



2021 Transportation Sales Tax Strategic Plan *Revised*

TAM Board Meeting
June 24, 2021

Background

- Both Expenditure Plans direct TAM to prepare Strategic Plans to identify the dates for project and program implementation based on project readiness
- While Measure A has stopped collection, not all Measure A funds have been reimbursed and a few remaining commitments still need to be fulfilled
- TAM is required to maintain a Strategic Plan for Measure A for the foreseeable future until all funds have been reimbursed and commitments have been honored

Background, cont.

- Measure AA is an extension of Measure A so both measures are collecting the same transportation sales tax revenue stream over a consecutive period
- Staff has recommended an overall redesign of the current two Strategic Plans and combining them into a single document
- The 2021 Strategic Plan will follow the same update and amendment process as specified in both Expenditure Plans

Purpose of the Strategic Plan

- Establishes the timing of all allocations and procedures for funding priorities within the prescribed categories of funding
- Provides a 5-year outlook on how local transportation sales funds will be allocated in the context of anticipated demands, timing, and other available revenues.

Key Features of 2021 Strategic Plan

- Guiding Principles
- Accountability
- Revenue Forecast
- Overview of expenditure categories
- Five-year allocation outlook
- Implementation policies

Amendment Process

- Per the Strategic Plan amendment policy, updates to the Strategic Plan can be approved after allowing 30 days for public comments
- The draft 2021 Strategic Plan was presented to the TAM Board on May 27, 2021 and the TAM Board released the document for the required 30-day public comment period on the same day
- A copy of the 2021 Strategic Plan was posted on TAM's website on May 28, 2021
- Local agencies were informed of the posting
- A Public Notice was posted in the Marin Independent Journal on June 8, 2021

Public Comment Period

- June 26, 2021 officially signifies the end of the 30-day comment period
- Public comments received after the mailout of this Board packet and before June 26th that result in minor revisions and do not substantially alter the 2021 Strategic Plan will be incorporated in the final adopted 2021 Strategic Plan
- Comments received after the June 24th TAM Board meeting that may alter the 2021 Strategic Plan would necessitate the 2021 Strategic Plan be returned to the TAM Board for additional approval at a future meeting

Comments from the COC

1. There were references to the projected overall collection to be \$872 million and \$827 million, and reference of 2018 dollars in some tables but not all. Please clarify.
 - TAM's Response – Both references are correct. The reference of \$827 million is the total for the four categories after the allowable 5% is taken off the top for administration. The final adopted Strategic Plan will clarify the difference between the two numbers. The reference to 2018 dollars in some tables is not accurate and will be removed in the final plan. All dollars in the Strategic Plan are nominal dollars.

Comments from the COC, cont.

2. Reducing greenhouse gas emissions (GHG) should be considered as one of the guiding principles.

- TAM's Response – Staff agrees that GHG reduction is important to the Strategic Plan. Since it is already an overall goal in the Measure AA Expenditure Plan, staff feels that it is not necessary to add it as a guiding principle in the Strategic Plan, but we suggest referencing the EP goal in the Executive Summary of the Strategic Plan:

“Reduce congestion and reduce greenhouse gas emissions, maintain and improve local transportation infrastructure, and provide high quality transportation options for people of all ages who live, work, and travel in Marin County.”

Comments from the COC, cont.

3. Support the additional two guiding principles:

- Promote Equity
- Support Community Safety in Wildfire Evacuation Planning

4. Encourage TAM to maintain the “pay as you go” model for as long as possible.

- TAM’s Response – Staff appreciates the support and intends to avoid borrowing funds and maintain the “pay as you go” model while delivering projects/programs in the most cost-effective way possible.

Comments from the COC, cont.

5. How are guiding principles added or removed from the Strategic Plan? Are there existing performance measures to gauge the success of each principle?

- TAM's response – Guiding principles can be added or removed when the Strategic Plan is updated every other year. The next update will be in 2023. There are no existing performance measures in the Strategic Plan for the guiding principles. Staff will consider performance measures in future updates.

Public Comments Received

On June 24, 2021, TAM received a letter from the Marin Conservation League (MCL) requesting TAM to stress the importance of reducing GHG in the Strategic Plan with the following suggestions:

1. Add Reducing GHG and Impacts of Climate Change on Local Transportation Infrastructure as a Guiding Principle
 - TAM's Response – As noted, staff recommends adding the Measure AA Expenditure Plan Goal language to the SP rather than adding a guiding principle.

Public Comments Received (cont.)

More than 75% of Measure AA and Measure B is dedicated to trip reduction and alternative modes of transportation:

- Transit
- Safe Routes to Schools: Education, Infrastructure and Crossing Guards
- Safe Pathway Projects
- Complete Streets Policy
- Trip Reduction Program
- Sea Level Rise Program
- Expanded eligibilities in LSR Program for complete streets projects and alternative fuel projects
- In addition: complementary funds such as RM2 & RM3, OBAG, TFCA/TDA, one-time such as Quick Strike Program

Public Comments Received (cont.)

2. Explain how a Guiding Principle drives expenditures in the Strategic Plan
 3. Include with other funding allocation criteria, request project applications on how their projects meet the Guiding Principles
- TAM's Response – A large majority of the funding is allocated by formula as established by Marin voters, such as 55% to transit, 22% to local agencies for LSR, 10.5% to SR2S and crossing guards, etc. The Guiding Principles are meant to encourage considerations in the formula programs and are more prominently used where TAM issues Calls for Projects, such as Safe Pathway Projects. Applications that demonstrate meeting the Guiding Principles are awarded more points.

Public Comments Received (cont.)

4. Establish metrics and regularly monitor the outcomes of projects and programs funded in meeting the Expenditure Plan's Goal and Strategic Plan's Guiding Principles
 - TAM's Response – Metrics already embedded in Measure AA or other processes, including:
 - ✓ Marin Transit's performance evaluation criteria and required annual report to TAM Board
 - ✓ SR2S Program Evaluation
 - ✓ Major projects & programs assessed through Plan Bay Area
 - ✓ Periodic analysis of local streets & roads expenditures

Recommendation

Adopt the 2021 Strategic Plan, with the few revisions noted in response to the COC and MCL comments, on the condition that comments received by the end of the 30-day public comment period on June 26, 2021 do not substantially alter the 2021 Strategic Plan.



Questions