

MEETING OF THE
TRANSPORTATION AUTHORITY OF MARIN
TAM

FEBRUARY 27, 2020
6:00 PM

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



MEETING MINUTES

Members Present: Alice Fredericks, Tiburon Town Council, TAM Vice-Chair
Beach Kuhl, Ross Town Council
Brian Colbert, San Anselmo Town Council
Damon Connolly, Marin County Board of Supervisors
Dan Hillmer, Larkspur City Council
David Kunhardt, Corte Madera Town Council
Dennis Rodoni, Marin County Board of Supervisors
Eric Lucan, Novato City Council
John Reed, Fairfax Town Council
Judy Arnold, Marin County Board of Supervisors, TAM Chair
Kate Colin, San Rafael City Council (Alternate)
Kathrin Sears, Marin County Board of Supervisors
Katie Rice, Marin County Board of Supervisors
Stephanie Moulton-Peters, Mill Valley City Council
Susan Cleveland-Knowles, Sausalito City Council

Members Absent: Gary Phillips, San Rafael City Council
James Campbell, Belvedere City Council

Staff Members Present Anne Richman, Executive Director
Bill Whitney, Principal Project Delivery Manager
Dan Cherrier, Principal Project Delivery Manager
David Chan, Manager of Programming and Legislation
Derek McGill, Planning Manager
Helga Cotter, Senior Accountant
Li Zhang, Deputy Executive Director/Chief Financial Officer
Molly Graham, Public Outreach Coordinator
Nick Nguyen, Principal Project Delivery Manager
Scott McDonald, Senior Transportation Planner

Chair Arnold called the meeting to order at 6:00 p.m.

1. Chair's Report (Discussion)

Chair Arnold commented that she would be introducing Mr. Tony Tavares, Director of Caltrans (California Department of Transportation) District 4, later in the meeting, who would speak under Agenda Item 7.

2. Commissioner Matters Not on the Agenda (Discussion)

None.

3. Executive Director's Report (Discussion)

Executive Director (ED) Anne Richman issued an oath of office to Kate Colin who began a new term as the Alternate Commissioner representing the City of San Rafael on the TAM Board.

ED Richman highlighted items in her report including an update on the Get2SMART Lyft Incentive program expansion and the bikeshare pilot program, a call for projects released to support affordable housing through the Metropolitan Transportation Commission's (MTC's) Housing Incentive Pool (HIP) grant program, the first meeting of the US 101/I-580 Direct Connector Ad-hoc Committee held on January 27, the Safe Routes to School (SR2S) Team Leader luncheon hosted at TAM's office, an update on the State Route (SR) 37 Corridor Adaptation Study of the segment in Marin (funded by a Caltrans Adaptation Planning Grant), legislation introduced by Senator Bill Dodd that would create a dedicated funding source to reduce congestion along SR 37 and protect it from sea level rise, progress on the FASTER initiative, and the upcoming temporary weekday closures of the multi-use path on the Richmond-San Rafael (RSR) Bridge.

Regarding legislation sponsored by Senator Dodd, Commissioner Kunhardt asked what portion of SR 37 would be covered. ED Richman replied that currently the bill language states the tolling portion would occur between Highway 121/Sears Point to Mare Island which is outside of the portion of the roadway located in Marin County known as Segment A.

4. Commissioner Reports (Discussion)

a. MTC Report – Commissioner Connolly

Commissioner Connolly provided his report highlighting the two areas that MTC is focusing on currently: first is the FASTER measure (SB1487) with the goal to ask for voter approval in November, and second is the Plan Bay Area 2050 process with the added element of transit-rich and high-resource areas (HRA) and implications associated with the Regional Housing Needs Allocation (RHNA) numbers.

b. Marin Transit Report – Commissioner Rodoni

Commissioner Rodoni reported on Marin Transit's acquisition of a 2.5-acre site in Novato to be used as its parking and maintenance facility, and the expansion and fare restructuring of Marin Transit's on-demand accessible service, Marin Connect, to other areas of the county.

c. SMART Report – Commissioner Lucan

Commissioner Lucan noted that SMART's (Sonoma Marin Area Rail Transit's) recent ridership report showed continued growth in light of scheduling changes. He also reported on the opening of two new stations: one in downtown Novato and the other at the Larkspur Ferry area and how the outcome of SMART's sales tax measure on the ballot next week will influence the agency's operations and financial health.

5. Open Time for Public Expression

Cindy Winter, Larkspur resident, commented on Plan Bay Area 2050 and her concern that specific language relative to the bike infrastructure needs to be clearly stated in the final plan document.

6. CONSENT CALENDAR (Action)

- a. Approve TAM Board Meeting Minutes January 23, 2020
- b. Accept Compliance Audit Results
- c. Appointment to the Citizens' Oversight Committee

Commissioner Kunhardt moved to approve the Consent Calendar and was seconded by Commissioner Lucan. The motion passed unanimously with one abstention (Kuhl).

7. Caltrans Report (Discussion) – Caltrans District 4 Director Tony Tavares

Chair Arnold introduced Caltrans District 4 Director Tony Tavares who discussed changes that have occurred over the past 6 months and directions the agency will be taking in the future. Director Tavares noted that Secretary David Kim of the California State Transportation Agency (CalSTA) has appointed Toks Omishakin as Director of Caltrans, and that Director Omishakin is focusing on Caltrans becoming a more multi-modal transportation agency with emphasis on bicycles and pedestrians, transit, rail and ferries, in addition to vehicles and freight, which support the economy.

Director Tavares discussed 5 initiatives Director Omishakin is proposing: 1) ensuring the safety of the traveling public and employees who work on the roadways; 2) striving to become more multi-modal to increase the number of options one has over driving a car all the time; 3) being a good steward of public funds by streamlining processes whenever possible; 4) being more innovative by focusing on bringing new technology, such as autonomous vehicles, to the transportation system as it is developed; and 5) understanding the importance of partnerships and recognizing that no transportation project is delivered by entirely by one agency.

Director Tavares finalized his comments by stating that he looks forward to working with the Board, ED Richman and all partner agencies to deliver projects in 2020 and beyond.

In response to a question from Commissioner Moulton-Peters on promoting Connected Communities, Director Tavares replied that his agency would work with MTC and TAM to find solutions. He said that he strongly believes that importance of reconnecting the communities that were divided when the highway system was built. He added that Caltrans looks favorably on providing more pedestrian overcrossings and encourages artistic projects on bridges and sound walls to help those communities get their identities back.

In response to Commissioner Colin, Director Tavares addressed steps Caltrans is taking regarding homeless persons living beneath freeways. He stated that the homeless issue is a crisis that spans the entire state and that Caltrans has been working with larger cities in the Bay Area to provide navigation centers for a nominal fee. He added that Caltrans has made a commitment to provide employment to those who graduate from the centers' homeless program.

In response to Commissioner Rice, Director Tavares stated that Caltrans would be interested in partnering with agencies to provide electrical vehicle (EV) chargers at park-and-ride facilities, but that it is difficult to obtain consent from the Federal Highway Administration who have the final approval as to any proposed changes for park-and-ride facilities and roadside rest areas. Commissioner Rice and Director Tavares discussed how agencies could lend support with installations, and Commissioner Kunhardt expressed his support of the idea as well.

Commissioner Kunhardt discussed his concern with project delays and asked how agencies could obtain a better understanding of the timeline for bringing projects to the construction phase. Director Tavares discussed funding issues and he stated that construction of the North-South Greenway project could start this summer. He suggested that Caltrans' regional manager for Marin County addresses the TAM Board on a regular basis and Chair Arnold stated that ED Richman could provide Caltrans with a list of projects the manager could address.

Commissioner Reed stated that park-and-ride facilities would be suitable for rideshare opportunities, which he thought Caltrans could consider in its multi modal discussions. Director Tavares stated that he is open to all suggestions and he reiterated the importance of engaging with the partner agencies and the communities.

Commissioner Cleveland-Knowles stated that she supported the comments of her fellow commissioners relating to park-and-ride facilities as well as the installation of bike lockers given the growing interest in electric bikes. She asked Director Tavares how Caltrans would work with local jurisdictions to develop sites for navigation centers or housing for the homeless that were identified on a map released by the State. Director Tavares stated that his department would work with local jurisdictions to determine if a navigation center is appropriate for their cities and the local jurisdictions would have complete control of the process. He added that he would be willing to speak to a Sausalito official about a site that has been listed on the map in the city.

Chair Arnold asked if any members of the public wished to speak.

Cindy Winter of Larkspur commented on Caltrans' Highway Design Manual and the Department's need to be aware of the legal and infrastructure issues surrounding electric bikes.

Jean Severinghaus of Greenbrae thanked Director Tavares for following up on her request to ensure there is a safe connection on the Marin side of the RSR Bridge.

Seeing no others wishing to speak, Chair Arnold closed the item to public comment and thanked Director Tavares for his presentation.

8. Review and Accept the FY2018-19 COC/2019 TAM Annual Report (Action)

ED Richman introduced Li Zhang, Deputy Executive Director/Chief Financial Officer, and Peter Pelham, Chair of the Citizens' Oversight Committee (COC), who presented this item which recommended that the TAM Board provide input and authorize staff to finalize and distribute the FY2018-19 Citizens' Oversight Committee (COC)/2019 Transportation Authority of Marin (TAM) Annual Report.

Ms. Zhang thanked COC members Allan Bortel, Charley Vogt, Joy Dahlgren, Kevin Hagerty, and Zack Macdonald who participated in the Annual Report Development Sub-committee to assist in the report's redesign process.

Mr. Pelham described the composition and purpose of the COC and then reviewed the information covered in the report.

Chair Arnold thanked Mr. Pelham for his presentation and to the COC for its efforts to compile the thorough and interesting report.

Commissioner Moulton-Peters agreed with the Chair and expressed her appreciation for the revamped report.

Chair Arnold asked if any member of the public wished to speak and seeing none, closed the item to public comment.

Vice-Chair Fredericks moved to authorize staff to finalize and distribute the FY2018-19 COC/2019 TAM Annual Report and was seconded by Commissioner Moulton-Peters. The motion passed unanimously.

9. Marin-Sonoma Bike Share Pilot Program Update (Discussion)

ED Richman introduced this item and drew everyone's attention to the electric bike near the podium which is representative of the bike that will be used in this bikeshare pilot program. She introduced Scott McDonald, TAM's Senior Transportation Planner, and Dana Turrey, Senior Transportation Planner with the Sonoma County Transportation Authority (SCTA), TAM's partner in this program, who presented the item.

Mr. McDonald provided an overview of the program including the goals, the process to date, the bikeshare operator procurement process, information about the awardee, Gotcha Mobility, program implementation, a summary of the contractor's work scope, the role of the Technical Advisory Committee established for this program, and a summary of next steps towards implementation.

Commissioner Hillmer asked that the Larkspur Ferry Terminal be considered for a bike station and Mr. McDonald confirmed that the Larkspur Ferry Terminal is being considered and he has been in discussion with the Golden Gate Bridge Highway & Transportation District (GGBHTD) on that topic.

Commissioner Kunhardt asked what cities/towns would need to provide, in terms of space requirements, to build a hub. Mr. McDonald replied that the public right-of-way for the hubs is the logical option and that hubs are typically located in a parking area or in the furniture zone on a sidewalk. He added that there are a few design options available. He went on to explain the contractor's rebalancing effort of moving bikes around the system to meet demand.

Ms. Turrey commented that she has enjoyed partnering with TAM staff on this program and looks forward to continuing the good relationship.

Commissioner Colin asked how metrics would be developed and shared with participating agencies. Mr. McDonald noted that the metrics for success for this program will be different from those in a large urban area and noted that a half trip per bike per day may be considered a positive metric. He added that usage information will be received from the vendor on an ongoing basis to report out to the partners.

Commissioner Reed suggested that the lot in the center of Fairfax offers the perfect location for a bike hub, particularly to address extending the first/last mile issue with SMART riders. Mr. McDonald replied that bikes will be clustered together close to the SMART stations in the initial rollout, but the commissioner's suggestion could be considered when the time comes to extend the reach of this program.

Commissioner Lucan questioned if TAM had funding for future expansion of this program that could be offered through a matching grant. ED Richman replied that the grant funding received will be expended on vendor costs with staff support covered by TAM to meet the match requirement. She added that staff could investigate whether TAM could offer any additional funding for the expansion of the program. On the other hand, she noted that if the program is successful, it will be self-supporting and will not require public subsidies.

Commissioner Cleveland-Knowles expressed her desire to see an expansion to southern Marin during the three-year evaluation period. Regarding evaluating metrics in a suburban context, she said she would like to see tracking of vehicle miles traveled during the bike rebalancing process as that number may cancel out carbon savings from the use of the bikes.

Chair Arnold asked if any member of the public wished to speak on the matter.

Bjorn Gripenburg, Policy & Planning Director for the Marin County Bicycle Coalition (MCBC), thanked TAM and its partners for bringing this program to the North Bay. He encouraged those outside of the program service area to keep this program top of mind when the service area is expanded.

Cindy Winter expressed support for this program and thanked staff from TAM and SCTA for doing such a great job thus far.

Seeing no others wishing to speak, Chair Arnold closed the item to public comment.

10. Accept Marin Transit's 2020-2029 Short Range Transit Plan and Incorporate it into the Measure AA Strategic Plan (Action)

David Chan, Manager of Programming and Legislation, introduced this item which recommended that the TAM Board accept Marin Transit's 2020-2029 Short Range Transit Plan (SRTP) and incorporate it into the Measure AA Strategic Plan.

Mr. Chan noted that Marin Transit will provide an abbreviated version of the SRTP beginning 2022 and then every other year going forward. The streamlined version will not include all the text of the 250-page report, which, for the most part, is repetitive, but will still thoroughly capture the updated financial numbers.

He introduced Nancy Whelan, General Manager of Marin Transit, who provided an overview of the SRTP, the development and timeline for the SRTP process, Marin Transit's current financial condition, its stable service levels and near-term action items that the agency anticipates.

Commissioner Kunhardt asked about reduction in fuel and operating costs related to the two electric buses Marin Transit purchased. Ms. Whelan stated that electric costs are slightly less than traditional fuel costs partly because of the cost of demand charges, the cost of electricity at the time the bus is charged. She added that she did not have the operating cost numbers yet. She added that Marin Transit does use renewable diesel fuel for most of its fleet.

Chair Arnold asked if any member of the public wished to speak on the matter.

Cindy Winter spoke in support of Marin Transit and about autonomous buses currently being used in Columbus, Ohio.

Commissioner Kunhardt recommended accepting Marin Transit's 2020-2029 SRTP and incorporating it into the Measure AA Strategic Plan and was seconded by Commissioner Moulton-Peters. The motion passed unanimously.

11. Alternative Fuels Program Update (Discussion)

Derek McGill, Planning Manager, and Nick Nguyen, Principal Project Delivery Manager, presented this discussion item. Mr. McGill provided an overview of the program, the growth of publicly accessible charging stations over the past several years, charger rebate usage, anticipated growth of publicly accessible chargers, examples of the cost of charger installation, outside funding leveraged by the program, TAM's EV Fleet Rebate program, the uptick of public fleet EV vehicles, and the outreach and technical assistance that TAM has provided as part of the program.

Mr. McGill noted that REACH Strategies and Cool The Earth/Drive Clean Marin, the two consultant teams that help TAM with the implementation and public outreach of the program, were asked to join the presentation to the Board tonight. While Mr. Kirk Brown of Reach Strategies was coming forward to speak, Mr. McGill summarized Cool the Earth/ Drive Clean Marin's accomplishments that support TAM's program. Mr. McGill also noted that

TRANSPORTATION AUTHORITY OF MARIN
February 27, 2020

Carleen Cullen, Co-founder and Executive Director of Cool The Earth/Drive Clean Marin was seated in the audience, along with a few of her team members.

Mr. Brown identified three ways that his company and TAM can work together to support the outreach element of this program: 1) develop fact-based resources; 2) use social media to show the existing EV infrastructure in Marin; and 3) conduct engagement events to educate the public on EVs.

Chair Arnold asked if members from Cool The Earth/Drive Clean Marin wished to speak.

Carleen Cullen spoke about the need for action at the county level to increase the awareness of and interest in EVs. She suggested that, to meet the goal of reducing greenhouse gas (GHG) emissions, the EV program should be structured similarly to TAM's Safe Routes to School program which includes both an infrastructure and an engagement/education component.

Annika Osborn who is responsible for community outreach and program development for Cool The Earth/Drive Clean Marin spoke of the organization's behavioral change program offered in the schools, workplace and community towards promoting EVs.

Kathy Stanley who is responsible for marketing operations for Cool The Earth/Drive Clean Marin, reported that her organization has influenced the purchase of 126 EVs since September, which is triple the number of vehicles normally sold for that same time period, and approximately 50 percent of those vehicles were purchased in Marin County. She added that there were many people interested and/or pledging to purchase an EV in the future.

Commissioner Kunhardt suggested TAM set a goal for EV registrations within the county for 2020 and compare it to previous years. He asked staff to press the DMV to provide more current registration information. Mr. McGill expressed his view that other public agencies like Bay Area Air Quality Management District (BAAQMD) and California Air Resources Board (CARB) are better equipped to provide such information. Regarding setting a goal for the county, Mr. McGill discouraged the idea and stated that TAM is a public agency without the leverage to influence auto manufacturers or deliver on any goal set on consumer purchase options.

Commissioner Connolly encouraged TAM to continue collaborating with Drawdown Marin, the County's climate change initiative.

Commissioner Rice spoke on the future of the program for FY2020/21 and suggested that staff explore the ability to offer grants to low to moderate income drivers in the private space as BAAQMD has done with its rebate program. She spoke in support of Drive Clean Marin's success at changing the behavior of many to switch to EVs and suggested that more funding for education should be considered. Mr. McGill concurred that outreach is very important but needs to be based on the funding level that TAM can support. He stated that TAM encourages everyone to travel cleanly across all modes of travel and needs to promote all programs rather than focuses on EVs. Commissioner Rice agreed but suggested more funding from the alternative fuels budget be considered for the outreach effort.

Commissioner Rice finalized her comments by referring to the carryover funds in this program and expressed support for rolling unused funds to the budget line for the upcoming year. Mr. McGill reviewed the board's past action to pre-budget for a three-year period but to also keep any unused funds available for the program.

Commissioner Reed commented that electric bikes will not only reduce GHG emissions but will reduce congestion as well. He also suggested adding renewable diesel fuel vehicles to this program as it would reduce the carbon footprint by more than two-thirds comparing to that of a regular diesel car.

Commissioner Lucan asked if the ambiguity about the role of TAM's funding for use in publicly accessible private spaces had been sorted out. ED Richman responded that she believes there is a significant role for private funding

and that TAM's role is to work with private funding sources and remain flexible as the program evolves. She added that, it would be her preference to complete the buildout of the infrastructure in the publicly available space and then begin to consider partnerships to provide infrastructure on private land that is accessible to the public.

Commissioner Kunhardt remarked on a notice he received from Marin Clean Energy about funding support for multi-family housing chargers and said he hopes that TAM will shift its thinking towards that issue.

Commissioner Colbert wondered what the impediments are to the average consumers to purchasing an EV. He said that once that information is known, the Board could have a productive conversation on usage and the return on investment, which would allow for a more executable plan.

Commissioner Moulton-Peters noted that TAM was helpful in directing members of the private sector who were interested in installing chargers to City of Mill Valley staff.

Chair Arnold asked if any member of the public wished to speak on the matter.

David Muller, a resident of Larkspur and representing the Climate Reality Project, expressed a desire to work closely with TAM to ensure the program's budget is fully utilized for projects with the highest impact. He distributed to the Board a list of nine projects for which his group is asking the TAM Board to consider.

Kiki LaPorta, representing Sustainable Marin and the Fairfax Climate Action Committee, recommended that TAM focus its Alternative Fuel Program in three areas with measurable metrics: outreach and education, level 3 EV infrastructure particularly in public locations and serving multi-unit and underserved population dwellings, and continuing support of public fleet vehicles.

Sue Saunders, resident of San Anselmo and a teacher at a Mill Valley middle school, discussed the difficulty of locating chargers throughout Marin and encouraged TAM to install as many chargers as possible which will help those with low-range EVs.

Bill Carney, President of Sustainable San Rafael, spoke about the need to reduce GHG emissions and stated that TAM's funding is essential to transition from traditional vehicles to EVs and make EVs the new social norm. He asked the TAM Board to make consumer promotion of EVs the top priority of the program.

Kate Powers, a member of TAM's COC, said that she was speaking as a resident of San Rafael. She stated the need to transition everyone to EVs and the build out of the charging infrastructure to support that.

Belle Cole, member of Organizing For Action Marin and the group's lead on Climate, spoke about the availability of low-cost EVs and how her Honda Clarity has promoted a discussion amongst her neighbors about climate change.

Chair Arnold thanked staff for the presentation and the members of the public for their input.

12. Plan Bay Area 2050 Update (Discussion)

Derek McGill presented this discussion item and provided a brief background on Plan Bay Area 2050: the main elements of the update, the GHG reduction target, the draft regional growth framework, and MTC's proposed strategies for a more affordable, connected, diverse, healthy, and vibrant Bay Area. He finalized his presentation by reviewing the county project revision process.

Seeing no one wishing to speak, Chair Arnold thanked staff for the presentation.

The meeting was adjourned at 8:45 p.m.