



## ADMINISTRATION, PROJECTS & PLANNING EXECUTIVE COMMITTEE MEETING

JULY 8, 2024  
3:30 P.M.

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

900 Fifth Avenue  
Suite 100  
San Rafael  
California 94901

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Belvedere  
Nancy Kemnitzer

Corte Madera  
Eli Beckman

Fairfax  
Chance Cutrano

Larkspur  
Gabe Paulson

Mill Valley  
Urban Carmel

Novato  
Rachel Farac

Ross  
Teri Dowling

San Anselmo  
Brian Colbert

San Rafael  
Kate Colin

Sausalito  
Melissa Blaustein

Tiburon  
Alice Fredericks

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

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

### How to watch the live meeting using the Zoom link:

<https://us02web.zoom.us/j/83035113530?pwd=Ym1lVHdnUHZycllGN2VPZVlBY0Zrdz09>

Webinar ID: 830 3511 3530  
Passcode: 891953

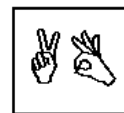
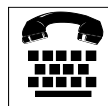
**Teleconference:** Members of the public wishing to participate via teleconference, can do so by dialing in to the following number at 3:30 p.m. on the day of the meeting: **+1 669 900 6833**; Access Code: 830 3511 3530; Password: 891953

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

**Before the meeting:** Please email your comment to [info@tam.ca.gov](mailto:info@tam.ca.gov), no later than 5:00 p.m. Sunday, July 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.

**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.

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.



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](mailto: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 June 10, 2024 (Action) – **Attachment**
5. Allocate Transportation Sales Tax Interest Funds for the Marin City Soundwall Project (Action) – **Attachment**
6. Recommend Award of the Contract for Vehicle Miles Traveled (VMT) Reduction and Mobility Enhancement Toolkit (Action) – **Attachment**



MEETING OF THE  
TRANSPORTATION AUTHORITY OF MARIN  
ADMINISTRATION, PROJECTS & PLANNING  
EXECUTIVE COMMITTEE

JUNE 10, 2024  
3:30 P.M.

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

**MEETING MINUTES**

**Members Present:** Chance Cutrano, Fairfax Town Council  
Eric Lucan, Marin County Board of Supervisors, Committee Chair  
Kate Colin, San Rafael City Council

**Members Absent:** Alice Fredericks, Tiburon Town Council  
Stephanie Moulton-Peters, Marin County Board of Supervisors

**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  
Jennifer Doucette, Executive Assistant/Clerk of the Board  
Joanne O'Hehir, Administrative Assistant  
Melanie Purcell, Director of Finance and Administration  
Molly Graham, Public Outreach Coordinator

*Chair Lucan called the meeting to order at 3:30 p.m.*

Chair Lucan 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 Administration, Projects & Planning (AP&P) Executive Committee was confirmed and detailed information about how the public may participate was provided.

**1. Chair's Report & Commissioners Comments (Discussion)**

None.

**2. Executive Director's Report (Discussion)**

Executive Director (ED) Anne Richman reported on TAM's Investment and Debt Policy Review; participation at the recent Marin County Commission on Aging meeting; the recent Bellam Blvd. Workshop and upcoming Spanish-language workshop scheduled for July 13; TAM's upcoming Bicycle/Pedestrian Advisory Committee (BPAC) meeting scheduled for June 12; upcoming Climate Action Workshops with partner Resilient Neighborhoods; Sonoma-Marin Area Rail Transit's (SMART) Larkspur Station Shuttle launch and upcoming ribbon-cutting ceremony; Marin Transit's summer free-fare program for youth; and upcoming community outreach events hosted by Golden Gate Transit for the San Rafael Transit Center relocation project.

Chair Lucan 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 Lucan 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 May 13, 2024 (Action)**

Chair Lucan 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 Cutrano moved to approve the Minutes of the May 13, 2024 meeting. Commissioner Colin seconded the motion, which passed unanimously.

### **5. Acceptance of Revisions to the TAM Human Resources Policies and Procedures (Action)**

Director of Finance and Administration Melanie Purcell presented this item, which recommends the AP&P Executive Committee recommend to the TAM Board approval of updates to the TAM Human Resources Policies and Procedures (HR Policies and Procedures).

Chair Lucan asked if any members of the public wished to speak or had sent in an e-comment, and hearing none, asked for a motion.

Commissioner Cutrano made a motion to refer staff's recommendation to the TAM Board. Commissioner Colin seconded the motion, which passed unanimously.

### **6. Amendment of the TAM Administrative Code and Citizens' Oversight Committee (COC) Bylaws to Revise the Name of the COC and Other Updates (Action)**

ED Richman presented this item, which recommends the AP&P Executive Committee reviews the following recommended changes regarding the name and membership of the Citizens' Oversight Committee (COC), and refers them to the TAM Board for approval: amend the TAM Administration Code and COC Bylaws to allow the Citizens' Oversight Committee doing business as Community Oversight Committee (COC), replacing the word Citizens' with Community; develop a one-year high school student mentorship/internship program in partnership with Marin Transit that focuses on low-income and transit-dependent students; and beginning July 1, 2024, offer an optional \$50 per meeting stipend and reimbursement of travel cost that COC members/alternates can request for the attendance of each COC meeting.

In response to Commissioner Colin, ED Richman explained that the student internship will be a paid position and that the cost could potentially be shared between TAM and Marin Transit. Commissioner Colin commented on the importance of defining the term "underserved" before the new COC membership structure is formalized.

Chair Lucan asked if any members of the public wished to speak or had sent in an e-comment, and hearing none, asked for a motion.

Commissioner Colin made a motion to refer staff's recommendation to the TAM Board. Commissioner Cutrano seconded the motion, which passed unanimously.

**7. Authorize a One-Year Contract Extension and Budget Amendment for On-Call Travel Demand Forecasting Contract (Action)**

Director of Planning Derek McGill presented this item, which recommends the AP&P Executive Committee recommend to the TAM Board authorization for the Executive Director (ED) to negotiate and execute the first of two single year contract extensions for Fehr & Peers on-call travel demand forecasting, including a budget amendment of \$400,000.

In response to Commissioner Colin, Mr. McGill explained that the recommended proposed budget amendment is anticipated to cover the cost of the two contract extensions, should those options be exercised.

In response to Commissioner Cutrano, Mr. McGill explained that the cost includes the traffic analysis for the determination of HOV hours in Sonoma and Marin Counties.

Chair Lucan asked if any members of the public wished to speak or had sent in an e-comment, and hearing none, asked for a motion.

Commissioner Cutrano made a motion to refer staff's recommendation to the TAM Board. Commissioner Colin seconded the motion, which passed unanimously.

*The meeting was adjourned at 3:59 p.m.*

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**DATE:** July 8, 2024

**TO:** Transportation Authority of Marin  
Administration, Projects and Planning Executive Committee

**FROM:** Anne Richman, Executive Director *Anne Richman*  
David Chan, Director of Programming and Legislation  
Dan Cherrier, Director of Project Delivery

**SUBJECT:** Allocate Transportation Sales Tax Interest Funds for the Marin City Soundwall Project (Action), Agenda Item No. 5

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## RECOMMENDATION

Recommend that the TAM Board authorizes the allocation of \$250,000 in Transportation Sales Tax Interest funds to the Marin City Soundwall Project.

## BACKGROUND

Both Measure A and Measure AA Expenditure Plans allow transportation Sales Tax interest income generated by both Measure A and Measure AA fund balances to be used for the transportation purposes described in the Expenditure Plans. All use of interest revenue should be determined by the TAM Board in a noticed public meeting as specified in the Expenditure Plans.

Since inception, the TAM Board has programmed approximately \$5.4 million in interest funds to various projects/programs (listed below) out of approximately \$6.9 million cumulatively available.

Several commitments recurred over a few years or are ongoing, including the following:

- Bike Path Maintenance (ongoing);
- Golden Gate Transit's Ferry Shuttle Service (commitment ceased with the FY 18/19 allocation when Measure AA provided dedicated funding to GGBHTD); and
- Insurance covering the Central Marin Ferry Connection structure over Sir Francis Drake Boulevard (commitment ceased with the FY 19/20 allocation when SMART extended passenger rail service to Larkspur).

Other programming commitments have been one-time only, including the following:

- Multi-Use Path (2nd to Andersen);
- Bellam Blvd. Approach to the Richmond-San Rafael Bridge (Off-Ramp Project);
- North South Greenway Project; and
- Marin Transit School Bus Service.

The remaining amount available for programming new projects is approximately \$1.5 million.

For interest funds that were allocated to capital projects, all of the commitments helped complete a funding plan when no other funds were available. In every case, the funds were leveraged by other dedicated fund sources, by a match 1:1 or greater.

## **DISCUSSION**

The Marin City Soundwall project is the result of requests from local residents to explore options to limit the noise associated with U.S. 101. Staff from TAM and Marin County Public Works have been meeting with Caltrans to determine the best course of action. In order to proceed to future steps, Caltrans will require a Project Initiation Document (PID) most likely in the form of a Project Study Report. A PID is a required Caltrans document that determines the scope, cost, and schedule of a major project on the State Highway System.

The PID is estimated to cost approximately \$500,000 (\$400,000 for consultants and \$100,000 for Caltrans to review). The County and TAM have agreed to absorb staff costs and procurement costs. Each party will contribute \$250,000 with the lead agency to be determined at a later date. Staff's understanding is that the County's contribution is included in their FY2024-25 budget.

In May of 2019, the TAM Board took action to formally list the types of projects that are eligible for Measure interest funds. The Board determined a ranked list at that time of:

1. Maintain commitment to fund a mitigation measure associated with the Central Marin Ferry Connector Project;
2. Provide funding to respond to bid opening and construction shortfalls;
3. Maintain funding commitments to routine bike/ped path maintenance;
4. Other emerging unfunded immediate needs.

This Project falls under Rank 4 (Other emerging Projects).

Phases that may follow the PID (environmental, design, right of way, and construction) are not funded and likely will require that agencies pursue outside grants to develop.

## **FISCAL IMPACTS**

The allocation of \$250,000 in Transportation Sales Tax funds for the Marin City Soundwall Project was anticipated in the development of the TAM's FY2024-25 Annual Budget. No budget amendment is needed to facilitate this allocation. This allocation will leave approximately \$1.25 million in Transportation Sales Tax Interest funds for future programming.

## **NEXT STEPS**

Upon TAM Board approval, a funding agreement will be negotiated with Marin County for the approved allocation amount. Staff from TAM and the County are discussing which agency will lead the effort to produce the PID. The lead agency will also need to execute an agreement with Caltrans for oversight of the PID effort.

## **ATTACHMENTS**

None.





**DATE:** July 8, 2024

**TO:** Transportation Authority of Marin  
Administration, Projects and Planning Executive Committee

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

**SUBJECT:** Recommend Award of the Contract for Vehicle Miles Traveled (VMT) Reduction and Mobility Enhancement Toolkit (Action), Agenda Item No. 6

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## RECOMMENDATION

Recommend that the Administration, Projects and Planning (AP&P) Executive Committee refer to the TAM Board to authorize the Executive Director (ED) to negotiate and execute a professional services contract for the Vehicle Miles Traveled (VMT) Reduction and Mobility Enhancement Toolkit in an amount not to exceed the amount provided by the Caltrans planning grant of \$518,934. The consulting firm and not to exceed amount will be presented at the AP&P Executive Committee Meeting.

## BACKGROUND

With the passage and implementation of California Senate Bill (SB) 743, transportation impact analysis under CEQA is now required to consider VMT to determine the environmental impacts of land use and roadway projects. VMT is a measurement of the overall amount of driving, replacing Level of Service (LOS) or the vehicle delay that occurs on a roadway. Under SB 743, vehicle delay is no longer considered an environmental impact but can be considered as part of local discretionary reviews, and emissions that occur from vehicle delay (and overall amount of driving) are still included in CEQA's greenhouse gas impact analysis.

TAM has been supporting lead agencies in this transition since 2015, with the development of an activity-based model, the TAM Demand Model (TAMDM) to provide estimates of existing and forecasted VMT per capita in Marin County and providing other VMT data and resources. Since this time, San Rafael, San Anselmo, and Larkspur have adopted VMT analysis guidelines to screen out projects that are not required to undergo VMT analysis and identify thresholds for determining impact significance. TAM has consulted with each jurisdiction during their adoption process.

Once jurisdictions adopt VMT analysis guidelines, there are statewide resources available for lead agencies to quantify VMT reductions. However, only limited local tools and resources are available to quantify and coordinate VMT reductions, both on-site, as part of project designs, and/or off-site as investments in ongoing programs or projects.

In 2023, TAM secured funding through the Caltrans Planning Grant program to develop a VMT Reduction/Mobility Enhancement Toolkit to assist local lead agencies by identifying CEQA compliant VMT mitigation strategies. The Toolkit will evaluate the California Air Pollution Control Officers Association (CAPCOA) 2021 guidance and other resources to identify which VMT

mitigations are most appropriate for Marin and will develop a local tool to quantify mitigation measures. It will prioritize mitigations through local input by elevating the mobility needs of Equity Priority Community Populations, focusing on maximizing mode shift, improving cost effectiveness for agencies, and offering affordable and convenient options specifically applicable to suburban and rural communities like Marin County.

## **DISCUSSION/ANALYSIS**

On May 7, TAM released a Request for Proposals (RFP) seeking qualified consultants to develop the Vehicle Miles Traveled (VMT) Reduction and Mobility Enhancement Toolkit. TAM received three proposals by the June 7 proposal deadline, and an evaluation panel was formed to review and rank the proposals and conduct interviews. The selection panel included two members of TAM staff, the Town of Corte Madera Community Development Director, and the City of Larkspur Community Development Director.

The firms were evaluated based on criteria specified in the RFP including qualifications and experience of the firms and staff, management of the work, fee information, and demonstrated ability to meet the requirements of the RFP.

Interviews were conducted in person on June 25 and June 27, and the evaluation panel developed a ranking of the firms. At the time of writing this memo, staff are conducting reference checks, and will bring forth the evaluation panel recommendation to the AP&P Executive Committee at its July 8 meeting. The amount available in the grant is \$518,934. Funds not spent on the consultant contract, if any, will be used for TAM staff coordination with Community Based Organizations (CBOs) to offset additional local funding for CBO stipends, in alignment with grant requirements.

## **FISCAL CONSIDERATION**

Funding for the VMT Reduction and Mobility Enhancement Toolkit is available through TAM's Caltrans Planning Grant. The contract not to exceed amount of \$518,934 is expected to be spent over the next two fiscal years. Funds are included in the FY2024-25 budget for these activities.

## **NEXT STEPS**

Upon AP&P Executive Committee approval for recommendation, staff will recommend the TAM Board authorize the Executive Director to execute a contract with the top ranked consultant and commence work. Various elements of the VMT Reduction and Mobility Enhancement Toolkit are expected to be brought to the Board for consideration throughout the process.

## **ATTACHMENTS**

Attachment A – Staff Presentation



# Vehicle Miles Traveled (VMT) Reduction and Mobility Enhancement Toolkit

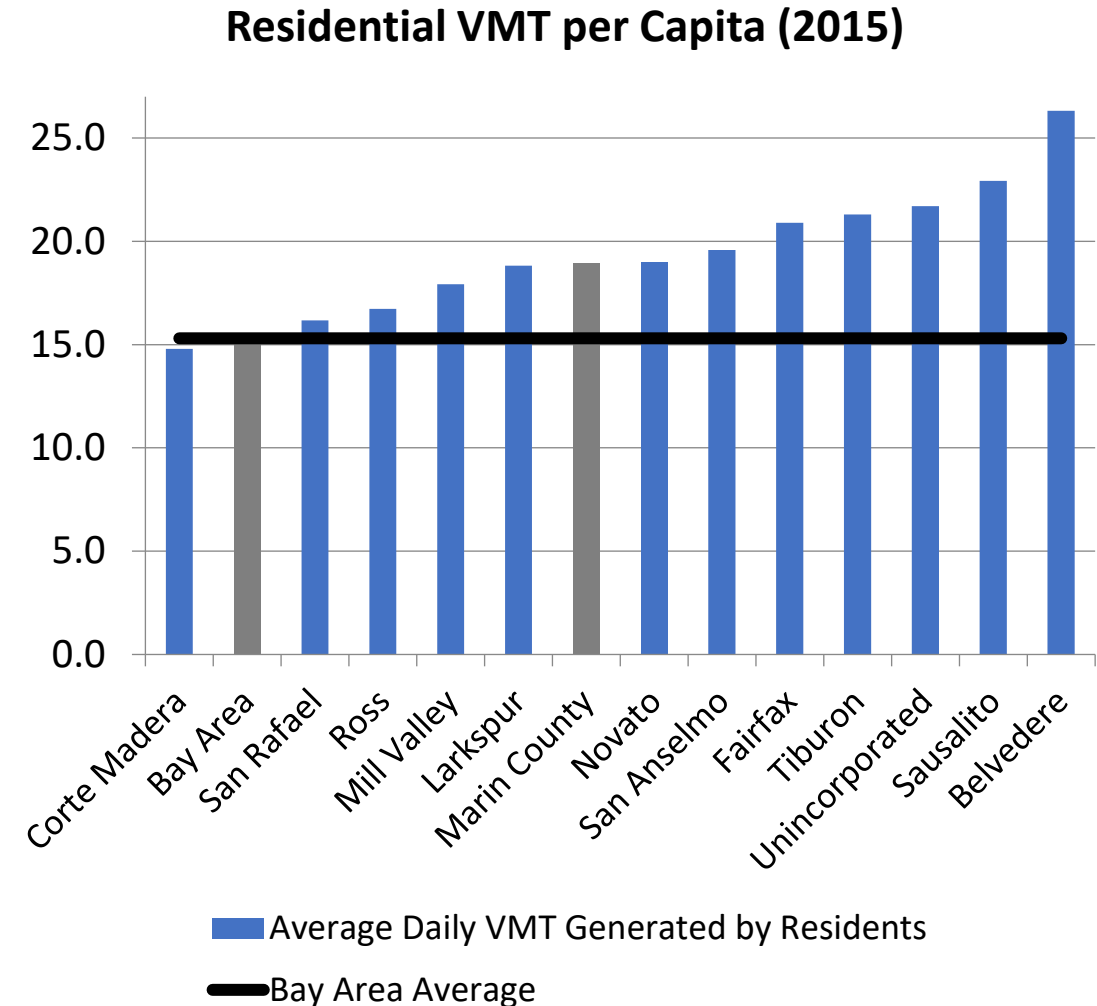
Transportation Authority of Marin

Administration, Projects & Planning Executive Committee

July 8, 2024

# What is Vehicle Miles Traveled?

- $VMT = Trips \times Trip \text{ Length}$
- Typically expressed per capita
- Typically broken into Residential or Commercial/Office Trips
- Required for CEQA analysis by SB 743
- Office of Planning and Research (OPR) recommendation is 15% below existing jurisdiction or regional VMT per capita level





# Why VMT?

- VMT measures emissions, public health and safety better than Level of Service (LOS)
- LOS may still be used for General plan review, if required by jurisdictions

## LOS Versus VMT: Measurement Matrix

The following measurements and considerations are used with each metric:

### LOS

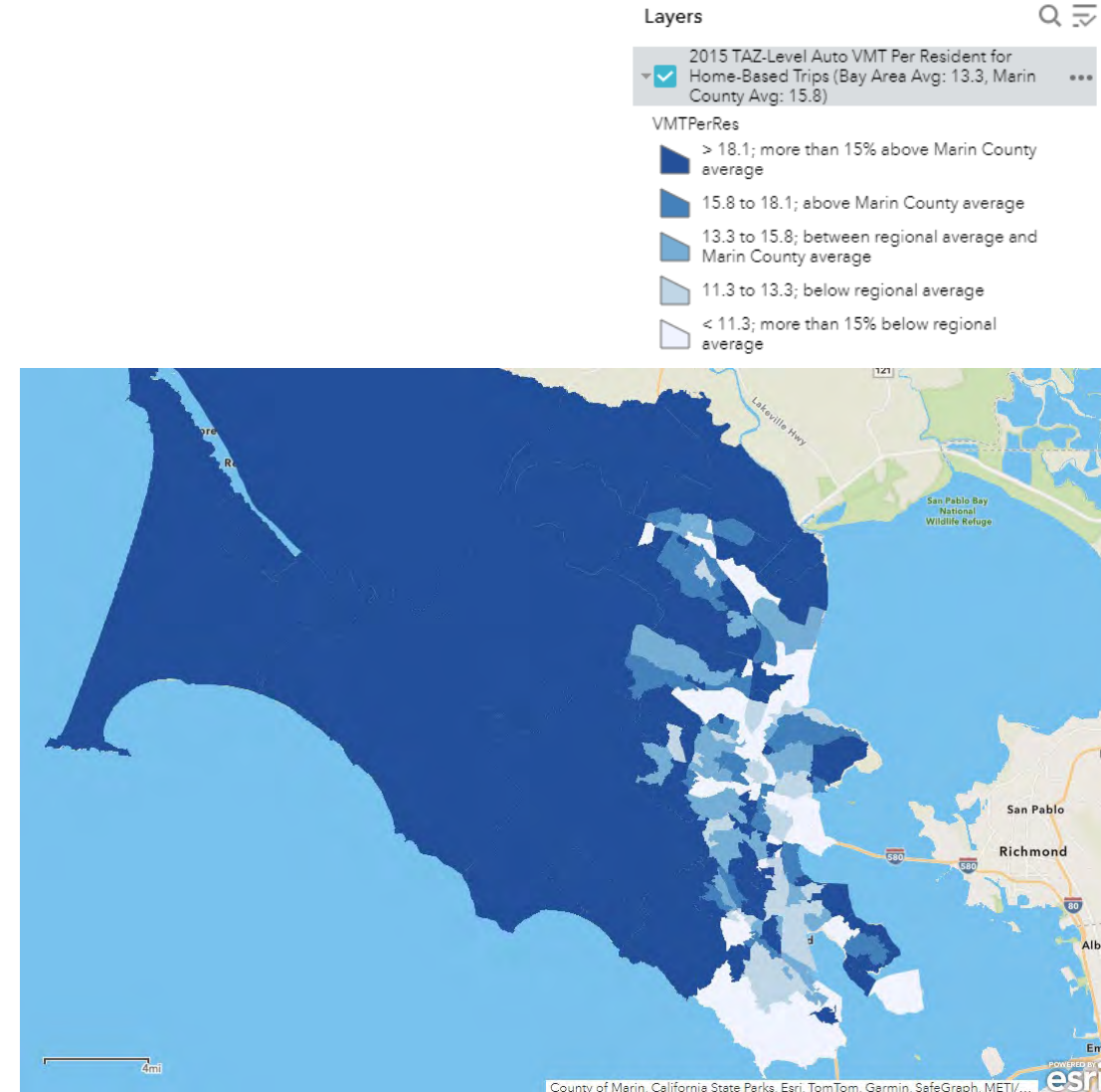
- ⊗ Emissions (Greenhouse Gases)
- ⊗ Emissions (Air Pollutants)
- ⊗ Fuel Consumption
- ⊗ Energy Consumption
- ✓ Driver Delay (Speed)
- ✓ Driver Delay (Intersection Wait Time)
- ✓ Safety (Speed)
- ⊗ Safety (Collisions)

### VMT

- ✓ Emissions (Greenhouse Gases)
- ✓ Emissions (Air Pollutants)
- ✓ Fuel Consumption
- ✓ Energy Consumption
- ⊗ Driver Delay (Speed)
- ⊗ Driver Delay (Intersection Wait Time)
- ⊗ Safety (Speed)
- ✓ Safety (Collisions)

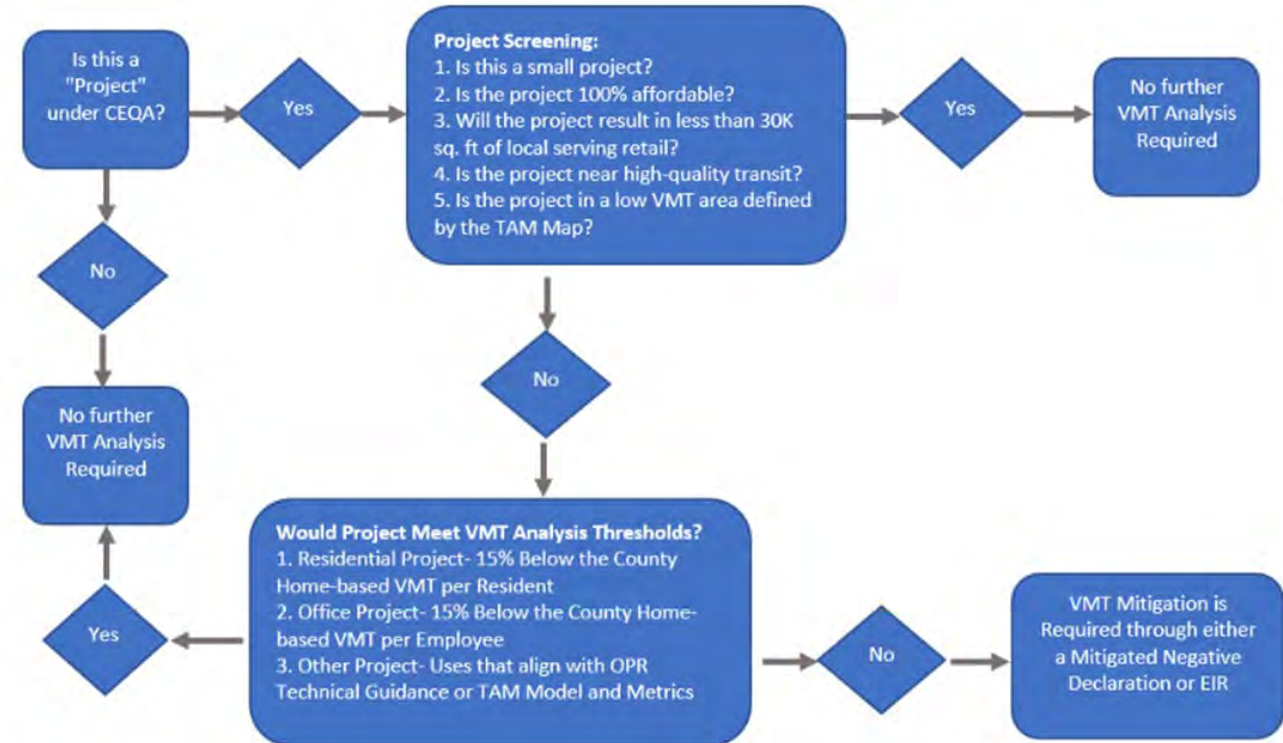
# Advancing VMT Forward

- TAM has a history of supporting VMT reducing efforts
  - Travel Demand Model Development
  - VMT White Paper with Estimates of Local VMT by Jurisdiction
  - Supporting MTC Technical Advisory Process
  - Numerous mode shift programs (Marin Commutes, etc.)
- Work remains in achieving meaningful VMT reductions
  - Adoption of VMT Analysis Guidelines in San Rafael, San Anselmo, Larkspur
  - Limited updated Traffic Impact Analysis Guidance by local jurisdictions
  - State level VMT Mitigation Guidance is not localized or reflective of suburban/rural conditions
  - Clarity of development process is a key need of affordable housing developers



# Applying VMT to Projects

- Project Application
- Screening determines if the project needs to perform VMT Analysis
- Calculate Project VMT
- Does the Project meet VMT thresholds?
- Mitigate VMT Impacts



- Small Projects:** Projects that generate fewer than 110 trips per day. Examples of small projects include 10 single family detached housing units, or 15-20 multifamily attached housing units, or 10,000 square feet of office space.
- High Quality Transit:** Bus stops along a fixed route with service at least every 15 minutes during AM and PM peak periods. San Anselmo does not currently have any High Quality Transit, but as demand increases, the information could be applicable if the bus routes increase their service.
- Low VMT Area:** Modeled area maps that factor density, mix of uses, and transit accessibility. The Low VMT Area maps are based on maps modeled and prepared by the Transportation Authority of Marin (TAM).

Item 7- Attachment 3

*San Anselmo VMT Mitigation Flow Chart Example*

# Why Does VMT Matter?

- CARB Scoping Plan – State cannot meet GHG reduction goal with only EVs, VMT reduction will be required
- Land Use decisions have the biggest impact on VMT reductions
- VMT reductions likely required for implementing local Housing Elements
  - Jurisdictions have requested support in measuring mitigations
- Equity communities have higher rates of transit and carpool usage and advancing VMT reduction can support these communities
- VMT banks/exchanges can serve as a revenue tool to support transportation needs



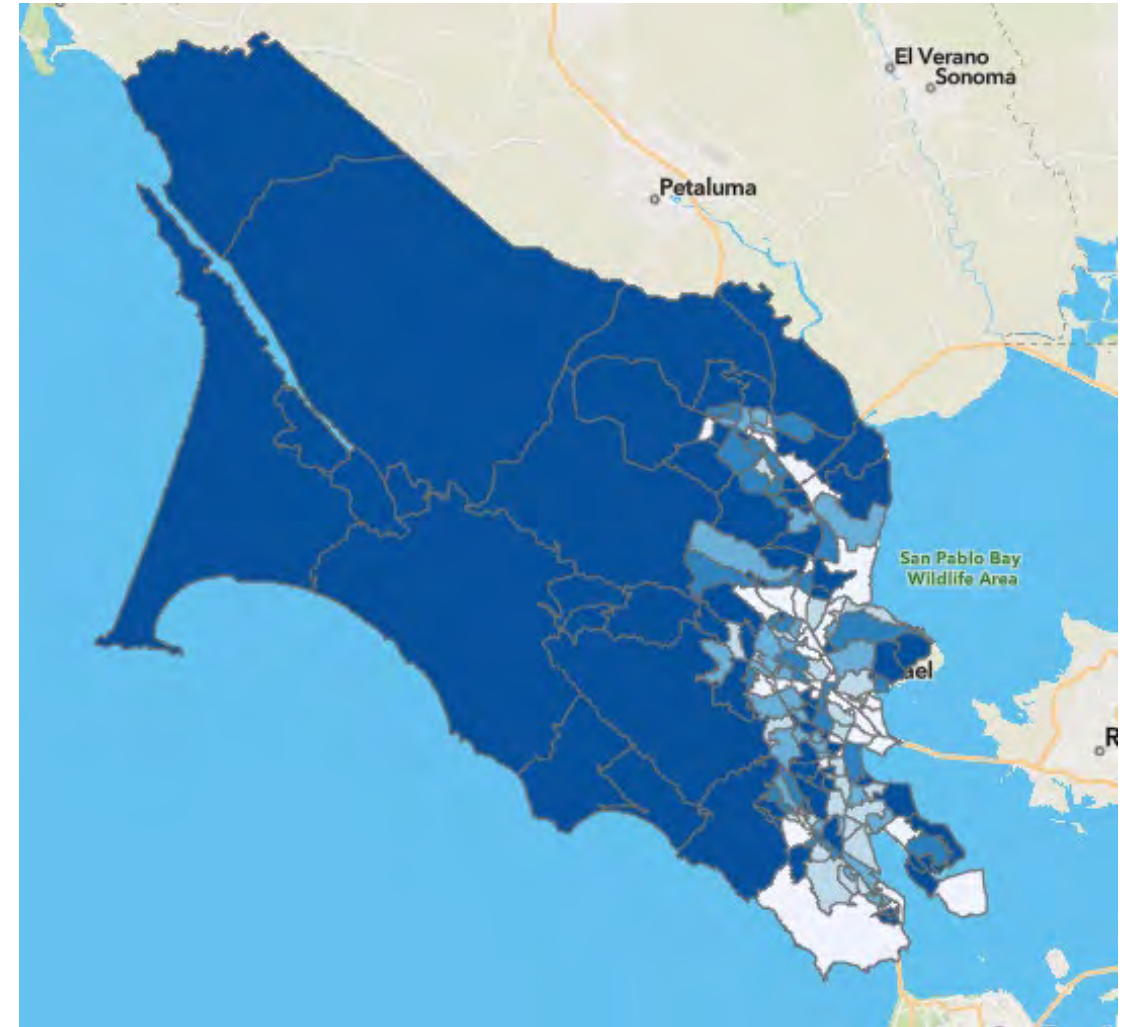
# VMT Reduction and Mobility Enhancement Toolkit Grant

August 2023 – TAM awarded \$518,931

January 2024 – funding agreement finalized

## Goals:

- Develop a tool to help local agencies identify alternatives to vehicle travel
- Support land use and transportation integration, including affordable housing
- Engage community and stakeholders in development of relevant VMT reducing measures
- Reduce GHG through increase in non-vehicle trips



# VMT Toolkit Grant

## Approach/Scope

- Identify VMT Best Practices
- Existing Conditions Analysis
- Review of Underserved Community Mobility Needs
- Localized VMT Mitigation Tool and Reduction Guidance
- Implementation Recommendations
- Public and Stakeholder Outreach
- Draft and Final Toolkit

## Stakeholders Identified

- All 12 Jurisdictions as CEQA lead agencies
- Transit Operators
- Business Community & Developers
- Equity Community Members/Representatives

# Consultant Selection

- May 7 – RFP Released
- June 7 – RFP Due (3 Responses)
- June 8-27 – Proposal Evaluation and Interviews
- June 28-present – Contract Negotiations
- July 8 - Recommendation to AP&P Excomm and TAM Board (July 25)
  
- Work Commencing this fall, complete by Spring 2026

# Questions?