



DATE: February 27, 2020

TO: Transportation Authority of Marin Board of Commissioners

FROM: Anne Richman, Executive Director *Anne Richman*
Li Zhang, Deputy Executive Director/Chief Financial Officer

SUBJECT: Review and Accept the FY2018-19 COC/2019 TAM Annual Report (Action), Agenda Item No. 8

RECOMMENDATION:

The Board provides input and authorizes staff to finalize and distribute the FY2018-19 Citizens' Oversight Committee (COC)/2019 Transportation Authority of Marin (TAM) Annual Report.

Staff would like to thank the COC for its guidance and support during the FY2018-19 COC/2019 TAM Annual Report development process, especially the guidance and dedication of the members who served on the FY2018-19 COC/2019 TAM Annual Report Sub-Committee: Members Allan Bortel, Charley Vogt, Joy Dahlgren, Kevin Hagerty and Zack Macdonald.

BACKGROUND:

In accordance with the Measure A/AA 1/2-Cent Transportation Sales Tax Expenditure Plans and the Measure B \$10 Vehicle Registration Fee Expenditure Plan, the Citizens' Oversight Committee (COC) is required to develop and distribute an annual report to the public in Marin each year to report the spending of the Measure A/AA and Measure B funding as well as project/program achievements.

DISCUSSION/ANALYSIS:

New Look of the Annual Report

Prior to 2014, TAM was producing two annual reports every year, one as the TAM Annual Report and one as the COC Annual Report. The TAM Annual Report was on a calendar year base and covered TAM's project/program achievements and highlighted its upcoming activities, both as the Congestion Management Agency (CMA) and as the transportation sales tax administrator. On the other hand, the main purpose of the COC Annual Report is to report the results of the agency's annual financial and Measure A Compliance audit results and the accomplishments of all Measure A and Measure B (when it was passed in 2010) projects and programs. In 2014, to rebalance the competing public outreach work needs of the agency and with the confirmation that the COC Annual Report alone was sufficient to meet the annual reporting needs, the development of the TAM Annual Report was discontinued.

However, over the past two years, various COC members have shared with staff the value of being able to share with the public in Marin not only the Measure A/AA and Measure B related project/program

achievements and activities but all the critical projects, programs and planning activities that TAM is carrying out for the County. More specifically, the COC strongly agreed that a map illustrating all major capital projects in the County would be very informative for the residents in Marin and a great tool that the COC members can use to reach out and educate the general public.

Taking all those suggestions into consideration, staff redesigned this year's report so it serves both as the FY2018-19 COC Annual Report and the 2019 TAM Annual Report. This new structure of the report allows the coverage of all TAM's transportation project, program and planning activities, while meeting the report requirements of the Measure A, Measure AA and Measure B Expenditure Plans. This year's report also includes a "Marin County Projects Map" highlighting many of the critical improvements to the County's transportation network, as well as a "15 Years in Review" timeline illustrating the major achievements TAM has made in the past 15 years. The following sections are presented in the FY2018-19 COC/2019 TAM Annual Report in an effort to provide a complete picture of all transportation related work happening in the County:

- Letter from the TAM Board Chairperson
- Background/Overview
- Message from the COC Chairperson
- Funding
- Projects
- Transit
- Programs
- Planning and Coordination
- Community Engagement
- Featured COC Member of the Year

Distribution Plan

The COC annual report has been a key outreach tool for TAM. TAM will use the FY2018-19 COC/2019 TAM Annual Report to reach out to the community and confirm to the public that the Measure A/AA ½-Cent Transportation Sales Tax funds and the Measure B \$10 Vehicle Registration Fee funds are being spent in accordance with the voter-approved Expenditure Plans, as well as to educate the general public about not only the Measure A/AA and Measure B related project/program achievements and activities but all the critical projects, programs and planning activities that TAM is carrying out for the County. Below is the distribution plan for the hard copies. The report will also be available on TAM's website and will be electronically distributed through social media tools, such as Facebook, Twitter, etc.

- Distribute the report to Libraries/City/Town/County Civic Center
- Distribute the report to active committees and partners in transportation including the following:
 1. TAM Technical Advisory Committee
 2. TAM Bicycle/Pedestrian Advisory Committee
 3. School Districts
 4. Business/Chambers of Commerce
 5. Partner agencies including: Golden Gate Bridge, Highway and Transportation District, Marin Transit, and SMART
 6. Related agencies and advocacy groups: Health & Human Services, Paratransit Coordinating Council, the Marin Center for Independent Living, The Sierra Club, Marin Conservation League, and Marin County Bicycle Coalition, etc.
- Distribute the report at various transportation-related public meetings.

FISCAL CONSIDERATION:

The budget amount needed for production of the report is included in the Document Reproduction line of the FY2019-20 TAM Annual Budget. Design cost of the report is estimated not to exceed \$6,000 and additional \$6,000 is set aside for the reproduction of the hard copies.

NEXT STEPS:

With the acceptance of the TAM Board, staff will finalize the FY2018-19 COC/2019 TAM Annual Report and release it to interest groups, local agencies, advocacy organizations and Marin residents in March 2020.

Staff will also prepare a press release on the FY2018-19 COC/2019 TAM Annual Report.

ATTACHMENT:

[Draft FY2018-19 COC/2019 TAM Annual Report](#)

Insert 1 - 15 Years in Review Timeline

Insert 2 – Key Capital Improvement Projects

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