



**DRAFT**  
**2023 MEASURE B**  
**VEHICLE REGISTRATION FEE (VRF)**  
**STRATEGIC PLAN**

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## Executive Summary

The Marin County Vehicle Registration Fee (VRF) Expenditure Plan, approved by voters as Measure B in November 2010, dedicates an estimated \$2.3 million annually in VRF revenues to the transportation project and program needs in Marin. The VRF was approved at a time when formerly reliable state and federal sources of transportation funding were sorely lacking and Marin residents expressed a strong desire to reduce traffic congestion and vehicle-related pollution. A number of transportation improvements in Marin would not be implemented if the VRF revenues were not available.

Revenue collection of VRF funds started on April 1, 2011. Measure B was approved with no sunset date; however, it included the provision that the Measure B Expenditure Plan will be reviewed at least every ten years, and any amendments would need to be approved by the TAM Board. The first Measure B Expenditure Plan review was originally scheduled for adoption no later than April 1, 2021. Due to the COVID-19 pandemic, in November 2020, the TAM Board extended the time and directed staff to commence a public hearing no later than January 2023 with adoption of the amended plan by March 2023.

In March 2022, the Measure B Expenditure Plan Review process commenced through the TAM Citizens' Oversight Committee (COC) meetings, along with engagement of various other groups including the Marin Public Works Association (MPWA), Marin Managers Association (MMA), and Ad-Hoc Committees, such as the Commute Alternatives & Reduction of Trips (CART), Alternative Fuel & Electric Vehicle (AFEV), and Safe Routes to Schools (SRTS) Committees for input and recommendations for suggested revisions.

On October 24, 2022, the COC deliberated and voted unanimously to support the recommended amendments to the Measure B Expenditure Plan. On December 15, 2023, the TAM Board opened a public comment period on the Amended Measure B Expenditure Plan. After the public comment period closed, the TAM Board adopted the Amended Measure B Expenditure Plan on February 23, 2023. Concurrently, the TAM Board directed staff to develop a revised Measure B Strategic Plan (hereinafter referred as "2023 Measure B Strategic Plan") to capture the instructions from the Amended Measure B Expenditure Plan and manage the revenues and expenditures effectively and efficiently.

The Measure B Expenditure Plan and the subsequent Amended Measure B Expenditure Plan lists projects and programs that are eligible for VRF funds and establishes the maximum percentage of funds that can be allocated to each element. It did not establish exactly when allocations will be made. TAM developed this revised 2023 Measure B Strategic Plan to establish the timing of allocations and address funding priorities among the projects. The 2023 Measure B Strategic Plan reconciles the timing of expected revenues with the schedule for when those revenues are needed in order for sponsors to deliver projects and services. It provides the best available understanding of when revenue will be available and how that revenue will be spent. The resulting assignment of dollars to programs and projects is a commitment to sponsors that the funds will be available. The 2023 Measure B Strategic Plan itself does not constitute the final granting of funding. Commitments to individual projects and programs are secured through actual allocation actions by the TAM Board.

The Amended Measure B Expenditure Plan did not fundamentally change the original Measure B Expenditure Plan funding elements or percentages. However, messages from the review process were clear that there is a need to leverage funding for non-motorized transportation needs and support of complete streets elements of projects with modest changes is reflected under Element 1. No changes were instituted for Elements 2 or 3.

The 2023 Measure B Strategic Plan is expected to be updated every other year as needed. Any updates are intended to present to the communities and the Authority’s stakeholders at large a clear sense of the agency’s strategy in managing its resources responsibly and cost effectively. In short, the 2023 Measure B Strategic Plan provides the overall roadmap for the programming of VRF funds consistent with project/program sponsors’ expectations. The Revenues and Programming Summary Sheet of the 2023 Measure B Strategic Plan will be updated annually to indicate the funds available for the years ahead and, to accommodate project delivery.

As outlined in the Amended Measure B Expenditure Plan, the revenues generated by VRF are programmed to the following three Elements:

**Element 1: Maintain Local Streets and Pathways**

- 1.1. Bicycle, Pedestrian, and Safety Improvements on Local Network
- 1.2. Maintain Class I Bike/Ped Pathways

**Element 2: Improve Transit for Seniors and Persons with Disabilities**

- 2.1. Paratransit Plus
- 2.2. Volunteer Driver Program Support
- 2.3. Low Income Rider Scholarships
- 2.4. Gap-Grant Program
- 2.5. Mobility Management Staffing

**Element 3: Reduce Congestion and Pollution**

- 3.1. School Safety and Congestion Reduction
- 3.2. Local Marin County Commute Alternatives
- 3.3. Alternative Fuels Infrastructure and Promotion

As mentioned above, the Amended Measure B Expenditure Plan revised Element 1 but made no changes to Elements 2 and 3. The primary change to Element 1 involves converting Element 1.1 from funding local street and road projects to bicycle, pedestrian, and safety improvement projects. Other changes are discussed below.

A number of policies are outlined in the 2023 Measure B Strategic Plan to make clear the actions, intentions, and expectations of TAM. The policy elements discussed in this document include: the Separation of Elements, Reserves, Debt, Investments, Fund Swaps, Strategic Plan Amendments, California Environmental Quality Act (CEQA), and Annual Reporting. These policies are part of the structure and guidelines for prudent administration of the Measure B program.

Of paramount interest to local sponsors due to receive a portion of the VRF revenues are the implementation guidelines: how sponsors, or claimants, receive and utilize the funds. This Strategic Plan provides various claimant policies, including Eligibility for Funding, the Application Process, Allocations and Disbursement of Funds, Monitoring and Reporting Requirements, and Eligible and Ineligible Costs.

The 2023 Measure B Strategic Plan programming roadmap will serve as the starting line for VRF usage. TAM will assess progress and eligibility, assuring that sponsor reporting requirements are met. The incremental allocation of funds along with regular monitoring done by TAM staff will provide additional assurance that the goals of the Amended Measure B Expenditure Plan (hereinafter referred as “Expenditure Plan”), the strong message from voters, are being met.

## I. Introduction

The Expenditure Plan for the \$10 VRF increase, originally approved by voters as Measure B in November 2010, dedicates an estimated \$2.3 million annually in VRF revenues to transportation needs in Marin County. The Expenditure Plan was adopted in February 2023.

The Strategic Plan implements the primary goal of Measure B, as set forth in the Expenditure Plan:

**Support transportation investments in a way that sustains Marin County’s transportation network and reduces traffic congestion and vehicle-related pollution.**

The Expenditure Plan lists transportation projects and programs that are eligible for VRF funds and establishes the maximum percentage of VRF funds that can be allocated to each element but provides minimal guidance on the timing of allocation of the VRF revenue to each Element. TAM has developed the 2023 Measure B Strategic Plan to establish the timing of allocation amounts, addressing funding priorities among the projects. The 2023 Measure B Strategic Plan reconciles the timing of expected revenues with the schedule for when those revenues are needed in order for sponsors to deliver projects and services. It takes into consideration the schedule of availability of federal, state, Measure A/AA, and other funds beyond Measure B and an assessment of the reasonableness of project and program schedules.

The 2023 Measure Strategic Plan makes provisions for project management administration consistent with the Expenditure Plan and provides the overall structure for the management of the VRF revenues. Finally, guidance is provided to sponsors on requesting, utilizing, and reporting on the results of the VRF funds allocated.

The 2023 Measure B Strategic Plan roadmap will serve as the starting line for VRF usage. Each time a sponsor requests the next phase of funding for a project or program, TAM will assess progress and eligibility, assuring that sponsor reporting requirements are met.

### *A. The Transportation Authority of Marin*

TAM was created in 2004 by the Marin County Board of Supervisors to administer the Measure A (Transportation Sales Tax) Expenditure Plan, subsequently extended as Measure AA. With the passage of Measure B, TAM now manages the implementation of the transportation programs financed by both Measure A/AA and Measure B. TAM also serves as the designated Congestion Management Agency (CMA) for the County, providing countywide planning and programming for transportation related needs. TAM plays a leading role in the planning, financing and implementation of transportation projects and programs in the County.

The TAM sixteen member governing board comprises representatives from each of the cities and towns in Marin County, and all five members of the County Board of Supervisors. A twelve member Citizens’ Oversight Committee, made up of five representatives from the five planning areas and seven representatives from diverse interest groups in the County, will report directly to the public on expenditures related to the Measure A/AA and Measure B Expenditure Plans.

### *B. The Citizens’ Oversight Committee (COC)*

The existing Citizens’ Oversight Committee (COC), created by the TAM Board with the assistance of the League of Women Voters to provide oversight for the half-cent transportation sales tax (Measures

A/AA), provides oversight of the VRF as well. The COC reports directly to the public and will be responsible for reviewing all revenues and expenditures related to the VRF. The responsibilities of the COC are:

- The COC must hold public meetings to inform Marin County residents how funds collected from the Fee are being spent. The Meetings will be open to the public and must be held in compliance with the Brown Act, California’s open meeting law. Information announcing the meetings must be well publicized and posted in advance.
- The COC must publish information on the use of the Fee in an annual report. This report can be included as part of the annual report currently published by the COC related to the half-cent transportation sales tax. Copies of these documents must be made widely available to the public at large.

Members of the COC will be private citizens who are neither elected officials of any government nor public employees from any agency that either oversees or benefits from the proceeds of the VRF. Membership will be restricted to individuals who live in Marin County. Membership is restricted to individuals without personal economic interest in any of TAM’s projects.

The Expenditure Plan allows the TAM Board to review and adjust the COC membership structure when necessary. More specifically, TAM’s Equity Statement and Action Plan are under review and development. As part of this process, the COC will be asked to provide input and make recommendations to the TAM Board regarding changes to the current COC membership structure to address the needs and voices of Equity Priority Communities (EPC) in Marin.

Current COC membership can be found at <https://www.tam.ca.gov/board-committees/citizens-oversight-committee/>.

### *C. Overview of the Elements*

The goal of the Expenditure Plan is to support transportation investments in a way that sustains the County’s transportation network and reduces traffic congestion and vehicle-related pollution. The VRF is a key part of an overall goal to develop a balanced, well-conceived program that improves transportation of all types. In accomplishing this goal, the Expenditure Plan provides funds to three distinct Elements as described below:

#### **1. Element 1: Enhance Bicycle, Pedestrian, and Safety Improvements on Local Network**

**Forty percent (40%)** of the VRF will be used for bicycle, pedestrian, and safety improvements on Marin County’s transportation network, thereby improving multimodal performance and safety, of which 35% will be used for capital projects that enhance bicycle, pedestrian, and safety improvements and 5% will be used to maintain Class I bike/ped pathways constructed after January 1, 2008.

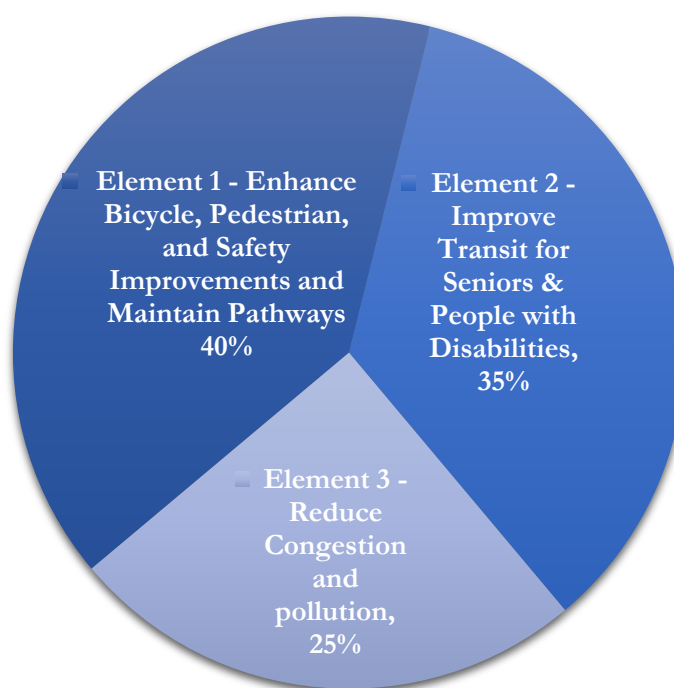


## 2. Element 2: Improve Transit for Seniors and Persons with Disabilities

**Thirty-five percent (35%)** of the VRF will be distributed to Marin Transit for use on Mobility Management programs and enhancements to the specialized transportation system for people with disabilities to include older adults regardless of disability status.

## 3. Element 3: Reduce Congestion and Pollution

**Twenty-five percent (25%)** of the VRF will be dedicated to fund projects/programs that can reduce congestion and pollution in Marin, including School Safety and Congestion Reduction; Local Marin County Commute Alternatives; and Alternative Fuels Infrastructure and Promotion.



### *D. Strategic Plan Purpose & Guiding Principles*

This 2023 Measure B Strategic Plan serves as the programming document for the programs and projects that are contained in the three elements defined in the Expenditure Plan. In the development of the Expenditure Plan, a number of goals emerged on how the VRF funds should be spent. The 2023 Measure B Strategic Plan codifies these goals as guiding principles. These principles guide the 2023 Measure B Strategic Plan policies and the specific programming recommendations, including Strategic Plan updates:

1. Reduce greenhouse gas emissions and vehicle miles traveled, while supporting healthy living
2. Satisfy SB 83's requirement that the fee have a relationship to, or benefit, the rate payer
3. Select projects that are part of an approved plan and have a strong history of community input

4. Improve mobility options and reduce congestion
5. Benefit local residents
6. Enable TAM and other agencies to leverage transportation funds coming from state and federal sources
7. Be cost effective
8. Ensure that benefits are easily measurable and quantifiable



## II. Policy Elements

The 2023 Measure B Strategic Plan sets policy and provides guidance for the administration of the Measure B program, ensuring prudent stewardship of the funds. Policies considered by the TAM Board and incorporated into this document not only guide the funding decisions TAM expects to make but also will determine how VRF revenues are allocated to specific projects and programs.

### *A. Separation of Elements & Sub-elements Policy*

The 2023 Measure Strategic Plan captures the intent of the Expenditure Plan in assigning funding commitments to the three key elements. The Expenditure Plan is organized around three elements designed to protect the environment and quality of life enjoyed in Marin County. Each element is supported by specific but flexible programs that have been designed to “provide a high degree of accountability to the voters.” In the Strategic Plan, a percentage share of Measure B revenues is programmed to each element or sub-element within the three elements. As vehicle registration fee revenues increase or decrease, the dollar amounts programmed to each element and sub-element may fluctuate accordingly, but the overall percentage will be maintained.

For purposes of developing the Revenue and Programming section of the Strategic Plan, financial assumptions concerning how Measure B revenues would be programmed, interest earned, and funds borrowed between elements were developed. These assumptions have guided the development of the fund tracking and monitoring systems, which determine the level of VRF revenues will be expended for each element and sub-element over time. In general, for tracking purposes, each element or sub-element is considered as a discreet and separate “fund” that is eligible for its percentage share of revenues annually. Revenue may be allocated for eligible projects and programs within the element or sub-element annually or they may be accumulated and allocated at a later time.

Interest earnings on Measure B fund balance will be allocated to any Measure B eligible projects and programs as determined by the TAM Board.

Over the life of the plan, all direct Measure B revenues will be programmed according to the percentage distributions identified in the Expenditure Plan.

Specific policies related to programming VRF revenue to elements and sub-elements are discussed in the Revenue and Programming section of the Strategic Plan.

### *B. Debt Policy*

The Expenditure Plan acknowledges and allows for debt to be issued for expediting the delivery of transportation projects. If issued, the principal and interest cost of the bonds, along with any issuance costs, will be paid using the proceeds of the VRF. The costs associated with bonding will be borne only by those elements utilizing the bond proceeds. The costs and risks associated with bonding will be presented in TAM’s Annual Budget and will be subject to public comment before approving a bond sale.

The debt policy that the TAM Board adopted in July 2007 with periodic reviews provides a framework for issuing debt, addressing restrictions on the amount and type of debt to be issued, the issuance process, and the management of the debt portfolio.

### ***C. Investment Policy***

The TAM Administrative Code Article VI, Section 106.8 states that “all funds of the Authority will be invested in the manner and upon the conditions set forth in Government Code 53601, and the receipt, transfer or disbursement of such funds during the term of the Agreement shall be accounted for in accordance with generally accepted accounting principles applicable to governmental entities.”

TAM currently invests most of the cash balance of the VRF funds with Investment Trust of California (CalTRUST), a Joint Powers Authority created by public agencies in 2005 to provide a convenient method for public agencies to pool their assets for investment purposes.

The Investment Policy that TAM adopted in April 2007 and has been reviewed annually since then provides detail guidelines in term of how TAM’s investment should be handled.

### ***D. Fund Swap Policy***

The Expenditure Plan envisioned the role of other fund sources to help meet Marin’s transportation needs. It recognized that the VRF revenue opens up new opportunities to compete for state and federal grants that require a local match. Leveraging funds through a “fund swap,” i.e., exchanging Measure B funds for an equivalent or greater amount of state or federal dollars is one mechanism that TAM may utilize in the delivery of the Measure B projects/programs. In its role as the CMA for Marin, TAM has the responsibility for programming certain state and federal transportation funds that come to the County. TAM is therefore well-situated to identify opportunities where such an exchange would be appropriate. Note that VRF funds are not meant to replace other funds that are available to TAM or its member agencies.

### ***E. Compliance Audit Policy***

TAM reserves the right at any time to conduct or require a financial or performance audit of the recipient’s compliance with the required usage of Measure B revenue. TAM will give advance notice of the requirement. The recipient shall permit TAM, or any of its duly authorized representatives, to inspect all work, materials, payrolls, and other data and records with regard to the project(s), and to audit the books, records, and accounts of the recipient and its contractors with regard to those project(s).

### ***F. Strategic Plan Amendment Policy***

The 2023 Measure B Strategic Plan is the programming document that directs the use of the vehicle registration fee revenue over the next 10 years. The fee will be continuously collected. The Strategic Plan provides the intent of the Board and resultant assurance to sponsors. While the programming is a statement of intent, the Board must approve individual allocations before the VRF funds can be used.

It is envisioned that the Measure B Strategic Plan will be updated every other year as needed. Updates are envisioned to occur at the change of the Fiscal Year in June/July. For any other adjustments in the revenue and expenditure element that occur prior to an update, and which result in an increased or a reduced use of vehicle registration fee, the change will be noted in the allocation action of the Board, but an amendment to the Strategic Plan’s revenue and expenditure element will not be required. Note that the Board will have the authority to program funds from prior year(s) that were not allocated

and/or un-programmed carryover funds without formally amending the Strategic Plan. All VRF fund allocation actions will continue to be done at regularly scheduled and noticed TAM board meetings, allowing public comment and input.

### ***G. California Environmental Quality Act (CEQA) Compliance Policy***

Environmental review of the Expenditure Plan is not required under the rationale stated in Sustainable Transportation Advocates of Santa Barbara v. Santa Barbara County Association of Governments (2009) 179 Cal.App.4th 113. If a project to be funded by one of the Programs listed in this Expenditure Plan requires an analysis under CEQA, an independent project level CEQA analysis will be completed prior to implementation of the project. No fund allocations for implementing the improvement will be made until the requisite analysis has been completed.

### ***H. Annual Reporting Policy***

TAM staff, along with the COC will prepare an Annual Report which will be made available to the public and will summarize revenues collected and distributed each year. Before adopting the Annual Report, comments from the public will be invited at a publicly noticed regular meeting of the TAM Board.

### ***I. Local Business Emphasis***

Effort shall be made to enable the expenditure of the VRF revenue on local business enterprises and with an emphasis on local employees. This will help assure the vitality of Marin's businesses community.

### III. Revenues & Programming

The 2023 Measure B Strategic Plan provides a 10-year outlook for how the VRF revenue will be spent. The 2023 Measure B Strategic Plan will present to the communities and TAM's stakeholders at large a clear sense of the agency's commitment in managing its vehicle registration fee revenues and programming responsibly and cost effectively. The Revenue and Programming Section of the Plan is crucial to that goal. It provides the best available understanding of when revenue will be available and how that revenue will be programmed. The resulting assignment of dollars to projects/programs does not constitute a final funding commitment. Commitments are secured through actual allocations actions by the TAM Board to individual projects/programs.

#### *A. Vehicle Registration Fee Revenue Estimate Assumptions*

A \$10 annual fee on each vehicle registered in the County would generate approximately \$2.3 million annually. Actual available revenues would be reduced by the amount withheld by the State for collecting and distributing the funds, and 5 percent off the top allowed for TAM's administrative and program management costs.

It is anticipated that VRF revenues will not fluctuate as much as sales tax revenue. VRF revenue estimates will be updated annually as part of the Revenue and Programming update process.

#### *B. Revenue & Programming Plan by Element/Sub-element*

The Expenditure Plan dedicated funding to each element and sub-element by percentage share. The three elements and associated sub-elements are progressing at slightly different paces, given the nature of the project or program.

Detailed annual programming activities for each element and sub-element are shown in Attachment 1 of the Plan: Measure B Vehicle Registration Fee Revenue and Programming Summary Sheet. Attachment 1 shows the first 12 years of actual revenue collection and expenditures from the original Measure B Strategic Plan and the next 10 years of projected revenue collection and programming from the 2023 Measure B Strategic Plan. The original Measure B Strategic Plan included 12 years because of the TAM Board authorized delay in the review process because of the pandemic that added two years to the original ten years of the plan.

Methodology and assumptions for how funds are programmed for each element and sub-element are described in Section III. D Programming Methodology and Assumptions. Note that many of the elements include agency support costs related to managing the direct delivery of the element. For purposes of establishing VRF revenue availability targets for each element/sub-element, direct project management costs were included as a cost to each strategy.

#### *C. Fund Leveraging*

As discussed previously in this document, as well as in the Expenditure Plan, one of the important principles that guides the implementation of Measure B is the commitment to leverage VRF revenues to attract other regional, state, and federal funds to support the transportation needs in Marin County. While the timing and availability of such funds is not always easy to predict, TAM has a proven successful record at capturing federal, state, and regional funds. the VRF revenues. TAM will

continue to identify potential funding sources that can likely be captured by leveraging the VRF revenues and seek and secure additional funding from regional, state, and federal sources on an ongoing basis.

#### ***D. Programming Methodology & Assumptions***

##### **1. Element 1: Bicycle, Pedestrian, and Safety Improvements on Local Network and Pathways**

Element 1		
a) Enhance and maintain Bicycle, Pedestrian, and Safety Improvements on Local Network		
b) Maintain Class I Bicycle/Pedestrian Pathways		
	%	<i>Est. 10 year revenue</i>
What can Element 1 funds be used for?		
<ul style="list-style-type: none"> <li>Safety improvements on all modes that benefit bicycle and pedestrian travel</li> <li>Bicycle, pedestrian, and accessibility enhancements, including bicycle and pedestrian access improvements to transit</li> <li>Intersection control, pavement, and drainage improvements for bicyclists and pedestrians</li> <li>Emergency repairs on damaged sidewalks and pathways</li> <li>Maintenance and improvement of Class I (exclusively) bicycle and pedestrian pathways, including new facilities</li> </ul>	40%	\$8.24 M
How will the funds be spent?		
<ul style="list-style-type: none"> <li>TAM will distribute 35% of available funds to the Cities, Towns and County of Marin based on a formula which combines population (50%) and lane miles (50%), to support bicycle, pedestrian, and safety infrastructure projects. Funding priorities will be determined based on project selection criteria set by TAM and supported by Marin Public Works Association (MPWA). Only the Cities, Towns, and County of Marin are eligible recipients of funds from Element 1. Estimated funds collected over a five-year period will be allocated to eligible projects.</li> </ul>	35%	\$7.21 M
<ul style="list-style-type: none"> <li>Funding for Class I pathway maintenance will be distributed by TAM annually to the agencies and jurisdictions who own, operate, or maintain eligible Class I pathways in Marin County. The distribution of funds will be based on a publicly available published inventory, adopted by TAM, of pathways constructed after January 1, 2008. Newly constructed Class I facilities throughout Marin County may be added to the list of eligible pathways.</li> </ul>	5%	\$1.03 M

<ul style="list-style-type: none"> <li>• The TAM Board has the discretion to redirect carryovers to any countywide pathway planning, maintenance, or construction needs.</li> <li>• To ensure future pathway maintenance funds are timely and effectively used, the TAM Board has the discretion to redirect carryovers to any countywide pathway planning, maintenance or construction needs whenever the carryover exceeds \$250,000 under the amended Expenditure Plan.</li> <li>• Class I maintenance funds will be made available only to municipalities that have adopted a Complete Streets policy.<sup>1</sup></li> </ul>		
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### 1.1 Bicycle, Pedestrian, and Safety Improvements on Local Network

This amended expenditure plan element would allocate 35 percent of the funds available through the VRF to the local jurisdictions in Marin, for the purposes of improving bicycle, pedestrian, and safety conditions on local and residential streets and pathways. Only the Cities, Towns, and County of Marin are eligible recipients of funds from Element 1. Proposed projects must be either in an approved Capital Improvement Program (CIP) or approved by agency's Council or Board for submittal.

Eligible local agencies submit eligible bicycle, pedestrian, and safety improvement projects to TAM for allocations based on five years of estimated fund collection. The TAM Board will approve projects and allocate funds at the start of the five-year period. Timing of the availability of funds in the five-year period will be determined by TAM based on project readiness and cash availability.

### 1.2 Class I Bicycle/Pedestrian Pathways

Funds will be made available annually to local agencies and jurisdictions in Marin County exclusively for the maintenance of Class I bicycle and pedestrian pathways. The distribution of funds will be based on a publicly available, published inventory, adopted by TAM, of pathways opened for public use after January 1, 2008. This inventory will be updated whenever a new pathway is opened for public use to account for newly constructed Class I facilities throughout Marin County. In no case will funds allocated to an agency or jurisdiction exceed their actual expenses for Class I pathway maintenance. This update shall not constitute an amendment to the plan.

Measure B funds will be applied first to the total costs of the maintenance of the pathways. The remaining costs will be subject to TAM's Measure A Pathway Maintenance Policy, should the pathway be eligible for Measure A interest funds. That policy requires a 50% contribution from local agencies as a condition for the Measure A interest funds.

Finally, this funding will be made available only to municipalities that have adopted a local Complete Streets policy either by a directive of the Public Works Department, Council Resolution, within the Bicycle and Pedestrian Master Plan, or within the Transportation Element of the General Plan.<sup>1</sup>

<sup>1</sup> AB 1358 (Leno), the "Complete Streets Act of 2008," requires that all municipalities incorporate Complete Streets provisions in the Transportation Element of their General Plans beginning in 2011.

The Expenditure Plan further provides the TAM Board with the discretion to redirect carryovers to any countywide pathway planning, maintenance, or construction needs. To ensure future pathway maintenance funds are timely and effectively used, the TAM Board has the discretion to redirect carryovers to any countywide pathway planning, maintenance or construction needs whenever the carryover balance exceeds \$250,000 under the Expenditure Plan.

## 2. Element 2: Improve Transit for Seniors and Persons with Disabilities

Element 2		
Improve Transit for Seniors and Persons with Disabilities		
	%	Est. 10 year revenue
What can Element 2 funds be used for?		
<ul style="list-style-type: none"> <li>Implementing a Mobility Management Program that identifies and implements mobility options for Seniors and Persons with Disabilities</li> <li>Support and Enhance paratransit (e.g. Whistlestop Wheels) and other local services focused on this population</li> <li>Create a “Paratransit Plus” program to serve older seniors who may not qualify for service under the Americans With Disabilities Act</li> <li>Implement other innovative programs to provide mobility to seniors as an alternative to driving</li> </ul>	35%	\$7.21 M
How will the funds be spent?		
TAM will distribute these funds to Marin Transit. Marin Transit will report on the usage and effectiveness of these funds with an annual report presented to the TAM board in a publicly noticed meeting.		

Below is a list of the projects and programs submitted by Marin Transit which are eligible for the fund allocated to Element 2:

- “Paratransit Plus” Subsidized Program for Older Seniors

Initial Program Focus: Individuals 80 years and older to provide a new mobility option for those who may no longer be safe drivers, have difficulty accessing transit, and may not qualify for ADA paratransit.

Secondary Program Focus: ADA Eligible riders of any age as a supplement or alternative to ADA paratransit. This component would be added at a later date subject to an evaluation of the Initial Program from operational and funding/budget perspectives. Since this component is designed to stabilize or reduce demand on the ADA paratransit service, supplemental funding could be added from the paratransit operations budget if warranted.



2. Volunteer Driver Programs Support  
Program Focus: Ongoing funding of volunteer driver programs for frail home-bound seniors that will soon be implemented with a one-year New Freedom grant funding.
3. Low Income Rider Scholarships  
Program Focus: To serve as “seed money” to fund rides for low-income seniors and persons with disabilities through the Marin Access Mobility Management Center’s Ride Credit Bank and to help attract donated funds for this purpose.
4. “Gap-Grant” Program  
Program Focus: Provide a small source of competitive funding for local agencies to expand or implement new transportation services that meet the requirements of Measure B.
5. Mobility Management Staffing- limited to \$100,000 annually  
Program Focus: Provide sufficient program staff to design, implement, and manage Marin Transit’s mobility management efforts including:
  - Oversight of the Marin Access Mobility Management Center;
  - Leadership and support of the Marin Mobility Consortium and its various subcommittees;
  - Operation of the agency’s travel training programs;
  - Technical assistance in the areas of transportation operations, and coordination of transportation of resources to Marin’s community transportation providers;
  - On-going outreach on transportation resources and issues to Marin residents and stakeholder agencies; and
  - Represent Marin Transit and Marin Access at various meetings.

### 3. Element 3: Reduce Congestion and Pollution

Element 3		
Reduce Congestion and Pollution		
	%	Est. 10 year revenue
What can Element 3 funds be used for?		
<p>Eligible activities are limited to 3 core strategies and programs:</p> <ul style="list-style-type: none"> <li>• School Safety and Congestion Reduction:               <ul style="list-style-type: none"> <li>○ Maintain and expand the School Crossing Guard program</li> <li>○ Provide matching funds for Safe Routes to Schools programs</li> <li>○ Enhance/expand programs designed to reduce congestion and improve safety around schools including Street Smarts and School Pool programs</li> </ul> </li> </ul>	25%	\$5.15 M

<ul style="list-style-type: none"> <li>Local Marin County Commute Alternatives: Enhance/expand existing alternative programs in Marin County designed to reduce single occupancy commuting, including: <ul style="list-style-type: none"> <li>Carpool and vanpool information and incentive programs,</li> <li>Emergency Ride Home, and</li> <li>Transit information and promotion</li> <li>Transportation Demand Management programs</li> <li>Support efforts to bring trip reduction programs to Marin County</li> </ul> </li> <li>Alternative Fuel Infrastructure and Promotion: Support the development of alternative fuel infrastructure (such as electric vehicle fueling stations) and education programs; support alternative fuel vehicle programs. <ul style="list-style-type: none"> <li>Install alternative fuel infrastructure such as electric vehicle fueling stations</li> <li>Provide matching funds to leverage grant opportunities to projects and programs</li> <li>Develop strategies and support projects and program</li> </ul> </li> </ul>		
<b>How will the funds be spent?</b>		
<p>TAM will be responsible for distributing school safety funds to sustain or grow existing programs.</p> <p>TAM will administer the Commute Alternatives program as part of its existing commuter program. All transit programs will be coordinated through Marin Transit and/or Golden Gate Transit</p> <p>TAM will assign funds for alternative fuel programs, as a match to other fund sources or through competitive grant programs. TAM will manage an alternative fuel education program in collaboration with stakeholders.</p> <p>To maintain funding flexibility based on needs, availability of other funds, and readiness, fixed percentages will not be assigned to the three sub-elements. The distribution of funds among the three eligible expenditures for this element will be determined every two years based on grant opportunities and funding needs at the discretion of the TAM Board.</p> <p>Unspent carry-over funds from all sub-elements of Element 3 are returned to Element 3 pool of available revenues for future programming at the discretion of the TAM Board.</p> <p>The goal is to be flexible and maximize the value of these funds by targeting matching grant opportunities, pilot programs and other timely revenue opportunities.</p>		

### 3.1 School Safety and Congestion Reduction

#### Crossing Guards

VRF funds will be used to supplement the successful Measure AA transportation sales tax Crossing Guard Program utilizing the same contracts and agreements. In accordance with the Transportation Sales Tax Expenditure Plan, the crossing guards are provided by a professional company that specializes in crossing guard programs in order to “eliminate liability concerns and to ensure that well trained crossing guards with back-ups are available for every critical

intersection.” The use of the VRF funds will allow supplemental guards to be funded that would not otherwise be funded.

Crossing guard program locations will undergo a re-certification process on an approximately four-year cycle. The process will be conducted with the Public Works Directors determining priority of crossing guard locations based on updated traffic and school pedestrian data. The same process will be followed and be coincidental for crossing guards funded under the VRF. Recommended programming in the Strategic Plan will coincide with the funding levels available each year for this sub-element.

### 3.2 Local Marin County Commute Alternatives

The Expenditure Plan calls for the enhancement or expansion of existing alternative transportation programs, also known as Transportation Demand Management (TDM), to reduce single occupancy commuting. TDM includes strategies to modify travel behavior in order to reduce vehicle trips and emissions, and mitigate traffic congestion. TDM strategies often include local employer and employee outreach, education, rewards, and incentives. TDM programs are considered to be among the most cost effective ways to reduce trips and congestion, and have proven to be successful for many years throughout the San Francisco Bay Area. Funds from Element 3.1 may fund the following programs:

- Emergency Ride Home (ERH) Program - An ERH program offers free or subsidized rides to commuters who use alternative commute modes to accommodate their occasional, unexpected trip, such as a family medical emergency or unexpected need to work late, eliminating the concern about being stranded at work without an automobile.

With earlier support from the Bay Area Air Quality Management District's (BAAQMD's) Transportation Fund for Clean Air, TAM has developed an ERH Program website to minimize the staffing needs for this program. Program policies and procedures are in place. Measure B support will be used to launch this effort and aggressively promote it to Marin employers and employees as well as manage the ongoing implementation. Marketing and outreach will be coordinated with other existing programs. Other grant funds will be pursued to minimize the amount of Measure B funding for this effort.

- Ridesharing Promotion - Measure B funds will support the continued implementation of an enhanced TDM/traffic congestion mitigation effort called **"MarinCommutes"**. This initiative may include, but not be limited to the following:
  - Carpool promotions,
  - Vanpool incentives and additional marketing,
  - Transit promotions to encourage transit use,
  - MarinCommutes outreach, engagement, and program development,
  - Employer TDM outreach/support in Marin, and
  - Potential Pilot programs such as first last mile, shared mobility services or other emerging tools to reduce Single occupancy vehicle use.

### 3.3 Alternative Fuels Infrastructure and Promotion

Implementing strategies to reduce greenhouse gases and other motor vehicle emissions is a requirement in California and funding sources are emerging to support this effort. Often a limited amount of local matching funds can be leveraged to obtain sizable levels of other federal, state, or regional funding for projects and programs that address greenhouse gas emission reduction. The VRF funds assigned for alternative fuel vehicles are an important source of funds that can leverage significant outside funding.

Examples of projects and programs eligible for this fund element include development and implementation of alternative fuel infrastructure such as electric vehicle (EV) charging stations, supporting the conversion of municipal fleets to zero emission vehicles, and promoting consumer awareness of programs that support equitable access to EVs and EV infrastructure.

TAM is participating and monitoring related activities within the region. For example, lead agencies in the region—the Metropolitan Transportation Commission (MTC), the Association of Bay Area Governments (ABAG), MCE, and the BAAQMD all have Transportation Electrification efforts underway that are closely coordinated in TAM's programs.

TAM roles in support of alternative fueled vehicles are focused on the following:

- Accelerate EV connector installations on public property in Marin County
- Accelerate EV fleet investments in public agency fleets
- Improve consumer awareness of programs that support and enhance equitable access to EVs and EV Infrastructure

Individual activities will be brought back to the TAM Board for information and/or approval.

#### ***E. Performance Metrics***

The Amended Measure B Expenditure Plan directs staff to include performance metrics in the development of the Measure B Strategic Plan. Each element and sub-element identified in the Measure B Expenditure Plan include specific performance metric to gauge how well they meet the goals of Measure B. Staff tried to strike a balance between collecting useful information and not making the process overly administrative or burdensome. On April 17, 2023, the COC reviewed and concurred with the performance metrics for each element and sub-element as shown in Attachment 2.

## IV. Implementation Guidelines

Before Measure B funds can be spent on a project or program, the sponsoring agency will need to request an allocation of funds and execute a funding agreement with TAM. In general, the funding agreement will describe the project/program scope, the anticipated schedule, and an estimated cash flow of Measure B funds. The agreement will also specify the responsibilities of both TAM and the project sponsor, as described in this section. The TAM Executive Director shall have the authority to execute such funding agreements after approval from the TAM Board of Commissioners has been authorized.

### *A. Claimant Policies*

The following claimant policies provide a framework for the funding agreements that will be developed for the allocation of Measure B funds. These policies clarify TAM's expectations of sponsors to deliver their projects and have been designed to support the Implementation Guidelines provided in the Expenditure Plan and the Strategic Plan Guiding Principles discussed in Section I.C.

#### **1. Eligibility for Funding**

- Project types and sponsors are to be as identified in the Marin County VRF Expenditure Plan.
- The addition of new project types and/or sponsors can only be accomplished through an Expenditure Plan amendment.
- Projects are to be consistent, as applicable, with regional and state plans, such as Marin County's Countywide Transportation Plan, and the Metropolitan Transportation Commission's (MTC's) Regional Transportation Plan.

#### **2. Application Process**

- There are two paths for the allocation of funds:
  1. Programmatic funding, such as Element 2, Improve Transit for Seniors and Persons with Disabilities
  2. Project specific funding, such as Element 1.1, Enhance Bicycle, Pedestrian, and Safety Improvements.
- For Bicycle, Safety, and Safety Improvement projects, sponsors need to submit an allocation request form that specifies projects anticipated for implementation. The proposed projects should come from sponsors' Capital Improvement Programs (CIP) or equivalent.
- For Class I Bike/Ped Pathway projects, sponsors need to submit allocation request forms for pathways on the TAM adopted eligibility list, which will be adopted by the TAM Board as a separate action. The amount available for each eligible sponsor will be determined by the TAM adopted eligibility list.

#### **3. Allocation and Disbursement of Funds**

- All allocations of Measure B funds by TAM will be reviewed for the following:
  1. Consistency with the Strategic Plan
  2. Completeness of the application via the Allocation Request Form and consistency with Strategic Plan requirements.

- All allocations of Measure B funds will be governed by a funding agreement between TAM and the sponsoring agency. The TAM Board will approve such allocations. TAM's Executive Director will have the authority to execute funding agreements.
- Programmatic funding for Element 1.1 will be approved every five years and a reimbursement schedule will be developed based on project readiness.
- All agreements will document the following:
  1. Scope of Work
  2. Project Schedule
  3. Funding Plan
  4. Adherence to Performance Measures (if applicable)
  5. Reporting requirements
  6. Acceptance of TAM's Claimant Policies
- Funding agreements shall be executed by resolution of the sponsor's governing board.
- Prior to the disbursement of funds, a project must have:
  1. an approved allocation resolution from the TAM Board
  2. an executed funding agreement between the sponsoring agency and TAM.
- The standard method of payment will be through reimbursement for all Elements.
- After the first year of eligibility for Class I Bike/Ped Pathway projects, funds will be distributed to each sponsor annually based on a formula that provides a percentage of the available funds as shown below. In no case will funds be distributed to a sponsor that exceeds the actual demonstrated costs. If a sponsor's actual costs are less than the eligible funds based on the distribution formula than the excess funds will be accumulated for allocation to countywide pathway planning, maintenance or construction needs at the discretion of the TAM Board. It is the intent to distribute all element 1.2 funds each fiscal year if the need can be demonstrated by a sponsor(s). Sponsors will be required to certify annual expenditures in the Annual Report for future audit purposes. The distribution formula is:  $V=W * (Y/Z)$ .

V= Funds distributed to a jurisdiction (\$)

W=Total Measure B funds assigned to Element 1.2 (\$)

Y= Length of jurisdictions pathway (miles)

Z= Summation of all Countywide Pathways (miles)

- Project advances will require approval from the TAM Board.
- Timely use of funds requirement will be specified in each agreement.
- Project reimbursement requests must be accompanied by evidence of payment. Reimbursement requests shall be submitted no more frequently than on a monthly basis.
- Measure B funds will not substitute for another fund source that has been programmed or allocated previously to the project or program without prior approval of TAM.
- Other fund sources committed to the project or program will be used in conjunction with Measure B funds. To the maximum extent practicable, other fund sources will be spent down prior to Measure B funds. Otherwise, Measure B funds will be drawn down at a rate proportional to the Measure B share of the total funds programmed to that project phase or program.
- After a multi-year allocation of funds has been made to a project phase, the release of funds in any subsequent fiscal year will be subject to the submittal and acceptance by TAM's Executive Director of a complete Progress Report meeting the requirements for progress reports as adopted by the TAM Board.

#### **4. Monitoring and Reporting Requirements**

- Recipients of Measure B funds will be required to submit Annual or Closeout reports and reports on performance metrics per the provisions of the funding agreement.
- Audit requirements will be specified in the agreement.

#### **5. Eligible and Ineligible Costs**

- Funds are to be expended in accordance with the applicable provisions of the Expenditure Plan and the Government Code Section 65089.20 et seq.
- Eligible phases of capital project expenditures are as follows:
  1. Planning / Conceptual Engineering
  2. Preliminary Engineering / Environmental Studies
  3. Design Engineering (PS&E)
  4. Right of Way Support / Acquisition
  5. Construction
- Eligible costs of programs include direct costs for implementation of the program as well as material expenses.
- Eligible project sponsor costs include the following:
  1. Direct staff time (salary and benefits)
  2. Consultants selected through a competitive selection process
  3. Right of way acquisition costs
  4. Competitively bid construction contracts
  5. Equipment and materials expenses
- Indirect costs (as defined by OMB Circular A-87) will not be considered an eligible expense.
- Retroactive expenses are ineligible. No expenses will be reimbursed that are incurred prior to Board approval of the Measure B allocation for a particular project or program. TAM will not reimburse expenses incurred prior to fully executing a funding Agreement.

#### **6. Other**

- Project sponsor will provide signage at construction sites for projects funded partially or wholly by Measure B revenue so that the Marin County taxpayers are informed as to how funds are being used.
- Project cancellation will require repayment of all unexpended funds and funds determined by audit not to have been expended as provided for in the funding agreement.
- Recipient agencies shall not retain more than one year of unspent funds. All interest accumulated by recipient agencies for funds retained beyond one year shall be retained by TAM for dedication to carrying out the programs and projects described in this Expenditure Plan.



## V. Conclusion

The Measure B Strategic Plan is a comprehensive document guiding the allocation of VRF revenue over the next 10 years. With comprehensive policies and procedures corresponding to principles outlined in the Expenditure Plan approved by voters, this guiding document will provide the necessary assurance to project and program sponsors, as well as the voters in Marin, that TAM is managing its VRF revenue well.

### List of Attachments

1. Revenue and Programming Summary Sheet
2. Performance Metrics

### List of Appendices

- A. Senate Bill (SB) 83  
<https://tamwebsite900.wpenginepowered.com/wp-content/uploads/doc-reports/measure-b/4261.pdf>
- B. Marin County Summary of VRF Findings of Benefit  
<https://tamwebsite900.wpenginepowered.com/wp-content/uploads/doc-reports/measure-b/4259.pdf>
- C. Amended Measure B Expenditure Plan  
[https://tamwebsite900.wpenginepowered.com/wp-content/uploads/2023/03/Amended-Measure-B-Expenditure-Plan\\_FINAL\\_web.pdf](https://tamwebsite900.wpenginepowered.com/wp-content/uploads/2023/03/Amended-Measure-B-Expenditure-Plan_FINAL_web.pdf)
- D. Vehicle Registration Fee Ballot Language  
<https://tamwebsite900.wpenginepowered.com/wp-content/uploads/doc-reports/measure-b/4257.pdf>

Measure B Vehicle Registration Fee Revenue and Programming Summary Sheet (1st 12-Year)														
			1	2	3	4	5	6	7	8	9	10	11	12
	Share	TOTAL	FY2011-12	FY2012-13	FY2013-14	FY2014-15	FY2015-16	FY2016-17	FY2017-18	FY2018-19	FY2019-20	FY2020-21	FY2021-22	FY2022-23
Gross Revenue		\$ 51,004,911	\$ 2,621,237	\$ 2,280,255	\$ 2,347,339	\$ 2,333,642	\$ 2,376,492	\$ 2,399,640	\$ 2,386,486	\$ 2,417,118	\$ 2,327,292	\$ 2,404,319	\$ 2,311,091	\$ 2,300,000
Less One-Time Election Cost			\$ 159,928											
Less 5% TAM Administration Fee		\$ 2,542,249	\$ 123,065	\$ 114,013	\$ 117,367	\$ 116,682	\$ 118,825	\$ 119,982	\$ 119,324	\$ 120,856	\$ 116,365	\$ 120,216	\$ 115,555	\$ 115,000
Net Revenue for Elements		\$ 48,302,734	\$ 2,338,243	\$ 2,166,242	\$ 2,229,972	\$ 2,216,960	\$ 2,257,667	\$ 2,279,658	\$ 2,267,162	\$ 2,296,262	\$ 2,210,927	\$ 2,284,103	\$ 2,195,536	\$ 2,185,000
Element 1 Revenue & Programming														
Element 1.1 Local Streets Revenue	35%	\$ 16,905,957	\$ 818,385	\$ 758,185	\$ 780,490	\$ 775,936	\$ 790,184	\$ 797,880	\$ 793,507	\$ 803,692	\$ 773,825	\$ 799,436	\$ 768,438	\$ 764,750
Element 1.1 Local Streets Revenue + Carryover				\$ 1,576,570	\$ 2,357,060	\$ 891,123	\$ 1,681,307	\$ 2,479,187	\$ 765,464	\$ 1,569,155	\$ 2,342,980	\$ 727,595	\$ 1,496,033	\$ 2,260,783
Element 1.1 Local Streets Actual/Programming			\$ -	\$ -	\$ 2,241,873			\$ 2,507,230			\$ 2,414,821			\$ 2,257,095
Element 1.1 Carryover			\$ 818,385	\$ 1,576,570	\$ 115,187	\$ 891,123	\$ 1,681,307	\$ (28,043)	\$ 765,464	\$ 1,569,155	\$ (71,841)	\$ 727,595	\$ 1,496,033	\$ 3,688
Element 1.2 Bike/Ped Pathways Revenue	5%	\$ 2,415,137	\$ 116,912	\$ 108,312	\$ 111,499	\$ 110,848	\$ 112,883	\$ 113,983	\$ 113,358	\$ 114,813	\$ 110,546	\$ 114,205	\$ 109,777	\$ 109,250
Element 1.2 Bike/Ped Pathways Revenue + Carryover				\$ 225,224	\$ 336,723	\$ 447,571	\$ 220,540	\$ 115,414	\$ 166,481	\$ 209,245	\$ 382,080	\$ 421,351	\$ 472,726	\$ 524,580
Element 1.2 Bike/Ped Pathways Actual/Programming			\$ -	\$ -	\$ -	\$ 339,914	\$ 219,109	\$ 62,291	\$ 72,050	\$ (62,289)	\$ 74,934	\$ 58,402	\$ 57,396	\$ 109,250
Element 1.2 Carryover			\$ 116,912	\$ 225,224	\$ 336,723	\$ 107,657	\$ 1,431	\$ 53,123	\$ 94,432	\$ 271,534	\$ 307,146	\$ 362,949	\$ 415,330	\$ 415,330
Element 2 Revenue & Programming														
Element 2 Transit for Senior and Disabled Revenue	35%	\$ 16,905,957	\$ 818,385	\$ 758,185	\$ 780,490	\$ 775,936	\$ 790,184	\$ 797,880	\$ 793,507	\$ 803,692	\$ 773,825	\$ 799,436	\$ 768,438	\$ 764,750
Element 2 Transit for Senior and Disabled Revenue + Carryover				\$ 1,299,893	\$ 1,546,358	\$ 1,650,986	\$ 1,577,553	\$ 1,645,099	\$ 1,811,408	\$ 1,658,084	\$ 1,440,495	\$ 1,283,230	\$ 1,140,989	\$ 1,097,385
Element 2 Transit for Senior and Disabled Actual/Programming		\$ 16,905,957	\$ 276,677	\$ 534,025	\$ 671,308	\$ 863,617	\$ 730,335	\$ 627,197	\$ 957,016	\$ 991,414	\$ 956,701	\$ 910,679	\$ 808,354	\$ 950,000
Element 2 Carryover			\$ 541,708	\$ 765,868	\$ 875,050	\$ 787,369	\$ 847,218	\$ 1,017,902	\$ 854,392	\$ 666,670	\$ 483,794	\$ 372,551	\$ 332,635	\$ 147,385
Element 3 Revenue & Programming	25%	\$ 12,075,684	\$ 584,561	\$ 541,561	\$ 557,493	\$ 554,240	\$ 564,417	\$ 569,915	\$ 566,790	\$ 574,066	\$ 552,732	\$ 571,026	\$ 548,884	\$ 546,250
Element 3.1 School Safety and Congestion Programmed - Crossing Guard		\$ 3,712,000	\$ 150,000	\$ 150,000	\$ 150,000	\$ 150,000	\$ 150,000	\$ 246,000	\$ 246,000	\$ 320,000	\$ 150,000	\$ 175,000	\$ 175,000	\$ 150,000
Element 3.1 School Safety and Congestion Actual/Anticipated Expenditure - Crossing Guard		\$ 3,726,353	\$ 134,375	\$ 139,437	\$ 164,874	\$ 157,882	\$ 167,784	\$ 246,000	\$ 246,000	\$ 320,000	\$ 150,000	\$ 175,000	\$ 175,000	\$ 150,000
Element 3.1 Carryover to Element 3		\$ (14,353)	\$ 15,625	\$ 10,563	\$ (14,874)	\$ (7,882)	\$ (17,784)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Element 3.1 School Safety and Congestion Programmed - Street Smart		\$ 500,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ -	\$ -	\$ 25,000
Element 3.1 School Safety and Congestion Actual/Anticipated Expenditure - Street Smart		\$ 483,004		\$ 9,665	\$ 11,853	\$ 40,914	\$ 28,026	\$ 27,220	\$ 40,326	\$ 25,000	\$ 25,000	\$ -	\$ -	\$ 25,000
Element 3.1 Carryover to Element 3		\$ 16,996	\$ 25,000	\$ 15,335	\$ 13,147	\$ (15,914)	\$ (3,026)	\$ (2,220)	\$ (15,326)	\$ -	\$ -	\$ -	\$ -	\$ -
Element 3.2 Commute Alternatives Programmed		\$ 5,196,000	\$ 180,000	\$ 130,000	\$ 385,000	\$ 160,000	\$ 267,000	\$ 130,000	\$ 270,000	\$ 358,000	\$ 345,000	\$ 413,000	\$ 320,000	\$ 413,000
Element 3.2 Commute Alternatives Actual/Anticipated Expenditure		\$ 4,245,150	\$ 61,238	\$ 152,698	\$ 164,073	\$ 105,288	\$ 121,578	\$ 115,212	\$ 193,073	\$ 304,046	\$ 274,124	\$ 259,681	\$ 319,137	\$ 350,000
Element 3.2 Carryover to Element 3		\$ 886,987	\$ 118,762	\$ (22,698)	\$ 220,927	\$ 54,712	\$ 145,422	\$ 14,788	\$ 76,927	\$ 53,954	\$ 70,876	\$ 153,319	\$ 863	\$ 63,000
Element 3.3 Alternative Fuel Promotion Programmed		\$ 5,526,086	\$ 90,000	\$ 125,000	\$ 255,000	\$ 250,000	\$ 240,000	\$ 240,000	\$ 240,000	\$ 435,000	\$ 345,000	\$ 488,422	\$ 345,000	\$ 453,332
Element 3.3 Alternative Fuel Promotion Actual/Anticipated Expenditure		\$ 3,427,855		\$ 5,740	\$ 37,847	\$ 63,728	\$ 27,500	\$ 56,353	\$ 61,390	\$ 222,460	\$ 212,300	\$ 317,869	\$ 166,668	\$ 345,000
Element 3.3 Carryover to Element 3		\$ 2,098,231	\$ 90,000	\$ 119,260	\$ 217,153	\$ 186,272	\$ 212,500	\$ 183,647	\$ 178,610	\$ 212,540	\$ 132,700	\$ 170,553	\$ 178,332	\$ 108,332



## **Measure B Performance Metrics**

### **Element 1.1 – Enhance Bicycle, Pedestrian, and Safety Improvements on Local Network**

For each project, sponsor shall describe (as appropriate for the project):

- Sidewalks in linear feet
- Accessibility improvements – describe improvements and number of improvements
- Multiuse paths (Class I) in linear feet
- Class IV Bikeways in linear feet
- Striping/Stencil Class II and Class III bicycle facilities, number of stencil and linear feet of path
- Median modifications to accommodate new pedestrian and bicycle facilities – describe improvements and number of improvements
- Landscape Enhancements – describe improvements and number of improvements
- Bike/Ped Signage in number of signs
- Pedestrian Lighting in number of lights
- Curb ramps in number of new ramps
- Signals Heads with advance leading pedestrian interval and/or audio notification capability – number of signal improved
- Pedestrian activated warning signals – number of signed improved
- Rectangular Rapid Flashing Beacon (RRFB), or equivalent – number of RRFB installed
- Sidewalk amenities, benches, trash cans – describe improvements and number of improvements
- Safety improvements – describe improvements, how they benefit bicyclist and/or pedestrians, and number of improvements

**Reporting Interval: at completion of each project**

### **Element 1.2 – Maintain Class I Bicycle/Pedestrian Pathways**

For each project/allocation, sponsor shall describe/confirm (as appropriate for each project):

- Path is clean and free of debris
- Landscaping is healthy and trimmed
- Path is free of potholes
- Graffiti is removed timely
- Lighting is operational
- Trash cans are emptied
- Path is in a state of good repair
- Frequency of maintenance

**Reporting Interval: annually**

**Element 2 – Improve Transit for Seniors and Persons with Disabilities**

Fund recipients shall report on the following:

<b>Performance Measure</b>	<b>Metric</b>
Implement Mobility Management Program	Number of customers contacted
Operate Travel Training Program	Number of riders trained
Support and Enhance Paratransit	
Paratransit Service	Number of trips provided
Travel Navigators	Number of customers contacted
Create a “Paratransit Plus” program to serve seniors who may not qualify for service under that Americans with Disabilities Act	Rides Provided (limited by funding percentage of program, such as Catch A Ride, Transit Connect)
Implement other innovative programs to provide mobility to seniors as an alternative to driving	
Gap Grants	Describe purpose of grants and amounts given
Volunteer Driver	Volunteer driver trips provided
Ambassador Program (Fare Assistance Program)	Low Income Scholarships provided (amount and trips)

**Reporting Interval: annually**

**Element 3.1 – Maintain Crossing Guards and Street Smart Related Programs**

Conduct survey to determine:

1. The level of awareness of the Measure AA/Measure B Crossing Guard Program;
2. Whether or not the presence of crossing guards influences travel choices for students that walk or ride a bicycle to and from school on most school days; and
3. Whether or not the communities served by the Crossing Guard Program consider the expenditure of Measure AA/Measure B funds a good investment.

Reporting Interval: every four years, next survey is scheduled for FY2023-24

**Element 3.2 – Enhance/Expand Commute Alternative Programs**

<b>Performance Measure</b>	<b>Metric</b>
Awareness of Commute Alternatives	Website traffic Meetings/presentations/events Emergency Ride Home (ERH) website engagement
Participation in Commute Alternatives	Registered users Newsletter/mailling list subscribers Partners and employer contacts registered Vanpool utilization
Impact of Commute Alternatives	Single-occupancy Vehicle (SOV) trips reduced SOV miles avoided CO2 emissions savings
Funding and Partnerships	Leveraged funding/formed partnerships

Reporting Interval: annually

**Element 3.3 – Support Alternative Fuels Infrastructure and Promotion**

<b>Performance Measure</b>	<b>Metric</b>
Encourage Electric Vehicle (EV) Adoption	New sales data for EVs
EV Charger Deployment	EV charging rebates submitted and reimbursed
EV Charge Deployment	Countywide publicly accessible EV supply equipment (EVSE) deployments (level 2 and 3)
Public Agency EV Fleet Deployment	EV fleet rebates submitted and reimbursed
Increase Awareness of Programs	Number of agencies/departments served by rebates
Leverage of Funds	Total amount of other funding sources attracted

Reporting Interval: annually