



MEETING OF THE
TRANSPORTATION AUTHORITY OF MARIN
FUNDING, PROGRAMS & LEGISLATION
EXECUTIVE COMMITTEE

MAY 8, 2023
2:00 PM

TAM CONFERENCE ROOM
900 FIFTH AVENUE, SUITE 100
SAN RAFAEL, CALIFORNIA

MEETING MINUTES

Members Present: Brian Colbert, San Anselmo Town Council, Committee Chair
Katie Rice, County of Marin Board of Supervisors
Mary Sackett, County of Marin Board of Supervisors
Urban Carmel, Mill Valley City Council

Members Absent: Alice Fredericks, Tiburon Town Council

Staff Members Present: Anne Richman, Executive Director
Bill Whitney, Principal Project Delivery Manager
Dan Cherrier, Director of Project Delivery
Derek McGill, Director of Planning
Grace Zhuang, Accounting and Payroll Specialist
Jennifer Doucette, Executive Assistant/Clerk of the Board
Li Zhang, Deputy Executive Director/Chief Financial Officer
Mikaela Hiatt, Associate Transportation Planner
Molly Graham, Public Outreach Coordinator
Scott McDonald, Principal Transportation Planner

Chair Colbert called the meeting to order at 2:01 p.m.

Chair Colbert welcomed everyone to the meeting and asked Executive Assistant/Clerk of the Board Jennifer Doucette to conduct a roll call to ensure a quorum. A quorum of the Funding, Programming and Legislation (FP&L) Executive Committee was confirmed and detailed information about how the public may participate was provided.

1. Chair's Report & Commissioner Comments (Discussion)

Chair Colbert reported on San Anselmo's Annual Skate Fest, which was held on May 6 at Memorial Skate Park.

2. Executive Director's Report (Discussion)

Executive Director (ED) Anne Richman reported that TAM will staff a table at the Rotary Day of Service at the Civic Center on May 13, and will also staff an energizer station at the foot of the Central Marin Ferry Connector and the North-South Greenway over Corte Madera Creek on May 18 for Bike to Work Day. ED Richman also called attention to the next TAM Bicycle/Pedestrian Advisory Committee (BPAC) meeting scheduled for May 16; and TAM's First Responder EV Webinar scheduled for 10:00 a.m. on June 27.

ED Richman also reported on the County's EV Acceleration Strategy; and the U.S. Department of Transportation's (USDOT's) Promoting Resilient Operations for Transformative, Efficient, and Cost-Saving Transportation (PROTECT) Discretionary Grant Program Notice of Funding Opportunity (NOFO).

ED Richman further reported on the scheduled closure of State Route (SR) 37 from Saturday, May 20, at 3:00 a.m. until Sunday, May 21, at 11:00 a.m.; Marin Transit service changes effective June 11; and Sonoma-Marin Area Rail Transit's (SMART's) new Starlighter train operating Friday and Saturday nights for trips to enjoy dining, entertainment, and evening events.

In response to Commissioner Carmel, ED Richman explained that the EV Acceleration Plan is a document that was created for local jurisdictions to outline strategies and work items suggested to accelerate the use of and infrastructure needed to support EVs, including but not limited to changes in building codes, budget adjustments, fleet transition plan, and facility assessments.

In response to Commissioner Rice, ED Richman confirmed that the EV Acceleration Plan is not an infrastructure siting plan but rather focuses on deployment strategies for use by local jurisdictions in their own operations as well as within the communities; and Director of Planning Derek McGill explained that the target number of countywide public charging sites may found on the California Electric Vehicle Infrastructure Project (CALeVIP) website. ED Richman also explained that the PROTECT Program is a component of the Infrastructure Investment and Jobs Act (IIJA) and is primarily focused on Sea Level Rise (SLR) and resiliency; and that TAM staff has been sharing IIJA grant information with local public works departments.

Commissioner Sackett commented that the funding needed for the construction of the McInnis to Smith Ranch Road Class I pathway and the design of the Porto Suelo Hill pathway connection project will be included in SMART's FY2023-24 Budget.

Chair Colbert asked if any members of the public wished to speak or had submitted a comment by e-mail, and hearing none, closed this item.

3. Open Time for Public Expression

Chair Colbert asked if any members of the public wished to speak or had submitted a comment by e-mail.

Member of the Public Clayton Smith expressed concern about the vehicles parked along Binford Road in Novato.

4. Approval of Meeting Minutes from April 10, 2023 (Action)

Commissioner Carmel moved to approve the April 10, 2023 meeting minutes, which was seconded by Commissioner Sackett. A roll call vote was conducted, and the motion passed unanimously.

5. Evaluation of Safe Routes to Schools Program (Action)

ED Richman introduced Parametrix Program Manager David Parisi and Deputy Program Manager Jennifer Shriber to present this item, which recommends that the FP&L Executive Committee accepts the Tri-Annual Safe Routes to Schools (SR2S) Evaluation Report and recommends it to the TAM Board for review and acceptance.

Mr. Parisi provided an overview and background of the evaluation process, which occurs approximately every three years.

Ms. Shriber provided details of the report, including participating schools; methodology for data collection; travel mode shift summary; program effects on vehicle miles traveled (VMT); Covid-19 adaptation and successes; education programs and classes; and encouragement activities and contests.

Ms. Shriber also provided information on engineering and infrastructure projects; equity; enforcement and safety programs; funding; and a summary of recommendations.

In response to Commissioner Carmel, Ms. Shriber explained that the student body numbers vary at private schools and that including private schools in the program could be a good opportunity to expand the program.

Chair Colbert commented that private schools attract students from a wider geographic range and that some campuses are in isolated areas.

Mr. Parisi explained that many private schools have bus programs; and that in the past, some private schools have worked with Safe Routes to increase active transportation to and from school.

In response to Commissioner Carmel, Ms. Shriber explained that the table on slide number 4 of the presentation is an example of the data collected for each school, which is collected through classroom surveys conducted by teachers over a 3-day period twice per year. Mr. Parisi explained that the surveys are compared to counts and analyzed by Safe Routes staff for accuracy. Ms. Shriber explained that part of the analysis confirms that the sample size of students responding to the survey is statistically significant and representative of the student body as a whole. Mr. Parisi confirmed that the surveys are conducted at the same time each year, in the Spring and Fall; and that changes in behavior may be seen in line graphs over the past 20 years.

In response to Commissioner Carmel, Mr. Parisi explained that the percentage level of Green Trips (e.g., carpooling) has been consistent since 2008/09 at approximately 50%, and that the percentage level of Active Green Trips (e.g. walking, biking) continues to increase, with that being one of the ultimate goals. Mr. Parisi also explained that future goals include incorporating more schools in Equity Priority Communities (EPC) and expanding the bilingual component of the program. Mr. Parisi further explained that increasing Green and Active Green Trips for existing participating schools may be achieved through a combination of education/encouragement programs and infrastructure improvements.

Chair Colbert inquired about opportunities to increase Active Green Trips at individual schools; and Commissioner Sackett commented that variables such as parent involvement/volunteerism and school administration support contribute to changes in behavior.

In response to Commissioner Carmel, Mr. Parisi explained that the Marin SR2S program has maintained the highest percentage of participation in the Bay Area; and that more funding for education and encouragement programs as well as capital safety improvements may be necessary to achieve significantly higher participation.

In response to Commissioner Rice, Mr. Parisi explained that school leadership, parent engagement, crossing guards, infrastructure, and enforcement are key factors for maintaining participation.

In response to Commissioner Carmel, Mr. Parisi explained that pedestrian and bicycle safety classes are provided approximately six times per year to both elementary and middle school students, as well as bike rodeos, contests and other community events throughout the school year.

Commissioner Sackett commented that to increase participation, perhaps more family events could be implemented to educate parents, as well as more public outreach and education after capital safety improvements are completed. Commissioner Sackett also commented on the possibility of using stipends to attract and incentivize more parent volunteers. Commissioner Sackett expressed appreciation and support for the evaluation report.

Chair Colbert commented on the importance of parent leadership and collaboration with school administration, public works, et al. in sustaining a successful SR2S program at individual schools.

In response to Chair Colbert, Mr. Parisi explained that SR2S staff are working with all of the School Task Forces on electric bicycle (e-bike) safety, including incorporating new curricula into the education and engagement components of the program, and providing informational resources for parents.

Commissioner Rice commented on the importance of providing appropriate infrastructure and facilities for e-bikes on school campuses; and inquired about education for parents who use e-bikes. Mr. Parisi explained that the program is starting to target the parent population, including those that use large cargo e-bikes.

In response to Commissioner Rice, TAM Director of Project Delivery Dan Cherrier explained that the current year budget for the Safe Routes education program is \$950,000 and the proposed budget for next year is \$1.2 million, which also includes the work scope with the banner component of the Street Smarts program.

In response to Commissioner Rice, Mr. Parisi explained that the Street Smarts program includes every city, town and unincorporated area throughout Marin; and that surveys will be conducted to measure the impact of the program on behavior.

Commissioner Sackett commented that the informational e-bike flyer could be distributed more often; and that parent education and targeted enforcement are integral to changing behavioral patterns. Commissioner Sackett also commented that perhaps the SR2S program could work with a task force of local law enforcement agencies to further address e-bike safety.

Commissioner Carmel commented that perhaps the next presentation to the Board could include a summary of actions necessary to significantly increase participation; expressed support for a Ride Amigos component of the program developed at one school and encouraged its expanded use; and suggested piloting new programs at specific schools to measure effectiveness.

Commissioner Rice commented on the importance of the SR2S program in addressing traffic congestion.

Chair Colbert asked if any members of the public wished to speak or had submitted a comment by e-mail.

WTB-TAM Director of Planning Matthew Hartzell expressed support for the SR2S program and encouraged the agency to identify factors such as increasing budget and/or prioritizing safe pathways to schools infrastructure projects to achieve a higher percentage of participation. Mr. Hartzell also inquired about safe pathways to schools infrastructure projects completed to date; commented on the importance of public outreach and education after capital safety improvements are completed; and encouraged the agency to conduct a comprehensive analysis to identify future safety improvement projects around schools.

Commissioner Sackett moved to accept the Tri-Annual SR2S Evaluation Report and recommend it to the TAM Board for review and acceptance, which was seconded by Commissioner Carmel. A roll call vote was conducted, and the motion passed unanimously.

6. Connect2Transit Pilot Program Update (Discussion)

Principal Transportation Planner Scott McDonald presented this item for discussion, which included a program overview and background, program benefits, voucher service utilization, challenges faced, and recent developments. Mr. McDonald also provided updates on the Marin Commutes Program and outlined next steps.

Commissioner Rice commented that she was encouraged to learn that SMART was beginning to focus on first and last-mile connections; inquired about the demographics of SMART riders; and commented on the discontinuation of Connect2Transit by Marin Transit due to the cost-prohibitive nature of the program. In response to Commissioner Rice, Mr. McDonald explained that SMART has conducted surveys to obtain origin and destination data and determine first and last-mile connections but that behavioral patterns may have shifted since the data was collected. TAM Director of Planning Derek McGill confirmed that on-board surveys were completed before the start of the Covid-19 pandemic, and that the data indicated that in Marin County, many of the SMART users who bike or walk, live or work in close proximity to a station, especially in areas around the Civic Center and downtown San Rafael. Mr. McGill explained that the previous Lyft program included connections to the southeast San Rafael business park on Kerner Blvd., which included a large employer.

Commissioner Sackett commented that the SMART pilot program at the airport separated the technology and the transit components into two contracts; and that recent reports indicate that the majority of bicyclists riding SMART take their bicycles on the train rather than use the storage facilities provided at the stations, which may indicate that those riders are using bicycles at both ends of the trip. Commissioner Sackett commented on the challenges that the Covid-19 pandemic placed on the launch of the Bike Share Pilot Program and encouraged the agency to continue to move that program forward; and also inquired about the frequency of use for the Emergency Ride Home (ERH) Program.

In response to Commissioner Sackett, Mr. McDonald explained that the ERH Program will reimburse the cost of an expedient ride home, via taxi, Uber, Lyft (or equivalent) in cases of emergency for anyone who works in Marin County and uses an alternative transportation option rather than driving alone. Mr. McDonald also explained that to date, TAM receives approximately 3-4 reimbursement requests annually but expects that number to rise as more employees return to onsite work locations. Commissioner Sackett commented that perhaps the ERH Program could also be promoted to parents through SR2S.

Chair Colbert asked if any members of the public wished to speak or had submitted a comment by e-mail, of which there were none.

Commissioner Carmel commented that perhaps the funds that were previously used for the Connect2Transit program could be redirected to e-bike storage or a bike parking program.

Commissioner Sackett commented that secured bike parking at SMART stations is underutilized as most riders bring their bicycles on the train.

Mr. McGill explained that TAM staff has been in discussions with the Bay Area Air Quality Management District (BAAQMD) to potentially reactivate the bicycle parking program, which was previously operated through the trip reduction program.

The meeting was adjourned at 3:40 p.m.