



MEETING OF THE  
TRANSPORTATION AUTHORITY OF MARIN  
BOARD OF COMMISSIONERS

DECEMBER 14, 2023  
6:00 PM

MARIN COUNTY CIVIC CENTER, ROOM 330  
3501 CIVIC CENTER DRIVE, SAN RAFAEL, CALIFORNIA

**MEETING MINUTES**

Members Present: Alice Fredericks, Tiburon Town Council  
Brian Colbert, San Anselmo Town Council, TAM Chair  
Chance Cutrano, Fairfax Town Council  
Eric Lucan, Marin County Board of Supervisors, TAM Vice-Chair  
Kate Colin, San Rafael City Council  
Kevin Carroll, Larkspur City Council  
Urban Carmel, Mill Valley City Council  
Nancy Kemnitzer, Belvedere City Council  
Rachel Farac, Novato City Council  
Stephanie Moulton-Peters, Marin County Board of Supervisors

Members Absent: Beach Kuhl, Ross Town Council  
Dennis Rodoni, Marin County Board of Supervisors  
Katie Rice, Marin County Board of Supervisors  
Mary Sackett, Marin County Board of Supervisors  
Melissa Blaustein, Sausalito City Council  
Pat Ravasio, Corte Madera Town Council

Staff Members Present: Anne Richman, Executive Director  
Bill Whitney, Principal Project Delivery Manager  
Dan Cherrier, Director of Project Delivery  
David Chan, Director of Programming and Legislation  
Emily Tong, Senior Accountant  
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  
Nick Nguyen, Principal Project Delivery Manager  
Scott McDonald, Principal Transportation Planner

*Chair Colbert called the meeting to order at 6:06 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 Board was confirmed and detailed information about how the public may participate was provided.

Chair Colbert announced that Agenda Item 9 - Update on Richmond-San Rafael Bridge (Information) – is being deferred to the January 2024 TAM Board meeting agenda.

## 1. Chair's Report

Chair Colbert thanked staff for hosting the TAM Holiday Luncheon, which also serves as a fundraiser for 10,000 Degrees, a non-profit organization that supports students from low-income backgrounds to and through college.

## 2. Metropolitan Transportation Commission, Marin Transit and Sonoma-Marín Area Rail Transit Reports & Commissioner Matters Not on the Agenda (Discussion)

MTC Report – Commissioner Moulton-Peters

None.

SMART Report – Commissioner Lucan

Commissioner Lucan reported that in early December the Sonoma-Marín Area Rail Transit (SMART) Holiday Express Toy Drive resulted in a successful donation campaign benefiting Toys for Tots.

Marin Transit Report – Chair Colbert on behalf of Commissioner Rice

Chair Colbert reported that Marin Transit (MT) is conducting a fare collection study and evaluating options to replace fareboxes, while implementing some of the new capabilities of Clipper 2.0. Chair Colbert also reported that MT studied the benefits and challenges of offering free fares and will continue to provide updates as both studies move forward.

Commissioner Matters Not on the Agenda

None.

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. Executive Director's Report (Discussion)

Executive Director (ED) Anne Richman provided the Executive Director's Report, which was distributed to the TAM Board and posted on the TAM website as supplemental information.

In response to Commissioner Carmel, ED Richman explained that Mill Valley's Safe Routes to Schools Pedestrian Gap Closure project includes closing gaps in sidewalks and creating a safer pedestrian environment near schools.

In response to Commissioner Farac, ED Richman explained that TAM's Safe Routes to Schools (SRTS) team led and conducted the parent education seminar on electric bikes (e-bikes) in Novato.

Commissioner Carroll commented on Marin Health and Human Services (MHHS) tracking e-bike accidents through emergency medical services (EMS) data collection.

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

WTB-TAM President Patrick Seidler expressed support for Caltrans' State Route 131 (SR-131)/Tiburon Boulevard Capital Preventive Maintenance Project.

#### **4. 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.

Mr. Seidler provided handouts and commented on the Historical Railway Network of Marin County and expressed support for completing Marin's multimodal transportation system.

WTB-TAM Director of Planning Matthew Hartzell commented that closing the remaining gaps in the North-South Greenway and Cross-Marin Bikeway should be included in the Countywide Transportation Plan (CTP) and Active Transportation Plan (ATP); and that a near-term goal should be bringing all of the gap closure projects to shovel-ready status. Mr. Hartzell also commented that the Bay Trail gap running through Sausalito could be eligible for the upcoming Bay Trail funding program.

#### **5. CONSENT CALENDAR (Action)**

- a. Approve TAM Board Countywide Transportation Plan Workshop Minutes October 26, 2023
- b. Approve TAM Board Meeting Minutes October 26, 2023
- c. Acceptance of the FY2022-23 TAM Annual Comprehensive Financial Report
- d. Approve State Legislative Consultant Contract
- e. Acceptance of Revisions to the TAM Human Resources Policies and Procedures

Chair Colbert opened the item to public comment and hearing none asked for a motion.

Commissioner Carmel made the motion to approve the Consent Calendar. Commissioner Farac seconded the motion, which passed unanimously.

#### **6. Update of Recommended Crossing Guard Locations (Action)**

Chair Colbert provided introductory remarks on the importance of the Crossing Guard Program as an integral part of the community; and explained that TAM has continued to expand the Program, when possible, through Measure A, Measure B, and Measure AA. Chair Colbert also explained that a more in-depth discussion about funding and the long-term sustainability of the Program will occur in the spring.

Director of Project Delivery Dan Cherrier presented this item, which recommends the TAM Board accepts the recommendation of the Funding, Programs & Legislation (FP&L) Executive Committee to approve the updated ranked list of crossing guard locations; guard all sites down to Rank 105 for the duration of the current school year; and consider reducing the number of guarded sites for the following school year and/or future years, based on staff's further analysis of the program funding and cost factors in March or April 2024.

In response to Commissioner Colin, ED Richman explained that the Safe Streets and Roads for All (SS4A) Grant Program, which focuses on the development of a comprehensive safety action plan, is separate from the Crossing Guard Program. Mr. Cherrier explained that designated safe routes are not used as a criterion when scoring crossing guard locations. Commissioner Colin commented that perhaps future scoring evaluation could incorporate such routes.

In response to Commissioner Cutrano, Mr. Cherrier explained that historically, crossing guards are not removed from a location in the middle of a school year.

In response to Commissioner Carroll, Mr. Cherrier explained that the current carryover reserve is approximately \$1.6 million. ED Richman explained that the funding for the Program primarily comes from

the Measure AA ½-Cent Sales Tax, with a smaller portion provided by the Measure B Vehicle Registration Fee. ED Richman further explained that the Measure AA Expenditure Plan caps the funds for the Crossing Guard Program at 7%; and that funding is not transferable between categories in Measure AA or Elements in Measure B.

In response to Commissioner Carmel, Mr. Cherrier explained that the current carryover reserves will cover expenses through the current certification cycle; and that the base expense to cover 96 guards was calculated using a 30-year projected revenue and expense analyses. ED Richman explained that staff will return to the Board in the spring with an updated financial analysis; and that the current fiscal year budget will cover the expense of 105 crossing guards.

Commissioner Carmel commented that maintaining 105 guards for the remainder of the current certification cycle may preclude the agency from adding additional guards, if needed, and may jeopardize the sustainability of the Program; and inquired about the scoring criteria. In response, Mr. Cherrier explained that any number of scoring criterion can change a site score.

In response to Commissioner Farac, Mr. Cherrier explained that the anticipated cost to fund guards at the three additional sites for the remainder of the 2023-2024 school year is approximately \$30,000.

Commissioner Lucan commented that perhaps data/video collected by TAM would be beneficial to local DPWs to address state mandated safety improvements at crosswalks. Mr. Cherrier added that one of the scoring criterion includes vehicle parking at crosswalks. Commissioner Lucan also commented on the importance of following established policy and protocols for scoring and funding crossing guards sites in order to maintain the financial sustainability of the Program.

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

Commissioner Colin expressed support for funding the additional sites that were added to the list due to the New and Changed Condition Policy.

Commissioner Carmel commented on the importance of reanalyzing the finances of the Program in the spring to determine the next course of action; and expressed support for staff's recommendation.

Commissioner Cutrano made the motion to approve the updated ranked list of crossing guard locations; guard all sites down to Rank 105 for the duration of the current school year; and consider reducing the number of guarded sites for the following school year and/or future years, based on staff's further analysis of the program funding and costs in March or April 2024. Commissioner Carroll seconded the motion, which passed unanimously.

## **7. Marin-Sonoma Bike Share Pilot Program Update (Discussion)**

Principal Transportation Planner Scott McDonald and Drop Mobility Vice President of Operations and Innovation Amber Wason presented this item for discussion.

In response to Commissioner Farac, Mr. McDonald explained that this MTC grant-funded pilot program will test and demonstrate the effectiveness of bike sharing in a suburban context; and that specific metrics have yet to be defined. Ms. Wason explained that the program launch will include collaboration with agencies and the community to determine Key Performance Indicators (KPIs), which may include data such as average number of trips per day per vehicle, CO<sup>2</sup> reduction by miles driven, and/or other data that addresses the community's goals.

In response to Commissioner Cutrano, Mr. McDonald confirmed that approximately 75 parking hubs are expected for the initial 300 bikes. Ms. Wason explained that hub locations will be determined through discussions with agencies and stakeholders; and that hubs will be visible on the program's mobile

application (app). Mr. McDonald also explained that the parking hubs will be geofenced, however further discussions will be needed regarding the geofencing of the larger service area; and Ms. Wason explained that there is flexibility within the program to use incentives and/or penalties to guide user behavior.

In response to Commissioner Carroll, Mr. McDonald explained that a parking hub is planned for the Larkspur Ferry/SMART station area. Commissioner Carroll commented that presentations to local city/town councils regarding the bike share program could be beneficial for public outreach.

In response to Commissioner Colin, Ms. Wason explained that Drop Mobility includes equity programs in all of its markets; and that typically, the programs use qualification criteria such as eligibility for the Supplemental Nutrition Assistance Program (SNAP), Medicaid, or other programs that conduct eligibility verification.

Chair Colbert commented on the importance of analyzing the Return on Investment (ROI) at varying locations and assessing the needs of communities outside of the SMART corridor.

In response to Commissioner Lucan, ED Richman explained that branding discussions have occurred at the agency staff level and that additional submissions are welcome. Commissioner Lucan commented that perhaps the process of developing a brand name would be a good opportunity to engage the public.

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

Marin County Bicycle Coalition (MCBC) Policy and Planning Director Warren Wells expressed support for the bike share pilot program.

Mr. Hartzell expressed support for the bike share pilot program; and inquired about the locations of bicycle parking hubs. Mr. Hartzell also commented that the SMART Civic Center Station would be an excellent location for a Mobility Hub.

Mr. Seidler expressed support for the bike share pilot program; and commented that the grade separation and multi-modal infrastructure at the SMART Civic Center Station makes it an excellent candidate to serve as a Mobility Hub location.

## **8. Marin Commutes Program Evaluation and Update (Discussion)**

Mr. McDonald and Convey Senior Behavioral Scientist Nicole Hilaire presented this item for discussion.

Commissioner Carroll commented on ride-on-demand services for elderly and disabled people; provided names of organizations to include in public outreach for the Marin Commutes Program (Program); and inquired about the inclusion of College of Marin.

Commissioner Moulton-Peters expressed support for the Program; and commented that it provides an alternative to building more highway and road infrastructure, and dovetails with the county's overall values, including protection of the environment.

Commissioner Cutrano expressed support for the Program and its nexus with Transportation Demand Management (TDM) and the reduction of Vehicle Miles Travelled (VMT).

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

MCBC Executive Director Tarrell Kullaway expressed support for the Program. Ms. Kullaway commented on the challenge of tracking changes in behavior, and the importance of collaboration with employers

and businesses. Ms. Kullaway also commented on the availability of toolkits for employers through the League of American Bicyclists to create bicycle-friendly work environments; and inquired about the intersection of the Marin Commutes Rewards Program and the bike share pilot program.

*The meeting was adjourned at 7:59 p.m.*

Approved January 25, 2024