



**JOINT MEETING OF
TRANSPORTATION AUTHORITY OF MARIN
BOARD OF COMMISSIONERS**

AND

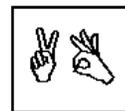
MARIN TRANSIT BOARD OF DIRECTORS

SEPTEMBER 26, 2019

6:00 P.M.

**MARIN COUNTY CIVIC CENTER, ROOM 330
3501 CIVIC CENTER DRIVE, SAN RAFAEL, CALIFORNIA**

1. New Revenue Measure for Transportation Bay Area wide: FASTER Bay Area (Freedom, Affordability, Speed, Transparency, Equity, Reliability) Presentation (Discussion) - **Attachment - John Grubb, Bay Area Council**
2. Open time for public expression, up to three minutes per speaker, on items not on the Board of Commissioners' Agenda. (While members of the public are welcome to address the Board, under the Brown Act, Board members may not deliberate or take action on items not on the agenda, and generally may only listen.)
3. Adjourn



Late agenda material can be inspected at the offices of either Marin Transit or TAM between the hours of 8:00 a.m. and 5:00 p.m.

The Marin Transit office is located at 711 Grand Avenue, Suite 110, San Rafael

The TAM Office 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 Rodolfo Saldana, 415-226-0865 or e-mail: rsaldana@marintransit.org or to Denise Merleno, 415-226-0820 or email: dmerleno@tam.ca.gov **no later than 5 days** before the meeting date.

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DATE: September 26, 2019

TO: Marin Transit Board of Directors
Transportation Authority of Marin Board of Commissioners

FROM: Nancy Whelan, Marin Transit General Manager
Dianne Steinhauer, Transportation Authority of Marin Executive Director
Dan Cherrier, TAM Principal Project Delivery Manager

SUBJECT: New Revenue Measure for Bay Area wide Transportation Improvements: FASTER Bay Area Presentation (Discussion), Agenda Item 1

RECOMMENDATION:

This item is for discussion only.

BACKGROUND:

The Freedom, Affordability, Speed, Transparency, Equity, Reliability (FASTER) Bay Area coalition is led by the Bay Area Council, the Silicon Valley Leadership Group, and the San Francisco Bay Area Planning and Urban Research Association (SPUR) in partnership with local environmental, equity, and labor communities. FASTER is hoping to develop a “public transit network that is reliable, coordinated and easy-to-use” for the Bay Area funded by a regional sales tax measure that would raise \$100 billion over the next 30 years. The coalition has conducted polling to educate and survey the general public in the Bay Area and also has met with stakeholder groups including congestion management agencies and transit agencies throughout the Bay Area.

A summary of FASTER Bay Area’s purpose and strategies is shown in Attachment A.

DISCUSSION/ANALYSIS:

TAM staff presented background information and the concept for FASTER Bay Area to the TAM Board of Commissioners on July 8, 2019. A draft list of potential Marin projects was presented for the Board’s discussion at the meeting with additions made. Since then, the FASTER Bay Area team has continued to meet with stakeholder agencies to get input on the approach and potential projects and programs to be

considered for the potential regional sales tax measure. The measure is targeted for the November 2020 ballot and requires state legislation to authorize the ballot measure and separate legislation to increase the sales tax cap for certain communities.

FASTER Bay Area offered to present the proposal to elected Boards and stakeholder groups across the Bay Area. TAM Board Chair Judy Arnold and Marin Transit Board President Damon Connolly agreed that a joint meeting of the two boards would provide an opportunity for the members to hear the proposal and share in a discussion of this item.

TAM staff has asked the three Marin transit agencies, Marin Transit, Golden Gate Transit, and SMART, for input on the draft list of Marin projects for consideration by FASTER Bay Area. The updated project list reflecting their input is shown in Attachment B.

FISCAL CONSIDERATIONS:

Various funding scenarios were explored for raising the required \$100 Billion. The funding strategy recommended by the FASTER team currently is a one-cent sales tax. Since many jurisdictions are at or approaching the State sales tax limit, special legislation will be required to allow an exemption before placing the measure on the ballot.

NEXT STEPS:

At the Joint Board meeting on September 26, 2019, representatives of the FASTER Bay Area organizing team will present their proposal, process and timeline for development of the measure, and how projects and programs will be identified in the measure. The presentation and discussion may result in future steps for TAM and Marin Transit.

ATTACHMENTS:

Attachment A – FASTER Bay Area summary document (from www.FASTERBayArea.gov)

Attachment B – Draft Marin Project List for FASTER Bay Area

Attachment C – FASTER Presentation



FASTER Bay Area

A SEAMLESS TRANSPORTATION SYSTEM PROVIDING:
Freedom. Affordability. Speed. Transparency. Equity. Reliability.

In the Bay Area, our tight-knit communities are home to over seven million residents in nine counties and over 100 cities and towns. Despite our region's strong economy, our local transit network is outdated and falls short of the modern, world-class transportation system the Bay Area needs.

Unreliable Transit Networks Need Improvement

The Bay Area's transportation system was ahead of its time when it was first built, but improvements have not been made to keep services integrated over the past 50 years.

This leaves driving as the only option for many commuters – leading to congested roads and lives dominated by traffic. Bay Area residents should be able to travel across our region stress-free and without unpredictable travel times completely controlling our schedules. **We need a public transit network that is reliable, coordinated and easy-to-use.**



Building a Modern Transportation System

Today, a group of policy, government, business, transportation and community leaders is creating a plan to make the Bay Area's transportation system seamless, faster, reliable and predictable. Doing so can help provide more affordable transportation options, reduce climate pollution and improve access to jobs and economic opportunity for low- and middle-income residents. The types of strategies that will be evaluated for the measure include:

- ➔ Creating transit hubs around the region and connecting major cities by rail for frequent service and travel times of no more than 60 minutes between two points in the Bay Area's inner core
- ➔ Creating a modern transportation system that integrates traditional transit, cars and active transportation with the future of automated and connected vehicles
- ➔ Connecting rail around the Bay by linking and expanding BART, Caltrain, ACE, SMART, Amtrak and Capitol Corridor to make a fully integrated rail network
- ➔ Modernizing and repairing our current trains and buses to be faster, cleaner, safer and more reliable
- ➔ Building more public transit options in communities that are currently underserved
- ➔ Expanding rail, bus and ferry service networks to allow commuters to get out of their cars and connect local cities to regions outside the Bay Area, like Sacramento and the Central Valley
- ➔ Creating safe walking and biking paths to allow easier access to public transit
- ➔ Upgrading existing transit networks to reduce emissions and be more environmentally friendly

Creating a FASTER Bay Area

For more information about the plan to revolutionize transportation in the Bay Area, please contact info@FASTERBayArea.org.



FASTER – DRAFT Marin Projects for Discussion

July 8, 2019 TAM Board discussion

With Additions from Marin Transit, SMART and Golden Gate Transit

Transit Capital Improvements

- Extend SMART from Larkspur platform to Larkspur Golden Gate Ferry Terminal
- Close funding gap for Downtown San Rafael Transit Center
- Extend SMART to Cloverdale
- Provide SMART commuter rail service from Novato to Suisun City
- Double-Tracking of SMART
- Down payment on Richmond-San Rafael Bridge replacement to include rail service from San Rafael to Richmond
- Marin Transit operations and maintenance facility
- Implement Bus-on-Shoulder in Northern Marin along Hwy 101
- Provide resources for dealing with Sea Level Rise including a long-term solution for flooding in the vicinity of the Manzanita Park and Ride
- Electrify the transit fleet
- Maintain the Transit Fleet in a state of good repair.

Transit Operations

- Implement Regional Express Bus on Hwy 101 and Interstate 580 (Richmond Bridge) corridors
- Implement first-last mile solutions to and from SMART rail and the Highway 101 Regional Express Bus corridor, considering innovative solutions
- Increase ferry service to and from Marin
- Consider free fare or means based fare on all transit
- Increase Regional Fare Integration to Increase Transit Usage
- Increase Accessibility for Seniors and Persons with Disabilities

Capital Improvements for Congestion Relief

- Protect and improve State Route 37 across the North Bay from Highway 101 to Interstate 80
- Provide shoulder running westbound travel lane on Richmond San Rafael Bridge
- Complete carpool lane and bike/ped facilities in Marin Sonoma Narrows
- Implement commute alternatives in the Richmond Bridge corridor
- Improve interchange access throughout Marin to and from Hwy 101/ improve east/west corridors
- Complete core improvements in the North-South Greenway bike ped system
- Complete core improvements in East-West bike ped corridors
- Provide innovative signal technologies on major roadways
- Consider role of autonomous shuttles or cars in congestion relief
- Implement roundabout at the Hub in San Anselmo
- Consider innovative flying vehicles

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A FASTER Bay Area

A Seamless Transportation System Based On:

- F**reedom
- A**ffordability
- S**peed
- T**ransparency
- E**quity
- R**eliability



The Bay Area Today

The Bay Area is home to one of the most dynamic economies in the world.

However, the region's infrastructure is based on pre-1960's models unable to keep pace w/ population & economic growth.

Commute times are crippling the Bay Area economy and productivity, **causing residents to lose 116 hours annually** to their commute.



Key Public Opinion Research Findings

- Residents recognize the transportation challenges facing the region
- Voters are seeking a modern, reliable, and accessible transit system that connects the Bay Area
- Conceptual willingness to raise taxes for transportation investments is above two-thirds
- Differences in support between funding mechanisms are slight, and within the margin of error
- A regional measure is viable in the right environment; however, organized and funded opposition will likely result in defeat



FASTER Principles

Item 1 - Attachment C

- Prioritize the development and implementation of a **true regional transit system**
- Provide **freedom of access, mobility, and a true alternative** to driving alone
- Solve for existing barriers - including **affordability, speed, reliability, and ability to access** the system
- **Support economic development:** transit allows new areas for housing and business development throughout the 9 counties
- **Reduce climate emissions** and adapt to a changing environment



Outreach Touch Points

Recurring Meetings

- Operators and County Transportation Agencies
- MTC
- Local Transportation Leaders and Stakeholders
- Business Leaders
- Equity and Transit Coalition
- Labor
- Environmental Groups

Public Outreach

- Outreach forums in fall 2019
- Board presentations
- Survey



Feedback from Outreach to Date

- Focus on transit
- Integrate public transit system into one fast, user-friendly system
- Regional express buses running on fast express lanes
- Discount fares
- Walk and bicycle access
- Use emerging mobilities to provide flexible transportation
- Funding for climate adaptation



Funding Mechanism

Based on our research, the **One Cent Sales Tax** generated substantial funding, has the flexibility to fund operations, is politically viable, and is a funding source that has historically garnered broad support for transportation investments in the Bay Area.

It is expected to generate **\$100.6 billion over 40 years.**



Funding Mechanism

Item 1 - Attachment C

Pros

- Use of proceeds are not restricted and straightforward tax that voters understand
- The revenue is sufficient to fund a long-term strategic plan for capital improvements and operating budgets
- Bay Area employers contribute significantly in sales tax, with more than 35 percent of sales tax paid by businesses (roughly \$550 million annually from this measure)
- Sales taxes are not paid on three big expenses: housing, health care and groceries

Cons

- Regressive
- Other sales taxes may go to the same ballot, though it is not clear what the impact would be



Process



Next Steps

Exploring rebates, affordable fares, and other options to address regressivity

Defining longer-term vision as well as key projects that are shovel ready

Can you help us? We are looking for support with projects, programmatic ideas, and/or FASTER outreach?

Info@FASTERBayArea.org

