



DATE: September 21, 2020

TO: Transportation Authority of Marin Citizens' Oversight Committee

FROM: Li Zhang, Chief Financial Officer/Deputy Executive Director
Molly Graham, Public Outreach Coordinator

SUBJECT: Formation of the FY2019-20 COC and 2020 TAM Annual Report Development Subcommittee and Approval of the Draft Development Schedule and Outline (Action), Agenda Item No. 5

RECOMMENDATION:

Staff recommends the Citizens' Oversight Committee (COC) form a 3- to 5-member subcommittee to guide staff with the development of the COC FY2019-20 and TAM 2020 Annual Report and adopt the report development schedule and draft outline.

BACKGROUND:

The COC creates and distributes an Annual Report as one of the TAM's core public information products. The report provides a status update of projects and programs, highlights achievements over the year, and provides an overview of financial information related to annual audits and the expenditure of the Measure A/Measure AA ½-Cent Transportation Sales Tax and the Measure B \$10 Vehicle Registration Fee revenues.

DISCUSSION/ANALYSIS:

The COC Annual Report is an important tool for TAM to share comprehensive information about progress on TAM projects and programs as well as revenues and expenditures. The report provides a transparent review of activities over the year and documents how revenues are distributed in accordance with the voter approved expenditure plans for the Measure A/Measure AA ½-Cent Transportation Sales Tax and the Measure B \$10 Vehicle Registration Fee.

The [Annual Report released last year](#) was redesigned and redeveloped as an all-inclusive report providing updates on locally funded projects and programs and well as TAM's projects funded with regional, state a federal funding. The new design and additional content were well received by the public, stakeholders and partners and it is recommended that we continue development of the new format.

Due to the COVID-19 health crisis, production of the report in 2020 was delayed as printers were shut down during the initial stages of the shelter in place, and distribution has been reduced as public venues including libraries and public agency lobbies were closed and in-person public meetings were not conducted. The report was distributed electronically to our partners and stakeholders and hard copies of the

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report are being mailed directly as appropriate. The distribution plan for 2021 will be developed with the COC Sub-committee for wide circulation of the report as physical or electronic versions and we will adjust in response to relevant health and safety directives if applicable at the time.

FISCAL CONSIDERATION:

The budget amount needed for the production of the report is included in the Document/Video/Marketing Material Reproduction line item of the FY2020-21 TAM Annual Budget. Total design cost of the report is estimated to be \$6,000 and additional \$6,000 is set aside for the reproduction of the hard copies. A total of \$12,000 is reserved under the \$45,000 Document Reproduction Budget Line.

NEXT STEPS:

With the formation of the Sub-Committee, staff will start to work with the Sub-Committee on the development of the report. Below is the proposed development timeline:

1. October 2020, Sub-Committee Meeting – Design Concepts and Report Content
2. November 2020, Sub-Committee Meeting - Review of Draft Report
3. January 2021, COC Meeting - Review and Approval of the Final Draft Report
4. January/February 2021, TAM Board Meeting - Review and Acceptance of the Report
5. February/March 2021 – Release and Distribute the Final Report

ATTACHMENT:

Proposed Draft FY2019-20 COC and 2020 TAM Annual Report Outline

DRAFT FY2019-20 COC and 2020 TAM Annual Report Outline

Background/Overview

Letter from the TAM Board Chairperson
About TAM – TAM Board and COC
Message from the COC Chairperson

Key Updates from 2020

COVID- 19 Financial Insights
COVID-19 Transportation Impacts and Travel data
Highlights of 2020 Accomplishments

Funding

Local Funding: Measure A/AA ½-Cent Transportation Sales Tax and Measure B \$10 Vehicle Registration Fee
Regional/State/Federal Funding

Projects

Highway Projects
Roadway Projects
Bicycle and Pedestrian Projects

Transit

Local, Student, Rural Transit
Regional Transit

Programs

Safe Routes to Schools, Safe Pathways and Crossing Guards
Trip Reduction
Alternative Fuels
Innovation

Planning and Coordination

Planning Activities
Local and Regional Coordination

Community Engagement

Events and Meetings
TAM Public Outreach and Information Tools

COC Featured Member

TAM Financial Reporting