



AGENDA
CITIZENS' OVERSIGHT COMMITTEE
March 18, 2019
5:00 p.m.

900 Fifth Avenue
 Suite 100
 San Rafael
 California 94901

Phone: 415/226-0815
 Fax: 415/226-0816

www.tam.ca.gov

Belvedere
 James Campbell

Corte Madera
 David Kunhardt

Fairfax
 John Reed

Larkspur
 Dan Hillmer

Mill Valley
 Stephanie Moulton-Peters

Novato
 Eric Lucan

Ross
 P. Beach Kuhl

San Anselmo
 Brian Colbert

San Rafael
 Gary Phillips

Sausalito
 Ray Withy

Tiburon
 Alice Fredericks

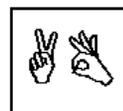
County of Marin
 Damon Connolly
 Katie Rice
 Kathrin Sears
 Dennis Rodoni
 Judy Arnold

Conference Room
900 Fifth Avenue, Suite 100
San Rafael, CA 94901

1. Introductions and Welcome (2 minutes)
2. Review and Approval of January 22, 2019 Meeting Minutes (Action) (5 minutes)
3. TAM Staff Report (Information) (30 minutes)
4. Marin Commutes Program Launch (Information) (30 minutes)

Break – 15 minutes

5. Review FY2019-20 Measure AA Half-Cent Transportation Sales Tax and Measure B \$10 Vehicle Registration Fee Revenue Estimates and Budget Development Schedule (Information) (30 minutes)
 - a. Avenu Insights & Analytics Presentation
6. Committee Member Hot Items Report (Information) (20 minutes)
 - a. Community Outreach Discussion
7. Discussion of Next Meeting Date and Recommended Items for the Agenda (2 minutes)
8. Open Time for Public Input (2 minutes)



Late agenda material can be inspected in TAM's office between the hours of 8:00 a.m. and 5:00 p.m.
 TAM is located at 900 Fifth Avenue, Suite 100, San Rafael.

The meeting facilities are accessible to persons with disabilities. Requests for special accommodations (assisted listening device, sign language interpreters, etc.) should be directed to Denise Merleno at 415-226-0820 or email: dmerleno@tam.ca.gov, **no later than 5 days** before the meeting date.



MEETING OF THE
TRANSPORTATION AUTHORITY OF MARIN
CITIZENS' OVERSIGHT COMMITTEE

January 22, 2019

5:00 p.m.

TAM Conference Room
900 Fifth Avenue, Suite 100
San Rafael, CA 94901

MEETING MINUTES

Members Present: Peter Pelham, Major Marin Employers
Paul Roye, Ross Valley Planning Area
Paul Premo, Taxpayer Group
Allan Bortel, Marin County Paratransit Coordinating Council
Zach Macdonald, School Districts
Bob Burton, Southern Marin Planning Area
Kate Powers, Environmental Organizations

Alternates Present: Jeffrey Olson, Central Marin Planning Area
Kay Noguchi, League of Women Voters

Staff Members Present: Li Zhang, Chief Financial Officer
Bill Whitney, Principal Project Delivery Manager
Molly Graham, Public Outreach Coordinator
Helga Cotter, Senior Accountant
Grace Zhuang, Accounting and Administration Specialist

Public Present: Charles Vogt
Veda Florez

Chairperson Peter Pelham called the Citizens' Oversight Committee meeting to order at 5:00 p.m.

1. Introductions and Welcome

Introductions were made.

2. Review and Approval of December 10, 2018 Meeting Minutes (Action)

Vice-Chairperson Bob Burton made the following amendments:

Page 2, paragraph 4: "...that the third lane has not been constructed between Olompali to the old San Antonio Road", amended to read: "...that the third lane has not been constructed between Olompali and the old San Antonio Road"; "...and that Sonoma has a similar gap between East Washington to Petaluma Blvd North", amended to read: "...and that Sonoma has a similar gap between East Washington and Petaluma Blvd North".

Member Paul Roye made the following amendments: Page 4, paragraph 2, "...much of which was raised through because TAM was able to provide...", amended to read: "...much of which was raised because TAM was able to provide...".

Page 6, paragraph 1, "..., which she is participated in, ...", amended to read: "...which she has participated in...".

Molly Graham, TAM's Public Outreach Coordinator, requested the following amendment on behalf of Executive Director (ED) Dianne Steinhauser, Page 2, penultimate paragraph: "She noted that Marin County Bike Coalition is supportive of traffic using the third lane." Amended to read: "Marin Bike Coalition is supportive of the pilot project and a potential third lane after the pilot project if traffic improvements can be achieved".

Alternate Kay Noguchi moved to approve the December 10, 2018 meeting minutes as amended and Member Zack Macdonald seconded the motion. The minutes were approved, with Vice-Chairperson Burton and Member Roye abstaining due to their absence at the last meeting.

3. TAM Staff Report (Information)

Ms. Graham presented the staff report. She discussed the forthcoming Board meeting on January 24, 2019, and TAM's newsletter, the TAM Traveler. She said the upcoming issue would be celebrating its 1-year anniversary, which she encouraged people to read. Ms. Graham also discussed a new program Marin Commutes. The new website for the program has gone live, www.marincommutes.org, which offers alternate commute options and encourages people not to travel alone in a car. She discussed other incentive programs that will be rolled out in the future.

Vice-Chairperson Burton stated he had observed that about half the cars in the car-pool lane are single-occupancy, non-hybrid vehicles, and that the lack of enforcement does not encourage behavioral change.

In response to a question from Ms. Veda Florez, Ms. Graham confirmed staff would add the committee members to the Marin Commutes website subscription list. She also confirmed that staff would provide funding details for the program and an update on the website after the first quarter.

In response to Member Paul Premo, Ms. Graham explained how the additional expenses for the crossing guard program are being met under the current Measure A Expenditure Plan. She noted that the new Expenditure Plan takes effect on April 1 when more funding under Measure AA will be available.

Ms. Graham reported on positive press coverage for the crossing guard program, noting that the passing of Measure AA has enabled an increase in the number of crossing guards to 97. Ms. Graham confirmed that the new Expenditure Plan, crafted by the COC, has increased the amount of funding from 4.3% to 7% to fund the expanded program.

Member Premo commented on the public's perception about the increase in the number of crossing guards before additional funds are in place on April 1 from Measure AA, and Chief Financial Officer, Li Zang, explained how the additional guards were funded by various one-time gap funds, including Measure B fund. Without the passage of Measure AA, TAM would have to be forced to cut crossing guards as early as January this year.

Mr. Charley Vogt requested information on the list of new guards for a meeting he will have with Brookside School so he can share with the group he is meeting.

Ms. Graham discussed the expansion of the EV program. She said that a primary purpose of the program is to assist public agencies to install charging stations and that participating agencies have included the County of Marin and San Rafael City Schools. Ms. Graham explained that the program also provides funds to public agencies towards used and leased electric vehicles. One of the COC members asked staff to report back with the utilization rate of the charging stations.

Ms. Graham reported on the forthcoming Board meeting on Thursday, February 24. She said the Board will be asked to review and approve correspondence to Bay Area Toll Association (BATA) and Metropolitan Transportation Commission (MTC), requesting further studies to consider using the third lane for mixed-use with peak hours for vehicle use and other hours for bicycle use.

Ms. Graham briefly reported on upcoming projects due to begin in the spring, including ramp metering, North-South Greenway, Bellam Boulevard, and the implementation of the new Strategic Plan in April.

4. Ramp Metering and North-South Greenway Project Update (Information)

Bill Whitney, Principal Project Delivery Manager, started his report with an overview of all bike/ped path projects that have been completed, including the bike path over Porto Suello Hill, the Cal Park Tunnel and the Central Marin Ferry Connector. He then discussed projects underway, including improvements between Mission and Second Street in San Rafael in conjunction with the new Transit Center, a new multi-use path beside the SMART tracks from Second Street to the Cal Park Tunnel at Anderson Drive, and the North-South Greenway that TAM staff has been working on.

Mr. Whitney then provided the COC with an update on the North-South Greenway project, confirmed that TAM is completing the design for the new crossing at Corte Madera Creek and the Southern Segment which would connect the existing path beside the bay to The Village and the path linking up to the Sandra Marker Trail into Larkspur.

Mr. Whitney discussed the reasons the North-South Greenway project was divided into two segments and said that the South Segment is a lot more complicated and involves quite a few agencies. The division of the two segments has allowed the North Segment to move faster while focusing on both.

In response to Member Premo, Mr. Whitney said that the owners of the trailer park on Redwood Highway in Corte Madera appear to support the project, but that formal negotiations cannot take place until the Environmental Impact Report has been completed. He also confirmed the location of the path is not proposed to be changed and noted that there are environmental concerns due to the location of the path beside the bay.

Vice-Chairperson Burton asked about a parcel on Wornum Drive, which Mr. Whitney confirmed would not be included in the bike path. Mr. Whitney also discussed right-of-way along the south side that belong to SMART, and long-term planning relating to the Alto Tunnel.

Member Kate Powers questioned whether the multi-use path should be located parallel to the highway on the opposite side of the marsh to avoid sea-level rise problems in the future. Mr. Whitney acknowledged that the land is low and had been flooded in the past and will be in the future. He confirmed that the team is continuing to look at multiple alignments for that reason.

In response to Member Allan Bortel, who noted that the distance between the new SMART Station and the ferry terminal in Larkspur would involve a 10 to 15-minute walk, and not feasible for some people. He asked whether TAM was asked to do something with this. Mr. Whitney stated that TAM built the bridge over Sir Francis Drake Boulevard to make the ferry terminal more accessible and it is ADA compliant. TAM is not exploring further projects in that area.

Ms. Florez asked what kind of materials will be used for the pathway. Mr. Whitney noted that a variety of materials will be used, including concrete where the path crosses the creek, and the path should be able to withstand flooding.

Member Bortel asked about the unused drawbridge, which Mr. Whitney said is a SMART asset, and that there is a potential of reusing the foundations of the bridge in the future.

Mr. Whitney discussed the two main components of the Northern Segment, noting that the first phase would be to build the crossing at Corte Madera Creek, and the second phase would be to construct the path along Old Redwood Highway to the pedestrian overcrossing in Larkspur.

Mr. Whitney explained that environmental clearance of the Southern Segment was underway, but that funding has not yet been secured. He said a grant that was applied for through the State's Active Transportation Program,

however it was not awarded. Mr. Whitney discussed how the path would be constructed and how the grade will be dropped and comply with ADA regulations. Member Bortel asked and Mr. Whitney also discussed the design in relation to the vertical clearance over the creek and the Coast Guard's regulations.

In response to Chairperson Pelham, Mr. Whitney said that he hopes to advertise construction of the portion over Corte Madera Creek in Summer 2019, with the projected year-long construction beginning in the fall.

Mr. Whitney discussed the 32-inch height of the barrier separating the cars and the bike path with Mr. Vogt, and confirmed the width of the path will be 12 feet in response to Member Bortel's question.

Mr. Whitney explained that the environmental process of the Southern Segment is managed by the County, but that work on the EIR has been temporarily delayed due to cost concerns.

Mr. Whitney discussed how changes to the roadway infrastructure are being coordinated for the bike path project and the impending Sir Francis Drake Improvement project in response to Mr. Vogt.

Mr. Whitney discussed street furniture that is included in the design. In response to Member Bortel's suggestion about bike service stations where bikers can do pump or do simple quick fixes, Mr. Whitney said that's not part of TAM's project scope. Ms. Zhang shared a project that her 2017 San Rafael Leadership Program Class did, which was installing 3 bike service stations in various locations of City. She pointed out that ongoing maintenance of the stations is a major concern.

Mr. Whitney moved on to discuss the ramp metering project from the Golden Gate Bridge to Hwy 580, noting that construction should begin shortly. Mr. Whitney said staff believes that congestion on the northbound commute to the Richmond-San Rafael Bridge should be improved. He explained that the technology is designed to accelerate the flow of traffic to the freeway if local roads are backed up with cars, which Mr. Whitney confirmed is a concern of City officials.

Mr. Whitney discussed the exits that will be metered (noting that the project has received funding from SB1), and a study that determined over 4 minutes will be saved between the hours of 5 p.m. – 6 p.m. for northbound traffic. Mr. Whitney confirmed that southbound ramp metering project is a future phase and should be in place in 2026. He discussed the onramp design for Tiburon Boulevard. Mr. Whitney explained that need to meter the whole corridor in order to be effective. The ramp metering activation should be in summer of 2020 for Phase One.

Mr. Whitney discussed community outreach for the construction stage, which he noted will be different to the community outreach that will be performed by Caltrans before ramp metering goes into effect. A short ramp metering video was shown to the committee members and audience.

In response to Member Powers, Mr. Whitney confirmed that ramp metering on Hwy 101 beyond the Hwy 580 interchange to the Sonoma County border would form the second phase of the project, which is scheduled for 2026.

Vice-Chairperson Burton commented on the HOV lane signs, and said the characters were too small to be observed by drivers. Mr. Whitney confirmed that these signs are Caltrans responsibility.

In response to Mr. Vogt, Mr. Whitney confirmed that the ramp metering lights already installed in Novato would be activated in 2026 as part of second phase of the project.

The Committee recessed for ten minutes for a dinner break and reconvened with all members present as indicated.

5. Review and Acceptance of the Draft FY2017-18 COC Annual Report (Action)

Ms. Zhang requested that members provide her with changes and comments they might have to the Draft FY2017-18 COC Annual Report, which she noted will be presented by Chairperson Pelham and accepted by the Board at its January 24, 2019 meeting. Ms. Zhang thanked the COC Annual Report Subcommittee, consisting of Chairperson Pelham, Members Joy Dahlgren and Kevin Hegarty for their support.

Vice-Chairperson Burton suggested that the report should be shorter and more concise to encourage more readership and the inclusion of a table of contents. Ms. Zhang discussed the need to perhaps expand this report in the future, since it is TAM's only comprehensive report, and suggested the consideration of those changes then. Chairperson Pelham requested that next year the COC be more involved in the formatting and design of the report at the beginning of the process.

Alternate Nagouchi and Ms. Zhang discussed changes to some of the items to make them clearer to the readers. Other comments by members included the addition of an executive summary, a colored map highlighting past and future projects, and labeling for the photographs.

Member Powers moved to accept the Draft FY2017-18 COC Annual Report with additional edits and Alternate Olsen seconded the motion. The motion was approved unanimously.

6. Review of the FY2018-19 Second Quarter Financial Report (Information)

Ms. Zhang presented the staff report. She noted that there has been an increase in revenue for both Measure A and Measure B, but that there are many uncertainties with the economy and whether it will go into a recession in the next year or two. She discussed TAM's Measure A reserve fund, in preparation for a possible economic downturn.

Ms. Zhang explained why expenditure in the report are much lower than the budget at this time point and added that expenditures for most of the budget items will catch up by the end of the fiscal year. Ms. Zhang discussed the CalTRUST investments, noting that there has been an unrealized loss. However, she assured the committee that TAM does not have a cashflow problem; that the agency will not be forced to sell investments therefore will not have to suffer any real loss.

In response to Member Premo, Ms. Zhang acknowledged that there is risk with the investments, but the risk has been minimized. Ms. Zhang discussed a new Liquidity Fund that has been opened and confirmed the overall investment future is positive.

In response to Mr. Vogt, Ms. Zhang noted that the agency is not limited to investing in only these funds. She discussed the process that resulted in choosing CalTRUST as the investment vehicle 3 or 4 years ago and the benefits of CalTRUST for smaller government agencies such as TAM.

In response to Mr. Vogt, Ms. Zhang discussed new changes the State has made to the way sales tax is distributed, the new schedule and problems with their system that has created 6 to 9-month processing delays, which hopefully will be rectified soon. Ms. Zhang said that TAM has retained Avenu Insights & Analytics, a tax revenue consultant team that should be able to provide more accurate revenue trends for the next 5 years. Recommended revenue level for Measure A/AA in the upcoming year will be discussed at the next COC meeting in March.

7. Committee Member Hot Items Report (Information)

Member Powers discussed a bicycle advocates' concerns that funds for the bike lane on the Richmond-San Rafael Bridge will be reallocated due to RM3 funds being withheld, and she requested an update on the upper deck lane plans.

In response, Ms. Zhang explained that the bike lane project received funds from RM2, not RM3, and would be managed by MTC and BATA. She confirmed that funds from RM3 were not available and that TAM was not involved in funding the project.

Molly Graham, Public Outreach Coordinator, discussed the movable barrier and confirmed the work is still planned to move forward by MTC and BATA.

Mr. Vogt discussed a news headline about the state tying housing starts to transportation funding. In response, Ms. Zhang confirmed that the state ties specific funding to housing density. It may have an effect on the funding formulas for TAM. Ms. Graham discussed the concern shared by towns and cities in Marin that funding is withheld based on the production of housing. Cities only have control over zoning, and no control over development of housing units.

Member Powers and Ms. Graham discussed potential impacts on transportation projects/programs in Marin if SB1 funding for local city and roads were tied to housing, which Ms. Graham said there is no clear answer at this time point.

8. Discussion of Next Meeting Date and Recommended Items for the Agenda

The next meeting was tentatively set for March 18, 2019.

Items will be discussed include Marin Commutes update, Revenue Estimates for Measure AA and Measure B, presentation by Tax Revenue Consultant.

9. Open Time for Public Input

As no members of the public wished to speak, the meeting was adjourned at 7:18 p.m.



DATE: March 18, 2019

TO: Transportation Authority of Marin Citizens' Oversight Committee

FROM: Scott McDonald, Senior Transportation Planner

SUBJECT: Launch of the Marin Commutes Program (Information), Agenda Item No. 4

RECOMMENDATION:

Information Item.

TAM staff presented a similar item to the TAM Board and TAM Programming and Projects Executive Committee in January 2019 to announce the launch of the Marin Commutes Program.

BACKGROUND:

As part of TAM's ongoing commitment to promote a variety of high-quality transportation options and alternatives to single occupant vehicle trips, the "Marin Commutes" program launched this January as a comprehensive public engagement strategy emphasizing the benefits of alternative transportation options and building awareness of the incentives and tools available to Marin commuters. The goal of the program is to shift commute behavior away from single occupancy driving trips.

The program will include public outreach, workplace outreach, evaluation, and seasonal and targeted campaigns. Marincommutes.org will serve as an information hub, outreach platform and focal point for commute options, promotions, providing localized information for those living and working in Marin County. The program will also offer dynamic trip planning, trip tracking and incentive programs for commuters who participate in promotions, playing a key role in building awareness about commute options and current programs for reducing single occupancy vehicle trip counts.

The Marin Commutes Program was designed to integrate the range of commute options available to the public and related incentives into a comprehensive public engagement program and was developed with the support of a wide range of stakeholders from local jurisdictions and transit agencies. During its development, staff sought direction from the TAM Commute Alternatives & Trip Reduction (CART) Ad Hoc Sub-Committee which includes commissioners: Stephanie Moulton-Peters, Dan Hillmer, Eric Lucan, Gary Phillips, Damon Connolly and John Reed.

TAM staff also obtained feedback from and worked closely with a transportation demand management (TDM) working group, consisting of staff from agencies including the County of Marin, San Rafael, Novato, Mill Valley, Marin Transit, Golden Gate Transit and SMART. As the program is implemented,

staff will explore the expansion of this working group, and engage with major employers, school districts, and other partners to advance and promote the program.

DISCUSSION/ANALYSIS:

Beginning in 2009, several individual programs have been established under TAM's Commute Alternatives & Trip Reduction Program (formerly discussed as the Transportation Demand Management (TDM) Program), aimed to manage travel on our roadways and reduce greenhouse gas emissions; either through the promotion of higher occupancy modes like transit and carpooling, or by shifting travel behaviors through promotion of telework, flexible commute times. This work is an essential component of TAM's strategy to manage traffic congestion, increase safety and mobility, promote high quality transportation options and reduce greenhouse gas emissions. These individual programs include the following:

- Marin Emergency Ride Home Program
- Vanpool Incentive Program
- Get SMART Lyft Pilot Program
- TAM/511 Marin Telework Initiative
- Car Share Program
- Regional Bike Share Program (under development with Sonoma County Transportation Authority)

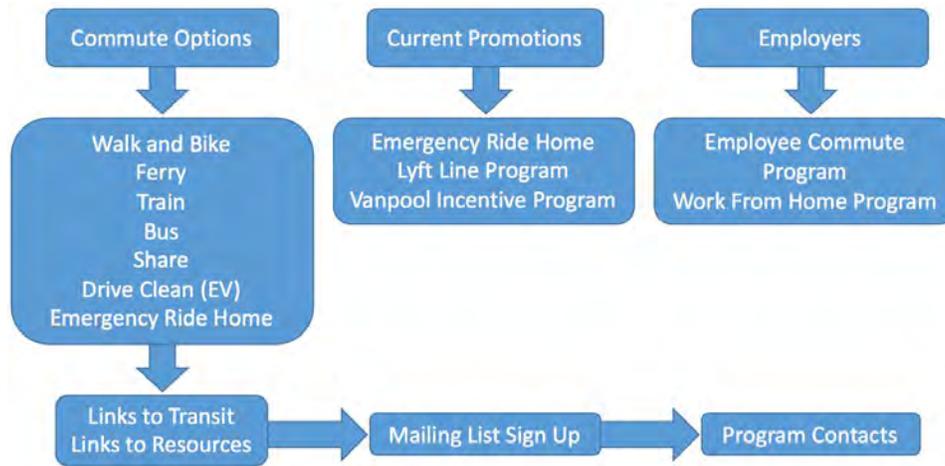
Traditionally TAM has partnered with MTC's 511 Regional Rideshare Program (511 RRP) to promote commute alternatives and TAM specific programs in Marin County. However, in 2016, MTC staff announced that due to budget cuts the 511 RRP would be restructured leading to significant staff reduction in some departments, and the total elimination of other departments. Most consequential for the TAM partnership was the elimination of the Employer Services Department, which provided the majority of 511 RRP support to TAM and Marin County. The loss of dedicated staff for outreach in Marin County has necessitated the need for TAM to implement new strategies to promote programs and commute options to the community, leading to the development of the Marin Commutes program. The Marin Commutes Program will take the place of the former framework whereby TAM's individual programs and incentives had been structured around the 511 services outreach, employer/employee consultations, and seasonal campaigns.

Marin Commutes Program Development & Overview

TAM staff has worked closely with local sustainability planners, transit districts, along with marketing and transportation consultants to develop a program highlighting the range of transportation options and routes, outreach material, and tools to enable commuters to select from a variety of transportation choices. The website MarinCommute.org was created with the help of the transportation firm Nelson Nygaard based on their extensive experience consulting with agencies around the country. The website follows the following framework, with updates scheduled in the spring to integrate dynamic trip planning and tracking capabilities for the program's first seasonal campaign starting in April:



Website Framework



Marketing and Program Design

TAM staff regularly participates in the Metropolitan Transportation Commission's Transportation Demand Management Working Group, where staff from various agencies discuss best practices for marketing and outreach related to behavior change and transportation demand management. Lesson learned in and around the region as well as industrywide Transportation Demand Management (TDM) best practices as described in the Marketing/Campaign Strategy Overview (Attachment D), will be incorporated into Marin Commutes marketing strategy. Utilizing the findings of behavior change research to guide marketing strategies and create campaigns will be a key component in these efforts. This program will connect with commuters at different stages of change using language like 'making the switch even one day a week can make a difference' to attract a variety of commuter types and expand participation in the program. Alongside promotion of trip reduction and mode shift incentives, TAM will promote electric vehicles as a preferred clean technology for driving, encouraging driving clean to achieve reduction of greenhouse gas emissions.

TAM staff also consulted with communications and marketing specialists from the local firm REACH Strategies to develop concepts for advertising campaigns. This work culminated in communication strategies and outreach flyers (shown as attachment A) which will be distributed at employer fairs and open enrollment events, and used for public outreach. Additionally, staff will work closely with transit districts to promote messages to the public as part of Marin Commutes via bus and banner advertisements. Bus back ads have been created to be placed on the Marin Transit fleet of buses, and a similar banner advertisement will be deployed at SMART stations (concept shown as Attachment C).

Marketing Strategies

TAM is promoting a suite of commute options that will be utilized to match the needs of commuters. While origin and destination data forms the backbone of getting change to commuters choices, numerous additional factors also influence the decision. These include flexibility, availability, linkage of trip types, carrying of work gear, and others. TAM having a suite of options which allows the best-fit to be offered to individual employers and employees.

As described above under the marketing and program design section, TAM retained the local communications firm REACH Strategies to review the program and provide strategic direction on outreach and marketing materials. Through the review, the following communication goals and objectives were recommended:

- Providing sound, easy to access information;
- Presenting key information to employers and other groups with strong links within the community that they can share with their respective constituencies;
- Highlighting programs with mutually reinforcing services, such as transit, carpool/vanpool, rideshare, bike, walk, and emergency ride home, among others, and
- Spotlighting key incentives for using alternate modes from single occupancy vehicles.

REACH Strategies has experience in introducing new choices to people and referred to the use of the Transtheoretical Model (also referred to as "Stages of Change," and abbreviated as TTM) as a guide for campaigns. The TTM operates on the assumption that people do not change behaviors quickly and decisively. Rather, change in behavior, especially habitual behavior like single occupancy vehicle use, occurs continuously through a cyclical process. The TTM posits that individuals move through six stages of change: precontemplation, contemplation, preparation, action, maintenance, and termination. Using this approach Marin Commutes has structured seasonal campaigns to target these specific phases in the change process by alternating campaign focus between addressing the early stages of "awareness" with the later stages of "action", i.e. mode shift.

Keeping in mind the advice of REACH Strategies, the Marin Commutes team will be developing campaign messaging as well as targeting market segments. The primary focus will be on community and workforce engagement, with a variety of messaging geared toward the following three market segments:

- commuters that have never used an alternate mode, but are open to it
- commuters that occasionally use an alternate mode, but could use it more
- commuters that have recently moved and/or started a new job

The "One Day a Week" messaging approach is helpful for those in the first segment identified above, and the seasonal trip tracking campaigns will encourage the second segment, both through messaging as well as gamification/incentives for higher level participation. Additionally, the program will be targeting channels to provide information to new hires that may also be helpful in attracting employees interested in using commute alternatives. One tactic is to provide orientation packages with commute information to employers for their employees as part of open enrollment.

Campaign tactics may vary quarter to quarter based on results, opportunities and needs that may arise. Market segmentation decisions will be made accordingly, though operating as a countywide program requires being as targeted as possible while also reaching a broad audience. More information on campaigns strategies and marketing can be found in Attachment D.

Logo Design Contest

In October of 2017, after reviewing possible options for the development of a logo for the Marin Commutes program, TAM staff chose to use 99designs, a crowdsourcing platform for graphic design projects. 99designs is structured in a contest type format, and draws designers from around the world to compete, with a set price going to the winning design. Using this option allowed flexibility, more control on pricing, and provided a greater pool of variety in choosing the final design. The contest was launched in December 2017, and 92 logo designs were submitted. The high number of entries provided TAM staff with a diversity

of styles and approaches to consider. The contest took a little over a month to complete, with the following design chosen in January 2018:



Ride Amigos Platform and App for Trip Planning and Tracking

In recent years, several agencies in the Bay Area have implemented online TDM platforms that provide dynamic tools to help commuters connect to others, plan trips, and offer commute related incentives using both real-time apps and other technologies. One such provider, Ride Amigos (developed by Right Click Solutions Incorporated), is currently being used by the Napa Valley Transportation Authority, VTA in Santa Clara County, Commute.org in San Mateo County, and several other transportation agencies in California. Marin Commutes is preparing to pilot the Ride Amigos platform and app in 2019 for two seasonal mode shift campaigns, utilizing the following services: trip planning with carpool & vanpool route matching, incentive management, commute challenges, trip tracking, gamification, and distribution of incentives to encourage adoption of non-single occupant vehicle commuting modes.

Resilient Neighborhoods Trainings & Resident Outreach

TAM staff is engaging the Sustainable Marin program Resilient Neighborhoods to educate groups of residents about the Marin Commutes Program resource. Resilient Neighborhoods provides trainings to support the GHG reduction goals within Marin County through its current programs and will integrate presentations of the Marin Commutes material as an integral part of its trainings. Throughout 2019, Resilient Neighborhoods will incorporate direct promotion of TAM's Marin Commutes program into its efforts to encourage positive transportation choices, while supporting individuals in learning new habits and responsible stewardship as part of its broader mission. Transportation information from Marin Commutes will be promoted through Resilient Neighborhoods workshops and trainings to its climate action teams, public presentations throughout Marin, at tabling events, and online through social media.

Marin Commutes Implementation Program for 2019

The Marin Commutes program will launch in January 2019 with various engagement strategies to create awareness of the program, brand recognition and build an audience. These efforts will have a strong emphasis on community engagement. Outreach to business and community groups, employers, and coordination with partner agencies will be essential elements to establishing the program and its identity. This effort will include calls, emails, in person meetings, events, and presentations. Public facing marketing will include the abovementioned bus banner ads, SMART banners at stations, and digital marketing. Campaigns will offer raffle prizes for individuals that participate in activities such as signing up for the mailing list, taking a survey, sharing a photo, etc. This outreach will be supplemented by TAM providing information to local jurisdictions via the public outreach coordinator working group TAM staff regularly participates in.

In April 2019, the program will change focus and launch its first mode shift campaign (for a six-week period). Participants will be eligible for various levels of prizes with smaller weekly raffle prizes available to all, and larger prizes for high level participation awarded at the end of the campaign. This initial effort will focus on rewarding many levels of participation and provide valuable data for structuring future campaigns, with the next campaign to be scheduled in the fall.

During the 3rd and 4th quarters of 2019 the program will gather information, feedback and data that will directly influence the structure and focus of future efforts. These inputs will be evaluated, and tactics for promotional efforts in the following year will be developed from the findings. Exploring how different audiences in Marin are motivated and the barriers commuters experience will be an ongoing focus of the program and will be integral in developing strategies to shift commute behavior in Marin County.

The program will be evaluated comprehensively using a variety of resources. The Google Analytics tool will be used to track the number of participants and use of the site, as well as provide valuable data on email and social media campaigns. Additionally, staff will utilize analytics from the Ride Amigos trip planning and tracking software to help quantify the impact of the program and campaigns with data on mode usages, and reductions of CO2 emissions and VMT. Surveys will also be conducted and can help to measure awareness of the program.

FISCAL CONSIDERATION:

This program was among those identified within and consistent with the TAM budget for Fiscal Year 2018/2019 under the Measure B Vehicle Registration Fee, Element 3.2 for initiatives to increase use of alternative transportation modes.

Within Measure B Vehicle Registration Fee Element 3 - Reduce Congestion & Pollution budget, Element 3.2 - Commute Alternative Programs includes a budget of \$358,999 for a variety of public oriented transportation demand management programs which will be promoted through Marin Commutes. These include marketing and outreach via seasonal promotional campaigns, technical assistance, regional 511 coordination, Emergency Ride Home Program and Vanpool reimbursements, carshare promotional activities, along with the continuation of an existing Lyft Pilot Program and ADA support services under separate contracts until July 1, 2019.

TAM staff will develop a budget for Fiscal Year 2019/2020 which may include funding from both Measure B Element 3.2, and the recently approved Measure AA funding for commute alternatives and trip reduction programs (Under Implementation Category 1 of the Measure AA Expenditure Plan, 0.5% of funds will go toward implementation of commute alternatives and trip reduction strategies to decrease single occupant vehicle (SOV) trips, increase shared mobility, and reduce peak hour congestion throughout the county). The Marin Commutes engagement program and website MarinCommutes.org will serve as a platform for promoting these activities.

Attachments:

- Attachment A: Flyers for Marin Commutes
- Attachment B: Website Resources of Employers
- Attachment C: Concept for Banner Advertisement for SMART and Exterior of Buses
- Attachment D: Marketing/Campaign Strategy Overview
- Attachment E: Marin Commutes Public Engagement Opportunities
- Attachment F: Ride Amigos Platform Overview

MARIN COMMUTES

Looking for a better way to get around? Marin Commutes is here to help. Whether you take the train, ferry or bus, join a carpool or vanpool, or decide to bicycle or walk, leaving your car at home even one day a week can make a difference. Join us and find ways to reduce stress, save money, and improve air quality in your community at marincommutes.org.

For more info:

marincommutes.org



Go online to learn more about commute options



Make a plan to try an alternative way of commuting



Reduce stress and improve air quality

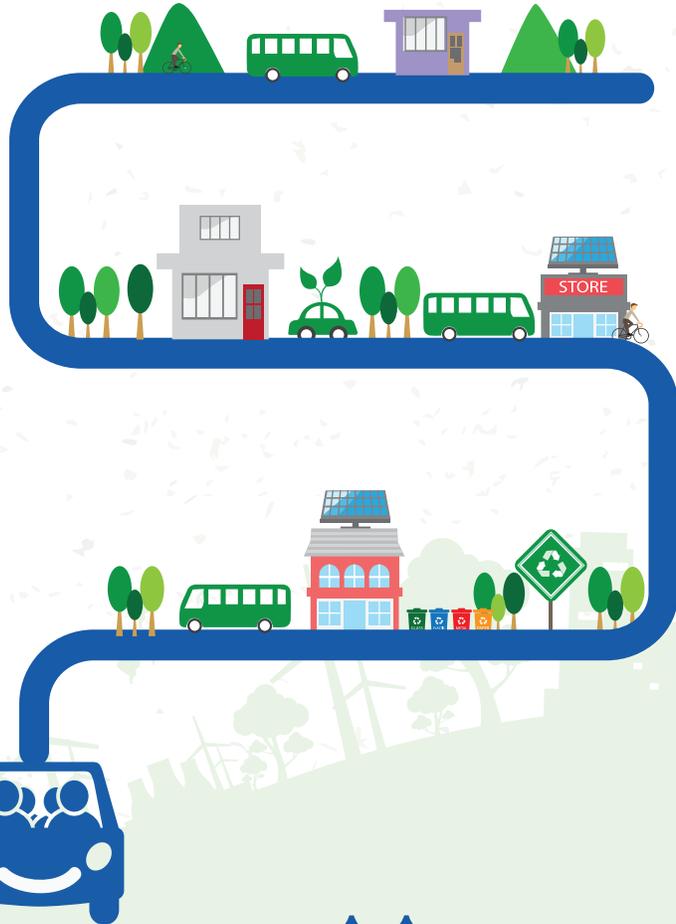


VANPOOL INCENTIVE

Kick back, relax and save time and money when you share a ride to work in a vanpool. Making it easier to get started is the \$3,600 vanpool incentive available in Marin County. Find out more about the incentive and everything you need to know to join vanpools in your area at marincommutes.org.

For more info:

marincommutes.org



Learn more about vanpooling online



Share a ride to your destination



Save money



EMERGENCY RIDE HOME

When emergencies happen, Marin Commutes has you covered. Whether it's a sick child, unexpected overtime, or other qualifying events, the Marin Emergency Ride Home program takes the fear out of leaving your car at home. Get reimbursed for your emergency ride home when you walk, bike, carpool or take transit to work.

For more info:

marincommutes.org



Marin Commutes is here in an emergency



Call a taxi or shared-ride service



Get home quickly



DRIVE CLEAN

Driving electric saves money and helps the environment. You can skip gas stations and lower your maintenance costs by driving electric to work, school, or around town running errands. Marin Commutes spotlights available incentives, initiatives, and rebates for electric vehicles and plug-in hybrids.

For more info:

marincommutes.org



Drive electric to save money



Charge while you work, play, or sleep



Reduce air pollution





Employee Commute Program

Measures and Strategies

- ◇ **Commuter Choice Pre-tax** enables employees to set aside pre-tax money to pay for transit, vanpooling, or some bicycle maintenance costs. You can find a comprehensive guide explaining this benefit and how to implement it at 511.org.
- ◇ **Emergency Ride Home** is a service provided by TAM that offers a free ride home in cases of emergency to help commuters switch from driving alone. It's like an insurance program for your employee's commute! To learn more, visit MarinCommutes.org.
- ◇ **Preferential parking** for drivers of carpools and vanpools can sometimes be provided near the entrance to your building and encourages ride-sharing.
- ◇ **Bicycle amenities** such as lockers, showers, changing rooms and secured bike parking can help employees hop onto their bike instead of into their car. Partner with a local bike shop and offer bike tune-ups and bike maintenance classes to your employees.
- ◇ **Car/bike sharing** can help employees get to workday appointments and accomplish errands. Provide fleet cars and loaner bikes to employees, or participate in a carshare or bikeshare program, where available. This also can provide midday trip support to enable an employee to use transit for commuting to and from work.
- ◇ **Monetary incentives** can entice employees to switch their commute mode. Ongoing incentives are a great way to reward employees for their good commute habits, and periodic campaigns can help encourage those driving alone to try something new. Offer quarterly prize drawings or competitions to create a bigger impact and maintain greater control over small budgets.
- ◇ **Parking Cash-out** requires California employers that subsidize parking spaces to offer a cash allowance in lieu of a parking space to those who don't drive to work. To learn more, visit the California Air Resource Board.
- ◇ **Compressed workweek scheduling** can help employees drive less by allowing them to work a full-time schedule in fewer days. Employers can offer a 9/80 schedule where an employee works 80 hours in nine days and gets the 10th day off (usually a Friday) or a 4/10 schedule in which employees work 10 hours four days a week and have every Friday off.
- ◇ **Flexible Scheduling** can help employees with certain commute needs, such as the timing of carpools and bus schedules. For employees who drive, it can also help reduce congestion and lower emissions by shifting commute times outside of the most congested periods and reducing time spent idling in traffic.
- ◇ **Telecommuting** reduces driving, and it has been shown to have a significant impact on employee recruitment, retention, and productivity. For more information, visit MarinCommutes.org.
- ◇ **Charging for parking** provides a disincentive to drive and creates a fund that can be used to support other elements of your commute program or business.



Employee Commute Program

Tips for Promotion

- ◇ **Find employee champions** and leaders to help promote your program. Establish a list of employees who already use alternative modes and show employees that their coworkers have already had success using different modes of transportation. An employee committee can help raise awareness, answer questions, and develop marketing material and promotions.
- ◇ **Communicate often.** Send periodic email reminders about your program. People's schedules and commutes change. Re-send information once a month to remind employees about the benefits of the program.
- ◇ **Seek the leadership of the owner or CEO** of your company and ask them to walk or ride a bicycle to work and say a few words about alternative transportation. It will show employees that the whole company is committed to changing the way it commutes.
- ◇ **Hold periodic drawings/raffles** for employees using alternate modes. This creates publicity for your program. Offer anyone who is carpooling, vanpooling, walking, biking or riding transit a free raffle ticket for prizes plus a spotlight in the company newsletter.
- ◇ **Include commute information in new-hire orientation** packets, and follow up with an e-mail after a new employee starts work. Employees are starting a new commute pattern when beginning a new job, so this is a great time to encourage them to try a new mode.
- ◇ **Emphasize the financial incentives or disincentives** as well as special programs or amenities (such as a vanpool or showers and lockers for bicyclists).
- ◇ **Individualize your program.** Involve employees in the promotion of your program by highlighting personal commute stories. Help employees find carpool and vanpool partners that live near them and locate nearby Park & Ride lots.
- ◇ **Host a commuter fair** for your employees, or include transportation resources at existing health and benefits fairs. Invite transit agencies, bicycle organizations and shops, vanpool companies and others to serve as resources and answer questions employees may have about different commute options.
- ◇ **Be creative and make it fun.** Use light-hearted marketing campaigns and imaginative promotions to create buzz about your program.

For local transportation info visit marincommutes.org



Better Commute – Better Community



Marketing/Campaign Strategy Overview

The Transportation Demand Management (TDM) field has historically applied techniques that have been shown to be effective in Social Marketing campaigns over a variety of sectors. In recent years, the psychological research on TDM also known as the Stages of the Change Model has been adopted as well, with some success.

Many of these techniques have been very effective in persuading people to do things for the social good like registering to vote, installing solar panels, or buying an electric vehicle. The challenge in direct application to TDM or mode shift is that rather than asking people to do something that happens once or very infrequently, people are encouraged to form a daily habit. This requires a much larger commitment, and as a result this type of change can be much more challenging to influence.

In recent years, research from behavioral science is being applied to mode shift activities, and early indicators are encouraging. Behavioral science is a blend of economics and the psychology of decision making, and is the study of how humans make choices and behave in real-world contexts. TDM has traditionally approached audiences as if they were using logic, and looked to frame messaging around barriers and benefits with the prospect that individuals would use logic and choose an alternative mode. However, behavioral science research has found that often preexisting biases, perceptions and values can highly influence the decisions of individuals.

Given the challenging nature of behavior change related to mode shift, Marin Commutes plans to use a blend of both traditional TDM social marketing approaches, the Stages of Change model, and behavioral science principles to promote the program and encourage mode shift.

Messaging & Market Segmentation

Marin Commutes will employ social marketing approaches as well as behavioral science research in developing campaign messaging. One approach identified in behavioral science is to frame the message in a way that lowers the perceived difficulty of making a change. Utilizing this approach, the program will initially promote messaging that encourages mode shift just “One Day a Week”.

Many reasons are given for driving alone, but research shows some people are more willing to make a commitment to leave their car at home when asked to only do it, once a week, potentially reducing emissions by as much as 10%. Knowing a small change can make a big impact can have a real influence on people taking that first step.

Primary focuses of the Marin Commutes program will be on community and workforce engagement, with a variety of messaging geared toward the following three primary market segments;

- commuters that have never used an alternative mode, but are open to it
- commuters that occasionally use an alternative mode, but could use it more
- commuters that have recently moved and/or started a new job

Behavioral Science indicates that these groups generally provide the greatest opportunity to influence change. The outreach will utilize traditional social marketing techniques by addressing existing benefits and barriers, but when appropriate also utilize Behavioral Science to craft messaging as appropriate to support the decision-making process, and target those most likely to be receptive.

The “One Day a Week” approach is helpful for those in the first segment identified above, and the seasonal trip tracking campaigns will encourage the second segment, both through messaging and gamification/incentives for higher level participation.

Additionally, the program will be targeting channels to provide information to new hires while also helpful to attract employees interested in commuting through alternative modes. One strategy is to provide orientation packages with commute information as part of open enrollment for employers and for cities to provide new businesses and property owners.

Campaign Structure

Campaigns will be structured using the Stages of Change model. This approach prioritizes connecting with commuters at different stages of the change process and helping them to take the next step by meeting them “where they are”.

For some the next step will be simply visiting the website for the first time and learning their options. This could be the first time they’ve ever thought about using a commute alternative. For others, the next step is buying their first transit ticket. At their conclusion, each campaign will be evaluated and assessed to fine tune efforts for future implementation.

The stages of change identified in behavior change research are pre-contemplation, contemplation, preparation, action, & maintenance. Early in the process individuals are in what researchers identify as the awareness/information phase, while later stages are considered the action phase. Marin Commutes campaigns will leverage these principals by alternating focus on the awareness and action phases as shown in the chart below:

Quarter	Phase	Behavior Change Stage
1 st quarter	Awareness Phase	Pre-contemplation, contemplation, preparation (maintenance)
2 nd Quarter	Action Phase	Preparation, action & maintenance
3 rd Quarter	Awareness Phase	Pre-contemplation, contemplation, preparation (maintenance)
4 th Quarter	Action Phase	Preparation, action & maintenance

Program Launch

January 2019 - Awareness Phase

The activities for the opening campaign of Marin Commutes will be geared toward building brand identity, creating awareness, and providing information. This will also assist in increasing the audience reach for the more ambitious mode shift focused campaign planned for Spring 2019. Activities will include:

- Small ask campaigns
 - Signup for program information/mailling list
 - Like or follow on social media (Facebook, Instagram, Twitter)
 - Maintenance type activity rewards
 - Send/share pics or video of commute
 - Write testimonial
 - Take commute survey

April 2019 – Action Phase

- Behavior Change and Call to Action Campaigns
 - Larger campaign efforts geared toward the later stages of change process
 - Prizes for alternate mode usage that reward different levels of participation

Ongoing

The action phase campaigns will occur in the 2nd and 4th quarters launching in October and April to leverage opportunities around Earth Day and Rideshare week. The 1st and 3rd quarters will be smaller campaigns geared toward awareness, information and maintenance. These campaigns will generally last a period of six weeks. Campaign tactics may vary quarter to quarter based on results, opportunities and needs that may arise. Market segmentation tactics may vary accordingly, with a focus on being as targeted as possible while also reaching a broad county-wide audience.

Marin Commutes Public Engagement Opportunities in 2019

Note: This is a list to illustrate potential audiences, events, newsletters and channels for distribution of information for the Marin Commutes Program. Outreach will not be limited to the following list which is intended for planning purposes:

ENVIRONMENTAL GROUPS

- Environmental Forum of Marin
- Sustainables (various: Marin, Novato San Rafael etc.)
- Marin Conservation League
- Sierra Club

BUSINESS GROUPS

- North Bay Leadership Council
- Chambers of Commerce, SR Chamber Leadership Forum
- Marin Economic Forum
- Workforce Alliance of the North Bay

PROPERTY MANAGERS

- Vintage Oaks Shopping Center
- Town Center Corte Madera
- The Village at Corte Madera
- Northgate Mall

NEIGHBORHOOD & COMMUNITY BASED ORGANIZATIONS

- Marin City Community Services District
- Canal Alliance
- Canal Welcome Center
- West Marin Collaborative
- Neighborhood Associations

EVENTS

- Marin County Farmer's Market
- Tiburon Friday Nights on Main
- Mill Valley Sunday Concerts on the Plaza
- Mill Valley Art Fair
- Biketober Fest
- Bike to Work Day

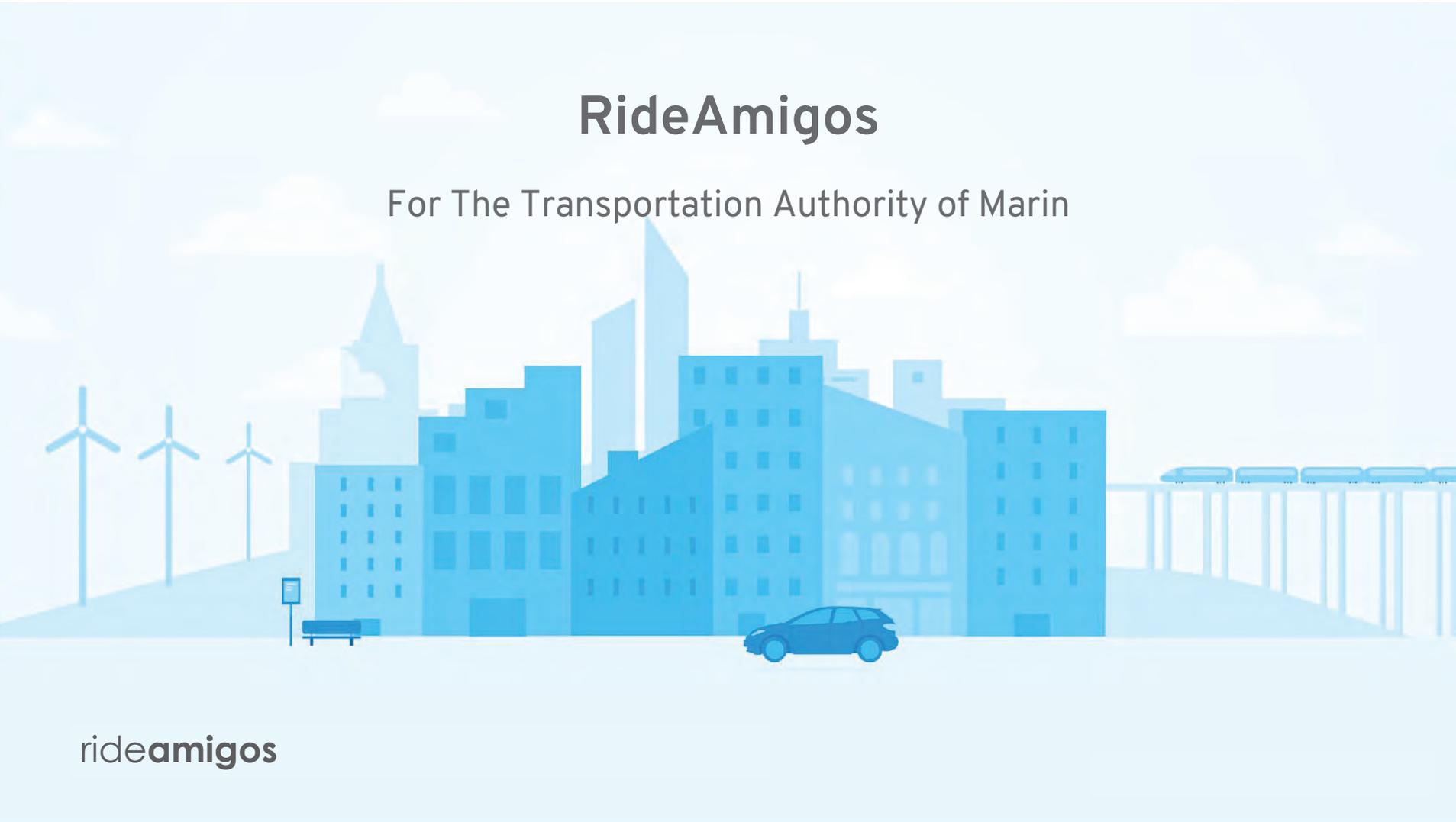
POP-UP FOOD TRUCK EMPLOYER EVENTS (In partnership with MTC's 511 Rideshare

Division for Employers with 400+ employees) These events are pending further discussions with employers:

- Marin General Hospital
- Buck Institute
- County of Marin
- BioMarin
- Dominican University
- College of Marin
- Autodesk
- PG&E
- Kaiser San Rafael
- Large Public School District
- Glassdoor

RideAmigos

For The Transportation Authority of Marin



ride**amigos**

Multimodal Trip Planning for Commuters

- Trip Planning for Car & Vanpool matching, Local Transit, Biking & Walking
- Mid route corridor ridematching
- Rideboard for events and one-time trips
- Mode comparison including public/private transportation networks and infrastructure
- Private Networks: Internal employee carpool matching



Changing Commuter Behavior

Turn-key TDM Solutions

→ Commuter Challenges

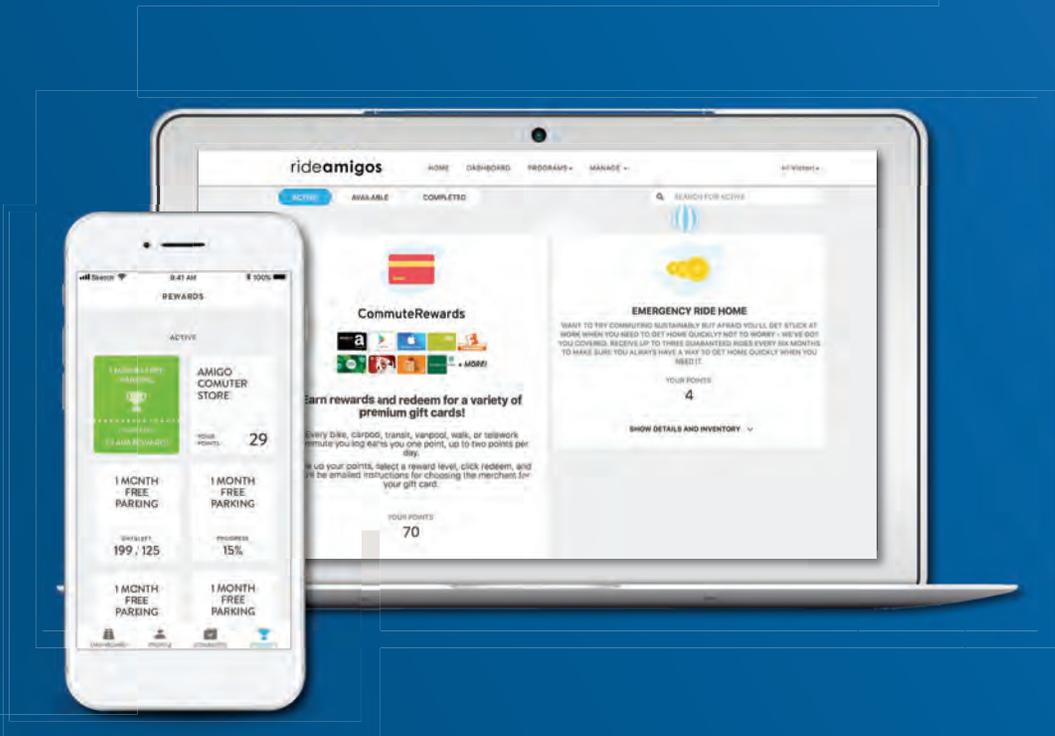
- ◆ Bike to Work
- ◆ Employer Competitions

→ Points Programs

- ◆ CommuteRewards:
 - Amazon
 - Starbucks
 - Airbnb
 - Charitable Donations

→ Emergency Ride Home

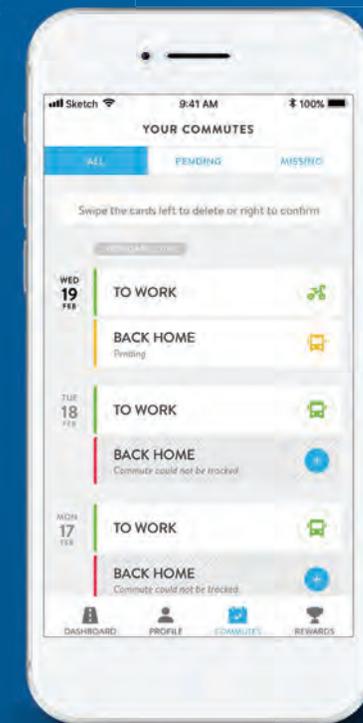
- ◆ Taxi
- ◆ Uber
- ◆ Lyft



Commuter Tracker Mobile App

Regional and Employer Programs in the Commuters' Hands

- Passive trip tracking and prediction between custom origin and work locations
- Program discovery and award redemption
- Mobile dashboard shows individual impact and sustainability stats
- Trip log integration



Comprehensive Administrative Dashboard

- Dashboards with macro and micro views of commuter program results
- Report on user, employer, regional impact and sustainability stats
- Data verification reports to support incentive programs
- Export or publish data as CSV, Excel, PDF or ArcGIS feature services





DATE: March 18, 2019

TO: Transportation Authority of Marin Citizens' Oversight Committee

FROM: Li Zhang, Chief Financial Officer

SUBJECT: Review FY2019-20 Measure AA Half-Cent Transportation Sales Tax and Measure B \$10 Vehicle Registration Fee Revenue Estimates and Budget Development Schedule (Information) - Agenda Item No. 5

RECOMMENDATION:

Information Item

BACKGROUND:

Pursuant to Article VI, Section 106.1 of the TAM Administrative Code, no later than its June meeting of each year, the TAM Board shall adopt the annual budget for the following fiscal year. For the annual budget development of TAM and its member agencies, staff develops and the TAM Board adopts the Measure A/AA (Measure AA, extension of the Measure A will take effect on April 1, 2019) Half-Cent Transportation Sales Tax and the Measure B \$10 Vehicle Registration Fee revenue levels in March of every year. The approval of the expected revenue levels in March allows fund recipients time to build these local funding dollars into their budget processes for FY2019-20. These revenue estimates will also be used to update the revenue and expenditure elements in the Measure A/AA Half-Cent Transportation Sales Tax and Measure B \$10 Vehicle Registration Fee Strategic Plans, which will guide the FY2019-20 programming and allocation process, and the establishment of contract levels for all projects and programs under both measures.

After the review and approval of the FY2019-20 Measure AA Half-Cent Transportation Sales Tax and Measure B \$10 Vehicle Registration Fee revenue estimates by the Finance and Policy Executive Committee and TAM Board, staff will develop the draft FY2019-20 Annual Budget, present it for review at the April/May COC and Finance and Policy Executive Committee meeting, release for the 30-day public review and comments period at the April/May Board meeting, and request the TAM Board to adopt the final draft at the May/June Board meeting.

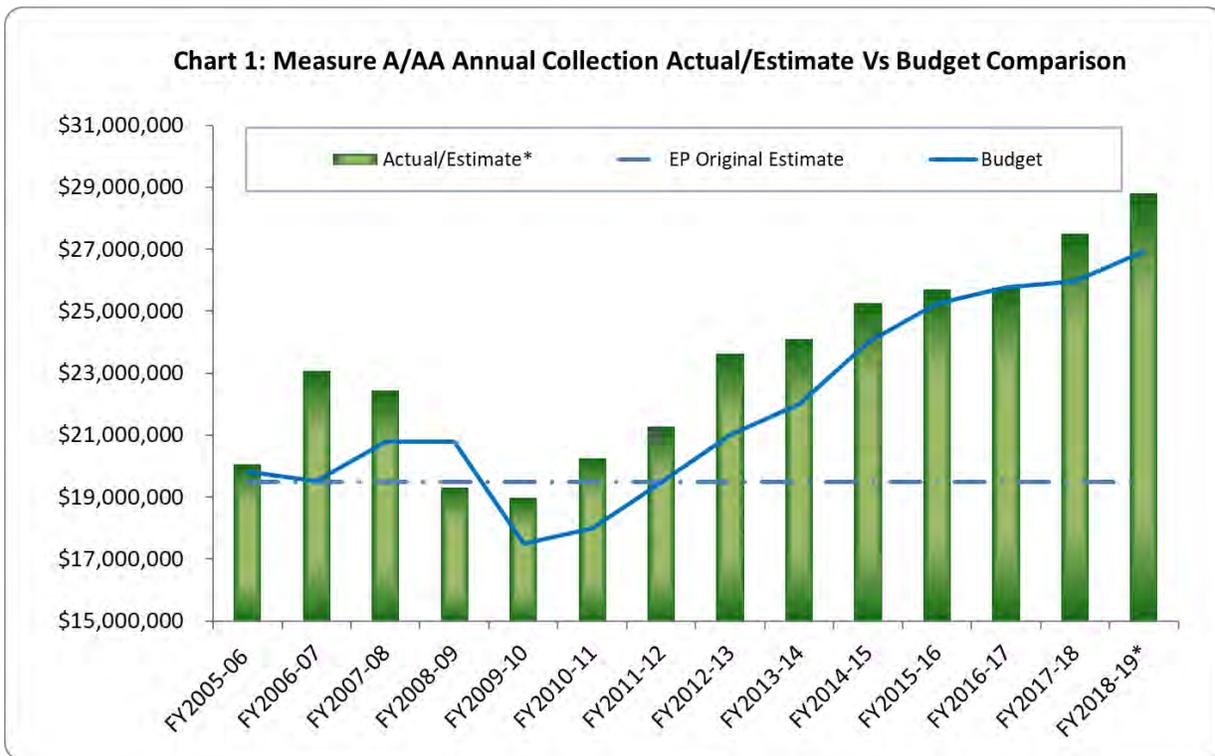
DISCUSSION/ANALYSIS:

Recommended FY2019-20 Measure AA Revenue Estimate:

Sale tax revenue collection is one of the main indicators of how strong the economy and consumer confidence are. TAM's Measure A revenue bottomed at \$18.8 million in FY2009-10 and has been seeing positive growth since then, at an average annual growth rate of 4.8%, as the end of FY2017-18. Staff is expecting another year of growth in FY2018-19, with revenue collection reaching a new record high. TAM's new sales tax analyses and audit service team, Avenu Insights & Analytics, estimates that TAM's FY2018-19 final revenue collection will be somewhere between \$28.3 and \$28.8 million based on actual collection data available as of January

2019. In this case, final collection will be about \$1.4 to \$1.9 million higher than the budgeted \$26.94 million for the current year. The TAM Board adopted the most conservative estimate out of the three scenarios presented by staff during the FY2017-18 budget cycle and directed any excess revenue over the budgeted level to be used to replenish the \$1.88 million reserve fund that was released in December 2016 to help the funding needs of a few critical capital projects. With higher than budgeted revenue in FY2017-18, \$1.55 million of the \$1.88 million reserve fund released was replenished. The expected excess revenue in FY2018-19 will allow the reserve fund to be fully restored to help the agency better prepare for the potential downturn in the next 12 to 24 months, which is predicted by many economists.

Chart 1 below illustrates budgeted Measure A/AA revenues versus actual annual collection between FY2005-06 and FY2018-19. The Chart also shows the flat \$19.5 million, no growth, annual revenue projection that was presented in the Expenditure Plan as a comparison.



Attachment 1 is the Five-Year Measure AA Half-Cent Sales Tax Projection provided by Avenu Insights & Analytics based on its analyses and modeling of TAM's taxable sales data, with three scenarios presented: Conservative, Most-Likely and Recession, with the Most-Likely and Recession scenarios for FY2019-20 being the same. On the other hand, the statewide sales tax growth rate released by the California Department of Tax and Fee Administration in January 2019 for FY2019-20 is 3.55%, as shown in Attachment 2.

Base on the analyses from various sources, staff developed the following revenue projection options for the FY2019-20 Measure AA Half-Cent Transportation Sales Tax.

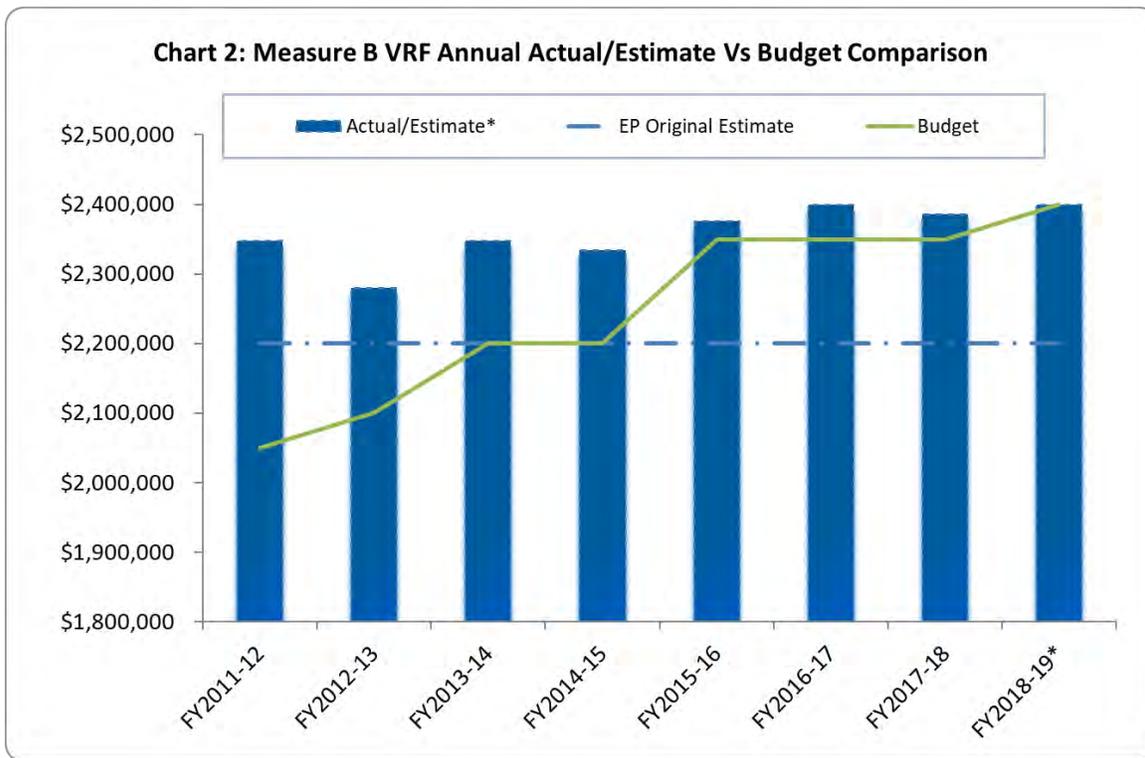
Budget Option	Assumption	In Millions
Option 1: Conservative	Assuming recession late 2019/early 2020	\$27.5 million
Option 2: Moderate	Assuming similar level revenue level as FY2018-19	\$28.3 million
Option 3: Aggressive	Apply BOE's Statewide 3.55% Growth rate to the \$28.3 million expected FY2018-19 revenue level	\$29.3 million

To continue TAM's prudent and conservative approach and better prepare the agency for the next recession, staff recommends that Option 1, the conservative level at \$27.5 million, to be approved for the development of the FY2019-20 TAM Annual Budget.

Please note after full replenishment of the reserve fund, any additional excess funds in FY2018-19 will then be made available to project/program sponsors in FY2019-20 as part of the prior year carryover funds. Staff will also actively monitor the sales tax revenue trend and any potential economic downturn timely with and update the Board if any negative adjustments are necessary during FY2019-20.

Recommended FY2019-20 Measure B Revenue Estimate:

Measure B, the \$10 Vehicle Registration Fee revenue dedicated to transportation projects and programs, was passed by Marin voters in November 2010. Collection of this new local revenue source started in May 2011. Chart 2 illustrates the actual revenue collection of Measure B VRF from FY2011-12 to FY2017-18, and the budgeted amount for FY2018-19, with comparison to the flat \$2.2 million projection in the original expenditure plan.



The table below illustrates the history of the number of registered fee-paid vehicles in Marin County. As you can see from Table 1, the number of registered vehicles in Marin County has been decreasing from 2008 to 2012 but had a 2.29% increase from 2012 to 2013, 0.89% increase from 2013 to 2014, 1.14% increase from 2014 to 2015, and 1.41% increase from 2015 to 2016, and decreased by 0.76% in 2017 and bring the total registered vehicle in the County to 247,424 as of December 31, 2017. As observed from prior years, revenue collected was always less than what is suggested by the number of registered vehicles in the County, due to delinquent payments and other reasons. Budgeted Measure B revenue for the current year is \$2.4 million and actual collection for FY2017-18 is \$2.39 million. Staff believes that actual revenue will be close to the \$2.40 million budgeted and recommends setting the budget level for FY2019-20 at \$2.40 million as well.

Table 1: DMV Estimated Marin County Fee Paid Vehicle Registration
Year 2000 -2017

Year	Registered Vehicle	Annual # Change	Annual % Change
2000	232,450	N/A	N/A
2001	235,679	3,229	1.39%
2002	239,689	4,010	1.70%
2003	232,712	-6,977	-2.91%
2004	243,499	10,787	4.64%
2005	238,045	-5,454	-2.24%
2006	242,478	4,433	1.86%
2007	242,953	475	0.20%
2008	241,308	-1,645	-0.68%
2009	240,466	-842	-0.35%
2010	240,345	-121	-0.05%
2011	235,891	-4,454	-1.85%
2012	235,535	-356	-0.15%
2013	240,921	5,386	2.29%
2014	243,069	2,148	0.89%
2015	245,849	2,780	1.14%
2016	249,314	3,465	1.41%
2017	247,424	-1,890	-0.76%

Data Source: DMV Forecasting Unit

FY2019-20 Budget Development Schedule:

Below is the budget development schedule for the FY2019-20 budget development process:

February 5, 2019	Budget Kick-off Meeting
February - March 2019	Staff Budget Work at Project/Program Level
March 2019	Review and Acceptance of Measure AA/B Revenue Levels
April/May 2019	Review and Release of Draft Budget for Comments
May/June	Public Hearing and Adoption of Final Budget

FISCAL CONSIDERATION:

The recommended revenue estimates will be used to determine the FY2019-20 programming/allocation and contract levels for various projects and programs under both the Measure A/Measure AA Half-Cent Transportation Sales Tax and Measure B \$10 Vehicle Registration Fee revenue measures.

NEXT STEPS:

After the review and approval of the Measure AA Half-Cent Transportation Sales Tax and Measure B \$10 Vehicle Registration Fee revenue estimates by the Finance and Policy Executive Committee and TAM Board, staff will develop the draft FY2019-20 Annual Budget, present it for review at the April/May Finance and Policy Executive Committee meeting, and release it for public review and comments at the April/May Board meeting.

ATTACHMENTS:

Attachment 1: Marin County Sales Tax Projection (*FY2019-20 to FY2024-25*)– Avenu Insights & Analytics

Attachment 2: Board of Equalization Estimated Statewide Taxable Sales Growth

Marin Co Transport Auth 1/2% Sales & Use Tax Forecast by Category

Accrual through August Clean-up

Voter Approved	FY 17 - 18	FY 18 - 19	FY 19 - 20	FY 20 - 21	FY 21 - 22	FY 22 - 23	FY 23 - 24	FY 24 - 25
General Retail	8,556,443	9,108,945	8,968,604	9,128,802	9,287,866	9,446,930	9,605,994	9,765,058
% Change	4.9%	6.5%	-1.5%	1.8%	1.7%	1.7%	1.7%	1.7%
Food Products	5,768,082	6,224,366	6,229,814	6,438,194	6,652,419	6,866,645	7,080,870	7,295,095
% Change	4.9%	7.9%	0.1%	3.3%	3.3%	3.2%	3.1%	3.0%
Transportation	5,330,692	5,950,042	5,784,827	5,935,677	6,097,272	6,258,867	6,420,462	6,582,058
% Change	4.9%	11.6%	-2.8%	2.6%	2.7%	2.7%	2.6%	2.5%
Construction	3,007,057	3,009,645	2,820,862	2,876,784	2,939,895	3,003,006	3,066,117	3,129,228
% Change	4.9%	0.1%	-6.3%	2.0%	2.2%	2.1%	2.1%	2.1%
Business To Business	3,991,184	4,338,413	4,180,183	4,295,774	4,420,096	4,544,418	4,668,740	4,793,062
% Change	4.9%	8.7%	-3.6%	2.8%	2.9%	2.8%	2.7%	2.7%
Miscellaneous	683,422	436,821	399,506	399,506	399,506	399,506	399,506	399,506
% Change	4.9%	-36.1%	-8.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Gross	27,336,880	29,068,232	28,383,797	29,074,738	29,797,055	30,519,372	31,241,690	31,964,007
% Change	4.9%	6.3%	-2.4%	2.4%	2.5%	2.4%	2.4%	2.3%

Administration	(293,427)	(253,973)	(247,993)	(254,030)	(260,341)	(266,651)	(272,962)	(279,273)
Conservative		\$28,382,000	\$27,685,600	\$28,330,800	\$29,005,100	\$29,677,900	\$30,349,400	\$31,019,400
Most-Likely	\$27,043,453	\$28,814,259	\$28,135,804	\$28,820,708	\$29,536,714	\$30,252,721	\$30,968,727	\$31,684,734
% Change	5.0%	6.5%	-2.4%	2.4%	2.5%	2.4%	2.4%	2.3%
Optimistic		\$29,246,500	\$28,586,000	\$29,310,700	\$30,068,400	\$30,827,500	\$31,588,100	\$32,350,100
Recession Scenario		\$28,814,259	\$28,135,804	\$27,054,740	\$26,586,953	\$27,231,453	\$27,875,954	\$28,520,455
% Change from Prior Fiscal Year				-3.8%	-1.7%	2.4%	2.4%	2.3%
Fiscal Year to Fiscal Year Change				(\$1,081,064)	(\$467,787)	\$644,500	\$644,501	\$644,501
Difference between Recession and Most-Likely Scenarios				(\$1,765,968)	(\$2,949,762)	(\$3,021,268)	(\$3,092,773)	(\$3,164,279)



STATE OF CALIFORNIA

CALIFORNIA DEPARTMENT OF TAX AND FEE ADMINISTRATION

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GAVIN NEWSOM
 Governor

MARYBEL BATJER
 Secretary, Government Operations Agency

NICOLAS MADUROS
 Director

January 17, 2019

TO: CITY AND COUNTY FINANCE OFFICIALS

Continuing the practice of past years, we are sending you recently estimated statewide growth rates to assist in your coming budget preparations.

The table below shows preliminary or estimated statewide changes in taxable sales for the first quarter of calendar year 2018 through the second quarter of calendar year 2020:

<u>Sales Period</u>	<u>Year to Year Change In Taxable Sales</u>	<u>Allocations Received by Local Jurisdictions</u>
Jan. - Mar. 2018	4.4 (estimated)	Mar. - June 2018
Apr. - June 2018	5.0 (est.)	June - Sept. 2018
July - Sept. 2018	5.9 (est.)	Sept. - Dec. 2018
Oct. - Dec. 2018	5.4 (est.)	Dec. 2018- Mar. 2019
Jan. - Mar. 2019	5.1 (est.)	Mar. - June 2019
Apr. - June 2019	5.3 (est.)	June - Sept. 2019
July - Sept. 2019	4.6 (est.)	Sept. - Dec. 2019
Oct. - Dec. 2019	3.9 (est.)	Dec. 2019 - Mar. 2020
Jan. - Mar. 2020	3.2 (est.)	Mar. - June 2020
Apr. - June 2020	2.5 (est.)	June - Sept. 2020

The California Department of Department of Finance made these growth estimates in conjunction with its preparation of the *2019-20 Governor's Budget*.

This letter is also available on our website at: http://www.boe.ca.gov/legdiv/research_letters_memos.htm

If you would like this letter to be sent to you electronically, please provide your email address to us at: research@cdtfa.ca.gov

Sincerely,

Isi Genti Droboniku

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