestion as demonstrated by the Tiburon peninsula yellow bus program.
- Request that funding from Measure A is directed toward Yellow School bus and specifically to help with funding the Tiburon Peninsula JPA.
- The Tiburon Peninsula program is experiencing rising costs and rising fares.
- Public entities have an obligation for responsible use of public dollars. It is unclear what the role should be for electric vehicle promotion.
- At a recent retreat, Tiburon council discussed the challenges of electric vehicle charging installation for public entities.
- Consider that the Governors plan for zero emission targets also includes hydrogen powered vehicles in addition to electric vehicles.
- There are many unknown technology advances in the future.

Public

- 1) Important goal to decrease our carbon footprint and electrification of transportation will help achieve this goal. Requests dedicated funding to electric vehicle charging infrastructure to attract matching grants and support electric vehicle adoption.
- 2) We must protect our children today and in the future. Carbon emission reduction must be included in the measure. Climate change has an impact on the health of our community and our transportation sector creates pollution and cancer-causing emissions. Requests dedicated funding for electric vehicle charging infrastructure.

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Draft Transportation Sales Tax Renewal Expenditure Plan

Summary Input from Cities and Towns and the Public –

Outreach during March and April 2018

Key Outcomes

General

- Councils recognize the importance of local transportation funding.
- There is overall support for renewal of the transportation sales tax measure.
- Most Councils supported maintaining the existing tax at ½-cent.
- Some Councilmembers suggested that a ¼-cent increase would be beneficial considering the many unfunded transportation needs.

Flexibility

- Councils general support allowing flexibility on how these funds can be spent. There was also recognition TAM must exhibit exactly what the funds will be spent on.
- Councils supported a need to respond to new technologies and future transportation needs/circumstances. They supported a 10-year review and reset if needed. Some supported sooner than 10 years.
- Transportation is in the midst of a transformative period, with many unknowns in the near future.
- There was recognition that there needs to be a balance to assure the public that what they are voting on will be implemented, while providing flexibility
- Future adjustments should be determined with a defined public input process.

Local Funds to Leverage Funds

- Recognition that local funds are key to attract other regional, state and federal funds.
- Consideration to prioritize local funding for local project and programs that are not eligible for other funding sources. Recognition that some needs have multiple other fund sources
- There is not enough funding to meet all the transportation needs of our community.



Congestion and Local Street and Road Maintenance

- Traffic congestion continues to be a major community concern as demonstrated with the poll.
- Local funding to support street and road maintenance is important to jurisdictions. This should be increased if possible.
- There is support for a new funding category for interchanges, and the list of interchanges has recommended additions from the cities and towns.
- There is support to provide local matching funds for the Marin-Sonoma Narrows and the direct connector from northbound Hwy 101 to eastbound I-580/San Rafael Richmond Bridge.

Safe Routes to Schools

- The Safe Routes to Schools program continues to have strong community support.
- Safe Routes to Schools programs benefit the community by reduced traffic and by teaching children about healthy, sustainable transportation options that support the environment.
- Safe Routes to Schools programs are effective at converting trips to green trips and reducing school related congestion.
- Support for protecting Crossing Guards from being cut, and growing the program

Crossing Guards

- The Crossing Guard program is highly visible and appreciated as a key element to support school children walking and biking to school.
- Councilmembers have been contacted and urged to maintain the program.
- Councils request additional financial support for the Crossing Guards program as well as yellow School bus, especially as congestion relief

Yellow School Bus

- Yellow school bus programs are supported as a successful strategy to reduce school related traffic. Examples of congestion reduction mentioned on Tiburon peninsula, Mill Valley and Ross Valley
- There is a desire to expand the Yellow Bus program and reduce the need for local jurisdictions to pay directly into the program.



- Jurisdictions that currently pay directly into the Yellow Bus program would like to be reimbursed with sales tax funding.
- Local funding sources are the primary means to support the Yellow Bus Program. There are currently no regional state or federal funding sources for Yellow School Bus programs.
- Several councils asked that any additional funds go to Safe Routes to Schools, specifically Crossing Guards and Yellow School Bus programs

Transit

- There is general support for transit as an important alternative to driving alone and an important resource for the community, specifically seniors, students, persons with disabilities and transit dependent.
- Marin is an aging community and transit supports mobility for all users.
- Transit is an important and sustainable mobility choice to reduce congestion and emissions from passenger cars.
- There is concern regarding underutilized routes and potential inefficiencies.
- Transit services will likely be changing in the future and there should be flexibility to adjust to new technologies and types of services.

Affordable Housing

- The lack of affordable housing requires many workers in Marin to travel long distances and the issues exacerbates traffic congestion.

Sea Level Rise

- Sea level rise and flooding are major issues facing our community that require coordination between multiple public agencies.
- There are great needs for funding to protect our infrastructure from sea level rise and to create proactive programs to reduce the threat of climate change.
- Cities and the County have supporting efforts that complement the Sales Tax Measure and provide an opportunity for coordination with Climate Change Action Plans and the County Drawdown program, i.e. Transit, Commute Alternatives/ Trip Reduction, and Safe Routes to Schools.

Electric Vehicles

- Electric vehicle adoption is an important strategy to reducing greenhouse gas emissions.
- To support the electrification of transportation, charging infrastructure needs to be expanded.



- There are many local, regional, and state funding sources to support expansion of electric vehicle charging infrastructure.
- Due to other funding sources and many competing transportation needs, many councils did not express support for electric vehicle charging infrastructure to be a specific funding priority from the transportation sales tax.
- Public commenters requested funding from the Transportation Sales Tax to be dedicated to electric vehicles charging infrastructure support.

Innovation

- Autonomous Vehicles, Transportation as a Service and shared mobility are important innovations to consider.
- Transportation is changing rapidly and Marin should be forward-thinking and prepared for new transportation technologies and services.
- Flexibility within categories as well as a ten year, or sooner, review and potential rest of the expenditure Plan were strongly supported.

Marin's 1/2-Cent Transportation Sales Tax Renewal Expenditure Plan Revised Proposal

Goal: Reduce congestion, maintain and improve local transportation infrastructure and provide high quality transportation options for people of all ages who live, work and travel in Marin County

Strategy Descriptions	Current %	Final Proposal	Annual \$ Amount	One time \$ Amount
Strategy 1 – Reduce congestion on Highway 101 and adjacent roadways by leveraging non-local funds to accelerate completion of key multimodal projects.	7.5%	7.5% 7.0		
1. Provide local matching funds to accelerate the completion of the Marin Sonoma Narrows, to complete the 17-mile carpool lane and multi-use pathway facilities.		1.5%		\$ 12,405,000
2. Provide local matching funds to accelerate the completion of the Northbound Highway 101/ Eastbound Interstate-580 Direct Connector, including the development of local enhancements to reduce impacts and enhance the facility for all users.		2%		\$ 16,540,000
3. Improve Highway 101 local interchanges and freeway access routes to reduce congestion, improve local traffic flow, and address flooding impacts throughout the county.		3%		\$ 24,810,000
4. Implement commute alternatives and trip reduction strategies to decrease Single Occupant Vehicle (SOV) trips, increase shared mobility, and reduce peak hour congestion throughout the county.		1% 0.5%	\$270,000 \$135,000	
Strategy 2 - Maintain, improve and manage Marin County's local transportation infrastructure, including roads, bikeways, sidewalks and pathways to create a well maintained and resilient transportation system.	26.5%	26.5%		
1. Maintain and manage local roads to provide safe and well-maintained streets for all users. Improvements to maximize the efficiency, effectiveness and resiliency of our transportation system to be determined by local jurisdictions and may include: <ul style="list-style-type: none"> • Paving and repair to roadways, drainage, sidewalks and intersections • Bike lanes and multi-use paths • Safe pathways to transit and bus stop improvements • System enhancements to accommodate new technologies such as signal coordination and real time information • Investments to address congestion on local streets and road corridors • Facilities to support alternative fuel vehicles, including electric vehicles and autonomous vehicles • All investments will consider the needs of all users in accordance with Complete Streets practices that have been adopted in each city, town, and the county 	(13.25% to Local Roads by Formula, and 13.25% to Major Roads)	22%	\$ 5,940,000	
2. Provide safe pathways for safe walking and biking access to schools		3%	\$ 810,000	
3. Develop projects to address and mitigate transportation impacts from sea level rise, including facilities to support alternative fuel vehicles and electric vehicles		1%	\$ 270,000	
4. Support operational improvements of local streets and roads through innovative technology		0.5%	\$ 135,000	

Dollar amounts are based on 2018/19 annual revenue projections and are for illustrative purposes only.

Marin's 1/2-Cent Transportation Sales Tax Renewal Expenditure Plan Revised Proposal

Goal: Reduce congestion, maintain and improve local transportation infrastructure and provide high quality transportation options for people of all ages who live, work and travel in Marin County

Strategy Descriptions	Current %	Final Proposal	Annual \$ Amount	One time \$ Amount
Strategy 3 – Reduce school related congestion and provide safer access to schools	11%	11% 11.5%		
1. Maintain the Safe Routes to Schools program.	3.3%	3.5%	\$ 945,000	
2. Expand the crossing guard program, providing funding for up to 88 96 crossing guards throughout Marin County	4.2%	6.5% 7%	-\$1,755,000 \$1,890,000	
3. Provide capital funding for Safe Pathways projects (3% moved to Strategy 2, 1% new category below)	3.5%	0% (Moved to Strategy 2)		
4. Capital funding for small, school related safety related projects	0%	1%	\$ 270,000	
Strategy 4 - Maintain and expand efficient and effective local transit services in Marin County, including services to schools and specialized service for seniors and persons with disabilities, to reduce congestion and meet community needs.	55%	55%		
1. Maintain and improve existing levels of bus transit service in areas that can support productive fixed route service throughout Marin County i. Maintain a network of high productivity of bus service in high volume corridors ii. Expand first-and-last-mile transit services for residents and workers iii. Provide innovative services in communities that may not support traditional fixed route service iv. Enhance public safety through Marin Transit’s role in providing emergency mobility in the face of natural disaster. v. Provide school transportation	37%	33%	\$ 8,910,000	
2. Maintain and expand the rural and recreational bus services including the West Marin Stagecoach.	3%	3%	\$ 810,000	
3. Maintain and expand transit services and programs for those with special needs, seniors, persons with disabilities	9%	9.5%	\$ 2,565,000	
4. Provide transit services to schools in Marin County to reduce local congestion. i. Provide yellow bus services in partnership with local schools and parent organizations. ii. Provide transit routes to schools where efficient and effective.	0%	5%	\$ 1,350,000	
5. Invest in bus transit facilities for a clean and efficient transit system. i. Provide matching funds for the purchase of a green transit fleet, including facilities to support alternative fuel vehicles and electric vehicles. ii. Support the development of a renewed/relocated Bettini Transit Center. iii. Support the development of a local bus maintenance facility iv. Improve passenger amenities at bus stops, including real-time transit information.	6%	4%	\$ 1,080,000	
6. Expand access to ferries and regional transit. i. Expand and maintain connecting ferry shuttle services to address first and last mile connections ii. Expand and maintain remote parking locations and other strategies to support regional transit access for Marin’s residents and commuters. iii. Expand first and last mile access to regional transit services for access to jobs in Marin County.	0%	0.5%	\$ 135,000	
Totals (Dollar amounts are based on 2018/19 annual revenue projections and are for illustrative purposes only.)	100%	100%	\$ 27,000,000	\$ 827,000,000



SCHEDULE OF LIKELY STEPS- April 2018

Topic	Target Dates	Complete
	<u>2017</u>	
1. Introduction and Initial Feedback from Local Jurisdictions	Feb - Apr	✓
2. Baseline Polling - TAM Board approval of polling effort	Feb	✓
3. TAM Ad Hoc Committee guides poll - poll conducted	Mar - Apr	✓
4. TAM Board considers initial input from Local Jurisdictions and Polling and determines whether to proceed to next step of forming an Expenditure Plan Advisory Committee (Go/No Go)	Apr - May	✓
5. TAM Board establishes membership of Advisory Committee	Apr - May	✓
6. Kickoff of Expenditure Plan Advisory Committee Process	June	✓
7. Expenditure Plan Advisory Committee meets to develop options for renewing transportation sales tax, for increasing transportation sales tax, or both	June - Dec	✓
8. Expenditure Plan Advisory Committee engages in public outreach	June - Dec	✓
9. TAM Board reviews activity of Expenditure Plan Advisory Committee and determines whether to proceed to next step of briefing stakeholders and local councils on status and conducting a public opinion poll of draft Expenditure Plan Elements (Go/ No Go)	Dec 11	✓
	<u>2018</u>	
10. TAM Ad Hoc Committee guides poll and the poll is conducted	Feb	✓
11. TAM briefs stakeholders and local jurisdiction councils on status of Expenditure Plan development – seeks and receives input	Feb - Mar	✓
12. TAM Board considers input from stakeholders, local jurisdictions and polling results, and votes on Final Draft Sales Tax Expenditure Plan (Go/No Go)	April	
13. TAM Board directs staff to seek approval from all 12 local jurisdictions on Final Draft Sales Tax Expenditure Plan	May - July	
14. Final approval by TAM to request the Board of Supervisors to put the transportation sales tax renewal on the November 2018 ballot. Board of Supervisors approves.	July	
15. Expenditure plan and ballot argument (75 words) deadline for submission to registrar for November 2018 ballot.	August 10	

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John Wright
Mayor

Matt Brown
Vice Mayor



Kay Coleman
Councilmember

Brian Colbert
Councilmember

Ford Greene
Councilmember

525 San Anselmo Avenue, San Anselmo, CA 94960-2682
www.townofsananselmo.org
(415) 258-4600 | Fax (415) 459-2477

April 10, 2018

Dianne Steinhauser, P.E.
Executive Director
Transportation Authority of Marin
900 Fifth Avenue, Suite 100
San Rafael, CA 94901

Re: Measure A Reauthorization Proposal

Dear Ms. Steinhauser,

On behalf of the San Anselmo Town Council, I am writing to request that TAM consider greenhouse gas emissions (GHG) and climate change in all of its decisions, including final decisions regarding TAM's Measure A Reauthorization proposal. A recent briefing for the San Anselmo Town Council from our Sustainability Commission showed that transportation is responsible for 58% of our town's GHG emissions.

In order to help address our Towns' largest GHG emissions source, we recommend that TAM consider allocating Measure A funds specifically targeted at electric transportation, including for public EV infrastructure as well as fleet conversion.

As you know, Marin is extremely vulnerable to the impacts and costs of adapting to climate change. Measure A could be reauthorized for 30 years – a time period in which greenhouse gases must be drawn down dramatically to avoid catastrophic climate impacts.

Respectfully submitted,

A handwritten signature in black ink that reads "John Wright".

John Wright, Mayor
Town of San Anselmo

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From: Dale W. Miller [<mailto:xxxxxxxxxx.com>]
Sent: Wednesday, March 21, 2018 3:30 PM
To: Connolly, Damon <DConnolly@marincounty.org>
Subject: TAM Measure A

Supervisor Connolly,

On behalf of the members of Golden Gate Electric Vehicle Association I am asking you to consider requesting that the Transportation Authority of Marin include funding of electrification of transportation in the funding plan for Measure A.

Climate change is one of the most significant challenges facing Marin County. Internal combustion engines produce more than half of the climate change causing greenhouse gases emitted in Marin. Replacing gas and diesel vehicles with electric vehicles is the best way to quickly reduce greenhouse gases. Because electric vehicles cost far less to drive than fossil fuel vehicles, Marin will gain a considerable financial benefit from the switching to electric vehicles.

It's important for the funding plan to be flexible because the technology for electrification of transportation is advancing rapidly. Electric cars, trucks, transit buses, school buses, trains, and ferries are being put into service throughout the world. Improvements in these vehicles, batteries, and charging is occurring almost weekly. Marin needs to be in a position to take advantage of this new technology to slow climate change and therefore Measure A should not be limited to specific actions such as charging station installation. While charging infrastructure is important, most drivers in Marin have access to electricity where they sleep and can easily drive an electric car today. Including electrification of transportation in the campaign for Measure A will help to raise awareness of the benefits of driving electric and speed the adoption of electric cars in Marin.

Although Measure B includes some funding for Alternate Fuel Vehicles, this funding is not sufficient to make the changes that are needed. Additionally, Measure B funds have not been used very effectively in supporting the move to electric transportation in Marin and in many years the allocated Measure B funds were not disbursed or were used for other purposes. Therefore, it's important to include a citizens oversight committee that reports to the TAM board to help ensure that the Measure A and Measure B funds are used in the most effective manner.

Please consider asking TAM to include electrification of transportation in the Measure A renewal proposal. We need to move beyond business as usual.

Thank you,

Dale

--

Dale Miller
President
Golden Gate Electric Vehicle Association
www.ggeva.org
Follow us on Twitter @GGEVAssoc
Email Disclaimer: <http://www.marincounty.org/main/disclaimers>

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March 22, 2018

Dear Supervisor Connolly,

Thank you for meeting with us recently to discuss the importance of electrification of Marin’s transportation. As you know, personal transportation, at 53% is the single largest source of greenhouse gases in Marin County. Actions to reduce climate pollution by this sector will yield significant progress toward the County’s Drawdown targets, improve air quality, provide equitable access to clean driving for the nearly 40% of county residents who live in multi-unit dwellings, and save Marin residents approximately \$310 per year compared to driving a gas car.

According to information from TAM staff (January 2018 and February 2018), since 2011, TAM has facilitated and partially funded 23 charging plugs. Further, of \$1,440,000 budgeted for Element 3.3 Alt-Fuels (EVS), TAM has not expended a minimum of \$732,000 and a maximum of \$1,072,000.

Following is an overview of future infrastructure needs and costs:

Marin County	2018 Actual	2030 Goal	Estimated Cost by 2030
Electric Vehicles	4,000	60,000	
Public Charging	115	1725	
Level 3	7	150	\$9,750,000
Level 2	108	1575	\$9,450,000

Notes: Of the 115 charging stations in Marin, TAM has facilitated installation of 23.

The figures above do not account for human resources and overhead.

We anticipate significant grant funding to support the transition to electric. Further, we look towards other agencies, such as MCE Clean Energy and PG&E to financially support the transition to EV for the private residential and workplace sectors.

Given the significant investment needed for public charging infrastructure, Cool the Earth is advocating for dedicated TAM Measure A funds to support the electrification of Marin transportation with public charging infrastructure and conversion of municipal fleets. In particular, we recommend that the funding level proposed for projects and programs to address sea level rise and resiliency in the roads category be increased from 1% to 4%. Without additional Measure A funds, Marin County will neither be ready for nor lead the transition to electric vehicles.

In addition, under Measure B since 2011 TAM budgeted \$1,440,000 million towards Alternative Fuels Infrastructure and Outreach, including electric vehicles. Based on TAM’s audited financial statements and information from TAM staff only \$198,000 has been expended towards that purpose. We respectfully request that at a minimum TAM provide a one time allocation of \$300,000 of those unspent funds to be used specifically for public charging infrastructure. Further, we request that going forward, all money allocated for Alternative Fuels Infrastructure and Promotion in Measure B, currently \$240,000 per year, be used for this purpose.

Marin County is extremely vulnerable to sea level rise. Electric transportation will be critical to mitigating climate change. TAM now has the opportunity to participate significantly in achieving this transition. CTE urges the TAM board to support dedicated Measure A funds for EVs.

Thank you,

Carleen Cullen and Lawrie Mott



2018 Marin County Transportation Sales Tax Renewal Expenditure Plan

APRIL 2018



DRAFT
FINAL PLAN



TRANSPORTATION AUTHORITY OF MARIN

Board of Commissioners

Damon Connolly, County of Marin District 1
Katie Rice, County of Marin District 2
Kathrin Sears, County of Marin District 3
Dennis Rodoni, County of Marin District 4
Judy Arnold, County of Marin District 5
James Campbell, City of Belvedere
Brian Colbert, Town of San Anselmo
Alice Fredericks, Town of Tiburon
P. Beach Kuhl, Town of Ross
Diane Furst, Town of Corte Madera
Dan Hillmer, City of Larkspur
Eric Lucan, City of Novato
Stephanie Moulton-Peters, City of Mill Valley
Gary O. Phillips, City of San Rafael
John Reed, Town of Fairfax
Ray Withy, City of Sausalito



Table of Contents

	Page
Executive Summary	ES-1
Why does Marin County need a transportation sales tax extension?.....	ES-2
1 Marin County 30-Year Transportation Sales Tax Expenditure Plan Summary ...	1-1
Plan Background.....	1-1
Plan Components.....	1-3
Plan Implementation.....	1-6
2 Marin County 30-Year Transportation Sales Tax Expenditure Plan Details	2-1
3 Transportation Sales Tax Governance and Organizational Structure	3-1
4 Implementing Guidelines	4-1
 Appendix A: Glossary	
Appendix B: Expenditure Plan Advisory Committee Membership	

Table of Figures

	Page
Figure ES-1 Expenditure Plan Strategies and Funding Summary	ES-6
Figure 1-1 Typical Transportation Funding Sources for Marin County	1-2
Figure 1-2 Expenditure Plan Categories and Funding Breakdown	1-4

Executive Summary

In 2004, Marin County voters approved a 20-year half-cent sales tax measure to fund local transportation projects throughout the county. As that funding source approaches its expiration date, the Transportation Authority of Marin (TAM) is recommending voter approval of an extension to this essential transportation-funding source. After conducting an extensive public input process, TAM has developed the 2018 Marin County Transportation Sales Tax Renewal Expenditure Plan (Expenditure Plan) for the renewal of the half-cent sales tax to support current transportation priorities in Marin County. The Expenditure Plan's projects and programs are detailed below. The Expenditure Plan culminates from a "bottom up" planning approach, enabled by the Expenditure Plan Advisory Committee (EPAC) and approved by the TAM Board, the County, and the individual cities, and towns of Marin. The sales tax renewal will provide funding for core transportation needs of highest priority to the public, as detailed in this plan, without imposing any new taxes.

This plan is built on a record of success. Marin County voters last approved a transportation sales tax in 2004 when they passed Measure A, Marin County's first transportation sales tax. Measure A is a half-cent tax that addressed a severe shortfall in available funds for transportation. These funds have been instrumental in transforming Marin County's transportation programs and infrastructure over the past 14 years: \$25 million was provided to complete the Highway 101 HOV carpool lanes through San Rafael, closing a 3-mile gap that caused severe congestion. The local \$25 million for Highway 101 enabled Marin County to attract over \$75 million in regional, state, and federal funds to finish the project. The 2004 sales tax funds have enabled significant local road improvements that were designed and built to meet the needs of all users. These included 4th Street in San Rafael, Miller Avenue in Mill Valley, and Sir Francis Drake through Samuel P. Taylor Park in West Marin. The funds restored and expanded local bus transit service that was being cut back in 2003, and enabled new services, including those for seniors. Finally, the funds have enabled nearly 60 crossing guards to be placed near schools, built nearly \$20 million in Safe Pathway improvements to and from schools, and enabled education and encouragement of walking and biking through the Safe Routes to Schools program in over 60 schools in Marin. Finally, over \$60 million has gone into pothole repair and street rehabilitation, again meeting the needs of cars, bicyclists, pedestrians, and transit.

Our transportation system relies greatly on local funding for local needs. Measure A – Marin County's 2004 voter-approved half-cent transportation sales tax measure – has been a major source of transportation funding in Marin County over the past 14 years, and is set to expire on March 31, 2025. This proposed sales tax renewal measure extends this existing funding source for 24 years beyond the existing expiration date. The Expenditure Plan adjusts the expenditures to address current and future transportation priorities, and allows the County to address urgent needs without raising taxes on Marin County residents. The measure provides a long-term, reliable funding stream and creates an opportunity to redistribute these tax dollars in a way that best reflects the county's present-day transportation needs.

TAM is dedicated to making the most of Marin County transportation dollars and creating an efficient and effective transportation system that promotes mobility and accessibility by providing a variety of high-quality transportation options to all users. Its members – all 11 cities and towns,



and all five members of the County Board of Supervisors – have achieved significant progress in meeting Marin’s transportation needs. The new Expenditure Plan allows TAM to continue to achieve these goals.

WHY DOES MARIN COUNTY NEED A TRANSPORTATION SALES TAX EXTENSION?

- **The current plan is 15 years old, and the needs of our Marin County residents and workers have changed.** The current plan does not allow local sales tax funds to be spent on a variety of new needs. As an example, the current sales tax can’t be used to help build a sorely needed direct connector from Northbound Highway 101 to Eastbound I-580 in San Rafael. In addition, the current sales tax can’t be used on local road interchanges with Highway 101, many of which are outdated and unable to handle current traffic demand. The current sales tax can’t be spent on addressing the infrastructure needs of rising sea levels and flooding. And it can’t be spent on any innovation including support of infrastructure for electric vehicles, or first and last mile access to major transit hubs. The new Sales Tax Renewal Expenditure Plan allows funds to be spent in all these areas.
- **We need to extend this sales tax measure now to create a reliable funding stream that enables cost-effective planning for the future.** As our current Transportation Sales Tax, Measure A, approaches its expiration date, the ability to enter longer term, more cost-effective contracts is significantly diminished. TAM is very proud of a strong core of over 85 professionally trained school crossing guards. Our schools, parents, and children rely heavily on the safety these guards provide. To maintain the guards in a highly competitive labor environment and to increase the number of guards to address identified safety needs for Marin’s students, a multi-year contract is needed, which is impossible if the funds are set to expire soon. Local transit for seniors and people with disabilities similarly relies on high quality service such as that provided by Whistlestop Wheels. Without a steady stream of funds, those contract services could expire and quality providers could be lost. Shorter-term contracts will cost more.
- **In order to attract new state and regional revenue sources, local funds are necessary.** Local funds are essential in TAM’s ability to secure the final suite of funds for completing the Highway 101 carpool lanes through the Marin Sonoma Narrows and to attract near-term funds for building the new Highway 101/I-580 Direct Connector, two projects essential to addressing congestion along the Highway 101 corridor.
- **We need local transportation funding now more than ever.** With the ongoing uncertainty of federal and state infrastructure dollars, it is essential for Marin County to protect and strengthen its local funding sources. By renewing this county-based funding source, and resetting how the funds can be spent, Marin’s local jurisdictions can rely on these funds addressing current and future needs.
- **We need to fund those transportation needs that other federal, state and regional funds won’t fund.** While recently approved state funds under Senate Bill 1 will provide funds for local streets and roads improvements, and upcoming Bay Area toll bridge funds will substantially fund several major projects in Marin, a number of high priority needs are not funded by any other fund source, such as federal or state gas taxes, or regional tolls. These include the Safe Routes to Schools Program, the school crossing guards, the Senior Mobility Program, planning improvements at our major interchanges on Highway 101, needed funding to start addressing flooding and sea level rise impacts on transportation,

and a small amount of seed funding to attract innovative solutions to congestion and greenhouse gas emission reduction. Without our local transportation sales tax, none of these needs can be addressed.

- **Every penny generated by this measure will go directly toward local transportation projects and programs in Marin County.** Many of the core projects and programs Marin’s workers and residents rely upon can only proceed with local funding sources. Without these funds it would be difficult to pay for roadway maintenance, paratransit services, school bus services, and the Safe Routes to School program measure. The measure will also provide a source of local matching funds that will qualify essential local projects for millions of dollars in state and regional matching funds.
- **This plan provides strict accountability.** Funds generated by the sales tax can only be applied to transportation improvements that will benefit Marin County. These funds may not be used for any transportation projects or programs other than those specified in the Expenditure Plan. An independent Citizen’s Oversight Committee will be established that will audit and report annually on TAM’s use of the sales tax funds.
- **This plan provides essential transportation infrastructure and services for people who live and work in Marin County.** The Expenditure Plan will improve traffic operations and infrastructure on city streets and highways; fix potholes and maintain local roads; provide transit services within the county, including services for youth, seniors, and people with disabilities; improve air quality; reduce greenhouse gas emissions and create local jobs. It supports an environmentally sustainable future while providing transportation options throughout the county. Specifically, the Expenditure Plan will support the following four categories:
 1. **Reduce congestion on Highway 101 and adjacent roadways.** Critical projects funded under the sales tax renewal plan include the Marin Sonoma Narrows and the Highway 101/I-580 Direct Connector, which are essential to the delivery of workers and goods, and the management of congestion throughout the county. A new funding program will begin improving numerous local road interchanges with Highway 101. The funds will serve to attract state and regional toll funds for these essential projects to be completed. These funds will also continue Marin County’s successful programs to reduce congestion by working with employers and employees on commute alternatives and trip reduction. Strategies such as promoting telecommuting, vanpooling, and carpooling incentives, and first/last mile services to regional transit hubs have all proven to be successful ways to providing quality options to driving.
 2. **Maintain, improve, and manage local roads and other infrastructure.** The new sales tax plan substantially increases funding for pothole repair and other local street and road maintenance and rehabilitation. Funds are eligible for a wide variety of local road needs, to create a well-maintained and resilient transportation system. This category will continue our local jurisdictions’ recent progress rebuilding, repaving, and reconstructing our local roads, including the addition of features that support walking, biking, and taking transit. Additional investment over the current sales tax will occur as funds nearly double that are available to local cities and towns. Funds can be spent on a wide variety of improvements, including to provide safe and connected bicycle and pedestrian paths to schools, major transit hubs, and other destinations throughout the county. The funding will also launch new infrastructure projects that promote

resiliency and innovation, particularly projects that tackle flooding and sea level rise impacts to our transportation infrastructure. The renewed sales tax funding will increase public availability to alternative fuel facilities, such as electric vehicle charging infrastructure. Innovative technology for better managing traffic will also be supported, such as the installation of smart traffic signals and real-time transit information.

3. **Reduce school-related congestion and provide safer access to schools.** The renewed sales tax will expand Marin's award-winning Safe Routes to School program that focuses on education, encouragement, safe pathways, and crossing guards to enable students to bike, walk and take the bus to school. The renewed sales tax will add funds to the current crossing guard program and save more than 20 school crossing guards that would otherwise have to be cut. It will maintain the Safe Routes to School education and encouragement program in over 60 schools and will provide a steady source of funding for both large and small safety-related improvements around schools. Additionally, school bus transit will receive dedicated funding to help reduce school-related congestion as noted below.
4. **Maintain and expand efficient and effective local transit services.** The renewed sales tax will preserve and enhance the array of local transit services that many residents and workers rely on. With public input, these services are designed to meet community needs. Under this category, the sales tax enables Marin to keep and enhance a robust local public transit system. Local transit services are dedicated to delivering workers and students to their jobs and schools. The measure will continue support for transit and paratransit services for Marin's seniors and persons with disabilities. The measure will continue to provide unique services such as the Muir Woods Shuttle and the West Marin Stagecoach. The renewed sales tax will dedicate funds for yellow school bus and other school transit services. The renewed sales tax will provide matching funds for alternative fuel buses, such as all electric buses, and plan for alternatives to traditional transit services. All local transit will be monitored by the Citizen's Oversight Committee regarding cost-effective performance.

2004 Sales Tax Achievements

TAM's 2004 half-cent transportation sales tax (Measure A) provided a reliable funding stream for local streets and roads maintenance, major roadway improvements, Safe Routes to Schools programs, and local transit services. This funding stream has provided significant benefits that have helped improve mobility, reduce local congestion, protect the environment, enhance safety, and provide a variety of high quality transportation options to meet local needs. Completed and successful efforts are highlighted below.



Highways

- Completion of the Highway 101 Gap Closure Project in San Rafael, the high-occupancy vehicle (HOV) lane, including the new Southbound 101 to eastbound I-580 high speed two-lane connector. The project also included the separated (Class I) multi-use path over Lincoln Hill.

Local Transit

- Developed a local transit system designed to serve the needs of Marin residents and workers traveling within the county.
- Enabled Marin Transit to pay for and expand local transit services, paratransit services, the West Marin Stagecoach, and the Muir Woods Shuttle.
- Kept local transit and paratransit fares low.

Local Streets

- Completed major road improvements including 4th Street in San Rafael, Miller Avenue in Mill Valley, Sir Francis Drake Boulevard through Samuel P. Taylor Park in West Marin, and portions of Novato Boulevard in Novato.
- Paved and reconstructed hundreds of miles of local streets and roads, representing over \$60 million in investment.

Safe Routes to Schools

- Ongoing success of the Safe Routes to Schools program, with an average of over 50% green trips in over 60 schools countywide, teaching kids the healthy habits of biking and walking, and reducing congestion on our roadways.
- Funded and implemented nearly \$20 million in Safe Pathways capital projects to increase safe access to schools.
- Placement of 88 crossing guards near schools, providing an essential safety service for kids walking and biking to school.



Figure ES-1 Expenditure Plan Strategies and Funding Summary

GOAL: Reduce congestion, maintain and improve local transportation infrastructure, and provide high quality transportation options for people of all ages who live, work, and travel in Marin County.		
Implementation Category	% of Sales Tax Funds Allocation	Est. 30-year Revenue (Millions)
1. Reduce congestion on Highway 101 and adjacent roadways	7.0%	\$57.9
2. Maintain, improve, and manage local roads and related infrastructure	26.5%	\$219.2
3. Reduce school-related congestion and provide safer access to schools	11.5%	\$95.1
4. Maintain and expand efficient and effective local transit services	55.0%	\$454.9
TOTAL	100.0%	\$827.0

The Transportation Sales Tax Expenditure Plan is a 30-year plan that recognizes changing needs, funding streams, and technologies. Funds will be allocated to the four strategies by specific percentages as stated in Figure ES-1, after taking off the top the necessary funds needed for the administration and overall program management of the Expenditure Plan. This fee is limited to 5% annually. To keep pace with the changing world of transportation, the TAM Board of Commissioners will review the Expenditure Plan no earlier than seven and no greater than 10 years following passage, and at least every 10 years thereafter.

1 Marin County 30-Year Transportation Sales Tax Expenditure Plan Summary

PLAN BACKGROUND

Transportation projects in Marin County are funded in a variety of ways, including grants from federal and state government, local shares of federal and state gas taxes and vehicle fees, a share of toll bridge funds, and Marin's transportation sales tax (see Appendix A for a glossary of terms). Without a dedicated source of local transportation funds, Marin will be eligible for only a fraction of this outside funding. The local sales tax up for consideration of renewal provides most of the funds needed for transportation - over 70% of all funds received. While federal funding has decreased in recent years, and state funds can be at risk, our voter approved local transportation sales tax is a solid source dedicated to Marin, and has enabled Marin to continue to move forward on many key transportation initiatives.

- Marin is one of 24 counties statewide that has passed a sales tax for transportation purposes
- Eight of the nine Bay Area counties have enacted comparable sales tax measures for transportation
- Marin currently generates over \$25 million annually from its half-cent sales tax

Since its 2004 voter approval, the Measure A 2004 transportation sales tax has funded several significant transportation improvement projects. These include:

- The final three miles of a 20-mile carpool lane on Highway 101
- Substantially increasing local transit service
- Placement of over 85 school crossing guards
- Maintaining and rehabilitating hundreds of miles of roadways in Marin
- Completing over 50 Safe Routes to School infrastructure projects

While there can be little doubt about the success of the current transportation sales tax, the measure will sunset on March 31, 2025. If not renewed, the revenues from the existing tax measure will not be able to address ongoing core transportation needs in its final years. TAM and its local jurisdiction members will not be able to use the remaining funds to identify and respond to new and changing priorities in Marin. Without stable local funding dedicated to transportation, the county will not be able to provide the matching funds necessary to accelerate and complete major congestion relief projects. This is increasingly essential as Marin residents and commuters require more mobility from our infrastructure.

A majority of all trips originating in Marin County are made in private vehicles on roads built to standards established decades ago. While our aging transportation infrastructure is

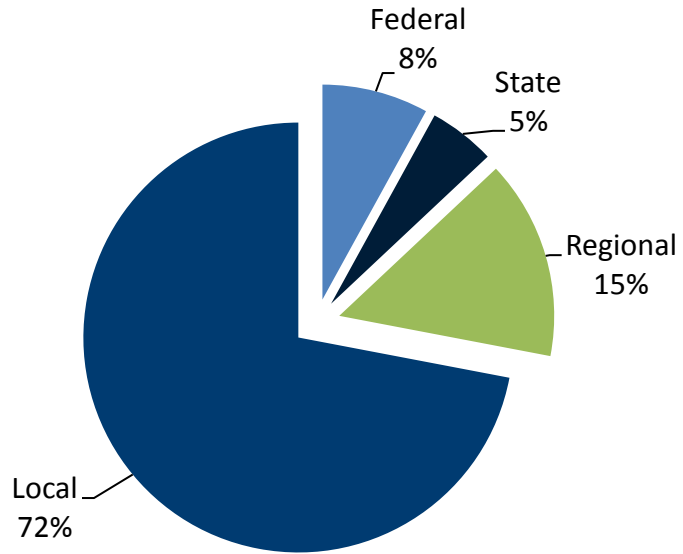
overburdened, our demand for travel continues to increase. There is no single solution to our transportation needs.

The Sales Tax Renewal Expenditure Plan outlines a program to extend the existing half-cent transportation sales tax in Marin. It provides both a high degree of accountability, and the flexibility needed to respond to emerging transportation issues over a 30-year period. By extending the sales tax and reconfiguring the Expenditure Plan, Marin can continue to serve the needs of its residents without increasing taxes.

This half-cent transportation sales tax is expected to generate an estimated \$27 million in its first year and approximately \$872 million over 30 years. The renewed sales tax attracts funds from federal, state, and regional revenue sources, and fully funds programs serving local needs that cannot be funded any other way. This sale tax renewal is critical to meeting our near-term needs and planning for our long-term solutions. The measure will ensure a source of local matching funds that will qualify essential local projects for millions of dollars in state and regional matching funds. Most important, dedicated local funding will enable Marin to set our own priorities for transportation projects.

A local revenue source is absolutely essential to Marin’s ability to maintain core services while addressing new needs as well. In a typical year, local revenue provides over 70% of the cost of local transportation projects and programs. Figure 1-1 illustrates a typical year of funding sources for transportation in Marin.

Figure 1-1 Typical Transportation Funding Sources for Marin County



TAM’s Mission:
 TAM is dedicated to making the most of Marin County transportation dollars and creating an efficient and effective transportation system that promotes mobility and accessibility by providing a variety of high quality transportation options to all users.

Strict accountability and performance measures ensure delivery

- Established by the 2004 sales tax measure, the Citizens' Oversight Committee (COC) is responsible for reviewing the transportation sales tax expenditures. The COC is comprised exclusively of Marin County residents who do not have a conflict of interest with respect to the transportation sales tax. The committee holds public meetings, oversees an independent audit of TAM’s sales tax expenditures, and issues annual reports to ensure sales tax funds are being spent in accordance with the Expenditure Plan.
- For the past 14 years, TAM has maintained an open and public meeting process. TAM ensures adequate public participation in the preparation of the measure’s funding

allocations. TAM works with the Citizen's Oversight Committee to employ an independent auditor to audit all sales tax expenditures to ensure that expenditures are made in accordance with the sales tax renewal plan. This new Expenditure Plan maintains the same approach to accountability for maximum transparency and oversight.

- All funds generated by the sales tax can only be applied to transportation improvements that will benefit Marin's local cities, towns, and the county. They must be used for specified transportation projects and programs under the Expenditure Plan.

Funds are spent locally

- The revenue generated through this transportation sales tax will be spent exclusively on projects and programs that will benefit Marin.
- All the projects and programs included in this Expenditure Plan provide essential transportation infrastructure and services in Marin.

Developed with robust public involvement

The goals and strategies in this Transportation Sales Tax Renewal Expenditure Plan represent the culmination of months of planning and extensive input from the public, key stakeholders, and cities and towns throughout the county. TAM engaged an Expenditure Plan Advisory Committee (EPAC) and held nine meetings with the committee in the summer and fall of 2017 to evaluate existing needs, develop a draft expenditure plan to define specific transportation projects and programs, and provide guidance on the final plan. The EPAC was comprised of a diverse array of stakeholders from throughout Marin. They represent business organizations, labor groups, environmental sustainability organizations, senior and disability advocacy groups, community-based organizations, social justice advocates, bicycling advocates, and include general representation from all major geographic areas of the county (see Appendix B for a list of the 2017 EPAC Members).

The EPAC established a 30-year vision to improve mobility and reduce local congestion throughout the county. The EPAC established a plan that:

- Provides revenue for Marin County's long-term transportation needs and vision
- Improves mobility and reduces congestion
- Supports an efficient and effective transportation system that protects and sustains Marin County's natural environment and unique quality of life
- Provides equity for all users, including our vulnerable populations, and grows Marin County's economy for its residents, visitors, and workforce

Marin's leadership in considering all modes of transportation serves as a building block toward achieving this vision and reflects the local plans and goals of Marin's towns and cities, transit providers, business community, schools, and residents.

TAM also solicited input from all local jurisdictions in Marin. The county and all the cities and towns each had an opportunity to review and comment on the draft Expenditure Plan.

PLAN COMPONENTS

The Expenditure Plan is organized around four categories or strategies designed to meet the current needs of our businesses and residents, while protecting the environment and ensuring

the high quality of life enjoyed in Marin. Each category is supported by specific programs that have been designed to provide a high degree of accountability to voters. The revenue generated by a sales tax is variable and dependent on the health of the economy. Recognizing that fact, each program has been apportioned a percentage of receipts. An estimated dollar amount over the 30-year life of the tax is also provided. As receipts increase or decrease, the amounts allocated to each program may fluctuate. The overall percentage will be maintained.

The four categories outlined in Figure 1-2 will help achieve Expenditure Plan goals: Providing congestion relief and enhancing mobility, improving infrastructure, and providing diverse choices for all travel modes to benefit the environment and our community.

Figure 1-2 Expenditure Plan Categories and Funding Breakdown

GOAL: Reduce congestion, maintain and improve local transportation infrastructure, and provide high quality transportation options for people of all ages who live, work, and travel in Marin County.		
Implementation Category	% of Sales Tax Funds Allocation	Est. 30-year Revenue (Millions)
1. Reduce congestion on Highway 101 and adjacent roadways by leveraging non-local funds to accelerate completion of key multimodal projects.	7.0%	\$57.9
Provide local matching funds to accelerate the completion of the Marin Sonoma Narrows, to complete the 17- mile carpool lane and multi-use pathway facilities.	1.5%	\$12.4
Provide local matching funds to accelerate the completion of the Northbound Highway 101/ Eastbound I-580 Direct Connector, including the development of local enhancements to reduce impacts and enhance the facility for all users.	2.0%	\$16.5
Improve Highway 101 local interchanges and freeway access routes to reduce congestion, improve local traffic flow, and address flooding impacts throughout the county.	3.0%	\$24.8
Implement commute alternatives and trip reduction strategies to decrease Single Occupant Vehicle (SOV) trips, increase shared mobility, and reduce peak hour congestion throughout the county.	0.5%	\$4.1
2. Maintain, improve, and manage Marin County’s local transportation infrastructure, including roads, bikeways, sidewalks, and pathways to create a well-maintained and resilient transportation system.	26.5%	\$219.2
Maintain and manage local roads to provide safe and well-maintained streets for all users. Improvements to maximize the efficiency, effectiveness and resiliency of our transportation system to be determined by local jurisdictions and may include: <ul style="list-style-type: none"> • Paving and repair to roadways, drainage, sidewalks and intersections • Bike lanes and multi-use paths • Safe pathways to transit and bus stop improvements • System enhancements to accommodate new technologies such as signal coordination and real time information • Investments to address congestion on local street and road corridors • Facilities to support alternative fuel vehicles, including electric vehicles, and autonomous vehicles • All investments will consider the needs of all users in accordance with Complete Streets practices that have been adopted in each city, town, and the county 	22.0%	\$181.9
Provide safe pathways for safe walking and biking access to schools.	3.0%	\$24.8
Develop projects to address and mitigate transportation impacts from sea level rise, including facilities to support alternative fuel vehicles including electric vehicles.	1.0%	\$8.3
Support operational improvements to local streets and roads through innovative technology.	0.5%	\$4.1



GOAL: Reduce congestion, maintain and improve local transportation infrastructure, and provide high quality transportation options for people of all ages who live, work, and travel in Marin County.		
Implementation Category	% of Sales Tax Funds Allocation	Est. 30-year Revenue (Millions)
3. Reduce school-related congestion and provide safer access to schools.	11.5%	\$95.1
Maintain the Safe Routes to Schools program.	3.5%	\$28.9
Expand the crossing guard program, providing funding for up to 96 crossing guards throughout Marin County.	7.0%	\$57.9
Capital funding for small school safety related projects.	1.0%	\$8.3
4. Maintain and expand efficient and effective local transit services in Marin County, including services to schools and specialized service for seniors and persons with disabilities, to reduce congestion and meet community needs.	55.0%	\$454.9
Maintain and improve existing levels of bus transit service in areas that can support productive fixed-route service throughout Marin County. <ul style="list-style-type: none"> ▪ Maintain a network of high productivity of bus service in high volume corridors ▪ Expand first and last mile transit services for residents and workers ▪ Provide innovative services in communities that may not support traditional fixed-route service ▪ Enhance public safety through Marin Transit's role in providing emergency mobility in the face of natural disaster ▪ Provides funding for the Muir Woods Shuttle System 	33.0%	\$272.9
Maintain and expand the rural and recreational bus services including the West Marin Stagecoach.	3.0%	\$24.8
Maintain and expand transit services and programs for those with special needs – seniors, persons with disabilities, and low-income residents.	9.5%	\$78.6
Provide transit services to schools in Marin County to reduce local congestion. <ul style="list-style-type: none"> ▪ Provide yellow bus services in partnership with local schools and parent organizations ▪ Provide transit routes to schools along high performing corridors 	5.0%	\$41.4
Invest in bus transit facilities for a clean and efficient transit system. <ul style="list-style-type: none"> ▪ Provide matching funds for the purchase of the green transit fleet including alternative fuel vehicles and electric vehicles ▪ Support the development of a renewed/relocated Bettini Bus Hub ▪ Support the development of a local bus maintenance facility ▪ Improve passenger amenities at bus stops, including real-time transit information 	4.0%	\$33.1
Expand access to ferries and regional transit, managed by Golden Gate Transit. <ul style="list-style-type: none"> ▪ Expand and maintain connecting ferry shuttle services to address first and last mile connections ▪ Expand and maintain remote parking locations and other strategies to expand regional transit access for Marin's residents and commuters ▪ Expand first and last mile access to regional transit services for access to jobs in Marin County 	0.5%	\$4.1
TOTAL	100.0%	\$827.0

Note: Total estimated dollar amounts are based on FY2018/19 annual revenue projections and are for illustrative purposes only.

Local transit service provider Marin Transit can transition its bus service over a 1-2 year period to conform with the new priorities as outlined above.



PLAN IMPLEMENTATION

If passed, this Transportation Sales Tax Renewal Expenditure Plan will be managed by TAM, established in 2004 to plan, finance, and oversee implementation of transportation projects and programs in Marin County. TAM is governed by a board with representatives from each of the cities and towns in Marin County, as well as all five members of the County Board of Supervisors with all meetings held in an open and public meeting process. As with the 2004 sales tax, the Citizens' Oversight Committee (COC), will oversee the Expenditure Plan's implementation and report its findings directly to the public.

2 Marin County 30-Year Transportation Sales Tax Expenditure Plan Details

The Expenditure Plan is organized around four categories designed to protect the environment and quality of life enjoyed in Marin County. Each category is supported by specific programs that have been designed to provide a high degree of accountability to voters. Recognizing that the revenue generated by a sales tax is variable and dependent on the health of the economy, each program has been apportioned a percentage of receipts. An estimated dollar amount over the 30-year life of the tax is also provided. As receipts increase or decrease, the dollar amounts allocated to each program may fluctuate, but the specific percentage will be maintained.

The four categories outlined in Figure 1-2 will help achieve the goal of the Expenditure Plan by providing congestion relief and enhancing mobility, improving infrastructure, and providing diverse choices for all travel modes to benefit the environment and our community. The plan components substantially support greenhouse gas emission reduction, to help Marin achieve its goals to address climate change and sea level rise. Over 75% of plan components support alternatives to driving.

Since Measure A was approved by voters in 2004, Marin County has:

- Created the Transportation Authority of Marin (TAM) for the purpose of administering the 2004 Marin County Transportation Sales Tax Expenditure Plan
- Allocated over \$280 million in local infrastructure funds to cities, towns, and the county.
- Funded Marin Transit's local bus service, adding over 30 percent more service, including service for seniors, frequent service during commute hours, additional service to colleges, high schools, and yellow bus service to elementary schools.
- Opened the last 3 miles Hwy 101 carpool lane and Lincoln Hill multi-use path through Central San Rafael
- Completed funding for the high speed two-lane Southbound 101 to Eastbound I-580 connector, opened in 2009
- Launched Crossing Guard Program, which has since expanded to 88 locations
- Expanded the Safe Routes to School "Education and Encouragement" programs encouraging walking and biking, to over 60 schools.
- Achieved over a 50% green trip rate to schools, reducing car trips and congestion
- Completed Major Road Improvements:
 - 4th Street in San Rafael
 - Miller Avenue in Mill Valley
 - Sir Francis Drake in West Marin
- Completed over 50 Safe Pathways to Schools projects

CATEGORY 1: REDUCE CONGESTION ON HIGHWAY 101 AND ADJACENT ROADWAYS BY LEVERAGING NON-LOCAL FUNDS TO ACCELERATE COMPLETION OF KEY MULTIMODAL PROJECTS.

Highway 101 in Marin County is one of the busiest traffic corridors in the Bay Area. Spillover traffic from this congested freeway impacts our cities, towns, and neighborhoods, whether or not we travel on the freeway. This category will reduce congestion on Highway 101 and adjacent roadways by leveraging local funds to accelerate the completion of the Marin Sonoma Narrows and the Highway 101/I-580 Direct Connector and improve local interchanges and freeway access routes. It will also help to fund commute alternatives and trip reduction strategies throughout the county that provide alternatives and incentives for commuters who choose not to commute via single occupancy vehicles during peak hours.

Combined, these projects and programs will alleviate pinch-points in the county's overburdened freeway network, prevent spillover traffic into the county's residential and commercial neighborhoods, and provide alternative options for county commuters.

What's new in this plan:

- Provides local matching funds to accelerate completion of the Marin Sonoma Narrows and Highway 101/I-580 Direct Connector
- Provides funding to improve operations and enhance safety at interchanges and access routes to and from Highway 101, throughout the county
- Dedicates funding for commute alternatives and trip reduction programs that reduce peak hour congestion

CATEGORY #1: Reduce congestion on Highway 101 and adjacent roadways by leveraging non-local funds to accelerate completion of key multimodal projects.	% of Sales tax Funds	Est. 30-year Revenue (Millions)
	7.0%	\$57.9
What can congestion relief funds be used for?		
Provide local matching funds to accelerate the completion of the Marin Sonoma Narrows, to reduce impacts and enhance the facility for all users.	1.5%	\$12.4
Provide local matching funds to accelerate the completion of the Highway 101/I-580 Direct Connector, including the development of local enhancements to reduce impacts and enhance the facility for all users.	2.0%	\$16.5
Improve Highway 101 local interchanges and freeway access routes to reduce congestion, improve local traffic flow, and address flooding impacts throughout the county.	3.0%	\$24.8
Implement commute alternatives and trip reduction strategies to decrease single occupant vehicle (SOV) trips, increase shared mobility, and reduce peak hour congestion throughout the county.	0.5%	\$4.1
TOTAL	7.0%	\$57.9



Marin Sonoma Narrows

These funds will be used by TAM to provide local matching funds to attract and leverage state, regional and federal funds to accelerate the completion of the Marin Sonoma Narrows, the “Narrows”. The Narrows is a section of Highway 101 that reduces from four lanes to two lanes in the northbound direction, causing significant congestion north of Novato, and the southbound direction causing significant congestion through Petaluma. The 17-mile corridor has made substantial progress, building new interchanges to address safety – allowing local landowners to access new frontage roads before entering Highway 101 at new interchanges. The project also constructs multi-use pathways for bicyclists and pedestrians, allowing safe travel. The addition of the last few miles of high occupancy vehicle (HOV) carpool lanes and multi-use pathways will increase person-throughput providing a connection of workers to the job centers in Marin. The completion of the HOV lanes and pathways will promote greenhouse gas emission reduction through shared rides and walk/bike alternatives, and will support transit. The funds in the local sales tax measure will allow TAM to complete design of the final phases of the project and get it shelf-ready for state and regional toll funds, which are scheduled to provide construction funding. The completion of the Narrows in Marin is being coordinated with the completion of the Narrows in Sonoma County as well.

Highway 101/ I-580 Connector

The entry to the Richmond San Rafael Bridge from Northbound Highway 101 and Sir Francis Drake in Marin is the only toll bridge entry in the entire Bay Area that requires users to travel through low speed local road traffic signals, causing significant delays to Highway 101, to I-580 in Marin, and to local roads, especially those in San Rafael and Larkspur. With the opening of the new third lane eastbound on the Richmond San Rafael Bridge, it is critical that a new direct freeway-to-freeway connector be built that allows traffic from northbound Highway 101 to access the bridge in an efficient manner. Most importantly, the critical East Sir Francis Drake corridor through Larkspur Landing can then be utilized primarily for access to the upcoming southernmost SMART station, and access to the Golden Gate Ferry, along with supporting local commercial, business, and residential access. Regional trips will be relocated to the direct freeway-to-freeway connector to the north.

The local sales tax funds will allow TAM to begin immediately the public outreach, the scoping, and the environmental studies necessary for building the connector. The funds will allow TAM to develop a project quickly that is shelf-ready for expected regional toll and state funds. These local funds, much as the Marin Sonoma Narrows, will attract millions of dollars in other funds, and are critical to “getting to the head of the line” to qualify for these state and regional funds.

Enhance local interchanges

Accessing Highway 101 in Marin is a major source of congestion on local roads, which reduces the connectivity of communities across Marin. These funds would be used to attract regional, state, and federal funds for a program of improvements to local road interchanges. These improvements would improve the operation and safety of these interchanges for all users, allowing smoother travel to and from Highway 101 and local roads.

The funds provide seed money to perform the planning, the public outreach, and to develop the scope of improvements needed at these interchanges. The interchange planning would include recommended improvements for all users. The funds would address Highway 101



interchanges at a number of locations in Marin, which may include the eligible interchanges below:

- Tiburon Blvd / East Blithedale Interchange
- Tamalpais Drive Interchange
- San Rafael Onramp at 2nd Street and Heatherton Ave
- Merrydale Road / North San Pedro Interchange
- Manuel T Freitas Parkway Interchange
- Lucas Valley / Smith Ranch Road Interchange
- Ignacio Blvd
- San Marin Drive / Atherton in Novato
- Bridgeway
- Alexander Avenue

Implement Commute Alternatives and Trip Reduction Strategies

Commute alternatives and trip reduction strategies encourage residents, employees, and visitors to use more environmentally friendly and efficient modes, with an emphasis on transit, cycling, walking, and shared rides. Supporting first and last mile connections to transit through innovative approaches can also support congestion reduction, and remove the need for vehicle ownership. Existing successful programs can be sustained with these funds, such as TAM's Vanpool Incentive Program, Emergency Ride Home Program, and Employer Telecommute initiative. New programs can be developed as well, such as a continuation of TAM's LYFT ridesharing incentive pilot for first/last mile access to major transit hubs; carsharing and bikesharing support; and shared mobility programs, to reduce the need for vehicle ownership.

CATEGORY 2: MAINTAIN, IMPROVE, AND MANAGE MARIN COUNTY’S LOCAL TRANSPORTATION INFRASTRUCTURE, INCLUDING ROADWAYS, BIKEWAYS, SIDEWALKS, AND PATHWAYS.

Every trip begins or ends on a local road. Pedestrians, bicyclists, bus passengers, and drivers of all types depend on a well-maintained and effective local roadway network that serves travel both within and between communities.

What’s new in this plan:

- Increases funding going to local jurisdictions for local priorities, almost doubling the \$60 million spent to date
- Improves transportation’s resiliency, especially roads and related infrastructure, to flooding and sea level rise throughout the county
- Promotes innovative transportation investments with a priority to matching public and private funds
- Supports facilities for alternative fuel vehicles, including electric vehicles

CATEGORY #2: Maintain, improve, and manage Marin County’s local transportation infrastructure, including roads, bikeways, sidewalks, and pathways to create a well maintained and resilient transportation system.	% of Sales Tax Funds	Est. 30-year Revenue (Millions)
	26.5%	\$219.2
What can transportation infrastructure funds be used for?		
Maintain and manage local roads to provide safe and well-maintained streets for all users. Improvements to maximize the efficiency, effectiveness and resiliency of our transportation system to be determined by local jurisdictions and may include: <ul style="list-style-type: none"> • Paving and repair to roadways, drainage, sidewalks and intersections • Bike lanes and paths • Safe pathways to transit and bus stop improvements • System enhancements to accommodate new technologies such as signal coordination, real time information • Investments to address congestion on local street and road corridors • Facilities to support alternative fuel vehicles, including electric vehicles and autonomous vehicles • All investments will consider the needs of all users in accordance with Complete Streets practices that have been adopted in each city, town, and the county 	22.0%	\$181.9
Provide safe pathways for safe walking and biking access to schools.	3.0%	\$24.8
Develop projects to address and mitigate transportation impacts from sea level rise, including facilities to support alternative fuel vehicles including electric vehicles.	1.0%	\$8.3
Support operational improvements to local streets and roads through innovative technology.	0.5%	\$4.1
TOTAL	26.5%	\$219.2



Maintain and Manage Local Roads

Local roads are the largest single public investment in the county. Without a well-designed and maintained local roadway system, there are limited opportunities to deliver people and goods to places of work and home, provide adequate bus service or to connect bikeways and pedestrian pathways through the county. This category will accelerate our local jurisdiction's recent progress repaving, reconstruction, redesigning, and managing local roads, and providing safe and connected bicycle and pedestrian paths to schools, major transit hubs, and other destinations throughout the county. The category will also launch new transportation infrastructure projects that promote resiliency and innovation, particularly projects that tackle flooding and sea level rise and enhance transportation technologies such as electric and autonomous vehicles, smart traffic signals and real-time transit information. The goal of the projects included in this category is to minimize traffic conflicts, and improve operations and traffic flow for all people and transportation modes using the roadway. The program is designed to improve mobility for all road users, including those who drive, bicycle, walk, and take public transit.

The need for a prolonged and consistent funding stream for local road projects is clear. A recent study completed by the Metropolitan Transportation Commission (MTC) projects that Marin County will have a shortfall of \$890 million over the next 25 years for maintenance of existing roadways. This anticipated shortfall accounts for existing local funds from bonds and other measures, such as the recently implemented State Gas Tax (SB1). Even with the availability of these funds, there is still a need for local funding sources to address the maintenance and repair of local roads and sidewalks, many of which have pavement conditions that have declined over the last 10 years. Failing to maintain our roads now will be even more costly later, as roadway conditions deteriorate and cost more to maintain. Our road investment will support all transportation modes.

Funded projects must consider the needs of all roadway users. Local jurisdictions, as project sponsors, will be encouraged to coordinate with adjacent jurisdictions to maximize economic efficiency and minimize construction impacts. The goal is to develop a comprehensive plan for improving critical roadways at the time an investment is made. Where feasible, locally defined bicycle and pedestrian projects will be implemented in conjunction with other roadway improvements.

Funds utilized are eligible to be spent on the following:

- Paving, reconstruction, and repair to roadways, including drainage, lighting, landscaping and other roadways system components
- Sidewalks, bikeways, and multi-use pathways
- Safe pathways to transit and bus stop improvements
- System enhancements to accommodate new technologies such as signal coordination and real time information
- Facilities to support alternative fuel vehicles, including electric vehicles and autonomous vehicles

Safe Pathways

Safety-related projects funded through this measure would also include school-related projects such as Safe Pathways to Schools. Safe Pathways is the capital improvement element of the



Safe Routes to Schools program. Where the Safe Routes program identifies circulation improvements needed for safe access to schools, the Safe Pathways program provides funding for the engineering, environmental clearance, and construction of pathway and sidewalk improvements in all Marin County communities, including safety improvements at street crossings. Safe Pathway projects have historically attracted matching funds from other sources and may be used in combination with road funds to accelerate pathway improvements in school areas. Although Safe Pathways projects target improvements around schools, they benefit the entire community, creating a safe network of bicycle and pedestrian facilities, enhancing safety, and reducing local congestion. Safe Pathways funds shall be distributed on a competitive basis by TAM.

Sea Level Rise and Resiliency

Marin's transportation infrastructure is sited along vulnerable bay frontage that is at increasing risk of flooding and erosion from sea level rise and king tide events. This funding would be utilized to support protecting and adapting Marin's roadways and related infrastructure to the effects of sea level rise and flooding. These funds can be used to serve as seed money to find solutions, attract matching grants and leverage private investments to meet the challenges and vulnerabilities identified in numerous planning efforts including those of Bay Wave, and CSMART. The funds can also be utilized for facilities to support alternative fuel vehicles including electric vehicles.

Innovative Technology

With changes occurring to the transportation world from autonomous vehicles and shared mobility services like Uber and Lyft, this program would provide funding for innovative transportation improvements. Funds locally can create opportunities for matching funds, particularly from both public grants and private investment. Funds could be used to prepare our roadways for the transportation needs of the future. Investments can include a variety of elements, including adaptive signal systems, autonomous vehicle corridors, and smart roadway infrastructure.

CATEGORY 3: REDUCE SCHOOL RELATED CONGESTION AND PROVIDE SAFER ACCESS TO SCHOOLS.

In Marin County, school-related trips have a significant impact on traffic congestion. Along key roadways peripheral to schools, automobile traffic attributable to school trips comprise anywhere between 15 and 30 percent during the weekday a.m. peak period. Since implementation of the Safe Routes to Schools program, traffic in the vicinity of participating schools has decreased. Everyone who travels in Marin County recognizes how much lighter traffic is on days when our kids are out of school even when it is not a common day off for workers.

Student drop-off and pick-up trips create severe local congestion at arrival and dismissal times, while also decreasing safety for those who walk and bike to school. Reducing single student vehicle trips to schools will have the immediate benefit of reducing congestion, as well as long-term benefits to the health of students and families, and the creation of lifelong sustainable habits.

This category will save more than 20 crossing guards that cannot be funded with the current measure and will expand the crossing guard program to a total of 96 guarded locations. It will maintain the Safe Routes to School education and encouragement programs at over 60 schools in Marin. Finally, an increase in Safe Pathways funds will provide a steady source of funding for safety-related improvements around schools, including small projects that can be implemented quickly to address priority needs. Note school bus service is funded in the Transit funding category provided in the Measure, not the Safe Routes to Schools program.

What's new in this plan:

- Keeps in place over 20 crossing guards that would otherwise be cut due to rising costs
- Expands the Crossing Guard Program from 88 sites to 96 sites
- Establishes a new category of investment – small safety-related projects around schools
- Keeps the high quality education and encouragement programs in our schools- maintaining the over 50% green trip rate in our over 60 participating schools
- Sustains all aspects of our vital Safe Routes to Schools program

CATEGORY #3: Reduce school related congestion and provide safer access to schools.	% of Sales Tax Funds	Est. 30-year Revenue (Millions)
What can school access funds be used for?		
Maintain the Safe Routes to Schools program.	3.5%	\$28.9
Expand the crossing guard program, providing funding for up to 96 crossing guards throughout Marin County.	7%	\$57.9
Capital funding for small safety related projects.	1.0%	\$8.3
TOTAL	11.0%	\$95.1



Safe Routes to Schools

Safe Routes to Schools (SR2S) is a proven program designed to reduce local congestion around schools while instilling healthy and sustainable habits in our young people. The program includes several components including classroom education, special events, and incentives for choosing alternative modes to schools, as well as technical assistance to identify and remove the barriers to walking, biking, carpooling, or taking transit to school. The program, which is currently managed by TAM is in its 18th year of operation and has proven its ability to increase alternative mode use to schools, with over 60 participating schools, and an average of over 50% green trips – walking, biking, and taking transit – to and from participating schools.

The Measure A transportation sales tax has been the primary source of funding for Safe Routes to Schools since 2004. The sales tax extension will provide revenue for the successful Safe Routes program to continue expanding across Marin County.

School Crossing Guards

One of the greatest barriers to using alternative modes to schools is the difficulty of crossing Marin's busiest streets. Even with infrastructure improvements, parents are reluctant to allow their children to walk or bike to school if they must cross a busy street. While some schools operate volunteer crossing guard programs, experience suggests that this is not a reasonable long-term strategy, as volunteers can be difficult to maintain. Since county voters approved the 2004 transportation sales tax, TAM has expanded its crossing guard program to over 85 locations throughout the county. These services are contracted to a professional company that specializes in crossing guard programs to ensure that there are well-trained crossing guards with back-ups for every critical intersection, and the program is professionally managed with low risk and liability.

The crossing guard program has become a central feature of Marin's school safety efforts, but program funding is at risk without a new funding source. The implementation of the Sales Tax Renewal Expenditure Plan will enable TAM to keep from having to cut over 20 guards in 2019 due to rising costs. The new funding will allow the program to increase from 88 crossings guarded, to 96 locations. The intersections will be prioritized by the Public Works Directors and approved by TAM.

Small Safe Pathways Projects and Safety-Related Projects

Safety-related projects funded through this measure will also include smaller safety and programmatic projects not covered by category 2, Safe Pathways to Schools. Small scale safety improvement devices that may not compete for larger grant programs such as signal upgrades, rectangular rapid flashing beacons, and other flexible technology improvements would be included in this program.

CATEGORY 4: MAINTAIN AND EXPAND EFFICIENT AND EFFECTIVE LOCAL TRANSIT SERVICES IN MARIN COUNTY TO REDUCE CONGESTION AND MEET COMMUNITY NEEDS, INCLUDING SERVICES TO SCHOOLS AND SPECIALIZED SERVICE FOR SENIORS AND PERSONS WITH DISABILITIES, TO REDUCE CONGESTION AND MEET COMMUNITY NEEDS.

As we attempt to mitigate congestion on our roads and freeways, and reduce greenhouse gas emissions in our communities, we must continue to include diverse, efficient, and sustainable transportation options. Marin’s transportation goals extend beyond the necessity of congestion relief to include options that promote mobility and maintain the quality of life that residents of Marin County currently enjoy. This category contains a variety of transit programs that work together with the other strategies in the Expenditure Plan to develop sustainable and responsive alternatives to driving for a variety of trip types in Marin. It provides Marin with an efficient transit system that reduces greenhouse gas emissions and meets the needs of those who travel between and within the county’s many communities.

The sales tax funding provides the only dedicated source of local funds for local public transit services in Marin County. Marin Transit will plan and implement services that are tailored to the needs of Marin’s workers and residents. These funds dramatically increase the county’s opportunities to match or leverage state and federal funding sources to maintain and further enhance local transit service. Marin Transit will work with the public, as well as Marin’s cities and towns, to design and deliver services. Transit services will further reduce greenhouse gas emissions and deploy smaller, cleaner vehicles that reflect the needs of our neighborhoods.

To respond to changes in demand for bus transit services over the 30-year life of the Expenditure Plan, Marin Transit will continue to update its Short Range Transit Plan every two years, with significant opportunity for public input. The Short Range Transit Plan enables the measuring of the effectiveness of bus transit investments and helps to envision and plan for future transit services. Marin Transit will provide updated performance data to TAM annually and for use in developing local climate action plans and greenhouse gas reduction strategies.

What’s new in this plan:

- Continues Marin County’s commitment to local transit, including local, rural, and recreational services
- Enables Marin Transit to enter into longer-term contracts with a dedicated source of funding over an extended period
- Expands specialized services for seniors and people with disabilities, to address the growing transportation needs of Marin’s aging population
- Dedicating specific funding for school bus and school related transit services for the first time
- Dedicating funding for connections to Golden Gate Transit’s regional transit services for the first time
- Continues commitment to a green transit fleet including alternative fuel fleet vehicles and electric vehicle infrastructure and enhanced facilities for transit users

CATEGORY #4: Maintain and expand efficient and effective local transit services in Marin County to reduce congestion and meet community needs. This initiative includes funding for a variety of local transit services for mobility and congestion relief, specialized services for seniors and persons with disabilities, school bus services to relieve local congestion, and connections to regional transit to reduce peak vehicle demand.	% of Sales tax Funds	Est. 30-year Revenue (Millions)
	55.0%	\$454.9
What can local bus transit funds be used for?		
Maintain and improve existing levels of bus transit service in areas that can support productive fixed-route service throughout Marin County. <ul style="list-style-type: none"> ▪ Maintain a network of high productivity of bus service in high volume corridors ▪ Expand first and last mile transit services for residents and workers ▪ Provide innovative services in communities that may not support traditional fixed-route service ▪ Enhance public safety through Marin Transit’s role in providing emergency mobility in the face of natural disaster ▪ Provides funding for the Muir Woods Shuttle System 	33.0%	\$272.9
Maintain and expand the rural and recreational bus services including the West Marin Stagecoach.	3.0%	\$24.8
Maintain and expand transit services and programs for those with special needs – seniors, persons with disabilities, and low-income residents.	9.5%	\$78.6
Provide transit services to schools in Marin County to reduce local congestion. <ul style="list-style-type: none"> ▪ Provide yellow bus services in partnership with local schools and parent organizations ▪ Provide transit routes to schools along high performing corridors 	5.0%	\$41.4
Invest in bus transit facilities for a clean and efficient transit system. <ul style="list-style-type: none"> ▪ Provide matching funds for the purchase of the green transit fleet including alternative fuel vehicles and electric vehicles ▪ Support the development of a renewed/relocated Bettini Bus Hub ▪ Support the development of a local bus maintenance facility ▪ Improve passenger amenities at bus stops, including real-time transit information 	4.0%	\$33.1
Expand access to ferries and regional transit, managed by Golden Gate Transit. <ul style="list-style-type: none"> ▪ Expand and maintain connecting ferry shuttle services to address first and last mile connections ▪ Expand and maintain remote parking locations and other strategies to expand regional transit access for Marin’s residents and commuters ▪ Expand first and last mile access to regional transit services for access to jobs in Marin County 	0.5%	\$4.1
TOTAL	55.0%	\$454.9

Maintain and Improve Existing Levels of Bus Transit Service

The Expenditure Plan will renew and expand Marin’s local bus transit service funding to ensure that service levels are maintained and increased in the long term, with focus on the leveraging of other funds. This program provides the county with the necessary financial independence to ensure that local bus transit service supports countywide goals for enhanced mobility and to meet the needs of residents and workers both now and in the future.



To maximize the effectiveness of Marin County's transit dollars, Marin Transit regularly develops a short-range outlook, called the Short Range Transit Plan (S RTP), which is updated every two years. The S RTP is a 10-year service plan and financial outlook, with the most recent plan for the 2018 to 2027 period. The S RTP planning process will provide several opportunities for public input from all areas of the county, enabling Marin to strategically target transit investments over the 30-year life of the Expenditure Plan. All transit investments will be evaluated based on an analysis of a consistent set of performance-based criteria to ensure that funds are spent where they will provide the greatest benefit. Marin Transit adopts the final local S RTP in a public hearing prior to sending the plan to TAM, which approves the S RTP in a public forum.

Bus Transit investments

will be evaluated every two years through a transit planning process that includes extensive public input from all areas of the county. Transit investments will be prioritized based on an analysis of the following measurable performance criteria:

- **Fills a gap in the bus transit network**
- **Meets productivity standards** based on passengers per hour
- **Meets cost effectiveness standards** based on subsidy per trip
- **Relieves congestion** as measured in total ridership
- **Provides seamless connections** to regional service
- **Eliminates "pass ups"** or overcrowding on existing routes
- **Promotes environmental justice** based on demographic analysis
- **Attracts outside funding sources**, including federal, state, and toll revenue as well as other local funds

This category will provide funding to maintain and improve

intercommunity bus transit service and service along major bus transit corridors throughout Marin County. Marin Transit operates a number of bus transit corridors that have frequent service and boast high ridership numbers at peak hours. These include:

- All day services in the Canal – downtown San Rafael – Marin City corridor
- Services between San Rafael and San Anselmo
- Services to local colleges
- Peak period services to major employers in Novato, San Rafael, and other locations

Services on these corridors require larger buses to address capacity needs. They operate frequently to meet existing demand and attract riders. Regional bus services on the Highway 101 corridor also provide essential transportation services to Marin residents and employees traveling locally within Marin County and regionally to Sonoma and to San Francisco. The Sales Tax Renewal Expenditure Plan provides dedicated funding to regional bus and ferry service provided by the Golden Gate Bridge, Highway, and Transportation District. The funding is contingent on Golden Gate maintaining the toll revenue that currently funds these regional services.

While frequent service is critical along major corridors, there are transit markets and communities within Marin County that are better served with smaller transit vehicles. The Short Range Transit Plan will plan for microtransit, on-demand services, or small buses and community-based shuttles to address specific markets in Marin's less urban areas. The West County Stagecoach is an example of a transportation system developed at the grassroots level that has exceeded expectations. This success can be replicated in other areas in Marin. Each community will have the opportunity to work with Marin Transit to define their highest priority local transit needs and to identify potential solutions such as shuttles and on-demand services using appropriately sized transit vehicles.

Support for enhanced school-oriented bus services is also integral to this category. Marin Transit will continue to work with schools to time transit services to school bell times.

The youth discount program funded from this category works in tandem with other school enhancements to develop early and life-long transit riding habits. Discounts to low-income riders provide mobility and access to jobs and basic services for those with no alternative.

Maintain and Expand Rural and Recreational Bus Services

Marin's rural and recreational bus services have proven remarkably successful in reducing congestion and improving mobility for Marin County residents and visitors. These are primarily the west Marin Stagecoach and the Muir Woods Shuttle. What were once small pilot programs have become essential transportation services with constantly growing ridership. Despite the success of these services, there is limited funding available for them beyond the lifespan of the existing transportation sales tax. Renewing the sales tax will maintain funding for these rural and recreational bus services.

Maintain and Expand Transit Services and Programs for Those with Special Needs

Nearly everyone knows a senior or a person with a disability who needs help with his or her day to day mobility needs. The availability of a high quality alternative to driving enhances safety on the roads, and the quality of life of people who depend on these services.

Marin Transit currently contracts with Whistlestop Wheels to provide specialized services for older adults and persons with disabilities. These services are essential to keep Marin's residents mobile and independent as they get older.

Services for seniors and persons with disabilities are planned with the support of the Marin Mobility Consortium, which advises Marin Transit on the needs of these communities and receives public input from all areas of the county. With support of the 2004 sales tax, there have been many successful programs, including new shuttle services and scheduled group trips. Renewed funding will allow these innovations to continue and expand to serve Marin's aging population.

Seniors and persons with disabilities are not the only groups with specialized needs. This program also provides ongoing assistance for our youth and the lowest income families who are unable to afford current transit fares. This program will extend funding for low-income seniors and people with disabilities.

Provide Dedicated Funding for Transit Services to Schools in Marin County to Reduce Local Congestion

Safe Routes to Schools program benefit students and families in close proximity to Marin schools, educating and encouraging walking and biking. Public transit and yellow school bus services provide service for students with longer trips to school. Despite recent improvements to school transportation services, many schools in Marin County are still insufficiently served by school bus programs and public transit routes. The Expenditure Plan builds on the current school transportation program to help expand yellow school bus services in partnership with local schools and parent organizations, and expand and better coordinate public transit routes to schools.



Invest In Bus Transit Facilities for a Clean and Efficient Transit System

Innovative bus transit operations will require an investment in vehicles and facilities. This will include funding for a green transit fleet, new bus transit hubs for efficient and safe transferring between routes, constructing a local bus maintenance facility, and new amenities at bus stops, including real-time transit information.

Transitioning to a fleet of green transit vehicles will help the county reduce its carbon footprint and save costs in the long term, without compromising service. Deployment of green vehicles aligns with Marin County's values surrounding environmental sustainability. Battery technology continues to improve and costs of electric bus technology continue to decrease. Many Marin Transit routes are well suited to electric bus operations, with transit centers at one or both termini, and varied topography (regenerative braking and downhill power generation helps with battery charging).

Bus transit facilities investments will be prioritized to coordinate with transit service projects. High priority will be given to opportunities to match or leverage funds to help transportation sales tax dollars go farther. Top among these are transit hubs, bus stop improvements, and a new bus maintenance facility. Bus stops will be redesigned with a variety of new amenities, which may include street furniture, shelter, landscaping, lighting, bus maps and schedules, and real-time information.

This category is intended to provide Marin County with an efficient transit system that fully meets the needs of those who need or wish to travel both between and within communities via bus or shuttle transit. Increasing mobility is not intended to replace auto travel, but rather to provide an option for those who either cannot or choose not to drive for all of their trips.

Expand Access to Ferries and Regional Transit

Marin County residents and workers now have expanded regional transportation options to improve regional mobility, particularly during commute hours. Local residents and workers often require first and last mile connections to make these regional options accessible, including access to the ferry and express bus services. This category helps to expand and maintain connecting ferry shuttle services, remote parking locations adjacent to transit hubs, and other last mile solutions that provide regional access for Marin's residents and commuters. The funds are envisioned to support Golden Gate Transit in their regional transit efforts.

3 Transportation Sales Tax Governance and Organizational Structure

Transportation Authority of Marin (TAM)

This transportation sales tax is authorized under the Local Transportation Authority and Improvement Act, California Public Utilities Code Section 180000 et. seq. In approving this tax, the voters will authorize that TAM be given the responsibility to collect and administer the tax proceeds. All monies raised by this sales tax will be available for expenditure only as identified in the Sales Tax Renewal Expenditure Plan. The makeup of TAM's governing board is as follows:

- All five members of the Marin County Board of Supervisors
- One representative from each of the 11 incorporated cities and towns in Marin County

All representatives to TAM's governing board are elected officials within Marin County. This composition provides a balance between the needs of the county as a whole and the priorities of individual cities, towns, and communities.

TAM was initially established for the purpose of authorizing and implementing the county's 2004 voter-approved transportation sales tax. TAM will continue this role in the authorization and implementation of this sales tax.

The duration of the tax will be 30 years from the initial year of collection, which will begin in January 1, 2019, as the new measure will replace and extend the existing one. The tax will therefore terminate on December 31, 2048.

Staffing and Administration

TAM will hire the staff and professional assistance required to administer the proceeds of this tax and carry out the mission outlined in the Sales Tax Renewal Expenditure Plan. The total cost for administration and program management will not exceed 5% of the revenues generated by the transportation sales tax. Other administrative and operational costs are included in the 5% allowance. This is consistent with the current sales tax plan.

Strategic Plan for Sales Tax Measure

All of the categories included in this Expenditure Plan are considered essential for the transportation needs of Marin County. TAM will prepare a biennial Strategic Plan, which will identify the priorities for projects and the dates for project implementation based on project readiness, ability to generate matching or leveraged funds, need for borrowing and other relevant criteria. The Strategic Plan must be approved by the TAM Board, following a noticed public hearing on the draft Strategic Plan and a 30-day public comment period.



The allocation of funds described in this plan will be achieved over the life of the Expenditure Plan and may vary from year to year only as approved in the Strategic Plan and only in such a way that the distribution will not change over the life of the plan, unless the plan is specifically amended.

If amendments occur in the plan, the obligation for payment established through bonding or borrowing must fully be met as a priority. Bonding or borrowing could be considered for major projects including highway improvements or a major transit operations and maintenance facility.

Bonding and Financing

TAM will have the authority to bond and use other financing mechanisms for the purposes of expediting the delivery of transportation projects and programs and to provide economies of scale. Bonds, if issued, will be paid with the proceeds of the transportation sales tax from the category that the bonds are issued for. Costs of bonding or other financing may be assigned to the category as a whole or assigned to the sub-category the project lies within. The costs and risks associated with bonding will be presented in TAM's Strategic Plan, and will be subject to public comment before any bond sale is approved. Any project funded by borrowing or financing may not be amended unless or until the financing obligation has been met. TAM will also be able to use other means to accelerate the delivery of projects and programs, including seeking outside grants and matching or leveraging tax receipts to the maximum extent possible, including the usage of interest funds generated by the sales tax. Interest funds can be assigned to any category or sub-category within the Expenditure Plan. TAM will have the ability to set aside a reserve fund of up to 10% of the annual receipts from the tax for contingencies, to ensure a cushion if economic decline occurs that adversely affects the collection of the sales tax. The reserve ensures that the projects included in this plan are implemented on schedule.

In addition, TAM will set aside up to \$2.35 million annually for continuing an existing commitment to make improvements to several major roads of countywide significance in Marin, and to fund the approaches on east Sir Francis Drake and at Bellam Boulevard to improve the local road approaches to the Richmond San Rafael Bridge. This Major Road Reserve will replace the Bond Debt Reserve identified in the original Measure A Sales Tax Expenditure Plan. This set-aside will occur for 14 years, at which time all commitments carried over will be met. Unallocated Major Roads carryover commitments by planning area include: North \$11.587m, Central \$12.522m, South \$1.897m, Ross Valley, \$11.870m, West \$74k. Unallocated Richmond-San Rafael Bridge approaches carryover commitment is \$3.8 m.

Accountability

TAM's business will be conducted in an open and public meeting process. TAM will approve all programming and allocations of funds described in this document and will ensure that adequate public involvement has been included in the preparation of all spending plans. TAM will be required to hire an independent auditor who will audit all sales tax expenditures, ensuring that expenditures are made in accordance with the Expenditure Plan, as overseen by the Citizens' Oversight Committee.

TAM will be guided by an Administrative Code covering all aspects of its operation.



Citizens' Oversight Committee

The Citizens' Oversight Committee (COC) created in 2004 will be continued. The COC reports directly to the public and is charged with reviewing all of TAM's expenditures. The committee is responsible for the following tasks:

- The committee holds public hearings and issues reports, on at least an annual basis, to inform Marin County residents how funds are being spent. The hearings are open to the public and held in compliance with the Brown Act, California's open meeting law. Information announcing the hearings is well-publicized and posted in advance.
- The committee has full access to TAM's independent auditor whose work they oversee. The committee has the authority to request and review specific information and to comment on the auditor's reports.
- The committee publishes an annual report. Copies of these documents are made widely available to the public at large.

The COC is designed to reflect the diversity of the county. The committee consists of 12 members. Each organization represented on the COC nominates its representative, with final appointments approved by TAM's governing board. Membership is as follows:

- One member is selected from each of the five planning areas in Marin County by TAM Board members representing that area (Northern Marin, Central Marin, Ross Valley, Southern Marin, and West Marin). (Totaling 5 members)
- Seven members are selected to reflect a balance of viewpoints across the county. These members are nominated by their respective organizations and appointed by TAM's Board, as follows:
 - One representative from a taxpayer group
 - One representative from the environmental organizations of Marin County
 - One representative from a major Marin employer
 - One representative from the Marin Mobility Consortium representing seniors and persons with disabilities
 - One representative from the League of Women Voters
 - One representative from an advocacy group representing bicyclists and pedestrians
 - One representative from a school district

Amendments to the Expenditure Plan

The Expenditure Plan must be reviewed, as early as every seven years following passage and not later than 10 years, to ensure that it responds to a rapidly evolving transportation landscape, incorporates innovations, and reflects current priorities. The TAM Board may also consider an amendment, adhering to the process below, at any time during the life of the Expenditure Plan.

To modify this Expenditure Plan, an amendment must be approved by a two-thirds majority of the total commissioners on TAM's Board, a noticed public hearing and a 45-day public comment period. Following the two-thirds vote, any plan amendment will be submitted to each of the cities and towns in Marin County and to the Board of Supervisors for their approval. Amending the Expenditure Plan will require a majority vote of 50+% of the cities or towns representing 50+% of the incorporated population, as well as a majority vote of the Board of Supervisors.

4 Implementing Guidelines

This Expenditure Plan is guided by principles that ensure that the revenue generated by the transportation sales tax is spent in the most efficient and effective manner possible, consistent with the desires of the voters of Marin County. The principles outlined in this section provide flexibility needed to address issues that may arise during the life of the Expenditure Plan. TAM's specific operations are further addressed in its Administrative Code.

1. TAM is charged with a fiduciary duty in administering the transportation sales tax proceeds in accordance with the applicable laws and this Expenditure Plan. Receipt of these tax proceeds may be subject to appropriate terms and conditions as determined by TAM in its reasonable discretion, including, but not limited to, the right to require recipients to execute funding agreements and the right to audit recipients' use of the tax proceeds.
2. All meetings of TAM will be conducted in public according to state law, through publicly noticed meetings. The interests of the public will further be protected by the Citizens' Oversight Committee, described previously in this Expenditure Plan.
3. TAM will be responsible for creating a biennial strategic plan for the sales tax, which will require the approval of two-thirds of commissioners at a hearing that is open to the general public. The Strategic Plan will be released in advance for a minimum of 30 days for public review and comment.
4. Under no circumstances may the proceeds of this transportation sales tax be applied to any purpose other than for transportation improvements benefiting Marin. The funds may not be used for any transportation projects or programs other than those specified without an amendment to the Expenditure Plan. Funds can be utilized to reimburse the cost of placing the sales tax measure on the ballot.
5. Revenue generated by this sales tax will not be used to extend or operate SMART, support parks and open space, or to fund the planning or construction and renovation of housing.
6. Actual revenues may be higher or lower than expected in this Expenditure Plan, due to changes in receipts and/or matching or leveraging capability. Estimates of actual revenue will be programmed annually by TAM during its annual budget process, and included in the biennial Strategic Plan. Because the Expenditure Plan is based on percentage distributions, dollar values listed are estimates only. Actual revenues will be programmed over the life of the Expenditure Plan based on the percentage distributions identified herein.
7. The actual requirement for funds in a specific program could be higher or lower than expected due to changes in funding outside of this transportation sales tax, or due to changes in project costs or feasibility. Should the need for funds for any program within a category be less than the amount to be allocated by the sales tax, or should any project become infeasible for any reason, funds will first be reprogrammed to other programs or projects in the same category area with approval from the TAM Board at a noticed public hearing. Should the need for funds in the entire category area be less than the amount to be allocated by the transportation sales tax, TAM's Board may amend the



Expenditure Plan to reallocate funds to the other category areas following its procedures for an amendment.

8. Projects funded with these transportation sales tax funds will be required to complete appropriate California Environmental Quality Act (CEQA) and other environmental review as required.
9. Funds may be accumulated by TAM over a period of time to pay for larger and long-term projects. All interest income generated by these proceeds will be used for the transportation purposes described in the Expenditure Plan, to be approved by the TAM Board.
10. TAM will have the capability of loaning transportation sales tax receipts at prevailing interest rates to member agencies for the implementation of needed transportation projects, provided that there is a guaranteed revenue stream to repay such a loan and provided that the loan will not interfere with the implementation of programs or projects defined in the Expenditure Plan. Loans shall be limited to projects or programs eligible in the Sales Tax Renewal Expenditure Plan. TAM will include the assignment of an appropriate interest rate to any of these sales tax fund loans.
11. Matching or leveraging of outside funding sources is strongly encouraged. Any additional transportation sales tax revenues made available through their replacement by matching funds will be spent based on the principles outlined in 6 and 7 above.
12. New incorporated cities/towns or new bus transit agencies that come into existence in Marin County during the life of the Expenditure Plan could be considered as eligible recipients of funds through an amendment.

APPENDIX A

Glossary

Appendix A Glossary

Term	Definition
Bonding	Selling municipal bonds will allow the Transportation Authority of Marin to accelerate capital projects by pledging future revenues for the repayment of bonds and getting needed capital funds “up front” for project implementation.
Citizens' Oversight Committee	A 12-member advisory body responsible for the review of TAM's revenue sources and expenditures, consisting of five representatives nominated by TAM commissioners from each of the five planning areas, and seven representing diverse interest groups in Marin County. Reports directly to the public on all issues related to the expenditure plan and sales tax.
Expenditure Plan	The 30-year plan for spending sales tax funds.
Expenditure Plan Advisory Committee	The Expenditure Plan Advisory Committee (EPAC) was formed in June 2017 as an advisory committee to the TAM Board and is comprised of volunteers representing diverse stakeholder groups in Marin County. The EPAC developed a draft Expenditure Plan defining the transportation projects and programs in a future sales tax measure to be considered by Marin County voters.
Golden Gate Bridge Highway and Transportation District	The agency responsible for the Golden Gate Bridge, as well as regional transit including ferries and bus service between Sonoma, Marin, and San Francisco counties. Golden Gate currently operates local transit services in Marin County under contract to the Marin County Transit District.
HOV Lane	High Occupancy Vehicle or carpool lane, open to vehicles with 2 or more occupants, including buses, during peak hours.
Leveraging or Leverage (also Matching)	Matching local sales tax dollars with other funds on a one-to-one or other percentage basis from local, regional, state, or federal sources, to stretch local sales tax dollars by attracting new grant funding to Marin County.
Marin Transit	Marin County Transit District (Marin Transit) was formed by a vote of the people of Marin County in 1964 and was given the responsibility for providing local transit service within Marin County. Marin Transit contracts for operations and maintenance of services. Marin Transit is governed by two city representatives and five representatives from the Board of Supervisors. Under the Expenditure Plan, Marin Transit will develop detailed transit plans with public input for approval by the Transportation Authority of Marin.
Marin Mobility Consortium	The Marin Mobility Consortium is a collaboration of community stakeholders and advocates meeting regularly to advise on the development and evaluation of Marin Access' services and to discover new ways to coordinate transportation options.

Term	Definition
Paratransit	Specialized transportation services for seniors and persons with disabilities who are unable to use regular bus routes.
Self-help County	A county with a local sales tax for transportation is called a “self-help” county, because the tax demonstrates that the county is willing to “help itself” to solve its own transportation problems. A self-help county has greater opportunities to compete for regional, state, and federal grants by providing matching funds.
Short Range Transit Plan	A five-year plan required for every transit agency in the Bay Area, this document is the primary opportunity to identify transit needs and develop priorities.
Strategic Plan	A detailed plan of expenditures and revenue completed by the Transportation Authority of Marin every two years. The plan projects the use of sales tax funds, as well as other funding that may be available to projects in the plan. The Strategic Plan also considers the need for bonding or other financing techniques to accelerate projects.
Transportation Authority of Marin (TAM)	The Transportation Authority of Marin (TAM) is Marin County’s Congestion Management Agency and is responsible for coordinating funding for many of the transportation projects and programs in the county. The TAM Board includes representatives from each city and town in Marin County, plus the five members of the Board of Supervisors.

APPENDIX B

Expenditure Plan Advisory Committee Membership



Appendix B Expenditure Plan Advisory Committee Membership

Organization	Member / Alternate
COC-Northern Planning	V-Anne Chernock
COC-Central Planning	Joy Dahlgren / Jeffrey Olson
COC-Ross Valley Planning	Paul Roye
COC-Southern Planning	Robert Burton / Jayni Allsep
COC-West Marin Planning Area	Scott Tye
COC-Major Marin Employers	Peter Pelham
COC-Environmental Organizations - Marin Conservation League	Kate Powers / Nancy Okada
COC-Bicycle and Pedestrian Group	Vince O'Brien
COC-Marin County Paratransit Coordinating Council	Allan Bortel / Rocky Birdsey
COC-League of Women Voters	Kevin Hagerty / Kay Noguchi
COC-Taxpayer Group	Paul Premo
North Bay Leadership Council	Cynthia Murray
Chamber of Commerce Novato	Coy Smith
Chamber of Commerce San Rafael	Joanne Webster / John Eells
Marin County Office of Education	Ken Lippi / Mike Grant
College of Marin	Jon Horinek
Transit Rider	Lisel Blash
Marin Mobility Consortium - Seniors	Lynn Von der Werth
Senior Living Resident/Pedestrian	Sue Beittel
Equity/Marin City	Monique Brown
Equity/Canal Neighborhood	Roberto Hernandez
Labor Union/Building Trade Council	Javier Flores
Bay Wave Rep - Sea Level Rise - Innovation/Resilience	Bill Carney
Safe Routes to School Representative	Debbie Alley

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