



MEETING OF THE  
TRANSPORTATION AUTHORITY OF MARIN  
CITIZENS' OVERSIGHT COMMITTEE

November 16, 2020

5:00 p.m.

Virtual Meeting

**Zoom link:**

<https://us02web.zoom.us/j/81378820450?pwd=QWF5eFJQeUxCU0Y3Q0pMZ3dnZnN2QT09>

**Webinar ID: 813 7882 0450**

**Password: 856509**

**MEETING MINUTES**

**Members Present:**

Peter Pelham, Major Marin Employers (Chairperson)  
Bob Burton, Southern Marin Planning Area (Vice-Chairperson)  
Joy Dahlgren, Central Marin Planning Area  
Charley Vogt, Northern Marin Planning Area  
Vince O'Brien, Bicycle & Pedestrian Groups  
Kate Powers, Environmental Organizations  
Kevin Hagerty, League of Women Voters  
Allan Bortel, Marin County Paratransit Coordinating Council  
Zach Macdonald, School Districts  
Paul Premo, Taxpayer Group

**Alternates Present:**

Jeffrey Olson, Central Marin Planning Area  
Nancy Okada, Environmental Organizations  
Kay Noguchi, League of Women Voters  
Kingston Cole, Taxpayer Groups

**Consultants Present:**

David Parisi, Parisi Transportation Consulting

**Staff Members Present:**

Anne Richman, Executive Director  
Li Zhang, Chief Financial Officer/Deputy Executive Director  
David Chan, Manager of Programing and Legislation  
Dan Cherrier, Principal Project Delivery Manager  
Denise Merleno, Executive Assistant  
Derek McGill, Planning Manager  
Grace Zhuang, Accounting and Administration Specialist  
Helga Cotter, Senior Accountant  
Molly Graham, Public Information Officer

Chairperson Peter Pelham called the Citizens' Oversight Committee (COC) meeting to order at 5:00 p.m.

**1. Introductions and Welcome**

Chairperson Pelham asked TAM Senior Accountant Helga Cotter to conduct the roll call. Ms. Cotter did so and confirmed that a quorum was present. Ms. Cotter stated the meeting order rules and instructions for the public to provide comments.

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

No public expression was received.

## **3. Review and Approval of October 19, 2020 Meeting Minutes**

Member Kevin Hagerty moved to approve the October 19, 2020 Meeting Minutes. Member Kate Powers seconded the motion and the Minutes were approved unanimously.

## **4. TAM Staff Report (Information)**

Executive Director (ED) Anne Richman presented the staff report. She expressed excitement in announcing that the California Transportation Commission (CTC) staff has recommended that the CTC approves funding for the final segment of the Marin Sonoma Narrows (MSN) Project at its December 2, 2020 meeting. ED Richman stated that TAM, the California Department of Transportation (Caltrans) and the Metropolitan Transportation Commission (MTC) submitted a joint application for \$40 million through Senate Bill 1(SB1) Solutions for Congested Corridors Program (SCCP), and that the \$40 million SB1 funding and the Regional Measure 3 (RM3) funds expected together would provide sufficient funds to complete the segment from Novato to the Sonoma County line to complete the corridor.

In response to Member Hagerty, ED Richman stated that the funding would not be available until FY22 but that the design has been completed and the project is ready for construction.

ED Richman reported on the Part-Time Transit Lanes (aka Bus on Shoulder) Study, which she stated would determine if buses could use the shoulder on Highway 101 between San Rafael and Novato to avoid traffic congestion. ED Richman also stated that the technical analysis and public outreach are in progress, which includes a survey of the public to seek feedback on the study. The survey is available on the TAM website and is open until November 27, 2020. ED Richman noted that a video has also been uploaded to the website, which is available in both English and Spanish.

ED Richman discussed the North-South Greenway Project, which would replace the existing pathway over Corte Madera Creek between Larkspur and Corte Madera with a new 12-foot multi-use path. She stated that the bids were higher than the available funding and that the gap has been closed with funding from MTC and CTC. Caltrans is expected to award the contract soon and construction should begin in early 2021.

ED Richman reported that a translation feature has been added to TAM's website and the Marin Commutes website, which will make the site more accessible.

In response to Member Hagerty, ED Richman confirmed that the agency is using outreach methods, including the TAM Traveler, to promote the new translation feature.

In response to Chairperson Pelham, ED Richman stated that the translation feature is a common tool that many agencies considered and are using.

Member Zack Macdonald suggested publicizing the feature in the COC annual reports, outreaching communications and Spanish language publications.

ED Richman reported that MTC would shortly release its Annual Pavement Condition Report with the 2019 Pavement Condition Index (PCI) for each jurisdiction in the Bay Area. She noted that TAM provides dedicated funding as part of the Measure A/AA Expenditure Plans for streets and roads maintenance and

repair, which jurisdictions use in conjunction with funds from SB1 and other sources to maintain and improve the street and road conditions. She stated that PCI for Marin County cities/towns remained relatively steady in 2019.

ED Richman reported on the annual Focus on the Future conference on November 16 and 17, 2020, which is taking place online. The conference is organized by the Self-Help Counties Coalition, which includes all of the counties in California that have a transportation sales tax. ED Richman stated that she had presented at a State Route (SR) 37 session, Derek McGill gave a presentation on TAM's Quick Build Program as part of a seminar on innovations and active transportation, and that Molly Graham will participate in a seminar relating to public outreach in a virtual world.

ED Richman discussed election results that related to transportation, including a 2% increase in Novato's Transient Occupancy Tax and a 9-year ¼ cent sales tax increase for San Rafael. She also reported on the success of Sonoma County Transportation Authority's (SCTA's) measure to renew its existing ¼ cent sales tax for 20 years, which provides approximately \$26 million in revenue annually. Also, San Francisco, San Mateo and Santa Clara Counties approved a 1/8 sales tax measure to fund Caltrain's operations for 30 years.

ED Richman stated that Proposition 22 appeared to have passed, which would allow the drivers of ridesharing and food delivery services to continue operating as independent contractors and not employees. As a result, the Connect2Transit Program, TAM's partnership program with Marin Transit and Uber, will be able to continue under the current terms.

ED Richman reported that staff from TAM, Marin Transit and Uber participated in a webinar, Innovations in Mobility, which was hosted by the American Public Transportation Association (APTA). The Webinar featured the Connect2Transit Program.

ED Richman announced that the Sonoma-Marín Area Rapid Transit (SMART) has hired a new Chief Finance Officer (CFO), Heather McKillop, who was previously CFO/Assistant General Manager for the Regional Transportation Development (RTD) in Denver, CO. She also stated that Caltrans District 4 Director Tony Tavares has been hired as the District 7 Director in the Los Angeles area.

ED Richman concluded her report by noting that TAM's retired ED, Dianne Steinhäuser, will be honored with a lifetime achievement award at the Women's Transportation Seminar (WTS) virtual Annual Award and Holiday Event on December 2, 2020.

ED Richman and Member Charley Vogt discussed the effects of staff layoffs and furloughs at Golden Gate Bridge, Highway & Transportation District (GGBHTD) and the impacts on transit services. ED Richman stated that ridership on GGBHTD's bus and ferry services has dropped considerably during the pandemic and that services along Highway 101 and the Richmond-San Rafael Bridge maintain fairly strong ridership. She also stated that the GGBHTD has eliminated some commuter-oriented services and that SMART and Marin Transit have reduced some of their services as well. She noted that Marin Transit had a strong funding reserve at the beginning of the year.

Item # 7 was taken out of order.

## **7. Alternative Fuels Program Update (Discussion)**

Planning Manager Derek McGill presented the staff report. Mr. McGill stated that Element 3.3 of the \$10 Vehicle Registration Fee Expenditure Plan provides the funding needed for the Alternative Fuels Program since 2011. He discussed the main features of the program, including electric vehicle (EV) charging infrastructure, public agency fleet EV conversions, and EV outreach and technical assistance for project

sponsors. Mr. McGill discussed changes that were adopted in 2019 to the EV Charger Rebate Program, which allowed TAM to provide a rebate up to \$3,000 per charger. He stated combining with the rebate provided by Marin Clean Energy (MCE), total rebate can be up to \$6,000 per charger.

Mr. McGill discussed the rebate program relating to agency fleets, which provides up to \$5,000 per vehicle that is matched by funding from the California Clean Vehicle Rebate Program. Therefore, up to \$10,000 is offered for each agency vehicle and eligibility has been expanded to include used and leased vehicles and other zero emission vehicles, such as e-bikes and utility vehicles.

Mr. McGill discussed provision of outreach and technical assistance, noting that the agency partnered with Cool the Earth to deliver the Alternative Fuel Program outreach efforts through virtual means. Mr. McGill also reported that the agency has completed an EV toolkit to guide public agencies through the rebate process and conducted e-bike and public parking lot assessments. He stated that the parking lot assessment identified lots that could potentially accommodate EV chargers with funding from TAM. Mr. McGill reported that 24 EV chargers have been installed in the parking lot of County of Marin Los Gatos Campus, 32 chargers have been installed on the two campuses of College of Marin, and 117 connectors have been installed in various locations at San Rafael City schools.

Mr. McGill discussed an application that will be submitted to augment local funding with state funding through CalEVIP (California Electric Vehicle Incentive Program). He noted that home and workplace charging accounts for approximately 80% of charging needs and that 36 fast charging facilities have been installed in the County since 2018, which equates to approximately \$3.6 million in private investment. Mr. McGill announced that the agency has exceeded the goal set in 2018 to install 305 electric chargers with Measure B funds.

Mr. McGill confirmed the TAM Board has agreed to complete the funding commitments to San Rafael City Schools and the College of Marin and has provided direction for the rebate program to be modified to cover up to 100% of the cost of charging installation. He discussed the alignment of the program with MCE and the agency's request that applications for charging installations in excess of 20 should consider applying for a grant from the Bay Area Air Quality Management District (BAAQMD) to leverage outside funds for larger charging installations. Mr. McGill discussed the funding carryover and the need to attract outside grants through CalEVIP.

Mr. McGill discussed the Alternative Fuel Program relating to barriers to the consumer EV fleets adoption. For the public agencies, a state mandate will require medium and heavy-duty vehicle fleets to transition to zero emission vehicles by 2045. In the short term, he noted an increase in rebate applications for e-bikes by public agencies and an expectation that EV fleet rebates will drop in response to other competing work priorities of local jurisdictions due to the COVID-19 pandemic.

Mr. McGill discussed the program for the forthcoming year and stated that the agency is expecting to complete the current commitments and maintain a small amount of funding reserve. He also discussed the desire to transition the program to medium and heavy vehicle fleet needs for TAM's partner agencies, which he discussed in relation to public outreach and the technical assistance program. Mr. McGill discussed TAM's change to virtual public outreach efforts, including funding Cool the Earth's multi-media presentation through webinars and videos.

Mr. McGill discussed the major goals in outreach for the forthcoming year, including increasing consumer awareness of the benefit of EVs and equitable access to EVs. He summarized this year's achievements, including completion of the agency's EV tool kit and an e-bike study to understand what role e-bikes might play to support the use of alternative transportation throughout the county.

In the forthcoming year, Mr. McGill stated that the agency will be pursuing a funding agreement with MCEP (Marin Climate & Energy Partnership) to conduct an EV readiness plan to ensure local agencies are prepared

for transitioning their vehicle fleets and supporting EV charger installations in the County. TAM will also issue a call for projects to advance innovative EV charging installations, will promote the EV tool kit and technical studies, conduct a medium and heavy-duty fleet workshop and review outreach methods, especially relating to the promotion of equity-based programs. Mr. McGill confirmed that the existing EV fleet and EV charger rebate programs will continue. He noted that the program remains within budget and he discussed a breakdown of the FY2020-21 budget of \$488,922, which includes \$54,000 for the funding agreement with MCEP.

In response to Chairperson Pelham, Mr. McGill stated that MCE requests information on charger utilization from cities and towns and that the number of chargers installed depends on a variety of factors, including Americans with Disabilities Act (ADA) access.

Member Macdonald expressed appreciation for Mr. McGill's report and he questioned whether a need still existed for additional chargers at College of Marin. Mr. McGill stated that general consensus remains that electric chargers should be available in all locations and that partner agencies determine the number of charging spaces.

Member Vogt and Mr. McGill discussed the usage cost to the consumer. Mr. McGill stated that TAM, like other funding agencies, provides funding for installation and not for operations or maintenance. He noted that there is a wide range of costs for charging in the county, depending on short or long-term use, and that the agency does not comment on charging levels.

Member Powers expressed her support for installing as many chargers as possible to encourage the use of EVs and reduce greenhouse gas (GHG) emissions. She stated the importance of continuing funding for EV infrastructure in the future.

In response to Member Vogt, Mr. McGill stated that the e-bike study would be circulated shortly and a copy will be sent to COC members.

## **5. Measure B Expenditure Plan Review (Action)**

Manager of Programming and Legislation David Chan presented the staff report, which asked the COC to review and concur with staff's recommendation to maintain a status quo with the Measure B Expenditure Plan for up to 2 years starting on April 1, 2021. Mr. Chan discussed Measure B, which was approved in 2010 by 63% of voters and generates revenue of \$10 per registered vehicle in Marin County. He stated that the fee provides approximately \$2.4 million annually for transportation projects and programming from approximately 240,000 registered vehicles in the county.

Mr. Chan discussed the Expenditure Plan Advisory Committee (EPAC) and outreach in relation to the 2010 Expenditure Plan, which included presentations to the Chambers of Commerce and public workshops to ascertain how the public would like the money to be spent. Mr. Chan stated that 40% is allocated to Element 1 with 35% allocated to local streets and 5% to qualified multi-use pathways. Under Element 2, 35% is allocated to transit for seniors and people with disabilities, and the remaining 25% allocated to programs in Element 3 that reduce congestion and traffic pollution and promote alternative ways of traveling.

Mr. Chan discussed funding accomplishments for Element 1 of Measure B, which generates approximately \$700,000 per annum and the funds are distributed every 3 years to the local jurisdictions. He stated that the funds have provided improvements to 245 locations and maintained 10 pathways on an annual basis since its inception. Element 2 funding for Marin Transit has resulted in over 98,000 ADA service trips and approximately 68,000 low-income fare trips, 97,000 paratransit trips and 113,000 trips under the Volunteer Drivers Program.

Mr. Chan stated that, under Element 3.1, Measure B funds have been used to increase the number of intersections with crossing guards from 64 to 76 and enabled the Street Smarts Program to be expanded from 3 to 10 communities. Element 3.2 has also been providing funding for the Commute Alternatives Program to engage over 500 employers and employees to promote commute options, trip reduction programs and first and last mile technology.

Mr. Chan didn't go into detail for Element 3.3 Alternative Fuels Program since it was presented in detail in Item 7 earlier, but he pointed out that this funding has leveraged a lot of other outside funding to support the Alternative Fuels Program.

Mr Chan stated that the Expenditure Plan requires the spending priorities to be reassessed every 10 years and revised Expenditure Plan be approved by a two-thirds vote of the TAM Board, and that the Board must adopt any changes to the Expenditure Plan no later than the March 25, 2021 meeting. All jurisdictions and the public are to be given a minimum of 45 days comment period before the Board adoption. He added that staff will be recommending to the Board at the November 19, 2020 meeting that no changes are made to the Expenditure Plan for 2 years from April 1, 2021 due to the economic uncertainties and significant travel pattern changes, as well as challenges to conducting robust public outreach, due to the COVID-19 and SIP Order. Staff will return to the TAM Board with recommendations to commence the revision process and public outreach no later than January 2023 and with the goal to approve the revised Expenditure Plan in March 2023.

Member Powers confirmed her support for staff's recommendation that the Expenditure Plan should remain unchanged for 2 years. She requested that the current level of funding for the Alternative Fuels Program remain and not revert to the original lower level in 2010. She discussed the importance of funding EV projects.

Member Vogt moved to concur with staff's recommendation to maintain status quo with the Measure B Expenditure Plan for up to two years starting on April 1, 2021, and maintain the current level of funding for the Alternative Fuels Program. Vice-Chairperson Burton seconded the motion, which was approved unanimously.

## **6. Safe Routes to Schools Evaluation Report and COVID Impacts (Discussion)**

ED Richman introduced David Parisi, Principal of Parisi Transportation Consulting, who presented the report. Mr. Parisi discussed the 2016-2019 Safe Routes to Schools (SR2S) Evaluation Report, noting that equity has been included for consideration when services are planned and provided throughout the County. He reported that the team works with 56 schools in Marin; that levels of active green trips, including trip by bus or carpooling as well as biking, walking or scooting, have been maintained above 50% over the period of 2016-2019. He noted that 25 of the 56 participating schools have green trip rates that are greater than 50% and 10 schools reached a green trip level that exceeded 65%. He stated that 59% of the schools are experiencing a decrease in traffic, noting that decreasing traffic levels around schools is a program goal.

Mr. Parisi discussed decreases in school-related car trips since the inception of the program, noting that it is estimated 1,200 one-way vehicle trips were eliminated before the Shelter In Place (SIP) Order, which corresponds to a reduction in over 1.8 million vehicle miles per year. Mr. Parisi noted that this reduces traffic congestion and GHGs, which are the program's main goals. He discussed the 8 primary factors that lead to more green trips and less congestion, which include green infrastructure, such as crosswalks and sidewalks, school bus service, etc.

Mr. Parisi discussed the program's funding, noting that outside funding sources, such as funding from the Marin Community Foundation (MCF) and MTC, have been sought in addition to Measures A and AA. He noted that they have been able to provide a program of quality for 56 schools for the same amount of funding since 2008.

Mr. Parisi discussed the findings and recommendations of the report, including continuing to provide the education programs and the engineering projects for which leveraged funds provide 5 – 10 times more funding for infrastructure improvements. He also discussed the issue of equity and ongoing communications with communities of color.

Mr. Parisi discussed the need to provide the highest number of crossing guards as possible, noting that the program receives positive feedback from kids and parents.

Mr. Parisi addressed changes to the program since the SIP Order, including "pop-ups/Quick-Build" projects that encourage safe distancing for kids walking and biking to school. He reported on the shift of focus to interactive online taskforce meetings and educational encouragement programs that have been taking place during the SIP Order and have been planning for school reopening.

Mr. Parisi discussed the information that is available on the TAM website about some of the programs and materials relating to SR2S during the SIP Order.

In response to Alternate Kay Noguchi, Mr. Parisi stated that law enforcement officers attend taskforce meetings and bike rodeos, and reviewed the role of law enforcement officers in the Street Smarts Program. He discussed the need to engage in community discussions on the role of law enforcement in the SR2S programs. ED Richman confirmed that public opinion will be sought from the communities and adjustments will be made to the program if necessary.

Member Macdonald stated that representatives from the Fire Department and Sheriff's Office would attend launches for bike and walk to school programs. He thanked Mr. Parisi for the report and noted that many volunteers contribute to the program's success.

In response to Member Powers, Principal Project Delivery Manager Dan Cherrier stated that a link has been provided in the staff report for the SR2S Evaluation Report. Ms. Zhang stated that hard copies will be provided upon request.

Member Vogt discussed his support for the program. He also discussed the high volume of traffic that is diverted by navigation apps along Sunset Parkway to avoid traffic backups at Highway 101, which causes congestion at San Jose Middle School in Novato. Mr. Parisi stated that he would discuss the issue with the Novato Taskforce, which includes Chris Blunk from the City of Novato's Public Works Department.

Member Allan Bortel asked for clarification on Mr. Parisi's role in the SR2S program. Mr. Cherrier stated that Mr. Parisi, as the main consultant, assists with managing the SR2S contract and sub-contractors.

Mr. Cherrier provided a program summary and stated that he would be focusing on the impacts of the SIP Order on the SR2S program. He noted that the program uses funding from Measure A/AA and Measure B, and costs between \$950,000 and \$1 million annually and that other components of the program exist, including installation of Street Smarts Program banners. Mr. Cherrier stated that the agency has been successful in attracting other funding sources, including a share of a \$25 million Non-Motorized Transportation Program (NTPP) grant received by the County 10 years ago, noting the approximately \$1.4 million fund balance that will help the Program weather through an economic downturn. He stated that the Board adopted a conservative sales tax revenue projection at the June 25, 2020 Board meeting, which could necessitate a program reduction of about \$800,000 over the next 5 years.

Mr. Cherrier discussed the need to update the Street Smarts Program next year with new messaging and noted that some costs have been saved by not rolling out all the banners. He also discussed the projected financial impacts to the program over the next 5 years, the need to preserve the core components, and the continued search for outside funding. Mr. Cherrier stated that planning is underway for a more cost-effective program.

In response to Member Macdonald who asked when budget shortfalls could be expected, Mr. Cherrier confirmed the TAM Board adopted a reduced budget for the Program for FY2020-21 at the June 25, 2020 meeting. He discussed the program adjustments that are being made, including temporarily halting the Street Smarts Program. He confirmed that further cuts are not anticipated in the next 3 years and that they are not anticipating a need to drop schools from the program.

In response to Member Bortel, Mr. Cherrier confirmed the Crossing Guard program is funded separately from the SR2S program.

In response to Member Vogt, Mr. Cherrier stated that no outside funding sources have been identified this year or next year, noting that funds from previous sources, such as MCF and MTC, are no longer available. Mr. Parisi stated that the program has received \$40 million in grants for infrastructure and that 3 grant applications were prepared a short time ago for transportation projects that have SR2S components. Mr. Cherrier confirmed that the infrastructure funding is mostly for the safe pathway component and what was presented today is the education component of the SR2S program,

#### **8. Committee Member Hot Items Report (Discussion)**

Member Powers stated she can do a Marin Transit report in a future meeting and asked for any suggestion on the reporting frequency. Chairperson Pelham and the committee agreed to have a report when there are significant updates that the committee should know about.

#### **9. Discussion of Next Meeting Date and Recommended Items for the Agenda**

The next meeting was scheduled for Tuesday, January 19, 2021. Items planned for the meeting include review of the 2020 Measure A/AA Compliance Audit result and approval of the draft 2020 TAM/COC Annual Report,

The meeting was adjourned at 7:00 p.m.