



DATE: June 20, 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

RECOMMENDATION

Discussion Only. TAM staff and representatives from the current Measure B fund recipients will discuss the funding needs for the various projects and programs.

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. Staff then presented additional information to the COC at its May 2022 meeting regarding the Measure B Expenditure Plan Review process, along with a 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. TAM staff will continue to gather input on potential amendments throughout the summer and return to the TAM Board with recommendations for review and to commence a formal 45-day public comment period no later than January 2023, with adoption of the amended plan by March 2023.

DISCUSSION

At the June 20th, 2022 COC meeting presentations will be provided by representatives of several programs funded through Measure B Elements. These will include the following presenters:

- Element 1.1 Maintain Local Streets – Keven McGowan, City of Sausalito Director of Public Works and City Engineer representing Marin Public Works Association
- Element 1.2 Maintain Class 1 Bike/Ped Pathways – Bill Whitney, Transportation Authority of Marin Principal Project Delivery Manager
- Element 2 Improve Transit for Seniors and People with Disabilities – Robert Betts, Marin Transit Director of Operations & Planning
- Element 3.1 Crossing Guards & Street Smarts – Dan Cherrier, Transportation Authority of Marin Principal Project Delivery Manager
- Element 3.2 Commute Alternative Programs – Scott McDonald, Transportation Authority of Marin Senior Transportation Planner
- Element 3.3 Alternative Fuel Infrastructure & Promotion – Derek McGill, Transportation Authority of Marin Director of Planning

The COC and the public will be encouraged to ask questions of the presenters and with a discussion following the presentations.

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

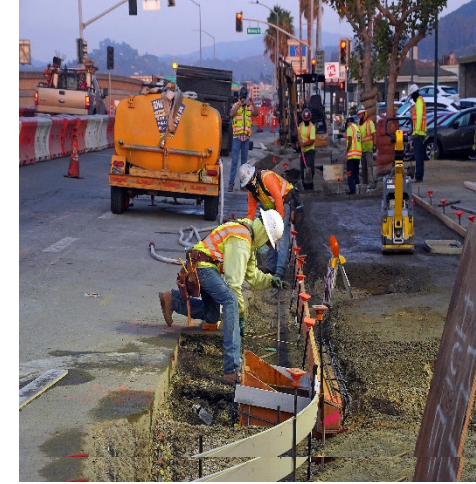
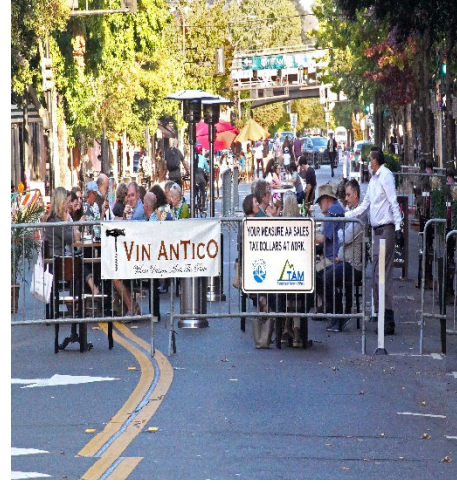
Following the June COC meeting, additional meetings are planned for the months of July and September 2022 to review current needs, solicit public input, discuss potential amendments and propose recommended changes to the Measure B Expenditure Plan for the TAM Board's review and approval.

The following meeting schedule was developed based on the overview shared with the COC in March 2022:

- May 16th, 2022, COC Meeting: Introduction/Funding Landscape/New Ideas
- June 20th, 2022, COC Meeting: Elements 1, 2 & 3 Updates (DPW, Marin Transit, TAM staff)
- July 18th, 2022, COC Meeting: Introduction to Changes Explored by TAM
- September 19th, 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

ATTACHMENTS

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



Item 4 - Attachment A

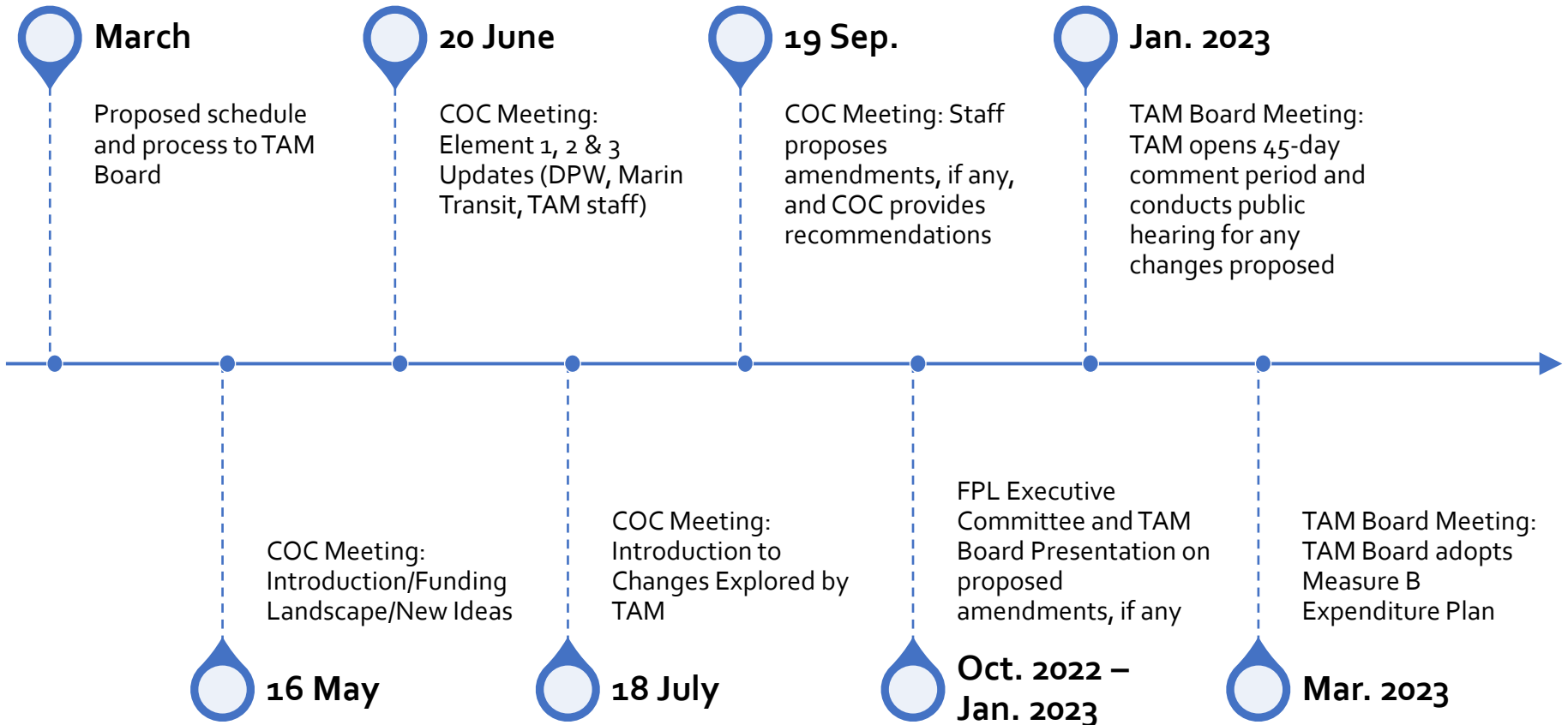
Measure B Vehicle Registration Fee Expenditure Plan 10 Year Review

Transportation Authority of Marin

Citizens' Oversight Committee

June 20, 2022

Review Timeline and Process

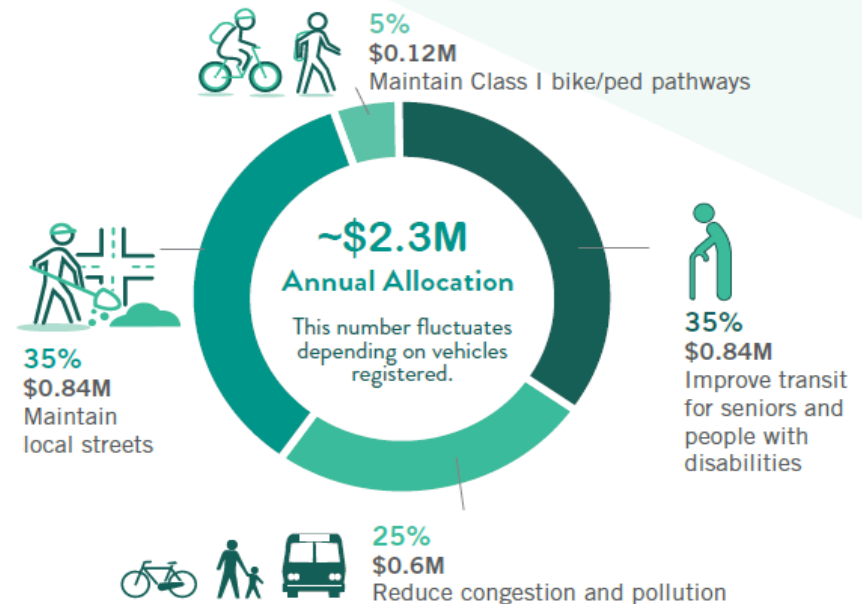


Measure B Expenditure Plan Overview

- 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)



May COC Meeting Discussion Feedback Highlights

- Interest in EV charging infrastructure expansion and partnerships, including leveraging of funding.
- Interest in increasing safe pathways and non motorized infrastructure in general.
- Suggestion to provide more frequent reviews of the Measure B Expenditure Plan.
- Suggestion to further define funding within Element 3.
- Interest in more senior mobility expansion beyond paratransit.

COC Meeting Goals

June:

- Hear from current program managers
- Committee member questions for program managers
- Provide additional input regarding potential Expenditure Plan revisions
- Receive public comment and input

July:

- Recap and follow-up from prior meetings
- First concepts review regarding recommended Expenditure Plan revisions for committee
- Receive public comment and input

September:

- COC review and provide final input on the recommended Expenditure Plan revisions.

Key Questions for Tonight

Based on the presentations:

- Questions for presenters
- Additional information requests

Discussion Questions for Committee and TAM Staff:

- Should the existing funding elements be maintained, or would you eliminate or add new elements?
- Recognizing that the total amount available will not change, where would you add funds and where would you take away funds?
- Can you suggest policy changes that would help achieve program objectives?

Measure B Funds Expended in the First 10 Years

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



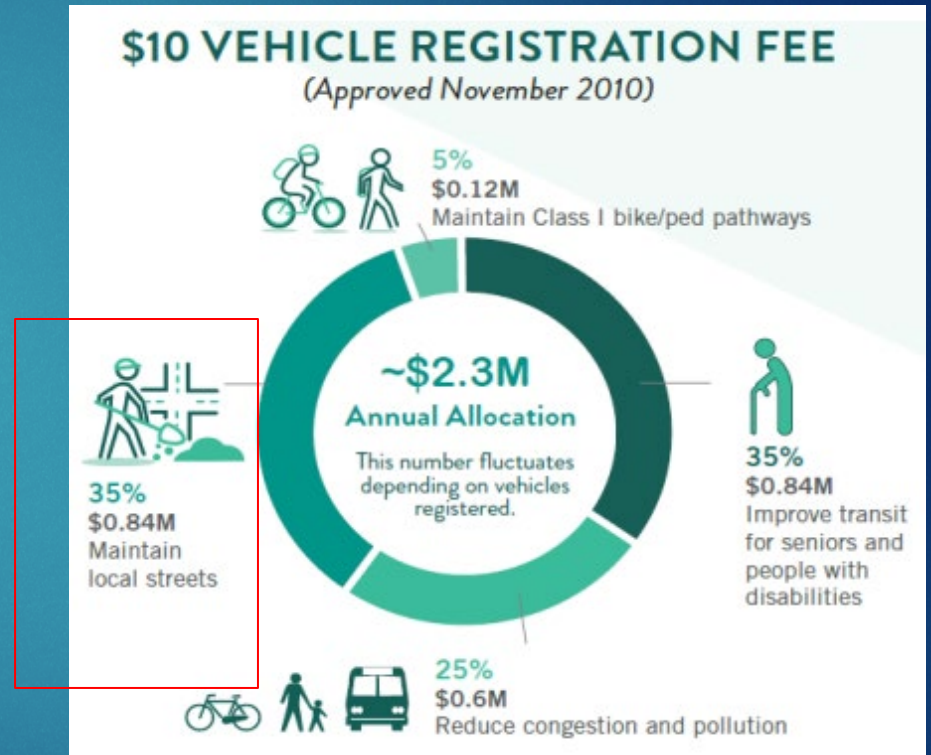
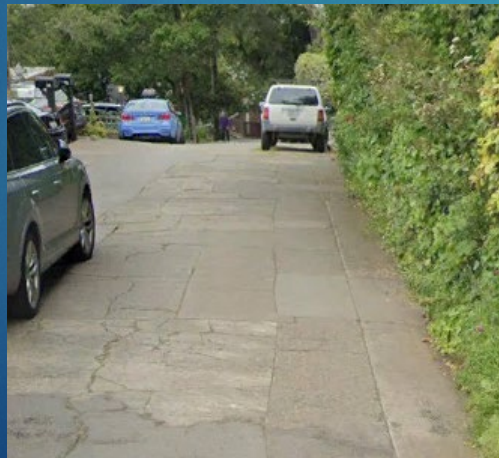
Citizens Oversight Committee

TRANSPORTATION AUTHORITY OF MARIN

JUNE 20, 2022

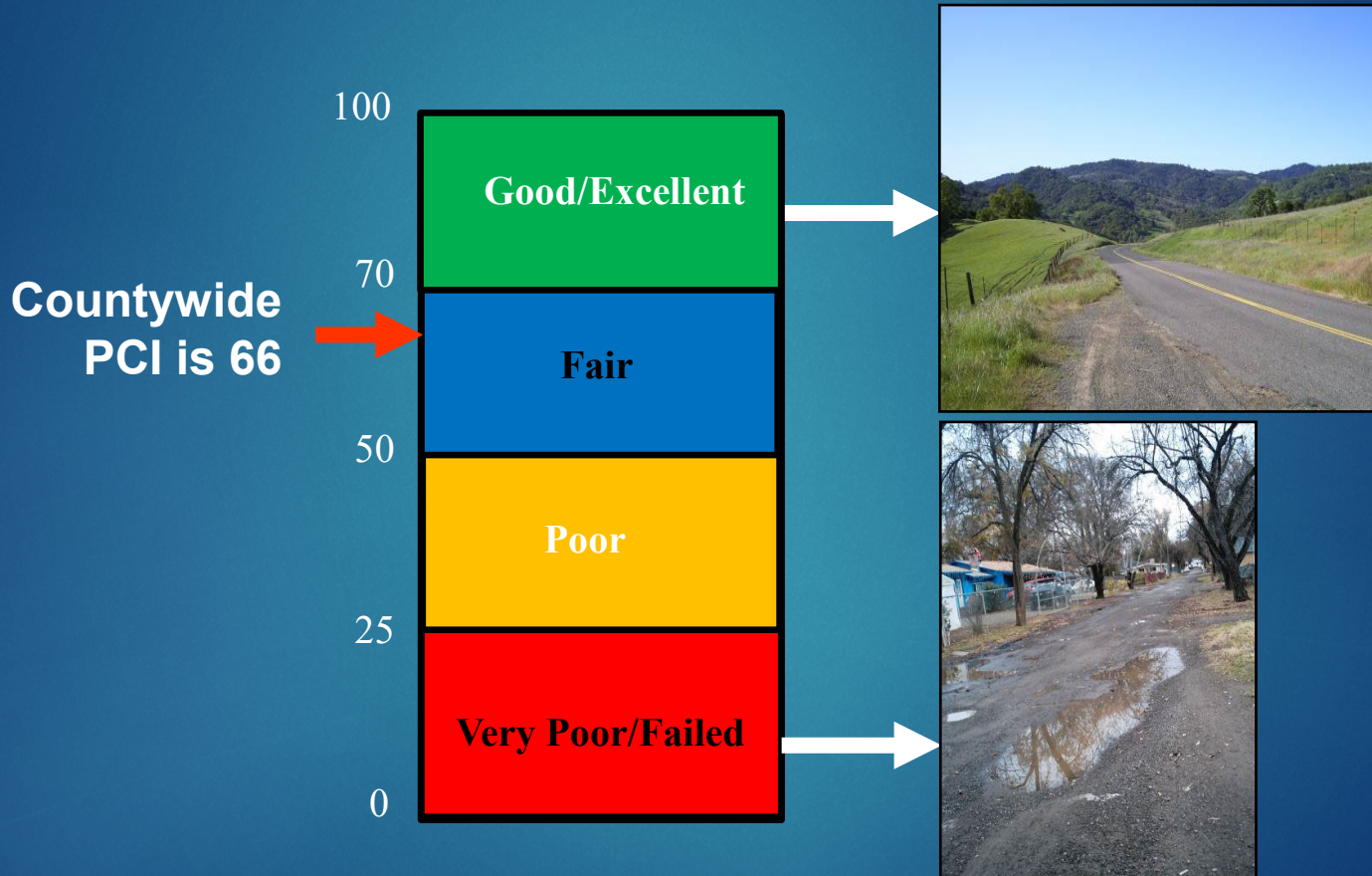


Element 1 – Maintain Local Streets and Pathways



Many miles of Roadways.
Various stages of needed repair

What Do Marin's Roads Look Like?





Examples of Recent Complete Street Projects



Major Roads projects partially funded by Measure B



Doherty Dr.
Larkspur



Grand
Avenue
Pedestrian
Bridge San
Rafael



Mountain view
Road Fairfax



Bank St, San
Anselmo



Lakeside Drive Mill
Valley



Bee St.
Sausalito

Recommendations

- ▶ Continue to support Local Streets and Roads with Measure B funds.
- ▶ Continue to assist local jurisdictions with identifying funds and collaborating allow the best use of funds to maintain existing facilities and provide access.

Although major roadway repair projects can be very expensive, having a ready fund source such as the VRF could enable Public Works Directors to fill cracks and make “quick response” improvements that will have an immediate impact on safety for all users.

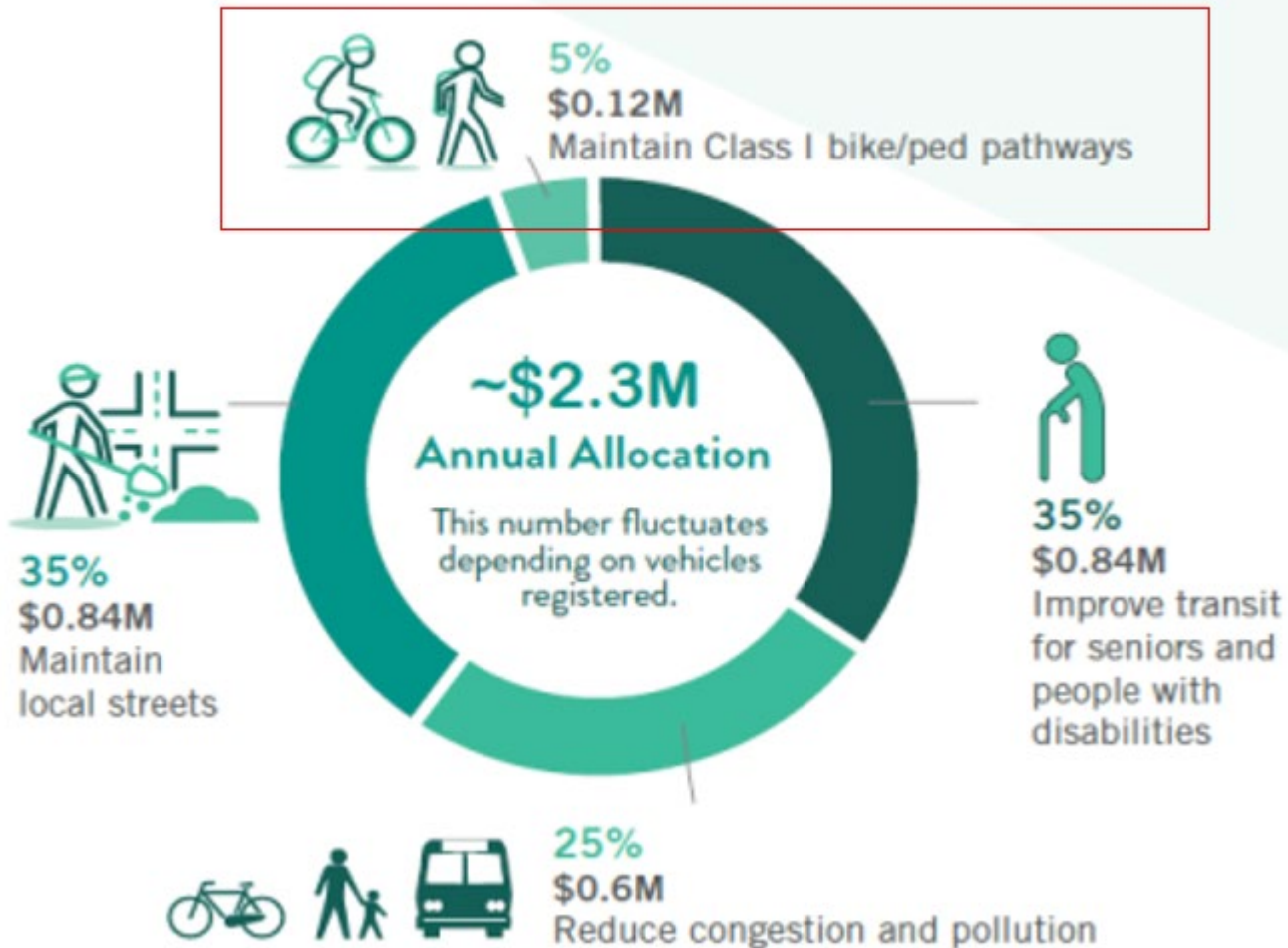
Committee Questions on Streets and Roads Element

- ▶ Committee Questions for Presenter
- ▶ Additional Information Requested

Measure B - Element 1.2

\$10 VEHICLE REGISTRATION FEE

(Approved November 2010)



Measure B - Element 1.2

Maintain Class I Bicycle and Pedestrian Pathways

Eligible Paths Must Be:

- Class 1 path
- Constructed after January 1, 2008
- On publicly available eligibility list of planned and funded pathways adopted by TAM
- Jurisdiction must have complete Street Policy
- Agencies with qualified pathways (County, Novato, San Rafael, and Larkspur)

Distribution of Funds:

- 5% of Annual Measure B funds collected, approximately \$115,000/ year
- Funds distributed annually for routine maintenance
- Distribution based on formula
- Reimbursement basis, cannot exceed actual costs

Highlights:

- TAM has distributed over \$1.1million since the passage of Measure B to local agencies providing routine maintenance of the pathways.
- A well-maintained path encourages walking and biking for transportation and recreation purposes and reduces congestion on our local streets.
- Providing and maintaining Class 1 separated paths also helps to reduce conflicts between bicyclists, pedestrians, and motorists improving safety for all users.
 - As the non-motorized transportation network is built out, the maintenances needs and costs will increase.
 - Providing maintenance funds encourages jurisdictions to build more multi-use paths.

Committee Questions on Pathways Maintenance Element

- Committee Questions for Presenter
- Additional Information Requested

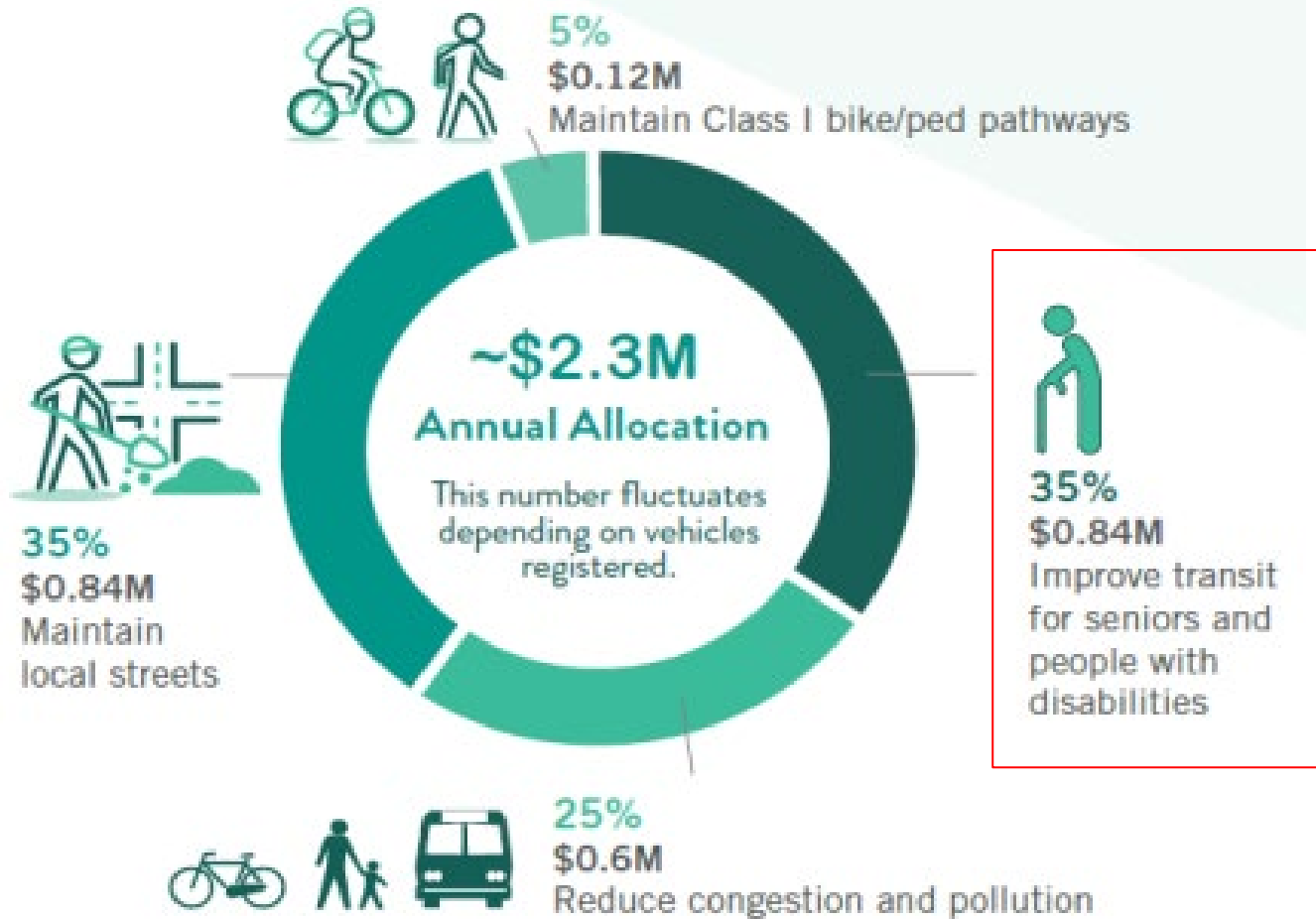


Marin Access & Measure B

June 20, 2022

\$10 VEHICLE REGISTRATION FEE

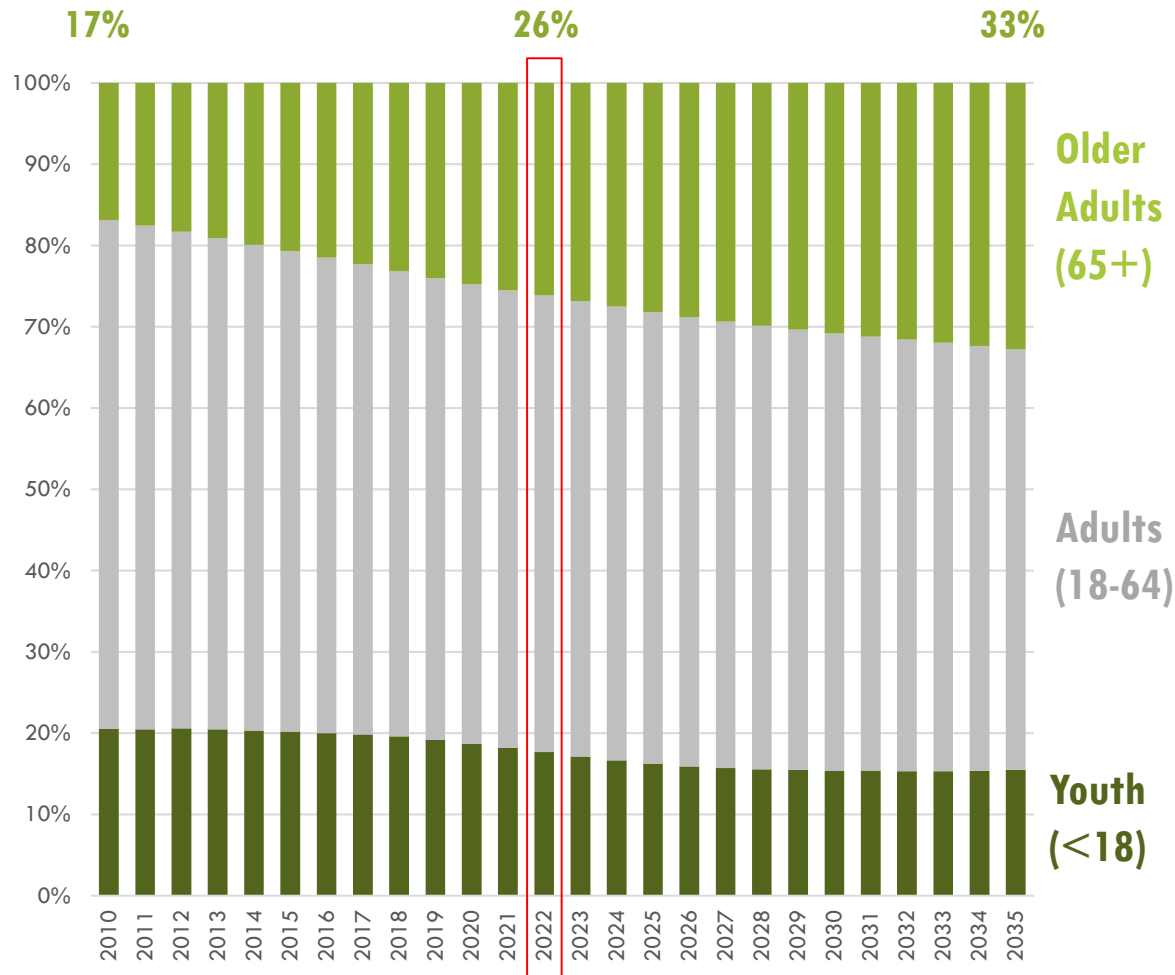
(Approved November 2010)



Marin County Population is Aging



Marin County Population Projections, by Age (% of Total)



Measure B Expands Transit Options



-or-



=



Marin's Vehicle Registration Fee



Paratransit

Door-to-door, shared ride service for ADA-eligible riders



Travel Navigators

One-stop resource for program information & eligibility



Volunteer Driver

Mileage reimbursement for seniors & people with disabilities



Travel Training

Group presentations on public transit & other mobility options



Catch-A-Ride

Discounted taxi rides for seniors & people with disabilities



Fare Assistance

Fare assistance for those that qualify via Medi-Cal or income



Marin Transit CONNECT

On-demand, general public shuttle service



Dial-A-Ride

Pre-scheduled, general public shuttle service

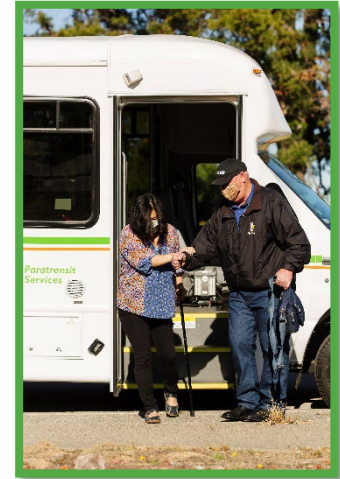
Measure B Expenditures: Transit for Older Adults & ADA



Mobility Management



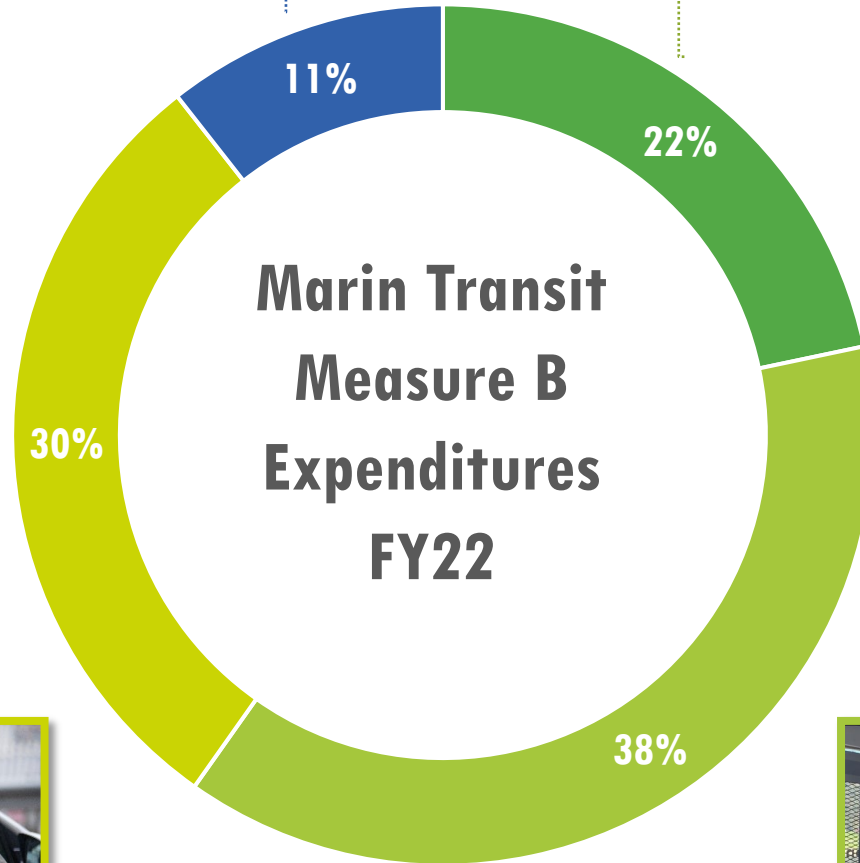
Paratransit



Paratransit Plus



Innovative Programs





Travel Training

Group presentations on public transit & other mobility options

114
Events

5,634
Attendees

45
Locations

“It was the key to being able to use the whole area, to go to the store, go to the doctors, it’s just turned my life on... it’s allowed me to be an independent mover for the most part and that means everything to a human being, I think”

- Kate, resident of Tiburon



100%
Funded
by
Measure B



Travel Navigators

One-stop resource for program information & eligibility

- » Information & application assistance
- » Referrals to additional social services
- » Marin Access eligibility determinations
- » Outreach, Travel Training, & Trip Planning support



Strategy 3: Marin Access Catch-A-Ride



Catch-A-Ride

Discounted taxi rides for seniors & people with disabilities

116,00

Rides

3

Taxi Partners

\$2.7 M

Subsidy Distributed



**100%
Funded
by
Measure B**



Strategy 3: Marin Transit Connect

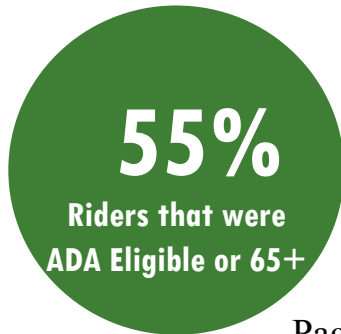


Marin Transit CONNECT

On-demand, general public shuttle service



Connect Riders Owen & Dandelion



Strategy 4: Marin Access Volunteer Driver Programs



Volunteer Driver

Mileage reimbursement for seniors & people with disabilities

140,000
Rides

1.8 M
Miles Reimbursed

\$1.1 M
Amount Reimbursed

100%
Funded
by
Measure B



Strategy 4: Marin Access Low Income Fare Assistance



Fare Assistance

Fare assistance for those that qualify via Medi-Cal or income

100%
Funded
by
Measure B

665

Participants

56,000

Annual Trips

\$160,000

Annual
Disbursement



Strategy 4: Marin Access Innovation Incubator



100%
Funded
by
Measure B

The Marin Access Innovation Incubator (formerly the gap grant program) allows Marin Access to fund innovative projects to expand mobility throughout the county.

5

Programs Funded

\$122,536

Funding
Distributed

3

Program
Conversions



- Funding allowed all Marin Access services to continue throughout the pandemic
- Drivers supported community programs including transportation to testing and vaccination sites, grocery & pharmacy delivery, and prepared meals delivery



Marin Transit Request:

Increase Measure B funding for seniors and people with disabilities to 45%

■ **Fund existing programs and allow for expansion:**

- Maintain and expand low-income fare subsidy programs
- Increase outreach efforts
- Expand service area for premium programs
- Pilot innovative programs to meet growing needs

■ **Expected outcomes:**

- Accommodate future growth in older adult & ADA markets
- Increased mobility for older adults
- Support for the most vulnerable — low-income older adults and people with disabilities

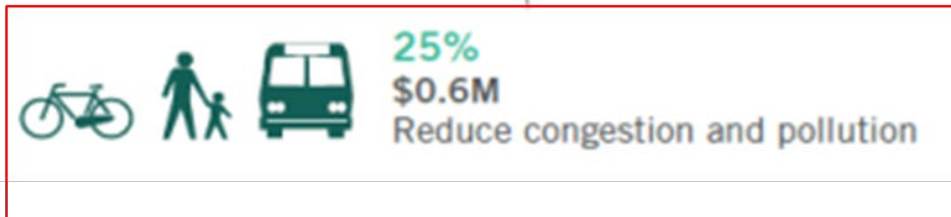
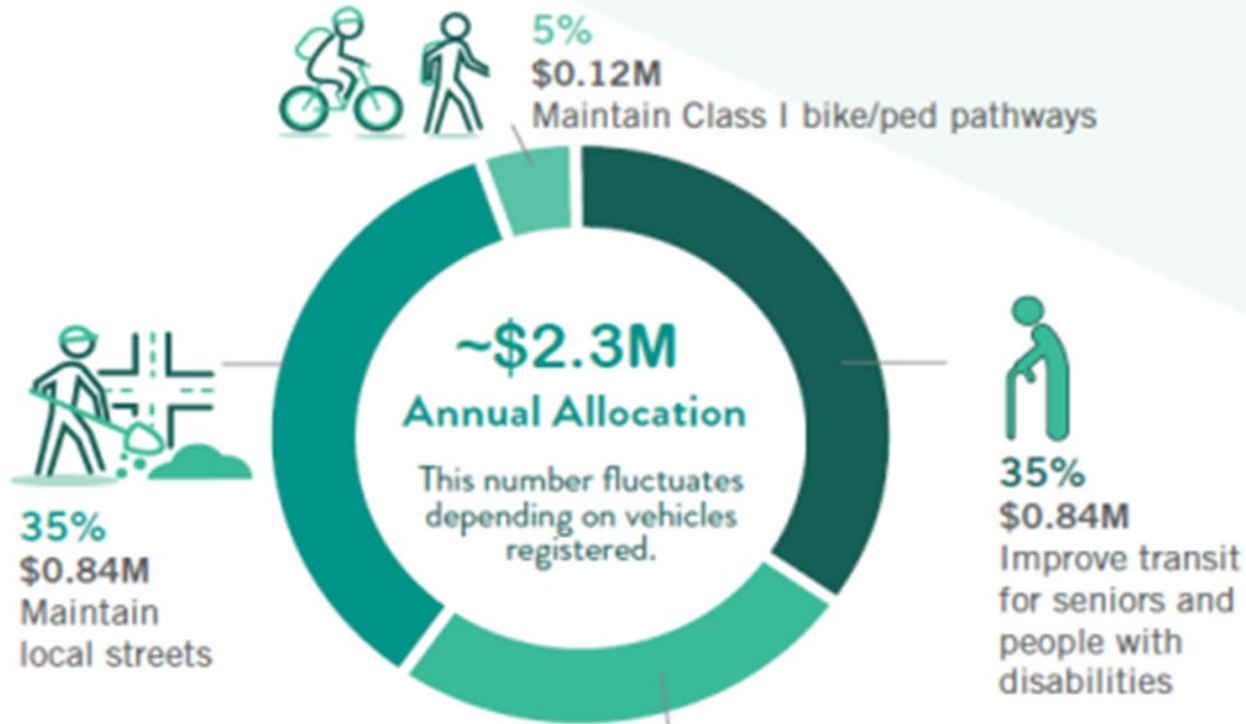
Committee Questions on Improve Transit for Seniors and People with Disabilities Element

- Committee Questions for Presenter
- Additional Information Requested

Measure B - Element 3 Overview

\$10 VEHICLE REGISTRATION FEE

(Approved November 2010)



Element 3.1, Crossing Guards & Street Smarts

- Element 3.1 funds additional crossing guards and supplements funding for the Street Smarts Program.
- The Marin Crossing Guard Program places guards throughout the county near public and private schools based on approved evaluation criteria.
- The Street Smarts Program deploys multi-media targeted safety messages at defined areas of increased accidents.
- Measure B has provided a fixed \$175,000 total to both Programs annually. Additional Measure B funds were directed towards Crossing Guard Program prior to the passage of Measure AA to avoid reductions.
- The \$175,000 is purposely left flexible between the two programs to allow for changing needs year to year (some years all spent on the Crossing Guard Program).

Element 3.1 , cont.

- Measure B allowed for an additional 12 crossing guards effective with the 2011 school year. This raised the crossing guard base from 64 sites to 76 sites.
- 76 sites was maintained until the passage of Measure AA in 2018, which increased the base to 96 locations. The base of 96 sites in the Measure AA Expenditure Plan assumes that Measure B would remain at the same level for the Crossing Guards Program until Measure AA sunsets.
- Elimination of the Measure B funding would reduce the base level of the Crossing Guard Program by 8 sites to 88 locations.
- The reduction of additional funds for Street Smarts Program may only allow for one deployment each year depending on available Measure AA funds.

Committee Questions on Crossing Guards & Street Smarts Element

- Committee Questions for Presenter
- Additional Information Requested

Element 3.2 – Commute Alternative Programs

- Commute Alternatives Programs have expanded since 2011
- Jointly funded by Measure B Element 3.2 and Measure AA 1.4
- Major update in 2019 –programs incorporated into Marin Commutes Public Engagement Program
- Focuses:
 - Increase awareness of transportation options
 - Mode Shift
 - Trip Reduction
 - Employer Support and Partnerships
 - Ongoing Programs: Vanpool Incentive, Green Trip Rewards Program, Emergency Ride Home
 - Pilot Programs: Bike Share, Commute 37, Connect2Transit
 - Equity & Community Based Organization Engagement
 - Congestion Management
 - GHG Reduction



Marin Commutes Framework

Marin Commutes Program

Information & Education

MarinCommutes.org
Community Outreach
Employer Outreach
Equity CBO Outreach

Encouragement & Support

Mode Shift Campaigns
My Marin Commute System (Powered by Ride Amigos)
Green Trip Rewards
Emergency Ride Home Program

Commute Options & Incentives

Walking
Biking
SMART
Marin Transit
Golden Gate Transit
Carpool
Remote Work
Electric Vehicles

Vanpool Program
Bike Share
Connect2Transit
Commute 37

Element 3.2 Ongoing Programs

- **Vanpool Program (Launched 2010)**
 - Grew to 37 Marin Vanpools pre-pandemic, supporting long distance commutes
 - Reduced Vehicle Miles Traveled = 7,027,650 per year
 - Reduction of more than 2800 metric tons of greenhouse gases
- **Emergency Ride Home Program (Launched 2012)**
 - Supported over 16,000 commuters from active employers in Marin through 2019
 - Expanded from employer-based program to more flexible model in 2019, now available to all employees in Marin
- **Employer & Employee Outreach/Support (Ongoing)**
 - Outreach to expand with the launch of Marin Commutes Program website in 2019
 - Upcoming Launch of Year-Round Green Trip Incentives Program

Element 3.2, Strategic Pilot Programs

- **Connect2Transit (Launched 2020)**
 - Provides ~ 120 trips/month using the UBER app through either Marin Transit Connect ADA service or UBER X for connections to transit
 - Replaced a prior pilot program with Lyft 'GetSMART' which provided up to ~ 1,000 trips/ month pre-pandemic
- **COMMUTE 37 Pilot Program (Launched 2022)**
 - Rideshare program for anyone who commutes on Highway 37
 - Partnership with Solano, Sonoma, and Napa
- **Bike Share Grant Program (Launch Planned for Late 2022)**
 - Local funds, sponsorships, and ridership to support ongoing operations
 - Program will extend from Santa Rosa to Larkspur along SMART corridor
- **Prior Pilot Programs: Car Share, Dynamic Rideshare, 'GetSMART' Lyft Service**

Element 3.2, Funding for Commute Alternatives

TDM Programs Budget – FY22/23

(\$350,000 from Measure B 3.2 + \$100,000 from Measure AA 1.4)

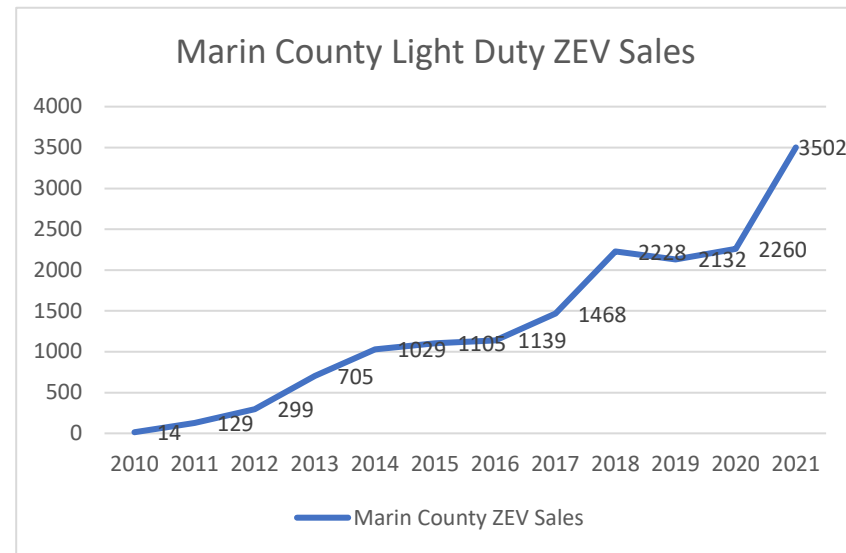
Estimated Program Costs	Status	Total
Convey Inc. Marin Commutes Program Management & Outreach	On-going	\$291,000
Ride Amigos Software	On-going	\$35,000
Connect2Transit UBER (Uber Contract)	Pilot Program	\$70,000
Emergency Ride Home Reimbursement Account	As Needed	\$1,000
Vanpool Incentive Payments	As Needed	\$5,000
Events (Employer Fairs, Bike to Work Day, etc.)	As Needed	\$3,000
Marin Commutes Program Trip Rewards/Incentives	As Needed	\$45,000
	Budget:	\$450,000

Committee Questions on Commute Alternatives Element

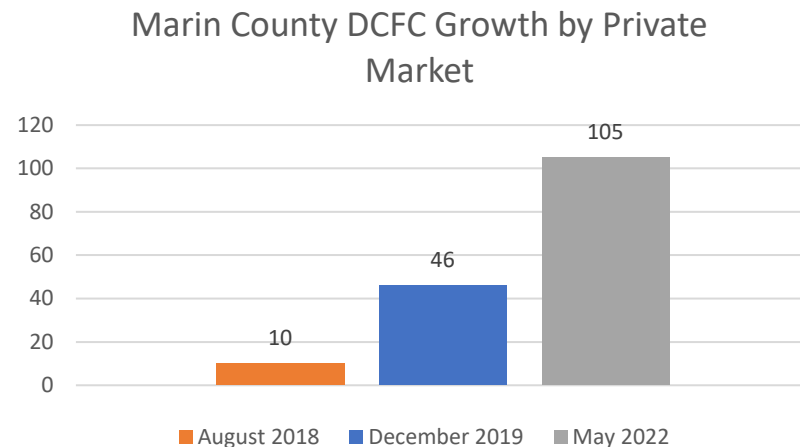
- Committee Questions for Presenter
- Additional Information Requested

Element 3.3, Alternative Fuel Infrastructure & Promotion

- Works with Transit, Safe Routes, and Multimodal focus to reduce GHG emissions
- Public Agency Focused Rebate Programs
 - EV Chargers
 - EV Fleets
 - Public Outreach/Technical Assistance
- 80% of charging at Home or Workplace
- Lots of Changes since 2010
 - New Vehicle Models
 - New mandates from CARB/CEC
 - New Code requirements
 - Established Private market for Commercial DCFCs
- Programs with Direct Nexus to Grid/Ratepayers
 - PGE EV Fleet Ready Program
 - Carl Moyer/HVIP programs
 - BAAQMD Charge
 - Upcoming State and Federal Programs



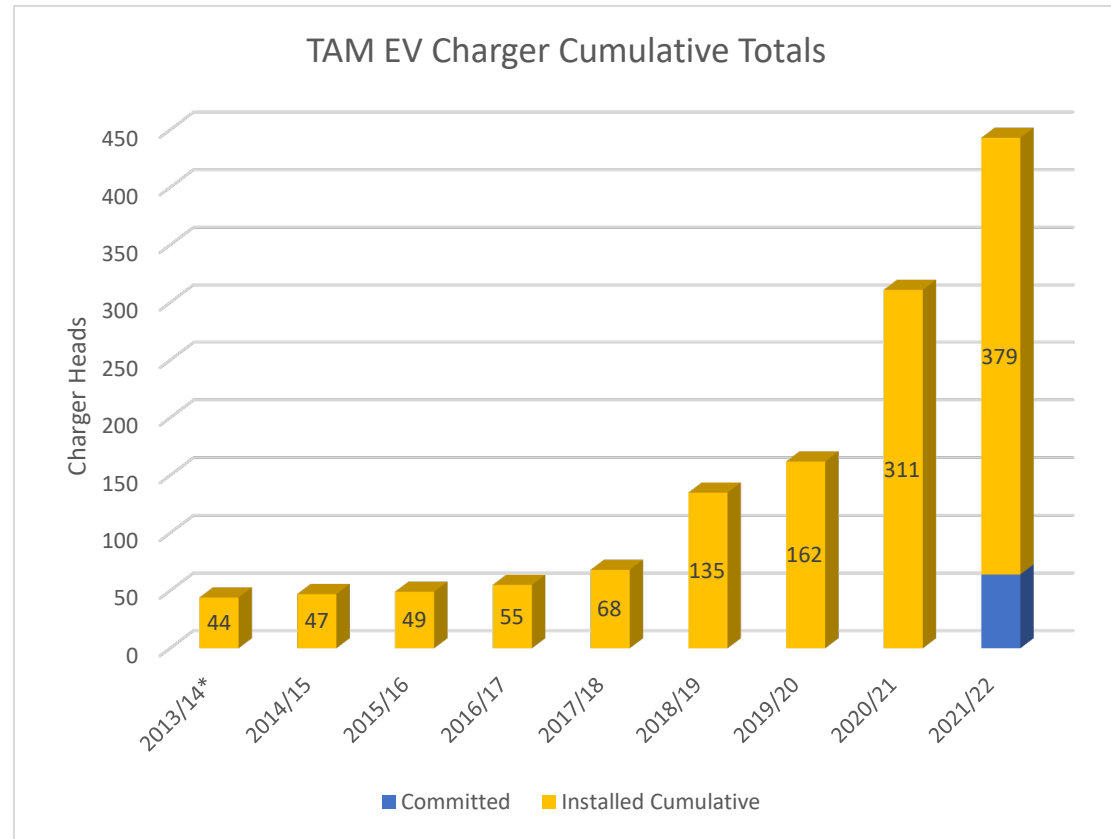
Source: <https://www.energy.ca.gov/data-reports/energy-insights/zero-emission-vehicle-and-infrastructure-statistics/vehicle-population>



Source: Plugshare.com; Compiled by TAM Staff

Element 3.3 - Investments

- 379 EV charger rebates
- 36 EV fleet rebates
- 2 ZEB
- 1 Solar Charging Installation
- EV Siting Studies
- Ebike Study
- Parking Lot Study
- EV Toolkit(s)
- Countywide EV Readiness Plan
- Local Jurisdiction Funding
- EV Public Agency Concept Solicitation Process



Element 3.3, Project Delivery & Rebate Examples



Novato Fair Shopping Center

- 16 DCFCs installed by Electrify America
- Cost to TAM/MCE /Novato - \$0



Civic Center

- 47 level 2 Charge Ports – \$179,559
- PGE – \$23,575
- BAAQMD – \$65,000
- MCE – \$61,494
- TAM – \$29,490 (\$471/port)



San Anselmo

- 8 level 2 Charge Ports – \$31,975
- TAM – \$23,980 (\$2,998/port)

Element 3.3, Moving Forward

- EV Letter of Interest Process
 - 30 Small Scale (2-10) EV Charger installations submitted ~121-145 total chargers
 - Solar Charging Installations
 - Limited EV Fleet Procurements
 - F150 Lightnings (4+)
 - EV Police Vehicles (7+)
 - Microgrid Concepts, Curbside chargers, Street sweepers
- County Of Marin ~\$300k for EV Community Outreach
- Significant Needs Remain in:
 - Residential (Multi Unit Family) and Workplace
 - Equitable Access to EV's
 - Public Agency Fleet Conversion & DCFCs to Meet State Requirements
- Focus on leveraging outside funding
 - Measure B not a replacement for BAAQMD/CEC/CARB Funding
 - Support Complex Grants
- Continue to Support Private Market Development & streamline technical processes
 - EV chargers required by building permits
 - EV fleets by State Mandate
 - Mill Valley Safeway - Electrify America (6 DCFCs) example

Barriers identified in EV LOI Process

- Electrical upgrades (in terms of supply of electricity, space requirements)
- Vehicle availability, and slow Fleet Turnover
- Complex web of Funding Programs (CARB, CEC, BAAQMD)
- Technically Complex Delivery Process / Staff Learning Curve

Committee Questions on Alternative Fuels Element

- Committee Questions for Presenter
- Additional Information Requested

Discussion Questions for Committee and TAM Staff

- Should the existing funding categories be maintained in some form, or would you eliminate or add entirely new categories?
- Recognizing that the total amount available will not change, where would you add funds and where would you take them from?
- Can you suggest any policy changes that would help achieve program objectives?
- Other feedback to staff for a “Discussion Draft” in July?

Preview of July 18th COC Meeting: Discuss Amendments

- Presentations from staff regarding potential revisions based on prior discussions and input
- Discussion with COC to provide further input on revisions to be considered
- Review of potential revisions based on Committee and public input

Questions and Feedback from Public

Thank you!

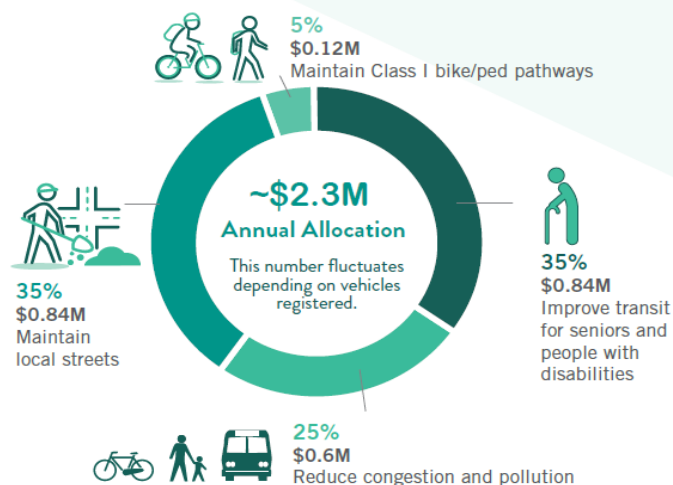
MARIN COUNTY TRANSPORTATION MEASURE B FACT SHEET

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)



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Element 1.1 – Local Streets	
	\$7,163,742
Element 1.2 – Pathway Maintenance	
	\$764,411
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Element 3.1 – Street Smart Program	
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Element 3.2 – Commute Alternatives	
	\$1,751,013
Element 3.3 – Alternative Fuel Promotion	
	\$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.

