



DATE: November 19, 2020

TO: Transportation Authority of Marin Board of Commissioners

FROM: Anne Richman, Executive Director *Anne Richman*
Scott McDonald, Senior Transportation Planner

SUBJECT: Amend the Resilient Neighborhoods Agreement to Support the Marin Commutes Program (Action), Agenda Item No. 6d

RECOMMENDATION

Authorize the Executive Director to extend the Agreement with Resilient Neighborhoods for one year, increasing the aggregate contract not to exceed amount by \$5,000 for a total of \$15,000. Resilient Neighborhoods, a non-profit founded to help Marin households lessen their carbon footprint and prepare for emergencies, has been helping to promote the Marin Commutes Program within its overall program to reduce carbon emissions, utilization of electric vehicles, and utilization of transportation alternatives to driving alone.

BACKGROUND

As part of an ongoing commitment to promote a variety of high-quality transportation options and alternatives to single occupant vehicle trips, TAM launched its Marin Commutes Program in January 2019. One of the many elements of the program includes direct outreach to local employers as well as residents. In order to reach a broader number of individuals, TAM engaged Resilient Neighborhoods, a local 501c3 under Sustainable Marin to help with this effort. Resilient Neighborhoods has worked closely with the TAM team to help promote the Marin Commutes Program and its campaigns by incorporating Marin Commutes Program information into its behavior change and greenhouse gas reduction program. Marin Commutes has been promoted by Resilient Neighborhoods to its climate action team participants and at various events.

DISCUSSION

While COVID-19 has delayed some of the commute engagement activities, Resilient Neighborhoods is modifying its materials for various online platforms and is piloting alternative programs. In coordination with the TAM team, the Resilient Neighborhoods team will continue promoting the Marin Commutes Program through its behavior change and greenhouse gas reduction program.

FISCAL IMPACTS

Funding for the Resilient Neighborhoods Agreement is available through Measure B, Element 3.2 Commute Alternative Programs and included in the FY2020-21 TAM Annual Budget. No additional budget increase is needed to support the extension of the Resilient Neighborhoods Agreement.

NEXT STEPS:

TAM staff will amend the agreement with Resilient Neighborhoods to continue implementation of its outreach in 2021 in coordination with TAM's Marin Commutes Program.

ATTACHMENTS:

N/A