



**DATE:** May 16, 2022

**TO:** Transportation Authority of Marin Citizens' Oversight Committee

**FROM:** Anne Richman, Executive Director  
David Chan, Director of Programming and Legislation  
Scott McDonald, Senior Transportation Planner

**SUBJECT:** Measure B Expenditure Plan Review (Discussion), Agenda Item No. 4

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## **RECOMMENDATION**

Discussion Only. Staff will present information regarding the Measure B Expenditure Plan Review process, along with an initial, facilitated discussion to explore ideas regarding funding needs for a range of projects and programs currently funded and new ones that could potentially be funded by Measure B.

## **BACKGROUND**

In March 2022, the TAM Board approved the Measure B Expenditure Plan Review schedule and timeline which was presented to the COC at its March 2022 meeting. As discussed with the COC in March, TAM staff will need to carry out a process in order to gather input on potential amendments and return to the TAM Board with recommendations for the review to commence a public hearing no later than January 2023, with adoption of the amended plan by March 2023.

The COC will take on a significant role in the Measure B review which will include reviewing all current needs, considering new funding requests and potential changes, with the opportunity to present an advisory recommendation to the TAM Board.

## **DISCUSSION**

Beginning in May 2022, the following meeting schedule has been developed based on the overview shared with the COC in March. COC meetings are tentatively planned for May, June, July and September 2022:

- May 16<sup>th</sup>, 2022, COC Meeting: Introduction/Funding Landscape/New Ideas
- June 20<sup>th</sup>, 2022, COC Meeting: Elements 1, 2 & 3 Updates (DPW, Marin Transit, TAM staff)
- July 18<sup>th</sup>, 2022, COC Meeting: Introduction to Changes Explored by TAM
- September 19<sup>th</sup>, 2022, COC Meeting: Staff proposes amendments, if any, and COC votes on recommendations
- October 2022 to January 2023: FPL Executive Committee and TAM Board consideration of proposed amendments, if any
- January 2023 TAM Board Meeting: TAM opens 45-day comment period and conducts public hearing for any changes proposed
- March 2023 TAM Board Meeting: TAM Board adopts Measure B Expenditure Plan

For this month's meeting, staff will present information on the origin and current Expenditure Plan for Measure B, changes to the transportation context since Measure B was approved in 2010, the expected review process, and some initial questions for consideration (see Attachment A). Note that in September 2022 staff anticipates providing proposed amendments, if necessary, based on the input shared in prior meetings. By September 2022, the COC will have had the opportunity to receive presentations regarding each of the current programs and funding needs, to provide a basis for considering any potential amendments.

### **FISCAL IMPACTS**

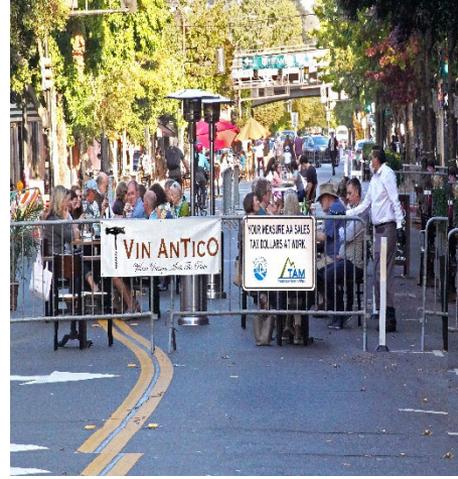
TAM has contracted with Bonnie Nelson as the consultant to facilitate meetings for the Measure B Expenditure Plan Review and Update Process. This support is anticipated not to exceed \$25,000, which will include assistance and facilitation of the COC meeting discussions.

### **NEXT STEPS**

Following the May COC meeting, additional meetings are planned for the months of June, July and September 2022 to review current needs, solicit public input, discuss potential amendments and propose a list of recommended changes to the Measure B Expenditure Plan for the TAM Board's review and approval.

### **ATTACHMENTS**

Attachment A – PowerPoint Presentation  
Attachment B – Measure B Fact Sheet



Item 4 - Attachment A

# Measure B Vehicle Registration Fee Expenditure Plan 10 Year Review

## Transportation Authority of Marin

### Citizens' Oversight Committee

May 16, 2022

# Background

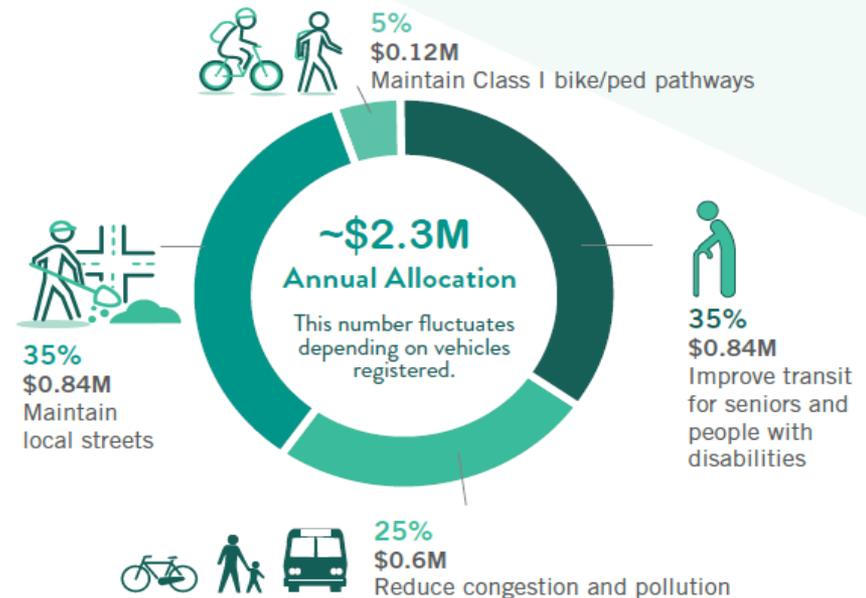
- Senate Bill 83 (Hancock) was signed into law in 2009, authorizing the imposition an annual vehicle registration fee (VRF) of up to \$10 on motor vehicles registered within the County in perpetuity
- The Measure B Vehicle Registration Fee was approved by 63% of Marin County voters in November 2010, and revenue collection began on April 1, 2011
- The Marin County VRF Expenditure Plan dedicates approximately \$2.3 million annually in VRF revenues to transportation projects and programs
- Marin residents expressed a strong desire to reduce traffic congestion and vehicle-related pollution.
- Measure B was approved at a time when federal and state sources of transportation funding were insufficient, prior to the passage of Senate Bill 1 in 2017 which now provides much more funding for local streets and roads
- COVID has increased demand for remote work, biking and walking with longer term impacts still uncertain.

# Measure B Expenditure Plan Overview

- 35% - Maintain Local Streets
- 5% - Maintain Pathways
- 35% - Improve Transit for Seniors and People with Disabilities
- 25% - Reduce Congestion and Pollution:
  - Crossing Guards and StreetSmart Program
  - Commute Alternatives for Employers and Employees, and
  - Alternative Fuel Vehicles and Infrastructure including Electric Vehicles and EV charging stations

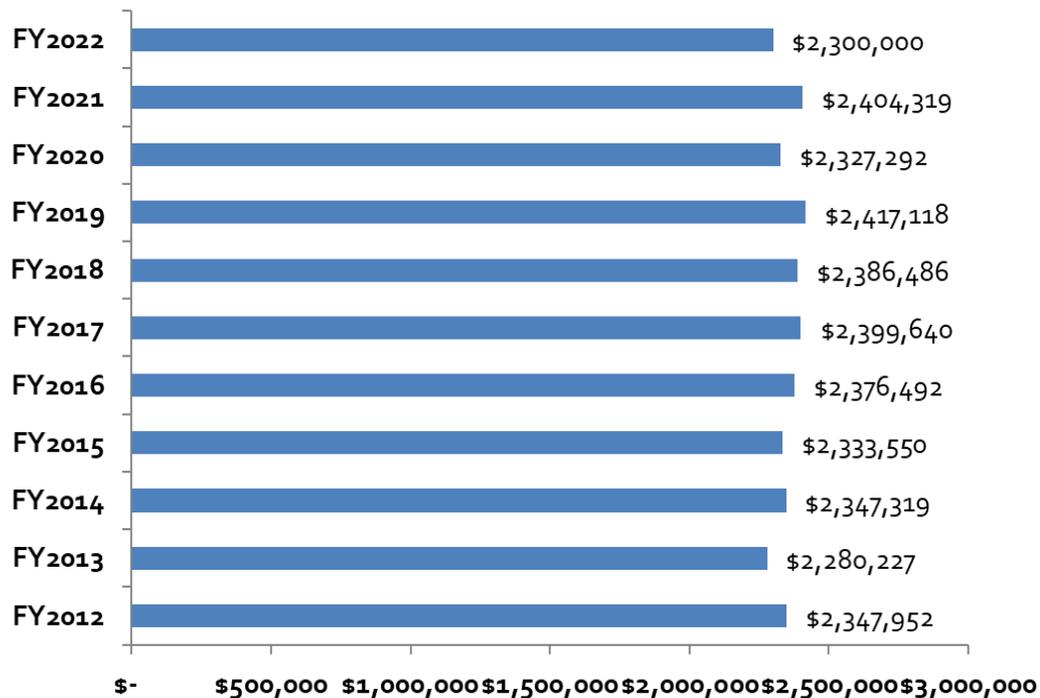
## \$10 VEHICLE REGISTRATION FEE

(Approved November 2010)



# Measure B Revenue Overview

Measure B VRF Actual Revenue Trend  
(FY2012 - FY2022\*)



\* FY2022 revenues is estimated based on cash disbursements as of April 2022

- Flat \$10 fee
- Steady revenue without much up and down
- Usually only about 5% of the total annual revenue TAM collects
- In comparison, the Measure A/AA sales tax revenue is usually around 75% of the total annual revenue

# Measure B Funds Expended in the 1st 10 Years

*Measure B has provided over \$20 million to various programs during the first 10-year period*

Funding Provided By Element	
Element 1.1 – Local Streets	\$7,163,742
Element 1.2 – Pathway Maintenance	\$764,411
Element 2 – Senior/Disabled Transit	\$7,518,968
Element 3.1 – Crossing Guards	\$1,901,353
Element 3.1 – Street Smart Program	\$208,004
Element 3.2 – Commute Alternatives	\$1,751,013
Element 3.3 – Alternative Fuel Promotion	\$1,005,187

# Measure B Expenditure Plan Review Requirements

- The Measure B Expenditure Plan is required to be reviewed at least once every ten years with amendments, if any, to the plan approved by a two-thirds vote of the TAM Board
- All jurisdictions within the County, along with the public, will be given a minimum of forty-five (45) days notice and opportunity to comment on any proposed Plan amendment prior to its adoption
- Any amendments will be heard at a noticed public hearing prior to TAM Board consideration.

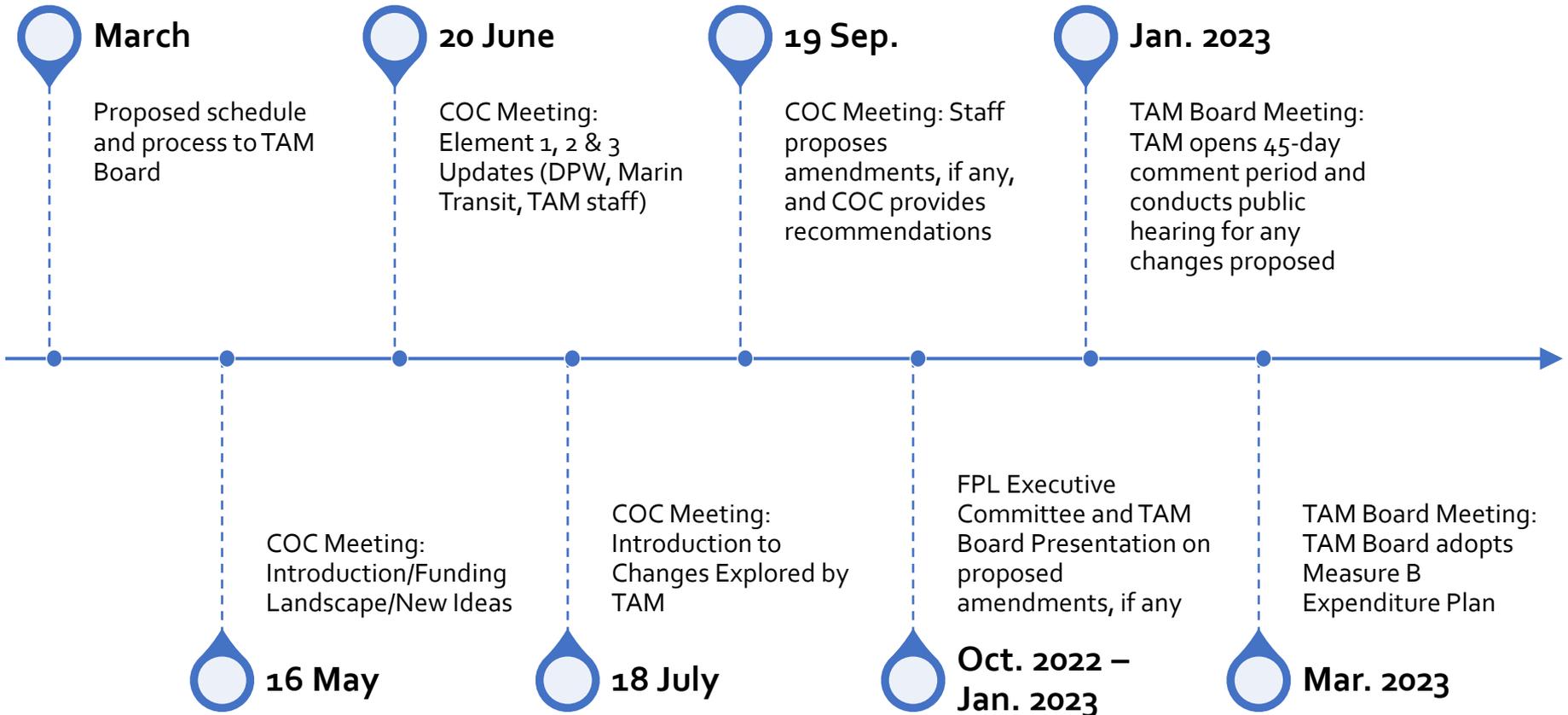
# Delay in Review

- April 1, 2021 marked the 10-Year Anniversary of when TAM started collecting Measure B funds
- Because of the COVID 19 pandemic, the TAM Board in November 2020 authorized a status quo with the Measure B Expenditure Plan for up to two years starting on April 1, 2021
- The deadline to complete review of the Measure B Expenditure Plan was moved to April 1, 2023
- Directed staff to return to commence review process and provide proposed amendments, if any, to the Expenditure Plan for TAM Board consideration no later than January 2023 and adoption in March 2023

# Review Process

- Review process to focus on public meetings through TAM's Citizens' Oversight Committee (COC)
- COC holds public meetings in compliance with the Brown Act
- Public will have opportunities to participate and comment on discussions
- COC meetings will serve as the primary vehicle for soliciting input, where current recipients of Measure B funds will be invited to present on their needs, and interested organizations will have opportunities to discuss spending priorities
- TAM Board approved the review process in March 2022

# Review Timeline and Process



# Funding Changes since the Passage of Measure B

- No significant regional, state or federal funding sources have developed for the existing programs in Measure B except for LSR projects (Element 1) and Electric Vehicles (Element 3.3)
  - LSR receives approximately \$17/year from SB1 starting in 2017
  - New state and federal programs for EVs through IIJA
- One Bay Area Grant (OBAG) Program - Declining Funding for LSR Projects
  - OBAG Cycle 1 funded LSR by formula (population and lane miles) - \$2.4 million over four years
  - OBAG Cycle 2 abandoned funding LSR by formula but allowed funding individual LSR projects by merit
  - OBAG Cycle 3 maintains eligibility for LSR projects but funding such projects will be difficult because regional priorities have changed to focus on climate goals
- Passage of Measure AA
  - Maintained 22% funding for LSR, 55% for Transit
  - 7.5% to Crossing Guards (~\$2 million per year)
  - 0.5% to Commute Alternatives (\$135k per year)

# Key Questions for Tonight

For the original Expenditure Plan, the Advisory Committee made recommendations based on the following principles:

- Programs that meet the legislative requirement of nexus to the fee payers.

And

- Programs that would benefit significantly from a small amount of funding, through leverage (ie. streets and roads), or projects that could be funded with limited dollars (i.e. path maintenance)
- Programs that filled a need with no other funding source (i.e. Commute Alternatives)

Are these latter two principles still reasonable today? Should they be altered in some way?

# Key Questions for Tonight (cont.)

The current expenditure plan is divided into four main programs. Setting aside for the moment the percentage of funding in each category, or how funds within that category are allocated, do you feel a need to change the broad funding categories? If you would need more information, what information would you like to have?

The current programs are:

- Maintain Local Streets
- Maintain Pathways
- Improve Transit for Seniors and People with Disabilities
- Reduce Congestion and Pollution:
  - Crossing Guards and Street Smart Program
  - Commute Alternatives for Employers and Employees, and
  - Alternative Fuel Vehicles and Infrastructure including Electric Vehicles and EV charging stations

# Context for the Review

- Funding is a “zero sum game” ...so adding new programs for funding or increasing funding in one area will require reducing funding somewhere else.
- While the roughly \$2.3M in annual funding available through the fee is significant, it is a very limited resource, equal to less than 10% of local sales tax revenue, for example. The Measure B VRF is one source among several (or many) required to fund any given program.
- While the amount of funding available through Measure B is relatively small, transportation needs are almost limitless and on-going. We are not likely to ever be “finished” with funding needs for any of the priorities in the current plan.

# What We Have Heard So Far

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- Consider more funding dedicated to bike and pedestrian projects or programs
- Element 3 programs (3.1, 3.2, 3.3) could each have a specified share of funding
- There may not need to be the same level of funding for local streets and roads
- Funding in Measure B may not keep up with the funding needs for crossing guards
- There could be more funding for programs that can help reduce pollution and congestion under Element 3: TDM, Crossing Guards, EVs
- Consider more funding for senior mobility, given Marin's aging population

# Iterative Process

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- Staff will take feedback from each meeting to potentially formulate recommended changes to the current expenditure plan.
- The COC, with input from staff, agencies that receive funding and the public, will work to make a recommendation regarding potential changes to the expenditure plan.

# Preview of June 20<sup>th</sup> COC Meeting: Elements 1, 2 & 3 Updates

- Presentations from city/town/county Department of Public Works (DPW), Marin Transit, TAM staff, providing information regarding programs currently receiving funds in Elements 1, 2, and 3:
  - Status of program activities
  - Program needs, funding shortfalls
  - Accomplishments with Measure B funds

# Questions and Feedback

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Thank you!

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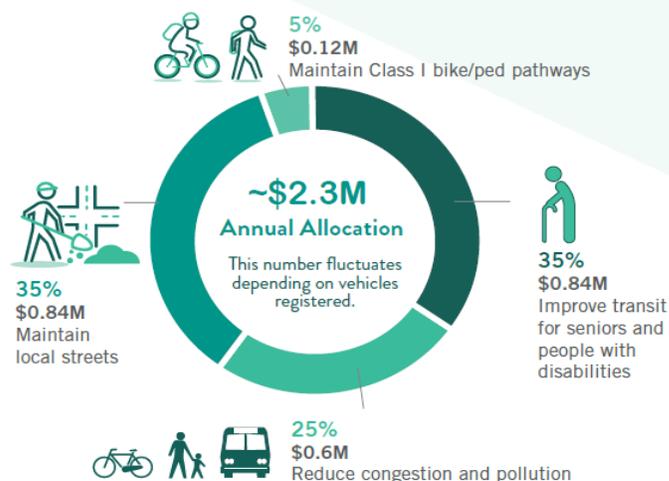
# MARIN COUNTY TRANSPORTATION MEASURE B FACT SHEET

## PASSAGE OF MEASURE B

The Marin County Vehicle Registration Fee (VRF) Program was approved by voters as Measure B in November 2010, with 63% approval. The fee generates approximately \$2.3 million per year through a \$10 vehicle registration fee. The revenue supports specific transportation projects and programs identified as priorities in the voter approved Measure B Expenditure Plan (EP). Measure B was approved at a time when formerly reliable state and federal sources of transportation funding were insufficient and Marin residents expressed a strong desire to reduce traffic congestion and vehicle-related pollution.

## \$10 VEHICLE REGISTRATION FEE

(Approved November 2010)



Funding Provided By Element	
<b>Element 1.1 – Local Streets</b>	
	\$7,163,742
<b>Element 1.2 – Pathway Maintenance</b>	
	\$764,411
<b>Element 2 – Senior/Disabled Transit</b>	
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	\$1,751,013
<b>Element 3.3 – Alternative Fuel Promotion</b>	
	\$1,005,187

## MEASURE B EP UPDATE PROCESS

The Measure B EP includes a provision to review the plan at least every ten years, with any amendments to be approved by a two-thirds vote of the TAM Board. All jurisdictions within the County, along with the public, will be given a minimum forty-five (45) day notice to comment on any proposed Plan amendment prior to its adoption. Any amendments are to be heard at a noticed public hearing prior to TAM Board consideration.

April 1, 2021 marked the 10-Year Anniversary of when TAM started collecting Measure B funds. In November 2021, due to the COVID-19 pandemic, the TAM Board authorized postponing the Measure B review for up to two years. In March 2022, the Board approved a review process of Measure B with potential revisions to be recommended no later than January 2023 with adoption of the amended plan in March 2023.

*Measure B has provided over \$20 million to various programs during the first 10-year period*

*A copy of the Measure B EP can be found here: <https://www.tam.ca.gov/funding/measure-b/>*



# MARIN COUNTY TRANSPORTATION MEASURE B FACT SHEET

## MEASURE B SUPPORTS THE FOLLOWING THREE ELEMENTS:

### Element 1: 40% - Maintain Local Streets & Pathways:

These funds are used to maintain and improve Marin County's local streets for all users including motorists, pedestrians, bicyclists, people with disabilities and transit users. 35% of these funds are allocated directly, by formula, to Marin County cities, towns, and the County of Marin (Element 1.1), and 5% is designated to support the routine maintenance of seven Class I, separated multi-use pathways constructed after January 2008 (Element 1.2).



### Element 2: 35% - Improve Transit for Seniors and People with Disabilities:

These funds are allocated to Marin Transit as part of its Marin Access program and are used to improve travel options for older adults and people with disabilities, including the use of transit, paratransit, subsidized taxi services, and volunteer drivers.

Marin Transit manages and prioritizes funds by working with its Mobility Management Consortium, which is composed of service providers and stakeholders. Since its inception, Measure B provided nearly \$7 million for Marin Transit's Mobility Management Program, which has supported over 100,000 ADA Paratransit Service trips, 70,000 Paratransit Low Income Scholarship trips, 100,000 Paratransit Plus trips, and 115,000 trips through innovative volunteer driver programs. These funds also support the Travel Navigator eligibility, information, referral, and travel training center that offers one on one support for those navigating mobility services in Marin County.



### Element 3: 25% - Reduce Congestion and Pollution

These funds go toward programs that reduce congestion and air pollution, including Crossing Guards (Element 3.1), Commute Alternatives for employers and employees (Element 3.2), and Alternative Fuel Vehicles and Infrastructure including public agency fleet Electric Vehicles and public EV charging stations (Element 3.3).

The Alternative Fuel Infrastructure and Promotion Program supports education and outreach to promote adoption of electric vehicles (EVs) and e-bikes, and provides rebates for EV charging station equipment and fleet vehicle conversion for public agencies in Marin. TAM has helped fund the installation of over 300 EV chargers with more than 60 charger rebates in progress, and over 30 EV fleet vehicle conversions.

Marin Commutes, TAM's Commute Alternative Program, provides ongoing engagement with the public, employers, and employees to promote alternatives to driving alone. It provides tools and resources to support transit, biking, walking, remote work, vanpool incentives and an Emergency Ride Home program.



Along with the Measure A/AA ½-Cent Transportation Sales Tax, Measure B funding has helped sustain the Crossing Guard program with 98 crossing guards.

