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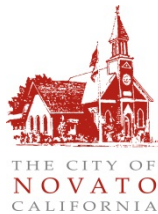
Novato Community-Based Transportation Plan

February 2015

City of Novato Community-Based Transportation Plan



Prepared for:
City of Novato
County of Marin
Transportation Authority of Marin



February 2015



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EXECUTIVE SUMMARY AND INTRODUCTION

The Novato Community-Based Transportation Plan is part of an effort by the Metropolitan Transportation Commission (MTC) to identify barriers to mobility and work to overcome them. Using a grassroots approach, the Community-Based Transportation Plan effort has created a collaborative planning process that involves residents in minority and low-income Bay Area communities, community and faith-based organizations that serve them, transit operators, county congestion management agencies and MTC.

Launched in 2002, the Community-Based Transportation Planning Program evolved out of two reports completed in 2001 -the Lifeline Transportation Network Report and the Environmental Justice Report. The Lifeline Report identified travel needs in low-income Bay Area communities and recommended community-based transportation planning as a way to set priorities and evaluate options for filling transportation gaps. Likewise, the Environmental Justice Report identified the need for MTC to support local planning efforts in low-income communities throughout the region.

The outcome of each MTC-sponsored planning process is a community-based transportation plan that includes locally-identified transportation needs, as well as solutions to address them. Each plan's objectives are to:

- Emphasize community participation in prioritizing transportation needs and identifying potential solutions;
- Foster collaboration between local residents, community-based organizations, transit operators, CMAs and MTC;
- Build community capacity by involving community-based organizations in the planning process

This Plan documents the efforts and results of the community-based transportation planning process for Novato. Chapters 1 and 2 describe the demographics and travel characteristics of the community, respectively. Transportation issues for Novato as identified in previous studies and reports are summarized in Chapter 3. In Chapter 4, the techniques used to reach out to the community are described. Solutions to address the transportation gaps identified in the previous chapter are presented and prioritized in Chapter 5. Finally, considerations for implementation, potential funding sources and next steps are discussed in Chapter 6.

EXISTING CONDITIONS KEY FINDINGS

Based on the demographic and socioeconomic analysis outlined in this report, the city experiences economic segregation and there are neighborhoods where underserved populations are clustered. Services and amenities can be difficult to access from these neighborhoods. Some key findings include the following:

- Lynwood, Hamilton, and Marin Oaks are areas with schools that have a high occurrence of free and reduced price school meals.
- Hamilton has been identified as an area with an extremely low amount of nearby parkland.
- The Hill Road area and Downtown Novato areas are areas with particularly low educational attainment.
- A strong service employment sector in Novato is an indicator of low-wage earners and transit dependent population.
- Transit service has been a focus of multiple studies in recent years and there are proposals to significantly modify local transit provision over the next decade.
- The Novato Transit Needs Assessment identified a possible shift to network of community shuttles with transfer points, with aim the goal of improving intra-neighborhood connectivity and also cost-efficiency.
- There are proposals to enhance the bus stop in Downtown Novato at Redwood Boulevard/Grant Avenue.

ISSUES AND OPPORTUNITIES

Based on discussions with City of Novato staff and transit agency providers, there are both barriers and opportunities to improving mobility options for underserved Novato communities that should be considered in the CBTP.

Issues

- US 101 is a major physical barrier for cross-town travel, particularly for pedestrians and bicyclists.
- Suburban land use patterns and often disconnected roadway networks discourage trips by transit, walking and bicycling. As a result, many seniors are isolated, particularly those who cannot or choose not to drive. Transit service is also difficult to provide within disconnected neighborhoods.
- Language is a major barrier for Spanish-speaking communities, who may be unable to access information on transportation choices and programs available to them.

- Similarly, the “Digital Divide” is an issue for low-income residents, whereby many do not have “large-screen” internet access to get information.
- There is a tension between retaining Novato’s small town character and providing services, such as high-frequency transit, that may be perceived to be in conflict with this idea.
- Seniors and homeless residents in Hamilton expressed the need for additional transit service to fit their mobility needs
- The lack of Clipper Card vendor locations (where cards can be purchased and/or reloaded) acts as a barrier to entry for the bus systems operated by Marin Transit and Golden Gate Transit

Opportunities

- Provide fixed route transit service to South Hamilton (Bowling Circle/Bay Vista area). Route 49 could be realigned to meet this need.
- Increase frequency of fixed route transit service to San Marin.
- Provide fixed route transit service along Olive Avenue.
- Expand Route 257 northward and increase frequency.
- Improve fixed route transit service to Countywide Clinic (Kaiser Permanente) at DeLong/Redwood Hwy.
- Support specific recommendations for how Dial-a-Ride can be more targeted to highest need populations.
- Enhance Novato Health Express transit service to Sutter (operated by Whistlestop) which currently operates on Monday, Tuesdays, and Thursdays by appointment only.
- Provide additional school transit service as current services are overcrowded.
 - Marin Transit has recently issued an RFP for a Marin Countywide School Transportation Assessment, which could provide recommendations to address this.
 - In particular, San Jose and Sinaloa schools each enroll many students that must cross US 101, which is a noted barrier.
- Adopt a citywide crosswalk installation policy.
 - This may be addressed in the update to the Pedestrian/Bicycle Plan.
- Install Clipper Card vending machines in convenient areas and at bus stops



FOCUS AREAS

The following factors have been identified as key indicators of vulnerable populations within Novato:

- Low income
- Seniors
- Children
- Populations living below poverty level
- Disabled population
- Students participating in the free and reduced price lunch program

As identified in **Table 1** and in **Section 1**, the following neighborhoods present important focus areas for the City of Novato:

- Hamilton (former air force base; home to New Beginnings Center, a homeless shelter; large senior community with lack of access to mobility options)
- Lynwood (largely residential area south of downtown and west of US 101)
- Hill Road area (largely residential area south of downtown and west of Novato Boulevard; includes Marin Oaks High School)
- Downtown (an area with commercial and residential land uses)



RECOMMENDED SOLUTIONS

A set of 25 transportation solutions are recommended for Novato addressing the transportation gaps identified by the community. The improvements listed below were reviewed and prioritized based upon project support, effectiveness in mitigating transportation gaps, and potential for implementation. The solutions are presented below in order of priority:

1. Improve Safety for Pedestrians at Intersection Crossings
2. Improve Transit Schedule Coordination for Connecting Services
3. Bus Access and Platform Improvements
4. New Sidewalk Construction & Repair Broken Sidewalks
5. Improve Facilities, Communication, and Training Related to Wheelchair Lifts at Transit Stops
6. Identify ADA-Accessible Bus Stops on Transit Maps
7. Study Supplemental Service for Senior, Disabled, and Medical Trips for Areas Outside Paratransit Service Boundaries
8. Improve Online Transportation Resources
9. New Bicycle Lanes and Facilities
10. Provide Incentives for Wheelchair-Accessible Taxi Service
11. Bicycling Safety Education Program
12. Consolidate Demand-Responsive Services
13. Establish Travel Training Program and Provide Spanish-Language Services
14. Driver Education Program
15. Expand Weekend and Holiday Transit Service
16. Study Expanded Evening Transit Service to San Marin
17. Study Transit Service Options for Schools
18. Develop Spanish Language Transportation Resources
19. Real-Time Bus Information Signs
20. Enhance Bus Driver Training and Security on Buses
21. Student Transit Passes
22. ADA Paratransit (Whistlestop) Outreach and Driver/Staff Training
23. Study Transit Service to Bay Vista/Bolling Circle
24. Bus Stop Improvements for Paratransit Access in Private Facilities
25. More Spanish-Speaking Carpool Drivers

1 COMMUNITY PROFILE

1.1 THE STUDY AREA

Novato, located in north Marin County, is a suburban city that was incorporated in 1960. The city's borders are framed by undeveloped hillsides and the open water of San Pablo Bay. Much of the urbanized area of Novato occupies a flat valley that follows tributaries flowing southeast from the hills to the Bay. Novato has an area of 28 square miles and is physically located on the west coast of San Pablo Bay (see **Figure 1**). It is home to approximately 52,000 people and is the second most populous city in Marin County, after San Rafael.

The following description of the city and its character is given in the city's General Plan:

The citizens of Novato view the City as a "small town" in character, now and in the future. They are proud of its beautiful setting and environment and want to preserve those physical attributes and incorporate them into its designs for the future. The hillsides, wetlands, bayfront, streams, woodlands, and open space corridors are among the highly prized features of Novato's natural environment which Novato seeks to preserve, protect, and restore where needed. Novato's future built environment should complement its natural environment.

Novato's character is defined by the safe, quiet neighborhoods where single-family homes predominate. Townhouses, condominiums, apartments and mobile homes provide a mix of housing in the Downtown area and along the freeway. Old Town captures the small town image Novato strives to retain. As part of the City's Downtown, it typifies the heart of a small town by offering buildings that link Novato's past and its future. Throughout Novato the type of structures that predominate should be buildings which harmonize with their physical surroundings.

Connectivity in the city, or the facilitation of access between areas, contributes to the quality of life and character of a place. Highway 101 and State Route 37 provide regional access to the city. Highway 101, in particular, is a major north/south regional transportation corridor and the most dominant feature of Novato's circulation system. Although it is the primary route connecting Novato to the region, it is also a barrier to local connectivity and bisects the city.

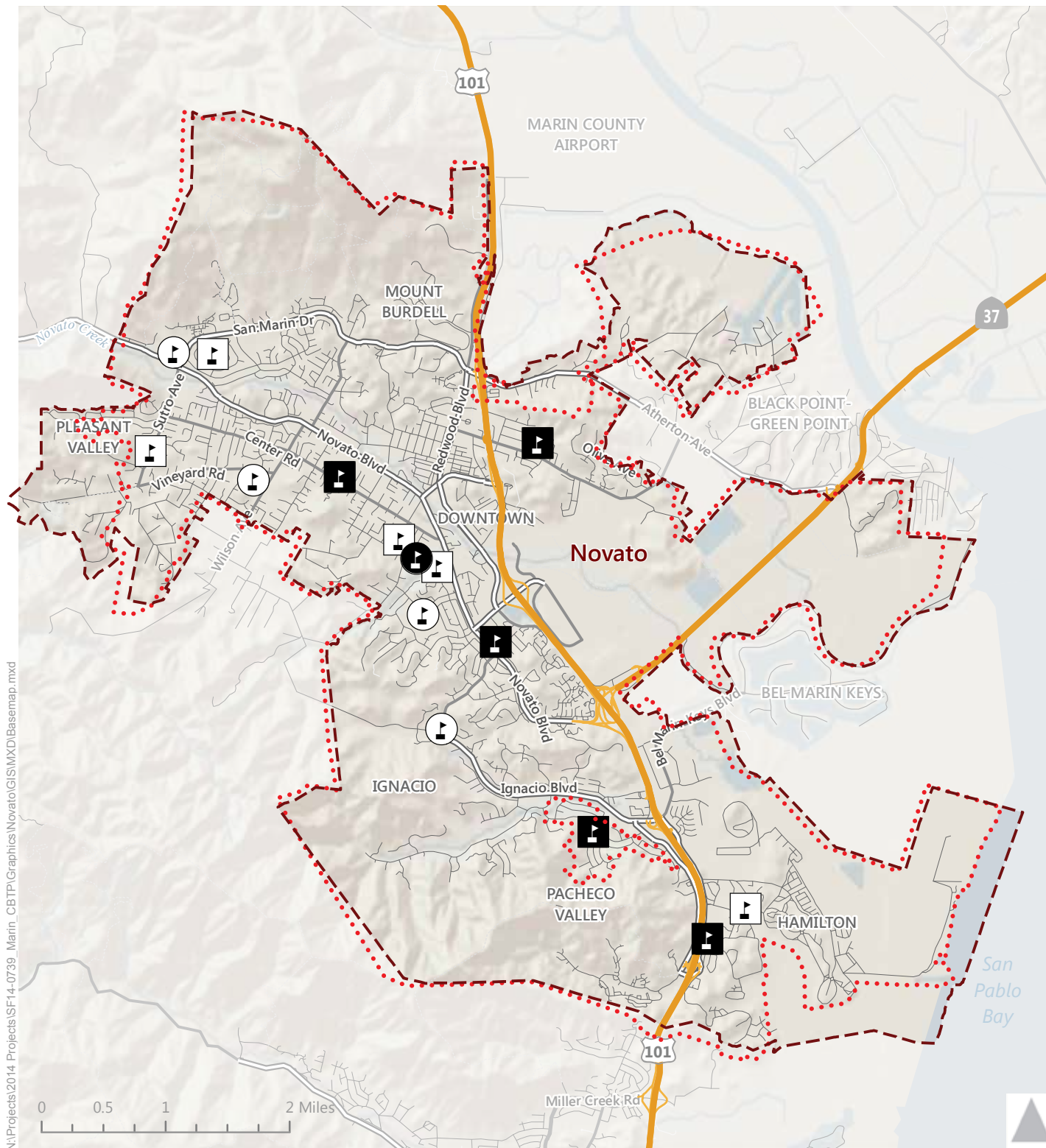
The city is also served by a surface street system ranging from wide, busy four-lane streets with medians to narrow, winding residential roads in the hills. A traditional grid street pattern is located Downtown and in older residential areas near Downtown; however, the predominant street pattern in the city is curvilinear. Novato also has a system of bike lanes, paths and routes (see **Figure 4**) throughout the city,



mostly west of Highway 101, that connect neighborhoods to schools, parks, shopping centers and Downtown.

While Novato is dominated by residential areas, it is also home to a diverse array of businesses and employment sectors, which include biotech, entertainment and media, financial services, healthcare, and retail. The largest employers are Fireman's Fund Insurance, the Novato Unified School District, and BioMarin Pharmaceuticals.

The CBTP Study Area encompasses Novato's "Sphere of Influence", which includes the entire city, as well as a small number of unincorporated areas within and around the edge of the city.



Novato sphere of influence
 Novato city boundary

Elementary Schools

FRPM* % eligibility below Bay Area average
 FRPM* % eligibility above Bay Area average

Middle & High Schools

FRPM* % eligibility below Bay Area average
 FRPM* % eligibility above Bay Area average

Figure 1
 Study Area
 Novato Sphere of Influence

* Free or reduced-price meals



1.2 SOCIO-ECONOMIC CHARACTERISTICS

The socio-economic and population characteristics of Novato area based on 2008-2012 American Community Survey (ACS) five-year estimates. The ACS survey is conducted by the U.S. Census Bureau every year to provide up-to-date information about communities' social and economic needs. The most recent estimates are based on survey results from 2008 through 2012 and include some questions that are not part of the 2010 Census. This analysis includes a description of age, ethnic, economic, employment and travel characteristics of the Novato community with comparison to those of Marin County as a whole. This section is broken into two parts; first is a detailed look at select demographics categories for individual census tracts that comprise the City of Novato, and second is a broader comparison of the City of Novato versus Marin County, to identify local similarities and differences.

1.2.1 KEY FINDINGS

The salient socioeconomic characteristics for the City of Novato as a whole are as follows:

- **The Novato community is somewhat less affluent than the county as a whole.** The city's socioeconomic character resembles that of the county as a whole although the median household income within Novato (\$80k) is lower than the countywide average (\$90k). Novato and Marin County as a whole are fairly affluent areas, and are home to a predominantly white, professional population. As with parts of Marin County and the Bay Area in general, Novato includes neighborhoods with concentrated wealth, and lower income neighborhoods (see **Table 1** for census tract level summary of median household income, and **Table 13** for city and county income summary).
- Like any city, **socioeconomic disparities exist at the neighborhood level.** In particular, Downtown, Hill Road, Hamilton and Pacheco Valle are areas with a higher proportion of low income families, communities of color, which are primarily Latino and African American, and people living below the poverty line.
- **Many families are in need.** While the percentage of students receiving free and reduced price school meals varies widely across the city, Lynwood Elementary School, Marin Oaks High School, and Hamilton Meadow Park School have the highest participation rates of 60, 56, and 55 percent, respectively.
- **A substantial portion of Novato's population speaks Spanish** – While Novato is predominantly white (78%), it is also home to close to one quarter of the county's Latino population (approximately 8,800).
- **Seniors are on the Rise** – Novato's senior population increased by over 20 percent between 2000 and 2010. Olive Deer Island, Hill Road, Pioneer Park and Pacheco Valle are areas that have a higher than average senior population. These neighborhoods also have a median income and

vehicle ownership rates below the Marin County average. These factors and other recent research throughout Marin County suggest that Novato's seniors are more likely to rely on family, friends and alternate modes of transportation.

- **People are Working** – The unemployment rate is around five percent, which is around the countywide average and lower than the statewide average.
- Approximately four percent of Novato households were living below the **poverty line** in 2012 (see **Table 13** for city and county poverty summary).
- **The Cost of Living is High** - Nearly half of all residents renting homes in Novato spend over 35 percent of their income on housing, which is higher than both Marin County and the Bay Area as a whole (see **Table 10** for summary of rent as percentage of income).

1.2.2 SOCIO-ECONOMIC INDICATORS WITHIN NOVATO

To better understand where the communities with the greatest need are within Novato, several variables that are considered important indicators were identified at the neighborhood/ census tract level (**Table 1**). Key findings include the following:

- Median household incomes are lowest in the Downtown neighborhoods, Pacheco Valle and Olive Avenue/Deer Island areas.
- Median household incomes are generally highest in the more remote neighborhoods on the outskirts of Novato, (including Bahia, on the east edge of the city, Mount Burdell, in the northwest corner, and Ignacio, southeast of Downtown). The contrast between the lower income and more affluent neighborhoods highlight the wealth disparities in Novato.
- Minority communities are concentrated in the Downtown neighborhoods, Hamilton, Lynwood and Pacheco Valle.
- Spanish speakers live predominantly in the Downtown and Hill Road areas.
- While seniors are fairly evenly distributed across, there is a higher percentage living in Olive/ Deer Island and Hill Road.
- Downtown and Hill Road have considerably lower rates of vehicle ownership compared to the rest of the city, suggesting that residents in these areas are more dependent on transit, walking and bicycling.

TABLE 1: DEMOGRAPHIC STATISTICS FOR NOVATO CENSUS TRACTS

Area	Census Tract	Population	Median household income	Non-white	Spanish speakers that speak English not very well or not at all	Households with at least one senior	Households with no vehicle available	Children
Marin County	-	252,409	\$ 90,962	20%	24%	30%	5%	20%
City of Novato	-	51,902	\$ 79,664	22%	20%	29%	4%	20%
Downtown	1022.03	4,753	\$ 53,819	33%	32%	27%	8%	18%
Hill Road	1032	6,127	\$ 72,500	16%	26%	35%	12%	20%
Hamilton	1050	6,590	\$ 70,577	31%	21%	28%	4%	22%
Pacheco Valle	1042	4,506	\$ 65,033	28%	12%	31%	3%	16%
Lynwood	1041.02	5,135	\$ 70,966	31%	23%	17%	1%	18%
Olive-Deer Island	1012	2,262	\$ 69,181	19%	4%	36%	3%	19%
Pioneer Park	1022.02	5,885	\$ 78,617	14%	2%	32%	3%	25%
Pleasant Valley	1031	5,494	\$ 95,804	13%	0%	31%	1%	24%
Ignacio	1041.01	7,806	\$ 106,060	19%	19%	27%	3%	19%
Mount Burdell	1021	2,295	\$ 106,544	18%	5%	30%	0%	22%
Bahia	1011	1,049	\$ 128,750	10%	0%	30%	0%	16%

Notes:

1. The table is sorted in approximate descending order of vulnerable population.
2. Red shading indicates that presence of vulnerable population is higher than county average. Green shading indicates that presence of vulnerable population is lower than county average.

Source: U.S. Census 2008-2012 5-year Estimates - Tables HD01-VD01, HD01-VD02, HD01-VD03, D001, HD01-VD06, HD01-VD07.

1.2.3 CITY- AND COUNTYWIDE SOCIO-ECONOMIC INDICATORS

This section provides an overview of data at the citywide level in comparison to Marin County, based on the ACS five-year estimates.

1.2.3.1 Population and Age

Novato is the second most populous city in Marin County, and comprises 21 percent of the County's total population (**Table 2**). The gender and age distribution in Novato is very close to that of the County as a whole. Marin County is home to many seniors, and Novato is no exception. The City's proportion of seniors (16 percent) is similar to the overall Marin County percentage (17 percent), but both are considerably larger than the statewide average (11.5 percent). The senior population in Novato grew significantly between 2000 and 2010 (the addition of 2,000 seniors over this time period increased the proportion of seniors from 12.8 percent to 15.7 percent).

TABLE 2: POPULATION AND AGE				
	Novato		Marin County	
	Total	%	Total	%
Total Population	51,996		252,759	
Male	24,888	47.9%	124,430	49.2%
Female	27,108	52.1%	128,329	50.8%
Age				
Under 5 years	2,967	5.7%	13,849	5.5%
5 to 14 years	6,488	12.5%	29,641	11.7%
15 to 24 years	4,998	9.6%	23,335	9.2%
25 to 64 years	29,275	56.3%	143,160	56.6%
65 years and over	8,268	15.9%	42,774	16.9%

Source: DP05, ACS Demographic and Housing Estimates 2008-2012 5-year Estimates

1.2.3.2 Ethnicity

Novato is representative of overall racial and ethnic characteristics of Marin County. Nearly 80 percent of residents are white. Close to one-quarter of the Latino and Asian population in Marin County lives in Novato (**Table 3** and **Table 4**). Similarly, approximately 20 percent of the county's African American population resides in Novato. This is relatively consistent with Novato's overall portion of County residents (21 percent).

TABLE 3: POPULATION BY RACE

	Novato		Marin County	
	Total	%	Total	%
Total population	51,996		252,759	
One race	49,936	96.0%	243,813	96.5%
White alone	40,556	78.0%	201,272	79.6%
Black or African American alone	1,371	2.6%	7,284	2.9%
American Indian and Alaska Native alone	101	0.2%	667	0.3%
Asian alone	3,598	6.9%	14,407	5.7%
Native Hawaiian and Other Pacific Islander	-	0.0%	515	0.2%
Two or more races	2,060	4.0%	8,946	3.5%

Source: DP05, ACS Demographic and Housing Estimates 2008-2012 5-year Estimates

TABLE 4: LATINO POPULATION

	Novato		Marin County	
	Total	%	Total	%
Total population	51,996		252,759	
Hispanic or Latino (of any race)	8,792	16.9%	38,605	15.3%
Not Hispanic or Latino	43,204	83.1%	214,154	84.7%

Source: DP05, ACS Demographic and Housing Estimates 2008-2012 5-year Estimates

1.2.3.3 Language, Place of Birth and Residence

Over 75 percent of both Novato and Marin County residents speak English, and Spanish is the second most popular language (approximately 13 percent). Over half of Novato's Spanish speakers are reported to speak English less than "very well" (**Table 5**), which suggests that bilingual materials will be important in the CBTP outreach process and should be a consideration for the Plan's recommended programs as well.

TABLE 5: LANGUAGE SPOKEN AT HOME

	Novato		Marin County	
	Total	%	Total	%
Population 5 years and older	49,029		238,910	
English only	37,458	76.4%	183,112	76.6%
Language other than English	11,571	23.6%	55,789	23.4%
Speak English less than "very well"	5,184	44.8% of above	22,789	9.5% of above
Spanish	6,445	13.1%	30,728	12.9%
Speak English less than "very well"	3,384	52.5% of above	15,925	51.8% of above
Other Indo-European languages	3,266	6.7%	16,426	6.9%
Speak English less than "very well"	986	30.2% of above	3,503	21.3% of above
Asian and Pacific Island languages	1,703	3.5%	7,604	3.2%
Speak English less than "very well"	802	47.1% of above	3,079	40.5% of above

Note: Percentages listed are of total population for each language speaking group, and of those that speak each language at home for speak English less than very well.

Source: Table DP02, Selected Social Characteristics 2008-2012 5-year Estimates.

Approximately one half of Novato's residents are born in-state, and another 20 percent are foreign-born (**Table 6**) Similar to County statistics, Novato residents tend to stay in their homes for many years.

TABLE 6: PLACE OF BIRTH

	Novato		Marin County	
	Total	%	Total	%
Total population	51,996		252,759	
Native born	41,555	79.9%	204,384	80.9%
Born in state of residence	26,704	51.4%	123,224	48.8%
Foreign born	10,441	20.1%	48,375	19.1%

Source: Table DP02, Selected Social Characteristics 2008-2012 5-year Estimates.

Only 13 percent of households moved between 1995 and 2011, which that suggests that there is a high level of stability amongst households in both Novato and the county (**Table 7**).

TABLE 7: HOUSEHOLD MOBILITY

	Novato		Marin County	
	Total	%	Total	%
Population 5 years and over residing there in 1995	51,282		250,151	
Same house in 2011 as 1995	44,733	87.2%	213,887	85.5%
Different house in the United States in 2011 as in 1995	6,276	12.2%	34,604	13.8%
Lived Outside United States in 2011	273	0.5%	1,660	0.7%
Source: Table DP02, Selected Social Characteristics 2008-2012 5-year Estimates				

1.2.3.4 Households

Two thirds of Novato's households are families and one third are families with children, just slightly higher than the County as a whole. Approximately 14 percent of households are single parents with children, also slightly above the countywide average (**Table 8**).

TABLE 8: HOUSEHOLDS BY TYPE

	Novato		Marin County	
	Total	%	Total	%
Total Households	20,690		103,152	
Family Households	13,840	66.9%	63,720	61.8%
With children under 18 years	6,288	30.4%	29,837	28.9%
Married-couple family	11,009	53.2%	51,222	49.7%
With children under 18 years	4,774	23.1%	22,492	21.8%
Female householder, no husband present	1,858	9.0%	8,696	8.4%
With children under 18 years	1,000	4.8%	5,165	5.0%
Male householder, no wife present	973	4.7%	3,802	3.7%
With children under 18 years	514	2.5%	2,180	2.1%
Non-family households	6,850	33.1%	39,432	38.2%
Average household size	2.48	-	2.36	-
Average family size	3.01	-	2.95	-
Source: Table DP02, Selected Social Characteristics 2008-2012 5-year Estimates.				

1.2.3.5 Household Tenure and Costs

About one third of the occupied housing units in Novato are rental units, just slightly below Marin County as a whole (**Table 9**).

TABLE 9: TENURE BY YEAR HOUSEHOLDER MOVED INTO OWNER OR RENTER OCCUPIED UNIT

	Novato		Marin County	
	Total	%	Total	%
Total Occupied Housing Units	20,690		103,152	
Owner occupied	13,954	67.4%	64,588	62.6%
Renter occupied	6,736	32.6%	38,564	37.4%
Moved in 2010 or later	1,789	8.6%	10,165	9.9%
Moved in 2000 to 2009	10,410	50.3%	47,501	46.0%
Moved in 1980 to 1999	5,870	28.4%	31,077	30.1%
Moved in 1979 or earlier	2,621	12.7%	14,409	14.0%

Source: Table DP04, Selected Housing Characteristics 2008-2012 5-year Estimates

The ability to afford housing is a general indication of financial means. Households that pay less than 30 percent of their monthly income for housing are considered to have 'affordable' housing; households that pay 30 percent or more for housing are 'overpaying' for housing. Although the household income of Novato residents is lower than in Marin County overall, Novato renters paid a slightly larger percentage of their annual income to rent. Nearly 60 percent of Novato renters spend more than 30 percent of income on housing and nearly half of all renters in Novato spend over 35 percent of their income on housing, which is higher than both Marin County and the Bay Area as a whole (**Table 10**). This is likely a combination of lower incomes than the rest of the county but high house prices in line with or near to those in the rest of the county.

TABLE 10: GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME

	Novato		Marin County		Nine Bay Area Counties	
	Total	%	Total	%	Total	%
Total Occupied Rental Units	6,526		37,046		1,076,131	
Households with gross rent at 30 percent or more of 1999 household income	3,743	57.4%	20,449	55.2%	542,233	50.4%
35 percent or more	3,121	47.8%	17,036	46.0%	444,740	41.3%

Source: Table DP04, Selected Housing Characteristics 2008-2012 5-year Estimates

1.2.3.6 Employment

In the ACS 2008-2012, approximately two thirds of both Novato and Marin County residents over the age of 16 were in the labor force, with an approximate unemployment rate¹ of five percent (**Table 11**). Comparatively, the statewide unemployment rate over this same period was seven percent, suggesting that Novato and Marin County are economically strong.

TABLE 11: EMPLOYMENT STATUS

	Novato		Marin County	
	Total	%	Total	%
Population 16 years and over	42,059		206,566	
Not in labor force	14,006	33.3%	71,678	34.7%
In labor force	28,053	66.7%	134,888	65.3%
Employed (including Armed Forces)	26,077	62.0%	125,592	60.8%
Unemployed	1,977	4.7%	9,295	4.5%

Source: Table DP03, Selected Economic Characteristics 2008-2012 5-year Estimates.

The primary occupations of Novato residents are similar to those of Marin County, although Novato has a lower percentage of residents in the management and professional occupations, and a slightly higher percentage in service occupations, sales and office occupations and in the construction, extraction, and maintenance occupations than that found in the county overall (**Table 12**).

¹ The US Census defines 'employed' as: All civilians 16 years old and over who were either (1) "at work" -- those who did any work as paid employees, worked in their own business or profession, or worked 15 hours or more as unpaid workers on a family farm or in a family business; or (2) were "with a job but not at work" -- those who did not work, but who had jobs or businesses from which they were temporarily absent.

TABLE 12: OCCUPATIONS

	Novato		Marin County	
	Total	%	Total	%
Employed civilian population 16 years and over	25,907		125,414	
Management, professional, and related occupations	11,637	44.9%	64,112	51.1%
Service occupations	4,793	18.5%	20,034	16.0%
Sales and office occupations	6,347	24.5%	28,148	22.4%
Construction, extraction, and maintenance occupations	1,941	7.5%	7,688	6.1%
Production, transportation, and material moving occupations	1,189	4.6%	5,432	4.3%

Source: Table DP03, Selected Economic Characteristics 2008-2012 5-year Estimates.

1.2.3.7 Income and Poverty Level

Both Novato and Marin County generally have high median household incomes and low citywide and countywide rates of poverty (**Table 13**). However, median income in Novato households is approximately \$11,000 lower than in Marin County as a whole: \$79,664 in Novato compared to \$90,962 for the county overall. This section provides an overview of city and county income and poverty rates, followed by a more detailed examination to identify highest need communities within the City of Novato.

While household incomes are lower than that of the county overall, in 2012 only four percent of Novato households had incomes below poverty level. In comparison, California has the nation's highest poverty rate. According to the Census, nearly one-fourth (23.8 percent) of California's 38-million people live below the poverty line. As of 2014, the federal poverty level was set at \$11,670 for a one-person household with an additional \$4,060 for every additional person in the household. Of households in Novato, four percent have incomes below poverty level with the county as a whole at 4.4 percent. This citywide summary of income and poverty level belies the wealth disparity among different Novato neighborhoods. For example, seven of the eleven Novato census tracts have lower than average median household incomes (see **Table 1**). Median household income is lowest in the Downtown neighborhood (\$53,819), and Pacheco Valle and Olive-Deer Island are below \$70,000.

TABLE 13: 2012 INCOME BY HOUSEHOLD / POVERTY STATUS BY HOUSEHOLD

	Novato		Marin County	
	Total	%	Total	%
Total Households	20,690		103,152	
Less than \$10,000	579	2.8%	3,610	3.5%
\$10,000 to \$19,999	1,717	8.3%	7,427	7.2%
\$20,000 to \$34,999	2,172	10.5%	10,006	9.7%
\$35,000 to \$49,999	2,090	10.1%	9,696	9.4%
\$50,000 to \$74,999	3,269	15.8%	13,513	13.1%
\$75,000 to \$99,999	2,421	11.7%	11,553	11.2%
\$100,000 to \$149,999	4,241	20.5%	18,671	18.1%
\$150,000 or more	4,179	20.2%	29,089	28.2%
Median Income (dollars)	\$ 79,664		\$ 90,962	
Households in 2012 below poverty level	828	4.0%	4,539	4.4%

Source: Table S2503, Financial Characteristics 2008-2012 5-year Estimates (Housing Summary), and Table DP03, Selected Economic Characteristics 2008-2013 5-year Estimates

1.2.3.7.1 Children Receiving Free and Reduced Price School Meals

The national poverty level status and median income information above illustrate differences in wealth across neighborhoods, and a closer look at participation in social programs also highlight communities of concern in Novato. According to 2012-2013 data from the California Department of Education, around 25 percent of all Novato students receive free or reduced price school meals. Participation varies widely depending on the school. The following schools have the highest participation in this program:

- Lynwood Elementary School – 60 percent
- Marin Oaks High School – 56 percent
- Hamilton Meadow Park School – 55 percent

This disparity in participation suggests that there are specific pockets of economic need within Novato, which is supported by the census tract details included in **Table 1**.

1.2.3.8 Disability Profile

Table 14 presents the profile of the disability status² of the population of Novato in relationship to the whole of Marin County. The percentage of disabled population five years old and over in Novato is slightly higher than the County as a whole.

TABLE 14: DISABILITY STATUS OF THE CIVILIAN NON-INSTITUTIONAL POPULATION				
	Novato		Marin County	
	Total	%	Total	%
Population 5 years and over	51,629		246,163	
With a disability	4,743	9.2%	21,216	8.6%
Population 5 to 15 years	11,192	21.7%	52,016	21.1%
With a disability	296	0.6%	1,107	0.4%
Population 16 to 64 years	32,328	62.6%	152,337	61.9%
With a disability	2,104	4.1%	9,157	3.7%
Population 65 years and over	8,109	15.7%	41,810	17.0%
With a disability	2,343	4.5%	10,952	4.4%

Source: Table DP02, Selected Social Characteristics 2008-2012 5-year Estimates.

² Disability is defined as having one or more of the following conditions: hearing difficulty (deaf or serious difficulty hearing, vision difficulty, (blindness, serious difficulty seeing even when wearing glasses), cognitive difficulty, (having difficulty remembering, concentrating or making decisions), ambulatory difficulty, (serious difficulty walking or climbing stairs), self-care difficulty, (difficulty bathing or dressing), or independent living difficulty, (because of a physical, mental or emotional problem, difficulty doing errands alone such as shopping or visiting a doctor).

2 EXISTING TRANSPORTATION

This section contains a description of different parts of the transportation system within Novato. The first section describes travel patterns to/from work that have been determined using Census data. This is followed by a description of the roadway network, transit network, bicycle network, and the pedestrian network.

2.1 KEY FINDINGS

In Novato, driving is the most popular way to get around. Around five percent of Novato residents use transit to get to work, many using regional commuter express buses, and the remainder on a variety of local services. The transportation choices of Novato residents can be characterized in the following ways:

- Driving is the most popular way to get around. **Most people drive to work** and access other activities; active transportation (walking and bicycling) is limited to mostly recreation.
- Many of the residential neighborhoods range from a traditional suburban to rural environment. Depending on the context, **sidewalks and pedestrian connections are often discontinuous**, and longer distances to destinations such as schools, work and shopping generally do not support walking trips.
- More Novato workers drive alone to work (73 percent) than those of Marin County as a whole (67 percent) and of the Bay Area as a whole (68 percent). **The proportion of Novato workers that use transit to get to work (5 percent) is around half that of the county as a whole (9 percent).** In part, the low popularity of transit for the commute to work for Novato residents can be correlated to the vehicle availability of households.
- Marin Transit operates five fixed route services in Novato, as well as offering the Novato Dial-A-Ride program and paratransit and mobility management services. Routes 71, 251, and 259 exceed ridership productivity targets, whereas Route 49 falls just short. Marin Transit also provides paratransit and mobility management services.
- Golden Gate Transit operates three basic (i.e. not commute-focused) routes (70, 80, 101) within Novato and three commute routes (54, 56, 58) to San Francisco.

2.2 TRAVEL TO WORK

Almost three-quarters of Novato workers work within Marin County; while only 66 percent of Marin County workers are employed within the county (**Table 15**).

TABLE 15: PLACE OF WORK

	Novato		Marin County	
	Total	%	Total	%
Total workers (16 years and older)	25,404		122,388	
Worked in Marin County	18,367	72.3%	80,531	65.8%
Worked outside Marin County	6,884	27.1%	41,122	33.6%
Worked outside California	152	0.6%	734	0.6%

Source: Table S0801, Commuting Characteristics by Sex 2008-2012 5-year Estimates

When calculating an employee's method of travel to work, the US Census asked that people who used different means of transportation on different days of the week specify the one they used most often, that is, the greatest number of days. People who used more than one means of transportation to get to work each day were asked to report the one used for the longest distance during the work trip. Therefore, the information in **Table 16** does not include workers who have commutes involving more than one method, such as walking or bicycling to meet a carpool or catch a bus. **Table 16** also may underrepresent certain modes because respondents who drive most days but occasionally take transit or walk would only report their drive trips. More Novato workers drive alone to work (73 percent) than those of Marin County as a whole (67 percent) and of the Bay Area as a whole (68 percent). The proportion of Novato workers that use transit to get to work (5 percent) is around half that of the county as a whole (9 percent).

TABLE 16: TRAVEL MODE TO WORK

	Novato		Marin County	
	Total	%	Total	%
Workers 16 years and over	25,404		122,388	
Car, truck, or van -- drove alone	18,596	73.2%	81,510	66.6%
Car, truck, or van -- carpooled	3,023	11.9%	11,137	9.1%
Public transportation	1,219	4.8%	10,525	8.6%
Walked	483	1.9%	4,039	3.3%
Bicycle	127	0.5%	1,713	1.4%
Taxi, Motorcycle or Other means	127	0.5%	1,224	1.0%
Worked at home	1,854	7.3%	11,994	9.8%

Source: Table S0801, Commuting Characteristics by Sex 2008-2012 5-year Estimates

In part, the low popularity of transit for the commute to work for Novato residents can be correlated to the vehicle availability of households. As shown in **Table 17**, about 80 percent of the households in Novato have two or more cars and 99 percent of the households have at least one car. However, youth, seniors and households with more than one adult may be transit dependent even with one car available. As with variation in income, this citywide summary of vehicle availability does not convey neighborhood differences. The Downtown and Hill Road neighborhoods have a higher than average percent of households with no vehicle available (see **Table 1** for a census tract level summary of households with no vehicle available)

TABLE 17: VEHICLE AVAILABILITY OF HOUSEHOLDS				
	Novato		Marin County	
	Total	%	Total	%
Households	25,331		121,645	
No car available	304	1.2%	2,555	2.1%
1 car available	4,914	19.4%	26,032	21.4%
2 cars available	12,083	47.7%	59,363	48.8%
3 or more cars available	8,030	31.7%	33,817	27.8%

Source: Table S0801, Commuting Characteristics by Sex 2008-2012 5-year Estimates

Travel time to work refers to the total number of minutes that it usually took a person to get from home to work each day during the reference week, including time spent waiting for public transportation, picking up passengers in carpools, and time spent in other activities related to getting to work. More than half the workers living in Novato (54 percent) commute in less than 30 minutes (**Table 18**). Travel time is another indicator of the mode used (such as transit) and the distance traveled (working outside Marin County).

TABLE 18: TRAVEL TIME TO WORK				
	Novato		Marin County	
	Total	%	Total	%
Workers 16 years and over who did not work at home	23,559		110,333	
Less than 10 minutes	3,416	14.5%	14,233	12.9%
10 to 29 minutes	9,353	39.7%	47,223	42.8%
30 to 59 minutes	8,057	34.2%	36,631	33.2%
60 or more minutes	2,733	11.6%	12,357	11.2%

Source: Table S0801, Commuting Characteristics by Sex 2008-2012 5-year Estimates



2.3 ROADWAY NETWORK

Regional access to Novato is provided via US 101 which serves as the primary north-south vehicular route within the San Francisco-Marin-Sonoma corridor. Local access from this mainline is available at six interchanges within Novato. State Route 37 extends to the east from US 101; they meet between Downtown Novato and Hamilton. This highway provides access to Vallejo and I-80 to the east.

The street system has shaped land use in Novato and continues to be the principal element of the City's transportation system. The primary circulation within Novato is provided by Novato Boulevard, San Marin Drive and Simmons Lane/Wilson Avenue which feed to the various residential and loop roadways of the city.

2.4 TRANSIT

Transit service in Marin County is available for both regional and local trips. Within Novato, all transit service is by bus. Regional commuter service, which includes connections to Sonoma County and San Francisco, is operated by Golden Gate Transit. Local transit service, or those trips that begin and end within Marin County, is the responsibility of the Marin County Transit District (Marin Transit). Approximately 2.4 million annual unlinked trips are made on all routes serving Novato. This number correlates with the relatively small population of Marin County (approximately 253,000) and the low-density development prevalent throughout the county and within Novato.

Details about the Novato Transit Needs Assessment (2011) are provided in **Section 3.1.1**, below. A number of countywide plans focused on mobility, access, congestion management, regional needs and short- and long-range transportation planning are outlined in detail in **Section 3.2**, below.

2.4.1 COMMUTER BUS SERVICE

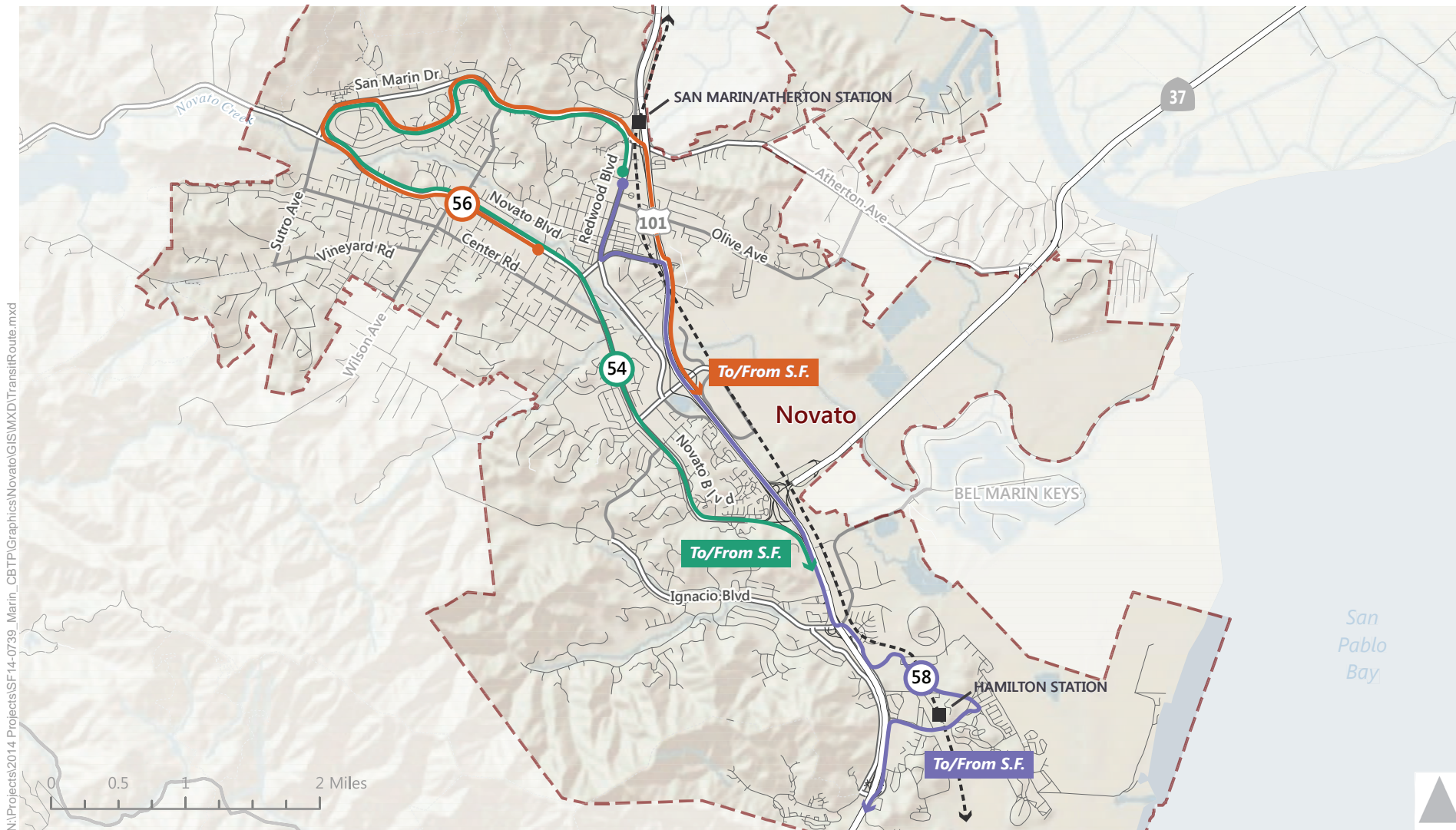
All commuter bus services to Santa Rosa and San Francisco are operated by Golden Gate Transit. Routes 54, 56, and 58 operate as commuter bus routes linking Novato with downtown San Francisco with express service along US 101. **Table 20** presents a summary of these services. They are shown in **Figure 2**.

TABLE 19: GOLDEN GATE TRANSIT COMMUTER BUS SERVICE

Route	Service Span	Frequency
Route 54 Southbound	Weekdays: 4:40 a.m. to 9:27 a.m.	10 to 20 minutes
Route 54 Northbound	Weekdays: 2:38 p.m. to 8:33 p.m.	10 to 30 minutes
Route 56 Southbound	Weekdays: 5:32 a.m. to 8:52 a.m.	30 minutes
Route 56 Northbound	Weekdays: 3:39 p.m. to 7:20 p.m.	30 minutes
Route 58 Southbound	Weekdays: 6:00 a.m. to 8:57 a.m.	30 minutes
Route 58 Northbound	Weekdays: 4:27 p.m. to 6:55 p.m.	30 minutes

2.4.2 NON-COMMUTER BUS SERVICE

A number of different service providers operate non-commute-specific (i.e. all-day) service within Novato. They are summarized below and are shown in **Figure 3**.



Commuter Transit Routes



Golden Gate Transit



Route 54



Route 56



Route 58



Novato sphere of influence



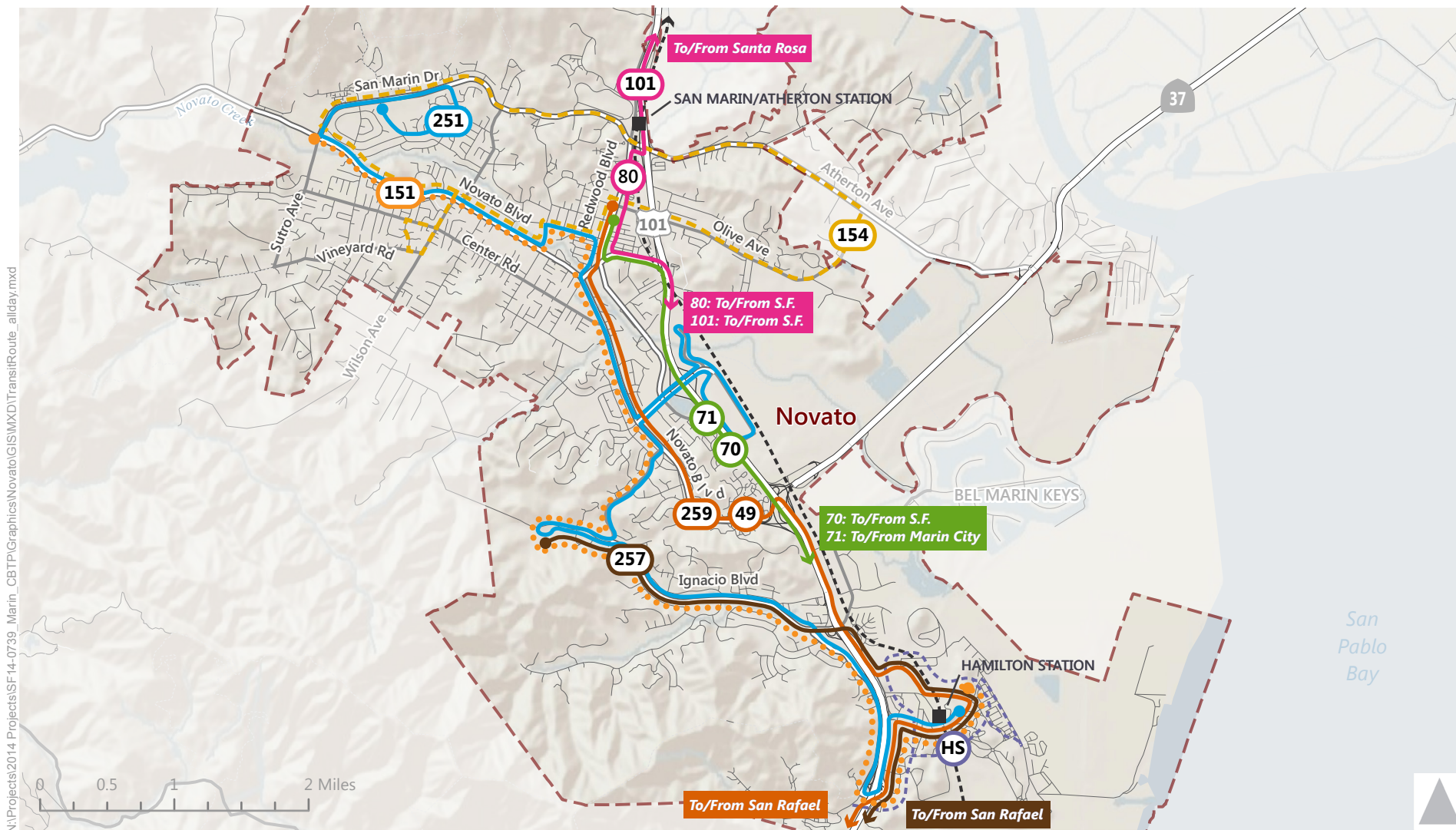
Future SMART line



Future SMART stations



Figure 2
Commuter Transit Routes
Novato Sphere of Influence



Daytime Transit Routes



Golden Gate Transit

Route 70

Route 101 & Route 80



Marin Transit

Route 49 & Route 259

Route 71

School Route 151

School Route 154

Route 251

Route 257



Novato sphere of influence



Hamilton shuttle



Future SMART line



Future SMART stations

Figure 3

Daytime Transit Routes
Novato Sphere of Influence

2.4.2.1 Golden Gate Transit

Golden Gate Transit operates Route 70, 80, and Route 101 between San Francisco (Civic Center), southern and central Marin County, Novato, and Sonoma County.

TABLE 20: GOLDEN GATE TRANSIT NON-COMMUTER BUS SERVICE

Route	Service Span	Frequency
Route 70 Southbound	Weekdays: 5:09 a.m. to 9:05 p.m. Weekends and holidays: 4:00 a.m. to 10:01 p.m.	30 minutes peak 60 minutes off-peak
Route 70 Northbound	Weekdays: 6:16 a.m. to 1:55 a.m. Weekends and holidays: 5:17 a.m. to 1:55 a.m.	30 minutes peak 60 minutes off-peak
Route 80 Southbound	Weekdays: 4:01 a.m. to 12:38 a.m. Weekends and holidays: 3:47 a.m. to 12:34 a.m.	60 minutes
Route 80 Northbound	Weekdays: 5:15 a.m. to 2:28 a.m. Weekends and holidays: 5:45 a.m. to 2:27 a.m.	60 minutes
Route 101 Southbound	Weekdays: 4:43 a.m. to 7:18 p.m. Weekends and holidays: 7:22 a.m. to 3:43 p.m.	60 minutes
Route 101 Northbound	Weekdays: 6:09 a.m. to 10:49 p.m. Weekends and holidays: 11:42 a.m. to 9:11 p.m.	60 minutes

2.4.2.2 Marin Transit

In 1964, Marin County residents voted to create the Marin County Transit District, also known as Marin Transit. Within Novato, Marin Transit contracts with Golden Gate Transit for its fixed-route service and Whistlestop Wheels for its Dial-A-Ride service. Marin Transit contracts with MV Transportation and Marin Airporter for additional services, and, senior and ADA services are provided by the paratransit and mobility management programs. Golden Gate Transit also operates several of its own routes in Novato which function chiefly as commuter and long-haul services linking Novato with Sonoma and San Francisco counties. Marin Transit operates five fixed-route services in Novato which are summarized in **Table 21**.

TABLE 21: MARIN TRANSIT BUS SERVICE

Route	Service Span	Headway
Route 49 Northbound	Weekdays: 6:15 a.m. to 8:02 p.m. No weekend or holiday service.	60 minutes
Route 49 Southbound	Weekdays: 6:15 a.m. to 8:10 p.m. No weekend or holiday service.	60 minutes
Route 71 Northbound	Weekdays: 6:03 a.m. to 8:30 p.m. Saturdays: 11:32 a.m. to 5:24 p.m. Sundays and Holidays: 3:32 p.m. to 7:24 p.m.	30 minutes peak 60 minutes to four hours off-peak
Route 71 Southbound	Weekdays: 6:53 a.m. to 6:45 p.m. Saturdays: 7:54 a.m. to 2:40 p.m. Sundays and Holidays: 7:54 a.m. to 2:37 p.m.	30 minutes peak 60 minutes to four hours off-peak
Route 251 Northbound	Weekdays: 6:44 a.m. to 6:57 p.m. Weekends: 8:05 a.m. to 7:57 p.m.	60 minutes
Route 251 Southbound	Weekdays: 7:02 a.m. and 6:57 p.m. Weekends: 8:06 a.m. to 6:57 p.m.	60 minutes
Route 257 Northbound	Weekdays only: 6:30 a.m. to 6:19 p.m.	60 minutes
Route 257 Southbound	Weekdays only: 6:33 a.m. to 7:25 p.m.	60 minutes
Route 259 Northbound	Weekdays: 7:45 a.m. to 9:38 p.m. Weekends: 7:00 a.m. to 8:53 p.m.	60 minutes
Route 259 Southbound	Weekdays: 7:48 a.m. to 7:43 p.m. Weekends: 7:00 a.m. to 7:55 p.m.	60 minutes

Route 49 is a north/south line that travels from Redwood Boulevard and Olive Avenue intersection to San Rafael Transit Center. The route travels along Novato Boulevard and Redwood Highway and it provides service between the southern Novato neighborhoods (Ignacio and Hamilton) and areas of Terra Linda (and the San Rafael Transit Center). The route also has stops at Hamilton Theater, Northgate Mall and Marin Civic Center.

Route 251 is a new route started in September 2013. Together with routes 151 and 154 this route replaced the original route 51. Route 251 is Novato's primary local shuttle route that provides connections to most areas of Novato. The service connects San Marin, Downtown Novato, Vintage Oaks, Indian Valley Campus, Alameda del Prado, and Hamilton.



Route 257 is a north/south route that travels between College of Marin, Indian Valley Campus in Novato and San Rafael Transit Center. The route travels along Ignacio Boulevard in Novato, and provides service between the southern Novato neighborhoods and San Rafael. It has stops at Hamilton Theater and the Health and Human Services facility at 120 Redwood Drive in San Rafael.

Route 259 is a new route started in September 2013. Route 259 is a north/ south line travels from Novato at Redwood Boulevard and Olive Avenue intersection via Hamilton Theater, Marinwood, Terra Linda and Marin Civic Center to San Rafael Transit Center. Within Novato, the route travels along Redwood Boulevard, Novato Boulevard, Nave Drive, Hamilton Parkway and Main Gate Road. **Route 71** offers limited-stop service between Novato, San Rafael Transit Center, and Marin City at Donahue Street and Terners Drive via Highway 101. At the Marin City Transit Center, Route 71 provides timed transfers with Golden Gate Transit Route 10, which means passengers can conveniently connect between buses to complete trips to San Francisco.

Marin Transit also offers to school-specific services: **Route 151** and **Route 154**. Route 151 connects Hamilton to Ignacio, San Jose Middle School, College of Marin Indian Valley Campus, and San Marin High School. Route 154 connects Downtown and the Olive neighborhood to San Marin High School and Middle School. Each service makes between two and four round trips per day to primarily serve students.

2.4.2.3 Novato Dial-A-Ride

The Novato Dial-A-Ride service provides a flexible route, demand responsive service that is available to the general public, but primarily serves seniors, students, and persons with disabilities traveling within Novato. The Novato Dial-A-Ride program was introduced by Marin Transit in August 2009. Marin Transit contracts with Whistlestop Wheels for its Dial-A-Ride service. The service replaced the former EZ Rider service in Novato. The Novato Dial-A-Ride is intended to fill mobility gaps within Novato. The Novato Dial-A-Ride provides curb-to-curb service and all trips must begin and end in Novato. The service operates Monday through Friday from 7:30 AM to 11:00 AM, and again, from 3:00 PM to 6:00 PM. Reservations are required and can be made up to seven days in advance or on the same day, depending on seat availability. Weekend service operates 9:00 AM to 5:00 PM. Lifeline transit service on Tuesday and Wednesday middays was upgraded in August 2013 with the introduction of trips to the food pantry from the Novato Human Needs Center on Tuesday and trips to/from the Margaret Todd Center on Wednesday.

2.4.2.4 Hamilton Shuttle

The Hamilton Homeowners Association, composed of commercial businesses in the Hangars and residential development, supports a community shuttle to ease congestion and meet transportation demand management requirements. The shuttle is funded through homeowner's association fees and

runs during commute hours (5:30 to 9:00 AM and 4:00 to 7:00 PM). The shuttle has timed stops along a designated loop. The shuttle operates between Hamilton and the Alameda del Prado Park and Ride. This shuttle service is free and open to the public.

2.4.2.5 Novato Health Express

Whistlestop Wheels, along with Novato Community Hospital, also operates the Novato Health Express, which provides a medical-only shuttle for Novato seniors to the Novato Community Hospital, a Sutter affiliate.

2.4.3 RIDERSHIP SUMMARY

2.4.3.1 Marin Transit

Ridership is defined as unlinked passenger trips. Ridership statistics for the four Marin Transit routes is included in the 2013 Marin Transit 6-month Review.

Route 49 has a productivity of 17.6 passengers per revenue hour (per FY 2010-2011 data from the 2012 Marin Transit Short Range Transit Plan) with 159,065 passenger trips in total. The route comes in slightly below its performance goal of 20 passengers per revenue hour.

Route 71 has a productivity of 29.7 passengers per revenue hour (per FY 2010-2011 data from the 2012 Marin Transit Short Range Transit Plan) with 326,815 passenger trips in total. The route slightly exceeds its performance goal of 25 passengers per revenue hour.

Route 251 replaced the non-supplemental school portions of Route 51 and provides the core local service within Novato. According to the 2013 Marin Transit 6-month Review, the route has consistently met its performance targets and shows stable ridership patterns. However, trip level ridership on new services provided after 8:00 pm has shown low ridership. With 10.3 passengers per hour, it exceeds the productivity target for this route of 8.0 passengers per hour.

Ridership data is not available for Route 257 because the route began operating during the data collection period,

According to the 2013 Marin Transit 6-month Review, Route 259 is the strongest performing shuttle route in terms of ridership and productivity and consistently meets its performance targets. However, trip level ridership on new services provided after 8:00 pm has shown low ridership. With 12.3 passengers per hour, it exceeds the productivity target for this route of 8.0 passengers per hour.



For Novato Dial a Ride per FY 2010-2011 data, this service has a productivity of 2.8 passengers per revenue hour and 5,720 passenger trips in total. The route slightly exceeds its performance goal of 2 passengers per revenue hour.

2.4.3.2 Golden Gate Transit

Ridership statistics for the six Golden Gate Transit routes in Novato has been provided by the agency for the period of April 1, 2013 through March 31, 2014.

Commuter routes 54, 56, and 58 have ridership of 222,322; 71,292; and 40,080 riders respectively during this time period. They have productivity of 20.5, 15.5, and 13.3 passengers per revenue hour, respectively.

The basic routes 70, 80, and 101 have ridership of 640,953; 353,911; and 448,017 respectively during this time period. They have productivity of 19.1, 14.6, and 14.3 passengers per revenue hour, respectively.

The agency measures performance against productivity targets of 20 passengers per revenue hour in peak periods and 15 passengers per revenue hour in off-peak periods.

2.5 PEDESTRIAN AND BICYCLE FACILITIES

The City of Novato has identified pedestrian and bicycle networks and supporting policies and plans to encourage walking and bicycling throughout the city.

2.5.1 PEDESTRIAN FACILITIES

Novato's pedestrian network varies widely depending on the neighborhood. The historic Downtown features a compact system of gridded streets, small scale retail store fronts and pedestrian amenities which contribute to a very comfortable and friendly walking environment. Many of the residential neighborhoods range from a traditional suburban to rural environment. Depending on the context, sidewalks and pedestrian connections are less continuous, and further distances to destinations such as schools, work and shopping generally do not support walking trips. However, the open spaces, city parks and waterfront areas that surround Novato are wonderful recreational amenities best explored by foot.

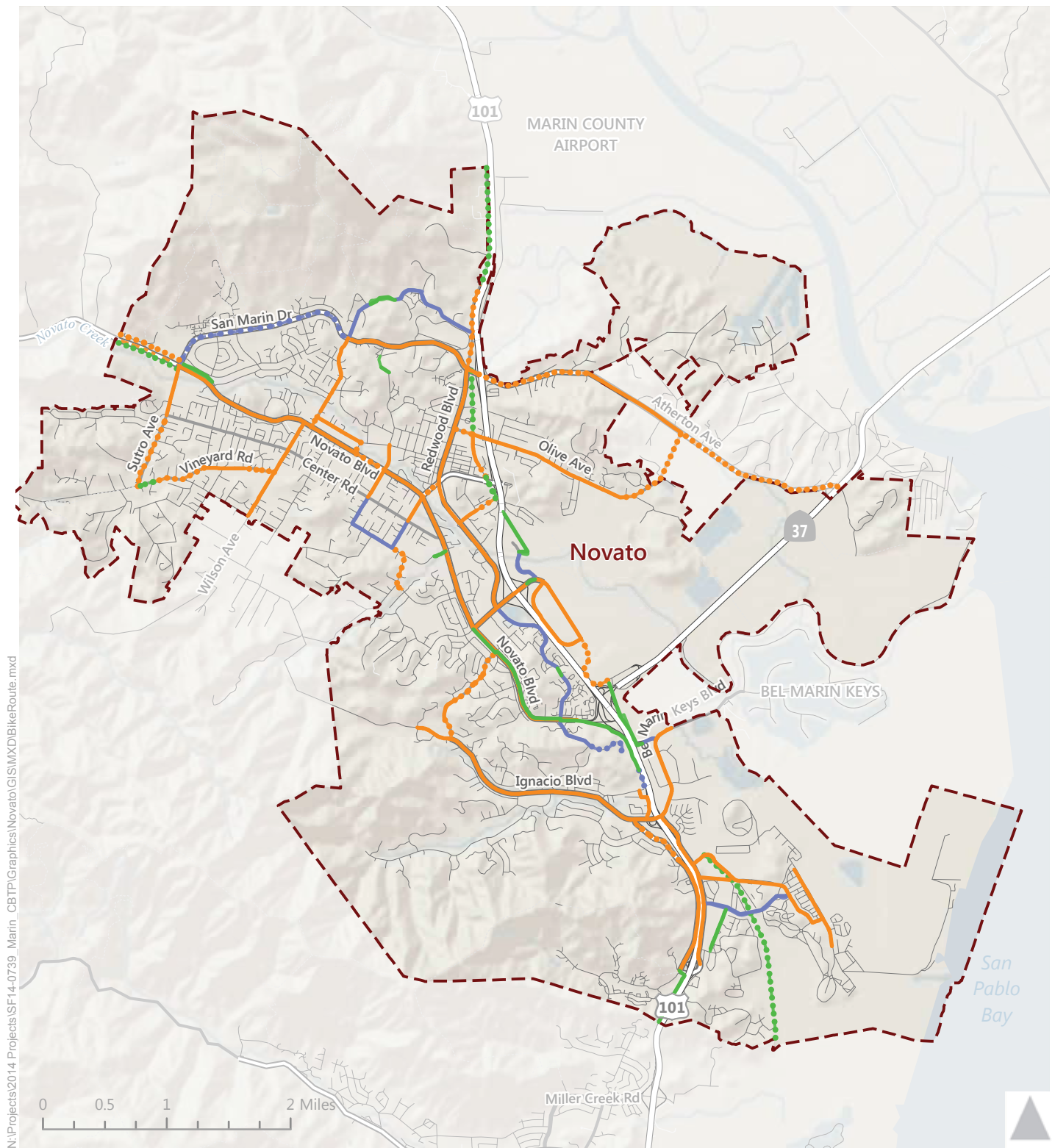
The forthcoming update to the countywide Bicycle and Pedestrian Plan will identify a number of projects to further enhance and encourage "active transport" trips throughout Novato.

2.5.2 BICYCLE FACILITIES

Novato's bicycle network is comprised of three types of facilities: Class I paths, Class II bike lanes, and Class III routes. Class I paths provides a completely separated right of way for the exclusive use of bicyclists and pedestrians with cross-flow minimized. Facilities consist of off-street bicycle paths and are generally shared with pedestrians. Class I facilities may be adjacent to an existing roadway, or may be entirely independent of existing vehicular facilities. Class II lanes provide a striped lane for one-way travel on a street or highway. Facilities consist of striped bicycle lanes on roadways. These facilities reserve a minimum of four to six feet of space for bicycle traffic. Class III routes provide for shared use with motor vehicle traffic. Facilities consist of designated and signed bicycle routes where bicyclists share the roadway with vehicles, may or may not be marked with "sharrows," but are usually signed.

The majority of the City's network is comprised of Class II bike lanes. The primary north-south bikeway corridors are along Novato and Redwood Boulevard. Novato Boulevard is a major regional connector frequently used by recreational bicyclists traveling west towards West Marin. Primary east-west bikeways are provided along San Marin Drive, Atherton Avenue, Olive Avenue, Rowland Boulevard, Ignacio Boulevard, Bel Marin Keys Boulevard and Hamilton Parkway. Since the adoption of the 2007 Bicycle Plan, the City has completed all but four planned projects.

Details about the Novato Bicycle Plan (2007) and the implementation report (2013) are provided in **Section 3**. The Marin County Congestion Management Program Update (2013) includes a number of recently completed or planned bicycle and pedestrian projects, outlined in detail in **Section 3.2.3**.



Bicycle Facilities

Existing

- Class I paths
- Class II bike lanes
- Class III bike routes

Proposed

- - - Class I paths
- - - Class II bike lanes
- - - Class III bike routes

- - - Novato sphere of influence



Figure 4
Existing and Proposed Bicycle Network
Novato Sphere of Influence

3 RELEVANT STUDIES, REPORTS, AND PLANS

A number of citywide, countywide, and regional reports and plans have been researched to gain knowledge on different aspects of the community within Novato, and for proposed future improvements to the transportation network. These reports are summarized below.

3.1 LOCAL STUDIES

Two citywide studies, a recent transit needs assessment and the bicycle plan, are summarized below.

3.1.1 NOVATO TRANSIT NEEDS ASSESSMENT, AUGUST 2011

In partnership with the City of Novato, Marin Transit conducted a Novato Transit Needs Assessment to evaluate existing transit services within the City of Novato, identify new and emerging mobility needs that fall outside the current transit service options, and craft practical strategies for meeting these needs. This study included an extensive public outreach program with public meetings, an onboard and community survey and various tabling events. A series of short- and mid-term recommendations were developed which included restructuring the local routes to provide enhanced local service, enhanced marketing of transit service, focused bus stop improvements, and a transition plan toward a community shuttle program that would increase coverage using smaller vehicles.

In March 2012, a number of the Phase 1 recommendations were implemented from this study. Service-related changes were undertaken in the following three areas:

- **Route 51/52**
 - Consolidation of Routes 51 and 52 and an extension of Route 49 (as Route 251). The new route expands coverage within Novato from north to south and serves San Marin, Downtown Novato, Ignacio, and Alameda del Prado (with a Hamilton extension added for select school trips)
 - Expanded weekend service within Novato to include service to San Marin and Alameda del Prado which are previously un-served areas;
 - Increased service during peak hours from 60 minute to 30 minute frequencies; and
 - Retiming of service to meet High School and Middle School schedules
- **Route 49**
 - Extended from Ignacio to Downtown Novato and San Marin offering more direct one-seat rides within Novato and south to Terra Linda, Marin Civic Center, and Downtown San Rafael.

- Created express service south of Novato by eliminating unproductive segments in Terra Linda and Central San Rafael (see community shuttle section below for discussion of new service to these areas) and decreasing travel time to the San Rafael Transit Center.
- For all Phase 1 service changes, a Novato-specific **transit rider guide** was also produced which highlights the new service changes and presents all transit options in one consolidated brochure.

There are three main components to the proposed Phase 2 improvements, which are proposed in the report to be undertaken by 2016. These changes are summarized below:

- The first is the extension of Dial-a-Ride service hours by 3½ hours a day to 6:00 AM to 8:00 PM. This would provide later service which has been identified as a preferred service enhancement in a Dial-a-Ride rider survey. It is noted that since this report was released, fixed-route transit service has been expanded into the evening, which reduces the need for this improvement.
- The second is the implementation of a Community Circulator Transit System, of which Route 251 would become a shuttle operation with improved service levels. This is not currently being pursued by Marin Transit as designed in the report.
- The third component is a set of bus stop improvements at major transfer stops at Ignacio Boulevard/Alameda del Prado and Rowland Boulevard/Redwood Boulevard. These improvements have been made as part of the South Novato Bus Stop Improvement Plan.
- The final component of Phase 2 improvements is Support for Improved Bicycle and Pedestrian Infrastructure, which includes a list of 25 bike lane, sidewalk, and signage improvements throughout the city.

3.1.2 SOUTH NOVATO BUS STOP IMPROVEMENT PLAN, 2013

Marin Transit's South Novato Bus Stop Improvement Plan proposed improvements to bus patron access and transfers in Novato through the upgrade of two key transit stop locations. Construction was completed in Fall 2013. Improvements included construction of bus pads, curb ramps, improved crosswalks, and minor signal modifications in the following two areas:

1. Stops near the Rowland Boulevard and Highway 101 interchange, and
2. Stops near the Ignacio/Bel Marin Keys and Highway 101 interchange.

These locations were selected as they are high use stops with over 100 boardings per day and they serve multiple bus lines and have impediments that limit the transfers between local bus and regional bus routes.

3.1.3 NOVATO BICYCLE PLAN (2007) AND IMPLEMENTATION EXISTING CONDITIONS (JANUARY 2013)

The 2007 Novato Bicycle Plan provided a vision and plan for a citywide network of bicycle paths, lanes and routes, along with bicycle-related programs and support facilities, intended to ensure bicycling becomes a viable transportation option for people who live, work and recreate in Novato. The City of Novato Bicycle Plan was developed through a robust public process which included six Bicycle/Pedestrian Advisory Committee (BPAC) meetings, two countywide public meetings, and two countywide public workshops. It was approved by the Novato City council in September 2007. This strategic document set out a plan to increase the length of Class 1, 2 and 3 bikeways from 5, 25, and 5 miles respectively to 7, 31, and 8 miles. Since 2007, the following has occurred:

- Some schools have merged, increasing travel distances and traffic volumes at remaining schools.
- Although traffic volumes have increased adjacent to some schools, citywide traffic volumes in general have declined slightly, and the Marin County Safe Routes to School (SR2S) program has contributed to more school-aged children walking and bicycling in the area.
- Bikeway development along the Highway 101 corridor has provided a more direct alternative for commuters, likely reducing the proportion of adults on some other routes that are more likely to be used by children.

In 2013, Alta Planning + Design drafted a report for TAM detailing feasible design options for the four remaining segments of the Novato bikeway network proposed in the Bicycle Plan that have not either been built, are in design stage, or are programmed for construction. Design options were drawn up based upon data collection, field investigations, and public outreach. The highest priority upgrade is a 0.44 mile segment of Class 2 bike lanes along Vineyard Road between Vivian Court and Eucalyptus Avenue. The 2007 plan suggested improvements to the Class 1 shared path between Vivian Court and Sutro Avenue (0.13 mi) at an estimated cost of \$84,200. However, the 2013 report indicated that the existing path is only suitable for young children and adults riding at low speed and suggests that it would be more useful to extend the Class 2 striped bike lanes west of Vivian Court to connect to the proposed Class 2 bike lanes on Sutro Avenue.

The three other recommended upgrades that are currently outstanding are Class 2 bike lanes at the following locations:

- Sunset Parkway between South Novato Boulevard and Ignacio Boulevard (0.91 miles)
- Sutro Avenue between Vineyard Road and Center Road (0.25 miles)
- Lamont Avenue between Reichert Avenue and the SMART railway (0.17 miles)

3.2 COUNTYWIDE AND REGIONAL STUDIES

A number of transportation-related reports and studies released over the previous three years that concern transportation provision within Marin County are summarized below, focusing on key findings relating directly to Novato.

3.2.1 MARIN COUNTY SENIOR MOBILITY ACTION AND IMPLEMENTATION PLAN, 2010

In partnership with Marin Transit and other community agencies, the Marin County Health and Human Services Department, Division of Aging and Adult Services sponsored the Marin Senior Mobility Action and Implementation Plan to identify measures that can be taken by Marin County and transportation agencies to support the mobility of the growing older population beyond their driving years. This report included a study of existing conditions for senior travel in the county, in addition to an action plan and implementation plan.

Ten key strategies were developed and recommended. These are listed below:

1. **Community Bus for Seniors** (Local fixed-route shuttles to serve short trips within communities. Open to all with emphasis on seniors.)
2. **Flexible Transit Services** (Fixed-route services that will deviate on request.)
3. **Walkable Communities for Seniors** (Identify priority pedestrian improvements in neighborhoods with high concentrations of seniors and walkable destinations.)
4. **Subsidized Taxicabs** (Build on results of current subsidized taxi pilot program.) – *This recommendation has been implemented by Marin Transit as Marin “Catch-A-Ride”.*
5. **Community-Based Volunteer Driver Program** (Continue efforts to establish non-profit, community transportation network with public and private funding.) – *This recommendation has been implemented as Safe Transport And Reimbursement (STAR) Program.*
6. **Encouraging Use of Transit** (Communicate to seniors that transit is safe, modern, senior-friendly, and provides independence.) This recommendation has been implemented through Marin Transit’s Travel Training Program.
7. **Safe Driving** (Driver training, driving retirement, adapting cars for older drivers.)
8. **Information & Assistance** (As part of Mobility Management function, multimodal telephone information, web site, literature distribution, seminar hosting for agency staff that work with older people.) – *This recommendation has been implemented by Marin Transit as the Marin Access “Travel Navigators” and “Travel Training”.*
9. **Walking Groups for Seniors** (Coordinated groups, possibly organized around senior center or culturally based organizations, include accessibility audits of path-of-travel.)

10. **Planning Policies for Senior Housing** (Planning reviews for senior housing and other senior-related facilities should require close-in locations and a transportation element.)

3.2.2 MARIN COUNTY HUMAN DEVELOPMENT REPORT, 2012

The Marin County Human Development Report, a project of the American Human Development Project of the Social Science Research Council, uses human-based as well as economic-based factors to measure the general well-being of Marin County residents. In general, it measures disparities between people who are succeeding and people who are struggling, and benchmarks different parts of Marin County with each other, and with other parts of the state, country, and world.

Beyond Marin County's exemplary overall score in the Human Development Index, the report highlights considerable internal disparity, as explained below:

- Marin is characterized by very high levels of **residential segregation** by race and ethnicity.
- The shortest **life expectancies**, all less than 76 years, are found in Hamilton in southern Novato, Smith Ranch in San Rafael, and Corte Madera. Life spans of this length are typical of the Gulf states, West Virginia, and Arkansas, parts of the country that disproportionately register poor health indicators.
- **Food deserts** are low-income neighborhoods without ready access to healthy and affordable food. Typically, convenience stores, fast-food outlets, and liquor stores predominate. While three of the county's census tracts have been deemed "food deserts" in the study (Hamilton, the Canal area of San Rafael, and the Lynwood section of Novato), no food deserts were identified in Novato per the US Department of Agriculture's most recent assessment³. With a surfeit of junk calories and a dearth of healthy options, food desert neighborhoods are home to a disproportionate number of people who are overweight or obese and who suffer from diabetes.
- The Hamilton district of Novato has one of Marin's lowest **well-being** scores. Home to about 6,000 people, this area was formerly the site of an air force base. Hamilton is home to a very diverse population; it is 66 percent white, 19 percent Latino, and 12 percent Asian American. While Hamilton possesses several recreational facilities, including a newly renovated pool, tennis and basketball courts, a baseball field, playgrounds, and other amenities, the amount of total parkland is only 0.83 acres per 1,000 people. This falls far short of the state guidelines under the Quimby Act, which mandates a minimum of 3-5 acres per 1,000 people.
- There are two Novato areas within the bottom five geographic areas on the Index in terms of **education**: Hill Road around Novato Heights; and Downtown Novato, Pioneer Park, and San Marin.

³ Economic Research Service (ERS), U.S. Department of Agriculture (USDA). 2014. Food Access Research Atlas, <http://www.ers.usda.gov/data-products/food-access-research-atlas.aspx>

- Marin's planners have targeted employment in areas such as biotechnology and software as a way to stimulate the recovery and the county's long-term growth. Yet most job growth that has occurred over the last two decades in Marin is overwhelmingly at the other end of the scale: **low-wage service employment**. This includes the fast-growing personal services sector (which includes such things as laundry and dry cleaning, hair and beauty salons, gardening, parking services, pet care, etc.). According to the study, earnings in the comparatively low-paid personal services sector, particularly for single-headed households, present severe constraints to the ability of families to seize opportunities and live to their full potential.
- There is tremendous opportunity to improve air quality and reduce time spent in traffic through **better public transport and carpool options**. More focus is needed on improving conditions for low-income communities in particular. The federal Nonmotorized Transportation Pilot Program (NTPP) gave Marin an incredible opportunity to improve the infrastructure that connects walkers and bikers to nearby schools, businesses, and transit stations.

3.2.3 MARIN COUNTY CONGESTION MANAGEMENT PROGRAM UPDATE, OCTOBER 2013

The Transportation Authority of Marin released an update to the countywide Congestion Management Program (CMP) in 2013. Key results relevant to Novato are listed below:

- All CMP roadway segments within Novato have **levels of service** that meet the CMP standard, and so the report recommends that no action is required to mitigate congestion.
- The construction of **HOV lanes** on US 101 within Novato (part of the Marin-Sonoma Narrows project) received *Proposition 1B Corridor Mobility Improvement Account* (CMIA) funds and was completed in 2012. The construction of interchanges and partial HOV lanes between Novato and Petaluma (also part of the Marin-Sonoma Narrows project) was scheduled to receive CMIA funding in 2012.
- Marin County Measure A, the 1/2-cent transportation sales tax measure passed in 2004, expanded **travel demand management** programs in Marin County. These programs are successfully operating today. School programs include *Safe Routes to Schools* and *SchoolPool* programs. TAM also promotes compact development strategies by providing the *Pedestrian and Transit-Oriented Design Toolkit* (2007) and encouraging SMART Station Area Planning efforts in San Rafael and Larkspur. With recent adoption of Plan Bay Area, which include the region's Sustainable Communities Strategy (SCS) mandated by SB 375, future travel demand management programs in Marin County will continue to be refined to offer alternative approaches to living with traffic congestion.

The report also lists a number of **bicycle and pedestrian projects** that have recently been completed or are in planning phases or soon to begin construction. These are listed below:

- Completed in July 2010, the Alameda del Prado Class II lanes project constructed new Class II bike lanes on the unincorporated section of Alameda del Prado between Alameda de la Loma and Posada del Sol. The original, overly wide and meandering median was narrowed to a consistent width which allowed for one travel lane, a five foot bicycle lane, and a parking lane in each direction without widening the overall dimensions of the street. Curb ramps and other accessibility improvements to the sidewalks were included in the project. This project connects the existing Class II lanes on the City of Novato segments of Alameda del Prado to the north and south of the project area, closing a key gap in the North/South Bikeway. Overhead utility wires and poles were also removed and placed underground prior to bike lane construction and new street lighting was installed.
- In August 2013, the Pacheco Hill Pathway on the west side of Highway 101 between Alameda del Prado and Miller Creek Road was repaved. The path is the only route available for cyclists and pedestrians between Novato and Marinwood. The project, funded and overseen by Caltrans, involved repaving the entire path length, including repair of failed drainage structures, raising the grade of the path at the south end to address winter flooding issues, removal and repair of heaved pavement due to tree roots, relocation of the bollards at the north end so they are centered on the path, and striping a centerline.
- Out to bid at the time of the report, the TDA-funded Bel Marin Keys Pedestrian/Bicycle Path Rehabilitation project will repave approximately 2,600 feet of the Class 1 multi-use path on the east side of US 101, between Hamilton Drive/Frosty Lane and Highway 37. The project may also include bollard path lighting, if the addition of the lighting bid alternate is within the budgeted amount for this project.
- A recent TFCA grant award will partially fund a Class I multi-use path along Nave Drive between Main Gate Drive and Bolling Circle providing safe access to Hamilton School and gymnasium and direct pedestrian connection from two active bus stops located at the Main Gate Drive and Bolling Circle intersections. Staff is currently determining appropriate additional funding prior to commencing preliminary design. Construction is anticipated for summer 2015.
- The Commuter Bike Connection project, funded by both Non-Motorized Transportation Pilot Program and Transportation Enhancement funds was completed in December 2011, creating 3,200 lineal feet of new Class 1 multi-use path on the west side of Highway 101 from South Novato Boulevard to Enfrente Road.
- The Measure A Safe Pathways to Schools funded Indian Valley Road project was completed in late 2011, closing a sidewalk and Class II bike lane gap between Arthur Street and Hill Road.
- 2012 and 2013 Measure A local streets projects completed in Novato included installation of 70 new wheelchair ramps and approximately 18,000 square feet of uplifted sidewalk repair.
- Multiple street rehabilitation/improvements projects and SR2S-Cycle 7 projects completed since 2008 involved installation and/or replacement of 165 ADA-compliant curb ramps, removal and replacement of about 20,000 square feet of street-tree-damaged concrete sidewalks, and replacement of multiple bicycle loops detectors at traffic signals.

- Various intersection improvements citywide.

3.2.4 GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT TITLE VI CIVIL RIGHTS SUBMISSION – MAY 2013 UPDATE

This report, by the Golden Gate Bridge, Highway and Transportation District (GGBHTD) summarizes its obligations with regards to equitable transit service under Title VI. The following is a summary of the findings:

- The GGBHTD meets its **Title VI obligations**, which includes providing equitable transit service to minority and low-income persons within its service area.
- Service in **minority and low-income tracts** is of comparable quality to the service provided in other tracts, and service standards are applied consistently throughout the District's service area.
- The District provides a high level of GGT bus service where warranted by ridership indications, particularly in areas identified as both low-income and minority tracts, with appropriately sized vehicles that provide a **high level of amenities**. Amenities such as real-time information signs for the U.S. Highway 101 bus pads are planned and implemented to benefit all customers, with particular emphasis on providing access to minority and low-income populations and customers.
- **Public outreach** occurs not only for fare changes and major service changes, but for all service changes that will impact local communities. The District has a Language Implementation Plan (LIP) to facilitate communications with members of the public with Limited English Proficiency, and it has an established Title VI complaint procedure in place.

3.2.5 MARIN COUNTY TRANSIT MARKET ASSESSMENT, JUNE 2013

This study identified subareas within the county where strong markets for transit appear to exist based on demographic characteristics of residents, locations of jobs, and travel patterns of current Marin Transit riders. Future projections to 2020 and 2040 were also assessed. A summary of key findings is listed below:

- **Central and southern Novato** is a relatively strong market, both in terms of the transit propensity of its residential neighborhoods as well as the job-rich corridor extending along Highway 101 from central Novato to Hamilton.
- The strongest indicator of transit usage in Marin County is **access to an automobile**. Members of households with no vehicle available to them account for a share of transit ridership 16 times higher than their proportion of the general population. While only 2 percent of county residents have no car at home, nearly one-third of Marin Transit riders (32 percent) said they did not.
- The next-strongest indicator of transit usage is **number of workers per household**. Survey respondents who said there were three or more working persons in their homes accounted for almost one-third of responses (32 percent), compared to just 4 percent of county residents (it should again be noted, however, that multiple members of a household may have responded in

some cases, while Census data is based on numbers of households, and not individual respondents).

- **Household income** is another strong indicator of transit usage, with persons from households earning less than \$25,000 annually accounting for a majority of all transit riders (57 percent), compared to only about one-eighth of county residents (13 percent).
- Use of a **language** other than English at home is another indicator of transit usage, as survey respondents who said Spanish was spoken in their homes accounted for nearly 40 percent of responses, compared to only about one-eighth (12 percent) of county residents.
- Based on the 2012 survey data, **race** is a moderate indicator of transit propensity. Specifically, those who do not self-identify as White, Asian or "Other" (in response to the survey or census questions) make up 39 percent of transit riders, compared to 19 percent of the general population. However, the report claims that there is strong evidence to suggest that race may be a greater factor than the survey data indicate.
- In Marin County, neither **age** nor **gender** is an indicator of propensity toward transit usage. In many places, youth and seniors account for a disproportionate share of transit riders, but in Marin County, senior citizens actually make up a somewhat smaller percentage of Marin Transit riders than of county residents.
- No dramatic shifts in the locations of low-income households, large households, senior citizens and jobs are anticipated by **2040**.
- There are no **Priority Development Areas** (PDAs) as identified by the Metropolitan Transportation Commission in Novato. PDAs are defined as "areas where new development will support the day-to-day needs of residents and workers in a pedestrian-friendly environment served by transit".
- The strongest overall markets for transit within Marin County should remain central San Rafael (including Downtown and the Canal District), central and southern Novato, and the Marin City area.

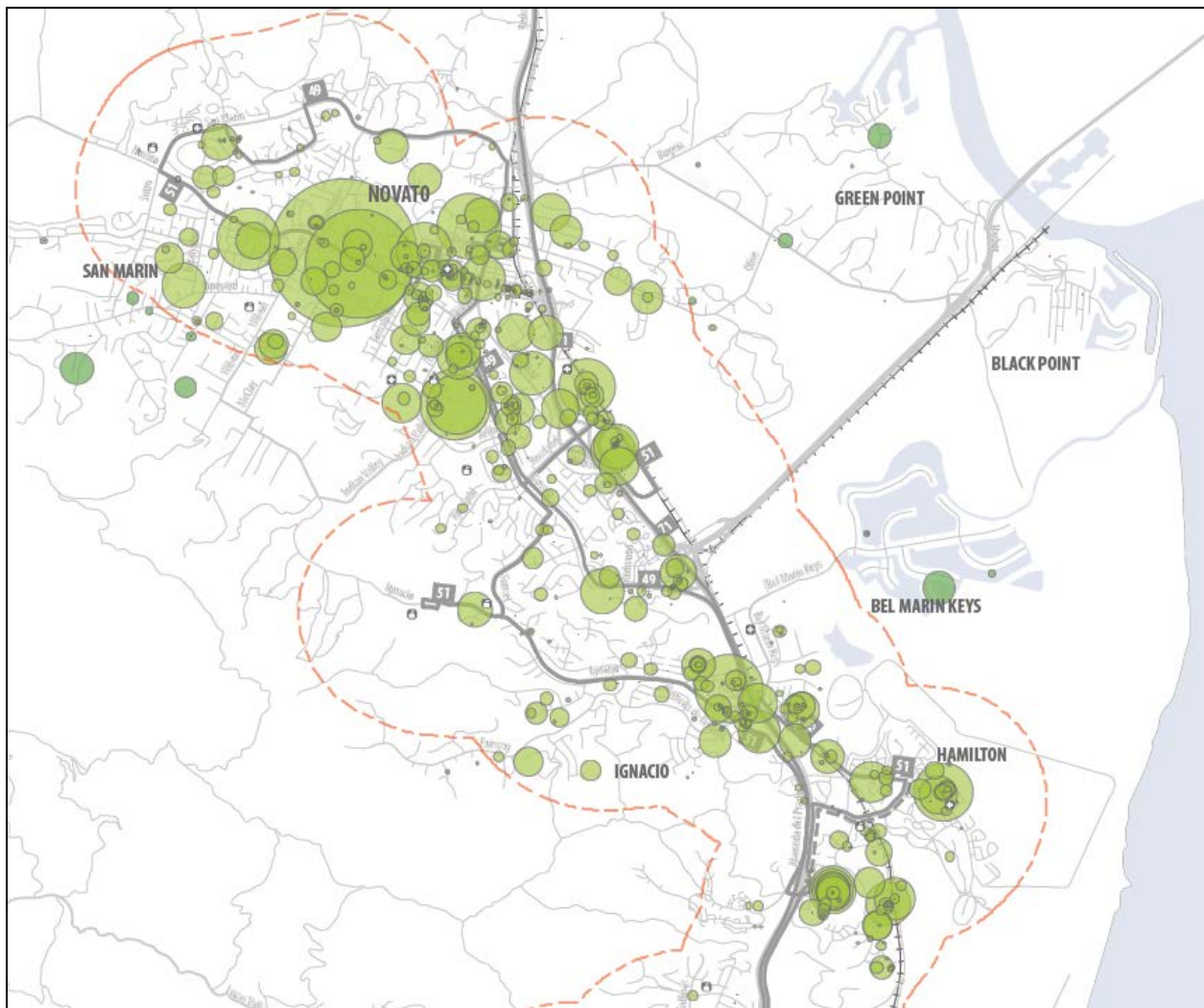
3.2.6 MARIN TRANSIT 2012-2021 SHORT RANGE TRANSIT PLAN, SEPTEMBER 2012

Marin Transit prepared a Short Range Transit Plan in 2012 that sets goals and performance targets and lays out a service plan, capital plan, and financial plan for the forthcoming decade. Some key points related to service in Novato are listed below:

- Novato has amongst the **lowest concentration of transit use** in the system. Novato is the only area identified as having high propensity to use transit within the County while also not but is not amongst the areas with high ridership.
- Origin/destination pairs in the Marin County Model (MCM) that predict **high intra-county mode split** on transit include: Novato to the San Rafael Canal neighborhood (25%), Novato to Corte Madera/Larkspur (15%), and Novato to Marinwood/Terra Linda (16%).

- The Novato Dial-A-Ride currently operates with no service on weekdays between 11:00 AM and 3:00 PM. This has been identified as a key **unfunded need**. Phase 1 recommendations of the Novato Transit Needs Assessment recommended adding service to fill the midday gap. Marin Transit continues to monitor grant funding opportunities and local partnerships to identify funds to fill this midday service gap.
- The **South Novato Bus Stop Improvement Project** is an ongoing State Transportation Improvement Program (STIP) funded project aimed at improving local to regional bus transfers at the Ignacio and Rowland freeway interchanges in the City of Novato. Construction was anticipated to begin in the spring of 2013.
- Additional funding from the STIP program has been identified to begin to create a **Downtown Novato Transit Transfer Stop**, which will improve transfer opportunities for passengers. Currently, the downtown Novato stop makes transferring significantly challenging for passengers and bus operations. In the winter of FY 2012, Marin Transit issued Requests for Proposals (RFPs) for the Planning and Final Design of a newly configured passenger transfer facility at Redwood Blvd and Grant Avenue. Proposed improvements include the widening of passenger waiting aisles to 17-feet and providing a bus bypass lane to reduce congestion and allow for better on-time performance.
- **Paratransit** trip origins within Novato are scattered across the city, although there are dense clusters near the Lucky at 7th Street/Grant Street, near the Nave Shopping Center at Novato Blvd/Diablo Blvd, near Downtown, in Hamilton, and on Marin Valley Drive (see **Figure 5**).

Figure 5: Paratransit Trip Origins



Source: Marin Transit 2012-2021 Short Range Transit Plan (2012)

3.2.7 REGIONAL TRANSPORTATION IMPROVEMENT PROGRAM, MAY 2012

Ongoing and future transportation projects of regional importance are described within the Regional Transportation Improvement Program (RTIP), updated by the Metropolitan Transportation Commission (MTC) in May 2012. Additional capital transportation investments are made from time to time that involve funding from local sources (such as development fees or development agreements) or from specialized funding made available but not incorporated into multi-year funding documents. There are two such projects in Novato, which are:

1. **Widen Novato Boulevard** between Diablo Avenue and Grant Avenue; Total Cost \$20M, Committed Funds \$0M; Discretionary Funds \$20M.
2. Improve **Downtown Novato Transit Hub**; Total Cost \$4M, Committed Funds \$0M; Discretionary Funds \$4M

3.2.8 SONOMA-MARIN AREA RAIL TRANSIT

The planned **Sonoma-Marin Area Rail Transit** service has two station locations in Novato – one near the intersection of Atherton Avenue and Redwood Blvd (Novato – San Marin/Atherton Station), and the other off of Main Gate Road (Novato – Hamilton Station). The commuter rail service will have total of 30 trains a day (15 northbound and 15 southbound) primarily during the AM and PM peak periods. The planned total cost of the project is \$427M. Project funds are mainly from Measure Q, a sales tax in both Marin and Sonoma counties, with some supplemental State and Federal funding. Service is anticipated to begin at the end of 2016.

The SMART project also includes a pathway component. There are two segments of class I pathway in Novato currently funded with anticipated completion in 2016. These segments are a Class I pathway between the Franklin pedestrian crossing and Grant Avenue in the SMART railway, and a Class I pathway in the SMART railway between Rush Creek Place and the SMART Atherton station. The SMART project would also be accompanied by two segments of sidewalk construction to provide continuous pedestrian access to the two stations. The first segment is a new 700 foot sidewalk north of San Marin Drive on the east side of Redwood Boulevard, to meet the San Marin/Atherton Station. The second segment is a new 80 foot sidewalk south of Hamilton Parkway at Todd Road, to fill a gap near the Hamilton Station.

3.3 PLANNED PROGRAMS AND PROJECTS

Specific programs and projects that have either been recently completed, are in planning, or are under construction are shown in **Table 22**, below.

TABLE 22: PLANNED PROGRAMS AND PROJECTS

Study/ Project Title	Lead Agency	Year	Overview	Status of Projects
City of Novato Capital Improvement Projects	City of Novato	2014	TBD	<i>TBD</i>
Novato HEAL Action Plan (Draft Work Plan)	City of Novato	2014	Development of Healthy Eating, Active Living plan	<i>Recommended projects:</i> <ul style="list-style-type: none"> • Increase/create bike stations/share • Expand City/NUSD partnerships on bike/pedestrian access to and from all schools • Improve bike maps access around town Support the Bicycle/Pedestrian Master Plan update
Marin County Congestion Management Program Update	TAM	2013	TAM is responsible for the Congestion Management Program, which addresses the impact of local growth on the regional transportation system	<i>Recently completed:</i> <ul style="list-style-type: none"> • Pacheco Hill path bicycle and pedestrian facility repaving • Alameda del Prado Class II bicycle lanes • HOV lanes on US 101 within Novato • Commuter Bike Connection project creating 3,200 lineal feet of new Class 1 bike path on the west side of Highway 101 from South Novato Boulevard to Enfrente Road • Safe Pathways to Schools Indian Valley Road project was completed in late 2011, closing a sidewalk and Class II bike lane gap between Arthur Street and Hill Road • 2012 and 2013 Measure A local streets projects completed in Novato included installation of 70 new wheelchair ramps and approximately 18,000 square feet of uplifted sidewalk repair • Multiple street rehabilitation/improvements projects and Safe Routes to School projects have been completed since 2008, including installation and/or replacement of 165 ADA-compliant curb ramps, removal and replacement of about 20,000 square feet of street-tree-damaged concrete sidewalks, and replacement of multiple bicycle loops

TABLE 22: PLANNED PROGRAMS AND PROJECTS

Study/ Project Title	Lead Agency	Year	Overview	Status of Projects
				<p><i>Projects currently seeking funding:</i></p> <ul style="list-style-type: none"> Construct interchanges and partial HOV lanes between Novato and Petaluma <p><i>Projects with funding:</i></p> <ul style="list-style-type: none"> TDA-funded Bel Marin Keys Pedestrian/Bicycle Path Rehabilitation project Class I multi-use path along Nave Drive between Main Gate Drive and Bolling Circle
One Bay Area Grant (OBAG)	City of Novato	2012	Regional funding for transportation projects	<p><i>Projects with funding:</i></p> <ul style="list-style-type: none"> Resurfacing of DeLong Avenue/Ignacio Boulevard interchange Construction of Downtown Novato Transit Stop at Redwood Blvd and Grant Avenue Update to the bicycle/pedestrian plan
Short Range Transit Plan 2012-2021	Marin Transit	2012	Sets goals and performance targets and lays out a service plan, capital plan, and financial plan for the forthcoming decade	<p><i>Recently completed:</i></p> <ul style="list-style-type: none"> South Novato Bus Stop Improvement Project aimed at improving local to regional bus transfers at the Ignacio and Rowland freeway interchanges <p><i>Projects at design phase:</i></p> <ul style="list-style-type: none"> Create a Downtown Novato Transit Stop at Redwood Blvd and Grant Avenue
Regional Transportation Improvement Program	MTC	2012	Description of ongoing and future transportation projects of regional importance	<p><i>Recommended projects:</i></p> <ul style="list-style-type: none"> Widen Novato Boulevard between Diablo Avenue and Grant Avenue Improve Downtown Novato Transit Stop
Federal State of Good Repair Grant	Federal Transit Administration (FTA)	2010-11	Funds stop improvement projects to be identified by local agency	<p><i>Projects at design phase:</i></p> <ul style="list-style-type: none"> 11 locations in Novato Includes shelters, benches, trash receptacles, and safety/accessibility improvements

TABLE 22: PLANNED PROGRAMS AND PROJECTS

Study/ Project Title	Lead Agency	Year	Overview	Status of Projects
Marin County Senior Mobility Action and Implementation Plan	Marin Health & Human Services	2010	Identifies measures that can be taken by the county and transportation agencies to support the mobility of the growing older population beyond their driving years	<p><i>Recently completed:</i></p> <ul style="list-style-type: none"> • Subsidized Taxicab program: "Marin Catch-a-Ride" • Community-Based Volunteer Driver Program, operated by Whistlestop • Information & Assistance program: "Travel Navigators" • Encouraging Use of Transit <p><i>Recommended projects:</i></p> <ul style="list-style-type: none"> • Community Bus for Seniors • Flexible Transit Services • Safe Driving, including active travel training presentations • Walking Groups for Seniors • Planning Policies for Senior Housing
Novato Transit Needs Assessment	Marin Transit, City of Novato	2011	Evaluates existing transit services within Novato, identifying new and emerging mobility needs and crafting practical strategies for meeting these needs	<p><i>Recently completed:</i></p> <ul style="list-style-type: none"> • Extension of Route 49 to Downtown and elimination of Terra Linda/Central San Rafael segments • Added Route 259 to complement Route 49 and provide 30 minute effective headways • Consolidation of Routes 51 and 52 into Route 251 • Creation of Novato-specific transit rider guide brochure <p><i>Recommended projects:</i></p> <ul style="list-style-type: none"> • Extend Dial-a-Ride service hours (although this may not be necessary due to extension of fixed route transit service hours) • Implement Community Circulator Transit System (although this is not being pursued as designed in this report) • Bus stop improvements at major transfer stops • Expand Route 257 to the north

TABLE 22: PLANNED PROGRAMS AND PROJECTS

Study/ Project Title	Lead Agency	Year	Overview	Status of Projects
Novato Bicycle Plan	City of Novato	2007	Set the vision and goals for increasing bicycling trips by completing a citywide bicycle network and implementing related support programs. Plan to increase length of bike facilities by around one-third	<i>Recommended projects:</i> <ul style="list-style-type: none"> • 2013 implementation report recommends extending Class 2 striped bike lane on Vineyard Road between Vivian Court and Sutro Avenue • Class 2 striped bike lane on Sunset Parkway between Novato Boulevard and Ignacio Boulevard • Class 2 striped bike lane on Sutro Avenue between Vineyard Road and Center Road • Class 2 striped bike lane on Lamont Avenue between Reichert Avenue and SMART railway
SMART Rail	SMART	2016	Phase 1 of the SMART passenger rail line is funded and under construction. There will be 11 stations in phase 1 between Downtown San Rafael and Sonoma County Airport near Windsor	<i>Under Construction:</i> <ul style="list-style-type: none"> • 43-mile passenger rail link between Downtown San Rafael and Sonoma County Airport, including two stations in Novato at Hamilton and Atherton
SMART Pathway	SMART	2016	The pathway portion of the SMART passenger rail and pathway project is divided into segments. Two pathway segments in Novato are funded for construction under the current contract.	<i>Projects with funding:</i> <ul style="list-style-type: none"> • Class I pathway between the Franklin pedestrian crossing and Grant Avenue in the SMART railway • Class I pathway in the SMART railway between Rush Creek Place and the SMART Atherton station



4 COMMUNITY OUTREACH

4.1 OUTREACH MECHANISMS

During the first phase of community input (**Phase I**), members of Stakeholder Committee, City of Novato staff, TAM, and the Consultant Team all engaged community members to determine their means of mobility within the City of Novato.

Mechanisms used included surveys as well as a series of focus groups. The survey was administered in paper and online formats. Both formats had the same content and the online format also served as a vehicle by which to centralize feedback from “person-on-the-street” interviews.

4.1.1 SURVEY (“PERSON-ON-THE-STREET” INTERVIEWS/ONLINE TOOL)

For the first phase of input, the Consultant Team and TAM, in coordination with the Stakeholder Committee, developed a simple paper survey asking community members about their mobility needs in Novato and the modes of transportation they used to reach their destinations (bus, bicycle, walking, etc.). This survey was translated into Spanish and uploaded onto Survey Monkey for online access.

The Consultant Team also developed a bilingual informational flyer about the Novato Community-Based Transportation Plan that included a link to the online survey, with a deadline of July 31. The flyer was distributed by TAM and members of the Stakeholder Committee.

TAM further coordinated targeted community outreach and physical distribution of the paper survey at multiple locations over the course of July, including:

- Homeward Bound (housing center)
- Margaret Todd Senior Center
- Novato Human Needs Center
- Farmer’s Market Downtown (visited by a vast majority of downtown residents every week)

After the completion of these “person-on-the-street” interview sessions, TAM assisted with compiling all paper survey results and “person-on-the-street” interview feedback into the Survey Monkey database for efficient analysis. In total, **128 survey responses** were returned and analyzed.

4.1.2 FOCUS GROUPS

In contrast to “person-on-the-street” surveys, which aim to obtain a quick “snapshot” of mobility and transportation issues from a relatively large number of respondents, focus groups are designed to solicit in-depth input from and facilitate discussion among a small group of participants.

During July, the Consultant Team, TAM, and members of the Stakeholder Committee facilitated discussions about transportation needs and solutions with community members at select trusted venues. These focus groups were timed for community members’ convenience (i.e., scheduled for a time during which they would be at the NHNC or other location for services) to make community participation as accessible as possible.

Table 23 below outlines the **seven focus groups** that were held and their particular target audiences.

TABLE 23: FOCUS GROUPS			
Focus group	Host/Location	Date	Facilitator
Youth: Novato Wellness Center Peer Educators (young adults)	Novato Wellness Center	July 1 – 5 attendees	Kara Verner and Linda Jackson (TAM)
Promotores en Novato: Low-income Latino adults (conducted in Spanish)	Novato Youth Center	July 12 – 10 attendees	Linda Jackson (TAM) and Berta Campos-Anicetti
Seniors (1): Margaret Todd	Margaret Todd Senior Center	July 15 – 6 attendees	Brooke DuBose (Fehr & Peers)
Seniors (2): Warner Creek	Warner Creek	August 1 – 5 attendees	Torina Wilson and Scott McDonald (TAM)
Alma Latina: Spanish-speaking seniors	Margaret Todd Senior Center	July 24 – 17 attendees	Sylvia Carsillo
People with Disabilities (including Novato residents supported by Lifehouse, Cedars of Marin, and Casa Allegra Community Services)	Margaret Todd Senior Center	July 15 – 5 attendees	Andy Kosinski (Fehr & Peers)
New Beginnings	New Beginnings Center	July 16 – 37 attendees	Andy Kosinski (Fehr & Peers)

The Consultant Team developed a suggested format and facilitator guidelines for the focus groups. Items of discussion included:



- How do you and your family currently travel to work, school, errands, and recreation in Novato?
- What challenges do you have in getting places?
- How would you improve mobility and transportation in Novato?

Focus groups were conducted in Spanish or with simultaneous interpretation, where applicable.

4.2 OUTREACH RESULTS

The first phase of community input yielded valuable feedback on both existing transportation use by residents, as well as mobility needs and gaps. Below is a high-level analysis of residents' existing transportation use and mobility needs, as reported via each outreach mechanism. This analysis is intended to provide a snapshot of current transportation patterns. A more thorough examination of key transportation issues and barriers to mobility, informed by results from both outreach mechanisms, follows this high-level analysis.

4.2.1 EXISTING TRANSPORTATION USE AND HIGH-LEVEL MOBILITY NEEDS

4.2.1.1 Survey

This section contains the results of the survey that was conducted to learn more about the accessibility and mobility needs of community-members in Novato, and also to gather demographic data to validate the results.

4.2.1.1.1 General Demographics

One hundred twenty-eight responses were captured from the combination of "person-on-the-street" interviews and the online tool (Survey Monkey) before July 31. The charts below illustrate the demographic breakdown of survey respondents. The Consultant team chose not to explicitly require participants to answer all survey questions, in order to facilitate survey completion. As such, response counts may differ between questions.

The demographic results of the survey fell generally in line with the target population of the survey, which is economically disadvantaged persons needing transportation assistance including seniors, persons with disabilities, persons attempting to overcome language and/or cultural barriers, and persons with other health conditions in Novato.

Over 90 percent of respondents had a household income of under \$50,000 (see **Figure 6**). The threshold for a low income household today could be best defined as a household income of under \$60,000, which

is the 2014 Consumer Price Index purchasing power equivalent to the low income threshold of \$50,000 stated in the 2006 Plan Bay Area Investment Analysis for households. Therefore, most of the respondents could be classified as low-income.

Q9 What is your yearly household income?

Answered: 82 Skipped: 46

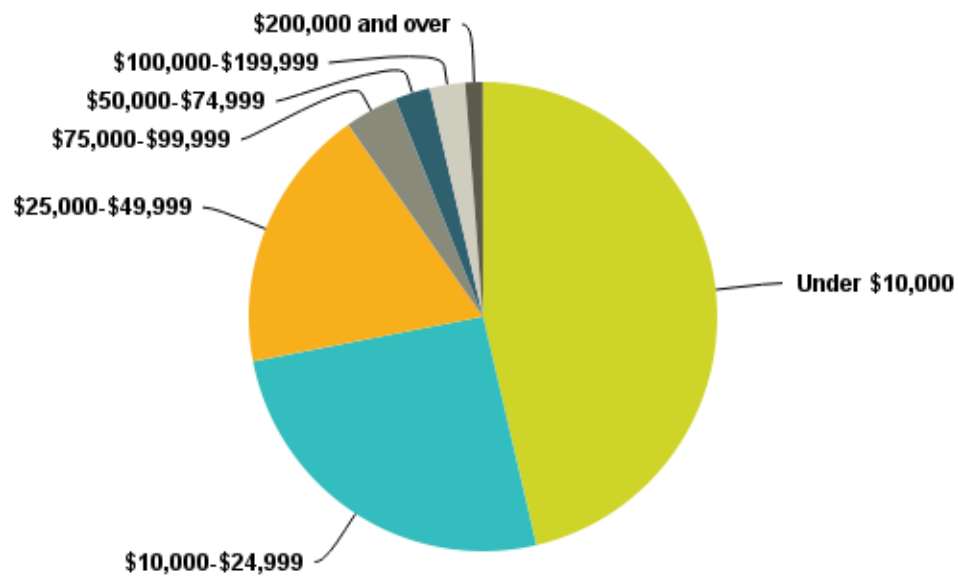


Figure 6: Yearly Household Incomes of Survey Respondents

When compared to the general population of Novato (according to recent Census data), the survey under-represents the population that identifies as White (by 12 percent), slightly underrepresents the population that identifies as Hispanic or Latino (by four percent), represents well the population that identifies as Asian or Pacific Islander (within two percent), and over-represents the population that identifies as Black or African American (by nine percent). The race/ethnicity breakdown is shown in **Figure 7**. Overall, the makeup of survey respondents generally matches the racial distribution of the general population and demonstrates that outreach to minority populations was largely successful.

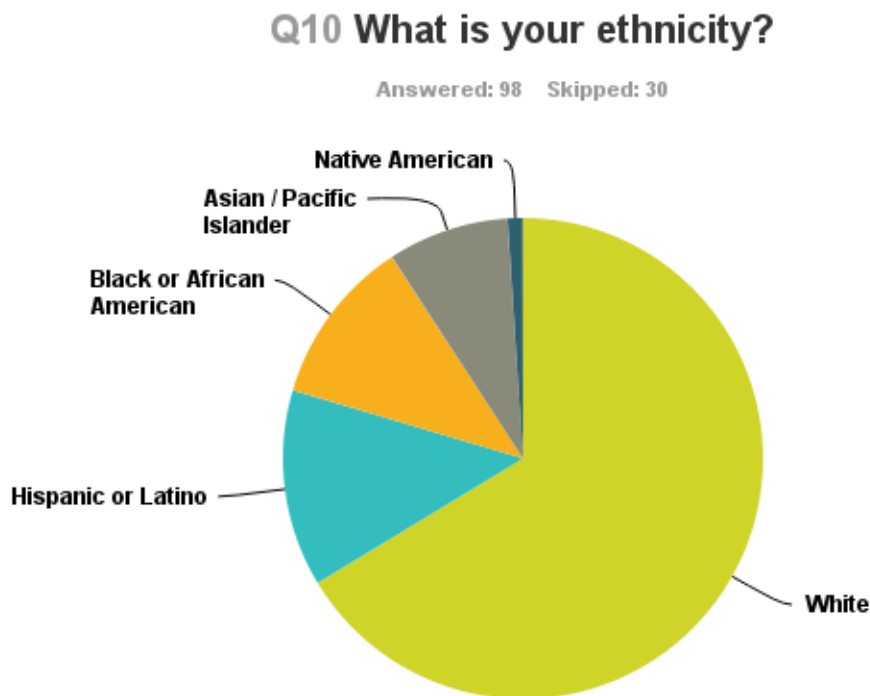


Figure 7: Ethnicities of Survey Respondents

Around 16 percent of the population of Novato are seniors (see **Figure 8**). Forty percent of respondents to this survey were seniors suggesting that the survey adequately reached seniors within Novato.

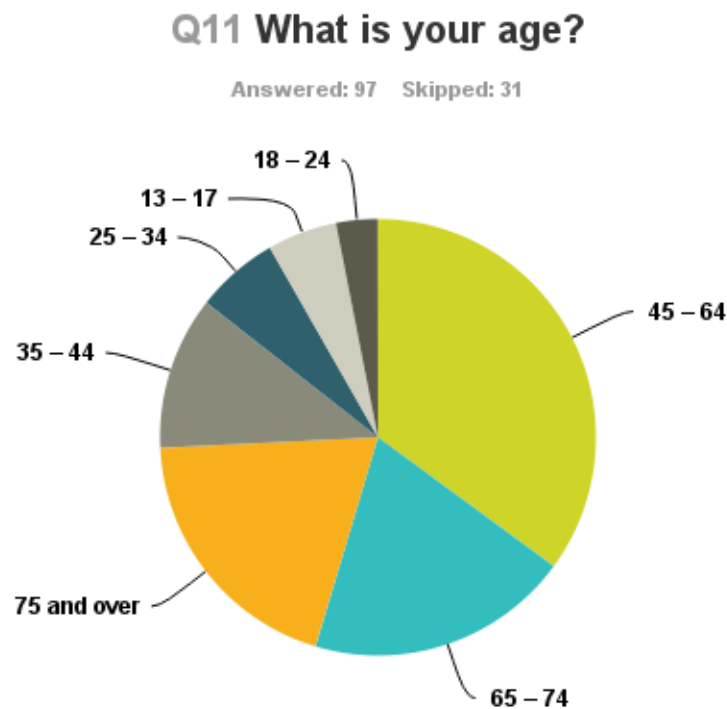


Figure 8: Ages of Survey Respondents

Of 39 respondents, 100 percent indicated that they were Novato residents. Of 18 respondents who answered whether they worked in Novato, 83 percent indicated yes. Several of those who indicated that they did not work in Novato wrote-in that they worked in San Rafael.



4.2.1.1.2 Primary Methods of Transportation and Frequency

Survey respondents' most frequently used methods of transportation are:

- Walking: 85% of respondents walk at least once per week; 55% of respondents indicated they walk every day
- Driving alone: 70% of respondents drive alone at least once per week; 37% of respondents indicated they drive alone every day
- Public transit bus: 67% of respondents take the bus at least once per week; 27% indicated they take the bus every day

Their least frequently used methods of transportation are:

- STAR Community-Based Volunteer Program: 82% of respondents do not use this method
- Taxicabs including Catch-A-Ride: 79% of respondents do not use this method
- School bus: while 81% of respondents do not use this method, this is partly due to the low sample of school-age children (only five children of school-age were surveyed)

Q1 How often do you use the below methods to get around Novato?

Answered: 121 Skipped: 7

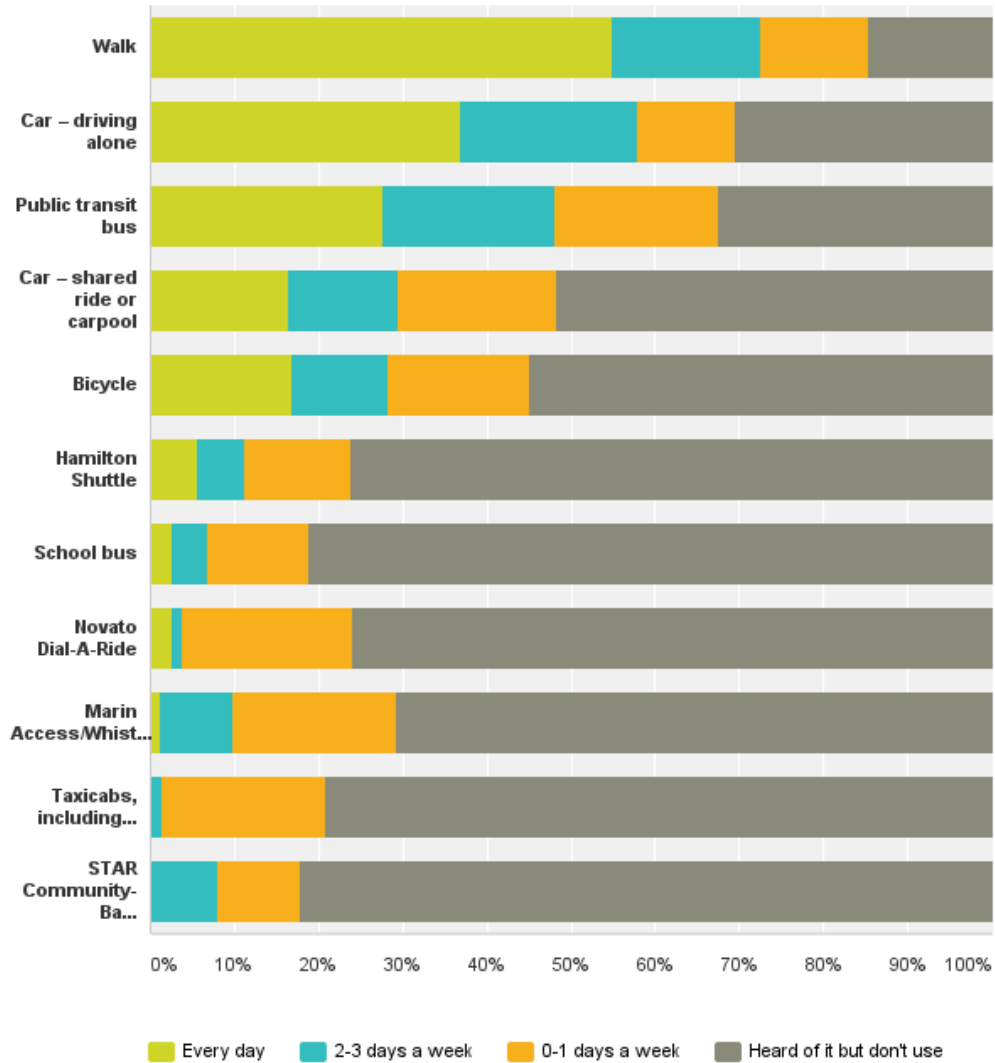


Figure 9: Frequency of Usage of Specific Methods of Transportation

Survey respondents indicated that they traveled most frequently for work, shopping/errands, and school. People who traveled for other reasons wrote-in reasons such as to look for housing, to look for work, or to attend group health/support meetings (see **Figure 10**).

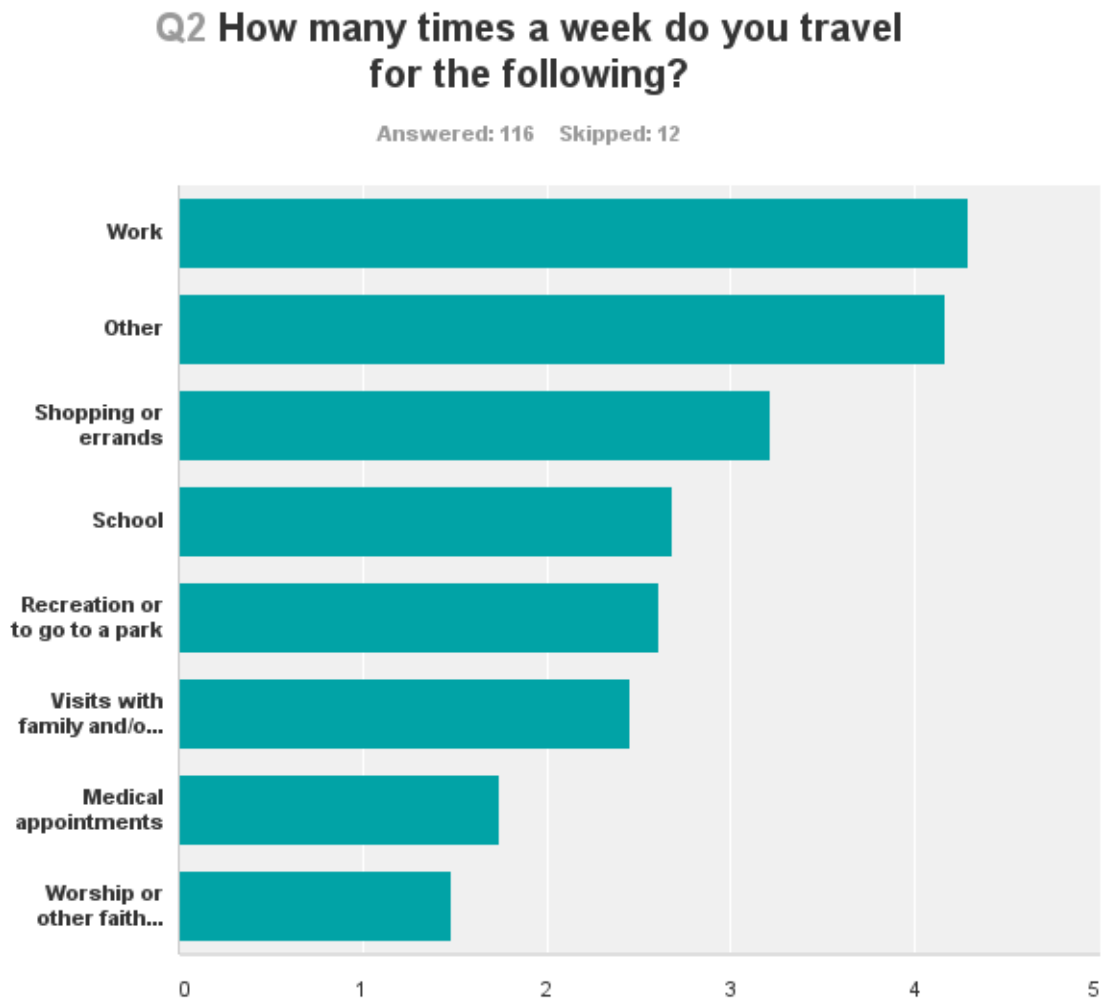


Figure 10: Frequency of Travel for Specific Reasons

When asked to indicate how much they agreed with a variety of high-level statements summarizing mobility gaps, survey respondents most frequently agreed with the following (see **Figure 11**):

- The bus takes too long or doesn't come often enough (53% of respondents agreed or strongly agreed)
- Danger from cars and trucks is an issue while bicycling (46% of respondents agreed or strongly agreed)
- Missing sidewalks, broken sidewalks, or missing crosswalks make it hard to walk places (48% of respondents agreed or strongly agreed)

Q5 Please tell us how much you or any mobility-challenged members of your family (including older adults or children in school) would agree with the following statements.

Answered: 109 Skipped: 19

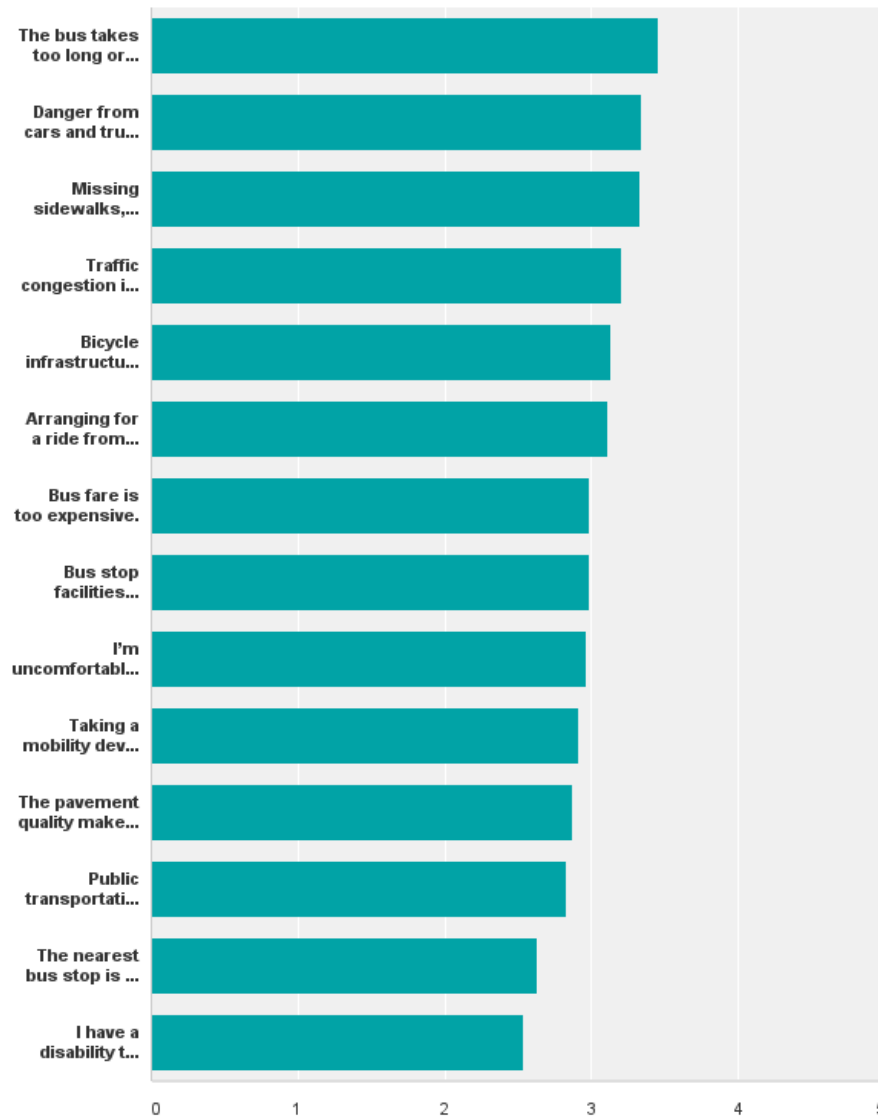


Figure 11: High-level Mobility Needs



4.2.1.2 Focus Group Results

Table 24 below summarizes the primary forms of transportation, typical destinations within and outside of Novato, and, briefly, the key issues mentioned at each focus group. These key issues are explored further in a detailed analysis of transportation needs and gaps in the following section.

TABLE 24: FOCUS GROUP KEY ISSUES

Focus group	Primary form of transportation	Typical destinations within Novato	Typical destinations outside of Novato	Key issues/problems
Promotores en Novato	Combination of car (SOV)/carpool	Shopping	Santa Rosa, Vallejo, San Francisco	[Bus] Personal safety, staff courtesy [Car] Congestion relief
Alma Latina	88%: Car (SOV)	Shopping, dining, farmer's market, Margaret Todd	Golden Gate Park, Stinson Beach, West Marin and Headlands	[Bicycle] Cars don't share the road [Bus] Reliability and efficiency of service; schedules and information; other issues (operator safety)
Youth	66%: Carpool	School, school sports/gym, community service, friends' houses	San Rafael, Rohnert Park, Northgate, Santa Rosa	[Bus] Schedules and information; reliability and efficiency of service; regional accessibility; shelter and facilities
Seniors	Combination of car (SOV)/bus/walking (wheelchair)	NHNC, pharmacy, grocery	Marin General	[Walking] Ease of navigation [Paratransit] Eligibility for service, reliability and availability of service (particularly in Hamilton), social acceptance [Bus] Schedules and information
Warner Creek (Seniors)	Combination of caregiver/walking	Marin Community Clinic, local stores	Northgate, Marin General	[Walking] Ease of navigation, driver interactions [Paratransit] Reliability and availability of service [Bus] Extended hours, regional accessibility
People with Disabilities	Combination of paratransit/caregiver	Shopping, NHNC	Kaiser San Rafael	[Paratransit] Other issues (affordability of service), eligibility for service [Walking] Ease of navigation * Prohibitively short lead time for focus group participation
New Beginnings	Combination of bus/car (SOV)	Canal Area, Bel Marin Keys Blvd, Deer Island	Point Reyes (medical), Marin General, San Rafael, Santa Rosa, San Francisco, Vallejo, Vacaville	[Paratransit] Reliability and availability of service [Bus] Extended hours; regional accessibility; shelter and facilities [Walking] Street lighting [Bicycle] Sharing the road



4.2.2 TRANSPORTATION NEEDS AND GAPS

Table 25 below summarizes key issues in transportation needs and gaps as captured by both outreach mechanisms (focus groups and survey). Where applicable, the table includes specific locations of problem areas, relevant quotes from survey or focus group participants, and suggested improvements from participants. Multiple mentions of certain barriers or specific locations have been collated. Issues have been organized first by transportation mode, then by frequency of mention.



TABLE 25: TRANSPORTATION NEEDS AND GAPS

Key issue	Barriers	Locations and details	Suggestions
Public Transit Bus			
Regional Accessibility	<ul style="list-style-type: none"> The bus does not serve the desired destination. (20) Bus stops are too far apart. (7) 	<ul style="list-style-type: none"> Around Hamilton, esp. for seniors and people who work after midnight (5) Deer Island businesses/industrial parks (3) Bel Marin Keys (2). "Behind the Humane Society of Bell Marin Keys Boulevard, no transportation out there at all and there are restaurants, auto dealers, hot dog makers, lighting companies..." Redwood Blvd (2) Point Reyes (2). "Where the only Medi-Cal covered podiatrist in the entire county is located" Redwood Blvd (2). "Redwood Highway toward downtown, out by Trader Joe's, Olive Avenue, the big loop toward Atherton – there's no transit out there, can only get there by car or taxi" Downtown – confusion over location of central transit station (2) Marin Community Clinic (2). "Need stops or door-to-door service. 0.5 mile walk from nearest bus stop" <i>*Access to Marin Community Clinic and Marin General is frequently mentioned in "Extended Hours" below.</i> Bay Vista. "Isolated and 1.5 mile uphill walk separating houses from bus stops" Ignacio Wilson to Mill Road area Sonoma County Tiburon and smaller areas Kaiser San Rafael Northgate 	<ul style="list-style-type: none"> SMART for longer trips; SMART station at SRJC for Novato students; train station in Downtown, connection east to Vacaville/Sacramento Bus connectivity at future Novato SMART stations Better/more stops in Hamilton Shuttles from freeway buses to neighborhoods and business parks
Shelter and Facilities	<ul style="list-style-type: none"> Bus stops lack seats or adequate shelter from sun and rain. (8) Bus stops lack adequate lighting and feel unsafe at night. (7) Wheelchair access is difficult. (3) Bus stops are unclean. (1) 	<ul style="list-style-type: none"> Shelter/benches needed in front of Next Key/New Beginnings facilities (2) Shelter/benches needed in Canal Area Warner Creek. "There is no bus stop in front, they need to walk a ways and there is no shade" Terra Linda, off the highway. "You get off the bus and it's dangerous" Insufficient lighting around the stops on 101 New bus stop at Rowland Blvd does not have wheelchair access 	<ul style="list-style-type: none"> Ramped bus stops are easier to use than buses with lifts Tall bushes in walkways along 101 exits Smoking locations at bus stops

TABLE 25: TRANSPORTATION NEEDS AND GAPS

Key issue	Barriers	Locations and details	Suggestions
Reliable, Efficient Service	<ul style="list-style-type: none"> • Buses don't come frequently enough. (8) • There are few alternatives to lengthy transfers. (6) • Delayed buses and unreliable timetables are problematic. (4) 	<ul style="list-style-type: none"> • "Not enough buses in circulation to make long or complicated trips" • Afterschool service. "The popular buses (particularly bus 47) are small and get crowded, and passengers get irritable. Buses 151 and 251 are adequate size but less frequently used" • Route 251 (Ignacio) and Tiburon are often delayed • "Delays because people who don't pay are asked to leave the bus and take their time" 	<ul style="list-style-type: none"> • Increase the number of express buses • Streamline transportation links between agencies (e.g. schedule 251 to link directly to GG Transit)
Personal Safety	<ul style="list-style-type: none"> • Riders feel unsafe while waiting at bus stops. (8) • Riders (or parents of young riders) feel uncomfortable about taking the bus or while riding on the bus. (3) 	<ul style="list-style-type: none"> • McDonald's at Redwood and Grant (2). "Drugs and urine" • "Riders with bad hygiene make bus ride uncomfortable" • "Drug addicts ride on bus" • Novato Blvd and Diablo. "Cars harass people by yelling" 	<ul style="list-style-type: none"> • Security officer on buses or at stops • Better bus maintenance • Discourage homeless from sleeping at bus stops
Staff Courtesy	<ul style="list-style-type: none"> • Bus drivers act rudely, aggressively, or unhelpfully, especially toward people who are homeless or in wheelchairs. (10) 	<ul style="list-style-type: none"> • County bus drivers • Golden Gate Transit bus drivers • Ignacio bus driver and routes 71, 80, and 70. "Verbal abuse and sexually implicit comments towards young girls" • Route 251. "Drivers often say they don't know how to operate the lift to the bus, or that the lift is broken" • "Bad experience with a rude bus driver who humiliated a disabled patron and would not open the front or back door" 	<ul style="list-style-type: none"> • Hire customer service reps • Institute feedback/reporting for Marin Transit drivers

TABLE 25: TRANSPORTATION NEEDS AND GAPS

Key issue	Barriers	Locations and details	Suggestions
Schedules and Information	<ul style="list-style-type: none"> • Current bus schedule resources are difficult to use. (6) • Current resources do not have accurate or real-time information. (2) • Route information and signage is difficult for Spanish speakers or older adults to find or understand. (2) 	<ul style="list-style-type: none"> • “The transit schedule/catalog is a very large book that is very hard to understand” • “Bus website and 511.org are hard to understand, Google Maps works better” • “No accurate info on bus schedules and timing – have to wait for 5-15 extra minutes for late buses” • “Online apps don’t show where buses currently are in route” 	<ul style="list-style-type: none"> • Hand out schedules • More maps/signs for routes and stop locations • Increase awareness of Clipper Cards • Traffic/signal/safety signs should be put up, enlarged, and translated into Spanish • Spanish translation of buses/bus stop signage • Larger fonts and signs • Real-time info for phone app • Visual map of list of (qualifying) services – eye doctor, food bank
Extended Hours	<ul style="list-style-type: none"> • After-hours service is inadequate. (5) • Service on holidays and weekends is poor. (3) 	<ul style="list-style-type: none"> • Marin General and Marin Community Clinic (emergency/walk-in/medical and dental) have Saturday and after-hours appointments (4) • College of Marin Indian Valley. “Cannot take night classes because the shuttle doesn’t come late enough” • Need later service than 7pm from Downtown • NB 101. “Need to walk an hour to get home at midnight, no shuttles” • No after-hours service from airport at small cost • On weekends, no normal bus and shuttle gets crowded • “Paratransit buses don’t have flexible hours anymore and are rarely available when needed” 	<ul style="list-style-type: none"> • Bigger buses during peak hours before/after school for Novato students (similar services as to San Marin)

TABLE 25: TRANSPORTATION NEEDS AND GAPS

Key issue	Barriers	Locations and details	Suggestions
Other Issues	<ul style="list-style-type: none"> • Buses operate unsafely around pedestrians and bikers. (2) • Riders cannot take the bus if biking and the bike rack is full. (1) • Riders overpay due to lack of exact change. (1) 	<ul style="list-style-type: none"> • “Buses are too high off the ground and don’t see peds/bikes – attendees shared 2 stories of family and friends being struck and killed by buses” 	<ul style="list-style-type: none"> • \$1 fare for all local buses • Passes for college students for free rides with ID • Bus/transportation that allows dogs
Bicycle/Scooter			
Sharing the Road	<ul style="list-style-type: none"> • Cyclists have dangerous interactions with motorists or pedestrians. (12) 	<ul style="list-style-type: none"> • Motorists are rude to cyclists (3) • Cyclists use the majority of the lane and don’t go with the rhythm of traffic, frustrating motorists (3) • Cyclists ride around corners at speed or do not stop at stop signs. (3) “Hard for older drivers to react” • Bad traffic in San Rafael makes cycling unsafe 	<ul style="list-style-type: none"> • Encourage cyclist to wear lights/reflectors at night (2) • General education for pedestrians/bicyclists • Communication about laws within the community
Ease of Navigation	<ul style="list-style-type: none"> • Additional or better-maintained bike paths or bike lanes are needed. (6) 	<ul style="list-style-type: none"> • Near schools • Diablo and Novato Blvd • From Diablo up to north of town • Behind Sutter • Lack of bike trails in the woods 	
Other Issues	<ul style="list-style-type: none"> • Bicycle theft is a problem. (2) • Riding a bicycle/scooter is not an option during inclement weather. (1) 		



Walking/Wheelchair

Ease of Navigation

- Sidewalks and crosswalks are hard to navigate or provide poor connections. (23)

- Diablo Ave (4). "From Diablo up to north of town"; "Along Diablo Ave to Senior Center – need wheelchair-accessible paths without any gravel"; "Mill Works to Hill Road – particularly no curb cuts at Diablo & Novato Blvd"; "Diablo in front of the Verizon Store has bad sidewalks"
- Redwood Blvd (3). "Missing sidewalks in several areas"; "cars block sidewalks in front of Trader Joe's"; "Redwood/Grant in front of McDonald's"
- Redwood Highway/101 (3). "To and from the stops at 101"; "NB 101 at Northgate is inconvenient and unsafe for wheelchairs"; "Route 251 stop on Redwood Highway to Front Street is very hard for a wheelchair or stroller"
- S Novato Blvd (3). "Had a bad fall because of uneven and broken pavement"; "more crosswalks"; "Redwood/S Novato: incomplete sidewalks and few safe crosswalks"
- Novato Blvd (2). "Novato/Grant: There used to be an accessible bridge by a childcare center. The bridge has been removed so you have to go into the roadway with a wheelchair"
- Around Human Needs Center (2)
- Olive Ave. "No sidewalks and few curb cuts"
- New Beginnings. "To head back north, you have to walk all the way around the back of the Safeway. The northbound and southbound stops are very far away from each other."
- Main shopping areas
- Pedestrian crosswalk lights don't give enough time to cross the street
- "Bad fall at Downtown transit center on Redwood"
- Hard to cross in front of San Marin

- Safe multi-modal facility in Downtown – opportunity to learn from Europe?

Driver Interactions

- Pedestrians have dangerous interactions with drivers. (7)

- West side of town – getting across Novato Boulevard is a dual-threat visibility issue
- Near Human Needs Center – people walk across four lanes of traffic
- McClay/Novato
- Simmons/Novato
- Redwood/S Novato Blvd
- "Drivers are often distracted or in a rush and don't see pedestrians clearly"; "not all drivers know the laws of the road that pertain to pedestrians"

- Support for pedestrians against drivers who make false claims; intersection cameras



Street Lighting	<ul style="list-style-type: none"> • Inadequate street lighting is unsafe, especially late at night and in winter months. (5) 	<ul style="list-style-type: none"> • No or few lights on Roland Blvd • “San Marin Blvd, S Novato Blvd, and Novato Blvd in general need better lighting at night for people using alternative forms of transportation” 	
Other Issues	<ul style="list-style-type: none"> • Limited seating makes it difficult for some pedestrians to walk long distances. (1) 		<ul style="list-style-type: none"> • Temporary chair-cane loans to elderly
Paratransit (Whistlestop, Dial-A-Ride, Taxi)			
Reliability and Availability of Service	<ul style="list-style-type: none"> • Dial-A-Ride service is often unavailable. (5) • Whistlestop does not show up when scheduled or neglects passengers. (5) 	<ul style="list-style-type: none"> • Dial-A-Ride is usually booked up far in advance (4). “Great service but I have to call seven days in advance”; “fills up during the school year because many families use it to get to school”; “despite no appointments available, I get on Dial-A-Ride and I’m the only one on it – so why are there no appointments?” • Whistlestop driver does not see passenger when she is waiting indoors because of the heat (2) • Long gap in Dial-A-Ride service during midday (drops off at 11am and only comes back online from 3-6pm) • “Whistlestop is great for doctor’s appointment, but I need to call to have them come a half hour early or I will be late” • “Taxi services often slow, making people late” • Sutro residents cannot use Whistlestop reliably. “Only on call-up basis, though they have room – must then rely on shuttle which may not serve there, or pay for caregiver” 	<ul style="list-style-type: none"> • Volunteer drivers to expand ride-sharing, esp. Spanish speakers • Assist people at clinics and bring services to seniors as a whole • Whistlestop driver to come inside to look for riders
Eligibility for Service	<ul style="list-style-type: none"> • Paratransit service is hard to qualify for. (6) 	<ul style="list-style-type: none"> • Very difficult to qualify for Dial-A-Ride and subsidized taxi service (3). “I’m not eligible for paratransit because I can take the regular bus”; “often have to wait for a long time – hard to get to doctor’s appointments” • Whistlestop does not serve people outside of fixed transit area (have to live within 0.5 mile) • Cannot get a doctor to write a letter to qualify for Whistlestop 	
Social Acceptance	<ul style="list-style-type: none"> • People whose mobility impairment prevents them from driving face social stigma. (3) 	<ul style="list-style-type: none"> • “Feels as if you can’t go out – embarrassing” • “Order food in – unhealthy” • “I depend on a nephew for driving but I hate to ask him for rides. Sooner or later I will need better transportation. I can walk about 100 yards without too much pain” 	



Other Issues	<ul style="list-style-type: none">• Paratransit services are expensive. (4)• Paratransit services have limited wheelchair access. (2)	<ul style="list-style-type: none">• “Not all the taxi companies Marin Transit contracts with are wheelchair accessible – Novato Taxi Company for example”	<ul style="list-style-type: none">• Spanish information for Whistlestop, Dial-A-Ride, and NHNC• More education on Dial-A-Ride
Car			
Congestion Relief	<ul style="list-style-type: none">• Heavy traffic is a problem. (7)	<ul style="list-style-type: none">• SB 101 in the morning• Hwy 37• Novato Blvd on 7th and Delong• Rohnert Park (4-6pm on NB 101)• Novato Blvd corridor (esp. Safeway)• Lights are timed wrong on Redwood Blvd	
Other Issues	<ul style="list-style-type: none">• Police officers sometimes violate traffic laws. (1)• When using cars as a primary form of transportation, families do not have enough cars to support all members. (1)• In certain parking arrangements, groceries are difficult to load into car trunks as well as take home with strollers or wheelchairs. (1)		<ul style="list-style-type: none">• Education about ability to park at open-door church for groceries assistance



5 TRANSPORTATION STRATEGIES

The following transportation strategies would help address the transportation needs and gaps identified by the community of Novato. The strategies were reviewed and prioritized based upon project support, potential for implementation, effectiveness in mitigating transportation needs and gaps, and other criteria. The purpose of the prioritization process is to provide a list of projects rated against a series of criteria that are frequently used for grant programs, which the City of Novato can use to pursue federal, state, regional, and local grant programs as they arise. A description of the methodology used to prioritize these strategies and the results of the analysis are presented at the end of this chapter.

To be realized, some of these strategies will require a significant commitment by community members, community organizations, and County and regional agencies. Estimated cost, potential lead agency, funding sources, and timeframe for implementation are described for each strategy.

There are no proposed strategies that are physical improvements located within unincorporated Marin County. Therefore, all physical improvements contained within transportation strategies would be under the City's jurisdiction.

5.1 STRATEGIES

5.1.1 ADA, PARATRANSIT, AND RIDE-SHARING

Paratransit is a mandated service for persons with disabilities who are unable to use the regular fixed route public transit service because of their disability. Paratransit service is designed to meet the Americans with Disabilities Act (ADA) service criteria established by the federal government. Service is provided only to individuals found eligible and is operated under the following guidelines:

- Service is only provided in areas where fixed route buses operate. ADA Paratransit vehicles can only make pick-ups at places that are within three-quarters of a mile of a bus route,
- Service is provided only during the hours and days when fixed route service in that area operates,
- Rides must be reserved in advance,
- ADA Paratransit fares are \$2 for a one-way local trip, and
- Service is provided for all types of trips.

The geographic three-quarter mile limitation is highly restrictive for many Novato residents. However, the scope of Paratransit service, as defined by the federal government and summarized above, cannot be expanded. Provision of service outside of this area is important to many residents and studying this is included as a transit strategy in Section 5.1.9.17.

5.1.1.1 ADA Paratransit (Whistlestop) Outreach and Driver/Staff Training

Work with Marin Transit and Marin Access ADA Paratransit (i.e., currently operated by Whistlestop Wheels) management to address communication and access issues with senior populations at key senior communities (Margaret Todd Senior Center, Hamilton senior housing). This strategy would also enhance training for paratransit drivers and support staff to better educate them on strategies to reduce unintentional pass-ups and to improve schedule adherence.

Planned and Funded Project: Marin Transit is currently in the process of updating their dispatch software to provide enhanced communication capabilities.

Estimated Cost	Less than \$10,000
Lead Agency	Marin Transit
Potential Funding Sources	Service provided by Marin Transit
Timeframe	Short-term

5.1.1.2 Bus Stop Improvements for Paratransit Access in Private Senior Facilities

This strategy would involve supporting the development of bus stop access improvements in private senior care facilities such as the Warner Creek Senior Center, where public funds can't be used to construct capital projects.

Estimated Cost	\$7,000 to \$15,000 per bus stop (depending on improvements)
Lead Agency	Private Companies
Potential Funding Sources	Privately Funded Improvements
Timeframe	Short-term



5.1.1.3 More Spanish-Speaking Carpool Drivers

This strategy would encourage more Spanish-speaking drivers to register with the MTC rideshare program through increased education, marketing and/or incentives.

Estimated Cost	Less than \$25,000
Lead Agency	City of Novato and/or Local Social Service Organizations
Potential Funding Sources	Transportation Development Act (TDA) funds which include Local Transportation Funds (LTF) and State Transit Assistance (STA) funds
Timeframe	Short-term

5.1.2 DIAL-A-RIDE AND MOBILITY MANAGEMENT PROGRAMS

Novato Dial-A-Ride is designed to fill gaps in Novato's local transit service and provide additional service. Dial-a-ride service can be used to make a complete trip within Novato or connect to fixed route transit service for travel outside of Novato. Novato Dial-A-Ride provides passengers curb-to-curb pick-up and drop-off service. To use the service you must schedule your trip by calling in advance. Service hours are limited to 7:30-11:00 am and 3:00-6:00 pm on weekdays, and 8:30 am – 5:00 pm on weekends. Special service to the Novato Human Needs Food Pantry is provided Tuesdays from 1:00-3:00 pm and for the Margaret Todd Center on Wednesdays from 11:00 am to 2:00 pm. Expanding Dial-A-Ride service in a long-term, sustainable way would require a significant new local funding source.

5.1.2.4 Consolidate Demand-Responsive Services

The City of Novato will work with partner agencies to seek grants to funding a study to explore new models for consolidating demand-responsive services such as dial-a-ride and catch-a-ride. This could include new, innovative service options.

As the parent agency of both Marin Access ADA Paratransit (currently operated by Whistlestop), Novato Dial-A-Ride and the Marin Catch-A-Ride discount taxi program for both seniors and persons with disabilities, Marin Transit is in the process of evaluating these programs in light of the rapidly increasing demand for these services. The goal is to provide a comprehensive package of choices that will meet residents' mobility needs while at the same time helping to keep these popular services sustainable and able to meet the growing mobility needs of Marin's rapidly aging population. Marin Transit also views volunteer driver programs as an important part of the solution and will be funding a new volunteer driver program serving residents in the Highway 101 corridor of Marin beginning in 2015.



Estimated Cost	Less than \$100,000
Lead Agency	Marin Transit, City of Novato
Potential Funding Sources	MTC Lifeline Program
Timeframe	Medium-term

5.1.3 TAXI SYSTEM PROGRAM

A new funding source would be required to provide subsidies to incentivize taxi drivers to provide additional service for persons in wheelchairs. The cost to operate a taxi with the special equipment needed to serve persons in wheelchairs is higher than the cost to serve a standard taxi passenger. Taxi drivers can't charge a higher fare, though, providing a disincentive to offer service to passengers in wheelchairs. Developing a taxi subsidy program would require that the implementing agencies identify the required subsidy for each trip, limitations on the number (or cost) of trips per rider, and an administrative structure to oversee the program.

5.1.3.5 Provide Incentives for Wheelchair-Accessible Taxi Service

Marin Transit currently provides a \$5 subsidy per ride to taxi drivers, but this is not sufficient to offset the higher operating costs of wheelchair-accessible taxis. This strategy would obtain funding to provide an increased operating subsidy for taxi drivers to provide wheelchair-accessible taxi service. In addition to providing ongoing annual incentives for drivers, two to four additional wheelchair-accessible taxis would be purchased and provided to participating taxi companies.

Estimated Cost	\$100,000-250,000 including ongoing annual incentive costs
Lead Agency	Marin Transit, TAM
Potential Funding Sources	MTC Lifeline Transportation Program
Timeframe	Near-term

5.1.4 BICYCLES

The list of potential bicycle projects identified would require funding to implement the improvements. The funding would most likely come through a series of specific bicycle grant programs and more general active transportation grant programs. The City can implement the improvements in a phased manner as funding becomes available.

5.1.4.6 New Bicycle Lanes and Facilities

This strategy would obtain grant funding to construct new bicycle facilities, which include bike lanes, bike paths, bike parking, etc. Candidate projects include bike lanes on portions of:

- Lamont Avenue (0.17 mile Class II bike lane between Reichert Ave and the SMART railway),
- Olive Avenue (Class II bike lane between Redwood Blvd and SMART),
- Diablo Avenue (Class II bike lane between Novato Blvd and Redwood Blvd),
- Grant Avenue (Class II bike lane between Novato Blvd and Virginia Ave),
- Novato Boulevard (0.28 mile Class II bike lane between Grant Ave and Tamalpais Ave), and
- Railroad Avenue (0.14 mile Class II bike lane between Grant Ave and De Long Ave continuing as a 0.16 mile Class I bike facility between De Long Ave and Lamont Ave in SMART railway).

The provision of improved lighting on Rowland Boulevard and San Marin Drive are two additional identified projects.

SMART is committed to constructing two bicycle/pedestrian paths alongside the rail tracks that extend throughout Novato. The first is a Class I pathway between the Franklin pedestrian crossing and Grant Avenue in the SMART railway, and the second is a Class I pathway in the SMART railway between Rush Creek Place and the SMART Atherton station.

Estimated Cost	\$20,000 to \$500,000 (estimated individual project cost range)
Lead Agency	City of Novato
Potential Funding Sources	Safe Routes to School Program (Federal, State, or MTC), City of Novato, TAM Measure A Sales Tax Funds
Timeframe	Medium-term

5.1.4.7 Driver Education Program

This strategy would develop an education program/campaign for automobile drivers regarding safe driving and new laws related to interactions with bicyclists.

Estimated Cost	Less than \$25,000
Lead Agency	Caltrans, City of Novato
Potential Funding Sources	City of Novato
Timeframe	Near-term



5.1.4.8 Bicycling Safety Education Program

This strategy would provide safety training for cyclists, especially students who bike to school.

Estimated Cost	Less than \$25,000
Lead Agency	City of Novato
Potential Funding Sources	Safe Routes to School Program (Federal, State, or MTC), City of Novato, TAM Measure A Sales Tax Funds
Timeframe	Near-term

5.1.5 PEDESTRIAN FACILITIES

The following strategies are intended to be implemented in conjunction with bicycle and bus stop improvement projects as part of a system designed to improve the path of travel between transit stops and nearby residential and employment uses. Improvements include enhanced bus boarding areas, enhanced sidewalks, and ADA compliance.

The list of pedestrian strategies identified would require funding to implement the improvements. The funding would most likely come through a series of specific safety grant programs and more general active transportation grant programs. The City can implement the improvements in a phased manner as funding becomes available.

5.1.5.9 New Sidewalk Construction & Repair Broken Sidewalks

This strategy would obtain grant funding to construct new sidewalks and repair broken sidewalks such as the following potential projects:

- A gap in the sidewalk network along Redwood Boulevard between Delong Avenue and Rowland Boulevard;
- Rowland Boulevard and Redwood Boulevard (both near US 101) have a minimal sidewalk network that is uncomfortable to use and provides circuitous access to bus stops on US 101 ramps;
- Novato Boulevard and Diablo Avenue have poor sidewalk quality, especially for people in wheelchairs;
- Gravel sidewalks along Diablo Avenue are uncomfortable for pedestrians who wish to access the Margaret Todd Senior Center;

- Provide a Class I path on Nave Avenue between Bolling Drive and Main Gate Road, which is currently partially funded.

Estimated Cost	\$100,000 to \$500,000 (estimated individual project cost range)
Lead Agency	City of Novato
Potential Funding Sources	Transportation for Livable Communities (TLC), Safe Routes to School Program (Federal, State, or Local), City of Novato, TAM Measure A Sales Tax Funds
Timeframe	Medium-term

5.1.5.10 Improve Safety for Pedestrians at Intersection Crossings

This strategy would seek to obtain grant funding to construct improved intersection crossings, which could include bulbouts, enhanced crosswalks, new traffic signals, stutter flash beacons, and other improvements such as the following locations: Novato Boulevard/Simmons Lane (improved pedestrian refuges or other crossing distance reduction measures), Novato Boulevard/McClay Road (pedestrian refuges or other crossing distance reduction measures), Novato Boulevard/Grant Avenue (improved pedestrian refuges or other crossing distance reduction measures), and Novato Boulevard/Diablo Avenue (missing curb cut; crossing distance reduction measures). Traversing the slope from Redwood Boulevard over to Front Street near the central bus stop was identified as being very difficult for those in wheelchairs.

Estimated Cost	\$60,000 to \$500,000 per intersection depending on improvements
Lead Agency	City of Novato
Potential Funding Sources	Transportation for Livable Communities (TLC), Safe Routes to School Program (Federal, State, or MTC), City of Novato, TAM Measure A Sales Tax Funds
Timeframe	Medium-term

5.1.6 OUTREACH

Marin Transit currently manages the Marin Access Mobility Management Center with a Call Center (part of the Marin Access Paratransit operation) and website designed to provide transportation information. Three program brochures are currently available, and a printed Countywide Transportation Guide will be distributed (in both English and Spanish versions) in 2015. Mobility training, with a focus on seniors, is provided at large scale events and in small group presentations. Expanding the Call Center and mobility training program would require funding for additional staff.

5.1.6.11 Develop Spanish Language Transportation Resources

This strategy would enhance Spanish language transportation resources, including resources at bus stops and outreach to the Spanish-speaking community regarding information on available services and create e-information hubs at activity centers (such as City Hall). An emphasis should be placed on providing resources at bus stops that include graphical representations of the route, stop locations, and times of service for individual routes, which would better illustrate this information for everyone. Transit brochures are currently available in Spanish and Marin Transit is preparing its Countywide Transportation Guide in English and Spanish, which will be available in early 2015 in both print and online form.

Estimated Cost	Less than \$100,000
Lead Agency	Marin Transit, City of Novato
Potential Funding Sources	MTC Lifeline Program, Transportation Development Act (TDA) funds which include Local Transportation Funds (LTF) and State Transit Assistance (STA) funds
Timeframe	Near-term

5.1.6.12 Real-Time Bus Information Signs

This strategy would provide additional real-time bus information digital signs at bus stops beyond those being installed in the coming months. Marin Transit and Golden Gate Transit will be installing real-time information signs in Novato at the Redwood/Grant, Enfrente/Salvatore, US 101 southbound/Alameda Del Prado, US 101 southbound off-ramp/Rowland, and US 101 northbound/Bel Marin Keys Boulevard bus stops.

Estimated Cost	\$5,000 to \$10,000 per sign
Lead Agency	Marin Transit and Golden Gate Transit
Potential Funding Sources	Transportation for Livable Communities (TLC), Transportation Development Act (TDA) funds which include Local Transportation Funds (LTF) and State Transit Assistance (STA) funds, Measure A Sales Tax Funds, Fares, MTC Lifeline Program
Timeframe	Medium-term



5.1.6.13 Improve and Market Online Transportation Resources

This strategy would develop and market a streamlined “one-stop”, integrated online transportation resource for transit patrons throughout Marin County. Transit Navigator is a call center operated by Marin Transit that currently provides transit information, with Spanish speaking operators.

Estimated Cost	Less than \$100,000
Lead Agency	Marin Transit, Golden Gate Transit, TAM
Potential Funding Sources	MTC Lifeline Program
Timeframe	Near-term

5.1.6.14 Expand Travel Training Program and Provide Spanish-Language Services

This strategy would obtain grant funding for Travel Training and expand the training to include a service tailored to Spanish speakers.

Estimated Cost	Less than \$50,000
Lead Agency	Marin Transit
Potential Funding Sources	MTC Lifeline Program, Measure A Sales Tax Funds, Transportation Development Act (TDA) funds which include Local Transportation Funds (LTF) and State Transit Assistance (STA) funds
Timeframe	Near-term

5.1.7 BUS STOPS

The list of bus stop improvement strategies identified would require funding to implement the improvements. The funding would most likely come through a series of specific transit grant programs and more general active transportation grant programs to the extent they involve pedestrian improvements. These improvements can be implemented in a phased manner as funding becomes available.

5.1.7.15 Bus Stop Access and Platform Improvements

The Redwood and Grant Transit Improvement Project (RG TIP Downtown Novato) is the subject of ongoing planning and design efforts. Marin Transit is in the initial phases of leading the development of a new design for the transit facility located at Redwood and Grant in downtown Novato. The development of alternative designs for the Redwood and Grant Transit Improvement Project (RG TIP) is a coordinated effort between Marin Transit, Golden Gate Transit, and the City of Novato.



Sonoma-Marín Area Rail Transit (SMART) is a voter-approved passenger rail and bicycle-pedestrian pathway project located in Marin and Sonoma counties. It will serve a 70-mile corridor from Larkspur to Cloverdale, with a first phase from San Rafael to Santa Rosa. Two stations will be constructed in Novato including the Novato North/San Marin/Atherton station and the Novato South/Hamilton station. New capital improvement will be needed to facilitate bus access to these planned stations including construction of a roundabout at Redwood Boulevard/Rush Landing Road (for the Novato North/San Marin/Atherton station) and bus turnouts (for the Novato South/Hamilton station).

This strategy would also obtain grant funding to construct bus stop improvements that include shelters, benches, ADA sidewalks, pedestrian improvements, and lighting. Bus stop improvements will be identified based on the ADA accessibility needs. Marin Transit plans to implement the following improvements over the next year:

- New northbound bus stop at Alameda Del Prado/US 101
- New concrete bus pad at Ignacio/Alameda Del Prado
- New wheelchair landing, shelter, and bench at Hamilton Parkway/Marin Airporter (1455 Hamilton Parkway) near New Beginnings Center
- New wheelchair landing and bench at Sunset/Merritt
- Modify bus stop at Rowland/South Novato to allow room for an accessible wheelchair landing

Estimated Cost	\$7,000 to \$15,000 for smaller bus stops (depending on improvements)
	\$250,000 to \$1 million for SMART bus stop access improvements
	\$3 to 4 million for Redwood and Grant improvements

Lead Agency	Marin Transit and City of Novato
Potential Funding Sources	MTC Lifeline Program
Timeframe	Short-term

5.1.8 TRANSIT FARES AND PASSES

Marin Transit is currently working with the College of Marin to explore the implementation of student transit passes. This would likely be accomplished through the implementation of a student fee increase or other new local revenue source.



5.1.8.16 Student Transit Passes

Develop a program to provide discounted student transit passes to the College of Marin Indian Valley and Kentfield campuses. Multiple transit agencies are currently working with the College of Marin Kentfield campus to explore this arrangement.

Estimated Cost	\$50,000 to \$100,000 per year (or more), depending on number of participants and level of subsidy
Lead Agency	Marin Transit, College of Marin
Potential Funding Sources	Student fees, MTC Lifeline program (for pilot)
Timeframe	Near-term

5.1.9 TRANSIT SERVICE

Many of the areas where new transit service is requested are either remote or were previously served by transit lines with low ridership levels that were discontinued. As such, it is recommended that the City of Novato and Marin Transit work together to explore new shared ride transit models that can serve these areas in a more cost-effective way than providing new fixed route service.

Adding new transit service to the Bay Vista/Bolling Circle area will require the construction of new bus stops and pedestrian improvements to provide access to those stops. New funding will be required to implement the bus stop improvements.

Marin Transit offers Marin County students aged 18 and under a six-month or annual youth pass that is distributed through District schools. With the Youth Pass, students can ride local routes in Marin (excluding the Golden Gate corridor service and any regional or express routes such as the 10/70/80/101 lines) without paying any additional fare. The Youth Pass costs \$175 per six-month period or \$325 for a year offering considerable cost savings as well as convenience for frequent youth riders. Students from income-qualified household may be eligible for free Youth Passes. Marin Oaks High School and Lynwood Elementary are both located within walking distance of South Novato Boulevard where transit service is provided by Local Route 49 and Community Shuttles 251 and 259, which serve a central north-south spine through Novato. Hamilton Meadow Park Elementary School is located on Main Gate Road that is served by several Marin Transit routes including Local Route 49 and Community Shuttles 251, 257, and 259. A dedicated transit route for local schools, which serves a larger catchment area than the local route and community shuttles, would require a new funding source. Developing new school bus service would require that the implementing agency (Novato Unified School District and/or City of Novato) identify the demand for such a service, the required cost for each trip, and an administrative structure.



Expanding transit service hours (nights and weekends) will require a new funding source or a change in service along the existing routes.

5.1.9.17 Study Supplemental Service Options for Senior, Disabled, and Medical Trips for Areas Outside Paratransit Service Boundaries

This strategy would explore innovative options for providing service for seniors, people with disabilities, and those requiring transportation to and from medical services, especially in areas with historically low transit ridership (including the Marin Community Clinic) and areas outside of paratransit service boundaries. Many areas where services have been requested have had transit service discontinued due to low ridership levels.

Estimated Cost	Less than \$50,000
Lead Agency	Marin Transit
Potential Funding Sources	Transportation Development Act (TDA) funds which include Local Transportation Funds (LTF) and State Transit Assistance (STA) funds, Measure A Sales Tax Funds, Fares, MTC Lifeline Program
Timeframe	Near-term

5.1.9.18 Study Transit Service to Bay Vista/Bolling Circle

This strategy would explore options to provide new transit service to the Bay Vista/Bolling Circle area. This would include seeking grant funding for installing bus stops in the area.

Estimated Cost	Less than \$50,000
Lead Agency	Marin Transit
Potential Funding Sources	Transportation Development Act (TDA) funds which include Local Transportation Funds (LTF) and State Transit Assistance (STA) funds, Measure A Sales Tax Funds, Fares, MTC Lifeline Program
Timeframe	Near-term

5.1.9.19 Study Expanded Evening Transit Service to San Marin

This strategy would explore options to provide expanded evening service to the San Marin area, which currently ends at 7:00 PM on weekdays and 8:00 PM on weekends.



Estimated Cost	Less than \$50,000
Lead Agency	Marin Transit
Potential Funding Sources	Transportation Development Act (TDA) funds which include Local Transportation Funds (LTF) and State Transit Assistance (STA) funds, Measure A Sales Tax Funds, Fares, MTC Lifeline Program
Timeframe	Near-term

5.1.9.20 Study Transit Service Options for Schools

Marin Transit is collaborating with the Transportation Authority of Marin and the Marin County Office of Education to assess countywide school transportation needs and services and options for future improvements. The assessment will focus on non-mandated home to school transportation provided primarily by public and private transit and the County's Safe Routes to School programs.

This strategy would build on the above study and explore alternative transit options for providing expanded service to schools such as Lynwood Elementary, Hamilton Meadow Park School, and Marin Oaks High School. Potential options include yellow bus service and pursuing grant funding in partnership with the Novato Unified School District for the program.

Estimated Cost	\$500,000 annual operating cost for traditional transit service (for all three schools)
Lead Agency	Marin Transit, Novato Unified School District
Potential Funding Sources	Transportation Development Act (TDA) funds which include Local Transportation Funds (LTF) and State Transit Assistance (STA) funds
Timeframe	Near-term



5.1.9.21 Improve Transit Schedule Coordination for Connecting Services

This strategy would enhance transit schedule coordination, specifically at the Redwood/Grant downtown bus stop once the planned improvement is complete. It would also involve exploring the potential for establishing more “one-seat ride” bus routes where transfers are more limited.

Estimated Cost	Less than \$25,000
Lead Agency	Marin Transit, Golden Gate Transit
Potential Funding Sources	Fares, Measure A Sales Tax Funds
Timeframe	Near-term

5.1.9.22 Expand Weekend and Holiday Transit Service

This strategy would pursue grant funding to expand weekend and holiday transit service in Novato.

Estimated Cost	\$100,000-500,000 (or more), depending on level of service provided
Lead Agency	Marin Transit, Golden Gate Transit
Potential Funding Sources	Fares, Measure A Sales Tax Funds, MTC Lifeline Program Transportation Development Act (TDA) funds which include Local Transportation Funds (LTF) and State Transit Assistance (STA) funds
Timeframe	Near-term

5.1.10 TRANSIT TRAVEL EXPERIENCE

Much of the negative input received on the transit travel experience focused on uncomfortable situations on fixed route buses, challenges that Spanish-speaking residents have in understanding and using fixed routes service, and challenges that seniors have in understanding and using paratransit and dial-a-ride services. To the extent feasible, driver training programs should address how operators can address these situations.

5.1.10.23 Improve Facilities, Communication, and Training Related to Wheelchair Lifts at Transit Stops

This strategy would seek to improve bus stop facilities, provide enhanced communication tools, and improve driver training to address wheelchair lift use on buses.

Estimated Cost	Less than \$100,000
Lead Agency	Marin Transit, Golden Gate Transit
Potential Funding Sources	Transportation Development Act (TDA) funds which include Local Transportation Funds (LTF) and State Transit Assistance (STA) funds, Measure A Sales Tax Funds, Fares, MTC Lifeline Program
Timeframe	Short-term

5.1.10.24 Enhance Bus Driver Training and Security on Buses

This strategy would expand driver training and provide for security improvements on buses as needed to address uncomfortable situations on buses for passengers. This strategy could include strengthening the communications offerings available to allow passengers to provide anonymous feedback to transit agencies about negative driver interactions.

Estimated Cost	Less than \$10,000
Lead Agency	Marin Transit, Golden Gate Transit
Potential Funding Sources	Fares, MTC Lifeline Program, Transportation Development Act (TDA) funds which include Local Transportation Funds (LTF) and State Transit Assistance (STA) funds, Measure A Sales Tax Funds,
Timeframe	Near-term

5.1.10.25 Identify Recent ADA Bus Stop Upgrades on Transit Maps

This strategy would involve developing transit maps that identify which bus stops have recent ADA upgrades.

Estimated Cost	Less than \$25,000
Lead Agency	Marin Transit, Golden Gate Transit
Potential Funding Sources	Fares, MTC Lifeline Program, Transportation Development Act (TDA) funds which include Local Transportation Funds (LTF) and State Transit Assistance (STA) funds, Measure A Sales Tax Funds,
Timeframe	Near-term



5.2 PRIORITIZATION

The transportation strategies described above were prioritized based on a series of criteria to provide the City of Novato with a tool for future transportation programming efforts and determination of grant solicitation priorities.

The criteria used to prioritize the strategies were categorized by “Effectiveness” and “Feasibility” to identify projects that would most benefit the community as well as identify projects that would be the easiest to implement. By this approach, projects that would have the most benefit to the community but may be difficult to implement would not lose their high importance. Respectively, projects that may not be as important to the community but would be easy to implement would not be overlooked.

Within the “Effectiveness” and “Feasibility” categories, four criteria groups (two for each category) were used to further describe the relative effectiveness and feasibility of each project. Each potential project was evaluated by these criteria with a score of 1 (Low) to 3 (High), with High reflecting that the project best fit the criteria. The scoring was based on input from the Stakeholder Committee, Technical Advisory Committee, City of Novato community (through open house surveys and outreach efforts), discussions with public agency staff, the overarching goals of the community-based transportation process, and relevant planning documents. The criteria used for this prioritization are described below:

5.2.1 EFFECTIVENESS

5.2.1.1 Community

Has stakeholder support – The success of any strategy requires that it has the support of key stakeholders within the community not only for determining its potential usage but also to support agency staff or community leaders in their efforts to make the strategy a reality. Does the strategy have the support necessary for success?

Helps population with the greatest need (low-income) – Does this strategy target the population with greatest barriers to mobility, specifically low-income groups?

Addresses the needs of elderly and/or disabled – Does this strategy help overcome mobility barriers for elderly or disabled populations?

5.2.1.2 Transportation

Solves multiple transportation needs/gaps – Does this strategy address multiple transportation needs or gaps as identified by the community?



Benefits extend beyond the community – Do the benefits of this strategy extend beyond Novato to benefit residents of neighboring communities and/or Marin County?

Improves Safety – Does this strategy help to improve the safety of the transportation system and its users?

5.2.2 FEASIBILITY

5.2.2.1 Funding and Cost

Cost effective – Is the cost of the strategy reasonable as compared to the number of people who would benefit?

Funding Identified – Has a potential funding source for the strategy been identified and/or committed?

Low-cost or no-cost – Can the strategy be implemented for a relatively low cost (or no cost) compared to other options?

5.2.2.2 Implementation

Ease of implementation – Does this strategy involve the cooperation of many jurisdictions and agencies? Does this strategy trigger compliance requirements that would result in adherence to local, state, and/or federal regulations? In addition, is there a group or individual that might champion this strategy or could such a champion or sponsor be identified? Can the strategy be completed within a short timeframe?

Compatible with Local Plans – Is this strategy directly identified by a local agency planning document or is it supportive of existing local plans?

5.2.3 RESULTS

The proposed project prioritization is shown in rank order in **Table 25**. More detailed results of the project prioritization are shown in **Table 26**.

TABLE 25: PROJECT PRIORITIZATION

Strategy	Effectiveness Score	Feasibility Score	Total Score	Overall Rank
Improve Safety for Pedestrians at Intersection Crossings	21	12	33	1
Improve Transit Schedule Coordination for Connecting Services	16	14	30	2
Bus Access and Platform Improvements	17	11	28	3
New Sidewalk Construction & Repair Broken Sidewalks	14	14	28	4
Improve Facilities, Communication, and Training Related to Wheelchair Lifts at Transit Stops	18	9	27	5
Identify ADA-Accessible Bus Stops on Transit Maps and Recent ADA Bus Stop Upgrades on Transit Maps	15	11	26	6
Study Supplemental Service for Senior, Disabled, and Medical Trips for Areas Outside Paratransit Service Boundaries	18	8	26	7
Improve and Market Online Transportation Resources	17	8	25	8
New Bicycle Lanes and Facilities	14	11	25	9
Provide Incentives for Wheelchair-Accessible Taxi Service	11	14	25	10
Bicycling Safety Education Program	14	10	24	11
Consolidate Demand-Responsive Services	16	8	24	12
Expand Travel Training Program and Provide Spanish-Language Services	14	10	24	13
Driver Education Program	14	10	24	14
Expand Weekend and Holiday Transit Service	13	10	23	15
Study Expanded Evening Transit Service to San Marin	14	9	23	16
Study Transit Service Options for Schools	12	11	23	17
Develop Spanish Language Transportation Resources	10	12	22	18
Real-Time Bus Information Signs	13	9	22	19
Enhance Bus Driver Training and Security on Buses	11	11	22	20
Student Transit Passes	11	10	21	21

TABLE 25: PROJECT PRIORITIZATION

Strategy	Effectiveness Score	Feasibility Score	Total Score	Overall Rank
ADA Paratransit (Whistlestop) Outreach and Driver/Staff Training	9	12	21	22
Study Transit Service to Bay Vista/Bolling Circle	13	8	21	23
Bus Stop Improvements for Paratransit Access in Private Senior Facilities	11	10	21	24
More Spanish-Speaking Carpool Drivers	8	10	18	25

TABLE 26: PROJECT PRIORITIZATION DETAILED RESULTS

Strategy	Effectiveness						Feasibility				Total Points	Overall Ranking
	Community			Transportation			Funding and Cost		Implementation			
	Has stakeholder support	Helps population with the greatest need (low-income)	Benefits a large portion of the community	Addresses needs of elderly and/or disabled	Solves multiple transportation needs/gaps	Benefits extend beyond the community	Improves Safety	Cost Effective	Funding Identified	Low-cost or no-cost		

Scoring: 3 points (High) = Project was best for this criteria; 2 points (Medium) = Project was average for this criteria; 1 point (Low) = Project was poor for this criteria

Improve Safety for Pedestrians at Intersection Crossings	3	3	3	3	3	3	3	2	3	1	3	3	33	1
Improve Transit Schedule Coordination for Connecting Services	3	2	3	1	3	3	1	3	2	3	3	3	30	2
Bus Access and Platform Improvements	2	3	2	3	3	2	2	2	2	2	2	3	28	3
New Sidewalk Construction & Repair Broken Sidewalks	3	2	2	3	1	1	2	3	2	3	3	3	28	4

TABLE 26: PROJECT PRIORITIZATION DETAILED RESULTS

Strategy	Effectiveness							Feasibility					Total Points	Overall Ranking
	Community				Transportation			Funding and Cost			Implementation			
	Has stakeholder support	Helps population with the greatest need (low-income)	Benefits a large portion of the community	Addresses needs of elderly and/or disabled	Solves multiple transportation needs/gaps	Benefits extend beyond the community	Improves Safety	Cost Effective	Funding Identified	Low-cost or no-cost	Ease of Implementation	Compatible with Local Plans		
Improve Facilities, Communication, and Training Related to Wheelchair Lifts at Transit Stops	2	3	3	3	2	2	3	2	1	1	2	3	27	5
Identify Recent ADA Bus Stop Upgrades on Transit Maps	2	3	2	3	1	3	1	3	1	3	3	1	26	6
Study Supplemental Service for Senior, Disabled, and Medical Trips for Areas Outside Paratransit Service Boundaries	3	3	3	3	2	3	1	2	1	2	1	2	26	7
Improve and Market Online Transportation Resources	2	3	3	3	3	2	1	2	1	2	2	1	25	8

TABLE 26: PROJECT PRIORITIZATION DETAILED RESULTS

Strategy	Effectiveness							Feasibility					Total Points	Overall Ranking
	Community				Transportation			Funding and Cost			Implementation			
	Has stakeholder support	Helps population with the greatest need (low-income)	Benefits a large portion of the community	Addresses needs of elderly and/or disabled	Solves multiple transportation needs/gaps	Benefits extend beyond the community	Improves Safety	Cost Effective	Funding Identified	Low-cost or no-cost	Ease of Implementation	Compatible with Local Plans		
New Bicycle Lanes and Facilities	3	2	2	1	2	3	1	2	2	2	2	3	25	9
Provide Incentives for Wheelchair-Accessible Taxi Service	2	2	1	1	1	2	2	3	2	3	3	3	25	10
Bicycling Safety Education Program	2	2	1	1	2	3	3	2	1	3	2	2	24	11
Consolidate Demand-Responsive Services	2	3	2	3	2	3	1	2	1	2	2	1	24	12
Expand Travel Training Program and Provide Spanish-Language Services	2	3	2	1	1	3	2	2	3	1	2	2	24	13

TABLE 26: PROJECT PRIORITIZATION DETAILED RESULTS

Strategy	Effectiveness							Feasibility					Total Points	Overall Ranking
	Community				Transportation			Funding and Cost			Implementation			
	Has stakeholder support	Helps population with the greatest need (low-income)	Benefits a large portion of the community	Addresses needs of elderly and/or disabled	Solves multiple transportation needs/gaps	Benefits extend beyond the community	Improves Safety	Cost Effective	Funding Identified	Low-cost or no-cost	Ease of Implementation	Compatible with Local Plans		
Driver Education Program	1	1	3	2	1	3	3	2	1	1	3	3	24	14
Expand Weekend and Holiday Transit Service	2	3	1	1	2	3	1	2	1	1	3	3	23	15
Study Expanded Evening Transit Service to San Marin	3	3	3	1	1	2	1	3	2	1	2	1	23	16
Study Transit Service Options for Schools	3	2	2	1	2	1	1	2	2	2	2	3	23	17
Develop Spanish Language Transportation Resources	1	1	1	1	2	2	2	3	2	1	3	3	22	18

TABLE 26: PROJECT PRIORITIZATION DETAILED RESULTS

Strategy	Effectiveness							Feasibility					Total Points	Overall Ranking
	Community				Transportation			Funding and Cost			Implementation			
	Has stakeholder support	Helps population with the greatest need (low-income)	Benefits a large portion of the community	Addresses needs of elderly and/or disabled	Solves multiple transportation needs/gaps	Benefits extend beyond the community	Improves Safety	Cost Effective	Funding Identified	Low-cost or no-cost	Ease of Implementation	Compatible with Local Plans		
Real-Time Bus Information Signs	2	3	2	1	1	3	1	2	1	1	2	3	22	19
Enhance Bus Driver Training and Security on Buses	2	2	1	1	2	1	2	3	1	2	3	2	22	20
Student Transit Passes	1	2	3	2	1	1	1	2	2	1	3	2	21	21
ADA Paratransit (Whistlestop) Outreach and Driver/Staff Training	2	1	1	1	1	2	1	3	1	3	3	2	21	22
Study Transit Service to Bay Vista/Bolling CircleStudy Transit Service to Bay Vista/Bolling Circle	3	2	2	2	1	2	1	1	2	1	3	1	21	23

TABLE 26: PROJECT PRIORITIZATION DETAILED RESULTS

Strategy	Effectiveness							Feasibility					Total Points	Overall Ranking
	Community				Transportation			Funding and Cost			Implementation			
	Has stakeholder support	Helps population with the greatest need (low-income)	Benefits a large portion of the community	Addresses needs of elderly and/or disabled	Solves multiple transportation needs/gaps	Benefits extend beyond the community	Improves Safety	Cost Effective	Funding Identified	Low-cost or no-cost	Ease of Implementation	Compatible with Local Plans		
Bus Stop Improvements for Paratransit Access in Private Senior Facilities	2	2	1	3	1	1	1	2	2	2	2	2	21	24
More Spanish-Speaking Carpool Drivers	1	1	1	1	2	1	1	2	1	1	3	3	18	25

Notes:

Scoring: 3 points (High) = Project was best for this criteria; 2 points (Medium) = Project was average for this criteria; 1 point (Low) = Project was poor for this criteria

Source: Fehr & Peers, 2014



6 IMPLEMENTATION

There are a number of different opportunities for implementing the strategies recommended in Chapter 5. Potential avenues for implementation include pursuing grant funding, working with partner transit agencies, and working with non-profit groups.

6.1 FUNDING

The following funding sources were identified as potential resources for implementation of the proposed initiatives of the CBTP.

6.1.1 FEDERAL

6.1.1.1 Moving Ahead for Progress in the 21st Century Act (MAP-21)

Signed into law in July 2012, MAP-21 authorizes over \$105 billion in funding for federal surface transportation funding for FY 2013 and FY 2014. Replacing SAFETEA-LU, MAP-21 consolidated many formula-based and discretionary funding programs supported under the prior authorization, including the National Highway System Program, Interstate Maintenance Program, Highway Bridge Program, and Appalachian Development Highway System Program.

6.1.1.1.1 Transportation Alternatives

Transportation Alternatives funds are to be used to provide for alternative transportation projects that were previously eligible under several separately funded programs. Projects include recreational trails programs, planning, designing, or constructing roadways within former Interstate routes or divided highways, and Safe Routes to Schools programs.

The goal of the Safe Routes to Schools program is to enable and encourage primary and middle school children to walk and bike to school by making it a safer and more appealing alternative. It also seeks to facilitate planning, development, and implementation of projects and activities that will improve safety and reduce traffic, fuel consumption, and air pollution in the vicinity of schools. Eligible projects include those related to infrastructure (planning, design, and construction) and non-infrastructure (public awareness).

6.1.1.1.2 Congestion Management and Air Quality Program (CMAQ)

This program will fund the construction of bicycle and pedestrian facilities as well as bicycle safety programs, which include brochures, maps, and public service announcements. The projects must be primarily for transportation rather than recreation and included in Transportation Improvement Projects (TIP). It requires a 20 percent local or state match.

6.1.1.2 Access to Jobs and Reverse Commute Program (JARC)

JARC funds are primarily distributed through MTC's Lifeline Program although certain grants may be available directly from the Program. The federal Access to Jobs and Reverse Commute Program (JARC) is a discretionary funding source that funds projects and services designed to transport low-income persons to work, training, and child care and supports development of transportation services between urban centers and suburban employment opportunities. Funds can be used for capital improvements or operating expenses requiring a 20 percent local match for capital projects and 50 percent local match for operating expenses. Eligible projects include:

- New or expanded transportation projects or services that provide access to transportation;
- Promoting public transportation by low-income workers, including the use of public transportation by workers with nontraditional work schedules;
- Promoting the use of transit vouchers for welfare recipients and eligible low-income individuals;
- Promoting the use of employer-provided transportation, including the transit pass benefit program under section 132 of the Internal Revenue Code of 1986;
- Subsidizing the costs associated with adding reverse commute bus, train, carpool, van routes, or service from urbanized areas to suburban workplaces;
- Subsidizing the purchase or lease by a nonprofit organization or public agency of a van or bus dedicated to shuttling employees from their residences to a suburban workplace; or
- Facilitating public transportation services to suburban employment opportunities

6.1.1.3 Community Development Block Grants (CDBG)

The CDBG program is a federal program of grants to larger cities and urban counties, administered by the U.S. Department of Housing and Urban Development (HUD). CDBG funds allocate annual grants to develop viable communities by providing decent housing, a suitable living environment, and opportunities to expand economic opportunities, principally for low- and moderate- income persons. CDBG funds may be used for:

- Acquisition of real property;

- Relocation and demolition;
- Rehabilitation of residential and non-residential structures;
- Construction of public facilities and improvements, such as water and sewer facilities, streets, neighborhood centers, and the conversion of school buildings for eligible purposes;
- Public services, within certain limits;
- Activities relating to energy conservation and renewable energy resources; and
- Provision of assistance to profit-motivated businesses to carry out economic development and job creation/retention activities.

6.1.1.4 Hazard Elimination Safety Program (HES)

The HES is a federal safety program monitored by Caltrans that provides funds for safety improvements on any public road, public surface transportation facility, publicly-owned bicycle or pedestrian pathway or trail, or traffic calming measure. These funds serve to eliminate or reduce the number and severity of traffic accidents at locations selected for improvement. Activities that are eligible include preliminary engineering, right-of-way costs, and construction expenses. Any local agency may apply for these safety funds for up to 90 percent of project costs, requiring a local match of 10 percent.

6.1.2 STATE

6.1.2.1 Safe Routes to School Program

The Safe Routes to School (SR2S) program, originally designed to last five years, has been extended indefinitely under AB 57. This program is administered by Caltrans. Projects must be on a route to school and must improve bicycle and pedestrian travel. Eligible projects are rehabilitation, new bikeways and sidewalks, and traffic calming. Grants are allocated competitively. A 10 percent local match is required for all projects. Applications are typically due in May or June of each year.

6.1.2.2 Bicycle Transportation Account (BTA)

The BTA is a competitive grant program run by the Caltrans Bicycle Facilities Unit. The projects funded by this program are those that promote or otherwise benefit bicycling for commuting purposes. The fund has grown dramatically in recent years from \$360,000 per year to just over \$7 million dollars in 2014. Local agencies must provide a 10 percent local match. To be eligible for BTA funds, the jurisdiction must have an adopted Bicycle Transportation Plan (BTP) that meets the requirements of Section 891.2 of the Streets and Highways Code, complies with the regional transportation plan and has been adopted by the local



agency's Regional Transportation Planning Agency no earlier than four years prior to July 1st of the fiscal year in which BTA funds are granted.

6.1.3 REGIONAL/LOCAL

6.1.3.1 Local Lifeline Transportation Program

MTC's Transportation 2030 Plan seeks \$216 million over the next 25 years to address mobility needs for residents of low income communities. In response to this need, MTC has instituted the Lifeline Transportation Program to distribute this program using JARC and STA funds. The fourth cycle of funding was recently announced by the MTC and funds are expected to be available by Spring 2015. It is estimated that Marin County will receive \$1,030,406 for the three-year period of FY 2014 – 2016. The Lifeline Program replaces the Low Income Flexible Transportation Program (LIFT) grants previously distributed by MTC. Lifeline monies can be used for capital or operating purposes for projects which are developed through a collaborative process between public agencies, transit operators, community-based organizations, and other community stakeholders, including outreach to under-represented stakeholders. Lifeline funds are earmarked for projects that address transportation gaps and/or barriers identified through a Community-Based Transportation Plan (CBTP), countywide or regional Welfare-to-Work Transportation Plan or are otherwise documented as a need within the community and that improve a range of transportation choice by adding new or expanded services. Eligible operating projects include enhanced fixed route transit services, shuttles, children's programs, taxi voucher programs, improved access to autos, and capital improvement projects. Capital projects that do not require ongoing funding are encouraged and may include the purchase of vehicles, the provision of bus shelters, benches, lighting, sidewalk improvements or other enhancements to improve transportation access for residents of low-income communities. Strategies specific to meeting the transportation needs of elderly or disable residents of low-income communities may also be considered for Lifeline funds. Lifeline funding requires a 20 percent local match.

6.1.3.2 Measure A Sales Tax Funds

Transportation Sales Tax Expenditure Plan (Measure A) defines how a ½ cent sales tax increase approved by voters on November 2, 2004 will be spent. The purpose of the plan is to improve transportation in Marin by expanding bus service, completing the Highway 101 carpool lane through San Rafael, and providing roadway improvements and safer access to schools. The four key strategies include:

- A seamless local bus system that serves community needs, including special services for seniors and those with disabilities

- Fully fund and accelerate completion of the Highway 101 Carpool Lane Gap Closure Project through San Rafael
- Improve, maintain, and manage Marin's local transportation infrastructure, including roads, bikeways, pathways, and sidewalks
- Reduce school-related congestion and improve safe access to schools

6.1.3.3 Transportation Development Act, Article 3, Pedestrian/Bicycle Projects

Transportation Development Act (TDA) Article 3 funds are return-to-source funds generated from the sales tax on gasoline. They are returned to the source county for local transportation projects; two percent of these funds are set-aside for bicycle and pedestrian projects. These funds can be used for engineering, right-of-way acquisition, construction, retrofitting to comply with the American Disabilities Act (ADA), route improvements, and purchase and installation of facilities such as parking, benches, restrooms, changing areas, showers which are adjacent to bicycle trails, bicycle traffic generators, and are accessible to the general public. Each county decides its own formula for allocating the funds to the local jurisdictions within that county. These funds can be used directly for bicycle and pedestrian projects or as the local match for competitive State and Federal sources. Projects must be approved by a local Bicycle Advisory Committee and included in the bicycle plan, transportation element, or other adopted plan.

6.1.3.4 Transportation for Livable Communities (TLC)

The purpose of this funding source is to support community-based transportation projects that bring new vibrancy to downtown areas, commercial cores, neighborhoods, and transit corridors. TLC provides funding for projects that are developed through an inclusive community planning effort, provide for a range of transportation choices, and support connectivity between transportation investments and land uses. Three types of TLC funds are available. Regional TLC funds are regionally competitive and can be used for planning or capital improvements. Local TLC and Local HIP funds are available for projects within Marin County and can only be used for capital improvements. An update to the program in 2010 only allows for projects to be located within Priority Development Areas (PDAs) as identified by the Association of Bay Area Governments (ABAG). In addition, the program can now also support non-transportation infrastructure improvements (such as sewer upgrades), Transportation Demand Management projects, and Density Incentives (direct funding for transit-oriented development land banking or site assembly).

The capital program will fund transportation infrastructure improvements to pedestrian, bicycle, and transit facilities. The key objectives of this program are to:

- Encourage pedestrian, bicycle, and transit trips;
- Support a community's larger infill development or revitalization effort; and

- Provide for a wider range of transportation choices, improved internal mobility, and stronger sense of place

Project activities eligible for funding include bicycle and pedestrian paths and bridges, on-street bike lanes, pedestrian plazas, pedestrian street crossings, streetscaping such as median landscaping, street trees, lighting, and furniture, traffic calming design features such as pedestrian bulb-outs or transit bulbs, transit stop amenities, way-finding signage, and gateway features. Funds can be used for preliminary engineering (design and environmental), right-of-way acquisition, or construction. TLC capital grants allocate federal Surface Transportation Program (STP) or Congestion Mitigation and Air Quality (CMAQ) Improvements Program Funds with grants ranging from \$500,000 to \$3 million per project. A local match of 11.5 percent of the total project cost is required. Projects in the early or conceptual stage of their development are eligible for TLC planning grants of up to \$75,000, which are awarded to help sponsors refine and elaborate promising project ideas.

6.1.3.5 Transportation Fund for Clean Air (TFCA)

The TFCA is a grant program funded by a \$4 surcharge on motor vehicles registered in the Bay Area. This generates approximately \$22 million per year in revenue. TFCA's goal is to implement the most cost-effective projects in the Bay Area that will decrease motor vehicle emissions, and therefore improve air quality. Projects must be consistent with the 1988 California Clean Air Act and the Bay Area Ozone Strategy. TFCA funds covers a wide range of project types, including purchase or lease of clean fuel buses; purchase of clean air vehicles; shuttle and feeder bus service to train stations; ridesharing programs to encourage carpool and transit use; bicycle facility improvements such as bike lanes, bicycle racks, and lockers; arterial management improvements to speed traffic flow on major arterials; smart growth; and transit information projects to enhance the availability of transit information. Applications are submitted through the Bay Area Air Quality Management District or through the County Congestion Management Agency.

6.1.4 NON-TRADITIONAL

6.1.4.1 The Mello-Roos Community Facilities Act of 1982

In 1978, Californians enacted Proposition 13, which limited the ability of local public agencies to increase property taxes based on a property's assessed value. In 1982, the Mello-Roos Community Facilities Act of 1982 (Government Code S53311-53368.3) was created to provide an alternate method of financing needed improvements and services. The Act allows any county, city, special district, school district, or joint powers authority to establish a Mello-Roos Community Facilities District (CFD) which allows for financing of public improvements and services. The services and improvements that Mello-Roos CFDs can finance include streets, sewer systems, and other basic infrastructure, police protection, fire protection, ambulance

services, schools, parks, libraries, museums, and other cultural facilities. By law, the CFD is also entitled to recover expenses needed to form the CFD and administer the annual special taxes and bonded debt.

6.1.4.2 California Conservation Corps (CCC)

The program provides emergency assistance and public service conservation work for city, county, state, federal, and non-profit organizations. Both urban and rural projects are eligible and are selected on the basis of environmental and natural resource benefits and public use and on-the-job training opportunities. Use of the CCC would be effective at reducing project costs.

6.1.4.3 Grant and Foundation Opportunities

Private foundations provide excellent opportunities for funding specific capital projects or single event programs. Generally to qualify for these types of funds, a Bicycle Advisory Committee or established non-profit group acting in its behalf must exist. In general, private foundations are initially established for specific purposes (e.g. children and youth need, promotion of certain professional objectives, educational opportunities, the arts, and community development). An excellent source of information about foundations and their funding potential can be found in the Foundation Directory, available at many public libraries or online at www.fconline.fdncenter.org. Several foundations to consider are listed below.

6.1.4.3.1 Marin Community Foundation (MCF)

The MCF was established in 1986 with the assets of a trust created by Leonard and Beryl H. Buck, long-time residents of Marin County. Since that time, over 300 additional funds have been created at the Foundation. Grants made from these funds support a wide range of issues within Marin County, the United States, and around the world. The mission of the MCF is to encourage and apply philanthropic contributions to help improve the human condition, embrace diversity, promote a humane and democratic society, and enhance the community's quality of life, now and for future generations. The Foundation's Discretionary Grants program supports efforts that are conducted in Marin County or that benefit the residents of the County. Support is given for general operating support, special projects and initiatives, and ongoing programs – depending on the focus and goals within each of the Foundation's program areas which include the Arts, Community Development, Education and Training, Environment, Human Needs, and Religion, Ethics, and Conscience.

6.1.4.3.2 Surdna Foundation

The Community Revitalization program of the Surdna Foundation seeks to transform environments and enhance the quality of life in urban places, increase their ability to attract and retain a diversity of residents and employers, and ensure that urban policies and development promote social equity.



6.1.4.3.3 Zellerbach Family Foundation

The Mission of the Zellerbach Family Foundation is to be a catalyst for constructive social change by initiation and investing in efforts that strengthen families and communities. The areas focusing on improving human service systems and strengthening communities would support local community improvement efforts

6.1.4.3.4 Bike Belong Coalition

Bike Belong is the national coalition of bicycle suppliers and retailers working together to put more people on bicycles more often. Through national leadership, grassroots support, and promotion, they work to make bicycling safe, convenient, and fun. Bike Belong Coalition will support non-profit organizations and public agencies with development of facilities, education programs, and advocacy efforts.

6.2 NEXT STEPS

This Community-Based Transportation Plan provides a list of improvement strategies and projects to support efforts by TAM and the City of Novato to pursue federal, state, regional, and local funds to implement the recommended projects and programs.

6.2.1 FUTURE GRANT OPPORTUNITIES

A prioritization matrix was developed in conjunction with this Plan (**Table 25** and **Table 26**). The purpose of the matrix is to provide a database of projects and programs, rated against a series of criteria that are both important to the community and those that are frequently used for grant programs. This will allow agency staff to select projects for future grant applications that are targeted based on each grant program's specific criteria. The Plan also provides preliminary cost estimates for each project or program.

The first known opportunity for grant funding is a regional funding program administered by the Metropolitan Transportation Commission (MTC). MTC's Lifeline Transportation Program supports projects that address mobility and accessibility needs in low-income communities throughout the region. It is funded by a combination of federal and state operating and capital funding sources, including the Federal Transit Administration's Section 5307/Job Access and Reverse Commute Program, and state Proposition 1B Transit Capital and State Transit Assistance program. In the first three funding cycles, approximately \$190 million in Lifeline funding was programmed to 224 projects throughout the nine-county region. Projects include a variety of solutions tailored to local priorities, including fixed-route transit, transit stop improvements, pedestrian and bicycle access improvements, senior and children's transportation,



community shuttles, auto loan programs, and mobility management activities. Marin County agencies received a total of \$2.5 million in Lifeline funding in the Third Cycle (FY 2011-2013) including \$985,000 for Marin Transit to implement bus stop improvements in Novato. GGBHTD also received \$726,000 in funding during the Third Cycle for an Advanced Communication and Information System that includes real-time passenger information signs, some of which are scheduled for installation in Novato in 2015.



APPENDIX

FOCUS GROUP NOTES

Copied below are the focus group notes from individual sessions.

PROMOTORES EN NOVATO

*Total of 10 people in attendance

1. **How do you and your family get around in Novato?**

Car (SOV): 8

Bus: 4

Carpool: 3

Family

Car: (SOV): 20

Bicycle: 3

Bus: 7

Carpool: 17

*Everyone at the meeting said they and their family members will be utilizing SMART

2. **Where do you go in Novato?**

Shopping

- a) Santa Rosa
- b) San Rafael/ Northgate
- c) Novato
- d) Petaluma
- e) Vallejo
- f) Richmond
- g) San Pablo
- h) SF

Entertainment/ work

- a) Santa Rosa
- b) SF
- c) Marin Beaches
- d) Napa
- e) Pt. Reyes
- f) Healdsburg
- g) St. Helena
- h) Concord
- i) Vallejo
- j) Rohnert Park

3. **What challenges do you have in getting places?**

Bus challenges

- a) At bus stops, cars harass people by yelling, esp. on Novato Blvd and Diablo
- b) Verbal abuse & implicit sexual comments to young girls (Ignacio bus driver and routes 71, 80, and 70)
- c) The environment on the bus is not pleasant
- d) Kids must sit in front area for better safety
- e) Riders with bad hygiene make it uncomfortable
- f) Have to pay exact change- sometimes end up overpaying because it's hard to have the exact

amount

- g) Delays because people who don't pay are asked to leave the bus- take their time
- h) Drug addicts ride the bus
- i) Paratransit buses don't have flexible hours anymore and are rarely available when needed

General

- a) SB 101 traffic in morning
 - b) HWY 37 traffic
 - c) Traffic on Novato blvd on 7th and DeLong
 - d) Waiting time for buses is long, makes trip unnecessarily long
 - e) Cars are much faster and more convenient
 - f) Tiburon bus is often delayed
 - g) There is no transportation to smaller places like Tiburon
 - h) Cars don't respect bikes
 - i) Bus route information is hard to find in Spanish, riders usually end up confused and annoyed because they can't read some signs, feel uncomfortable
4. **How might we improve transportation in Novato to be more accommodating to everyone, including Spanish speakers?**
- a) Security officer on buses or at bus stops
 - b) More bus shelter
 - c) Better lighting
 - d) Tall bushes in walkways along 101 exits
 - e) Smoking locations at bus stops
 - f) Remove homeless from sleeping at bus stops
 - g) Better bus maintenance
 - h) Better awareness about clipper cards
 - i) Need passes for college students- free rides with student ID
5. **How satisfied are you overall with public transportation?**
- a) Very satisfied: 0
 - b) Moderately satisfied: 5
 - c) Not satisfied: 4

ALMA LATINA

*There were a total of 17 people in attendance

1. **How do you and your family get around in Novato?**

Walking: 1

Bicycle: 4

Shared Drive: 2

Solo Driving: 15

Bus: 2

*9 attendees said they would use SMART as a primary form of transportation once it's implemented

2. **Where do you go in Novato?**

Novato:

- a) Shopping/Recreation Centers
- b) Out to Eat
- c) Farmers Market
- d) Margaret Todd Senior Center

Outside Novato:

- a) Golden Gate Park/ Headlands
- b) Stinson Beach (work and recreational)
- c) West Marin
- d) Marin City

- e) Mill Valley
- f) Tiburon
- g) Sausalito
- h) Corte Madera Village
- i) Petaluma
- j) San Francisco

3. **What challenges do you have in getting places?**

When driving:

- a) Bikes ride alongside cars, use up majority of lane
- b) Bikes don't go with rhythm of traffic
- c) Older drivers can't react quickly to bikes riding too fast
- d) Taxi services are often slow, making people late

Bus:

- a) Buses are too high off the ground, don't see pedestrians and bikers (attendees shared 2 stories of family and friend members being struck and killed by buses because the bus didn't see them)
- b) Buses are not fully reliable with time, sometimes riders can be late to their destination
- c) Service on holidays and on Sundays is poor and needs improvement
- d) There aren't enough buses in circulation to make long/complicated trips
- e) Whistlestop buses are often late and unreliable

Bikes:

- a) People on the road don't respect bikes, bikers don't respect cars
- b) Bikes don't stop at stop signs
- c) Bikes are often going too quickly and come around corners sharply

Pedestrians:

- a) Drivers are often distracted or in a rush and don't see pedestrians clearly
- b) Not all drivers know the laws of the road that pertain to pedestrians

4. **How might we improve transportation in Novato to be more accommodating to everyone, including Spanish speakers?**

- Bikes need lights and reflectors
- Bikers at night should wear reflective gear
- General education for pedestrians and bicyclists needs to be improved so they know the laws of the road and how to be safe and respect people using other forms of transportation
- San Marin blvd, South Novato, and Novato in general needs better lighting at night for people using alternative forms of transportation
- More traffic, signal, and safety signs should be put up, made bigger, and translated into Spanish as well so everyone can easily see and understand them
- Lights for pedestrians to cross the street
- Communication about laws within the community
- Organize support for pedestrians against drivers who accuse them of abusing their roles on the road
- Intersection Cameras (surveillance) adds to the need for pedestrian support against false claims (driver accidents wherein drivers pin the blame on pedestrians when it may not be their fault)
- Volunteer drivers to expand ride sharing, especially ones who speak Spanish
- Many facilities and places need more information in Spanish such as
 - a) Whistlestop
 - b) Dial a Ride
 - c) Novato Human Needs Center
- All buses and bus stops in general need Spanish translations of their signs
- Larger fonts and signs would help better accommodate the elderly

5. **How satisfied are you overall with transportation in Novato?**

- a) Very Satisfied: 7

- b) Moderately satisfied: 6
- c) Not Satisfied: 2

YOUTH

*There were 5 teens in attendance

1. **How do you and your family get around in Novato?**

Bus: 2

Car (solo): 1

Car (>1): 3

*All 5 of the attendees were excited about SMART and said they would use the train

2. **Where do you go?**

In Novato:

- a) Gym
- b) Sport games (school affiliated)
- c) School
- d) Work
- e) Community Service Activities
- f) Wellness Center
- g) Youth Center
- h) Friends Houses
- i) Shopping (primarily shop in Novato)

Outside Novato:

- a) San Rafael (primarily using buses that are free via student passes)
- b) Rohnert Park (family car)
- c) Northgate (bus)
- d) Santa Rosa (family car/ bus)

3. **What challenges do you have in getting places?**

- a) Not enough cars for the amount of people in their family (when using family cars as a primary form of transportation)
- b) Don't always know bus schedules
- c) Bus website is hard to use, 511.org is "horrendous" and hard to understand... Google Maps works way better for them
- d) Can't get accurate info on bus schedules and timing (buses typically run late and they have no way of knowing... typically have to wait for 5-15 minutes)
- e) Route 251 (Ignacio) is consistently 5-15 minutes late
- f) Rohnert Park traffic is hard to get through (particularly from 4-6pm on NB HWY101)
- g) Parents have safety concerns and don't like their children using the bus system
- h) Many students and their friends hear "weird" stories from friends and neighbors about their experiences on the bus, sometimes feel uneasy and don't want to take the bus
- i) After school bus services could be improved
 - I. The popular buses (particularly bus 47) are small and get crowded easily because of the high amount of passengers, can't accommodate everyone, people get in arguments and are irritable
 - II. Buses 151 and 251 are an adequate size but are less frequently used
- a) Some neighborhoods don't have adequate access to bus stops
 - I. Bay Vista neighborhood is isolated and there is a 1.5 mile walk with a big hill separating the houses from the bus stops
 - II. Transit riders have to walk long distances to get to a bus that will likely be late, there is no shade at the stop that they can sit under
- b) Hamilton and Ignacio need more bus stops and more buses to accommodate the riders, long walks discourage people from using transit... people have to walk far distances from the bus stop to their

- home/place of work
- c) Freeway buses are far from neighborhoods and business parks (no shuttles or other form of transportation other than walking for people to get where they need to go from the bus stops)
- d) Apps online don't show where the buses currently are in their route
- 4. **What are some ways we can improve transportation in Novato?**
 - a) Novato High School needs bigger buses, especially during peak hours before and after school
 - b) Phone App should show where buses are, how long they will take to get to the stop, etc.
 - c) SMART will be a good solution for the longer trips
 - d) SMART station at SRJC would greatly accommodate students from Novato
 - e) Post bus schedule at each of the stops... could also have an automated sign that says "next bus 5 min... bus not available...etc."
 - f) Better/ more stops on Hamilton
 - g) Shuttles from freeway buses to neighborhoods and business park locations
 - h) Provide more information on Dial-a-Ride and education... clear up what that is
- 5. **How are you overall satisfied?**

Satisfied: 1
Moderately satisfied: 4
Not satisfied: 0

Additional Comments

- Public transportation, although used widely by these students, was seen as not too great... they refer to it as helpful only because it "gets [them] places"
- Need to get more information on the phone App they were talking about... they didn't know too much about it, didn't know the name of it, but said it was hard to use and improving it would make traveling way more efficient and useful
- There is good bus service to San Marin, and they would like the same for Novato High School
- Look more into Dial-a-Ride, they said it seems helpful but they don't know anything about it/ if it is accessible to them
- Long walks, isolated neighborhoods, hills, and lack of shade were the main discouraging factors of public transportation... the youth themselves were not concerned about their safety, it was more of a parental worry

WARNER CREEK

*5 in attendance, plus Michael Harris from Stakeholder Committee

Elizabeth:

- Uses Whistlestop and walking as primary transportation.
- Whistlestop sometimes doesn't come on time or she will be waiting indoors where it is cool and the bus driver won't see her and will leave without her
- Whistlestop is great for doctors apt but she needs to call to have them come a half hour early or she will be late for her apt
- Warner Creek doesn't have a bus stop out front, they need to walk a ways and there is no shade
- Had a bad fall on south Novato Blvd because of uneven and broken pavements
- There isn't seating anywhere on her route so she can't walk long distances and is limited because she has no place to rest
- Need shuttles or buses that make it easy to travel outside of Novato... she can't use whistlestop or dial a ride to go to Northgate, for example.

Ed:

- Uses a caregiver 3 times a week but otherwise walks
- There are no buses on weekends and at night for marine general and the Marin community clinic
- Pedestrian crosswalk lights don't give enough time to cross the street, would be helpful to have a countdown of seconds left to cross... more crosswalks along S Novato Blvd... he needs to go out of his way a few blocks to get where he needs to be

- There is a crosswalk countdown at the 3rd crosswalk next to Trader Joes downtown, thinks that system is great and would like them to replicate that
- Diablo in front of the Verizon Store has bad sidewalks that are hard to navigate and need to be avoided because of a bad fall

Gary:

- Relies completely on a caregiver but knows that one day that will no longer be an option
- Walks a few blocks to get to local stores and doesn't feel safe along Redwood and S Novato Blvd. because of fast cars, incomplete sidewalks, and few safe crosswalks

James:

- Walks everywhere, uses bus when needing to go farther
- Had a bad fall at downtown transit center on Redwood
- Some bus stops are poorly lit at night and don't feel safe
- Hard to cross in front of San Marin
- Most people jaywalk because they have to, they don't want to go way out of their way to get where they need to be
- Would like more bus access to Marin general on the weekends and nights

Veronica (Warner Creek service coordinator):

- People need bus/ transportation options that allow them to take dogs on
- There needs to be a bus stop out front of Warner Creek
- Whistlestop drivers need to come indoors to look for riders instead of leaving when they don't see anyone

SENIORS

Opening Remarks

Cindy Seymour (Care Navigate Group)

- Novato Blvd corridor is a big artery (Safeway a big draw) that faces traffic problems

Pam Drew

- Shuttles & local bus services interact with Golden Gate Transit – location of bus transit station
- From Diablo up to north of town presents a lot of ped and bike safety hazards

Tina MacMillan

- West side of town – getting across Novato Boulevard (dual-threat issue)

Mike Harris

- Ideas to assist people at clinics and bring services to seniors as a whole
- Concern: after-hours service from Airpointer or doctor's appointment at small cost
- Marin Community Clinic (emergency/walk-in/medical and dental) has Saturday and after-hours appointments and people struggle to get transportation to these appointments (Redwood across from Ford dealership)

List of Concerns

Accessing Novato Human Needs Center at Simmons Lane/Novato Boulevard

- People walk across the four lanes of roads near Novato human needs center
 - McClay/Novato is "dangerous"
 - Simmons/Novato is a problem
- People can't get food to the trunk of a car (parking issues) and can't get food home as they have strollers and it's difficult to carry.
 - Park at the open-door church, the folks at the church can transfer the food to your car, especially if you are disabled
 - People can learn about this through the case worker
 - Bad experience with a rude bus driver who humiliated a disabled patron and would not open the

front or back door

- Could we institute a feedback system for Marin Transit drivers? Reporting?
- Could we get temporary chair-canes loans to elderly?
- Can we have training for Police/bus drivers to understand that there are many people who have disabilities that may not be obvious

Transportation from the hospital

Limitations of Whistlestop

- Does not serve those people outside of the fixed transit area
 - Have to live within half mile or mile of commuter bus service to qualify for Whistlestop
- Someone on Sutro cannot use reliably – only on call-up basis and they have room
 - Must then rely on shuttle which may not serve there, or pay for caregiver
- Whistlestop (paratransit) – must be able to prove using ADA/Novato Shuttle (suggested donation)/Health Express (Fully subsidized by hospital)/Catch-a-Ride (subsidized taxis - \$28 subsidy, \$36 for low income for round trip)
- Common destinations:
 - Pharmacy/grocery store/medical store
- People can't get Whistlestop because they can't get a doctor to write a letter.

Novato/Marin Villages

- Non-profit with Board of Directors
- Administrative offices at Whistlestop in San Rafael
- 75% of what they do is transportation to medical services
- Possibly age criteria
- Based off of Beacon Hill prototype (east coast concept)
- \$350 per year membership fee
 - Could get rides on a regular basis out of this for free
- Volunteers then help seniors
 - Change light bulbs, change screen doors, etc

Trouble spots for Disabled access

Route 251 Bus stop on Redwood Highway to Front Street on a wheelchair or stroller is hard/impossible

- Bus stop at Redwood/Grant in front of McDonald's

Communication of Transit Service to the Public

People (older seniors) are unable to know where the transit service is.

- Visual map of list of services and which ones you can qualify for. Just look at it and see how you get around (Downtown, hospital, dentist, eye doctor, Novato human needs food bank).

Discussion about people who are unable to drive

- Feel as if you can't go out – embarrassing
- Order food in – unhealthy

Other pedestrian hotspots

- Around Human Needs Center
- Along Diablo Avenue to Senior Center
 - Wheelchair-accessible paths without any gravel
- Downtown Novato Transit Hub (Redwood/Grant)
 - Central platform design has been adopted by Planning Commission, to be located in the median
 - Requires weave
 - Removal of concrete barrier will put people on platforms at greater risk of vehicular collision
 - Design chosen for visibility (Police can see those on platforms)
 - Central road design encourages jaywalkers, and there is no protection for those who access from

- other areas
- o Is there an opportunity to learn from Europe and provide a safe multi-modal facility?

PEOPLE WITH DISABILITIES

Five participants

Opening Remarks & Concerns

Very difficult to get a ride, often have to wait for a very long time.
In particular, very hard to get to doctor's appts
I have a driver who helps me get around, but it's very expensive

I get around with an electric scooter – when it rains I'm unable to go out. I also have a car but I'm reluctant to drive; I try to limit my driving as much as possible
I have appts at Kaiser San Rafael – there's a bus that goes there once a day that's extremely inconvenient, almost impossible. I depend on a nephew for driving but I hate to ask him for rides. Sooner or later I will need better transportation. I can walk about 100 yards without too much pain. I need information about how to get around.

Participant in an electric wheelchair

- To get from Mill Works to Hill Road, there are several barriers, particularly the crossing at Diablo & Novato Blvd – no curb cuts
- Dial-A-Ride: great service but I have to call seven days in advance
- I'm not eligible for paratransit because I can take the regular bus
- Many people would have liked to come to this meeting weren't able to come because they couldn't get here
- Not all the taxi companies Marin Transit contracts with are wheelchair accessible. For example, Novato Taxi Company doesn't take passengers in wheelchairs

We received valuable input that people with disabilities need much more lead time to participate in a focus group – can we do any follow-up for this group?

Novato Dial-A-Ride fills up during the school year because many families use it to get to school
Representative from Novato Dial-A-Ride came and shared information about transportation services.

Can the transportation options on the City of Novato's website? And the City ticker channel?

Participant who Drives:

I live up on a hill and I continue to drive, but I know it will be very hard for me to get around at some point. I don't feel like there is any other option besides taxis.

Taxis are very expensive
It's very expensive to get home

Route 251 – drivers often say they don't know how to operate the lift to the bus, or that the lift is broken

There are a number of sidewalk barriers and bus stops aren't accessible

Needs & Suggestions:

Main shopping areas need to be addressed, NHNC, Novato Blvd
When you turn into Grant from Novato Blvd, there used to be an accessible bridge by a childcare center. The bridge has been removed so you have to go into the roadway with a wheelchair – very dangerous so I no

longer go that way
Redwood Blvd is missing sidewalks in several areas

How about streamlining transportation choices? Can the transit agencies communicate better? For example, could the 251 be scheduled to link directly to GG Transit? A lot of times the bus transfer time is 30-60 minutes

NEW BEGINNINGS

Opening Remarks

Opening introductions by Andy; limited discussion of the project since questions started quickly
About **37 people** were counted in the audience at beginning of meeting (audience decreased gradually to about 20 people by the end)

Comments from Group

How People Get Around

Andy asked how people get around

- 10 own a car and drive (28% of respondents)
- 15 use buses a lot (42% of respondents)
- 4 use bikes (11% of respondents)
- 7 use taxis, and complain they are expensive (19% of respondents)
- About 37 people were in the room at this point

Deficiency of Existing Programs

Dial-a-Ride

- They are usually all booked up far in advance
- Their service drops off at about 11am and only comes back online from 3pm-6pm; very long gap in service mid-day
- Despite that there are no appointments available, one would respondent said she would get on the Dial-a-Ride and be the only person on it – “why are there no appointments if no one is on it?”

Subsidized taxi service

- Nobody reported using it
- It is almost impossible to qualify, and at least one person had tried unsuccessfully

Feedback on Transit

- Need **later service**: the last bus leaves downtown at 7:00pm
- Concern about **stop spacing**: hard to get to a stop if you have mobility impairments
- Areas like Point Reyes that are not transit-accessible are accessible by stage-coach, but this is very expensive
- Many stops lack shelters or benches
 - No shelter or bench at New Beginnings' stop
 - The Canal Area doesn't have shelters/benches
- Many areas of town have **no bus coverage**
 - Deer Island industrial parks
 - “Behind the Humane Society of Bell Marin Keys Boulevard, no transportation out there at all and there are restaurants, auto dealers, hot dog makers, lighting companies...”
 - “Redwood Highway toward downtown, out by Trader Joe's, Olive Avenue, the big loop toward Atherton – there's no transit out there, can only get there by car or taxi”
 - Regional accessibility is difficult – one woman reported being unable to get out to Point Reyes, where the only Medi-Cal covered podiatrist in the entire county is located
- One person said they wanted a central transit center; when Andy explained the one that technically exists near downtown Novato, the woman who asked about it was not familiar with it
- The **transit schedule/catalog** is a very large book that is very hard to understand

Other specific point improvements:

- The stops by the New Beginning Center: to head back north, you have to walk all the way around the back of the Safeway. The northbound and southbound stops are very far away from each other, and it's a stop used by many people using the bus
- The **Marin Community Clinic** is not transit-accessible; it's a half-mile walk from the nearest bus
- A **shuttle** in Downtown San Rafael to **Marin General** would be helpful, going down Wolf and D Street; currently, it's very hard to get to Marin General even within San Rafael

At least one person expressed positive feedback about "new route changes and shuttles." He clarified that by shuttles he meant all the "smaller buses" like the 233, 257, 259, and said there need to be **more of those small buses, and for them to run later** than 7pm. Two people said they use the **Hamilton Shuttle**.

Particular Gaps in Pedestrian Infrastructure

People expressed concerns about

- Lack of adequate **street lights**, or lights that are so dim they don't help
 - No or few lights on Roland Boulevard
 - Terra Linda, off the highway – "you get off the bus and it's dangerous"
 - Insufficient lighting around the stops on Highway 101
 - It is hard to walk to and from the stops on Highway 101; lack of sidewalks
- There was no particular feedback about accessible street design; accessibility concerns expressed were primarily about the distance to walk, and unsafe access to the Highway 101 stops.

Concerns about Bicycling

Two people had bikes stolen. One person said it was too dangerous. One person said they "couldn't manage to ride a bike."

A number of people agreed that "drivers around here are very rude" and traffic is bad in San Rafael, and that it would make them feel unsafe.

One person said there were not enough bike lanes. Another person countered that "heavy duty bikers with all the gear and everything are getting more militant and 'share the road' signs are popping up everywhere," and suggested that the law needed to be revised to make it illegal for bikes to bike slowly in the traffic lane.

Thoughts on Rail

One person early on said "Marin County is ignoring the obvious solution to all this, which is light rail." Andy explained the upcoming SMART project. At multiple points, people said they needed subway or rail to get to San Rafael, Santa Rosa, and San Francisco.

Thoughts on SMART

- Even just Phase 1 sounds great to a number of people at the meeting
- At least one person also wants connections east to Vallejo, Vacaville, Sacramento
- Noise was briefly mentioned as a concern, but was not a big issue

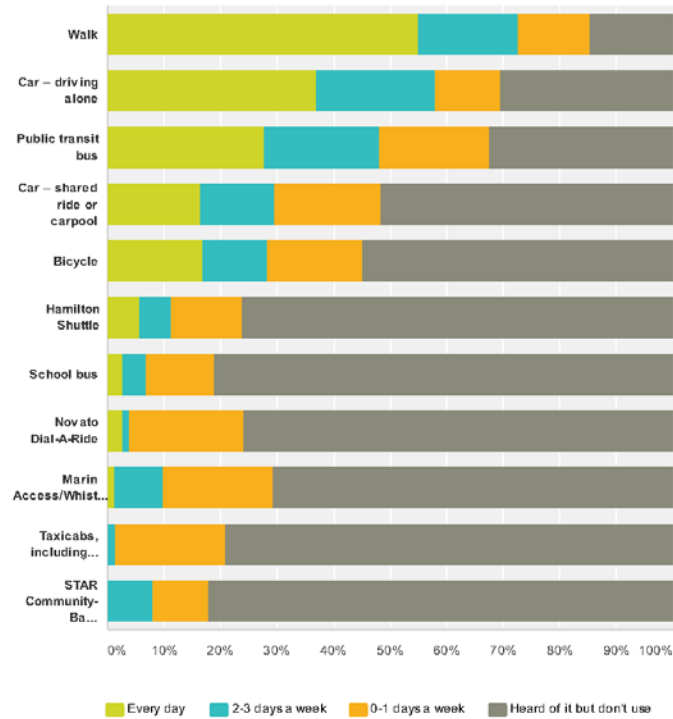
SURVEY RESPONSES

Copied below is the full summary of survey response data.

Novato Community-Based Transportation Plan Survey / Encuesta Sobre el Plan de Transporte

Q1 How often do you use the below methods to get around Novato?

Answered: 121 Skipped: 7



	Every day	2-3 days a week	0-1 days a week	Heard of it but don't use	Total
Walk	54.90% 56	17.65% 18	12.75% 13	14.71% 15	102
Car - driving alone	36.84% 35	21.05% 20	11.58% 11	30.53% 29	95
Public transit bus	27.71% 23	20.48% 17	19.28% 16	32.53% 27	83
Car - shared ride or carpool	16.47% 14	12.94% 11	18.82% 16	51.76% 44	85
Bicycle	16.90% 12	11.27% 8	16.90% 12	54.93% 39	71
Hamilton Shuttle	5.63% 4	5.63% 4	12.68% 9	76.06% 54	71
School bus	2.70% 2	4.05% 3	12.16% 9	81.08% 60	74
Novato Dial-A-Ride	2.53% 2	1.27% 1	20.25% 16	75.95% 60	79
Marin Access/Whistler	1.22% 1	8.54% 7	19.51% 16	70.73% 58	82
Taxicabs, including Catch-A-Ride	0.00% 0	1.39% 1	19.44% 14	79.17% 57	72
STAR Community-Based Volunteer Program	0.00% 0	8.06% 5	9.68% 6	82.26% 51	62

#	Other (please specify what service and how often) / Otro (Especifique método y con qué frecuencia)	Date
1	Skateboard	7/30/2014 2:49 PM

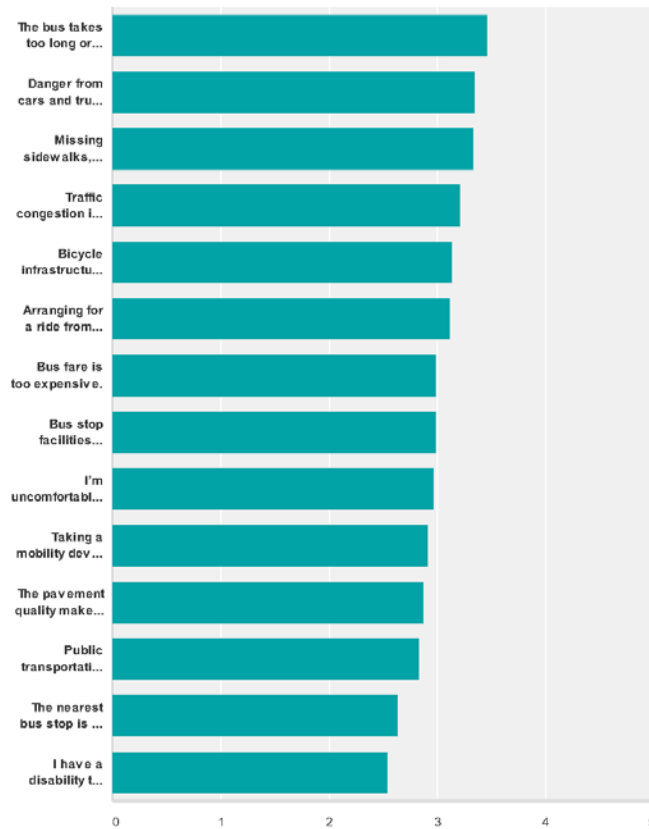
Novato Community-Based Transportation Plan Survey / Encuesta Sobre el Plan de Transporte

1	Comments	Timestamp
2	Whistlestop	7/30/2014 2:21 PM
3	Wheelchair- Everyday	7/28/2014 1:57 PM
4	occasionally ride with relatives to special events	7/28/2014 12:14 PM

Novato Community-Based Transportation Plan Survey / Encuesta Sobre el Plan de Transporte

Q5 Please tell us how much you or any mobility-challenged members of your family (including older adults or children in school) would agree with the following statements.

Answered: 109 Skipped: 19



	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	Total	Average Rating
The bus takes too long or doesn't come often enough.	20.69% 18	9.20% 8	17.24% 15	10.34% 9	42.53% 37	87	3.45
Danger from cars and trucks is an issue while bicycling.	18.03% 11	11.48% 7	24.59% 15	9.84% 6	36.07% 22	61	3.34
Missing sidewalks, broken sidewalks, or missing crosswalks make it hard to walk places.	18.07% 15	15.66% 13	18.07% 15	12.05% 10	36.14% 30	83	3.33
Traffic congestion is a problem.	18.99% 15	12.66% 10	27.85% 22	10.13% 8	30.38% 24	79	3.20
Bicycle infrastructure (bike lanes, bike parking) is inadequate.	21.43% 15	11.43% 8	24.29% 17	18.57% 13	24.29% 17	70	3.13
Arranging for a ride from public or private services (because of complicated processes, communication issues, etc.) is difficult.	25.33% 19	6.67% 5	25.33% 19	17.33% 13	25.33% 19	75	3.11
Bus fare is too expensive.	30.67% 23	6.67% 5	21.33% 16	16.00% 12	25.33% 19	75	2.99
Bus stop facilities (benches, shelters, lighting) are inadequate.	27.38% 19	11.90% 8	20.74% 15	15.48% 11	24.60% 17	70	2.78
I'm uncomfortable taking a mobility device.	18.03% 11	11.48% 7	24.59% 15	9.84% 6	36.07% 22	61	2.67
Taking a mobility device...	18.03% 11	11.48% 7	24.59% 15	9.84% 6	36.07% 22	61	2.67
The pavement quality makes it hard to walk places.	18.03% 11	11.48% 7	24.59% 15	9.84% 6	36.07% 22	61	2.67
Public transportation is difficult to use.	18.03% 11	11.48% 7	24.59% 15	9.84% 6	36.07% 22	61	2.67
The nearest bus stop is too far away.	18.03% 11	11.48% 7	24.59% 15	9.84% 6	36.07% 22	61	2.67
I have a disability that makes it hard to walk places.	18.03% 11	11.48% 7	24.59% 15	9.84% 6	36.07% 22	61	2.67

Novato Community-Based Transportation Plan Survey / Encuesta Sobre el Plan de Transporte

Legend: Percentages, counts, ratings, and means.

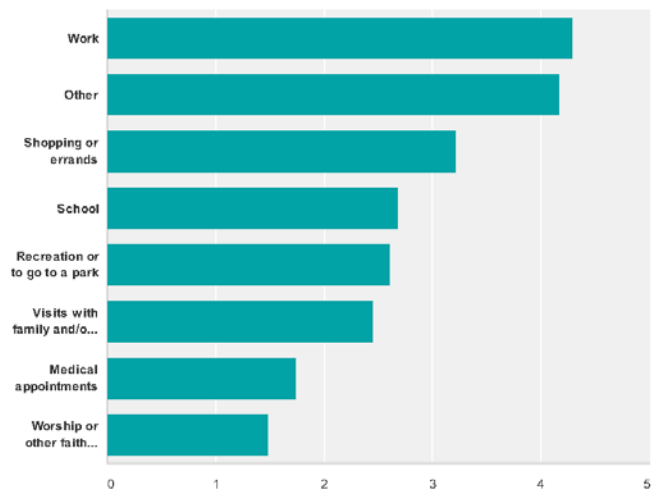
	23	10	17	13	21	84	2.99
I'm uncomfortable walking up hills or for long distances	32.26% 30	9.68% 9	17.20% 16	11.83% 11	29.03% 27	93	2.96
Taking a mobility device or stroller on the bus is difficult.	31.25% 20	6.25% 4	23.44% 15	18.75% 12	20.31% 13	64	2.91
The pavement quality makes it unsafe to bike.	26.76% 19	12.68% 9	26.76% 19	14.08% 10	19.72% 14	71	2.87
Public transportation directions are hard to follow, or signage is difficult to read or understand.	31.17% 24	7.79% 6	28.57% 22	11.69% 9	20.78% 16	77	2.83
The nearest bus stop is too far to walk or bike to.	40.00% 32	12.50% 10	15.00% 12	10.00% 8	22.50% 18	80	2.83
I have a disability that makes it hard to walk.	46.84% 37	8.86% 7	12.68% 10	6.33% 5	25.32% 20	79	2.54

#	What is your closest bus stop? / Especifique su parada de autobús más cercana:	Date
1	BMK- 3 miles away	7/30/2014 2:43 PM
2	Palm Drive	7/30/2014 1:52 PM
3	Harbor Dr	7/29/2014 11:33 AM
4	Redwood & Grant	7/28/2014 1:42 PM
5	Main Gate Drive, Bus pads at Alameda del Prado	7/28/2014 12:14 PM
6	35 minutes away from house	7/22/2014 3:43 PM

Novato Community-Based Transportation Plan Survey / Encuesta Sobre el Plan de Transporte

**Q2 How many times a week do you travel
for the following?**

Answered: 116 Skipped: 12



Answer Choices	Average Number	Total Number	Responses
Work	4	240	58
Other	4	50	12
Shopping or errands	3	334	104
School	3	94	35
Recreation or to go to a park	3	183	70
Visits with family and/or friends	2	174	71
Medical appointments	2	122	70
Worship or other faith activities	1	71	48
Total Respondents: 116			

Novato Community-Based Transportation Plan Survey / Encuesta Sobre el Plan de Transporte

**Q3 If "Other," please specify where you
travel: / Si otras, especifique dónde viaje:**

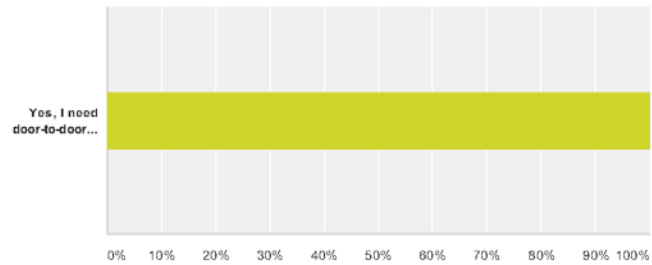
Answered: 11 Skipped: 117

#	Responses	Date
1	Margaret Todd	7/30/2014 2:20 PM
2	The Beach or Pt. Reyes	7/30/2014 1:58 PM
3	Staying Home	7/30/2014 1:47 PM
4	Retired, looking for housing	7/29/2014 12:32 PM
5	Looking for housing/ pharmacy/ meetings	7/29/2014 12:29 PM
6	Recovery Meetings	7/29/2014 12:20 PM
7	Meetings	7/29/2014 11:58 AM
8	Looking for work and housing	7/29/2014 11:48 AM
9	AA/ Alanon	7/28/2014 1:51 PM
10	YMCA	7/28/2014 1:42 PM
11	Volunteering	7/22/2014 1:26 PM

Novato Community-Based Transportation Plan Survey / Encuesta Sobre el Plan de Transporte

Q4 Do you need door-to-door transportation? / Necesita transporte de puerta a puerta?

Answered: 1 Skipped: 127

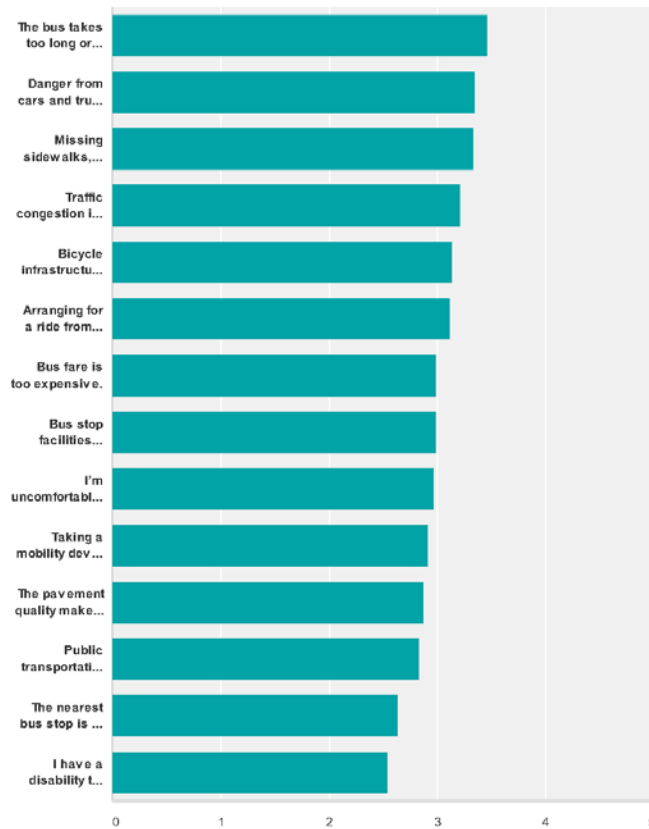


Answer Choices	Responses
Yes, I need door-to-door transportation / Marque esta casilla si necesita transporte de puerta a puerta	100.00% 1
Total Respondents: 1	

Novato Community-Based Transportation Plan Survey / Encuesta Sobre el Plan de Transporte

Q5 Please tell us how much you or any mobility-challenged members of your family (including older adults or children in school) would agree with the following statements.

Answered: 109 Skipped: 19



	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	Total	Average Rating
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Danger from cars and trucks is an issue while bicycling.	18.03% 11	11.48% 7	24.59% 15	9.84% 6	36.07% 22	61	3.34
Missing sidewalks, broken sidewalks, or missing crosswalks make it hard to walk places.	18.07% 15	15.66% 13	18.07% 15	12.05% 10	36.14% 30	83	3.33
Traffic congestion is a problem.	18.99% 15	12.66% 10	27.85% 22	10.13% 8	30.38% 24	79	3.20
Bicycle infrastructure (bike lanes, bike parking) is inadequate.	21.43% 15	11.43% 8	24.29% 17	18.57% 13	24.29% 17	70	3.13
Arranging for a ride from public or private services (because of complicated processes, communication issues, etc.) is difficult.	25.33% 19	6.67% 5	25.33% 19	17.33% 13	25.33% 19	75	3.11
Bus fare is too expensive.	30.67% 23	6.67% 5	21.33% 18	16.00% 12	25.33% 19	75	2.99
Bus stop facilities (benches, shelters, lighting) are inadequate.	27.38% 23	11.90% 10	20.74% 18	15.48% 13	24.60% 20	84	3.00

Novato Community-Based Transportation Plan Survey / Encuesta Sobre el Plan de Transporte

Grouped responses: 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

	23	10	17	13	21	84	2.99
I'm uncomfortable walking up hills or for long distances	32.26% 30	9.68% 9	17.20% 16	11.83% 11	29.03% 27	93	2.96
Taking a mobility device or stroller on the bus is difficult.	31.25% 20	6.25% 4	23.44% 15	18.75% 12	20.31% 13	64	2.91
The pavement quality makes it unsafe to bike.	26.76% 19	12.68% 9	26.76% 19	14.08% 10	19.72% 14	71	2.87
Public transportation directions are hard to follow, or signage is difficult to read or understand.	31.17% 24	7.79% 6	28.57% 22	11.69% 9	20.78% 16	77	2.83
The nearest bus stop is too far to walk or bike to.	40.00% 32	12.50% 10	15.00% 12	10.00% 8	22.50% 18	80	2.83
I have a disability that makes it hard to walk.	46.84% 37	8.86% 7	12.66% 10	6.33% 5	25.32% 20	79	2.54

#	What is your closest bus stop? / Especifique su parada de autobús más cercana:	Date
1	BMK- 3 miles away	7/30/2014 2:43 PM
2	Palm Drive	7/30/2014 1:52 PM
3	Harbor Dr	7/29/2014 11:33 AM
4	Redwood & Grant	7/28/2014 1:42 PM
5	Main Gate Drive, Bus pads at Alameda del Prado	7/28/2014 12:14 PM
6	35 minutes away from house	7/22/2014 3:43 PM

Novato Community-Based Transportation Plan Survey / Encuesta Sobre el Plan de Transporte

Q6 If you marked "Agree" or "Strongly Agree" for any of the above issues, please provide additional details, and include the specific areas where you experience difficulty. / Si usted marcó el "En acuerdo" o el "Muy en acuerdo" para cualquiera de las cuestiones anteriores, por favor agregue detalles adicionales, e incluya las áreas específicas donde usted tiene dificultad.

Answered: 19 Skipped: 109

#	Responses	Date
1	If you ride a bike to the bus but the bike rack is full, you can't take the bus.	7/30/2014 2:52 PM
2	Bus stop is 3 miles from my house	7/30/2014 2:50 PM
3	Bus stops should be cleaner and smell better	7/30/2014 2:44 PM
4	The bus stop is too far from my house	7/30/2014 2:43 PM
5	There are very few bike trails in the woods and off road in Novato is way behind the times	7/30/2014 2:24 PM
6	Public transportation doesn't go where I need to go	7/30/2014 2:17 PM
7	There should be bus schedules handed out. There is no access to Redwood Blvd. County bus drivers are rude.	7/30/2014 2:11 PM
8	The wait for transferring buses is too long	7/29/2014 12:45 PM
9	There are not enough routes... I can't get to deer island businesses and to businesses in bell man keys	7/29/2014 12:42 PM
10	Need better drivers with better attitudes	7/29/2014 12:34 PM
11	A bus stop shelter/bench should be provided in front of the next key/ new beginnings facilities	7/29/2014 12:30 PM
12	No shelter from sun or rain and no seats at bus stops... not enough bus stops, they are too far apart	7/29/2014 12:29 PM
13	Lots of Golden Gate Transit drivers are very rude	7/29/2014 11:48 AM
14	Inadequate street lighting not safe in the winter months when it gets dark early or later at night	7/29/2014 11:46 AM
15	Many bus drivers are abrasive and rude... in Oregon I have had good experience with bus drivers because they hire customer service reps to teach the drivers how to treat riders and how to be friendly	7/29/2014 11:39 AM
16	Need more efficient buses and connections, ramp buses are easier than buses with lifts, McDonald's bus stop has drugs and urine and is very unsafe (Redwood & Grant). Whistlestop is too expensive, There is limited wheelchair access, poor sidewalk connections, Redwood Blvd sidewalks and crosswalks are particularly hard to navigate, lights on Redwood Blvd are timed wrong, Whistlestop often doesn't show up when scheduled, The new bus stop at Rowland Blvd has no wheelchair access... must go in road to access bus stop, the Trader Joe's on Redwood Blvd frequently has cars blocking sidewalks out front, bus drivers are often rude and not helpful to people in wheelchairs, olive ave has no sidewalks, need more curb cuts, NB 101 @ Northgate is inconvenient and unsafe for wheelchairs	7/28/2014 1:57 PM
17	Buses need to come more frequently	7/22/2014 4:11 PM
18	as far as I know, Novato is very good at serving residents. keep up the good work.	7/22/2014 4:09 PM
19	There should be more maps and signs telling routes and bus stop locations... the guidebook is too hard to understand, 511 is way easier to use when needing to get information.	7/22/2014 4:06 PM

Novato Community-Based Transportation Plan Survey / Encuesta Sobre el Plan de Transporte

Q7 If you have an issue not captured in the previous question, please explain below. / Si usted tiene un problema que no se refleja en la pregunta anterior, por favor explique abajo.

Answered: 21 Skipped: 107

#	Responses	Date
1	Diablo and Novato Blvd are difficult to navigate on a bike... the bike path behind autter is in very bad shape	7/30/2014 2:56 PM
2	Bike lanes are needed especially near schools A train station in downtown would be nice.	7/30/2014 2:55 PM
3	Need bus service around Hamilton	7/30/2014 2:48 PM
4	There should be a bench at the bus stop at New Beginnings	7/29/2014 12:46 PM
5	there is no bus service to deer island	7/29/2014 12:45 PM
6	We need bus stops and door to door service for marin county clinic	7/29/2014 12:42 PM
7	Need less transfers between buses	7/29/2014 12:26 PM
8	Less aggression towards homeless from bus drivers, they can be very disrespectful	7/29/2014 12:22 PM
9	They should have more buses to Hamilton for people who work after midnight... also need better lighting at bus stops	7/29/2014 11:45 AM
10	bus services are not safe or efficient in wait times to riders	7/29/2014 11:46 AM
11	More buses, less traffic, more southbound and northbound lanes to Sonoma county.	7/29/2014 11:44 AM
12	More express buses that come more often	7/29/2014 11:42 AM
13	Hire friendly people to drive the buses... less wait time for the buses.	7/29/2014 11:39 AM
14	Can we have a normal bus on the weekends, the shuttle gets too crowded.	7/29/2014 11:35 AM
15	I am a student and cannot take night classes at College of Marin Indian Valley because the shuttle doesn't come late enough	7/28/2014 1:47 PM
16	Unsafe Bus stops (McDonalds) \Unsafe people	7/28/2014 1:42 PM
17	Lack of transportation near Hamilton	7/22/2014 4:19 PM
18	It is difficult for me to get from the bus to where I need to go with 3 kids	7/22/2014 4:09 PM
19	bus stops at night need better lighting, they feel unsafe if they aren't lit well. buses on city streets need to run late, I have to walk an hour from the NB101 to home at midnight, maybe there could be shuttles to help people who need to travel late at night.	7/22/2014 4:06 PM
20	Traffic laws are not followed closely enough by police officers	7/22/2014 4:00 PM
21	Wilson to Mill road is an area that's difficult	7/22/2014 3:45 PM

Novato Community-Based Transportation Plan Survey / Encuesta Sobre el Plan de Transporte

Q8 Do you have any other comments or suggestions on your community's transportation needs? / ¿Tiene algún otro comentario o sugerencia sobre las necesidades de transporte de su comunidad?

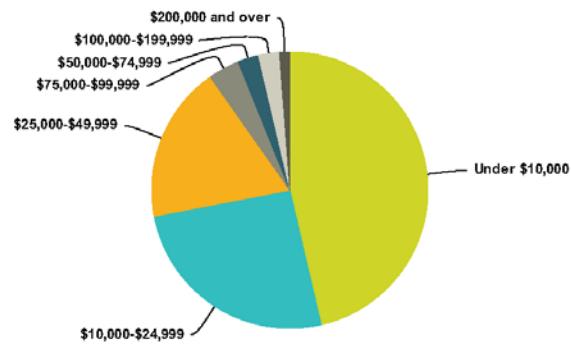
Answered: 4 Skipped: 124

#	Responses	Date
1	I will keep driving until I kill someone	7/30/2014 2:11 PM
2	Doing a good job, thanks for the transportation.	7/29/2014 11:35 AM
3	There should be a \$1 fare for al local buses	7/22/2014 4:16 PM
4	I think the transportation in Novato and all of Marin is very good and we have a wide variety of transportation toms	7/22/2014 1:23 PM

Novato Community-Based Transportation Plan Survey / Encuesta Sobre el Plan de Transporte

Q9 What is your yearly household income?

Answered: 82 Skipped: 46

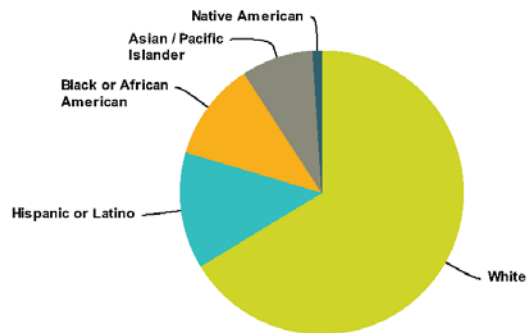


Answer Choices	Responses	
Under \$10,000	46.34%	38
\$10,000-\$24,999	25.61%	21
\$25,000-\$49,999	18.29%	15
\$75,000-\$99,999	3.66%	3
\$50,000-\$74,999	2.44%	2
\$100,000-\$199,999	2.44%	2
\$200,000 and over	1.22%	1
Total		82

Novato Community-Based Transportation Plan Survey / Encuesta Sobre el Plan de Transporte

Q10 What is your ethnicity?

Answered: 98 Skipped: 30



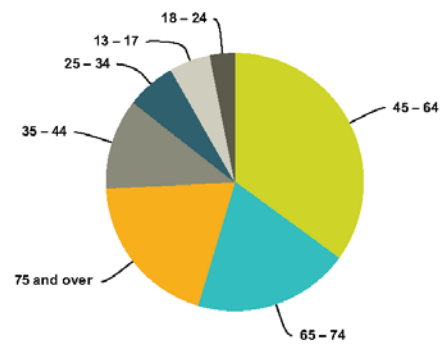
Answer Choices		Responses	
White		66.33%	65
Hispanic or Latino		13.27%	13
Black or African American		11.22%	11
Asian / Pacific Islander		8.16%	8
Native American		1.02%	1
Other		0.00%	0
Total			98

#	Other (please specify below) / Otra (especifique)	Date
	There are no responses	

Novato Community-Based Transportation Plan Survey / Encuesta Sobre el Plan de Transporte

Q11 What is your age?

Answered: 97 Skipped: 31

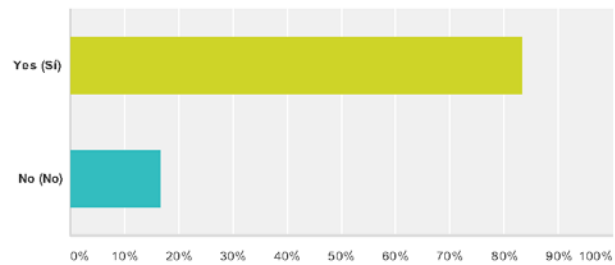


Answer Choices	Responses
45 - 64	35.05% 34
65 - 74	19.59% 19
75 and over	19.59% 19
35 - 44	11.34% 11
25 - 34	6.19% 6
13 - 17	5.15% 5
18 - 24	3.09% 3
Total	97

Novato Community-Based Transportation Plan Survey / Encuesta Sobre el Plan de Transporte

Q13 Do you work in Novato? / ¿Trabaja en Novato?

Answered: 18 Skipped: 110



Answer Choices	Responses
Yes (Si)	83.33% 15
No (No)	16.67% 3
Total	18

#	If yes, please specify the neighborhood you work in. If not, what city do you work in? / Si es si, por favor especifique el barrio donde trabaja usted. Si no, ¿en qué ciudad trabaja usted?	Date
1	San Rafael	7/28/2014 1:57 PM
2	San Rafael	7/28/2014 12:14 PM
3	San Rafael Embassy Suites	7/22/2014 4:06 PM
4	Ministry	7/22/2014 1:45 PM
5	San Rafael	7/22/2014 1:26 PM

Novato Community-Based Transportation Plan Survey / Encuesta Sobre el Plan de Transporte

**Q15 How did you hear about this survey? /
¿Cómo se enteró de esta encuesta?**

Answered: 102 Skipped: 26

#	Responses	Date
1	Farmers Market	7/30/2014 2:59 PM
2	Farmers Market	7/30/2014 2:59 PM
3	Farmers Market	7/30/2014 2:58 PM
4	Farmers Market	7/30/2014 2:57 PM
5	Farmers Market	7/30/2014 2:56 PM
6	Farmers Market	7/30/2014 2:55 PM
7	Farmers Market	7/30/2014 2:54 PM
8	Farmers Market	7/30/2014 2:53 PM
9	Farmers Market	7/30/2014 2:52 PM
10	Farmers Market	7/30/2014 2:50 PM
11	Farmers Market	7/30/2014 2:49 PM
12	Farmers Market	7/30/2014 2:48 PM
13	Farmers Market	7/30/2014 2:46 PM
14	Farmers Market	7/30/2014 2:45 PM
15	Farmers Market	7/30/2014 2:44 PM
16	Farmers Market	7/30/2014 2:43 PM
17	Farmers Market	7/30/2014 2:41 PM
18	MT	7/30/2014 2:24 PM
19	MT	7/30/2014 2:22 PM
20	MT	7/30/2014 2:21 PM
21	MT	7/30/2014 2:21 PM
22	MT	7/30/2014 2:20 PM
23	MT	7/30/2014 2:19 PM
24	MT	7/30/2014 2:18 PM
25	MT	7/30/2014 2:17 PM
26	MT	7/30/2014 2:16 PM
27	MT	7/30/2014 2:16 PM
28	MT	7/30/2014 2:14 PM
29	MT	7/30/2014 2:13 PM
30	MT	7/30/2014 2:12 PM
31	MT	7/30/2014 2:11 PM
32	MT	7/30/2014 2:09 PM
33	MT	7/30/2014 2:08 PM
34	MT	7/30/2014 2:07 PM
35	MT	7/30/2014 2:06 PM
36	MT	7/30/2014 2:06 PM
37	MT	7/30/2014 2:05 PM
38	MT	7/30/2014 2:02 PM
39	MT	7/30/2014 2:01 PM
40	MT	7/30/2014 2:00 PM
41	MT	7/30/2014 2:00 PM
42	MT	7/30/2014 1:58 PM
43	MT	7/30/2014 1:57 PM
44	MT	7/30/2014 1:56 PM
45	MT	7/30/2014 1:54 PM

MT = Margaret Todd Senior Center

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46	MT	7/30/2014 1:54 PM
47	MT	7/30/2014 1:52 PM
48	MT	7/30/2014 1:52 PM
49	MT	7/30/2014 1:50 PM
50	MT	7/30/2014 1:50 PM
51	MT	7/30/2014 1:49 PM
52	MT	7/30/2014 1:48 PM
53	MT	7/30/2014 1:48 PM
54	MT	7/30/2014 1:47 PM
55	MT	7/30/2014 1:46 PM
56	MT	7/30/2014 1:44 PM
57	MT	7/30/2014 1:44 PM
58	MT	7/30/2014 1:43 PM
59	MT	7/30/2014 1:42 PM
60	MT	7/30/2014 1:42 PM
61	MT	7/30/2014 1:41 PM
62	MT	7/30/2014 1:40 PM
63	Homeward Bound	7/29/2014 12:46 PM
64	Homeward Bound	7/29/2014 12:45 PM
65	Homeward Bound	7/29/2014 12:42 PM
66	Homeward Bound	7/29/2014 12:40 PM
67	Homeward Bound	7/29/2014 12:39 PM
68	Homeward Bound	7/29/2014 12:37 PM
69	Homeward Bound	7/29/2014 12:36 PM
70	Homeward Bound	7/29/2014 12:35 PM
71	Homeward Bound	7/29/2014 12:34 PM
72	Homeward Bound	7/29/2014 12:34 PM
73	Homeward Bound	7/29/2014 12:32 PM
74	Homeward Bound	7/29/2014 12:30 PM
75	Homeward Bound	7/29/2014 12:29 PM
76	Homeward Bound	7/29/2014 12:26 PM
77	Homeward Bound	7/29/2014 12:24 PM
78	Homeward Bound	7/29/2014 12:23 PM
79	Homeward Bound	7/29/2014 12:22 PM
80	Homeward Bound	7/29/2014 12:20 PM
81	Homeward Bound	7/29/2014 11:58 AM
82	Homeward Bound	7/29/2014 11:49 AM
83	Homeward Bound	7/29/2014 11:48 AM
84	Homeward Bound	7/29/2014 11:46 AM
85	Homeward Bound	7/29/2014 11:44 AM
86	Homeward Bound	7/29/2014 11:42 AM
87	Homeward Bound	7/29/2014 11:40 AM
88	Homeward Bound	7/29/2014 11:39 AM
89	Homeward Bound	7/29/2014 11:36 AM
90	Homeward Bound	7/29/2014 11:35 AM
91	Homeward Bound	7/29/2014 11:33 AM
92	HNC	7/28/2014 1:57 PM
93	HNC	7/28/2014 1:51 PM
94	HNC	7/28/2014 1:49 PM
95	HNC	7/28/2014 1:47 PM
96	HNC	7/28/2014 1:44 PM
97	HNC	7/28/2014 1:42 PM

HNC = Human Needs Center

Novato Community-Based Transportation Plan Survey / Encuesta Sobre el Plan de Transporte

98	HNC	7/28/2014 1:39 PM
99	PCC	7/28/2014 12:14 PM
100	HNC	7/28/2014 11:01 AM
101	HNC	7/28/2014 11:00 AM
102	HNC	7/28/2014 10:50 AM