



FUNDING, PROGRAMS & LEGISLATION EXECUTIVE COMMITTEE MEETING

APRIL 8, 2024
2:00 P.M.

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

900 Fifth Avenue
Suite 100
San Rafael
California 94901

Phone: 415-226-0815
Fax: 415-226-0816

This meeting will be held in-person and via Zoom webinar.

www.tam.ca.gov

How to watch the live meeting using the Zoom link:

<https://us02web.zoom.us/j/85390710355?pwd=czlnSzVlNXE2c2hhXUVZbUJ3kweIA0QT09>

Belvedere
Nancy Kemnitzer

Webinar ID: 853 9071 0355
Passcode: 571956

Corte Madera
Eli Beckman

Teleconference: Members of the public wishing to participate via teleconference, can do so by dialing in to the following number at 2:00 PM on the day of the meeting: +1 669 900 6833; Access Code: 853 9071 0355; Password: 571956

Fairfax
Chance Cutrano

How to provide public comment (limited to 2 minutes or less):

Larkspur
Kevin Carroll

Before the meeting: Please email your comment to info@tam.ca.gov, no later than 5:00 p.m. Sunday, April 7, 2024, to facilitate timely distribution to Committee members. Please include the agenda item number you are addressing and your name and address. Your comments will be forwarded to the Committee members and will be placed into the public record.

Mill Valley
Urban Carmel

Novato
Rachel Farac

During the meeting: For members of the public participating in-person, the Committee Chair will recognize persons from the audience who wish to address the Committee during public open time or on a particular agenda item at the time that item is considered by the Committee.

Ross
P. Beach Kuhl

If watching this meeting online, click the “raise hand” feature in the webinar controls. This will notify TAM staff that you would like to comment. If participating by phone, “raise hand” by pressing *9 and wait to be called upon by the Chair or the Clerk. You will be asked to unmute your device when it is your turn to speak and your comments will become part of the public record.

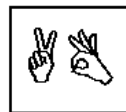
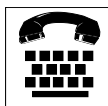
San Anselmo
Brian Colbert

San Rafael
Kate Colin

Sausalito
Melissa Blaustein

Meeting-related comments may also be sent to info@tam.ca.gov, and will be read (up to 2-minute limit per comment) when the specific agenda item is considered by the Committee and will become part of the public record.

Tiburon
Alice Fredericks



County of Marin
Mary Sackett
Katie Rice
Stephanie Moulton-Peters
Dennis Rodoni
Eric Lucan

Late agenda material can be inspected in TAM's office between the hours of 9:00 a.m. and 5:00 p.m.
The TAM Office is located at 900 Fifth Avenue, Suite, 100, San Rafael.

The meeting facilities are accessible to persons with disabilities. Requests for special accommodations (assisted listening device, sign language interpreters, etc.) should be directed to Jennifer Doucette, 415-226-0820 or email: jdoucette@tam.ca.gov no later than 5 days before the meeting date.

AGENDA

1. Chair's Report & Commissioner Comments (Discussion)
2. Executive Director's Report (Discussion)
3. Open time for public expression, up to two minutes per speaker, on items not on the agenda that are within the subject matter of the agency's jurisdiction. (While members of the public are welcome to address the Committee, under the Brown Act, Committee members may not deliberate or take action on items not on the agenda, and generally may only listen.)
4. Approval of Meeting Minutes from March 11, 2024 (Action) – **Attachment**
5. Crossing Guard Program Financial Analysis and Update to Recommended Staffing Levels (Action) – **Attachment**
6. Regional Measure 3 (RM3) North Bay Transit Access Improvement Call for Projects Framework (Action) – **Attachment**
7. Authorize a One-Year Contract Extension and Budget Amendment for Reach Strategies for Technical Assistance and Outreach Support for the Alternative Fuels Program (Action) – **Attachment**



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

MARCH 11, 2024
1:00 PM

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

MEETING MINUTES

Members Present: Alice Fredericks, Tiburon Town Council
Katie Rice, County of Marin Board of Supervisors
Mary Sackett, County of Marin Board of Supervisors
Urban Carmel, Mill Valley City Council

Members Absent: Brian Colbert, San Anselmo Town Council, Committee Chair

Staff Members Present: Anne Richman, Executive Director
Dan Cherrier, Director of Project Delivery
David Chan, Director of Programming and Legislation
Derek McGill, Director of Planning
Grace Zhuang, Accounting and Payroll Specialist
Jennifer Doucette, Executive Assistant/Clerk of the Board
Joanne O'Hehir, Administrative Assistant
Melanie Purcell, Director of Finance and Administration
Mikaela Hiatt, Associate Transportation Planner
Molly Graham, Public Outreach Coordinator
Scott McDonald, Principal Transportation Planner

In Chair Colbert's absence, Commissioner Carmel served as Chair and called the meeting to order at 1:04 p.m.

Chair Carmel 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, Programs 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)

None.

2. Executive Director's Report (Discussion)

Executive Director (ED) Anne Richman introduced TAM's new Director of Finance and Administration (DFA) Melanie Purcell.

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

4. Approval of Meeting Minutes from January 8, 2024 (Action)

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

Commissioner Sackett moved to approve the January 8, 2024 meeting minutes. Commissioner Fredericks seconded the motion, which passed unanimously.

5. Adopt Positions on 2024 State Legislative Bills (Action)

Director of Programming and Legislation David Chan and Legislation Consultant Gus Khouri of Khouri Consulting presented this item, which recommends that the FP&L Executive Committee reviews positions on 2024 State Legislative Bills and refers them to the TAM Board for adoption.

Of the 24 bills, staff recommends a Watch position on 18 bills, and a Support or Oppose position on 6 bills, as follows – Support: Assembly Bill (AB) 817, 1778, 1904; and Oppose: AB 2535, 3005, and Senate Bill (SB) 926.

ED Richman provided information and background on SB 925, which is a spot bill used as the vehicle for authorizing the Metropolitan Transportation Commission's (MTC's) Regional Transportation Measure (RTM); and provided handouts regarding perspectives on MTC's RTM from TAM and Marin Transit staff with a request for feedback from the FP&L Executive Committee to be provided to the TAM Board at its March 28 meeting.

Mr. Chan provided additional detail regarding TAM and Marin Transit's perspectives on MTC's RTM, which were also posted to the TAM website as supplemental information.

ED Richman explained that MTC is attempting to raise at least approximately \$1 billion annually through the RTM; and clarified that the two-step process includes MTC first pursuing authorizing legislation through the State Legislature (i.e., SB 925) that would then allow MTC to place the measure on a future ballot for voter consideration. ED Richman further explained that SB 925 does not currently include a detailed expenditure plan or project list, however, they may be provided in future amendments to the legislation.

Mr. Khouri explained that approximately 75% of the RTM would be used to fund transit operations.

In response to Commissioner Sackett, ED Richman explained that it is important to identify a return-to-source for non-transit operation categories. Commissioner Sackett expressed interest in adding Quick-Build, Vision Zero, and/or Complete Streets as subcategories to the Local Streets and Roads category on TAM's perspective on the RTM.

In response to Commissioner Fredericks, ED Richman explained that it is yet to be determined if specific projects will be included in the legislation and/or expenditure plan.

In response to Chair Carmel, ED Richman confirmed that the proposed RTM intends to allocate approximately 70-75% of funds to transit operations, likely focused on several of the large regional operators, and that the remaining 25-30% percent of funds would be regionally allocated; that the current legislation does not include a sunset date; and that the sales tax (if that is selected as the revenue source)

would be approximately a ½-percent to raise \$1 billion/year. Mr. Khouri also explained that there are a significant number of cities and counties throughout the region that would require special legislation to enact an additional sales tax because they are already at the tax cap.

Chair Carmel asked if any members of the public wished to speak or had submitted a comment by e-mail on SB 925, and hearing none, closed public comment.

Commissioner Rice expressed support for the outline of TAM's perspective on the RTM; inquired how the RTM has been developed in conjunction with MTC's equity statement; and commented on the importance of the ability to make modifications to the RTM in the future. Commissioner Rice also expressed support for continuing a "watch" position on AB 925.

Commissioner Sackett expressed concern with the timing of the transportation measure and its effect on an upcoming renewal measure for Sonoma-Marín Area Rail Transit (SMART); and also expressed concern regarding an increase in sales tax at the state legislative level versus the local level. Commissioner Sackett also commented on the importance of providing a project list that will engage voters; and expressed support for continuing a "watch" position on AB 925.

Commissioner Fredericks expressed support for continuing a "watch" position on AB 925; and inquired about the mechanism for raising local sales tax levels should the RTM be approved by the legislature at the state level. In response, ED Richman explained that the enactment of the RTM legislation would mean that local voters would consider a measure to raise the local sales taxes at the time that MTC places a measure on the ballot.

In response to Chair Carmel, ED Richman explained that funding for transit operators located outside of Marin County varies by agency and that many agencies receive funding from the State Transit Assistance (STA) and Transportation Development Act (TDA) programs. Commissioner Carmel expressed concern that a regional transportation measure may not be of equal benefit to all counties; commented that electric vehicle (EV) charging could be added to the project list on TAM's perspective on the RTM; and that the RTM should include a sunset date.

Commissioner Rice commented that any new legislation should allow for new innovation in transit; and expressed concern regarding a lack of a sunset date and the feasibility of approval given the low percentage of public transit riders across the nine-county Bay Area. Commissioner Rice also inquired about the potential role for employers as a funding source.

Chair Carmel expressed support for identifying funding sources for local transit operators and concurred that employer participation could play a vital role in future funding sources.

ED Richman explained that Transit Priority projects, completing the North-South Greenway (NSGW) and Cross Marin Bikeway (CMB), the Interchange projects, and electrification are all larger, future long-term projects on TAM's perspective on the RTM.

Commissioner Rice suggested the addition of language pertaining to the needs of seniors, including projects and programs under the Americans with Disabilities Act (ADA).

Commissioner Sackett expressed support for a sunset date for the proposed RTM.

In response to Chair Carmel, Mr. Khouri explained that other counties are compiling lists of potential projects to be included in the RTM.

In response to ED Richman, Chair Carmel, and Commissioners Fredericks, Rice and Sackett expressed support for forwarding TAM's perspective document, with the incorporation of additional language, to the full TAM Board.

In response to Commissioner Sackett, Mr. Khouri explained that staff recommends a “watch” position on SB 904 as a placeholder while amendments to the bill are currently in progress.

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

Member of the Public Bob Mittelstaedt provided handouts and commented on AB 1778 and SB 1271.

Marin County Bicycle Coalition (MCBC) Policy and Planning Director Warren Wells indicated that MCBC was tracking and in support of additional bills: AB 73, AB 2583, AB 960, and SB 1271.

Commissioners Rice and Sackett commented that some aspects of AB 1778 are in need of improvement but agreed with the recommended “support” position.

Chair Carmel expressed support for a “watch” position on AB 1778.

Commissioner Sackett moved to Support AB 817, AB 1778, AB 1904; Support if Amended AB 1271; Watch AB 1774, AB 2061, AB 2234, AB 2259, AB 2266, AB 2290, AB 2669, AB 2744, AB 2796, AB 2815, SB 768, SB 904, SB 915, SB 925, SB 947, SB 960, SB 1510; and Oppose AB 2535, AB 3005, and SB 926, and refer the bill positions to the TAM Board for adoption. Commissioner Rice seconded the motion, which passed unanimously.

6. Authorize Contracts for Equity Working Group Stipends (Action)

Director of Planning Derek McGill and Associate Transportation Planner Mikaela Hiatt presented this item, which requests the FP&L Executive Committee forward its recommendation to the TAM Board to authorize the Executive Director (ED) to negotiate and execute professional services contracts with Community Based Organizations (CBOs) for the Countywide Transportation Plan (CTP) and Community Based Transportation Plan’s (CBTP) Equity Working Group (EWG) support and subsequent outreach activities in an amount not to exceed \$20,000 per CBO and \$200,000 for all contracts.

In response to Commissioner Sackett, Mr. McGill explained that there is flexibility within the program for organizations to request stipends at a later date.

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

Commissioner Sackett moved to forward staff’s recommendation to the TAM Board. Commissioner Fredericks seconded the motion, which passed unanimously.

The meeting was adjourned at 2:35 p.m.



DATE: April 8, 2024

TO: Transportation Authority of Marin
Funding, Programs & Legislation Executive Committee

FROM: Anne Richman, Executive Director *Anne Richman*
Dan Cherrier, Director of Project Delivery

SUBJECT: Crossing Guard Program Financial Analysis and Update to Recommended Staffing Levels (Action), Agenda Item No. 5

RECOMMENDATION

The Funding, Programs & Legislation Executive (FP&L) Committee considers the following items and refers them to the full TAM Board for approval:

1. Updated approach to number of locations evaluated each recertification cycle.
2. Updates to the New and Changed Condition Policy.
3. Reduce the number of funded sites to 96 for FY2024-2025, based on program financial analysis.

BACKGROUND

TAM has been funding and managing the Marin County Crossing Guard Program (Program) since 2006. Funding for the program comes from the transportation sales tax, Measure A/AA, and from the vehicle registration fee (VRF), Measure B. In the current fiscal year, the Program is expected to cost approximately \$2.2 million.

A key decision in managing the Program is to determine the locations for guards. In summary, the decision process involves assessing locations near schools throughout the County, developing a ranked list based on established criteria, and assigning guards to the top locations within the fiscal constraints of the program. Evaluations have occurred for implementation in 2010, 2014, 2018, and 2023. The Measure AA Expenditure Plan specifies a base level of 96 guards. This was an increase of approximately 20 crossing guards from the previous transportation sales tax (Measure A).

In April and December of last year, staff presented to the TAM Board a new ranked list with a recommendation to fund down to Rank 97 (this was because the locations at Rank 96 and 97 had identical scores of 51). After careful consideration, the TAM Board decided to fund down to Rank 104 until the end of this School Year and requested that staff provide a financial analysis in the Spring to guide future program levels.

DISCUSSION/ANALYSIS

In considering the program's financial outlook, staff considered several cost drivers including the wages paid to guards, the cost of the recurring evaluations (called "recertifications"), and the number of locations guarded. Staff have been working with the Safe Routes to Schools Ad-Hoc Committee to explore ways to reduce costs, and the Committee recommended two modifications to the Program. Results and recommendations are summarized below and in the attached presentation.

Wages

A decade ago, the Marin Program paid by far the best wages in the Bay Area. However, in the interim, other Programs have caught up and many now pay more than the Marin Program. Furthermore, staff have utilized the size of the Marin contract to negotiate very competitive rates. A sample is shown below comparing the Marin rates with selected Programs at the start of this school year:

<u>Location</u>	<u>Daily Rate</u>
Saratoga School District	\$78.00
City of Sunnyvale	\$74.73
City of Palo Alto	\$74.00
Broadmoor Police Dept	\$72.00
Lafayette School District	\$72.00
City of Cupertino	\$68.80
Millbrae School District	\$68.20
City of Mountain View	\$68.00
City of Pleasanton	\$68.00
Moraga Police Department	\$67.37
Marin County	\$67.20 (2nd largest Bay Area Program)
SFMTA	\$63.00 (Largest Bay Area Program)
City of Burlingame	\$61.88
City of Redwood City	\$61.75
City of Los Altos	\$61.50

Even with the competitive pricing TAM has historically obtained, costs for the Program have continued to rise at 1% to 4% per year as shown below. And, more recently, changes in the state minimum wage, the Marin County Living wage, and the newly instituted fast food minimum wage have put pressure on the crossing guard vendor to raise the wages paid to the guards. The program's historic and upcoming wage costs are shown below:

<u>School Year</u>	<u>Daily Rate Paid to Guard for Two Shifts</u>	<u>Increase since Last Change</u>	<u>Contractor Daily Billing Rate</u>
2006-2007	\$25.38		\$55.93
2007-2009 (2 year)	\$37.63 (except Novato guards)	36.5%*	\$59.15
2009-2010	\$46.20 (except Novato guards)	22.8%**	\$67.60
2010-2011	\$46.88 (except Novato guards)	1.5%	\$63.88
2011-2013 (2 year)	\$47.60	1.5%	\$63.88
2013-2014	\$48.00	0.8%	\$70.80
2014-2015	\$50.20	2.5%	\$77.60
2015-2016	\$52.60	4.8%	\$84.78
2016-2017	\$54.08	2.8%	\$88.24
2017-2018	\$56.00	3.6%	\$91.78
2018-2019	\$58.00	3.6%	\$97.00
2019-2020	\$60.12	3.7%	\$99.10
2020-2021	\$61.28	1.9%	\$105.50
2021-2022	\$62.80	2.5%	\$106.00
2022-2023	\$65.60	4.5%	\$108.80
2023-2024	\$71.60	9.2%	\$121.40
2024-2025	\$84.00***	17.3%	\$135.92***

Blended rates are shown if there was a mid-year increase.

* In 2007, the Program adopted utilizing the Marin County Living Wage except for guards in Novato, this rate was expanded to all guards in 2012.

** In 2009, the number of minimum daily paid hours was increased.

*** This rate may increase if the Fast Food Council elects to increase the minimum wage for 2025.

The price shown for next school year became effective April 1, 2024 in response to the new fast food wages. The fast food minimum wages are allowed to raise up to a maximum of 3.5% a year as set annually by the Fast Food Council (made up of industry and state officials).

In order to recruit and retain a sufficient number of guards, the Program has needed to stay competitive with the labor market. Overall, staff does not expect wages to come down soon, and the contracted wage rates will continue to be a major factor in the cost of the Program.

Updates to “New and Changed Conditions Policy”

As supported by the Ad-Hoc Committee, staff is recommending making changes to the New and Changed Conditions Policy (Policy) originally approved by the TAM Board in 2011. The Policy was created to allow for sites to be considered without having to wait up to four years between recertification cycles. The Policy as approved by the Board in 2011 was not very restrictive as to how many requests TAM might receive each year for new locations. On average, staff has received four requests each year to evaluate a new site or reevaluate a location where conditions might have changed. This has resulted in a few sites no longer having a guard, however, most of the changes have been to add two guards on average each year. Those added guards per the Policy are kept in place until the next recertification cycle, thereby resulting in approximately six guards being added between each four-year recertification cycle. Due to the cost implications of adding the two guards each year, staff have recommended a base that allows for the Program to absorb this additional expense.

To reduce the additional expenses associated with the current policy, the Ad-Hoc Committee recommended changing the “New and Changed Conditions Policy” to read as shown in Attachment A. The new recommended policy still allows for the Public Works Director to request that new sites be evaluated; however, the scoring will not occur until the next recertification cycle. Should the jurisdiction want the site to be scored before the next recertification cycle, an additional request must be made by the City/Town Manager or the County Administrator. In addition, the request must be accompanied by a written justification of the request. It is hoped that this will lead to far fewer sites being added (one or two, rather than the current six) between recertification cycles.

Recertification Process Savings

The second modification that the Ad-Hoc Committee recommended was to reduce the number of sites evaluated in each recertification cycle. Recent costs have averaged around \$2,000 per site to be evaluated and this is expected to increase. Historically, many sites have always scored well, and many sites have never scored well.

The following changes were recommended by staff and supported by the Ad-Hoc Committee:

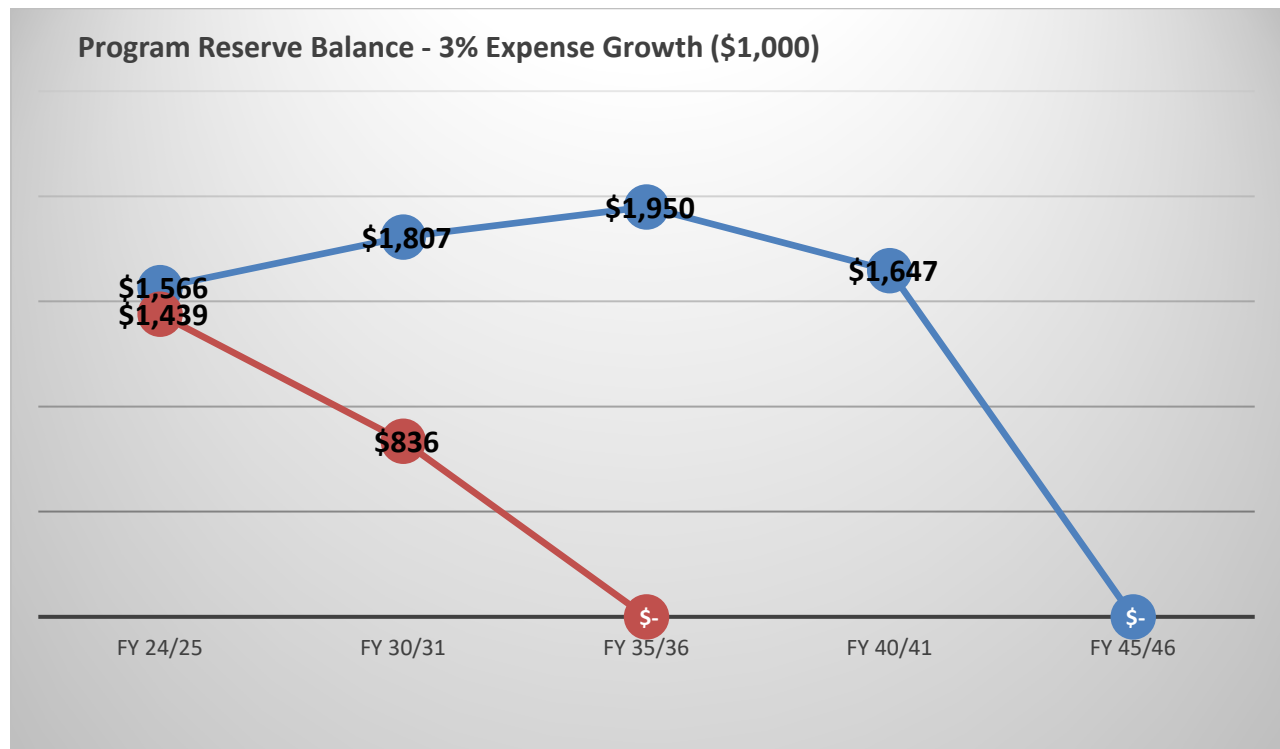
1. Any location in past evaluations that has scored 90 or higher on at least two ranked lists, and has never scored below 80, will be automatically provided a crossing guard and will not be counted.
 - There are 40 locations that meet these criteria, as shown in Attachment B.
2. Any location in past evaluations that has scored 40 or below on at least two ranked lists, and has never scored above 45, will be automatically excluded from further consideration for a crossing guard.
 - There are 21 locations that meet these criteria, as shown in Attachment C. Note, none of these sites are currently guarded by the Marin Program (one is paid for by Novato Unified School District).

Not having to pay to re-score these perennial high and low scoring sites will yield significant savings in the recertification process, without changing the outcome of the analysis to determine where guards are placed. The Ad-Hoc Committee also recommended adding sites to the two lists in the future as they meet the criteria.

Analysis of Number of Guarded Locations

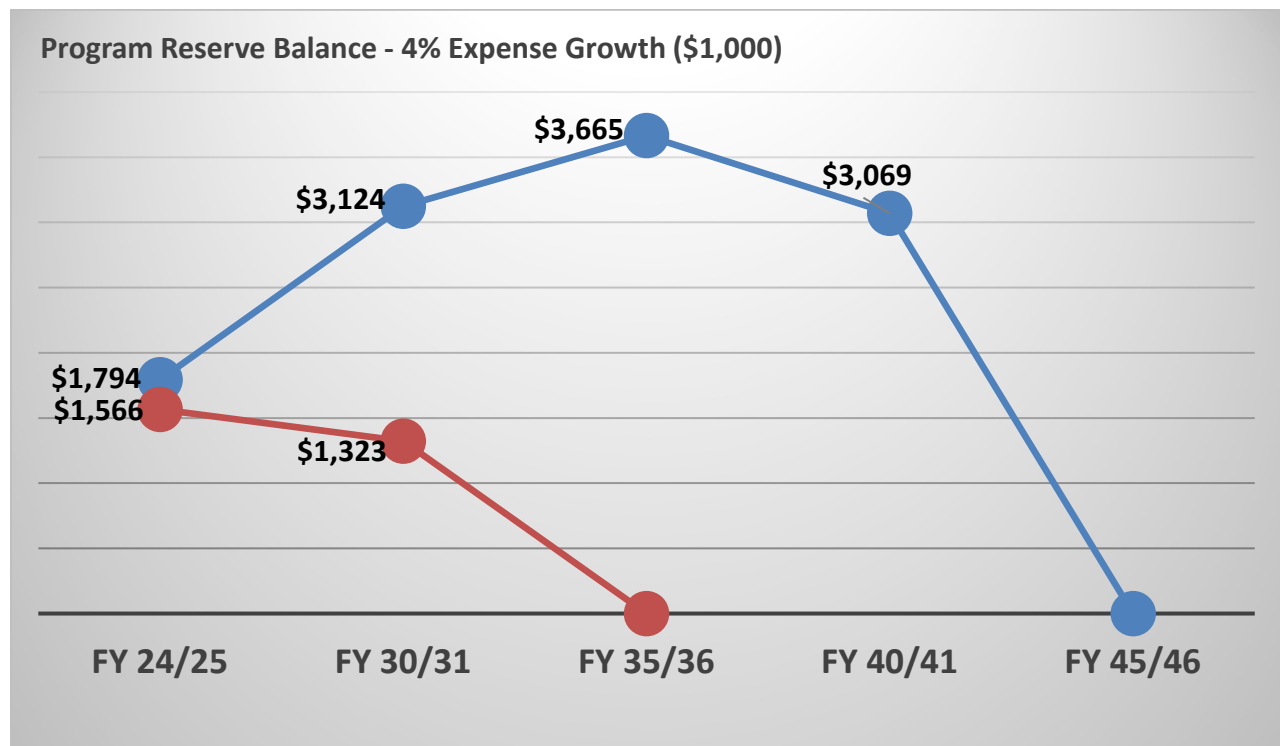
Staff ran various cash flow analyses for the Program to evaluate what guard staffing level can be sustained into the future. Various assumptions were tested, including utilizing 3% and 4% growth for expenses, incorporating the two modifications to the Program shown above, and a time horizon of ten years or twenty years. Revenues were as stated in the current TAM Board approved Strategic Plan. If the program is continued at the present level of 104 guards, the carryover would be exhausted during the 2026/2027 School Year and the Program would have to be reset to 77 guards in August 2027 if 3% expense growth is assumed for 20-years.

The analysis showed that the Program with 3% Expense Growth should be set to 86 guards if the Program Reserve is exhausted in 10 years, and 81 guards if a 20-year horizon is used. The changes to the Program reserve are shown below for the two time horizons:



Blue indicates the Reserve Balance if the reserve is exhausted in FY45/46
 Red indicates the Reserve Balance if the reserve is exhausted in FY35/66

If the Program expenses are expected to grow at an annual rate of 4%, then the level for next year should be set at 81 guards if a 10-year time horizon is utilized, or 72 guards if the Program Reserve is stretched to 20 years. The Program Reserve balances are shown below:



Blue indicates the Reserve Balance if the reserve is exhausted in FY45/46
 Red indicates the Reserve Balance if the reserve is exhausted in FY35/66

The current number of guarded locations is 104. A reduction to 86, 81 or 72 guards would be quite a shock to the Program. The Measure AA Expenditure Plan shows that the Program can have up to 96 guarded locations; this figure was based on cash flow analysis performed in preparation of the 2018 Expenditure Plan using historical wage increases. Therefore, staff also analyzed the effect of reducing to 96 guards for school years 2024/2025 and 2025/2026 and waiting to make the more substantial cuts until the next recertification cycle effective August 2026. The data showed that if the same assumptions occur, this approach would result in the reduction of one additional guard in 2026 (either 85, 80, or 71 guards depending on the expense growth and the time horizon to exhaust the Program Reserve) rather than making the change this August.

Therefore, staff and the Ad-Hoc Committee are recommending reducing the Program to 96 guards effective August 2024 utilizing the current approved list and resetting to 85 (or less) in 2026 with the next recertification cycle. This approach will allow for reductions to be staged and allow staff to reassess the Program’s finances before 2026, including whether additional funding has become available. Also, by that time, data will be available for two years of wage increases that the Fast Food Council approves.

With a reduction to 96 guards overall, the following locations will be affected (would not have a guard starting in August 2024):

- Larkspur Corte Madera School District:
 - Corte Madera Avenue & Tamalpais Drive & Redwood Avenue.
- Miller Creek School District:
 - Mt. Shasta & Idylberry Road
 - Marinwood Avenue & Miller Creek Road
 - Nova Albion Way & Montecillo Road

- Novato Unified School District:
 - Center Road & Diablo Avenue
- San Rafael City Schools:
 - Knight Drive & Ashwood Court
 - Woodland Avenue & Lovell Avenue

Note, TAM will also no longer fund the Sir Francis Drake & Lagunitas Road location serving Ross School. However, the Ross School District is expected to resume funding the site.

FISCAL CONSIDERATION

Upon Board approval, TAM will budget for 96 guards for next year. Staff will continue to search for additional funding sources to augment the Program; however, most grants do not allow for operational uses. In addition, the Board may want to consider changes to the current Measure AA Expenditure Plan during the upcoming six-year review and a possible reallocation of the Measure B Element 3 Programs.

NEXT STEPS

Upon approval by the Board, staff will communicate with the impacted schools and post notices close to the end of the school year.

ATTACHMENTS

- Attachment A – Revised New and Changed Conditions Location Policy
- Attachment B – List of guard locations to become permanent
- Attachment C – List of guard sites to no longer be evaluated
- Attachment D – Staff PPT Presentation



Revisions to Crossing Guard Changed Conditions Policy
Approved by TAM Board on April 25, 2024 {pending}

Background

The TAM Crossing Guard program provides trained crossing guards for critical intersections throughout Marin County. Funding is from the Transportation Sales Tax and the voter approved Vehicle Registration Fee.

The Board approved a “Changed Conditions Policy” for the Crossing Guard Program in December 2011 to grant Public Works Directors from each jurisdiction the authority to move a guard from a location ranked above the funding cutoff line to another location within their jurisdiction, including a location ranked below the funding cutoff. This swap authority was granted to the Public Works Director of the jurisdiction to acknowledge the nature of the crossing guards as part of the overall transportation and traffic control system within a jurisdiction. The policy allows for local judgment by the public works departments to manage the traffic control system.

The policy approved in 2011 addressed requests between regular recertification cycles for new crossing guard locations to be added to the master list and evaluated so the location can be added to the list of ranked locations used to determine which locations are eligible for a TAM-funded crossing guard. The policy also addressed requests that a location already included on the master list be re-evaluated to reflect changed conditions at the location that have the potential to impact the ranking of the location.

Over time, changes that involve school populations may impact the travel patterns and volumes of school-aged pedestrians (and bicyclists) going to and from school. School closures, school openings and significant changes to school enrollments each contribute to the factors used to evaluate and rank the crossing guard locations. Changes to surrounding infrastructure such as new pathways, roadway expansions or “road diets”, traffic control improvements, etc., also contribute to changes in the factors used to evaluate and rank the locations. The rankings of the crossing guard locations in the TAM Crossing Guard Program are based in large part on the travel patterns and volumes of school-aged pedestrians (and bicyclists). If there have been changes at a given crossing guard location that impact the factors used for the ranking, the location may require re-evaluation to maintain the intent of the evaluation process to serve as a basis for prioritization related to placing the limited amount of crossing guards at locations throughout the County that provide the maximum benefit.

Current Policy and Implementation Process

The Board approved the following process in 2011 related to requests for new locations and for re-evaluation of locations already on the ranked list:

New Locations: Evaluate each new location requested by a Public Works Director and rank the location as soon as practicable using the same evaluation criteria as used for the current ranking. Add the new location to the current master list of location rankings in the order of its rank based on the evaluation. If the new location is ranked above the funding cutoff (i.e. the new location qualifies for funding), add a guard at the location as soon as can be arranged. Maintain previously guarded sites until the next recertification cycle.

Changed Conditions: Re-evaluate each location at which a changed condition exists using the same evaluation criteria as used for the current rankings. Changed condition requests can be implemented by a Public Works Director or by TAM staff. Revise the master list of ranked locations based on the re-evaluation. If the re-evaluation results in a location which was currently ranked above the funding cutoff falling below the funding cutoff, the location will be discontinued after sufficient notice is given. If the re-evaluation results in a location which was currently ranked below the funding cutoff moving above the funding cutoff, add a guard at the location as soon as can be arranged; and continue to provide the guard at the existing location until the next recertification cycle.

Proposed Changes to Current Policy

It is recommended that requests for new locations or the re-evaluation of locations based on changed conditions received from local jurisdictions comply with the following:

Requests for new crossing guard locations or re-evaluation of locations on the current ranked list based on changed conditions shall be approved by the City Manager or County Administrator, prior to being submitted to TAM for consideration. Request packages for review by TAM shall include documentation describing the justification for the request and the potential change, or changes, to the factors that impact the rankings.

It is also recommended that any changes to the ranked list of locations based on requests for new locations or on changed conditions be implemented as follows:

The timing for the implementation of any changes to the ranked list of crossing guard locations based on requests for new locations or on changed conditions shall be coordinated with breaks in the class schedule for the school served by the location being changed to the extent practicable, and the timing of any changes shall include accommodation for providing notice to the schools and users of the location in advance of a crossing guard being removed from the location.

Note: this policy does not prevent Public Works Directors to request sites to be evaluated during the standard recertification process.

Attachment B

List of Crossing Guard Sites to Remain without Additional Scoring

Corte Madera

- Mohawk Avenue (in front of Neil Cummins School) (Current Score = 115)
- Hickory Avenue (near Mohawk Avenue) (Current Score = 106)
- Redwood Avenue & Pixley Avenue (Current Score = 104)

Fairfax

- Sir Francis Drake Boulevard & Glen Drive (Current Score = 154)
- Sir Francis Drake Boulevard & Oak Tree Lane (Current Score = 130)

Kentfield (Marin County)

- Sir Francis Drake Boulevard & Manor Road (Current Score = 124)
- Sir Francis Drake Boulevard & Wolfe Grade (Current Score = 122)
- College Avenue & Stadium Way (Current Score = 117)
- McAllister Avenue & Stadium Way (Current Score = 93)

Larkspur

- Doherty Drive & Rose Lane (East) (at Piper Park) (Current Score = 150)
- Larkspur Plaza Drive (Tam Racket Club) & Doherty Drive (Current Score = 119)

Unincorporated Marin County

- East Strawberry Drive at Strawberry School (Current Score = 139)
- Butterfield Road & Green Valley Court (Current Score = 93)

Mill Valley

- Miller Avenue & Almonte Boulevard (Current Score = 144)
- East Blithedale Avenue & Lomita Avenue (Current Score = 125)
- Camino Alto & Sycamore Avenue (Current Score = 117)
- Bell Lane & Enterprise Concourse (Current Score = 108)
- Miller Avenue & Evergreen Avenue (Current Score = 105)
- Shoreline Highway & Pine Hill Road (Current Score = 100)
- Lovell Avenue & Old Mill Street (Current Score = 87)

Attachment B**List of Crossing Guard Sites to Remain without Additional Scoring (cont.)**Novato

- Center Road & Leland Drive (Current Score = 136)
- Sunset Parkway & Merritt Drive (Current Score = 131)
- Sutro Avenue (in front of Pleasant Vly Elementary) (Current Score = 118)
- Paladini Road & Vineyard Road (Current Score = 116)
- San Ramon Way & San Juan Court (Current Score = 114)
- Wilson Avenue & Vineyard Road (Current Score = 110)
- Sutro Avenue & Dominic Drive (Current Score = 110)
- Alameda De La Loma & Calle De La Mesa (East) (Current Score = 92)
- San Ramon Way & San Benito Way (North) (Current Score = 87)

Ross

- Ross Common (at Post Office) (Current Score = 126)
- Lagunitas Road & Allen Avenue (Current Score = 88)

San Rafael

- Nova Albion Way at Vallecito School (Current Score = 145)
- Las Gallinas Avenue & Elvia Court (Current Score = 116)
- Woodland Avenue & Lindaro Street (Current Score = 114)
- Bahia Way at School Entrance (Current Score = 110)
- Kerner Boulevard & Canal Street (Current Score = 95)
- Bahia Way & Kerner Boulevard (Current Score = 89)
- 177 North San Pedro Road (Current Score = 85)
- 5th Avenue & River Oaks Drive (Current Score = 80)

Tiburon

- Karen Way (in front of school) (Current Score = 106)
- Tiburon Boulevard & Lyford Drive (Current Score = 80)
- Tiburon Boulevard & Mar West Street (Current Score = 80)

Attachment C**List of Crossing Guards sites to be Excluded from Future Evaluation for a Guard**

Sausalito:

- Bridgeway & Nevada Street
- Nevada Street & Tomales Street

Tiburon:

- Blackfield Drive & Karen Way
- Tiburon Boulevard & Rock Hill Drive

San Rafael:

- Bellam Boulevard & EB I-580 off-ramp
- Bellam Boulevard & Francisco Boulevard East
- Arias Street & Trellis Drive
- Lincoln Avenue & Poloma Avenue

San Anselmo:

- Red Hill Avenue & Sequoia Drive
- Richmond Road & Mariposa Avenue
- Sir Francis Drake Boulevard & Aspen Court

Novato:

- Arthur Street & Cambridge Street
- Arthur Street & Taft Court / Tyler Street
- Diablo Avenue & Hotchkin Drive
- Wilson Avenue & Hansen Road
- Main Gate Road and C Street

Unincorporated Marin County:

- Harvard Avenue & Wellesley Avenue
- Montford Avenue & Melrose Avenue
- Evergreen Avenue & Ethel Avenue
- Olema-Bolinas Road & Mesa Road
- Sir Francis Drake Boulevard & Eliseo Drive

THIS PAGE LEFT BLANK INTENTIONALLY

Funding, Programs & Legislation Executive Committee

Crossing Guard Program Financial Analysis

Transportation Authority of Marin

April 8, 2024



Program and Issue Summary

Direction of the Program since 2008 has been to set the guard level with each new recertification list to a sustainable level for the remainder of the Sales Tax

- 2008: guard level was set at 64
- 2011: raised to 76 guards, with the voter approval of the Vehicle Registration Fee
- 2018: new base level of 96 guards, with voter approval of Measure AA

Primary cost drivers include:

- Wages paid to guards
- Recertification process
- Number of locations guarded

Rising expenses will require a reduction in the base number of guards unless new sources of Program funding can be obtained.

Program Background

- Included in Measure A/AA and Measure B
- Measure AA Renewal in 2018 increased local funding for Crossing Guards from 4.2% to 7%
 - Specified a base of up to 96 Guards
- Evaluation conducted every four years to determine locations
- “Changed condition policy” allows sites to be evaluated upon request outside of regular evaluation cycle
 - If the changed condition site scores above the existing approved sites, the new site can be added
 - Average of 2 guards added each year due to changed condition
 - Assumes reset to base level at recertification time
 - Policy is shown in Attachment A



2023 Recertification & Revised Location List

- 5th list of Crossing Guard locations
 - Typically done every four years: 2006, 2010, 2014, 2018
 - Evaluation postponed to 2023 due to COVID-19
 - Lists are recommended by Marin Public Works Association (MPWA)
- 2023 list was approved by TAM Board in April 2023
- Board approved funding down to Rank 105 until the end of the 2023/2024 School Year
 - Service at one of the 105 sites was not started and will be removed from list.
 - Five additional locations are paid for by schools/partners



Program Funding Challenges

- 2018 Projections showed that the Expenditure Plan level of 96 guards could be maintained until 2048 (end of Sales Tax Measure)
- At the April 2023 meeting, staff reaffirmed that the 96 level could be maintained
- In December 2023, Board requested staff to reassess long-term program finances
- Two things have occurred that will not allow for the 96 guard level to be maintained moving forward:
 - Program Reserve had \$265,000 of unexpected expenses for the 2023 to 2026 period
 - Expenses increasing over those expected beginning in January 2024 due to the recently passed AB 1228 (increase in wages for fast food workers) and a persistent labor shortage

Cost Driver #1: Guard Wages

Blended rates are shown if there was a mid-year increase

<u>School Year</u>	<u>Daily Rate Paid to Guard for Two Shifts</u>	<u>Increase since Last Change</u>	<u>Contractor Daily Billing Rate</u>
2006-2007	\$25.38		\$55.93
2007-2009 (2 year)	\$37.63 (except Novato guards)	36.5%*	\$59.15
2009-2010	\$46.20 (except Novato guards)	22.8%**	\$67.60
2010-2011	\$46.88 (except Novato guards)	1.5%	\$63.88
2011-2013 (2 year)	\$47.60	1.5%	\$63.88
2013-2014	\$48.00	0.8%	\$70.80
2014-2015	\$50.20	2.5%	\$77.60
2015-2016	\$52.60	4.8%	\$84.78
2016-2017	\$54.08	2.8%	\$88.24
2017-2018	\$56.00	3.6%	\$91.78
2018-2019	\$58.00	3.6%	\$97.00
2019-2020	\$60.12	3.7%	\$99.10
2020-2021	\$61.28	1.9%	\$105.50
2021-2022	\$62.80	2.5%	\$106.00
2022-2023	\$65.60	4.5%	\$108.80
2023-2024	\$71.60	9.2%	\$121.40
2024-2025 (Projected)	\$84.00	17.3%	\$135.92

* In 2007, the Program adopted utilizing the Marin County Living Wage except for guards in Novato, this rate was expanded to all guards in 2012

** In 2009, the number of minimum daily paid hours was increased

Changes in Guard Costs This Year

This year reflects a major increase in costs due to staffing shortages and the new Fast Food wage impacts.

- August 2023: guard rate was \$16.80/hour (Marin County Living Wage), billing rate was \$27.60
- January - March 2024: the guard rate was \$19.00/hour, billing rate was \$31.92
- April 1, 2024: the guard rate increased to \$21.00/hour, billing rate to \$33.98
- The contractor is proposing to keep the \$33.98 rate into 2025 calendar year until the Fast Food Council publishes the fast-food minimum wage for 2025.

Marin Guard Payment Rate is no longer Premium

In 2014, the Marin Guard Program had the highest paid Bay Area guards, 39% more than most Bay Area Programs and 20% more than the second highest (Sunnyvale).

A sampling of rates as of August 2023 are shown below:

<u>Location</u>	<u>Daily Rate</u>
Saratoga School District	\$78.00
City of Sunnyvale	\$74.73
City of Palo Alto	\$74.00
Broadmoor Police Dept	\$72.00
Lafayette School District	\$72.00
City of Cupertino	\$68.80
Millbrae School District	\$68.20
City of Mountain View	\$68.00
City of Pleasanton	\$68.00
Moraga Police Department	\$67.37
Marin County	\$67.20 (2nd largest Bay Area Program)
SFMTA	\$63.00 (Largest Bay Area Program)
City of Burlingame	\$61.88
City of Redwood City	\$61.75
City of Los Altos	\$61.50

Cost Driver #2: Recertification Process

- Recertification cost is ~\$300,000, normally done every four years
- Currently 162 locations to evaluate, average of \$2,000 each to determine a score
- Costs are likely to increase, though technology could change approach in long term
- Ad Hoc considered changes to the process:
 - Increase the interval between recertification cycles from 4 years to 8 years. **This modification can save approximately \$25K per year; however, the time between recertification cycles results in the Program being unable to respond to changes in travel patterns. The Ad-Hoc rejected this idea.**
 - Reduce expenses by reducing the number of locations scored on the ranked list. **This modification can save approximately \$25K per year. See next slide.**



Reduce Recertification Expense Details

- Eliminate some sites from further evaluation unless major conditions change (e.g., opening or closing of a school or change in type of intersection control)
- Proposed expense reductions:
 - Any location in past evaluations that has scored 90 or higher on at least two ranked lists and has never scored below 80 will be automatically provided a crossing guard and will not be counted
 - There are 40 locations that meet this criteria, as shown in Attachment B
 - Any location in past evaluations that has scored 40 or below on at least two ranked lists and never scored above 45 will be automatically excluded from further consideration for a crossing guard
 - There are 21 locations that meet this criteria, as shown in Attachment C. Note, none of these sites are currently guarded by the Marin Program (one is paid for by NUSD).
- Implementation of this modification will save about \$25,000/year now, equivalent to adding a guard to the Program

Additional Program Modification

The SR2S Ad-Hoc Committee also recommended reducing the number of guards added *between* recertification cycles

- The New and Changed Condition Policy was approved by the TAM Board in 2011
 - Allowed for locations to be evaluated between the 4-year recertification cycle to respond to changing conditions or potentially sites never considered before
- Resulted in the addition of ~2 guards per year between recertification cycles
 - Ex. 2014 = 76 guards, 2015 = 78 guards, 2016 = 80 guards, etc.
 - The extra guards have affected cash flows and the Program Reserve

Recommending updates to the policy, with the goal of reducing (but still allowing) requests between recertification cycles

- The new proposed policy is shown in Attachment A

Cost Driver #3: Number of Locations/Guards

The SR2S Ad-Hoc reviewed several options:

- Maintain the current Program (104 locations) until the Program Reserve is exhausted, then reduce the level of guards to available revenue at that time – REJECTED
 - This will exhaust reserves during the 2026/2027 school year
- Maintain the current Program by adding additional revenue – REJECTED at this time
 - Staff will continue to seek additional funding
- Reset the Program in August 2024 to a level that can be maintained for the life of the Program (either 10 or 20 years) – shown on NEXT SLIDE
- Reset Program to 96 guards in August 2024 and set a level in August 2026 that can be maintained for the life of the Program (either 10 or 20 years) – RECOMMENDED
 - Expense growth factors of 3% and 4% were evaluated, along with a time horizon of 10 or 20 years to exhaust the Program Reserve

Reset the Program in August 2024 to a Sustainable Level

Ad Hoc Considered the following reset, but did not support:

3% Expense Growth

New Guard Level would be 86 guards with 10-year horizon

New Guard Level would be 81 guards with 20-year horizon

4% Expense Growth

New Guard Level would be 81 guards with 10-year horizon

New Guard Level would be 72 guards with 20-year horizon

Reset the Program in 2024 and in 2026

- Current number of locations is 104
- Sustainable level is 72-86 locations (previous slide)
- However: if the Program is reset to 96 guards next year, these estimates are reduced by only one guard in August 2026 (next recertification cycle)
- Therefore: recommend resetting to 96 guards in 2024, and reset in 2026 at recertification cycle to TBD level
 - Two-step approach is more gradual, allows time to consider financial factors

Sites to be No Longer Guarded (Reset to 96 Guards)

- Larkspur Corte Madera School District:
 - Corte Madera Avenue & Tamalpais Drive & Redwood Avenue
- Miller Creek School District:
 - Mt. Shasta & Idylberry Road
 - Marinwood Avenue & Miller Creek Road
 - Nova Albion Way & Montecillo Road
- Novato Unified School District:
 - Center Road & Diablo Avenue
- San Rafael City Schools:
 - Knight Drive & Ashwood Court
 - Woodland Avenue & Lovell Avenue



Note, TAM will no longer fund the Sir Francis Drake & Lagunitas Road location serving Ross Schools. However, RSD is expected to resume funding the site.

Summary of Recommendations

- Staff & Ad Hoc recommend:
 - Reset the base level to 96 guards beginning next Fall, then reset again in Fall 2026.
 - Updates to Changed Condition Policy
 - Updates to Recertification Method (elimination of high & low scoring sites from re-counting)
 - Monitor the actions of the Fast Food Council and have two years of data regarding wage increases before the next list is set for implementation in August 2026. The Council is allowed to increase minimum wage by up to 3.5% per year, but the actual increases may be less.
- Staff will return in Spring of 2026 with a recommendation to reset the number of guards to a new base level based on the recertification during the 2025/26 school year.
- If new ongoing revenues become available by 2026, staff will reassess program finances and recommendations.

Questions?



THIS PAGE LEFT BLANK INTENTIONALLY



DATE: April 8, 2024

TO: Transportation Authority of Marin
Funding, Programs & Legislation Executive Committee

FROM: Anne Richman, Executive Director *Anne Richman*
David Chan, Director of Programming and Legislation

SUBJECT: Regional Measure 3 North Bay Transit Access Improvement Call for Projects Framework (Action), Agenda Item No. 6

RECOMMENDATION

Staff recommends the Funding, Programming, and Legislation (FPL) Executive Committee review the framework for the Call for Projects for the Regional Measure 3 (RM3) North Bay Transit Access Improvement funds and refers it to the TAM Board for approval.

BACKGROUND

In June 2018, Bay Area voters approved RM3 to raise tolls on the region's state-owned toll bridges. Toll revenues, estimated at \$4.45 billion total, will be administered by the Metropolitan Transportation Commission (MTC) to fund highway and transit improvements in the toll bridge corridors and their approach routes to address the Bay Area's congestion problems.

Four specific projects in Marin were included in the RM3 Expenditure Plan:

- U.S. 101 Marin-Sonoma Narrows (MSN) – \$120 million (Marin and Sonoma counties)
- Richmond-San Rafael Bridge Access (I-580) Improvements – \$210 million total, of which \$135 million is for improvements in Marin County
- State Route 37 Improvements – \$100 million (Marin, Sonoma, Napa, and Solano counties)
- San Rafael Transit Center – \$30 million

In addition, projects in Marin are also potentially eligible for funds under other programmatic categories such as the Bay Trail/Safe Routes to Transit Program and the North Bay Transit Access Improvement Program. The Bay Trail/Safe Routes to Transit Program is a regional competitive program that will be administered by MTC. MTC plans to issue a Call for Projects for the Bay Trail Program/Safe Routes to Transit Program in May or June 2024.

DISCUSSION

North Bay Transit Access Improvement Program

The RM3 North Bay Transit Access Improvement Program provides \$100 million for five North Bay counties, including Marin. Below is the legislative description of the North Bay Transit Access Improvement Program:

(26) North Bay Transit Access Improvements. Provide funding for transit improvements, including, but not limited to, bus capital projects, including vehicles, transit facilities, and access to transit facilities, benefiting the Counties of Marin, Sonoma, Napa, Solano, and Contra Costa. Priority shall be given to projects that are fully funded, ready for construction, and serving rail transit or transit service that operates primarily on existing or fully funded high-occupancy vehicle lanes. The project sponsor is the Metropolitan Transportation Commission. Eligible applicants are any transit operator providing service in the Counties of Contra Costa, Marin, Napa, Solano, or Sonoma. One hundred million dollars (\$100,000,000).

MTC has since determined that that the \$100 million under the North Bay Transit Access Improvement Program will be evenly distributed to the five eligible County Transportation Agencies (CTAs) with \$20 million per agency. TAM would be administering the funds for projects in Marin County.

The North Bay Transit Access Improvement funds are immediately available for CTAs for distribution. However, MTC did not specify how the funds need to be distributed or impose a programming deadline. The three common methods of distribution are:

- 1) issue a solicitation and select project(s) received from the solicitation,
- 2) distribution by formula with transit operators' discretion on projects selection, and
- 3) direct programming by the Board of the CTA based on countywide needs and significance.

MTC has expressed acceptance for these methods of programming. Once the funds are programmed by CTAs, recipients will work directly with MTC to process the funds.

Call for Projects Proposal

Staff is proposing to issue a Call for Projects for the RM3 North Bay Transit Access Improvement funds with the three eligible transit operators in Marin that include the Golden Gate Bridge and Highway Transit District (GGBHTD), Marin Transit, and Sonoma-Marín Area Rail Transit (SMART). Staff recommends a Call for Projects approach rather than a formula or direct distribution in order to better understand the needed projects of operators, and to ensure that projects will be delivered using these funds (as compared to providing a set amount that may or may not fully fund a project). Staff will endeavor to streamline the application process to alleviate burden for transit agencies' staffs, while still demonstrating consistency with the RM3 program requirements.

Eligible capital project types include:

- vehicle projects
- transit facilities
- access to transit facilities
- other transit capital improvements

Priority will be given to projects that will be:

- fully funded with the award of RM3 funds
- ready for construction or procurement
- serving rail transit or transit service that operates primarily on existing or fully funded high-occupancy vehicle lanes

Other factors for consideration may include:

- amount of other funds leveraged
- countywide and regional significance
- RM3 funds do not supplant existing funds
- benefitting disadvantaged communities
- board and strong public support

Amount of Funds to be Released

Staff is further proposing to release \$10 million of the \$20 million available in the first round of the Calls for Projects with the reservation to program slightly more than \$10 million if the call results in meritorious projects that are clearly better served with the RM3 funds programmed in one setting than through multiple programming. The remaining \$10 million or whatever remains from the first Call for Projects will be made available in the second Call for Projects.

The issuance of the second Call for Projects will be determined at a later date. The reason for the bifurcation is because the Countywide Transportation Plan (CTP) will conclude at the end of 2024 and may reveal transit and transit access priorities. Furthermore, the Mobility Hub Planning process just recently commenced. The process will conclude in approximately one year and the result is likely to identify access needs around hub locations, which could then potentially be funded through the second round.

Call for Project Issuance

Upon approval from the TAM Board, a Call for Projects will be issued in early May 2024 with a deadline to submit applications to TAM by mid-July 2024. Staff anticipates presenting the TAM Board with recommended projects for approval at the September 2024 meeting with the expectation that the TAM Board will not convene customarily in August.

FISCAL CONSIDERATION

There are no immediate fiscal impacts to TAM by approving the release of a call for projects. Recipients of selected projects from the call for projects will receive RM3 funds directly from MTC.

NEXT STEPS

Upon approval by the TAM Board, still will release a call for projects with RM3 North Bay North Bay Transit Access Improvement funds to Marin transit operators that include GGBHTD, Marin Transit, and SMART.

ATTACHMENT

Attachment A – PowerPoint Presentation

THIS PAGE LEFT BLANK INTENTIONALLY



Regional Measure 3 (RM3) North Bay Transit Access Improvements

Funding, Programs & Legislation Executive Committee

Transportation Authority of Marin

April 8, 2024

What are RM3 Funds?

- In June 2018, Bay Area voters approved RM3 to raise tolls on the region's state-owned toll bridges
- MTC administers fund for highway and transit improvements in the toll bridge corridors and their approach routes to address congestion problems



RM3 Projects and Programs



- Four specific projects in Marin were included in the RM3 Expenditure Plan

-
- Marin projects are also eligible for programmatic categories:
 - Bay Trail/Safe Routes to Transit Program
 - North Bay Transit Access Improvement Program
 - MTC administers the Bay Trail/Safe Routes to Transit Program and plans to distribute funds in a regional competitive basis

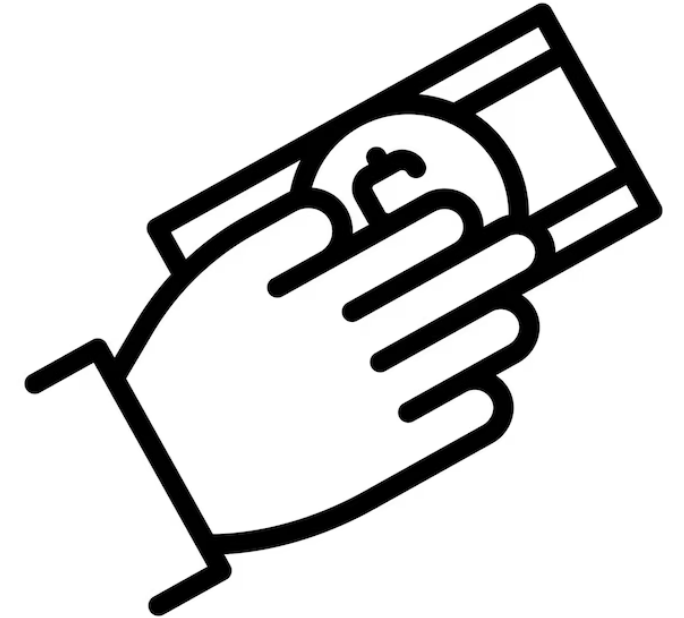
North Bay Transit Access Improvement Program



- Provides \$100 million for the five North Bay Counties - Marin, Sonoma, Napa, Solano, and Contra Costa
- MTC decided the \$100 million to be evenly distributed to the five eligible County Transportation Agencies (CTAs) with \$20 million per agency
- TAM will administer the funds for projects in Marin County

Methods of Distribution

- MTC did not specify how the funds need to be distributed or impose a programming deadline
- Common methods of fund distribution accepted by MTC include:
 - 1) issue a solicitation and select project(s) received from the solicitation,
 - 2) distribution by formula, and
 - 3) direct programming by the Board of the CTA based on countywide needs and significance



Call for Projects

- Staff is proposing to issue a Call for Projects with the three eligible transit operators in Marin
- Why a Call?
 - better understand transit operators' projects and
 - ensure that projects will be delivered using these funds
- Streamline application process
 - alleviate burden for transit agencies' staffs
 - while still demonstrating consistency with the RM3 program requirements

Eligible Project Types

Eligible capital project types include:

- vehicle projects
- transit facilities
- access to transit facilities
- other transit capital improvements



Project Priorities

- Priority will be given to projects that will be:
 - fully funded with the award of RM3 funds
 - ready for construction or procurement
 - serving rail transit or transit service that operates primarily on existing or fully funded high-occupancy vehicle lanes
- Other factors for consideration may include:
 - amount of other funds leveraged
 - countywide and regional significance
 - RM3 funds do not supplant existing funds
 - benefitting disadvantaged communities
 - board and strong public support

Funds Available for Call

- Staff proposes to release \$10 million of the \$20 million available in the first round of the Calls for Projects
- May program slightly more if the call results in meritorious projects that are clearly better served with the RM3 funds programmed at once than through multiple programming
- The remaining amount from the first Call for Projects will be made available in a second Call for Projects

Reasons for Multiple Calls for Projects

- The Countywide Transportation Plan (CTP) will conclude at the end of 2024 and may reveal transit and transit access priorities
- The Mobility Hub Planning process will conclude in approximately one year and the result is likely to identify access needs around hub locations, which could then potentially be funded through the second round

1st Call for Projects Schedule



- Issue Call for Projects – early May 2024
- Deadline to submit application to TAM – mid-July 2024
- TAM Board approves recommended projects – September 26, 2024

Questions and Feedback

Thank you!



DATE: April 8, 2024

TO: Transportation Authority of Marin
Funding, Programming, and Legislation Committee

FROM: Anne Richman, Executive Director *Anne Richman*
Mikaela Hiatt, Associate Transportation Planner
Derek McGill, Director of Planning

SUBJECT: Authorize a One-Year Contract Extension and Budget Amendment for Reach Strategies for Technical Assistance and Outreach Support for the Alternative Fuels Program (Action), Agenda Item No. 7

RECOMMENDATION

Staff recommends the Funding, Programming, and Legislation (FPL) Executive Committee recommend the TAM Board authorize the Executive Director (ED) to negotiate and execute the first of two one-year contract extensions for Reach Strategies' Technical Assistance and Outreach Support for the Alternative Fuels Program Contract, including a budget amendment of \$150,000.

BACKGROUND

With the passage of Measure B, the \$10 Vehicle Registration Fee (VRF) in 2010, TAM developed an Alternative Fuels Program as designated in Element 3, Reduce Congestion and Pollution, of the VRF Expenditure Plan. The Alternative Fuels Program provides funding for three main areas:

- Public Property Electric Vehicle (EV) Charging Infrastructure
- Public Agency EV Fleet Conversion
- Public Outreach/Technical Assistance

In September of 2021, the TAM Board authorized a suite of outreach efforts, including short term outreach activities, a national drive electric week Marin Event sponsorship, and a longer term outreach contract with Reach Strategies culminating from a competitive procurement process. The Reach Strategies contract used TAM's standard contract duration of three years, with two additional one-year contract extensions, and a not to exceed amount of \$300,000 for the initial three-year period. Since approval of the contract, Reach Strategies has assisted TAM in the following outreach activities:

- Strategic Outreach Plan
- First Responder Webinar
- School Electrification Webinar
- Clean Fleet Expo Production
- Outreach Initiatives for the TAM Rebate Program
- Technical Assistance (as needed rebate, funding, and equity-oriented support for grant planning purposes)

DISCUSSION/ANALYSIS

As the majority of the outreach items envisioned under the current three year period are complete, staff is exploring opportunities for upcoming future year programs. In order to provide continuity of outreach services, in alignment with MCEP's EV Acceleration Strategy goals, staff is seeking authorization for the first of two one-year extension options included in the contract. Staff is also seeking authorization of funding for the contract extension in an amount not to exceed \$150,000 to complete the following tasks:

- Outreach for TAM's Rebate Programs
- Webinars with local agencies
- 2024 Clean Fleet Expo
- Technical Assistance and Additional Outreach Support for TAM and Local Agencies

FISCAL CONSIDERATION

Funding is included in the current year's budget and will be included as a part of the outreach efforts in the Alternative Fuels budget for FY2024-25. The total amount of the budget amendment is \$150,000 for work to be conducted from May 1, 2024 through September 30, 2025.

NEXT STEPS

Upon TAM Board approval, the Executive Director will negotiate and execute the contract extension and budget amendment for Reach Strategies and commence work.

ATTACHMENTS

None.