



FUNDING, PROGRAMS & LEGISLATION  
EXECUTIVE COMMITTEE MEETING

MARCH 9, 2026  
2:00 P.M.

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

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

900 Fifth Avenue  
Suite 100  
San Rafael  
California 94901

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

www.tam.ca.gov

Belvedere  
Peter Mark

Corte Madera  
Rosa Thomas

Fairfax  
Lisel Blash

Larkspur  
Gabe Paulson

Mill Valley  
Urban Carmel

Novato  
Kevin Jacobs

Ross  
Teri Dowling

San Anselmo  
Yoav Schlesinger

San Rafael  
Kate Colin

Sausalito  
Melissa Blaustein

Tiburon  
Alice Fredericks

County of Marin  
Mary Sackett  
Brian Colbert  
Stephanie Moulton-Peters  
Dennis Rodoni  
Eric Lucan

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

<https://us02web.zoom.us/j/85390710355?pwd=cZlnSzVINXE2cjhXUVZoU3kwelA0QT09>

Webinar ID: 853 9071 0355

Passcode: 571956

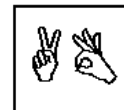
**Teleconference:** Members of the public wishing to participate via teleconference may do so by dialing in to the following number at 2:00 p.m. on the day of the meeting: **+1 669 900 6833**; Access Code: 853 9071 0355; Password: 571956

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

**Before the meeting:** Please email your comment to [info@tam.ca.gov](mailto:info@tam.ca.gov), no later than 5:00 p.m. the day before the meeting, to facilitate timely distribution to Committee members. Please include the agenda item number you are addressing and your name and address. Your comments will be forwarded to the Committee members and will be placed into the public record.

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

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



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

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

## AGENDA

1. Chair's Report & Commissioner Comments (Discussion)
2. Executive Director's Report (Discussion)
3. Open time for public expression, up to two minutes per speaker, on items not on the agenda that are within the subject matter of the agency's jurisdiction. (While members of the public are welcome to address the Committee, under the Brown Act, Committee members may not deliberate or take action on items not on the agenda and generally, may only listen.)
4. Approval of Meeting Minutes from February 9, 2026 (Action) – **Attachment**
5. Adopt Positions on 2026 State Legislative Bills (Action) – **Attachment**
6. Lincoln Avenue Corridor Study Artificial Intelligence Pilot (Discussion) – **Attachment**
7. Marin Commutes Program Update (Discussion) – **Attachment**



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

FEBRUARY 9, 2026  
2:00 PM

TAM CONFERENCE ROOM  
900 FIFTH AVENUE, SUITE 100, SAN RAFAEL, CALIFORNIA, 94901

TELECONFERENCE LOCATION  
81 SOUTH WIND, SEA RANCH, CALIFORNIA, 95497

**MEETING MINUTES**

Members Present: Brian Colbert, County of Marin Board of Supervisors  
Mary Sackett, County of Marin Board of Supervisors, Committee Chair  
Melissa Blaustein, Sausalito City Council  
Urban Carmel, Mill Valley City Council

Members Absent: None

Staff Members Present: Anne Richman, Executive Director  
Audrey Veyssiere, Assistant Project Delivery Manager  
Dan Cherrier, 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  
Melanie Purcell, Director of Finance and Administration  
Mikaela Hiatt, Senior Transportation Planner  
Molly Graham, Public Outreach Coordinator  
Scott McDonald, Principal Transportation Planner

*Chair Sackett called the meeting to order at 2:02 p.m.*

Chair Sackett welcomed everyone to the meeting; and Executive Assistant/Clerk of the Board Jennifer Doucette conducted a roll call to confirm a quorum of the Funding, Programs and Legislation (FP&L) Executive Committee.

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

Commissioner Carmel commented on a recent example from San Jose in which adaptive signal technology improved transit travel times, highlighting its relevance to TAM's innovation initiatives and transit signal priority efforts.

Commissioner Blaustein reported that the Sausalito City Council expressed interest in submitting comments during the Measure AA Expenditure Plan Review public comment period and requested guidance on whether feedback from local jurisdictions would be helpful.

Chair Sackett asked if any members of the public wished to speak and hearing none, closed this item.

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

Executive Director (ED) Anne Richman reported on the Redwood Bikeshare February membership promotion; the reduction of US-101 HOV hours anticipated in late February; the Highway 101 Interchanges Improvements Workshops; the Active Transportation Program (ATP) Call for Application Development Assistance; and lastly, announced that TAM Board meetings will continue to be held in the Marin Wildfire Prevention Authority Board Room, located at 1600 Los Gamos Drive, Room 335, San Rafael, California, while the County Board of Supervisors Chambers facility continues to undergo upgrades.

In response to Commissioner Colbert, staff clarified that while Caltrans retains the authority to make future adjustments, the revised HOV hours are intended to be in effect going forward and are not expected to change again in the near term. Staff also explained that the Active Transportation Program call for projects will open in March and close at the end of June, with cycles typically occurring every two years. This round includes approximately \$574 million statewide and is expected to be highly competitive. Funding is available for projects of varying sizes and phases, though large-scale awards are less likely this cycle, and construction projects must be shovel-ready.

Chair Sackett asked if any members of the public wished to speak and hearing none, closed this item.

## **3. Open Time for Public Expression**

Chair Sackett asked if any members of the public wished to speak.

WTB-TAM Director of Planning Matthew Hartzell commented that the ATP Cycle 8 program will retain its equity scoring criteria due to formula-based federal funding; recommended a multi-jurisdictional application for the San Anselmo Hub bicycle and pedestrian flyover component as a regionally significant project; and emphasized the need for timely coordination in advance of the application deadline.

In response to Commissioner Colbert, staff indicated that a multi-jurisdictional application could be considered for the San Anselmo Hub project but would require coordination and support from the Town of San Anselmo and potentially the County; and also noted that any application would likely focus on the environmental phase, as environmental clearance has not yet been completed.

## **4. Approval of Meeting Minutes from January 12, 2026 (Action)**

Chair Sackett asked if any members of the public wished to speak and hearing none, closed public comment and asked for a motion.

Commissioner Blaustein moved to approve the Minutes of the January 12, 2026 meeting, which was seconded by Commissioner Colbert. A roll call vote was conducted, and the motion passed unanimously.

## **5. Innovation Workshop Recap and Program Roadmap (Discussion)**

Director of Planning Derek McGill and Senior Transportation Planner Mikaela Hiatt presented this item for discussion.

Commissioners and staff discussed emerging transportation technologies, including bike and pedestrian counters, AI applications, autonomous vehicles, and microtransit. Key themes included defining TAM's role in innovation, distinguishing between monitoring and piloting new technologies, ensuring privacy and data guardrails in AI policy development, and considering potential economic impacts.

Commissioners also emphasized the importance of interagency coordination, data sharing, and aligning technology investments with regional transportation and land use planning priorities.

Chair Sackett asked if any members of the public wished to speak.

Marin County Bicycle Coalition (MCBC) Policy and Planning Director Warren Wells expressed support for the continued deployment of bicycle and pedestrian counters and encouraged installation of permanent counters to track long-term usage trends, citing SMART's pathway data as a successful example.

*The meeting was adjourned at 3:07 p.m.*

DRAFT

THIS PAGE LEFT BLANK INTENTIONALLY



**DATE:** March 9, 2026

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

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

**SUBJECT:** Adopt Positions on 2026 State Legislative Bills (Action), Agenda Item No. 5

**RECOMMENDATION**

The Funding, Programs & Legislation (FP&L) Executive Committee reviews positions on 2026 State Legislative Bills, shown in Attachment B, and refers them to the TAM Board for adoption.

**BACKGROUND**

The State Legislature convened on January 5, 2026 to start the 2026 Legislative Session. February 20th was the deadline for legislators to introduce bills. The 2026 Legislative Session is the second year of a two-year session. Any bill that is introduced in the first year that does not pass is eligible to continue through the legislative process in the second year without needing to be re-introduced. Therefore, some bills deliberated in 2025 will reappear in 2026. Notable dates for the 2026 Legislative Session are shown in the table below.

|  |                    |
|--|--------------------|
| Legislature reconvenes   | January 5, 2026    |
| Deadline for Governor to submit proposed FY2026-27 State Budget            | January 10, 2026   |
| Last day for bills to be introduced  | February 20, 2026  |
| Deadline to propose changes to State Budget, referred to as "May Revise"   | May 14, 2026       |
| Deadline for Legislature to pass State Budget                              | June 15, 2026      |
| Last day for the Legislature to pass bills                                 | August 31, 2026    |
| Last day for the Governor to sign or veto bills                            | September 30, 2026 |
| Statutes take effect, except emergency items that take effect upon signing | January 1, 2027    |

On January 22, 2026, TAM adopted a Legislative Platform (Attachment A) in guiding policy decisions and communicating TAM's goals to the Legislature and other agencies. Staff and Khouri Consulting, TAM's Legislative Consultant, use TAM's Legislative Platform to determine relevant legislative bills to bring forth to the TAM Board for review during the 2026 Legislative Session and as guidance in recommending preliminary positions on the bills listed in Attachment B.

**DISCUSSION/ANALYSIS**

Attachment B contains the initial set of 26 state bills that are being monitored by staff and Mr. Khouri. Bills may be added to the matrix in the coming months as they become relevant to TAM or Marin, or requested by TAM Commissioners for discussion or action.

**Proposed Monitored Bills**

The table below is a summary of the 26 bills listed in Attachment B. Of the 26 bills listed, staff is recommending a watch position on 19 bills. Some of the bills are further discussed below because positions were recommended or the bill was particularly important to TAM. Spot bills, including AB 1421 and SB 908, will be updated when amendments are introduced in the session.

| Summary of Monitored Bills |         |             |   |                      |
|----------------------------|---------|-------------|---|----------------------|
| No.                        | Bill    | Author      | Subject   | Recommended Position |
| 1                          | AB 939  | Schultz     | The Safe, Sustainable, Traffic-Reducing Transportation Bond Act of 2026         | Watch                |
| 2                          | AB 954  | Bennett     | Interregional transportation strategic plan: bicycle highways                   | Watch                |
| 3                          | AB 1421 | Wilson      | Vehicles: Road Usage Charge Technical Advisory Committee                        | Watch                |
| 4                          | AB 1557 | Papan       | Electric Bicycles - Classification  | Watch/Support        |
| 5                          | AB 1569 | Davies      | Electric Bicycle Safety and Training Program                                    | Watch                |
| 6                          | AB 1599 | Ahrens      | California Transit Stop Registry  | Watch                |
| 7                          | AB 1614 | Dixon       | Class I Bicycle Path Requirement  | Watch                |
| 8                          | AB 1740 | Zhur        | Urban Multimodal Community Designation  | Watch                |
| 9                          | AB 1745 | Gonzales    | Motor Vehicle Fuels Tax Suspension for One Year                                 | Oppose               |
| 10                         | AB 1783 | DeMaio      | Prohibition on Imposition of Local Taxes based on Vehicle Miles Travelled (VMT) | Oppose               |
| 11                         | AB 1855 | Gonzales    | CEQA Exemption for Certain Passenger Rail Service                               | Watch                |
| 12                         | AB 1942 | Bauer-Kahan | Class 2 and Class 3 Electric Bicycles Requirement to be Registered with DMV     | Watch                |
| 13                         | AB 1944 | Lee         | Higher Weight Limitations for Zero-Emission Transit Buses                       | Watch                |
| 14                         | AB 2051 | Wicks       | Coastal Resilience Permitting Working Group                                     | Watch                |
| 15                         | AB 2184 | Wilson      | Cap and Invest Program: Nature Based Climate Solutions                          | Watch                |
| 16                         | AB 2284 | Dixon       | Identification of Non-compliant Electric Bicycles and Products                  | Support              |
| 17                         | AB 2341 | Fong        | Surplus land: Transit Stops   | Watch                |
| 18                         | AB 2346 | Wilson      | Speedometer Requirement for Class 1 and Class 2 Electric Bicycles               | Support              |
| 19                         | AB 2560 | Schultz     | Update CAPTI Goals  | Watch                |
| 20                         | SB 667  | Archuleta   | Railroad Requirement for Network of Wayside Detector System                     | Watch                |
| 21                         | SB 677  | Wiener      | Transit-Oriented Development (TOD): Redefine High-Frequency Commuter Rail       | Watch                |
| 22                         | SB 908  | Wiener      | TOD: Inclusion of San Francisco Bay Area Ferry Terminals                        | Watch                |
| 23                         | SB 922  | Laird       | Prohibition on Weight Based Charges from Local Agencies                         | Watch                |
| 24                         | SB 1035 | Strickland  | Low Carbon Fuel Standard Regulations Suspension for One Year                    | Oppose               |
| 25                         | SB 1087 | Cabaldon    | Planning Funding for Sustainable Communities Strategy                           | Watch                |
| 26                         | SB 1246 | Cortese     | Autonomous Technology Sensor Data   | Support              |

Staff is recommending a support position for the following bills:

- AB 2284 – This bill would require the California Highway Patrol, in partnership with biking nonprofit groups, to compile a list of electric bicycles and electric bicycle products that do not comply with statutory and regulatory requirements. Implementation will present challenges but pursuing e-bike safety legislation is prominent in TAM's Legislative Platform under Strategies 3 and 4 of Section IV.

- AB 2346 – This bill would require all class 1 and class 2 electric bicycles manufactured, sold, or offered for sale to be equipped with a speedometer and an integrated front lamp and a rear lamp to enhance safety. Similar to rationale for supporting AB 2284, AB 2346 is consistent with TAM’s Legislative Platform under Strategies 3 and 4 of Section IV.
- SB 1246 – This bill would require the separate mechanism to capture and store autonomous vehicle (AV) sensor data for at least 45 seconds (from 30 seconds) before and after a collision. By increasing the requirement by 15 seconds, greater accountability can be achieved with collisions for motorists, bicyclists, and pedestrians. TAM’s Legislative Platform encourages greater tracking and transparency with AV data and reporting.

AB 1557 is recommended with a watch/support position. Staff supports the general intent of AB 1557 but the bill has limited details. Staff is recommending a watch position until more information is developed.

Staff is recommending an oppose position for the following bills:

- AB 1745 – This bill would suspend tax on motor vehicle fuels for one year. Suspension would reduce state revenue to fund critical infrastructure maintenance and improvements and other vital statewide programs. The suspended funds would not be accrued for later use but lost entirely from the state budget. AB 1745 is inconsistent with Section I of TAM’s Legislative Platform.
- AB 1783 – This bill would prohibit local and county agencies from imposing taxes and fees based on vehicles miles travelled (VMT). Any existing programs inconsistent with this prohibition are also void and unenforceable. AB 1783 is inconsistent with Section I of TAM’s Legislative Platform and has potential to introduce confusion as to current VMT requirements/allowances.
- SB 1035 – This bill would suspend the Low Carbon Fuel Standard regulations for one year. Similar to the argument for AB 1745, the suspended funds would not be accrued for later use and would be lost entirely from the state budget.

Letters of support or opposition may be developed at the appropriate time for each of the bills. TAM’s Legislative Consultant, Mr. Khouri, may be requested to testify at Legislative hearings, if warranted, to convey TAM’s positions on specific legislation.

## **RELATIONSHIP TO COUNTYWIDE TRANSPORTATION PLAN (CTP)**

The CTP was taken into consideration in the selection of bills and positions recommended.

## **FISCAL CONSIDERATION**

There are no immediate fiscal impacts to TAM by taking positions on these bills.

## **NEXT STEPS**

Continue to review proposed bills relevant to TAM and convey TAM’s positions to our partner agencies and pertinent Legislators when warranted.

**ATTACHMENTS**

Attachment A – TAM Adopted 2026 Legislative Platform  
Attachment B – TAM Bill Matrix – March 2026



## TAM 2026 Legislative Platform

adopted January 22, 2026

| Issue and Background Information  | Goals  | Strategies  |
|---|--|---|
| <p><b>I. Acquiring State Funding for TAM’s Priority Projects</b></p> <p>The Road Repair and Accountability Act of 2017 (commonly known as SB 1) provides \$5.2 billion in annual revenues to fund traffic congestion relief, highway rehabilitation and safety, local streets and roads repair, and multi-modal options through investments into public transportation, commuter and intercity rail, and bicycle and pedestrian programs. Opportunities to acquire SB 1 funding have been made available by the California Transportation Commission (CTC).</p> <p>A successor funding mechanism will eventually be needed since transportation is predominantly funded through the gas tax that has been diminishing in revenue collection due to decreasing fuel consumption that will not be likely to reverse in the long term.</p> <p>The Cap and Trade Program, renamed as the Cap and Invest Program, has been extended from 2030 to 2045. Programs such as the Low Carbon Transit Operations Program and Transit and Intercity Rail Capital Program (TIRCP) were extended but now receive line-items of \$200 million and \$400 million, respectively, rather a percentage based distribution. A new program, consisting of \$125 million, has been created to provide free transit passes statewide. With the extension of the program, auctions are expected to stabilize and result in excess revenues, which can be reinvested.</p> | <p>A. Secure funds through the State Budget, California Transportation Commission allocation process, or any other state sources.</p> <p>B. Ensure predictability and stability of transportation revenue.</p> | <ol style="list-style-type: none"> <li>1. Remain diligent in competing for additional state funds, including requesting Congressionally-Directed Spending funds (also known as earmarks), to support countywide transportation priorities, with an emphasis on addressing mobility through safety, equity, and sustainability, securing funds for projects and programs in county measures and CTP, as well as rehabilitating local roads and bridges and Safe Routes to School Program.</li> <li>2. Support a revenue-neutral conversion from the gas tax to a source that ensures equity in revenue collection that does not disadvantage those who must drive further to job centers.</li> <li>3. In partnership with local jurisdictions and transit operators, TAM will monitor and support appropriate efforts to:                             <ul style="list-style-type: none"> <li>• acquire operating and capital revenue to maintain and expand service, connectivity, and advance mobility for all</li> <li>• seek resources to maintain a state of good repair,</li> <li>• implement operational improvements (i.e. Bus on Shoulder Project),</li> <li>• protect assets from climate impacts, and</li> <li>• enhance the bicycle and pedestrian networks through state programs such as the Active Transportation Program (ATP), Cap and Invest Program, and Transit and Intercity Rail Capital Program (TIRCP).</li> </ul> </li> <li>4. Continue to seek to modify the definition of disadvantaged communities that account for local characteristics and considerations so that state and regional resources can be</li> </ol> |

| Issue and Background Information   | Goals  | Strategies   |
|--|--|--|
|  |  | <p>used in underprivileged communities within the County but also provide a regional benefit.</p> <ol style="list-style-type: none"> <li>5. Support efforts to acquire excess Cap and Invest auction proceeds, and interest, to augment transit operations and capital needs for bus, rail, bicycle, pedestrian, and Transportation Demand Management (TDM) programs. This includes supporting MTC’s efforts to acquire the remaining SB 125 funds to help support regional service.</li> <li>6. Pursue state funding for prioritized projects that include but are not limited to:               <ul style="list-style-type: none"> <li>• US 101 Part-Time Transit Lanes</li> <li>• Safe Routes to School/Crossing Guard Program</li> <li>• US 101/I-580 Multimodal and Local Access Improvement Project</li> <li>• Interchange Program</li> <li>• Segments of the North South Greenway</li> <li>• Marin Sonoma Narrows (MSN) B8 San Antonio Bike Lane</li> <li>• MSN B6 San Antonio Bridge</li> <li>• Marin City Noise Analysis and Potential Future Phases</li> <li>• SR 37 (Marin phases)</li> </ul> </li> </ol> |
| <p><b>II. Addressing Mobility and Meeting State Climate Change Mandates</b></p> <p>The CTC, California Air Resources Board (CARB), and California Department of Housing and Community Development (HCD) are required to convene twice a year to coordinate transportation policies, with a focus on reducing vehicle miles traveled (VMT) and greenhouse gas emissions (GHG). Concurrently, the legislature continues to work on providing resources to develop additional affordable housing and assess job creation opportunities to help mitigate VMT and reduce GHG.</p> | <ol style="list-style-type: none"> <li>A. Monitor requirements regarding GHG emission reduction, local land use development patterns and the impact on VMT.</li> <li>B. Support state funding to expand infrastructure and incentives for</li> </ol> | <ol style="list-style-type: none"> <li>1. Support efforts to secure resources to expand infrastructure and incentives, such as rebates and tax credits particularly for low-income individuals and families, for electric vehicle conversion, including the cost of increased electricity usage.</li> <li>2. Support effort to ensure zero-emission transit vehicles and infrastructure are eligible uses of the public transit funds, including supporting funds to help transit operators transition bus, ferry, and rail fleets to zero emission vehicles.</li> <li>3. Work with local jurisdictions to support climate action plan goals and mobility goals.</li> </ol>  |

| Issue and Background Information   | Goals  | Strategies   |
|--|--|--|
| <p>In September 2019, Governor Newsom issued Executive Order N-19-19, directing the California State Transportation Agency (CalSTA) to leverage \$5 billion in annual state funding to encourage mode shift, emphasizing reducing GHG and VMT. Regional transportation planning agencies face greater challenges in addressing mobility and congestion management while accounting for local land use planning and complying with state mandates, such as the Climate Action Plan for Transportation Infrastructure (CAPTI), to reduce GHG and VMT.</p> <p>Given the unique geography of Marin County, local land use development patterns, and regional travel patterns, opportunities for reducing VMT can be challenging. The prospects for reducing GHG can also be realized through investments made to improve the availability of charging station infrastructure and availability of converting from gas-powered to electric passenger vehicles, where feasible. Legislation should be pursued to allow metropolitan planning organizations greater flexibility in complying with state air quality standards so that solutions regarding population density, vehicle miles traveled, and housing are emblematic of a region's geography, demographics, travel patterns, and availability of alternative modes.</p> <p>Marin County has endured several climate events that compromise the integrity of vital routes. In November of 2024, California voters approved Proposition 4, a \$10 billion bond, which includes \$1.2 billion to protect against climate impacts.</p> | <p>conversion to electric vehicles to reduce GHG emissions.</p> <p>C. Support climate resilience policies and funding opportunities.</p> | <ol style="list-style-type: none"> <li>4. Work with the Self-Help Counties Coalition, the California Association of Councils of Governments, and other partners, to develop additional revenue sources at the state, regional and local level to support the planning required by SB 375, where feasible.                     <p>For SB 375 to be implemented, TAM supports streamlining state defined transportation geographies relevant to local housing and transportation integration such as major transit stops, high quality transit areas, or other similar transportation definitions that influence housing and land use development to help compel practical transit-oriented development solutions.</p> </li> <li>5. Monitor upcoming funding opportunities for land use and transportation planning integration to support and advocate for Marin PDAs and major transit stops to integrate housing and transportation to reduce VMT.</li> <li>6. Continue to work with organizations such as the California League of Cities, California State Association of Counties, and Self-Help Counties Coalition, among others, to pursue funding from Cap-and-Invest revenues or other means to help comply with the statewide mandate to reduce GHG emissions. This includes supporting operational improvements such as telecommuting, vanpools, reducing freight emissions, and promoting opportunities to generate revenue for providing multi-modal options, including bus and ferry service. TAM will also work with these groups to understand the impact of any new requirements on local, voter-approved transportation measures.</li> <li>7. Support efforts to mitigate climate change and adaptation to climate-related impacts, including wildfire risk and infrastructure that would assist in adaptation to sea-level rise, such as wetlands restoration, levee construction or other resilience measures to mitigate threats to the local transportation network, particularly major arterials, or evacuation routes.</li> </ol> |

| Issue and Background Information   | Goals   | Strategies   |
|--|---|--|
|  |   | <ol style="list-style-type: none"> <li>8. Support efforts to access state funding to address flooding on state highways including areas identified in TAM's sea level rise study such as State Route 37; Highway 101 in southern and central Marin; Highway 1 adjacent to Bolinas Lagoon; and future projected flooding due to sea level rise.</li> <li>9. Monitor the California Air Resources Board's (CARB's) policies that impact the Sustainable Communities Strategy (SCS) and advocate for reforms that promote practical needs and maintain accessibility of state funding for the Bay Area to advance mobility and sustainability goals. This includes supporting MTC's efforts to advocate for SB 375 reform to incentivize near-term, real-world progress on GHG emission reduction over the current approach, which is duplicative with CEQA VMT changes, and places too great an emphasis on long-term modeling. TAM will seek changes to provide greater alignment between local, regional and state GHG reduction goals.</li> </ol> |
| <p><b>III. Leveraging Regional Partnerships</b></p> <p>Even with the availability of state resources, regional coordination, and funding are needed to expedite project delivery to improve air quality, mobility and maintain system integrity. TAM will educate our delegation and state funding partners, such as the CalSTA, CTC, Caltrans, and the Governor's Office, about the Bay Area's transportation network and mobility needs.</p> | <p>A. Coordinate with MTC and Bay Area County Transportation Agencies to protect and acquire resources to address transportation infrastructure and mobility needs.</p> | <ol style="list-style-type: none"> <li>1. TAM will coordinate with MTC to position Marin projects for competitive state and federal grant funding opportunities.</li> <li>2. MTC is collaborating with Caltrans and the four North Bay Counties (Marin, Napa, Solano, Sonoma), SMART, and partners to seek funding for State Route 37 for congestion relief and sea level rise/flood prevention projects on the route. TAM will work with stakeholders and partners, with a focus on Marin County. TAM will also support related projects such as ecological/restoration in the corridor. This includes supporting projects referenced above in Section I, Strategy 6.</li> <li>3. Collaborate on operational strategies on regional and state facilities with MTC and state to deliver frequent and reliable mobility options, such as MASCOTS.</li> </ol>  |
| <p><b>IV. Enhancing Multi-Modal Options</b></p> <p>While transit ridership in the North Bay has largely rebounded after the pandemic, additional investments are needed to maintain and expand service, and to meet</p>  | <p>A. Seek funding to maintain transit operations.</p>  | <ol style="list-style-type: none"> <li>1. Support legislation that creates flexibility for public transportation funding programs to maintain service. This includes supporting an on-going funding augmentation for transit operations.</li> </ol>  |

| Issue and Background Information  | Goals   | Strategies  |
|---|---|---|
| <p>state climate and mobility goals. Legislation will be needed to extend relief for Bay Area transit operators to maintain and expand existing services.</p> <p>In addressing climate changes, broad based support for more funding for active transportation and safety improvements on existing roadways (i.e., “complete streets”) have been advocated by various organizations.</p> <p>Transit agencies, including Marin Transit, which have assumed responsibility for providing transportation for students, are faced with challenges in maintaining traditional fixed route service and reliable transportation options for school children. School districts that provide school bus service have also struggled with costs and driver availability.</p> <p>In 2018, CARB adopted the Innovative Clean Transit (ICT) Regulation, which requires all public transit agencies to gradually transition to a 100 percent zero emission bus (ZEB) fleet. Beginning in 2029, 100% of new purchases by transit agencies must be ZEBs, with a goal for full transition by 2040. Given the lack of manufacturers that produce approved alternative fuel buses and high cost of new rolling stock, flexibility is needed to comply with this mandate.</p> | <p>B. Pursue opportunities to expand active transportation network and improve bicycle and pedestrian safety.</p> | <ol style="list-style-type: none"> <li>2. Monitor the work of the CalSTA Transit Transformation Task Force and assess recommendations, including modifications to the Transportation Development Act (TDA) funds and other revenue generating opportunities to maintain or expand public transit service and capital needs.</li> <li>3. Continue to advocate for a permanent augmentation to the Active Transportation Program, and any other funding made available to enhance bicycle and pedestrian safety and infrastructure to encourage mode shift, as well as support to implement Vision Zero to eliminate fatalities. TAM will actively pursue funds for non-motorized transportation applications.</li> <li>4. Monitor and support bicycle and pedestrian safety, including enhanced e-bike and scooter safety regulations such as age-appropriate restrictions for school-age children, speed limit regulations, and reductions on the number of out-of-class, non-street legal electric devices on public roadways and paths.</li> <li>5. Monitor efforts to better coordinate and optimize public and school bus transportation services and support appropriate funding for school transportation.</li> <li>6. Work with local transit operators and CARB to provide pragmatic solutions for fleet conversion to emerging alternative fuel powered buses.</li> <li>7. Advocate flexibility with regional and state funds, such as Highway Safety Improvement Program (HSIP) and other safety programs, to permit the funding of Safe Route to School and Crossing Guard Programs.</li> <li>8. Work with Caltrans to fill gaps in complete streets networks, and support Caltrans’ efforts to fund projects within its right of way with resources other than local revenues.</li> </ol> |
| <p><b>V. Seek Efficiencies</b></p>  | <p>A. Streamline and expedite project delivery.</p>   | <ol style="list-style-type: none"> <li>1. Support efforts to streamline the permitting process, delivery methods or additional administrative steps necessary to deliver projects in a timely and cost-effective manner.</li> </ol>   |

| Issue and Background Information   | Goals  | Strategies   |
|--|--|--|
| <p>Better coordination is needed between various state agencies to ensure that the scope of a project as certified in an environmental document and approved by state funding agencies can acquire all necessary permits and be delivered on time and on budget.</p> <p>The California Transportation Commission conducts several competitive programs that require individual applications.</p>   |  | <ol style="list-style-type: none"> <li>2. Support a streamlined application process for state funds so that the process does not disadvantage smaller agencies with scarce resources to limit or avoid entirely the need to retain costly consultants in preparing applications.</li> <li>3. Support legislation that makes the permitting process more transparent and includes local governments in allowing for autonomous vehicle deployment in communities to allow local govt and better integrate needs.</li> </ol>   |
| <p><b>VI. Achieving Vision Zero</b><br/>           Vision Zero in California is a movement adopted by many cities (like SF, LA, Berkeley, Santa Rosa) and the state itself, aiming to eliminate all traffic fatalities and severe injuries by designing safer streets, using data-driven engineering, education, and targeted enforcement, recognizing that traffic deaths are preventable public health issues, not inevitable accidents, though progress is mixed, with significant challenges in enforcement and changing driver behavior. It involves redesigning roads for slower speeds and better pedestrian/bicyclist safety. In 2025, the legislature enacted SB 289 to allow for camera enforcement for speeding through construction zones on the state highway system, and SB 720, which allows local jurisdictions to opt in to utilize red light camera systems in high collision areas.</p> | <p>A. Support efforts to enhance motorist and pedestrian safety.</p>   | <ol style="list-style-type: none"> <li>1. Support legislation or local efforts that implement speed calming strategies to realize Vision Zero goals.</li> <li>2. Support advanced technologies and infrastructure upgrades to eliminate collisions and fatalities for motorists, cyclists, and pedestrians.</li> <li>3. Support the Highway Safety Improvement Program, which is managed by Caltrans, and aims to drastically reduce traffic fatalities and serious injuries on all public roads using data-driven strategies and projects like roundabouts, traffic calming, and better signage.</li> </ol> |
| <p><b>VII. Pursuing Federal Opportunities</b><br/>           The Infrastructure Investment and Jobs Act (IIJA) of 2021 provides \$1.2 trillion in investments through September 30, 2026, for federal-aid highways, transit, highway safety, among other items. IIJA program funding is being released over time through calls for projects. It is expected that during 2026, there may continue to be shifts in how the programs are administered, and discussions will begin on a successor bill after the IIJA expires.</p>   | <p>A. Seek federal funding to support priority projects/programs at TAM and for our partner agencies.</p> <p>B. Support climate resilience policies.</p> | <ol style="list-style-type: none"> <li>1. Advocate for the continuation and reauthorization of IIJA with the new administration. The current authorization is due to expire October 1, 2026, advocate to maintain or expand the current investment level for California.</li> <li>2. Work with our regional and national partners to implement the IIJA in achieving goals related to infrastructure condition, safety, mobility, and air quality. TAM will seek new resources to support climate adaptation and the deployment of new transportation technology to address mobility challenges.</li> </ol>  |

| Issue and Background Information   | Goals   | Strategies   |
|--|---|--|
| <p>There have been developments related to executive orders and administrative actions regarding climate, resilience, and environmental policy, and the impact on federal grant opportunities.</p> | <p>C. Support the development of a successor surface transportation bill that provides stable, ongoing funding for policies and projects important to TAM such as safety, equity, and resilience.</p> | <ol style="list-style-type: none"> <li>3. Supports examining revenue solutions for the Highway Trust Fund that keep up with inflation.</li> <li>4. Continue to advocate that federal transportation programs fund and advance the following priorities:               <ol style="list-style-type: none"> <li>a. Highway 101 Multi-Modal Corridor Projects. Support efforts to construct a new Bettini San Rafael Transit Center to ensure safe and efficient multimodal operations for, bus and rail operations, pedestrians, and motor vehicles. Support other emerging multi-modal improvements along the corridor including US 101/I-580 Multimodal and Local Access Improvement Project, interchange improvements, and Part Time Transit Lanes. Support the Sonoma Marin Area Rail Transit's (SMART's) efforts to seek or maintain funding for its project, including extension north to Cloverdale, completion of the multi-use pathway, and potential extension east to the Capital Corridor near Interstate 80.</li> <li>b. Nonmotorized Transportation/ATP. Seek funds dedicated to nonmotorized transportation projects and programs, including Safe Routes to Schools.</li> <li>c. State Highway 37. Support funding for sea level rise adaptation/resilience projects for the State Route 37 Project including Novato Creek Bridge and the remainder of Segment A in Marin County.</li> <li>d. Transit Funding. Support maintaining or increasing funding for transit operations and capital programs and the flexibility for transit operators to use transit funds for operations and/or capital purposes.</li> </ol> </li> <li>5. Advocate for funding and mitigating climate change and support adaptation to protect transportation infrastructure from climate-related impacts, including wildfire risk and sea-level rise.</li> <li>6. While the United States District Court granted a Stay Order to allow transit funds to continue to flow to California and prevents the Department of Labor from using PEPRA to slow</li> </ol> |

| <b>Issue and Background Information</b> | <b>Goals</b> | <b>Strategies</b>   |
|---|--------------|---|
|   |              | <p>or stop the execution of FTA grants to transit agencies, TAM supports a permanent resolution that does not compel recission of grant funds to ensure predictability for transit agencies.</p> <p>7. Protect federally awarded grants that provide access and mobility for all residents.</p> |

## TAM Bill Matrix – February 2026

| Measure   | Status                                   | Bill Summary  | Recommended Position |
|---|--|---|----------------------|
| <b>AB 939 (Schultz)</b><br><b>The Safe, Sustainable, Traffic-Reducing Transportation Bond Act of 2026</b> | 1/29/26<br>Senate Rules<br>Two-year bill | This bill would enact the Safe, Sustainable, Traffic-Reducing Transportation Bond Act of 2026 which, if approved by the voters, would authorize the issuance of bonds in the amount of \$20 billion pursuant to the State General Obligation Bond Law to finance transit and passenger rail improvements, local streets and roads and active transportation projects, zero-emission vehicle investments, transportation freight infrastructure improvements, and grade separations and other critical safety improvements. The bill would provide for the submission of the bond act to the voters at the November 3, 2026, statewide general election. | <b>Watch</b>         |
| <b>AB 954 (Bennett)</b><br><b>Interregional transportation strategic plan: bicycle highways</b>           | 8/29/25<br>Senate Inactive File          | This bill requires Caltrans to the extent feasible and consistent with the California Transportation Plan, to assess incorporating bicycle highways into strategic interregional corridors within the interregional transportation strategic plan (ITSP). Since this bill is in the second house, it can be taken up for this purpose or be amended for another purpose, until August 21.   | <b>Watch</b>         |
| <b>AB 1421 (Wilson)</b><br><b>Vehicles: Road Usage Charge Technical Advisory Committee</b>                | 1/29/26<br>Senate Rules                  | This is a spot bill for a possible gas tax successor source solution. The bill was amended on January 5 to require the California Transportation Commission (CTC), in consultation with the California State Transportation Agency, to consolidate and prepare research and recommendations related to a road user charge or a mileage-based fee system. The bill would require the CTC to submit a report, as specified, on the research and recommendations described above to the appropriate policy and fiscal committees of the Legislature by no later than January 1, 2027.  | <b>Watch</b>         |
| <b>AB 1557 (Papan)</b><br><b>Vehicles: electric bikes</b>   | 2/2/26<br>Assembly Transportation        | This bill would clarify that an electric bicycle is a bicycle equipped with fully operable pedals and an electric motor that cannot exceed 750 watts of peak power.   | <b>Watch/Support</b> |

## TAM Bill Matrix – February 2026

| Measure  | Status                               | Bill Summary   | Recommended Position |
|--|--------------------------------------|--|----------------------|
| <b>AB 1569 (Davies)</b><br><b>Pupil safety: electric bicycle parking: safety program</b> | 2/9/26<br>Assembly<br>Education      | <p>This bill would require each school that allows pupils in kindergarten or any of grades 1 to 12, inclusive, to park a class 1, 2, or 3 electric bicycle, as defined, on campus during regular school hours to require pupils to complete the electric bicycle safety and training program developed by the Department of the California Highway Patrol, as provided, or a related safety course, as specified, as a condition for parking on campus.</p> <p>The bill would also require a pupil to submit proof of completion of the above-described course to their school before parking their class 1, 2, or 3 electric bicycle on the school campus during school hours. The bill would exempt schools that adopted a policy related to electric bicycle safety, on or before January 1, 2027, from the above-described requirements.</p> | <b>Watch</b>         |
| <b>AB 1599 (Ahrens)</b><br><b>California Transit Stop Registry</b>                       | 2/2/26<br>Assembly<br>Transportation | <p>This bill would require Caltrans to create, on or before December 31, 2026, the California Transit Stop Registry as a centralized, statewide dataset of standardized information regarding transit stops that includes, but is not limited to, each transit stop's name, location, available amenities, and unique identifier, as specified.</p>  | <b>Watch</b>         |
| <b>AB 1614 (Dixon)</b><br><b>Vehicles: bicycles</b>                                      | 2/2/26<br>Assembly<br>Transportation | <p>This bill would prohibit a person from operating a bicycle on a Class I bikeway without a permanent seat being affixed.</p>   | <b>Watch</b>         |

## TAM Bill Matrix – February 2026

| Measure  | Status                | Bill Summary  | Recommended Position |
|--|-----------------------|---|----------------------|
| <b>AB 1740 (Zbur)</b><br><b>Coastal resources: coastal development permits: urban multimodal communities: bicycle facilities</b> | 2/5/26<br>Introduced  | This bill would authorize a city to designate itself as an urban multimodal community if the city has (1) at least one high-quality transit corridor or transit priority area in the city, (2) adopted plans that include targets to reduce greenhouse gas emissions and fatal and severe injury crashes, and (3) Class I, Class II, or Class IV bicycle facilities, as defined. If a city meets the criteria to designate itself as an urban multimodal community, the bill would require documentation be submitted to the Office of Land Use and Climate Innovation for review and would require the documentation to be posted on the city's internet website. The bill would provide that a coastal development permit is not required for certain activities and types of development within an urban multimodal community, as specified. | <b>Watch</b>         |
| <b>AB 1745 (Jeff Gonzalez)</b><br><b>Motor Vehicle Fuel Tax Law: suspension of tax</b>   | 2/9/26<br>Introduced  | This bill would suspend the imposition of the tax on motor vehicle fuels for one year. The bill would require that all savings realized based on the suspension of the motor vehicle fuels tax by a person other than an end consumer, as defined, be passed on to the end consumer, and would make the violation of this requirement an unfair business practice, in violation of unfair competition laws, as provided.  | <b>Oppose</b>        |
| <b>AB 1783 (DeMaio)</b><br><b>Additional local taxes: vehicle miles traveled tax</b>   | 2/10/26<br>Introduced | This bill would prohibit a city, county, or any political subdivision thereof from imposing a tax, fee, assessment, or charge, that is calculated, in whole or in part, based on the number of miles traveled by a motor vehicle. It would not prohibit the collection of tolls for the use of specific facilities, as provided. The bill would provide that any existing program, pilot program, regulation, or administrative action inconsistent with this prohibition is void and unenforceable.  | <b>Oppose</b>        |

## TAM Bill Matrix – February 2026

| Measure  | Status                    | Bill Summary   | Recommended Position |
|--|---------------------------|--|----------------------|
| <b>AB 1855 (Jeff Gonzalez)</b><br><br><b>California Environmental Quality Act: exemption: passenger rail service</b> | 2/11/26<br><br>Introduced | This bill would eliminate the condition for a CEQA exemption that the public project be exclusively used by zero-emission trains or certified Tier 4 or cleaner rolling stock or locomotives, thereby expanding the scope of the exemption. For purposes of the exemption, the bill would require that the mainline rail of the project, instead of the whole project, to be located entirely within an existing right-of-way or existing highway right-of-way.  | <b>Watch</b>         |
| <b>AB 1942 (Bauer-Kahan)</b><br><br><b>Electric bicycles: registration and special license plates</b>                | 2/13/26<br><br>Introduced | This bill would require class 2 and class 3 electric bicycles to be registered with the Department of Motor Vehicles (DMV) and to display a special license plate issued by the department. The bill would require DMV to adopt regulations to implement these requirements and would make a person operating a class 2 or class 3 electric bicycle in violation of these requirements guilty of an infraction punishable by specified fines. By creating a new crime, the bill would impose a state-mandated local program. | <b>Watch</b>         |
| <b>AB 1944 (Lee)</b><br><br><b>Zero-emission transit buses: axle weight</b>  | 2/13/26<br><br>Introduced | This bill would, until January 1, 2032, establish specified higher weight limitations up to 25,000 pounds for zero-emission transit buses procured through a solicitation process pursuant to which a solicitation was issued at various specified periods between January 1, 2027, and December 31, 2031, inclusive.  | <b>Watch</b>         |

## TAM Bill Matrix – February 2026

| Measure  | Status                    | Bill Summary   | Recommended Position |
|--|---------------------------|--|----------------------|
| <b>AB 2051 (Wicks)</b><br><br><b>Public resources:</b><br><b>Coastal Resilience Permitting Working Group</b> | 2/18/26<br><br>Introduced | This bill would require the Secretary of the Natural Resources Agency, in consultation with the Secretary for Environmental Protection, to convene a Coastal Resilience Permitting Working Group for the purpose of developing a Coastal Resilience Permitting Roadmap for coastal resilience projects proposed in specified areas. The bill would require the Coastal Resilience Permitting Working Group to consist of representatives from federal, state, and local agencies, including, among others, the California Coastal Commission, the California Environmental Protection Agency, and the Department of Fish and Wildlife. The bill would, on or before January 1, 2028, require the Secretary of the Natural Resources Agency to submit the Coastal Resilience Permitting Roadmap to the Governor and the relevant fiscal and policy committees of the Legislature. | <b>Watch</b>         |
| <b>AB 2184 (Wilson)</b><br><br><b>Cap-and-Invest Program: nature-based climate solutions: funding</b>        | 2/19/26<br><br>Introduced | This bill would annually appropriate up to \$300,000,000 from the Greenhouse Gas Reduction Fund in the annual Budget Act each fiscal year from the 2027–2028 to the 2045–46 fiscal year, inclusive, to achieve nature-based climate solutions, including \$150,000,000 to be allocated to the Natural Resources Agency to fund nature-based climate solutions, not less than \$50,000,000 to be allocated to the Department of Food and Agriculture to fund nature-based climate solutions in croplands and grasslands, and the remaining amount to be allocated for nature-based climate solutions at the discretion of the Legislature.  | <b>Watch</b>         |
| <b>AB 2284 (Dixon)</b><br><br><b>Vehicles: electric bikes</b>  | 2/19/26<br><br>Introduced | This bill would require, on or before June 1, 2027, the California Highway Patrol, in partnership with biking nonprofit groups, to compile a list of electric bicycles and electric bicycle products that do not comply with statutory and regulatory requirements for the labeling or advertising of electric bicycles or electric bicycle products. The bill would require the department to make the list available on its internet website and to update the list and internet website, when necessary.  | <b>Support</b>       |

## TAM Bill Matrix – February 2026

| Measure   | Status                | Bill Summary   | Recommended Position |
|---|-----------------------|--|----------------------|
| <b>AB 2341 (Fong)</b><br><b>Surplus land: transit stops</b>                                     | 2/19/26<br>Introduced | Existing law reaffirms the Legislature’s declaration that surplus land, prior to disposition, should be made available for housing for persons and families of low and moderate income, and reaffirms the Legislature’s declaration of the importance of appropriate planning and development near transit stations to encourage the clustering of housing and commercial development around those stations.<br>This bill would revise those declarations related to transit stations to, instead, reaffirm the Legislature’s declaration of the importance of appropriate planning and development near transit stops to encourage the clustering of housing and commercial development around those stops. | <b>Watch</b>         |
| <b>AB 2346 (Wilson)</b><br><b>Vehicles: electric bicycles and speed limits.</b>                 | 2/19/26<br>Introduced | This bill would require all class 1 and class 2 electric bicycles manufactured, sold, or offered for sale on or after January 1, 2029, to be equipped with a speedometer. The bill would also require all electric bicycles manufactured, sold, or offered for sale on or after January 1, 2029, to be equipped with an integrated front lamp and a rear lamp, as specified.<br><br>The bill would also require manufacturers and distributors of electric bicycles to include a written description of California’s electric bicycle laws with the bicycle’s packaging to be provided to the consumer.  | <b>Support</b>       |
| <b>AB 2560 (Schultz)</b><br><b>Climate Action Plan for Transportation Infrastructure: goals</b> | 2/20/26<br>Introduced | This bill would establish the Climate Action Plan for Transportation Infrastructure (CAPTI) goals and would authorize the California State Transportation Agency to update those CAPTI goals, as specified. The bill would require a project under the above-described programs to apply, where feasible, within the fix-it-first approach, the CAPTI goals as established or updated by the agency, as specified.   | <b>Watch</b>         |

## TAM Bill Matrix – February 2026

| Measure  | Status                        | Bill Summary   | Recommended Position |
|--|-------------------------------|--|----------------------|
| <b>SB 667 (Archuleta)</b><br><b>Railroads: safety:</b><br><b>wayside detectors:</b><br><b>train length:</b><br><b>emergency vehicle crossing</b> | 1/27/26<br><br>Assembly Rules | This bill requires a railroad to operate a network of wayside detector systems on or adjacent to any track used by a freight train. By mandating comprehensive detection coverage and communication protocols, it attempts to enhance California's ability to detect potential equipment failures before they result in catastrophic incidents. As amended on January 5, the bill would cap train speed based on whether they fit into one of three classes.-While this bill is intended to enhance safety, it may have an adverse impact on freight operations and, ultimately, scheduling slots for passenger rail service and ridership if enacted. | <b>Watch</b>         |

## TAM Bill Matrix – February 2026

| Measure  | Status                        | Bill Summary  | Recommended Position |
|--|-------------------------------|---|----------------------|
| <b>SB 677 (Wiener)</b><br><br><b>Housing development: transit-oriented development</b> | 1/26/26<br><br>Assembly Rules | <p>Existing law requires that a housing development project, as defined, within a specified distance of a transit-oriented development (TOD) stop, as defined, be an allowed use as a transit-oriented housing development on any site zoned for residential, mixed, or commercial development, if the development complies with certain applicable requirements, such as height limits, density, and residential floor area ratio in accordance with a development’s proximity to specified tiers of TOD stops, and labor standards that require that a specified affidavit be signed under penalty of perjury. The term “high-frequency commuter rail” for TOD purposes is defined as commuter rail service operating a total of at least 48 trains per day across both directions, not including temporary service changes of less than one month or unplanned disruptions, and not meeting the standard for very high frequency commuter rail, at any point in the past three years. Existing law also defines the term “Tier 2 transit-oriented development stop” for these purposes to mean a TOD stop within an urban transit county, as defined, excluding a Tier 1 transit-oriented development stop, as defined, served by light rail transit, by high-frequency commuter rail, or by bus service meeting specified standards.</p> <p>This bill would revise the definition of “high-frequency commuter rail” to mean a public commuter or intercity rail station with a total of at least 48 passenger trains on average per weekday across all directions, not including temporary service changes of less than one month or unplanned disruptions, and not meeting the standard for very high frequency commuter rail, at any point in the past three years.</p> <p>SMART currently runs 41 trains a day, but with MASCOTs service changes they will be running 48 trains starting in April.</p> | <b>Watch</b>         |

## TAM Bill Matrix – February 2026

| Measure   | Status                                 | Bill Summary  | Recommended Position |
|---|--|---|----------------------|
| <b>SB 908 (Wiener)</b><br><br><b>Housing development: transit-oriented development</b>          | 2/11/26<br><br>Senate Rules            | <p>Existing law generally regulates the development of transit-oriented housing developments near transit-oriented development stops. Existing law defines various terms for these purposes. Existing law requires the Department of Housing and Community Development to oversee compliance with those provisions, authorizes a local government to enact an ordinance to make its zoning code consistent with those provisions, as specified, and requires each metropolitan planning organization to create a map of transit-oriented development stops and zones within its region by tier, as specified.</p> <p>As amended on January 8, 2026, this spot bill would state the intent of the Legislature to enact subsequent legislation that would make technical and clarifying changes to those laws governing transit-oriented development, and to add a select set of San Francisco Bay area ferry terminals to the scope of those provisions.</p> | <b>Watch</b>         |
| <b>SB 922 (Laird)</b><br><br><b>Vehicles: local agency charges: use of streets or highways.</b> | 2/11/26<br><br>Senate Local Government | <p>Existing law prohibits a local agency from imposing a tax, permit fee, or other charge for the privilege of using its streets or highways, other than a permit fee for an extralegal load unless the local agency had imposed the fee prior to June 1, 1989.</p> <p>This bill would expressly limit this prohibition to charges based on weight. The bill would also explicitly state that a fee, charge, or surcharge imposed by or for a local agency to recover the cost of street maintenance and repair and other costs associated with the use of its streets, roads, or highways to provide public services or public works is not a tax, permit fee, or other charge that is prohibited by the provision above. The bill would provide that nothing in the Vehicle Code prohibits a local agency from imposing or collecting this fee, charge, or surcharge.</p>   | <b>Watch</b>         |

## TAM Bill Matrix – February 2026

| Measure  | Status                                  | Bill Summary  | Recommended Position |
|--|---|---|----------------------|
| <b>SB 1035 (Strickland)</b><br><b>Motor vehicle fuel tax: greenhouse gas reduction programs: suspension</b>  | 2/18/26<br>Senate Environmental Quality | This bill would suspend the Low Carbon Fuel Standard regulations for one year. The bill would also exempt suppliers of transportation fuels from regulations for the use of market-based compliance mechanisms for one year.  | <b>Oppose</b>        |
| <b>SB 1087 (Cabaldon)</b><br><b>Transportation planning: sustainable communities strategies: Road Maintenance and Rehabilitation Program: local planning grants.</b> | 2/13/26<br>Introduced                   | <p>This bill would require, on and after January 1, 2027, every 2nd regional transportation plan (providing eight years rather than the current four) prepared and adopted by those transportation planning agencies to include a sustainable communities strategy prepared by a metropolitan planning organization.</p> <p>The bill would require that \$25,000,000, in Road Maintenance and Rehabilitation Account funding, upon appropriation by the Legislature, to be allocated to specified local entities based on their share of the statewide population for the same purposes.</p> <p>This is the SB 375 reform bill, sponsored by the Big Four MPOs.</p> | <b>Watch</b>         |

## TAM Bill Matrix – February 2026

| Measure  | Status                | Bill Summary  | Recommended Position |
|--|-----------------------|---|----------------------|
| <b>SB 1246 (Cortese)</b><br><b>Autonomous vehicles</b> | 2/19/26<br>Introduced | <p>Existing law authorizes the operation of an autonomous vehicle on public roads for testing purposes by a driver who possesses the proper class of license for the type of vehicle operated if specified requirements are satisfied. Existing law requires that the application contain, at a minimum, specified certifications, including a certification by the manufacturer that the autonomous technology satisfies specified requirements, including that the autonomous vehicle has a separate mechanism to capture and store the autonomous technology sensor data for at least 30 seconds before a collision occurs between the autonomous vehicle and another vehicle, object, or person while operating in autonomous mode.</p> <p>This bill would, instead, require the separate mechanism to capture and store autonomous technology sensor data for at least 45 seconds before and after, whenever feasible, a collision. This bill would allow the department to hold public hearings on the adoption of the above regulations both online and in person.</p> | <b>Support</b>       |

THIS PAGE LEFT BLANK INTENTIONALLY



**DATE:** March 9, 2026

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

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

**SUBJECT:** Lincoln Avenue Corridor Study Artificial Intelligence Pilot (Discussion), Agenda Item No. 6

---

## RECOMMENDATION

The Funding, Programming & Legislation (FP&L) Executive Committee receives an update on the Lincoln Avenue Corridor Study Artificial Intelligence Pilot.

## BACKGROUND

With the adoption of the Countywide Transportation Plan 2050 (CTP 2050) in December 2024, TAM has identified key transportation networks throughout the county, including specific network strategies including an Active Transportation Network, a Transit Priority Network, activity hubs with a focus on walkable environments, a high collision network, wildfire evacuation network, and other spatial networks for advancing the CTP goals into network improvements. The implementation framework of the CTP provides an example of where these network priorities overlap and calls for the “collaboration and development of a corridor plan that provides co-benefits to address the range of needs and strategies” identified in the CTP.

To advance the CTP goals and implement the networks envisioned in the CTP, corridor plans are important efforts to balance the priorities of the CTP into actionable improvement plans including multimodal improvement. However, staff have seen challenges in multimodal planning and coordination between project stakeholders.

Over its history, TAM has conducted a number of local corridor plans, and has funded or participated in others, including the following TAM-led initiatives:

- US 101 Part Time Transit Lanes Feasibility Study (Completed 2021, \$350,000)
- Fairfax San Rafael Transit Corridor Study (Completed 2015, \$150,000)
- Central and Southern Marin Transit Study (Completed 2008, ~\$300,000)

As costs for these efforts have grown over the years, and with increasing interest in additional corridor planning, staff have been exploring lower cost, alternative approaches.

At the October 23, 2025 TAM Innovation Workshop, the TAM Board engaged in discussion about top emerging trends in transportation innovation, including the role that artificial intelligence (AI) plays. Staff presented efforts underway, including the use of AI to conduct a corridor plan for Lincoln Avenue in San Rafael, an area of interest for safety improvements, transit priority, and overall mobility and development opportunity for the city.

TAM staff are bringing this update to the FP&L Executive Committee to discuss the findings from the Lincoln Avenue study and to continue discussions regarding the role AI could play in advancing the CTP and multimodal planning at TAM.

## **DISCUSSION/ANALYSIS**

In 2025, staff was approached by Waypoint Transit to explore AI tools to help streamline development of planning activities including corridor studies. TAM staff sought to initiate the Lincoln Avenue Pilot AI Corridor Study as an implementing action of the CTP to advance safety, equity, and multimodal mobility goals across the County. The study does not represent adopted City or TAM recommendations; it is an exploratory effort to evaluate tools and process, not to advance design.

In San Rafael, Lincoln Avenue functions simultaneously as a regional connector, local main street, and neighborhood access route, resulting in overlapping and sometimes competing demands among people driving, walking, biking, and using transit. The corridor has a documented history of modal conflicts, constrained right-of-way, low-income populations, and development opportunities identified in San Rafael's Housing Element. TAM staff, in conjunction with San Rafael and Marin Transit staff, identified the corridor as an opportunity to pilot the new AI technology developed by Waypoint Transit to proactively examine these challenges and to support CTP priorities. Working cooperatively amongst agencies, TAM staff led the scoping and data collection and provided ongoing project management to reduce administrative work on behalf of partner agencies.

The result of the study demonstrated the following:

- Waypoint Transit's AI tools (or similar tools) can be useful for corridor or other planning studies
- AI tools enhance, but do not replace the need for, local expertise and policy decisions
- Areas of potential streamlining for cities and TAM include data gathering and packaging, existing conditions analysis, and developing potential treatments to align policy goals to improvements
- Aligning transportation policy with physical improvements can result in improved multimodal projects
- Staff at local agencies and TAM will still need to exercise professional judgement in the applicability of these treatments to local environments

TAM staff reviewed the draft study and resulting findings with the City of San Rafael and Marin Transit staff. The draft study was also presented by TAM staff to the City's Traffic Committee in January and Bicycle and Pedestrian Advisory Committee in February as requested by City of San Rafael staff. The respective committees provided positive feedback on the study, expressing interest in opportunities to expand the application of AI studies beyond Lincoln Avenue.

Staff will present a review of the Lincoln Avenue Corridor Study AI Pilot to the FP&L Executive Committee and seek feedback on the study, its applicability in other areas of TAM work, and any additional guidance.

## **FISCAL CONSIDERATION**

There is no fiscal impact with the review of the study.

## **RELATIONSHIP TO COUNTYWIDE TRANSPORTATION PLAN (CTP)**

As discussed, implementation of the CTP from networks to improvement plans will require significant planning and coordination to balance the multiple needs of the transportation network. This pilot study provides a pathway for streamlined coordination and implementation of CTP priorities.

## **NEXT STEPS**

Staff will finalize the study based on the input received; and return to the FP&L Executive Committee and TAM Board with further updates on the Innovation program and integration into TAM work.

## **ATTACHMENTS**

Attachment A – Staff Presentation

Attachment B – Lincoln Avenue Corridor Study AI Pilot Executive Summary

Attachment C – [Lincoln Avenue Corridor Study AI Pilot \(hyperlink only\)](#)

THIS PAGE LEFT BLANK INTENTIONALLY



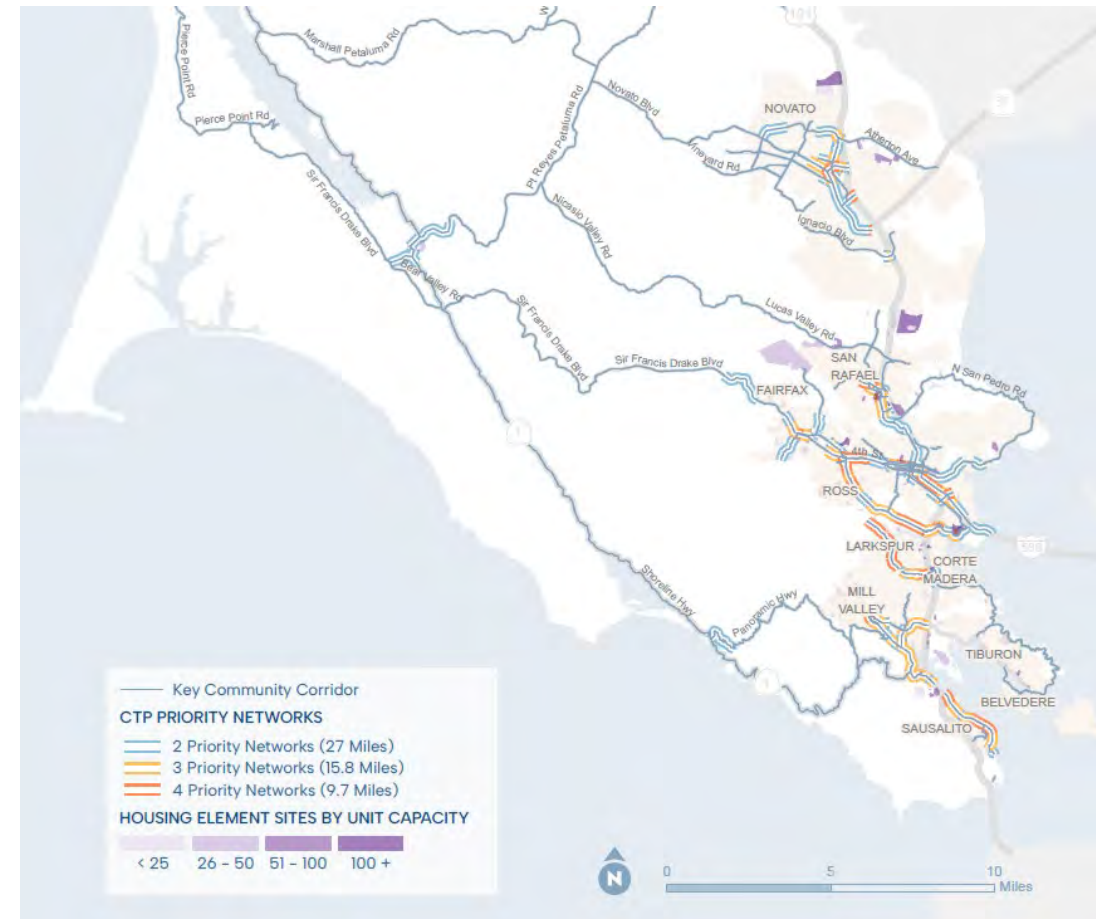
# Lincoln Ave Corridor Study – AI Pilot Overview

Transportation Authority of Marin  
Funding, Programming & Legislation Executive Committee

March 9, 2026

# Study Context – Why Pilot This Type of Corridor Study?

- Network approach of multiple CTP strategies
- Corridor Planning & Coordination to balance multiple needs & implement the CTP
- Full corridor studies can be resource intensive (staff time and funding)
- Opportunity to better integrate advances in AI
- **Goal:** understand feasibility/practicality of these tools
- Study does NOT represent adopted City or TAM recommendations; it is an exploratory effort to evaluate tools and process, not to advance design



## THE STUDY TEAM

# Waypoint Transit

Waypoint provides AI-powered planning automations trusted by agencies nationwide. Automations include:

- Planning studies
- Roadway safety audits
- New development review and permitting
- Economic development



Varun Tandon  
CEO  
Previously at Stanford,  
Microsoft



Ryan Johnston  
CTO  
Previously at Stanford,  
Apple



Bhargava Sana  
Planning Advisor  
Planner at SANDAG,  
Previously SFCTA



**1/5 the cost**

of a traditional planning consultant

**Up to 80% faster**

than a traditional corridor study

## THE METHODOLOGY

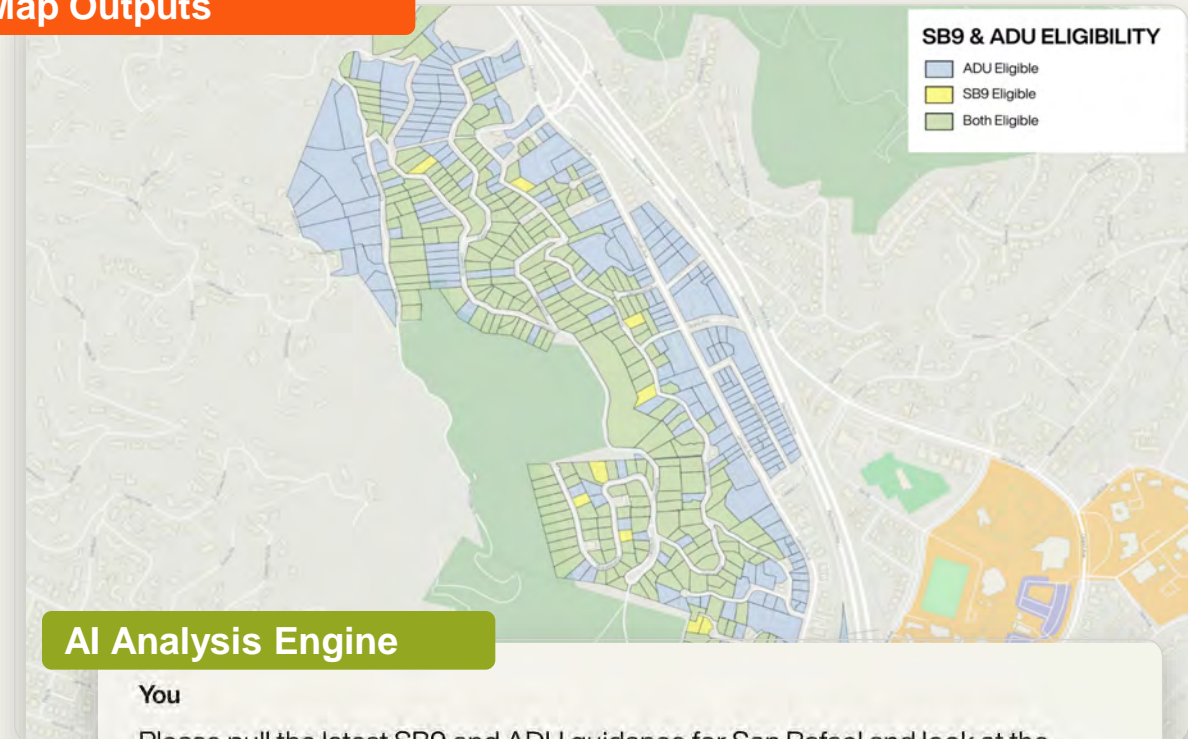
# From AI Analysis to Finished Report

- Waypoint ran comprehensive analyses for the Lincoln Ave Corridor Study — land use, crash data, demographics, transit access — while cross-referencing municipal codes, planning documents, and city council records to connect spatial data to the policy landscape.
- These outputs built the existing conditions foundation in hours rather than weeks.
- Every AI output is refined and reviewed— this isn't AI replacing expertise, it's technology making planners more effective.

**30+ analyses**  
completed

**Minutes, not days**  
with AI automation

## Map Outputs



## AI Analysis Engine

You

Please pull the latest SB9 and ADU guidance for San Rafael and look at the parcels in our study area to determine which are ADU eligible, which are SB9 eligible, and which are eligible for both

Waypoint

✧ Reasoning

I'll start by searching for local documents on SB9 and ADU guidance for San Rafael, and simultaneously check what map layers and parcels are already in our study area.

# Study Context – Why Lincoln Avenue?

## Corridor Challenges & Opportunities:

- Constrained right-of-way
- Development opportunities/housing element sites
- Low income & minority populations
- Local access & parking challenges
- High transit ridership, opportunities to improve transit operations
- Bicycle and pedestrian safety and connectivity
- Emergency and evacuation considerations
- Congestion relief

Coordination needed between local jurisdictions, transit operators and TAM in developing improvements in the corridor



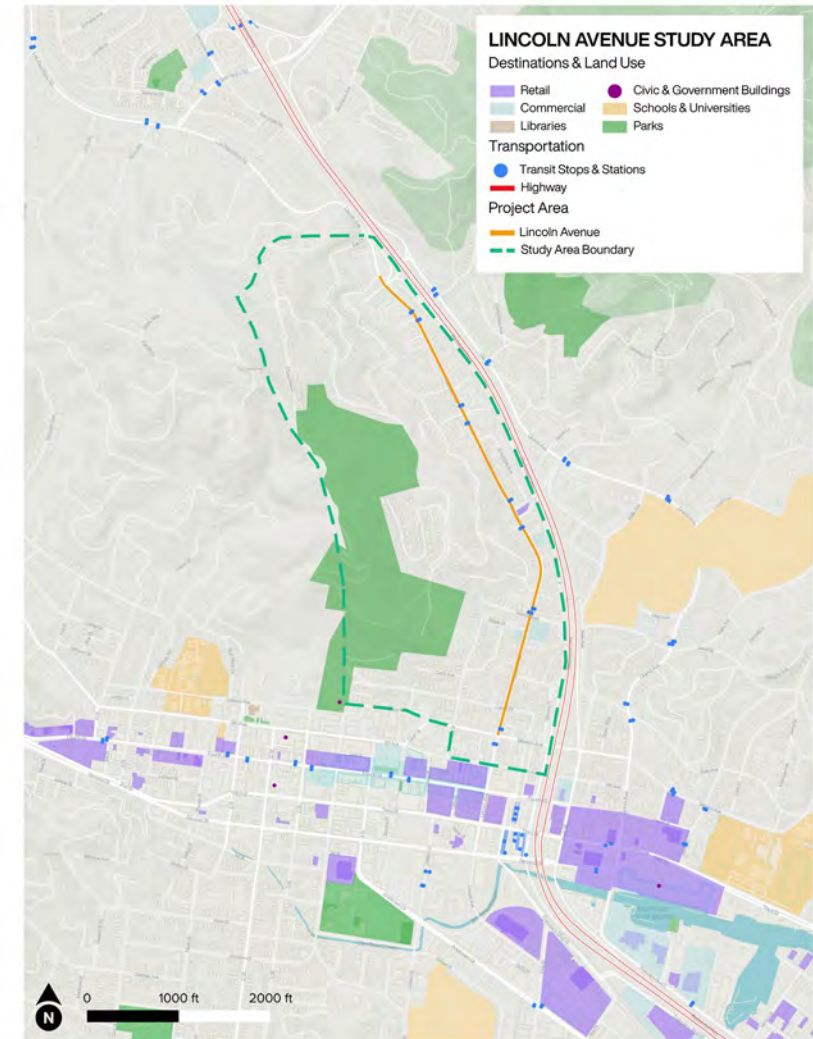
Left Image: Aerial view of Lincoln Avenue Corridor

Bottom Image: Street view of Lincoln Avenue



# Summary – Study Area Overview & Role of the Corridor

- **Lincoln Avenue: Study Area and Function**
- 1.05-mile corridor from Mission Avenue to Prospect Drive
- Serves multiple roles:
  - Neighborhood access
  - Primary local transit corridor
  - Parallel relief route to US-101
- Adjacent to SMART rail and pathway
- Higher residential density than citywide average



# Process for Development

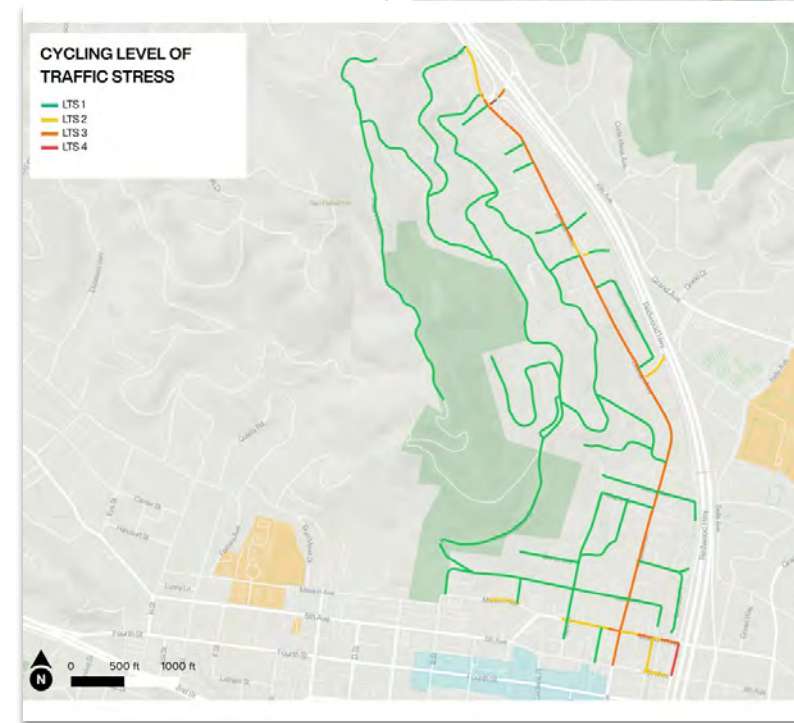
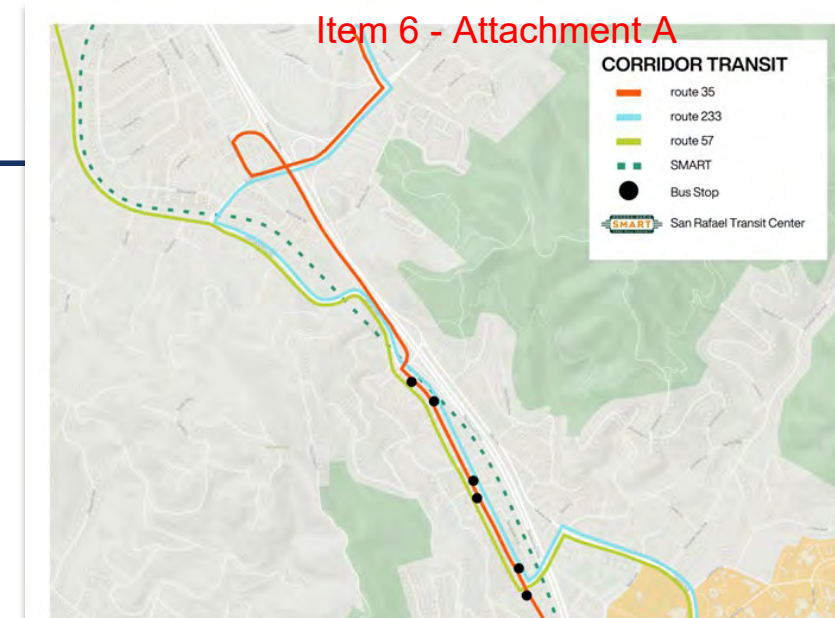
- Develop Schedule and Scope of Work with City DPW
- Kick off meeting with Waypoint to align goals of the Study
- TAM and City staff collected existing plans, studies, and data to share with Waypoint including but not limited to:
  - City of San Rafael General Plan 2040
  - Housing Element (2023-2031)
  - Marin Transit Short Range Transit Plan
  - High Collision Corridor Designations (Lincoln Ave Safety Corridor LRSP, Vision Zero Commitment)
  - Marin Wildfire Evacuation Route
- Waypoint downloaded the data and inventoried information relevant to Lincoln Avenue
- Waypoint synthesized the review into Findings and developed Potential Treatment Options
  - Developed maps based on the data provided

|                                       |                                      | Week |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |
|---------------------------------------|--------------------------------------|------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|
| Task                                  | Description                          | 1    | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| <b>1 Project Coordination</b>         |                                      |      |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |
| 1.1                                   | Project Kickoff                      | █    |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |
| 1.2                                   | Data Request                         |      |   | █ |   |   |   |   |   |   |    |    |    |    |    |    |    |
| 1.3                                   | Existing Conditions Review           |      |   |   |   |   |   |   |   | █ |    |    |    |    |    |    |    |
| 1.4                                   | Final Report Draft Review            |      |   |   |   |   |   |   |   |   |    |    |    |    |    |    | █  |
| <b>2 Literature Review</b>            |                                      |      |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |
| 2.1                                   | Similar Studies                      |      | █ | █ | █ | █ |   |   |   |   |    |    |    |    |    |    |    |
| 2.2                                   | Relevant Municipal Plans             |      | █ | █ | █ | █ |   |   |   |   |    |    |    |    |    |    |    |
| 2.3                                   | Relevant Laws, Codes, and Guidelines |      |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |
| 2.4                                   | Manual Review                        |      |   |   | █ | █ |   |   |   |   |    |    |    |    |    |    |    |
| <b>3 Detailed Scope Generation</b>    |                                      |      |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |
| 3.1                                   | Project Outline Generation           |      | █ | █ |   |   |   |   |   |   |    |    |    |    |    |    |    |
| 3.2                                   | Similar Study Examples               |      | █ | █ |   |   |   |   |   |   |    |    |    |    |    |    |    |
| 3.3                                   | Manual Review                        |      | █ | █ |   |   |   |   |   |   |    |    |    |    |    |    |    |
| <b>4 Existing Conditions Analysis</b> |                                      |      |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |
| 4.1                                   | Context Analysis                     |      |   |   |   | █ | █ | █ |   |   |    |    |    |    |    |    |    |
| 4.2                                   | Transportation Analysis              |      |   |   |   | █ | █ | █ |   |   |    |    |    |    |    |    |    |
| 4.3                                   | Safety Analysis                      |      |   |   |   | █ | █ | █ |   |   |    |    |    |    |    |    |    |
| 4.4                                   | Market Analysis                      |      |   |   |   | █ | █ | █ |   |   |    |    |    |    |    |    |    |
| 4.5                                   | Manual Review                        |      |   |   |   | █ | █ | █ | █ |   |    |    |    |    |    |    |    |
| <b>5 Recommendations Development</b>  |                                      |      |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |
| 5.1                                   | Recommendations Generation           |      |   |   |   |   |   |   |   | █ | █  | █  | █  |    |    |    |    |
| 5.2                                   | Manual Review                        |      |   |   |   |   |   |   |   | █ | █  | █  | █  |    |    |    |    |
| <b>6 Final Report Development</b>     |                                      |      |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |
| 6.1                                   | Draft Report Generation              |      |   |   |   |   |   |   |   | █ | █  | █  | █  | █  |    |    |    |
| 6.2                                   | Manual Content Edit                  |      |   |   |   |   |   |   |   | █ | █  | █  | █  | █  |    |    |    |
| 6.3                                   | Manual Design Edit                   |      |   |   |   |   |   |   |   | █ | █  | █  | █  | █  |    |    |    |
| 6.4                                   | Final Manual Edit                    |      |   |   |   |   |   |   |   | █ | █  | █  | █  | █  |    |    |    |

# Existing Conditions Analysis

## AI tool conducted multiple analysis types:

- Level of Traffic Stress Analysis
  - Both bicycle and pedestrian
- Land Use Assessment
- Parking and Daylighting Analysis
- Safety Assessment of the corridor using collision data
- Transit Reliability & Operations Analysis
- Corridor Analysis, Intersection by Intersection



# Summary of Treatment Options

## Focused actions within a constrained corridor

- Target safety where crashes occur
  - Intersection-based, proven countermeasures at high-risk locations.
- Improve transit reliability & operations
  - TSP, queue jumps, and stop placement adjustments, not necessarily new lanes.
- Direct cycling to lower-stress facilities
  - Use the SMART Pathway as the primary bikeway, with better access and wayfinding.
- Reduce pedestrian crossing stress
  - Shorter crossings, improved lighting, and targeted controls.
- Support incremental land use change
  - Align modest housing growth and parking policy with corridor capacity.



# Summary of Treatment Options

Study includes intersection level analysis of the treatment options and highlights where they would be applicable

## Example of Mission and Paloma Avenue

- Transit Signal Priority for transit vehicles in both directions
- Relocate southbound bus stop to block between Paloma Avenue and Maple Street
- Bus stop pavement markings at both stops
- Add the south leg crossing to eliminate the three-leg configuration
- High-visibility crosswalk striping on all crossings
- Leading Pedestrian Intervals and Accessible Pedestrian Signals on all crossings
- Curb extensions on both Lincoln Avenue approach lanes
- ADA-compliant curb ramps at all four corners
- Wayfinding signage to the SMART trail
- New Redwood Bikeshare station



Lincoln Avenue And Linden Lane

### EXISTING CONDITIONS:

- The north-south crossing across Linden Lane to the north is signalized and properly daylighted, but it is missing an ADA-compliant curb ramp on the north side of the crossing.
- Pedestrians on the west side of Lincoln Avenue lack a direct way to cross to the bus stop on the east side without a significant detour and multi-leg crossing maneuver.
- The north-south crossing across Linden Lane to the south is signalized and has ADA-compliant curb ramps.
- The single crossing across Lincoln Avenue has ADA-curb ramps.
- The left turn from Lincoln Avenue onto Linden Lane (southern intersection) is protected.

### RECOMMENDED TREATMENTS:

1. Add an east-west crossing over Lincoln Avenue at/near the bus stop, using high-visibility markings and aligning details with the current HSIP designs.
2. Install the missing ADA-compliant curb ramp at the northeastern curb at the northern intersection with Linden Lane.
3. Ensure that the signalized pedestrian crossings have LPIs.
4. If geometry permits, consider curb extensions to shorten crossing distances.

# Results and Discussion

- Waypoint AI (or similar tools) can be useful for corridor or other planning studies
- Areas of potential streamlining for cities and TAM include data gathering and packaging, existing conditions analysis, and developing potential treatments to align policy goals to improvements
- Aligning transportation policy with physical improvements may result in improved multimodal projects
- Staff at local agencies and TAM will still need to exercise professional judgement in the applicability of these treatments to local environments
- Enhances, but does not replace the need for, local expertise and policy decisions

# Questions & Discussion

---

Thank you!

Mikaela Hiatt

TAM Senior Transportation Planner

[mhiatt@tam.ca.gov](mailto:mhiatt@tam.ca.gov)

# LINCOLN AVENUE

San Rafael

---



September 2025

**Corridor Study**

# TABLE OF CONTENTS

|  |            |
|--|------------|
| <b>Glossary</b>  | <b>4</b>   |
| <b>Executive Summary</b>                               | <b>7</b>   |
| <b>Study Area and Overview</b>                         | <b>9</b>   |
| <b>Study Purpose</b>                                   | <b>12</b>  |
| <b>Role of the Corridor</b>                            | <b>15</b>  |
| <b>Previous Study Review</b>                           | <b>17</b>  |
| <b>Policy and Strategic Designations</b>               | <b>26</b>  |
| <b>Corridor Land Use</b>                               | <b>32</b>  |
| <b>Corridor Amenities</b>                              | <b>35</b>  |
| <b>Parking and Daylighting</b>                         | <b>43</b>  |
| <b>Active Transportation</b>                           | <b>47</b>  |
| <b>Roadway Safety</b>                                  | <b>60</b>  |
| <b>Roadway Design and Service</b>                      | <b>65</b>  |
| <b>Transit</b>   | <b>74</b>  |
| <b>Housing</b>   | <b>81</b>  |
| <b>Evaluation Framework</b>                            | <b>89</b>  |
| <b>Transit Potential Treatments</b>                    | <b>90</b>  |
| <b>Development Potential Treatments</b>                | <b>95</b>  |
| <b>Roadway Service and Safety Potential Treatments</b> | <b>104</b> |
| <b>Bicycle Potential Treatments</b>                    | <b>114</b> |
| <b>Walkability Treatments</b>                          | <b>125</b> |
| <b>Final Potential Treatments</b>                      | <b>142</b> |
| <b>A Policies Guiding the Corridor</b>                 | <b>158</b> |

|                                       |            |
|---------------------------------------|------------|
| <b>B Cost Estimates</b>               | <b>165</b> |
| <b>C Policy Implementation Steps</b>  | <b>169</b> |
| <b>D Dedicated Bus Lanes Analysis</b> | <b>171</b> |

# GLOSSARY

- **AADT (Average Annual Daily Traffic):** The total volume of vehicle traffic on a highway or road for a year divided by 365 days.
- **ADU (Accessory Dwelling Unit):** A secondary housing unit on a single-family lot, also known as a granny flat or in-law unit.
- **APS (Accessible Pedestrian Signal):** A device that communicates information about pedestrian crossing phases in a non-visual format, such as audible tones, verbal messages, and vibrating surfaces, to assist pedestrians with vision or hearing impairments.
- **ATP (Active Transportation Program):** A competitive California state grant program that provides funding for projects that encourage active modes of transportation, such as walking and bicycling.
- **CEQA (California Environmental Quality Act):** A state law requiring agencies to identify and mitigate the significant environmental impacts of their actions. Transportation projects are often subject to CEQA review.
- **CIP (Capital Improvement Program):** A multi-year plan outlining a city's intended capital projects and their financing. The safety improvements for Lincoln Avenue are part of San Rafael's CIP.
- **Class I shared use path:** Off-street path for bicycles and pedestrians.
- **Class II bike lane:** Exclusive on-street lane. A buffered Class II bike lane includes a painted buffer.
- **Class III bike route:** Shared lane; may include shared lane markings.
- **Class IV separated bikeway:** Protected on-street bikeway; also called a protected bike lane or cycle track.
- **Complete Streets:** A transportation policy and design approach that requires streets to be planned, designed, and operated to enable safe access for all users, including pedestrians, bicyclists, motorists, and transit riders of all ages and abilities.
- **Curb extension (bulb-out):** Curb that extends into the parking lane at intersections or crosswalks, reducing crossing distances and improving visibility.
- **Daylighting:** Removing parking near intersections to improve visibility and sight lines for pedestrians and drivers, now mandated by California AB 413.
- **Far-side stop:** Transit stop located on the far side of an intersection (after crossing the intersection). Improves bus operations and integrates well with TSP.
- **HSIP (Highway Safety Improvement Program):** Federal funding program for roadway safety improvements.
- **LOS (Level of Service):** Qualitative measure (A through F) describing traffic operating conditions, with A representing free-flow conditions and F representing congested conditions.
- **LPI (Leading Pedestrian Interval):** Pedestrian signal timing that gives

pedestrians a head start (typically 3-7 seconds) before vehicles receive a green light.

- **LRSP (Local Road Safety Plan):** A data-driven plan that identifies and analyzes safety problems on local roads and proposes specific countermeasures to reduce collisions.
- **LTS (Level of Traffic Stress):** A method for classifying roadways based on the level of stress and discomfort cyclists are likely to experience, helping to plan all-ages-and-abilities bicycle networks.
- **NACTO (National Association of City Transportation Officials):** An influential organization that develops and promotes best-practice design guidance for urban streets, often cited in modern transportation planning.
- **Near-side stop:** Transit stop located before an intersection (on the near side relative to direction of travel).
- **PDA (Priority Development Area):** Regional designation for areas planned for concentrated development and transit-oriented growth.
- **PLTS (Pedestrian Level of Traffic Stress):** A method for assessing the comfort and safety experienced by pedestrians on roadway segments and at crossings, similar to LTS for cyclists.
- **Queue jump:** A transit priority treatment allowing buses to bypass vehicle queues at intersections using a short lane and special signal phase.
- **RHNA (Regional Housing Needs Allocation):** State-mandated housing production target assigned to each jurisdiction (San Rafael: 3,220 units for 2023-2031).
- **RRFB (Rectangular Rapid Flashing Beacon):** High-intensity LED warning lights that flash in a rapid pattern when activated by pedestrians at crosswalks.
- **SB 9:** California state law allowing ministerial lot splits and duplexes on single-family parcels.
- **SMART Pathway:** The SMART off-street shared use path.
- **TOD (Transit-Oriented Development):** A type of development that maximizes the amount of residential, business, and leisure space within walking distance of public transport.
- **TNC (Transportation Network Company):** App-based ride-hailing services such as Uber and Lyft that connect passengers with drivers through digital platforms.
- **TPA (Transit Priority Area):** Area within one-half mile of a major transit stop, qualifying for streamlined development review under SB 743.
- **TSP (Transit Signal Priority):** A traffic signal system that gives priority to transit vehicles by extending green lights or providing early green phases when a bus is detected.
- **TTI (Travel Time Index):** A measure of traffic congestion, calculated as the ratio of the peak period travel time to the travel time in uncongested, free-flow conditions. A TTI of 1.30 means a trip takes 30% longer during the peak.
- **VHD (Vehicle Hours of Delay):** The total amount of extra time vehicles spend in

traffic compared to what would be experienced in uncongested conditions. It's a key metric for quantifying the impact of congestion.

- **Vision Zero:** A strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, and equitable mobility for all. It is the guiding principle for the city's safety initiatives.
- **VMT (Vehicle Miles Traveled):** Total miles traveled by all vehicles, used for transportation planning and environmental analysis.

**IMPORTANT NOTICE**

The contents of this pilot study reflect the views of Waypoint Transit, who are responsible for the facts and the accuracy of the information presented herein. This document is disseminated under the sponsorship of the City of San Rafael and TAM in the interest of information exchange. The City of San Rafael and TAM assume no liability for the contents or use thereof, nor does the content necessarily reflect the official views or policies of the City of San Rafael or TAM.

**EXECUTIVE SUMMARY**

The 1.05-mile Lincoln Avenue corridor plays a vital role in San Rafael, serving as a critical neighborhood artery for over 3,600 residents. The corridor supports diverse functions, simultaneously acting as a local connector, a key transit route, and an alternate relief route for the nearby U.S. 101 freeway. This report outlines targeted strategies to address existing safety, mobility, and livability challenges. These proposals align closely with San Rafael's established goals for Vision Zero, climate action, and housing production.

**KEY FINDINGS****SAFETY FINDINGS**

The corridor has a documented history of safety challenges, with **48 injury crashes** recorded between January 2022 and March 2025. These incidents disproportionately affect vulnerable road users; **23 percent** involved pedestrians and bicyclists. Current infrastructure conditions create elevated Pedestrian Level of Traffic Stress (PLTS) ratings at crossings and Cycling Level of Traffic Stress (LTS) throughout the corridor, falling short of established standards for all-ages-and-abilities accessibility.

**RECURRING CONGESTION AND SMART PATHWAY ACCESS**

Serving approximately **17,000 vehicles daily**, the corridor experiences peak-period congestion, with operations degrading to **Level of Service C** in key segments. This traffic directly delays bus service, a key mode on the corridor. While the adjacent SMART Pathway offers a low-stress cycling alternative, its effectiveness is currently undermined by indirect and cumbersome access points from Lincoln Avenue.

**CONSTRAINED HOUSING AND LIVABILITY**

Lincoln Avenue's community predominantly consists of renter households facing higher-than-average affordability challenges relative to the rest of the city. Yet, existing zoning regulations, lot layouts, and physical constraints significantly limit housing growth. Recent residential development has been minimal, primarily driven by Accessory Dwelling Units (ADUs) and publicly subsidized preservation efforts rather than new multifamily housing construction.

## IMPLEMENTATION STRATEGY: KEY TREATMENTS

This study proposes a multi-layered strategy that coordinates infrastructure investment with forward-looking policy to improve safety and access along the corridor.

- **Infrastructure Actions: Prioritize Safety and Walkability.** The core of the strategy is to implement a systemic program of FHWA-proven safety countermeasures at every key pedestrian crossing. This includes deploying Rectangular Rapid Flashing Beacons (RRFBs), curb extensions to shorten crossing distances, and Leading Pedestrian Intervals (LPIs) at signals.
- **Connectivity Actions: Strengthen Bicycle and Transit Networks.** The study proposes shifting the primary cycling route away from Lincoln Avenue, instead enhancing direct, secure, and convenient access points to the adjacent SMART Pathway, establishing it as the corridor's principal bikeway. For transit, cost-effective enhancements such as implementing Transit Signal Priority (TSP) at four key intersections and strategically optimizing bus-stop placement will boost transit reliability and travel speed.
- **Policy Actions: Enable Smart Growth and Livability.** Addressing housing and livability constraints requires policy interventions aimed at reducing regulatory barriers. Proposed actions include adopting a Transit-Oriented Development (TOD) zoning overlay along the corridor's southern segment, eliminating parking minimum requirements for new developments while implementing demand-based parking pricing to optimize curb space utilization, and streamlining and assisting SB9 development processes to encourage more gradual, incremental housing growth.

## IMPLEMENTATION AND PATH FORWARD

This strategy is designed for practical, phased implementation. An opportunity exists to **integrate these treatments with currently funded and planned capital projects.** By coordinating with the City's existing **Highway Safety Improvement Program (HSIP)** grant work, San Rafael can coordinate investments and deliver comprehensive improvements efficiently. This report provides a phased approach to improve safety and access on Lincoln Avenue, supporting reliable transit and active travel while better serving the needs of the San Rafael community.



**DATE:** March 9, 2026

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

**FROM:** Anne Richman, Executive Director *Anne Richman*  
Scott McDonald, Principal Transportation Planner

**SUBJECT:** Marin Commutes Program Update (Discussion), Agenda Item No. 7

---

## RECOMMENDATION

The Funding, Programming & Legislation (FP&L) Executive Committee receives an overview of the Marin Commutes Program and provides input on next steps for program implementation.

## BACKGROUND

The Marin Commutes Program is a comprehensive Transportation Demand Management (TDM) initiative led by TAM to reduce traffic congestion, improve air quality, and promote sustainable transportation in Marin County. Launched in 2019, MarinCommutes.org unified incentives and education efforts under a single, branded program. The program has added additional incentives and a TDM software platform, with year-round mode shift incentives and encouragement. Funded through Measure AA Category 1.4 and Measure B Element 3.2, the program includes coordination with local agencies and engagement with TAM's TDM Working Group and Commute Alternatives & Reduction of Trips (CART) Ad Hoc Committee to review program updates and identify future outreach opportunities.

## DISCUSSION/ANALYSIS

The Marin Commutes Program has grown substantially over the past few years with increasing awareness of the program and through the introduction of the Marin Commutes Rewards Program, which now offers ongoing incentives for green trips. Since 2023, the program has tracked success based on metrics established through the Measure B Vehicle Registration Expenditure Plan. This memo provides an update on the Marin Commutes Program, highlighting activities and accomplishments from Fiscal Year 2024–25 as compared with Fiscal Year 2023-24, and early progress in Fiscal Year 2025–26.

The program funds direct public financial incentives and is supported by multiple contracts, including:

- Program Management (Convey Inc., through February 2027),
- Software (Ride Amigos, through December 2026),
- Vanpool Formation (Commute with Enterprise, through June 2028), and
- Promotes the Redwood Bikeshare Program (Drop Mobility, through October 2026).

Other than Redwood Bikeshare, which is overseen jointly by TAM and Sonoma County Transportation and Climate Authorities, TAM is responsible for managing the range of Marin Commutes TDM services including scope development and contract administration, with oversight of ongoing outreach and promotion activities. Marin Commutes also coordinates closely with regional and local partners, including Marin Transit, Golden Gate Transit, SMART, MTC, local jurisdictions, and North Bay TDM partners.

### Program Management and Performance

Performance results for FY2024–25 show strong growth across awareness, participation, and environmental impact metrics, and FY2025–26 progress through January reflects continued upward trends. More detail is shown in Attachment A based on required metrics established under the Measure B Expenditure Plan Amendment Process in 2023. The growth in program utilization is the direct result of a coordinated and sustained outreach strategy led by the contract team. This effort has focused on driving targeted traffic to MarinCommutes.org through comprehensive marketing initiatives, including seasonal campaigns tailored to commuter trends and travel behavior. In addition, the team has cultivated strong partnerships with local employers, strategically leveraging incentives to encourage participation and amplify program visibility. Together, these efforts have strengthened awareness, increased engagement, and contributed to measurable gains across key program performance metrics.

### Marin Commutes Rewards Program

TAM launched the Marin Commutes Rewards Program in October 2022 to encourage and sustain shifts to sustainable commute modes. The program features a rewards ladder, monthly and annual drawings, and bonus incentives. Eligible participants who live or work in Marin County can earn up to \$500 annually by logging qualifying green trips – walking, biking, taking transit, carpooling, vanpooling, or working remotely through the RideAmigos platform (web and app-based service).

The Marin Commutes Rewards Program remains central to participation growth, with the employer sub-networks and promotional campaigns such as the HOV Diamond Dozen Challenge during Transit and Rideshare Month. The challenge generated 165 new users, logged more than 8,300 transit trips and 3,300 carpool/vanpool trips, and reduced an estimated 57.3 tons of CO<sub>2</sub>, with approximately 85 percent of shared trips occurring along the Highway 101 corridor.

A five-year growth plan assumes 20 percent year-over-year growth in trips and incentive investment, with elevated growth in FY2025–26 based on the results so far in the fiscal year. The current program expends approximately \$20,000 on incentives per year. However, as program participation and utilization have grown, staff estimate that maintaining the current Marin Commutes Rewards Program incentive structure would require approximately \$50,000 annually by FY2029-30.

While Marin Commutes Rewards has been well utilized, the program relies on an early generation app (Ride Amigos' Commute Tracker), which has presented various challenges, prompting TAM to investigate the procurement of a more modern application. Both Ride Amigos and other TDM software providers offer more advanced applications that can be tailored to the program's needs. The current app supports trip logging, rewards administration, employer sub-networks, reporting tools, API integrations, and mobile/web access. However, the program has identified several areas requiring enhancement to meet evolving program needs, including stronger trip validation tools, more advanced emissions tracking and environmental impact reporting, improved employer dashboards and incentive customization, enhanced data integration and real-time reporting capabilities, Spanish-language support, ADA accessibility compliance, and seamless data migration.

As participation grows and reporting requirements become more sophisticated, ensuring the platform can scale, maintain data integrity, and provide an intuitive user experience will be critical to sustaining program performance and supporting future expansion.

### Emergency Ride Home Program

The Emergency Ride Home (ERH) Program serves as a safety net within Marin Commutes for commuters who use non–single-occupancy vehicle (SOV) modes by reimbursing the cost of a ride home when unexpected circumstances require a change in plans. In FY2024–25, 19 ERH requests were submitted. Historically, the most common reasons for use have been personal illness and unscheduled overtime.

Although utilization remains modest, the program plays an important role in influencing commute decisions and encouraging the use of alternative modes. Past survey results indicate that 67% of respondents felt more comfortable choosing a non-SOV option knowing the ERH program was available.

### Vanpool Incentive Program

Within Marin Commutes, TAM's Vanpool Incentive Program supplements MTC's \$600 monthly subsidy with an additional \$150 per month for qualifying groups traveling to or from Marin. The program included 13 vanpools by the end of FY-2024-25 and currently includes 12 vanpools in FY2025–26. Vanpooling saves time and money while reducing the stress of driving alone. To support this option, TAM provides a \$150 monthly subsidy for vanpools (typically 7–15 seats), totaling up to \$3,600 over a 24-month period for vanpools that remain in operation.

The COVID-19 pandemic and the continued prevalence of hybrid work have had some impacts on vanpooling in Marin County and regionally. While the number of registered vanpools serving Marin was significantly higher pre-pandemic, it has since stabilized at around a dozen vanpools.

Awareness of the program continues to grow, and TAM is working under contract with Commute with Enterprise, also MTC's vanpool contractor, to identify additional employer outreach opportunities. Vanpools are most successful when supported by large employers with substantial in-person workforce requirements.

### Bikeshare Promotion

In addition to its core incentive programs, Marin Commutes plays an important role in promoting the separate but complementary Redwood Bikeshare program as part of a broader multimodal strategy. The Marin Commutes outreach team from Convey includes bikeshare industry experience and developed several dedicated promotional emails, social media amplification, and an updated webpage featuring current hub locations. Since the Redwood Bikeshare program launched, Marin Commutes has integrated bikeshare into its overall outreach and seasonal campaigns, including Bike Month and Spring Challenges. By highlighting bikeshare as a first and last mile solution and an alternative for short trips, the program reinforces connections to transit and carpool options while increasing visibility for active transportation. This coordinated approach ensures that bikeshare is presented not as a standalone service, but as an integrated component of Marin County's sustainable transportation network.

### Upcoming Approach to Program Implementation

TAM staff is currently considering the scope of services for the next phase of the Marin Commutes program with the goal of coordinating program management, TDM software platform services, and the provision of direct incentives potentially into a single contract vehicle.

Another key potential enhancement under the future contract would be the development of a new, program-branded app. This app could provide greater customization, improved trip verification capabilities, and an enhanced user interface to better support participant engagement and program goals.

In the coming months, staff plan to survey program participants to better understand the appropriate level of incentives and identify additional strategies to attract and retain users of alternative transportation modes. The results of this outreach will inform development of the scope of work for the next contract period.

### **RELATIONSHIP TO COUNTYWIDE TRANSPORTATION PLAN (CTP)**

The Transportation Demand Management & Public Outreach Services provided through this contract support several concepts from the CTP. Core principles of safe, equitable, and sustainable transportation from the CTP are promoted through encouragement of alternative modes of transportation, which can result in reductions in greenhouse gas emissions, reduced reliance on single-occupant commute trips, and increased utilization of shared and active transportation.

### **FISCAL CONSIDERATION**

There are no fiscal impacts associated with this presentation. The Marin Commutes Program currently operates in the \$350,000-\$400,000 range annually.

### **NEXT STEPS**

Looking ahead, the program's next steps focus on expanding partnerships, strengthening outreach, and preparing for future growth. Staff will continue leveraging funding and relationships by providing easy-to-use content for partners, including newsletters, social media, and other materials for community-based organizations, elected officials, and employers. The program will maintain a strong focus on community events and continue direct employer engagement to grow participation and establish additional employer sub-networks.

Marketing efforts will align with the eight-month look-ahead calendar (shown in Attachment A), including Earth Month and Bike Month campaigns, Emergency Ride Home promotion, Transit and Rideshare Month campaigns, and targeted bikeshare outreach.

Staff will also finalize fiscal year performance data for FY2025-26, promote regional incentives and transit operator discounts, and initiate a procurement process to select a program management consultant and rewards platform to support long-term program sustainability and technology needs. These next steps are intended to scale participation, deepen partnerships, and position Marin Commutes for continued growth and measurable impact.

### **ATTACHMENTS**

Attachment A – Staff Presentation



# Marin Commutes Program Update

Transportation Authority of Marin

Funding, Programs & Legislation Executive Committee

March 9, 2026

# Marin Commutes



- Provides information and resources to residents, employees, and employers about alternatives to driving alone
  - <https://marincommutes.org/>
- Provides **incentives and programs** to promote alternative modes of transportation, including:
  - Marin Commutes Rewards
  - Emergency Ride Home
  - Vanpool Incentive
  - Redwood Bikeshare



# Stakeholder Coordination

## TAM TDM Working Group

- Marin Transit
- Golden Gate Transit
- SMART
- County of Marin
- City of Mill Valley
- City of San Rafael
- City of Novato
- Metropolitan Transportation Commission



## North Bay TDM Working Group

- Sonoma County Transportation & Climate Authorities
- Napa Valley Transportation Authority
- Solano Transportation Authority
- Transportation Authority of Marin



CITY OF NOVATO  
CALIFORNIA



## Marin Climate & Energy Partnership

## Marin Sustainability Coordinators

## Bikeshare Working Group



# Program Contracts

TAM's TDM work is funded by Measure AA 1.4 (0.5%) and Measure B 3.2 (8%), cost is approximately \$350,000-\$400,000 per year

## Multiple Contracts Support Program Delivery

- Program Administration (Convey): Contract through February 2027
- Software Platform (Ride Amigos): Contract through December 2026
- Vanpool Incentive (Commute with Enterprise): Contract through June 2028

## Additional Contracts

- Bikeshare Program (Drop Mobility): Contract through October 2026

# Yearly Marin Commutes Performance Metrics

| Performance Measure                   | Metric   |
|---------------------------------------|--|
| Awareness of commute alternatives     | <ul style="list-style-type: none"> <li>• Website traffic</li> <li>• Meetings/presentations/events</li> <li>• Emergency Ride Home (ERH) website engagement</li> </ul>                                     |
| Participation in commute alternatives | <ul style="list-style-type: none"> <li>• Registered users</li> <li>• Newsletter/mailling list subscribers</li> <li>• Partners and employer contacts registered</li> <li>• Vanpool utilization</li> </ul> |
| Impact of commute alternatives        | <ul style="list-style-type: none"> <li>• Single-occupancy Vehicle (SOV) trips reduced</li> <li>• SOV miles avoided</li> <li>• CO<sub>2</sub> emissions savings</li> </ul>                                |
| Funding and partnerships              | <ul style="list-style-type: none"> <li>• Leveraged funding</li> <li>• Formed partnerships</li> </ul>   |

# Performance Metrics & Results: FY24-25

| Performance Measure                   | Metric  | Fiscal Year 23-24<br>7/1/23 - 6/30/24 | Fiscal Year 24-25 (7/1/24 - 6/30/25) |            |
|---------------------------------------|---|---------------------------------------|--------------------------------------|------------|
| Awareness of commute alternatives     | <b>Website traffic</b>                            | 7,324 new visitors<br>(610/mo)        | 9,348 new visitors<br>(779/mo)       | 27% ↑      |
|                                       |   | 9,423 unique visits<br>(785/mo)       | 13,113 unique visits<br>(1,093/mo)   | 39% ↑      |
|                                       |   | 299 ERH page visits<br>(25/mo)        | 1,796 ERH page visits<br>(150/mo)    | 500% ↑     |
|                                       | <b>Meetings/presentations/events</b>              | 27 touchpoints                        | 30 touchpoints                       | 11% ↑      |
| Participation in commute alternatives | <b>Registered users</b>                           | 1,566 registered users                | 2,208 registered users               | 40% ↑      |
|                                       | <b>Newsletter/ mailing list subscribers</b>       | 1,760 subscribers                     | 2,288 subscribers                    | 30% ↑      |
|                                       | <b>Partner &amp; employer contacts registered</b> | 575 subscribers                       | 565 subscribers                      | Maintained |
|                                       | <b>Vanpool utilization</b>                        | 10 active vanpools                    | 13 active vanpools                   | 30% ↑      |
| Impact of commute alternatives        | <b>SOV trips reduced</b>                          | 5,070 trips / mo.                     | 7,687 trips / mo.                    | 51% ↑      |
|                                       | <b>SOV miles avoided</b>                          | 90,029 miles / mo.                    | 140,112 miles / mo.                  | 55% ↑      |
|                                       | <b>CO2 emissions savings</b>                      | 24.52 tons / mo.                      | 42.74 tons / mo.                     | 74% ↑      |
| Funding and partnerships              | <b>Partners offering additional incentives</b>    | 2                                     | 2                                    | Maintained |
|                                       | <b>Value of partner incentives</b>                | \$18,570                              | \$39,360                             | 111% ↑     |

# Progress to Date FY25-26

| Performance Measure                   | Metric  | Fiscal Year 24-25<br>7/1/24 - 6/30/25 | Fiscal Year 25-26 (7/1/25 -<br>1/31/26) |            |
|---------------------------------------|---|---------------------------------------|---|------------|
| Awareness of commute alternatives     | <b>Website traffic</b>                            | 9,348 new visitors<br>(779/mo)        | 15,038 new visitors<br>(2,150/mo)       | 46% ↑      |
|                                       |   | 13,113 unique visits<br>(1,093/mo)    | 17,958 unique visits<br>(2,565/mo)      | 32% ↑      |
|                                       |   | 1,796 ERH page visits<br>(150/mo)     | 639 ERH page visits<br>(91/mo)          | On track   |
|                                       | <b>Meetings/presentations/events</b>              | 30 touchpoints                        | 17 touchpoints                          | On track   |
| Participation in commute alternatives | <b>Registered users</b>                           | 2,208 registered users                | 2,407 registered users                  | 9% ↑       |
|                                       | <b>Newsletter/ mailing list subscribers</b>       | 2,288 subscribers                     | 2,489 subscribers                       | 8% ↑       |
|                                       | <b>Partner &amp; employer contacts registered</b> | 565 subscribers                       | 562 subscribers                         | Maintained |
|                                       | <b>Vanpool utilization</b>                        | 13 active vanpools                    | 12 active vanpools                      | Maintained |
| Impact of commute alternatives        | <b>SOV trips reduced</b>                          | 7,687 trips / mo.                     | 9,395 trips/mo.                         | 20% ↑      |
|                                       | <b>SOV miles avoided</b>                          | 140,112 miles / mo.                   | 177,228 miles/mo                        | 23% ↑      |
|                                       | <b>CO2 emissions savings</b>                      | 42.74 tons / mo.                      | 52.42 tons /mo.                         | 24% ↑      |
| Funding and partnerships              | <b>Partners offering additional incentives</b>    | 2                                     | 3                                       | 50% ↑      |
|                                       | <b>Value of partner incentives</b>                | \$39,360                              | \$23,100                                | On track   |

# Forecast for FY 25-26

| Performance Measure                   | Metric  | Fiscal Year 24-25<br>7/1/24 - 6/30/25 | Forecast for Fiscal Year 25-26<br>(7/1/25 - 6/30/26) |               |
|---------------------------------------|---|---------------------------------------|--|---------------|
| Awareness of commute alternatives     | <b>Website traffic</b>                            | 9,348 new visitors<br>(779/mo)        | 20,000 new visitors<br>(1,666/mo)                    | <b>113% ↑</b> |
|                                       |   | 13,113 unique visits<br>(1,093/mo)    | 22,958 unique visits<br>(1,913/mo)                   | <b>75% ↑</b>  |
|                                       |   | 1,796 ERH page visits<br>(150/mo)     | 1900 ERH page visits<br>(158/mo)                     | <b>6% ↑</b>   |
|                                       | <b>Meetings/presentations/events</b>              | 30 touchpoints                        | 32 touchpoints                                       | <b>6% ↑</b>   |
| Participation in commute alternatives | <b>Registered users</b>                           | 2,208 registered users                | 2,600 registered users                               | <b>17% ↑</b>  |
|                                       | <b>Newsletter/ mailing list subscribers</b>       | 2,288 subscribers                     | 2,600 subscribers                                    | <b>14% ↑</b>  |
|                                       | <b>Partner &amp; employer contacts registered</b> | 565 subscribers                       | 562 subscribers                                      | Maintained    |
|                                       | <b>Vanpool utilization</b>                        | 13 active vanpools                    | 12 active vanpools                                   | Maintained    |
| Impact of commute alternatives        | <b>SOV trips reduced</b>                          | 7,687 trips / mo.                     | 9,762 trips / mo.                                    | <b>27% ↑</b>  |
|                                       | <b>SOV miles avoided</b>                          | 140,112 miles / mo.                   | 189,000 miles/mo                                     | <b>35% ↑</b>  |
|                                       | <b>CO2 emissions savings</b>                      | 42.74 tons / mo.                      | 60 tons /mo.   | <b>40% ↑</b>  |
| Funding and partnerships              | <b>Partners offering additional incentives</b>    | 2                                     | 3  | <b>50% ↑</b>  |
|                                       | <b>Value of partner incentives</b>                | \$39,360                              | \$44,000   | <b>12% ↑</b>  |

# Online Resources & Customer Service

## Updated Materials

- New One-Page Flyer covering all programs - English & Spanish
- 9 total bilingual flyers to download/print



## Updated Testimonials

- Commuter & Employer

## Added Employer Oriented Content

- Benefits of creating a sub-network

## Manage Email Inquiries

- 45+ inquiries since July 2025
  - General commute and program questions
  - Specific Rewards inquiries

### Testimonials

What people love about participating in Marin Commute

- [Marin Commutes] encouraged me to walk to work
- The rewards program is surprisingly fun! I have a long by myself.
- I like the focus on commuting and the cost savings to
- I liked seeing the environmental impact of my commu
- [Marin Commutes] was a great motivation to start us

- Not only can I hike @marincountyparks at #indianvalleypreserve but I can ride my bike on the fire road to get to work. I have joined the challenge via @marincommutes for rewards #marincommutes

Testimonials

Integrated Program Drives Results

Thomas Wang  
Senior Management Analyst, Fire Department & Green Team Coordinator  
Program Lead, City of San Rafael

Establishing a sub-network within the Marin Commutes Rewards program enabled us to fully integrate our own commuter program with Marin Commutes. In addition to the Marin Commutes incentives, we provide a small incentive for employees who record the alternative commutable trips weekly over six months.

Our employees appreciate getting credit for two commuter programs while only logging their commutes once! This has successfully encouraged some staff members to adopt more sustainable transportation habits and we recorded our highest number of commuters last quarter.

“The rewards program is surprisingly fun! I have a longer commute so I really enjoyed switching to carpooling instead of driving by myself” – Nick R.

# Community & Employer Engagement

## Community events and presentations, including:

Canal Alliance Community Fair, San Rafael Health & Wellness Fair, Play-Marin Walkathon, Novato Health & Benefits Fair, Bike to Work Day, Redwood Bikeshare Launch, Marin Climate and Energy Partnership, Local Chambers of Commerce

## Employer meetings, including

Bio-Marin, City of Novato, College of Marin, Dominican College, Altrans/Kaiser, Marin Community Clinics & MarinHealth

**2458 newsletter subscribers receive regular communications**

**562 subscribers receive focused employer emails**



# Increasing Awareness and Participation

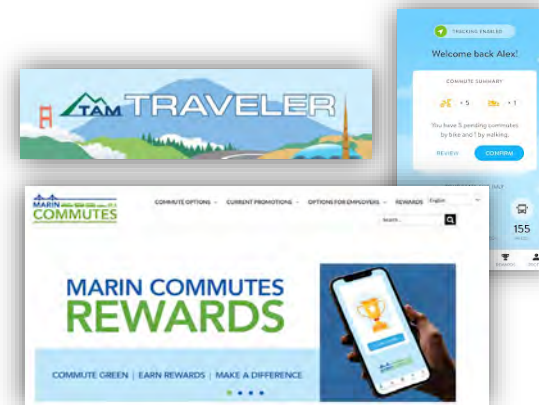
Promoting Marin Commutes and individual programs through a variety of methods:



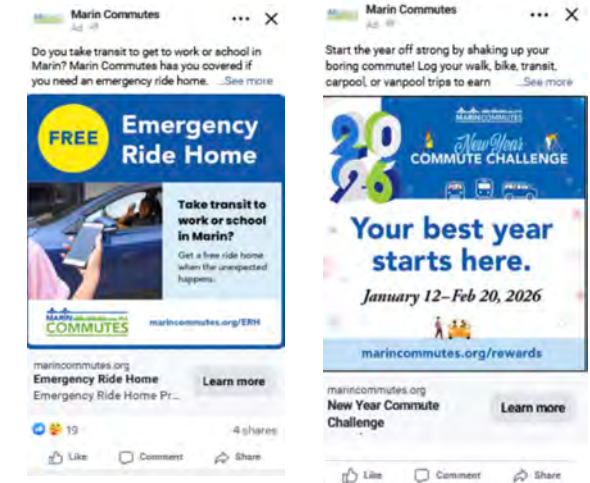
In-transit ads



Community/employer canvassing



TAM and Marin Commutes channels



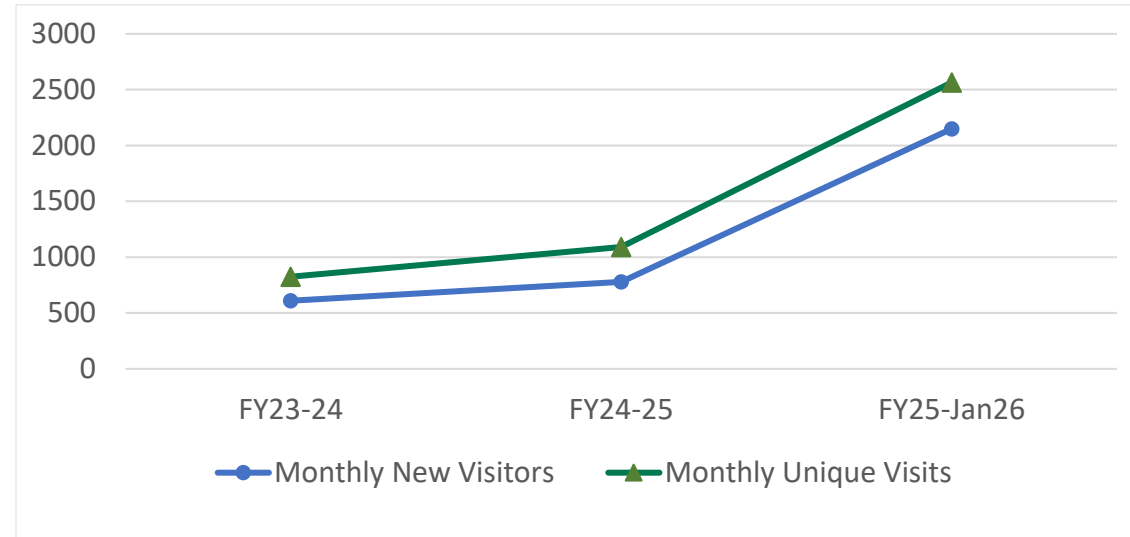
Paid social media ads

# Digital Awareness

## Web Traffic

- New Visitors
  - FY23-24: 7,324 (~610/mo)
  - FY24-25: 9,348 (~780/mo)
  - FY25-Jan 26: 15,038 (~2,150/mo)
- Unique Visits
  - FY23-24: 9,898 (~825/mo)
  - FY24-25: 13,113 (~1,090/mo)
  - FY25-Jan 26: 17,958 (~2,565/mo)

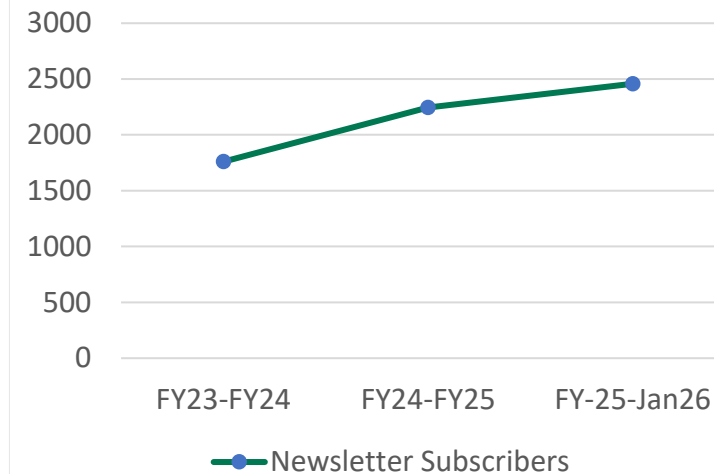
Web Traffic



## Newsletter Subscribers

- FY 23-24: 1,760
- FY 24-25: 2,244
- FY 25-Jan 26: 2,458

Newsletter Subscribers



# Marin Commutes Rewards

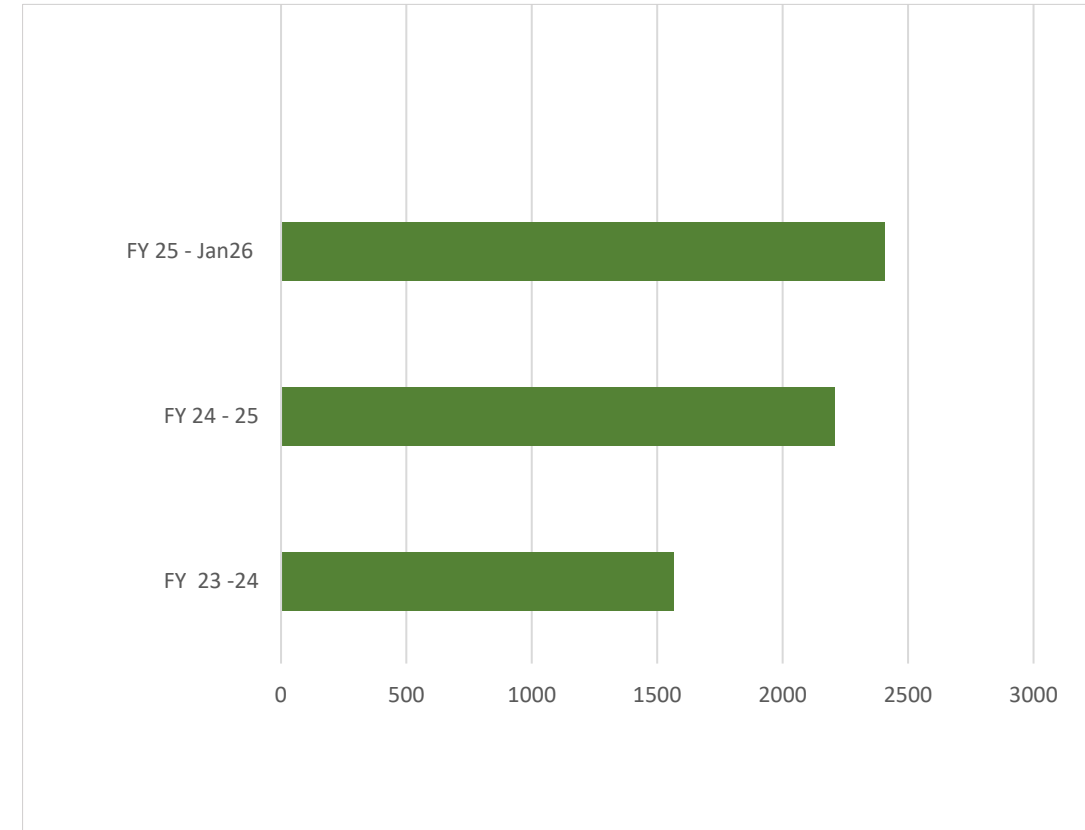
## Marin Commutes Rewards Users

- FY 23-24: 1,566
- FY 24-25: 2,208
- FY 25-Jan 26: 2,407

## Employer/Partner Sub-Networks

- City of San Rafael (84 users)
- County of Marin (652 users)
- Marin Community Clinics (new)
  - MarinHealth current lead

Registered Rewards Users



# Transit & Rideshare Month Challenge

## HOV Diamond Dozen Challenge (September – October 2025)

| Metric                         | Result (vs Sept – Oct 2024) |
|--------------------------------|-----------------------------|
| New users                      | 165 (+50%)                  |
| Transit trips logged           | 8,358 (+68%)                |
| Carpool/vanpool trips          | 3,338 (+46%)                |
| Total alt. miles logged        | 2,226,849 (+43%)            |
| Est. CO <sub>2</sub> reduction | 57.3 tons (+35%)            |

**Be an HOV Hero**

Log 12 transit, carpool, or vanpool trips by October 31 for a chance to win!

**HOV DIAMOND DOZEN CHALLENGE**

marincommutes.org/rewards

**MARINCOMMUTES**

The poster features an illustration of a yellow bus on the left with a driver giving a thumbs up. A road sign for 'HOV 2+' is visible. In the center, a yellow car with two passengers is driving on a road. The background shows rolling green hills under a blue sky with clouds. At the bottom, there are icons for various transit modes: a bus, a car, a bicycle, a person walking, and a wheelchair.

Approximately 85% of shared trips involved travel along the 101 Corridor

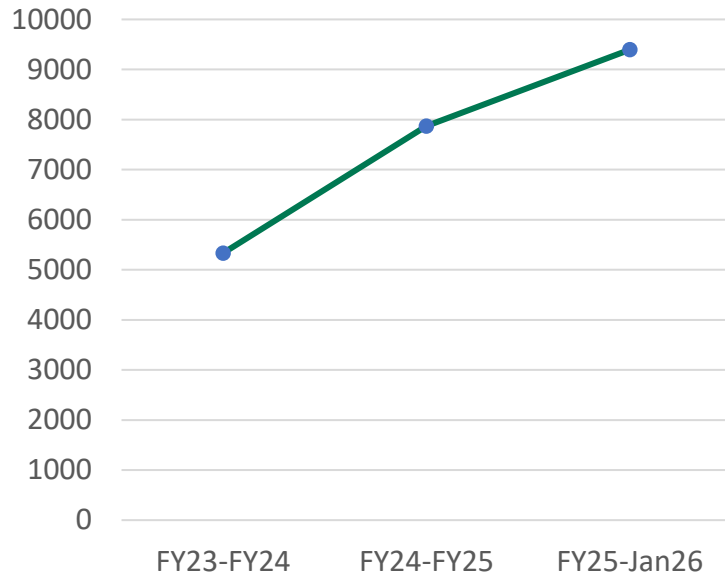
# Mode Breakdown

## Trips by mode

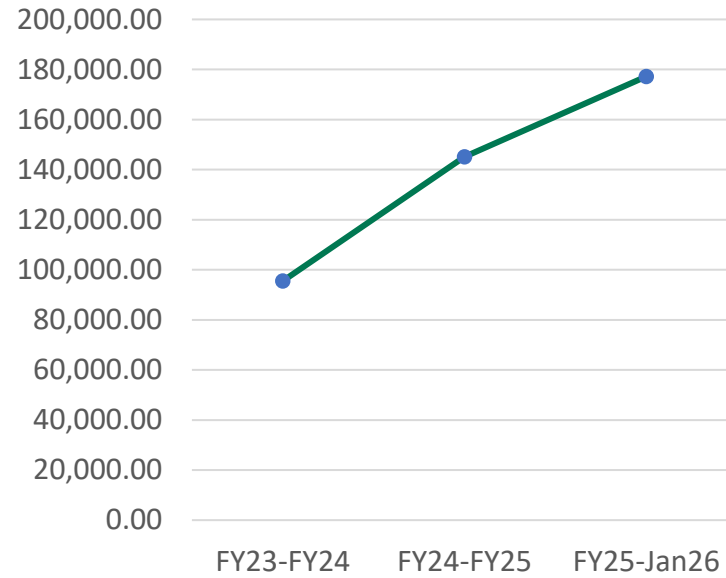
| Mode           | FY 23-24 | FY 24-25 | FY 25-Jan 26 |
|----------------|----------|----------|--------------|
| <b>Carpool</b> | 24,214   | 29,860   | 20,163       |
| <b>Train</b>   | 7,514    | 16,821   | 10,973       |
| <b>Bike</b>    | 12,190   | 16,125   | 10,496       |
| <b>Bus</b>     | 1,738    | 5,969    | 5,486        |
| <b>Transit</b> | 1,544    | 4,295    | 4,673        |
| <b>Walk</b>    | 4,787    | 5,450    | 4,177        |
| <b>Ferry</b>   | 1,782    | 2,329    | 1,934        |
| <b>Shuttle</b> | 116      | 449      | 234          |

# Impact of Commute Alternatives

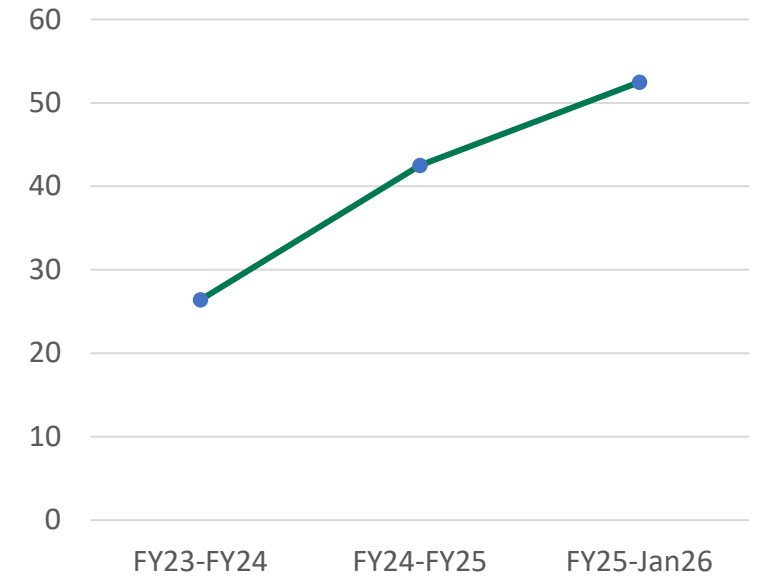
### SOV Trips Reduced (trips per month)



### SOV Miles Avoided (miles per month)

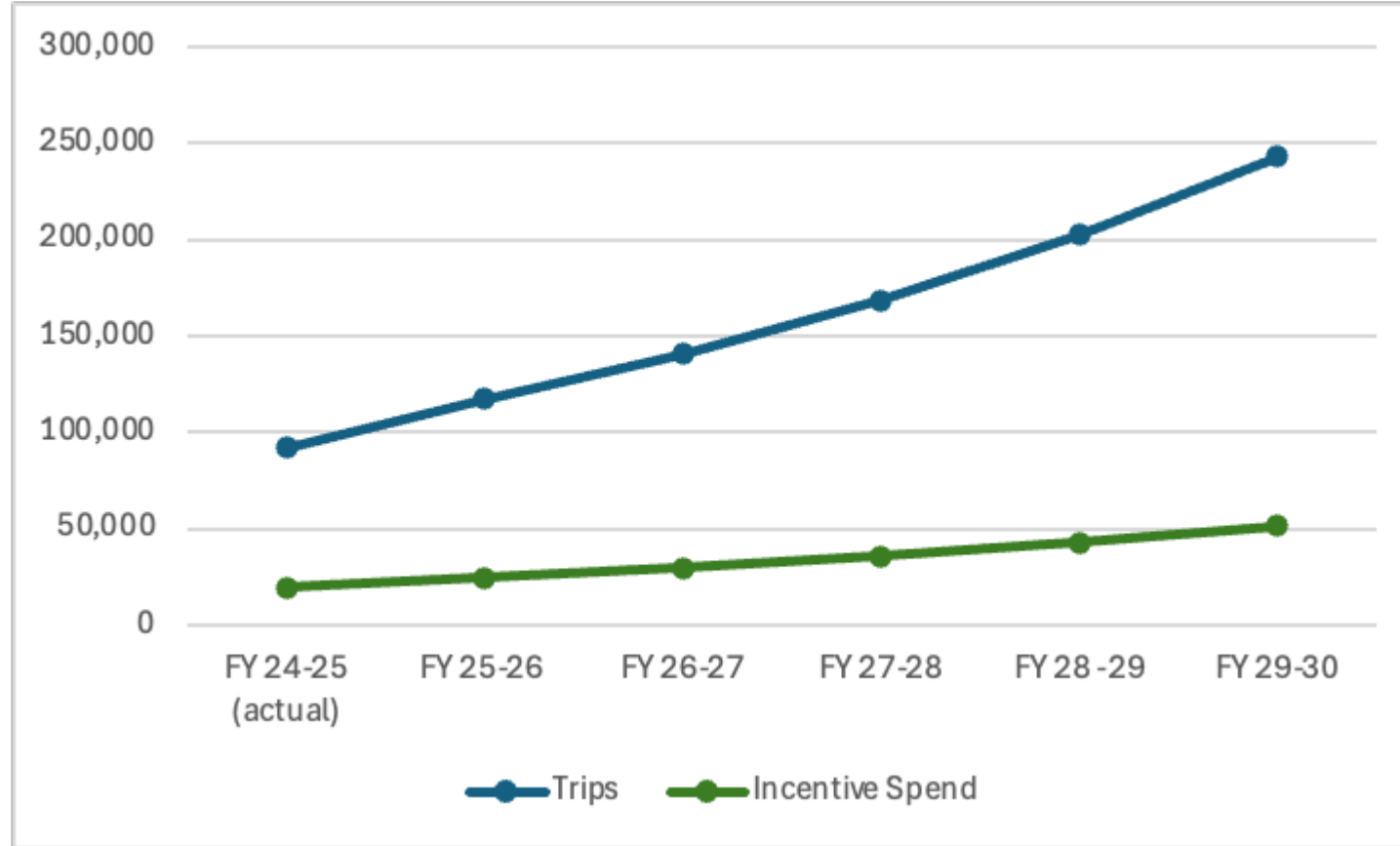


### CO2 Emissions Reduced (tons per month)



# Projected Rewards Program Growth

## Five-Year Growth Plan: Trips and Incentive Investment



Assumes 20% YOY growth. FY 25-26 forecasts 27% growth due to new HOV lane and significant related outreach.

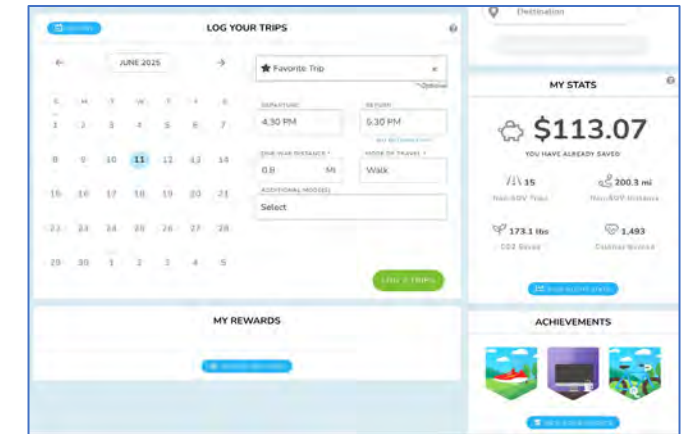
# Marin Commutes Software (Ride Amigos)

## Existing Functionality

- Intuitive, easy-to-use interface
- Flexible rewards, including leaderboards, gamification, and surveys
- Basic administration tools
- Closed employer sub-networks
- Mobile/web applications
- Carpool matching
- Trip planning
- Responsive customer service
- API integrations
- Customizable reporting tools

## Additional Enhancements

- Advanced reporting
- More intelligent carpool matching
- Improved employer/admin tools
- Stronger validation tools
- Improved trip planning
- Spanish-language support
- ADA accessibility compliance
- White label applications (Marin Commutes branding)
- Seamless data migration



# Emergency Ride Home Program

## Program

Marin employees and college students can get a free cab, rideshare, or other qualified ride home in case of an emergency. Reimbursements up to \$125, 4x/year max.

## ERH Web Page Visits

- FY 23-24: 299
- FY 24-25: 1,796
- FY 25-26: 629

## Marketing

- Organic & paid social media
- Dedicated email sends



**MARIN COMMUTES**

# Emergency Ride Home

Whether you bike, carpool, or use transit, we have you covered with an emergency ride home.

[marincommutes.org/erh](https://marincommutes.org/erh)

# Vanpool Program

## Incentive

TAM offers an additional \$150/month subsidy on top of MTC's existing \$600/month subsidy for qualifying vanpool groups with an origin or destination in Marin.

## Utilization

- FY 23-24: 10 active vanpools
- FY 24-25: 13 active vanpools
- FY 25-Jan 26: 12 active vanpools, including:  
San Quentin, UCSF, CA Dept. of Corrections & Rehab,  
Marin Water District & USCG - Alameda

## Prospecting

- Regularly meet with Commute with Enterprise to support target employer lead/contact outreach



# Redwood Bikeshare

## Promotion to Date

- 3 dedicated promotional emails
- Webpage with updated hub locations
  - [marincommutes.org/redwood-bikeshare/](https://marincommutes.org/redwood-bikeshare/)
- Social media re-posting
- Incorporation into Spring Challenges/Bike Month

## Marin Commutes Bikeshare Page Visits

- FY 24-25: 662
- FY 25-26: 138



# Next Steps: Outreach

APR

Survey + Earth  
Day Events/Outreach

MAY

Bike Month Campaign (1 mo.)



JUN

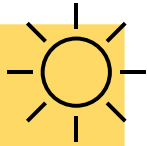
ERH  
Promotion

JUL

Bikeshare  
Promotion

AUG

Bikeshare  
Promotion



SEP

Fall Campaign (2 mo.)  
Transit Month

OCT

Fall Campaign (2 mo.)  
Rideshare Month



NOV

Prepare for 2027 New Year  
Commute Challenge

# Next Steps: Marin Commutes Program Strategy

## Streamlining Program Structure

- Current: Separate contracts for management + platform
- Incentives funding scaling from ~\$20K/yr → ~\$50K/yr by FY2029–30

## What's Coming

- Participant survey to inform incentives and program modifications
- Program evaluation through FY2025-26 and recommendations to shape future contract scope
- Meet with TAM TDM Working group for feedback
- New branded app with improved features



# Questions?

---

Thank you!