



TRANSPORTATION AUTHORITY OF MARIN
COMMUNITY OVERSIGHT COMMITTEE MEETING

MARCH 16, 2026
5:00 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/82045532119?pwd=dnRaUG5VSXNlb0tqVEQ5bW1SWVZ3UT09>

Belvedere
Peter Mark

Webinar ID: 820 4553 2119
Passcode: 071723

Corte Madera
Rosa Thomas

Teleconference: Members of the public wishing to participate via teleconference may do so by dialing in to the following number at 5:00 p.m. on the day of the meeting: +1 669 900 6833; Access Code: 820 4553 2119; Password: 071723

Fairfax
Lisel Blash

How to provide public comment (limited to 3 minutes or less):

Larkspur
Gabe Paulson

Before the meeting: Email your comments to info@tam.ca.gov. Please email your comments no later than 1:00 p.m. on the meeting date 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

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.

Novato
Kevin Jacobs

Ross
Teri Dowling

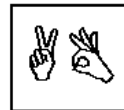
San Anselmo
Yoav Schlesinger

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 Rafael
Kate Colin

Sausalito
Melissa Blaustein

Tiburon
Alice Fredericks



County of Marin
Mary Sackett
Brian Colbert
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 4:00 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. Call to Order (2 minutes)
2. Open time for public expression, up to three minutes per speaker, on items not on the agenda that are within the subject matter of the agency's jurisdiction (public is welcome to address the Committee, but according to the Brown Act, the Committee may not deliberate or take action on items not on the agenda)
3. Review and Approval of Meeting Minutes from January 20, 2026 (Action) (5 minutes)
4. TAM Staff Report (Discussion) (10 minutes)
5. Review and Approval of the Draft 2025 TAM/COC Annual Report (Action) (10 minutes)
6. Review the Measure A/AA and Measure B Revenue Projections and the FY2026-27 Annual Budget Development Schedule (Discussion) (20 minutes)

Break – 15 minutes

7. Crossing Guard Funding (Discussion) (15 minutes)
8. TAM Website Update (Discussion) (10 minutes)
9. Committee Member Hot Items Report (Discussion) (10 minutes)
10. Discussion of Next Meeting Date and Recommended Items for the Agenda (5 minutes)



MEETING OF THE
TRANSPORTATION AUTHORITY OF MARIN
COMMUNITY OVERSIGHT COMMITTEE

JANUARY 20, 2026
5:00 PM

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

MEETING MINUTES

Members Present: Charlie Vogt, Northern Marin Planning Area
Dave Rhoads, Bicycle and Pedestrian Groups
Kevin Hagerty, League of Women Voters (Vice-Chair)
Paul Roye, Central Marin Planning Area
Peter Pelham, Major Marin Employers (Chair)

Alternates Present: Nancy Okada, Environmental Organizations
Philip Mooney, Central Marin Planning Area

Staff Members Present: Anne Richman, Executive Director
Emily Tong, Senior Accountant
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, Senior Transportation Planner
Molly Graham, Public Outreach Coordinator
Scott McDonald, Principal Transportation Planner

Chair Pelham called the Community Oversight Committee (COC) meeting to order at 5:02 p.m.

1. Introductions and Welcome

Chair Pelham asked Executive Assistant/Clerk of the Board Jennifer Doucette to conduct a roll call to ensure a quorum. Ms. Doucette confirmed that an additional COC member was needed for a quorum and provided detailed information about how the public may participate.

2. Open Time for Public Expression

No public expression was received.

Items 4 and 6 were taken out of order due to lack of a quorum.

4. TAM Staff Report

Executive Director (ED) Anne Richman provided highlights from the TAM Staff Report, which was distributed to the COC and posted on the TAM website prior to the meeting.

In response to Vice-Chair Hagerty and Alternate Okada, ED Richman stated that the TAM Sea Level Rise Program Design Principles Study is expected to be completed by the end of the year; and noted that the Highway 101 Adaptation Study, from southern Marin to San Rafael conducted by California Department of Transportation (Caltrans), has just started and is scheduled to conclude at the end of 2027. Regarding flooding on January 3rd, ED Richman noted that local emergency responders were prepared for some level of flooding, but water levels were much higher than expected.

In response to Chair Pelham, Vice-Chair Hagerty, and Alternate Okada, ED Richman confirmed that the anticipated changes to the US-101 High Occupancy Vehicle (HOV) lane hours would be the same in both counties, and that the specific hours of operation have not yet been confirmed. ED Richman stated that ramp metering lights are not present at every interchange along US-101; Caltrans intends to activate most locations where lights have been installed; and that Caltrans is undertaking additional studies at the intersection of State Route (SR) 37 and US-101 due to high traffic volumes prior to activating the lights. ED Richman added that in some cases, signal light change rates are adjustable depending on traffic backup volumes.

ED Richman also reported that Senate Bill (SB) 707, which relates to the Ralph M. Brown Act, is expected to make the “just cause” provisions more flexible to allow for remote participation under qualifying circumstances and stated that staff could provide a brief presentation on the changes at a future meeting.

ED Richman concluded her report with an update on TAM’s community activities.

6. Redwood Bikeshare Pilot Program Update (Discussion)

Principal Transportation Planner Scott McDonald presented this item for discussion and provided background and an overview of the Redwood Bikeshare Pilot Program, including ridership highlights and monthly ridership.

In response to Alternate Okada, Chair Pelham, and Vice-Chair Hagerty, Mr. McDonald noted the bikeshare locations in Novato; the increase in locations since the Program’s inception; and reported that membership costs \$20 per month, with an Equity Access option available for \$5 per month, as well as a pay-as-you-go option. Mr. McDonald added that data is not available on the number of riders who use the Program’s bikes in lieu of their own bikes to access Sonoma-Marin Area Rail Transit (SMART); and that the bikeshare app indicates bike availability at each hub. Mr. McDonald further noted that there are bikeshare hubs at both the Larkspur SMART station and the ferry terminal; bikes can be dropped off at the College of Marin, and that staff would be willing to collaborate with private employers to install a hub.

In response to Member Rhoads, Vice-Chair Hagerty, and Alternate Mooney, Mr. McDonald stated that a business could sponsor a hub or participate through advertising; added that most of the costs of bikeshare programs that operate outside major cities are often covered through public funding, in addition to sponsorship and user fees; and that the fees were determined based on industry standards intended to encourage program membership. ED Richman further noted the significant membership price reduction for low-income users through the Equity Access Program.

Member Rhoads suggested contacting the management of The Village and Town Center in Corte Madera to ascertain whether there is interest in sponsoring a hub at each site, and Chair Pelham suggested advertising the program to SMART train users.

Member Vogt joined the meeting at 5:50 p.m. and thus formed a quorum.

The Committee recessed for a dinner break at 6:01 p.m. and reconvened with all members present.

3. Review and Approval of Meeting Minutes from November 17, 2025 (Action)

Vice-Chair Hagerty moved to approve the November 17, 2025 Meeting Minutes. Member Vogt seconded the motion, which passed unanimously.

5. Annual Selection of COC Chair and Vice-Chair (Action)

Chair Pelham nominated Vice-Chair Hagerty as Chair, and Vice-Chair Hagerty nominated Chair Pelham as Vice-Chair, which was seconded by Member Vogt. No further nominations were made, and the motion passed unanimously.

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

7. Alternative Fuels Update (Discussion)

Senior Transportation Planner Mikaela Hiatt presented this item for discussion. Ms. Hiatt provided an overview of the Alternative Fuels Program, which included 2024-25 program expenditures; rebate trends; outreach summary; recommendations, and the FY2025-26 budget.

In response to Member Vogt, Chair Pelham, and Alternate Okada, Ms. Hiatt stated that public agencies typically partner with contractors to install charging stations; TAM's rebates are available only to public agencies; and TAM will be updating an EV site plan and may include installations located in other public areas. Ms. Hiatt added that installation costs vary based on the number and location of charging stations installed as well as other factors; and the rebate at Archie Williams High School was provided to the school district. ED Richman added that agencies may need to secure additional funding to cover the full cost of an installation project.

In response to Alternate Mooney's inquiry regarding how the effectiveness of outreach is measured, Ms. Hiatt stated that the success of EV events, such as the Clean Fleet Expo, is reported.

In response to Chair Pelham, Ms. Hiatt stated that the EV charger and fleet rebates help local jurisdictions meet state mandates. ED Richman added that TAM's rebate program can be combined with rebate programs from other agencies, such as MCE, and that TAM's outreach contractor assists applicants in identifying additional funding opportunities.

In response to Alternate Okada and Chair Pelham, Ms. Hiatt reported that the agency received five responses to the Request for Information (RFI) to operate and maintain charging stations; and stated that while some cities and towns share revenues with the charging station maintenance operator, revenues in other cities are returned to the operator.

In response to Vice-Chair Hagerty, Ms. Hiatt confirmed that a federal agency would qualify for the program, citing the rebate that was recently processed for the National Park Service at Fort Cronkhite.

In response to Member Rhoads, ED Richman noted that the Alternative Fuels Program is likely to continue while there is a need to support funding for charging stations.

8. Committee Members Hot Items Report (Discussion)

Member Vogt commended staff for the English and Spanish pedestrian safety signs installed near Novato schools; and commented on an e-bike survey finding that 60% to 70% of e-bikes ridden by students did not comply with regulations.

9. Discussion of Next Meeting Date and Recommended Items for the Agenda)

The next meeting was scheduled for March 16, 2026.

The meeting was adjourned at 7:08 p.m.

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DATE: March 16, 2026

TO: Transportation Authority of Marin Community Oversight Committee

FROM: Anne Richman, Executive Director
Molly Graham, Public Outreach Coordinator

SUBJECT: Review and Approval of the Draft 2025 TAM/COC Annual Report (Action), Agenda Item No. 5

RECOMMENDATION

The Community Oversight Committee (COC) reviews and approves the combined 2025 TAM/COC Annual Report and authorizes Chairperson Kevin Hagerty or his designee to present the report to the TAM Board for acceptance at its March 26, 2026 meeting.

Staff would like to thank the COC Annual Report Subcommittee, which has helped provide ideas, input and important review to create the draft report. The Annual Report Subcommittee Members are Jessica Deakayne, Chairperson Kevin Hagerty and Vice-Chairperson Peter Pelham.

BACKGROUND

The Annual Report provides an overview of TAM's progress to deliver transportation projects and programs, and it provides documentation that the Measure A/AA ½-Cent Transportation Sales Tax and the Measure B \$10 Vehicle Registration Fee funds are being spent in accordance with the voter-approved Expenditure Plans. The Annual Report also provides a status update of high priority transportation programs, projects and planning efforts that are paid for with regional, state and federal funds. The Annual Report is prepared in fulfillment of statutory and Expenditure Plan requirements. In 2025, the Annual Report was expanded to include the Measure AA Review process.

DISCUSSION/ANALYSIS

The TAM/COC Annual Report provides a comprehensive overview of TAM's progress to deliver priority transportation projects, programs and planning initiatives in Marin County. The 2025 Annual Report highlights the key accomplishments and contains a map of key capital improvement projects.

The following sections are presented in the 2025 TAM/COC Annual Report:

- | | |
|---------------------------------------------|-----------------------------------------------|
| Letter from the TAM Board Chairperson | Planning and Coordination |
| About the Transportation Authority of Marin | Transit |
| Message from the COC Chairperson | Community Engagement |
| 2025 Key Updates and Highlights | Featured COC Member of the Year, Charley Vogt |
| Funding | Financial Picture |
| Projects | Key Capital Improvement Projects Map |
| Programs | |

Distribution Plan

TAM works with our agency partners, committee members and community-based organizations to widely distribute the Annual Report. The Annual Report will be available on TAM's website and electronically distributed through the TAM Traveler and social media tools including Facebook and LinkedIn.

TAM continues to circulate hard copies to the community although printing of hard copies has been reduced as we move toward higher circulation of electronic copies. Physical copies of the Annual Report will be distributed through the following community hubs:

- Libraries/Cities/Towns/County Civic Center
- TAM committees
- Local jurisdictions and various professional groups, such as Marin Public Works Association
- School Districts
- Chambers of Commerce
- Transportation partner agencies in the County and in the region, such as other congestion management agencies and transit operators
- Related agencies and advocacy groups, such as Marin County Health & Human Services, Paratransit Coordinating Council, the Marin Center for Independent Living, Marin Conservation League and the Marin County Bicycle Coalition
- Public meetings and events

FISCAL CONSIDERATION

The budget amount needed for production of the report is included in the Document Reproduction line of the FY2025-26 TAM Annual Budget. The design cost of the report is estimated not to exceed \$7,000, and an additional \$5,000 is budgeted for the production of hard copies.

NEXT STEPS

Upon approval by the COC, Chairperson Kevin Hagerty or his designee will present the draft report to the TAM Board for acceptance at its March 26, 2026 meeting. Staff will incorporate comments from the COC and the TAM Board to finalize and distribute the report per the distribution plan.

ATTACHMENTS

Attachment A – Draft 2025 TAM/COC Annual Report

TABLE OF CONTENTS

<u>Message from the TAM Board Chairperson</u>	1
<u>About the Transportation Authority of Marin</u>	2
<u>Message from the COC Chairperson</u>	3
<u>2025 Key Updates and Highlights</u>	4
<u>Funding</u>	6
<u>Projects</u>	8
<u>Programs</u>	16
<u>Planning and Coordination</u>	21
<u>Transit</u>	25
<u>Outreach</u>	28
<u>Featured COC Member</u>	29
<u>Financial Picture</u>	30



Our Mission | TAM is dedicated to making the most of Marin County transportation dollars and creating an efficient and effective transportation system that promotes mobility and accessibility by providing a variety of high-quality transportation options to all users.

This annual report provides details of TAM's progress to deliver transportation projects and programs funded by the local ½-Cent Transportation Sales Tax and \$10 Vehicle Registration Fee. The report also provides a status update of high priority transportation programs and projects that are paid for with other regional, state, and federal funds. The annual report is prepared in fulfillment of statutory and Expenditure Plan requirements and serves as the TAM 2025 Annual Report and the Community Oversight Committee Fiscal Year 2024-2025 Annual Report.

MESSAGE from the 2025 TAM BOARD CHAIRPERSON

Eric Lucan



Looking back at 2025, the Transportation Authority of Marin made meaningful progress in delivering safe, equitable, and sustainable transportation improvements for our community. More than two decades after voters first approved Measure A – and seven years after renewing it as Measure AA – local transportation funding continues to deliver tangible benefits across Marin.

A major milestone this year was the completion of the final US-101 segment of the Marin-Sonoma Narrows project, improving regional connectivity through strong partnerships and coordinated investment. We also conducted the first comprehensive six-year review of the Measure AA Expenditure Plan, reaffirming our commitment to fiscal responsibility and to honoring voter intent while balancing major projects with essential programs like Safe Routes to Schools and the Crossing Guard Program.

In 2025, we advanced sea level rise adaptation planning, key Highway 101 corridor and interchange studies, pedestrian and bicycle safety improvements, and the Marin County School Access Safety Action Plan to further enhance student safety.

These accomplishments, and many more highlighted in this report, were made possible through strong collaboration with our cities and towns, the County of Marin, our transit partners, our Community Oversight Committee, and engaged residents. Together, we are building a transportation system that meets today’s needs while preparing responsibly for the future.

Respectfully,


Eric Lucan

This Annual Report is dedicated to the memory of Bill Whitney, P.E., a devoted member of the TAM staff, and Mark Milberg, TAM Commissioner and City of Novato Councilmember. We honor and thank these two remarkable community leaders for their steadfast commitment to public service and their lasting contributions to the betterment of Marin County.

ABOUT THE TRANSPORTATION AUTHORITY OF MARIN (TAM)

The Transportation Authority of Marin (TAM) is the congestion management agency and transportation sales tax authority of Marin. It was established by Marin County voters to support transportation infrastructure projects and programs that make getting around easier, cleaner, and safer for all to live, work, and play. TAM works with towns, cities, transportation agencies, and community groups to identify and prioritize transportation needs and distribute local, state, and federal funds.

TAM coordinates a diverse mix of projects and programs to improve overall mobility in Marin County. These project areas include road, highway, and interchange work; sidewalk improvements; Safe Routes to Schools; bicycle lanes; transit and paratransit; planning for sea level rise; and alternative commute options.

TAM BOARD OF COMMISSIONERS

The Board of Commissioners is the governing body of TAM and is made up of 16 members, including the five members of the County Board of Supervisors and an elected official from each of the 11 city and town councils in Marin County. Each member serves a four-year term.

BOARD OF COMMISSIONERS MEMBERS 2025			
BELVEDERE Peter Mark	MILL VALLEY Urban Carmel	SAN RAFAEL Kate Colin	COUNTY OF MARIN Mary Sackett
CORTE MADERA James Andrews	NOVATO Mark Milberg	SAUSALITO Melissa Blaustein	Brian Colbert
FAIRFAX Lisel Blash	ROSS Teri Dowling	TIBURON Alice Fredericks	Stephanie Moulton-Peters
LARKSPUR Gabe Paulson	SAN ANSELMO Steve Burdo		Dennis Rodoni
			Eric Lucan



TAM Board of Commissioners

MESSAGE FROM THE COC CHAIRPERSON



Peter Pelham – Representing Major Marin Employers

I am pleased to present this year's TAM Annual Report and highlight the committee's role in ensuring the responsible use of Marin County's transportation sales tax funds. On behalf of our dedicated members, I am proud to share the work we have undertaken to uphold transparency and accountability in transportation investments throughout the county.

In 2025, fulfilling our oversight responsibilities, the COC reviewed financial documents, audits, and budgets. I am pleased to confirm that local transportation funds have been spent in accordance with the approved expenditure plans and the will of Marin County voters.

In addition to our financial oversight responsibilities, the COC provided thoughts and input on the first ever review of the Measure AA Expenditure Plan. This has been an important opportunity to ensure that our largest local funding source continues to reflect community priorities and the transportation needs of today.

As part of our core fiscal oversight role, the COC completed the Measure AA compliance audits and confirmed adherence to expenditure plans and funding agreements. These audit results, along with TAM's FY2024-2025 Annual Comprehensive Financial Report, are available at www.tam.ca.gov.

On behalf of the COC, I extend our appreciation to the Marin community, our partner agencies, and community organizations for their continued engagement in TAM's programs and their support for transportation improvements throughout Marin County.

Sincerely,

Peter Pelham

TAM COMMUNITY OVERSIGHT COMMITTEE

The Community Oversight Committee (COC) is a 12-member advisory body composed of Marin County residents representing geographic areas and specific interest groups, including environmental organizations, bicyclist and pedestrian advocates, business and employer groups, school districts, and taxpayer associations. It is responsible for reviewing TAM's revenues and expenditures funded by Measure A/AA, the ½-Cent Transportation Sales Tax, and Measure B, the \$10 Vehicle Registration Fee. As an advisory body, the COC helps ensure transparency, accountability, and community engagement in the management of transportation funding.

COC MEMBERS / ALTERNATES

Peter Pelham (*Chairperson*)
Major Marin Employers

Kevin Hagerty (*Vice-Chairperson*)
/ Susan Clark
League of Women Voters

Charley Vogt / Jessica Deakyne
Northern Marin Planning Area

Charlie Vogelheim
Southern Marin Planning Area

Jeffrey Olson / Philip Mooney
Central Marin Planning Area

Allan Bortel / Jane Gould
Marin County Paratransit
Coordinating Council

Kate Powers / Nancy Okada
Environmental Organizations

Dave Rhoads
Bicyclist / Pedestrian Groups

Vacant
Taxpayer Groups

**Paul Royce /
Susannah Saunders**
Ross Valley Planning Area

Scott Tye
West Marin Planning Area

Heather McPhail Sridharan
School Districts

2025 KEY UPDATES AND HIGHLIGHTS

MEASURE AA REVIEW (p. 6 & 7)



First six-year review of Measure AA

E-BIKE SAFETY EDUCATION CAMPAIGN (p. 6 & 7)



Eye catching campaign launches and ordinances approved countywide

MARIN-SONOMA NARROWS (p. 8)



HOV lanes open!

CROSSING GUARD OF THE YEAR (p. 10)



William (Bill) Abbey honored as Crossing Guard of the Year – Lagunitas School

SEA LEVEL RISE (p. 13)



Sea Level Rise Adaptation Plan adopted

SAFE PATHWAYS (p. 14)



\$7.5 million to over 20 priority projects

KEY UPDATES AND HIGHLIGHTS 2025

LOCAL ROADS (p. 15)



\$6.5 million to jurisdictions

INTERCHANGES (p. 16)



Workshops dive into details for next phase

BELLAM BOULEVARD OFF-RAMP IMPROVEMENTS (p. 18)



New lane open

MARIN COMMUTES (p. 21)



Diamond Dozen Challenge supports new HOV lanes

SAFE ROUTES TO SCHOOLS (p.22)



New dashboard shows record active trips; School Safety Access Plan Initiated

TRANSIT (p. 25)



Ridership stays strong and O&M facility advances

FUNDING

Essential transportation needs in Marin are funded with a suite of federal, state, regional, and local funding sources raised through sales taxes, fuel taxes, and various fees, such as the vehicle registration fee. Marin’s dedicated local revenue measures, the ½-Cent Transportation Sales Tax and the \$10 Vehicle Registration Fee, provide approximately \$37 million annually for many of the high priority transportation projects and programs, and also make Marin more competitive when applying for federal, state, and regional funding.

½-CENT TRANSPORTATION SALES TAX APPROXIMATELY \$35 MILLION/YEAR

(Approved November 2004, renewed November 2018, and considered for possible amendments in 2026)

7% Reduce congestion on US-101 and adjacent roadways



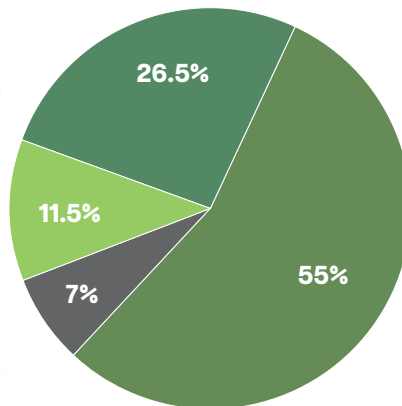
11.5% Reduce school-related congestion and provide safer access to schools



26.5% Maintain, improve, and manage local roads and related infrastructure



55% Maintain and expand efficient and effective local transit services

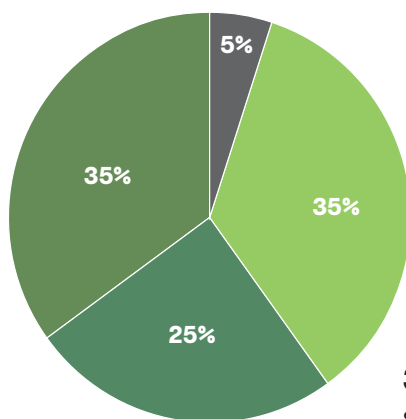


Measure A/AA - ½-Cent Transportation Sales Tax

Projected to provide more than \$1.2 billion over 30 years in reliable local transportation dollars. The voter-approved funding supports the overarching goals in the expenditure plan to alleviate congestion, support local public transportation, expand pedestrian and bike pathways, and provide safer routes to schools. Our local transportation funding helps develop and improve our transportation system to provide more transportation options, networks, and facilities for those living, working, visiting, and traveling in Marin County.

\$10 VEHICLE REGISTRATION FEE APPROXIMATELY \$2.3 MILLION/YEAR

(Approved in 2010 and amended in 2023)



5% Maintain Class I bike/pedestrian pathways



35% Enhance bicycle, pedestrian, and safety improvements on local network



35% Improve transit for seniors and people with disabilities



25% Reduce congestion and pollution



Measure B - \$10 Vehicle Registration Fee

Provides approximately \$2.3 million annually for transportation projects and programs to reduce pollution and congestion, improve senior and disabled transit, and support local roadways with enhanced bicycle, pedestrian, and safety improvements. In February 2023, the TAM Board of Commissioners adopted the Amended Measure B Expenditure Plan. The amendments shift the criteria of the streets and roads funding toward bicycle, pedestrian, and safety improvements.

MEASURE AA EXPENDITURE PLAN REVIEW

In November 2018, Marin voters approved Measure AA by 76.7% to renew and extend the original Measure A Transportation Sales Tax.

The Measure AA Expenditure Plan requires a review every six years to ensure funds reflect current transportation needs, community priorities, and emerging challenges.

Staff began the Measure AA Review in the fall of 2024. This process represented the first six-year review of the ½-Cent Transportation Sales Tax Expenditure Plan. Throughout 2025, over 30 meetings were conducted with advisory committees, local agencies, community members, and transportation partners to discuss potential updates. Feedback demonstrated strong overall support for the Measure AA funding and proposed updates.

In December 2025, staff presented the proposed amendments to the Measure AA Expenditure Plan to the TAM Board for review. After a public comment period, the TAM Board will consider adoption of the amended plan in March 2026.



Marin's Transportation Sales Tax

Measure A/AA

Keeping Marin Moving

Measure A/AA has generated over **\$500 million** in funding for transportation improvements in Marin County



Marin County Voters approved Measure A in 2004 and renewed it as Measure AA in 2018 with 76.7% approval.

Today, Measure AA generates approximately **\$35 million each year** to support local transportation improvements across the county!



REGIONAL FUNDING

Regional Measure 3 (RM3) was passed by Bay Area voters in June 2018 authorizing incremental increases to Bay Area bridge tolls to fund significant transportation improvements and help solve some of the Bay Area’s growing transportation challenges. The measure is expected to generate up to \$4.45 billion dollars to fund major transportation projects in the toll bridge corridors.

Projects and programs in Marin that are scheduled to receive or have been receiving RM3 funds include:

- US 101/I-580 Multi-modal and Local Access Improvement Project (\$135 million)
- US Highway 101 Marin-Sonoma Narrows (\$90 million)
- San Rafael Transit Center (\$30 million)
- State Route 37 (\$25 million of \$100 million is dedicated to Marin County)
- North Bay Transit Access Program (\$100 million, of which \$20 million is allocated to transit projects in Marin)

Additionally, agencies in Marin are eligible to compete for funding from the San Francisco Bay Trail/Safe Routes to Transit Program (\$150 million).

KEY REGIONAL FUNDING ACTION IN 2025

- \$6.84 million to the San Rafael Canal Neighborhood Gateway Local Access Improvement Project from the RM3 Safe Routes to Transit and Bay Trail Program District, and SMART
- \$4.36 million for San Rafael’s Downtown San Rafael North-South Greenway Gap Closure Project from CTC's regional Active Transportation Program



STATE FUNDING

Road Repair and Accountability Act – Senate Bill 1 Senate Bill 1 (SB1), a landmark transportation funding package titled the “Road Repair and Accountability Act,” was passed by the California State legislature in 2017 and reaffirmed by voters in a sound rejection of a recall attempt in June 2018. The bill provides greatly needed funding for high priority projects. SB1 represents the largest state commitment to transportation solutions in more than 30 years. The projected \$5.4 billion annual transportation investment is generated by a combination of gas and diesel taxes and vehicle license fees. Under the Local Streets and Roads Program (LSRP) of SB1, Marin jurisdictions received approximately \$10.6 million annually for local streets and road improvements.

KEY STATE FUNDING IN 2025

- 22.8 million (\$10.9 million from SB1 and \$11.9 from base state gas tax) to Marin local streets and roads
- \$1.6 million from Local Partnership Program for Bellam Blvd. Off-Ramp Improvements

FEDERAL FUNDING

TAM receives Federal Highway Administration funding from the Metropolitan Transportation Commission (MTC) through the One Bay Area Grant (OBAG) program. These federal funds have been programmed to various projects and programs sponsored by TAM and local jurisdictions. TAM’s local funds have been used as requisite matching funds to federal funds. Our local and regional transit agencies also receive federal funding from the Federal Transit Administration for transit operations and capital projects. In 2021, the historic Infrastructure Investment and Jobs Act was passed. The biggest piece of the new infrastructure bill is an approximate \$475 billion reauthorization of the core federal transportation program for five years.



PROJECTS

Highway Projects Highways are critical for regional connectivity and economic prosperity in the Bay Area. TAM funds highway projects that are designed to work as part of an integrated, multimodal system to address mobility needs in Marin County and facilitate the movement of residents, visitors, workers, and consumer goods

Marin-Sonoma Narrows

After many years of planning, partnership, and construction, the final segment of the Marin-Sonoma Narrows High Occupancy Vehicle (HOV) lanes is now open. What began as a vision to eliminate one of the North Bay's most persistent bottlenecks has culminated in a major regional milestone for mobility and connectivity.

The lanes opened to much fanfare in October 2025, marking the completion of 52 miles of continuous carpool lanes stretching from the Richardson Bay Bridge in Marin County to Windsor in Sonoma County. This achievement represents decades of coordination among state, regional, federal, and local agencies committed to improving travel along the US-101 corridor.

The overall \$762 million project, initiated in 2010, was constructed in a series of more than 10 contracts as funding became available.



KEY ELEMENTS:

- Widened the infamous bottleneck aka “The Narrows” from two lanes in each direction to three by adding a carpool lane in each direction.

- Built 17 miles of HOV lanes to enable the corridor to move more people using fewer cars and provide more reliable travel times for those using transit, carpools or vanpools.

- Created significant safety upgrades by widening shoulders, modernizing interchanges and improving sight distance for drivers.

- Incorporated continuous Class I and II bicycle lanes throughout the corridor to support active transportation options.

- HOV hours adjusted to ensure continuity between Marin and Sonoma Counties.

Ramp Metering

Beginning in June 2025, Caltrans began the first phase of Ramp Meter Activation along northbound US-101. This effort is part of overall US-101 corridor improvements associated with the opening of the Marin-Sonoma Narrows HOV lanes. Ramp metering operations are designed to help reduce freeway traffic congestion and delays, enhance safety, and improve the efficiency and reliability of commuter traffic along the corridor.



State Route 37 Resiliency Project

With more than 40,000 vehicles traveling on it daily, California State Route (SR) 37 is essential to the San Francisco Bay region – particularly to the counties of Marin, Sonoma, Napa, and Solano. The low-lying corridor experiences many challenges, including chronic traffic congestion, lack of public transit, vulnerability to storm-related flooding, and climate change impacts. Climate change is causing greater and more frequent flooding of this critical transportation corridor, with much of SR 37 predicted to become permanently submerged by 2100. The Resilient SR 37 program is developing a series of corridor improvements to make this critical regional transportation corridor higher, safer, greener, and multi-modal.

FLOOD REDUCTION PROJECT IN MARIN COUNTY

The Flood Reduction Project is the first long-term SR 37 Sea Level Rise project. It addresses flooding in Marin County, the most vulnerable segment of SR 37 to existing flood risks, and includes construction of a causeway designed to provide resilience to projected sea level rise through the year 2130. In January 2024, Caltrans completed the Final Environmental Document. In 2025, the project team advanced the design to 65 percent and submitted draft permit applications. Phase 1 will replace the Novato Creek Bridge, with construction anticipated to begin in 2027 and completion targeted for 2029. Additional phases are planned through 2050.

SEARS POINT TO MARE ISLAND IMPROVEMENT PROJECT

The Sears Point to Mare Island Project is designed to improve transportation reliability and safety along State Route 37 between Sears Point (SR-121) in Sonoma County and Mare Island in Solano County, while reducing flooding risks and sea level rise vulnerability to maintain long-term corridor functionality. The project includes replacing and elevating key infrastructure, such as the Tolay Creek Bridge, integrating habitat restoration with transportation improvements, and supporting multimodal connectivity and long-term climate adaptation along the corridor.

In 2025, a Draft Supplemental Environmental Impact Report (SEIR) was finalized to address additional highway improvements and the enhancement of degraded marsh habitat at Strip Marsh East to minimize impacts on wetlands, waters, and special-status species habitat. The team also conducted traffic and revenue analyses, including evaluations of toll scenarios, equity considerations, and financial feasibility. Additionally, the team engaged the community through outreach to community-based organizations and the launch of an online survey, and continued coordination on related elements such as the SMART rail interface and integration of bridge and habitat restoration components.

Sears Pt. to Mare Island Project received \$73 million through the Trade Corridors Enhancement Program available under SB1.



US-101 to I-580 Multi-Modal and Local Access Improvement Project

As part of Measure AA and RM3, Bay Area and Marin County voters approved funding to accelerate delivery of a new connection between US-101 and I-580 to separate regional and local traffic, improve multi-modal and local access, and enhance access to the Richmond-San Rafael Bridge. The project is designed to address long-standing congestion challenges while improving safety, mobility, and connectivity for all users.

In 2024, environmental studies began, and the TAM Board narrowed the options to three Build Alternatives for further review.

- **Alternative 1:** Local street improvements on Bellam Boulevard
- **Alternative 2:** Connector between US-101 and I-580 along Simms Street, plus all improvements included in Alternative 1
- **Alternative 3:** Connector near the Bellam Boulevard off-ramp, plus all improvements included in Alternative 1

In 2025, work focused on advancing the environmental process through detailed technical studies and impact analyses. These studies included traffic operations, environmental resource evaluations, and multi-modal assessments to inform preparation of the



Project alternatives map

project's environmental document and support data-driven decision-making.



Voces de Canal members provide project outreach

Community engagement continued to be a priority in 2025. The project team maintained close coordination with partner organizations and continued collaboration with community groups. In May 2025, the project team and Voces de Canal hosted an information booth at the Nuestro Canal Nuestro Futuro event organized by the Canal Alliance. The event created an opportunity for the project team to share information and gather feedback directly from community members in both Spanish and English.

PROJECT GOALS

The project purpose is to improve mobility and support prosperity in the following ways:

- **Improve regional connectivity** between northbound US-101 and eastbound I-580.
- **Improve traffic operations** on local streets and freeway segments.
- **Enhance the active transportation (bicycle and pedestrian) network** and improve bicycle and pedestrian safety within the community.
- **Improve transit access and travel times.**
- **Support economic prosperity** by providing better and more reliable access to local businesses.
- **Improve community cohesion** by enhancing local connectivity to work, school, and businesses for disadvantaged communities near the project area.

BELLAM BOULEVARD OFF-RAMP OPERATIONAL AND SAFETY PROJECT

As an initial phase of the long-term 101-580 Multi-Modal and Local Access Improvement Project, construction began in 2025 to widen the northbound US-101 off-ramp to Bellam Boulevard and the on-ramp to eastbound I-580.

The project also adds a dedicated right-turn lane to Bellam Boulevard to enhance traffic flow and turning movements. In 2026, pedestrian enhancements will be completed, including upgraded crosswalks and improved signals.

This important safety project reflects longstanding collaboration among TAM, Caltrans, and the City of San Rafael.

INTERCHANGES AND APPROACHING ROADWAYS STUDIES

Highway 101 serves as the primary north-south roadway in Marin County and is a key link between communities. However, many interchanges along Highway 101 in Marin County are outdated and do not meet current and future transportation needs.

In 2023, TAM initiated detailed planning for three Marin County interchanges, selected through extensive studies of twelve interchanges under the Highway 101 Interchange and Approaching Roadway Study. After an evaluation process and implementation plan, these three interchanges were selected for detailed planning:



- SR 131 Tiburon Blvd./East Blithedale Ave.
- Manuel T. Freitas Parkway/Civic Center Dr.
- Alameda del Prado/Nave Drive

In 2024 and 2025, the project team refined design improvement concepts and prepared technical studies to complete the Caltrans Project Initiation Document (PID) required to begin environmental studies. The PID was reviewed and approved by Caltrans in December 2025.

The PID phase identified multiple alternatives for each of the three interchanges. In 2026, refined alternatives will be selected before advancing to environmental review for one or more of the interchange locations.



Major Roads Projects

Major roads projects target the most heavily traveled roads in Marin County for repairs as well as safety and usability improvements for motorists, pedestrians, transit, and cyclists.

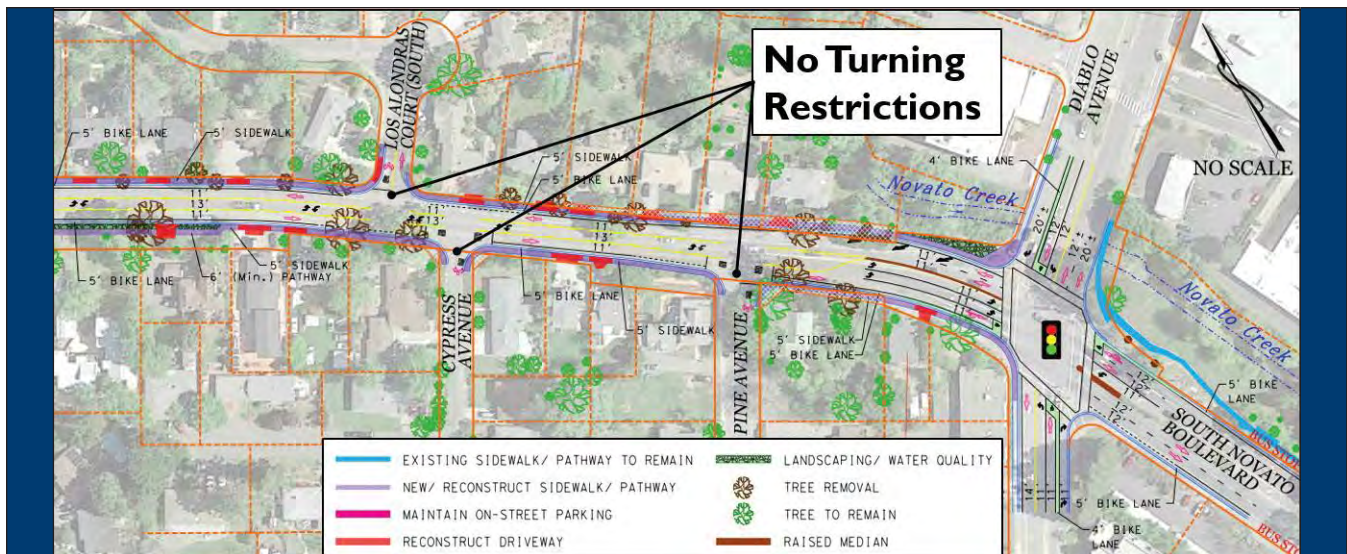
The only remaining project from the original Measure A Major Roads Category still underway is the Novato Boulevard Rehabilitation Project, which proposes operational, bicycle, and pedestrian improvements along Novato Boulevard between Diablo Avenue and Grant Avenue. Improvements include:

- Two through-travel lanes (one in each direction) and a center-turn lane between Diablo Avenue and Boulevard Terrace
- Three through-travel lanes (two westbound and one eastbound) and a center-turn lane between Boulevard Terrace and Grant Avenue
- New and reconstructed sidewalks/curbs/gutters
- New bicycle lanes
- Reconstructed driveways
- Landscaping and water quality enhancement areas
- New traffic signals

Construction is expected to begin in 2027; and approximately \$8 million remains available from TAM's ½-Cent Transportation Sales Tax.

MAJOR ROADS PROJECTS COMPLETED TO DATE

- **CITY OF SAN RAFAEL**
 Fourth Street/West End Village Revitalization Project (2009)
 Third Street Rehabilitation Project (2023)
- **CITY OF NOVATO**
 Novato Blvd. Segment 3: Eucalyptus Avenue to San Marin Drive (2009)
 Novato Blvd. Segment 2: Grant Avenue to Eucalyptus Avenue (2011)
- **COUNTY OF MARIN**
 Sir Francis Drake Blvd. from Samuel P. Taylor Park to the Platform Bridge (2014)
 West Sir Francis Drake Blvd. from Lagunitas Road to Wild Iris Drive (2018)
 Sir Francis Drake Blvd. Rehabilitation, US-101 to Ross (2021)
- **CITY OF MILL VALLEY**
 Miller Avenue Streetscape Improvement Project (2018)
 East Blithedale Rehabilitation Project (2023)



Local Roads Projects

Local roads are an essential part of our overall transportation system and help connect our neighborhoods, schools, and business districts. Funding from both the Measure AA Transportation Sales Tax and the Measure B Vehicle Registration Fee, along with the infusion of state revenues from the Road Repair and Accountability Act of 2017 (SB1), has allowed cities and towns and the County of Marin to begin stabilizing the average condition of local roads.

Each year TAM distributes local funding to the 11 cities and towns and the County of Marin based on the miles of roadway lanes and population of each jurisdiction.

In July 2025, funding to cities, towns, and the County of Marin from TAM for local streets and roads included \$6.5 million from Measure AA. To date, TAM has provided a total of approximately \$83.7 million to local roads projects

FY 25/26 Funds Allocated for Local Roads Projects

	FY 25/26 Measure AA Funds		2005 - 2025	
Belvedere	\$	63,490	\$	823,468
Corte Madera	\$	240,618	\$	2,968,448
Fairfax	\$	180,859	\$	2,320,935
Larkspur	\$	266,420	\$	3,343,568
Mill Valley	\$	359,661	\$	4,715,494
Novato	\$	1,170,810	\$	15,026,719
Ross	\$	64,076	\$	859,027
San Anselmo	\$	289,688	\$	3,724,873
San Rafael	\$	1,294,166	\$	16,439,425
Sausalito	\$	179,161	\$	2,294,523
Tiburon	\$	220,669	\$	2,859,185
County	\$	2,199,051	\$	28,305,567
Total	\$	6,528,669	\$	83,681,232



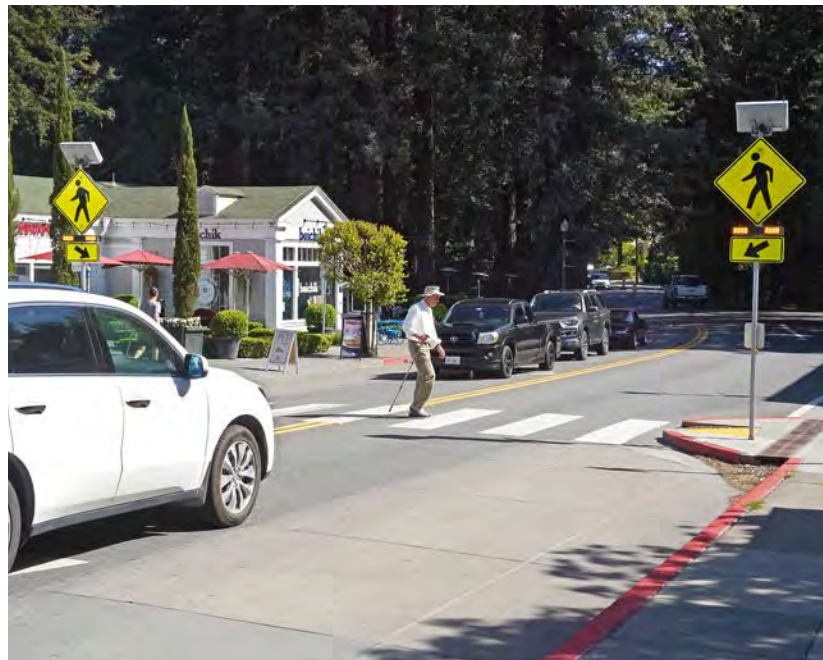
Bicycle and Pedestrian Projects

TAM is committed to funding and improving routes for bicyclists and pedestrians to promote transportation access, support a growing active transportation network, reduce greenhouse gas emissions and improve health. Support for active transportation helps reduce auto use, mitigate traffic congestion, and contribute to improved air quality. Over the years, TAM has made significant investments in bicycle and pedestrian projects to better connect people and communities through healthy, active, and enjoyable transportation options.

REDWOOD BIKESHARE

The Redwood Bikeshare pilot program launched in Sonoma and Marin counties in October 2024, following close coordination among TAM, the Sonoma County Transportation and Climate Authorities, contractor Drop Mobility, and partner agencies to establish a network of designated parking hubs along the SMART corridor across the two counties. The program reached its first full year of operations before the end of 2025. The system now spans seven cities – Larkspur, San Rafael, Novato, Petaluma, Cotati, Rohnert Park, and Santa Rosa – and includes 300 pedal-assist e-bikes distributed across 56 primary parking hubs equipped with bike racks and signage.

To provide additional flexibility, 77 “drop zones” were also created, allowing riders to park and pick up bicycles beyond the primary hubs. While bikes may be accessed at drop zones, system rebalancing efforts focus on the designated hubs to maintain consistent bike availability. Bicycles are available for on-demand use through the Redwood Bikeshare mobile app.



ACTIVE TRANSPORTATION NETWORK MOVING FORWARD

TAM is committed to funding and improving routes for bicyclists and pedestrians to promote transportation access, support a growing active transportation network, reduce greenhouse gas emissions, and improve health. Support for active transportation options helps reduce auto use, mitigate traffic congestion, and contribute to improved air quality. Over the years, TAM has made significant investments in bicycle and pedestrian projects to better connect people and communities through healthy, active, and enjoyable transportation options.

ACTIVE TRANSPORTATION PROJECTS RECEIVE ~ \$2 MILLION IN FUNDING:

In October 2025 the TAM Board approved approximately \$2 million for six bicycle and pedestrian projects in Marin County. The funding is provided through the Transportation for Clean Air (TFCA) fund and the Transportation Development Act (TDA) and Measure B 1b funds. A list of these projects, also reviewed and recommended by the TAM Bicycle and Pedestrian Advisory Committee and Marin Public Works Association is shown below:

- Corte Madera: Paradise Drive Gap Closure Project - Seawolf to Prince Royal
- County of Marin: Quick Build Public Safety Improvements for Vulnerable Road Users
- Larkspur: Pathway Repaving 2025
- San Anselmo: Sir Francis Drake Boulevard/ Madrone Ave. Pedestrian Hybrid Beacon
- San Rafael: Park St. & Belle Ave. Pedestrian Enhancement
- San Rafael: Point San Pedro Pedestrian Quick Build Enhancemet



SAFE PATHWAYS TO SCHOOLS PROJECT FUNDING

**IN 2025, SAFE PATHWAYS ALLOCATED
\$7.6 MILLION TO HIGH PRIORITY
PEDESTRIAN SAFETY PROJECTS
AROUND SCHOOLS IN MARIN**

TAM's Safe Pathways to School Program funds capital projects that are intended to enhance safety improvements for school trips from walking and biking. The Safe Pathway Program provides funding for the engineering, environmental clearance, and construction of pathway and sidewalk improvements. The Safe Pathways to School Program in the Measure AA Expenditure Plan includes two categories of funding – large projects and small projects. Small projects are considered small scale safety projects that are relatively inexpensive and quicker to implement than large Safe Pathway projects.

TAM previously funded four cycles of projects with Measures A and AA funds that provided approximately \$13.25 million for 80 projects. In September 2024, TAM issued the Fifth Cycle Call for Projects using Measure AA funds, inviting applications for both small and large projects.

In March 2025, the TAM Board approved: \$1,565,000 to 19 small projects (less than \$100,000) \$5,997,000 to 14 large projects (between \$100,000 and \$450,000)



PROGRAMS

Safe Routes to Schools Program



Established in 2000, Marin County's SR2S Program is an award-winning program designed to reduce congestion around schools while instilling healthy habits in children and creating a safer and cleaner environment for all. The program consists of education classes, encouragement events, infrastructure improvements, increasing awareness of crossing guards, and other strategies that aim to increase the number of active green (walking and rolling programs) and green trips (carpooling, school bus, and transit) to and from schools.

EDUCATION AND ENCOURAGEMENT

The SR2S pedestrian and bicycle education program has increased 85% since 2017, teaching over 400 classes and 13,000 student hours annually. Given the rising concerns around e-bike safety, the program has embedded e-bike safety education into sixth grade and high school classroom presentations to emphasize extra care when riding these faster and heavier bikes. SR2S has partnered with Marin Health and Human Services, law enforcement, and school administrators to help encourage families to make legal purchases of e-bikes over other e-motorcycle type devices, which are not permissible on roads and pathways. Additionally, SR2S helped school administrators establish e-bike parking permits on campuses to eliminate the illegal devices.

Fifty-three Marin County K-12 schools hosted SR2S events during 2024; in total, the program sponsored 434 events to celebrate an annual total of 54,250 green trips by students counted on event and contest days alone. Ruby Bridges Day has become a particularly popular day of celebration

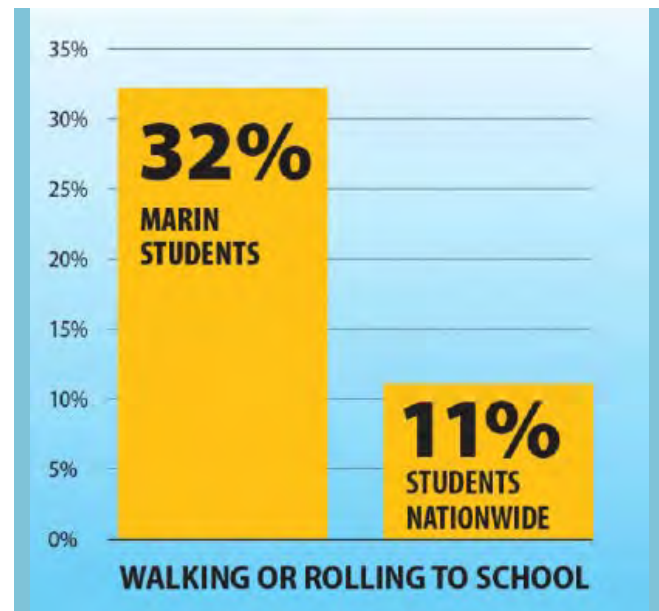
at 35 elementary schools. This day is important for making connections between transportation and equity in SR2S's work and elevating the need for safe access for all students of all means and abilities who walk and roll to school.

ROUTE MAPS

During 2024, the SR2S program made significant progress creating Suggested Routes to School maps to help families plan their walking and biking trips to and from school. The maps are created through an interactive process that engages families, students, and Task Force members to identify routes and challenges. Route maps for all Novato schools were created during 2024; to date, 38 schools have maps that are either completed or in progress.

DASHBOARD

This past year, the program launched a new dashboard that shares data on how students travel to schools across Marin County. The program also continued promoting key events and safety efforts, including International Walk & Roll to School Day, Ruby Bridges Walk to School Day, and the Eyes Up Marin Street Smarts campaign.



STREET SMARTS

The Eyes Up Marin Street Smarts Program was deployed in fall 2025, with safety messages displayed across Marin County on street pole banners, signs near schools, and lawn signs provided by local cities and towns. The program uses data to place these messages in areas where traffic safety issues happen most often.



YOUTH LEADING ACTIVE COMMUNITIES PROGRAM

In 2025, TAM continued the implementation and expansion of its Youth Leading Active Communities (YLAC) program, as part of Safe Routes to Schools. YLAC engages middle and elementary school students – particularly schools with lower income populations – in hands-on learning about walking, biking, and rolling as safe, healthy, and sustainable transportation options. Through a structured curriculum, student-led walk and intersection audits, route mapping, and peer-to-peer outreach, the program builds youth leadership and empowers students to learn new transportation habits and ways to ask for improvements.



EBIKE SAFETY

In 2025, Marin jurisdictions strengthened safety rules for Class 2 (throttle-assisted) e-bikes under the authority of Assembly Bill 1778, authored by Assemblymember Damon Connolly and signed into law in September 2024. On May 20, 2025, the Marin County Board of Supervisors approved an ordinance prohibiting riders under 16 from using Class 2 e-bikes and requiring helmets for riders of all ages. All 11 Marin jurisdictions subsequently adopted the ordinance.

To support implementation, TAM and the County of Marin launched the E-Bikers Club outreach campaign to help families understand the new laws and promote safe riding habits. The campaign was developed with guidance from the Special Committee on Youth E-bike Safety.

These proactive steps were taken in response to rising safety concerns. Between 2019 and 2022, Marin experienced a 110% increase in 911 calls involving bicycle accidents among school-age youth, and data showed that crash rates for 10- to 15-year-olds riding e-bikes were five times higher than for adults – highlighting the importance of education and clear safety standards.

E-BIKERS CLUB



NEW E-BIKE RULES IN MARIN!

Riders must be 16+ to use throttle e-bikes (Class 2), and everyone must wear a helmet. Kids under 16 should stick to pedal-assist e-bikes (Class 1) or regular bikes. E-bikes are heavy and fast—check your brakes, control your speed, and ride responsibly. Let's keep Marin rolling safely.



JOIN
E-BIKERSCLUB.COM
TO STAY IN THE KNOW.



Crossing Guard Program

TAM's Crossing Guard Program began in 2006 with 54 crossing guards and has since grown to nearly 100 locally funded positions serving schools across Marin. The program is funded through Marin's Measure AA ½-Cent Transportation Sales Tax and Measure B, the \$10 Vehicle Registration Fee. We are grateful for the dedicated crossing guards who play such an important role in keeping Marin students safe on their way to and from school.

about everyone – passing drivers often wave or roll down their windows to call out, “Hi, Bill!”



Crossing Guard of the Year - William (Bill) Abbey



In May, the TAM Board proudly recognized William (Bill) Abbey as Crossing Guard of the Year for his dedicated service to students at Lagunitas School.

Supervisor Dennis Rodoni presented Bill with a plaque of recognition, along with heartfelt appreciation from the TAM Board for his outstanding service.

A valued member of the West Marin community, Bill brings a wealth of experience from his career as a broadcast television executive with a background in business and security. In retirement, he has devoted his time to keeping students safe as they cross Sir Francis Drake Boulevard. From his post in front of the school, it's clear he knows just



Trip and Pollution Reduction Programs

TAM's Trip Reduction programs are designed to reduce traffic congestion and pollution and to encourage electric vehicle adoption.

Marin Commutes

The Marin Commutes Program is TAM's comprehensive Transportation Demand Management (TDM) initiative focused on reducing traffic congestion, improving air quality, and promoting sustainable travel choices in Marin County. The program includes public outreach, employer partnerships, and targeted seasonal campaigns to encourage alternatives to driving alone. MarinCommutes.org serves as a central hub for commute options, promotions, and local transportation information for people who live and work in Marin.

In 2025, the Marin Commutes team expanded outreach and engagement with employers and commuters to increase awareness of available programs and resources. Through targeted campaigns and ongoing incentives, the program encouraged residents and employees to choose public transit, carpooling, biking, walking, and other alternative transportation options.



Marin Commutes Rewards Impact on Commute Alternatives			
Performance Metric	Fiscal Year 2023-2024*	Fiscal Year 2024-2025*	Year over Year Increase
Single Occupancy Vehicle trips reduced	5,070 trips/mo.	7,687 trips/mo.	51% +
Single Occupancy Miles avoided	92,029 miles/mo.	140,112 miles/mo.	55% +
CO ₂ Emissions Savings	24.52 tons/mo.	42.74 tons/mo.	74% +



2025 SEASONAL INITIATIVES

New Year Commute Challenge: January-February 2025

- Offered additional rewards incentives to encourage new commuting habits
- Promoted through both direct outreach and transit partner channels



Spring Commute Challenge/Bike Month: May 2025

- Offered additional rewards incentives to encourage alternative commuting
- Coordinated with Marin County Bicycle Coalition and transit partners to promote initiative and rewards



Diamond Dozen Commute Challenge 2025

- Dovetailed the campaign with the new Marin-Sonoma Narrows HOV Lanes
- Coordinated with transit partners, highlighted carpool and vanpool incentives



Alternative Fuels Program

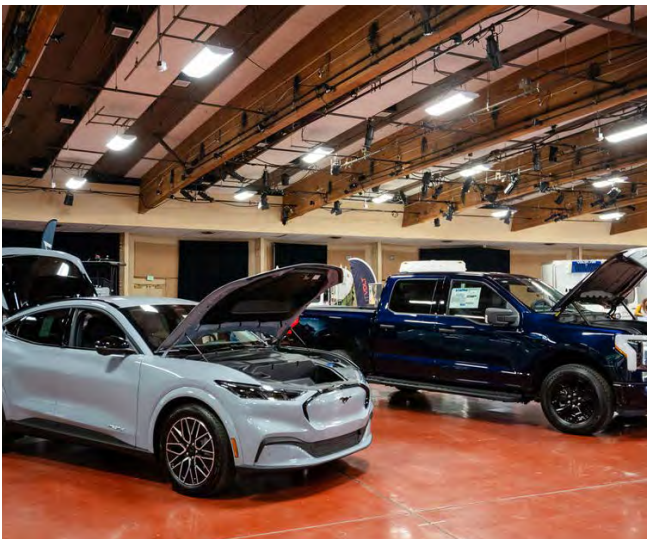
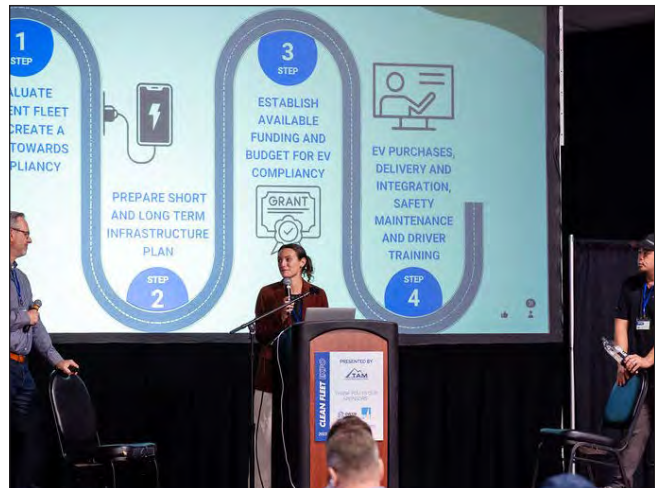
Marin County was an early adopter of electric vehicles and Marin EV sales continue to trend well above the state average. TAM's Alternative Fuels Program advances the transition from fossil-fuel based transportation to more sustainable alternative fuel vehicles and EVs. Switching to alternative fuel vehicles and EVs reduces harmful air pollution levels and decreases greenhouse gas emissions.

TAM's ongoing rebate program supports public agencies in the transition to EVs and has resulted in approximately 474 rebates for EV chargers and 55 rebates for converting to alternative fuel vehicles. Throughout 2024, TAM conducted workshops, webinars, and events to increase awareness and support public agencies with transitioning to clean fleets.

This year, TAM's Alternative Fuels Program reached several important milestones across its rebate, outreach, and technical assistance efforts. In 2025, the rebate program provided 46 electric vehicle charger rebates and 9 fleet rebates, bringing the program totals to 400 charger rebates and 60 fleet rebates since its launch.

The outreach program hosted the third annual Clean Fleet Expo in October 2025. More than 100 attendees participated in sessions covering PG&E technical assistance programs, compliance with California Air Resources Board requirements, and the latest innovations in electric vehicle technology.

In partnership with the Marin Climate and Energy Partnership, TAM also issued a Request for Information to identify vendors capable of managing the full installation, operation, and maintenance of electric vehicle charging infrastructure. This effort was designed to help local jurisdictions address ongoing charger downtime challenges while planning for future expansion.



Clean Fleet Expo 2025



PLANNING AND COORDINATION

To help meet the needs of current and future Marin County residents, employees, students, businesses, and visitors, TAM engages in planning activities to support effective and impactful projects and programs. Our planning efforts help guide transportation development and funding decisions and seek to be responsive to existing needs as well as future mobility trends.



FINAL COUNTYWIDE TRANSPORTATION PLAN 2050

In 2025, TAM released the final Countywide Transportation Plan 2050 – Marin County's first countywide transportation plan. The Plan lays out a vision for a transportation system that is safer, more equitable, and more sustainable than the one we have today.

The CTP is designed for regular use, and TAM – along with our local jurisdiction and transit agency partners – has been taking steps to implement its new vision, goals, and strategies. The final version of the document contains complete appendices, including tools and maps, intended to serve as a resource for TAM and partner agencies as they identify, define, and implement transportation projects in Marin County.



MARIN COUNTY SCHOOL ACCESS SAFETY ACTION PLAN

In 2025, TAM began developing the Marin County School Access Safety Action Plan with funding from the federal Safe Streets and Roads for All (SS4A) Grant Program, established through the Infrastructure Investment and Jobs Act (IIJA).

TECHNICAL ADVISORY WORKING GROUP

The Technical Advisory Working Group (TAWG) is a team of local agency and governmental staff who help support TAM's planning work. The group provides technical expertise and policy input on major efforts like the Countywide Transportation Plan and helps coordinate work across cities, towns, and agencies.

Members include representatives from each city, town, and the county (from Planning or Public Works), the county's three transit operators, and partner agencies such as Caltrans, the Metropolitan Transportation Commission, Marin County Health and Human Services, Marin County Parks, and the Marin County Office of Education.



EQUITY WORKING GROUP

The Equity Working Group played a key role in developing TAM’s Countywide Transportation Plan and Community-Based Transportation Plan. After the CTP was adopted, the group continued meeting regularly to provide input on TAM’s ongoing programs, plans, and projects.

Recent discussions have included integrating equity metrics into TAM’s call-for-projects scoring process, assessing the Measure AA Expenditure Plan Review, and receiving updates on initiatives such as the Sea Level Rise Program and Safe Routes to Schools. The group will continue meeting regularly to help ensure equity remains central to TAM’s work moving forward.



SEA LEVEL RISE AND TRANSPORTATION

In June 2025, the TAM Board accepted the Sea Level Rise Adaptation Planning Study for Marin County’s Transportation System. The study identifies 19 focus areas across the county and takes a closer look at potential solutions in seven of the most vulnerable locations.

As part of putting the plan into action, TAM then launched a Climate Resilient Design Principles effort. This work further defines the “Complete, Green, and Elevated Streets” approach and explores how roadway improvements can help protect streets and communities from flooding caused by sea level rise.



VEHICLE MILES TRAVELED TOOLKIT

In 2025, TAM continued developing the Vehicle Miles Traveled (VMT) Reduction and Mobility Enhancement Toolkit. Staff and consultants surveyed people who live and work in Marin to better understand their travel habits and preferences.

The team used this feedback to update countywide VMT data and evaluate potential strategies to reduce driving and improve mobility. The Toolkit is being finalized and is expected to be completed in 2026.



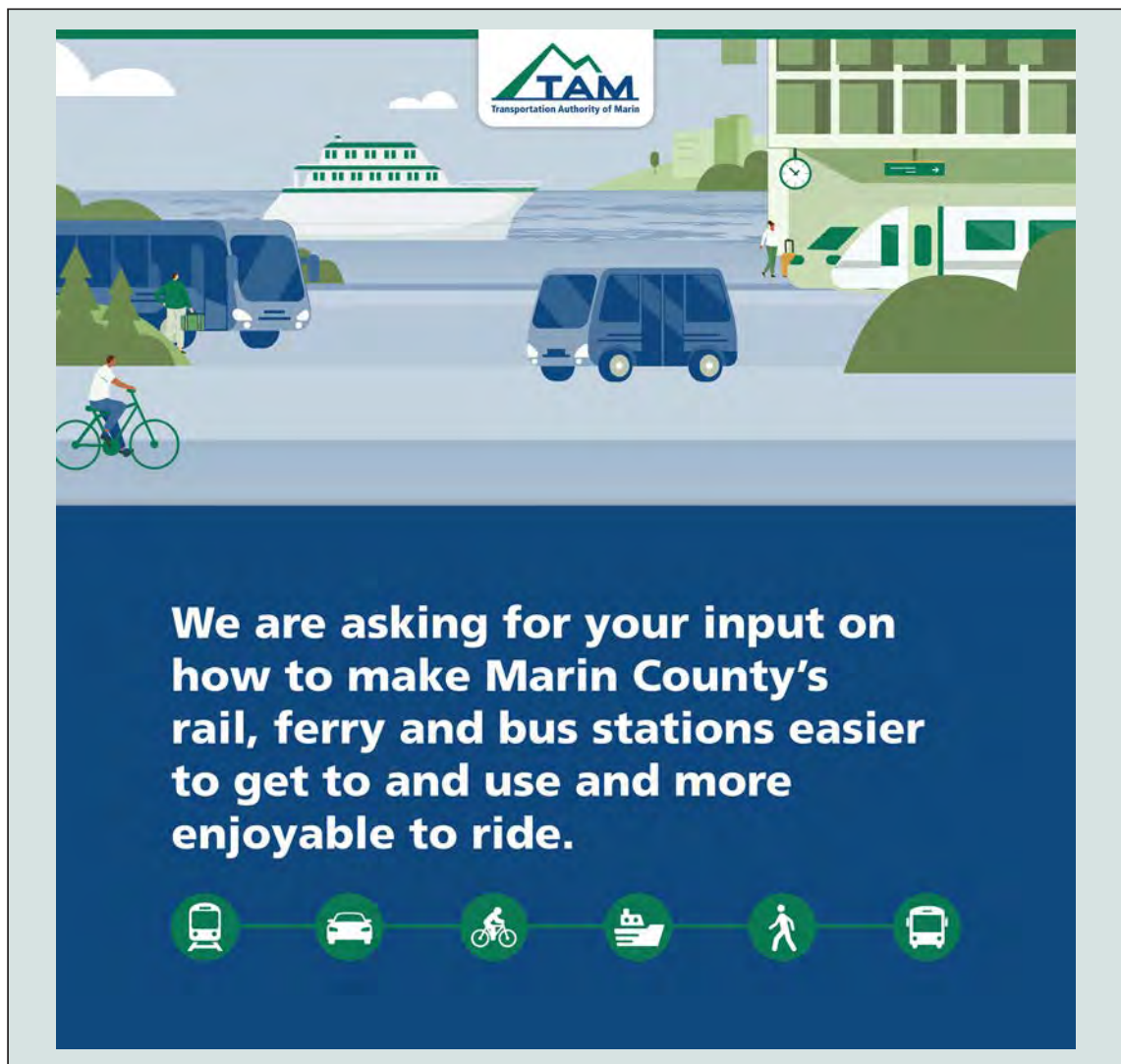
MOBILITY HUBS PLANNING GRANT

TAM is developing the Marin County Mobility Hub Plan to improve access to rail and ferry stations across the county. The plan assesses ways to make these stations easier to reach, more comfortable, and better connected to different travel options like walking, biking, rideshare, and transit.

The effort aims to increase transit ridership, improve station amenities, and help local jurisdictions meet regional Transit Oriented Communities (TOC) requirements, which can support future funding opportunities.

In 2025, the team provided opportunities for community engagement including:

- A **public survey** (offered in English and Spanish) to gather feedback on how people travel, what improvements they want to see, and how mobility hubs could serve their needs.
- **Pop-up outreach events** at transit stations and in the community where staff talked with riders and residents about mobility priorities and listened to ideas.
- **Business outreach** to understand employer and local business perspectives on station access and multimodal connections.



TRANSIT

Local Transit

Local transit is an essential part of our transit network. In 1964, Marin Transit was formed by a vote of Marin County residents to provide local transit service within Marin County. Marin Transit contracts for operations of services and is directly responsible for planning, capital investments, financial management, and operations oversight as guided by its Short Range Transit Plan (SRTP).

RIDERSHIP

In 2025, Marin Transit officially surpassed pre-COVID ridership on fixed route services. During this same period, the national average for COVID recovery among bus operators was only 79%, and Marin Transit was the only Bay Area bus operator to exceed pre-COVID ridership on fixed route services. In Q1 of FY2025-26 (Jul-Sep 2025) this trend continued, with Marin Transit exceeding pre-COVID fixed route ridership by 10%.



O&M FACILITY PROGRESS

Marin Transit’s biggest need is for a centralized facility for maintenance, parking, and charging of zero-emission buses. This facility will support continued investment in electric buses, improve operational efficiency, increase competition for contracted service, and reduce long-term risk. Marin Transit received a \$31.5 million Federal Transit Administration grant in 2023 and in November 2024, Marin Transit purchased a 3.5-acre site at 1075 East Francisco Boulevard in San Rafael. Project work began in 2025 and culminated in completion of a Final Initial Study prepared to meet CEQA requirements. The initial study was released in December 2025 and determined that with mitigations, there was no significant impact on the environment, and that no environmental impact report is required.

The grant also includes workforce development and childcare components to support transit workers and the broader community. Marin Transit has performed significant public outreach, engagement, and noticing as part of its development of this project. Coordination with the City of San Rafael and various community-based organizations has been important for developing effective community outreach and for understanding the local expertise and programs available for workforce development and childcare. Staff anticipate initiating design work and site preparation in 2026, initiating construction in 2027, and opening the facility in 2030 to align with Marin Transit’s Zero Emission Fleet Transition Plan.

MASCOTS EFFORTS & ADOPTION

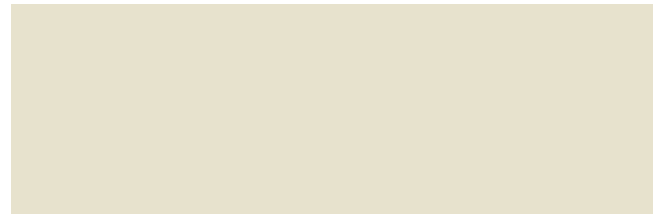
The Marin-Sonoma Coordinated Transit Service Plan (MASCOTS) is a collaborative project between MTC and nine transit and funding agencies in the North Bay to create a more connected, frequent transit network. MASCOTS is focused on improving travel between Sonoma and Marin counties, as well as to and from San Francisco. Transit riders can expect shorter travel times and cost savings thanks to frequent bus and SMART rail service, along with easy transfers along the US-101 and SMART corridor.

After community engagement last summer, Marin Transit adopted a service change proposal for their local bus service focused on improving connections for local passengers transferring to and from regional service. Service changes will be implemented in April 2026. The local bus changes were developed alongside regional service changes recommended through the MASCOTS effort for the Golden Gate Bridge, Highway, and Transportation District (GGBHTD), and Sonoma-Marín Area Rail Transit (SMART).



FUNDING RECEIVED

In FY2025/26 Marin Transit was awarded a Federal Transit Administration (FTA) grant in the amount of \$5.64 million for the renovation of the District’s Rush Landing bus facility and office building in Novato and the purchase of three replacement buses. Funding was awarded as part of the FY25 FTA Section 5339 Bus and Low- and No-Emission Grant Awards and will allow Marin Transit to modernize the Rush Landing building and optimize its use to support transit operations. The grant will also fund the replacement of three smaller cutaway shuttles with new 40-foot hybrid buses. The Low- or No-Emission competitive program provides funding to state and local governmental authorities for the purchase or lease of zero-emission and low-emission transit buses as well as acquisition, construction, and leasing of required supporting facilities.



MASCOTS

Marin-Sonoma Coordinated Transit Service Plan











ADA BUS STOP IMPROVEMENT PROJECT

In FY2025/26 Marin Transit continued bus stop improvements and began renovations to 22 high ridership stops to improve accessibility for people with disabilities (per Americans with Disabilities Act, ADA). The bus stops were chosen from an assessment and ride-check performed in 2017. These renovations included the addition of accessible landing pads and upgrades to passenger amenities to tie in with street design. The project, estimated to cost \$2.1 million, also includes the addition of three new bus stops: one at E. Francisco Blvd. and Medway in San Rafael and two at Redwood Blvd. in Novato to serve Marin Community Clinics. The new stops are expected to open in April 2026.



Marin Transit bus stop improvements



LAUNCH OF MOBILITY WALLET

In 2025, Marin Transit restructured Marin Access programs and services to ensure long term viability of programs and financial sustainability. The program changes were launched in July 2025 and included the phasing out of the Catch-A-Ride program and associated subsidies and the introduction of a new payment card to deliver subsidies to both new riders and riders with income barriers. The payment card, or “mobility wallet,” allows the District to issue a digital or physical payment card to enrolled riders with a pre-loaded value to use with a variety of transportation providers. The mobility wallet provides more flexibility for riders in terms of how and where the value can be used as it expands the pool of transportation providers and allows them to pay for rides in increments of their choosing rather than in fixed voucher amounts. It also reduces the administrative burden of the current program by allowing staff to automate reloading of value to the rider’s account. Enrolled riders began to use the mobility wallet in July 2025; the change has been well received and enrollment in the program has grown month over month.

OUTREACH

TAM is committed to open and consistent dialogue with the community as an inherent element of enhancing mobility and creating beneficial transportation projects and programs. We strive to provide many tools and opportunities for engagement to ensure robust community interaction and access to our transportation programs and services.

TAM IN THE COMMUNITY

TAM staff offer presentations and information to community organizations, interest groups, and residents throughout Marin. These interactions provide valuable opportunities to hear community perspectives and share how transportation funding supports improvements across the county.

In 2025, TAM participated in more than 30 community events to share information and hear directly from community members. To request a presentation – either in person or by videoconference – or to invite TAM to attend an event, please contact us at info@tam.ca.gov or 415-226-0815.



Marin outreach event

TAM meetings are conducted in person with an option for the public to attend in person or via Zoom. We encourage community input and attendance.

- Board of Commissioners meetings are generally held on the fourth Thursday of the month at 6:00 p.m. in San Rafael.
- Executive Committee meetings are generally held on the second Monday of the month beginning at 2:00 p.m., at the TAM office, 900 Fifth Avenue, Ste. 100, San Rafael.
- COC meetings are generally held on the third Monday of every other month beginning at 5:00 p.m., at the TAM office, 900 Fifth Avenue, Ste. 100, San Rafael.

Please visit the calendar page of the TAM website, www.tam.ca.gov for meeting details and agendas.

Community members can stay informed through **The TAM Traveler**, TAM's electronic newsletter, which provides updates on transportation projects and regional transportation news

Please visit our website, www.tam.ca.gov, to sign-up for the TAM Traveler.

Contact Us ■ Email: info@tam.ca.gov ■ Call: [415-226-0815](tel:415-226-0815)



FEATURED COC MEMBER

Charley Vogt

Charley moved to Marin County in 2018 leaving Kansas City and more than 30 years of roots there. He and his wife Val settled in Novato in a subdivision (Pt. Marin) created from the former Hamilton air force personnel housing, affectionately called 'smurf village', from the fact the enlisted personnel housing was painted a pale blue color. The reason Charley moved here was simple, one day he got a call from his son saying, "Dad, you're going to be a grandfather." That's all it took.

Charley brings decades of leadership and public service experience to his role as the North Marin COC representative. His career has spanned positions as a public information officer, city administrator and city manager, chamber of commerce executive, economic development leader, and commercial banker. Most recently, he served as Senior Vice President for Business Development at Country Club Bank, where he built strong community and business relationships while supporting economic development initiatives.

Despite this extensive professional background, Charley jokes that his most relevant transportation experience may date back to his sixth-grade job as a school crossing guard in St. Louis, where he proudly wore his white sash and safety badge while helping fellow students cross safely.

Community service continues to be central to Charley's life. He currently serves as President of the Rotary Club of Ignacio, is Secretary/Treasurer of the Vogt Foundation, and helped found the Prostate Network in Kansas City after his own experience as a prostate cancer survivor. The Vogt Foundation supports innovative food and nutrition initiatives, including the Emmy Award-winning documentary We Are What We Eat.

Charley and Valerie have two children—Kyle, a San Francisco tech entrepreneur, and Kelly, who works for Salesforce in Dallas. Kyle and his wife Kelsey have two children who are seven and one and a half. When he's not volunteering or spending time with family, Charley enjoys hiking Marin's hills and exploring Northern California. More grandparent excursions and extensive travel domestically and internationally are in the future.

Coming from the Midwest, he describes Marin's climate simply as "paradise."

How long you been serving on the COC?

I began serving on the COC on **January 24, 2019**, initially filling a partial term and later being elected to a four-year term that runs through 2029.

What brought you to the COC and what keeps you interested?

I first learned about the COC when TAM's Executive Director spoke at a Rotary Club meeting in 2018. After learning more about the work, I felt my background could be helpful. What keeps me engaged is the variety of projects and the opportunity to help make a difference in transportation across Marin County.

Do you think the COC has made a difference in addressing transportation issues in Marin?

Yes. Through measures like Measure A, Measure B, and Measure AA, the COC helps ensure transportation funds are used responsibly. The committee monitors how those funds support priorities like safety, congestion reduction, road maintenance, and transit services.

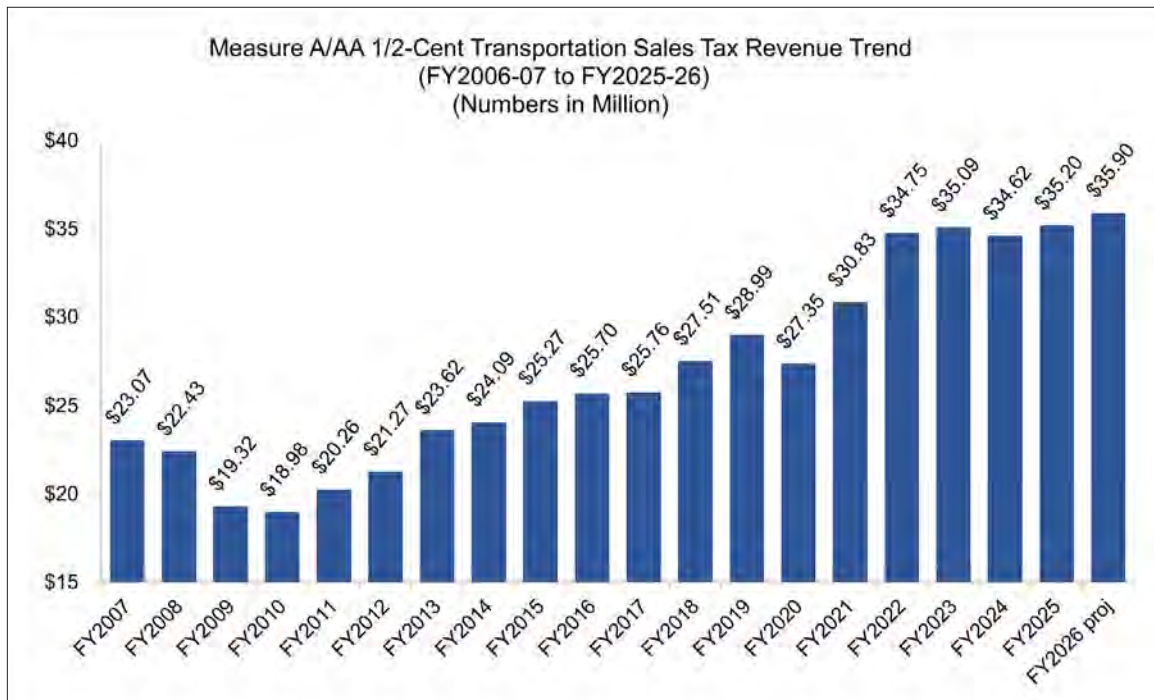
What do you value most about the COC?

I value the collaboration with fellow committee members and TAM staff, and the chance to contribute to meaningful transportation projects. It's rewarding to see the work happening behind the scenes to keep important projects moving forward for Marin communities.

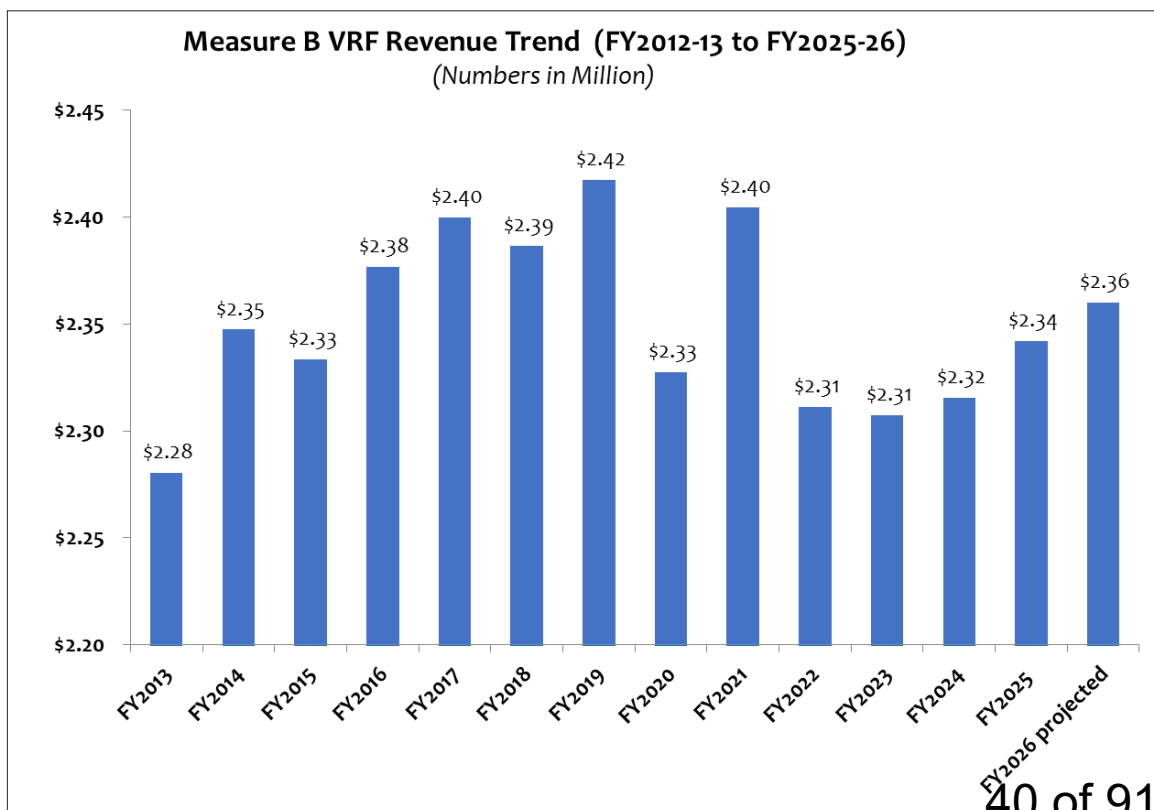


FINANCIAL PICTURE

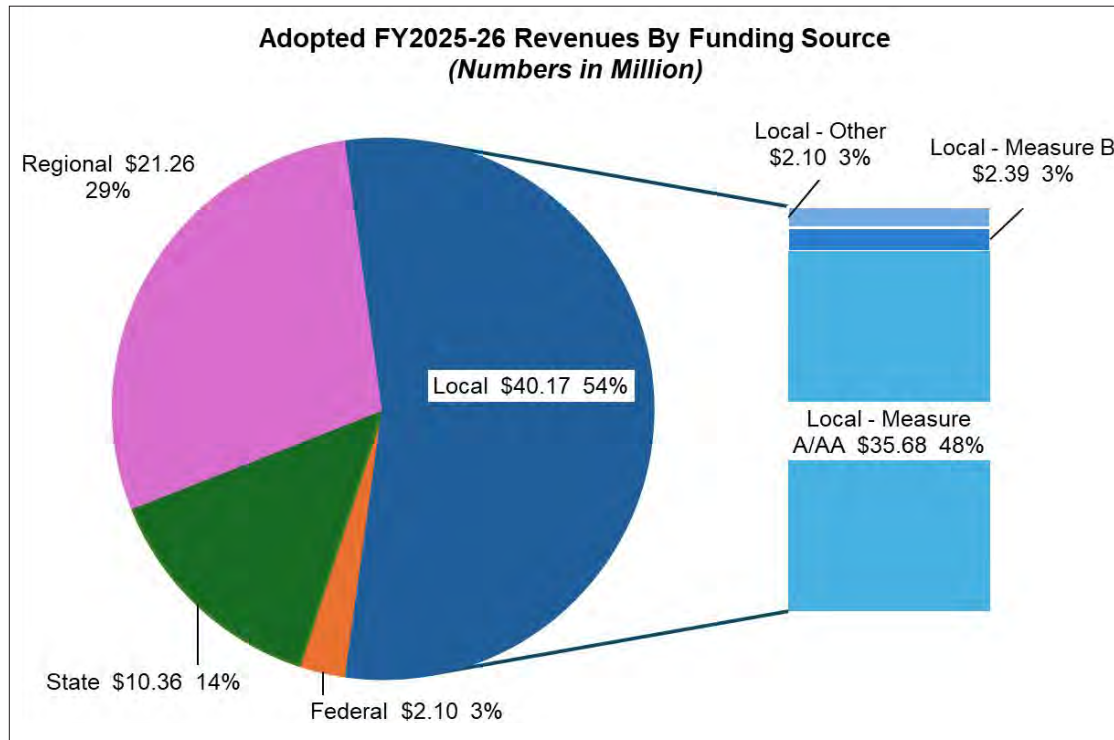
While sales tax revenue during the COVID19 pandemic declined in FY2020 and rebounded well in FY2021, receipts have been relatively flat since FY2022. Regional economic forecasts indicate continued uncertainty facing the economy and other Marin County jurisdictions are projecting similarly low growth in sales tax revenues. The TAM Board approved the \$35.90 million revenue level for the Measure A/AA 1/2-Cent Transportation Sales Tax for FY2025-26.



Marin County voters approved an increase in the vehicle registration fee in 2010 to help fund transportation improvements in Marin. Revenues rose steadily until 2017 and have since fluctuated significantly with a recent decline back to 2012 levels. The number of registered vehicles in Marin County rebounded slightly over the last two years, which indicates VRF revenue is expected to remain flat or improve nominally in FY2025-26.



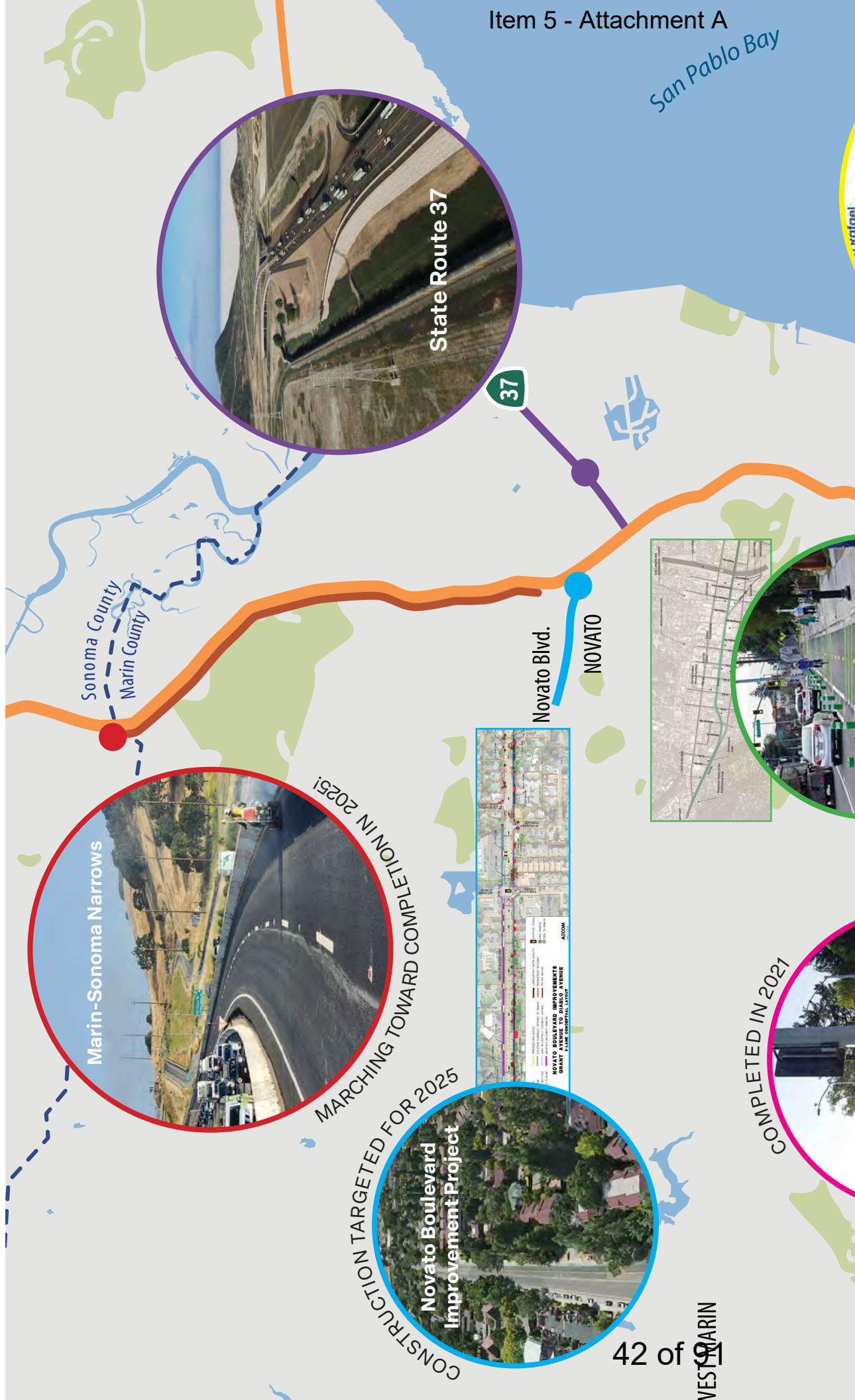
As a transportation planning and funding agency, as well as the administrator of the Measure A/AA ½-Cent Transportation Sales Tax and the Measure B \$10 Vehicle Registration fee, the suite of funding sources TAM manages is complex. In FY2025-26, TAM is expecting a total of \$73.86 million in revenue. This reflects a reduction in regional funds from the actual revenue in FY2024-25 since Regional Measure 3 and grant funds are being spent down on major projects.



A five-year historic look at TAM’s actual revenue, expenditure, and fund balance, is presented below to provide an overview of the collection of revenues as well as delivery of projects/programs over the past few years. Over the years, TAM and its partner agencies have increased delivery of several major projects/programs, mostly under the Measure A/AA Sales Tax Projects/Programs and the Interagency Agreements Categories. It should be noted that TAM does not have any debt. TAM’s ending fund balance at the end of FY2024-25 was about \$48.24 million.

Changes in Fund Balances, Governmental Funds						
Fiscal Years Ending June 30						
	2025	2024	2023	2022	2021	2020
REVENUES						
Sales Tax	\$ 35,773,522	\$ 34,619,869	\$ 35,086,472	\$ 34,754,393	\$ 30,832,521	\$ 27,345,662
Vehicle Registration Fee	2,341,772	2,290,567	2,320,048	2,311,091	2,404,319	2,327,292
Investment Earnings	4,049,145	3,910,609	688,449	(1,514,891)	180,746	2,007,743
Project and Program Revenues	33,467,253	45,378,315	3,379,053	9,242,310	7,744,826	3,194,508
Total Revenues	75,631,692	86,199,360	41,474,023	44,792,903	41,162,412	34,875,205
EXPENDITURES						
Congestion management - Current						
Administration	3,889,458	3,874,185	3,711,737	3,069,428	3,051,243	3,154,148
Professional Services	8,199,057	2,276,077	550,799	685,578	1,178,698	2,629,748
Measure A	165,823	1,464,337	2,957,868	1,143,839	12,144,379	9,737,500
Measure AA	32,946,956	33,663,602	33,301,841	22,108,424	22,768,626	16,896,486
Measure B	1,510,171	1,111,221	3,442,412	1,531,554	1,718,579	4,098,404
Interagency Agreements	26,171,177	38,086,969	215,918	7,924,784	6,644,955	535,629
Other Capital Expenditures	924,488	218,254	-	362,625	1,310,733	366,674
Total Expenditures	73,807,130	80,694,645	44,180,575	36,826,234	48,817,213	37,418,589
Excess (Deficiency) of Revenues Over (Under) Expenditures	1,824,562	5,504,715	(2,706,552)	7,966,669	(7,654,801)	(2,543,384)
OTHER FINANCING SOURCES (USES)						
Total Other Financing Sources (Uses)	-	-	-	-	-	-
NET CHANGE IN FUND BALANCES	1,824,562	5,504,715	(2,706,552)	7,966,669	(7,654,801)	(2,543,384)
Fund Balances - Beginning	46,413,464	40,908,749	43,615,300	35,648,631	43,303,432	45,846,816
Restatement	-	-	-	-	-	-
Fund Balances - Ending	\$ 48,238,026	\$ 46,413,465	\$ 40,908,748	\$ 43,615,300	\$ 35,648,631	\$ 43,303,432

KEY CAPITAL IMPROVEMENT PROJECTS

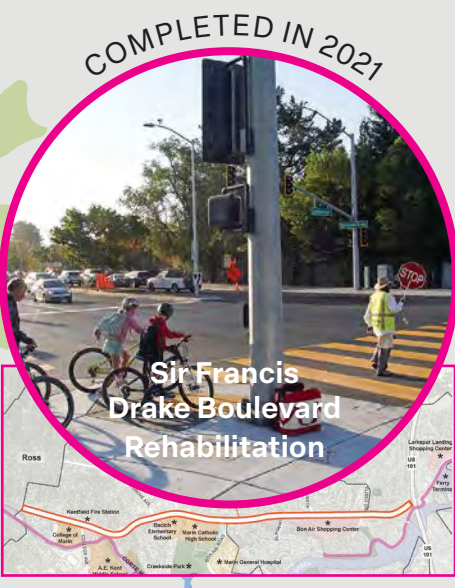




- Marin-Sonoma Narrows
- Novato Boulevard Improvement Project
- State Route 37
- Third Street Rehabilitation
- US-101/I-580 Multi-Modal and Local Access Improvement Project
- Sir Francis Drake Boulevard Rehabilitation
- North-South Greenway Gap Closure
- East Blithedale Boulevard Rehabilitation
- Ramp Metering



KEY CAPITAL IMPROVEMENT PROJECTS





900 Fifth Avenue, Suite 100 | San Rafael, CA 94901
(415) 226-0815 | info@tam.ca.gov | www.tam.ca.gov

TAM is dedicated to making the most of Marin County transportation dollars and creating an efficient and effective transportation system that promotes mobility and accessibility by providing a variety of high-quality transportation options to all users.



TAM STAFF

ANNE RICHMAN
Executive Director

AUDREY VEYSSIERE
Assistant Project Delivery Manager

DAN CHERRIER, P.E.
Director of Project Delivery

DAVID CHAN
Director of Programming and Legislation

DEREK MCGILL
Director of Planning

EMILY TONG
Senior Accountant

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

RAY RODRIGUEZ
Assistant Project Delivery Manager

SCOTT MCDONALD
Senior Transportation Planner

2025 ANNUAL REPORT SUBCOMMITTEE: JESSICA DEAKYNE, KEVIN HAGERTY AND PETER PELHAM

PROJECT MANAGEMENT, CONTENT, DESIGN: Joanne Roessler, Molly Graham and Jennifer Doucette

PHOTO CREDITS: Peter Oppenheimer, TAM Staff and Caltrans

WRITING/EDITING CREDITS: COC Annual Report Sub-Committee and TAM Staff

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DATE: March 16, 2026

TO: Transportation Authority of Marin Community Oversight Committee

FROM: Anne Richman, Executive Director
Melanie Purcell, Director of Finance and Administration

SUBJECT: Review the Measure A/AA and Measure B Revenue Projections and the FY2026-27 Annual Budget Development Schedule (Discussion), Agenda Item No. 6

RECOMMENDATION

This is a discussion item only.

BACKGROUND

Pursuant to Article VI, Section 106.1 of the TAM Administrative Code, no later than its June meeting of each year, the TAM Board shall adopt the annual budget for the following fiscal year. For the annual budget development of TAM and its member agencies, staff develops, and the TAM Board approves the Measure A/AA and the Measure B revenue levels in spring every year. Staff also shares these important forecasts with the COC for their feedback and awareness. The approval of the expected upcoming fiscal year's revenue levels earlier in the spring allows fund recipients time to build these local funds from TAM into their own FY2026-27 budget processes, which are beginning now. These revenue estimates will also be used to update the revenue and expenditure elements in the Measure A/AA and Measure B Strategic Plans, which will guide the FY2026-27 programming and allocation process, and the establishment of contract levels for projects and programs under both Measures. Revenue forecasts are confirmed as part of the FY2026-27 Budget.

DISCUSSION/ANALYSIS

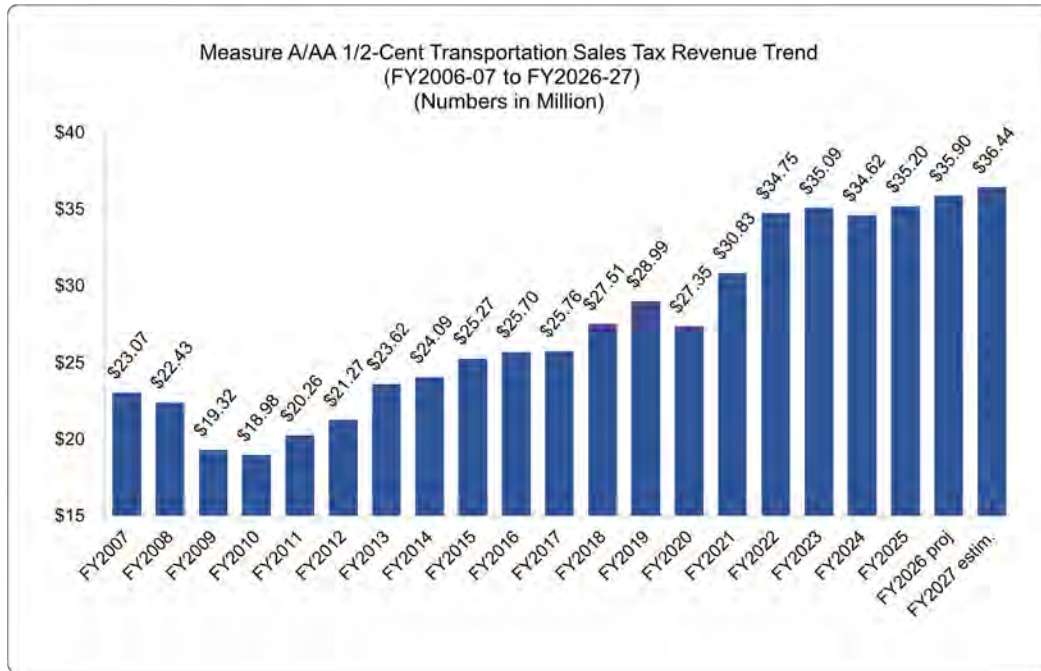
Revenues have mostly rebounded from the pandemic although they were somewhat stagnant for a few years. Revenues are showing signs of growth although recent political and market behaviors have created forecasting uncertainty. TAM's largest ongoing funding source, the ½-cent transportation sales tax, fell during the pandemic, increased significantly with the work from home focus, was flat through 2023, and is now inching upward since mid-2024 albeit with month-to-month volatility.

The Federal Reserve has lowered interest rates for three quarters but has indicated a pause in action pending additional data to determine how labor and inflation respond. Currently, the Bay Area continues to experience a lower unemployment rate than the rest of California, although recent layoff announcements may impact technology and research industries in the area. Consumer and small business confidence continues to be cautious.

Against this backdrop, staff will monitor the local economic condition and the sales tax trend closely and report to the Board promptly if material changes to TAM's financial health are likely.

Measure A/AA Revenue Estimates/Projection:

The chart below, *Measure A/AA 1/2-Cent Sales Tax Revenue Trend*, illustrates the actual annual sales tax collection between FY2006-07 and FY2026-27, with the estimated FY2025-26 revenue at \$35.9 million, a 1.7% increase over FY2024-25 actual receipts, which also came in higher than anticipated late in the fiscal year. FY2026-27 sales tax revenue is estimated to be \$36.44 million, an increase of 1.5% over current year projections. Staff are not proposing to amend the FY2026-27 Budget to incorporate anticipated changes in revenues at this time. Any increase in actual receipts over budget, as confirmed in late summer, will be disbursed according to formula in the following fiscal year.



Recommended FY2026-27 Revenue Level & Projection for the Update of the Strategic Plan:

FY2026-27 Measure A/AA Revenue Collection Update and 5-Year Projection Illustrates the recommendations for the upcoming fiscal year and the following 5-year period.

FY2026-27 Measure A/AA Revenue Collection Update and Projection

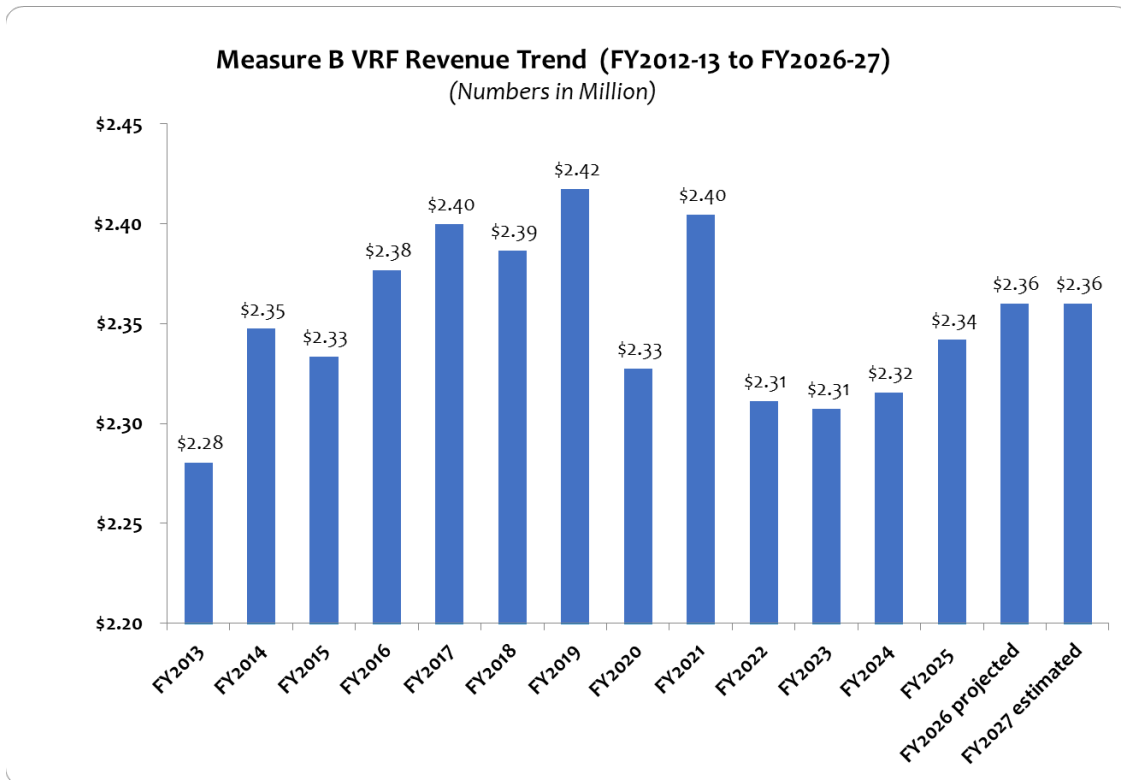
Year	FY2024-25 Actual	FY2025-26	FY2026-27	FY2027-28	FY2028-2029	FY2029-30	FY2030-31	FY2031-32
Staff Recommendation								
Annual Revenue	35.20	35.90	36.44	36.99	37.73	38.48	39.25	40.04
% Growth	1.7%	2.0%	1.5%	1.5%	2.0%	2.0%	2.0%	2.0%

In prior years, staff reviewed and presented projections provided by the California Department of Tax and Fee Administration. The quarterly projections provided a state-wide perspective and were slightly more optimistic than the Marin County results. Unfortunately, the first quarter report for 2026 has not yet been released. Staff will track the release of this report and share any important updates with the COC and the Board. HdL, Inc. and CalTrust provide quarterly statewide forecast updates and analysis, which were also reviewed. The statewide projections from HdL, Inc. are slightly more optimistic, consistent with historical behavior. Staff have also reviewed other analyses of the financial picture, which are consistent with the recommendations put forward.

Given the ongoing fluctuations in interest rates, inflation, housing, and other aspects of the economy, staff recommends continuing TAM's prudent and conservative approach by setting the FY2026-27 Measure A/AA revenues at \$36.44 million, a 1.5% increase over revised estimates for the current fiscal year and setting the growth rate at 1.5% for FY2027-28, and 2% annually for the next four years for the update of the Measure A/AA Strategic Plan.

Measure B Revenue Estimates/Projection:

Measure B, the \$10 VRF dedicated to transportation projects and programs, was approved by Marin voters in November 2010. Collection of this local revenue source started in April 2011. As noted in the chart below, Measure B VRF Revenue Trend, there is a significant revenue drop with the pandemic, from \$2.42 million to \$2.33 million. The revenue collection in FY2020-21 recovered to \$2.40 million but dropped to \$2.31 million in FY2021-22, remaining relatively flat for three years. Revenues in FY25 rebounded slightly, while revenues for FY26 are projected to be \$2.36 million with similar receipts anticipated for FY27.



The most recent data from the Forecasting Unit of the Department of Motor Vehicle (DMV) shows that the estimated number of vehicles registered in Marin County continues to be virtually flat with a 0.59% increase in vehicles registered in 2024. Historical registered vehicle data and annual revenue collections are shown in the following chart, Estimated Annual Marin County Vehicles Registered and Measure B Revenue.

Estimated County Marin Fee Paid Vehicle Registration and Measure B Revenue

Calendar Year	Registered Vehicle	Annual # Change	Annual % Change	Annual Revenue ^{1,2}	Annual Revenue % Change
2012	235,535	-356	-0.15%	\$ 2,242,958.19	N/A
2013	240,921	5,386	2.29%	\$ 2,323,342.36	3.58%
2014	243,069	2,148	0.89%	\$ 2,335,979.70	0.54%
2015	245,849	2,780	1.14%	\$ 2,358,334.81	0.96%
2016	249,314	3,465	1.41%	\$ 2,402,294.83	1.86%
2017	247,424	-1,890	-0.76%	\$ 2,387,772.84	-0.60%
2018	247,820	396	0.16%	\$ 2,391,857.04	0.17%
2019	249,524	1,704	0.69%	\$ 2,412,072.35	0.85%
2020	243,986	-5,538	-2.22%	\$ 2,359,873.01	-2.16%
2021	241,977	-2,009	-0.82%	\$ 2,404,319.00	1.88%
2022	237,711	-4,266	-1.76%	\$ 2,311,091.00	-3.88%
2023	237,072	-639	-0.27%	\$ 2,307,377.46	-0.16%
2024	238,460	1,388	0.59%	\$ 2,315,404.00	0.35%

Data Source: Department of Motor Vehicles

1. Annual Revenue is calculated using the monthly disbursement from DMV for the calendar year.

2. DMV takes 0.05% of the collection off the top for its administrative support. Includes deduction of administration fee

Recommended FY2026-27 Budget Level & Projection for the Update of the Strategic Plan:

Recognizing that actual receipts for the first half of FY2025-26 are flat to slightly above the prior year, staff recommends that the Measure B revenue budget level be set at \$2.36 million for FY2026-27, as well as for all future years for the development of the Measure B Strategic Plan.

FY2026-27 Annual Budget Development Schedule:

Below is the development schedule for the FY2026-27 Annual Budget:

- February 26, 2026 TAM Board Review and Approval of FY2026-27 Measure A/AA & Measure B Revenue Projections & the Budget Development Schedule (*Completed*)
- February-May 2026 Development of Draft FY2026-27 Annual Budget and Work Plans and COC and Partner Agency Review
- May 11, 2026 AP&P Executive Committee Review and Release of Draft FY2026-27 Annual Budget for Required 30-day Public Inspection
- May 28, 2026 TAM Board Review and Release of the Draft FY2026-27 Annual Budget for Public Comment
- June 25, 2026 Public Hearing on the FY2026-27 Annual Budget; TAM Board Review and Adoption of the FY2026-27 Annual Budget

FISCAL CONSIDERATION

The recommended revenue projections will be used to determine the FY2026-27 programming/allocation and expenditure levels for various projects and programs under both the Measure A/AA and Measure B Expenditure Plans and to update the revenue/programming elements in the respective Strategic Plans.

RELATIONSHIP TO THE COUNTYWIDE TRANSPORTATION PLAN (CTP)

Careful review of revenues provides support to implement the CTP.

NEXT STEPS

Staff will develop the draft FY2026-27 Annual Budget, present it to the AP&P Executive Committee, the Community Oversight Committee (COC), the Marin Managers' Association, and staff of various local jurisdictions for review and input in April and May 2026. The final draft budget will be made available for the 30-day public inspection after review by the AP&P Executive Committee and be released for a formal public comment period at the May 28, 2026 TAM Board meeting. The final budget will be adopted at the June 25, 2026 TAM Board meeting following a public hearing.

ATTACHMENTS

Attachment A – Staff PowerPoint Presentation

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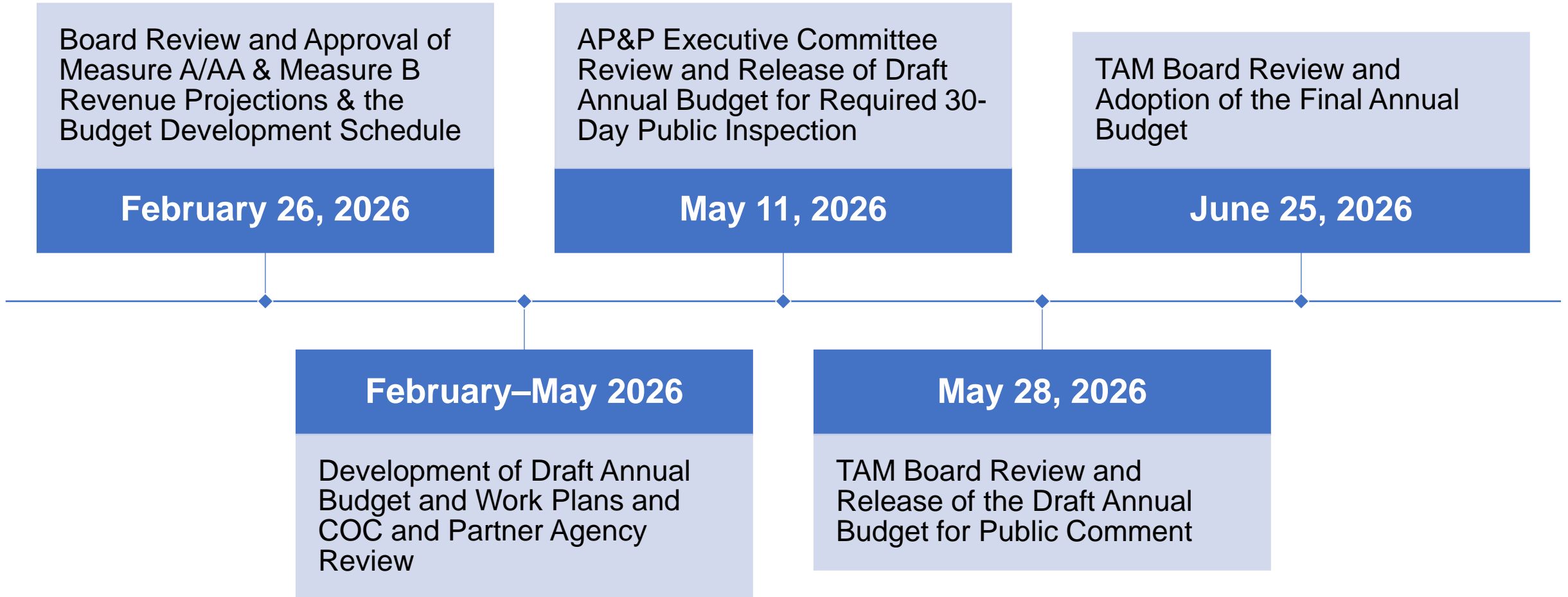


Economic Update and Measure A/AA & Measure B Revenue Projections FY2026-27 Budget Development Timeline

Transportation Authority of Marin
Community Oversight Committee

March 16, 2026

FY2026-27 Budget Development Timeline



Economic Data

Gross Domestic Product (GDP)

Most Recent: Q3 2025, +4.4%

Trend: up 0.6% from Q2 2025

Grade: Good

Consumer Price Index (CPI) - San Francisco

Most Recent: Dec 2025, +3.0%

Trend: up 0.6% from Dec 2024

Grade: Bad

ISM Manufacturing Index

Most Recent: Dec 2025, 47.9

Trend: down 3.0 from Jan 2025 (50.9)

Grade: Bad

Industrial Production

Most Recent: Dec 2025, 102.3

Trend: up 2.0 from Dec 2025 (100.32)

Grade: Good

Retail Sales

Most Recent: Nov 2025, +0.6%

Trend: up 0.3% from Nov 2024

Grade: Neutral; Slight rebound

Conference Board Leading Economic Index

Most Recent: Nov 2025, 97.9

Trend: down 3.5% from Jan 2025

Grade: Bad

Data Sources: US Census Bureau; US Department of Labor; US Bureau of Economic Analysis;
<https://www.conference-board.org/us/>; <https://fred.stlouisfed.org/series/INDPRO>

Job Market Data

Unemployment Rate - San Francisco/Bay Area

Most Recent: Nov 2025, 3.7%

Trend: an increase of .3% since Nov 2024

Grade: Good; *pending additional layoffs*

Initial Jobless Claims - California

Most Recent: Jan 17, 2026, 55,731

Trend: decrease of 7% since Jan 2025

Grade: Good

Unemployment Rate - California

Most Recent: Nov 2025, 5.5%

Trend: unchanged since Nov 2024

Grade: Neutral



Data Sources: US Bureau of Labor Statistics, US Department of Labor

Housing & Financial Market Data

Housing Starts

Most Recent: Oct 2025, 1,412,000

Trend: up 29.32% from Feb 2025

Grade: Good

Housing Starts- Bay Area

Most Recent: Oct 2025, 790

Trend: up 18.09% from Oct 2020

Grade: Good; volatile month to month

NAHB Home Builders Index

Most Recent: Jan 2026, 41

Trend: down 1 from Feb 2025 (42)

Grade: Bad; continuing decline

S&P 500

YTD Performance: -0.28% as of Feb 19, 2026

Grade: Neutral to Good; currently 1-year returns approx. 15%

Treasury Yield Curve

10-year/2-year Spread: .70%, as of Jan 28, 2026

Grade: Good; nearly double last year

Data Sources: US Census, NAHB, Bloomberg, St. Louis Fed

Current Economic Conditions – Confidence Data

University of Michigan Consumer Confidence Survey

Most Recent: Jan 2026, 56.4

Trend: up 6.6% from Dec 2025; down 21.3% year-over-year

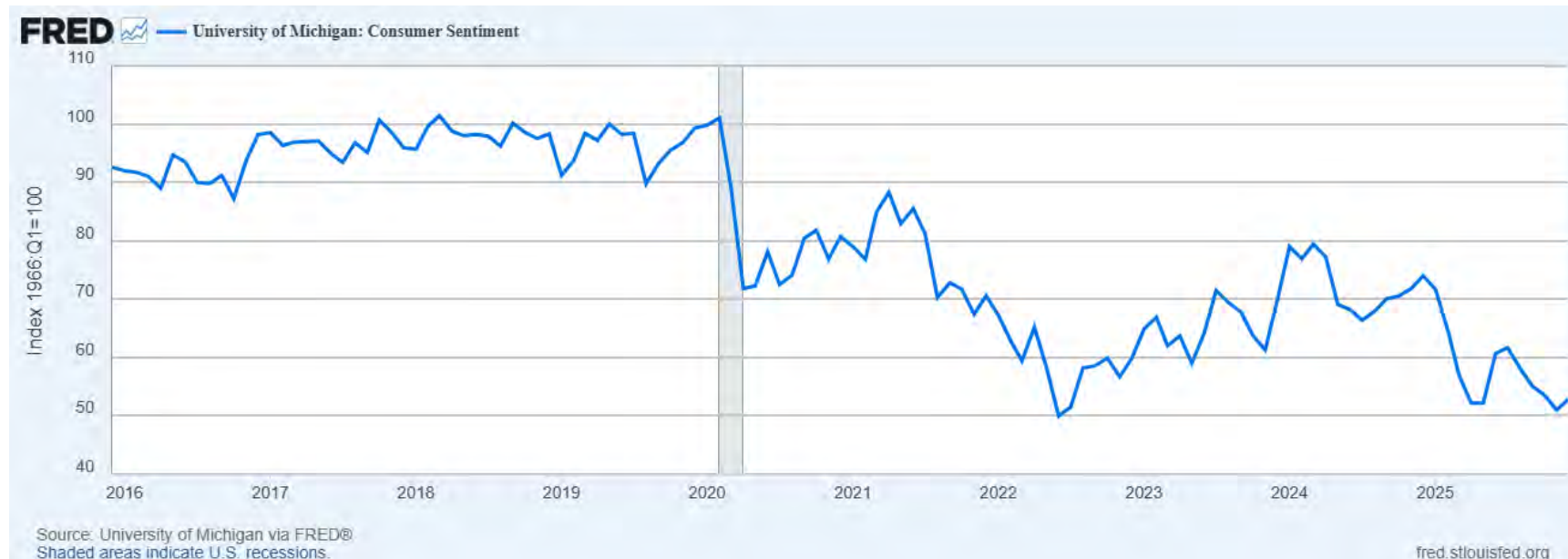
Grade: Bad

NFIB Small Business Optimism Index

Most Recent: Dec 2025, 99.5

Trend: down 3.3 points since Jan 2025; remains above 50-year average of 98

Grade: Neutral



What Does the Data Show?

- Out of the 16 key statistics, nothing conclusive but some positive signs
 - *Good: 7*
 - *Neutral: 4*
 - *Bad: 5*
- Labor market is showing some positive activity although additional layoffs have recently been announced
- Consumers and small businesses are somewhat pessimistic
- Housing market is slightly more active with the recent decline in interest rates though its continued strength is in question, while stocks and bonds are strengthening

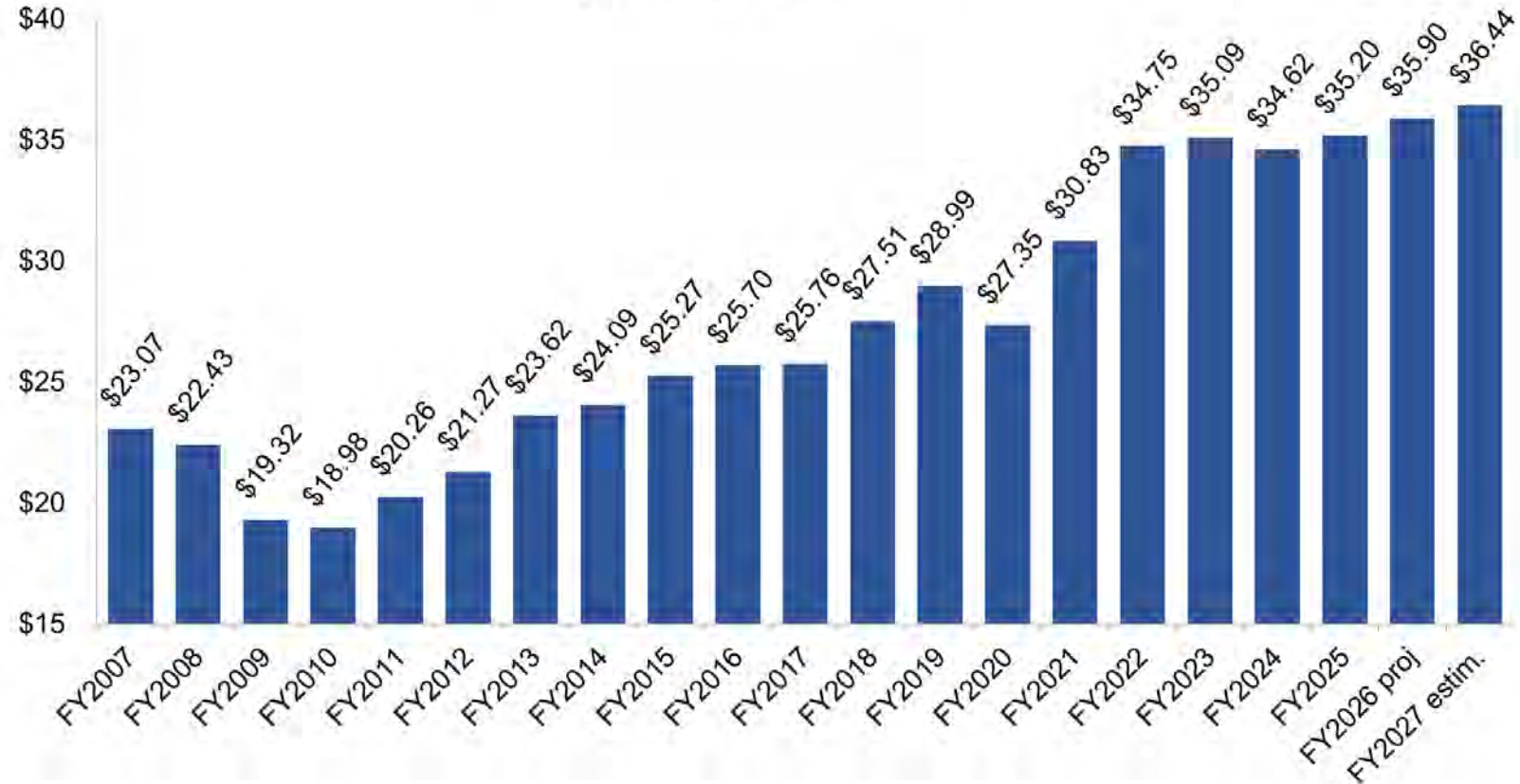
Marin's Near and Long-Term Prospects

- Marin's sales tax revenues stayed relatively flat for three years but have increased overall by about 3% since the latter few months of FY2024-25. Month to month comparisons have been inconsistent.
- Due to the County's demographic and income level, Marin had remained relatively isolated from the ups and downs of the pandemic and recovery. Aging and slow population growth limit economic opportunity without targeted effort.
- Housing prices remain high and available inventory is lower. With lower interest rates, there may be some limited increase in turnover.
- Vehicle registrations have continued to be relatively flat.

Measure A/AA Revenue Level and Projection

- FY2024-25 Measure A/AA Revenue: \$35.2M; 3% above mid-year estimate - 1.7% over prior year actual
- Anticipated FY2025-26 Revenue: \$35.9M; 2% above FY24-25
- Estimated FY2026-27 Revenue: \$36.4M; 1.5% above FY25-26 projected
- Forecast: two years of 1.5% growth, then 2% growth for following four years

Measure A/AA 1/2-Cent Transportation Sales Tax Revenue Trend
(FY2006-07 to FY2026-27)
(Numbers in Million)



Marin's Vehicle Registration Trend

- Annual number of registered vehicles in the County declined 2020-2023 with a slight increase in 2024
- 2024 had a slight uptick in receipts; revenues remaining slightly higher into 2025 and 2026

Estimated County Marin Fee Paid Vehicle Registration and Measure B Revenue

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2012	235,535	-356	-0.15%	\$ 2,242,958.19	N/A
2013	240,921	5,386	2.29%	\$ 2,323,342.36	3.58%
2014	243,069	2,148	0.89%	\$ 2,335,979.70	0.54%
2015	245,849	2,780	1.14%	\$ 2,358,334.81	0.96%
2016	249,314	3,465	1.41%	\$ 2,402,294.83	1.86%
2017	247,424	-1,890	-0.76%	\$ 2,387,772.84	-0.60%
2018	247,820	396	0.16%	\$ 2,391,857.04	0.17%
2019	249,524	1,704	0.69%	\$ 2,412,072.35	0.85%
2020	243,986	-5,538	-2.22%	\$ 2,359,873.01	-2.16%
2021	241,977	-2,009	-0.82%	\$ 2,404,319.00	1.88%
2022	237,711	-4,266	-1.76%	\$ 2,311,091.00	-3.88%
2023	237,072	-639	-0.27%	\$ 2,307,377.46	-0.16%
2024	238,460	1,388	0.59%	\$ 2,315,404.00	0.35%

Data Source: Department of Motor Vehicles

1. Annual Revenue is calculated using the monthly disbursement from DMV for the calendar year.

2. DMV takes 0.05% of the collection off the top for its administrative support. Includes deduction of administration fee

Measure B Revenue Level and Projection

- Adopted FY2025-26 Measure B Budget Level: \$2.25M; no action is recommended yet, though receipts have been slightly higher than anticipated
- Recommended FY2026-27 Budget Level: \$2.36M and assume flat at \$2.36M for all future years for the revenue update of the Measure B Strategic Plan



Questions?

Thank You!



DATE: March 16, 2026

TO: Transportation Authority of Marin Community Oversight Committee

FROM: Anne Richman, Executive Director
Ray Rodriguez, Assistant Project Delivery Manager

SUBJECT: Crossing Guard Funding (Discussion), Agenda Item No. 7

RECOMMENDATION

This is a discussion item only.

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 \$2.5 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 next assessment is currently underway and a revised ranked list will be presented to the TAM Board later this spring.

The Measure AA Expenditure Plan specifies a base level of 96 guards (referenced as locations in one section). This was an increase of approximately 20 crossing guards from the previous transportation sales tax (Measure A). When the Program began in August 2006, Measure A had been in place and sales tax collected for 18 months with very little expenditures (the time lag was necessary to determine guard conditions and to procure a vendor for the guard service). Therefore, a substantial crossing guard reserve was created and has allowed the Program to operate at a constant level without concern over exactly matching estimated revenue and costs each year.

In prior cycles, guard numbers were recommended by staff based on the reserve being exhausted at the end of the sales tax measure, which for Measure A was 2024, and is 2049 for Measure AA. As recently as 2022, it was expected that the 96 guard/location number could remain in place until 2049 based on future costs and revenues. Unfortunately, the cost forecasts were greatly revised when the state minimum wage unexpectedly experienced a major increase. This information was presented to the TAM Board and various actions were taken at the December 2023 and April 2024 meetings.

These actions consisted of:

- Discontinuing the expansion of the Program to 103 locations, approved by the Board in April 2023, and resetting the Program back to the Expenditure Plan level of 96 with the resulting increased use of Program reserve
- Reduction in Program Costs
 - Streamlining the evaluation process by creating a list of locations to no longer be evaluated due to historic high and low scoring values
 - Creation of a revised system to request new locations be evaluated between the creation of the updated site list cycles
- Change the exhaustion date for the Program reserve from 2049 to 2034 for a more realistic ten-year horizon and to tie in with the 2034 new location list. This is subject to change during the creation of the 2030 ranked list and a new time horizon of ten years from that date may be utilized.

DISCUSSION/ANALYSIS

In January 2026, the TAM Board approved a funding framework for the program for the next four-year cycle. A number of funding, cost, and operating factors were considered below, leading to the January 2026 Board action.

Measure AA Expenditure Plan Review – Over the last several months the Board has been presented with an option to make two changes that affect the Crossing Guard Program in the Measure AA Expenditure Plan.

1. Change any reference in the Expenditure Plan referring to the number of guards/locations to just guards.
2. Move 0.5% of the sales tax going forward from Category 1.3 to Category 3.2. Category 1.3 (U.S. 101 Interchange Improvements) would change from 3% to 2.5%, while Category 3.2 (Crossing Guards) would change from 7% to 7.5%. Note, the remaining funding for the Interchange Improvements would be reduced from approximately \$29 million to \$25 million. This is an increase from previous estimates due to increased revenue projections for the transportation sales tax as presented below. The increase to the guard funding should add about 5 crossing guards going forward.

Number of Guards/Locations – The standard of care has recently changed in the crossing guard industry. It is now recommended that two guards be utilized when crossing multi-lane roads. The Program vendor has provided staff with a list of nine locations from the current sites that will require two guards starting next school year. With this change, the number of sites having guards would reduce from 96 to 87 even if the same funding level can be maintained.

Program Funding and Costs – Several changes have occurred recently that have improved the financial outlook for the Program:

- TAM Finance staff presented to the Board in February sales tax estimates that are substantially greater than last year's forecast.

- Sales tax estimate for FY2026-27 was \$34.4 million, however staff just presented \$36.6 million.
- Growth beginning in FY2027-28 was expected to grow by 0% with a gradual increase to 2% by FY2030-31. It is now expected that the draft Strategic Plan will show a 1.5% increase for FY2027-28 and increase to 2% by FY2028-29. These changes to the projected growth have also resulted in an increase of available funding for the Interchange Projects as noted above.
- The audited actual FY2024-25 expenses for the Crossing Guard Program came in lower than expected. This sometimes occurs when the vendor cannot fully staff every site every day.
- The previously assumed wage/rate increases for the Program in FY2025/26 have not occurred. The guard rate remained at the FY2024/25 level.

In addition, staff have considered various additional funding options for the Program. Among many considered, the following two are considered the most viable:

1. Sales Tax Interest. These funds arise from timing differences between allocation and payment of various funds. The current Interest Policy sets the highest priority for these funds for active construction projects that may have immediate funding shortfalls. However, interest funds are wholly within the Board’s control, can support operating programs, and have accrued in sufficient amount to use a portion for the Crossing Guard program. In order to preserve funds for capital project needs, staff recommends designating not more than \$0.5 million for the Crossing Guard Program. **This option was approved by the Board.**
2. OBAG 4 Safe Routes to School Supplemental Funds. These funds are issued to TAM from MTC at TAM’s request; however, the funds would come from TAM’s County Target amount and therefore would result in less money for other projects in Marin. Since the source of the One Bay Area Grant (OBAG) is federal funds, crossing guards are not an eligible use and a fund exchange would be required. Staff feel that \$0.5 million could be made available and not adversely affect other work. It should be noted that these funds come with significant reporting and other requirements. **The Board did not elect to pursue this approach.**

Funding Options – On January 22nd, various funding options and a recommendation were prepared by staff and presented to the Board for consideration. These were based on the above cost and funding information.

Staff’s recommendation consisted of implementing Measure AA Expenditure Plan (EP) modifications (if approved) and adding \$500K of Interest Funds. The number of guards would be held constant at 96 until 2030, then reduced.

<i>Crossing Guard Staffing Levels</i>	
Number of Guards beginning August 2026	96
Number of Guards beginning August 2030	91
Number of Guards beginning August 2034	84

Note, as shown in the bottom row of the table above, under current cost and revenue assumptions, the Program will require additional reductions in August 2034 since all of the Program reserve will be exhausted at that time.

Also, the number of locations guarded will be lower than shown in the table by 9. The number is based on the expected 9 qualifying sites that have multiple lanes. This number should remain constant over the next four years (unless roadway improvements, specifically the addition of a lane at a guarded location, are implemented).

Updates to the financial plan will be made with each certification cycle or as needed should circumstances change.

The TAM Board discussed several options presented at their January 22 meeting. After extensive discussion, the Board approved the above plan.

Staff has finalized the scoring for the 2026 ranked list and presented to the Marin Public Works Association (MPWA) on February 19 to obtain feedback. The MPWA group requested additional time to evaluate and regroup for a final vote at their March meeting.

RELATIONSHIP TO COUNTYWIDE TRANSPORTATION PLAN (CTP)

The Crossing Guard Program is consistent with the Safe Travel for All, the Accessible and Walkable Communities, and the Complete Active Transportation Network elements of the CTP.

FISCAL CONSIDERATION

Staff will prepare the FY2026/2027 crossing guard budget based on the Board approved funding framework and the revised Strategic Plan to be presented to the Board this spring.

NEXT STEPS

Staff will be meeting with affected jurisdictions and Marin County Office of Education to finalize the list and bring a draft list to the Board most likely in April 2026. This will allow for sufficient time to work with the schools to notify them of any changes for the upcoming school year.

The current contract with the crossing guard vendor expires in July 2026, and it allows for a two-year extension. Staff will be meeting with the vendor to determine if a new procurement process should occur. A recommendation will be taken to the Board for consideration at a future meeting.

Staff will continue to advance the Measure AA Expenditure Plan Review process, and to explore additional crossing guard funding options. In addition, staff will monitor the assumptions used to predict the cash flows and return to the Board if significant discrepancies are noted.

ATTACHMENTS

Attachment A – PPT Presentation

Crossing Guard Program Financial Analysis

Transportation Authority of Marin

Community Oversight Committee
March 16, 2026



Program Summary

Program costs approx. \$2.5 million this FY

Funded by Measure AA (~\$2.3 million) and Measure B (\$175,000)

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

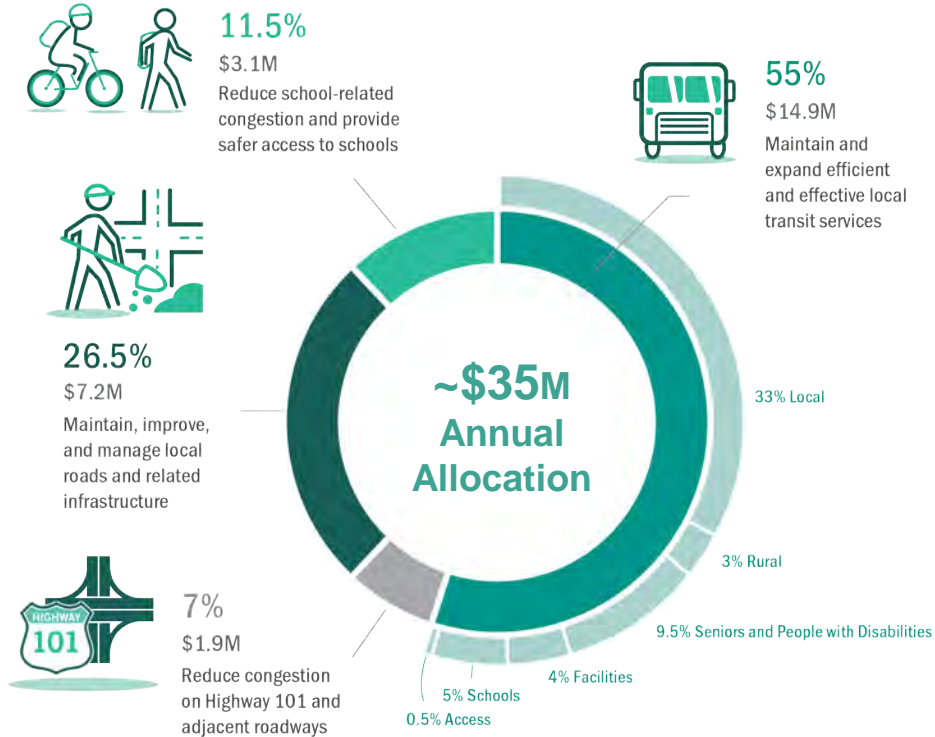
- 2008: guard level was set at 64
- 2011: raised to 76 guards, with the voter approval of the Vehicle Registration Fee
- 2018: new base level of 96 guards, with voter approval of Measure AA



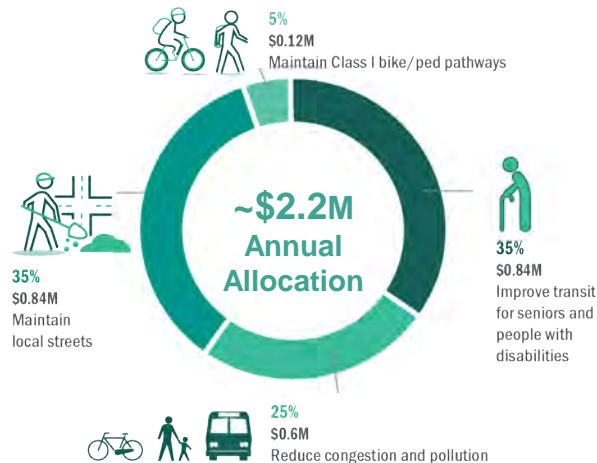
Program Background

- Program funding is in the Measure A/AA and Measure B Expenditure Plans
- Measure AA Renewal in 2018 increased local funding for Crossing Guards from 4.2% to 7%
 - Specified a base of up to 96 Guards
- In Measure B, Crossing Guards is in Element 3
 - 25% for Crossing Guards, Alt. Fuels and Marin Commutes

MEASURE AA ½-CENT TRANSPORTATION SALES TAX



MEASURE B \$10 VEHICLE REGISTRATION FEE



Program Background, cont.

Crossing Guard Program is part of multi-tiered approach in TAM's Safe Routes to Schools Program, which also includes:

- Education and Encouragement
 - 51% of Marin School Trips are Green
 - 88% of public elementary schools, 100% of public middle schools, and 50% of high schools participated during recent years
 - Classroom and experiential safety programs
 - Street Smarts messaging for roadway users

- Infrastructure Improvements (Safe Pathways)
 - Over \$12.6 million has been allocated so far to build 80 Safe Pathways projects



Recent Board Actions (prior to 2026)

The Board took the following actions at the Dec. 2023 and Apr. 2024 meetings:

- Reset the Program back to the Expenditure Plan level of 96, from 103 (approved by the Board in April 2023) with the resulting increased use of the Program reserve
- Reduce Program Costs:
 - Creation of a list of locations to no longer be evaluated due to historic high and low scoring values
 - Creation of a revised system to request new locations be evaluated between site list cycles
- Change the program financial horizon to ten years, rather than end of Measure AA (2034 instead of 2049) including exhaustion date for the Program reserve. This is subject to change during the creation of the 2030 ranked list.

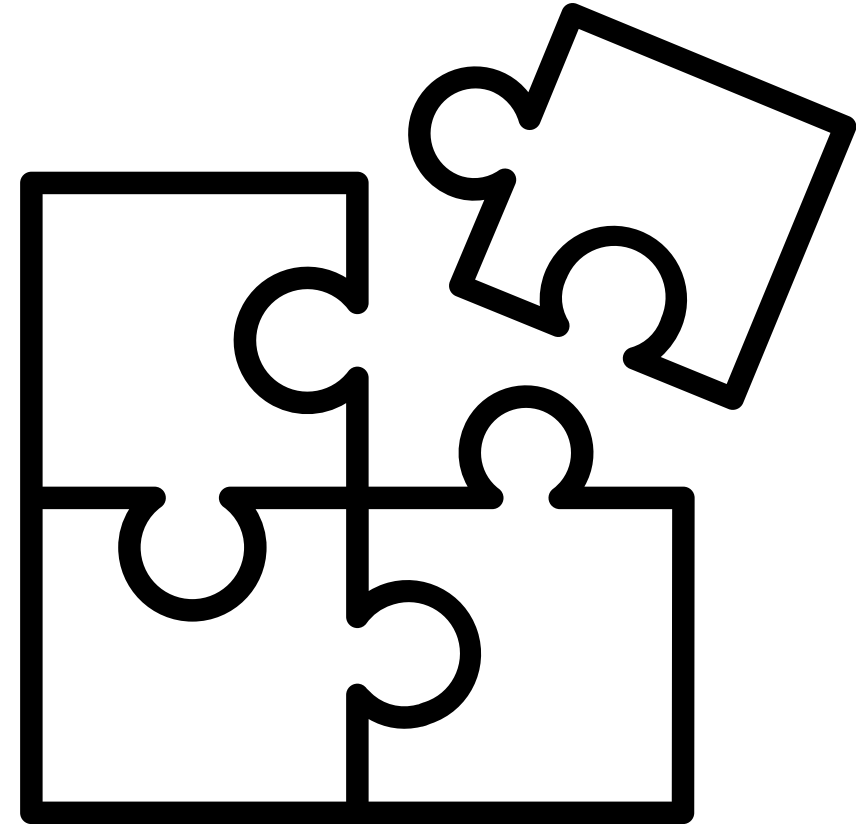
2026 Recertification & Revised Location List

- 6th list of Crossing Guard locations
 - Typically done every four years: 2006, 2010, 2014, 2018, 2023
 - Lists are recommended by Marin Public Works Association (MPWA)
- Number of locations will no longer be considered in the cash flow analysis, just the number of guards
 - Due to changing industry standards for multi-lane roads



Pieces of the Financial Puzzle (consider by Board)

- Potential New Funding Options:
 - Measure AA Expenditure Plan Amendments
 - Interest Funds
 - OBAG 4 (**NOT ADVANCED**)
- Cash Flow Changes:
 - Improved Sales Tax Forecasts
 - Lower than Expected Costs Last Year
- Number of Guards



Potential Measure AA Expenditure Plan Changes

Changes that affect the Crossing Guard Program in the proposed Measure AA Expenditure Plan Review Process:

1. Change any reference in the Expenditure Plan referring to the number of guards/locations to just guards
2. Move 0.5% of the sales tax from Category 1.3 to Category 3.2
 - Category 1.3 (U.S. 101 Interchange Improvements) would change from 3% to 2.5%
 - Category 3.2 (Crossing Guards) would change from 7% to 7.5%

Potential Additional Funding

Staff considered various additional funding options for the Program, the following are considered the most viable.

1. Sales Tax Interest – Approved by Board in January

- These funds arise from timing differences between allocation and payment of various funds and investing when balances grow
- Current Interest Policy is to prioritize these funds for active construction projects that may have immediate funding shortfalls.
- Staff recommends using these funds for no more than \$0.5 million.

2. OBAG 4 Safe Routes to School Funds – Not Advanced

- These funds are issued to TAM from MTC at TAM's request and would result in less money for other projects in Marin.
- One Bay Area Grants are federal funds, and crossing guards are not an eligible use - an exchange would be required.
- Staff feel that \$0.5 million could be made available, if a workable exchange is identified
- These funds come with significant reporting and other requirements.

Cash Flow Changes

Increased Revenues:

- Increased revenue forecasts are now expected for next year's Measure AA and Measure B budgets, based on YTD actuals. These were presented to the Board in February
 - Sales tax estimate for FY27 increased from \$34.4 million to \$36.6 million
 - Growth beginning in FY28 was expected to grow by 0% with a gradual increase to 2% by FY31. Growth now expected to be 1.5% increase in FY28 and 2% by FY29

Lower Costs:

- Audited actual expenses for FY24/25 came in under the budgeted amount
- Wages/rates did not increase in FY25/26

Other:

- Guard costs estimated at 4% annual increase.
- Ten-year horizon (Reserve to be exhausted in June 2034)

Program Reserve; Number of Locations

- Reserve to be exhausted in 2034 and additional cuts will be required without a change in revenue and cost forecasts. At that point, expenditures will match revenue.
- Time horizon for reserve exhaustion may be extended by the Board prior to approving the 2030 level
- Numbers represent guards and not locations
- Actual number of sites will be 9 less (based on the 9 sites above the funding cut-off on the ranked list which have multiple lanes)



2026 Board Actions

- The TAM Board approved the following funding framework:
 - Assume passage of the proposed update to Measure AA Expenditure Plan to add 0.5% (~\$150,000/year). Note, this update requires local jurisdiction approval
 - Adding \$500,000 in Measure AA Sales Tax Interest funds (one-time)
- This approach achieves the following Crossing Guards staffing levels:

Number of Guards beginning August 2026	96
Number of Guards beginning August 2030	91
Number of Guards beginning August 2034	84

Next Steps

- Location selection ranked list to be available for Board approval most likely in April 2026
- Outreach to occur with new and discontinued sites
- Staff will be meeting with the vendor to determine if a new procurement process should occur. Current contract expires in July 2026 and has an option for two additional years. A recommendation will be brought to the Board for consideration at a future meeting.
- Staff continue to look for additional funding

Questions?





DATE: March 16, 2026

TO: Transportation Authority of Marin Community Oversight Committee

FROM: Anne Richman, Executive Director
Melanie Purcell, Director of Finance and Administration

SUBJECT: TAM Website Update (Discussion), Agenda Item No. 8

RECOMMENDATION

The TAM Community Oversight Committee (COC) reviews and provides feedback on the TAM Website Update project.

BACKGROUND

TAM entered into a three-year agreement with lowercaseproductions in January 2026 after conducting a competitive Request for Proposals (RFP) process. The contract provides the development and maintenance of a new TAM website to be launched by December 31, 2026.

DISCUSSION/ANALYSIS

The process for updating the TAM website includes seven (7) key phases:

- 1) Discovery: Exploration and evaluation of the current site, user needs, and other sample sites; review of required elements.
- 2) Content Strategy: Comprise a plan for creating, distributing, managing, and governing content.
- 3) User Experience (UX): Gain a deeper understanding of target audiences and how they access information.
- 4) User Interface (UI): Begin visual design to emphasize branding, navigational clarity, accessibility compliance, and usability across devices.
- 5) Digital Development: Incorporate stakeholder input and user testing insights to produce polished visuals.
- 6) Development: Build the website beginning with the mobile platform to ensure consistency across all devices. Migrate content, test internal and external site elements, and train internal content managers.
- 7) System Launch: Once all elements are tested thoroughly and content verified, the site is launched. Post-launch testing is conducted and adjustments made to ensure flexibility and responsiveness.

The project is currently in the Discovery phase and staff is working with the consultant to develop and conduct a survey to solicit input from external users including members of the COC.

FISCAL CONSIDERATION

The initial website development is approximately \$140,450 and is included in the FY2025-26 and FY2026-27 budgets.

RELATIONSHIP TO COUNTYWIDE TRANSPORTATION PLAN (CTP)

TAM's website is essential for interaction with our partners and jurisdictions as well as for effective communication with our residents.

NEXT STEPS

The survey will be distributed in late March/early April to help inform the Discovery and Content Management phases of the project.

ATTACHMENTS

Attachment - PPT Presentation



TAM Website Update

Transportation Authority of Marin
Community Oversight Committee

March 16, 2026

TAM Website Project Outline

The TAM website has been operational for over a decade and with changes in technology and requirements, the Board has approved a contract with lowercaseproductions to upgrade and update TAM's internet presence.

Key elements:

- Ensure accessibility for as many users as possible
- Comply with state laws
- Embrace applicable industry best practices particularly with usability and transparency
- Extend consistent branding and messaging across platforms and programs

Request for Proposals Process

- Request for Proposals released on September 9, 2025
- Pre-submission meeting held on September 17, 2025, and two clarifying addendums to the RFP posted and emailed
- 27 submissions were received by the October 7, 2025 deadline
- Staff shortlisted six firms for interviews held on October 20 and 21, 2025
- Top four firms were asked for final price confirmations on October 30, 2025
- Recommendation to Board for award on December 8, 2025

TAM Website Update Phases

Discovery

Exploration and evaluation of the current site, user needs, and other sample sites; review of required elements.

Content Strategy

Comprise a plan for creating, distributing, managing, and governing content.

User Experience (UX)

Gain a deeper understanding of target audiences and how they access information.

User Interface (UI)

Begin visual design to emphasize branding, navigational clarity, accessibility, and usability.

Digital Development

Incorporate stakeholder input and user testing insights to produce polished visuals.

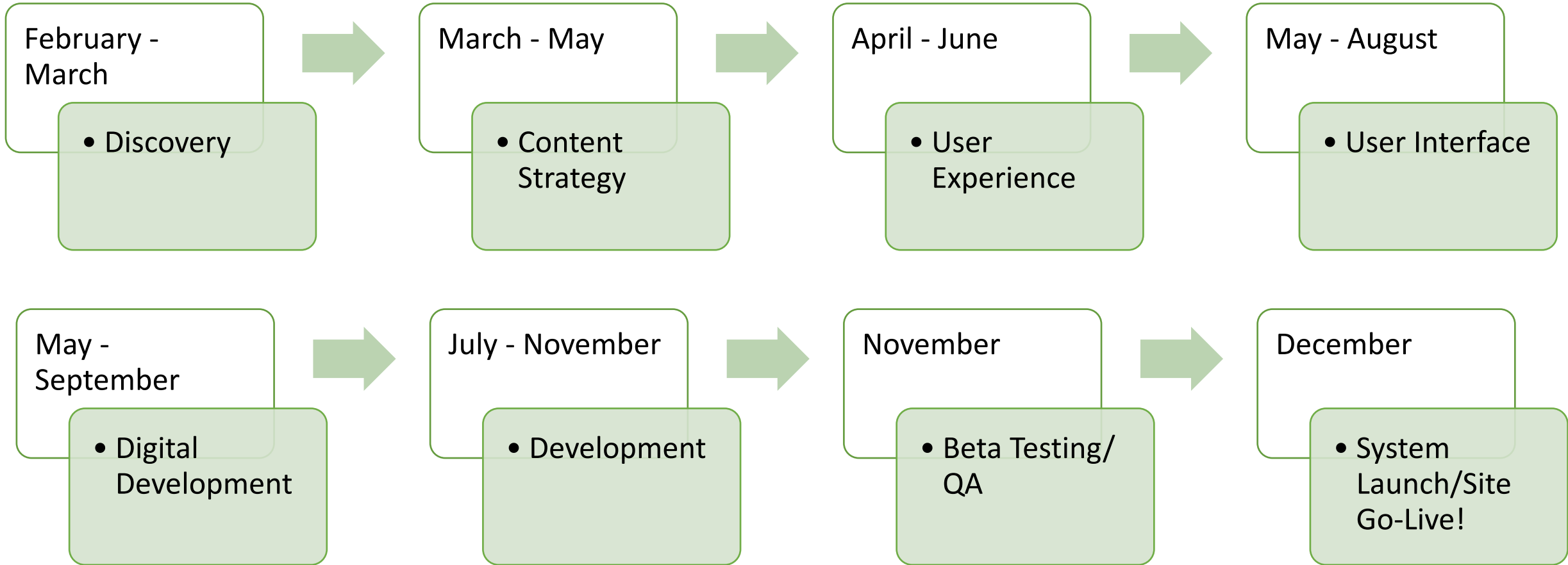
Development

Build the website. Migrate content, test internal and external site elements, and train internal content managers.

Project Costs

Element	Cost
Website Update and Launch	\$130,950
First-Year Maintenance and Hosting	\$9,500
Contingency	\$4,550
Years 2 and 3 Maintenance and Hosting (including contingency)	\$35,000
TOTAL 3-Year Contract:	\$185,000
Optional Years 4 and 5 (including contingency)	\$35,000

TAM Website Update Timeline



TAM Website Update

Questions, Thoughts, Suggestions?