



# ADMINISTRATION, PROJECTS & PLANNING EXECUTIVE COMMITTEE MEETING

JUNE 8, 2026  
3:30 P.M.

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

900 Fifth Avenue  
Suite 100  
San Rafael  
California 94901

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Belvedere  
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

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

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

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

Webinar ID: 830 3511 3530  
Passcode: 891953

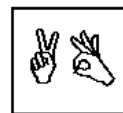
**Teleconference:** Members of the public wishing to participate via teleconference may do so by dialing in to the following number at 3:30 p.m. on the day of the meeting: **+1 669 900 6833**; Access Code: 830 3511 3530; Password: 891953

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

**Before the meeting:** Please email your comment to [info@tam.ca.gov](mailto:info@tam.ca.gov), no later than 5:00 p.m. 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 May 11, 2026 (Action) – **Attachment**
5. Review the Revised TAM FY2026-27 Annual Budget (Action) – **Attachment**
6. Marin County School Access Safety Action Plan Progress Update (Discussion) – **Attachment**
7. TAM Travel Data Program (Discussion) – **Attachment**



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

MAY 11, 2026  
3:30 P.M.

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

**MEETING MINUTES**

Members Present: Alice Fredericks, Tiburon Town Council  
Eric Lucan, Marin County Board of Supervisors  
Kate Colin, San Rafael City Council, Committee Chair  
Teri Dowling, Ross Town Council

Members Absent: Stephanie Moulton-Peters, Marin County Board of Supervisors

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  
Ray Rodriguez, Assistant Project Delivery Manager  
Scott McDonald, Principal Transportation Planner

*Chair Colin called the meeting to order at 3:40 p.m.*

Chair Colin welcomed everyone to the meeting; and Executive Assistant/Clerk of the Board Jennifer Doucette conducted roll call to ensure a quorum of the Administration, Projects & Planning (AP&P) Executive Committee.

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

None.

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

Executive Director (ED) Anne Richman provided an update on the status of the Measure AA Expenditure Plan Amendments approval by local jurisdictions; and reported on the Marin Commutes May in Motion promotion; National Bike to School Day; SMART's Healdsburg Extension groundbreaking; and the upcoming CTF Transportation Awards Gala on May 13 and Bike to Wherever Day on May 14.

Chair Colin asked if any members of the public wished to speak and hearing none, closed public comment.

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

Chair Colin asked if any members of the public wished to speak and hearing none, closed public comment.

### **4. Approval of Meeting Minutes from March 9, 2026 (Action)**

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

Commissioner Dowling moved to approve the Minutes of the March 9, 2026 meeting. Commissioner Lucan seconded the motion, which passed unanimously.

### **5. Review the Draft TAM FY2026-27 Annual Budget (Action)**

Director of Finance and Administration Melanie Purcell presented this item, which recommends that the AP&P Executive Committee reviews the draft FY2026-27 Annual Budget, provides input and recommends the TAM Board to review and release the proposed budget for public comment at its May 28, 2026 meeting.

In response to Commissioner Fredericks, staff explained that the Measure AA Expenditure Plan Amendments include the transition of jurisdictional payments from an advance funding model to an invoice-based reimbursement approach; FY2026-27 expenditures are expected to be temporarily elevated as the agency accounts for both the prior advance allocation and the new reimbursement methodology; in future years, cash disbursements are anticipated to occur more gradually and to vary based on project schedules and reimbursement request timing; and while this may result in modest additional interest earnings from retained funds, staff indicated that the overall financial impact is expected to be limited.

Commissioner Lucan and staff discussed the sales tax growth projection, with staff confirming that the budget assumes a 1.5 percent increase; while some peer agencies appear to be using higher assumptions, staff noted that the underlying economic indicators remain uncertain and that recent sales tax performance has been difficult to predict. Staff indicated that increasing the assumption modestly to 2 percent would be reasonable if desired by the Board, but larger increases would raise concerns given the lack of supporting data. Staff also explained that a midyear budget amendment would typically only be brought forward for a significant variance, and that any revenues received above the conservative projection would remain within the applicable funding categories for use in the following year rather than being redirected elsewhere.

Chair Colin asked if any members of the public wished to speak and hearing none, closed public comment.

Commissioner Dowling expressed support for forwarding the item to the full Board, while noting that the Town of Ross remains opposed to any approach that would reduce funding to the Town.

Commissioners and staff noted that additional information from other sales tax-dependent jurisdictions and committee discussions could help inform the final recommendation before Board approval in June. Commissioners supported forwarding the item to the full Board while allowing for potential adjustments prior to final adoption; and noted that increasing the projection to 2 percent could provide slightly more funding for local streets and roads while still maintaining a conservative overall approach.

Commissioner Fredericks made a motion to refer the draft FY2026-27 Annual Budget to the TAM Board to review and release the proposed budget for public comment at its May 28, 2026 meeting. Commissioner Dowling seconded the motion, which passed unanimously.

## **6. Review the Draft 2026 Measure AA Strategic Plan (Action)**

Director of Programming and Legislation David Chan presented this item, which recommends the AP&P Executive Committee reviews the draft 2026 Measure AA Strategic Plan and refers it to the TAM Board to open the required 30-day public comment period at its May 28, 2026 meeting.

Executive Director Richman explained that any change to the sales tax growth assumption in the budget would also affect the figures included in the Strategic Plan, and therefore the two items need to be considered together and kept in alignment prior to the June 25 Board meeting.

Commissioners discussed the need for staff to review the proposed assumption further, including by comparing projections used by other jurisdictions, and staff indicated that they would conduct additional research before finalizing the recommendation.

Commissioner Dowling stated that the Town of Ross remains opposed to any effort to shift its local funding into programs for which the Town would have limited ability to compete successfully.

Chair Colin asked if any members of the public wished to speak and hearing none, closed public comment.

Commissioner Lucan made a motion to refer the draft 2026 Measure AA Strategic Plan to the TAM Board to review and release the proposed strategic plan for public comment at its May 28, 2026 meeting. Commissioner Fredericks seconded the motion, which passed unanimously.

## **7. Adopt Title VI Program (Action)**

Director of Finance and Administration Melanie Purcell presented this item, which recommends that the AP&P Executive Committee reviews the proposed Title VI program and refers it to the TAM Board for adoption.

In response to Chair Colin, staff explained that federal funding had historically flowed through other agencies and that TAM had operated under applicable Title VI procedures through those entities. Chair Colin and staff also discussed that federal Title VI requirements and state language access requirements may differ based on applicable standards, definitions, or population thresholds.

Chair Colin asked if any members of the public wished to speak and hearing none, closed public comment.

Commissioner Dowling moved to refer the item to the TAM Board for adoption. Commissioner Lucan seconded the motion, which passed unanimously.

**8. Release of Draft Marin County Mobility Hub Plan and Update on MTC's Transit Oriented Community Policy (Discussion)**

Director of Planning Derek McGill, and Adam Dankberg and Vanessa Peers with Kimley-Horn presented this item for discussion.

Commissioner Fredericks and staff discussed how mobility hubs can support first- and last-mile access to public transportation; staff explained that the plan includes improvements such as additional pick-up and drop-off areas, which could serve current transportation network companies as well as future driverless shuttle or van services; bike share, secure long-term bike parking, wayfinding, real-time transit information, and information kiosks were also identified as tools to help users access and navigate transit connections more easily. In response to Commissioner Fredericks' inquiry regarding digital trip-planning resources, staff noted that transit directions remain available through several navigation platforms and dedicated transit apps.

Commissioner Lucan and staff discussed potential funding opportunities for Novato and San Rafael, noting that the estimated \$2 million to \$4 million available for each city could be significant; staff explained that they have contacted planning and public works partners, but that additional coordination may be helpful to ensure the opportunity is fully pursued across departments. Commissioner Lucan encouraged staff to involve the commissioners from those jurisdictions to support local follow-up; and staff clarified that, if awarded, the funds would generally support eligible transportation projects and would not necessarily need to be located at a station.

In response to Commissioner Dowling, staff confirmed that the plan includes recommended bus stop improvements at the stations, as well as at major bus stops within the surrounding walkshed, and noted that the toolkit identifies potential design approaches such as higher-quality shelters, enhanced seating, lighting, and other features, while recognizing that upgraded amenities may also carry additional operational and maintenance costs.

In response to Chair Colin, staff provided a high-level overview of how mobility hub planning relates to state housing requirements and the Planning Oriented Communities framework; staff explained that the guidance is complex and continues to reflect recent state legislative changes, making early technical assistance important for jurisdictions; they noted that station access, including mobility hub-related improvements, appears to be one of the more achievable scoring categories, while parking management, housing policy, and density requirements may require more detailed jurisdiction-specific analysis.

Chair Colin asked if any members of the public wished to speak and hearing none, closed public comment.

**9. US 101/I-580 Multi-Modal and Local Access Improvement Project – RM3 Scope Amendment Request to MTC (Information)**

Assistant Project Delivery Manager Audrey Veyssiere presented this informational item.

In response to Chair Colin, staff clarified that no action was being taken by the committee on the item; and explained that MTC did not require formal Board action and had instead requested a letter from the Executive Director, which had been provided to initiate MTC's process.

Chair Colin expressed support for making the information available to the full Board, potentially through a consent item after approval by MTC, and noted support for the request and for MTC's process, particularly as it relates to regional connectivity and returning the matter to the voters.

Chair Colin asked if any members of the public wished to speak and hearing none, closed public comment.

*The meeting was adjourned at 4:53 p.m.*

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**DATE:** June 8, 2026

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

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

**SUBJECT:** Review the Revised TAM FY2026-27 Annual Budget (Discussion), Agenda Item No. 5

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## RECOMMENDATION

The Administration, Projects and Planning (AP&P) Executive Committee reviews the revisions to the Draft FY2026-27 Annual Budget and provides input.

After the review by the AP&P Executive Committee, staff will present the revised FY2026-27 Annual Budget to the Board at its June 25, 2026 meeting for consideration after the related public hearing.

## BACKGROUND

Pursuant to Article VI, Section 106.1 of the TAM Administrative Code, no later than its June meeting of each year, the TAM Board shall adopt the annual budget for the following fiscal year. A minimum thirty-day public inspection period and a public hearing are also required as part of the budget approval process.

Staff started the development process for the FY2026-27 Annual Budget in January, and the TAM Board approved the recommended Measure A/AA ½-Cent Transportation Sales Tax and the Measure B \$10 Vehicle Registration Fee (VRF) revenue levels and the budget development schedule at its February 26, 2026 meeting. The Community Oversight Committee (COC) reviewed and provided comments on the Draft FY2026-27 Annual Budget at its May 18, 2026 meeting. In addition to being available for public inspection, the Draft FY2026-27 Annual Budget has also been shared with the Marin Managers Association (MMA) for its review and comment during May 2026. The TAM Board is scheduled to review and adopt the Proposed FY2026-27 Annual Budget at its June 25, 2026 meeting.

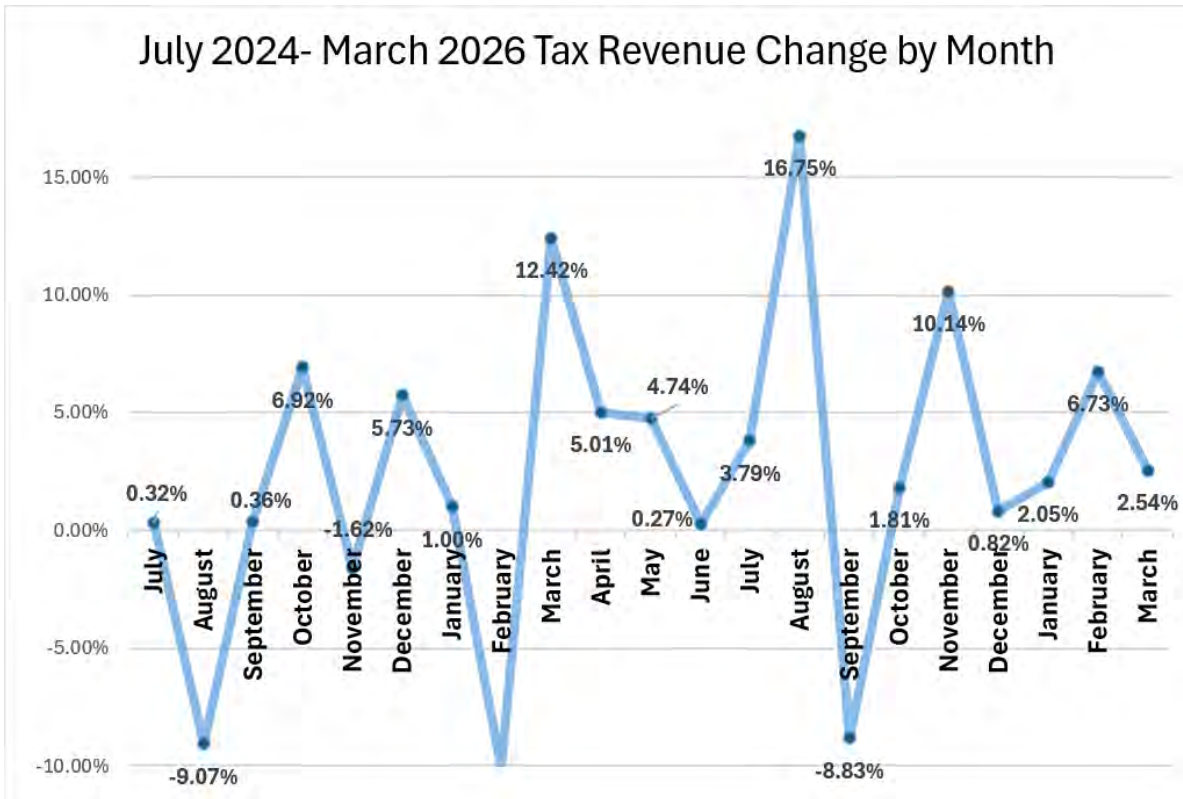
## DISCUSSION/ANALYSIS

### Estimated Revenue Update:

As requested by the AP&P Executive Committee at its May 11, 2026 meeting, staff has reviewed sales tax revenue information from other sources and the most recent receipts to consider a less conservative growth rate than originally projected. Originally, the draft budget included a 1.5% increase in Measure AA revenue over the estimated FY2025-26 revenue, totaling \$35.90 million.

The California Department of Tax and Fee Administration (CDTFA) released its statewide projections for the four quarters of FY2026-27 ranging from 1.8% to 2.4% growth, while HdL, Inc. recently projected annual growth for state-wide sales tax of 2.9% in FY2026-27. Marin County has indicated that 3.0% sales tax growth is included in the FY2026-27 Proposed Budget, while Sonoma-Marín Area Rail Transit (SMART) has included 4.3% for its two-county sales tax forecast.

Marin’s sales tax revenue has been slightly higher than anticipated so far during FY2025-26 and will likely continue to be relatively insulated from national market fluctuations. However, economic variables continue to be inconsistent, and revenue growth over the same period the prior year has varied greatly month to month as shown in the graph below.



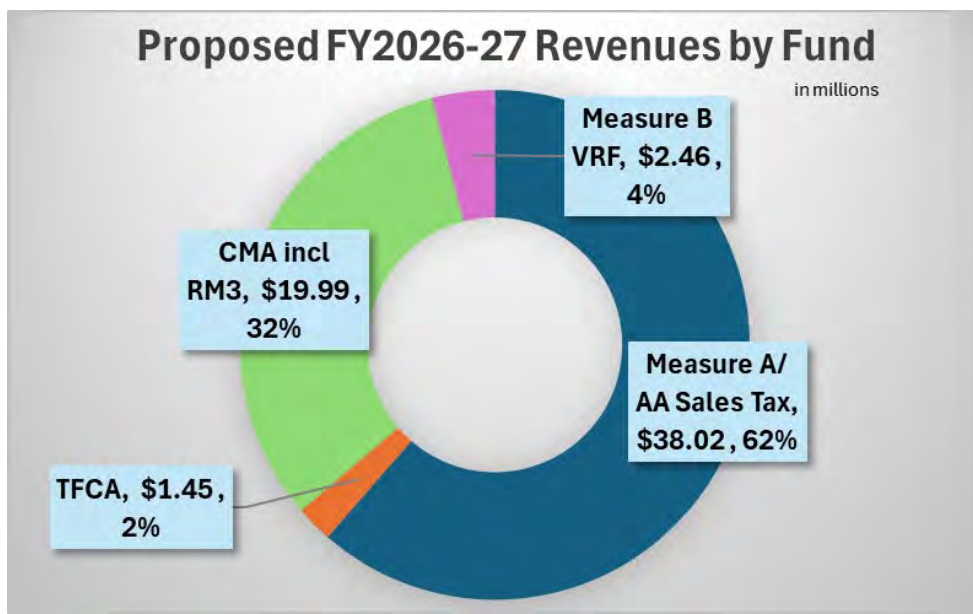
Based on the review of the most recent information, staff is now recommending a 2.0% increase in sales tax revenue growth rather than the original 1.5% forecast. This more closely reflects actual sales tax revenue while remaining fiscally conservative in recognition of the current economic variability. Staff will continue to closely monitor all indicators and update the Board with any notable changes in outlook. Note that should revenues come in higher than expected, funds will be held for each category in Measure AA for use the following year.

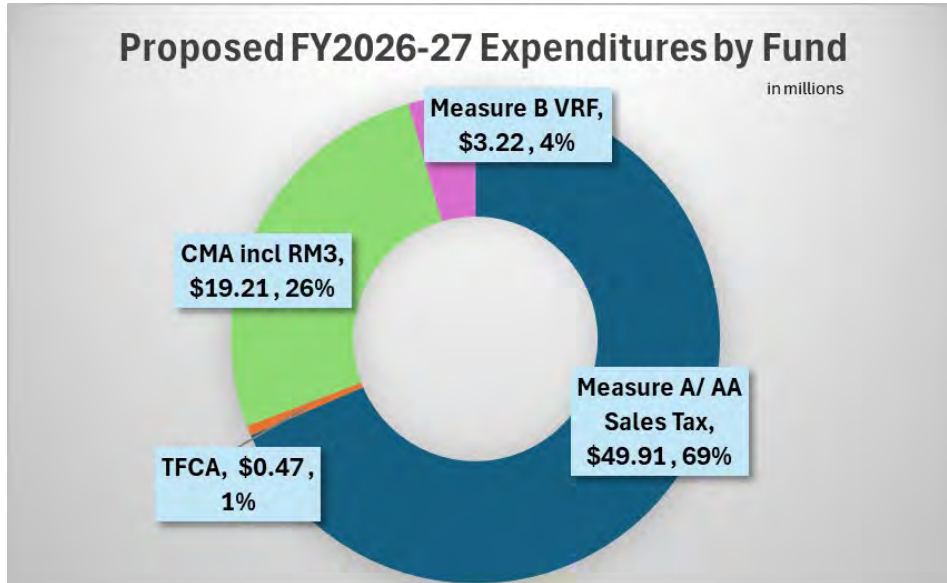
**Changes from Draft to Final Proposed FY2026-27 Annual Budget:**

As a result of the changes in estimated sales tax revenue, both expenditures and revenues in the Measure AA Fund will increase by \$180,000. The draft budget document and the strategic plan will be updated to reflect this change for the June 25 Board meeting. Marin Transit, as the largest recipient of Measure AA funds has also been notified. They have indicated that they will not be requesting the additional funds at this time. The changes in expenditures include:

FY2026-27 Measure A/AA Revenue Collection Update and Projection Update (\$ in millions)									
Year	FY2024-25	FY2025-26 Projected	FY2026-27 Original	FY2026-27 Revised	FY2026-27 Difference	FY2027-28	FY2028-29	FY2029-30	FY2030-31
<b>Estimated Annual Revenue</b>	\$35.20	\$ 35.90	\$ 36.44	\$ 36.62	\$ 0.18	\$37.35	\$38.10	\$38.86	\$39.64
<b>% Growth</b>	1.70%	2.00%	1.50%	2.00%	0.50%	2.00%	2.00%	2.00%	2.00%
<b>Category 1:</b> Congestion on Hwy 101 (6.5%)	\$ 2.46	\$ 2.51	\$ 2.55	\$ 2.56	\$ 0.01	\$ 2.45	\$ 2.50	\$ 2.55	\$ 2.60
<b>Category 2:</b> Local transportation infrastructure (26.5%)	\$ 9.33	\$ 9.51	\$ 9.66	\$ 9.70	\$ 0.05	\$ 9.90	\$10.10	\$10.30	\$10.50
<b>Category 3:</b> School-related congestion (12%)*	\$ 4.05	\$ 4.13	\$ 4.19	\$ 4.21	\$ 0.02	\$ 4.48	\$ 4.57	\$ 4.66	\$ 4.76
<b>Category 4:</b> Local transit services (55%)	\$19.36	\$ 19.75	\$ 20.04	\$ 20.14	\$ 0.10	\$20.54	\$20.96	\$21.38	\$21.80

As the funding agency that collects the Measure A/AA, Measure B, and the Transportation Fund for Clean Air (TFCA) fund sources in cash but funds most projects/programs on a reimbursement basis, TAM's annual expenditures rely heavily on the project/program delivery plans and schedules managed both in-house and by various partner agencies. Having budgeted expenditures greater than revenues in some years reflects that TAM and its partner agencies are using accumulated fund balances from prior years to deliver more projects and programs in that particular year. Based on the proposed revenues and expenditures for FY2026-27, TAM will spend \$10.89 million more than it will collect in revenue and end the year with a fund balance of \$34.93 million. The charts below illustrate the revised proposed total revenues and expenditures (in \$ millions) for FY2026-27 by major governmental fund.





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

The annual budget includes a range of activities and funding supportive of the CTP’s goals and strategies. Most Measure A/AA and Measure B categories are related to CTP implementation, including fix-it-first allocations for local street & road maintenance and transit operations and capital funding, the safety-focused Safe Routes to Schools and crossing guard programs, and programs to promote alternative commutes and emission reductions. Funding is also set aside for new initiatives including the Marin-Sonoma Coordinated Transit Service (MASCOTS) Plan and the Reimagined Roadways program of projects, and furthering work on sea level rise plans and project concepts.

In addition, external grants received are important building blocks for several of the CTP strategies related to modernizing and growing innovation for the transportation network, supporting transit, advancing important transportation safety work, strengthening accessible and walkable communities, and continuing to develop the regional connectivity capital projects identified in Measure AA (Interchanges, 101/580, and completion/closeout of the Marin-Sonoma Narrows program).

**FISCAL CONSIDERATION**

The change from 1.5% to 2% growth is expected to result in an additional approximately \$180,000 in sales tax revenue for FY2026-27. The revised expected revenue collection and reimbursement for FY2026-27 is \$61.92 million while the proposed expenditures are \$72.81 million. TAM’s fund balance will be reduced by \$10.89 million with \$34.93 million by the end of FY2026-27.

**NEXT STEPS**

The TAM Board will conduct a public hearing prior to the final adoption of the FY2026-27 Annual Budget at its June 25 meeting.

**ATTACHMENTS**

None.



**DATE:** June 8, 2026

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

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

**SUBJECT:** Marin County School Access Safety Action Plan Progress Update (Discussion), Agenda Item No. 6

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## RECOMMENDATION

The Administration, Projects & Planning (AP&P) Executive Committee receives an update on the Marin County School Access Safety Action Plan and provides feedback.

## BACKGROUND

In 2024, TAM secured grant funding from the Safe Streets and Roads for All (SS4A) Grant Program, a discretionary program established through the federal Infrastructure Investment and Jobs Act (IIJA), for a Marin County School Access Safety Action Plan. The plan will address user safety around Marin County schools, particularly for active transportation users, building upon the Marin County Local Road Safety Plan (LRSP) and will identify improvements that will support future implementation of TAM's Safe Routes to Schools Program investments and activities. It will provide location-specific countermeasures including, but not limited to crosswalk enhancements, speed reduction measures, bikeway improvements, and innovative solutions such as protected intersections.

## DISCUSSION/ANALYSIS

The project team completed a comprehensive analysis of ten years of California Crash Reporting System crash data (2015–2024). Over 17,000 crashes were reported countywide. Approximately 16,100 were located within two miles of schools, including more than 2,000 involving active transportation users and 386 involving youth. Using this data, the project team developed a High Injury Network (HIN) that highlights roadway segments and intersections with elevated concentrations of youth active transportation crashes. Although the HIN represents only 3.5% of roadway miles near schools, it accounts for approximately 70% of youth walking and biking crashes.

Building on the HIN analysis, the team identified 24 School Travel Priority Areas across Marin County to focus future safety improvements. Priority areas were selected based on crash history, proximity to school routes, Safe Routes to Schools priorities, and observed safety concerns. The project also includes coordination with local jurisdictions and Safe Routes to Schools task forces to prioritize locations for in-person safety audits and desktop reviews. Note that TAM staff consulted with County Counsel regarding publication of this information and potential for any liability related to unaddressed safety concerns. Staff were advised that under Sections 148 and 407 of Title 23, United States Code, notwithstanding any other provisions of law, reports, surveys, schedules, lists, or data compiled or collected for any purpose relating to this section shall not be subject to discovery or admitted into evidence in a Federal or State court proceeding or considered for other purposes in any action for

damages arising from any occurrence at the location identified or addressed in the reports, surveys, schedules, lists, or other data. This was similarly provided as assurance during the development of the Local Road Safety Plan.

To date, the team has completed or scheduled 16 safety audits across multiple jurisdictions, including San Rafael, Novato, Mill Valley, Fairfax, Corte Madera, Tiburon, and several unincorporated county areas. Upcoming work includes completing remaining desktop audits, conducting additional field reviews in fall 2026, and developing corridor-specific safety recommendations in coordination with partner agencies.

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

This plan will support the strategy of the CTP 'Easy and Safe School Travel', which includes the implementation of TAM's Safe Routes to Schools Program and calls for planning and investment in safe routes and implementation of safe school-related transportation.

### **FISCAL CONSIDERATION**

Funding for the Marin County School Access Safety Action Plan is available through TAM's federal SS4A Grant award of \$544,000 with a local match from City/County fees provided by TAM of \$136,000, requiring a total investment of \$680,000. The TAM Board approved a contract with Parametrix in June 2025 to develop the plan, with a not-to-exceed amount of \$645,000. An additional \$35,000 was set aside for TAM staff time to support the effort. Funds are included in the current year budget and in the proposed FY2026-27 annual budget.

### **NEXT STEPS**

Staff and the consultants will work toward the development of the plan and present further information to the TAM Board at future meetings.

### **ATTACHMENTS**

Attachment A – Staff PPT Presentation



Item 6 - Attachment A

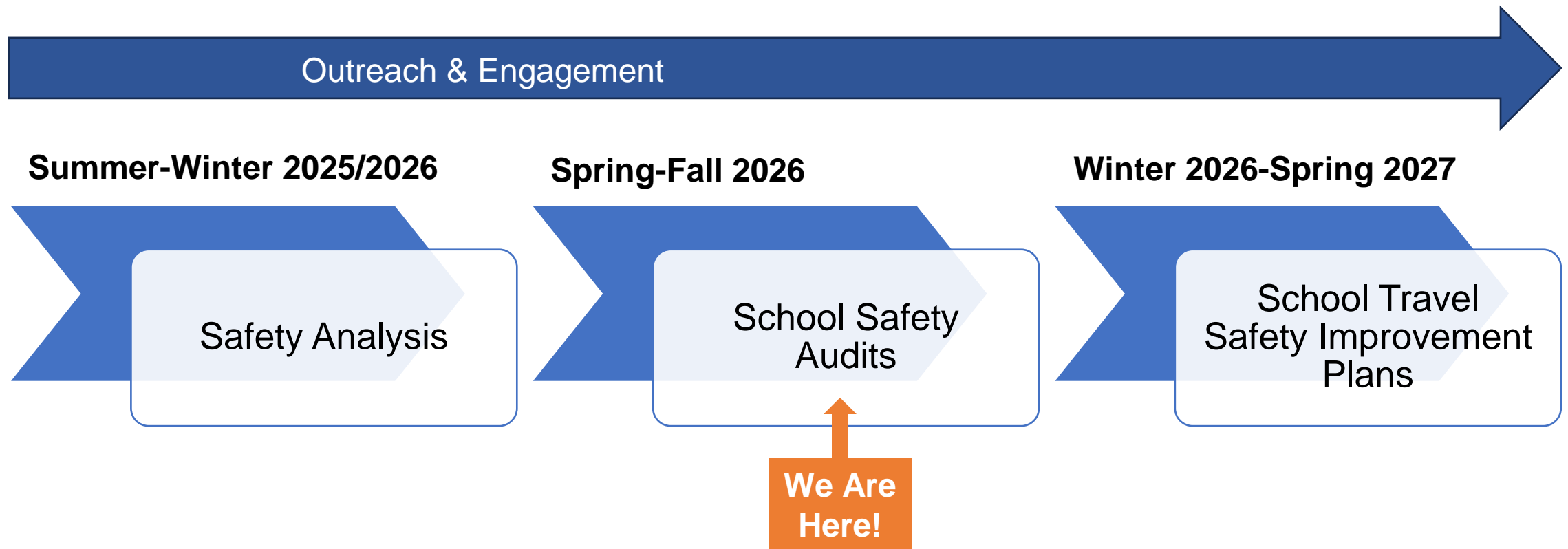
# Marin County School Access Safety Action Plan

Transportation Authority of Marin  
Administration, Projects & Planning Executive Committee

June 8, 2026

# Project Background

TAM is leading the development of a Safety Action Plan focused on student access to and from Marin County schools.



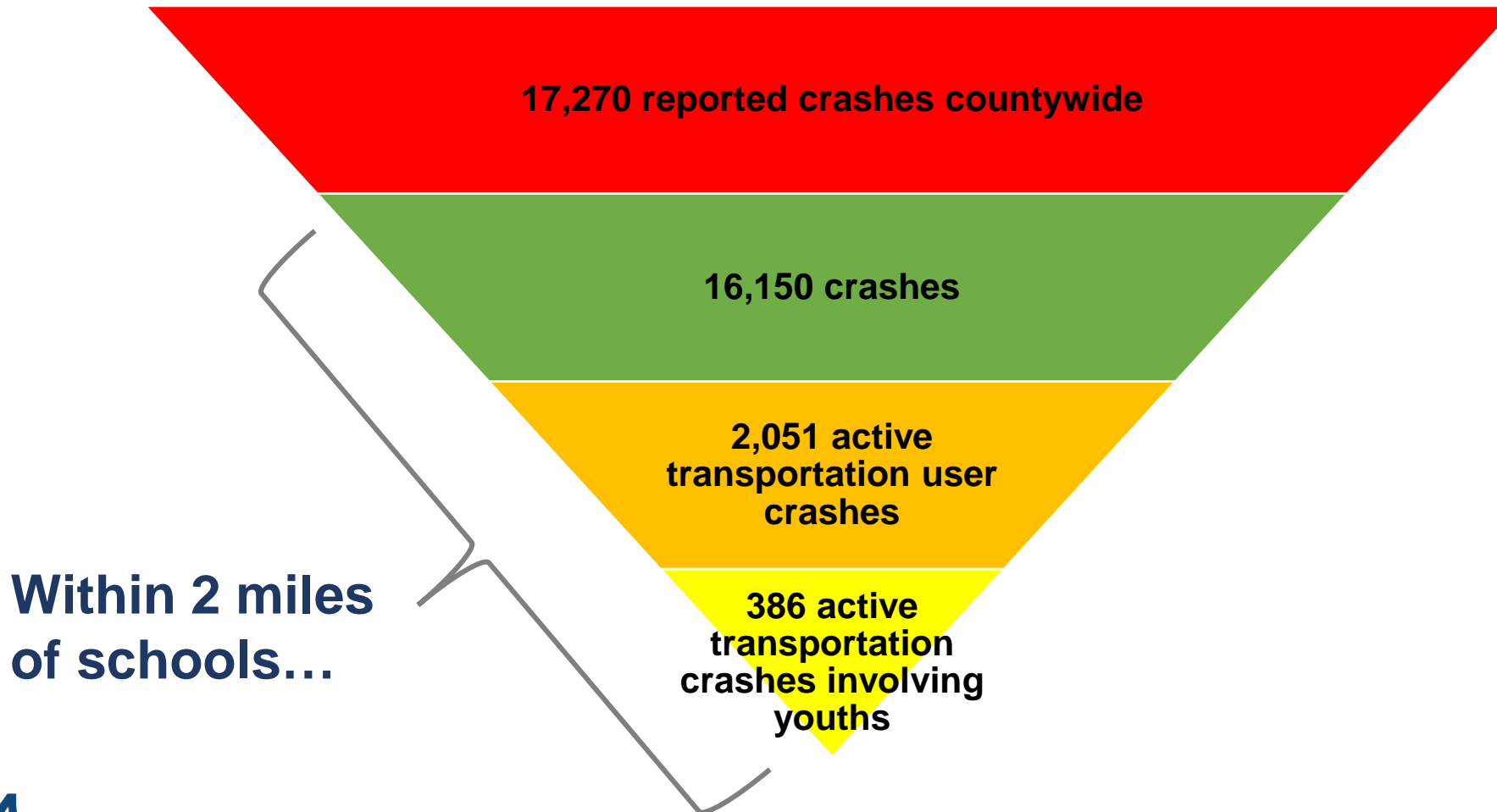
# Key Steps So Far

- Countywide crash analysis
- High Injury Network (HIN) development
- School Travel Priority Area identification



# Countywide Crash Analysis

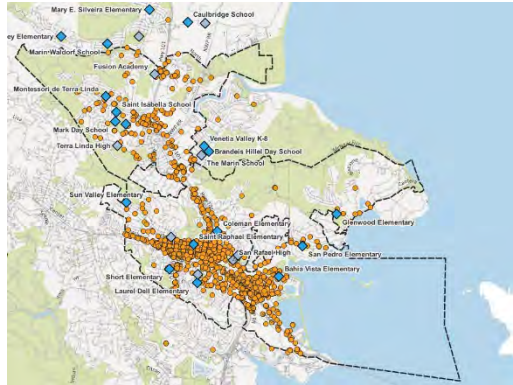
Analyzed 10 years of data from California Crash Reporting System (2015-2024)



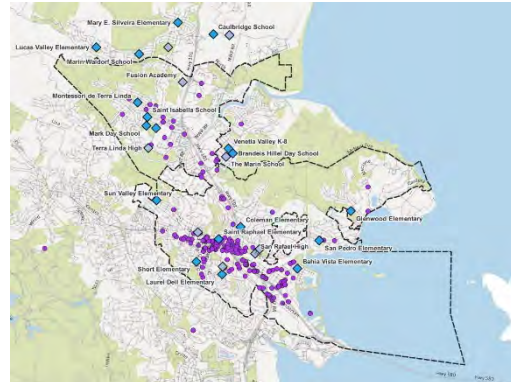
**Within 2 miles of schools...**

# High Injury Network (HIN)

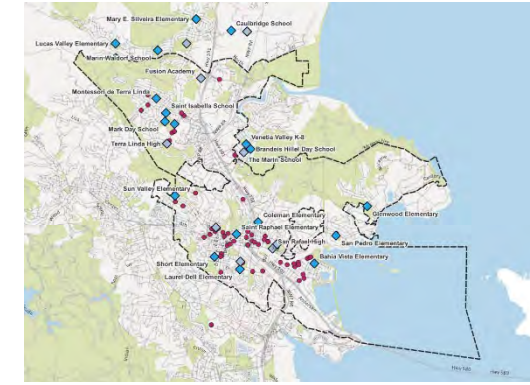
- All road segments and intersections were given a score based on the types of crashes that occurred in the location
- Top scoring segments and intersections are part of the HIN



School Area Active  
Transportation User Crashes –  
5 points each



School Area Severe Injury &  
Fatal Active Transportation  
User Crashes –  
10 points each

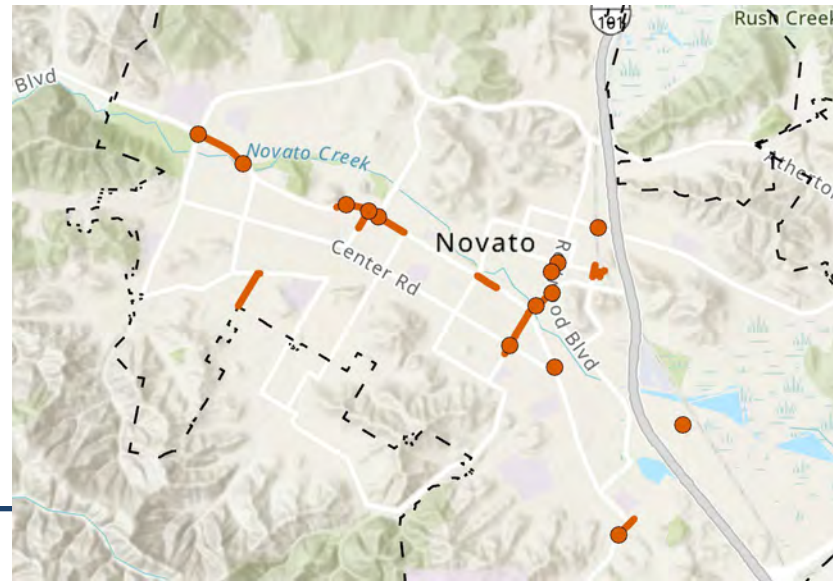
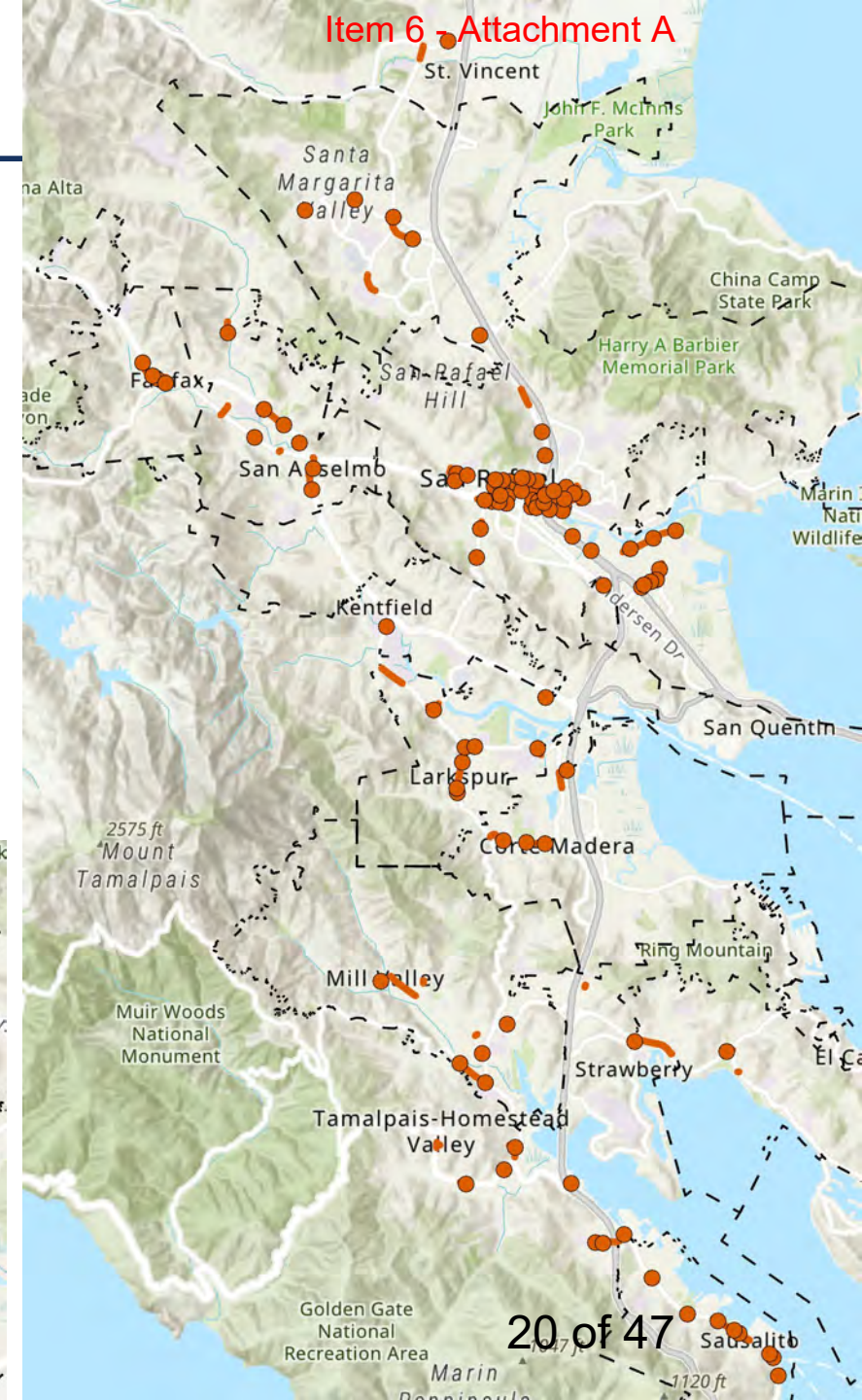


School Area Youth Active  
Transportation User Crashes –  
15 points each

High Injury Network Score

# High Injury Network (HIN)

- High-injury network represents just 3.5% of roadway miles within 2 miles of schools, yet includes 70% of youth active transportation user crashes near schools
- HIN locations are in all jurisdictions except Ross and Belvedere

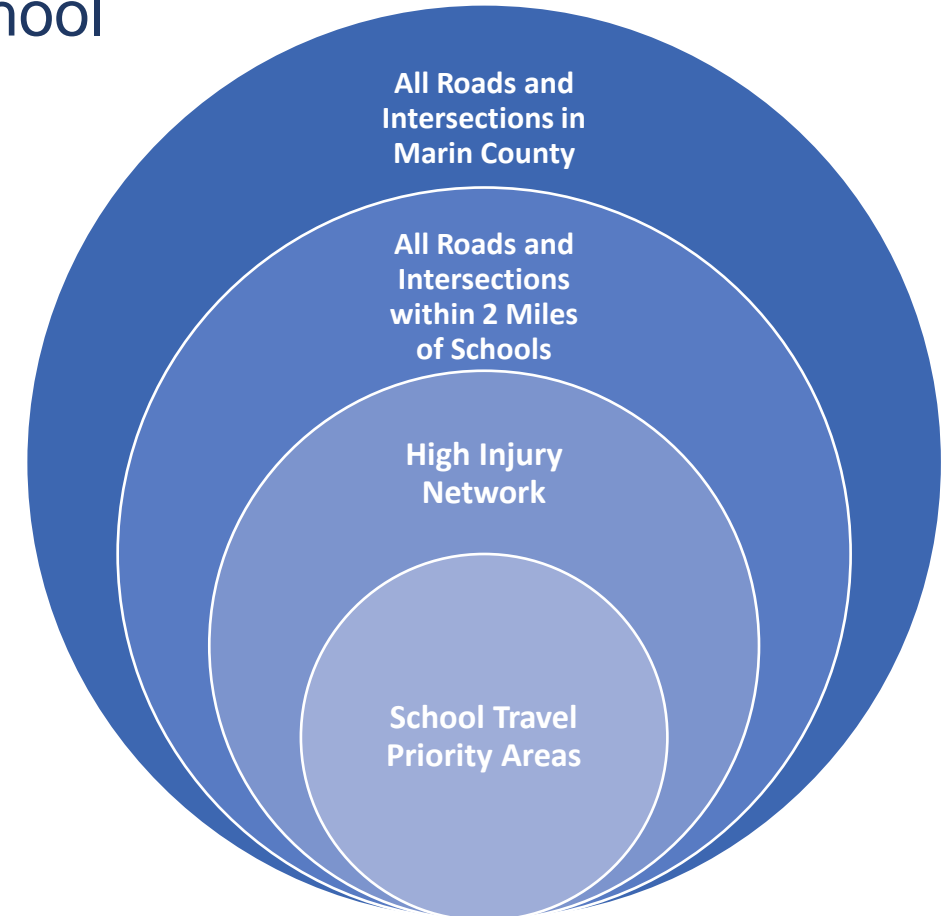


**Legend**

- HIN intersection
- HIN segment

# School Travel Priority Area Identification

- Priority areas identified for safety audits and school travel safety improvement plans
- Priority areas selected based on:
  - Inclusion in the HIN
  - Proximity to suggested routes to school
  - Proximity to youth active transportation user crash hotspots, including crashes during school commute periods
  - SR2S issue prioritization process

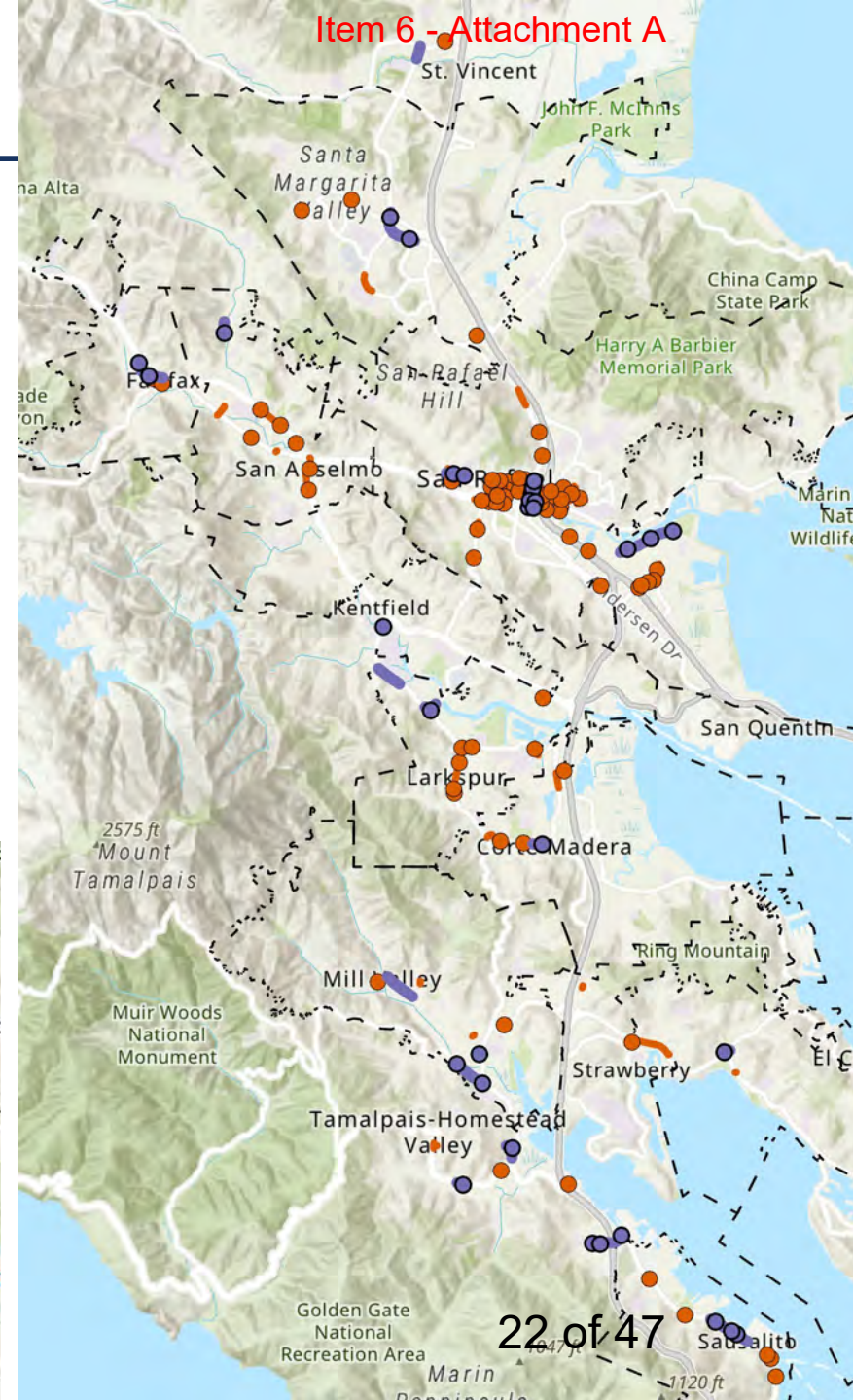
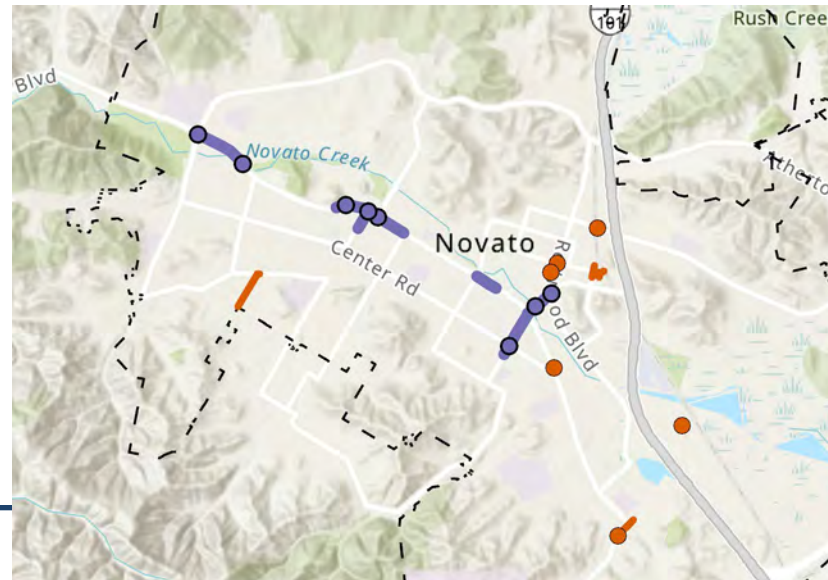


# School Travel Priority Areas

- 24 priority areas countywide
- Representation from unincorporated County, plus all jurisdictions, except Ross and Belvedere

**Legend**

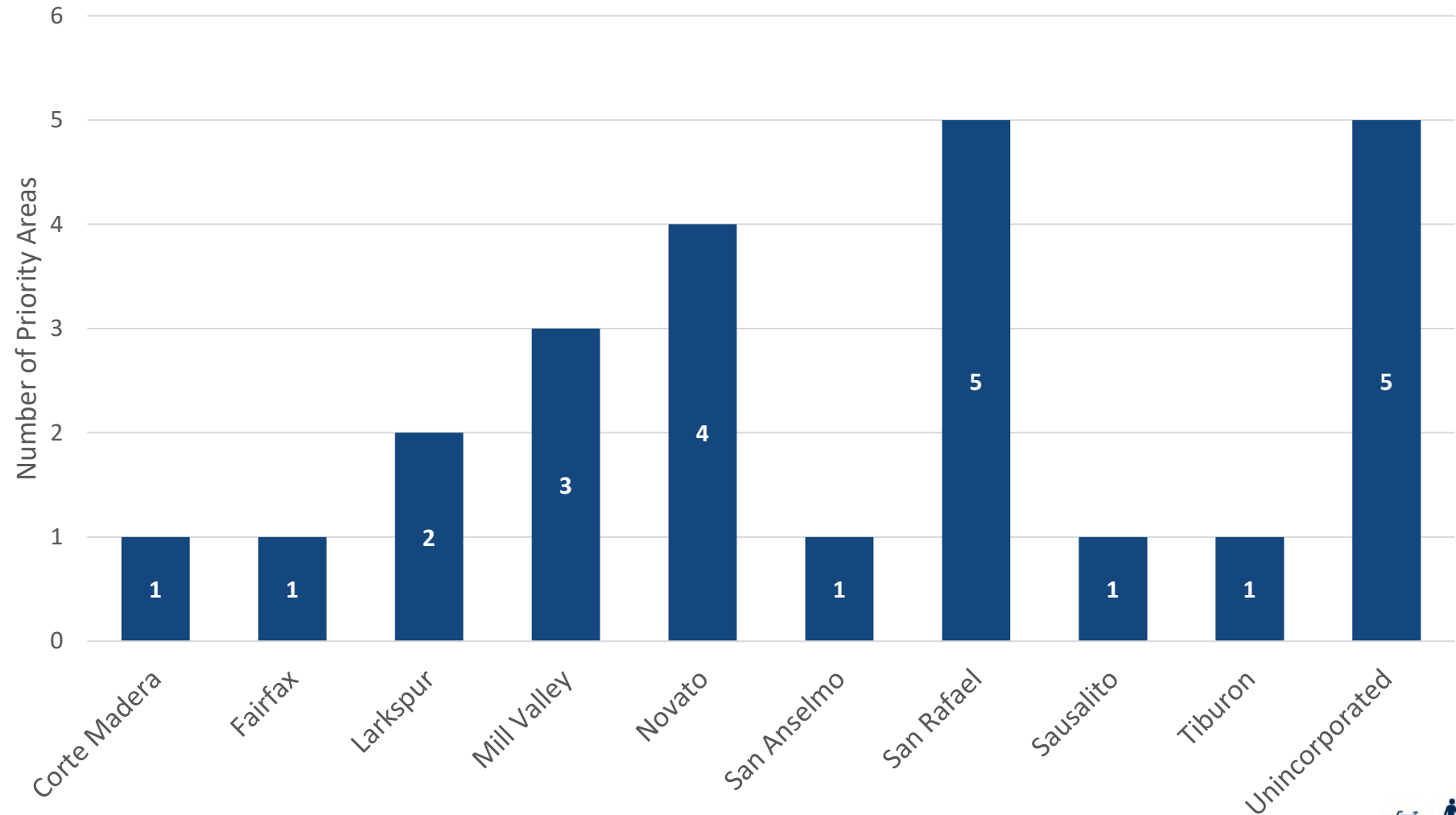
- HIN intersection
- HIN segment
- HIN & priority area intersection
- HIN & priority area segment



# School Travel Priority Areas

**24**  
priority  
areas  
countywide

Priority Areas Per Jurisdiction



# Identifying Safety Audit Locations

Study team reviewed information at each priority area to determine if an in-person visit was needed:

- Recent and ongoing projects
- Recent Safe Routes to Schools walk audits
- Recent concept plans

**Desk reviews** will be done for sites not receiving in-person safety audits

**Task Force discussions** held for all sites



# School Travel Priority Areas



# Relationship to Safe Routes to Schools

- **Supports program goals** by identifying and prioritizing school access safety improvements
- Helps **focus resources** on the highest-risk locations for students walking, biking, and rolling
- Can **strengthen Crossing Guard Program** by identifying crossings that either warrant guard support or enhanced crossing treatments
- **Identifies opportunities** for infrastructure that may offer **longer term or more consistent safety benefits**
- Creates a **stronger foundation for securing funding** for school access safety projects
- Uses data, community input, and school travel patterns to **guide future safety investments**

# Next Steps this Upcoming Fall & Winter



Complete desktop audits for priority areas not receiving safety audits



Finish conducting Safety audits in fall 2026



Develop recommendations in coordination with jurisdictions

Questions?



**DATE:** June 8, 2026

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

**FROM:** Anne Richman, Executive Director *Anne Richman*  
Derek McGill, Director of Planning

**SUBJECT:** TAM Travel Data Program (Discussion), Agenda Item No. 7

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## **RECOMMENDATION**

The Administration, Projects & Planning (AP&P) Executive Committee receives an update on the TAM Travel Data Program and provides feedback.

## **BACKGROUND**

As part of TAM's development of the Countywide Transportation Plan (CTP), and subsequent Board discussions, the Board has expressed the need for a data driven planning and decision-making process to support Marin County's Transportation needs. Historically, TAM has conducted both a countywide data program (as part of the congestion management program that ceased in 2022), and project or planning specific data collection and reporting efforts. Collectively, this approach has provided system level data, project specific information, and public access to facilitate understanding of transportation needs and issues in the county.

With the adoption of the CTP, TAM is now in a position to modernize our countywide approach to travel data to support the CTP implementation and move towards a more robust data monitoring and reporting system.

## **DISCUSSION/ANALYSIS**

TAM generates and uses a significant amount of data in the development of our project, planning and funding decisions. TAM's decision making processes often utilize various types of data, including travel data, historical investment data, and financial data among other sources of information. Since the adoption of the CTP, staff have been reviewing historical investment data and processes for collecting this data, acquiring and utilizing GIS data, and exploring opportunities for modernizing travel data collection in the county.

To support this effort, staff have issued a task order with Fehr & Peers through the Travel Demand Model On-Call contract to develop a data strategic plan to guide the program build out. The plan focuses on the collection of external data types, categorizing the various data sets, determining specific data sets in each category, and identifying collection, costs and implementation considerations for these data sets.

Staff presented the plan to the TAM Technical Advisory Working Group (TAWG) in March 2026 for feedback. Staff will provide the Executive Committee with a high-level overview of the proposed path forward and seek input on the program.

Feedback from the TAWG highlighted the need for modern asset management programs at the jurisdictional level to support infrastructure maintenance and planning efforts. The travel data program would benefit from improved asset management programs and practices at the jurisdictional level but is not the focus of this effort. Staff continue to explore bicycle and pedestrian counters with local public works staff, and coordinate capital procurement and ongoing operating and maintenance agreements.

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

This program will support the reporting of performance measures for the CTP and will function as the framework for the CTP strategy of Transportation Data and System Management.

### **FISCAL CONSIDERATION**

Staff will bring back fiscal considerations as procurements are conducted and cost estimates are available. Funding is included in the proposed FY2026-27 budget across multiple activities, including \$100,000 in the Travel Data and Monitoring line item, as well as in the Innovation Program, where previous Board action has committed to advancing bike/ped counters and ongoing monitoring programs. Additionally, a 'big data' purchase would advance data needs for the Reimagined Roadways category and funding may be considered from that program.

### **NEXT STEPS**

Staff will release a Request for Proposals (RFP) for a 'big data' purchase to support activities identified in the plan and procure an updated model on-call contract. Dialogue will continue with local agencies regarding data sharing and coordination.

### **ATTACHMENTS**

Attachment A – Staff PPT Presentation



# TAM Travel Data Program Update

Transportation Authority of Marin  
Administration, Projects & Planning Executive Committee

June 8, 2026

# TAM Countywide Transportation Plan

*Advancing safe, equitable, and sustainable transportation together.*

A GOAL TOWARDS SAFE TRANSPORTATION  
**A Safe Network with Multimodal Solutions**

A GOAL TOWARDS EQUITABLE TRANSPORTATION  
**An Equitable System Accessible and Affordable for All**

A GOAL TOWARDS SUSTAINABLE TRANSPORTATION  
**A Sustainable Future Built on Innovation and Resilience**

- Stakeholders directed TAM to establish a data-driven approach to monitor progress and inform investments
- Travel behavior and technologies have evolved, with more data available than ever
- CMP opt-out (2022) created an opportunity to modernize TAM's "uniform traffic database" approach
- Ties into CTP strategies & provides a high level systemwide overview

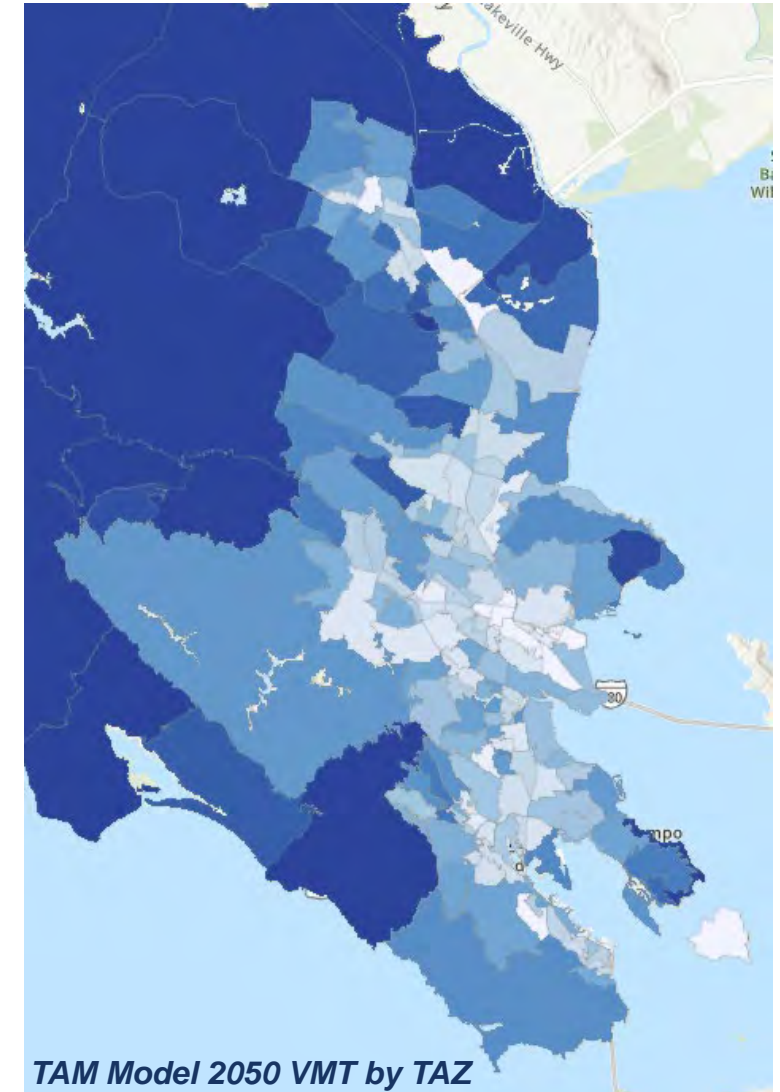
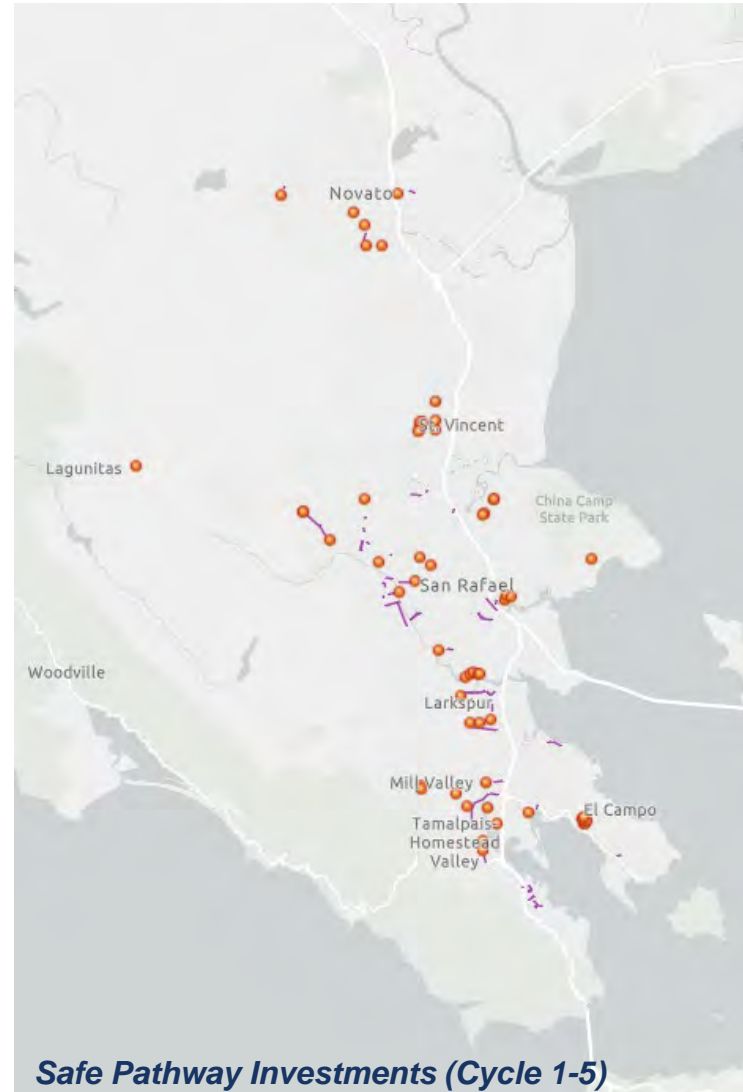
# TAM Travel Data Program Goals



Graphic created using ChatGPT

# TAM Updates & Progress Since CTP

- TAM acquired GIS licenses
- Review of existing investments and data from projects/programs
- Data organization & mapping
  - Program Data (i.e., sea level rise, safe routes & crossing guards)
  - Investment Data (safe pathways, recent calls for Projects)
  - CTP Data and Networks
  - TAM Model Data



# Categories of Travel Data



## Model Development

Data to build, update, and calibrate travel demand models that support accurate forecasts and scenario analysis.



## School Transportation

Data on student locations, school sites, walk and bike routes, and school bus services to support safe and efficient access to education.



## Active Transportation

Data on walking, biking, and micromobility networks and use to support active, healthy, and sustainable communities.



## Climate & Equity

Data that helps identify environmental impacts and advance equity by understanding exposure, needs, and underserved communities.



## Infrastructure Status

Data on the condition, performance, and assets of our transportation infrastructure to support maintenance and investment priorities.



## Systemic Safety

Data on crashes, risk factors, and safety outcomes to identify issues, prioritize interventions, and improve safety for all users.



## Transit Accessibility & Network Performance

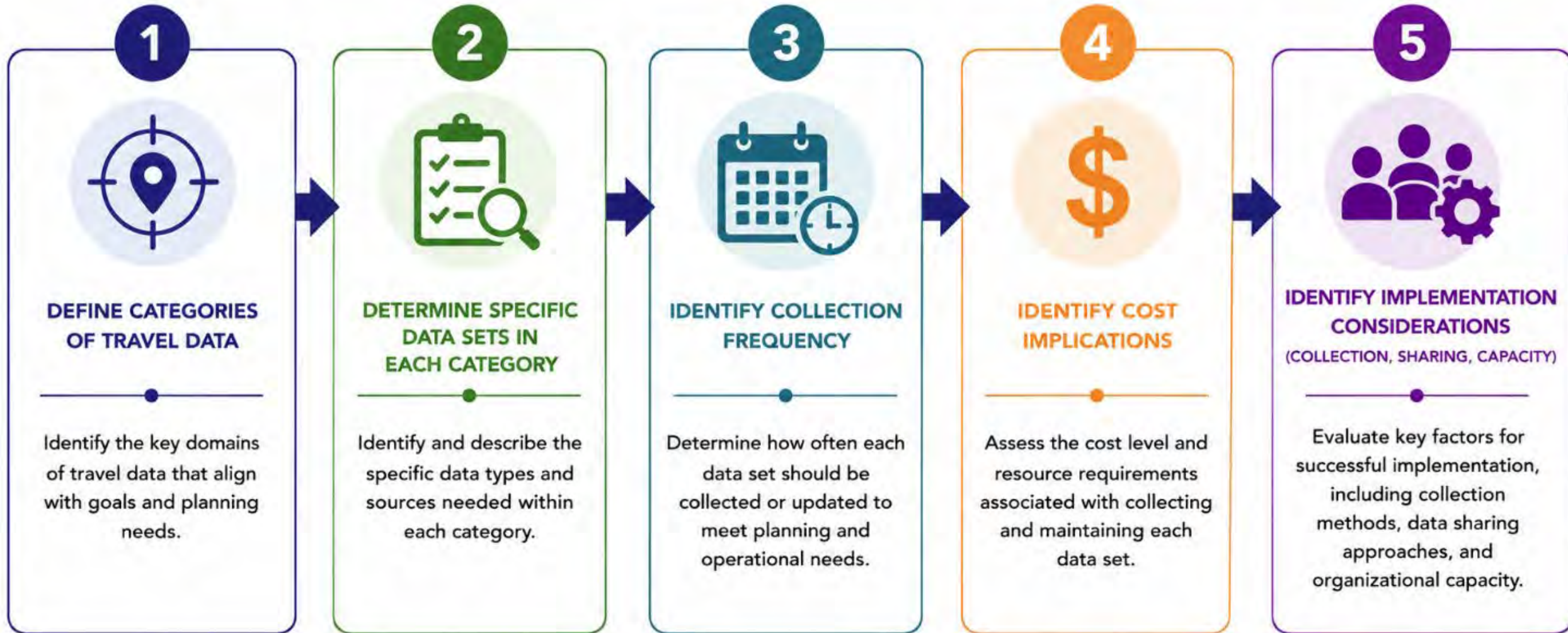
Data on transit services, access, ridership, and performance to improve connectivity, reliability, and customer experience.



## Travel Demand Management

Data on programs and measures that influence travel choices and reduce congestion, emissions, and vehicle miles traveled.

# Development of Strategic Plan



# Model Development

- Data used to support planning and project studies
- Goal is to move volume counts towards Big Data, and validate with one-time counts

Metric / Data type	Source	Frequency	Cost structure
Demographics, population, WFH	ACS	Annual	Free
New housing units	Jurisdictions + HCD APR	Annual	Free
Employment by sector	LEHD; BEA; DOF; EDD;	Every 4 years	Free
Daily road volumes (20 segments)	Manual count firm	One-time	\$
Daily road volumes+	Big Data	Annual	\$\$\$
Speeds (arterials/collectors)	PeMS; Inrix via MTC	Annual / TBD	Free
VMT per capita	Big Data	Every 4 years	\$\$\$
Origin–destination	Big Data	Every 4 years	\$\$\$
Employment+ (location)	Vendors include: SafeGraph / Attom	Every 4 years	\$\$
Land use characteristics+	Vendors include: SafeGraph / Attom	Every 4 years	\$\$

# Schools

- School Data mostly comes from TAM Programs
- Big Data Sources may support Trip Purpose & Program analytics further

Metric / Data type	Source	Frequency	Cost structure
Student travel modes (green trips)	Safe Routes to Schools (SR2S)	Annual	(Program)
Peak period volumes (161 locations; 4 hrs; all modes)	Crossing Guard Program	Every 4 years	(Program)
Crossing guards (count)	Crossing Guard Program	Annual	(Program)
Travel programs all schools + high-poverty schools	SR2S	Annual	(Program)

# Active Transportation

- Goal is to automate counting program with in-ground counters, distinguish e-bike mode share & leverage Big Data
- Potential Bike Counter Library System for Local Agencies

Metric / Data type	Source	Frequency	Cost structure
Bike & ped volumes (20 path segments, incl. e-bike share)	Count firm	One-time	\$
Path volumes (existing permanent counters)	In-ground Counters	Annual	\$\$ (install/maint.)
Recreational volumes+	Big Data	TBD	Free (public agencies)

# Climate and Equity

- Automate EV counters using national program as most reliable, ongoing source of data
- Confirm VMT rates to support Climate Action Plans
- Update Equity Mapbook during future CTP updates

Metric / Data type	Source system (plan)	Frequency	Cost structure
EV chargers (ports + locations)	DOE / AFDC	Annual	Free
Countywide VMT (state goal tracking)	StreetLight	Annual	\$\$\$
Climate change risk+	U.S. GHG Center / NASA; and/or Attom	TBD	Free and/or \$\$
Equity Mapbook & Implementation Guide (CTP 2050)	ACS + mapped sources	Every 4 years	Free / \$

# Infrastructure Status

- Focus is on tracking PCI, Signal Infrastructure, Highway Reliability
- Big Data sets can expand congestion metrics, trip purpose, origin and destination understanding

Metric / Data type	Source system (plan)	Frequency	Cost structure
Pavement conditions (PCI)	Jurisdictions; Streetsaver/Vital Signs	Annual	Free
Traffic signals installed (count)	Jurisdictions	Every 2 years (signals+); annual for "new signals installed"	Free
Real-time traffic data from advanced signals	Advanced traffic signals	Annual	Free
Highway reliability+ (hours of delay variance on US 101)	Inrix (via MTC)	TBD	Free (from MTC)
Advanced Transportation Mgmt Systems+	ITS / toll / cloud TMS	Every 2 years	Free

# Systemic Safety

- Focus is on conducting Quality Control & developing a single consistent safety data source for Marin County building on School Access Safety Plan Effort

Metric / Data type	Source system (plan)	Frequency	Cost structure
Collisions – all modes (fatal/high injury via TIMS; totals via CCRS)	TIMS; CCRS	Annual	\$
Collisions – active transportation (fatal/high injury via TIMS; totals via CCRS)	TIMS; CCRS	Annual	\$
Collision rankings	OTS	Annual	Free
Near-miss collisions+ (HCN intersections)	Derived from LRSP / vendor	Every 2 years	(TBD)

# Transit Accessibility & Network Performance

- Maintains Historical Transit Service levels and Ridership reporting
- Explore ways to automate and include reliability, coverage and speed data

Metric / Data type	Source system (plan)	Frequency	Cost structure
Annual boardings	Agency data	Annual	Free
Reliability (on-time performance)	Agency data	Annual	Free
Route speeds	Agency data	Annual	Free
Annual revenue hours	Agency data	Annual	Free
Specialized transit service data	Marin Access / school bus / supplemental bus	Annual	Free
Transit supportive land uses	Jurisdiction data + analysis	Annual	(TBD)
Transit network coverage+ (15-min walk to HQ transit)	Consultant analysis	TBD	(TBD)
Speed+ (by route using AVL/APC)	AVL/APC + consultant analysis	TBD	(TBD)

# Travel Demand Management

- Maintain Marin Commutes reporting, including vanpools, ERH
- Big Data can provide congestion data by road segment
- Conduct occupancy counts on project specific approach

Metric / Data type	Source system (plan)	Frequency	Cost structure
Vanpools operating in county	MTC 511	Annual	Free
Congestion periods/speeds (duration/time of day)	PeMS	Every 2 years	Free
Weekday variance (M–F congestion variance)	PeMS	Every 2 years	Free
Vehicle occupancy rates (as needed)	Manual count firm	Every 4 years	\$

# Potential Issues & Current Discussions

## Coordination on data management/formats

- Multiple data formats and vendor reporting platforms/functionality

## Avoiding duplication, encouraging sharing

- Exploring regional data collaboration/joint purchases – with MTC and other CTAs
- Considering data sharing locally – MarinMap, jurisdictions, transit agencies

## Capital Counter Programs

- Who owns, operates and maintains, and who uses the data?

## Organizational capacity and staff skill-building

- Data managing, QA/QC, accessing and visualizing data

## Ongoing costs & value from program

# Next Steps

## Next Steps

- Conduct procurement of Big Data to support data reporting & TAM programs
- Continue to advance bike/ped counting program
- Continue coordination with partner agencies
- Develop data visualization/reporting formats
- Report on CTP Performance measures

## Questions for Consideration

- Any data not included in this list that should be?
- What information would be especially useful for you that TAM should prioritize?

# Questions & Discussion

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Thank you!