

MEETING OF THE  
TRANSPORTATION AUTHORITY OF MARIN  
EXECUTIVE COMMITTEE  
Funding, Programs & Legislation

Item 5

February 10, 2020  
2:00 p.m.

TAM CONFERENCE ROOM  
900 FIFTH AVENUE  
SAN RAFAEL, CALIFORNIA



**MEETING MINUTES**

Members Present: Judy Arnold, County of Marin Board of Supervisors, Committee Chair  
Beach Kuhl, Ross Town Council  
Eric Lucan, Novato City Council  
Katie Rice, County of Marin Board of Supervisors  
Stephanie Moulton-Peters, Mill Valley City Council

Commissioners Present: Alice Fredericks, Tiburon Town Council  
David Kunhardt, Corte Madera Town 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 & 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 2:05 p.m.*

**1. Chair's Report (Discussion)**

None.

**2. Commissioner Comments (Discussion)**

None.

*Commissioners Moulton-Peters and Rice joined the meeting and were seated at the dais.*

**3. Executive Director's Report (Discussion)**

Executive Director (ED) Richman directed everyone's attention to the electric bike placed in the middle of the room as a representative sample of the bike that will be used in Marin-Sonoma Bike Share Pilot Program. She also reported on the initial meeting of the US 101 to I-580 Direct Connector Ad-hoc Committee, the impending

advertisement for bids by the County for construction of the Sir Francis Drake Blvd Corridor Project, the Safe Routes to Schools (SR2S) Volunteer Luncheon that was hosted at the TAM office on February 6, the Get2SMART Lyft Incentive expansion and the Bikeshare Pilot, TAM's upcoming participation in the 7<sup>th</sup> Annual Day of Giving, and an update on the FASTER initiative.

#### **4. Open Time for Public Expression**

None.

#### **5. Approval of Minutes from January 13, 2020 (Action)**

Commissioner Rice moved to approve the Minutes of January 13, 2020 which was seconded by Commissioner Kuhl. The motion was approved unanimously with one abstention (Commissioner Lucan).

#### **6. Marin-Sonoma Bike Share Pilot Program Update (Discussion)**

Scott McDonald, Senior Transportation Planner, presented this discussion item by providing an overview of the program and its goals followed by a review of the procurement process, information on program operator Gotcha Mobility LLC, the phased implementation plan, a summary of the scope of work, program details, the role of the Technical Advisory Committee and a summary of next steps toward the program launch for a three-year period.

Commissioner Fredericks asked when the program was expected to launch. Mr. McDonald responded that a target date is still being discussed among the various stakeholders.

Commissioner Moulton-Peters asked what an RFID reader is, and Mr. McDonald explained that it is a device that allows a Clipper Card to unlock the bike without the need of a smartphone and required app.

Commissioner Moulton-Peters suggested that some of Marin's low-income neighborhoods cannot pay for the use of the bike and asked how this program will reach out to those residents. Mr. McDonald noted that pricing has yet to be determined but that a discount will most likely be offered to low-income residents. He added that the use of a smartphone app or the Clipper Card will be the method of payment used to access a bike.

Commissioner Moulton-Peters asked about the locations of the bike hubs. Mr. McDonald stated that TAM will work with public works staff to determine where the demand for this service is in each jurisdiction.

Commissioner Moulton-Peters asked what TAM and Sonoma County Transportation Authority's (SCTA's) roles are in this program. Mr. McDonald replied that both TAM and SCTA will be involved in an "all hands on deck" approach and that each jurisdiction with a bike hub will be required to have a staff person serve as the liaison for this program.

Commissioner Lucan asked if the bikes must be returned to a hub or if they have the ability to self-lock wherever they may be left. Mr. McDonald stated that riders will be financially incentivized to return the bike to a hub but could lock the bike at a city rack which would then be retrieved by the Gotcha team.

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

Cindy Winter thanked staff for the well-thought presentation.

Commissioner Kunhardt suggested that one of the first hub locations that should be negotiated is around the Larkspur Ferry Terminal and SMART stations. Mr. McDonald noted that communication has already been initiated with Golden Gate Transit for a hub around the ferry terminal.

Seeing no other speakers, Chair Arnold closed the item to public comment.

## 7. Alternative Fuels Program Update (Discussion)

Derek McGill, Planning Manager, presented this discussion item by providing an overview of the program, electric vehicle (EV) infrastructure throughout Marin County, growth of publicly accessible charging stations, TAM's EV charger rebate program and its growth, EV charger costs, TAM's ability to leverage funds for this program, TAM's EV fleet rebate program and its growth, focus of outreach and technical assistance, and considerations for the future of the alternative fee program.

Commissioner Rice asked if a goal had been established for the number of public charging ports that will be needed throughout the county. Mr. McGill stated that it is estimated that 914 charger heads will be needed by 2025 and that Marin is on track to meet that goal. He added that demand for additional private charger centers in southern Marin is high and that additional discussion with local jurisdictions needs to occur to ensure that charging stations are installed in disadvantaged communities.

Commissioner Rice emphasized the importance of a cooperative partnership between TAM and Marin Clean Energy (MCE) to strategize and avoid duplication of effort. ED Richman noted that she and Mr. McGill met with MCE staff recently to identify areas where the partnership could be strengthened including support for pilot projects and joint technical assistance at workshops for public agency staff.

Commissioner Moulton-Peters suggested that the staff presentation explain why the agency is public facing in this program and express that TAM's public funds cannot be used for private charging sites. She suggested developing a map showing where all the public chargers are located. She asked if or how bicycle charging stations fit into this program. She finalized her comments by asking if TAM and staff at the City of Mill Valley are working on public chargers in addition to the private ones.

Nick Nguyen, Principal Project Delivery Manager, stated that public works staff at the City of Mill Valley applied for one charging head in the past year.

Mr. McGill stated that, typically, e-bikes need only a standard wall outlet to re-charge, however the Town of San Anselmo, through its EV-readiness plan, is considering looking at e-bike mobility hubs that would allow for charging. He added that TAM's EV rebate program is flexible enough to incorporate something similar should the Board choose to pursue that.

Commissioner Rice suggested that more Level 3 fast chargers were needed than the slower Level 2 chargers and asked if TAM had developed a plan to ensure that the faster ones get installed in places where that is needed. Mr. McGill replied that the fast chargers are very popular in the private market and that TAM focuses on the Level 2 chargers due to the limited funds available. He added that a shift to the faster chargers will occur when the medium- and heavy-duty markets grow.

Commissioner Fredericks asked about the future of hydrogen-fuel cell vehicle technology. Mr. Nguyen noted that the industry and the state is heavily subsidizing this technology by funding this type of charging station throughout the state. He cited one such station in Strawberry/Mill Valley and the potential for another in San Rafael. He stated that he believes the market will drive the growth or demise of this technology. Mr. McGill added that TAM offers a \$5,000 match in coordination with the State's Clean Vehicle Rebate Program.

Commissioner Kunhardt asked if data was available from the Department of Motor Vehicles as to the ratio of electric vehicle registrations versus that of internal combustion vehicles. Mr. McGill stated that he did have this information and would share it.

Commissioner Kunhardt then asked if TAM has considered reprioritizing its focus on building the infrastructure in publicly owned facilities to publicly accessible properties. Mr. McGill noted that the idea was discussed by TAM's Alternative Fuel and Electric Vehicle Ad-hoc Committee which is comprised of a subset of the TAM Board membership but did not garner much support for further consideration at this time.

Commissioner Lucan expressed his desire to continue the conversation of including publicly accessible locations and offered a scenario where the property owner could provide free charging for a period of time to offset the public funds that were used for the installation of the charger.

Chair Arnold asked about the relationship of TAM to Drive Clean Marin (DCM). Mr. McGill responded that DCM is one of TAM's contractors supporting TAM's social media and public outreach campaigns.

Chair Arnold stated that staff from DCM have relayed that some of the charging stations in shopping centers do not work properly or have very short charging cords.

A brief discussion occurred among committee members about possible ways for TAM to provide funding to the publicly accessible locations owned by the private sector without stepping outside of the legal parameters for use of public funds.

ED Richman suggested that staff could work with County Counsel on this policy issue to clarify the boundaries.

Commissioner Rice recommended asking the Bay Area Air Quality Management District (BAAQMD) for its policy.

Mr. McGill stated that providing a public subsidy for an emerging market may not be the best course of action and that coordination among TAM, its partners and the local jurisdictions needs to occur if that is the course that the TAM Board chooses to pursue.

ED Richman asked for the committee for feedback as to the future direction of the program. Commissioner Rice suggested that additional funding be spent on outreach activity.

Chair Arnold said that chargers are needed in multi-unit housing and ED Richman replied that MCE is focusing on that area.

Commissioner Fredericks commented that some retailers want a high level of turnover in parking rather than a long-term parked car that is recharging. She added that most chargers require 1.5 parking spaces which is a constraint in a small lot.

Commissioner Moulton-Peters asked for a better understanding of the obstacles that the program has experienced as well as opportunities that may be available.

*The meeting was adjourned at 3:15 p.m.*