



TAM Staff Report

Transportation Authority of Marin
Community Oversight Committee

September 22, 2026

Marin Commutes – Transit Month and Rideshare Month

September is Transit Month!

- Take the bus, ferry, or train this month and log those trips for a chance to win prizes!

Here's the Challenge:

- From **September 1 – 30**, log **12 total transit trips** for a chance to win one of **three \$100 gift cards**
- Log your first transit trip ever (*or first of the year*) as part of your 12 trips, for a bonus entry in the grand prize drawing
- Post a selfie with a story about your transit trip

October is Rideshare Month!

- Another month of promotions to encourage alternatives to driving alone



MASCOTS Update

- MASCOTS launched in April 2026 to better coordinate transit service along the Marin–Sonoma Highway 101 corridor
- Reduce duplication, improve connections, and grow ridership
- Service changes expanded SMART and Golden Gate Transit frequency, strengthened local connections to SMART, streamlined Southern Marin service, and improved East Bay connections

Early results are encouraging:

- SMART ridership increased 20+%
- Transfers among SMART, Marin Transit, and Golden Gate Transit/Ferry increased 45%.
- Changes have improved regional travel times and transit productivity
- Three-year pilot will continue through June 2029, with schedule refinements in September 2026 and an initial evaluation planned for spring 2027

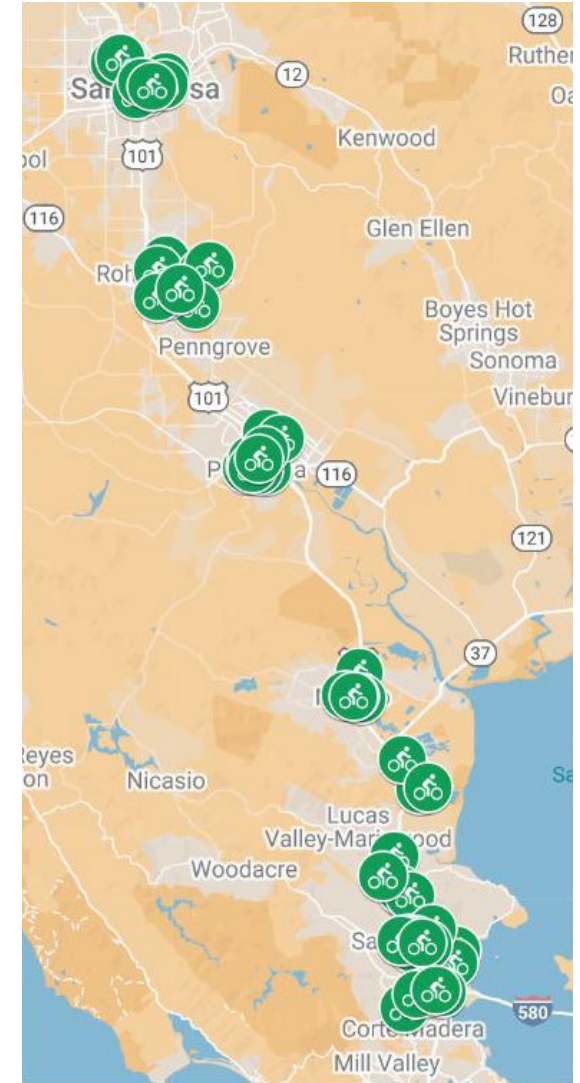


Redwood Bikeshare

In October 2024 TAM and Sonoma County Transportation Authority (SCTA) launched a Bikeshare program:

- 300 electric bikes (150 in Marin)
- Serving as first/last mile connection for SMART, shopping, and employment destinations
- SMART stations in Santa Rosa, Rohnert Park, Cotati, Petaluma, Novato, San Rafael, Larkspur
- Funded by MTC grant for two-year pilot program
- September Board Discussions on **Program Continuation**

Visit: redwoodbikeshare.com

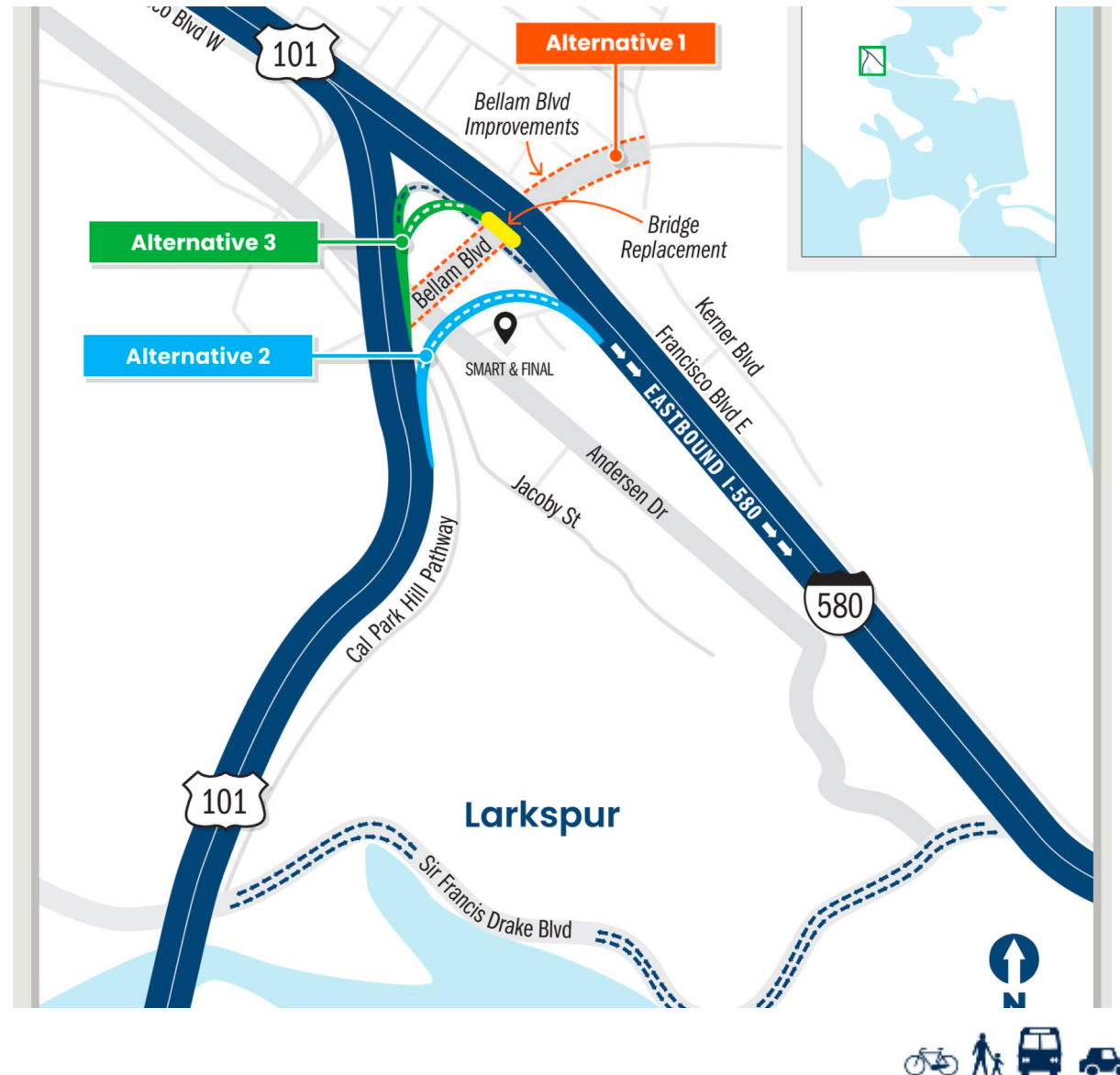


Marin 101-580 Project

The **Community Working Group** met on May 27; **Voces del Canal** group met on Sept 9 (in Spanish and English)

Provided an update on the Marin 101-580 Multimodal and Local Enhancement Improvement Project:

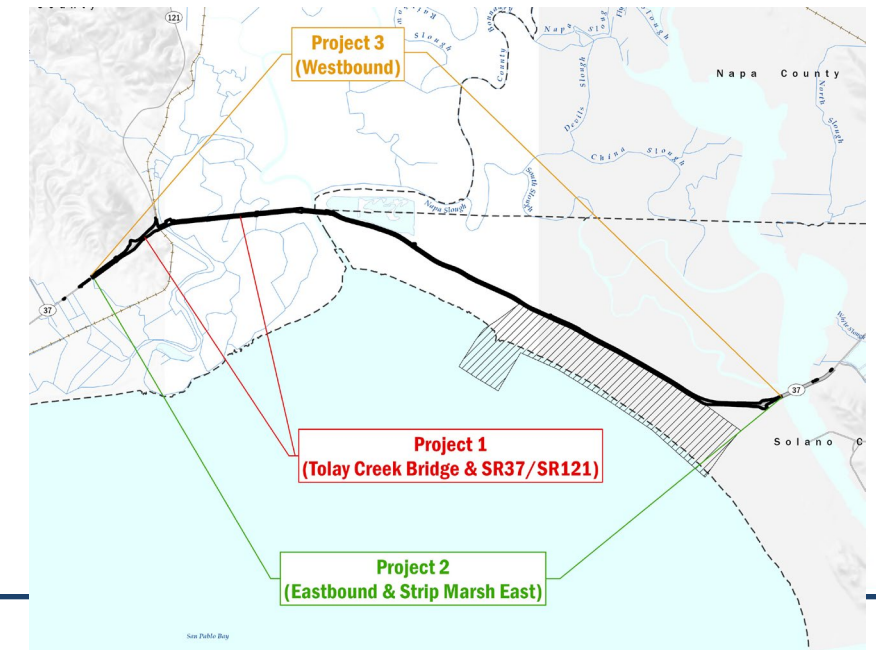
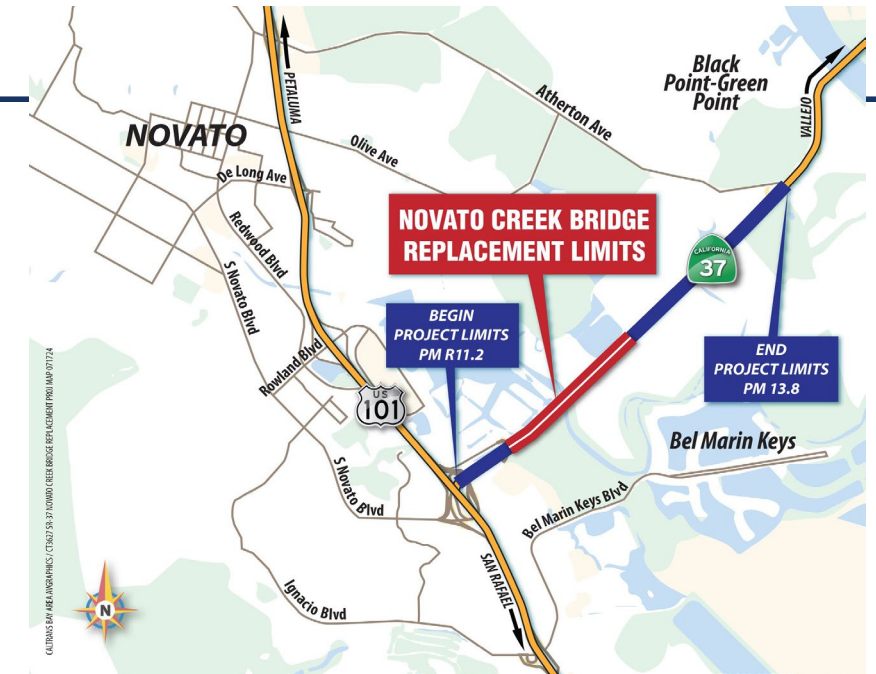
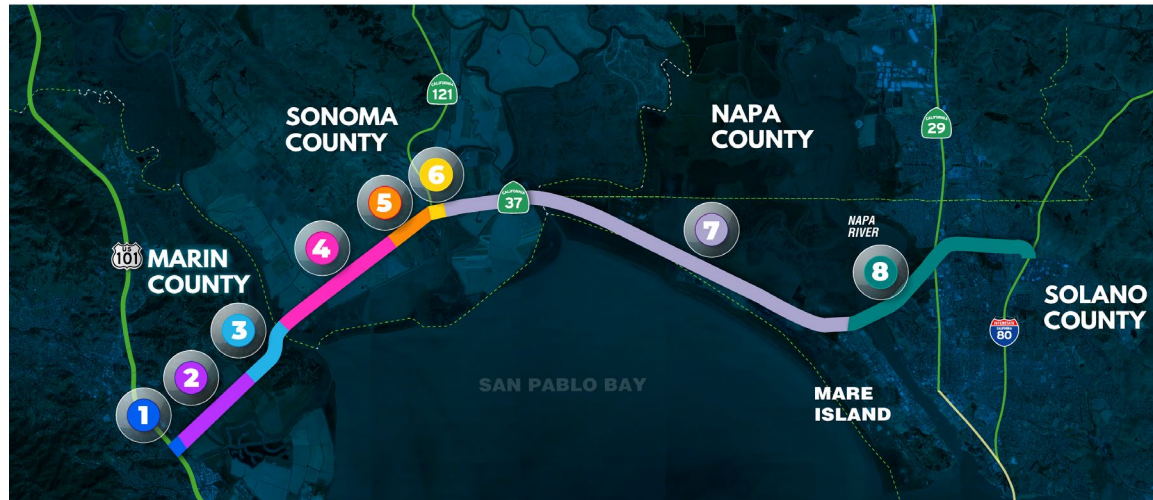
- Design and Environmental Studies
- Alternative 1, and Local Street Improvement Updates
- Roundabouts – removal from consideration
- Francisco/Kerner Blvd - Two-Way Circulation Study)
- Initial Discussion on Community Landscaping/Aesthetic Features
- Updates on Other San Rafael Projects



SR-37 Updates

Two projects funded & ready to seek bids this fall for construction, which would start mid-2027:

- Novato Creek Bridge Replacement
- Tolay Creek Bridge and SR-37/121 Interchange of the Sears Point to Mare Island projects



Marin Countywide Active Transportation Plan

- **Caltrans Sustainable Transportation Planning Grant: \$550,000 to TAM**
- Prioritize safety & access improvement projects for bicyclists & pedestrians
- Advances Countywide Active Transportation Network



ATP Grant Submittals

- CTC Active Transportation Program (ATP) Cycle 8 Call for Projects in March
- \$309M Statewide; \$53M Regional
- Applications due June, awards December
- TAM supported the development & successful submittal of 5 project applications:
 - Larkspur – Redwood Highway Westside Active Transportation Bike Path
 - Mill Valley – Safe Routes to Schools/Safe Routes for Seniors Project
 - Novato – Redwood Blvd Sidewalk Gap Closure Project
 - San Anselmo – Creek Park Contraflow Bike Lane Project
 - San Rafael – Manuel T. Freitas Parkway Multi-use Pathway



California Launches MyFirstEV Rebate Program

- California's new MyFirstEV - instant rebates for Californians purchasing or leasing their first zero-emission vehicle (ZEV)
- Rebates include:
 - \$3,500 off a new ZEV priced up to \$50,000
 - \$1,750 off a used ZEV priced up to \$25,000
- California is investing \$135 million, with participating automakers matching the funding for up to \$270 million in total savings
- Rebates are applied at the point of sale, are first-come, first-served, and remain available until program funding is exhausted



MyFirstEV

TAM Website Update

Complete: Context & Needs

- Internal & external surveys
- Identified key website audiences/personas
- Analyzed user needs and priorities
- Defined desired features and functionality
- Informed site structure, navigation and design

Current: Information Architecture & Navigation

- Design phase

Next: Programming phase

- Content update & migration

TAM in the Community

Date	Meeting	Topic
9.9.2026	Clean Fleet Expo	Alt. Fuels
9.9.2026	Voces de Canal	Marin 101-580
9.15.2026	Novato Employee Health and Benefits Fair	Marin Commutes/General
9.16.2026	San Rafael Wellness Fair	Marin Commutes/General
9.26.2026	Nuestro Canal Nuestro Futuro	Marin 101-580/SLR/General
9.30.2026	Golden Gate Health and Wellness Fair	Marin Commutes/General
10.7.2026	International Walk to School Day	SR2S
10.9.2026	Movies in the Park – Pickleweed	Marin 101-580
11.12. 2026	Marin Coalition	SR-37
11.18.2026	Ruby Bridges Walk to School Day	SR2S